

## **ELPC Exhibit 1.3**

BEFORE THE  
PUBLIC SERVICE COMMISSION OF WISCONSIN

---

**APPLICATION OF WISCONSIN PUBLIC SERVICE  
CORPORATION FOR AUTHORITY TO ADJUST  
ELECTRIC AND NATURAL GAS RATES**

---

**DOCKET 6690-UR-116**

Summary of Conservation Information  
Data Submittal Requirement Point 10  
2005 Test Year  
April 1, 2004

**WISCONSIN PUBLIC SERVICE CORPORATION**  
**DOCKET NUMBER 6690-UR-116**  
**2005 TEST YEAR**  
**CONSERVATION FILING REQUIREMENTS**

<b>Program Segment</b>	<b>Previous Approved Test Year Budget (2004)</b>	<b>YTD Actual Expenses (thru February)</b>	<b>Test Year Budget (2005)</b>	<b>Description</b>	<b>Measures</b>
<b>RESIDENTIAL</b>					
Information Programs	\$252,900	\$79,071	\$622,600	See attached.	
Financial Incentives (Expensed)	\$0	\$0	\$0		
Transfer to DOA for Public Benefits	\$0	\$0	\$0		
<b>TOTAL</b>	<b>\$252,900</b>	<b>\$79,071</b>	<b>\$622,600</b>		
<b>LOW-INCOME WEATHERIZATION</b>					
Administration	\$0	\$0	\$0		
Direct Weatherization Expenses	\$0	\$0	\$0		
Transfer to DOA for Public Benefits	\$0	\$0	\$0		
<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>		
<b>RENTAL</b>					
Information Programs	\$0	\$0	\$0		
Financial Incentives (Expensed)	\$0	\$0	\$0		
Transfer to DOA for Public Benefits	\$0	\$0	\$0		
<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>		
<b>AGRICULTURE</b>					
Information Programs	\$1,430,180	\$133,788	\$1,395,100	See attached.	
Financial Incentives (Expensed)	\$0	\$0	\$0	See attached.	
Transfer to DOA for Public Benefits	\$0	\$0	\$0		
<b>TOTAL</b>	<b>\$1,430,180</b>	<b>\$133,788</b>	<b>\$1,395,100</b>		

Program Segment	Previous Approved Test Year Budget (2004)	YTD Actual Expenses (thru February)	Test Year Budget (2005)	Description	Measures
<b>COMMERCIAL AND INDUSTRIAL</b>					
Information Programs	\$743,550	\$45,700	\$794,000	See attached.	
Financial Incentives (Expensed)	\$0	\$0	\$0		
Transfer to DOA for Public Benefits	\$0	\$0	\$0		
TOTAL	\$743,550	\$45,700	\$794,000		
<b>GENERAL CONSERVATION</b>					
Administration	\$2,955,653	\$569,530	\$4,242,121	See attached	
Research and Development	\$460,000	\$203,154	\$506,800	See attached	
Evaluation	\$550,700	\$8,060	\$133,800	See attached	
TOTAL	\$3,966,353	\$780,744	\$4,882,721		
Transfer to DOA for Public Benefits	\$11,354,131	\$1,892,355	\$11,354,131	See attached	
Total Conservation Expenses	\$17,747,114	\$2,932,288	\$19,048,552		
Total Utility Revenue Requirement	\$1,160,663,522		\$1,303,013,099		
Conservation as a % of Revenue Requirement	1.5%		1.5%		

**WISCONSIN PUBLIC SERVICE CORPORATION**  
**DOCKET NUMBER 6690-UR-116**  
**2005 TEST YEAR**  
**CONSERVATION FILING REQUIREMENTS**

