



focus on energysm

Partnering with Wisconsin utilities

Bridging the Divide Connecting Rural Customers

Jolene Sheil | Public Service Commission of Wisconsin

Paul Grimyser | APTIM

Focus on Energy is Wisconsin utilities' statewide program for energy efficiency & renewable energy



In partnership with **108 Utilities**, we empower the people and businesses of Wisconsin to make smart energy decisions with enduring economic benefits

Our Impact CY2016

113K Residential
6K Business
700K Retail Lighting



616.7 million kWh
26 million Therms



3000 Active
TAs



\$3 for every
\$1 invested



9 out of 10

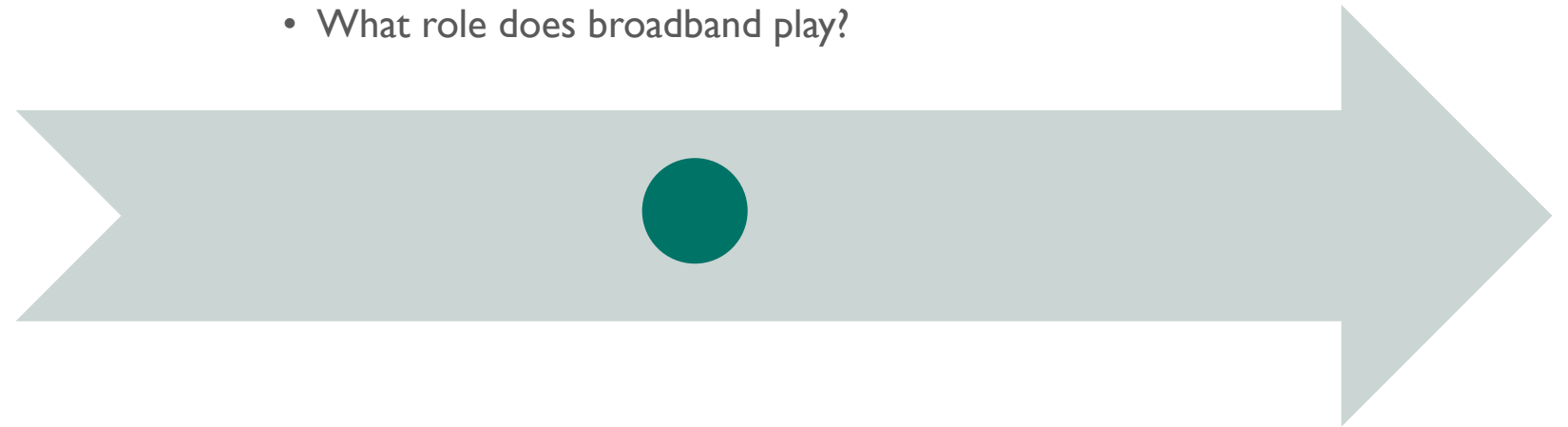
Engaging Rural Customers

September 2016

PSC Issues

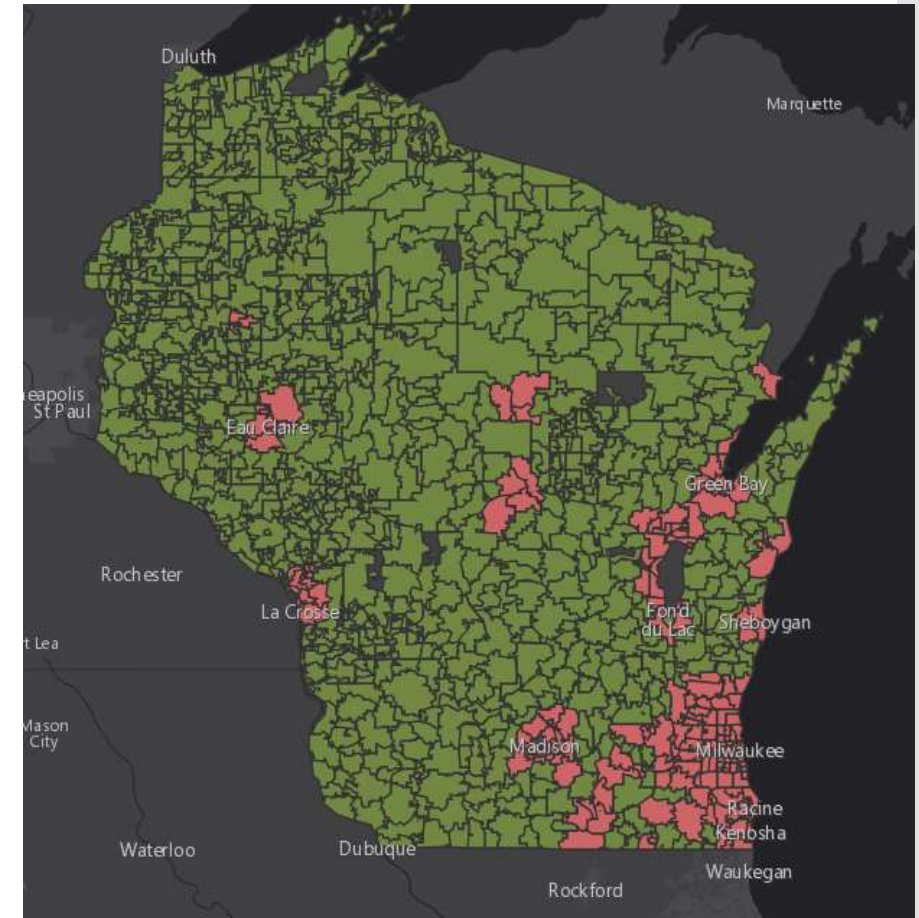
Notice of Investigation (NOI)

- Rural vs. Urban
- What role does broadband play?



Rural Wisconsin

- 582 zip codes identified as rural
- 108 Electric and Natural Gas Utilities
