

**Act**OnEnergy®

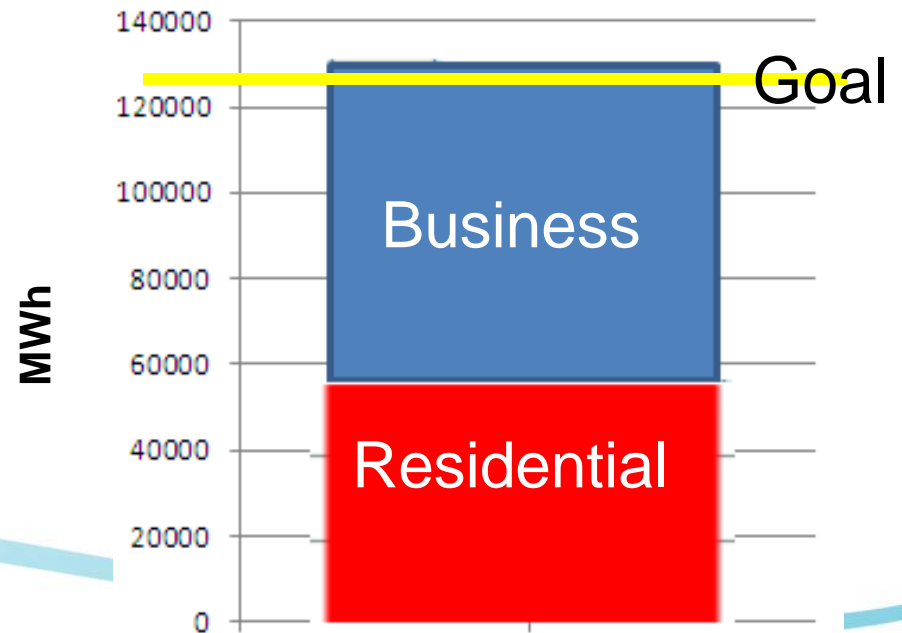
Program Year 2: Recap  
Program Year 3: 2<sup>nd</sup> Qtr



# Program Year 2 - Overall

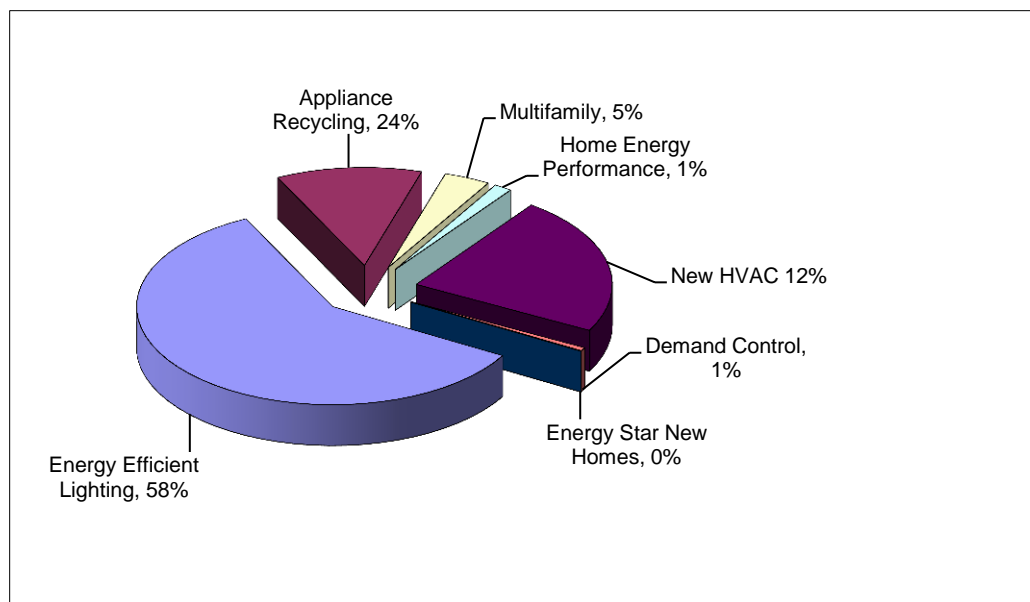
- *Anticipate exceeding savings goals by 3%*
- *Results not verified with final EMV*

OVERALL EE/DR PORTFOLIO			
Indicator	Actual PYTD	Goal PY09	% Achieved PY09
<b>ENERGY SAVINGS (MWH)</b>			
Actual	130490		
Pending	0		
Total	130,490	126,273	103.34%
<b>AIU TOTAL INCENTIVE BUDGET</b>			
Actual	\$11,607,132		
Pending			
Total	\$11,607,132	\$ 10,836,555	107.11%



