

Retail Products Platform

ICF Energy Efficiency Products Workshop

Paul Grimyser – Residential Portfolio Manager

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focus on energysm

Partnering with Wisconsin utilities

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 ENERGY 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

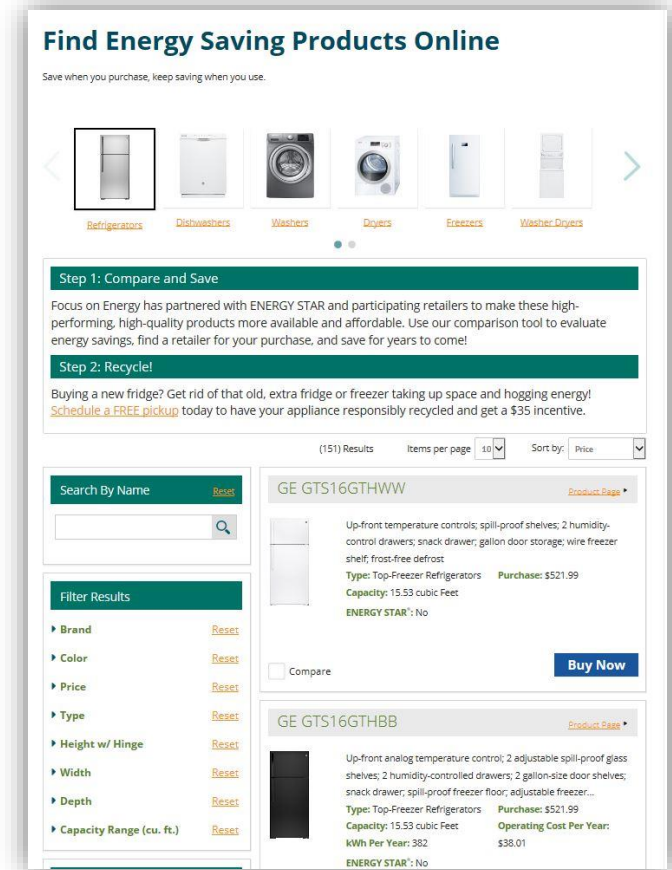


Pacific Gas and
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Surprises & Opportunities

- 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



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