Focus on Energy Utility Partners Forum

December 11, 2019

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2019 – Year in Review

Erinn Monroe-Nye, Program Director

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2019 Highlights

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- Quad 3 highlights
- Performance so far
- Customer demand
- Restructured portfolio to capture cost savings

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Quad III Highlights

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- Currently closing first year of a Quad (2019-2022)
- Key Commission Order Points for Quad III
  - Continuation of rural portfolio ($5M from core + unspent rural/broadband funds)
  - Set renewables budget to $5.5M annually
  - 10 percent increase in energy savings goals (this may be revisited)

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Progress to Date - Savings

- Forecasting achievement of ¼ of Quad Savings Goal in 2019 (MMBTU)

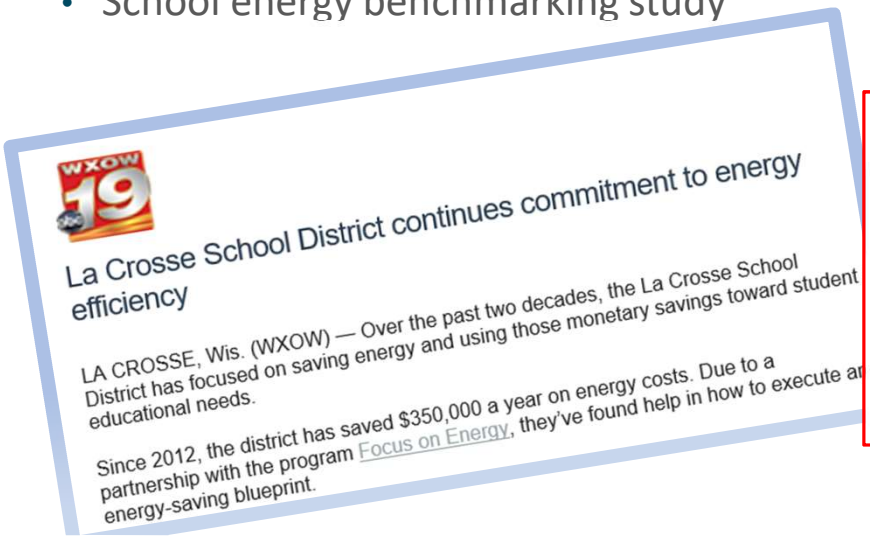
Progress to date – Customer Satisfaction

The portfolio goal (8.9) is shown as a yellow line on the chart. Boxes around ratings indicate a significant difference from the portfolio goal at p<0.10 or better.

CADMUS

Positive Media Coverage

- Highest energy savings per dollar spent in nation
- 18 Energy Efficiency Awards to utility customers statewide
- Farm storm damage response
- School energy benchmarking study

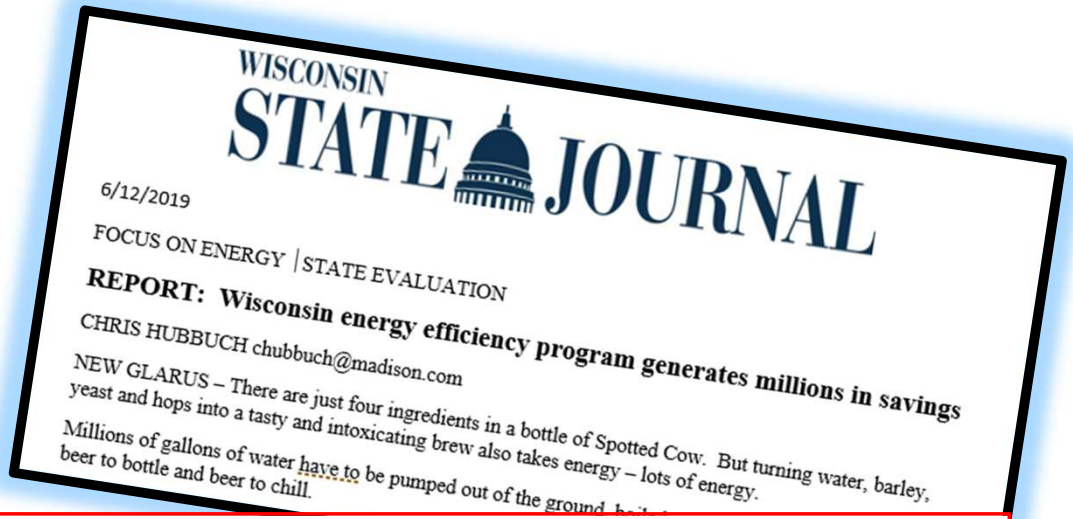


WXOW 19

La Crosse School District continues commitment to energy efficiency

LA CROSSE, Wis. (WXOW) — Over the past two decades, the La Crosse School District has focused on saving energy and using those monetary savings toward student educational needs.

Since 2012, the district has saved $350,000 a year on energy costs. Due to a partnership with the program Focus on Energy, they've found help in how to execute a energy-saving blueprint.



WISCONSIN STATE JOURNAL

6/12/2019

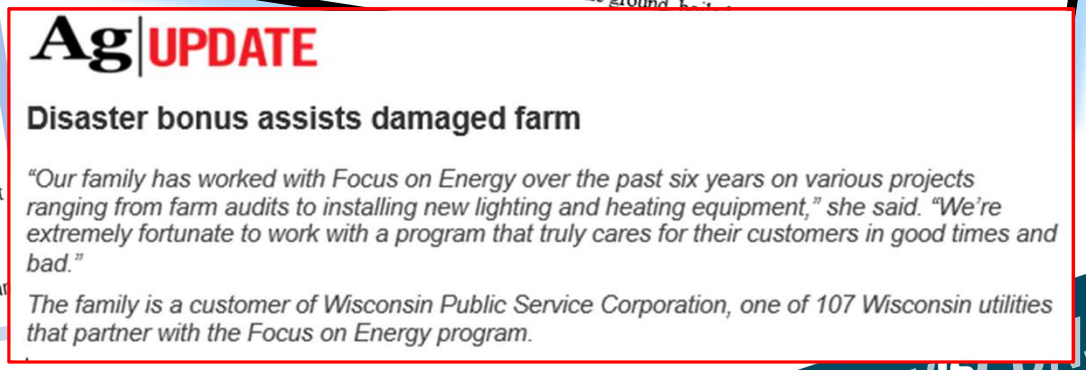
FOCUS ON ENERGY | STATE EVALUATION

REPORT: Wisconsin energy efficiency program generates millions in savings

CHRIS HUBBUCH chubbuch@madison.com

NEW GLARUS – There are just four ingredients in a bottle of Spotted Cow. But turning water, barley, yeast and hops into a tasty and intoxicating brew also takes energy – lots of energy.

Millions of gallons of water have to be pumped out of the ground, beer to bottle and beer to chill.



Ag UPDATE

Disaster bonus assists damaged farm

"Our family has worked with Focus on Energy over the past six years on various projects ranging from farm audits to installing new lighting and heating equipment," she said. "We're extremely fortunate to work with a program that truly cares for their customers in good times and bad."

The family is a customer of Wisconsin Public Service Corporation, one of 107 Wisconsin utilities that partner with the Focus on Energy program.

