

ENERGY **IMPACT** ILLINOIS

Overview of Energy Impact Illinois



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CNT Energy

ENERGY IMPACT ILLINOIS

Program Design: Addressing the “Three Key Barriers”

Information

Communications
Strategy

EI2 Website

MyHomeEQ
(Residential Energy Tool)

PositivEnergy
(Commercial Energy Tool)

Financial Resources

Single-Family
Residential

Multifamily

Large Commercial /
Nonprofit

(\$125 million in private
investment)

Trained Workforce

Workforce Intermediary

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What We Do

Improve Access to Information:

- Communication & Outreach strategy
- Comprehensive web-based Information System
- Online Building Energy Tools



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- Communications Strategy began early 2011
- Market Research and Customer Segmentation Survey
- Goal: Achieve greater insight into EE attitudes in Chicago Region

Homeowner Segments



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Energy Bills

The Idea:

Every month people get the gas bill & electric bill. It all adds up to one Energy Bill. Sometimes that bill seems big, sometimes small. A lot depends on their choices.

Let's remind them of those choices by personifying the two energy bills as real "Bills," Big Bill and Lil' Bill.

Big Bill is the freeloader in all of us. He's wasteful, inefficient and yes, a bit of a slacker or put-er-off-er. Lil' Bill is the opposite. He's the doer in us. He's conscientious, knows what needs and should be done to be energy efficient and he finds ways to get them done.

By using this odd couple, we can use humor to give people the extra little push they need to make smarter choices.



Opportunities:

- Humanizes program; Personalities have ability to expand beyond traditional media channels
- Positive savings message that's utility neutral; more seamless integration with utility partners
- Can actively be engaged in community events



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Advertising Media: At-a-Glance

Digital

Paid Search

Role: Help interested parties find us
Details: Pay-per-click search listings, fall 2011 – end of 2012

Digital Network

Role: Targeted reach with direct web link
Details: Audience and behavior driven placements

Tribune

Tribune Print, Radio and Online

Role: Marketplace legitimacy
Details: Inclusion with Lou Manfredini properties, Tribune print ads, Tribune web ads, Chicago Home + Garden ad



CBS

CBS 2 TV and WBBM Radio

Role: Broad awareness
Details: TV ad, radio ads, CBS2 special segment, ad on CBS2.com



Outdoor

Transit

Role: Geo-targeted reminders
Details: Billboards on major commuter thoroughfares, Metra stations, Metra train car cards, high-profile bus shelter build out



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“Two Bills” Marketing Campaign

