

# 4<sup>th</sup> Quarter Report

Program Year 2020 | 10.01.20 – 12.31.20



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# **Portfolio Summary** Peoples Gas

The Peoples Gas Light and Coke Company provide this qualitative Quarterly Report containing a program brief on Q4 of Program Year 2020, October through December activities. This report is accompanied by the quantitative report, which details the program savings, costs and results. These reports are provided pursuant to Section 6.6 of the Illinois Energy Efficiency Policy Manual Version 2.0 (effective January 1, 2020).

Through Q4, the Peoples Gas portfolio achieved 147% of the savings goal of 9,291,937 therms.

- Business Program achieved 123% of the savings goal, spending 86% of the budget.
- Residential Program achieved 128% of the savings goal, spending 112% of the budget.
- Income Eligible Program achieved 266% of the savings goal, spending 117% of the budget.

### **Portfolio Summary**

Actual Net Therm Savings	13,675,
Actual Net Therm Savings %	147%
Actual Net Budget Spend %	104%
Direct Portfolio Jobs	83

890	Total Low-Income Homes Served	21,750
	Total Business Projects Completed	633
	Total Residential Projects Completed	14,429
	Carbon Reduction (Tons)	72,330

### **Environmental Impact**



**15,633** Cars off the road



**94,498** Acres of trees planted



**2,958,020** Propane cylinders for grilling (at home)

## **Business Program** Commercial & Industrial

The Commercial and Industrial program seeks to engage customers using 400,000 therms or more per year, within the utility's territory. The program offers several outreach strategies aimed at reaching top-down and bottom-up stakeholders in delivering program funds to assist in improving the customer's operations and system reliability.

### Q4 2020 YTD Savings

Actual Net Therm Savings 3,264,762
Actual Net Therm Savings % 123%
Actual Net Budget Spend % 78%
Actual Completed Projects 121

Program Name	Description
	Prescriptive rebates are standard incentive amounts for common energy efficiency measures, typically, with deemed energy savings in the Illinois Technical Resource Manual.
Prescriptive and Custom Rebates	Custom rebates are awarded for the non-standard applications of energy efficiency measures or for projects that do not follow a one-for-one replacement. The review of several operating parameters determines the energy savings.
New Construction Rebates	Rebates are provided towards new building projects or deep renovations, which are designed to exceed regional energy-efficiency code requirements. This is a joint program implemented with partnering utility, ComEd.
Gas Optimization Studies	This comprehensive facility review focuses on gas systems and is like an ASHRAE Level 2 Audit. The study aims to identify custom and prescriptive opportunities. Customers may receive up to \$15,000 for onsite engineering assistance from a 3rd party engineering firm.
Retro-Commissioning	This comprehensive study provides insights into the performance of a facility's existing energy-using systems. To help facilities perform optimally, this program focuses on identifying no- and low-cost energy-saving operational improvements with a simple payback within 18 months. This is a joint program with ComEd, and an approved 3rd party engineering firm conducts the study.
Engineering Studies	These studies focus on large, custom, capital-intensive energy-saving projects. An in-depth implementation study, investment-grade audit, or process evaluation is provided focused on one process or project. Customers may receive up to \$15,000 to offset the costs of a 3rd Party engineering firm to conduct the study.
Smart Check Studies	This no-cost assessment provides a steam trap survey, pipe insulation audit, and a boiler tune-up. Customers receive a blueprint of low-cost energy efficiency projects at their facility.
Staffing Grant	Customer grant recipients are provided up to \$50,000 to support a full- or part-time employee to oversee the implementation of natural gas efficiency projects that would otherwise not be implemented due to limited staffing.
Strategic Energy Management	Strategic Energy Management engages customers in long-term continuous energy efficiency improvements at their facilities by involving site management, leveraging data, and promoting best practices at the site.

# **Commercial & Industrial**

#### **Program Changes**

#### **Enhanced Program Incentive Levels**

Increased boiler tune-up and ozone laundry incentives to assist customers in implementing these projects.

#### **Program Challenges**

#### **COVID-19 Health Crisis**

Safety is at the center of all we do at Peoples Gas. We continued to take preventive measures to address the evolving COVID-19 health crisis. The program team remained cautious with in-field engagement at select site visits. Many post-inspections were performed virtually through the help of our program partners and customers.

#### **Program Successes**

#### **Forecast Accuracy**

Program savings were exceeded at year end by 130%.

#### **Focused and Targeted Outreach**

Outreach efforts established earlier in the year by Energy Advisors and engineers came to fruition during Q4. Projects completed in Q4 accounted for 66% of the realized therms and 59% of the attained spend in Program Year 2020. The team prioritized completing inspections (virtual and in-person) and the collection of final paperwork. Savings from our Strategic Energy Management and Retro-Commissioning programs were realized in Q4.

#### **Enhanced Trade Ally Engagement Efforts**

The Commercial and Industrial program continues to strengthen collaboration with Trade Allies, ensuring continuous monitoring and feedback. The program continues to streamline inspections, project coordination, and incentive payments. On a monthly basis, the program conducts Trade Ally webinars and distributes the Brief Trade Ally Update e-newsletter to provide the latest information on topics such as program updates, energy savings measures, training opportunities, safety information and more.

### **Business Program** Public Sector

The Public Sector Program seeks to engage Public Sector entities in the utility's territory. The program offers several outreach initiatives aimed at reaching top-down and bottom-up stakeholders within the Public Sector to facilitate program participation and assist in improving the customer's operations and system reliability.

#### Q4 2020 YTD Savings

Actual Net Therm Savings808,340Actual Net Therm Savings %69%Actual Net Budget Spend %58%Actual Completed Projects166

Program Name	Description
	Prescriptive rebates are standard incentive amounts for common energy efficiency measures, typically, with deemed energy savings in the Illinois Technical Resource Manual.
Prescriptive and Custom Rebates	Custom rebates are awarded for the non-standard applications of energy efficiency measures or for projects that do not follow a one-for-one replacement. This is based on the review of several operating parameters that determine energy savings.
New Construction Rebates	Rebates are provided to new buildings or deep renovations, which design beyond regional code requirements to improve the building's energy efficiency.
Gas Optimization Studies	A GOS provides Customers up to \$15,000 for onsite engineering assistance from a 3rd party engineering firm. A Gas Optimization Study is like an ASHRAE Level 2 Audit to identify Custom and Prescriptive Program Opportunities.
Retro-Commissioning	Offers full-building commissioning through a systematic evaluation of mechanical and electrical systems to help facilities perform optimally. This program focuses on identifying low-cost energy-saving operational improvements with a simple payback within 18 months.
Engineering Studies	Provides customers up to \$15,000 to offset the costs of a 3rd Party engineering firm to perform an implementation study, investment-grade audit, or process evaluation required for large custom, capital-intensive energy-saving projects. This study is typically an in-depth focus on one process or project, not the comprehensive facility review offered through a Gas Optimization Study.
Smart Check Studies	This no-cost assessment provides recipients funding and support for a steam trap survey, pipe insulation audit, and a boiler tune-up to develop a blueprint of low-cost energy efficiency projects at their facility.
Staffing Grant	Staffing Grants provide customer grantees up to \$50,000 to support a full- or part-time employee to oversee the implementation of natural gas efficiency projects that would otherwise not be implemented due to limited staffing.

# **Public Sector**

#### **Program Changes**

#### **Enhanced Program Incentive Levels**

Most of the Public Sector customer incentives were increased by 150% in Q3 and remained at this increased rate throughout Q4 to assist this market sector with project implementation.

#### **Program Challenges**

#### **COVID-19 Health Crisis**

Safety is at the center of all we do at Peoples Gas. We continued to take preventive measures to address the evolving COVID-19 health crisis. The program team remained cautious with in-field engagement at select site visits. Many post-inspections were performed virtually through the help of our program partners and customers.

