The following program descriptions are “as provided” by bidders as attachments to their bids:

| Program Description | |
|---|---|
| **Program Name** | *Community-Based CFL Distribution Program* |
| **Program Description** | *The Community-Based LED Distribution Program involves the partnership of CLEAResult, AIC and the DCEO to donate ENERGY STAR® certified LEDs to Feeding America affiliated food banks. The food banks then use their network of local food pantries to distribute the bulbs to utility customers. Feeding America primarily serves as a distribution center; receiving the LEDs from the manufacturer, providing temporary storage, and distributing the allocated LED quantities to the targeted food pantries.* |
| **Background** | *CLEAResult has deployed Community-Based Bulb Distribution Programs for 19 utilities clients across the country. Through the program, we have delivered more than 5,800,000 energy efficient light bulbs to customers with the greatest need since 2010 and 55,100 LEDs since 2015. In addition, each Community-Based Bulb Distribution Program that has gone through a complete evaluation has received a NTG of 1.0* |
| **Program Duration** | *We are proposing to deliver the program from the start of PY10 on June 1, 2017 through the end of PY13 on May 31, 2020.* |
| **Budget** | *$2,201,332.00 annually (applicable state use tax not included)* |
| **Estimated Participation** | *155,000+ households served by targeted food banks* |
| **Savings Targets** | *13,641,000 kWh annually* |
| **Delivery Strategy** | *We deliver the program through the following main steps:Task 1: Engage Food Bank Partners - Based on ZIP code locations, we will screen food banks who can serve as distribution channels for the program. We have already identified and are working closely with AIC to approve food banks and their pantry networks for PY9. This network will be fully in place and operational for a seamless transition into PY10.Task 2: Bulb/Handout Procurement - Working closely with food banks and AIC, we will coordinate bulb procurements (including branding of boxes and bulbs, if desired by AIC), as well as the development and approval of any educational materials included with bulbs.Task 3: Distribution and Media Event Planning - We will also work closely with food banks and AIC to plan for any distribution and media events. This includes drafting press releases to inform the media about bulb deliveries to food banks and planning for media events AIC would like to host to kick-off the program. This planning phase also allows us to work with food banks to design a distribution plan that includes, if necessary, several distribution phases throughout the year. Task 4: Media Event - As requested by AIC, Task 4 marks the formal distribution of bulbs to a specific food bank with media in attendance. This event will publicly kick-off the program and generate positive publicity for AIC. Task 5: Bulb Distribution - In this task, we will execute the bulb distribution plan we designed based on each food bank’s schedule, staffing and storage capabilities. Over the course of the allocation, the food bank(s) will maintain a spreadsheet detailing the distribution to food pantries.* |
| | *Task 6: Tracking and Reporting - In addition to planning reports that detail food bank partner information, we will also provide AIC with post-distribution reports that capture the product type distributed, total bulb allocation, dollar amount, and associated kWh savings for each food bank and pantry recipient.* |

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| **Target Market** | *Residential (low-income) utility customers* |
| **Marketing Strategy** | *• CLEAResult will work with AIC to determine (by ZIP code) the participating agencies*<br>*• We will launch the program to a targeted geographic area and demographic of AIC's customer base.*<br>*We will also collaborate with AIC and participating agencies to devise the most effective distribution/advertising materials (e.g., news advisories, press releases, social media content, etc.).* |
| **Eligible Measures** | *• 10W ENERGY STAR® certified LED A lamp, high use – 800 lumens with 15,000 rated average life hours*<br>*• Four bulbs per recipient*<br>*Please refer to Attachment A provided separately in our email submission.* |
| **Cost per Energy Saved** | *kWh savings for a 10W LED, with no leakage calculation $0.1644* |
| **Appendices** | *We included three appendix items as part of our proposal in addition to an appendix that combines all of AIC's required forms and documents.* |

# Program Description

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| **Program Name** | Residential Retail Lighting Program |
| **Program Description** | The program goals are to educate 1.1 million Ameren Illinois Company (AIC) residential electric customers on the benefits of using ENERGY STAR® certified LED products, and incentivize customers to purchase and install these products through retail markdowns. By reducing the initial customer cost of purchasing ENERGY STAR certified LED bulbs, we help AIC provide your customers with both electric energy and cost savings. The program also transforms the market for LED products and creates sustainable change in customer buying habits. |
| **Background** | CLEAResult has delivered the unit goals of the AIC Residential Retail Lighting Program each year since 2008, ranging from as little as 840,000 units to as many as 4.6 million units. In total, CLEAResult implements more than 35 successful consumer products programs in 25 states. We have implemented the **Residential Energy Efficient Lighting Program** on behalf of ComEd since 2008. For the 2014-2015 program year, we achieved 349,611 MWh in savings, exceeding our program goal of 313,949 MWh (111 percent of goal). The program goal for the end of the 2015-2016 program year is 299,013 MWh and we are currently on pace to achieve 350,000 MWh. We also implement a successful **Residential Lighting and Appliance Program** for Consumers Energy in Michigan. We have met the program savings goal each year and achieved the goal of 76,659 MWh in 2015. |
| **Program Duration** | June 1, 2017 – May 31, 2020 |

**Budget**

| | PY10 | PY11 | PY12 |
|---|---|---|---|
| Total PY Budget | $12,529,009.54 | $12,014,661.42 | $11,607,671.37 |
| Program Total Budget | **$36,151,341.33** | | |

**Estimated Participation**

| | PY10 | PY11 | PY12 |
|---|---|---|---|
| Total PY Participation* | 1,186,556 | 1,127,854 | 1,057,086 |
| Program Total Participation* | **3,371,496** | | |

*Assumes 4 bulbs purchased per customer

**Savings Targets**

| | PY10 | PY11 | PY12 |
|---|---|---|---|
| Total Estimated PY MWh Savings* | 105,997 | 100,783 | 95,829 |
| Program Total Estimated MWh Savings* | **302,610** | | |

*All values are presented in Net MWh savings.

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| **Delivery Strategy** | The program provides discounted LED lighting products in virtually every distribution channel, including do-it-yourself (DIY), mass-market, independent hardware, drug, grocery, dollar stores, and farm supply stores to address the rural nature of the AIC service territory. We promote the program through both national retail channels and local independent retail locations and by creating partnerships that give AIC customers in hundreds of communities the opportunity shop local (e.g., other than big box stores far away from their homes) and take advantage of the savings that the program offers. To control quality, we continuously monitor all sales results to ensure that the program is meeting and/or exceeding goals within budget. We also manage field services to maximize utility branding in more than 800 retail stores. |
| **Target Market** | Residential AIC customers |
| **Marketing Strategy** | Point-of-purchase (POP) advertising and the AIC website are the main vehicles we use to market the program. These approaches are complemented by a robust outreach strategy that uses our staff of Retail Energy Advisors to provide continual training, monitoring and merchandising in participating stores. In addition to POP advertising, we promote the program and educate customers through in-store events and cross-program promotional opportunities. For example, during events our staff promotes the food bank program. These strategies increase customer awareness and drive additional savings across programs. |
| **Eligible Measures** | Standard A-Line LEDs - $2.00/bulb<br>Specialty Reflector LEDs - $3.50/bulb PY10; $3.00/bulb in PY11 and PY12<br>Specialty Decorative LEDs (globe and candelabra) - $2.00/bulb<br>LED Retrofit Kits - B11$5.00/bulb<br>We have also provided the proposed measures and incentives in Attachment A. Per the bidder's call we are only B11submitting this file with our electronic submission as an Excel file. |
| **Cost per Energy Saved** | First Year $/Net kWh - $0.12<br>Lifetime $/Net kWh - $0.02 |
| **Appendices** | We have attached our Appendix to the proposal, including:<br>- Appendix 1: Required Forms |

