



Energy Efficiency Portfolio

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Design Factors

- ▶ Stakeholder input and first cycle experience
- ▶ Statutory requirements
 - Savings Goals and Budget Restrictions
 - Cost Effectiveness
 - Sectors – Public (DCEO), Low Income
 - Integrated Gas and Electric Plan
 - Evaluation
- ▶ Natural partnerships with state entities
- ▶ Position Illinois to meet the longer term goals by developing a robust EE services industry
- ▶ Flexibility to allow market response



Overview

Integrated Natural Gas & Electricity Energy Efficiency Portfolio

- ▶ **Integrated:** DCEO intends to offer integrated gas/electric energy efficiency programs
 - Statutory requirement
 - Whole building efficiency and lost opportunity
- ▶ **Statewide:** DCEO will offer the same suite of programs across the state
 - ComEd, Ameren, Nicor, Peoples, North Shore
 - No cross subsidization
 - Avoid confusion and possible claims of discrimination
- ▶ **Evaluation:** DCEO evaluator
 - Consistent approach
 - Simplified budgeting

Market Sectors

▶ **Public:**

- Statutory public sector set aside
 - Units of local government
 - Municipal corporations
 - Public school districts (K thru 12)
 - Community Colleges
- Continuing to serve additional public sector entities
 - Above the 10% statutory requirement
 - State and federal facilities
 - State Universities

Market Sectors

- ▶ **Low Income (<150% of poverty level):**
 - Electric Portfolio
 - Continue to satisfy statutory requirements
 - 6% of total revenues = 24% of DCEO electric budget
 - Natural Gas Portfolio
 - For DCEO to meet its overall 20% of gas portfolio savings requirement, it is limited to a proportionate amount of 24% of budget for low income programs
 - Statutory requirement for gas portfolio requires average 10.6% of total revenues to low income (~ 42% of DCEO gas budget). DCEO still developing # with utilities.
 - DCEO gas budget provides suite of programs that includes 24% of its budget allocated to low income
 - DCEO requires an additional \$2.5 M annually to meet the entire low income gas target
 - Low income share as % of individual utility revenues varies for 7% to 18%

Market Sectors

▶ **Market Transformation:**

- Ensure sustainable and robust energy efficiency gains within the state
 - Technical assistance
 - Codes
 - Enhanced Implementation for Public Sector
- Support achievement of long term efficiency goals
 - Training Programs
 - Codes
 - Educational programs
- Measure Spillover and count savings

DCEO Energy Savings Goals

- ▶ Electricity: Budget Constraints
 - DCEO plans to meet 15% of *Net* statewide goal (155 million kWh per year)
 - 155 million kWh per year reflects 15% in year 1; 11.95% in year 2; 8.5% in year 3
- ▶ Gas:
 - Per statute, DCEO plans to meet 20% of the *Net* statewide goal
 - Annual targets are 2.1, 4.2 and 6.3 million therms
 - 3 yr total 12.6 million therms
 - DCEO plans to levelize savings at 4.2 million therms annually (*Net* savings)

Savings goals as % program areas

| Program Area | Electric | Million kWh/yr | Gas | Million therm/yr |
|---------------|-------------|---------------------|-------------|-------------------|
| Public | 83% | 128.65 | 75.3% | 3.16 |
| R&D | 2.3% | 3.57 | 2.7% | 0.11 |
| Low Income | 10.4% | 16.12 | 15.6% | 0.66 |
| Market Trans. | 4.3% | 6.66 | 6.4% | 0.27 |
| EM&V | - | - | - | - |
| Admin. | - | - | - | - |
| Total | 100% | 155.00 (Net) | 100% | 4.20 (Net) |

DCEO Gas Budget Approaches

| | | | |
|--------------------------------|-----------------|---|-------------------------------|
| DCEO Budget Approaches: | 25% of Rate cap | Limited to 25% of Utility Annual Filing | Levelized Budget over 3 years |
|--------------------------------|-----------------|---|-------------------------------|