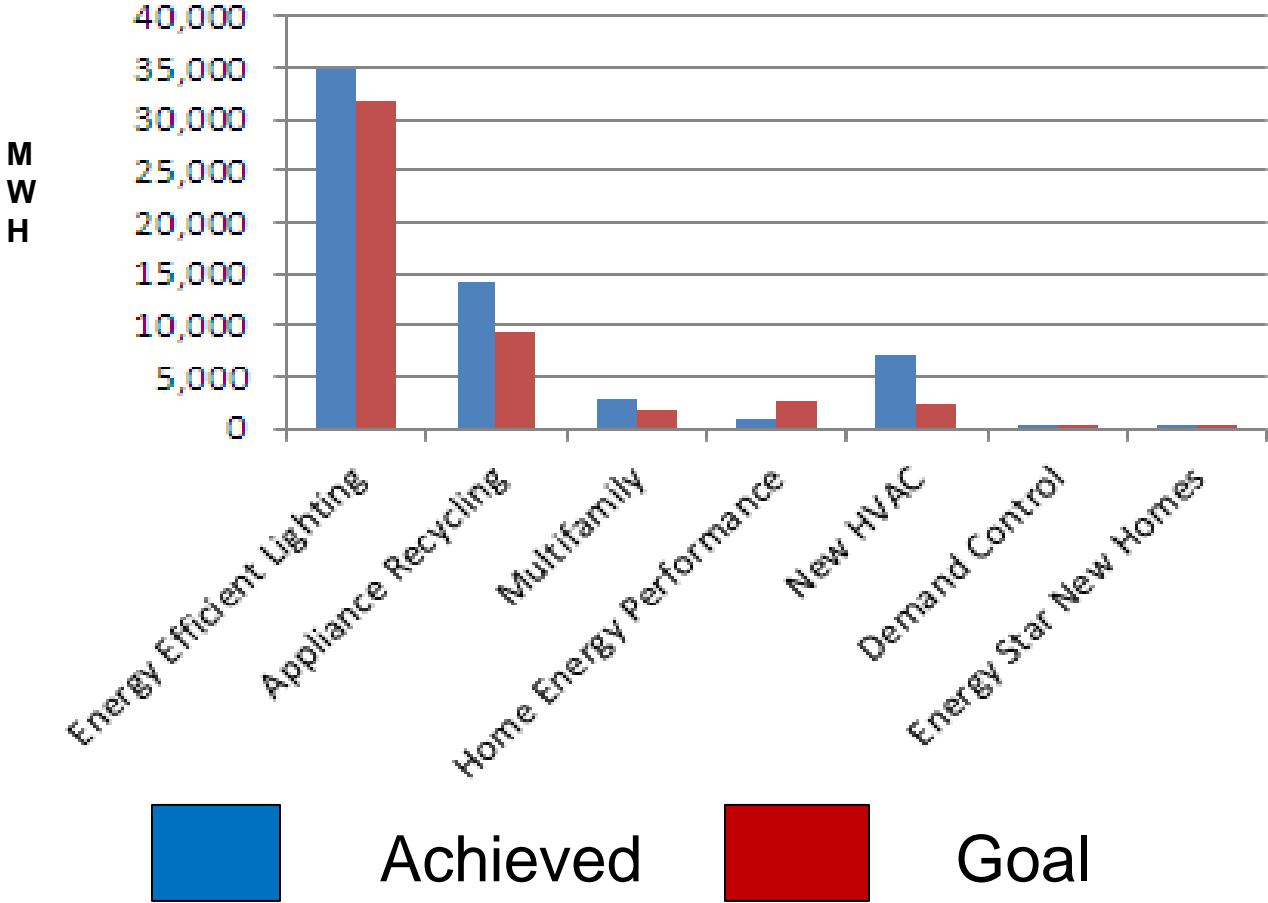
# Program Year 2 - Residential

- Lighting represents majority of savings followed by Appliance Recycling



Residential Portfolio Energy Savings	Net MWh PY2	Net MWh Goal PY2	% Achieved	% Portfolio
Energy Efficient Lighting	34,838	31,817	109.49%	58%
Appliance Recycling	14,203	9,440	150.46%	24%
Multifamily	2,742	1,746	157.04%	5%
Home Energy Performance	843	2,474	34.07%	1%
New HVAC	7,224	2,328	310.31%	12%
Demand Control	311	279	111.47%	1%
Energy Star New Homes	8	66	12.12%	0%
<b>Total</b>	<b>60,169</b>	<b>48,150</b>	<b>124.96%</b>	<b>100%</b>

# PY2 Residential Portfolio Savings





## Energy Efficient Lighting

### *Energy Efficient Lighting*

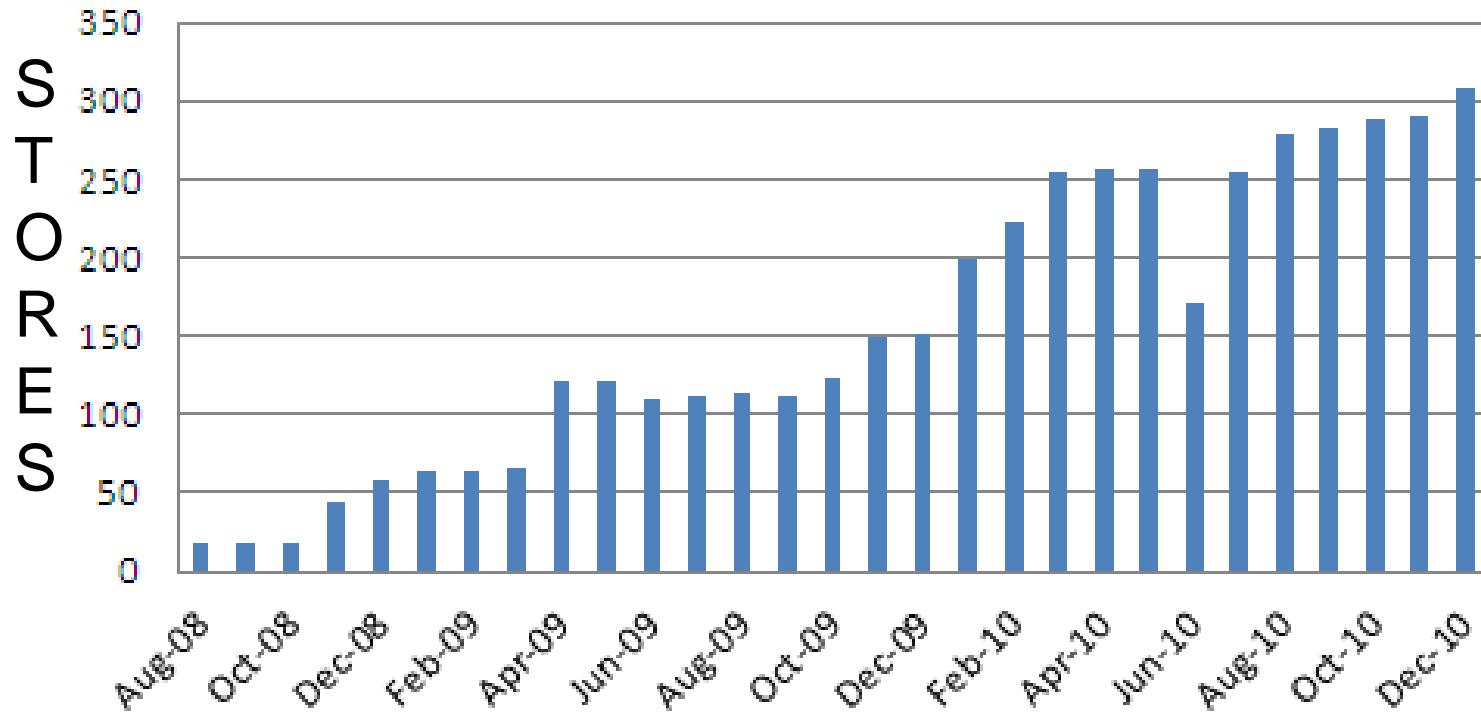
- Discounted ENERGY STAR® qualified CFL bulbs are distributed through retail stores and via an online store.

Program Year	Standard Bulbs	Specialty Bulbs	Total Bulbs
PY1	685,586	141,828	827,414
PY2	836,211	178,239	1,014,450
PY3 (to date sales)	907,133	96,728	1,003,861