# Program Description

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| **Program Name** | *Low Income Multifamily Efficiency Program (LIMEP)* |
| **Program Description** | *The Low Income Multifamily Efficiency Program is designed to target energy savings in USDA 515 Rural Rental Housing Projects in the State of Illinois. The program will provide 100% funding for energy efficiency measures to low income housing including via a direct install program delivery mechanism performed by selected trade allies; measures implemented are air sealing, LED lamps, increased insulation, and low flow water fixtures for buildings with electric water heating.* |
| **Background** | *The federally assisted housing stock in Illinois has overwhelming needs for building improvements. This program is similar in design to the ILPHA Efficient Living Energy Program, which, since it's inception in 2009 achieved total yearly savings of 19,606,419 kWh serving the AIC and ComEd service areas. The Efficient Living Energy Program has installed 97,501 energy efficiency measures statewide, and 58,122 measures in the AIC service territory.* |
| **Program Duration** | *06/01/2017-05/31/2020* |
| **Budget** | *Total Budget: $2,530,000, PY10: $845,000, PY11: $842,000, PY12: $843,000* |
| **Estimated Participation** | *500 residential units, or 20-30 buildings each program year. 1,500 residential units, or 60-90 buildings over the performance period of 3 years. Detailed participation by measure is provided in Attachment A.* |
| **Savings Targets** | *Total project target savings of 5,067 MWh. PY10 Savings: 1,689 MWh, PY11 Savings: 1,689 MWh, PY12 Savings: 1,689MWh* |
| **Delivery Strategy** | *The delivery mechanism will be direct install via selected trade allies. Small batches of buildings will be grouped together in larger, preapproved energy efficiency projects that will be awarded via a competitive bid process to qualified contractors, in order to leverage economies of scale following an “aggregation” model. Contractors must be registered Department’s trade allies, have prior experience working with federally assisted low income housing residences, and meet all business and financial requirements of USDA 515 as well as those of the Department.* |

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| **Target Market** | *This program will be targeted to AIC customers residing in the United States Department of Agriculture (USDA) 515 Rural Rental Housing Projects in the State of Illinois. Customers ar at or below 150% of the federal poverty line.* |
| **Marketing Strategy** | *Program participants will be recruited by directly contacting USDA 515 housing property managers, explaining the details of the program and entering applicants in a "virtual queue" with estimated direct install timing and duration. Existing relationships with The United States Department of Agriculture Rural Development Illinois State Office and The United States Department of Housing and Urban Development (HUD) will be also leveraged during communication and recruitment efforts.* |
| **Eligible Measures** | *Eligible measures are long lifetime energy efficiency measures: Wall and Ceiling/Attic Insulation, Air Sealing, LED Screw-in Lamps, Low Flow Showerheads, and Low Flow Faucet Aerators. All measures will be installed by trade allies during a visit to customers.* |
| **Cost per Energy Saved** | *$0.50/kWh* |
| **Appendices** | *N/A* |

# Program Description

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|---|---|
| **Program Name** | *Small Business Whole Building Program* |
| **Program Description** | *The Ameren Small Business Whole Building program will take a direct install approach to delivering multiple tracks of energy efficient upgrades to businesses using less than 150 kW. The program will center on a trained network of contractors (Program Allies) to deliver the program to eligible customers. The program will incentivize these contractors to conduct assessments and install the appropriate measures with close program supervision and guidance.*<br>*The program will offer customers 5 different tracks to follow to complete a retrofit of the system of their choosing; interior lighting, exterior and security lighting, HVAC, and Compressed air.*<br>*The Program targets all DS2 customers.* |
| **Background** | *The program in this exact format has not been implement by us. However, our team has implemented components of the program including lighting, HVAC and refrigeration upgrade opportunities in other states including California, Wisconsin and Illinois. The program will target all eligible DS2 customers.* |
| **Program Duration** | *June 1, 2017 to May 31, 2020* |
| **Budget** | *$8,458,237.55* |
| **Estimated Participation** | *1700-1900 customers* |
| **Savings Targets** | *48,076,039 annual gross kWh. 5,562.28 kW demand savings.* |
| **Delivery Strategy** | **Energy Advisors: Program Energy Advisors handle various portions of the program including conducting energy assessments, Program Ally recruitment and training, quality assurance inspections and on the ground program marketing.**<br><br>**Program Allies: The delivery strategy centers on trained contractors (Program Allies) to deliver the program with pre-established contractor incentives. Program Allies are incentivized to conduct assessments, install measures and market the program. They are reimbursed per measure installed in order to deliver savings.** |

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| **Target Market** | **All DS2 customers regardless of customer type. The breadth of the program offerings makes the customer base broader as the program will be able to provide measures to all customers.** |
| **Marketing Strategy** | The marketing strategy involves on-the-ground marketing directly to customers. Door to door canvassing, marketing through associations and membership organizations and Program Ally outreach and activities will increase awareness of the program among the target market while limiting wasted advertising and marketing coverage. Additional direct mail and email marketing will be used to increase awareness of the program. In addition, initial marketing to contractors will be conducted through phone, calls, email outreach and in-person visits to prospective program allies. |
| **Eligible Measures** | HVAC TRACK<br>- Programmable Thermostat Install<br>- Programmable Thermostat Adjustment<br>- Notched V-belt Installation<br>- Energy Star Room A/C unit<br>- Motor - ≤ 1 HP Electric Motor Upgrade<br>- Motor - > 1 to <10 HP Electric Motor Upgrade<br>- HVLS Fans 20 - 24 Ft Dia<br>- Ventilation and Circulation Fans - 24"-71" Dia.<br>- HVAC pumps and Cooling tower VFDs<br>- Supply and Return Fan VFDs<br>- Heat Pump Installation<br>COMPRESSED AIR TRACK<br>- No-loss condensate drains<br>- VFD on air compressors<br>- Efficient compressed air nozzles<br>- Reduce Compressed Air Demand<br>- Leak Sealing - Small Systems<br>LIGHTING TRACK<br>- Comprehensive interior lighting retrofit<br>- Security lighting strategy<br>- Exterior lighting<br>- High bay lighting replacements - Metal Halide to T8/T5<br>- High bay lighting replacements - Metal Halide to LED |
| **Cost per Energy Saved** | *$0.1759/kWh. $1520.60/kW* |
| **Appendices** | |

# Program Description

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| **Program Name** | *Small Business Direct Installation* |
| **Program Description** | *The Small Business Direct Install (SBDI) Program is designed to serve small commercial customers with electric demand less than 150kW—a market segment that is typically under-served and hard to reach with other energy efficiency program models. The program offers these customers free energy assessments and instant discounts on recommended energy efficiency projects completed by program trade allies.* |
| **Background** | *Franklin Energy implemented this program model for ComEd. From 2010 to 2014, Franklin Energy delivered the ComEd Small Business Energy Savings Program in Chicago and surrounding northeastern Illinois. The Small Business Energy Savings Program served small business customers in ComEd service territory with peak electric demand of 100 kW or less. Franklin Energy developed a network of 53 trade allies to deliver the program. The program provided customers with a free energy assessment conducted by a registered trade ally and included the free installation of energy efficient measures, including CFLs, low-flow faucet aerators and showerheads, vending machine controls, and pre-rinse sprayers. After the completion of the energy assessment and direct installation, customers received a list of recommendations for energy efficiency capital investment improvements. Recommended measures qualified for incentives up to 75% of the cost of the project, performed by a program trade ally. The average project size was between $2,000 and $4,000. In the appendix, Franklin Energy has attached a copy of the evaluation report for the final year of this program's implementation.*<br>*The Small Business Program we have implemented for Peoples Gas and North Shore Gas in Chicago and northeastern Illinois since 2011 is also similar. Franklin Energy has exceeded energy savings goals in the program by using innovative approaches that have evolved with the program. Since start of program in 2011, Franklin Energy has achieved 132% of the Peoples Gas goal for a total of 2.15 million therms and 324% of the North Shore Gas goal for a total of 713,596 therms. Franklin Energy provides turnkey program delivery, including marketing, energy assessments, direct installation and maintenance services, support for prescriptive and customer projects, contractor network management, and application processing. Franklin Energy has continued to gain energy savings by planning for the future. We monitor market conditions, including code changes, technology advances, and natural gas prices, and work with Peoples Gas and North Shore Gas to evolve the program.*<br>*Similar to the SBDI model, the Peoples Gas and North Shore Gas Small Business Program leverages a network of partner trade allies to better engage this hard-to-reach customer segment. Partner trade allies agree to more stringent participation requirements in return for higher incentives that encourage them to actively promote the program to their customers. This partnership streamlines the process for busy small business owners by requiring the trade ally to complete application paperwork and deliver instant rebates to the customer. This initiative has offered new ways to engage with energy efficiency and led to significant local market transformation. For example, program incentives have been provided for 4,500 steam trap repair or replacement projects since 2011. Steam trap testing and repair is now offered by a number of local contractors, where it was not a few years ago.* |
| **Program Duration** | *June 1, 2017 - May 31, 2018* |

