

WISCONSIN

Focus on Energy
Erinn Monroe-Nye

What is Focus on Energy?

Overview of Focus on Energy



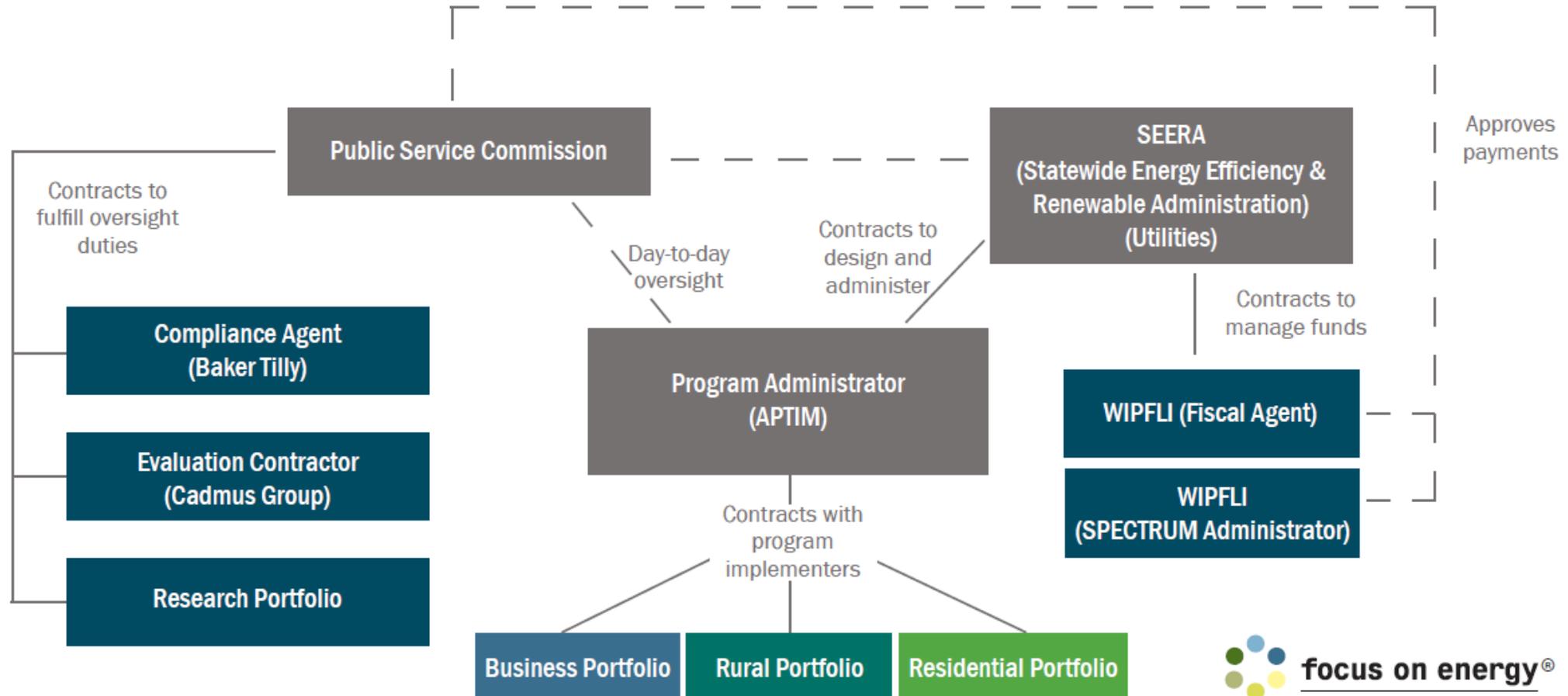
- Works with eligible residents and businesses to install energy efficiency and renewable energy projects
- Provides financial incentives, education, information and other resources in an effort to encourage participation that leads to increased energy savings and reduced utility bills.
- Focus on Energy is Wisconsin utilities' statewide program for energy efficiency and renewable energy
- Partnering with 107 utilities across the state