<b>RESIDENTIAL PROGRAMS PROGRAM SEGMENT</b>	<b>Previous Approved Test Year Budget (2004)</b>	<b>YTD Actual Expenses (thru February)</b>	<b>Test Year Budget (2005)</b>	<b>Description</b>	<b>Measures</b>
<b>INFORMATIONAL PROGRAMS</b>					
Residential Bill Analysis Tool – 0570002290	\$25,000	\$0	\$0	A version of the Nexis Bill Analyzer tool designed for use by customer service reps in handling customer inquiries.	Value in answering customer inquiries. Number of inquiries answered.
Time-of-Use Analysis Tools – 0570003060	\$90,000	\$1,443	\$30,000	Development and implementation of web based Time Of Use rate selection tools to assist residential and small business customers in determining if participation is beneficial.	Website hits. Number of analysis completed.
Customer Value Oriented Bill – 0570003061	\$25,300	\$1,695	\$52,300	Design and development of an improved “customer value oriented” billing statement for both paper and electronic presentment.	Development of new billing statements.
Renewable Energy Technical Assistance – 0570095252	\$6,200	\$0	\$0	Renewable Energy Technical Assistance is designed to meet customer needs for general information about renewable energy and provide consultation on specific projects that customers are considering	Number of inquiries Projects on which consultation is provided.
Home Builder Association – 0570099258	\$5,000	\$1,501	\$5,500	Membership and participation in 8 home-builder associations within WPS service area with the intent of influencing and educating builders on the advantages of Energy Star homes, green technologies and other energy conservation measures.	Improved relationships with builders Improved acceptance of Energy Star program Improved understanding and acceptance of green and other energy conserving technologies.
Residential Home Energy Study – 0570101169	\$50,000	\$29,312	\$0	Research designed to assess appliance saturation and energy efficiency activities for input to residential forecast models.	Information used in development of load forecast and other utility efforts.
Residential Customer Value Tracking – 0570097220	\$11,400	\$23	\$8,500	Provides enhanced and targeted customer service by tracking and benchmarking what customer’s value and WPS performance and service levels on the things that matter most to customers.	Information is used to compare WPS performance to several benchmark utilities. Performance benchmarks are used to prioritize and design process and service improvement needs.

<b>RESIDENTIAL PROGRAMS PROGRAM SEGMENT</b>	<b>Previous Approved Test Year Budget (2004)</b>	<b>YTD Actual Expenses (thru February)</b>	<b>Test Year Budget (2005)</b>	<b>Description</b>	<b>Measures</b>
Energy Efficiency Education – 0570099252	\$0	\$20,426	\$250,000	Provides information to customers through seasonal advertising campaigns, bill inserts, preparation of materials for non-English speaking customers, etc.	Success is measured through awareness of advertised products/services and through the CVT
Limited Income Solutions – 0570003271	\$0	\$24,392	\$83,500	New Program intended to provide additional services to those at and near the poverty level. Program is intended to match customers with available community resources and to provide energy information through a mail in and one on one home audit.	Customers reached, energy saved.
Retail Billing and Energy Information – 0570003251	\$0	\$279	\$192,800	Residential and small business energy information delivered through the internet	Customer use
Energy Efficiency Services – 0570099110	\$40,000	\$0	\$0	Discontinued product development effort.	None
TOTAL	\$252,900	\$79,071	\$622,600		
<b>FINANCIAL INCENTIVE PROGRAMS (EXPENSED)</b>					
TOTAL	\$0	\$0	\$0		
<b>TRANSFER TO DOA PUBLIC BENEFITS</b>				Dollars used to cover the cost of the DOA contract.	
TOTAL	\$0	\$0	\$0		
<b>TOTAL RESIDENTIAL PROGRAMS</b>	\$252,900	\$79,071	\$622,600		

<b>AGRICULTURE PROGRAMS PROGRAM SEGMENT</b>	<b>Previous Approved Test Year Budget (2004)</b>	<b>YTD Actual Expenses (thru February)</b>	<b>Test Year Budget (2005)</b>	<b>Description</b>	<b>Measures</b>
<b>INFORMATIONAL PROGRAMS</b>					
Ag Farm Energy News – 0570095227	\$90,000	\$1,672	\$93,000	Newsletter targeted to WPS Agricultural market.	Number of issues published Number of DSM related articles. Customer acceptance of the publication as a credible source.
Ag Efficient Technology Communications – 0570098210	\$107,180	\$2,185	\$111,700	Project is designed for energy efficient technology customer communications and loans for agricultural energy efficient equipment. It is also designed for supplying our customers with brochures on energy efficient technologies and sponsoring educational events for AG customers.	Customer ranking on Customer Value Tracking survey
Ag Applied Technology Research – 0570098246	\$20,400	\$304	\$21,000	This project is designed for research on energy efficient technologies and demonstration projects.	HVLS Fan Technology Demonstration was concluded in 2002.
Farm Wiring Assistance – 0570099282	\$1,187,600	\$122,027	\$1,145,600	This project is designed to help farmers update the wiring on their farms In order to reduce the risk of stray voltage, increase safety and make energy efficient updates to conserve energy usage.	Number of farms requesting assistance. Number of farms qualifying for assistance. Number of farms completing improvements to wiring Number of farms installing energy efficient updates
Ag Customer Value Tracking – 0570099292	\$25,000	\$7,600	\$18,900	Research designed to identify what agricultural customers value at a high level and to track and measure over time whether those values change. This research measures and sets utility performance standards.	Information is used to compare WPS performance to several benchmark utilities. Performance benchmarks are used to prioritize and design process and service improvement needs.
Fasttrack/Ag Advice – 0570003062	\$0	\$0	\$4,900	The service will provide business efficiency “FastTrack” (as in quick easy-access) information that is available to the customer either by contacting the Business Information Center or by self-serving on the WPS web site.	Number of unique users, average number of page views per session, and average session time will be tracked.
<b>TOTAL</b>	<b>\$1,430,180</b>	<b>\$133,788</b>	<b>\$1,395,100</b>		