**Budget**

| Budget Item | PY 10 | PY 11 | PY 12 | Total |
|---|---|---|---|---|
| Program Administration | $ 510,558 | $ 508,027 | $ 520,543 | $ 1,539,128 |
| Program Marketing | $ 50,790 | $ 51,344 | $ 54,299 | $ 156,433 |
| Program Delivery | $ 868,924 | $ 873,675 | $ 893,425 | $ 2,636,024 |
| Incentive | $ 3,546,719 | $ 3,524,323 | $ 3,524,323 | $ 10,595,365 |
| Costs of Direct Delivery | $ 58,214 | $ 77,872 | $ 77,872 | $ 213,958 |
| **Total** | **$ 5,035,205** | **$ 5,035,241** | **$ 5,070,462** | **$ 15,140,908** |
| **Total Savings (Net)** | **20,000,000** | **20,000,000** | **20,000,000** | **60,000,000** |
| **$/kWh** | **$ 0.252** | **$ 0.252** | **$ 0.254** | **$ 0.252** |

**Estimated Participation**

*Franklin Energy's measure build assumes 1,333 customers will complete projects in each of the program years, with 70,649 measures installed*

**Savings Targets**

*Our annual savings targets for each of the program years are below.*

| | 2017 | 2018 | 2019 |
|---|---|---|---|
| **kWh Goal** | 20,000,000 | 20,000,000 | 20,000,000 |
| **kWh Forecast (Net)** | 20,009,923 | 20,008,359 | 20,008,359 |

**Delivery Strategy**

*The program features a network of registered and trained program allies working as an extension of Franklin Energy's program staff to promote the program, complete energy assessments and the direct installation of energy efficient measures, recommend additional discounted measures to customers, and complete installations of the additional pre-approved measures with instant program discounts. Franklin Energy program staff will review applications, perform on-site post installation verification, and process incentives. Incentive checks will be made directly to the Program Allies in reimbursement for free direct install measures and incentives delivered to the customer as instant discounts. Customers will receive customer satisfaction surveys to ensure that the program is maintaining high levels of customer service.*

**Target Market**

*The program targets small commercial customers with electric demand less than 150kW—a market segment that is typically under-served and hard to reach with other energy efficiency program models.*

**Marketing Strategy**

*Franklin Energy will promote the program primarily to existing and potential program allies through continued outreach and maintaining the existing network of program allies. These allies will work as an extension of Franklin Energy's program staff, promoting the program to potential participants.*

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| **Eligible Measures** | ***Measures for PY10 include:***<br>*• 1-Lamp 4' HPT8/LWT8 L&B Retro*<br>*• 2-Lamp 4' HPT8/LWT8 L&B Retro*<br>*• 3-Lamp 4' HPT8/LWT8 L&B Retro*<br>*• 4-Lamp 4' HPT8/LWT8 L&B Retro*<br>*• 2 Lamp tandem 4ft HPT8 replacing 1L 8ft T12 (Slimline, HO, or VHO)*<br>*• 2 Lamp 8ft RWT8 L&B Retro replacing 2L 8ft T12 Slimline*<br>*• 2L 8ft T12 Slimline/HO/VHO - 4L 4ft HPT8*<br>*• Delamping 4L 8ft T12 to 4L 4ft HPT8*<br>*• Delamping 4L 4ft T12 to 3L 4ft HPT8*<br>*• Delamping 4L 4ft T12 to 2L 4ft HPT8*<br>*• Delamping 3L 4ft T12 to 2L 4ft HPT8*<br>*• Delamping 2L 4ft T12 to 1L 4ft HPT8*<br>*• Delamping w/Ref 2L 4ft T12 to 1L 4ft HPT8*<br>*• Delamping w/Ref 4L 4ft T12 to 3L 4ft HPT8*<br>*• Delamping w/Ref 4L 4ft T12 to 2L 4ft HPT8*<br>*• Delamping w/Ref 3L 4ft T12 to 2L 4ft HPT8*<br>*• Delamping w/Ref 2L 8ft T12 to 2L 4ft HPT8*<br>*• Delamping w/Ref 4L 8ft T12 to 4L 4ft HPT8*<br>*• HID to Hbay Fluor - 400W to 6L 4ft HPT8*<br>*• HID to Hbay Fluor - 250W to 4L 4ft HPT8*<br>*• HID to Hbay LED- 250W to LED*<br>*• Induction Lighting 300W to <=400W HID*<br>*• Incandescent to LED PAR 38*<br>*• LED Exit Sign, Retro*<br>*• LED Exit Sign Fixture w/ Battery Backup*<br>*• Occ Sensor (per watt controlled)*<br>*• Outdoor HID <=175W to LED*<br>*• Outdoor HID 176-250W to LED*<br>*• Outdoor HID 251-400W to LED*<br>*• TLED Retrofit Kit*<br>*• High Bay LED Direct Lamp Replacement*<br>*• LED A Lamp - Omnidirectional*<br>*• LED Lamp - Directional, PAR BR*<br>*• LED Lamp - Candelabra*<br>*• LED Lamp - MR16*<br>*• LED Lamp - Globe*<br>*• LED Troffer*<br>*• Lighting Controls - Daylighting Controls*<br>*• Lighting Controls - Daylighting Harvesting*<br>*• T8 Relamp*<br>*• High Bay T5 and T5HO*<br>*• DI LED (6W)*<br>*• DI LED (9W)*<br>*• DI LED (15W)*<br>*• 4 Lamp T5 High Bay replacing 400W MH*<br>*• 6 Lamp T5 High Bay replacing 400W MH*<br>*• 3 Lamp T5 High Bay Replacing 250W MH*<br>*• HID to Hbay LED- 400W to LED*<br>*• DI Bath Aerator - Low Flow*<br>*• DI Kitchen Aerator - Low Flow*<br>*• DI Pre-Rinse Spray Valve*<br>*• DI Vending Machine controls*<br>*• DI Cooling Miser Controls* |

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| | ***Measures for PY11-12 include:***<br>• *2L 8ft T12 Slimline/HO/VHO - 4L 4ft HPT8*<br>• *Delamping 4L 8ft T12 to 4L 4ft HPT8*<br>• *Delamping 4L 4ft T12 to 3L 4ft HPT8*<br>• *Delamping 4L 4ft T12 to 2L 4ft HPT8*<br>• *Delamping 3L 4ft T12 to 2L 4ft HPT8*<br>• *Delamping 2L 4ft T12 to 1L 4ft HPT8*<br>• *Delamping w/Ref 2L 4ft T12 to 1L 4ft HPT8*<br>• *Delamping w/Ref 4L 4ft T12 to 3L 4ft HPT8*<br>• *Delamping w/Ref 4L 4ft T12 to 2L 4ft HPT8*<br>• *Delamping w/Ref 3L 4ft T12 to 2L 4ft HPT8*<br>• *Delamping w/Ref 2L 8ft T12 to 2L 4ft HPT8*<br>• *Delamping w/Ref 4L 8ft T12 to 4L 4ft HPT8*<br>• *HID to Hbay Fluor - 400W to 6L 4ft HPT8*<br>• *HID to Hbay Fluor - 250W to 4L 4ft HPT8*<br>• *HID to Hbay LED- 250W to LED*<br>• *Induction Lighting 300W to <=400W HID*<br>• *Incandescent to LED PAR 38*<br>• *LED Exit Sign, Retro*<br>• *LED Exit Sign Fixture w/ Battery Backup*<br>• *Occ Sensor (per watt controlled)*<br>• *Outdoor HID <=175W to LED*<br>• *Outdoor HID 176-250W to LED*<br>• *Outdoor HID 251-400W to LED*<br>• *TLED Retrofit Kit*<br>• *High Bay LED Direct Lamp Replacement*<br>• *LED A Lamp - Omnidirectional*<br>• *LED Lamp - Directional, PAR BR*<br>• *LED Lamp - Candelabra*<br>• *LED Lamp - MR16*<br>• *LED Lamp - Globe*<br>• *LED Troffer*<br>• *Lighting Controls - Daylighting Controls*<br>• *Lighting Controls - Daylighting Harvesting*<br>• *T8 Relamp*<br>• *High Bay T5 and T5HO*<br>• *DI LED (6W)*<br>• *DI LED (9W)*<br>• *DI LED (15W)*<br>• *4 Lamp T5 High Bay replacing 400W MH*<br>• *6 Lamp T5 High Bay replacing 400W MH*<br>• *3 Lamp T5 High Bay Replacing 250W MH*<br>• *HID to Hbay LED- 400W to LED*<br>• *DI Bath Aerator - Low Flow*<br>• *DI Kitchen Aerator - Low Flow*<br>• *DI Pre-Rinse Spray Valve*<br>• *DI Vending Machine controls*<br>• *DI Cooling Miser Controls* |

