

Program Planning Template

2017 – 2020 Programs

GY 7 – 9; EY 10 - 12

Program Applicable for: Ameren _____ ComEd _____ DCEO x____
 Nicor _____ People’s Gas/North Shore Gas _____

Program Name	Market Transformation Energy Data & Information Program															
Program Description	The purpose of this Program is to support programs that provide the data and information necessary for customers to want to															
Program Duration	6/17 through 5/20															
Delivery Strategy	<p>This Program will assess commercially-available, but underutilized, energy efficient electric and gas products and practices, for use in public and low income buildings. Although the target market for the technologies will be the public and low income sectors, the Department expects that the evaluations conducted under this Program will be able to be leveraged by the other Program Administrators as well. A process for screening, prioritizing, evaluating, and supporting emerging technologies will be utilized:</p> <ul style="list-style-type: none"> • Outreach to solicit emerging technology applicants <ul style="list-style-type: none"> • Marketing to Trade Allies, trade associations, implementers, manufacturers and utility personal • Web-based portal for applications • Technology selection process <ul style="list-style-type: none"> • Technical experts • Consultation with fellow Program Administrator emerging technology leads • Selection committee • Measurement and verification or other program support <ul style="list-style-type: none"> • Assessment of existing deployment information • Installation, energy efficiency performance validation • Post-validation technology deployment activities <ul style="list-style-type: none"> • Sharing results with fellow Program Administrators and SAG • Education to stakeholders and contractors • Moving technologies to Department’s public and low income incentive programs <p>The Department will be responsible for overseeing the Program and will partner with a competent, professional, and experienced emerging technologies organization for implementation support.</p>															
Marketing Strategy	Information about the Program will be on the Department’s website, and a web-based portal will be created and marketed for applications. Since this is the first time the Program will be offered, the Department will also host an informational webinar, specifically focusing on Trade Allies, trade associations, and manufacturers. Information about the Program will also be disseminated via email and meetings with fellow Program Administrators, program implementation partners, Trade Allies, and EE stakeholders. Marketing materials and education will be made available at energy efficiency events in Illinois, both to solicit emerging technology applicants, as well as to promote validated technologies.															
Program Targets	<p>Participation Levels</p> <table border="1"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Emerging technologies reviewed</td> <td>20-25</td> <td>20-25</td> <td>20-25</td> <td>60-75</td> </tr> <tr> <td>Emerging technologies incorporated into Department</td> <td></td> <td>5-10</td> <td>5-10</td> <td>10-20</td> </tr> </tbody> </table>		PY10	PY11	PY12	Total	Emerging technologies reviewed	20-25	20-25	20-25	60-75	Emerging technologies incorporated into Department		5-10	5-10	10-20
	PY10	PY11	PY12	Total												
Emerging technologies reviewed	20-25	20-25	20-25	60-75												
Emerging technologies incorporated into Department		5-10	5-10	10-20												

incentive				
programs				

Program Budget

ELECTRIC	PY10	PY11	PY12	Total
Implementation	\$680,225	\$680,225	\$680,225	\$2,040,675
Incentives	\$0	\$0	\$0	\$0
Total	\$680,225	\$680,225	\$680,225	\$2,040,675
GAS	PY10	PY11	PY12	Total
Implementation	\$149,500	\$149,500	\$149,500	\$448,500
Incentives	\$0	\$0	\$0	\$0
Total	\$149,500	\$149,500	\$149,500	\$448,500
COMBINED	PY10	PY11	PY12	Total
Implementation	\$829,725	\$829,725	\$829,725	\$2,489,175
Incentives	\$0	\$0	\$0	\$0
Total	\$829,725	\$829,725	\$829,725	\$2,489,175