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March 5, 2025

NOTICE OF PUBLIC MEETING

Chair Brian Rhodes has called for a meeting of the Member Services Advisory Group of WPPI Energy as follows:

**Member Services Advisory Group
Tuesday, March 11, 2025
10:00 AM**

**WPPI Energy Office and Operations Facility
1425 Corporate Center Drive
Sun Prairie, WI 53590**

AGENDA

- I.** Introduction and Election of Officers **(Action)**
- II.** Advisory Group Overview and Policies
 - A. MSAG contact information
 - B. Policy 107 – Advisory Groups
 - C. Policy 108 – Directors’ and Committee Members’ Expenses
 - D. 2025 Committee Expense Report Template
- III.** Approval of November 6, 2024 Minutes **(Action)**
- IV.** Action Items of the MSAG Meeting held on November 6, 2024
- V.** Member Relations
 - A. Discussion of Advisory Group Effectiveness Survey Results
- VI.** Integrated Utility Solutions
 - A. Technology Suite Focus Group Findings
- VII.** Customer Solutions
 - A. Options for assessing demand response potential
 - B. 2025 Peak Time Usage Communication plans
 - C. PowerClerk Roadmap
- VIII.** Energy Efficiency & Electrification
 - A. Energy efficiency programming outlook
 - B. New Construction Design Assistance review
 - C. Update on opportunities for promoting energy assistance
 - D. Update on IRA Home Energy Rebate Programs

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- IX.** Communications & Marketing
 - A. Next steps for Customer Communication Strategy
- X.** Energy Services
 - A. 2025 Value of Local Utility Program Plan
- XI.** Other

For MSAG members, attached is:

1. Proposed November 6, 2024 Meeting Minutes (**AGENDA ITEM III.**)
2. Approved August 6, 2024 Meeting Minutes
3. MSAG contact information (**AGENDA ITEM II.A.**)
4. Policy 107 - Advisory Groups (**AGENDA ITEM II.B.**)
5. Policy 108 – Directors’ and Committee Members’ Expenses (**AGENDA ITEM II.C.**)
6. 2025 Committee Expense Report (**AGENDA ITEM II.D.**)
7. Action Items of the MSAG Meetings held on November 6, 2024 (**AGENDA ITEM IV.**)
8. Memo to MSAG RE Survey Results (**AGENDA ITEM V.A.**)
9. 2025 Presentation to EC Advisory Group Survey Results (**AGENDA ITEM V.A.**)
10. MSAG Memo Tech Suite Focus Group (**AGENDA ITEM VI.A.**)
11. Potential Study Options MSAG – Mar 2025 (**AGENDA ITEM VII.A.**)
12. Peak Time Usage Communications Update MSAG Mar 2025 (**AGENDA ITEM VII.B.**)
13. PowerClerk Roadmap MSAG Mar 2025 (**AGENDA ITEM VII.C.**)
14. MSAG Memo Energy Efficiency Program Outlook (**AGENDA ITEM VIII.A.**)
15. Energy Assistance update March 2025 (**AGENDA ITEM VIII.A.**)
16. NCDAs Advisory Group Memo (**AGENDA ITEM VIII.B.**)
17. NCDAs 2025 Overview for Program Steering Committee (**AGENDA ITEM VIII.B.**)
18. MSAG Memo Energy Assistance (**AGENDA ITEM VIII.C.**)
19. MSAG Memo Update on IRA Home Energy Rebate Programs (**AGENDA ITEM VIII.D.**)
20. MSAG Memo Update Simplified Customer Communications March 2025 (**AGENDA ITEM IX.A.**)
21. 2025 March MSAG – Value of Local Utility Program Memo (**AGENDA ITEM X.A.**)
22. 2025 March MSAG – Value of Local Utility Presentation (**AGENDA ITEM X.A.**)

NOTE:

1. The Member Services Advisory Group may take action on various matters related to each of the agenda items.

cc: Wisconsin State Journal

PROPOSED MINUTES

Member Services Advisory Group of WPPI Energy

November 6, 2024

Sun Prairie, Wisconsin

10:00 a.m.