#### **Unique Sector Challenges**

In the first quarter and prior to the pandemic environment, our Public Sector activity was tracking to achieve our targeted spend and savings goals. A pipeline of planned boiler tuneups, steam trap testing and replacements, and building automation system projects were scheduled to proceed with several large Public Sector customers. However, the impacts of the COVID-19 health crisis brought much of this activity to a standstill throughout the remainder of 2020.

These customers have had to shut down departments and buildings to maintain reduced service to the public. The focus is on public health and safety. Among the most impacted were Chicago Transit Authority and City of Chicago.

Throughout the year the program team has worked closely with the Chicago Public Schools (CPS) to continue implementing minimal pipeline projects, mostly boiler tune-ups and steam trap testing and replacements projects, when they were able to work safely and accommodate contractors entering their facilities. New challenges arose with an unusually warm fall pushing out the need for heating systems until mid-November, meaning that boiler tune-ups and steam trap testing were pushed to December and into program year 2021.

The program team is creatively working with Trade Allies and public sector customers to implement energy efficiency measures cost-effectively.

# **Public Sector**

#### **Program Successes**

#### **Increased Engagement And Program Participation**

Two case studies focused on successes with Chicago Public Schools (CPS) were released earlier in the year. Both case studies were leveraged in Q4 to inspire other customers to action and demonstrate program benefits and ease of participation. Most notably was a presentation given to the Illinois Green Alliance on November 10. This presentation was given in collaboration with the CPS representative in charge of Energy Efficiency Projects and two Public Sector Energy Advisors.

As the COVID-19 health crisis continued to affect the public sector, a handful of customers were able to pursue projects with their occupancy being lower than average. Among these, the Metropolitan Pier and Exposition Authority (MPEA) — formerly known as McCormick Place — began moving forward with a Smart Check project. Additionally, the City Colleges of Chicago (CCC) was engaged in doing boiler tune-ups across many of their campuses.

#### **Enhanced Trade Ally Engagement Efforts**

The Public Sector program continues to strengthen collaboration with Trade Allies, ensuring continuous monitoring and feedback. The increased incentives for Public Sector customers in Q4 were shared with all participating Trade Allies during the monthly Trade Ally webinars and in the Brief Trade Ally Update e-newsletter, which provides the latest information on topics such as program updates, energy savings measures, training opportunities, safety information, and more.



Public Sector Case Studies: Chicago Public Schools and Lane Tech College Prep High School

### **Business Program** Small and Midsize Business

The Small and Midsize Business Program seeks to engage businesses with an annual gas use below 400,000 therms. Outreach and rebates are designed to support the unique needs of these businesses in improving their operations and reducing their energy costs.



Program Name	Description
Prescriptive and Custom Rebates	Prescriptive rebates are standard incentive amounts for common energy efficiency measures, typically, with deemed energy savings in the Illinois Technical Resource Manual.
	Custom rebates are awarded for the non-standard applications of energy efficiency measures or for projects that do not follow a one-for-one replacement. This is based on the review of several operating parameters that determine energy savings.
New Construction Rebates	Rebates are provided to new buildings or deep renovations, which design beyond regional code requirements to improve the building's energy efficiency.

### Q4 2020 YTD Savings

Actual Net Therm Savings	1,608,008
Actual Net Therm Savings %	202%
Actual Net Budget Spend %	176%
Actual Completed Projects	346

#### **Continued Efforts**

#### **Enhanced Program Incentive Levels**

In Q4, the program continued incentive bonuses and increased incentives for boiler tune-up projects. The program team also announced a 20% multi-measure bonus for projects with more than one completed project.

The program also waived its three-year testing interval requirement to encourage customers to monitor and detect leaking steam traps early to prevent wasted energy.

#### **Online Energy Assessment Offering**

Small and midsize business customers continue to leverage their ability to receive customized reports and action plans that identify opportunities to save energy and available rebates, incentives, and other resources. Pictured here is the customer's entry point when beginning their assessment.



https://envintasolutions.com/pgnsgassessment/default.aspx



#### **Program Challenges**

#### COVID-19 Health Crisis

Through Q4, the program is performing above forecast despite the current health crisis. Going forward, the program team will continue to closely evaluate participation with awareness that the pandemic environment may create impacts on program savings. We plan to target outreach to customer segments, offering virtual assessments and other ways to deliver low- and no-touch program offerings.

#### **Program Successes**

#### **Forecast Accuracy**

Through the end of Q4, the program realized 161% of its annual savings forecast.

#### **Bonuses Program Drives Increase Program Savings**

This year's bonuses drove the completion of over 130 projects. These activities equated to 192,839 therms. Of the completed projects, 45 were boiler tune-ups. Our 20% bundling bonus campaign drove 85 projects to completion. Customers received this bonus by completing two or more projects at their facility.



#### **Program Successes**

#### **Restaurant Kit Distribution**

Restaurants took advantage of our kits designed for their businesses. Throughout the year, 132 kits were distributed which achieved 12,956 therms saved.

#### **Trade Ally Engagement**

Five contractors exceeded project expectation goals versus three from 2019.

More than five Trade Allies doubled production from 2019.

These Trade Ally efforts increased program participation and project completion. The program has experienced increased engagement and performance from Trade Allies through Q4. On a monthly basis, the program continues to conduct Trade Ally webinars and distribute the Brief Trade Ally Update e-newsletter to provide the latest information on topics such as program updates, energy savings measures, training opportunities, safety information and more.



## **Single-Family**

Residential single-family offerings provide residential customers access to energy efficiency via two paths. The programs are designed to help customers save energy immediately through the direct installation of measures while identifying major upgrades (i.e. furnace or boiler replacement, attic insulation) for future consideration. The Home Energy Jumpstart path includes a direct installation service paired with a home energy assessment. Eligible improvements identified during the Jumpstart visit are eligible for an incentive through the Home Energy Rebate path.

#### Q4 2020 YTD Savings

Actual Net Therm Savings1.039,709Actual Net Therm Savings %76%Actual Net Budget Spend %69%Actual Completed Projects10,727

# **Residential Program** Single-Family Offering

Program Name	Description
Home Energy Jumpstart	Offers energy-saving products installed in homes at no-cost to the customer. The Home Energy Jumpstart program is a joint program offering provided in partnership with the Peoples Gas, North Shore Gas, and ComEd. Homeowners can reduce their energy and water use with the installation of products available to owners of single-family homes, two-flats, and individually metered condos and townhomes. Renters are also eligible with permission from their landlords.
Home Energy Reports	an opt-out behavioral program that provides residential customers no-cost reports with their energy usage compared to their neighbors. Home Energy Reports offer customers energy conservation tips to help inform energy cost reduction opportunities in their homes and encourage action.
Home Energy Rebate	Provided in collaboration with local Trade Allies. Offers rebates on energy-efficient heating, ventilation, and air conditioning, water heating equipment and qualifies weatherization projects for residential customers.
Elementary Education	The Elementary Education, Super Savers Program is a free energy efficiency education program. The program offers 5th-grade energy efficiency lesson plans, equipping teachers with activity guides and take-home kits for students and their families to learn how to save energy by installing no-cost energy-saving products in their homes.

# **Single-Family Offering**

## Home Energy Jumpstart

### **Program Changes**

#### **Optimizing the Virtual Home Energy Jumpstart**

Q4 focused on improving on the new Virtual Home Energy Jumpstart (VHEJ) offering that was launched in Q3. Online scheduling allowed for customers to choose between in-home and virtual. InContact software was added to the Surfly tool to improve customer communication and their experience throughout the virtual appointment.

#### **Program Successes**

#### Safety

0 safety incidents or field-related Covid-19 exposures.

#### Increased Virtual Home Energy Jumpstart Participation

In Q4 we saw a gradual increase in VHEJ participation as customers became aware of the offering. The target was for 15% of total assessments to be completed virtually and in Q4 it topped out at 21%.

#### **Program Challenges**

#### **COVID-19 Health Crisis**

In Q4 we were still seeing higher cancellation rates than normal, and it can be attributed to COVID-19. With the VHEJ offering, we were able to reschedule some customers to still have them receive the benefits of the program.