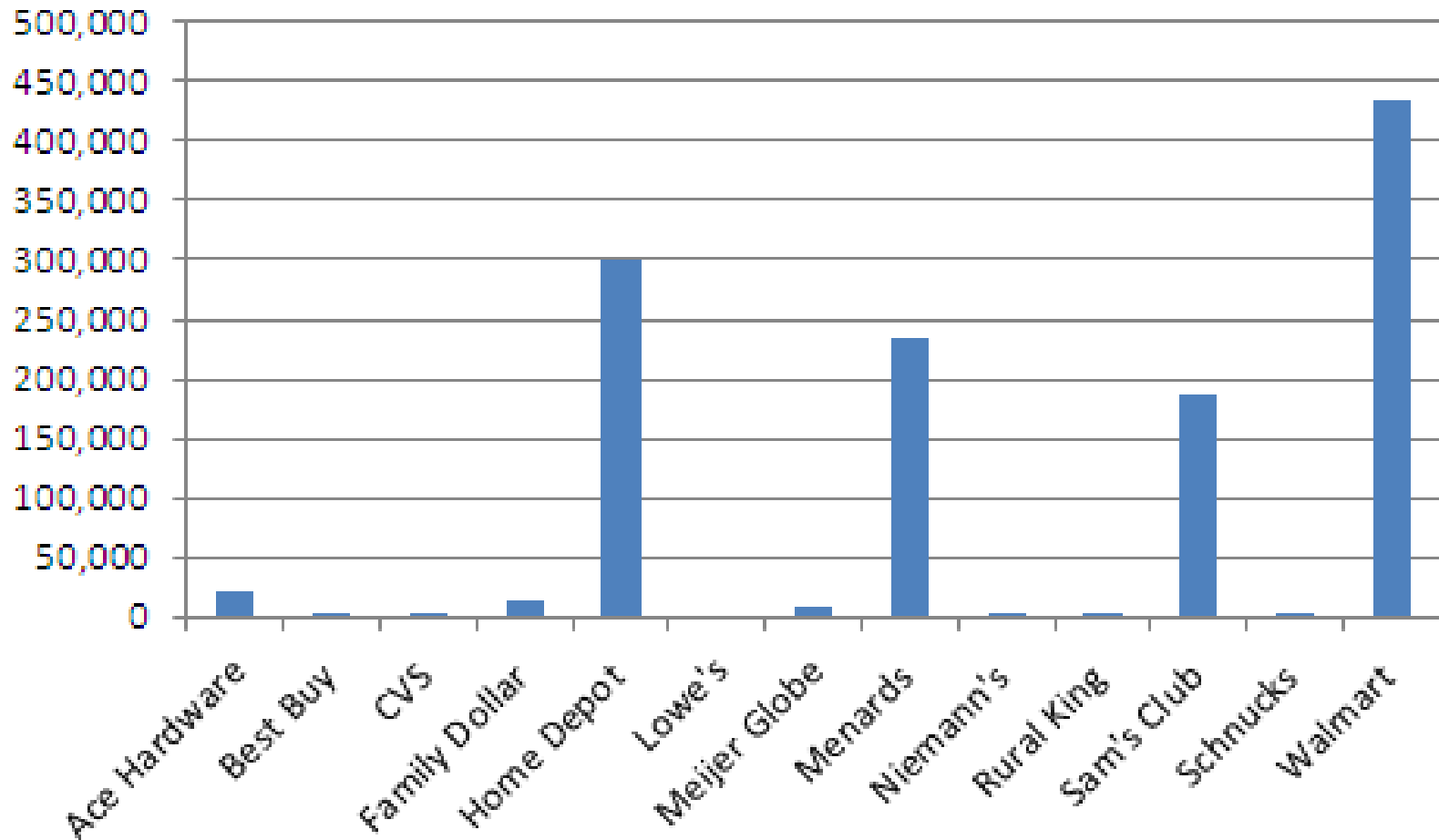


# Lighting – Retailers 2008 -2010

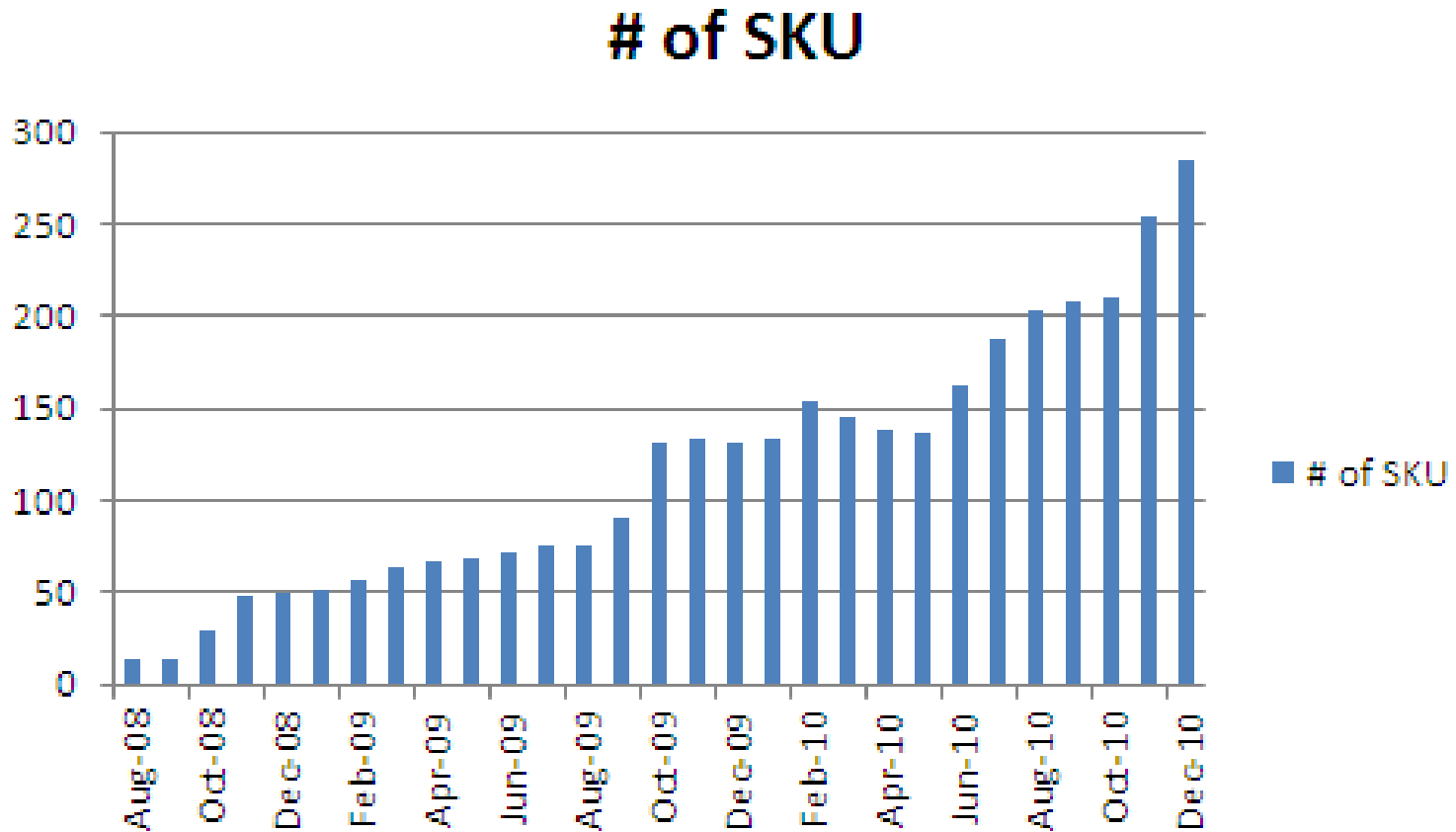
## Lighting Retailers



## Lighting – Sales by Retailer PY 3



# Lighting – Number of CFL Products







## Home Energy Performance – PY2

- Home Energy Performance contains two facets; a \$25 home energy assessment and the installation of home energy improvement measures.
  - During the course of the audit, the energy advisor installs a limited amount of pipe insulation, compact fluorescent lamps (CFLs), high performance shower heads and faucet aerators.
  - Separately, any homeowner can receive incentives towards the installation of attic insulation (max of \$580), wall insulation (max of \$660 (gas)) - \$1,570 (electric)), air sealing (max of \$370 (gas) - \$430 (electric)), and a programmable thermostat (\$25)

**Lack of certified contractors and existing contractor infrastructure –** most acute in the home performance area where few contractors have blower doors much less have had any training using one, or in testing for combustion safety issues == developing such an infrastructure given the previous point means the ramp up will be extended

- ✓ **2,987 audits performed in PY2, compared to only 769 in PY1**
- ✓ **46 homes had incentivized follow-up measures installed following the audit**
- ✓ **22 homes had incentivized measures installed without the initial audit**
- ✓ **21,543 CFLs were installed in PY2, compared to 4,100 in PY1**





## Multifamily Program – PY2

### *Multifamily*

- Offered to multifamily buildings with 3 or more dwelling units
- Program has two components:
  - Common Area Lighting Program – provides incentives, replacements, and retrofits of inefficient common area lighting fixtures and bulbs
  - In-Unit Efficiency Program – offers free CFLs and high-performance showerheads and faucet aerators for installation in resident units

## Program Year 2 by the Numbers

- ✓ **134 Multifamily sites in PY2, compared to 69 sites in PY1 (94% increase in locations)**
- ✓ **32,922 CFLs installed in multifamily units**
- ✓ **8,560 high performance showerheads and faucet aerators installed**
- ✓ **1,331 Common-Area Lighting measures installed**





## New HVAC Equipment Program – PY2

### *Heating and Cooling Equipment*

- Incentives for heating and cooling equipment that are new and upgraded with properly sized new equipment
- **High Efficiency Gas Furnace Program** – offers incentives for 92% and 95% AFUE furnaces
- **New Cooling Equipment Program** – offers incentives for high efficiency SEER 14 air conditioning units, early replacement with SEER 14 units, ground source heat pumps, and proper sizing with Manual J

## Program Year 2 by the Numbers

- ✓ *Incentivized 4,981 high-efficiency A/C units (3,865 Early Retirement)*
- ✓ *399 Ground Source Heat Pumps incentivized (23 times PY2 goal)*
- ✓ *Achieved 310% of our MWH goal in PY2 (after EM&V)*
- ✓ *Ended up with over 500 registered Program Allies by end of PY2*





## Energy Star New Homes PY2

### *ENERGY STAR New Homes*

- The ENERGY STAR New Homes Program assists homeowners and builders in the construction of new homes with: Construction and equipment recommendations prior to building, monetary incentives for builders, an energy-efficiency inspection after construction to ensure ENERGY STAR standards are met.