- ▶ Considerations:
 - 20% Savings Statutory Goal
 - Market Impact
 - Existing large scale electric programs
 - Utility annual filing still a moving target
- ▶ DCEO – 3 year levelized budget @ \$13M/yr (total \$39 M)
 - Today – 3 year utility filing at \$ 40.2M

Approach Selected

% of Net Savings Goal by Utility

| | Year 1 | Year 2 | Year 3 | TOTAL |
|--------------|--------|--------|--------|-------|
| Ameren | 40.6% | 20.3% | 13.5% | 20.3% |
| Nicor | 40.6% | 20.3% | 13.5% | 20.3% |
| Peoples | 40.6% | 20.3% | 13.5% | 20.3% |
| North Shore | 40.6% | 20.3% | 13.5% | 20.3% |
| TOTAL | 40.6% | 20.3% | 13.5% | 20.3% |

DCEO Gas Budget Approaches

- ▶ Limiting DCEO budget to 25% of utility annual filing results in Peoples and North Shore territory goals not met

% of Net Savings Goal by Utility

| | Year 1 | Year 2 | Year 3 | TOTAL |
|--------------|--------------|--------------|--------------|--------------|
| Ameren | 39.3% | 22.1% | 16.1% | 22.0% |
| Nicor | 30.2% | 25.1% | 23.5% | 25.1% |
| Peoples | 20.4% | 18.5% | 17.2% | 18.2% |
| North Shore | 18.2% | 17.9% | 17.3% | 17.6% |
| TOTAL | 29.0% | 22.9% | 20.6% | 22.7% |

Rate Cap and DCEO Budget

- ▶ DCEO is allocated up to 25% of the funding cap to administer its programs.
 - **Electric:** Full \$55M per year (\$54.8, \$55.3, \$55.7)
 - **Gas:** Levelized \$13M per year (\$39M versus Cap at ~ \$68M)

DCEO Budget Breakout (\$M)

| Program Area | % DCEO | Electric | Gas | Total |
|---------------|-------------|---------------|---------------|---------------|
| Public Sector | 53% | \$29.1 | \$6.9 | \$36.0 |
| R&D | 3% | \$1.7 | \$0.4 | \$2.1 |
| Low Income | 24% | \$13.2 | \$3.1 | \$16.3 |
| Market Trans. | 10% | \$5.5 | \$1.3 | \$6.8 |
| EM&V | 3% | \$1.7 | \$0.4 | \$2.1 |
| Admin. | 7% | \$3.8 | \$0.9 | \$4.7 |
| Total | 100% | \$55.0 | \$13.0 | \$68.0 |

DCEO Savings Goals / Budget

- ▶ Electric
 - \$55M/yr
 - 155 Million kWh annually
 - Net 15% of state savings target in year 1
- ▶ Gas 1:
 - \$13M/yr
 - 4.2 million therms annually
 - Net 20% of state savings target over 3 year program
- ▶ Gas 2:
 - $\$15.5\text{M/yr} = \$13\text{M/yr} + \$2.5\text{M/yr}$
 - DCEO budget for 20% of statutory savings goal + increment to satisfy low income statutory funding requirements
 - Additional 0.321 million therms annually, ~ 1.5% portfolio

Evaluation

- ▶ DCEO proposes to issue its own RFP for EM&V
 - Consistency
 - Simplify accounting
- ▶ Continue 1st Cycle work + gas
- ▶ Budgets:
 - Natural gas: 3% of budget = ~\$0.4M
 - Electricity: 3% of budget = ~\$1.7M

New DCEO Portfolio Elements

- ▶ Programs:
 - Higher Public incentives
 - Targeted markets
 - Public Housing Authority program
- ▶ Market Transformation:
 - Count savings (spillover)
 - Narrowed focus
 - Increased coordination
 - Enhanced implementation
- ▶ Expanded R&D
- ▶ Gas Program:
 - Integrated
 - Levelized approach to savings and budget
 - 3 year plan
- ▶ Administration:
 - Increased staffing
 - Improved database
 - Expanded marketing
- ▶ EM&V – DCEO contract



Programs

Public Sector

▶ Markets:

- Units of local, state and federal government
- Municipal corporations
- Public school districts
- Community Colleges
- State Universities

▶ Programs:

