

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

Name: Elena Savona

Organization: Elevate Energy

Website: www.elevateenergy.org

Email: elena.savona@elevateenergy.org

Phone: 773.439.1136

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 type="checkbox"/>	Proposed Program Approach
<input checked="" type="checkbox"/>	Innovative Idea

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

Check	Energy Efficiency Sector Targeted by Energy Efficiency Idea
<input type="checkbox"/>	Residential Customers – Single Family (non-income qualified/income eligible)
<input type="checkbox"/>	Residential Customers – Multifamily (non-income qualified/income eligible)
<input type="checkbox"/>	Residential Customers – Single Family Income Qualified/Income Eligible
<input 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.

Questions to consider: What issue will this proposed change resolve? Will the proposed change increase participation and result in increased energy savings? Will this reduce costs? Will this increase customer satisfaction? Will this help achieve statutory goals? Will this help increase program penetration?

As documented by ComEd's Public Buildings in Distressed Communities (PBDC) offering, there is an imbalance in the uptake of energy efficiency incentives within the public sector across the utility's service territory. "Distressed communities" face numerous competing priorities—mostly economic imbalances that make it difficult to participate in utility programs at the same rate as their counterparts. In Q4 of 2019, ComEd released its PBDC offering, which provided additional incentives to public sector agencies that are saddled with multiple economic disparities and historic circumstances that are often beyond their control. Regardless of the designation, however, there are many municipalities across the region that do not benefit from the energy efficiency incentives available to them. The idea is for utilities to offer a Municipal Ambassador Program as a delivery method to provide additional outreach and technical assistance to public sector agencies that might not possess the in-house capacity or expertise to best utilize existing utility offerings, and to use them as a building block for longstanding, impactful changes in energy behavior and habits.

The Municipal Ambassador Program could be set as a pilot with a two-pronged approach to peer-to-peer learning for municipalities in large group settings, as well as more targeted mentoring for municipalities between paired public sector agencies. The program would encourage and facilitate the uptake of public sector incentives and incentivize meaningful "planning ahead" practices and establish a path forward for municipalities to engage in. The pilot would test various engagement methods by employing an "each one, reach one" approach—building on the successes from one community to lend a hand in helping another.

Incentives:

- Existing public sector incentives for all participating municipalities
- Facilitated, guided mentorship relationship
- Goodwill/paying it forward
- Stronger regional cooperation and partnership
- In the long term, cooperative climate action and an improved environment

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.

The proposed idea would target improvements across communities that have either minimally participated or not participated at all in utility incentive programs for public sector agencies, with a special eye towards economically-challenged communities. While all public sector agencies can participate in the general learning opportunities, a second component could further engage municipalities by recruiting an additional set of ten (10) municipalities. Group A would be five selected communities facing documented hardships, and Group B would be the partnering of five municipalities with demonstrated success in implementing utility energy efficiency incentives. The one-year pilot program would include a number of facilitated large group sessions while simultaneously building a deeper mentor/mentee relationship with select municipalities. The development of key activities and learnings would result in the installation of energy efficiency incentives and a plan for

moving forward at the end of year one, and again at the end of year two. Potential activities for years one and two are highlighted below:

Proposed Activities, One-Year Pilot Program:

- Development of engagement content
- Participant recruitment
- Implementation of engagement through group and small group sessions (throughout the year)
- Facility Assessments
- Incentives applied/Installation of improvements
- Lessons Learned/Document pilot program achievements
- Pilot administration (throughout the year)

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.

Questions to consider: In what jurisdiction has this idea been successfully implemented? Do you have information on eligible customers, participation achieved, and/or savings achieved? Do you have access to reports describing the successful idea / program approach?

Peer-to-peer learning is a well-practiced concept across many industries and sectors. The Effective Institutions Platform suggests that “this learning involves individuals exchanging knowledge and experience with each other, and diffusing this learning back to their organizations to ensure an impact—at scale—on reform initiatives. While peer learning entails complex organizational logistics, it avoids the risk of focusing on process rather than product. It recognizes that ultimately learning takes place between individuals and it facilitates interpersonal interchanges that are well-matched and that are based on trust and commitment.”

Municipalities can benefit from this same approach in order learn about the advantages of participating in energy efficiency programs and incentives specific to public sector buildings, dig deeper into understanding how it can aid in municipal operations and facility management planning, while helping to contribute to broader community climate and sustainability goals. Networks like this exist in many arenas, including the Urban Sustainability Directors Network, and globally, Europe’s PROSPECT Peer Powered Cities and Regions. This proposed approach builds off of these tried-and-true models and adds a mentorship component for municipalities that might face additional challenges in integrating these ideas into their daily workload.

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.

Questions to consider: What level of impact will this idea have on current EE programs? How much additional market share do you estimate this change will impact?

The current energy efficiency incentives are utilized throughout the utilities territory, however, the goal of this proposed approach is to expand that uptake while making an extra effort to engage communities that faced economic challenges and other hardships that might unintentionally keep them from benefitting from the same advantages, particularly in municipalities for which the cost savings and longer term environmental benefits have an even greater impact.

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?

One-year pilot program to expand to a utilized approach by utilities if the pilot program is proven successful.

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

YEAR ONE: \$50,000

- Marketing and Outreach
- Administrative Costs
- *Facility assessments and incentives from existing energy efficiency programs

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

Number of Participating Municipalities: 30, including 10 for smaller mentor/mentee small group meetings

Number of Facility Assessments Completed (estimated) – 50 to 80

Number of Measures Installed (estimated) – 150 to 240

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.

A Guide to Peer-to-Peer Learning: How to make peer-to-peer support and learning effective in the public sector. Effective Institutions Platform. 2016

https://www.effectiveinstitutions.org/media/The_EIP_P_to_P_Learning_Guide.pdf

Urban Sustainability Directors Network <https://www.usdn.org/join.html>

PROSPECT Peer Powered Cities and Regions

<https://smartcities-infosystem.eu/newsroom/news/prospect-peer-peer-learning-programme-cities-and-regions>