## Home Energy Report

#### **Program Changes**

#### **Enhanced Reporting Cadence**

In Q4 the heating season officially took effect, 97,394 customers received printed reports and 139,800 customers received email reports. Reports included neighbor comparisons, tips for heating in winter weather, and smart thermostat rebate modules.

#### Improve your home



#### Control your thermostat from anywhere

Take control of your energy use—and save more money—with \$20 off a Wi-Fi enabled thermostat from Peoples Gas. Whether you're on vacation or just on the couch, Wi-Fi thermostats allow you to control your home's temperature from your smartphone, tablet, or laptop.

Claim your rebate at www.peoplesgasrebates.com

#### **Program Successes**

#### **Digital Engagement**

In Q4, email reports resulted in an average open rate of 35%.

#### **Program Challenges**

In Q4 the program team began coordination with GuideHouse to prepare for normalization of 2020 savings due to COVID-19, it is unknown at this time if normalization will have a positive or negative impact on overall savings achieved in 2020.

# Single-Family Offering Home Energy Rebate

#### **Program Changes**

#### No Touch Quality Assurance And Quality Check

In Q4, 10.46% of all projects were post-inspected via phone verification or photo review.

#### **Re-introducing Smart Thermostats And Piloting Weatherization Kits**

In Q4, smart thermostat rebates were reintroduced into the Home Energy Rebate offering. The program deployed multiple promotions of the smart thermostat rebate offering including; search engine optimization campaigns to drive customers to the rebate application when they searched for key works such as "smart thermostat", the smart thermostat module in the Home Energy Report, and outreach to active HVAC Trade Allies to inform them of the rebate. These efforts led to 101 smart thermostat rebates being processed in Q4.

Free weatherization kits were promoted via email to customers who have participated in other residential programs that do not include kits. In Q4, 99 customers received weatherization kits. This campaign will continue into Q1 of 2021.

#### **Program Successes**

#### **Forecast Accuracy And Performance Levels**

In Q4, the Home Energy Rebates program was on target with the forecast. Weatherization projects produced higher therm savings per project than forecast, primarily due to the change in the existing insulation requirements. Customer satisfaction remains high at 9.84 out of 10.

#### **Program Challenges**

#### **Cost Effectiveness**

Weatherization and certain HVAC measures continue to yield higher cost per therm than other measures. However, the newly added smart thermostats and weatherization kits are more cost-effective measures. While the program did not yet see wide adoption of these measures in Q4, marketing campaigns will continue and participation in these measures is expected to increase in early 2021. For weatherization, the program team is analyzing the impacts of applying project rebate caps in 2021, with the goal of increasing cost-effectiveness of each project. HVAC will see the NTG increase to 74% in 2021 (from 63% in 2020) which will also improve cost-effectiveness of those measures.

# **Single-Family Offering** Elementary Education

#### **Program Changes**

#### New Kit Measure

In 2020, changes to the student take-home kits included a new Furnace Whistle Alarm. It is designed to sound an alarm when a furnace filter is clogged, indicating a filter change is needed to improve efficiency and air quality.

### **Program Challenges**

#### **COVID-19 Health Crisis**

Forecast underperformance due to the COVID-19 health crisis and stay-at-home orders resulted in school closures. As of Q4, a total of 6,113 kits out of the original 30,000 kits, was distributed. Delays resulted from school closures in the service territory. The program shipped 5,233 kits in Q4.





## **Multi-Family**

The Residential Multi-Family program offers a comprehensive program of assessments, direct install, prescriptive and custom rebates, and partner Trade Ally projects. The Multi-Family program is a joint offering with ComEd.

#### Q4 2020 YTD Savings

Actual Net Therm Savings3,074,980Actual Net Therm Savings %168%Actual Net Budget Spend %165%Actual Completed Projects3,702

# **Residential Program** Multi-Family Offerings

Program Name	Description
Multi-Family Energy Jumpstart	Offers free direct installation of energy-saving measures for Multi-Family buildings.
Prescriptive and Custom Rebates	Prescriptive rebates are standard incentive amounts for common types of energy efficiency measures. Custom incentives are awarded for the non-standard technologies or for projects that do not include a one-for-one replacement. This is based on the review of several operating parameters that determine energy savings.
Gas Optimization	Analysis of energy-using systems to identify no- and low-cost improvements to achieve natural gas savings.
New Construction Prescriptive and Custom Rebates	Incentives are provided for new construction that surpasses the region's building codes to improve energy efficiency.

# **Residential Program** Multi-Family Offerings

#### **Program Changes**

#### **Direct Distribution Offering**

Property managers interested in direct-install can now install the products on their own with a verification process in place. Process was finalized and the first customers to participate in the offering did so in Q4.

#### **Program Successes**

#### **Steam Traps Participation**

Over 30 properties participated in steam trap replacements after the program experienced hesitations from property managers earlier in the year.

#### **Domestic Hot Water Pump Controller**

This measure continues to gain traction as new Trade Allies began offering this measure in Q4 and the program hosted another TA webinar on the technology.

#### **Program Challenges**

#### Project Delays Due To COVID-19

Over 150,000 therms in identified projects were not converted in 2020 due to property managers delaying the implementation of projects.

#### **Outreach Associations**

While the program team continues to engage and participate in landlord group virtual events, the number of events hosted by groups in 2020 was significantly less compared to past years.



## Income Eligible Program

Income Eligible programs target the underserved income eligible market, providing services designed to make it easy for single-family and multi-family income eligible customers to take advantage of costeffective energy saving retrofits.

#### Q4 2020 YTD Savings

Actual Net Therm Savings......3,880,091 Actual Net Therm Savings % .....266% Actual Net Budget Spend % ......117%

Actual Completed Projects ..... 21,553

# **Income Eligible Program**

Program Name	Description
Illinois Home Weatherization Assistance Program (IHWAP)	Leverages state and federal funds to supplement incentives from utility programs. The program was designed to help low-income residents save energy and money while increasing the comfort of their homes. With a mission to insulate low-income customers, particularly the elderly, persons with disabilities, families with children, high residential energy users, and households with a high energy burden, to conserve needed energy and to aid those persons least able to afford higher utility costs. Weatherization services are provided to low-income residents through local community action agencies or not for profit agencies.
Income Eligible (IEMS)	Building owners receive free technical assistance to identify energy efficiency opportunities and install measures. Expenses are fully covered by the program, from the direct installation of energy efficiency products into tenants' units (light bulbs, aerators, showerheads, etc.), to common area measures, and more extensive measures requiring building owner co-pay. This program is a joint utility program offerings.
Public Housing (PHES)	Offers prescriptive and custom rebates for gas measures in housing owned by Public Housing Authorities. This program is a joint utility offering.
Affordable Housing New Construction	Works with affordable housing developers to integrate energy efficiency best practices into rehab and new construction plans of Multi-Family and Single-Family buildings.
Income Eligible Weatherization	Offers direct install products and no-cost weatherization services for Income-Eligible Single-Family home customers. It is delivered jointly with ComEd, and outreach and intake are performed by the Chicago Bungalow Association (CBA).
Multi-Family Income Eligible	A Peoples Gas-only offering, delivered by vetted Partner Trade Allies. Trade Allies are given higher rebate amounts to serve geographically income-eligible customers with retrofit measures.
Income Eligible Gas Kits	Provides income-qualified customers with a kit of energy efficiency measures to self-install. The Income Eligible Gas Kits are distributed by ground mail to qualified customers vetted by the Low-Income Eligible Home Energy Assistance Program (LIHEAP).