Newspaper



Metra Backlit Diorama



Backlit 8-Sheet

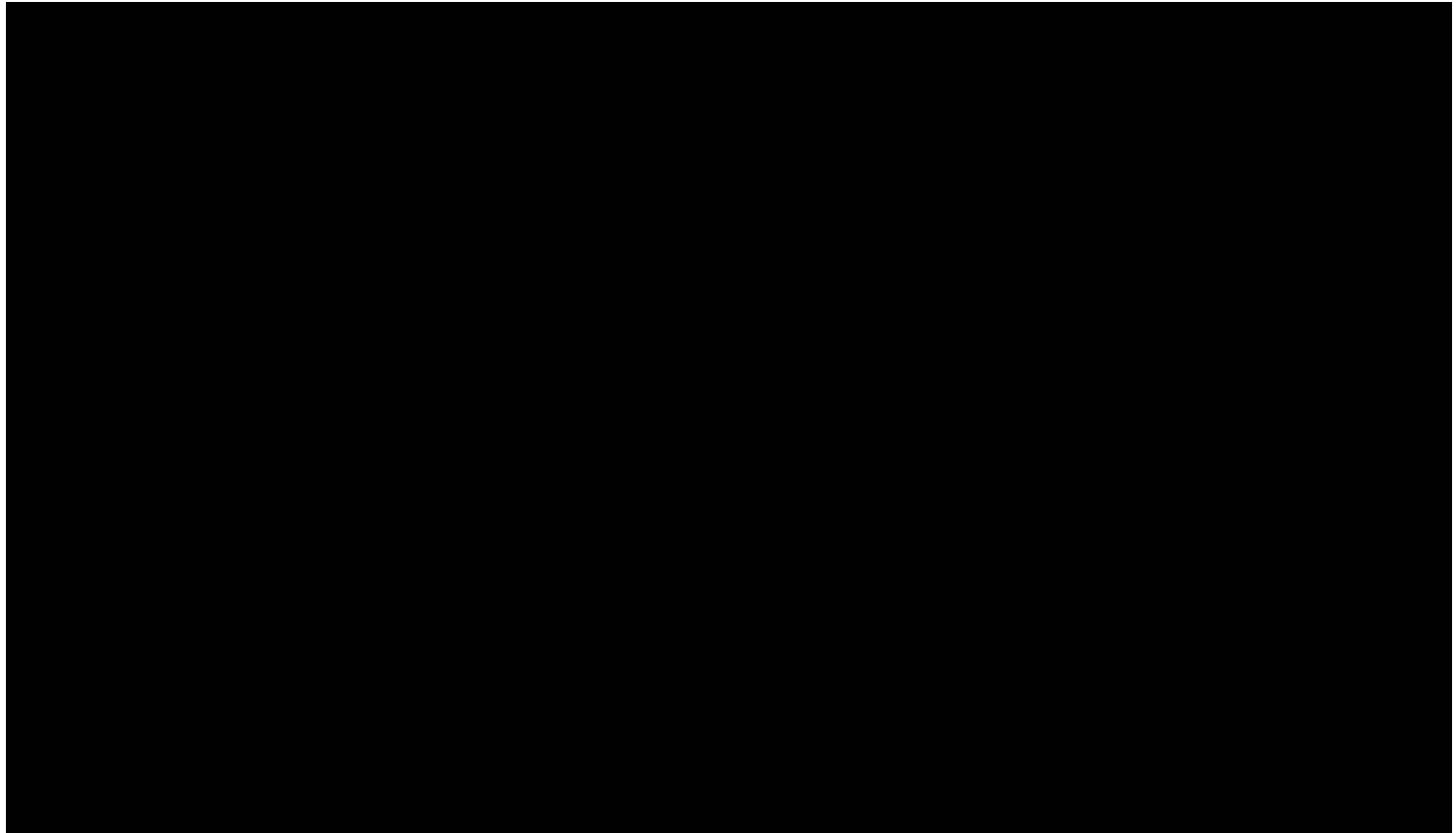


Billboards



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“Two Bills” Marketing Campaign



ENERGY IMPACT ILLINOIS RESIDENTIAL

CHOOSE YOUR ENERGY BILL

BIG BILL

- Ignores Drafts
- Puts Off Furnace Maintenance
- Sticks With Old Appliances

LITTLE BILL

- Updates Attic Insulation
- Changes Filters Regularly
- Buys ENERGY STAR® Appliances

watch video

MyHomeEQ: Customized Energy Savings Packages

Get a personalized plan to save energy and help you pay for improvements

[Energy Savings Package Tool »](#)

Make Improvements and Find Deals

Find tips to reduce your bill and see all the rebates and incentives available

[See all Tips & Incentives »](#)

Replace Broken or Inefficient Equipment

Find rebates and approved contractors to install new equipment

[Fix Something Broken »](#)

Additional Resources



An Introduction to Energy Efficiency

An overview of energy efficiency and the resources on this site



Learn how to Maximize Your Savings

A whole-home approach to efficiency can reduce your bills by 15-30% or more



Types of Financial Resources

Learn about the types of resources to help pay for improvements



Energy Impact Low Interest Loans

We've partnered with local credit unions and banks to help you finance your efficiency project

