

Income Qualified EE Advisory Committee

2020 SAG Portfolio Planning Process Proposed Income Qualified 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 Illinois Energy Efficiency Stakeholder Advisory Group (SAG) and Income Qualified EE Advisory Committee 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. **This Income Qualified Energy Efficiency Ideas Template is intended for Community-Based Organizations (CBOs) and Community Action Agencies (CAAs) to submit ideas for consideration by utilities.** ***Please note:*** SAG participants submitting Energy Efficiency Ideas have been invited to complete a separate template, which is also due on April 27th.

CBO and CCA Income Qualified EE Advisory Committee 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:

- Income Qualified EE Advisory Committee 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 Income Qualified Facilitator for assistance: SAG Facilitator Celia Johnson (Celia@CeliaJohnsonConsulting.com) and Income Qualified Committee Facilitator Theo Okiro (Theo.Okiro@futee.biz).
- Income Qualified EE Advisory Committee participants that submit an idea may be invited to present their idea at the Wednesday, May 13 Joint SAG – IQ Advisory Committee meeting. Utilities will respond to feedback and ideas during the Wednesday, June 17 Joint SAG – IQ Advisory Committee Meeting.
- Please email your completed template, with any supplemental materials, to the SAG Facilitator Celia Johnson (Celia@CeliaJohnsonConsulting.com).

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"/>	Central and Southern Illinois Utility (Ameren Illinois)
<input checked="" type="checkbox"/>	Northern Illinois Utilities (ComEd, Nicor Gas, 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 Income Qualified/Income Eligible
<input checked="" type="checkbox"/>	Residential Customers – Multifamily Income Qualified/Income Eligible

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?

Our idea is for community based organizations to distribute energy efficiency kits. PCR would like to conduct energy efficiency programs and distribute EE kits (power strips, EE kits, shower heads, lightbulbs) to community members in the Calumet River area. There are many families that have no access to these EE items. Additionally, PCR would like to help residents in the area install low-cost measures that would require additional upfront investment but would achieve even greater savings. There needs to be equity in distribution of products and services provided. It is a viable way of increasing diversity in the EE workforce.

According to a report by ILLUME (https://illumeadvising.com/files/2016/08/KitsWhitePaper_Final.pdf), Kits have the following benefits for communities: (1) **New Markets.** Kits can be used as a way to reach out to customers in new markets to increase utility program awareness and promote other programs.

(2) **Customer Segmentation.** Programs can target specific hard-to-reach customer segments like multi-family customers or rural areas to affect energy savings where program participation rates are traditionally lower

(3) **Behavioral Program Engagement.** Kits can be used to engage customers in behavioral programs to “opt-in” to additional program platforms. **All of these benefits can directly assist IQ customers .**

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

Marketing will be low-cost but in collaboration with the CBO i.e. low-cost marketing efforts, such as bill inserts, community events, community flyers. Community organizations who already do regular canvassing and digital organizing can also incorporate this program into their existing marketing plans. Additionally, the use of digital billboards could help amplify these efforts including along printed billboards bus routes where low income and environmental justice communities have been 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 PCR staff noticing a need in their community, and having better understanding of EE opportunities through participating in the SAG and IQ processes. There are also models for this kind of program in other states. For example, the EE Incentives (<https://eeincentives.com/home/sustainability>) in Tennessee creates a partnership between a nonprofit organization and a leading retail energy provider. The program has had a substantial positive impact on the environment and helped homeowners save on their utility bills. A nonprofit organization used their services to provide a customized, branded energy savings kit for a low-income energy assistance program as a solution to high utility and weatherization costs. This increased engagement, improved

economic stability, and had a significant environmental impact. 8,500 kits were delivered and saved almost 300,000,000 KW hours.

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 will be IQ communities in the Calumet River area of Chicago far southside where there is a dearth of CBOs and access to EE programs – PCR is well positioned to fill this void. This idea is scalable and can be conducted in IQ communities across Chicago.

5. **Duration:** Is this idea intended to be offered for the duration of the 4-year EE Plan (2022-2025) or as a pilot measure or program?

Offered in duration of 4-year EE plan

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.