

**Act**OnEnergy™

Program Year 1:  
Results

Program Year 2:  
June-August, 2009

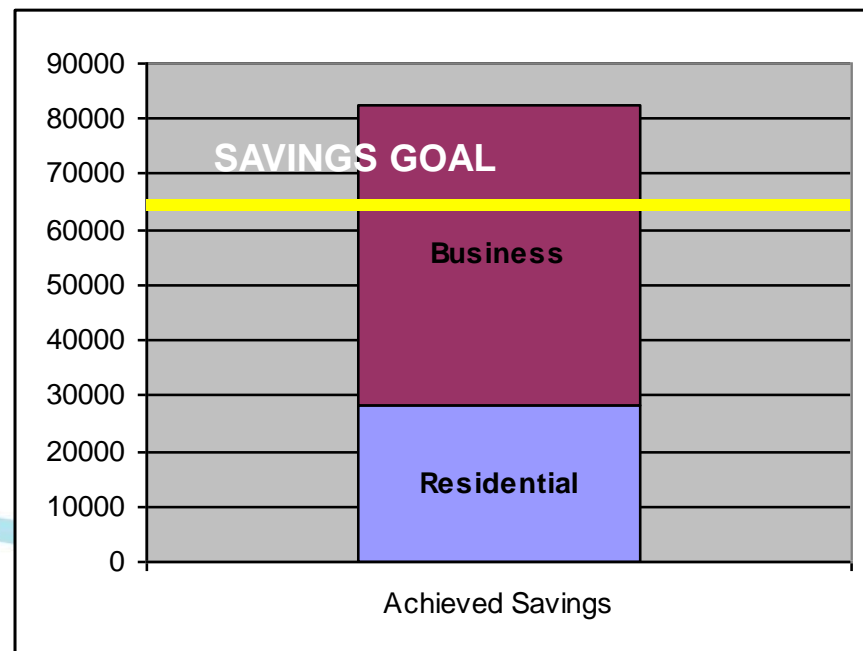


September 30, 2009

# Program Year 1 -Overall

OVERALL EE/DR PORTFOLIO			
	Actual PY1	Goal PY1	% Achieved PY1
ENERGY SAVINGS (MWH)			
Total	82,688	63,068	131%

- 65% savings achieved by Business
- Internal data only
- **Not reflective of EM&V results**

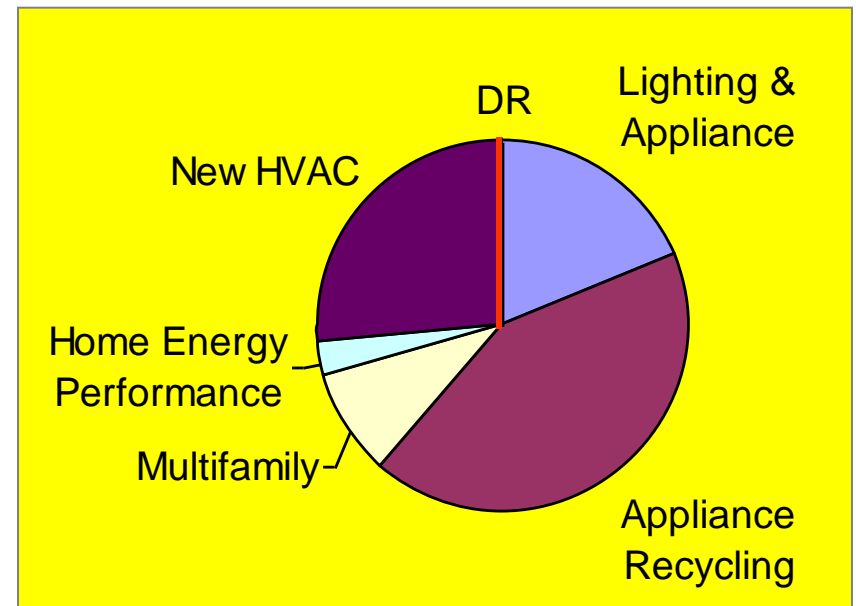


# Program Year 1 – EM&V Results

- Presented this morning

# Year 2 – 1<sup>st</sup> Quarter; Residential

- **Achieved 20% of goal**  
*(including pending)*
- **HVAC and Appliance Recycling lead savings**



Residential Portfolio	Net MWH Q1 PY2	Net MWH Goal PY2	% Achieved
Lighting & Appliance	1,172	31,817	4%
Appliance Recycling	2,632	9,440	28%
Multifamily	589	1,746	34%
Home Energy Performance	170	2,474	7%
Demand Response	1	279	1%
New HVAC	1,652	2,328	71%
Pending (Split Lighting, MF, AC)	3,448	-	-
<b>Total MWH</b>	<b>9,664</b>	<b>48,084</b>	<b>20%</b>