Creation of Focus on Energy in Wisconsin



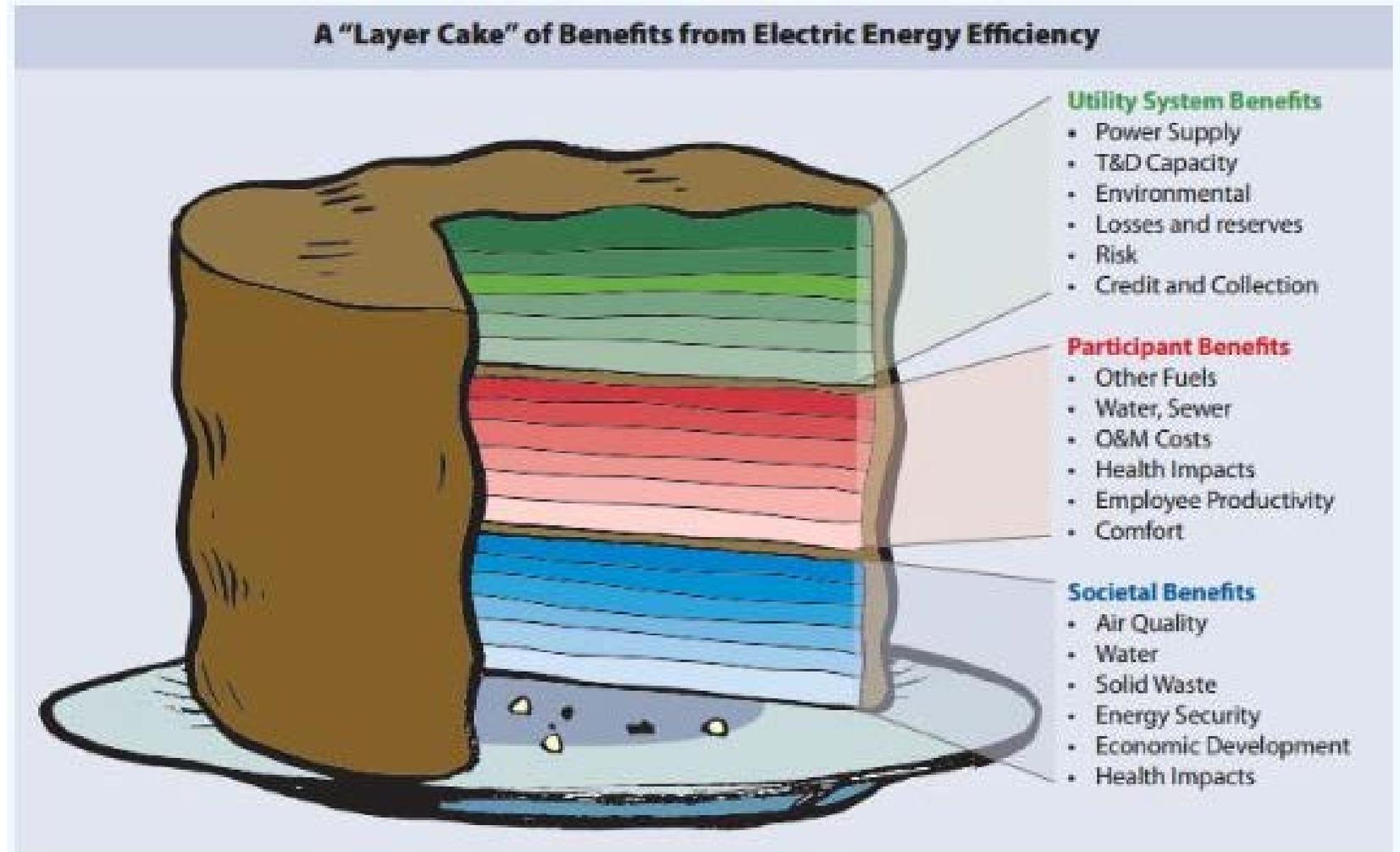
- Wisconsin’s “Public Benefits” Program was created in 1999 via Wisconsin Act 9
 - Oversight was housed under DOA
- Act 141 passed in 2005 moved oversight to the PSC
 - PSC required to conduct Quadrennial Planning Process
 - Quad 4 NOI is open now
 - Potential study will be conducted
 - Funding is set at 1.2% of IOU revenues and \$8/meter for munis/coops
 - Utilities created SEERA (Statewide Energy Efficiency & Renewables Administration) to contract with Focus administrator(s)