- Standard (Prescriptive)
- Custom
- New Construction
- Retro-Commissioning
- Lights for Learning

Public Sector: Standard Prescriptive

- ▶ Encourage the purchase of high efficiency measures through targeted market incentive offerings
- ▶ DCEO core program for kWh and therm savings
- ▶ Lessons Learned – first three year program
 - Need higher incentive levels
 - Need innovative marketing approaches
- ▶ New sub-programs being developed
 - Municipal Energy Efficiency Aggregation
 - Water & Waste Water Treatment Facilities
 - Energy Efficiency for Outdoor Lighting
 - Public Building Categories
 - Educational Facilities

Public Sector: Standard Prescriptive

| Program Metrics | | | | |
|--------------------------------------|-----------|-----------|-----------|-----------|
| Year | 1 | 2 | 3 | Total |
| Incentive Costs | \$23.95 M | \$24.17 M | \$24.40 M | \$72.52 M |
| Portfolio Admin. Costs | \$4.79 M | \$4.83 M | \$4.88 M | \$14.5 M |
| Total Costs | \$28.74 M | \$29.00 M | \$29.28 M | \$87.03 M |
| Net kWh Savings (millions of kWh) | 67.08 | 67.7 | 68.36 | 203.15 |
| Net Therms (millions of therms) | 1.60 | 1.61 | 1.62 | 4.83 |
| \$/kWh Saved (Program) | \$0.347 | \$0.347 | \$0.347 | \$0.347 |
| \$/Therm Saved (Program) | \$3.42 | \$3.42 | \$3.42 | \$3.42 |

Program TRC: 1.73

Public Sector: Custom

- ▶ Based on technical engineering analyses & calculated savings for specific projects
- ▶ DCEO core program for kWh and therm savings
- ▶ Provides measures and combinations of measures not covered by prescriptive or other programs in the portfolio
- ▶ Incentives based on per kWh and per therm value subject to certain caps:
 - May not exceed 50% of incremental cost for retrofits, 100% for replacements
 - Total incentive may be reduced if simple payback below 1 yr

Public Sector: Custom

| Program Metrics | | | | |
|--------------------------------------|----------|----------|----------|-----------|
| Year | 1 | 2 | 3 | Total |
| Incentive Costs | \$7.91 M | \$8.07 M | \$8.22 M | \$24.20 M |
| Portfolio Admin. Costs | \$1.58 M | \$1.61 M | \$1.64 M | \$4.83 M |
| Total Costs | \$9.50 M | \$9.68 M | \$9.87 M | \$29.06 M |
| Net kWh Savings (millions of kWh) | 38.30 | 39.02 | 39.82 | 117.14 |
| Net Therms (millions of therms) | 1.05 | 1.07 | 1.09 | 3.20 |
| \$/kWh Saved (Program) | \$0.20 | \$0.20 | \$0.20 | \$0.20 |
| \$/Therm Saved (Program) | \$1.755 | \$1.755 | \$1.755 | \$1.755 |

Program TRC: 2.81

Public Sector: New Construction

- ▶ Targeted at new construction and major renovations that exceed current Illinois Energy Conservation Code for Commercial Buildings
- ▶ Two levels
 - Incentives based on savings beyond code design (or beyond other institutional/legal requirements already above code)
 - Bonus incentives provided for LEED® projects
- ▶ Incentives based on per kWh and per therm value designed to achieve greatest level of energy efficiency

Public Sector: New Construction

Program Metrics

| Year | 1 | 2 | 3 | Total |
|--------------------------------------|----------|----------|----------|--------|
| Incentive Costs | \$1.83 M | \$1.83 M | \$1.83 M | \$5.49 |
| Portfolio Admin. Costs | \$0.37 M | \$0.37 M | \$0.37 M | \$1.11 |
| Total Costs | \$2.20 M | \$2.20 M | \$2.20 M | \$6.60 |
| Net kWh Savings (millions of kWh) | 5.56 | 5.56 | 5.56 | 16.68 |
| Net Therms (millions of therms) | 0.35 | 0.35 | 0.35 | 1.05 |
| \$/kWh Saved (Program) | \$0.28 | \$0.28 | \$0.28 | \$0.28 |
| \$/Therm Saved (Program) | \$1.71 | \$1.71 | \$1.71 | \$1.71 |