Customer Demand

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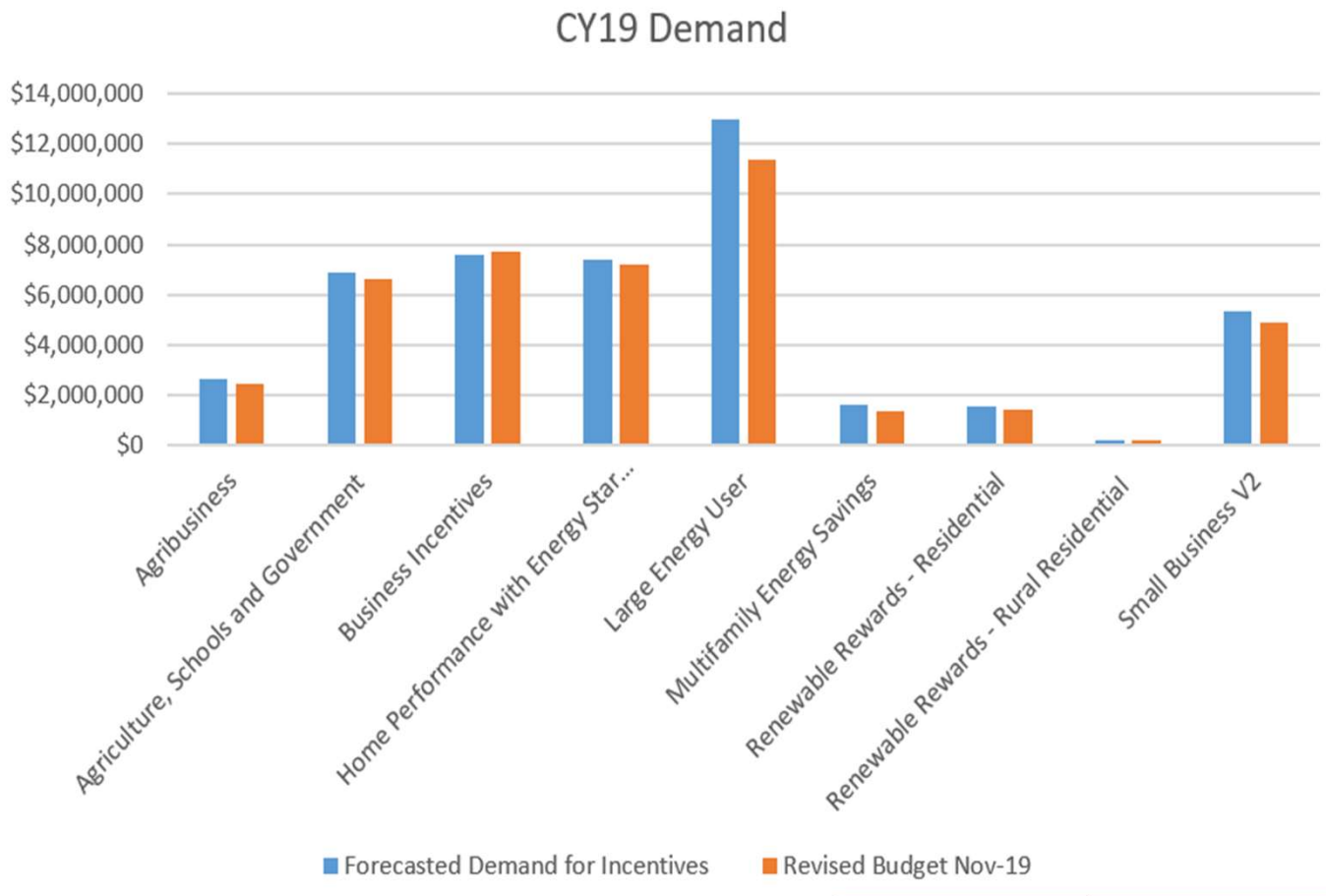
- LEU pipeline is strong
- High demand for residential PV (Federal tax credit) and Home Performance



Budget

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- Budget is stable but segmented and somewhat reduced from past
  - Retail/whole sale (reduced overall budget by about 7%)
  - Drawdown of unallocated funds
  - Implementation budgets have become increasingly segmented (rural, core, renewables buckets are defined)

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Managing demand and budgets

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Performance contracts

- Optimizing delivery costs/efficiencies
- Emphasis on performance

Lower non-incentive costs; higher proportion to incentives

- Aggregation of shared services (incentive processing, etc.)
- Ranging from 25-41%

Flexibility in incentive design

- Solution-oriented budgets
- Targeting lower cost of acquisition with equity in mind

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Utility Partners Survey Results

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Utility Partners Survey

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Focus on Energy is considering changes to its portfolio of offerings and incentives for 2020 to balance increasing demand with available program funding and resources. Current incentive amounts and eligible measures will likely change. To help us decide on the optimal program design for your customers, please rank each the following potential broad approaches in order of preference (1=most favorable, 4=least favorable)

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2020 Program Updates

Nate Warren, Director of Energy Portfolios

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Agenda

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- CY 2020 approach and planning
- Residential Offerings
- Business Offerings
- Renewables
- Training
- CY 2020 programmatic options

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2020 Planning – Programmatic variables

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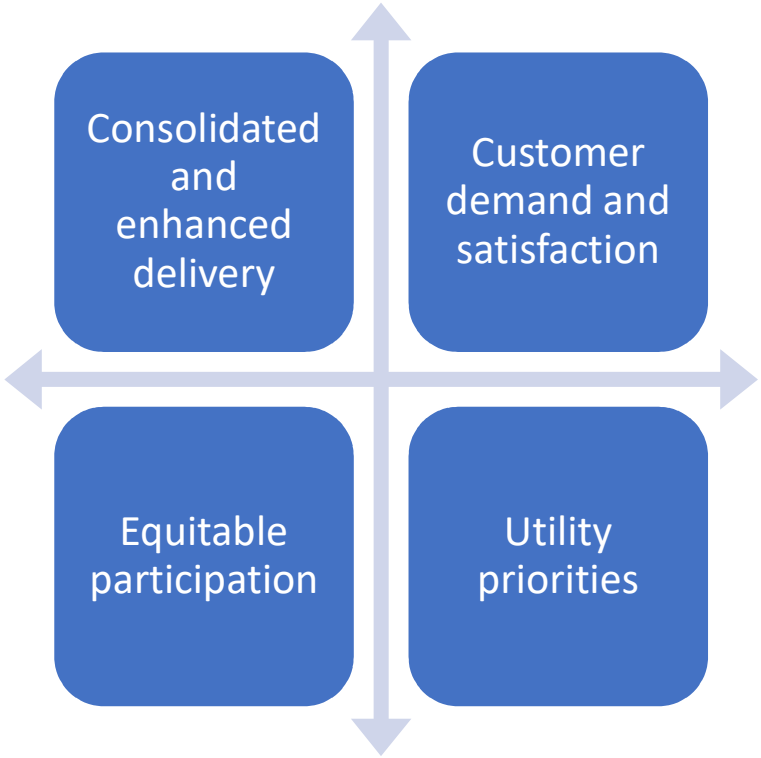

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Budget / Goals Comparison

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CY19 vs CY20 Portfolio Plan

	Non-incentive	Incentive	Total Budget Availability (Core)	Cost of Acquisition
2019	$28,796,956	$56,557,414	$85,354,370	$ 1.11
2020	$22,967,518	$51,691,339	$74,658,857	$ 1.04
% Impact	20%	9%	14%	

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Residential – General Overview

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Direct to Customer *ICF*	• Offerings – Appliance recycling, free packs, pop-up retail, online marketplace, brick and mortar retail • Eligibility – All residential customers
Trade Ally delivered *CLEAResult*	• Offerings – Heating and Cooling, Building Shell • Eligibility – All residential customers. Multi-family common area equipment eligibility is still being determined
Midstream *ICF*	• Offerings – Commercial Kitchen, Heat Pump Water Heater, Mini-splits, high performance circulator pumps • Eligibility – All customers within Focus utility service territory and trade allies

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Residential – Direct to Customer

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Design

- ICF will oversee all D2C offering implementers and manage delivery in market
- ICF will manage all manage all customer facing communication
- Offering implementers will still manage customer support (phone, chat, etc.)

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Direct to Customer – Retail Stores, Online Marketplace, Pop-Up Retail

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Delivery

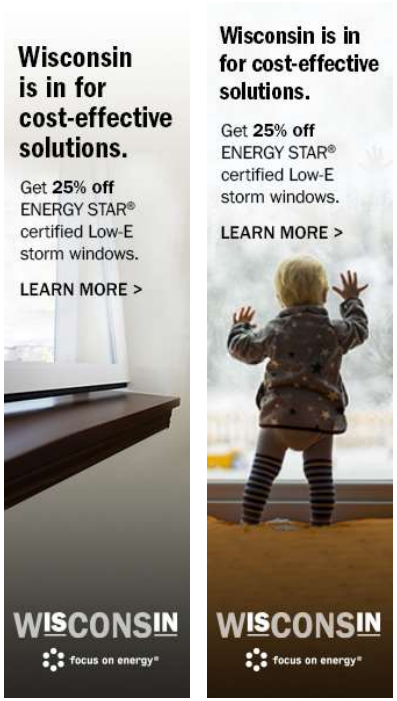
- Existing retail participation pathways
- Online retail pathway
- Community/employer events, bulk utility and pop-up retail distribution, tailgate tour

Eligibility

- All residential customers

Products/Services

- Products: Lighting, smart thermostats, low-e storm windows, advanced power strips, water saving products, connected/small products
- Turn-in/recycling: halogen/incandescent bulbs



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Direct to Customer – Appliance Recycling & Packs

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Delivery

- Existing Pack ordering portal – goal is to migrate this to the Online Marketplace
- Appliance recycling customer scheduling tool will continue to run independently
- **Appliance recycling cash incentive ($20) eliminated**

Eligibility

- All residential customers

Products/Services

- Packs – 6 existing kits with an update to the Focus Deco pack to include filament style LED lighting
- Recycling: refrigerators, freezers

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Residential– Trade Ally delivered

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Design

- CLEAResult oversees all TA Solution services; manages delivery in market
- Heating & Cooling Equipment, Building Shell improvements, Renewables
- In-unit multifamily customers will now be eligible for all services. MF air sealing and insulation will be offered for MF building > 4 units.
- Tier 2 (income qualified) incentives available for building shell and HVAC measures
- Seeking to expand eligibility process to allow automatic approval with proof of participation in other programs (i.e. SNAP, SSI, Energy Assistance etc.)

