

# 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 27<sup>th</sup> 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](mailto: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](mailto: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 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 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 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 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)             |
| <input checked="" 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?*

The idea is to provide technical assistance for income eligible multifamily properties between 25,000-50,000 square feet looking to benchmark their properties energy usage through ENERGY STAR® Portfolio Manager and tie that service to receiving a free energy assessment and participate in IQ energy efficiency programs. Illinois utilities can access aggregate data for properties and provide either directly to a customer on the account record, or directly to Portfolio Manager. Illinois utilities do not currently assist customers directly in setting up their property on Portfolio Manager. This idea proposes to provide technical assistance on property setup, with the customer agreeing to also receive an energy assessment at their property through applicable energy efficiency programs provided by the utilities.

Properties in this building cohort may not have adequate financial, technical, or staffing capacity to self-benchmark their properties using Portfolio Manager. As an example, approximately 60% of all City of Chicago benchmarking multifamily properties (greater than 50,000 square feet) have ENERGY STAR scores of 75 or higher. It is likely this group of properties has a high awareness of their energy usage performance and can proactively maintain their performance as a result of the benchmarking process. Average ENERGY STAR scores for buildings in the 25,000-50,000 square feet range is expected to be lower due to potential lack of energy use data and building performance, as well as the lack of resources and higher financial need for this segment. This proposed idea seeks to resolve the potential inability to benchmark for this group of properties and help gain a better understanding of their energy usage performance.

The utilities could pilot this offering the first year for income eligible multifamily properties between 25,000-50,000 square feet through the existing multifamily program offerings. For example, the Income Eligible Multifamily Savings (IEMS) program, a joint offering from ComEd, Peoples Gas, and North Shore Gas, provides for the installation of energy saving measures at low and no-cost to property owners. ComEd leverage their existing Energy Usage Data System (EUDS) and allow for the smooth transfer of aggregated monthly energy usage data directly to Portfolio Manager. This idea could either be implemented within the existing IEMS program or could be established separately as a new pilot offering feeding into the IEMS program. An outreach component would require additional research before conducting, in order to gather a list of qualifying properties and primary contact information. This can be done with organizations such as CoStar and other real estate databases and could also utilize data from county-level resources (i.e. Cook County Tax Assessor's Office- for properties in Cook County).

The proposed idea is expected to increase participation in the utilities' multifamily program's free energy assessment offering, result in increased energy savings (contingent on no-cost upgrades identified), and reduce costs for the customer. It would increase awareness and program penetration by requiring a free energy assessment as well as the upgrade of no-cost measures identified and recommended as a result of receiving energy use benchmarking services. This would potentially result in increased customer satisfaction by providing a unique service offering not currently available, at no-cost to the customer, allowing them to manage their properties energy usage tracking, reporting, and performance.

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 idea can be delivered to the target market through existing utility multifamily programs and may utilize other partners for marketing (i.e. Illinois Green Alliance). Marketing strategies should focus on the benefits of energy use benchmarking, describe the free ENERGY STAR Portfolio Manager property setup process, promote technical assistance/training opportunities for the tool, and the associated requirements of receiving an energy assessment and implementing no-cost measure upgrades identified.

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?*

This idea originated from the recommendations (2020) to come out of the ComEd Emerging Technologies (ET) Outreach Pilot Leveraging Benchmarking of Income Eligible Multifamily Properties (BM-IE MF) pilot. This was an outreach pilot aimed at increasing the participation of income eligible City of Chicago benchmarking multifamily properties (greater than 50,000 square feet) with ENERGY STAR scores lower than 75 in the IEMS program. Preliminary analysis as part of this pilot found that approximately 60% of all City of Chicago benchmarking multifamily properties have relatively high energy use performance (ENERGY STAR scores of 75 or higher). This finding led to a key limitation in the testing of this pilot in a small treatment group for outreach. This limitation could be addressed in reaching a larger target audience in the 25,000-50,000 square foot cohort. In the City of Chicago there are approximately three times as many total multifamily properties in the 25,000-50,000 square foot cohort compared to greater than 50,000 square foot cohort (current benchmarking multifamily properties).

The idea of tying a voluntary benchmarking service to receiving an energy assessment has not been implemented in other jurisdictions. Since 2016, the City of Evanston has had a municipal energy use benchmarking ordinance in place. With the exception of Chicago, Evanston is the only municipality in Illinois to have implemented a municipal energy use benchmarking ordinance. Multifamily properties in the 25,000-50,000 square foot cohort are not required to benchmark in either the City of Chicago's or Evanston's energy benchmarking ordinances.

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 customer segment proposed are income eligible multifamily properties in the 25,000-50,000 square foot cohort. This offering would potentially have a positive long-term impact on customer relationships and trust building for properties in this cohort. The idea is intended to be offered as a pilot offering/service. The results of this pilot may inform the potential to replicate the model across other market segments (i.e. commercial).

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?

The idea is intended to be offered as a pilot offering/service in year one of the EE Plan. The results of this pilot would inform the potential to replicate the model across other market segments (i.e. commercial) and could be offered as a program for the remaining three years, if successful.

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

Budget is dependent on the number of target properties and would consist of Marketing and Outreach, Benchmarking, and Administrative costs.

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

Participation would be dependent on budget allocated to the program. However, the potential participation is significant. For example, the number of multifamily properties between 25,000 and 50,000 square feet in Chicago are approximately 3,500.

### **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.