# Year 2 – 1<sup>st</sup> Quarter; Residential



## Energy Efficient Lighting

- **50,000 bulbs sold**
  - Adding Best Buy and True Value in September
    - 5 more partners pending
  - 40% less bulb availability in US
    - We are competing to acquire bulbs
  - New Earthmate bulb package
    - Multipacks designed to double as a recycling kit, includes postage-paid shipping
    - reduced mercury content (1mg)
  - Oct 1: Change of Light campaign
    - Take the Pledge Giveaway Contest
    - ES appliances and home improvement gift cards



**Currently in  
102 stores:**

- **Menards**
- **Home Depot**
- **CVS**
- **Ace Hardware**
- **Sams**

# Year 2 – 1<sup>st</sup> Quarter; Residential



## ENERGY STAR Appliance Rebates

- *“Oversold” dehumidifiers (3,500), undersold window ACs (1,044 with 6,785 goal) due to cool summer, only 2 ceiling fans sold*
- *Summer is “peak” season; concern for spring sales to meet goals*

## Appliance Recycling

- *4,900 recycled (15,600 goal)*
  - Comprehensive marketing performed: direct mail, bill inserts, newspaper ads, radio ads, billboards

## Multi-family

- *2,020 units (64% of goal)*
  - Developing custom measures

## Cooling Equipment

- *691 CAC/Heat Pumps, 46 Ground Source Heat Pumps (Geothermal)*
  - 298 program allies
  - Bill inserts, local magazine ads, e-blast
  - Funds may run out prior to year end



# Year 2 – 1<sup>st</sup> Quarter; Residential



## Home Energy Performance

- **693 Audits**
- **Few follow up measures installed (insulation)**
  - Lack of BPI certified installers
  - 5 Auditor team (1 Metro-East St. Louis, 1 Champaign) (starting in October)
  - Two HEP mailings of 5,300 and 19,100 respectively
  - Letter to insulation contractors to promote the HEP program and opportunities for BPI training

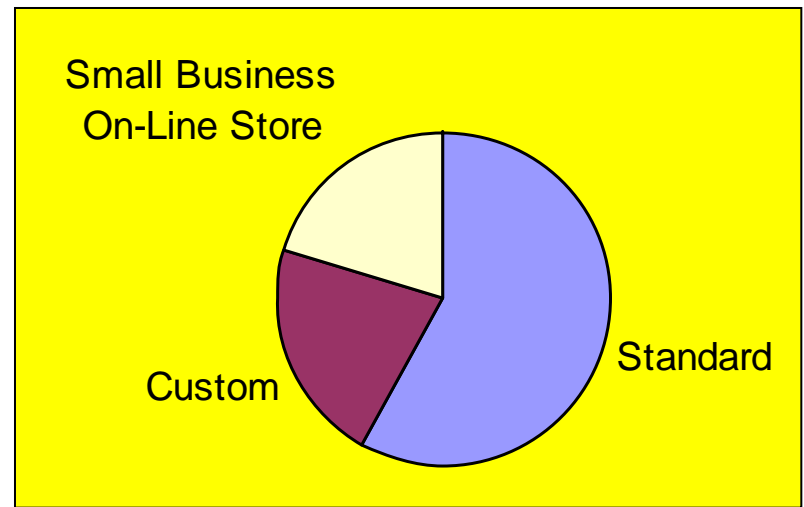
## E-Smart (DR) Programmable Thermostat

- **About 100 installed**
  - Delayed due to IT; online programming; now resolved
  - Collaborating with CNT; enrolling Power Smart Pricing
  - First mailing of 12,000; received 194 responses



# Year 2 – 1<sup>st</sup> Quarter; Business

- Majority of savings are pending
- Majority of projects are lighting



Business Portfolio	Net MWH PY1	Net MWH Goal PY1	% Achieved
Standard	437	63,182	1%
Custom	167	17,137	1%
Retrocommissioning	0	3,355	0%
Small Business On-Line Store	153	-	-
New Construction	0	102	0%
Demand Response	0	93	0%
Pending (Split Lighting, Custom, Retro)	29,940	-	-
<b>Overall Portfolio Total</b>	<b>30,697</b>	<b>83,869</b>	<b>37%</b>



