

Peoples Gas and North Shore Gas Energy Efficiency Programs

Illinois Stakeholder Advisory Group

9/25/2012

PY 1 Post TRM Results

PY 2 YTD Results / Overview

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PY 1 Overall Portfolio

- Peoples Gas

Peoples Gas	Filed Goal	Actual per Filed Savings	TRM Achieved	Gain or (Loss) through TRM
Portfolio	2,806,711	2,056,001	1,813,275	(242,726)

- North Shore Gas

North Shore Gas	Filed Goal	Actual per Filed Savings	TRM Achieved	Gain or (Loss) through TRM
NSG Portfolio Results	555,035	404,263	329,701	(74,562)



Residential Program Year 1 Portfolio Results

- Peoples Gas

Peoples Gas	Filed Goal	Actual per Filed Savings	TRM	Gain or (Loss) through TRM
Residential Programs	Net Therm Goals	Net Therms	Net Therms	Net Therms
Residential Prescriptive Rebates	404,499	167,378	111,853	(55,525)
Residential Home Energy Reports	0	0	0	0
Multifamily Direct Install	440,301	464,601	477,348	12,747
Residential Whole-House Retrofit	45,650	0	0	0
Single Family Direct Install	182,450	37,118	14,977	(22,141)
Total	1,072,900	669,097	604,178	(64,919)

- North Shore Gas

North Shore Gas	Filed Goal	Actual per Filed Savings	TRM	Gain or (Loss) through TRM
Residential Programs	Net Therm Goals	Net Therms	Net Therms	Net Therms
Residential Prescriptive Rebates	67,471	120,747	80,765	(39,982)
Residential Home Energy Reports	0	0	0	0
Multifamily Direct Install	76,646	81,009	81,919	910
Residential Whole-House Retrofit	14,040	0	0	0
Total	158,157	201,756	162,684	(39,072)



Residential Prescriptive Results PY 1

PGL Res Pres. @ 27% Goal

NSG Res Pres. @ 119% Goal

- TRM Impact: **Negative 33% PGL, Negative 33% NSG**
- NSG:
 - Social/Economic difference territories led to greater participation
 - Minimal furnace venting issues
- PGL - Weak participation due to:
 - Poor economic conditions, low price of natural gas
 - Limited gas measures
 - Warm winter
 - Venting code



Residential Single Family Direct Install Results PY 1

PGL SF Direct Install @ 8 % Goal

- TRM Impact: **Negative - 60%**
- Began late March 2012
- Built off of pilot which ran Jan – May 2011
- Targeted waiting list from pilot
- 508 homes Mar - May
- Savings
 - 14,977.03 total therms (all Peoples Gas)
 - Average 29.48 therms/appointment



Residential Multi-Family Results PY 1

PGL @ 108% Gas Goal

NSG @ 107% Gas Goal

- TRM Impact: **Plus 3 % PGL, Plus 1% NSG**
- Program well received in both territories
- What worked...
 - Initial outreach to trade associations
 - Effective sales efforts with property management companies
- Need greater participation in common area projects



Commercial Programs – PY 1

- PGL

Peoples Gas	Filed Goal	Actual per Filed Savings	TRM	Gain or (Loss) through TRM
Commercial & Industrial Programs	Net Therm Goals	Net Therms	Net Therms	Net Therms
C&I Prescriptive Rebates	514,803	443,478	251,840	(191,638)
C&I Custom Rebates	556,364	187,375	187,375	0
C&I Retro-Commissioning	496,448	683,548	683,548	0
Small Business Efficiency	166,196	72,503	86,334	13,831
Total	1,733,811	1,386,904	1,209,097	(177,807)

- NSG

North Shore Gas	Filed Goal	Actual per Filed Savings	TRM	Gain or (Loss) through TRM
Commercial Programs	Net Therm Goals	Net Therms	Net Therms	Net Therms
C&I Prescriptive Rebates	104,744	93,194	49,965	(43,229)
C&I Custom Rebates	126,362	29,453	29,453	0
C&I Retro-Commissioning	134,365	45,420	45,420	0
Small Business Efficiency	31,407	34,440	42,179	7,739
Total	396,878	202,507	167,017	(35,490)



C & I Prescriptive Results PY 1

PGL CI Pres. @ 49% Goal

NSG CI Pres. @ 48% Goal

- TRM Impact: **Negative 43 % PGL, Negative 46% NSG**
- Challenges:
 - Limited gas savings measures
 - Slow participation with Trade Allies
 - Poor economic conditions
 - Low price of natural gas
 - Warm winter



C & I Custom Results PY 1

PGL @ 34% Goal

NSH @ 23% Goal

- TRM Impact, none
- Challenges
 - Longer time needed for sell and complete projects
 - Getting into customer's budget cycle
 - Industrial/Manufacturers are resistant to making process changes
 - Similar challenges as Prescriptive
 - Limited gas savings measures
 - Slow participation with Trade Allies
 - Poor economic conditions
 - Low price of natural gas
 - Warm winter



