

WISCONSIN

Engaging Rural Wisconsin Customers

Presented by: Keith Cronin

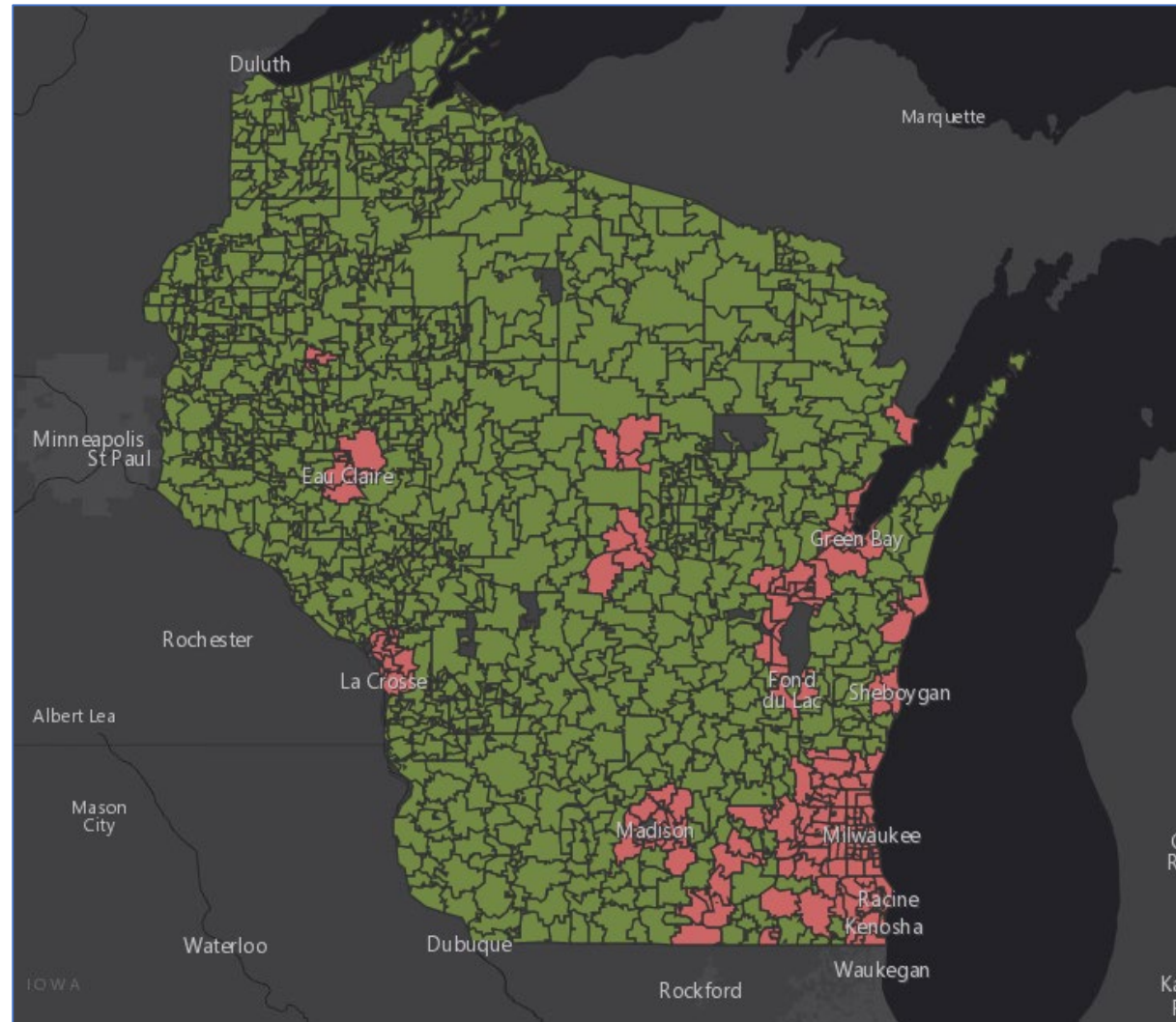
Date: February 20, 2019

What is FOCUS ON ENERGY®?

