

LEARN. CONNECT. EXPERIENCE.



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October 5, 2010

Agenda

- Project Overview
- Communication
- Rates
- Evaluation
- Tools and Technology
- Focus on Energy Programs
- Questions

Project Overview

(Goals/Objectives)

- Test communication and education methods to encourage customer participation in energy efficiency
- Evaluate customer response to current and new innovative rates
- Create awareness of energy usage via tools/social marketing
- Create scalable models incorporating lessons-learned from each pilot community

** All programs are voluntary*

Project Overview

(Timeline)

- 3 Communities
- Community 1 Kick-off - October 2009
- Community 2 Kick-off – September 2010
- Community 3 Kick-off – March 2011
-
- All three communities completed – December 2012
- Customers included:
 - Residential and small commercial

Project Overview

(Community Selection Criteria)

- City or Village (1-10,000 customers)
- Electric and Natural Gas customers
- “Green” Eco-friendly
- Vital Downtown
- AMR Reliable
- Good Mix of Residential/Commercial

Communications

Communications

- Communicate in Three Phases
 - Pre-launch
 - awareness
 - Launch
 - pledge to be part of the project
 - sign up for rates and/or programs
 - Maintenance
 - change energy behaviors
 - sign up for rates and/or programs
 - community challenge

Communications

- Pre-launch
 - micro site
 - www.icanconserve.com
 - print ads (local newspaper)
 - Web banners (targeted)
 - Postcards (direct mail)
 - posters (outreach)
 - Focus on Energy – business outreach

Pre-launch Communications – micro site



The screenshot shows a microsite for iCanConserve, a Wisconsin Public Service project. The site has a navigation bar with links for Residential, Business, and About the Project. The main content area features a large blue box with the quote "iCan make this happen." and the question "Who will be part of iCanConserve?". Below this, there are three buttons: "What is iCanConserve?", "Who will be part of iCanConserve?", and "How do I get involved?". To the right, there is a "Take the Pledge" section with text about the project starting in October 2009 and a "Close" link. The footer includes a "SHARE" button with social media icons, copyright information for Wisconsin Public Service, and logos for focus on energy, CUB (Illinois Utility Board), and WPS.

iCanConserve
a Wisconsin Public Service project

Residential Business About the Project

“iCan make this happen.”

Who will be part of iCanConserve?

Residents and Small Business owners in Brillion. Your can-do attitude is exactly what we're looking for as we forge ahead on the road to energy conservation. We need people willing to try new things, be the first to make a statement, challenge their neighbors, and help shift perspectives on energy use.

What is iCanConserve? Who will be part of iCanConserve? How do I get involved?

Take the Pledge

Beginning October 1, 2009, customers in Brillion can show their commitment to the iCanConserve project by taking the iCanConserve Pledge.

By doing so, you'll make a difference in the community of Brillion, and in your own energy bills, by using less energy.

[Close](#)

SHARE

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focus on energy™
The power is within you.

CUB
Illinois Utility Board

WPS

Pre-launch Communications — print ad

For some, saving energy
is a matter of principal.

Paul Nistler knows things. He knows energy conservation doesn't always come naturally. That it takes a change of habits, help to make those changes stick, and personal commitment.

But as the principal of Brillion High School, he also knows that leading the efforts for his school could mean smaller bills and a cleaner, greener environment. So he's committing to the *iCanConserve* project.

iCanConserve is a new energy conservation project from Wisconsin Public Service and its partners, Focus on Energy and the Citizens Utility Board. Coming to Brillion in the next few weeks, its goal is to help people and small businesses lower their energy bills without reducing their comforts or productivity.

For Paul, *iCanConserve* reflects not only his own philosophies, but the progressive spirit and get-it-done attitude of Brillion as well.

"We're an innovative school district in a community that's growing," said Paul. "Being part of *iCanConserve* will help us keep moving forward."

Join your friends and neighbors in *iCanConserve*. Go to icanconserve.com/brillion and take the *iCanConserve* Pledge. And when it's time to do your part for energy conservation, say "Yes, iCan."

iCanConserve 

www.icanconserve.com/brillion

Pre-launch Communications – print ad



**To this CEO, conservation
is the smart money**

Tammy Williams is something of a savings expert. President of Brillion's Best Advantage Credit Union, part of her job is to help people set money aside and save, giving them the knowledge and tools they need to do it right.

With this philosophy, Tammy's throwing her support behind the *iCanConserve* project, coming to Brillion in October.

iCanConserve is an energy conservation project from Wisconsin Public Service, with partners Focus on Energy and the Citizens Utility Board. With it, residents and small businesses right here in Brillion can learn how best to save energy and lower their bills, without giving up how they've chosen to live and work.