Program TRC: 4.9

Public Sector: Retro-Commissioning

- ▶ First Cycle pilot very successful and well received
- ▶ Low cost tune-ups and adjustments that improve efficiency of existing public buildings' operating systems
- ▶ Focus on building controls and HVAC systems
- ▶ Services delivered thru a network of commissioning providers trained in program protocols
- ▶ Provide up to 50% of RCx assessment up to cap of \$78,000. Client required to commit to a minimum of \$10,000 for implementation of measures.
- ▶ Implementation incentives offered based on per kWh and per therm value up to 50% of incremental cost

Public Sector: Retro-Commissioning

| Program Metrics | | | | |
|-----------------------------------|----------|----------|----------|----------|
| Year | 1 | 2 | 3 | Total |
| Incentive Costs | \$1.90 M | \$1.90 M | \$1.90 M | \$5.70 M |
| Portfolio Admin. Costs | \$0.38 M | \$0.38 M | \$0.38 M | \$1.14 M |
| Total Costs | \$2.28 M | \$2.28 M | \$2.28 M | \$6.84 M |
| Net kWh Savings (millions of kWh) | 13.62 | 13.62 | 13.62 | 40.86 |
| Net Therms (millions of therms) | 0.372 | 0.372 | 0.372 | 1.116 |
| \$/kWh Saved (Program) | \$0.14 | \$0.14 | \$0.14 | \$0.14 |
| \$/Therm Saved (Program) | \$0.85 | \$0.85 | \$0.85 | \$0.85 |

Program TRC: 1.63

Public Sector: Lights for Learning

- ▶ Provide public education on energy savings, environmental and economic benefits of energy efficient products while providing fund raising opportunity for schools (k thru 12)
- ▶ Promotes ENERGY STAR® qualified CFLs and other energy saving measures
- ▶ Receive 60% profit of sales and free education assemblies/classroom presentations –heightens awareness
- ▶ Expand to include private schools
- ▶ Contemplating expansion to gas products

Public Sector: Lights for Learning

| Program Metrics | | | | |
|-----------------------------------|----------|----------|----------|----------|
| Year | 1 | 2 | 3 | Total |
| Incentive Costs | \$0.53 M | \$0.53 M | \$0.53 M | \$1.59 M |
| Portfolio Admin. Costs | \$0.11 M | \$0.11 M | \$0.11 M | \$0.33 M |
| Total Costs | \$0.64 M | \$0.64 M | \$0.64 M | \$1.92 M |
| Net kWh Savings (millions of kWh) | 1.18 | 1.18 | 1.18 | 3.54 |
| Net Therms (millions of therms) | NA | NA | NA | |
| \$/kWh Saved (Program) | \$0.54 | \$0.54 | \$0.54 | \$0.54 |
| \$/Therm Saved (Program) | NA | NA | NA | |

Program TRC: 1.2

Low Income Sector

▶ Requirement:

- Utilities in coordination with DCEO to present a portfolio of efficiency measures for low income households (<150% of poverty level) proportionate to their share of utility revenues
- Electric: 6% = 24% DCEO budget
- Gas: 6% = 24% DCEO budget (To meet statutory funding requirement an additional \$2.5M/yr must be added to gas budget --- 10.6% = 42.4% of DCEO budget)

▶ Programs:

- Direct Install Weatherization
- Affordable Housing Construction / Rehab
- Public Housing Authority

Low Income: Direct Install - Weatherization Assistance

- ▶ Target low income renters & owners with incomes at or below 200% of poverty level
- ▶ Builds on existing Illinois Home Weatherization Assistance Program
- ▶ Package of measures address refrigerator, CFL, bathroom exhaust fan, air conditioner, furnace, water heater, insulation (gas side).
- ▶ Pay for 100% of measures up to predetermined measure limits