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Trade Ally delivered – Building Shell

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Delivery

- Continuation of May 2019 prescriptive design change
- Energy modeling no longer required, but still allowed
- BPI certification emphasized and highly-valued

Eligibility

- All jobs with significant building shell work is now eligible for incentives
- Program maintains QC requirements
- Instant discount or customer-direct payments still allowed
- Individual owners of multifamily units eligible for Whole Home and HVAC incentives like owners of detached dwellings

Products/Services

- Higher incentives available for blower-door-guided air sealing (ENERGY STAR® qualified)

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Trade Ally delivered – Heating and Cooling

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Delivery

- Prescriptive offerings continue
- Development of tiered furnace incentives, higher incentives for more efficient equipment

Eligibility

- All residential customers
- Federal ECM baseline shift for furnaces
  - Incentive changes for natural gas furnaces
  - Propane furnaces not eligible in 2020

Products/Services

- Furnace/AC combo now $50 on top of furnace incentive
  - Same eligibility criteria – must be installed with furnace
- Smart thermostats now $50, standalone and Trade Ally installed

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Residential – New Construction

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Design

- Willdan and PSD will oversee offering delivery, marketing, customer service, outreach
- Similar design as current New Homes program
- Enhanced workflow using PSD's Compass software that will incorporate Rem/Rate home energy modeling

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Midstream

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Design

- Direct manufacturer and distributor engagement
- Fixed minimum pass through incentive to customer
- Distributor flexibility with operationalized incentive amount
- Staggered measures launch
  - Ductless Mini Split Heat Pumps
  - Heat Pump Water Heaters
  - Commercial Kitchen Equipment
  - Circulator Pumps

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Business – General Overview

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Business & Industry *Franklin Energy*	• Offerings – prescriptive, custom, RCx, RECIP • Eligibility – all commercial, industrial, ag, and multifamily owners/developers
Schools & Government *CESA 10*	• Offerings – prescriptive, custom, RCx, RECIP, CLI, DEET, wastewater energy management • Eligibility – all public and private K12 schools, colleges/universities, federal, state and local gov't, tribes, wastewater
New Construction *Willdan*	• Offerings – whole building and prescriptive • Eligibility – non-res new buildings, major renovations (change-of-use or adding walls), significant additions

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Business – Business & Industry

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Design

- Franklin will oversee offering delivery, marketing, customer service
- Subject matter experts will work with customer segments:

  Large industrial (Leidos); Small to mid-size C&I (Franklin); Agriculture (CESA 10)
- Prescriptive, custom, RCx, RECIP
- Small business – online assessment and packs; considering offerings through online marketplace
- Large industrial – Strategic Energy Management (SEM)

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Business – Schools & Government

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Design

- CESA 10 will oversee offering delivery, marketing, customer service, outreach
- Leidos will provide subject matter expertise for large wastewater, complex HVAC, and RCx
- Prescriptive, custom, RCx, RECIP

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Business – New Construction

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Design

- Willdan will provide delivery, marketing, customer service, and outreach
- Whole building and prescriptive paths
- New Construction Solution Portal – single point of entry for all new construction projects

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Business – Prescriptive Incentives

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No major changes

- No Commercial Kitchen Equipment incentive catalog (midstream)
- Some incentive changes – mostly LED and VFD
- Incentive catalogs drafts complete
  - Separate existing building and new construction tables
  - Electronic copies ready by December 31
  - Hard copies available mid/late January

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Business – Custom Incentives

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- Custom project incentives
  - kW - $100
  - kWh - $0.04
  - Therm - $0.80
- Preapproval required
- Payback between 1.5- and 10-years
- Capped at 50% of project cost

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New Construction Whole Building Incentives

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Path	Incentive	Program Provided Energy Design Assistance/Review	Design Team Completed Energy Design Assistance/Review
Whole Building Analysis	Owner Incentive	$13.40/MMBtu	$13.40/MMBtu
	Design Team Incentive	$1/MMBtu	$1.15/MMBtu
Whole Building Review	Owner Incentive	$11/MMBtu	$11/MMBtu
	Design Team Incentive	N/A	$0.15/MMBtu

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Business – Other Incentive Changes

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New

January

- Swine farrowing heat mats
- Moving GSHP from RE to EE

July

- High speed clothes washers
- Ozone laundry
- Smart t-stat technologies

Redesign

April

- Dairy refrigeration tune-up
- Horticulture lighting
- NLC & CLI

July

- RCx
- EBTU → Whole Building Optimization
- DEET → Utility Bill Verified Savings
- Wastewater energy management

Incentive Caps

Customer - $400k (was $500k)
Project - $300k (no cap in 2019)

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Rural offerings

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Additional opportunities for rural customers

- Residential
- Business
- Renewables

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Propane offering

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- Limited funding through a USDOE grant to PSC WI-OEI for incentives related to energy-efficient propane equipment.
- Delivered in partnership with Focus on Energy through its statewide network of energy advisors.
  - Incentives end June 30, 2020
  - Limited to farms or agribusinesses
  - Must be a customer of Focus on Energy participating utility
  - Cannot be used to replace natural gas or electric equipment

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Renewable Energy Programs

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All Solar PV measures will be prescriptive incentives based on the size of the system (kW DC).

Residential Customer Solar PV Incentives

Incentive	Maximum Incentive
$300 per kW (DC)	$1,500

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Renewable Energy Programs

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Business Customer Solar PV Incentives

System Size in kW (DC)	Incentive	Max Incentive
up to 5 kW	$300 per kW	$1,500
5-10 kW	$1,500 + $200 per kW above 5 kW	$2,500
10-100 kW	$2,500 + $150 per kW above 10 kW	$16,000
100-300 kW	$16,000 + $120 per kW above 100 kW	$40,000
300-500 kW*	$40,000 + $100 per kW above 300 kW	$60,000

*Solar PV systems 500 kW and above would be capped at the maximum incentive of $60,000

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Rural Renewable Energy offerings

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Residential customers

- Incentive match up to $500

Farms and Agricultural Producers

- Incentive match up to $10,000

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Solar PV Reservations and Applications

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- A Reservation system will be in place for both Residential and Business customers
  - Residential projects will have three (3) months to complete
  - Business projects will have six (6) months to complete
- Reservation and Application forms will be available on the website shortly after January 1st

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Renewable Energy Competitive Incentive Program (RECIP)

- Solar PV and Ground Source Heat Pumps not part of RECIP
- GSHPs a custom measure for business customers
- RFPs issued January, May, and September
- Eligible technologies include:
  - Biogas
  - Biomass
  - Solar Thermal
  - Wind

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Training

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- New! Advanced Management of Compressed Air Systems (2-day session)
  - Fundamentals Compressed Air Challenge (1 day session)
- New! Advanced Air Sealing
- New! Partnership with MREA – renewables training
- Full scholarship $ for BOC – two series in 2020
- Three sessions of the Design Lights Advanced Network Lighting Controls course will be offered in March 2020

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Programmatic – Offering level options

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Further incentive reductions/modifications	• Lower rates and tiered approaches • Annual / project caps
Scale back targeted marketing and high demand offerings	• Examine outreach / engagement approaches
Sunset least cost-effective offerings	• Evolve services in other delivery channels
Install reservation lists	• Last approach to manage higher demand

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Focus Forward – Looking Ahead

Allison Carlson, Director of Planning and Assessment

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What we'll cover

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- Focus Forward – What is it?
- Specific project updates
  - Rural Residential Behavioral Pilot
  - Environmental & Economic Research & Development (EERD) priorities

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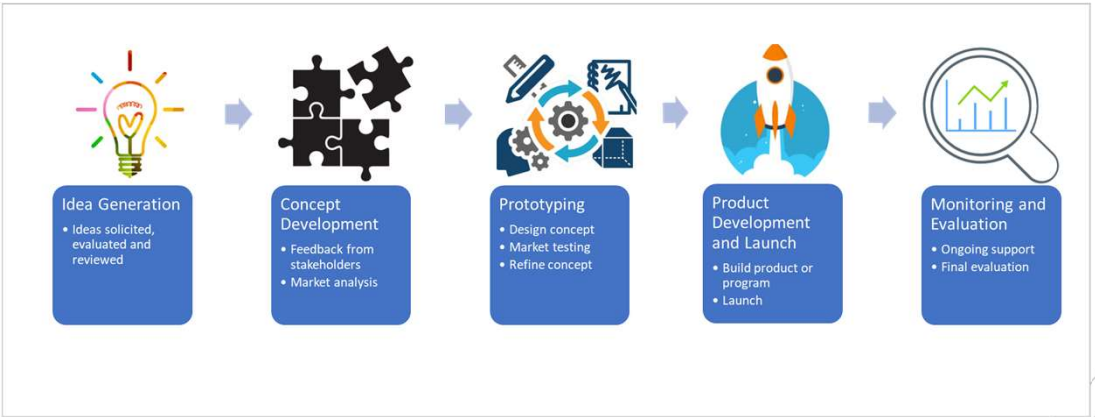
Focus Forward

- What is it? The umbrella initiative to vet innovative technologies, pilots, market research, demonstration projects, etc.
- Provides process to vet opportunities, with flexibility to fit for need
- Funding mechanisms
  - Environmental & Economic Research & Development (EERD)
  - Limited amount of set-aside implementation dollars (ex. Pilots, ET)
  - Partnership opportunities, matching funds
  - Labor/time from subject matter experts
- Primary Team: Allison Carlson, Bridget French, Scott Semroc, Elizabeth Palchak



Focus Forward Development Updates

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- In January we will go live with an idea form on the Focus website
  - Anyone can suggest ideas
  - Tracked in Wrike
- Communications to Utilities
  - Quarterly Update (first delivered at end of Q1)
  - One-on-one discussions or webinars on specific project results as requested
- Other ideas/preferences? Reach out to Matt or Frank!