Focus on Energy Organizational Structure



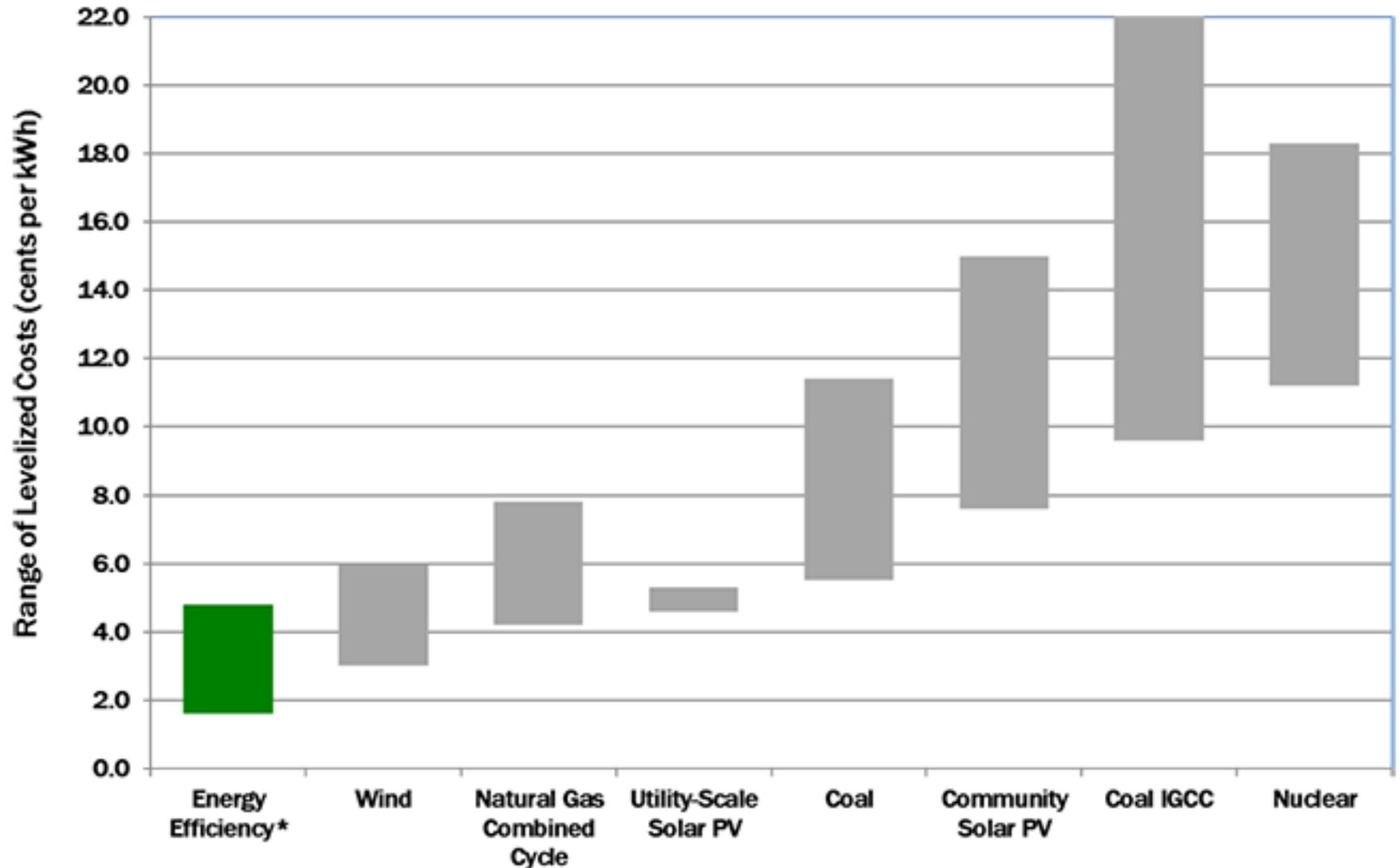
Why Energy Efficiency?

Many Benefits of Efficiency



Jim Lazar and Ken Olburn from the Regulatory Assistance Project discuss quantifying the benefits of the EE "layer cake". Source: <https://www.raonline.org/knowledge-center/recognizing-the-full-value-of-energy-efficiency/>

Energy Efficiency as a Least Cost Option



*Notes: Energy efficiency program portfolio data from Molina 2014; All other data from Lazard 2017.