Low Income: Direct Install - Weatherization Assistance

| Program Metrics | | | | |
|--------------------------------------|----------|----------|----------|----------|
| Year | 1 | 2 | 3 | Total |
| Incentive Costs | \$9.0 M | \$9.0 M | \$9.0 M | \$27.0 M |
| Portfolio Admin. Costs | \$1.8 M | \$1.8 M | \$1.8 M | \$5.4 M |
| Total Costs | \$10.8 M | \$10.8 M | \$10.8 M | \$32.4 M |
| Net kWh Savings (millions of kWh) | 8.952 | 8.952 | 8.952 | 26.86 |
| Net Therms (millions of therms) | 0.129 | 0.129 | 0.129 | 0.386 |
| \$/kWh Saved (Program) | \$1.07 | \$1.07 | \$1.07 | \$1.07 |
| \$/Therm Saved (Program) | \$9.33 | \$9.33 | \$9.33 | \$9.33 |

Program TRC: 0.69 (increases to 0.88 with revised budget --- +\$2.5M/yr)

Low Income: Affordable Housing Construction / Gut Rehab

- ▶ Target developers of affordable housing as well as owners/renters of affordable housing with incomes at or below 80% of area median income
- ▶ Grantees must accept the full set of measures for funding (no individual measures)
- ▶ Grant amounts vary by category (substantial rehab, new multi-family, and new single family). Grants within the range of \$4.00/ft² to \$4.50/ft²

Low Income: Affordable Housing Construction/Gut Rehab

| Program Metrics | | | | |
|-----------------------------------|---------|---------|---------|-----------|
| Year | 1 | 2 | 3 | Total |
| Incentive Costs | \$4.0 M | \$4.0 M | \$4.0 M | \$11.98 M |
| Portfolio Admin. Costs | \$0.8 M | \$0.8 M | \$0.8 M | \$2.39 M |
| Total Costs | \$4.8 M | \$4.8 M | \$4.8 M | \$14.38 M |
| Net kWh Savings (millions of kWh) | 2.54 | 2.54 | 2.54 | 7.62 |
| Net Therms (millions of therms) | 0.366 | 0.366 | 0.366 | 1.10 |
| \$/kWh Saved (Program) | \$0.46 | \$0.46 | \$0.46 | \$0.46 |
| \$/Therm Saved (Program) | \$8.22 | \$8.22 | \$8.22 | \$8.22 |

Program TRC: 0.91

Low Income: Public Housing Authorities

- ▶ New Program targeted at extremely low income (30% median); very low income (50% median); and low income (80% median) households
- ▶ Program piloted in year 2 & 3 for electric measures only
- ▶ Implement full program and expand to gas
- ▶ 51,693 housing units & other buildings located in 84 PHAs
- ▶ Work closely with HUD's Office of Public Housing and Sustainability Officer and PHAs

Low Income: Public Housing Authorities

| Program Metrics | | | | |
|-----------------------------------|----------|----------|----------|-----------|
| Year | 1 | 2 | 3 | Total |
| Incentive Costs | \$3.40 M | \$3.40 M | \$3.40 M | \$10.22 M |
| Portfolio Admin. Costs | \$0.68 M | \$0.68 M | \$0.68 M | \$2.04 |
| Total Costs | \$4.08 M | \$4.08 M | \$4.08 M | \$12.26 |
| Net kWh Savings (millions of kWh) | 5.29 | 5.29 | 5.29 | 15.87 |
| Net Therms (millions of therms) | 0.135 | 0.135 | 0.135 | 0.405 |
| \$/kWh Saved (Program) | \$0.56 | \$0.56 | \$0.56 | \$0.56 |
| \$/Therm Saved (Program) | \$7.95 | \$7.95 | \$7.95 | \$7.95 |

Program TRC: 1.06

R&D (Breakthrough Equipment & Devices)

- ▶ Allow assistance for breakthrough equipment & devices not included in other programs
- ▶ Previous use of funds for LED outdoor lighting
- ▶ Potential areas of expenditures:
 - LED and other advanced lighting
 - Geothermal Heat Pumps
 - Advanced Boilers
 - Waste Heat Recovery
 - Combined Heat and Power
- ▶ Limited to 3% of budget (approx \$2M)

