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**Subject** Focus on Energy Evaluation  
Focus on Energy Program Participation Semiannual Report  
Addendum

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**To** Carol Stemrich,  
Public Service Commission of Wisconsin  
cc Laura Schauer,  
Tetra Tech

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**From** Dan Belknap, Tetra Tech

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**Date** September 17, 2010

The PSCW requested the evaluation team expand on the participant count data presented in the 2009 semiannual report (SAR)<sup>1</sup>. Participant counts presented in the SAR capture the number of participants regardless of whether there are energy savings measures associated with that participant. We provide this memorandum to differentiate the number of participants with and without energy savings, which we do not do in the SAR.

This memorandum responds to this request and documents the number of participants in the Focus on Energy (Focus) program in 2009 and program to date. This memorandum also documents the average savings per participant for each sector and participant counts associated with upstream lighting incentives (referred in this document as buydowns).

### ***Participant Counts***

Table 1 shows two ways of calculating participation based on first-year energy savings. This table provides an addendum to Table 2-1c in the 2009 SAR<sup>2</sup> produced by the Focus evaluation team. The column “Unique Participants with and without Energy Savings” represents participants without energy savings (e.g., only received an audit or technical assessment) as well as those with energy savings. The column “Unique Participants with Energy Savings” only captures the unique participants that had measures installed through the program or where the program is claiming savings for that participant.



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<sup>1</sup> The Focus Evaluation Team. *Semiannual Report (Second Half of 2009)*. April 23, 2010.

<sup>2</sup> Ibid.



Please note that the participant counts do not include any untracked attributable savings (UAS). The reason these savings counts are excluded is that it is not possible to link the savings to specific program participants, as that information is not in the tracking system. Additionally, these participant counts do not include the estimated participant counts from the lighting buydowns because these incentives cannot be attributed to a specific participant.

**Table 1. Unique Participants per Year Based on First Year Energy Savings**

<b>Program Area</b>	<b>Unique Participants with and without Energy Savings</b>	<b>Unique Participants with Energy Savings</b>
<b>CY09 (January 1–December 31, 2009)</b>		
Business	25,843	10,014
Residential	161,474	101,266
Renewables	581	419
<b>The 18MCP (July 1, 2007–December 31, 2008)</b>		
Business	35,017	20,432
Residential	486,781	292,593
Renewables	447	387
<b>FY07 (July 1, 2006–June 30, 2007)</b>		
Business	20,655	12,808
Residential	320,204	214,441
Renewables	124	117
<b>FY06 (July 1, 2005–June 30, 2006)</b>		
Business	20,576	12,999
Residential	331,813	226,791
Renewables	95	87
<b>FY05 (July 1, 2004–June 30, 2005)</b>		
Business	18,201	13,255
Residential	296,102	207,482
Renewables	69	64
<b>FY04 (July 1, 2003–June 30, 2004)</b>		
Business	2,854	1,557
Residential	312,299	212,631
Renewables	55	49
<b>FY03 (July 1, 2002–June 30, 2003)</b>		
Business	2,544	1,505
Residential	667,183	156,390
Renewables	32	31
<b>FY02 (July 1, 2001–June 30, 2002)</b>		
Business	1,651	1,157
Residential	129,890	52,478

If a person's participation spanned two or more program years, that person is counted in each year in Table 1. For example, if a person installed two measures through Focus on Energy, one each in FY04 and FY05, that person is considered a participant in both years in Table 1. This potential for a participant to be represented in multiple years inhibits the reader's ability to



identify the number of distinct participants served by Focus overall (from FY02 to CY09). We provide participant counts for all program years in Table 2 where each participant is only counted once overall. This data documents the total number of participants served by Focus regardless of which year or number of years they participated.

Similar to Table 1, we are showing the number of participants with and without associated energy savings as well as a count of participants who have associated energy savings (excluding those participants that only have non-energy measure savings). This table corresponds to Table 2-1b in the SAR, found on page 2-4.

**Table 2. Focus on Energy Participation—Program to Date**

<b>Program Area</b>	<b>Unique Participants with and without Energy Savings</b>	<b>Unique Participants with Energy Savings</b>
Business	124,574	66,783
Residential	1,847,389	1,080,582
Renewables	1,403	1,069

### ***Average Per Participant Savings***

Based on these populations and the energy savings calculated for the SAR, we are able to calculate average per-participant savings. We show two types of per participant calculations: (1) first-year annual energy savings for each individual program year, and (2) lifecycle energy savings for the program to date (PTD). First-year annual savings are the savings occurring in the year in which the measure was installed. Lifecycle savings are savings occurring in CY09 from all tracked program activities to date.<sup>3</sup> We use *verified gross* energy savings for the per-participant savings analysis; as with the participant counts above, we do not count buydowns in savings totals. The participant counts for these calculations are the totals reported in Tables 1 and 2 of this memo. They are not disaggregated to participants with electricity or gas savings. We will include an update to this analysis for CY10 with the SAR delivered as draft in January 2011.