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| **Cost per Energy Saved** | *In the first program year, the cost per energy saved is calculated to be $0.252/kWh, with an average measure life of 10.1 years.* |
| **Appendices** | *A. Team Resumes*<br>*B. Non- Disclosure Agreement*<br>*C. Program Evaluation Report* |

# Program Description

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| **Program Name** | *Savings Through Efficient Products (STEP)* |
| **Program Description** | *The AIC IPA STEP program is an expansion of the Department of Commerce STEP program that serves public facilities (e.g., public schools, park districts, public safety facilities, municipal buildings, and more).To address the substantial opportunity for public sector energy savings, STEP provides facility managers with information resources, a walkthrough facility needs assessments (facility walkthrough) and free, cost effective, easy-to-install energy efficient products to achieve significant energy savings and drive participation in the full suite of Illinois Energy Now programs.* |
| **Background** | *STEP began as a Department of Commerce & Economic Opportunity (The Department) program in 2012 and, since then, has offered free, cost effective, and easy-to-install energy efficiency measures to qualifying Illinois public facilities. To date 560 facilities have participated in STEP. The 10,000 products supplied during the first three years will save $2.5 million for public schools, parks, police stations, fire stations, 911 centers and more across Illinois, with more savings anticipated from current program year participants. These energy-saving products represent a $440,000 investment in public facilities. The Department has successfully used the STEP program to engage hard-to-reach facilities that have not participated in Illinois Energy Now program pipeline, empowering these facilities to take further steps towards efficiency.* |
| **Program Duration** | *May 2017-June 2020* |
| **Budget** | *PY2018: $674,960.50*<br>*PY2019: $674,960.50*<br>*PY2020: $674,960.50* |
| **Estimated Participation** | *PY2018: 150 customers,5,605measures*<br>*PY2019: 150 customers,5,605 measures*<br>*PY2020: 150 customers, 5,605 measures* |
| **Savings Targets** | *PY2018: 1,794,937.42 kWh Saved (annual)*<br>*PY2019: 1,794,937.42 kWh Saved (annual)*<br>*PY2020: 1,794,937.42 kWh Saved (annual)* |
| **Delivery Strategy** | *The basic program structure is as follows:*<br>*1. STEP employees collect basic facility data to qualify participants, then STEP engineers perform a walkthrough assessment with the public facility's designated representative to assess the need for free, easy-to-install energy efficient products and identify potential future opportunities for deeper savings;*<br>*2. The participating facility installs measures, achieving immediate and cost effective energy savings;*<br>*3. To complete the quality assurance protocol, the facility submits verification used to quantify savings via an Illinois TRM-based dashboard; and*<br>*4. STEP provides formal program recommendations to achieve deeper savings.* |
| **Target Market** | *Illinois public facility managers at public facilities with a peak demand less than or equal to 150kW in AIC's service area* |

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| **Marketing Strategy** | *MEEA will recruit public sector participants with a peak electricity demand at or below 150 kW via targeted phone, mail and email communications and event-based outreach. MEEA will leverage its strong connections to Illinois public facilities and existing partnerships to reach out to active districts and to recruit other public facilities in their vicinity. MEEA will work to identify geographic clusters of eligible and interested facilities within AIC's territory in order to manage costs. These sweeps will allow MEEA to provide education, resources and energy saving measures to hundreds of facilities very efficiently. MEEA will again successfully engage its network of statewide public facility partners to drive participation in partner programming.* |
| **Eligible Measures** | *Free measures provided include LED exit signs, vending machine controls, switch-mount occupancy sensors, screw-in LED bulbs (primarily for outdoor applications), and—for facilities with electric water heating—low-flow faucet aerators, low-flow showerheads, and kitchen pre-rinse green nozzles.* |
| **Cost per Energy Saved** | *First year: $0.38/kWh*<br>*Average measure life (9.17 years): $0.04/kWh* |
| **Appendices** | |

# Program Description

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|---|---|
| **Program Name** | *Private Sector Enhanced HVAC Optimization Program* |
| **Program Description** | *The Program assists private sector facilities in Ameren Illinois' service territory (under 150 kW peak demand) in improving the efficiency of older and under-maintained packed roof top and split systems. It provides a free tune-up for each eligible unit (5 tons+) to get the unit back up to a high efficiency operating state. Additionally, the Program identifies additional optimization opportunities including new programmable thermostats, scheduling/setbacks, enthalpy economizing, demand control ventilation and dynamic cycle management to further boost system efficiency. Work is performed by approved Service Providers and customers can access incentives to cover the full or partial cost for all measures.* |
| **Background** | *The Program builds off an earlier Program administered under the Department of Commerce's Illinois Energy Now Program. That Program targeted public sector customers in ComEd's service territory and was able to execute 309 tune-ups saving over 650,000 kWh, over 45,000 therms and over $90,000 in energy costs.* |
| **Program Duration** | *June 1, 2017 - May 31, 2020* |
| **Budget** | *PY 10 - Budget is $1,000,00.00; PY11 - Budget is $1,000.000.00; PY12 - Budget is $1,000,000.00* |
| **Estimated Participation** | *We estimate that the Program will perform 500 tune-ups (HVAC units) each year plus additional optimization strategies.* |
| **Savings Targets** | *Savings Targets: PY10 (7,031,091 net kWh), PY11 (7,031,091 net kWh), PY12 (7,031,091 net kWh)* |
| **Delivery Strategy** | *The Program will be implemented through a network of pre-approved mechanical contractors who will perform the tune-ups and implement the additional optimization strategies. Depending on the type of HVAC units and Service Provider costs, measures will either be implemented as direct install options or with incentives available post-implementation. All work will be documented by the program and Verification Forms will be filled out for each unit receiving work.* |

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| **Target Market** | *Private sector customers in Ameren Illinois' service territory with buildings under 150 kW in peak demand. Facilities must have functional packaged roof top or split system (5 tons+) that have been under-maintained for at least the last 5 years. Under-maintained means no more than basic maintenance including functional testing and simple replacements like filters.* |
| **Marketing Strategy** | *The Program will be promoted by the Service Providers to their clients as well as by 360 Energy Group to our network of facility contacts. The Program will also reach out to property management groups and retail/commercial partners with facilities in Ameren Illinois' service territory to offer this Program to their individual facilities* |
| **Eligible Measures** | *Measures + Incentives: Tune-ups ($420.00), Notched V-Belt ($30), Demand Control Ventilation ($330.11), Enthalpy Economizer Optimization ($561.80), HVAC Scheduling/Setbacks ($37.50), Install Programmable Thermostat ($412.50), Dynamic Cycle Management ($274.22)* |
| **Cost per Energy Saved** | *First year cost per kWh is $0.14, Measure life cost per kWh is $0.02* |
| **Appendices** | *NA* |

# Program Description

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|---|---|
| **Program Name** | *Public Sector Enhanced HVAC Optimization Program* |
| **Program Description** | *The Program assists public sector facilities in Ameren Illinois' service territory (under 150 kW peak demand) in improving the efficiency of older and under-maintained packed roof top and split systems. It provides a free tune-up for each eligible unit (5 tons+) to get the unit back up to a high efficiency operating state. Additionally, the Program identifies additional optimization opportunities including new programmable thermostats, scheduling/setbacks, enthalpy economizing, demand control ventilation and dynamic cycle management to further boost system efficiency. Work is performed by approved Service Providers and customers can access incentives to cover the full or partial cost for all measures.* |
| **Background** | *The Program builds off an earlier Program administered under the Department of Commerce's Illinois Energy Now Program. That Program targeted public sector customers in ComEd's service territory and was able to execute 309 tune-ups saving over 650,000 kWh, over 45,000 therms and over $90,000 in energy costs.* |
| **Program Duration** | *June 1, 2017 - May 31, 2020* |
| **Budget** | *PY 10 - Budget is $1,000,00.00; PY11 - Budget is $1,000.000.00; PY12 - Budget is $1,000,000.00* |
| **Estimated Participation** | *We estimate that the Program will perform 500 tune-ups (HVAC units) each year plus additional optimization strategies.* |
| **Savings Targets** | *Savings Targets: PY10 (7,031,091 net kWh), PY11 (7,031,091 net kWh), PY12 (7,031,091 net kWh)* |
| **Delivery Strategy** | *The Program will be implemented through a network of pre-approved mechanical contractors who will perform the tune-ups and implement the additional optimization strategies. Depending on the type of HVAC units and Service Provider costs, measures will either be implemented as direct install options or with incentives available post-implementation. All work will be documented by the program and Verification Forms will be filled out for each unit receiving work.* |