# **Income Eligible Program** Q4 Program Offering Savings

Program	Net Therms Achieved	% of Annual Goal	Total Spend	% of Annual Spend	# of Participants
Illinois Home Weatherization Assistance Program (IHWAP)	71,002	118%	\$1,308,122	101%	204
Income Eligible (IEMS)	88,661	58%	\$978,939	90%	128
Public Housing (PHES)	3,843	5%	\$306,257	67%	1
Affordable Housing New Construction	75,139	173%	\$342,496	199%	7
Income Eligible Weatherization	235,441	72%	\$2,525,103	65%	1,436
Multi-Family Income Eligible	2,682,657	537%	\$3,734,053	344%	1008
Income Eligible Gas Kits	723,348	219%	\$868,000	200%	20,000

# **Income Eligible Program**

## Multi-Family Income Eligible

**Program Changes** 

N/A

**Program Successes** 

**Strong Customer Participation** 

The program saved over 2.6 million therms in 2020 compared to an initial pilot goal of 500,000 therms.

#### **New Trade Allies**

Two new Trade Allies utilized the program in Q4.

#### **Program Challenges**

#### **COVID-19 Health Crisis**

Seven steam trap projects were delayed into 2021 due to property manager hesitations to complete projects.

## Income Eligible Gas Kit

#### **Program Details**

The Income Eligible Gas Kits are distributed by ground mail to qualified customers vetted by the Low-Income Eligible Home Energy Assistance Program.

Kit measures include 1.5 gallons per minute chrome showerhead; 1.5 gallons per minute kitchen aerator; 1.5 gallons per minute bath aerator; Weather-stripping (17' closed-cell foam); Switch and outlet gaskets (10 each).

#### Increased Kit Distribution Forecast

The program is a continuation of the 2019 pilot kit program launched in Q4. The program sent out 20,000 kits in September 2020 and exceeded the annual program goal.



# **Income Eligible Program**

### **IHWAP**

### (Illinois Home Weatherization Assistance Program)

### **Program Changes**

#### Improved Implementation Guidelines

Refined implementation guidelines improve contractors' performance on the program's cost-effectiveness. As the implementor, Resource Innovations provided agencies with measure-level instructions for better project scoping, identifying projects and offerings needed per home, requiring them to identify cost-effective measures in the homes that would yield more savings at a lower cost.

### **Program Successes**

#### **Streamlined Program Coordination**

Resource Innovations and Agencies coordinate and collaborate on program efforts on an ongoing basis, hosting virtual meetings to maintain open communication lines and transparency to ensure momentum.

#### **Program Challenges**

#### **Funding Realignment**

A portion of the multi-family (MF) budget was shifted to single family (SF) due to increased pipeline provided by CEDA. This led to an increased overall budget and savings for SF and decreased spend and savings for MF. The Dearborn Homes project was completed to meet remaining MF goals.

### **IEMS/PHES Program**

### (Income Eligible Multi-Family Savings/Public Housing Energy Savings)

### **Program Changes**

#### Increased Options

Elevate Energy developed a virtual assessment plan for customers who preferred online assessments. Most of the work was performed through non-contact delivery to property managers to ensure safety precautions.

### **Program Successes**

#### **Project Work Restart**

IEMS pipeline increased in Q3 and Q4 which led to more spending and savings in IEMS; boiler tune-up and furnace projects increased.

### **Program Challenges**

#### COVID-19 Health Crisis

For PHES, the Chicago Housing Authority delayed work due to the pandemic, causing significant impacts on goal attainability in 2020.

# **Income Eligible Program**

### AHNC

(Affordable Housing New Construction)

**Program Changes** 

N/A

**Program Successes** 

#### **Forecast Accuracy**

The AHNC program exceeded the savings goal for the year, resulting from a healthy pipeline obtained in 2019. The overall spend forecast increased, but the program proved to be cost-effective.

### **Program Challenges**

#### **COVID-19 Health Crisis**

While the health crisis has had some impacts on program operations, there were minimal impacts on the program's savings goal attainment.

### Income Eligible Weatherization

### **Program Changes**

#### **Exploring Savings Opportunities**

The program completed a small number of projects with attics that were already insulated to R19-30. The program will be assessing the cost-effectiveness to determine best steps moving forward on these types of projects.

#### **Program Successes**

#### Successful Program Relaunch

The program had a successful relaunch and achieved its revised savings and participation goals after the COVID-19 work stoppage.

#### **Program Challenges**

#### **COVID-19 Health Crisis**

The COVID-19 health crisis delayed work on the program for four months. Trade Allies successfully implemented a robust safety plan that continues to be strictly enforced.



# Breakthrough Equipment & Devices

#### **Program Successes**

- The radiator Open-Source Building Sensors and Controls retrofit device was further improved offering potential for up to 50% energy savings for Income Eligible sector where old radiators are installed in buildings.
- The venturi steam trap field study has made progress as all the venturi traps have been installed and are being monitored. In addition, five legacy venturi trap installations were visited for performance assessments. Venturi traps are now in the TRM and rebate applications are treated as prescriptive, rather than custom projects, which will help expand their use.
- The Building Operator Certification (BOC) program finished out the year with all trainings done virtually. Despite difficulties of virtual training, goals were met in term of numbers of trainings held. There were also 150 credential renewal scholarships issued and four veteran scholarships issued.
- The Building Stretch Code initiative implementation wrapped up, evaluating opportunities for municipalities to make energy building codes more efficient in order to reduce consumption. Based on the feedback and learning from phase I, a second phase is planned for 2021.
- Midstream Commercial Food Service Pilot finished the initial phase I. With greater participation than expected including nearly double the of suppliers, the pilot will be continuing through 2021. The rebates paid through the end of Q4 2020 was almost exactly on target at \$47k, despite the pandemic.
- Efforts with local and national stakeholders to promote commercialization of gas heat pumps for market success continued.

Research and Development (R&D) evaluate innovative technologies and projects for possible future inclusion in programs to achieve additional therm savings. Projects are implemented in collaboration with research organizations, educational institutions, and non-profit organizations. This team is also engaged in Market Transformation (MT) activities to shift the market to greater adoption of energy-efficient technologies. Market Transformation initiatives are expanding new project launches and existing projects as joint IOU MT initiatives.

# **Business Program Marketing**

**Business Program Marketing** 

#### SMB Online Assessment Facebook Ads

Facebook ads promoting the online assessment tool to help drive new customers into our program pipeline. Segmented campaign targeting business leaders and manufacturing companies in Chicago.

#### SMB Online Assessment Customer Email

Email to customers promoting the online assessment tool to help drive new customers into our program pipeline. Segmented campaign targeting business leaders and manufacturing companies in Chicago.

#### **C&I Illinois Manufacturers Association Paid Ad**

Partnership with IMA to increase industry presence across C&I customers. Direct paid ad driving customers to contact an energy advisor for program benefits. Ad targeted legislators, regulatory decision makers and the media. The magazine is distributed to 3,500+ IMA members.

#### Public Sector Waukegan Public Schools Direct Mail

Highlight energy savings and total rebates following project completion for Waukegan School District. Promote the FREE assessment followed by incentives and therm savings for boiler tune-ups, steam trap replacements, condensate pump replacements, leaking steam valve replacements, steam leak repairs and HVAC system control updates.

#### Public Sector, Illinois Association of Park Districts Print Ad

Magazine print ad opportunity to promote utility efforts targeting parks and recreation centers. Audience included elected officials and recreation professionals who run the daily operations of the state's park districts, forest preserves, conservation areas, recreation associations and parks.

#### Trade Ally, Program Collateral

- Pipe Insulation Form
- Trade Ally Landing Page Live
- Study Definitions Collateral
- Prescriptive Cheat Sheet
- Monthly Btu Newsletter



Your curriculum should be full of sustainability, comfort	S	/e can help your compa ave energy at little to no Get started today more information call us at 855-849-8928	ny o cost	РЕСР
and energy savings.		PE&PLES GAS' ENERGY EFFICIENCY PROGRAM	NORTH S	HORE GAS"
Contact an Energy Advisor to get started.	PEOPLES GAS*	Safely savin you energy this winter		-HTM ME
The district serves nearly 17,000 students in preschool Your s		We know everyone has been the way they interact with pa recreation centers. Your occupancy levels are lik the moment due to safety pr Now is the time to check ho is being used in your spaces simple enhancements to hea	arks and rely lower at recautions. w energy and make	You can rec Virtual energy
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erson ments (FREE)

# **Residential Program Marketing**

#### **Residential Program Marketing**

#### **HER Weatherization Kits Pilot Launch**

Acquisition email campaign driving customers to request their free weatherization kit through the Peoples Gas home energy rebates program. Kits included easy-to-install energy saving products.

