

Illinois Energy Efficiency Stakeholder Advisory Group

2020 SAG Portfolio Planning Process
Proposed Energy Efficiency Ideas Template

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 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 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 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?

Leveraging Other Initiatives

All IL utilities should seek to leverage other initiatives to make their EE programs and portfolios more effective. Such leveraging could take at least two different forms:

- A. Leveraging other funding; and
- B. Co-marketing

Among the other funding sources that could be leveraged might be (i) electric capacity market revenues as a way to supplement program funding without exceeding spending caps; (ii) sale of environmental attributes of EE if markets can be developed; (iii) using demand response program rebates (and/or capacity market revenues) as a way to pay for some EE measures that offer both EE and DR potential (e.g. smart thermostats); (iv) investments in geographically targeted “non-wires alternatives and/or “non-pipe alternatives”; and (v) working with manufacturers on “matching” rebates.

Among the other initiatives that might be leveraged for co-marketing are demand response offers, solar or other renewable rebates, bill payment assistance offers, and any other utility communications with customers on product or service offerings. The point here is that other non-EE offers to customers can be bundled with EE offers, to lower customer transaction costs (and make them more likely to participate), to make a “package” with EE more attractive (if the other product/service offer was what initially intrigued the customer) and possibly to reduce marketing costs.

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.

See above.

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?

Idea has been raised privately with some of the IL utilities.

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?

Leveraging other funding will, by definition, lower costs allocated to EE programs.

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?

4-year duration and beyond.

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

N.A.

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

N.A.

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.