Source: <https://aceee.org/blog/2017/12/new-data-same-results-saving-energy>

BRIEF

ACEEE: 'Ambitious' energy efficiency could halve US emissions by 2050



Yujin Kim, Industry Dive

AUTHOR

Chris Teale
@chris_teale

PUBLISHED

Sept. 19, 2019

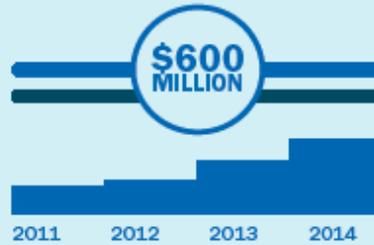
SHARE IT

Dive Brief:

- New energy efficiencies in the transportation, building and industrial sectors can reduce greenhouse gas emissions in the United States by 50%, according to a [report](#) from the American Council for an Energy-Efficient Economy (ACEEE).
- ACEEE said emissions reduction can be led by a "significant shift" to electric vehicles (EVs) and improvement in fuel economy: the use of

Environmental Benefits

Economic Impacts



Focus on Energy has generated over **\$600 million** in economic benefits from 2011-2014.



By 2038, the long term benefits from those activities will reach **\$2.8 billion**.

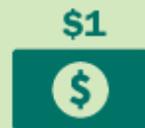
Focus on Energy **Increases In-state spending** by reducing the need for utilities to purchase fuel from other states.



Focus on Energy **creates jobs.**



More than 50% of jobs created are in the **manufacturing sector.**



Focus on Energy remains one of the **most cost-effective programs** in the country. In 2014, Focus on Energy provided **\$6.66** in benefits for every **\$1.00** invested.



