### Retail Products Platform

ICF Energy Efficiency Products Workshop Paul Grimyser – Residential Portfolio Manager August 2, 2017



Focus on Energy

- Focus on Energy is Wisconsin utilities' statewide program for energy efficiency and renewable energy
- Partnered with 108 utilities to offer utility customers opportunities to save energy & money
- Funded by utility customers (\$100M annual budget), overseen by the Public Service Commission of Wisconsin
- Focus celebrated its 15-year anniversary last fall
- APTIM has acted as Program Administrator since 2011

#### **Vital Statistics**

- Consistent achievement of energy goals 110%+
- Portfolio TRC = 3.0
- Customer Satisfaction: 9.1 / 10



#### **RRP** Overview



• Focus on Energy joined RPP – March 2016

• Part of ICF's proposal for Retail Lighting and Appliance Program

• RPP is a collaborative initiative of ENERY STAR, energy efficiency program sponsors, and retail partners, facilitated by the U.S. Environmental Protection Agency.

- The goal is to transform markets by streamlining and harmonizing energy efficiency programs with retailers, making them less complex and more cost-effective.
- Increasing the availability of ENERGY STAR products will generate energy savings as customers purchase and install these more efficient models in their homes.



### Why did we support RRP?

- Delivery models are changing
  - Market transformation, mid-stream
  - Pilot, smaller budget
- Market share and cost effective eliminated appliances 5 years
  - Customer interest
  - Budget and technical expertise
- Innovation
  - Aligns with our strategic goals
  - Regulator open to multi-year effort
- Part of something larger
  - National recognition
  - Exciting











#### Surprises & Opportunities

- Appliance Comparison Tool
  - Consumer education
  - Utilities and client satisfaction
- Data Transparency
  - Monthly uploads, retailer
    - Assigns energy unit savings
    - Qualified and non-qualified
    - Consumption year-to-year
  - RPP wide data analysis opportunities
- Continuous improvement and evolution
  - Google Drive collaboration
  - Evaluation
  - New measures & retailers

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Step 1: Compare and Sav	(8		
		and participating retailers to m	ake these high-
		and participating retailers to m and affordable. Use our compar	
energy savings, find a retailer			
Step 2: Recycle!			
Buying a new fridge? Get rid	of that old, extra fridg	e or freezer taking up space an	d hogging energy!
Schedule a FREE pickup today	y to have your appliar	nce responsibly recycled and ge	a \$35 incentive.
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<ul> <li>Brand</li> <li>Color</li> <li>Price</li> <li>Type</li> <li>Height w/ Hinge</li> </ul>	Reset Compar Reset GE GTS Reset	shelf; frost-free defrost Type: Top-Freezer Refrigerators Capacity: 15:35 uble Feet ENERGY STAR : No	Purchase: 3521.99 Buy Nov Enduct Base 2; 2 adjustable spill-proof glat ers; 2 gallon-size door shole



## We have learned...

- You can't always get what you want
  - Support larger initiative
  - Flexibility for Sponsors 2018
- Opinions matter, if you participate
  - Subcommittees: Products, Data, Market Transformation Methodologies Project, and Marketing & Field Services
- Forecasting is hard
  - Data is limited dryers
- Partners help each other
  - Subcommittees, presentations, sharing, conferences, and phone calls
  - Research and baselines



# Changing how we do things

- 2016 followed our usual approach
  - Created measures
  - Assigned savings TRM
  - Added to our CRM
  - Until January 2017...
- Market transformation means rewiring our brains
  - Resource Acquisition is what we're accustomed to
  - No more capturing of energy savings in the moment