To Tammy, the power of *iCanConserve* is in the education.

"We're passionate about the things we believe in," she said, "but when it comes to conserving energy, a lot of us don't even know where to start."

"*iCanConserve* will give us the knowledge we need to ignite the passion."

Join your friends and neighbors in *iCanConserve*. Go to icanconserve.com/brillion and take the *iCanConserve* Pledge. And when it's time to do your part for energy conservation, say "Yes, I Can."

iCanConserve 

www.icanconserve.com/brillion

Communications

- Launch
 - micro site
 - pledge and sign up for rates and/or programs
 - rate videos
 - Web banners
 - newspaper ads
 - direct mail brochures
 - bill insert
 - bill message
 - welcome kits

Launch Communications – bill insert



**Energy Conservation
Rate Options:**

Residential
Time-of-Use Rewards
Response Rewards
Cool Rewards

Business
Small Business Response Rewards
Small Business Cool Rewards

For more information on iCanConserve, go to icanconserve.com/brilliance. Residential customers can also call 24-Hour Customer Service at 800-450-7260 and small business customers can call the Business Solutions Center at 877-444-0888.

iCanConserve is a Wisconsin Public Service project in partnership with Focus on Energy and the Citizens Utility Board.

WPSWICAN1009  Printed on 100% PCW Paper

**“I know
iCan.”**

iCanConserve 

Launch Communications – direct mail

Take the Pledge Now

Energy conservation takes effort and dedication. Taking the iCanConserve Pledge is a great way to show your personal commitment to the project. Read the Pledge, sign below and drop this postage-paid card in the mail. Then, you can say you're truly committed to energy conservation.

Take the Pledge Later

If you prefer to go online later to take the Pledge, visit icanconserve.com/brillion.

Take the Pledge

I'm committed to the goals of the iCanConserve project.

I want to make a difference in the community of Brillion, and in my own energy bills, by using less energy.

Name

Address

City, State, Zip

E-mail

I do not wish to receive e-mail updates regarding the iCanConserve project.

POSTAGE WILL BE PAID BY ADDRESSEE

People here work hard. They commit to getting the job done. And at the end of the day, all they ask is that their commitment is honestly rewarded. At Wisconsin Public Service, we think that attitude makes Brillion the perfect starting point for the iCanConserve™ project.

iCanConserve, a project that pays off in savings
 iCanConserve is a bold new energy conservation and cost-reduction project from Wisconsin Public Service, Focus on Energy and the Citizens Utility Board. Though the project is big in vision, its goals are simple: to help everyone in Brillion find ways to use energy more efficiently.

If you decide to take part in iCanConserve, you'll receive all kinds of help — special rate options, access to conservation programs, energy-saving advice and much more. From your experiences, we'll learn which things actually helped you use less energy and lower your costs without making significant changes in your life, so we can bring more of these same ideas to people everywhere.

Your participation in iCanConserve is entirely up to you. But if you decide to commit, you'll be rewarding yourself and others in a way that could make a positive impact for years to come. Make that commitment now by signing the iCanConserve Pledge card attached.

Right for you, right for our environment
 Part of the lifestyle we all enjoy in northeastern Wisconsin is tied directly to our clean, unspoiled surroundings. Because iCanConserve is rooted in energy conservation, it helps make our world a cleaner place. And for that, we can all take a deep breath of gratitude.

P.O. Box 11001
 Green Bay, WI 54301-0001
 Address Service Requested

“iCan
commit.”

Launch Communications

- Welcome Kits
 - letter
 - rate fact sheets
 - conservation tips brochure
 - conservation stickers
 - iCanConserve window cling
 - iCanConserve magnet

Rates

Community One

- No mandatory rate options
- All existing rate options are available to customers
- Concentrate on the education materials and tools needed to enhance the existing programs
- Receive customer feedback to improve existing programs

Rate Options

- Standard Rate
 - Flat energy charge
 - Majority of Customers on this rate
- Time of Use Rewards
 - Three Set Energy Rates
 - On-Peak, Off-Peak, Shoulder Rate
- Response Rewards
 - On-Peak, Off-Peak, Floating Critical-Peak
 - Customer receives Smart Thermostat
- Cool Rewards
 - Monthly Credit
 - WPSC controls the A/C unit or water heater

New Proposed Rate Option

Standard Rewards

- Flat Rate with Critical Peak Rate
- 50 Critical Peak hours in a Year
- Critical Peak Price
- Flat Rate Discounted
- Customer receives Smart Thermostat

Evaluation

- 3rd Party Evaluator via a bidding process – KEMA
- Objectives
 - Measure the customer's acceptance of rate options
 - Measure the customer participation in the rate options
 - Measure customer usage in response to rate options and education programs
 - Measure customer behavior, perceptions, and preferred channels for information and effective messages

