KIEL MUNICIPAL UTILITIES

KIEL ELECTRIC UTILITY
City of KIEL

CY2020 FOCUS ON ENERGY®
ANNUAL PARTICIPATION REPORT

focus on energy®
Partnering with Wisconsin utilities
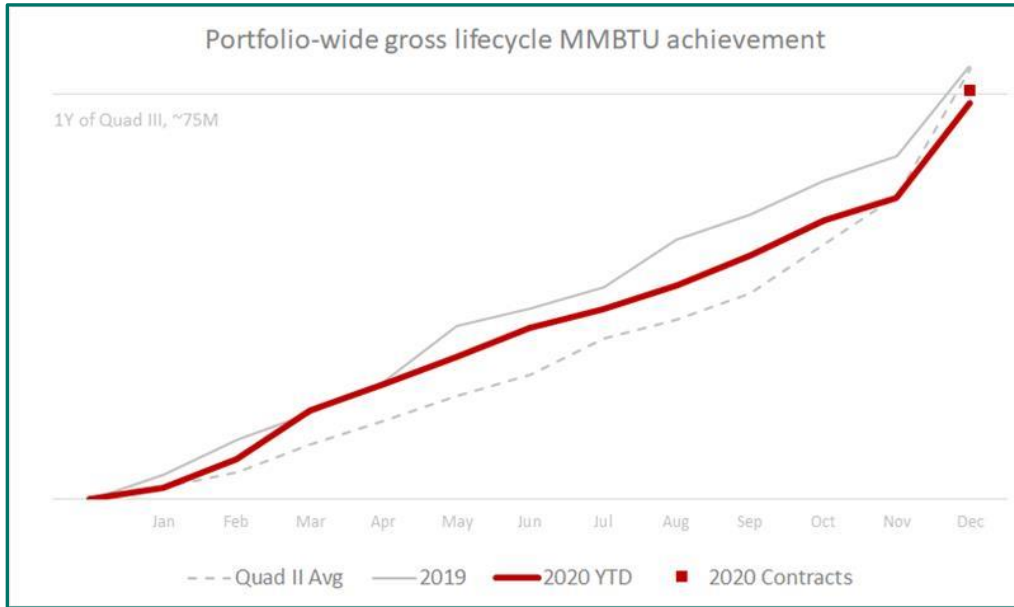
Contents