## HER Smart Thermostat Rebates Black Friday/Cyber Monday Search Engine Optimization Campaign

Holiday promotion during shopping peaks in Q4, promoting smart thermostat rebates and driving customers to the online application portal for their \$20 submission. Ads continued to run following Black Friday and Cyber Monday to continue promoting rebates and specific smart stat products.

#### HER Heating Season – Google Search Campaign

Increase awareness for rebate and weatherization incentives for the home energy rebate program. Identified key words resonating with residential customers to help raise awareness. Campaign was centered around heating season, gas measures, saving money and improving home comfort.

#### **Trade Ally Leave Behind Postcard**

Continued rollout of outreach with trade allies, building marketing piece pr omoting program offerings and available rebates. This piece will serve as a leave-behind in Trade Ally offices capturing program and direct contact information.

#### PE&PLES GAS\*



sentative will get in touch, answer any questions and help ye

lers rebates of up to \$50

Order your FREE weatherization kit

What's included in the free energy efficiency kit? • 2 x 17 foot roll of closed-cell foam-tape weath • Self-adhesive door sweep • 30 foot rope of caulk

6 switch gaskets 6 outlet gaskets

Installation instruction
 Want a kit? A program representation

Request your kit to receive easy-to-install energy-saving products



PE PLES GAS

these FREE weatherization products! the efficiency and comfort of your home with these install products.



dhesive door sweep 30' rope of caulk gel and stick this door a door to block drafts he outside. Since y stick caulk into plac caulk helps said un anal gaps, provide caulking solution th

If you have received any broken or defective items in this kit, or have any questions regarding these products, please call us at **855-849-8928**.





PE@PLES GAS' N@RTH SHORE GAS



These programs are funded by Peoples Gas and North Shore Gas customers in compliance with limits laws 0 2020 Peoples Gas and North Shore Gas

## NORTH SHORE GAS® ENERGY EFFICIENCY PROGRAM

# **Portfolio Summary** North Shore Gas

The North Shore Gas Company provide this qualitative Quarterly Report containing a program brief on Q4 of Program Year 2020, October through December activities. This report is accompanied by the quantitative report, which details the program results from a savings and cost perspective. These reports are provided pursuant to Section 6.6 of the Illinois Energy Efficiency Policy Manual Version 2.0 (effective January 1, 2020).

Through Q4, the North Shore Gas portfolio achieved 120% of the savings goal of 1,771,603 therms.

- Business Program achieved 140% of the savings goal, spending 78% of the budget.
- Residential Program achieved 90% of the savings goal, spending 82% of the budget.
- Income Eligible Program achieved 118% of the savings goal, spending 108% of the budget.

### Environmental Impact



**2,435** Cars off the road





**460,781** Propane cylinders for grilling (at home)



### **Portfolio Summary**

Actual Net Therm Savings 2	,130,342
Actual Net Therm Savings % 1	20%
Actual Net Budget Spend % 8	2%
Direct Portfolio Jobs 1	2

Total Low-Income Homes Served 2,	038
Total Business Projects Completed 18	34
Total Residential Projects Completed 2,	995
Carbon Reduction (Tons) 11	.,272

## Business Program Commercial & Industrial

The Commercial and Industrial program seeks to engage customers using 400,000 therms or more per year, within the utility's territory. The program offers several outreach strategies aimed at reaching top-down and bottom-up stakeholders in delivering program funds to assist in improving the customer's operations and system reliability.

### Q4 2020 YTD Savings

Actual Net Therm Savings	714,854
Actual Net Therm Savings %	105%
Actual Net Budget Spend %	56%
Actual Completed Projects	22

Program Name	Description
Prescriptive and Custom Rebates	Prescriptive rebates are standard incentive amounts for common energy efficiency measures, typically, with deemed energy savings in the Illinois Technical Resource Manual. Custom rebates are awarded for the non-standard applications of energy efficiency measures or for projects that do not follow a one-for-one replacement. The review of several operating parameters determines the energy savings.
New Construction Rebates	Rebates are provided towards new building projects or deep renovations, which are designed to exceed regional energy-efficiency code requirements. This is a joint program implemented with partnering utility, ComEd.
Gas Optimization Studies	This comprehensive facility review focuses on gas systems and is like an ASHRAE Level 2 Audit. The study aims to identify custom and prescriptive opportunities. Customers may receive up to \$15,000 for onsite engineering assistance from a 3rd party engineering firm.
Retro-Commissioning	This comprehensive study provides insights into the performance of a facility's existing energy-using systems. To help facilities perform optimally, this program focuses on identifying no- and low-cost energy-saving operational improvements with a simple payback within 18 months. This is a joint program with ComEd, and an approved 3rd party engineering firm conducts the study.
Engineering Studies	These studies focus on large, custom, capital-intensive energy-saving projects. An in-depth implementation study, investment-grade audit, or process evaluation is provided focused on one process or project. Customers may receive up to \$15,000 to offset the costs of a 3rd Party engineering firm to conduct the study.
Smart Check Studies	This no-cost assessment provides a steam trap survey, pipe insulation audit, and a boiler tune-up. Customers receive a blueprint of low-cost energy efficiency projects at their facility.
Staffing Grant	Customer grant recipients are provided up to \$50,000 to support a full- or part-time employee to oversee the implementation of natural gas efficiency projects that would otherwise not be implemented due to limited staffing.
Strategic Energy Management	Strategic Energy Management engages customers in long-term continuous energy efficiency improvements at their facilities by involving site management, leveraging data, and promoting best practices at the site.

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# **Commercial & Industrial**

#### **Program Changes**

#### **Enhanced Program Incentive Levels**

Increased boiler tune-up and ozone laundry incentives to assist customers in implementing these projects.

#### **Program Challenges**

#### COVID-19 Health Crisis

Safety is at the center of all we do at North Shore Gas. We continued to take preventive measures to address the evolving COVID-19 health crisis. Most post-inspections were performed virtually through the help of our program partners and customers.

North Shore Gas C&I customers were impacted by the COVID-19 health crisis and had more of their staff working remote and were not available on-site to allow contractors to continue planned projects.

#### **Program Successes**

#### **Forecast Accuracy**

Program savings were in line with forecast expectations.

#### **Pipeline Projects**

Projects came to fruition in Q4 following persistent outreach activities, which in total, accounted for 71% of the realized therms and 41% of the attained spend in 2020. Energy Advisors and Account Managers proactively held meetings with customers to offer continued program support and remind customers of the incentives available for eligible projects. Regular checkpoints with C&I customers were scheduled to ensure projects were being implemented safely within the COVID-19 pandemic environment.

Additionally, savings from year-long projects were realized in Q4.

#### **Enhanced Trade Ally Engagement Efforts**

The Commercial and Industrial program continues to strengthen collaboration with Trade Allies, ensuring continuous monitoring and feedback. The program continues to streamline inspections, project coordination, and incentive payments. On a monthly basis, the program continues to conduct Trade Ally webinars and distribute the Brief Trade Ally Update e-newsletter to provide the latest information on topics such as program updates, energy savings measures, training opportunities, safety information and more.



## **Business Program** Public Sector

The Public Sector Program seeks to engage all Public Sector entities that have significant gas usage in aggregate in the utility's territory. The program offers several outreach initiatives aimed at reaching top-down and bottom-up stakeholders in delivering program funds to assist in improving the customer's operations and system reliability.

