

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: Jenny Riley

Organization: Elevate Energy

Website: elevateenergy.org

Email: Jenny.Riley@elevateenergy.org

Phone: 1-312-283-5936

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 type="checkbox"/>	ComEd
<input type="checkbox"/>	Nicor Gas
<input type="checkbox"/>	Peoples Gas & North Shore Gas
<input checked="" 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 type="checkbox"/>	Small Business Customers (commercial & industrial sector)
<input type="checkbox"/>	Medium/Large Business Customers (commercial & industrial sector)



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?

Customer Engagement Model: Energy Communities

Purpose: Enhance the value of offerings through a personalized customer journey to increase customer satisfaction and loyalty.

Most utility websites are doing a great job at representing program offerings, services, and other ways to save energy. The challenge is these offerings are all represented individually instead of using a more holistic approach of customer engagement. Most customers do not have the time to research all these offerings and services separately, nor do they want to, leaving customers with a limited understanding of what is available. Customers want a personalized journey that is designed just for them.

To illustrate this personalized journey, think of Netflix's behavioral and benefit approach and its grouping of communities that share common tastes. What group you're placed in affects recommendations, the genres that turn up on your front page, and the sequence of recommendations. This is how you see "Top picks for Joshua" and "Because You Watched Narcos."

This platform is based on a recipe of data manipulation and emotion that means the company can recommend what you want to watch, even before you know yourself. This means less time and effort spent by you, and this is how Netflix keeps you coming back for more.

Enter "Energy Communities". Using data manipulation (algorithm, big data, and customer history data) utilities can do the same. Most customers simply have no idea what programs, offerings, services are available to them. Instead of making them look themselves, why not tell and show them? Like the Netflix model, an algorithm using data can track the entire customer history for as long as they've been customers and use their history to make recommendations to them and to other customers that are part of the same community.

The goal is to get back to improving the customer experience. For Netflix, 75% of users select movies/shows based on the company's recommendations. We could do the same – "Because you're on budget billing, the following [demand response, hourly pricing, energy assessment] might be of interest to you."

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 target market for this initiative is the residential energy efficiency market. This market would be reached through a three-prong integrated marketing strategy:

1. **Build Awareness:** Inform customers about the offerings available to them through personalized customer journeys using email, direct mail, and social media. Utilize existing channels such as customer online accounts, start of service materials, and bills.
 2. **Target Market:** Pilot the program and target two segments that can quickly produce value, insights, and information on the success of this initiative. Recommendations for these segments are a high-income group and low-income group.
 3. **Retention:** Keep iterating and refining customer journeys using drip campaigns to keep customers engaged and increase further participation in other programs.
-
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?

See background in Section 1.

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 impact of this idea would be increased participation in program offerings and services, energy savings, and customer satisfaction. If model proves successful, this will be applicable to all customer segments. Initially, as mentioned in Section 2 above, implement as a pilot targeting two specific segments.

The level of impact is increased participation in current utility programs. Initial indicative estimates are for increased participation by approximately 20%. This is a new tactic that has never been implemented before in the energy industry.

In the long-term, this initiative could include cross-promotion of offerings between electric, gas, and water utilities. The long-term impact of this could be shared customer participation data that can improve customer engagement and experience for utilities. As joint offerings between utilities become more prominent, this impact is key to a joint customer strategy.

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?

Initially this idea should be implemented as a pilot program to two target segments. If successful, implementation should be offered throughout all utilities for all residential customers, increasing program participation to approximately 40% for all residential customers.

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

Further assessment and program design is needed to determine budget for development, implementation, and ongoing maintenance.

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

Initial indicative estimates are for increased participation by approximately 20%.

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.