

Corrected 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 provide the data and information necessary for customers to want to take action to save energy. Specifically, the Department will focus on the following areas: benchmarking, Home Performance with Energy Star, and low income customer education. The ultimate goal is to develop the robust customer base for energy efficiency services in Illinois necessary to achieving EEPs goals in future years. In the context of transforming the Illinois energy efficiency market, this can be considered the part of the portfolio that focuses on the “demand” side.
Program Duration	6/17 through 5/20
Delivery Strategy	<p>The Department will be responsible for overseeing the Program and will partner with organizations, for implementation support, to provide energy data and information to Illinois residential, commercial, industrial, public sector, and low income customers. Avenues for providing this support include but are not limited to: development of resources, in-person workshops/conferences, webinars, and one-on-one consultations. These opportunities will be marketed as described below. The Department will solicit implementation support for three specific areas:</p> <p><u>Benchmarking Policy & Implementation Support:</u> This initiative will focus on supporting public sector entities adopt and implement benchmarking policies, which in turn drive demand for energy efficiency, particularly in the public and commercial building sectors. Activities may include: development of policy and/or data collection templates and other resources, workshops, and one-on-one technical assistance. Assistance will be provided strategically, to assist a diverse cross-section of Illinois public sector customers, which then can serve as models for fellow entities. Activities may also include support for evaluating the energy savings impacts of benchmarking policies.</p> <p><u>Home Performance with Energy Star:</u> Continuing work supported in Plan 3, Home Performance with Energy Star works with qualified contractors to take a “whole home” approach to energy upgrades, and provides certificates to homeowners to document the value of the work they’ve done. The of this work is in part to train contractors, but also importantly to drive residential customers to want whole home retrofits, by providing them with information on the value of these projects. This includes documentation, which can be used in the resale of the home. The Department will provide statewide support for the administrative aspects of this initiative. This area of work may also include training for and collaboration with realtors and the appraisal community, to ensure these influencers of residential customers understand and can appropriately communicate the value of energy efficiency.</p> <p><u>Low Income Customer Education & Data:</u> In coordination with the Department’s low income incentive programs, in this plan cycle, the Department will also offer opportunities for greater energy efficiency customer engagement and education. The purpose is to ensure customers understand the value of energy efficiency, technologies being deployed, and best practices for residents – with the ultimate goal of leading to long-term positive behavior change. Activities may include development of educational materials, dissemination through workshops/conferences, and one-on-one consultations. The Department will also consider proposals that leverage tools to help low income customers better understand and manage their energy consumption.</p> <p>These areas have been identified as high priority needs in the Illinois energy customer base. The Department will also accept proposals that focus on other customer segments, as barriers and/or</p>

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Target Market	Public sector, residential, and low income customers are the target markets for this Program, but where key barriers/opportunities are identified, the Department will accept proposals for data/information activities that target other market segments.																																																																																
Marketing Strategy	Information about the Program will be on the Department's website and promoted through the Illinois Energy Now listserv. The Department will also partner with specific trusted messengers for the customers it is seeking to reach, to promote specific activities (e.g., community action agencies for low income energy education). Implementation partners may develop their own topic area marketing collateral, including websites and brochures. The Department will also work with its fellow Program Administrators to promote the availability of training opportunities.																																																																																
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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>Public customers assisted</td> <td>5</td> <td>5</td> <td>5</td> <td>15</td> </tr> <tr> <td>Residential customers assisted</td> <td>1000</td> <td>1000</td> <td>1000</td> <td>3000</td> </tr> <tr> <td>Low income customers assisted</td> <td>1500</td> <td>1500</td> <td>1500</td> <td>4500</td> </tr> </tbody> </table> <p>Program Budget</p> <table border="1"> <thead> <tr> <th>ELECTRIC</th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Implementation</td> <td>\$680,225</td> <td>\$680,225</td> <td>\$680,225</td> <td>\$2,040,675</td> </tr> <tr> <td>Incentives</td> <td>\$0</td> <td>\$0</td> <td>\$0</td> <td>\$0</td> </tr> <tr> <td>Total</td> <td>\$680,225</td> <td>\$680,225</td> <td>\$680,225</td> <td>\$2,040,675</td> </tr> <tr> <th>GAS</th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> <tr> <td>Implementation</td> <td>\$149,500</td> <td>\$149,500</td> <td>\$149,500</td> <td>\$448,500</td> </tr> <tr> <td>Incentives</td> <td>\$0</td> <td>\$0</td> <td>\$0</td> <td>\$0</td> </tr> <tr> <td>Total</td> <td>\$149,500</td> <td>\$149,500</td> <td>\$149,500</td> <td>\$448,500</td> </tr> <tr> <th>COMBINED</th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> <tr> <td>Implementation</td> <td>\$829,725</td> <td>\$829,725</td> <td>\$829,725</td> <td>\$2,489,175</td> </tr> <tr> <td>Incentives</td> <td>\$0</td> <td>\$0</td> <td>\$0</td> <td>\$0</td> </tr> <tr> <td>Total</td> <td>\$829,725</td> <td>\$829,725</td> <td>\$829,725</td> <td>\$2,489,175</td> </tr> </tbody> </table>		PY10	PY11	PY12	Total	Public customers assisted	5	5	5	15	Residential customers assisted	1000	1000	1000	3000	Low income customers assisted	1500	1500	1500	4500	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
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