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

$3 for every
$1 invested

3000 Active TAs

9 out of 10
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
## Equity of Benefits

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

- Connected Device Kits, 62%
- Infrastructure Retrofits, 16%
- Rural Small Business, 12%
- Rural Home Performance, 4%
- Rural Outreach and Engagement, 3%
- Direct Mail Energy Assessment Pilot, 1%
- Online Analytics Platform Pilot, 2%
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
Customer Engagement

• 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/
Direct-mail Home Energy Survey

- Seniors, low-income, rural
- Unlikely to have access to broadband; prior participation
Whole Home

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