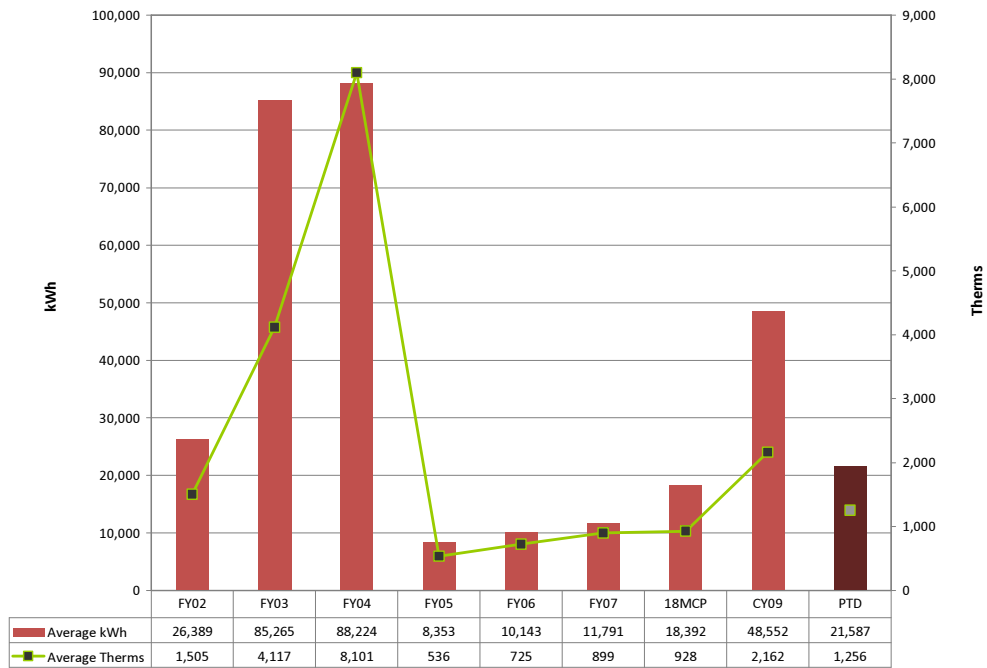
Figures 1 and 2 show the average per-participant electric and natural gas savings attributed to the Focus on Energy Business and Renewable Energy Programs, respectively. The figures show the per participant savings for each year and per participant PTD lifecycle savings.

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<sup>3</sup> More detailed discussion of lifecycle energy savings and participation can be found in the semiannual report on pages 1-1 to 1-2 and 2-1 to 2-2.