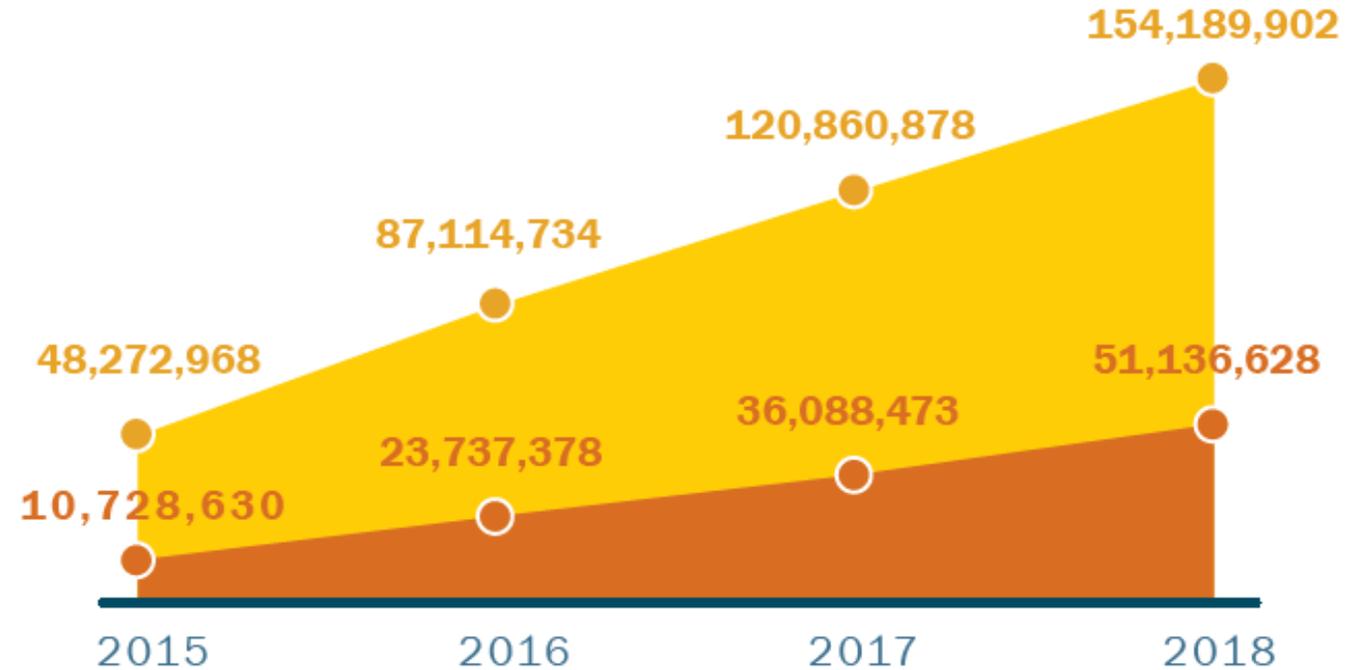
Focus Benefits for Wisconsin



- Focus on Energy has delivered more than \$1 billion in economic benefits over the past eight years
- Focus on Energy's positive net employment impacts supported more than 1,000 full-time equivalent jobs per year over the Quadrennium.
- Served customers at more than 128,000 residences and more than 6,100 businesses in 2018

CUMULATIVE ENERGY SAVINGS*

Energy Savings Results




Nonresidential
Sector


Residential
Sector



Wisconsin has Most-Cost-Effective Energy Efficiency Programs in Nation

Press Release

06/11/2019

Third-Party Evaluation Show Success of Focus on Energy Programs

Madison, Wis. – Wisconsin already led the nation in milk production, cranberry production and NFL championships.

Now, Wisconsin can also boast that it runs the most-cost-effective energy efficiency programs in the country. The state achieved the highest rate of energy savings per dollar spent, according to a [federal study](#) conducted by the Lawrence Berkeley National Laboratory.

That top cost-effectiveness ranking is the cherry on top of a recent third-party evaluation of FOCUS ON ENERGY®, Wisconsin's energy efficiency and renewable resources program.

"The ranking is a testament to the amazing people who work at Focus on Energy and who constantly look for ways to help Wisconsinites save energy and money, while also positively contributing to the state's economy," said Focus on Energy Program Director Erinn Monroe-Nye. "We knew we had a cost-effective program, but it's nice to know we are leading the other states."

The Berkeley National Laboratory study analyzed energy efficiency programs funded by utility

