



Stakeholder Advisory Group Discussion

Peoples Gas / North Shore Gas - Natural Gas Savings Program

PY1 Budget Shifts Discussion

Illinois Stakeholder Advisory Group

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Points to Discuss – Our Plans For:

- Single Family Direct Install / Assessment Program: Adding a new program, with program budget listed below
- Small Business: add funds, outlined below
- Builds on information
 - Presented at 2/7/12 SAG in person,
 - SAG memo dated 2/17/12 (Budget Shift Clarification Tables)
 - SAG call 2/21/12
 - SAG memo dated 2/27/12 (Single Family Program Description)

Single Family D.I. Program – Why?

- Help balance PGL residential portfolio incentive budget (\$/therm saved)
- Increase therm savings from PGL SC1-Residential customers
- Awareness of updated PGL and ComEd Residential Prescriptive program
- Be responsive to recent input from HVAC distributors about the need for more homeowner awareness within the PGL territory
- Build a base of eligible customers for future program participation in Residential Prescriptive, Whole House assuming that program launches PY2

Single Family D.I. Program – What?

- See [2/27/12](#) memo: resurrect effort piloted under ComEd/Chicagoland
- Balance of PGL's PY1, program is standalone. Discussed possibility of joint program with ComEd for PY2/5 (June 1, 2012)
- Serve single family communities in PGL territory
- Free water, energy saving devices and a brief assessment of major retrofit opportunities (furnace, boiler, air conditioning, insulation, and air sealing)
- Installation includes showerheads, bath, kitchen aerators, pipe insulation

Single Family D.I. Program – What? (con't)

- Field staff review, document HVAC and key envelope measures (air sealing opportunities, attic insulation)
- Recommendations would promote the furnace, boiler and air conditioning prescriptive incentives through PGL and ComEd
- Idea: customer leads will be documented within our tracking system and serve as the basis for targeted marketing of programs in PY2/5 and PY3/6
- Marketing - build on the lessons from pilot, notably the success of marketing through community groups and the power of referrals.

Single Family D.I. Assessment – PY1 Budget Planned

Single Family D.I./Assessment - PY1 Budget Breakout		
Implementation	\$101,280.00	39%
Incentives Delivery (D.I. Measures)	\$140,150.00	55%
<u>Marketing</u>	<u>\$15,000.00</u>	6%
Total	\$256,430.00	

Budget Shifts From the Following Programs

Table 1 - Shifting Budget From:

<u>Program</u>	<u>Category</u>	<u>PGL</u>	<u>Total Budget</u>	<u>% of Total Budget</u>	<u>NSG</u>	<u>Total Budget</u>	<u>% of Total Budget</u>	<u>Total</u>
Res Prescriptive	Incentives	\$140,150.00	\$2,382,431	12.0%	\$0.00	\$223,128	5.3%	\$140,150.00
Res Prescriptive	Marketing	\$44,567.00			\$11,932.00			\$56,499.00
Res Prescriptive	Implementation	\$101,280.00			\$0.00			\$101,280.00
Res Whole House	Implementation	\$35,000.00	\$263,046	15.4%	\$5,000.00	\$68,858	7.3%	\$40,000.00
Res Whole House	Marketing	\$5,500.00			\$0.00			\$5,500.00
C&I Custom	Marketing	\$28,000.00	\$1,042,178	3.4%	\$3,000.00	\$216,661	2.3%	\$31,000.00
C&I Custom	Implementation	\$7,000.00			\$2,000.00			\$9,000.00
Grand Total		\$361,497.00			\$21,932.00			\$383,429.00

Tables from 2/17/12 Memo Provided to SAG

Budget Shifts TO the Following Programs

Table 2 - Shifting Budget To:

<u>Program</u>	<u>Category</u>	<u>PGL</u>	<u>Total Budget</u>	<u>% of Total Budget</u>	<u>NSG</u>	<u>Total Budget</u>	<u>% of Total Budget</u>	<u>Total</u>
SBES	Implementation	\$98,067.00	\$273,295	35.9%	\$19,932.00	\$48,821	40.8%	\$117,999.00
RCx	Implementation	\$7,000.00	\$1,108,654	0.6%	\$2,000.00	\$195,645	1.0%	\$9,000.00
Single Family DI	Implementation	\$101,280.00	N/A	N/A	\$0.00	N/A	N/A	\$101,280.00
Single Family DI	Incentive Delivery	\$140,150.00	N/A	N/A	\$0.00	N/A	N/A	\$140,150.00
Single Family DI	Marketing	\$15,000.00	N/A	N/A	\$0.00	N/A	N/A	\$15,000.00
Grand Total		\$361,497.00			\$21,932.00			\$383,429.00

Important Points

- No change in overall portfolio budget for either PGL or NSG
- Shifts only...no increase to total portfolio budget
- Shifts within each utility are net zero, as are the shifts within activities (i.e. incentive funds to incentive funds)
- We are not changing the percent of portfolio budget that is allocated to incentives versus non-incentive program costs

Important Points

- Shift impacts both the PGL and NSG Residential Program by less than 10%. Decrease in Residential budget of \$87k across both PGL and NSG
- As a percent of each utility's budget
 - PGL Residential: - 2.12%
 - NSG Residential: - 4.10%
- Questions?



Questions, Additional Information

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