C & I Retro-Commissioning Results PY 1

PGL Rcx @ 138 % Goal

NSG Rcx @ 34% Goal

- TRM Impact, none
- Strong performance in PGL due to
 - Mature program (yr. 4 of ComEd)
 - Larger building stock
- Weak performance in NSG due to
 - One project completed
 - Limited outreach



C & I Small Business PY 1 Results

PGL SBES @ 52% Gas Goal

NSG SBES @ 134% Gas Goal

- TRM Impact... **Plus 19% PGL, Plus 22% NSG**
- Need > emphasis on more gas trade allies
- Expanded savings measures for PY 2
- Delayed efforts on steam measures



PY 2 Year to Date Results

Program	Goal	Realized	Realized % to Goal	Realized & Pipeline	Realized & Pipeline % to Goal
Gas Programs					
NSG C&I Custom PY2	479,289			290,766.88	61%
NSG C&I Prescriptive PY2	257,974	2,896	1%	2,896.47	1%
NSG RCx PY2	10,000			1,955.20	20%
NSG SBES PY2	38,000	12,765	34%	12,764.55	34%
NSG C&I Sub-Total	785,263	15,661	2%	308,383	39%
PG C&I Custom PY2	2,315,500	150,856	7%	1,169,849.67	51%
PG C&I Prescriptive PY2	1,536,793	61,480	4%	71,981.75	5%
PG RCx PY2	400,000			262,255.40	66%
PG SBES PY2	240,000	32,197	13%	32,628.22	14%
PG C&I Sub-Total	4,492,293	244,533	5%	1,536,715	34%
C&I Total	5,277,556	260,194	5%	1,845,098.14	35%
NSG Multifamily HES PY2	179,019	89	0%	88.77	0%
NSG Res Prescriptive PY2	340,000	11,999	4%	12,160.91	4%
NSG Single Family DI PY2	31,125	520	2%	520.30	2%
NSG Residential Sub-Total	550,144	12,608	2%	12,770	2%
PG Multifamily HES PY2	1,014,441	225,992	22%	225,992.30	22%
PG Res Prescriptive PY2	820,000	17,437	2%	18,082.91	2%
PG Single Family DI PY2	280,125	11,003	4%	11,029.02	4%
PG Residential Sub-Total	2,114,566	254,432	12%	255,104	12%
Residential Total	2,664,710	267,040	10%	267,874.21	10%
Gas Programs Total	7,942,266	527,234.40	7%	2,112,972.35	27%



PGL NSG Fall 2012 Awareness Campaign

- Key PY1 lesson: programs need more broad end-use customer awareness
- Campaign complements outreach, ally efforts in early Fall
- Start date of 9/24/12, 6 Week Duration
- Variety of tactics:
 - Radio 36%
 - Out of Home (bus shelters, billboards, CTA) 30%
 - Digital 30%
 - Newspaper 4%
- Supported by added outreach – pay per click ads, “BTU” email, bill inserts



Paul

PY 2 Residential Update

Single Family Direct install

- Results
 - Slower start up than anticipated
 - New staff hired
- Plan
 - Outreach through trusted community and government groups
 - Customer referral process (add customer quote)
 - Using DI to introduce prescriptive measures to customers

Prescriptive

- Results
 - Behind, insufficient trade ally buy-in to program
- Plan
 - Dedicated Trade Ally Sales Person
 - Leverage PGL/NSG fall mass marketing campaign
 - Capitalize on new measures.... Insulation and domestic hot water heaters

"I received a phone call yesterday afternoon from Joyce Coleman with great feedback! She could not thank you guys enough. Mrs. Coleman mentioned that you guys were very polite and helpful. She loved that you guys suggested different ways that she could save energy in her home. She was very pleased with the service and products, and mentioned that she will definitely let her neighbors and church know about this awesome program. Thanks for all the hard work guys! 🙌"



Residential – Multifamily PY 2

- Results:
 - Behind on DI units
- Plan
 - 5th DI team
 - Additional outreach
 - Greater collaboration and emphasis on common area projects
 - Additional Energy Advisor



C & I Small Business PY 2

- Results
 - Gas savings (realized/pipeline)
 - NSG ahead of plan
 - PGL behind plan
- Plan
 - Targeted sales approach to key gas sectors
 - Dry Cleaners, Churches, MF common areas and restaurants
 - Expanded outreach plan
 - Government affairs, City of Chicago, Neighborhood focused sales efforts
 - Multi-cultural approach



C & I Core Programs PY 2 Results

- Custom... strong pipeline
 - PG = 51%
 - NSG = 61%
- Prescriptive results... **behind**
 - Mostly fall measures
 - Need greater trade ally participation
- Retro-Commissioning results... **behind**
 - PGL, Mature program (5th year)
 - NSG, Little interest or uptake in NSG territory



PY 2 Commercial

- What's Working

- Greater awareness of gas efficiency programs
- Multiple customer visits leading to larger projects
- More one-on-one customer contact through energy assessments
- Added measures
 - Steam traps
 - Pool/spa covers
 - Pipe insulation



Overall Challenges Post TRM

- 30% hit on energy savings in portfolios
- Evaluating adequacy of current incentive budgets, given TRM impacts.



Questions