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Brief Background: Residential Behavioral Programs in WI

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- Behavioral savings measured as part of 2017 Potential Study by Cadmus
- But, full Commission must approve any Focus residential behavioral offerings
- Commission approved use Rural Funding (though must return with design details)
- Lack access to customer usage data

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Rural Residential Behavioral Pilot Update: Process to-date

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Reviewed different types of behavioral designs & asked for market feedback via RFI

What could work in Wisconsin, specifically rural communities?

What could deliver measurable & persistent energy savings without the assumption of statewide access to energy usage data?

What could provide added benefits of high customer satisfaction & promotion of other Focus offerings?

What could compliment what our utility partners are doing?

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Rural Residential Behavioral Pilot Update: Process to-date

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Released RFP on October 16	Proposals received on November 13	Memo to PSC	Soft Launch in Q1	Market launch end of Q2
• Focused on taking a community engagement approach, and expanding on previous questions	• Currently vetting • Interviews on 12/16 • Decision expected beginning 2020	• Must receive PSC approval on final design	• Community selection • Finalize offering • Stakeholder/Utility Engagement • Evaluator Engagement	• Ready-set-go!

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EERD Purpose Statement

Focus on Energy supports the development of innovative ideas through the Environmental & Economic Research and Development Program (EERD). These ideas will directly inform practical program design that create pathways for economic growth, reduce energy waste, and promote positive environmental impacts for Wisconsin rate payers.

- EERD will accomplish this by funding **research projects** aimed at determining an idea's potential value, feasibility, and scalability via quantitative or qualitative results
- EERD will accomplish this by funding **small demonstration models** for under-served markets or defined customer sectors with the intent of testing new market ideas such as a technology, an outreach strategy, or a campaign's scalability

EERD Projects in 2020

Cold Climate Heat Pumps Demonstration Project (Call for Proposals/Partners)	Wisconsin market potential for these ASHPs is untapped, this project will address some of the barriers and current knowledge gaps
Demand Response-ready Energy Efficiency Research (Call for Proposals)	Research and recommendations on how Focus can craft existing and new offerings to be easily integrated into demand response initiatives or programs
Alternatives to Replace Lighting Savings (Call for Concepts)	Primary research specific to the Wisconsin market to determine specific measures and actions that can be successful in capturing similar savings as residential lighting
May pursue other projects as year unfolds	Depends on funding availability and needs

EERD Project Timing

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Requests for Concepts / Proposals released by end of year

Project start dates in Q1

Utility partnership opportunities?

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Marketing Updates

Jessica Wagner, PCM

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2020 Calendar

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Quarter 1

- Home
  - Ice dams
  - Air sealing/ insulation
- School mailer

Quarter 2

- Earth Day
- Energy Excellence Awards
- Retail:
  - Mother's Day
  - Memorial Day
  - Father's Day
- Small biz mailer
- Ag mailer
- Renewables

Quarter 3

- Retail:
  - 4th of July
- WI State Fair
- Small biz mailer

Quarter 4

Energy Awareness Month
Retail:
- ENERGY STAR day
- Alexa's birthday
- Black Friday/ Cyber Monday

Home:
- Air sealing/ insulation
- Prep HVAC for winter

Year Round

Success stories
PR
Social media content
Events
Co-brandable materials
Blogs

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Wisconsin Is In Video

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Customer Testimonial Videos

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Website Updates

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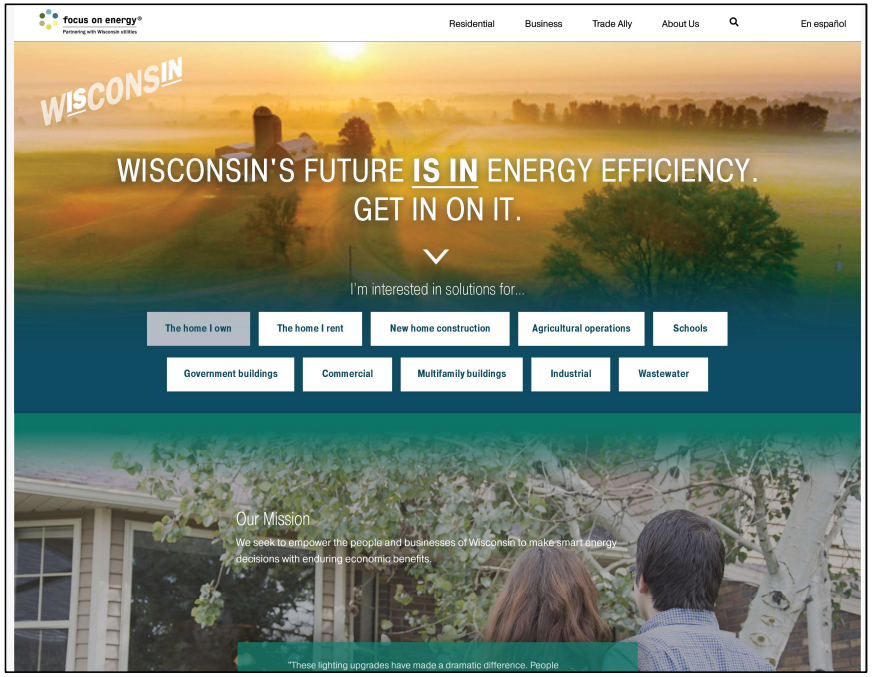