- 103 Communication Providers



	CAF-II/ACAM Service Areas	Rest of State
Population (2010 Census)	470,459	4,804,832
Percentage of Population	8.9%	91.1%
Focus Incentives Received	\$1,293,762	\$23,221,174
Percentage of Incentives Received	5.3%	94.7%
Incentives per Capita	\$2.75/person	\$4.83/person

Equity of Benefits

Connect America Fund Phase II (CAF-II) and Alternative Connect America Cost Model (A-CAM)



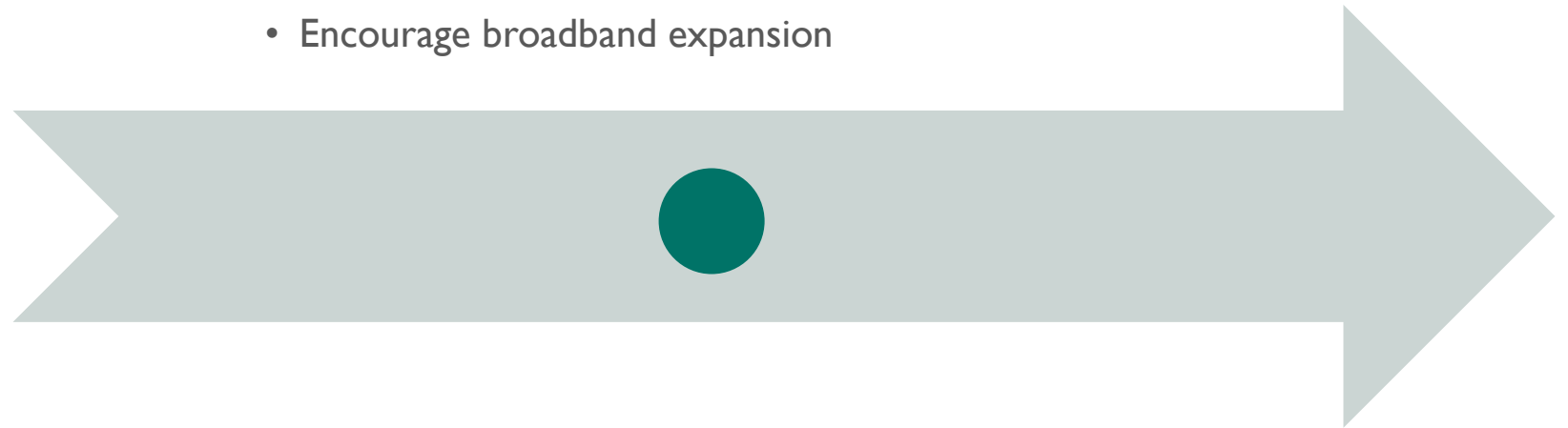
Interveners

- Over 50 parties intervened
 - Non-profits/advocacy groups
 - Utilities
 - Cities
 - Trade Allies
- Categories of objections
 - Compliance with “energy efficiency program”
 - Diversion of funding from energy efficiency
 - Alignment of Focus on Energy and Rural Broadband
- Commission found barriers to the creation and participation in markets for energy efficiency products and services in rural areas of the state, including those areas underserved by broadband.