✓ *12 enrolled in PY2 ; housing downturn*

# PY2- Residential Portfolio; Helpful Tools & Website Enhancements



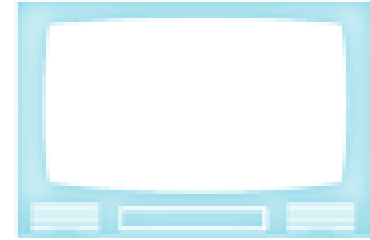
## [Energy House](#)

*Find out how you can SAVE by changing habits or upgrading your home. [Click here](#) to view changes you can make around your house to save energy, money and the environment.*



## [Act On Energy Checklist](#)

*Are you doing everything you can to conserve energy? Print the handy energy-efficiency checklist for your home to determine how you can conserve more and save on your next energy bill. [Click here](#) to open.*

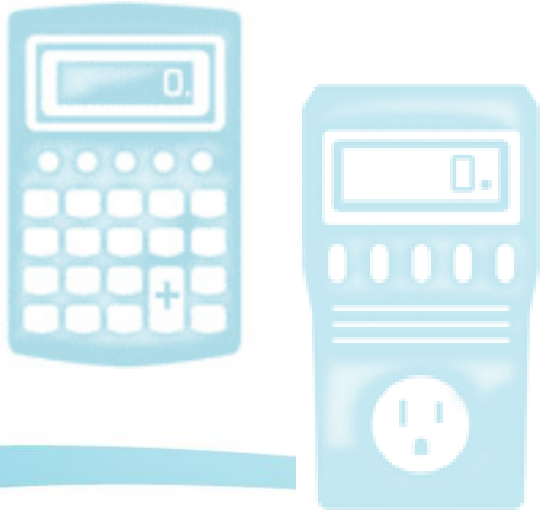


## [Act On Energy Videos](#)

*Link to videos of energy-efficiency tips, storm restoration, how energy gets to your house, and safety around electricity and natural gas. [Click here](#) to watch.*

# PY2- Residential Portfolio; Helpful Tools & Website Enhancements

## Energy-saving Resources



### Tools to Help You Use Less and Spend Less

#### Energy Savings Toolkit

**Get a breakdown of your actual energy use.**

*Customized charts and information categorize your usage, show a detailed history, compare your usage with others, and more! To learn more, [click here](#).*

#### Energy Savings Calculator

**Calculate the difference energy efficiency improvements can make.**

*Choose from 10 different categories to calculate savings related to lighting, appliances, or heating and cooling equipment/system measures.*

#### Watt Solutions

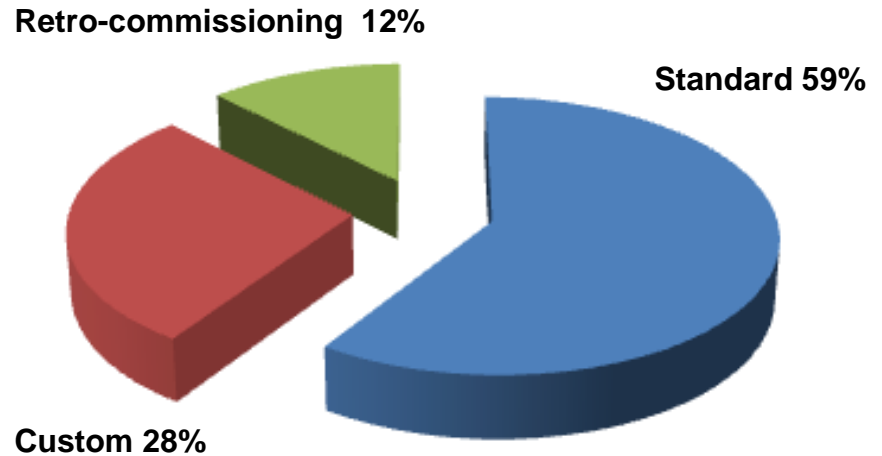
**Test each appliance in your home, then see how much energy it uses with an easy-to-use device.**

*This device is available for check-out at your library and helps you know where you can cut your home usage.*

*[Click here](#) to learn more.*

# PY2- Business

- *Standard continued to represent majority of savings – but less than PY1*
  - *Standard PY1 – 70%*
  - *Standard PY2 – 59%*



Business Portfolio Energy Savings	Net MWh PY2	Net MWh Goal PY2	% Achieved	% Portfolio
Standard	41,608	63,182	65.85%	59%
Custom	19,770	17,238	114.69%	28%
Retrocommissioning	8,712	3,355	259.67%	12%
DR	231	0		
<b>Total</b>	<b>70,321</b>	<b>83,775</b>	<b>83.94%</b>	<b>100%</b>



# PY2 – Business Portfolio



**ActOnEnergy.com**

## *Standard and Custom:*

- *\$200,000 limit per facility*
- *\$100,000 per project*

## *Standard*

- *Lighting*
- *Refrigeration*
- *Motor System*
- *HVAC*
- *Grocery*



## *Other Electric Programs:*

- *Custom*
- *Small Business Online Lighting Store*
- *Compressed Air Retro Commissioning*
- *Healthcare Retro Commissioning*