Tools & Technology

Tools & Technology

- Smart Thermostat
 - Utility or customer control during CPP events
 - Easy to use –simple touch screen programming
 - Internet /Wifi enabled
 - Allows customers to manage their home comfort from anywhere at anytime
 - Live weather feeds and weather forecasts
 - Temperature alerts
 - Helpful conservation reminders

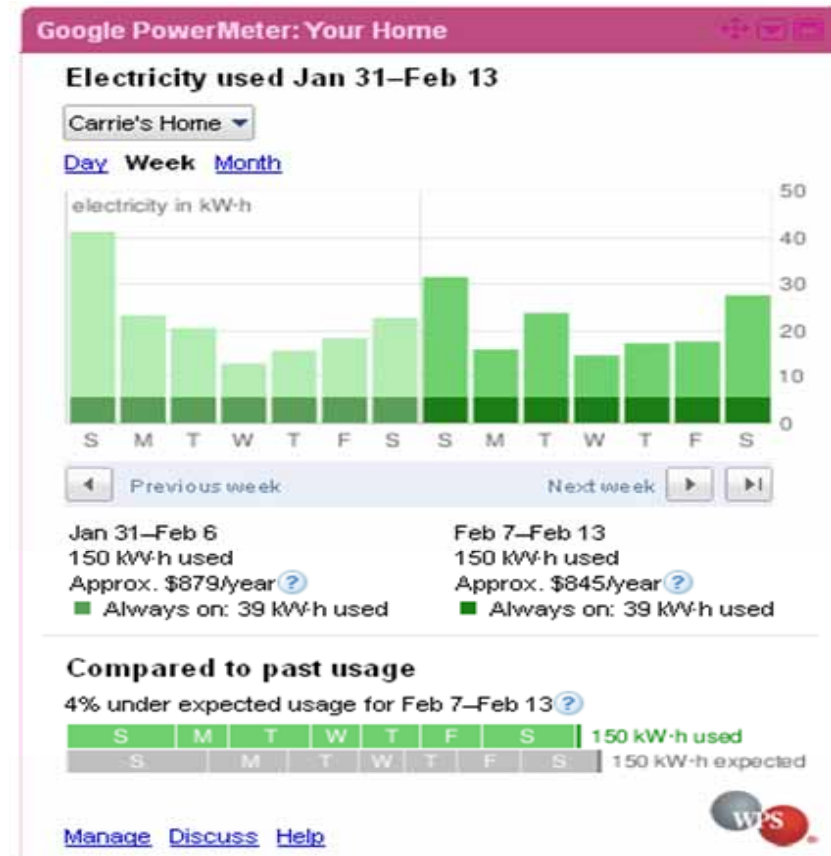


Google™ PowerMeter

- Free opt-in service that enables customers to benefit from utility AMI investment on a daily basis
- Detailed usage data on a co-branded Google gadget
- Logo links directly to utility website & allows us to post messages to customer
- No personally identifying information shared

Tools & Technology

- Google™ PowerMeter
 - Hourly usage data in a highly visible Environment
 - Leverages existing AMI system data
 - 99.9% + customers have AMI

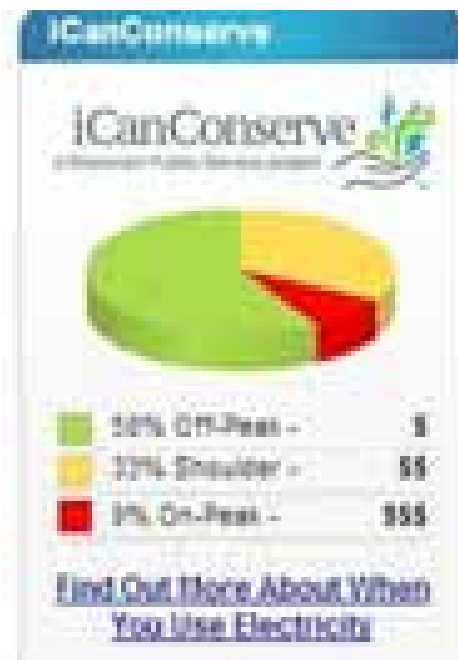


Communications

Usage Graphs, Charts, & Tables

“When do I use electricity” Pie Chart

- Charts electric use by rate period (ex: on-peak, off-peak, critical peak) for last bill month (uses billed data)
- Accessed from My Account page for community two pilot-eligible customers on Time-of-Use Rewards, Response Rewards, or Time-of-Use rates