#### Q4 2020 YTD Savings

Actual Net Therm Savings388,399Actual Net Therm Savings %147%Actual Net Budget Spend %70%

Actual Completed Projects ...... 30

Program Name	Description
	Prescriptive rebates are standard incentive amounts for common energy efficiency measures, typically, with deemed energy savings in the Illinois Technical Resource Manual.
Prescriptive and Custom Rebates	Custom rebates are awarded for the non-standard applications of energy efficiency measures or for projects that do not follow a one-for-one replacement. This is based on the review of several operating parameters that determine energy savings.
New Construction Rebates	Rebates are provided to new buildings or deep renovations, which design beyond regional code requirements to improve the building's energy efficiency.
Gas Optimization Studies	A GOS provides Customers up to \$15,000 for onsite engineering assistance from a 3rd party engineering firm. A Gas Optimization Study is like an ASHRAE Level 2 Audit to identify Custom and Prescriptive Program Opportunities.
Retro-Commissioning	Offers full-building commissioning through a systematic evaluation of mechanical and electrical systems to help facilities perform optimally. This program focuses on identifying low-cost energy-saving operational improvements with a simple payback within 18 months.
Engineering Studies	Provides customers up to \$15,000 to offset the costs of a 3rd Party engineering firm to perform an implementation study, investment-grade audit, or process evaluation required for large custom, capital-intensive energy-saving projects. This study is typically an in-depth focus on one process or project, not the comprehensive facility review offered through a Gas Optimization Study.
Smart Check Studies	This no-cost assessment provides recipients funding and support for a steam trap survey, pipe insulation audit, and a boiler tune-up to develop a blueprint of low-cost energy efficiency projects at their facility.
Staffing Grant	Staffing Grants provide customer grantees up to \$50,000 to support a full- or part-time employee to oversee the implementation of natural gas efficiency projects that would otherwise not be implemented due to limited staffing.

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# **Public Sector**

#### **Program Changes**

#### **Enhanced Program Incentive Levels**

Most of the Public Sector customer incentives were adjusted by 150% in Q3 and remained at this increased rate throughout Q4 to assist this market sector with project implementation.

#### **Program Challenges**

#### COVID-19 Health Crisis

Safety is at the center of all we do at North Shore Gas. We continued to take preventive measures to address the evolving COVID-19 health crisis. Most post-inspections were performed virtually through the help of our program partners and customers.

#### **Program Successes**

#### Increased Engagement And Program Participation

Following consistent engagement with leadership within area school districts and village government organizations, many projects were completed in Q4. From these efforts, savings achieved in Q4 were 87% of the realized savings in 2020, which led to achieving 141% of the planned therm savings goal for 2020.

Such concerted outreach efforts will allow the program to accommodate other North Shore Gas public sector customers with unique and higher-cost energy savings projects.

#### Increased Trade Ally Partnership

The Public Sector program continues to strengthen collaboration with Trade Allies, ensuring continuous monitoring and feedback. The increased incentives for Public Sector customers in Q4 were shared with all participating Trade Allies during the monthly Trade Ally webinars and in the Brief Trade Ally Update e-newsletter, which provides the latest information on topics such as program updates, energy savings measures, training opportunities, safety information, and more.



### **Business Program** Small and Midsize Business

The Small and Midsize Business Program seeks to engage businesses with an annual gas use below 400,000 therms. Outreach and rebates are designed to support the unique needs of these businesses in improving their operations and reducing their energy costs.



Actual Net Therm Savings 325,715
Actual Net Therm Savings % 439%
Actual Net Budget Spend % 443%
Actual Completed Projects 132



Program Name	Description
	Prescriptive rebates are standard incentive amounts for common energy efficiency measures, typically, with deemed energy savings in the Illinois Technical Resource Manual.
Prescriptive and Custom Rebates	Custom rebates are awarded for the non-standard applications of energy efficiency measures or for projects that do not follow a one-for-one replacement. This is based on the review of several operating parameters that determine energy savings.
New Construction Rebates	Rebates are provided to new buildings or deep renovations, which design beyond regional code requirements to improve the building's energy efficiency.



#### **Continued Efforts**

#### **Enhanced Program Incentive Levels**

In Q4, the program continued incentive bonuses and increased incentives for boiler tune-up projects. The program team also announced a 20% multi-measure bonus for projects with more than one completed project.

The program also waived its three-year testing interval requirement to encourage customers to monitor and detect leaking steam traps early to prevent wasted energy.

#### **Online Energy Assessment Offering**

Small and midsize business customers continue to leverage their ability to receive customized reports and action plans that identify opportunities to save energy and available rebates, incentives, and other resources. Pictured here is the customer's entry point when beginning their assessment.

#### Start your energy assessment

Your energy savings report includes a prioritized list of opportunities to reduce your energy costs, benchmarking against similar businesses and potential energy savings to improve your bottom line. Answer a few questions and you will receive a detailed report including links to financial rebates and free services from Peoples Gas and North Shore Gas.

	PE VPLES GAS <sup>®</sup>	NURTH SHORE GAS
> Get Started		



#### **Program Challenges**

#### COVID-19 Health Crisis

Through Q4, the program is performing above forecast despite the current health crisis. Going forward, the program team will continue to closely evaluate participation with awareness that the pandemic environment may create impacts on program savings. We plan to target outreach to customer segments, offering virtual assessments and other ways to deliver low- and no-touch program offerings.

#### **Program Successes**

#### **Forecast Accuracy**

Through the end of Q4, the program realized 109% of its annual savings forecast.

#### **Bonuses Program Drives Increase Program Savings**

This year's bonuses drove trade allies to complete over 81 projects. These activities equated to 58,621 therms. Of the completed projects, 37 were boiler tune-ups. Our 20% bundling bonus campaign drove 27 projects to completion. Customers received this bonus by completing two or more projects at their facility. The 150% increase in incentives for the North Shore Gas territory led to 17 additional projects.


# **Small and Midsize Business**

### **Program Successes**

### **Restaurant Kit Distribution**

Restaurants took advantage of our kits designed for their businesses. Throughout the year, 132 kits were distributed saving 12,956 therms in 2020.

### **Additional North Shore Gas Targeted Kits**

To drive additional awareness, the program team distributed 807 kits to business customers in North Shore Gas Territory. Total savings from the kits amounted to 41,379 therms.

- General Kit contains aerators, weatherstripping, switch and outlet gaskets, and pipe insulation
  - ✓ 721 kits were distributed to houses of worship, manufacturing, non-profits, offices, retail/service, and warehouses.
- Motel Kit contains aerators, shower heads, and pipe insulation.
  - ✓ Distributed to motels only.
- School-Grocery Kit contains aerators and pre-rinse spray valve.
  - $\checkmark$  Distributed to schools, colleges, grocery, and hotels.



NORTH SHORE GAS







Free energy-saving products delivered to your business!

You can save up to \$150 each year in energy costs.





### **Single-Family**

Residential single-family offerings provide residential customers access to energy efficiency through two paths. The programs are designed to help customers save energy immediately through the direct installation of measures while identifying major upgrades (i.e. furnace or boiler replacement, attic insulation) for future consideration. The Home Energy Jumpstart path includes a direct installation service paired with a home energy assessment. Eligible improvements identified during the Jumpstart visit are eligible for an incentive through the Home Energy Rebate path.

### Q4 2020 YTD Savings

Actual Net Therm Savings475,339Actual Net Therm Savings %74%Actual Net Budget Spend %60%Actual Completed Projects2,471

## **Residential Program** Single-Family Offerings

Program Name	Description
Home Energy Jumpstart	Offers energy-saving products installed in homes at no-cost to the customer. The Home Energy Jumpstart program is a joint program offering provided in partnership with the Peoples Gas, North Shore Gas, and ComEd. Homeowners can reduce their energy and water use with the installation of products available to owners of single-family homes, two-flats, and individually metered condos and townhomes. Renters are also eligible with permission from their landlords.
Home Energy Reports	An opt-out behavioral program that provides residential customers no-cost reports with their energy usage compared to their peers. Home Energy Reports offer customers energy conservation tips to help inform energy cost reduction opportunities in their homes and encourage action.
Home Energy Rebate	Provided in collaboration with local Trade Allies. Offers rebates on energy-efficient heating, ventilation, and air conditioning, water heating equipment and qualifies weatherization projects for residential customers.
Elementary Education	The Elementary Education, Super Savers Program is a free energy efficiency education program. The program offers 5th-grade energy efficiency lesson plans, equipping teachers with activity guides and take-home kits for students and their families to learn how to save energy by installing no-cost energy-saving products in their homes.