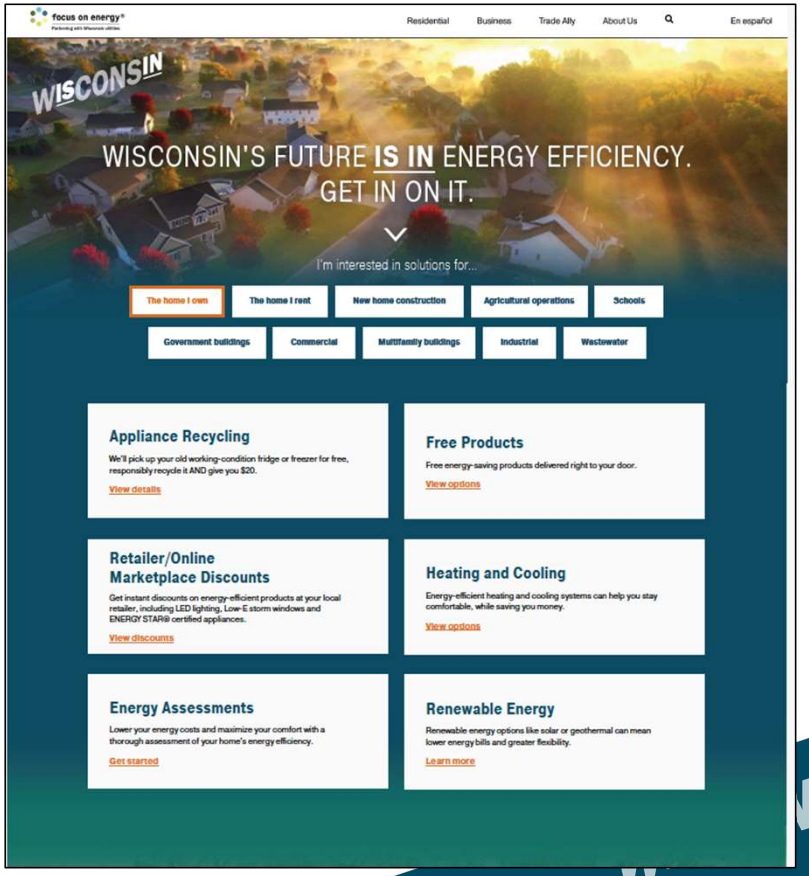

Customer Service

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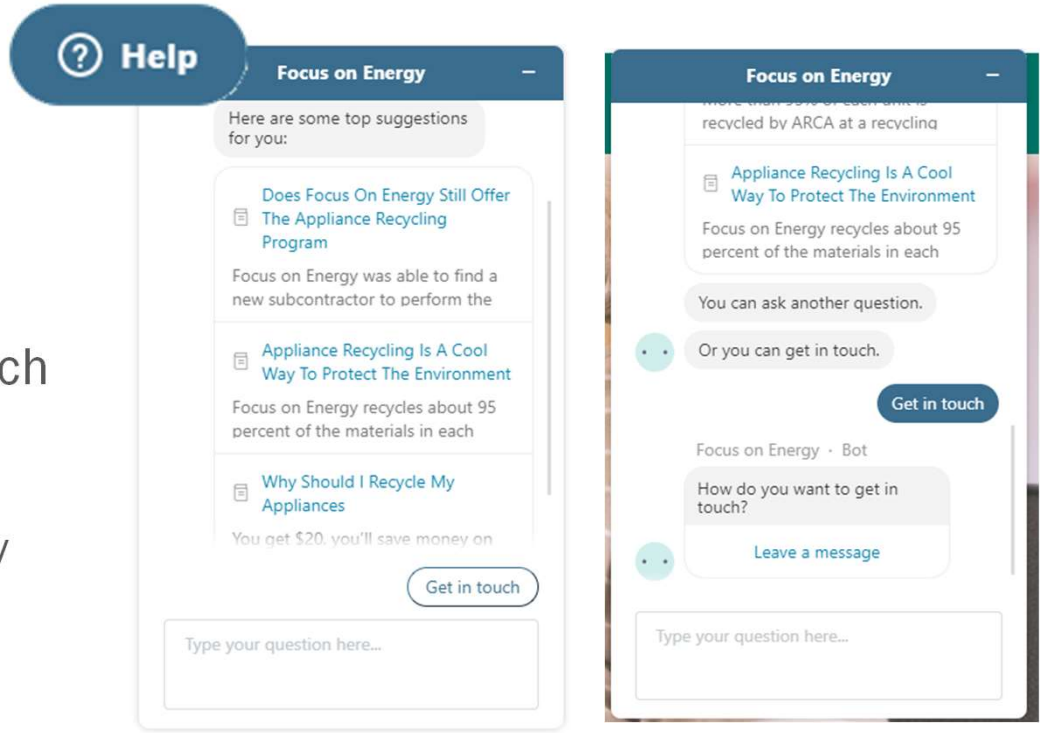
- Answer Bot
  - Click on the Help button
  - Displays online help center articles based on the page
  - Ask bot questions – will search help center
  - If it doesn't answer your question, can Get in touch by sending us an email



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Customer Service

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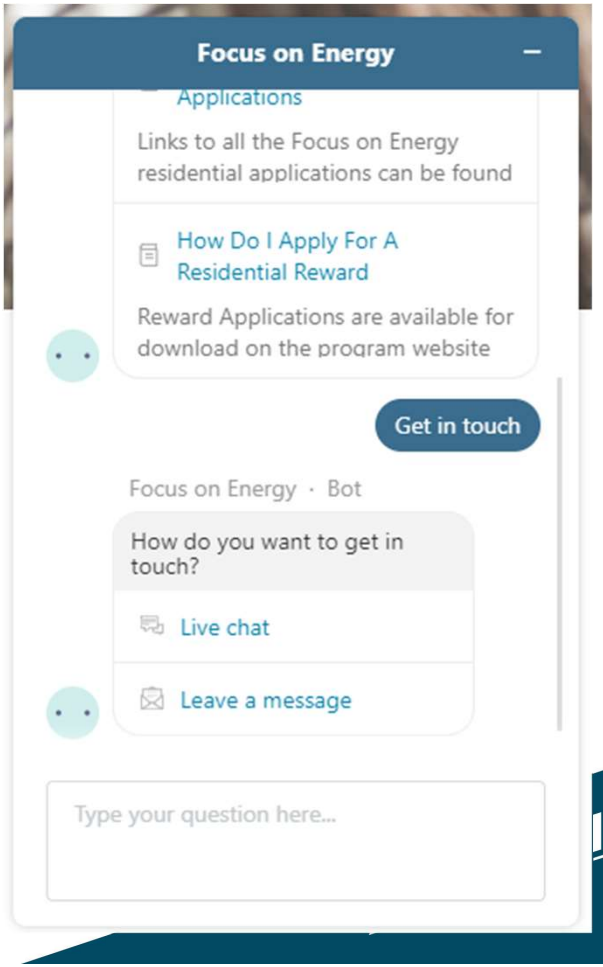
- Chat support
  - When chat is live, Help icon changes
  - Starts out with the Answer Bot
  - Additional option for Live Chat
  - Sends transcript to customer after chat ended
  - Sends satisfaction survey once everything is completed
- Beta testing now; fully available after Jan. 1



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Jessica Wagner, PCM

Jessica.wagner@focusonenergy.com

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Social Media Takeovers

Presented by: Lauren Hodkiewicz & Charles Warner (MGE)

Date: 12/11/19

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Before we begin...

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Social Media Resources

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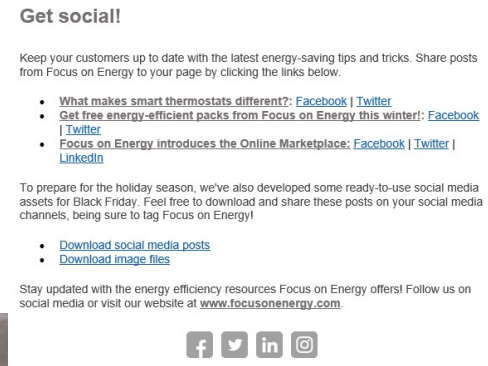
- focusonenergy.com/blog
- Focus on Energy Monthly Utility Newsletter
- Focus on Energy social media pages
  - **Facebook:** @focusonenergy
  - **Twitter:** @focusonenergy
  - **LinkedIn:** Focus on Energy
  - **Instagram:** @focusonenergy_wisco


Get social!

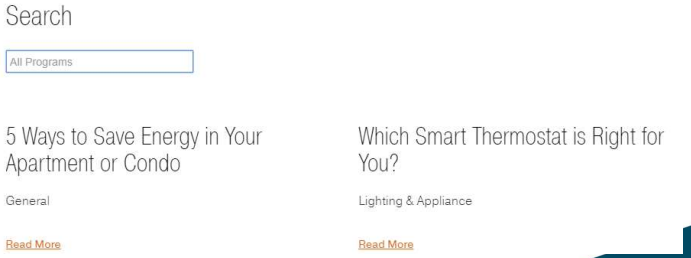
Keep your customers up to date with the latest energy-saving tips and tricks. Share posts from Focus on Energy to your page by clicking the links below.

- What makes smart thermostats different?: Facebook | Twitter
- Get free energy-efficient packs from Focus on Energy this winter!: Facebook | Twitter
- Focus on Energy introduces the Online Marketplace: Facebook | Twitter | LinkedIn

To prepare for the holiday season, we've also developed some ready-to-use social media assets for Black Friday. Feel free to download and share these posts on your social media channels, being sure to tag Focus on Energy!

- Download social media posts
- Download image files

Stay updated with the energy efficiency resources Focus on Energy offers! Follow us on social media or visit our website at www.focusonenergy.com.



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What is a Social Media Takeover?

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Social Media Takeover

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- Give a third party access to one of our social media accounts for a set period of time
- Third party will “take over” the account and give the audience a “behind the scenes” look at what is happening at that organization
- Leading up to the takeover and the day of, takeover will be advertised on Focus and partner social media accounts
- Open to utility partners to have them take over our Instagram account for 1 day (content may be shared to Facebook “Stories” when appropriate).

