

Illinois Energy Efficiency Programs

Illinois Commerce Commission 2016-2017 Winter Preparedness Policy Session

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Discussion Topics

- Winter Preparedness for Customers
- Marketing and Communication Strategies
- Energy Efficiency Delivery Partners

Winter Preparedness for Customers

Rebates

Furnaces
Boilers
Thermostats

Attic insulation
and air
sealing

Assessments

Installation of
free products

Support on
next steps to
save energy

Free Products

DIY kits of
energy-
saving
products

Installed for
free during
assessments

Winter Preparedness for Customers



Low-moderate Income Weatherization

Pilot

Energy efficient
and comfortable
home for winter



Smart Thermostats

2-channels to
participate:

- Rebates
- Assessments



On-Bill Financing

“Gateway to Energy
Efficiency Program”

Makes energy
efficiency
improvements more
accessible

Customer Outreach and Communication



Mass Media Campaigns (Multi-media including radio, television, print, social media and digital)



Program-Specific Campaigns (Targeting specific homeowners, large and small businesses)



Customer Communications (Email blasts, bill inserts, newsletters)



Events (Community & multicultural events)



Trade Ally trainings, newsletters and dedicated collateral
(Providing helpful tips to prepare their customers winter)

Customer Outreach and Communication

Billboards



energySMART tip:
Get a furnace check-up



nicorgasrebates.com

It's xx° outside. Is your home ready for sweater weather?

Find out at nicorgasrebates.com



Email Blast

ENERGY SOLUTIONS FOR YOUR LIFE

CUSTOMER connection

PEOPLES GAS[®]
NATURAL GAS SAVINGS PROGRAM[™]

There's more than one way to get smart.

If you're ready to upgrade to a smart thermostat, don't miss out on great incentives. There are [two ways to save](#).



1. Get an ecobee3 smart thermostat installed for only \$150 through [Home Energy Jumpstart](#). You'll also receive free energy-saving products and a free energy assessment. Call 844-367-5867 to schedule your installation.
2. Receive rebates from [Peoples Gas](#) (\$50) and [ComEd](#) (up to \$100) when you purchase and install a [qualifying smart thermostat](#) of your choice.

Door Hangers

THE HEAT IS ON

to lower your energy bills this winter.

68° WINTERS YOU'RE LOVING

58° WINTERS YOU'RE AVOIDING

You can save up to 5% on winter heating costs for each degree you lower your thermostat.

Most people don't see the difference — except in their energy bills.

Set your thermostat to 68° when you're home, and 58° when you're away.

Adjust a slide — save a lot.

UtilityCo

Bill Messages

Rebates for smart thermostats increased to \$50

Current eligible family homes, new flats and individually owned multi-family units can now get a \$50 rebate when they install a smart thermostat in their home.

The rebate is provided through the Peoples Gas winter Energy Rebates program, which is part of the new program that offers rebates for additional energy-saving products.

- \$50 for combination boiler/heat exchangers
- \$50 for heat pumps
- \$50 for air sealing
- \$50 for heat exchangers (also must do air sealing)
- \$50 for furnaces
- \$50 for boilers and direct water heaters
- \$50 for clean boilers
- \$50 for smart thermostats
- \$50 for programmable thermostats

Rebate applies to installations completed between June 1, 2016, and May 31, 2017. See www.nicorgasrebates.com or call 844-367-5867 for more info. Rebate is subject to program availability. Rebate is subject to program availability. Rebate is subject to program availability.

PEOPLES GAS[®]
NATURAL GAS SAVINGS PROGRAM[™]

PREPARE FOR WINTER

One of the most effective ways to cut winter energy costs and increase your comfort is to install energy-efficient natural gas furnace or heat pump. MidAmerican Energy Company has rebates that make these items more affordable.

EQUIPMENT	REBATE
Natural Gas Furnace	\$500
SAFEC® or equivalent	\$100
Air Source Heat Pump	Up to \$1,100
Ground Source Heat Pump	Up to \$1,300

Visit www.midamericanenergy.com/see for a complete list of qualifying models and rebates.

SAVE-CENTERS

The System Adjustment and Verified Efficiency (SAVE) certification assures that the professional installing or maintaining your new heater is properly trained in energy-efficient installation and measurement. To receive a rebate, MidAmerican Energy requires that an HVAC SAVE-certified contractor inspect and verify your new natural gas furnace or heat pump.

To find a SAVE-certified contractor in your area, visit www.brcsave.com.