**Figure 1. Business Programs Average Energy Savings per Participant**



**Figure 2. Renewable Energy Average Savings per Participant**

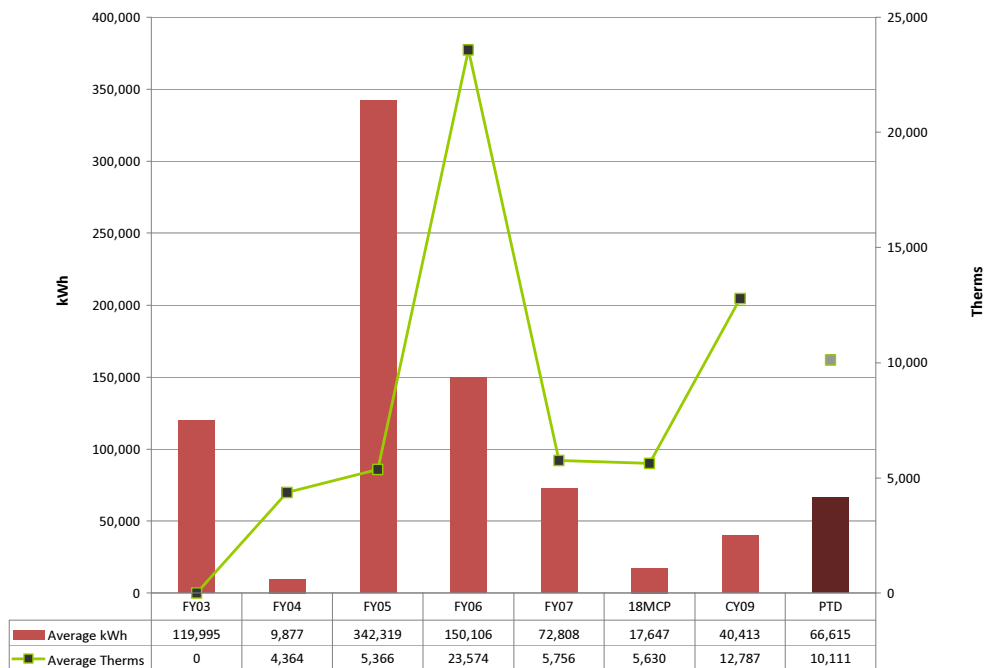
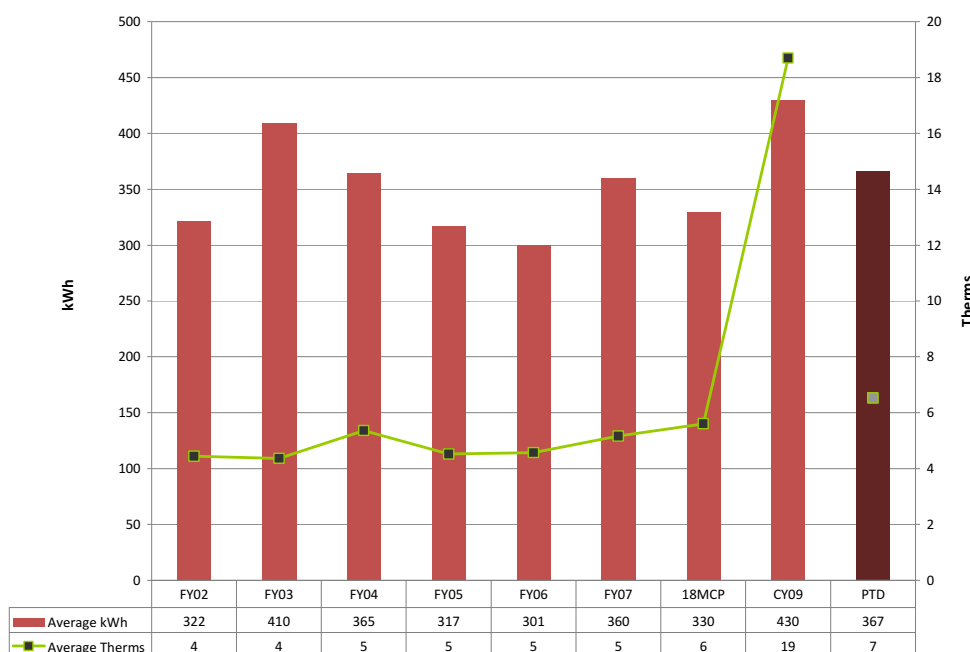




Figure 3 shows the per participant savings for all Residential Programs excluding the Apartment and Condominium Efficiency Services (ACES) program. This program represents multifamily buildings which, in terms of energy consumption and potential savings, can be significantly different than single family homes. Additionally, the program can affect multiple tenants but only one participant is captured in the database (e.g., the building owner or property manager) regardless of the number of units served through the program. Therefore, we exclude the ACES program savings and counts to most accurately present a *per participant* savings assuming each participant represents a building or unit.

**Figure 3. Residential Programs Average Energy Savings per Participant**



**Participation Resulting from ENERGY STAR® Lighting Buydowns**

Table 3 shows the number of participants estimated to have resulted from buydowns (i.e., upstream lighting incentives). This information is consistent with what is included in the SAR; however, here we are breaking out the participant count analysis from the other program participant counts.

As documented in the SAR, the number of participants is calculated by dividing the number of bulbs rebated by 4.234 for the Residential sector (assuming each residential customer purchased 4.234 bulbs) and 7.437 for the Business sector (assuming each business customer purchased 7.437 bulbs). This is based on analysis of the average number of bulbs rebated by each type of customer prior to the availability of buydowns.



**Table 3. Estimated Annual Participants from Buydown Incentives**

<b>Program Area</b>	<b>Buydown Participants</b>
<b>CY09</b>	
Business	15,849
Residential	316,241
<b>The 18MCP</b>	
Business	8,781
Residential	239,026