

# EE Stakeholder Advisory Group Meeting Agenda

Tuesday, September 9, 2008  
1:00 –5:00 pm

**Locations:**

**Chicago:** James R. Thompson Center, 100 Randolph, Suite 3-400 – Illinois Room

Time	Agenda Item	Discussion Leader
1:00 – 1:15	Welcome and Opening, Introductions	Annette Beitel
1:15 – 1:45	Fall Lighting Program (ComEd)	Denise Munoz
1:45 – 2:15	Proposed Education/Awareness Campaign (ComEd)	Alicia Forrester
2:15 – 2:45	Community Partnerships (ComEd)	Mike Brandt
2:45 – 3:15	Break	
3:15 – 3:45	C&I Update (Ameren)	John Nicol
3:45 – 4:15	Residential Update (Ameren)	Bob King
4:15 – 4:30	Report out (DCEO) <ul style="list-style-type: none"> <li>• Outreach and Marketing</li> <li>• Portfolio Update</li> </ul>	David Baker
4:30 – 4:50	Consumer Issues	Bryan McDaniel
4:50 – 5:00	Closing	Annette Beitel

**Meeting Materials:**

- ComEd: Residential Lighting Initiative
- ComEd: Proposed Education and Awareness Initiative
- ComEd Energy Efficiency Community Partnership
- Ameren: C&I Update
- Ameren: Residential Programs Update
- DCEO: EEPS Outreach and Marketing
- DCEO: Energy Efficiency Portfolio Update

Our Solemn Hour

## **Stakeholder Advisory Group Meeting**

**Tuesday, September 9, 2008**

**Facilitator:** Annette Beitel

**Note Taker:** Susan Wobbekind

**Present:** Annette Beitel (FutEE), David Baker (DCEO), Dylan Sullivan (NRDC), Bryan McDaniel (CUB), Antonia Omelias (City of Chicago), Kristin Munsch (AG), Anthony Star (CNT Energy), Tim Melloch (ComEd), Val Jensen (ComEd), Mike Brandt (ComEd), Karen Kansfield (Ameren), Keith Martin (Ameren), Bob King (CSG), Alicia Forrester (Ameren), Dana Kenney (City of Chicago), Kate Agasi (MMC), Denis Munoz (ComEd), John Nicol (Ameren), Cheryl Miller (ComEd), Jay Wrobel (MEEA), Susan Hedman (AG).

**Present via Web-X:** Geoff Crandall (MSB Consulting for ELPC), David Brightwell (ICC), Harvey Neverman (Ameren), Ilze Rukis (Integritys), Judd Moritz (Ameren), Lynda Files (Ameren), Mike Borovick (ICC-Counsel), Richard Zuraski (ICC), Tom Kennedy (ICC), Megan McNeill (ICC-Counsel).

### **Welcome and Opening, Introductions**

#### **Fall Lighting Program (ComEd)**

Denise Munoz gave an update on Phase I of ComEd's Fall lighting program. 50 store events have been completed since June, and 7 of 8 field representative positions have been filled. Denise reported that an estimated 63% of the 345,000 specialty bulbs allotted for Phase I have sold. The program offers a point of sale discount. The incentives are available "while supplies last". All the bulbs offered in the program are Energy Star certified and have gone through testing. Stores have been extremely receptive to the program.

ComEd plans to move a larger number of bulbs during Phase II by expanding into different retail venues and offering twist as well as specialty bulbs. Phase III will focus on any shortfalls of the previous two phases, while extending memos of understanding with retailers. Hardwired desk fixtures will be introduced during Phase III.

ComEd is working on developing a bulb recycling network. Home Depot and Ace Hardware stores have agreed to partner with ComEd and have recycling containers on site. Talks are underway with other retailers.

## **Proposed Education/Awareness Campaign (ComEd)**

### **1. Energy Doctor Tour**

Alicia Forrester shared ComEd's Energy Doctor on tour campaign. ComEd wants energy efficiency to be in the forefront of the campaign. No kilowatt savings are associated with this part of the portfolio. Effectiveness of the campaign will be measured by a survey at the back end of the campaign.

**Act:** Incorporate into the campaign the impact of plasma televisions and video game consoles.

**Act:** Pull in some Spanish speaking educators to reach non-native English speakers.

**Act:** Quantify the number of customers touched by getting a handheld to have customers answer a few questions at the end of their visit

### **2. Energy Efficiency Fund**

The fund has a funding level up to \$50,000. A time limit will be set for for not-for-profit groups to apply for funding, then all applications will be compared. An application must be for a new project or an improvement of an existing project or infrastructure. No TRC test will be done for this program, and kilowatts saved will not be applied to the overall goal of the plan. Case studies will be done to determine what actions were the most effective.

**Act:** Talk to Chicago Community Trust regarding doing business with not-for-profits.

**Act:** Give approved organizations guidance regarding collateral materials to avoid money spent on developing new materials.

**Act:** ComEd welcomes guidance regarding working with not-for-profits and evaluating applications. Anyone interested should contact Mike Brandt.

**Suggestion:** Create a competitive bid process?

## **Community Partnerships (ComEd)**

Mike Brandt presented this program which will be in its design phase until ComEd gets a group of selected communities together to help ComEd design the program. This program will be narrowed down to two community participants that engage in a friendly competition, perhaps similar to the "Biggest Loser" concept.

### **C&I Update (Ameren)**

John Nicol expressed a need to understand the process for the shifting of funds within the portfolio because Ameren is very close to budget on parts of its program. One program Ameren is considering cutting is its street lighting program. The group expressed agreement that an entity wishing to shift funds should produce written documentation to the SAG. After an agreed upon review time, the SAG would then have a Q&A meeting, with the reporting entity taking the SAG's advice into account when determining whether or not to move funds.

John reported that Ameren workshops and meetings were geographically disbursed and had good attendance throughout. Customers learned of the events through mailings and account representatives. Ameren's greatest challenge is to not over-promote its programs, for fear of meeting budget too quickly.

### **Residential Update (Ameren)**

Ameren's plan is still in development. Currently, Ameren is working with Menards, Lowes and Ace. All numbers posted were achieved without any marketing. Bob King echoed John Nicol's sentiment that there will be a problem with hitting budget numbers too early.

### **Report out (DCEO)**

- **Outreach and Marketing**
- **Portfolio Update**

David Baker presented DCEO's numbers to the group.

### **Consumer Issues (Bryan McDaniel)**

Bryan McDaniel expressed a need for a common reporting template for SAG members so that the group could better keep track of the numbers being reported. Bryan suggested the template include such things as budget numbers, savings, customers served, jobs created and carbon reduction numbers. The group agreed there is a need for such a template and that the members should produce a monthly report for SAG.

**Act:** ComEd to circulate for feedback the template of a report they have been working on for SAG.

**Act:** Have a SAG presentation on carbon measurement.