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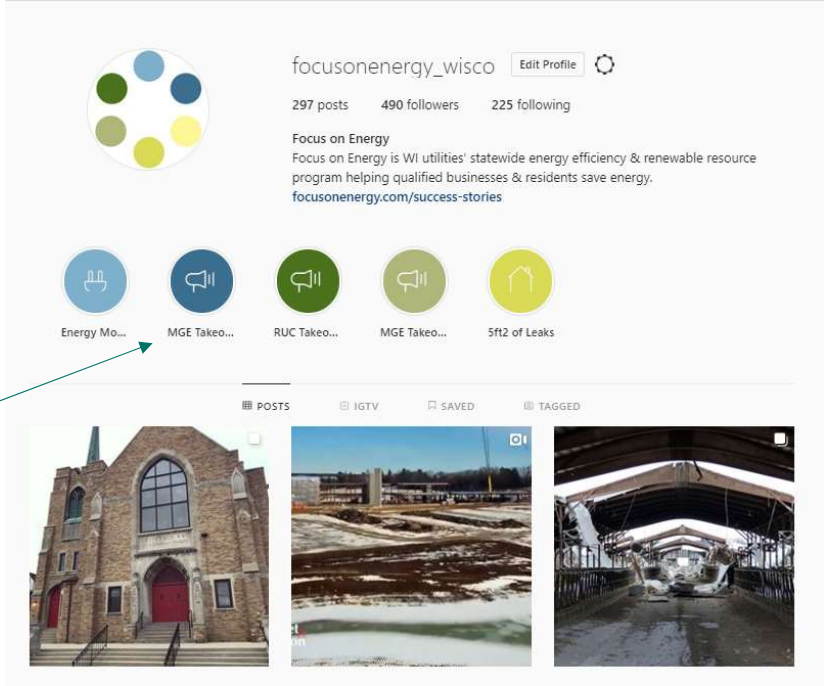
- To watch our previous takeovers…

Watch our
Featured Stories



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Why Instagram?

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Why Instagram?

- Able to easily create “Stories”
  - Fits within format of what Instagram was designed for
- Different platforms, different audiences
  - Audiences have different expectations for what they should see posted on each platform
- Each platform serving different roles

Example – Farm Bureau

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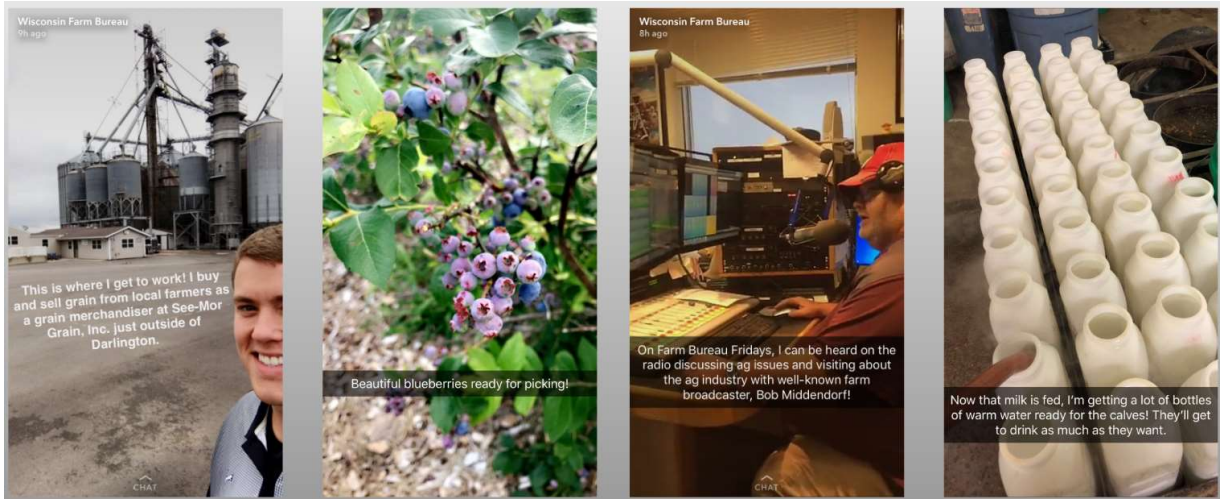
- Farm Bureau has been implementing successful social media takeovers on their Snapchat account since 2015 with their partners (farmers and agribusinesses).
- (Link to Farm Bureau presentation with Social Media Breakfast Madison)



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What are the benefits?

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Social Media Takeover - Benefits

- Gives customers more authentic experience
- Content is unique to platform and cannot be found elsewhere (unlike prepared Marketing materials or press releases) – produces higher value content
- Opportunity to use our platform to talk about how Focus on Energy helps your customers and showcase your utilities.
- Using platform in more meaningful and accessible way – giving a face to your organization
- Keeping up with market trends and keeping social media presence relevant for more demographics

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Process

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Social Media Takeover - Process

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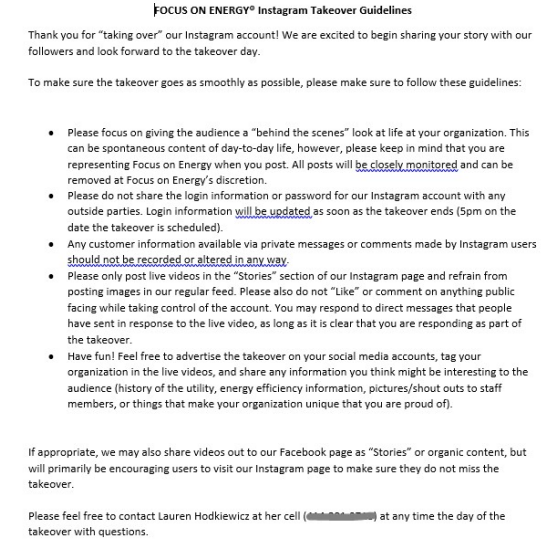
- Providing guidelines for the takeover day
- Taking measures to protect our account and customer interactions
- Providing day-of contact information should any issues arise during the takeover
- Content is closely monitored
- Deciding on date, events, schedule, and content 2 weeks ahead of time



FOCUS ON ENERGY® Instagram Takeover Guidelines

Thank you for "taking over" our Instagram account! We are excited to begin sharing your story with our followers and look forward to the takeover day.

To make sure the takeover goes as smoothly as possible, please make sure to follow these guidelines:

- Please focus on giving the audience a "behind the scenes" look at life at your organization. This can be spontaneous content of day-to-day life, however, please keep in mind that you are representing Focus on Energy when you post. All posts will be closely monitored and can be removed at Focus on Energy's discretion.
- Please do not share the login information or password for our Instagram account with any outside parties. Login information will be updated as soon as the takeover ends (5pm on the date the takeover is scheduled).
- Any customer information available via private messages or comments made by Instagram users should not be recorded or altered in any way.
- Please only post live videos in the "Stories" section of our Instagram page and refrain from posting images in our regular feed. Please also do not "Like" or comment on anything public facing while taking control of the account. You may respond to direct messages that people have sent in response to the live video, as long as it is clear that you are responding as part of the takeover.
- Have fun! Feel free to advertise the takeover on your social media accounts, tag your organization in the live videos, and share any information you think might be interesting to the audience (history of the utility, energy efficiency information, pictures/shout outs to staff members, or things that make your organization unique that you are proud of).

If appropriate, we may also share videos out to our Facebook page as "Stories" or organic content, but will primarily be encouraging users to visit our Instagram page to make sure they do not miss the takeover.

Please feel free to contact Lauren Hodkiewicz at her cell ([redacted]) at any time the day of the takeover with questions.

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Social Media Takeover – Other Options

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- Pre-recorded videos that we post “live” on the day of the takeover.
- Allows for us to generate takeover-like content without needing the same amount of administrative lift.
- Most importantly… have fun!

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Utility Experience (MGE)

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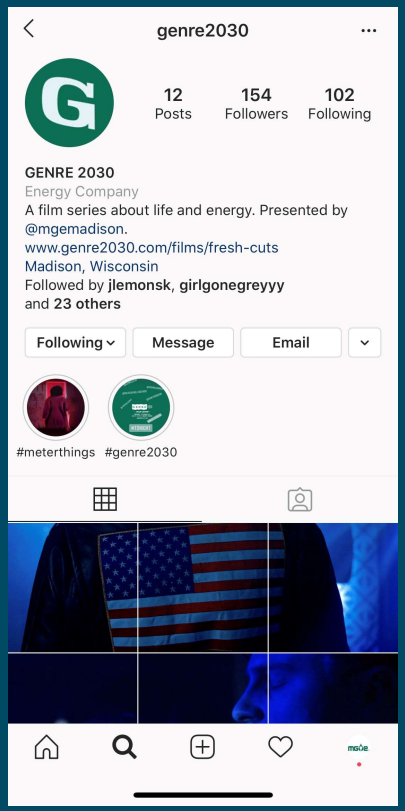