# Year 2 – 1<sup>st</sup> Quarter; Business



## Marketing

- Developed co-branding guidelines
- Bill insert
- Performing major outreach to Chambers
- Added on-line Lighting application
- 254 registered program allies

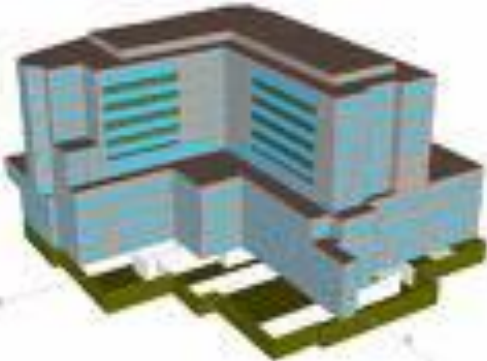
## Changes

- 90 day pre-approval for Standard projects
- Incentive cap changed from \$100,000 to \$200,000
- *None applied yet even at \$100,000*

## Challenges

- Anticipate reaching goal by April
- *Year end represents problem for Spring applications; only 2 months to complete projects*
- Limited staffing due to under funding of program
- Lower average project; \$6,844 PY2 vs \$10,000 PY1
  - *30% reduction in average project size*

# Year 2 – 1<sup>st</sup> Quarter; Business



## Approved Project volume: 292

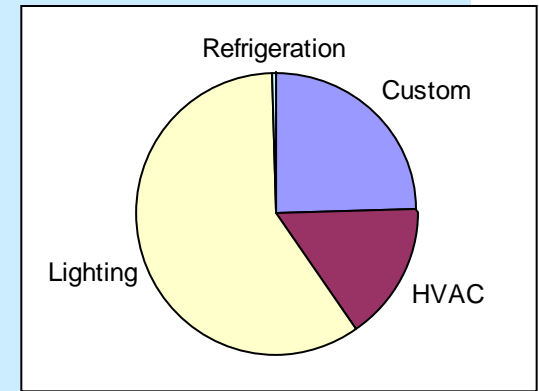
**Custom: 72**

**Standard:**

**HVAC 46**

**Lighting 172**

**Refrigeration 2**



## Other Electric Programs

- **Small Business Online Lighting Store**
  - Added 7 new items
- **Retro Commissioning**
  - Compressed Air and Healthcare
  - Select contractors participating
- **E-Smart DR Thermostat**
  - “Triad” mailing; combined with HVAC
  - Upcoming challenges with ARES transition

# Portfolio Goals and Budget

- Significantly higher goals for this year

Electric EE Portfolio	Total Annual MWH		
	<u>2008 Actual</u>	<u>2009</u>	<u>2010</u>
Total Residential	28,286	42,406	76,458
Total Business	55,745	83,857	115,395
Total Portfolio	84,031	126,273	190,853
Plan Budget	\$10,402,128	\$20,662,955	\$31,803,964
Gas EE Portfolio	Total Annual Therms		
	<u>2008 Actual</u>	<u>2009</u>	<u>2010</u>
Total Residential	70,125	1,271,430	1,833,205
Total Business	12,371	550,941	977,259
Total Portfolio	86,150	1,822,371	2,810,464
Plan Budget	\$990,371	\$3,900,000	\$5,500,000



# CFL Recycling

**ONE GOOD TURN  
DESERVES ANOTHER.**

Use CFLs. Recycle CFLs.



ActOnEnergy.com



Logo Sticker  
(For Placement Only)

AUTHORIZED CFL DROP-OFF CENTER



- Partial grant from DCEO
- AIU administers & implements
- 100 CFL drop-off locations
- Ace Hardware, Springfield Electric, County Health Departments
- Postage free Fed-Ex 5 gallon bucket
- No cost to the authorized drop-off locations.



# Downstate Lighting

## IT'S A FACT

**COMPACT FLUORESCENT LIGHT BULBS** (CFLs) fit your style! Today's CFLs come in many shapes and sizes to fit most lamps and fixtures.



- ENERGY STAR® qualified CFL bulbs **USE ABOUT TWO-THIRDS LESS ENERGY** and last up to **EIGHT TIMES LONGER** than standard bulbs.
- Using ENERGY STAR qualified light fixtures and bulbs **REDUCES ENERGY USE** and helps prevent air pollution.



- DCEO grant funded
- Provides discounted bulbs in retail locations for non-AIU customers
- Using AIU subcontractor and processes
  - *Dedicated, separate reps*
- 65 locations
  - *True Value, Ace, Menards, Best Buy, CVS, Kroger*

## DISCOUNT

PROVIDED BY:



*Price shown reflects DISCOUNT.*