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| **Target Market** | *Public sector customers in Ameren Illinois' service territory with buildings under 150 kW in peak demand. Facilities must have functional packaged roof top or split system (5 tons+) that have been under-maintained for at least the last 5 years. Under-maintained means no more than basic maintenance including functional testing and simple replacements like filters.* |
| **Marketing Strategy** | *The Program will be promoted by the Service Providers to their clients as well as by 360 Energy Group to our network of facility contacts. The Program will also reach out to partners including the Illinois Association of School Board Officials (IASBO) and the Illinois Parks and Recreation Association (IPRA) to offer to their members.* |
| **Eligible Measures** | *Measures + Incentives: Tune-ups ($420.00), Notched V-Belt ($30), Demand Control Ventilation ($330.11), Enthalpy Economizer Optimization ($561.80), HVAC Scheduling/Setbacks ($37.50), Install Programmable Thermostat ($412.50), Dynamic Cycle Management ($274.22)* |
| **Cost per Energy Saved** | *First year cost per kWh is $0.14, Measure life cost per kWh is $0.02* |
| **Appendices** | *NA* |

# Program Description

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|---|---|
| **Program Name** | *Small Commercial Exterior Lighting Program* |
| **Program Description** | *GDS Associates will act as the prime contractor to implement the program, with support from Staples Energy and a pool of approved local Program Allies throughout the Ameren Illinois territory. The program aims to provide small commercial electric customers with immediate energy savings through the direct installation of energy efficient exterior lighting measures. The program will entail an assessment of current lighting, and suggested replacement of existing inefficient fixtures and lamps with new, more efficient fixtures and lamps through the use of a direct install program (Program Allies will be paid directly).* |
| **Background** | *The market in LED products is constantly evolving and expanding, with ever improving efficiency and decreasing prices. As the Electric Power Research Institute states, "Each year thousands of new lighting models within a wide variety of technologies are introduced to the marketplace." Programs specifically for exterior lighting are delivered in the context of a larger program with specific and targeted marketing and outreach. These programs are successful with Focus on Energy in Wisconsin, Xcel Energy in Minnesota, and several other locations around the country; but the evaluation of these programs is completed at a Program or Lighting Sector level and do not specifically review the exterior lighting that was completed through various marketing channels. (EPRI, Advanced Lighting Technologies: Energy Efficiency and System Compatibility, November 12, 2014, report abstract, http://www.epri.com/abstracts/Pages/ProductAbstract.aspx?ProductId=000000030020033 06)* |
| **Program Duration** | *The program will follow a three-year cycle beginning June 1, 2017 and renewing on an annual basis through May 31, 2020.* |
| **Budget** | |

| | Total Budget |
|---|---|
| PY10 | $ 2,224,387 |
| PY11 | $ 2,957,394 |
| PY12 | $ 3,549,628 |
| Total | $ 8,731,409 |

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|---|---|
| **Estimated Participation** | *The following includes estimated participation for total units installed for PY10, 11 and 12.*<br>*PY10 - 10,732 units*<br>*PY11 - 14,193 units*<br>*PY12 - 16,978 units*<br>*The full breakdown of participation by measure is included in the table at the end of this document.* |

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| **Savings Targets** | *Annual savings targets for this program in net kWh are as follows:*<br>*PY10 - 7,538,458 net kWh*<br>*PY11 - 10,022,093 net kWh*<br>*PY12 - 12,028,382 net kWh*<br>*The combined 3-year savings target for the program is a total of 29,588,933 net kWh* |
| **Delivery Strategy** | *Eligible customers will receive a lighting assessment from an approved Small Business Energy Advisor (SBEA) or Small Business Program Ally (SBPA). The assessment will identify opportunities to upgrade existing exterior lighting with more energy efficient lighting through eligible program measures. Eligible customers will receive a report that identifies eligible lighting opportunities and highlights potential energy savings; outlines the recommended measures, project cost, and estimated savings in both kWh and monthly energy costs. Customers could be responsible for a small co-payment along with a fixed participation fee, depending on the project scope. The SBPA contractor receives the incentive payment directly from Ameren Illinois, to cover the balance of the project cost. Program staff and SBPAs will verify eligibility and direct ineligible customers to the appropriate resource. Field staff will be trained to verify customer eligibility on site using Ameren Illinois electric bills, and can also use the contact center as a verification resource. The lighting assessments will be conducted using the Energy SnapShot™ tool, an iPad-based program tracking application, which interfaces with the Amplify platform already in use by the Ameren Illinois Energy Efficiency Business Program. The Energy SnapShot™ tool was used successfully by ActOnEnergy Small Business Direct Install team members in PY6 and PY7 to conduct lighting assessments, provide energy assessment reports to customers, assign work orders to Program Allies, and manage the pipeline status of each project. Information captured by the Energy SnapShot™ tool connects directly to the Ameren Illinois customer accounts in Amplify to provide real-time reporting capabilities to monitor program savings and incentive status. The Exterior Lighting Program will have Quality Assurance/Quality Control protocols in place related to implementation verification, safety and risk management, and customer satisfaction.* |
| **Target Market** | *Marketing efforts will be targeted specifically to appropriate market segments, including: car dealerships; banks with covered drive-thru windows; small retail and services; offices; gas stations and convenience stores; hotels/motels; and religious buildings, among others.* |
| **Eligible Measures** | *The list of proposed measures and incentive per measure is included at the bottom of this document.* |

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| **Cost per Energy Saved** | *The program is projected to deliver savings at an average overall cost of $0.295 per net kWh saved.*<br>*By weighting the measure life of each of the individual proposed measures by their expected contribution to total savings (participation x measure savings), the average overall lifetime of program savings is approximately 13.4 years* |
| **Appendices** | *The table below includes the measure, incentive and participation numbers for PY 10, 11 and 12.* |

| | | Participation | | |
|---|---|---|---|---|
| **Measure** | **Incentive** | **PY10** | **PY11** | **PY12** |
| LED Flood <60W replacing 175W HID fixture | $ 150 | 70 | 93 | 112 |
| LED Flood <95W replacing 250W HID fixture | $ 175 | 50 | 67 | 81 |
| LED Flood <125W replacing 400W HID fixture | $ 300 | 500 | 664 | 796 |
| LED Bollard Fixture <15W replacing 70W HID Bollard Fixture | $ 70 | 20 | 27 | 33 |
| LED Lamp <25W replacing 100W HID Lamp (Bollard or Mogul) | $ 80 | 500 | 664 | 796 |
| LED Canopy <60W replacing 175W HID Canopy | $ 150 | 100 | 133 | 160 |
| LED Canopy <95W replacing 250W HID Canopy | $ 175 | 100 | 133 | 160 |
| LED Canopy <125W replacing 400W HID Canopy | $ 300 | 50 | 67 | 81 |
| LED Wallpack <60W replacing 175W HID Wallpack | $ 150 | 50 | 67 | 81 |
| LED Wallpack <95W replacing 250W HID Wallpack | $ 275 | 500 | 664 | 796 |
| LED Wallpack <125W replacing 400W HID Wallpack | $ 300 | 500 | 664 | 796 |
| LED Pole Fixture <100W replacing 175W HID Pole Fixture | $ 135 | 50 | 67 | 81 |
| LED Pole Fixture <125W replacing 250W HID Pole Fixture | $ 175 | 50 | 67 | 81 |
| LED Pole Fixture <175W replacing 400W HID Pole Fixture | $ 300 | 50 | 67 | 81 |
| LED Pole Fixture <300W replacing 1000W HID Pole Fixture | $ 800 | 5 | 7 | 9 |
| LED <10W Soffit lamp replacing 50W halogen | $ 40 | 100 | 133 | 160 |
| LED <45W lamp replacing 175W screw-in lamp | $ 135 | 500 | 664 | 796 |
| LED <95W lamp replacing 250W screw-in lamp | $ 175 | 500 | 664 | 796 |
| LED <125W lamp replacing 400W screw-in lamp | $ 300 | 50 | 67 | 81 |
| LED Canopy <75W retrofitting 175W HID Canopy | $ 135 | 50 | 67 | 81 |
| LED Canopy <95W retrofitting 250W HID Canopy | $ 175 | 50 | 67 | 81 |
| LED Canopy <125W retrofitting 400W HID Canopy | $ 300 | 400 | 531 | 636 |