# PY2 - Standard Program/Custom Program

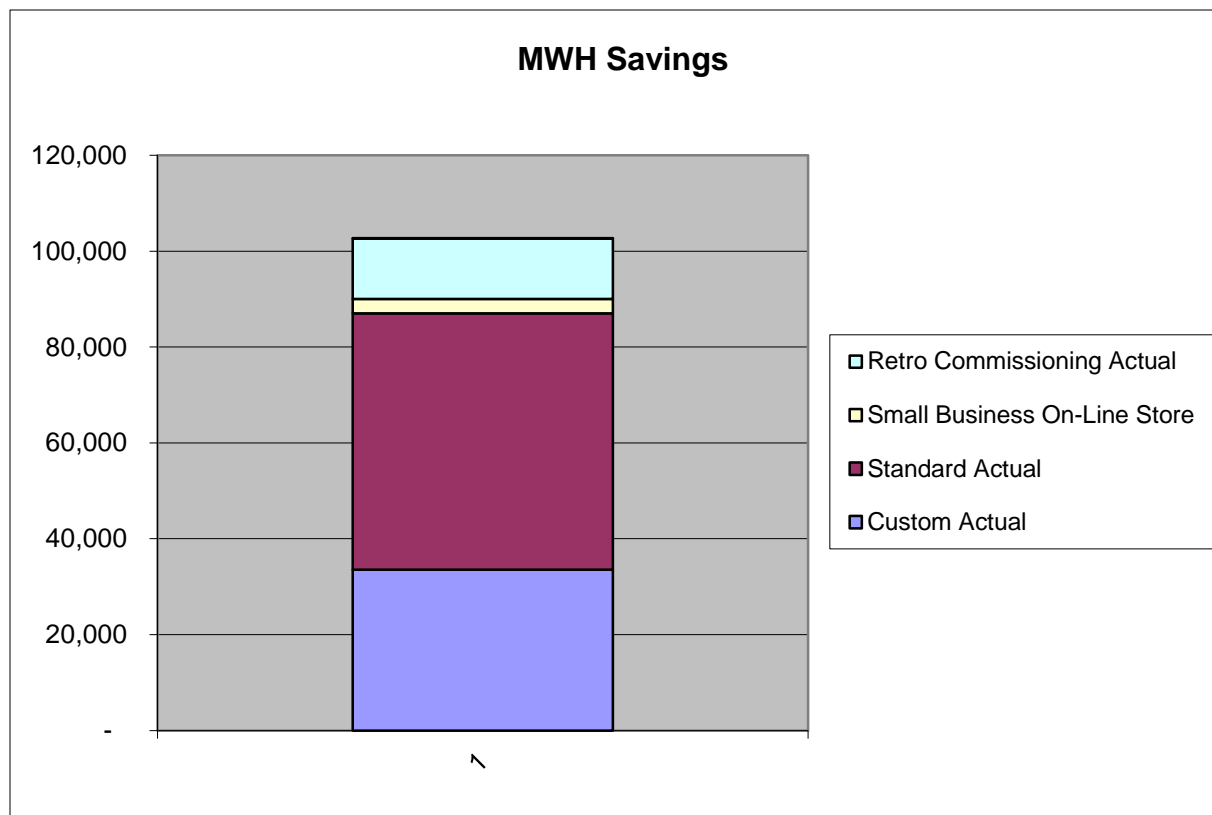
- *PY2 Goal:*

*122,223 MWh  
(Gross)*

- *Actual:*

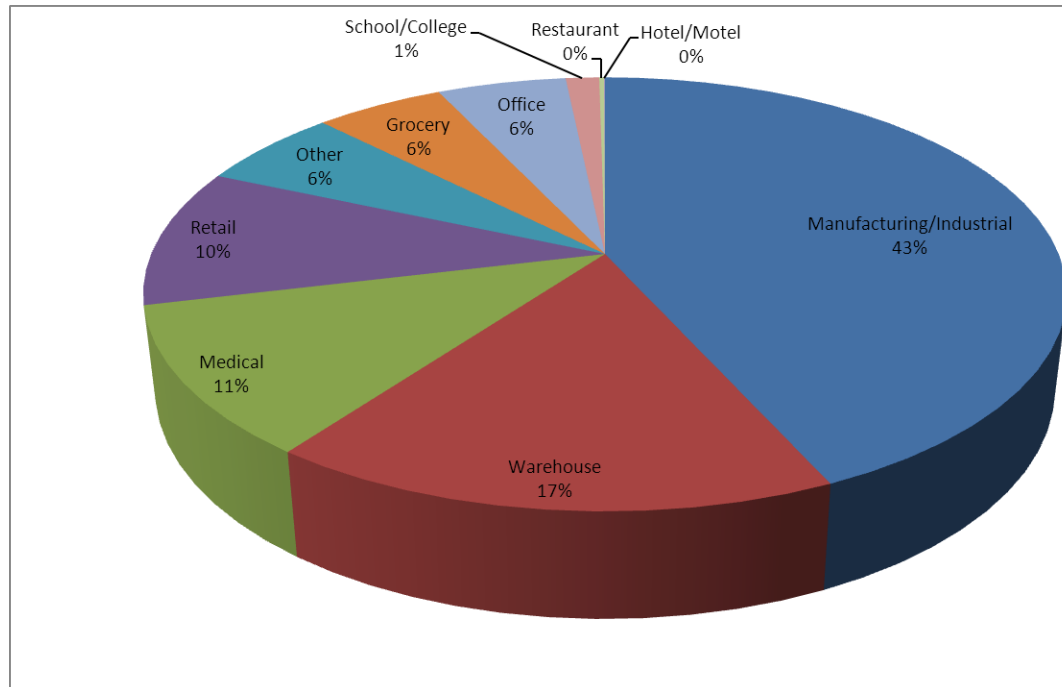
*102,661 MWh  
(Gross)*

- 84% of goal

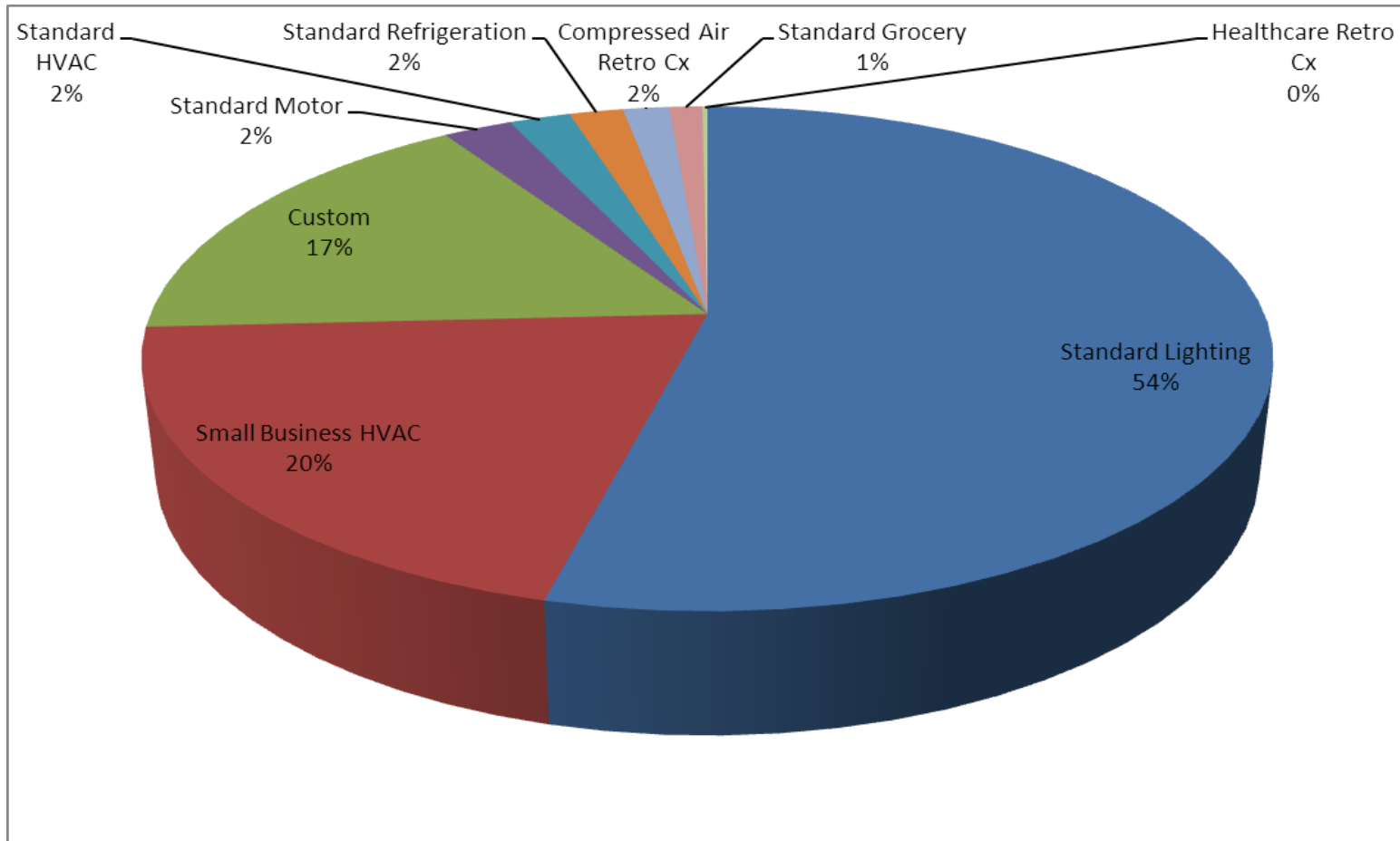


# PY2 – Percentage of Projects By Facility Type

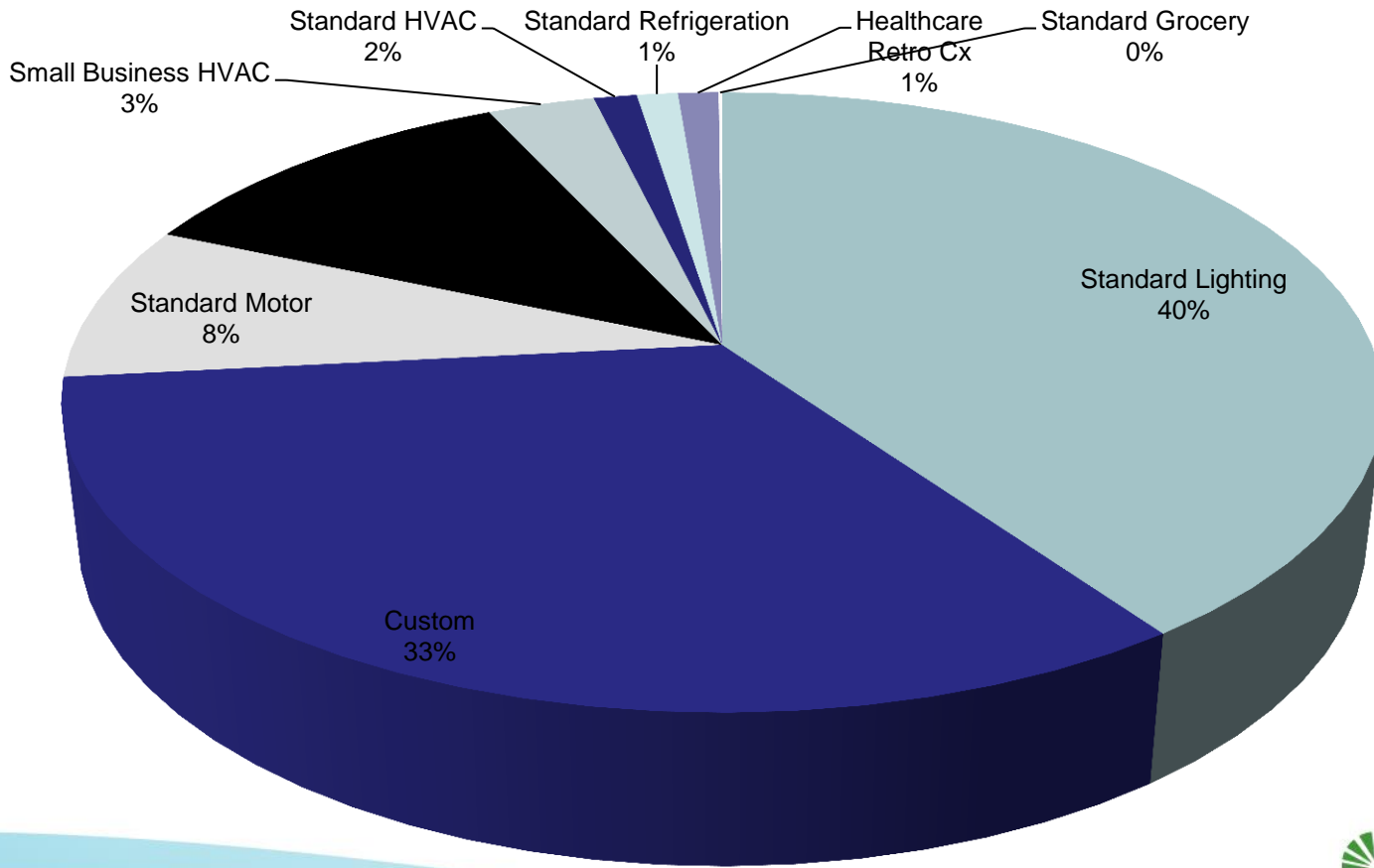
- *Leading market segments very similar to PY1 – Manufacturing/Ind, Warehouse, Retail, Medical*
- *Medical market segment increased substantially in PY2*
- *These 4 segments made up 80% of achieved energy savings*



# PY2 – Percentage of Projects By Program Type



# PY2 – Percentage of Energy Savings By Program Type



# PY2: Business – Other Programs



## *Compressed Air Retro-Commissioning*

- 18 Completed Projects
- \$139,908 paid in incentives
- Achieved 15,089 MWh
- Averaged less than \$.01 per Gross kWh



## *Healthcare Retro-Commissioning*

- 2 Completed Projects
- \$29,975 paid in incentives
- Achieved 1,544 MWh
- Averaged just under \$.02 per Gross kWh



## *Small Business On-line Store*

- Over 13,400 units
- Averaged less than \$.03 per Gross kWh
- CFLs, motion sensor switches, and LED exit signs
- Special Offer ran January-March offering 50% off most product and 3 CFLs at no cost
- Ordered and shipped free from the Online Store

## PY2- Business: Lessons Learned

- Customers and Allies were aggressive with their estimated completion dates in order to receive bonuses allowing little margin for error in their project cycle. Minor hiccups caused many projects to be pushed from PY2 to PY3 – approximately 20% of total kWhs moved to PY3.
- Customers and allies respond to bonuses
