



*Energy Efficiency in Wisconsin and the Nation:
Benefits for All*

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- Focus on Energy is Wisconsin's statewide energy efficiency (and renewable energy) program
 - Many states have ratepayer-funded programs, but they're more commonly operated by individual utilities.
 - Focus program infrastructure also used to operate WI's IRA Home Energy Rebates
- Focus on Energy has had 25 years of success, with a wide range of benefits:
 - Cost-effective from all perspectives
 - Positive customer service experience
 - Economic and environmental benefits



Efficiency: The Lowest-Cost Resource

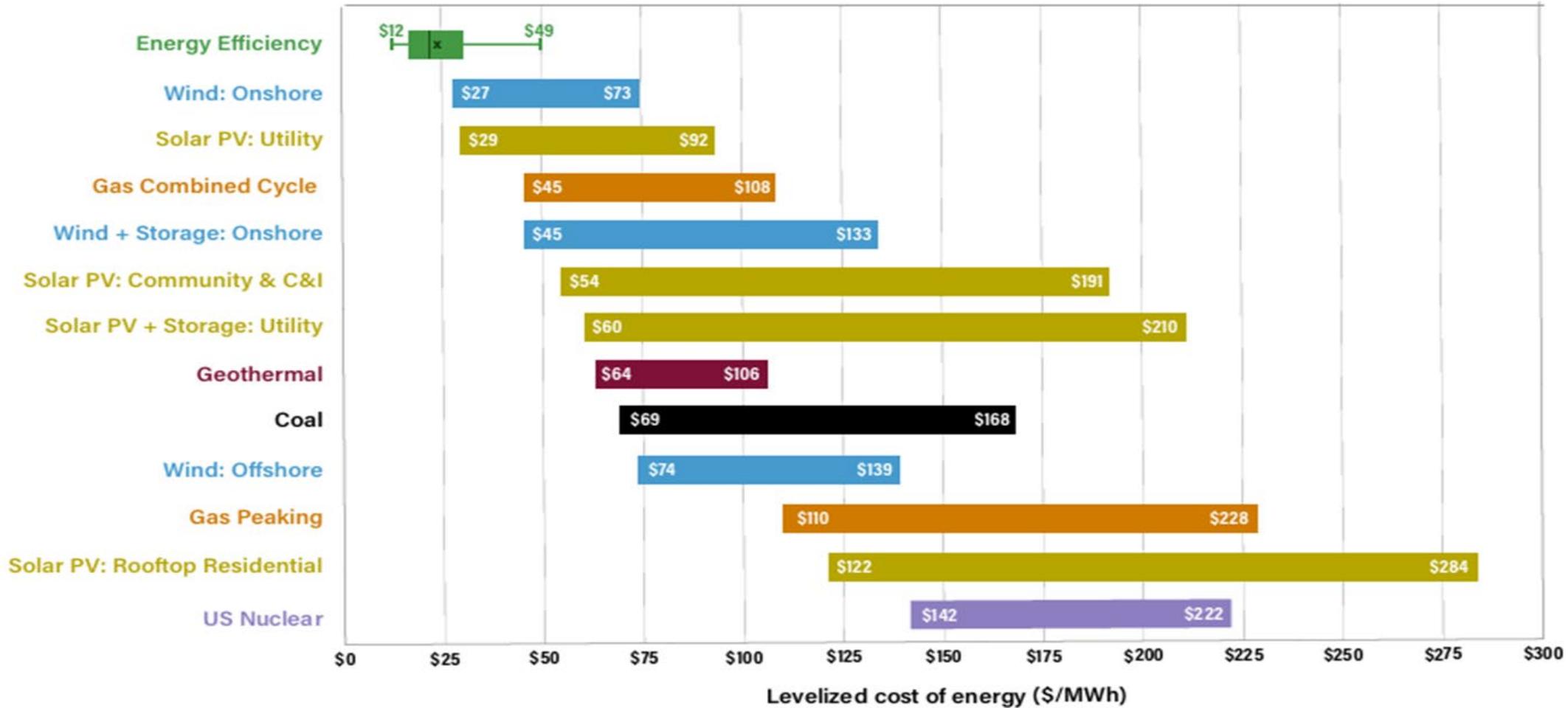


Figure ES-1. A comparison of the levelized cost of energy efficiency and supply-side resources. Vertical line and “X” represent the median and mean costs of energy efficiency, respectively. Cost data for supply-side resources calculated by Lazard (2024).

Cost data from ACEEE’s 2026 Research Report “Faster and Cheaper.” <https://www.aceee.org/research-report/u2601>

- **Utilities?** \$4.76 in avoided energy costs for every \$1 in program spending
 - Historical electric savings equal to the energy produced by at least two standard-sized power plants
- **The general public?** \$4.65 in benefits for every \$1 in program costs, when incorporating:
 - Reduced energy costs
 - Health benefits
 - Reduced emissions
 - Reduced water Usage
- **Customers?** More than \$60 million in savings per year- hundreds of millions over the lifetime of a project
- **The Wisconsin economy?** More than \$400 million in economic benefits from:
 - Reduced fuel imports
 - More disposable income
 - In-state job creation
 - Manufacturing support

2024 Focus on Energy Independent
Evaluation conducted by Cadmus.
[CY 2024 Focus on Energy Volume I](#)

A Positive Customer Experience

- Customers pay for the cost of efficiency programs through their rates- but Focus makes sure they get their money's worth in return:
 - **State law:** requires Focus to offer a range of programs so all who pay in through rates have the opportunity to participate
 - **Commission policy:** allocate budget so that business and residential customers don't subsidize each other; set performance goals to maximize savings while also reaching historically underserved customers (rural, low-income)
 - **Program design:** Make participation easy (free packs, online marketplace); provide technical expertise to support complex projects

Focus Customer Satisfaction:
9.4 out of 10



Business Offerings Enhance Competitiveness

- Ahlstrom Thilmany Paper Mill in Kaukauna
 - 60 projects over a decade- lighting, pumps, motors, heat recovery
 - Save money and maintain operations at a historic mill

[Ahlstrom Thilmany: A Legacy Mill Leading... | Focus on Energy](#)



Residential Offerings Benefit Customers- and Their Contractors

- Focus incentives enhance consumer choice and understanding by making product performance and long-term benefits transparent
 - Range of offerings for your needs and budget
 - Energy Star provides a foundation for many offerings
- Contractors can offer multiple options and advertise rebates

National Association of Regulatory Utility Commissioners (NARUC) Resolution, February 2026:

- Electricity use and utility bills are increasing
- As the lowest reasonable cost, most cost-effective source of energy supply-
invest in energy efficiency first!
 - There are plenty of energy efficiency savings yet to be tapped
 - Keep capturing efficiency's additional economic and societal benefits

“unlock this low-cost energy supply by maintaining and enhancing existing federal energy efficiency programs, investments, and standards, and work together with states, utilities, the commercial and industrial sector, and other stakeholders in...encouraging efficiency initiatives as cost-effective tools to address the challenges of rising bills and demand.”

[NARUC Resolution on Unlocking Energy Efficiency to Support Adequate Energy Supply and Curb Electric Bill Increases](#)



LAMBEAU FIELD



Thank you!



IN HEALTH GATE *bellini*