| | | | | |
|---|---|---|---|---|
| LED Wallpack or Mogul <75W retrofitting 175W HID Wallpack or Mogul | $ 135 | 50 | 67 | 81 |
| LED Wallpack or Mogul <95W retrofitting 250W HID Wallpack or Mogul | $ 175 | 100 | 133 | 160 |
| LED Wallpack or Mogul <125W retrofitting 400W HID Wallpack or Mogul | $ 300 | 500 | 664 | 796 |
| LED Pole <75W retrofitting 175W HID Pole Fixture | $ 135 | 50 | 67 | 81 |
| LED Pole <95W retrofitting 250W HID Pole Fixture | $ 175 | 50 | 67 | 81 |
| LED Pole <125W retrofitting 400W HID Pole Fixture | $ 300 | 50 | 67 | 81 |
| LED Pole <300W retrofitting 1000W HID Pole Fixture | $ 800 | 50 | 67 | 81 |
| 4L Linear LED Replacing 2L 8' T12 HO | $ 100 | 500 | 664 | 796 |
| 2L Linear LED Replacing 2L 8' T12 HO | $ 100 | 500 | 664 | 796 |
| 2L Linear LED Replacing 2L 8' T12 Standard Output | $ 100 | 500 | 664 | 796 |
| 2L Linear LED Replacing 1L 8' T12 HO | $ 100 | 500 | 664 | 796 |
| 4L Linear LED Replacing 4L 4' T12 F40 Mag | $ 100 | 500 | 664 | 796 |
| 2L Linear LED Replacing 4L 4' T12 F40 Mag | $ 60 | 470 | 630 | 770 |
| 2L Linear LED Replacing 4L 4' T12 F34 EEMag | $ 60 | 500 | 664 | 796 |
| 2L Linear LED Replacing 2L 4' T12 F40 Mag | $ 60 | 500 | 664 | 796 |
| 1L Linear LED Replacing 2L 4' T12 F40 Mag | $ 40 | 470 | 630 | 770 |
| 1L Linear LED Replacing 2L 4' T12 Standard Output | $ 40 | 500 | 664 | 796 |
| 1L Linear LED Replacing 1L 4' T12 HO | $ 40 | 450 | 630 | 770 |
| 2L Linear LED Replacing 4L 4' T8 | $ 36 | 50 | 57 | 44 |
| 1L Linear LED Replacing 2L 4' T8 | $ 23 | 53 | 59 | 45 |
| 1L Linear LED Replacing 1L 4' T8HO | $ 24 | 41 | 28 | 21 |
| 1L Linear LED Replacing 1L 4' T8 | $ 10 | 103 | 70 | 54 |
| Participant Fee | $ - | 2,000 | 2,654 | 3,178 |

# Program Description

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| **Program Name** | *Small Commercial Lit Signage Direct Install Program* |
| **Program Description** | *The Small Commercial Lit Signage Program is an innovative opportunity, offering a direct install option for crucial lighting systems that are typically overlooked. The Lit Signage Direct Install Program will reach eligible small commercial customers (less than 150 kW demand) directly to provide an easy, cost-effective method to upgrade existing signage and billboard lighting to more energy efficient options, saving the business time and money, while generating energy savings for Ameren Illinois. Specific customer types to be targeted include: chain restaurants, particularly fast food locations; banks; small retail and services, such as car dealerships, funeral homes, and self-storage facilities; offices; gas stations and convenience stores; hotels/motels; churches; municipal buildings; and fraternal organizations, such as VFW halls.* |
| **Background** | *The market in LED products is constantly evolving and expanding, with ever improving efficiency and decreasing prices. As the Electric Power Research Institute states, "Each year thousands of new lighting models within a wide variety of technologies are introduced to the marketplace." The signage, wayfinding, and architectural lighting sector requires a light that completes a custom task for each light, normally requiring a custom incentive from Programs. This program will utilize a series of prescriptive measure calculations to streamline the process for the contractors that normally service and design signage, wayfinding, and architectural lighting. The GDS Team will be working with Ameren Illinois to introduce a similar project with the PY9 IPA cycle beginning June 1, 2016. There is no evaluation complete yet. (EPRI, Advanced Lighting Technologies: Energy Efficiency and System Compatibility, November 12, 2014, report abstract, http://www.epri.com/abstracts/Pages/ProductAbstract.aspx?ProductId=000000003002003306.)* |
| **Program Duration** | *The program will follow a three-year cycle beginning June 1, 2017 and renewing on an annual basis through May 31, 2020.* |
| **Budget** | |
| **Estimated Participation** | *The following includes estimated participation for total units installed for PY10, 11 and 12.*<br>*PY10 - 42,170 units*<br>*PY11 - 48,323 units*<br>*PY12 - 58,059 units*<br>*The full breakdown of participation by measure is included in the table at the end of this document.* |

| | Total Budget |
|---|---|
| PY10 | $ 2,676,277 |
| PY11 | $ 3,077,718 |
| PY12 | $ 3,693,262 |
| Total | $ 9,447,256 |

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| **Savings Targets** | *Annual savings targets for this program in net kWh are as follows:*<br>*PY10 - 10,475,295 net kWh*<br>*PY11 - 12,046,590 net kWh*<br>*PY12 - 14,455,908 net kWh* |
| **Delivery Strategy** | *Eligible customers will receive a low-cost lighting assessment from an approved Small Business Program Ally (SBPA) or Small Business Energy Advisor (SBEA). SBPAs will take on the sole responsibility to conduct assessments, once they are trained and approved. Using the iPad-based Energy SnapShot™ tool, the assessor will identify eligible lighting opportunities and highlight potential energy savings; customers will be provided with a report outlining the recommended measures, project cost, and estimated savings in both kWh and monthly energy costs. Customers who choose to proceed with some or all of the recommended measures will pay a small portion of the project fee directly to the contractor and a fixed participation fee; the SBPA contractor receives the incentive payment directly from Ameren Illinois, to cover the balance of the project cost. Program staff and SBPAs will verify eligibility and direct ineligible customers to the appropriate resource. Field staff will be trained to verify customer eligibility on site using Ameren Illinois electric bills, and can also use the contact center as a verification resource.* |
| **Target Market** | *Specific customer types to be targeted include: chain restaurants, particularly fast food locations; banks; small retail and services, such as car dealerships, funeral homes, and self-storage facilities; offices; gas stations and convenience stores; hotels/motels; churches; municipal buildings; and fraternal organizations, such as VFW halls.* |
| **Marketing Strategy** | *The primary goals of the marketing strategy are to encourage Ameren Illinois small commercial customers to engage in energy efficiency and solidify Ameren Illinois' image as a trusted energy advisor. The geographic scope of the marketing and outreach effort will help ensure that the targeted segments of the market throughout Ameren Illinois' service territory are made aware of the program and how to access more information or participate.*<br>*The marketing effort will position Ameren Illinois as a partner in helping Illinois' small commercial customers operate more profitably by making the installation of cost-effective energy efficient signage lighting affordable. The messaging developed by the GDS Team will address the primary benefits of energy efficiency relevant to this market – lowering operating costs – and emphasize how the program will help customers overcome the biggest barrier to energy efficiency action, which is the cost of the project. Outreach to customers will occur via cold calls, direct mail pieces, word of mouth, community meetings, such as chambers of commerce, rotary clubs and industry associations. Information will be available to customers via the ActOnEnergy.com website, brochures, case studies, and other marketing material. A targeted number of monthly meetings will be established for each territory, and Small Business Energy Advisors (SBEAs) will be responsible for arranging and presenting informational meetings with local community groups and industry associations. Assessors will be expected to provide contact information, including a business card and informational flyer, at each site visit or meeting. Since Program Allies will be recruited locally, existing relationships can be leveraged to garner interest among potential customers. Particularly unique to this offering is the proposed partnership with advertising associations and sign businesses: associations provide the opportunity to reach a broad potential customer base.* |