**Around \$3-4 in
benefits for every
\$1.00 invested**

Opportunities in Wisconsin

Focus on Energy for Business



Business and Industry

- Agricultural
- Industrial
- Healthcare
- Small Business

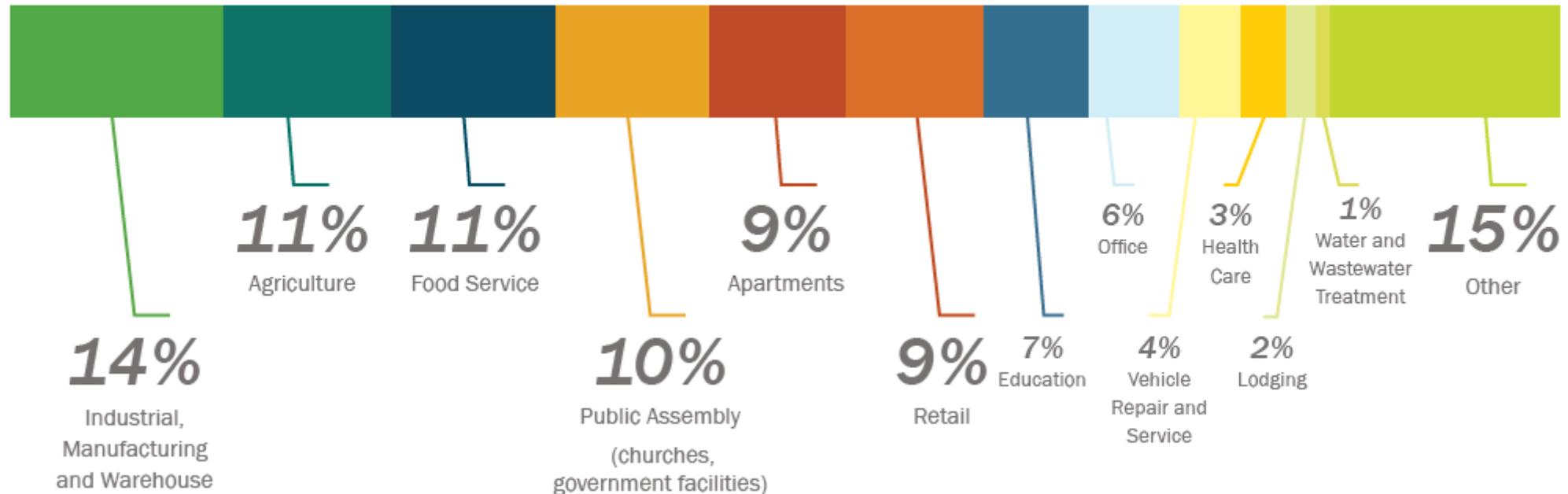
Schools and Government

- Universities
- K-12
- State Buildings (DOA)
- Municipalities

New Construction

Business Participation Snapshot

Percent of Commercial Participants by Segment, 2015-2018



Focus on Energy for Residential



Direct-to-Customer

- Free kits
- Retail
- Online Marketplace
- Appliance Recycling



Trade Ally

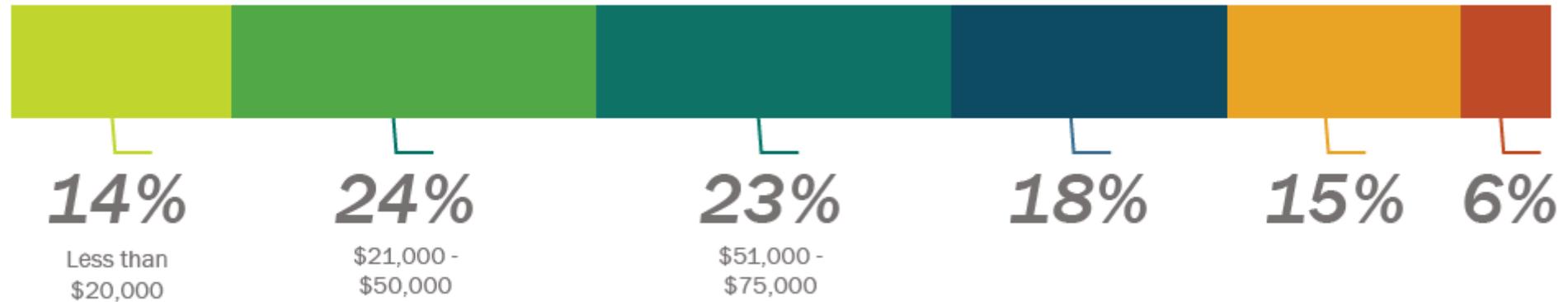
- Whole Home
 - Tiers for Income Qualified
- Major Mechanicals

Multi-Family

New Construction

Residential Participation Snapshot

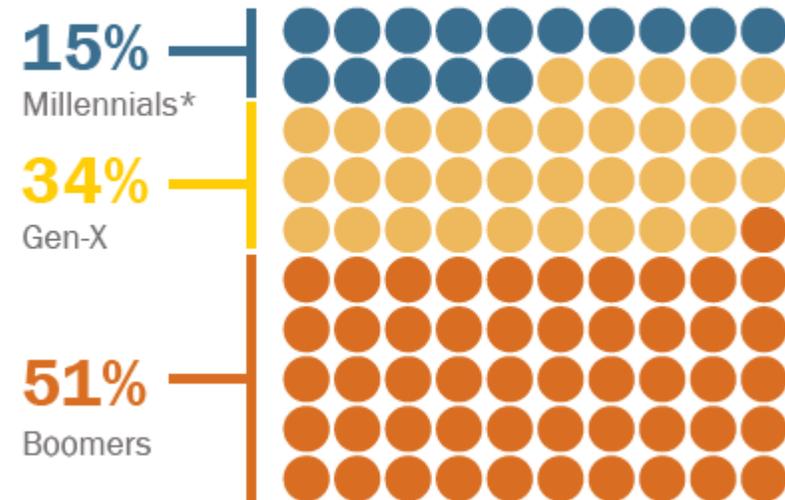
Percent of Residential Participants by Income, 2015-2018



MULTIFAMILY PARTICIPATION GROWTH



Residential Participants by Generation



*Millennials: Under 35, Gen-X : 35 - 54, Boomers: 55+

WISCONSIN

Questions?