Focus on Energy generates

$4.80
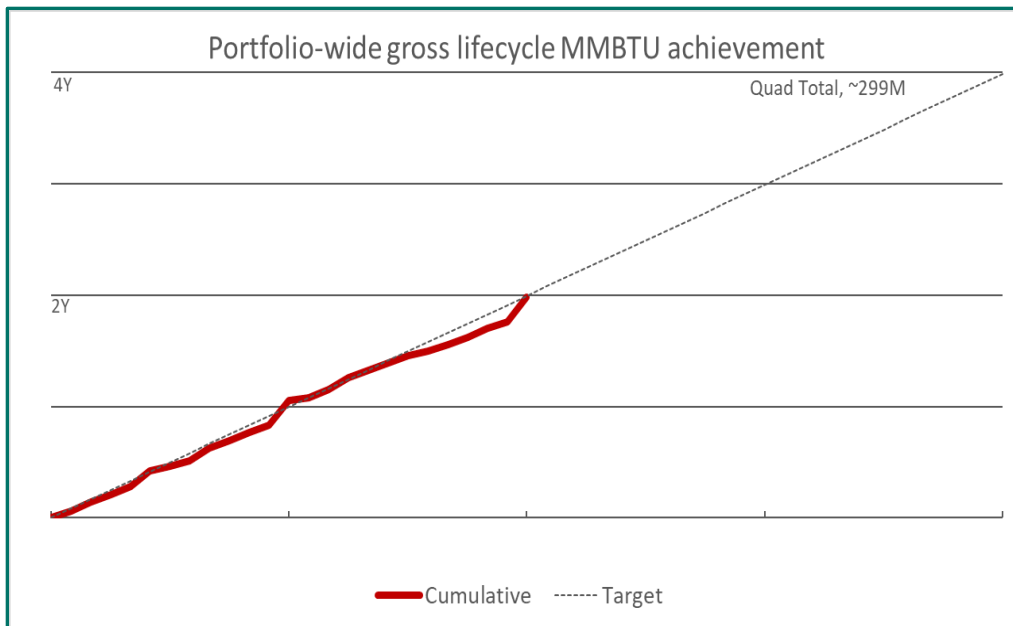
for every $1 INVESTED

*focusonenergy.com/evaluation
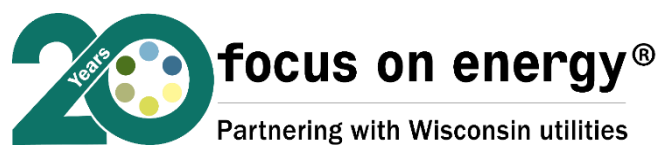
Program-wide energy savings

The chart below displays 2020 energy savings achievement and includes historical trends for context.

Portfolio-wide gross lifecycle MMBTU achievement

The graph below shows current Quad energy savings vs target savings.

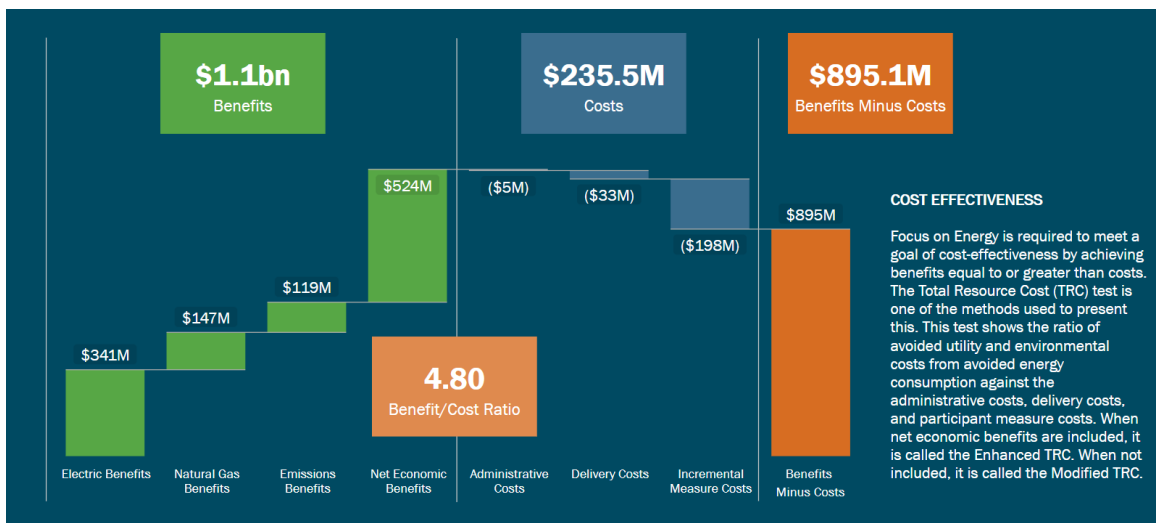Portfolio-wide gross lifecycle MMBTU achievement

2020 Participant satisfaction results

Program participants are randomly surveyed throughout the year to gage their overall satisfaction with their program participation experience. The survey scale is 0 – 10, with 0 being least satisfied and 10 being most satisfied. The portfolio goal (8.9) is shown as a yellow line on the chart. Boxes around ratings indicate a significant difference of 0.10 or better from the portfolio goal.

Program cost-effectiveness

The following graph illustrates how Program cost-effectiveness is measured (2019).

COST EFFECTIVENESS

Focus on Energy is required to meet a goal of cost-effectiveness by achieving benefits equal to or greater than costs. The Total Resource Cost (TRC) test is one of the methods used to present this. This test shows the ratio of avoided utility and environmental costs from avoided energy consumption against the administrative costs, delivery costs, and participant measure costs. When net economic benefits are included, it is called the Enhanced TRC. When not included, it is called the Modified TRC.

Utility Program participation summary

The figures below represent actual and estimated 2020 Program benefits received by Kiel Municipal Utilities customers

KIEL UTILITIES
2020 FOCUS ON ENERGY® Participation Summary

Energy efficiency incentives

Cash incentives returned to customers in 2020 equaled

$32,044

Kiel Utilities residential and business customers contributed an estimated $20,886 to the Focus on Energy Program and received $32,044 collectively in energy efficiency improvement incentives for CY 2020.