- Large project timelines need to be monitored due to large equipment lead times
- A small amount of Program Allies are responsible for a large percentage of energy savings - 31% of Program Allies accounted for 60% of the total PY2 energy savings
- Largest customers continued to have the most impact on acquired energy savings
- Little activity on SB On-line Store when no promotions are offered – even when shipping is free
- The GDS-2 limitation is a **major** barrier to a successful gas program
- HVAC Contractors do not differentiate between the Act On Energy Business and Residential Programs

# PY2- Business: Highlights

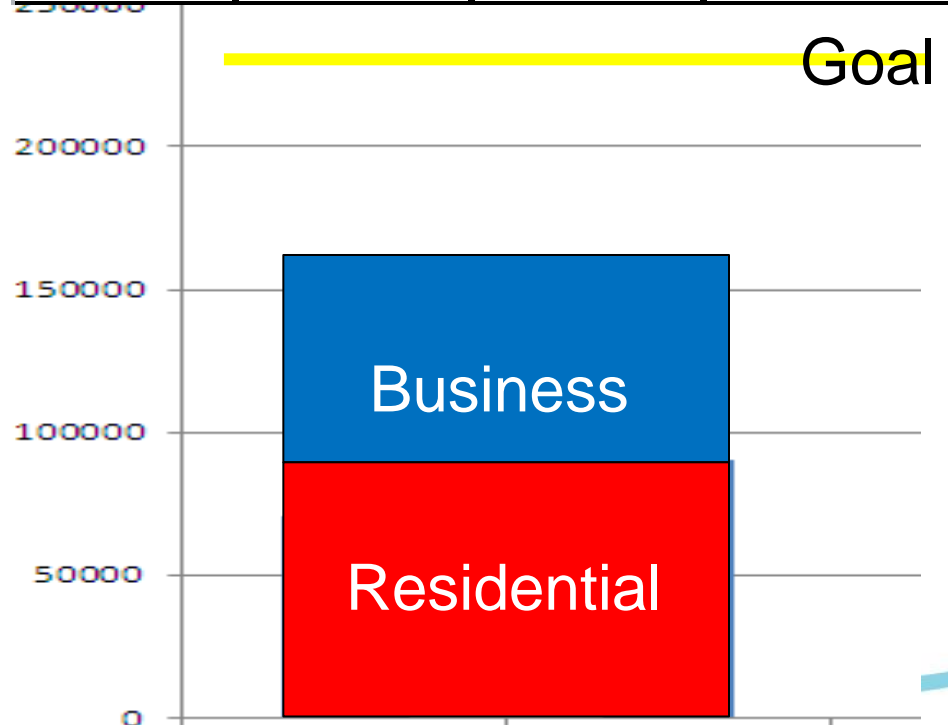
- T12 Roundup – announced 11-16-09
  - T12 replacements accounted for more than 58% of lighting projects submitted since 3<sup>rd</sup> quarter of PY2
- Highbay Replacement - 10% bonus – announced 11-16-09
  - Generated more than 55% of lighting savings in PY2
- SB Online Store Promotion – 50% reduction on most products and 3 free CFLs (customer chooses CFL for their business)
- SB Online Store Chamber Challenge – Fairview Heights Chamber was the winner
- VFD Measure added to Standard Motors Application – January 2010
  - This generated more than 8 million kWhs of energy savings
- 15% bonus offer for Standard, Custom and Grocery applications received Feb. 2, 2010 – Apr. 16, 2010
- Green Nozzle Campaign – represented 92.3% of gas goal
- Program Ally VISA Gift Card Program (Feb 2 – Feb. 28, 2010) – projects with incentives > \$10,000 and completed by end of PY2
- Finalist for 2010 Platts Global Energy Award
- 2010 MEEA Inspiring Efficiency Innovation Award