Overview

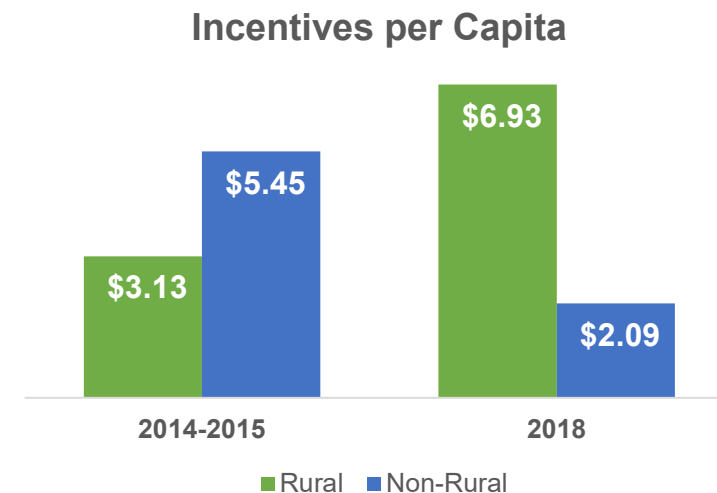
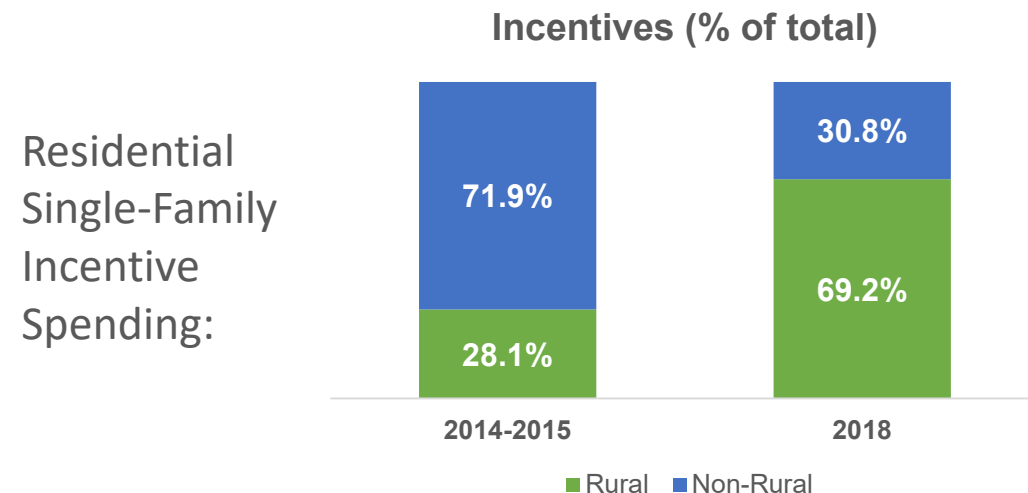
- Focus on Energy is Wisconsin utilities' statewide program for energy efficiency and renewable energy
- Partnership with 107 utilities
- Since 2001, has worked with eligible residents and businesses to install energy efficiency and renewable energy projects
- Provides financial incentives, education, information and other resources in an effort to encourage participation that leads to increased energy savings and reduced utility bills

Rural Wisconsin



Rural Engagement Evolution

- Core program participation
 - Residential Direct Install → Residential Packs (2016)
 - Retail Lighting & Appliance value and independent chain expansion (2017)
- Rural Broadband pilot programs (2017-2018)
- Rural-specific outreach campaign (2018)
- Rural-specific initiatives (2019-2022)



2014-2018

Rural Engagement: Pre-2017

- Focus on Energy's historical priority was maximizing cost-effectiveness
 - No program goals related to rural customers
 - Serving rural customers is typically more expensive
- Population Density
 - Fewer Trade Ally contractors in sparse rural areas
 - Direct install programs focused on denser urban areas
- Marketing Complexity
 - Media market complications
 - Non-participating electric cooperatives in rural areas