Engaging Rural Customers

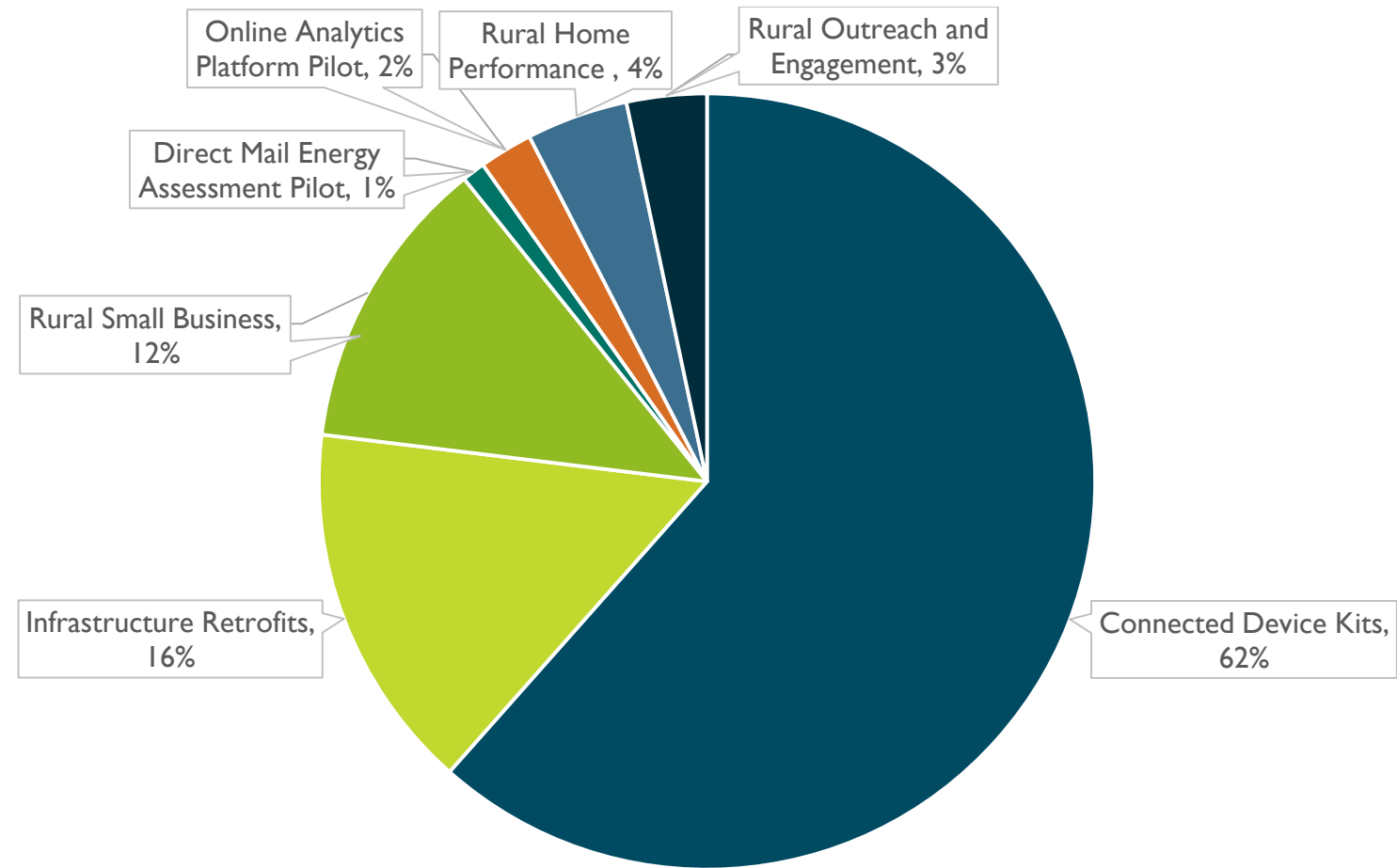
December 2016 PSC approves \$26 Million

- 2017-2018
- Deliver benefits to rural customers
- Encourage broadband expansion