A meeting of the Member Services Advisory Group (MSAG) of WPPI Energy was called to order at 10:00 a.m. on Wednesday, November 6, 2024 by Chair B. Rhodes at the WPPI Office and Operations Facility, 1425 Corporate Center Drive, Sun Prairie, Wisconsin pursuant to the *Notice of Public Meeting* issued on October 30, 2024.

MSAG members participating in person included J. Benson, J. Dorr, D. Euclide, B. Hoops, D. Karls, C. Krogman, and B. Rhodes. MSAG members joining the meeting via Microsoft Teams included M. Avanzi, M. Kaltenberg, and P. Maurer. Also participating via Microsoft Teams was S. Running (New Richmond). MSAG members N. Heffron and B. Rank were unable to attend. WPPI staff members participating in person were B. Carlson, K. Davis, T. Hanrahan, P. Hansen, L. Isaacson, K. Jennings, E. Kosteck, S. Lightbourn, D. Malinowski, J. Oelke, M. Peters, J. Schwingle, and J. Willi. WPPI staff members participating via Microsoft Teams were C. Cry, M. Doll, L. Miotke, T. Paque, K. Singh, and T. Westhoff.

The first order of business was to approve meeting minutes. J. Benson motioned to approve the minutes from the August 8, 2024 meeting as presented. D. Euclide seconded. Motion passed.

Next, J. Oelke reviewed action items from the August 8, 2024 meeting and provided a brief status update to the group for each item.

L. Isaacson provided a summary of the results and recommendations from the WPPI member feedback study conducted in July 2024. The MSAG members attending the meeting in person were given a two-page handout presenting highlights from the survey. Also discussed was an upcoming initiative to assess the effectiveness of the advisory group process for the membership, the results of which will be reviewed and reported in January or February 2025.

K. Jennings reported on an optional self-service module that is now available to members using MyAccount that supports customers needing to start, stop, or move utility services. There is a \$750 fee per member for setup of the module.

K. Singh presented a proposed Fourth Amendment to Service Agreement between WPPI Energy and InfoSend, Inc. that is intended to accommodate future price adjustments without the need for annual amendments. C. Krogman made a motion to recommend approval of the amendment by the Executive Committee with the addition of a 120-day notice from InfoSend of annual price increases. D. Karls second the motion. Motion passed unanimously.

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A review of member activities related to the Value of Local Utility Funding, along with proposed changes to the related official service documents were presented by K. Davis. There are four funding categories within the program, all of which have proposed budget increases for 2025 for the first time since inception. After review and discussion, D. Euclide made a motion to recommend approval by the Executive Committee of four official service documents – 1a) Community Contributions Fund, 1b) Community Development Support, 1c) School Education & Outreach, and 1d) Customer Services and Branding Funds – contingent on approval by the board of directors of the 2025 program budget increases. M. Avanzi seconded the motion. Motion passed unanimously.

K. Davis also provided an update on the development and implementation of a customer communication plan aimed at key messages identified in the customer feedback study. There will be an opportunity at the upcoming Building Community Connections workshop on November 14, 2024 for members to collaborate on this topic.

J. Oelke reported on two ongoing research and planning efforts for members. The first was the development of an analytical tool that uses electric meter interval data to identify homes that have electric vehicle charging equipment. The goal of this tool is to give members a reasonable list of customers where targeted communications about EV charging and time-based rates may be effective. The tool may also give members insights into transformer loading that should be monitored. The energy services team plans to coordinate a report from this tool twice annually for interested members and will include template communication content.

The second research and planning topic was an ongoing investigation of options for supporting virtual commissioning. One such option was identified recently in working with a school district that has proven to help realize energy cost savings. Staff plan to pursue a couple more applications for this virtual commissioning and has proposed incorporating a way to support this through the Schools and Government Sector program.