MidAmerican ENERGY

Winter Rates

1-5/8" x 4-3/8" 1/2" left

WINTER RATES ARE EFFECTIVE NOW AND WILL CONTINUE THROUGH MAY

Change your furnace filters regularly. A clean filter ensures efficient airflow while maintaining the air quality and comfort of your home. A clogged air filter will make your furnace work harder to keep your home warm.

THE POWER TO SAVE

Join thousands of **Nicor Gas** customers who are **taking control** of the way they use natural gas.

Trade Ally Outreach and Communication

Tools and Handouts

TRADE ALLY PARTNERS
 ARE HERE TO HELP YOU SAVE ON
 ENERGY EFFICIENCY IMPROVEMENTS

Trade Ally Partners are contractors, installers, distributors, engineers and architects who can help you with energy efficiency projects. Their program knowledge is a valuable resource to help you take advantage of MidAmerican Energy Company's money-saving rebates.

midamericanenergy.com/ee
 Find a Trade Ally Partner/Contractor



SEAL IN SAVINGS

Air seal and insulate to save energy and money while increasing comfort.



It may be time to upgrade.

If your furnace isn't working properly, it may make more sense to replace it than have it repaired.

When replacement is the best option, choosing an energy-efficient model can help you save energy and money while increasing comfort in your home.



Trade Ally Newsletters

Help Your Customers Embrace the Cold Weather With These Energy-Saving Tips

As the cold weather approaches, there are productive steps your customers can take to mitigate the harsh impacts of the winter season. The following tips can help increase energy efficiency in your customers' homes and businesses as well as reduce their energy bills.

- **Seal and insulate ducts:** Air that moves through the duct system can be lost due to leaks, holes and poorly connected ducts.
- **Adjust temperature on the water heater:** Using the "warm" setting of 120-degrees and insulating the storage tank can provide comfortable hot water with less cost and energy waste.
- **Check and tune-up the heating system:** A tune-up is a good way to prevent carbon monoxide leaks and keep the air in homes and businesses healthy.

Spread the word and help your customers save energy this winter season!

Three Easy Energy-Efficient Improvements Your Customers Should Make Before the Holiday Season

As your customers prepare for the upcoming holiday season, they should also be prepping their homes and businesses for increased energy use. Here are three easy energy-efficient improvements your customers can make to help reduce their energy usage and save on heating costs this holiday season.

1. **Replace weather stripping:** Heat can be lost around doors and windows. Weather stripping is a simple job and helps keep heat inside.
2. **Check and replace furnace filters:** Keeping filters clear of debris will help improve both efficiency and performance, resulting in a decrease in heating costs.
3. **Prep water heaters and pipes:** Keep water heaters from having to work double time by insulating the pipes.

Spread the word and help your customers save big this holiday season!

ENERGYADVANTAGE INSIDER
 Exclusively for Trade Allies

Issue 2 | March 2016

Newsletter Features

Have a unique project? Go Custom!
 Trade Ally Meetings—Insights for Success in 2016
 Program Insights—Find Rebate Information, East
 Partner Corner—Making It Easier for Customers to Find You
 EnergyAdvantage: Questionnaire

Have A Unique Project? Go Custom!

Most of you are familiar with the MidAmerican Energy rebate programs found on our website and in the program booklets. But did you know that custom rebates may be available for equipment that you don't find listed? If the equipment being installed saves energy and has a less-efficient, lower cost alternative, it may be eligible for a custom rebate through **Nonresidential Equipment Custom Rebates**.

Many types of energy-saving technologies may qualify, but some common projects include:

- LED lighting, such as HID equivalent >400 watts
- Lighting redesign and daylighting controls
- Natural gas boilers larger than 300 MBtu/h

Because each project is unique, key information is required to calculate the rebate and provide preapproval. The process typically includes:

- Preapproval application, includes submitting current equipment descriptions, defining the proposed upgrade, showing a less-efficient alternative, and providing project cost details. Supporting documentation is required.
- Analysis, MidAmerican Energy completes a technical analysis to

Important Upcoming Dates

March 31, 2016
 Nonresidential prescriptive rebate application deadline (excludes AC equipment requiring SAVE testing)

March 31, 2016
 HERS rating deadline for Residential New Construction rebates

April 2, 2016
 Shutdown Home and Design Expo Get Information

April 14, 2016
 Understanding and Managing VFDs for Fan and Pump Applications The Iowa Energy Center is sponsoring a one-day training in the auditorium of the Iowa Association of Municipal Utilities building in Ames.

Community Outreach

- Focus on winter preparedness during Fall/Winter community outreach and events
- Resource Fairs, Operation Warmth, Community Events, etc.



Energy Efficiency Delivery



Questions?