



focus on energy®

Partnering with Wisconsin utilities

REQUEST FOR CONCEPTS FOR:

Pitch Day 2022

Issued: Thursday, August 18, 2022

Concept(s) Due: Friday, September 9, 2022

Submit to: APTIM Government Solutions, LLC

FOCUS ON ENERGY® Program Administrator

FOCUS ON ENERGY® announces Pitch Day 2022! Pitch Day 2022 is an opportunity for industry partners and stakeholders to showcase pilot program ideas to a panel of judges in an interactive way.

Focus on Energy is seeking pilot programs addressing any of the four concept categories described below. The Administrator will select up to five pilot concepts totaling \$1,200,000 in annual funding for implementation during Quad IV. Pilot ideas selected must launch in 2023 and complete by December 31, 2025. Submitters may submit up to one concept paper per category.

CONCEPT CATEGORIES

1. Behavioral Energy Efficiency Pilots

- a. Focus on Energy is seeking innovative pilots aiming to reduce residential energy usage through interventions grounded in the behavioral sciences and technologies. Pilot concepts should propose novel approaches to increase end-use customer engagement, education, and satisfaction with their energy utility not previously piloted or tested by Focus on Energy. Customer satisfaction with this program is of paramount importance as is utility stakeholder satisfaction. Pilots should test the efficacy of behavioral strategies and program design on Wisconsin customers for possible integration into Focus on Energy's broader residential portfolio. Pilot designs with innovative marketing campaigns and tactics offering an opportunity to claim energy savings will be prioritized in addition to pilot designs reaching historically underserved markets such as rural customers or multifamily tenants. Ideas should propose methods to achieve and measure savings, though this will not be the primary focus of selected ideas.
- b. The following metrics will be used to evaluate concept papers on this topic:
 - Potential energy savings.
 - Customer accessibility and participation in more than one Focus on Energy program.
 - Customer satisfaction.
 - Utility and stakeholder engagement.
 - Leveraging available data.
 - Opportunity for demand response/ load management strategies.
 - Informational and educational marketing campaigns.
 - Scalability of concept.

2. Energy Equity in Energy Efficiency Pilots

- a. Focus on Energy is seeking innovative pilots targeting historically underserved customers such as elderly and senior living, rural, indigenous, and non-English speaking¹. Pilot concepts should offer renewable energy or energy efficiency

¹ State statute requires the PSC conduct a planning process every four years to set policies and provide guidance for the Focus on Energy Program. In its Phase I decisions on April 4, 2022, the Commission directed the Administrator to convene a stakeholder group including community-based organizations to gather input on effective methods to reduce barriers to reach customers struggling with affordability issues. The Administrator was also asked to explore developing a community-based pilot. In its Phase II decisions on August 4, 2022, the

incentives or other services to customers and deliver cost effective energy savings for Focus on Energy. Finally, ideas should examine long-term outcomes of energy efficiency measures including nonenergy benefits.

- b. The following metrics will be used to evaluate concept papers on this topic:
 - Potential energy savings.
 - Customer accessibility and participation in more than one Focus on Energy program.
 - Customer satisfaction.
 - Utility and stakeholder engagement across underserved communities, and other community stakeholders.
 - Nonenergy benefits.
 - Scalability of concept.

3. Innovative Tools for Energy Efficiency Programs

- a. Focus on Energy is seeking innovative tools to streamline program delivery, engage and interact with new or existing customers, provide data collection and analysis, and/or provide other benefits to the Focus on Energy portfolio. Pilot concepts can include tools integrating into existing Focus on Energy IT platforms and/or website but this is not required. Tools are not required to directly achieve energy savings. Ideas should consider time required to develop and integrate tools and not exceed more than six months from development to “go live.” Emphasis will be placed on ideas supporting the implementation of existing programs, but tools operating outside of existing programs will also be considered. Concepts should not offer virtual assessments as this is already being piloted by Focus on Energy, though other virtual apps can be considered under this category.
- b. The following metrics will be used to evaluate concept papers on this topic:
 - Project timeline from development to “go-live”.
 - Ability to streamline program delivery.
 - Customer or stakeholder satisfaction.
 - Customer or stakeholder engagement.
 - Demonstration of tool and use cases.