J. Willi then presented proposed changes to the Schools and Government Sector official service document, one of which addresses the virtual commissioning support. The proposed changes are the culmination of six months of review and discussion to better engage school and government stakeholders. B. Hoops made a motion to recommend Executive Committee approval of the official service document changes as presented. J. Benson seconded the motion. Motion passed unanimously.

S. Lightbourn offered an update on the new Wisconsin Focus on Energy Home Energy Rebates funded through the Inflation Reduction Act. WPPI has an internal team working on collaboration and promotion opportunities to help members best leverage these programs for their customers. The States of Iowa and Michigan will also be making similar programs available, with launch dates to be determined. New member toolkit materials are now available to promote these programs.

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S. Lightbourn also gave an update on the latest campaign to support the Energy Assistance Support Email service. There are 21 Wisconsin members participating this year. The first of three seasonal emails went out to targeted customers in the first week of November. There will also be a fourth email available for members to send out to all customers. Staff continue to seek opportunities to offer similar support services for members in Iowa and Michigan.

Lastly, T. Hanrahan and J. Oelke led a discussion on the status of programs and services currently working through the regulatory processes in Wisconsin. This included updates on the Sturgeon Bay parallel generation docket (5780-TE-111), Mount Horeb industrial power energy rate limiter (3930-TE-104), Kaukauna large power energy rate limiter (2800-TE-110), Waunakee three-tier residential rate (6260-TE-111), PSCW investigation on aggregation of demand response (5-EI-163), and a yet to be filed smart device demand response proposal previously discussed with MSAG. Given the filing of the smart device demand response will likely continue to be delayed, a suggestion was made to consider conducting a potential study for residential demand response in the meantime. Staff will explore options for consideration and report back.

With no further business before the MSAG, the meeting was adjourned at 12:30 pm.

Jake Oelke
Vice President, Energy Services

APPROVED MINUTES

Member Services Advisory Group of WPPI Energy

August 8, 2024

Sun Prairie, Wisconsin

10:00 a.m.

A meeting of the Member Services Advisory Group (MSAG) of WPPI Energy was called to order at 10:00 a.m. on Thursday, August 8, 2024 by Chair B. Rhodes at the WPPI Office and Operations Facility, 1425 Corporate Center Drive, Sun Prairie, Wisconsin pursuant to the *Notice of Public Meeting* issued on August 1, 2024.

MSAG members participating in person included M. Avanzi, J. Benson, D. Euclide, B. Hoops, D. Karls, C. Krogman, and B. Rhodes. MSAG members joining the meeting via Microsoft Teams included J. Dorr, M. Kaltenberg, P. Maurer, and B. Rank. Also participating via Microsoft Teams was J. Stawicki (Sturgeon Bay). MSAG member N. Heffron was unable to attend. WPPI staff members participating in person were B. Carlson, K. Davis, P. Hansen, S. Lightbourn, D. Malinowski, J. Oelke, M. Peters, J. Schwingle, A. Stieve, and J. Willi. WPPI staff members participating via Microsoft Teams were E. Kostecki and T. Paque.

The first order of business was to approve meeting minutes. D. Karls motioned to approve the minutes from the March 14, 2024 meeting as presented. B. Hoops seconded. Motion carried.

Next, J. Oelke reviewed action items from the March 14, 2024 meeting and provided a brief status update to the group for each item.

M. Avanzi reported on community feedback in Kaukauna during the most recent Energy Aware Event communicated as part of the Peak Time Usage Communication program. A request was made for WPPI to provide talking points on this program in the event members are approached by customers or media.

