

Illinois Energy Efficiency Stakeholder Advisory Group

2020 SAG Portfolio Planning Process Proposed Energy Efficiency Ideas Template

Due Date: By 5:00 pm (CST) on Monday, April 27, 2020

Purpose: The [SAG Portfolio Planning Process](#) is an opportunity for SAG participants to understand current energy efficiency (EE) portfolios and provide feedback to Illinois utilities (Ameren Illinois, ComEd, Nicor Gas, Peoples Gas & North Shore Gas) as they develop their 2022-2025 EE Plans. The objective of the SAG Portfolio Planning Process is to reach consensus on EE Portfolio Plans prior to utilities filing plans for approval with the Illinois Commerce Commission on or before March 1, 2021.

SAG participants are invited to submit:

1. Feedback on current portfolios, focused on suggested changes for the 2022-2025 EE Plans;
2. Stakeholder ideas/approaches for utility consideration, such as program approaches or new measures that have been successfully implemented in other jurisdictions; and
3. Innovative ideas that could be researched during the next EE Plan cycle by utilities, evaluators, SAG, or another advisory group (IL-TRM Technical Advisory Committee; Income Qualified EE Advisory Committee).

How to Submit an Energy Efficiency Idea:

- SAG participants are encouraged to make a good faith effort to fill out as much information as possible in this template by the due date. Templates submitted after the April 27th deadline may not be considered due to time constraints.
- If you need help filling out the Energy Efficiency Idea Template or researching required information, contact the SAG Facilitator for assistance: Celia Johnson (Celia@CeliaJohnsonConsulting.com).
- Ideas will be reviewed by a small group Review Committee, organized by the SAG Facilitator. The SAG Facilitator may follow-up and request additional information after ideas are submitted.
- SAG participants that submit an idea may be invited to present their idea at the May 12-13 SAG meetings. Utilities will respond to feedback and ideas during the June 16-17 SAG Meetings.
- Please email your idea, with any supplemental materials, to the SAG Facilitator via the email above. Questions may be directed to the SAG Facilitator by email (Celia@CeliaJohnsonConsulting.com) or by phone: (312) 659-6758.

Submitter Contact Information

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Energy Efficiency Idea Questions

Please check the boxes below to identify 1) the type of idea; 2) which Illinois utility or utilities will be impacted by the idea; and 3) which EE sector the idea impacts.

Check	Type of Energy Efficiency Idea
<input type="checkbox"/>	New Measure or New Program Idea
<input checked="" type="checkbox"/>	Proposed Program Approach
<input type="checkbox"/>	Innovative Idea

Check	Illinois Utility Impacted by Energy Efficiency Idea
<input type="checkbox"/>	Ameren Illinois
<input checked="" type="checkbox"/>	ComEd
<input type="checkbox"/>	Nicor Gas
<input type="checkbox"/>	Peoples Gas & North Shore Gas
<input type="checkbox"/>	All Illinois Utilities

Check	Energy Efficiency Sector Targeted by Energy Efficiency Idea
<input checked="" type="checkbox"/>	Residential Customers – Single Family (non-income qualified/income eligible)
<input checked="" type="checkbox"/>	Residential Customers – Multifamily (non-income qualified/income eligible)
<input checked="" type="checkbox"/>	Residential Customers – Single Family Income Qualified/Income Eligible
<input checked="" type="checkbox"/>	Residential Customers – Multifamily Income Qualified/Income Eligible
<input checked="" type="checkbox"/>	Small Business Customers (commercial & industrial sector)
<input checked="" type="checkbox"/>	Medium/Large Business Customers (commercial & industrial sector)
<input type="checkbox"/>	Other (research & development, emerging technologies, market transformation)

Additional Questions

1. **Description of Idea:** Describe the proposed idea, including the purpose of the suggested idea and rationale. Describe whether this is an idea that could be implemented in an existing EE program, or whether the idea involves establishing a new measure or program. Please indicate whether additional research may be required before implementation.

ELPC would like to see a significant increase in advanced power strips (APS) sold through the ComEd marketplace. These strips should be used widely by residents and businesses alike. ComEd already offers a rebate for their TrickleStar 7-Outlet APS, but that rebate should be increased by \$5 to encourage greater rates of adoption. ComEd should aim to sell one million TrickleStar 7-Outlet strips from 2022-2025.

Most electronics draw power after they are turned off. This process is commonly referred to as standby power, phantom load, or vampire load. According to the U.S. Department of Energy, the average household spends \$100 to \$200 per year to power plugged-in electronics and appliances while they are off or in standby mode.¹ This standby power is wasted energy consumed by a product and can sometimes represent a large portion of that product's annual use.

The easiest way to reduce standby power is to remove the power supplied to these products when they are not in use. APS remove the power automatically. Households commonly use power strips already. APS present an easy way to reduce energy use and save customers money without changing the status quo.

2. **Implementation:** How will this idea be delivered to the target market? Describe marketing strategies used to reach the target market and minimize market confusion.

This idea should be delivered through traditional energy efficiency marketing to customers. This includes mass marketing, bill inserts, and social media.

3. **Background:** Describe where the idea originated from, including whether this idea has been successfully implemented in other jurisdictions. Provide specific background information that will help utilities and SAG participants understand the proposed idea.

Standby power accounts for more than 100 billion kilowatt-hours of annual U.S. electricity consumption and \$11 billion in annual energy costs.² As mentioned above, the average U.S. household spends \$100 to \$200 per year to power plugged-in electronics and appliances while they are off or in standby mode.³ Depending on the user, each APS can save \$5-13/year according to ComEd. With the number of electronics per home growing, reducing standby power will become increasingly important.

Utilities around the country offer discounts and rebates on APS, including ComEd. The ComEd program moving forward should allow any residential and/or business customer to be eligible and increase the rebate on the TrickleStar 7-Outlet APS by \$5.

4. **Idea Impact:** Provide additional information on the customer segment that will be targeted with the program idea, including how and why this idea will have a positive impact on customers participating in Illinois EE programs.

¹ https://www.comed.com/News/Pages/NewsReleases/2018_10_29.aspx

² https://www.energystar.gov/sites/default/files/asset/document/Standby_Power_Highlights.pdf

³ https://www.comed.com/News/Pages/NewsReleases/2018_10_29.aspx

Residential and business customers should both be targeted for this program. Savings per strips are roughly \$5-13/year. More strips in the market means greater savings of energy and money for customers and utilities.

APS are an easy, low-cost way to manage electronics while saving money and energy. Customers do not have to change their normal consumption, as the strips only capture the standby load produced when a product is not being used. As the trend of more electronics in the home continues, households and businesses alike will receive increasing benefits from APS.

5. **Duration:** Is this idea intended to be offered for the duration of the 4-year EE Plan or as a pilot measure or program?

This idea is intended to be offered for the duration of the 4-year EE plan.

6. **Estimated Budget:** Provide the total estimated budget for each program year (2022 – 2025).

Yearly budget: 3,750,000

Total budget: 15,000,000

7. **Estimated Participation:** Provide participation totals for each program year (i.e. number of measures installed, number of customer participants, etc.)

Yearly number of APS strips sold: 250,000

Total number of APS sold: 1,000,000

Sources

If any sources will be useful to Illinois utilities in reviewing ideas, please either provide links within this template or send attachment(s) to the SAG Facilitator with the Energy Efficiency Idea submittal.