4 yr. average total incentives returned to customers equals

$83,677

Kiel Utilities residential and business customers have received average total incentives of $83,677 annually through the Focus on Energy Program from 2017 through 2020.

Non-incentive value

Estimated 2020 non-incentive value equaled

$15,973

Estimated non-incentive value is based on weighted Program implementation costs that include hands-on technical, engineering, incentive processing and marketing services provided directly and indirectly to Kiel Utilities customers in 2020.

Administrative value

Estimated 2020 administrative value equaled

$4,749

Estimated 2020 administrative value is based on weighted Program administration costs that include but are not limited to marketing materials (design/postage/printing), customer participation reports, customer service, website design and Program evaluation.

Total Program value

Estimated 2020 total Program value equaled

$52,766

Estimated Program value received by Kiel Utilities and its Customers in 2020 totaled $52,766, which equals $2.53 for every dollar contributed to the Focus on Energy Program.

The chart below shows the ratio of actual incentives returned to Kiel Public Utilities customers, along with the estimated non-incentive benefits (technical and customer support) and administrative benefits (including PSC and Utility oversight, Compliance Agent, Fiscal Agent, Database management and Program Evaluation), used to support Program participation.

Kiel 2020 Program Benefits

- Est. Admin Benefits 9%
- Est. Non-Incentive Benefits 30%
- Total Incentives 61%
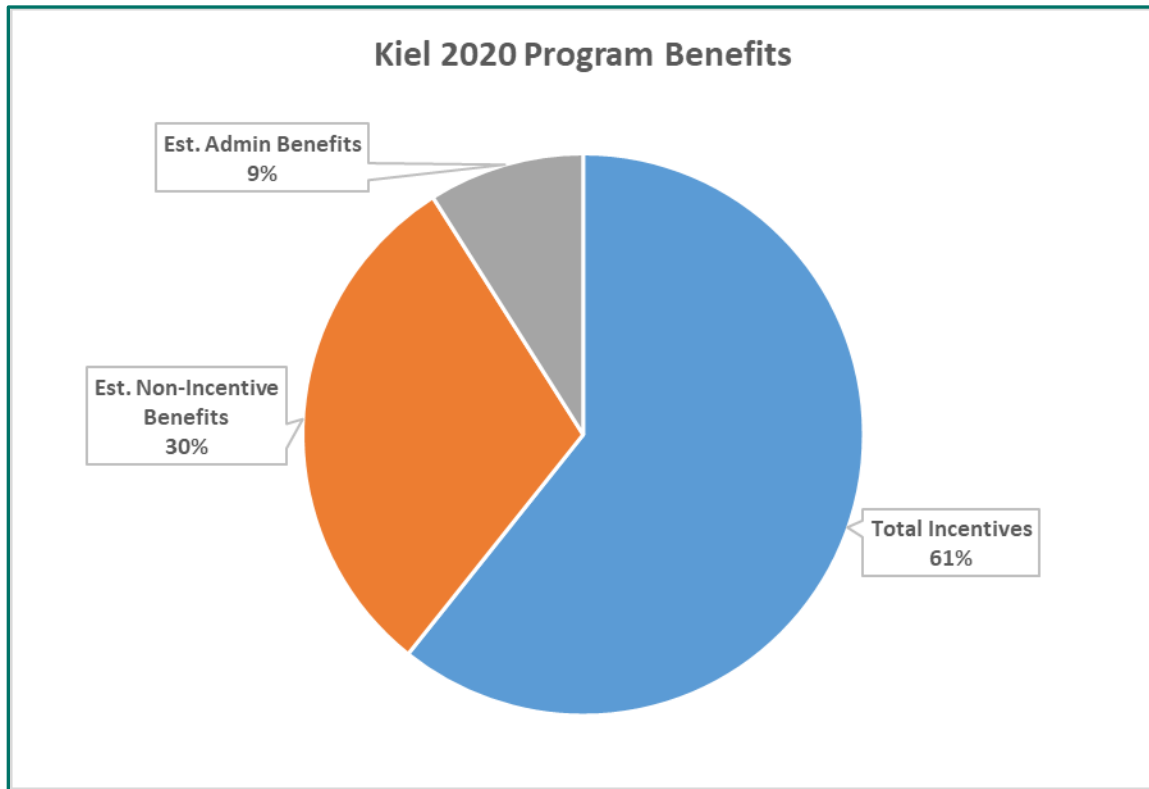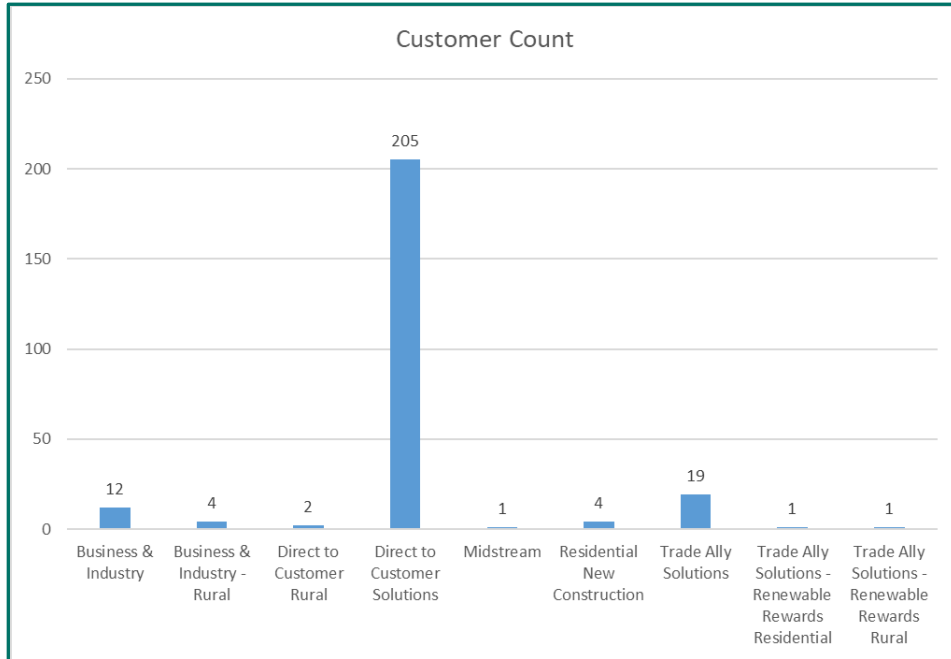
Focus on Energy paid nearly