# **Single-Family Offerings**

### Home Energy Jumpstart

### **Program Changes**

### **Optimizing the Virtual Home Energy Jumpstart**

Q4 focused on improving on the new Virtual Home Energy Jumpstart (VHEJ) offering that was launched in Q3. Online scheduling allowed for customers to choose between in-home and virtual. InContact software was added to the Surfly tool to improve customer communication and their experience throughout the virtual appointment.

### **Program Successes**

### Safety

0 safety incidents or field-related COVID-19 exposures

### Virtual Home Energy Jumpstart Participation

In Q4 we saw a gradual increase in VHEJ participation as customers became aware of the offering. In Q4, our VHEJ participation topped out at our target of 15%.

### **Program Challenges**

### **COVID-19 health crisis**

In Q4 we were still seeing higher cancellation rates than normal, and it can be attributed to COVID-19. With the VHEJ offering, we were able to reschedule some customers to still have them receive the benefits of the program.

### Home Energy Report

### **Program Changes**

### **Enhanced Reporting Cadence**

In Q4 heating season officially took effect, 79,362 customers received printed reports and 78,557 customers received email reports. Reports included neighbor comparisons, tips for heating in winter weather, and smart thermostat rebate modules.



### **Program Successes**

### **Digital Engagement**

In Q4, email reports resulted in an average open rate of 43%.

### **Program Challenges**

In Q4 the program team began coordination with GuideHouse to prepare for normalization of 2020 savings due to COVID-19. It is unknown at this time if normalization will have a positive or negative impact on overall savings achieved in 2020.

## NORTH SHORE GAS®

## Single-Family Offerings Home Energy Rebate

### **Program Changes**

### No Touch Quality Assurance And Quality Check

In Q4, 9.24% of all projects were post-inspected via phone verification or photo review.

### **Re-introducing Smart Thermostats And Piloting Weatherization Kits**

In Q4, smart thermostat rebates were reintroduced into the Home Energy Rebate offering. The program deployed multiple promotions of the smart thermostat rebate offering including; search engine optimization campaigns to drive customers to the rebate application when they searched for key works such as "smart thermostat", the smart thermostat module in the Home Energy Report, and outreach to active HVAC Trade Allies to inform them off the rebate. These efforts led to 69 smart thermostat rebates being processed in Q4.

Free weatherization kits were promoted via email to customers who have participated in other residential programs that do not include kits. In Q4, 13 customers received weatherization kits. This campaign will continue into Q1 of 2021.

### **Program Successes**

### **Forecast Accuracy And Performance Levels**

In Q4, the Home Energy Rebates program was on target with the forecast. Weatherization projects produced higher therm savings per project than forecast, primarily due to the change in the existing insulation requirements. Customer satisfaction remains high at 9.76 out of 10.

### **Program Challenges**

### Cost Effectiveness

Weatherization and certain HVAC measures continue to yield higher cost per therm than other measures. However, smart thermostats and weatherization kits are more cost-effective measures. While the program did not yet see wide adoption of these measures in Q4, marketing campaigns will continue and participation in these measures is expected to increase in early 2021. For weatherization, the program team is analyzing the impacts of applying project rebate caps in order to increase the number of projects that can be completed with the remaining budget and increase cost-effectiveness of each project. HVAC will see the NTG increase to 74% in 2021 (from 63% in 2020) which will also improve costeffectiveness of those measures.



## **Single-Family Offerings** Elementary Education

### **Program Changes**

### New Kit Measure

In 2020, changes to the student take-home kits included a new Furnace Whistle Alarm. It is designed to sound an alarm when the furnace filter is clogged, indicating a filter change is needed to improve efficiency and air quality.

### **Program Challenges**

### **COVID-19 Health Crisis**

Forecast underperformance due to the COVID-19 health crisis and stay-athome orders resulted in school closures. As of Q4, a total of 705 kits out of the original 3,643 kits, were distributed. Delays resulted from school closures in the service territory. The program shipped 450 kits in Q4.





### **Multi-Family**

The Residential Multi-Family program offers a comprehensive program of assessments, direct install, prescriptive and custom rebates, and Partner Trade Ally projects. The Multi-Family program is a joint offering with ComEd.

### Q4 2020 YTD Savings

Actual Net Therm Savings131,791Actual Net Therm Savings %486%Actual Net Budget Spend %347%Actual Completed Projects524

## **Residential Program** Multi-Family Offerings

Program Name	Description	
Multi-Family Energy Jumpstart	Offers free direct installation of energy-saving measures for Multi-Family buildings.	
Prescriptive and Custom Rebates	Prescriptive rebates are standard incentive amounts for common types of energy efficiency measures. Custom incentives are awarded for the non-standard technologies or for projects that do not include a one-for-one replacement. This is based on the review of several operating parameters that determine energy savings.	
Gas Optimization	Analysis of energy-using systems to identify no- and low-cost improvements to achieve natural gas savings.	
New Construction Prescriptive and Custom Rebates	Incentives are provided for new construction that surpasses the region's building codes to improve energy efficiency.	





### **Program Changes**

### Self-Installation Offering

Self-Installation (SI) is an alternative to direct installation. This offering provides the customer with the same energy efficiency measures through a "lowtouch" delivery process. Property Managers/Building Owners are responsible for installing free gas and electric measures provided by the Multi-Family Energy Savings (MFES) program.

### **Program Successes**

### **Additional Projects Converted**

Over 90,000 therms were converted in Q4 as the results of a steam trap project, domestic hot water pump controller projects, and pipe insulation projects.

### **Cost Effectiveness**

Due to the newer building stock in the North Shore Gas territory, the cost-effectiveness of projects is typically lower. Due to more steam trap, pipe insulation, and controller projects being identified in Q4, the program was significantly more cost-effective than planned.

### **Program Challenges**

### **Capital Projects**

With COVID-19 impacting the financial situation of most property managers, no capital projects, such as boiler or water heater replacements, occurred in Q4.



### Income Eligible Program

Income Eligible programs target the underserved income eligible market, providing services designed to make it easy for single-family and multi-family income eligible customers to take advantage of costeffective energy-saving retrofits.

### Q4 2020 YTD Savings

Actual Net Therm Savings94,304Actual Net Therm Savings %118%Actual Net Budget Spend %108%Actual Completed Projects2,038

## **Income Eligible Program**

Program Name	Description
Illinois Home Weatherization Assistance Program (IHWAP)	Leverages state and federal funds to supplement incentives from utility programs. The program was designed to help low-income residents save energy and money while increasing the comfort of their homes. With a mission to insulate low-income customers, particularly the elderly, persons with disabilities, families with children, high residential energy users, and households with a high-energy burden, to conserve needed energy and to aid those persons least able to afford higher utility costs. Weatherization services are provided to low-income residents through local community action agencies or not for profit agencies.
Income Eligible Multi-Family Savings (IEMS)	Building owners receive free technical assistance to identify energy efficiency opportunities and install measures. Expenses are fully covered by the program, from the direct installation of energy efficiency products into tenants' units (light bulbs, aerators, showerheads, etc.), to common area measures, and more extensive measures requiring building owner co-pay. These programs are joint utility program offerings.
Affordable Housing New Construction	Works with affordable housing developers to integrate energy efficiency best practices into rehab and new construction plans of Multi-Family and Single-Family buildings.
Income Eligible Gas Kits	Provides income-qualified customers with a kit of energy efficiency measures to self-install. The Income Eligible Gas Kits are distributed by ground mail to qualified customers vetted by the Low-Income Eligible Home Energy Assistance Program (LIHEAP).