R&D

| Program Metrics | | | | |
|-----------------------------------|----------|----------|----------|----------|
| Year | 1 | 2 | 3 | Total |
| Incentive Costs | \$2.03 M | \$2.03 M | \$2.03 M | \$6.09 M |
| Portfolio Admin. Costs | \$0.46 M | \$0.46 M | \$0.46 M | \$1.38 M |
| Total Costs | \$2.49 M | \$2.49 M | \$2.49 M | \$7.47 |
| Net kWh Savings (millions of kWh) | 3.12 | 3.12 | 3.12 | 9.36 |
| Net Therms (millions of therms) | TBD | TBD | TBD | TBD |
| \$/kWh Saved (Program) | \$0.69 | \$0.69 | \$0.69 | \$0.69 |
| \$/Therm Saved (Program) | TBD | TBD | TBD | TBD |

Program TRC: 1.0 (electric)

Market Transformation

▶ Objectives:

- Provide technical assistance & educational programs to support achievement of long term efficiency goals
- Educate energy professionals & decision-makers to ensure effective implementation of energy efficiency programs
- DCEO intends to measure savings achieved from some of the market transformation programs

▶ Programs:

- Small Energy Design Assistance (SEDAP)
- Building Operator Certification (BOC)
- Building Codes Enforcement
- Building Industry Training & Education (BITE)
- Enhanced Implementation
- Large Customer Energy Assistance (LEAP)

Market Transformation: Smart Energy Design Assistance Program (SEDAP)

- ▶ Achieve long-term and low-cost efficiency improvements thru design assistance and energy efficiency analyses
- ▶ Assist clients in taking advantage of prescriptive and custom programs (DCEO and Utility)
- ▶ To date: detailed design assistance > 500 clients and information/support to over 2,000 clients
- ▶ Spillover savings not counted in other programs to be identified (new this year). Energy saving projects that do not receive EEPS incentives

Market Transformation: Building Operator Certification (BOC)

- ▶ Targeted market includes building operators, building engineers, maintenance staff and facility managers
- ▶ Targets facilities over 50,000 sq. ft.
- ▶ Nationally recognized program that provides tips & tools to:
 - Maximize efficiency
 - Reduce energy usage
 - Improve comfort
- ▶ Includes 8 full day courses covering such topics as:
 - HVAC – Facility Electric Systems – Lighting – Indoor Air
 - Also includes 5 in-facility projects

Budget/Savings – SEDAP & BOC

- ▶ The cost of these market transformation programs are embedded as portfolio admin. costs in public sector, low income and R&D programs
- ▶ Savings are spillover savings

| | Annual Electric Budget | Annual Gas Budget | Savings Electric (millions kWh) | Savings Gas (millions therms) |
|-------|------------------------|-------------------|---------------------------------|-------------------------------|
| SEDAP | \$2.6 M | \$0.5 M | 4.0 | 0.2 |
| BOC | \$0.15 M | \$0.08 M | 2.5 | 0.099 |

Market Transformation: Codes, LEAP, BITE

▶ Codes Training:

- Programs to ensure Illinois achieves 90% compliance with applicable advanced codes as required by U.S. DOE
- Develop and implement a comprehensive plan that will include training, enforcement, baseline development, annual tracking

▶ LEAP:

- Provide manufacturing companies, large hospitals, and other large customers with total energy cost optimization & energy management planning (assistance in identifying prescriptive and custom program opportunities)
- Target customers with energy costs greater than \$500,000 per year – all Illinois companies eligible (within utility territories)

Market Transformation: Codes, LEAP, BITE

▶ BITE:

- Large range of training programs for all groups related to the design, construction, rehab, operation and maintenance of buildings and industrial facilities (includes industrial process improvements)
- Provide program implementation assistance
- Costs are embedded as portfolio admin costs in public sector, low income, and R&D programs

▶ Enhanced Implementation

- SAG and evaluator recommended DCEO increase funding for technical assistance to governmental entities to assist them in applying for EEPS and financing options.
- RFP to solicit applications for Project Implementation Assistance and enhanced implementation
- Performance-based grants