4. Other Concepts

- a. Focus on Energy is seeking other innovative concepts offering energy efficiency as a service, energy efficiency financing, or introduce residential emerging technologies to Wisconsin customers. Other concepts offering innovative program delivery models within the residential and small to medium business customer segments to reach new or existing customers may also be submitted under this category.
- b. The following metrics will be used to evaluate concept papers on this topic:
 - Potential for energy savings.
 - Customer participation.
 - Customer satisfaction.
 - Utility and stakeholder engagement.

Commission directed the Administrator to conduct an analysis during the first year of Quad IV to better identify underserved customers, design target program offerings, develop key performance indicators (KPI), and report back to the Commission by March 31, 2024. Further, they directed the analysis to emphasize small business and customers with high energy burden. These items are excluded from this RFC.

- Informational and educational marketing campaigns.
- Nonenergy benefits.
- New energy efficiency measures.
- Scalability of concept.

SUBMISSION REQUIREMENTS

Concept submissions will be assessed based on the metrics above along with innovativeness, impact on decarbonization, and overall design. Energy efficiency research and development projects will not be considered as part of this request for concepts.

Highest scoring concepts will be invited to pitch their idea in-person or virtually to a panel of judges October 11, 12, or 13. Judges will score each concept according to the metrics above to determine which ideas will be selected for funding during Quad IV.

Each concept submission should include the following and not exceed five pages in length.

- I) **Title page** including the name of the proposing organization, concept title and category addressed, project team, proposed budget and timeline, and potential energy savings (if applicable).
- II) **Concept summary** including objectives, anticipated results, market sectors and customer segments impacted, delivery timeline, and usefulness of the project for Focus on Energy's portfolio of offerings.
- III) **Concept description** detailing how objectives and anticipated results will be achieved, how the concept will interact with various market sectors and customer segments, and how the concept can scale once the pilot phase is completed.
- IV) **Goal achievement** noting the concept's ability to achieve the metrics listed under each of the categories below.
- V) **Measurement and verification strategy:** Selected pilot ideas may require evaluation by the Focus on Energy Evaluator, Cadmus. Responses should address how evaluation of the concept could occur, if applicable.

Concepts can include the following in a proposal addendum and will not be considered as part of the five-page maximum.

- I) **Diversity, Equity, and Inclusion (DEI) statement** providing a summary of efforts and experiences in integrating diversity, equity, and inclusion internally in their organization, both in staffing and subcontracting for services. The Administrator encourages Diverse Business Enterprises (DBE) to submit proposals. Bidders should indicate if their organization is a DBE and list related certifications.
- II) **DEI approach** detailing how the concept will invite, engage, and respect a diversity of perspectives in the design and implementation of the concept. Focus on Energy is committed to helping all ratepayers of participating utilities in Wisconsin reduce their energy use. It is our responsibility to ensure all eligible customers can participate in and receive value from our programs. Focus on Energy strives to use its influence in the community to increase access and participation by delivering equitable and inclusive programs empowering customers, removing barriers, and meeting the needs of the diverse Wisconsin communities we serve.
- III) **Staffing plan, team structure, and qualifications.**

Final concepts must be submitted by 5:00 PM CDT on Friday, September 9, 2022, via the [Future Focus Pitch Day 2022 Submission Form](#). Proposals received by this time will be considered final and revisions will not be accepted. Bidders will receive confirmation their applications have been received by email response.

If you have questions related to the RFC and concept categories, please send an email to: futurefocus@focusonenergy.com by August 24 with the subject line RE: Pitch Day 2022 Question. Responses to questions received will be provided to all bidders via email on August 26.