

Ameren Illinois

ActOnEnergy[®]

Home Energy Performance Program

May 31, 2011

IL Stakeholder Advisory Group

HEP Program Description

- > Implemented by CSG;
 - Experienced HEP implementers nationwide
 - Launched March 2009
 - Industry average 2-3 years for ramp-up
- > The Home Energy Performance audit consists of a 90 minute visual inspection of the home.
 - \$25 fee to Ameren customer
 - Includes direct install measures
 - CFLs in high use areas
 - High efficiency showerheads
 - High efficiency faucet aerators
 - Customer receives a custom report
 - Recommendations for improvements
 - Estimated costs of improvements
 - Estimated savings from improvements
 - Estimated payback years

HEP Program Description

- > 3 full-time energy advisors
 - 1,985 audits PY3 to date
 - 90-minute “walk-thru” audits w/ direct installs
 - Audits offered in: Peoria, Champaign, St. Louis – Metro East
- > 40 program allies w/ BPI certified staff
 - 275 shell measure projects completed PY3 to date
 - Most (94%) are homes w/ gas heat
 - 20% are “gas only” projects
- > Shell measure incentives:
 - 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

Marketing efforts

- Direct mail to prospective audit customers
 - > 250,000 PY3 to date
 - > Response rates vary 0.5-0.8%
- Follow up letters to prior audits customers w/ no shell measures
 - > 3,400 in June 2010
 - > 2,500 in February 2011
- Marketing channels for shell measure incentives
 - > Bill inserts, print ads, green home shows, community outreach
- Co-branding w/ program allies
- Cross-marketing other programs during audit
 - > HVAC, appliance rebates, appliance recycling

Challenges for PY4

- Significantly reduced tax credits
 - > Only 10% of material cost, up to \$500 max
- BPI certified staff required for program ally participation
 - > Cost of training & certification - \$2000 + 50 hours per employee
 - > Intensive coursework - high fail rate on first attempt
 - > Availability of training courses - usually dependent on grant funding
- Transition to Home Performance w/ ENERGY STAR
 - > More comprehensive audits, only 3 per day
 - > Added focus on non-energy related issues
 - > More intensive project tracking
 - > Instrumented QA required
 - > *Looking to MEEA to provide training and other admin

Conversion Rates

- Current audit conversion rate is 8.4% for PY3
 - > Conversion rate defined as number of shell measure retrofit projects divided by the total number of audits performed in PY3
 - > Conversion rate does not currently include HVAC measures
- Additional spillover of 107 retrofit projects performed by contractors on homes not audited by the program
 - > Continued efforts to increase the incidence of spillover projects (or direct contractor driven projects without initial HEP energy audit)
 - > These projects are not included in the conversion rate

Other Key Metrics – PY3 to Date

- Incentive Qualification Rates (% audited)
 - > Air Sealing 98%
 - > Attic Insulation (R-11 or less) 25%
 - > Wall Insulation (empty cavity) 15%
- Measure Frequency by Project (% of total projects)
 - > Air Sealing 95%
 - > Attic Insulation 80%
 - > Wall Insulation 50%

Moderate Income Program

- Launched in June of 2010 in conjunction with the Energy Assistance Foundation, a 501c3 located in Decatur, IL
- Participants must fall into the moderate income category, which is a household income greater than 200% but less than 300% of poverty level income.
- Similar to HEP, but audit is more comprehensive
- Scope of work is proposed to the homeowner, who would be responsible for 10% of the project cost or a minimum of \$500.
- Remainder of project cost is covered by ActOnEnergy incentives and grant funds from the Energy Assistance Foundation
- ActOnEnergy incentive amounts are based on covering approximately 40-50% of the project cost

Moderate Income Program

- Ran successful pilot program in Decatur in PY3
 - > 68 audits conducted
 - > 52 homes retrofitted
- Conversion rate of 76%
- Over \$300,000 worth of retrofit work performed
 - > Utilized four HEP Program Allies and 3 HVAC allies
- Starting June 1 in the Peoria Tri-County Region
 - > Peoria, Tazewell and Woodford Counties

Challenges for PY4

- Limited pool of opportunity: Only 40% of Ameren customers are combo customers (around 600,000)
- High cost per kWh and therm
- Did not pass TRC for PY1 and PY2
- Greater number of audits required to achieve goals – increasing audits from 2,200 in PY3 to over 4,000 in PY4
- Limited number of qualified contractors
- Geographical coverage – 44,000 square miles

Questions?

For More Information:

Please visit:

www.ActOnEnergy.com