## **Income Eligible Program** Q4 Program Offerings Savings

Program	Net Therms Achieved	% of Annual Goal	Total Spend	% of Annual Spend	# of Participants
Illinois Home Weatherization Assistance Program (IHWAP)	12,944	167.5%	\$304,564	143%	22
Income Eligible Multi-Family Savings (IEMS)	623	5%	\$27,377	33%	11
Affordable Housing New Construction	0	0%	\$O	0%	0
Income Eligible Gas Kits	72,335	0%	\$86,800	0%	2,000
Multi – Family Income Eligible	8,402	0%	\$84,131	0%	16



## **Income Eligible Program**

### **IHWAP**

### (Illinois Home Weatherization Assistance Program)

### **Program Changes**

### **Improved Implementation Guidelines**

Refined implementation guidelines improve contractors' performance on the program's costeffectiveness. As the implementor, Resource Innovations provided agencies with measurelevel instructions for better project scoping, identifying projects, and offerings needed per home, requiring them to identify cost-effective measures in the homes that would yield more savings at a lower cost.

### **Program Successes**

### **Streamlined Program Coordination**

Resource Innovations and Agencies coordinate and collaborate on program efforts on an ongoing basis, hosting virtual meetings to maintain open communication lines and transparency to ensure momentum.

### **Program Challenges**

### **Funding Realignment**

A portion of the multi-family (MF) budget was shifted to single family (SF) due to increased pipeline provided by Lake County. This led to an increased overall budget and savings for SF and decreased spend and savings for MF. Cedar apartments MF project was completed to meet remaining MF goals.



# **Income Eligible Program**

### Income Eligible Gas Kit

### **Program Changes**

### **Increased Kit Distribution Forecast**

The Income Eligible Gas Kits are distributed by ground mail to qualified customers vetted by the Low-Income Eligible Home Energy Assistance Program.

Kit measures include 1.5 gallons per minute chrome showerhead; 1.5 gallons per minute kitchen aerator; 1.5 gallons per minute bath aerator; Weather-stripping (17' closed-cell foam); Switch and outlet gaskets (10 each).

The program sent out 2,000 kits in October 2020 and exceeded the program goal.

### Affordable Housing New Construction

Program Changes N/A Program Successes N/A Program Challenges

Social distancing, stay-at-home orders, and latent effects on customer's ability to complete pipeline projects will impact savings goal attainment. As of Q4, one project approval is expected to begin construction in 2020 and end in 2021.



# **Income Eligible Program**

### Income Eligible Multi-Family Savings

### **Program Changes**

### N/A

### **Program Successes**

### **Program Work Restart**

In June, program began work on low-risk projects that involved minimal customer interaction and the Elevate team began work on building a virtual assessment model plan.

### **Goal Attainment**

Program was able to do additional work in Q4 to meet/exceed NSG portfolio goals; measures included boilers, tune-ups, and pipe insulation.



# Breakthrough Equipment & Devices

### **Program Successes**

- The radiator Open-Source Building Sensors and Controls retrofit device was further improved offering potential for up to 50% energy savings for Income Eligible sector where old radiators are installed in buildings.
- The venturi steam trap field study has made progress as all the venturi traps have been installed and are being
  monitored. In addition, five legacy venturi trap installations were visited for performance assessments. Venturi traps are
  now in the TRM and rebate applications are treated as prescriptive, rather than custom projects, which will help expand
  their use.
- The Building Operator Certification (BOC) program finished out the year with all trainings done virtually. Despite difficulties of virtual training, goals were met in term of numbers of trainings held. There were also 150 credential renewal scholarships issued and four veteran scholarships issued.
- The Building Stretch Code initiative implementation wrapped up, evaluating opportunities for municipalities to make energy building codes more efficient in order to reduce consumption. Based on the feedback and learning from phase I, a second phase is planned for 2021.
- Midstream Commercial Food Service Pilot finished the initial phase I. With greater participation than expected including nearly double the of suppliers, the pilot will be continuing through 2021. The rebates paid through the end of Q4 2020 was almost exactly on target at \$47k, despite the pandemic.
- Efforts with local and national stakeholders to promote commercialization of gas heat pumps for market success continued.

Research and Development (R&D) evaluate innovative technologies and projects for possible future inclusion in programs to achieve additional therm savings. Projects are implemented in collaboration with research organizations, educational institutions, and non-profit organizations. This team is also engaged in Market Transformation (MT) activities to shift the market to greater adoption of energy-efficient technologies. Market Transformation initiatives are expanding new project launches and existing projects as joint IOU MT initiatives.



## **Business Program Marketing**

**Business Program Marketing** 

#### SMB Online Assessment Facebook Ads

Facebook ads promoting the online assessment tool to help drive new customers into our program pipeline. Segmented campaign targeting business leaders and manufacturing companies in Chicago.

#### SMB Online Assessment Customer Email

Email to customers promoting the online assessment tool to help drive new customers into our program pipeline. Segmented campaign targeting business leaders and manufacturing companies in North Shore Gas.

#### **C&I Illinois Manufacturers Association Paid Ad**

Partnership with IMA to increase industry presence across C&I customers. Direct paid ad driving customers to contact an energy advisor for program benefits. Ad targeted legislators, regulatory decision makers and the media. The magazine is distributed to 3,500+ IMA members.

#### C&I St. Mary of the Lake Direct Mail

Captured key benefits from University of St. Mary project completion, including savings and key benefits following the completion of the project. Direct mail campaign targeted top C&I account in North Shore Gas territories.

#### **Public Sector Waukegan Public Schools Direct Mail**

Highlight energy savings and total rebates following project completion for Waukegan School District. Promote the FREE assessment followed by incentives and therm savings for boiler tune-ups, steam trap replacements, condensate pump replacements, leaking steam valve replacements, steam leak repairs and HVAC system control updates.

### Public Sector, Illinois Association of Park Districts Print Ad

Magazine print ad opportunity to promote utility efforts targeting parks and recreation centers. Audience included elected officials and recreation professionals who run the daily operations of the state's park districts, forest preserves, conservation areas, recreation associations and parks.

### Trade Ally, Program Collateral

- Pipe Insulation Form
- Trade Ally Landing Page Live
- Study Definitions Collateral
- Prescriptive Cheat Sheet
- Monthly Btu Newsletter

### NCRTH SHORE GAS<sup>®</sup> ENERGY EFFICIENCY PROGRAM





# **Residential Program Marketing**

### **Residential Program Marketing**

### **HER Weatherization Kits Pilot Launch**

Acquisition email campaign driving customers to request their free weatherization kit through the North Shore Gas home energy rebates program. Kits included easy-to-install energy saving products.

### HER Smart Thermostat Rebates Black Friday/Cyber Monday Search Engine Optimization Campaign

Holiday promotion during shopping peaks in Q4, promoting smart thermostat rebates and driving customers to the online application portal for their \$20 submission. Ads continued to run following Black Friday and Cyber Monday to continue promoting rebates and specific smart stat products.

### HER Heating Season – Google Search Campaign

Increase awareness for rebate and weatherization incentives for the home energy rebate program. Identified key words resonating with residential customers to help raise awareness. Campaign was centered around heating season, gas measures, saving money and improving home comfort.

### Trade Ally Leave Behind Postcard.

Continued rollout of outreach with Trade Allies, building marketing piece promoting program offerings and available rebates. This piece will serve as a leave-behind in Trade Ally offices capturing program and direct contact information.





Enjoy these FREE weatherization products! Improve the efficiency and comfort of your home with these easy-to-install products.

#### What's inside



17' roll of close d-cell Self-adhesive door swe

ply remove the adhesive Just peel and stick this door ring and stick to any surface sweep on the bottom interior presents an air leak, side of a door to block drafts using the inside of door rem and above or below from the outside. I strand of The easy-to-install foam switch eas the selfand outlet sealing gaskets out drafts in belp conserve energy when ding an easy used in exterior wall receptacles th

#### If you have received any broken or defective items in this kit, or have any questions regarding these products, please call us at **855-849-8928**.



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