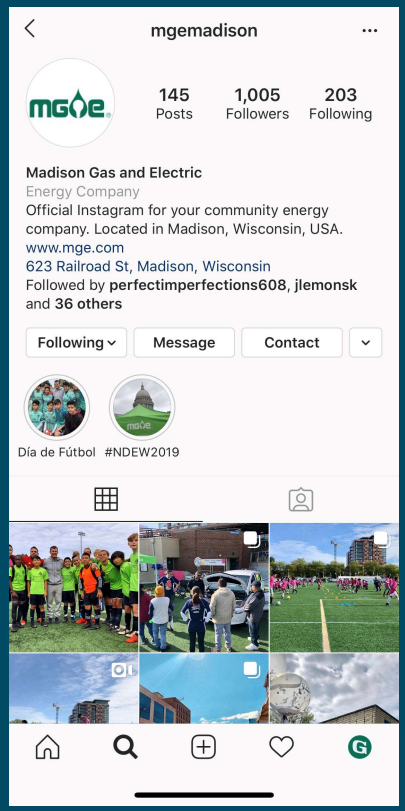

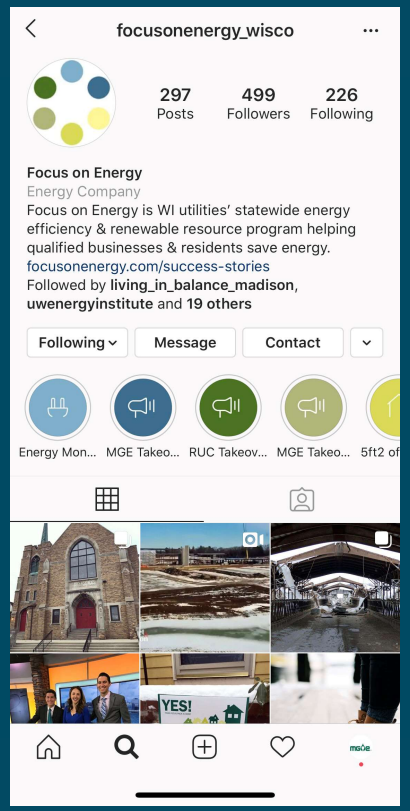

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focusonenergy_wisco
Madison, Wisconsin

Liked by **jmgarciasierra** and **20 others**

focusonenergy_wisco This is the obligatory Luis Morales appreciation post. Watch our Instagram Story to learn more about Luis and natural gas safety. #mgefocustakeover #careersinenergyweek #energyawarenessmonth

October 17

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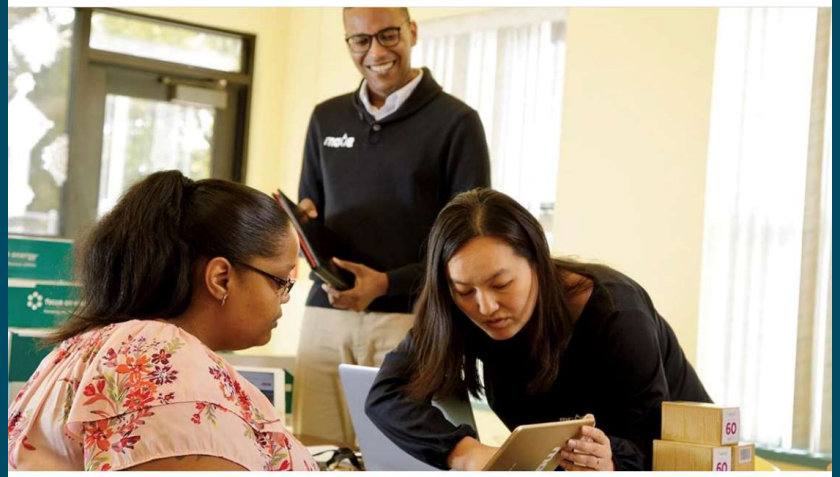
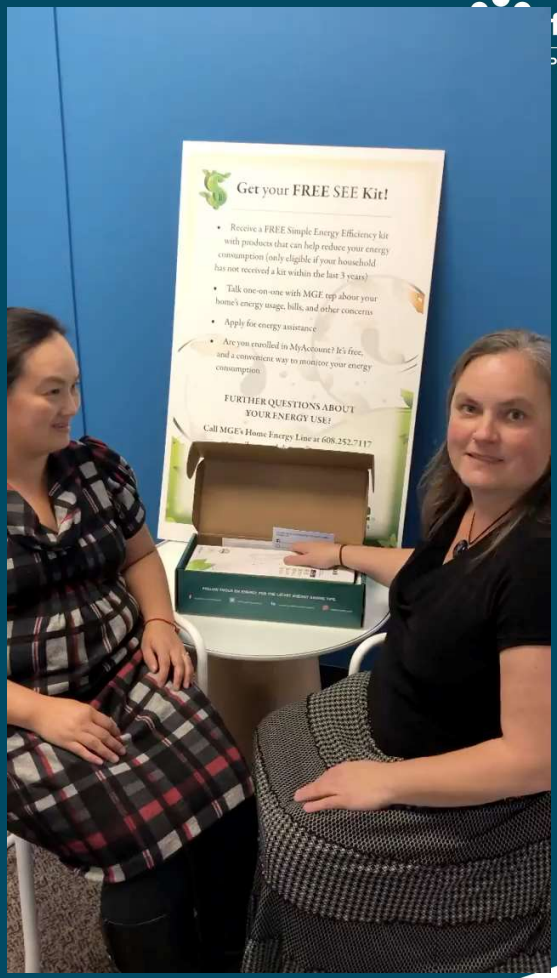
Madison, Wisconsin



Liked by **sjknab** and **13 others**

focusonenergy_wisco MGE customers love the free energy saver pack from Focus on Energy. You can pick up a pack too! Just hit the link in the bio to learn how. #mgefocustakeover #energyawareness #energyefficiency

October 18



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THE FOLLOWING PREVIEW HAS BEEN APPROVED TO
ENERGIZE YOUR SENSES
BY YOUR COMMUNITY ENERGY COMPANY
THE FILMS ADVERTISED HAVE BEEN RATED
GENRE 2030
ME
Scenes involving millennials using energy
Content is electric, inspiring, authentic and fun.
www.mge.com
www.genre2030.com
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Key Takeaways

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Key Takeaways – MGE Takeovers

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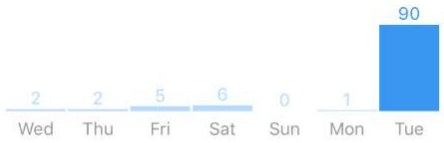
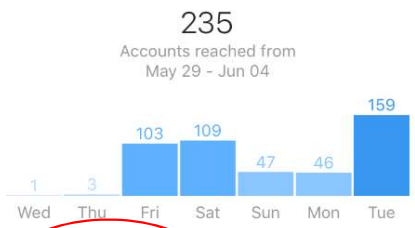
- June Takeover



Profile Visits 103
+92 vs. May 22 - May 28



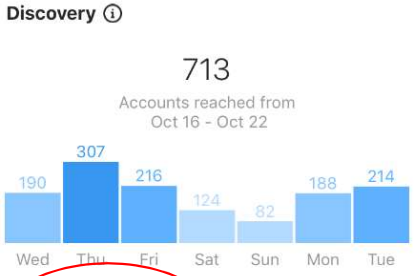
Reach 235
+84 vs. May 22 - May 28

Impressions 2,822
+2,516 vs. May 22 - May 28

- October Takeover

Profile Visits 74
+65 vs. Oct 9 - Oct 15

Website Clicks 2
+2 vs. Oct 9 - Oct 15



Reach 713
+187 vs. Oct 9 - Oct 15

Impressions 7,553
+6610 vs. Oct 9 - Oct 15

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Thank you!

Lauren Hodkiewicz
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608.230.7021

Charlie Warner
cwarner@mge.com
608.252.4703

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Co-Branding Opportunities

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Utility Partners Survey

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Focus on Energy provides a variety of resources and information to utility partners. Please rate your experience with the following resources:

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Utility Landing Pages

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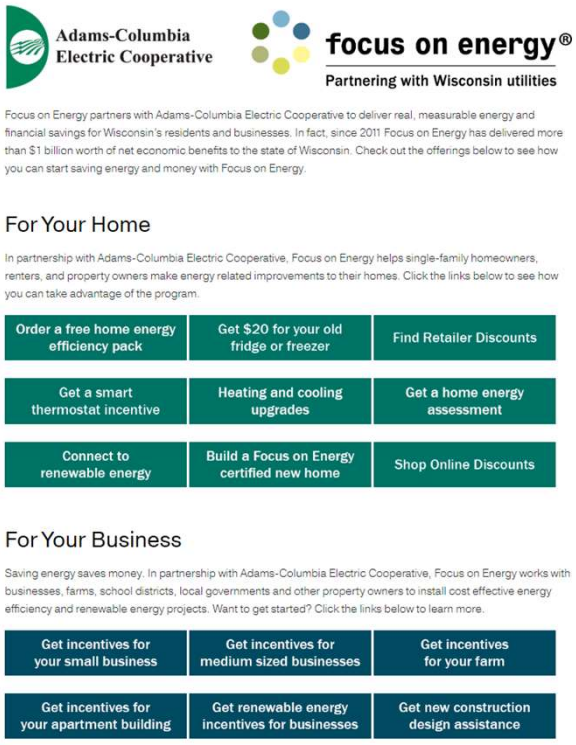
Benefits

- Provides utilities with a web presence
- Simple customer interface provides accurate/up-to-date information
- Great co-branding opportunity
- Can easily drive traffic to the page through link on Facebook
- Site traffic is measured and can be sent upon request.
- Landing pages are free and maintained by Focus



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Landing Page Examples

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- focusonenergy.com/menasha had a total of 336 pageviews in July
- 299 (271 unique) of these pageviews occurred following the post you see to the right.