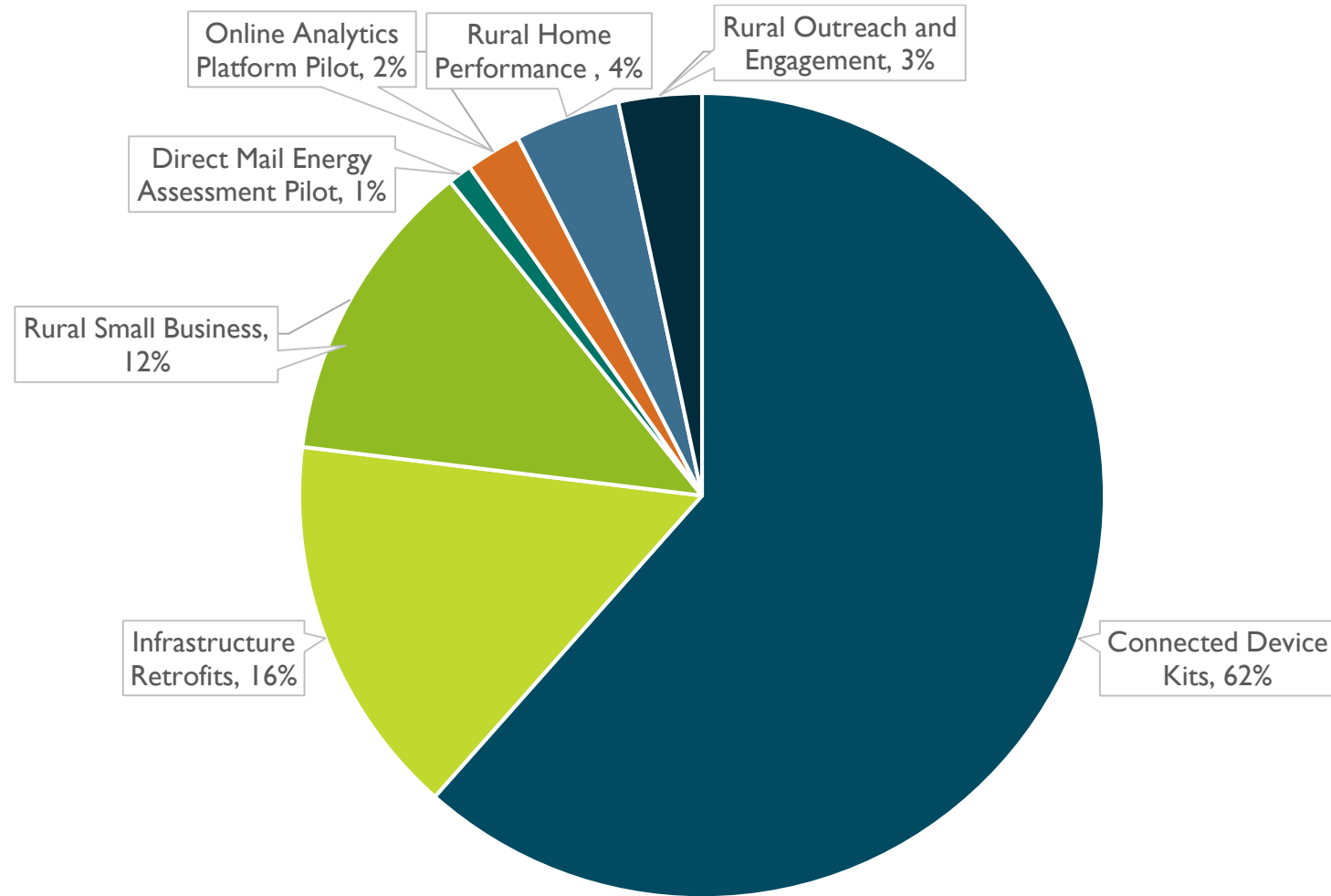
2017-2018 Rural Broadband Pilots

- Fall 2016: PSC issues Notice of Investigation (NOI)
 - Are rural customers receiving equal benefits?
 - What role might broadband play?
- December 2016: PSC approves \$26 Million
 - Two-year pilot period (2017-2018)
 - Programs should be designed to seek additional benefits through increased access to broadband services
- Spring 2017: Pilot Programs begin launching

