

Demand side management programs EU7

In both 2009 and 2010, the state of Wisconsin was ranked 11th by the American Council for an Energy-Efficient Economy (ACEEE) for employing energy efficiency as the first fuel to power its economies. Wisconsin was ranked seventh in 2010 in state-wide utility sector efficiency performance, up from twelfth in 2009.

Starting in 2009, We Energies implemented a new voluntary portfolio of electric and natural gas demand-side management programs. These programs are implemented in cooperation with the state-wide Focus on Energy approach to minimize customer confusion in the market place. The energy efficiency programs include small business/nonprofit, multifamily, and education and awareness. Savings results for 2010 include 1,532,360 therms of natural gas and 23,706,253 kilowatt hours of electricity.

Load-management programs

Energy Partners is a residential air conditioning load control program. Currently, this program has about 42,000 residential customers. The current load control benefit is estimated at 42 megawatts.

Residential time-of-use rate options for electricity are located at www.we-energies.com/TOUWI or www.we-energies.com/TOUWI.

The **Critical-Peak Pricing** program was implemented during July 2009. This program (available only in Wisconsin) can help customers reduce their electricity bills if they can reduce or shift electricity use during periods of high electricity demand on hot summer afternoons during on-peak periods and especially in June through September. The standard residential rate – about 12.6 cents per kilowatt-hour (kWh) – is the same regardless of when electricity is used. With Critical-Peak Pricing, electricity costs change based on when customers use it. If customers avoid or reduce usage during on-peak and critical-peak hours, they save money.

The **Peak-Time-Rebate** program was implemented during July 2009. This program (available only in Wisconsin) helps customers save money on electric bills if they reduce energy use on peak-event days when electricity demand is high. This no-risk program allows customers to keep the same rate they have now but gives them the opportunity to get a rebate for each kWh reduction made at designated times during the summer.

Commercial and industrial rates can be found on www.we-energies.com/business/elec/elecateswi.htm. As of May 2010, We Energies could claim a potential curtailable load control of 490 MW with industrial customers.

The majority of energy efficiency and renewable programs serving all customer sectors are implemented statewide by Focus on Energy, an organization that works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. These programs were supported with 1.2 percent of utility natural gas and electric operating revenues in 2010. Customer program information can be accessed at www.focusonenergy.com.

Michigan residential and commercial customers can choose from a variety of energy efficiency programs from a regional approach with Efficiency United (<http://www.encyciencyunited.com/>). This is funded by an electric surcharge of 0.75 percent.

Annual energy savings for Wisconsin, including breakouts by utility service territory, can be found in the evaluation reports at www.focusonenergy.com/EvaluationReports/default.aspx. Michigan programs are in their first year of operation and will be posting this type of data in the future.

Customer education

The website www.we-energies.com, using a customer login and password, provides customers the option to perform an online energy audit of their homes using their actual energy use. The audit also provides peer energy comparisons and helpful recommendations for actions to reduce energy usage. We Energies energy efficiency programs provide assistance to business and multifamily customers through key services designed to educate and transform energy-efficiency behaviors and raise awareness of potential energy savings projects. Onsite energy assessments and energy team development, in addition to a variety of other free services, are offered and provide detailed recommendations and support to assist customers in managing energy use.

We Energies offers a variety of educational outreach venues via its website. There are customer project success stories at www.we-energies.com/residential/energyeff/active_installdata.htm and customers may sign up for a monthly electronic newsletter with efficiency and renewable articles, ask the expert feature, and an energy library.

An educators' website www.we-energies.com/educators/index.htm provides K-12 teacher curriculum and the K-12 Energy Education Program (KEEP) scholarships.

Scholarships are provided to nonprofit organization staff. We Energies routinely collaborates with the sponsoring educational organizations as the host facility with multimedia support and in-house services.

The Focus on Energy and Energy Center of Wisconsin organizations offer a variety of energy efficiency workshops throughout the year. This coursework is supported by Wisconsin utilities. www.focusonenergy.com/Business/Education-and-Training/
www.ecw.org/university.

The Focus on Energy site also offers an Ask the Experts feature. www.askfocusonenergy.com/.

We Energies routinely sponsors educational conferences such as the following:

Better Buildings Better Business – www.ecw.org

Energy Efficiency as a Resource – www.aceee.org

SE2 – www.wgba.org