$65.7 MILLION in incentives

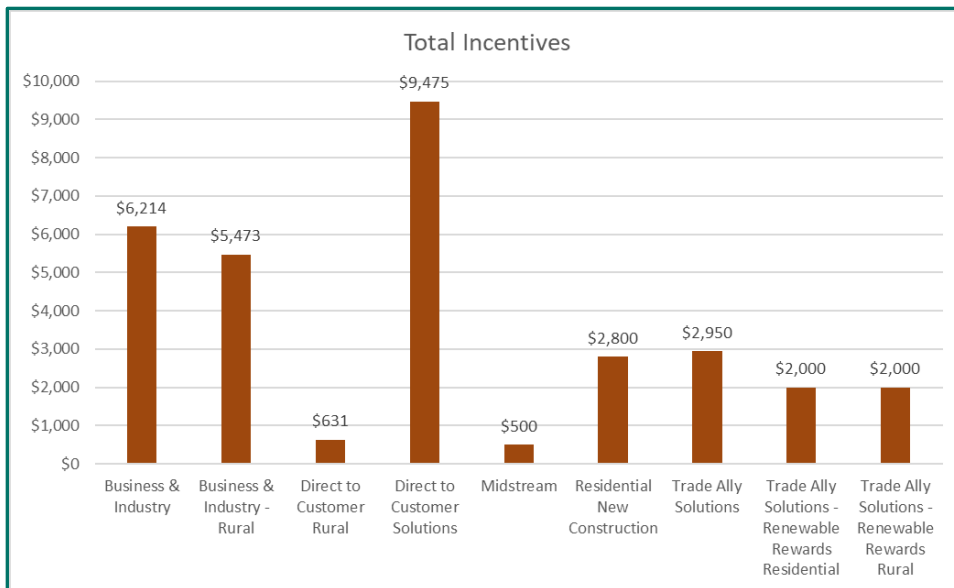## to Wisconsin residents and businesses in 2019.*

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Number of participants per Program solution utilized by Kiel Municipal Utilities customers is shown in the chart below.