# Program Year 3 2<sup>nd</sup> Qtr

- On track to achieve goals

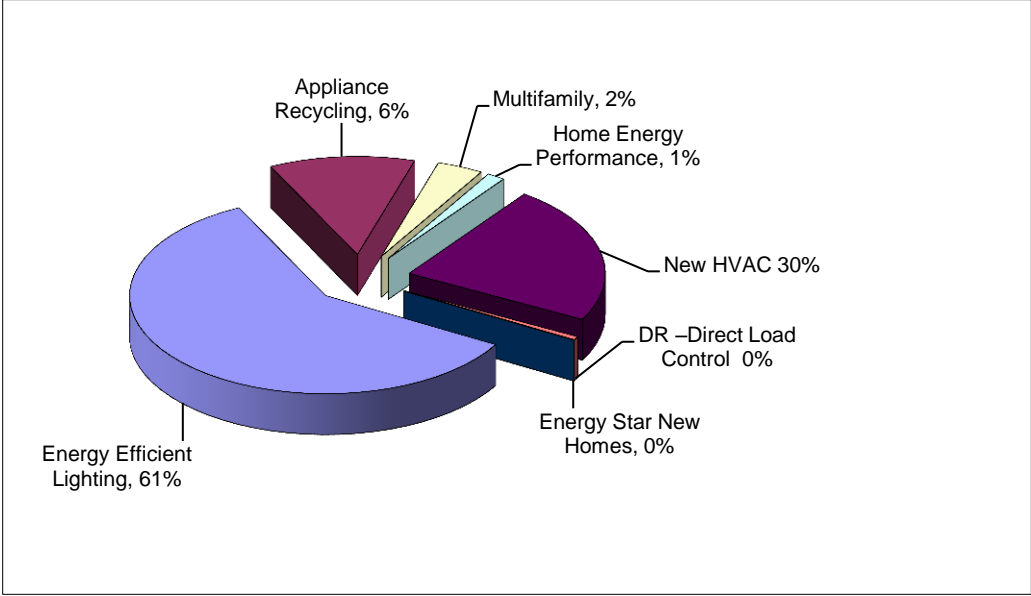
OVERALL EE/DR PORTFOLIO			
Indicator	Actual PYTD	Goal PY3	% Achieved PY3
<b>ENERGY SAVINGS (MWH)</b>			
Actual	62,539	-	-
Pending	98,110	-	-
Total	160,649	244,827	65.62%
<b>INCENTIVE BUDGET</b>			
Actual	\$6,751,146	-	-
Pending	\$8,557,404	-	-
Total	\$15,308,550	\$19,860,239	77.08%





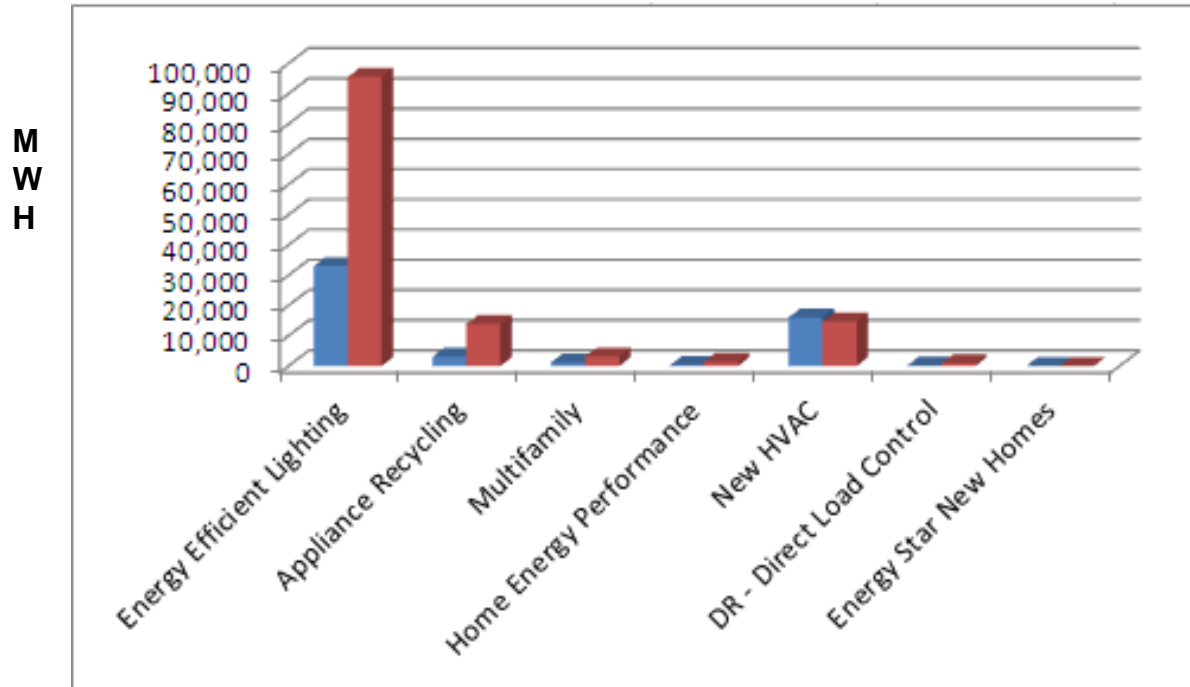
# Program Year 3 - Residential

- *Lighting represents majority of savings followed by New HVAC*



Residential Portfolio Energy Savings	Net MWh PY3	Net MWh Goal PY3	% Achieved	% Portfolio
Energy Efficient Lighting	33,052	95,478	34.62%	61%
Appliance Recycling	3,118	13,868	22.48%	6%
Multifamily	1,244	3,196	38.92%	2%
Home Energy Performance	306	1,297	23.59%	1%
New HVAC	16,101	14,634	110.02%	30%
DR - Direct Load Control	179	891	20.09%	0%
Energy Star New Homes	14	68	20.59%	0%
Total	54,014	129,432	41.73%	100%

# PY3 2<sup>nd</sup> Qtr Residential Portfolio Savings



Achieved



Goal





## Home Energy Performance in PY3

- Reviewed and revised shell measures:
  - Air Sealing - \$0.50 per CFM, up to \$900
  - Attic Insulation - \$0.35 per SF, up to \$700
  - Wall Insulation - \$0.60 per SF, up to 1,200
- Incentive levels were changed in late October which resulted in an uptake in projects.
  - **From June 1 – October 31 = 44 total projects**
  - **November – 37 projects**
  - **December – 36 projects**
  - **Currently at 117 shell measure projects**
- This increase in incentives takes coverage of the avg. project from approximately 20% of the total bill covered to approximately 40-50% of the total covered





## Moderate Income Program in PY3

The Moderate Income Program or, Warm Neighbors, Cool Friends program was launched in June of 2010 in conjunction with the Energy Assistance Foundation, a 501c3 located in Decatur, IL. Act On Energy incentive amounts are based on covering approximately 40-50% of the cost for shell measures. Participants must fall into the moderate income category, which is a household income greater than 200% but less than 300% of poverty level income.

Program has already helped **22** families, and we currently have **28** more projects committed with **17** also planned. The pilot phase has been conducted in Decatur, IL, but plans to expand to Peoria, Metro East and Western IL in the coming year.

- Average **total** cost per project - \$6,672
- Average Act On Energy incentive - \$1,931
- Average EAF contribution - \$4,007
- Average Homeowner contribution - \$734
  
- Program is continuously seeking funds to support program expansion.