2017-2018 Rural Broadband Pilots

- Connected Device Kits
 - First year: Partnered with Internet Service Providers to offer choice of 5 energy savings kits + upgrade/enrollment incentive
 - Second year: Rolled out this offering to utilities with rural service territories
- Communication Provider Initiative
 - Dedicated funding and technical support for ISP energy-related projects
 - Increased incentives for custom projects
- Rural Homeowners & Small Businesses
 - Increased incentives for Small Businesses in targeted communities
 - Increased mass media engagement and community-based outreach
 - Direct Mail Energy Assessment Surveys
 - Rural Home Performance

\$26 Million Rural Portfolio Allocation



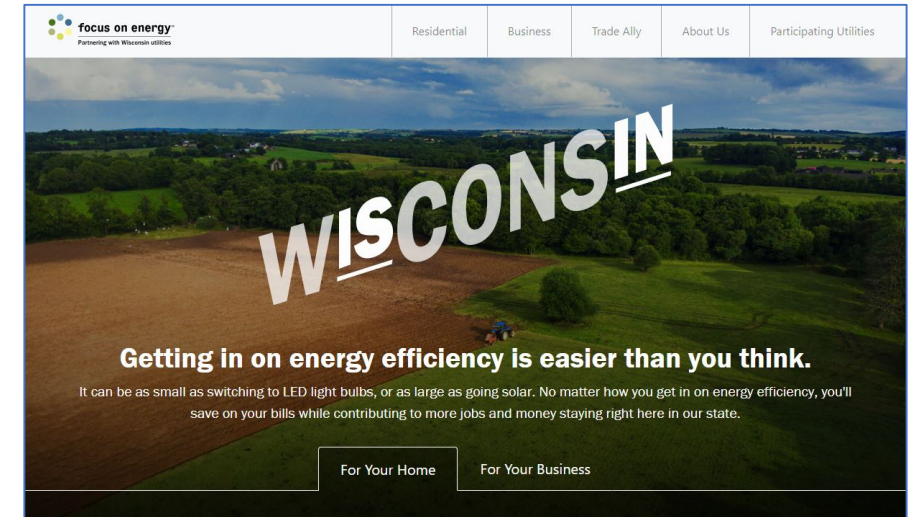
Rural Outreach and Engagement

Goals & Initiatives

- Increase rural engagement and participation in Focus on Energy programs
- Promote state pride and support through energy efficiency initiatives
- Direct marketing message toward 582 rural ZIP codes specified as target audience
- Heighten rural awareness of energy efficiency using a more relatable message and specialized marketing techniques
- Emphasize state pride in messaging and use efficient marketing techniques