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Landing Page Examples (cont.)

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- Of those 299 pageviews, 268 of them were referred to the landing page from the Facebook post.
- Following the post, the button to order a free pack was clicked 176 times on the Menasha page.
- There were also 29 clicks to additional offerings on that particular page.
- So far in 2019 the landing pages we've set up have resulted in over 4,200 pageviews.

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Landing Page Examples (cont.)

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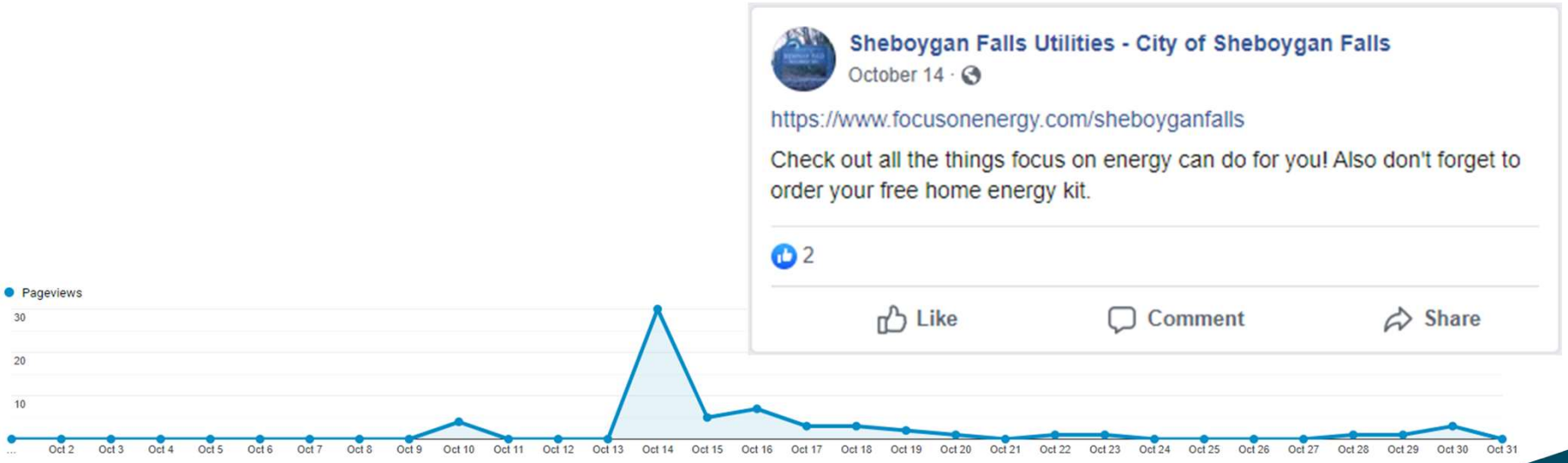
- Despite having no visuals this post generated more pageviews the week of October 14th than their landing page had seen in the previous 4 months combined.



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Landing Page Examples (cont.)

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- First to “test” posting the landing page link.
- Posts are free and easy way to drive traffic to your landing page
- Sharing Focus FB posts is also free and SUPER easy
- Focus provides suggested FB content with monthly utility newsletter

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Online Collateral Store

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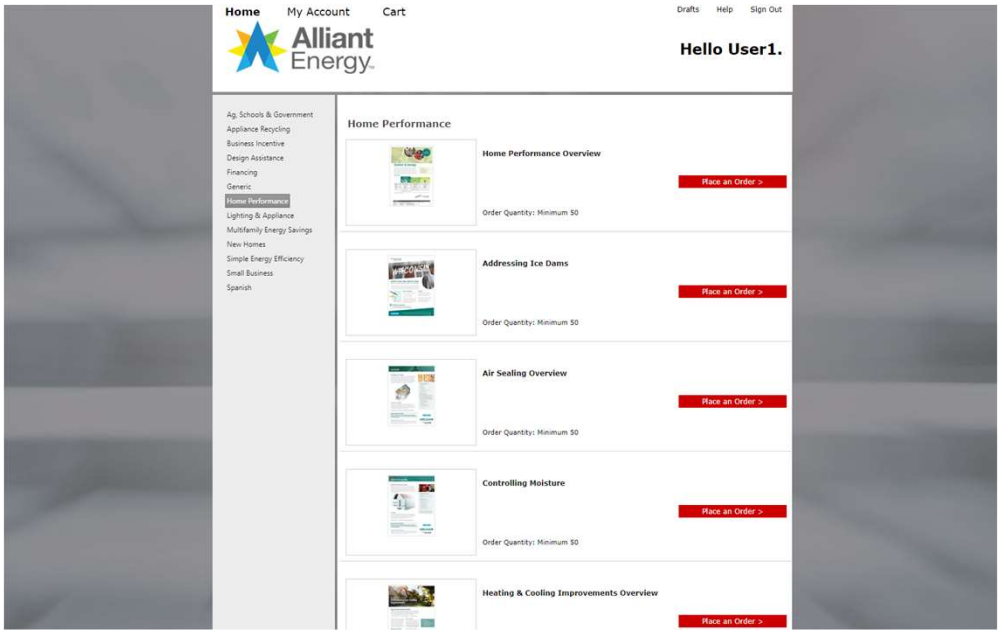
- 96 utilities consisting of 126 contacts have access to the collateral store.
- So far in 2019:
  - Over $27,600 worth of orders have been processed through the collateral store.
  - 67 orders have been placed
  - 43 different utilities have placed at least one order.
  - Will send updated collateral notification



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Utility Guidebook

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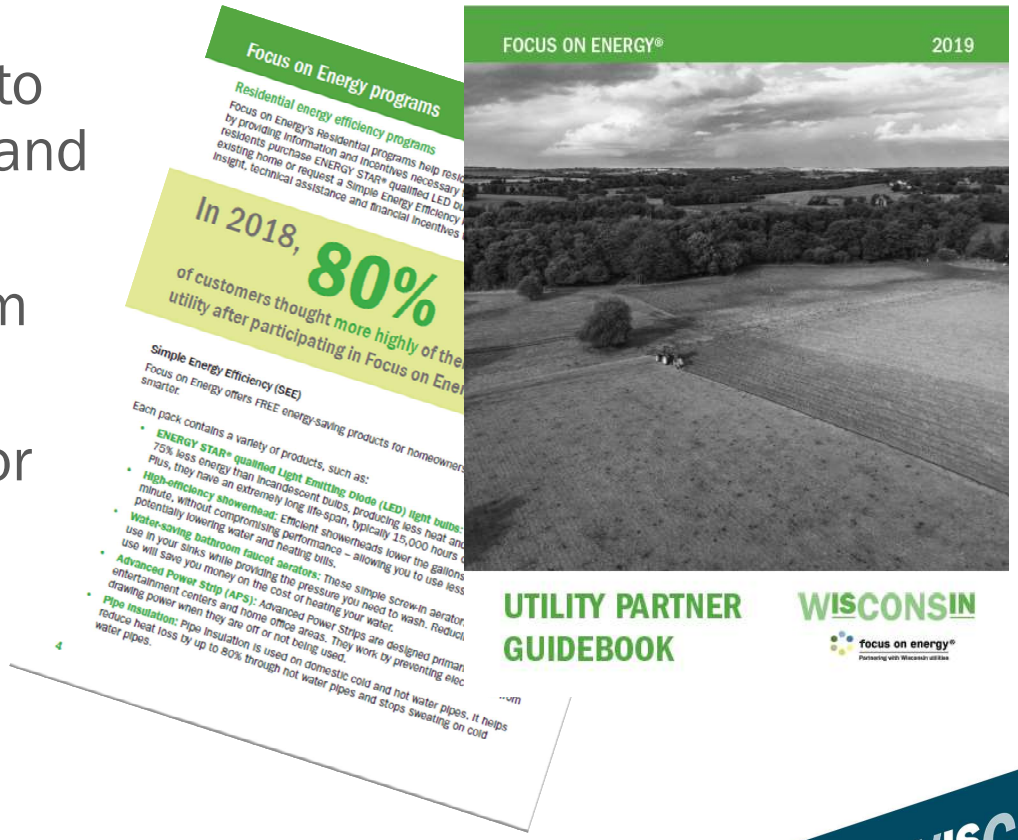
- Provides handy references to basic program information and available utility resources
- Explains the overall program history and structure.
- Updated version targeted for end of January



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Thank You!

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