Rural Broadband Programs

Funding Allocations



Budget Allocation & Status

- \$16 Million – Connected Device Kit Program
 - In Market
- \$4 Million – Communication Provider Infrastructure Retrofits
 - In Market
- \$3.2 Million – Rural Small Business
 - June 2017 Launch
- \$250,000 – Direct Mail Energy Assessment Pilot
 - June 2017 Launch
- \$580,000 – Online Business Analytics Platform
 - Fall 2017 Launch
- \$1.1 Million – Rural Home Performance
 - Fall 2017 Launch
- \$867,000 – Rural Outreach and Engagement
 - Fall 2017 Launch

Partnering with Communication Providers



- Partnered with:
 - WSTA - Wisconsin State Telecommunications Association
 - NCTA – The Internet & Television Association
- Incentives for Communications Providers & Broadband Customers

- Connected Device Kits for Customers
 - New or Upgrading Customers, 10:1 or higher
 - Choice of 1 of 3 Connected Device Energy Saving Kits
 - + \$50 Bill Credit toward installation or monthly service

Connected Device Kits



CONNECTED LIGHTING AND
BLUETOOTH SMARTSTRIP: KIT #1

Your Price: FREE!

ADD TO CART



EMERSON SENSI WI-FI
PROGRAMMABLE THERMOSTAT: KIT #2

Your Price: FREE!

ADD TO CART



NEST LEARNING THERMOSTAT: KIT #3

Your Price: \$120.00

ADD TO CART



ECOBEE3 SMART THERMOSTAT: KIT #4

Your Price: \$120.00

ADD TO CART

Customer Engagement



LIMITED TIME OFFER
Get \$50 when you add or upgrade service!

Get connected, use energy smarter

Focus on Energy & Vernon Communications Cooperative have partnered to offer you connected devices & help you save energy in your home!

Add or upgrade your broadband service with **Vernon Communications Cooperative**, and you can qualify for your choice of the latest energy saving devices! (a \$150 value). *

Choose from our featured products

- Philips Hue White Starter Kit & Embertec Emberstrip 8AV + Powerstrip with Bluetooth Sensor (**FREE**)
- Emerson Sensi Wi-Fi Programmable Thermostat (**FREE**)
- Nest Learning Thermostat or ecobee3 Smart Thermostat (**\$120 Copay**)

Get started
vermoncom.coop
608.634.3136

*To qualify for this offer, your electric or natural gas provider must participate in Focus on Energy. Visit focusenergy.com/utilities to see a full list of participating providers.

SAVING ENERGY AND MONEY FOR WISCONSIN
Focus on Energy, Wisconsin's utility statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment.
© 2017 Focus on Energy

VERNON Communications COOP
focus on energy
Partnering with Wisconsin utilities

- In Market
- Orders Coming In
- Continuing to engage new providers weekly
- Samples of providers executing in market promotion:
 - <https://vernoncom.coop/FOCUS-ON-ENERGY/>
 - <http://www.lakeland.ws/>

Whole Home

- Home comfort issues, high utility bills
- Reduce assessment cost
- Travel incentive - Trade Allies



Communication Providers Initiative

- Identifying project with:
 - Wisconsin State Telecommunications Association
 - The Internet & Television Association
- Custom Incentives for Communications Providers
 - Small/Medium Telecoms
 - \$0.09/kWh
 - \$200/kW
 - Large Cable/ISP providers
 - \$0.06/kWh
 - \$150/kW



Community Small Business Offering

- Community-based outreach
 - Utilities
 - Chambers, Rotary
- Target: 14 communities
 - 2017 – 5 communities
 - 2018 – remainder (Q1 & Q2)



Lessons Learned

- Define 'Rural'
- Outreach takes time; targeted approach
- Partner with entities already talking to your customers
- Develop an adaptive marketing campaign