P. Hansen summarized a recent effort to evaluate potential options for expanding the advanced metering technologies available through the WPPI technology suite. The objective of this evaluation was to ensure current technology partners can adequately address next generation capabilities prior to members facing replacement or upgrade needs. The process included issuing a request for proposals to several AMI vendors. The MSAG provided feedback on the technologies and costs, which will be conveyed to the Executive Committee as they review AMI strategy at their August meeting. The MSAG also recommended a brief survey to the membership to gauge commitment over the next five to ten years.

A presentation on the results of the 2024 residential customer feedback survey was given by K. Davis. Overall, WPPI members, in aggregate, are maintaining high customer satisfaction and strong net promoter scores. The full results will be shared more broadly at the upcoming WPPI Annual Meeting in September. Members will be receiving their individual reports soon as well.

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K. Davis also offered an update to the group on the creation of a simplified customer communication plan for members. The intent of this effort is to prioritize two or three integral messages that can be weaved into all communications and best address customer expectations. The plan is anticipated to be complete later this fall.

Next, A. Stieve reported on several ongoing projects. The first project, an electric vehicle locator tool, has been developed that uses AMI data to identify load patterns consistent with Level 2 EVSE. Staff proposed to analyze this data twice annually and provide the results to members interested in target marketing time-of-day rate options. The second project, a virtual commissioning service, aims to use AMI data to identify opportunities in commercial buildings and school facilities for operational changes that lower energy costs. Staff are exploring two options that may lead to the ability to offer these types of virtual commissioning services. The third project, Energy Assistance Support Emails (EASE), involved an email promotional campaign targeting customers eligible for energy assistance. A report on the analytics from the 2023/24 campaign was provided. Next steps for this program include expanding the service to include an optional email for all customers and to investigate opportunities to implement EASE in Iowa and Michigan.

S. Lightbourn proposed edits to the official service document for the Cooperative Advertising Program. The changes are intended to better reflect the current state of the program and provide greater flexibility for members when newspaper or online advertising is no longer an option locally. J. Benson motioned to recommend the changes to the official service document 2k) Cooperative Advertising Program be approved by the Executive Committee as presented. D. Euclide second the motion. Motion passed unanimously.

S. Lightbourn also provided an overview of the new Wisconsin Focus on Energy Home Efficiency Rebates (HOMES) and Home Electrification and Appliance Rebates (HEAR) funded through the Inflation Reduction Act. WPPI has had an internal team that has been working on collaboration and promotion opportunities to help members best leverage these programs for their customers. Iowa and Michigan will also be making similar programs available, but the launch dates are still unknown. Staff will have member toolkit materials to promote these programs ready by mid-September.

J. Willi gave an update on work underway with the programs aimed at the schools and government sector. In particular, an internal team has been reviewing recent trends with this customer segment and is seeking ways to make business relationships and applicable support programs more effective. The MSAG offered some feedback about their experiences with, and expectations for, these important local customers. Staff will incorporate the feedback into proposed changes to be presented for consideration at the November MSAG meeting.

B. Carlson reported on the status of efforts to develop a smart thermostat demand response program for the membership. Staff have prepared documentation needed for a regulatory filing with the Public Service Commission of Wisconsin. The timing of this filing

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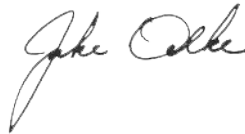
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has been delayed through the summer to not conflict with other engagements underway with the Commission. Given the delays, along with other programmatic constraints imposed by the thermostat manufacturers, the MSAG discussed expanding this pilot in 2025 to more members than the five initially proposed.

B. Carlson also reported on progress implementing a software platform to support members with distributed generation interconnection applications. WPPI has entered into an agreement with Clean Power Research for their PowerClerk system and has been working with their team on defining a process flow that can accommodate all members. To ramp up this effort over the next few months, two or three pilot members will be recruited to help with testing.

With no further business before the MSAG, the meeting was adjourned at 12:30 pm.

A handwritten signature in black ink, appearing to read "Jake Oelke". The signature is written in a cursive, flowing style.

Jake Oelke
Vice President, Energy Services