Total incentives per Program solution utilized by Kiel Municipal Utilities customers is designated in the following graph.

The chart below shows the top energy efficiency measures, along with incentives and energy savings, completed by the Kiel Municipal Utilities Business and Industry customers.

Sector	Measure Group	Measure Category	Total Incentive	kW Savings	kWh Savings (First Year)	Therm Savings (First Year)
Industrial	Lighting	Light Emitting Diode (LED)	$1,749	7.86	48,836	0
Commercial	Lighting	Light Emitting Diode (LED)	$250	0.00	8,615	0
Industrial	Lighting	Light Emitting Diode (LED)	$1,818	0.94	54,764	0
Agriculture	Refrigeration	Tune-up / Repair / Commissioning	$80	0.00	205	0
Commercial	Lighting	Light Emitting Diode (LED)	$448	1.68	15,008	0
Commercial	Food Service	Refrigerator / Freezer - Commercial	$40	0.03	219	0
Agriculture	Refrigeration	Tune-up / Repair / Commissioning	$40	0.00	192	0
Agriculture	Lighting	Light Emitting Diode (LED)	$723	3.13	21,690	0
Agriculture	Refrigeration	Tune-up / Repair / Commissioning	$80	0.00	1,641	0
Agriculture	Motors & Drives	Variable Speed Drive	$4,550	0.07	46,255	0
Commercial	Information Technology	Supporting Equipment	$100	0.34	3,122	0
Commercial	Lighting	Light Emitting Diode (LED)	$1,368	6.75	32,832	0
Commercial	Lighting	Light Emitting Diode (LED)	$441	2.09	10,861	0
Totals			$11,687	22.89	244,240	0

Glossary

Business and Industry (B&I): Program portfolio solutions that target commercial, industrial, Agricultural Producers, schools, Local Units of Government, and non-local government Customers.

Customer: A Utility customer that is eligible to participate in solutions offered by the Focus on Energy Program.

Direct to Customer (D2C): Program portfolio solutions that target residential customers and include free packs, retail discounts, online marketplace and pop-up/virtual retail events.

MMBTU: 1,000,000 British thermal units. For Program goal measurement and reporting purposes, kWh (electric) and therm (natural gas) energy savings are converted to BTU's (British Thermal Units) and combined to represent total Program energy savings.

Midstream Solutions: Program solutions that offer incentives through equipment distributors which are passed through to customers from participating trade ally contractors.

Online Marketplace: Online store that offers instant discounts on energy and water saving devices.

Portfolio: Assortment of energy efficiency and renewable energy solutions offered by the Program to residential and business Customers of the participating Wisconsin Energy Utilities.

Program (Focus on Energy): Program means a program for reducing the usage or increasing the efficiency of the usage of energy, or displacing energy usage, by a customer or member of a participating Energy Utility, Municipal Electric Utility, or Retail Electric Cooperative. Programs may target specific customer types, customer sectors, or technologies.

Quad: Quadrennium – a period of four years for which Commission-approved verified Gross Lifecycle Energy Savings and Demand Reduction Program Goals are set.

RECIP: Renewable Energy Competitive Incentive Program (RECIP) provides incentives for cost-effective renewable energy systems installed at eligible Wisconsin businesses through a competitive request for proposals (RFP) process.

Renewables: Includes resources deriving energy from any of the following: Solar energy, wind power, water power, biomass, biogas, geothermal technology.

Rural: Certain Program solutions are available to Rural residential or business customers as designated by the USDA list of rural Wisconsin zip codes.

Solutions: Incentives and technical support for energy efficiency and renewable energy measures offered to residential and business customers by the Program.

Technical and Customer Support: Refers to the Budget Cost Line Items comprised of these Line Items: technical & Customer support labor, equipment, marketing, Implementer Subcontractor, Vendor and other direct costs.

Trade Ally Contractor: Any independent organization that participates in the Program to enable the delivery of the Program to end use Customers including, but not limited to, HVAC, insulation, and electrical contractors, builders, and retailers.

Trade Ally Solutions (TAS): Program portfolio solutions targeting residential customers that require installation by a trade ally contractor. TAS include incentives for heating and cooling, air sealing and insulation, renewables and new homes.

In 2019, residential participant satisfaction was rated **9.3** on a 10-point SCALE*

*focusonenergy.com/evaluation