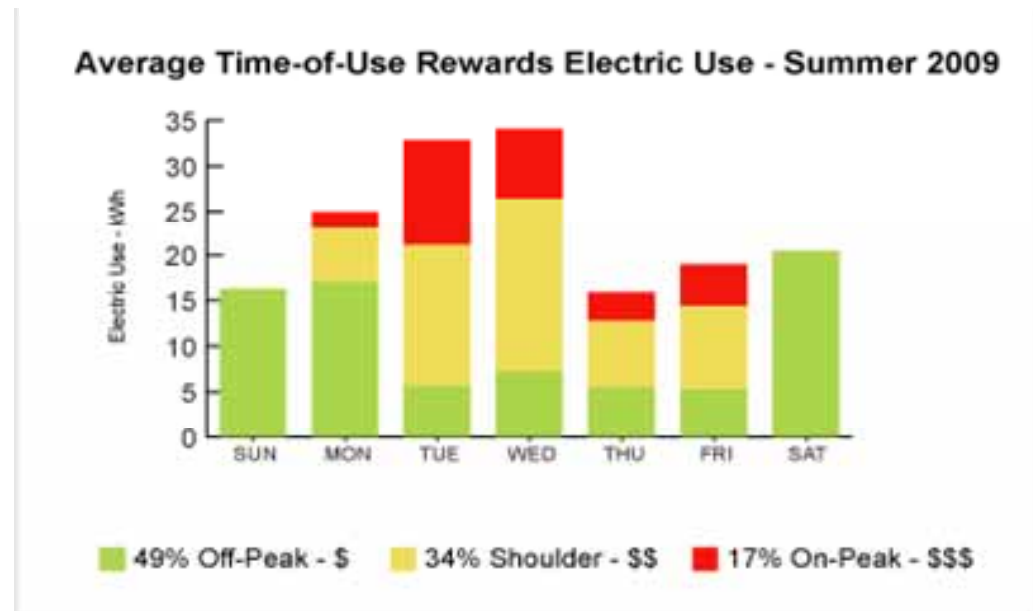


Communications

Usage Graphs, Charts, & Tables

Daily Electric Use - Average

- Graphs average daily kWh used, by day of week, for a selected season (summer or winter)



EPRI

- **Hyper-Efficient Appliances**
 - Collaborative effort with EPRI to test emerging household appliances
 - 20 refrigerators and/or laundry equipment (residential)
- **LED Street and Area Lighting**
 - Retrofitted 8 high pressure sodium street lights that were approx. 25 years old, to new LED street lights
 - Elumen streetlights consume from 50 to 73% less electricity than traditional lamps

EPRI

Before



311W Each, High Pressure Sodium (HPS)

After



152 W Each, Light Emitting Diode (LED)

Disclaimer: Colors are approximate.

Tools & Technology

- PHEV
 - Evaluating project with EPRI
 - Lease of Chevrolet Volt
- Smart Grid
 - Collaborative effort to address challenges associated with integration of distributed resources in grid and market operations
 - WPS will receive summaries of other demo projects throughout the US
 - Will leverage knowledge gained from host sites

Focus on Energy Programs

In Home Displays

- Initial focus on concept testing – not the technology specifically
- Two types of devices
 - TED 1001
 - Current transformer (CT) driven device
 - Shows instantaneous energy use / cost
 - Simple to install, stand-alone device
 - TED 5000
 - Current transformer (CT) driven device
 - Instantaneous energy use / cost on wireless display
 - Connects to local network for advanced features
 - Web-based power / energy graphs
 - Integrates with Google PowerMeter



Focus on Energy

- Home Energy Review & Comprehensive Home Energy Assessment
 - Tag team Advocate and Consultant visit
 - Customer selects Contractor from preferred list
 - Blitz approach to “group” sign ups and foster competition
- Heating Equipment Bonus
 - Build on success of existing WPS territory-wide heating bonus program
 - Increase marketing opportunities

Focus on Energy

- School to Home
 - Efficiency kits for certain grades
 - KEEP course for teachers
 - In-service projects for students
 - Great excitement with teachers to kick off 2010/2011 school year

Focus on Energy

- Small Business Audit
 - Sign-up gift
 - Implementation bonus
- Enhanced Business Incentives
 - Multi-project bonus (territory-wide)
 - T12 replacement bonus
 - LED replacement lamps
 - Business rental property bonus
 - Others

Focus on Energy

- Community Supported Financing for Small Business
 - Information & marketing
 - Offer project pre-approvals & assistance
- Business Staffing Grants
 - Target organizations that interact with numerous buildings or companies
 - Local government or business associations

Focus on Energy

- Community Participation Reward
- Goals for Participation Metrics
 - Challenging, yet attainable
 - Motivating to community members
 - Simple to understand and track
 - Drives participation in rates and programs

Questions?



21st National Conference & Expo

January 17-20, 2011 • Hilton Walt Disney Resort