Market Transformation: Codes, LEAP, BITE

Budgets

| | Annual Electric Budget | Annual Gas Budget | Total Annual Budget |
|-------------------------|-------------------------------|--------------------------|----------------------------|
| Codes | \$0.15 M | \$0.08 M | \$0.23 M |
| LEAP | \$0.40 M | \$0.10 M | \$0.50 M |
| BITE / Enhanced Imp. | \$2.18 M | \$0.58 M | \$2.76 M |
| Total | \$2.73 M | \$0.76 M | \$3.49 M |

Portfolio Metrics

| | Yr 1 | Yr 2 | Yr 3 |
|---|-------------------|-------------------|------------------|
| Incentive Costs (\$ M) | \$54.55 | \$54.93 | \$55.31 |
| Portfolio Admin. Costs | \$13.31 | \$13.38 | \$13.46 |
| Total Cost | \$67.86 | \$68.31 | \$68.77 |
| Net kWh 10 ⁶ Saved (% of Goal) | 151.88 (14.7%) | 153.22 (11.8%) | 154.68 (8.6%) |
| Gross kWh 10 ⁶ Saved (% of Goal) | 211.92 (20.4%) | 213.79 (16.5%) | 215.83 (12%) |
| Net Therms 10 ⁶ Saved (% of Goal) | 4.30 (40.6%) | 4.30 (20.3%) | 4.30 (13.5%) |
| Gross Therms 10 ⁶ Saved (% of Goal) | 5.12 (48.3%) | 5.12 (24.2%) | 5.12 (16.1%) |

Portfolio TRC: 1.58

Self-Directing (Gas Program)

- ▶ Natural gas statute
- ▶ Large gas users may apply to DCEO to be designated a “Self-directing Customer” (SDC)
- ▶ Large users that use 60% or more of their natural gas as a feedstock may also apply to be exempt from the natural gas efficiency portfolio
- ▶ Approved entities must:
 - Create an energy efficiency reserve account, equal to the lesser of 2% of the customer’s cost of gas or \$150,000
 - Use such funds to undertake energy efficiency measures
 - Annually report to DCEO on expenditures and energy savings.

▶ Status

- 30 large gas users were approved as Self-directing Customers
- 3 were approved as Exempt Customers (gas as a feedstock)
- 758 million therms were exempted from the Natural Gas Efficiency Portfolio (28% of total throughput)



Outreach

Innovative Project Financing

- ▶ Performance Contracting
 - Integrating EPC technical assistance Portfolio
 - Coordinate with SEDAP and Public Housing Authority program
- ▶ Illinois Treasurer's Office
 - Low-interest loans to business, non-profit, & local government
 - Eligibility criteria include proof of participation in EEPS
- ▶ Illinois Finance Authority
 - P.A. 96-817 authorized the IFA to provide moral obligation loan guarantees for energy efficiency projects
 - Must apply for other available incentives before applying to IFA
- ▶ Property Assessed Clean Energy (PACE)
 - P.A. 96-481 authorized municipalities to finance energy improvements through property taxes
- ▶ On-bill financing
 - P.A. 96-0033 required utilities to offer on-bill financing programs for residential customers and small-business customers

Marketing Strategy

- ▶ Concentrating limited resources on the greatest opportunities to achieve program participation in order to maximize energy savings using the allotted program funds
- ▶ Traditional marketing strategies
- ▶ Enhanced marketing:
 - Targeted sales and promotions
 - Project implementation assistance
 - Leveraging of other funds
 - Promotion of innovative financing

Multi-Layered Marketing

- ▶ DCEO EEPS brand
- ▶ DCEO Regional offices/staff
- ▶ Utility External Affairs and Account Managers
- ▶ Partner with statewide organizations such as ILARC, Illinois Municipal League, Metropolitan Mayor's Caucus
- ▶ Strengthened trade ally network
- ▶ State of Illinois press office
- ▶ Elected officials to do project announcements
- ▶ DCEO Office of Energy website
- ▶ DCEO social networking
- ▶ Participate in select trade shows
- ▶ Increased outreach staff
- ▶ Targeted market sectors



www.illinoisenergy.org