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| **Eligible Measures** | *The list of proposed measures and incentive per measure is included in the table at the end of this document.* |
| **Cost per Energy Saved** | *The program is projected to deliver savings at an average overall cost of $0.255 per net kWh saved.*<br>*By weighting the measure life of each of the individual proposed measures by their expected contribution to total savings (participation x measure savings), the average overall lifetime of program savings is approximately 10.9 years.* |
| **Appendices** | *The table below includes the measure, incentive and participation numbers for PY 10, 11 and 12.* |

| | | Participation | | |
|---|---|---|---|---|
| Measure | Incentive | PY10 | PY11 | PY12 |
| Fluorescent Fixture Retrofit-U tube to dual 2' LED Tube | $ 20 | 1,000 | 1,150 | 1,380 |
| Fluorescent Fixture Retrofit-8Foot, 1L to Dual 4' LED Tube | $ 50 | 100 | 115 | 138 |
| Fluorescent Fixture Retrofit-8Foot,2L to Dual 4' LED Tube | $ 100 | 650 | 748 | 897 |
| Fluorescent Fixture Retrofit-8Foot,2L to Quad 4' LED Tube | $ 75 | 100 | 115 | 138 |
| LED Channel Letter Replacing Neon Letter (per Foot) | $ 5 | 10,000 | 11,500 | 13,800 |
| LED Fixture (less than 140W) replacing 400W HID | $ 300 | 300 | 345 | 414 |
| LED fixture (Less than 20W) replacing 70W-150W HID | $ 80 | 300 | 345 | 414 |
| LED Fixture (Less than 20W) replacing T12HO exterior wash | $ 100 | 260 | 325 | 380 |
| LED Fixture (Less than 20W) replacing T8HO exterior wash | $ 50 | 80 | 40 | 68 |
| LED Fixture (Less than 30W) replacing 150W fixture | $ 140 | 300 | 345 | 414 |
| LED Fixture (Less than 30W) replacing 175W fixture | $ 140 | 300 | 345 | 414 |
| LED Fixture (Less than 40W) replacing T12HO, 2L Exterior Wash | $ 200 | 260 | 325 | 380 |
| LED Fixture (Less than 40W) replacing T8HO, 2L Exterior Wash | $ 100 | 80 | 40 | 68 |
| LED Fixture (Less than 55W) replacing 250W fixture | $ 180 | 300 | 345 | 414 |
| LED Fixture (Less than 55W) replacing 250W fixture | $ 180 | 500 | 575 | 690 |
| LED Fixture (Less than 25W) replacing 100W HID | $ 80 | 100 | 115 | 138 |
| LED Fixture Gooseneck (Less than 30W) replacing 150W-225W fixture | $ 140 | 50 | 58 | 69 |
| LED Lamp (less than 12W) Replacing 75 MH Lamp | $ 50 | 500 | 575 | 690 |
| LED Lamp (Less than 65W) replacing 150W-175W HID Lamp | $ 100 | 200 | 230 | 276 |
| LED Lamp-A Lamp (Less than 10W) replacing 60W Incandescent | $ 15 | 1,000 | 1,150 | 1,380 |
| LED Lamp-A Lamp (Less than 10W) replacing 60W Incandescent | $ 15 | 100 | 115 | 138 |
| LED Lamp-A Lamp (Less than 15W) replacing 75W Incandescent | $ 15 | 2,000 | 2,300 | 2,760 |
| LED Lamp-PAR 38 (Less than 18W) replacing 90W-175W Flood | $ 30 | 500 | 575 | 690 |
| LED Lamp-PAR 38 (Less than 18W) replacing 90-99W Spot | $ 30 | 1,000 | 1,150 | 1,380 |
| LED Lamp-PAR 38 (Less than 18W) replacing 100-149W Spot | $ 30 | 1,000 | 1,150 | 1,380 |

| | | | | |
|---|---|---|---|---|
| LED Lamp-PAR 38 (Less than 18W) replacing 150+W Spot | $ 40 | 500 | 575 | 690 |
| LED Lamp-PAR 38 (Less than 30W) replacing 120W Flood | $ 40 | 200 | 230 | 276 |
| LED Lamp-PAR 38 (Less than 40W) replacing 100W MH Flood | $ 30 | 200 | 230 | 276 |
| LED Lamp-PAR 38 (Less than 18W) replacing 90-99W Flood | $ 30 | 200 | 230 | 276 |
| LED Lamp-PAR 38 (Less than 18W) replacing 100-119W Flood | $ 30 | 200 | 230 | 276 |
| LED Lamp-PAR 38 (Less than 18W) replacing 120-149W Flood | $ 30 | 200 | 230 | 276 |
| LED Lamp-PAR 38 (Less than 18W) replacing 150+W Flood | $ 40 | 200 | 230 | 276 |
| LED Lamp-Pin Base (less than 15W) replacing 75W or greater CFL Lamp | $ 30 | 250 | 288 | 345 |
| LED Lamp-R20/30/40 (Less than 10W) replacing 40W Incandescent | $ 20 | 100 | 115 | 138 |
| LED Lamp-R20/30/40 (Less than 10W) replacing 40W Incandescent | $ 20 | 1,500 | 1,725 | 2,070 |
| LED Lamp-R20/30/40 (Less than 12W) replacing 60W Incandescent | $ 20 | 1,500 | 1,725 | 2,070 |
| LED Lamp-R20/30/40 (Less than 12W) replacing 60W Incandescent | $ 20 | 100 | 115 | 138 |
| LED Lamp-R20/30/40 (Less than 12W) replacing 60W Incandescent | $ 20 | 1,000 | 1,150 | 1,380 |
| LED Lamp-R20/30/40 (Less than 12W) replacing 60W Incandescent | $ 20 | 100 | 115 | 138 |
| LED Lamp-R20/30/40 (Less than 18W) replacing 75W Incandescent | $ 30 | 2,000 | 2,300 | 2,760 |
| LED Lamp-Spot (less than 10 W) replacing 40W MH | $ 30 | 300 | 345 | 414 |
| LED Retrofit (Less than 140W) replacing 400W HID | $ 200 | 400 | 460 | 552 |
| LED Retrofit (Less than 360W) replacing 1000W HID | $ 500 | 100 | 115 | 138 |
| LED WallPack (less than 15W) replacing 70W HPS | $ 80 | 500 | 575 | 690 |
| LED WallPack (less than 15W) replacing 70W-100W HID | $ 80 | 1,000 | 1,150 | 1,380 |
| Linear LED Tube,4' (less than 20W) replacing T12HO exterior wash | $ 25 | 1,860 | 2,260 | 2,660 |
| Linear LED Tube,4' (less than 20W) replacing T8HO exterior wash | $ 12.5 | 280 | 80 | 200 |
| Linear LED Tube,4' (less than 20W) replacing T12HO exterior wash | $ 25 | 200 | 230 | 276 |
| Linear LED Tube,4' (less than 20W) replacing T12HO exterior wash | $ 25 | 1,000 | 1,150 | 1,380 |
| T8 4' Outdoor, 1L replacing T12, 1L | $ 20 | 2,000 | 2,300 | 2,760 |
| T8HO 4' Outdoor, 2L replacing T12HO, 1L | $ 40 | 1,000 | 1,150 | 1,380 |
| T8HO 4' Outdoor, 2L replacing T12HO, 2L | $ 40 | 100 | 115 | 138 |
| T8HO 8' Outdoor-1L replacing T12, 1L | $ 60 | 3,000 | 3,450 | 4,140 |
| Box Sign 2L x 3 Foot Retrofit from T12, Single Sided | $ 105 | 100 | 115 | 138 |
| Box Sign 2L x 4 Foot Retrofit from T12, Single Sided | $ 115 | 100 | 115 | 138 |
| Box Sign 2L x 5 Foot Retrofit from T12, Single Sided | $ 125 | 100 | 115 | 138 |
| Box Sign 3L x 3 Foot Retrofit from T12, Single Sided | $ 135 | 100 | 115 | 138 |
| Box Sign 3L x 4 Foot Retrofit from T12,Single Sided | $ 145 | 100 | 115 | 138 |
| Box Sign 3L x 5 Foot Retrofit from T12, Single Sided | $ 155 | 100 | 115 | 138 |
| Box Sign 2L x 3 Foot Retrofit from T12, Double Sided | $ 105 | 100 | 115 | 138 |