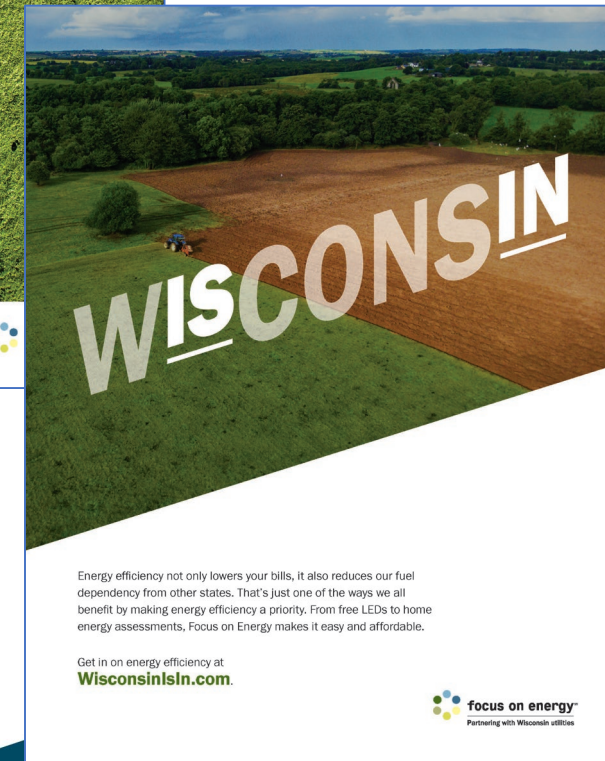
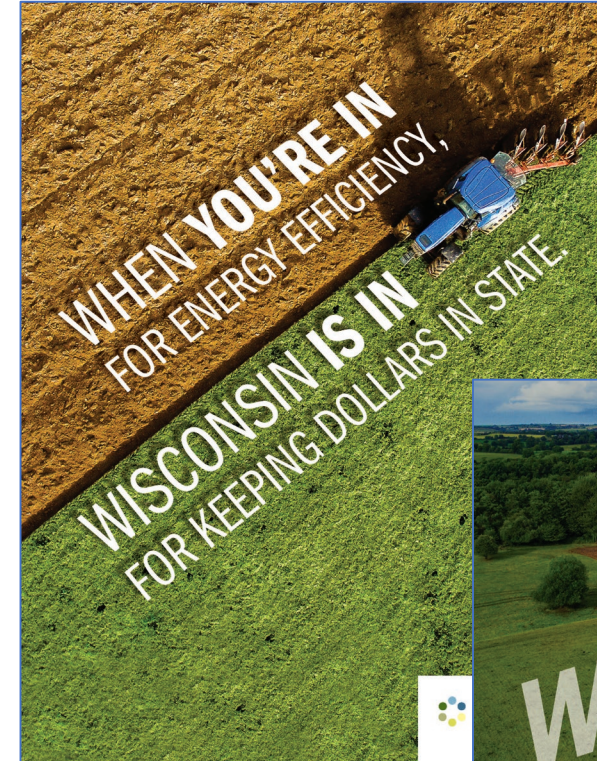
Execution & Launch

- Designated large budget of \$867,000 for use of targeted marketing techniques, including:
 - Direct and shared mail
 - Streaming radio, television, and newspaper advertisements
 - A web video
 - Mobile display
 - Official landing website (WisconsinIsIn.com)
- Pushed out campaign materials to rural market gradually
 - Helped analyze which methods were most effective and build upon those marketing tactics



Execution & Launch (continued)

- All participant-facing marketing materials directed interested residents to WisconsinIsIn.com for more information
 - Minimizes technical industry jargon for broader audience understanding and usability
 - Uses clear language so residents with limited knowledge of energy efficiency could grasp concepts
- Campaign largely driven by:
 - Proven program success and money savings in the past
 - Emotional strength of pride for Wisconsin messaging



Campaign Results & Future Steps

- Initiative advances the industry by strengthening understanding of rural market segments and participation drivers for country-wide program development
 - Found that rural participants are particularly interested in connection between energy efficiency and the economy
- In 2019, plan to extend “Wisconsin Is In” campaign marketing materials and techniques program-wide for both rural and urban participants
 - Lends to program-wide brand cohesion and structure



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2019-2022

New Rural Initiatives

- Focus on Agricultural and Industrial sectors
 - \$9 million annual budget for 2019-2022
- Offerings
 - Increased incentive levels
 - Added Energy Advisors for increased technical and outreach support
 - Awareness campaign, continuing rural focus while also expanding state-wide
 - Rural Residential Behavioral pilot
 - Industrial benchmarking
 - Rural Pop-up Retail

Contact Information & Acknowledgements



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Acknowledgements

- Joe Fontaine, Wisconsin Public Service Commission
- APTIM
 - Erin Soman
 - Monica Thilges-Cochran
 - Jessica Wagner
 - Nathan Warren
 - Scott Yee

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Thank you!

Focus By The Numbers



- Focus on Energy has delivered more than \$1 billion in economic benefits over the past eight years
- Supports 1,200 jobs a year in Wisconsin
- Served participants at more than 113,000 residences and more than 5,100 businesses in 2017