HOT DEALS



For Businesses: Limited Time Lighting Rebates from ComEd



For Home Owners: Get a Energy Impact Low Interest Loan

Find Energy-Saving Actions & Incentives



Tell us about yourself and your home



Get personalized efficiency advice



View rebates, incentives and loans

Zip Code

Number of People in Household

Housing Type & Ownership

Heating Fuel

Take Action

Personalized ways to reduce your energy bill

Find Deals

Save money on efficiency improvements with personalized deals

Residential Energy Efficient Property Credit

Best For: [Do-it-Yourself](#) [Rebates for appliances or equipment](#)

Value: Up to \$500

This federal tax credit applies to energy efficiency improvements in the building envelope of existing homes and for the purchase of high-efficiency heating, cooling and water-heating equipment.

Nicor Existing Home Retrofit Program

Best For: [Hot deals](#) [Whole Home/Building](#)

Value: Discounted Home Energy Assessment and incentives for weatherization

Aims to help select homeowners reduce their natural gas consumption by analyzing their energy use, recommending weatherization measures, and facilitating installation.

ComEd Refrigerator & Freezer Recycling

Best For: [Bulk/Yearly](#) [Rebate for appliances or equipment](#) [Hot deals](#)

Find Energy-Saving Actions

Replace an Old or Broken Appliance

Find an Energy Professional

NEWSLETTER

Enter your e-mail address to receive information on special deals, news, and events that will help you save money and reduce energy use. We won't share your e-mail and you may unsubscribe at any time.

Join

NEWS & HOT DEALS

- [\\$10M Fund Launches to Help Nonprofits with Energy Efficiency Improvements](#)
- [Energy Impact Illinois Debuts Information Hub](#)
- [Village of Oak Park Helps Multi-Family Building Owners Save](#)

Home Energy Usage Calculator

How much energy does my home *really* use?

START
HERE

Search 

example: 123 Main St Riverside IL

Stuck? [Click here](#) to let us know.

Save money and live more comfortably by lowering your energy usage



The Home Energy Savings Program, offered by the Nicor Gas Energy Efficiency Program and ComEd's Smart IdeasSM, begins July 1, 2011, and can save you money while making your home comfortable and efficient. We are taking reservations now.

Understanding your actual energy usage is the first step in making your home more comfortable, efficient, and valuable. We'll recommend home improvements that have both immediate and long lasting impact and then we'll help you with the details of making the change. That's why we're here.

How This Works

1. Find Your Home Energy Usage
2. Select Home Improvements that are Right For You
3. Apply for the Nicor Incentive Program
4. Choose a Contractor and Let Us Contact Them for You

Potential Energy Savings/Year

BASED UPON ZIP CODE 60617

\$151

Your Home EQ Score



Rebates and Tax Credits



It's simple. A more energy efficient home means a lower MyHomeEQ and bill. That also means a cozier home with better efficiency.

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What We Do

Improve Access to Finance

- Commercial/Industrial/Nonprofit Retrofit Fund
- Multifamily Loan Programs for Building Owners
- Residential-Focused Loan Programs
 - Rebates offered by select employers
 - Rebates for IHP in Rockford
 - Below market rate loans



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Residential Retrofit Loan Program

- Administered by the Delta Institute
- Offers below market-rate loans from a number of different financial institutions
- Whole-home as well as specific measures (HVAC) will be eligible for financing
- Auditors and contractors must be EI2 approved and have agreements in place with Delta



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What We Do

Access to workforce:

- Launch workforce intermediary: align contractors/workforce with appropriate certifications and emerging jobs
- Contractor services and outreach: Job placement, marketing & kitchen-table-sell training, incentive information



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How we collaborate with utility programs

- Provide financing for customers who can't complete based on incentive alone
- Provide list of utility programs by geography and audience type
- Can highlight “hot deals” from utilities as well as our efforts
- Utilizing trade alleys for commercial contractors

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Please visit: www.EnergyImpactIllinois.org

Questions?

EI2 Support Center

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Thank you!



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