AGRICULTURE PROGRAMS PROGRAM SEGMENT	Previous Approved Test Year Budget (2004)	YTD Actual Expenses (thru February)	Test Year Budget (2005)	Description	Measures
FINANCIAL INCENTIVE PROGRAMS (EXPENSED)				The Farm Rewiring Program Interest Rate is 3%. The Prime Rate is 4.25%. The buy down rate is 1.25% and is covered by the Agricultural Department.	
TOTAL	\$0	\$0	\$0		
TRANSFER TO DOA PUBLIC BENEFITS				Dollars used to cover the cost of the DOA contract.	
TOTAL	\$0	\$0	\$0		
TOTAL AGRICULTURE PROGRAMS	\$1,430,180	\$133,788	\$1,395,100		

<b>COMMERCIAL &amp; INDUSTRIAL PROGRAMS PROGRAM SEGMENT</b>	<b>Previous Approved Test Year Budget (2004)</b>	<b>YTD Actual Expenses (thru February)</b>	<b>Test Year Budget (2005)</b>	<b>Description</b>	<b>Measures</b>
<b>INFORMATIONAL PROGRAMS</b>					
C&I Applied Technology – 0570001896	\$30,000	\$89	\$40,000	Dollars support the installation and monitoring of market ready technologies for C&I customers.	Participated in a cost sharing Energy Efficiency Study (with FOE) at Badger Paper.
WFOE Events – 0570002131	\$17,150	\$20,927	\$33,700	Host, sponsor, and provide customer scholarships to WFOE events.	Hosted 5 events and provided 8 scholarships.
Onyx System Maintenance – 0570003053	\$12,400	\$11,391	\$13,000	Onyx software maintenance. Annual maintenance fees to Onyx plus expense account to cover training, conference and/or postage type expenses related to using the system. Expense split 90% O&M and 10% DSM	Maintenance
Small Business Energy Mgmt Benchmark Service – 0570003058	\$31,000	\$0	\$30,000	Provide web based benchmarking service to middle market customers that evaluates their energy management practices and performance in partnership with Envinta.	Implementation and acceptance
C&I Energy Benchmark Service – 0570003059	\$113,000	\$0	\$75,000	Provide web based benchmarking services to large customers that evaluates their energy management practices and performance in partnership with Envinta.	Implementation and acceptance
Industrial Process Efficiency Assistance – 0570095239	\$80,000	\$0	\$80,000	Encourage energy optimization in customer processes and support systems. Assist Industrial Account Representatives in preparing conservation engineering studies.	2002 dollars allocated to Residential Holiday Energy Efficiency advertising campaign.
On Site Energy Research – 0570095473	\$85,000	\$0	\$0	These dollars were inappropriately budgeted to escrow. The dollars are being reallocated to the 2003 Holiday Energy Efficiency advertising campaign.	Radio and print advertising.
C&I Customer Communications – 0570099163	\$55,000	\$8,341	\$100,000	Communication to large and middle market customers. Includes Energy Newsletter, rate	Publication of newsletter Provision of information

<b>COMMERCIAL &amp; INDUSTRIAL PROGRAMS PROGRAM SEGMENT</b>	<b>Previous Approved Test Year Budget (2004)</b>	<b>YTD Actual Expenses (thru February)</b>	<b>Test Year Budget (2005)</b>	<b>Description</b>	<b>Measures</b>
				information and energy related tariff and service information.	through brochures, etc. Customer acceptance as a credible source of required information
C&I Monitoring Equipment – 0570099169	\$15,000	\$4,952	\$10,000	Replace/Repair/Calibrate energy monitoring equipment for Account Executives and Application Engineers as needed	Equipment is functional and used. Purchased IntelliTimer Pro, Watts Up monitors, and memory upgrades for Power Quality test equipment.
C&I Energy Information Service – 0570101157	\$247,500	\$0	\$257,800	Ongoing support for large customer information services including bill history, load profiling, scenario analysis and threshold notification.	System functionality System use
On-Line Power Exchange – 0570101184	\$25,000	\$0	\$30,000	System designed to provide the customer or agents with natural gas and electric information that is critical to managing energy supply and customer operations.	Customer use of system
C&I Customer Value Tracking – 0570098325	\$32,500	\$0	\$24,500	Research to identify, validate and track customer value and assess WPS performance on delivering those values. Value Model research also uncovers what different segments of C&I customers value at a high level and links values to specific processes that impact their values the most.	Information is used to compare WPS performance to several benchmark utilities. Performance benchmarks are used to prioritize and design process and service improvement needs.
Practical Energy Management – 0570004012	\$0	\$0	\$25,000	Product development effort to develop an on-line Practical Energy Management guide for small and medium size business	If developed, customer use and evaluation
Using Energy Effectively Training Series – 0570004015	\$0	\$0	\$75,000	Development and delivery of energy related training not otherwise available through Focus	Audience reached