| | | | | |
|---|---|---|---|---|
| Box Sign 2L x 4 Foot Retrofit from T12, Double Sided | $ 115 | 100 | 115 | 138 |
| Box Sign 2L x 5 Foot Retrofit from T12, Double Sided | $ 125 | 100 | 115 | 138 |
| Box Sign 3L x 3 Foot Retrofit from T12, Double Sided | $ 135 | 100 | 115 | 138 |
| Box Sign 3L x 4 Foot Retrofit from T12,Double Sided | $ 145 | 100 | 115 | 138 |
| Box Sign 3L x 5 Foot Retrofit from T12, Double Sided | $ 155 | 100 | 115 | 138 |
| Participant Fee | $ - | 2,000 | 2,300 | 2,760 |

# Program Description

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|---|---|
| **Program Name** | *Small Commercial New Construction Program* |
| **Program Description** | *The Weidt Group is proposing a Small Commercial New Construction Program for three years starting June 2017. The Weidt Group's consulting will utilize NEO® (Net Energy Optimizer), which is a web-based comparative energy modeling tool. NEO creates DOE2.1e whole-building hourly energy models, including the integrated effect of multiple measures for small commercial buildings. The program will target projects below 150 kW of modeled peak electric demand. It will cost-effectively reach small buildings by automating the creation of the energy models with a web-based tool that allows design teams to model design alternatives live in a meeting and see the integrated savings and incentives for their different energy conservation measures.* ***Note: as the Efficiency Measure Information template includes therms, we have also included them in the sample reports provided in Appendix B, however, all pricing/fees and incentives are for electric only.*** *We model all fuel streams so that we can accurately account for the electric savings.* |
| **Background** | ***Commercial New Construction Small Building Path, Massachusetts and Connecticut***<br>*Eversource*<br>*The Weidt Group began participation in the open enrollment program in June 2016. The program is Pay for Performance based on gross electric consumption savings. We had estimated 70 project participants per year and are on track, having enrolled over 30 projects in the first 6 months. The program serves commercial new construction projects between 10,000 and 100,000 sf. Budget numbers reflect customer incentive and implementation costs. Customer incentives vary based on percent savings achieved, program implementation costs are a flat Pay for Performance.*<br>*PROPOSED ACTUAL**<br>*BUDGET $3,750,000 $462,446*<br>*SAVINGS (KWH) 10,000,000 1,233,190*<br>**Actual performance is for partial year, and reflect time lag between project enrollment and savings being realized.*<br>*The program has not yet been evaluated.*<br><br>***New Construction Service Small Buildings Offering, Illinois***<br>*ComEd*<br>*The Weidt Group launched the Small Buildings Offering in June 2015. The TPEP program is Pay for Performance based on net electric consumption savings. The offering has enrolled 26 projects in the first 10 months. The program serves commercial new construction projects between 5,000 and 20,000 sf and multifamily buildings between 5,000 and 100,000 sf. Customer incentives are based on a flat incentive rate per kWh saved, program implementation costs are a flat Pay for Performance fee.*<br><br>*PROPOSED ACTUAL**<br>*BUDGET $1,749,776 $565,577*<br>*SAVINGS (KWH) 6,320,000 2,042,804*<br>**Actual performance is for partial year, and reflect time lag between project enrollment and savings being realized.*<br>*The program has not yet been evaluated.*<br><br>***Commercial & Industrial New Construction Program, Cape Cod, Massachusetts***<br>*Cape Light Compact* |

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| | *The Cape Light program was awarded January 29, 2016. We have enrolled 5 projects in our first month, and have seven additional prospects currently being tracked. The program was awarded as Pay for Performance for all commercial new construction over 10,000 sf, though projects on Cape Cod are typically below 100,000 sf.*<br><br>*PROPOSED ACTUAL**<br>*BUDGET $1,999,875 n/a*<br>*SAVINGS (KWH) 5,333,000 n/a*<br>**Program was awarded January 29, 2016, and no projects have made it to the first billing milestone yet.*<br>*The program has not yet been evaluated.* |
| **Program Duration** | *June 1 2017 to June 30 2020* |
| **Budget** | |

| Budget Item | Year 10 | Year 11 | Year 12 | Total |
|---|---|---|---|---|
| Program Administration | 12,500 | 25,000 | 0 | |
| Program Marketing | 12,500 | 25,000 | 0 | |
| Program Delivery | 86,513 | 180,450 | 100,238 | |
| Incentives | 13,750 | 110,000 | 371,250 | |
| Costs of Direct Delivery | 0 | 0 | 0 | |
| **Total** | **125,263** | **340,450** | **471,488** | **937,200** |

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| **Estimated Participation** | *30 total participants over three years. Program will enroll ten projects in the first year, 20 projects in the second year, and verify the savings from the projects in the second and third year of the program.* |
| **Savings Targets** | *Year 10: 125,000 kWh*<br>*Year 11: 1,000,000 kWh*<br>*Year 12: 3,375,000 kWh*<br><br>*Please note, savings from the first year are low because many of the projects enrolled in year one will not be constructed and verified until the second year.* |
| **Delivery Strategy** | *Project Enrollment*<br>*The Weidt Group will utilize the existing project enrollment method that includes an application (PDF) that is accessible through the AIC web site for consistency with other programs.*<br>*Implementation*<br>*An in-person or web-meeting and conference call will be held with the design team and owner (AIC customer). A Preliminary Energy Analysis Report showing the energy impacts of the three selected HVAC options, and individual measures will be presented for their unique building. The team will also use NEO to create alternative design options and compare the results in real time. As shown in Figure 1, during the meeting, the group will review the results from individual measures (1) combine measures into "bundles" (2) and see the integrated savings and associated incentive offers (3). This allows them to see the impacts of their choices as they discuss their options. During the meeting, the owner will select a bundle for the design team to implement. Following the meeting, a Bundle Requirements Document will be created. After completion of the project construction, the implemented strategies will be verified by design submittals, drawings, and on-site verification of 10% of the projects. The NEO energy model will be updated based on the implemented measures, and a Verification Report will be issued.* |

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| **Target Market** | *The program is for commercial customers below 150 kW of modeled peak electric demand. To reach this segment, architecture and engineering firms as well as developers and contractors (the "A/E/C" market)—those responsible for the design and construction of commercial facilities and subsequent renovations—will be targeted.* |
| **Marketing Strategy** | *The marketing strategy begins with outreach to architecture and engineering firms as well as developers and contractors with whom we've worked on projects in Illinois and in surrounding states. Through direct calls, emails, in-person visits, and speaking engagements with professional organizations, we will provide program education and make contacts to enroll eligible projects. The value proposition is focused on convenient, free energy design assistance to assist with efficiency in the design stages and incentives for implementation. Messaging will also focus on the whole-building approach, during design, when savings can be impacted the most. We will use several methods to reach prospective projects, such as:*<br>*• Utilizing various lead services and industry publications to identify projects*<br>*• Attending regional building industry conferences*<br>*• Speaking engagements with professional organizations such as AIA, ASHRAE, USGBC, etc.*<br>*• Presentations and demonstrations to A/E/C firms*<br>*• Earned media highlighting successful projects that participated in the program, paired with selective advertising* |
| **Eligible Measures** | *Savings and incentives will be calculated using DOE-2.1e whole-building energy analysis with NEO for each individual project. Measures include:*<br>*-Envelope improvements*<br>*-HVAC systems and strategies*<br>*-Lighting design and controls*<br>*-Service hot water* |
| **Cost per Energy Saved** | *Using high level costs and savings, estimate cost per energy saved first year and measure life.*<br>*First year savings will $0.22/kWh*<br>*Measure life is estimated to be 20 years on average*<br>*Life-time savings cost will be $0.011/kWh* |
| **Appendices:** | *Attachments A-H (under separate cover)* |