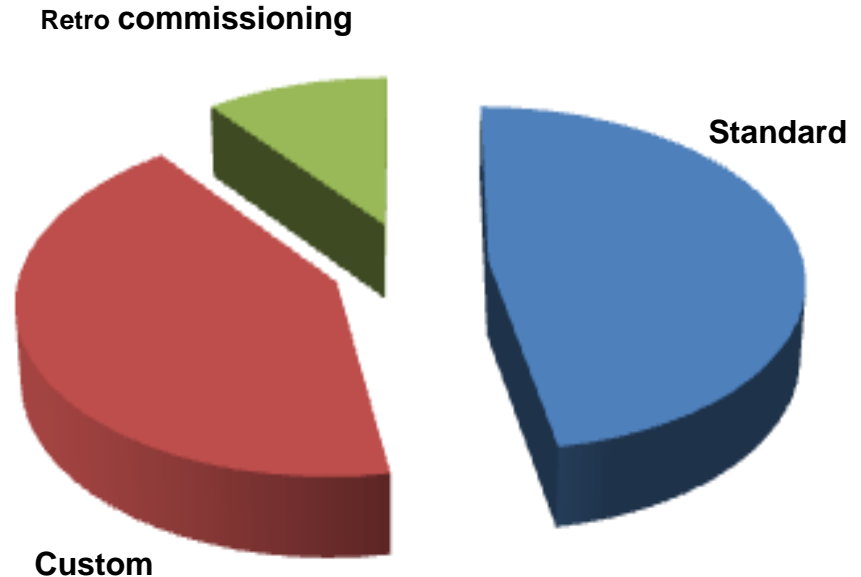
# New HVAC Equipment Program – PY3

## *Heating and Cooling Equipment*

- As in PY2, participation in the HVAC program high
  - **Through end of 2<sup>nd</sup> Quarter:**
    - Central Air (ER) – 5,148 units
    - Central Air (existing > 10 SEER) – 1,017 units
    - Air Source Heat Pumps (ER) – 591
    - Air Source Heat Pumps (existing > 10 SEER) – 207 units
    - Ground Source Heat Pumps – 232
  
    - 95% AFUE Furnace – 5,857 units
    - 92% AFUE Furnace – 161 units
    - 90% Boiler – 82 units
  
- Will be interesting to see if numbers reduce after December and January's push for systems before the tax credits were slashed.
- Considering raising SEER level requirements to slow down program if deemed necessary

# PY3 2<sup>nd</sup> QTR Business

- Standard represents majority of savings to date followed by Custom



Business Portfolio Energy Savings	Net MWh PY3	Net MWh Goal PY3	% Achieved	% Portfolio
Standard	43,517	60,181	72.31%	47%
Custom	38,935	37,214	104.62%	42%
Retrocommissioning	9,731	18,000	54.06%	11%
Total	92,183	115,395	79.88%	100%
*Includes 81,631 of Pending Project Savings				

# PY3 – Business Portfolio



**ACT**OnEnergy.com

## *Standard*

- *Lighting*
- *Refrigeration*
- *Motor System*
- *HVAC*

## *Market Specific*

- *Grocery/Convenience Stores*
- *Agriculture*
- *Commercial Kitchens*
- *Lodging*

## *Other Electric Programs:*

- *Custom*
- *Small Business Online Store*
- *Compressed Air Retro Commissioning*
- *Healthcare Retro Commissioning*



# PY3 – Program Activity

Project Type	# of Projects	kWh Saved-Gross	Electric Incentive
Custom	187	50,246,997	\$3,061,951
Standard Motor	64	25,996,074	\$1,047,168
Standard Lighting	344	21,147,243	\$1,393,346
Compressed Air Retro Cx	16	10,395,834	\$205,822
Healthcare Retro Cx	3	3,072,708	\$117,683
Standard Grocery	64	2,253,686	\$164,972
Standard HVAC	64	1,809,672	\$142,769
Standard Refrigeration	1	15,414	\$1,349
Commercial Kitchens	2	2,109	\$400
Standard Lodging	0	0	\$0
Standard Agriculture	0	0	\$0





## PY3- Business: Highlights

- Business Symposiums
  - 3 locations (Northern, southern and eastern areas of service territory)
  - Last week of July 2010
  - DCEO Participation
  - Customers represented
    - 40% Industrial
    - 35% Small Business/Non-Profit
    - 12% Public/Government Entities

## PY3- Business: Highlights *(continued)*

- Competitive Large Project Incentive (CLPI)
  - New for PY3
  - RFP applications accepted in July for limited period
  - Maximum project incentive of \$500,000
  - Projected annual energy savings of the project must exceed 500,000 kWhs
  - Project payback cannot exceed 7 years, but no minimum
  - 9 Projects in the CLPI Program
  - \$1.3 million in incentive dollars
  - 22.3 million kWhs in energy savings

## PY3- Business: Highlights *(continued)*

- Large Project Tracking
  - To reduce the number of projects carried over to next program year
  - Continual communication with customer regarding project progress
  - Continual communication with the Program Ally regarding project progress
  - Implemented for all project with energy savings greater than 500,000 kWhs
- T12 Phase-Out
  - Additional 15% incentives for projects received by 12-31-10
  - Additional 10% incentives for projects received beginning 1-1-11

# Special Offers

- Custom Program - Early completion bonus
  - Applicable to applications received after 10-20-10
  - 2 cents/kWh more if completed by 03-31-11 AND paperwork within 30 days
  - 1 cent/kWh more if completed by 04-30-11 AND paperwork within 30 days
- Highbay Lighting Replacement – Early completion bonus
  - Applicable to applications received after 10-20-10
  - Increased incentives if completed by 3-31-11 AND paperwork within 30 days
  - Increased incentives if completed by 4-30-11 AND paperwork within 30 days
- Retro Commissioning
  - Additional 2 cents/kWh for additional savings achieved above minimum and completed by 3-31-11
  - Additional 1 cent/kWh for additional savings achieved above minimum and completed by 4-10-11



## Act On Energy® Special Offers

Project Type	Bonus Start Date*	Bonus Incentive Amounts for Projects Completed By**:			Additional Information
		March 31, 2011	April 30, 2011	May 31, 2011	
		EARLY COMPLETION BONUS!			
Custom Projects	Oct. 20, 2010	2¢ per kWh	1¢ per kWh	Base Incentive (No Bonus)	Custom projects cannot fall under the standard (lighting, refrigeration, HVAC or motor) or retro commissioning programs All Custom projects must be pre-approved before any financial commitments are made
Highbay Lighting Replacement (BPL91)	Oct. 20, 2010	5½¢ per Watt reduced	4½¢ per Watt reduced	Base Incentive (No Bonus)	Applies to highbay replacement only Measures: BPL91
Retro Commissioning (Compressed Air and Healthcare)	June 1, 2010	2¢ per kWh	1¢ per kWh	Base Incentive (No Bonus)	Applies to savings up to 2 million kWh above minimum requirement. For savings over 2 million kWh above minimum, bonus is paid out at 50%
T12 Phase-Out	June 1, 2010	N/A	N/A	15%	Applies to upgrading T12 lamps only Measures: BPL40, BPL41, BPL42, BPL43, BPL60, BPL62, BPL63, BPL64, BPL65, BPL93
	Jan. 1, 2011	N/A	N/A	10%	15% bonus only for applications submitted before Dec. 31, 2010
Energy Efficient Heating Upgrades	Sept. 1, 2010	N/A	N/A	50%	Applies to select boiler/furnace replacement Measures: BPH4, BPH6, & BPH7 Must be an Ameren Illinois rate GDS-2 customer
Symposium Coupon	Aug. 1, 2010	N/A	N/A	15%	To redeem, this coupon must be submitted along with the project application before December 31, 2010



Questions?