<b>COMMERCIAL &amp; INDUSTRIAL PROGRAMS PROGRAM SEGMENT</b>	<b>Previous Approved Test Year Budget (2004)</b>	<b>YTD Actual Expenses (thru February)</b>	<b>Test Year Budget (2005)</b>	<b>Description</b>	<b>Measures</b>
				On Energy	
TOTAL	\$743,550	\$45,700	\$794,000		
<b>FINANCIAL INCENTIVE PROGRAMS (EXPENSED)</b>					
TOTAL	\$0	\$0	\$0		
<b>TRANSFER TO DOA PUBLIC BENEFITS</b>				Dollars used to cover the cost of the DOA contract.	
TOTAL	\$0	\$0	\$0		
<b>TOTAL RESIDENTIAL PROGRAMS</b>	\$743,550	\$45,700	\$794,000		

GENERAL CONSERVATION PROGRAMS PROGRAM SEGMENT	Previous Approved Test Year Budget (2004)	YTD Actual Expenses (thru February)	Test Year Budget (2005)	Description	Measures
<b>ADMINISTRATION PROGRAMS</b>					
Labor	\$2,325,675	\$467,886	\$3,301,039		
Telecommunications	\$17,264	\$2,701	\$18,548	Allocation	None available
Printing and Reprographics	\$132,420	\$9,259	\$60,433	Allocation	None available
Stock Material Loadings	\$0	\$187	\$3,618	Allocation	None available
ITS Mainframe	\$162,490	\$18,212	\$54,187	Allocation	None available
Client Server	\$104,748	\$15,673	\$153,734	Allocation	None available
Transportation	\$0	\$2,813	\$39,858	Allocation	None available
Building Allocation – Labor	\$0	\$2,290	\$14,908	Allocation	None available
Building Allocation – Non Labor	\$0	\$2,743	\$30,360	Allocation	None available
Expense Accounts	\$100,000	\$11,370	\$110,500	Allocation	Within budget
Project Services Allocation – Labor	\$6,171	\$0	\$13,238	Allocation	None available
Project Services Allocation – Non Labor	\$5,773	\$0	\$5,248	Allocation	None available
Training and Conferences	\$35,413	\$2,077	\$31,500	Training costs associated with either the development and delivery of training programs established in house or for tuition payments associated with sending WPSC employees to training programs delivered by non-WPSC personnel.	Training attended
Computer Hardware/Software	\$27,026	\$3,729	\$18,100	Allocation	None Available
CADD	\$0	\$156	\$314	Allocation	None Available
Contract Labor – Subs	\$0	\$4,551	\$158,496	Allocation	None Available
Company Use	\$0	\$140	\$19,140	Allocation	None Available
Materials and Supplies	\$9,000	\$2,107	\$8,400	Allocation	None Available
Customer Service	\$29,673	\$4,864	\$32,000	Account Management general expenses	None Available
MARS – DW – 3 Development – 0570100047	\$0	\$0	\$34,000	Allocation	
AM News/Information Services – 0570004010	\$0	\$1,568	\$19,200	Allocation	None Available
EUS Association Memberships – 0570003257	\$0	\$0	\$6,800	Employee membership for associations supporting energy conservation, efficiency and renewables.	Employee participation in
AMR Load Management – 0570101167	\$0	\$448	\$28,500	Funding to support evaluation of next generation Load Control Technologies	Technology selection
Structural Compliance Audits – 0570003158	\$0	\$0	\$15,000	Provides audits to customers converting to natural gas. Audits are to assure compliance with PSCW	All structures requiring audits receive them.

<b>PUBLIC BENEFITS PROGRAM SEGMENT</b>	<b>Previous Approved Test Year Budget (2004)</b>	<b>YTD Actual Expenses (thru February)</b>	<b>Test Year Budget (2005)</b>	<b>Description</b>	<b>Measures</b>
WPSC Public Benefits Obligation – 0570101015	\$10,835,168	\$1,892,355	\$11,354,131		
WFL Public Benefits Obligation - 0570100044	\$518,963	\$0	\$0		
Total	\$11,354,131	\$1,892,355	\$11,354,131		