



The State Energy Advisory Board

March , 2012

How we move the **Needle**

Our mission can be summed up in three words:

IMPROVE ENERGY EFFICIENCY.



Since 1977, we've worked alongside more than 150 utilities and performed energy assessments on hundreds of thousands of homes and installed over 1.2 million direct load control devices. From our first day of operations, we have worked to improve the way people use energy.

We provide comprehensive management and support services to our clients; from program design and implementation, to long-term customer care.

GoodCents stands on more than 30 years of experience in providing exceptional, on-site customer service to utilities and their customers. We have helped our clients' customers reduce energy costs through home weatherization, energy assessments, quality-installations, transformation efforts and rebates for efficient products. Our goal with each customer experience is to deliver the knowledge and services that lead to more efficient use of energy.

GoodCents Overview

RESIDENTIAL PROGRAMS

HOME ENERGY ASSESSMENTS

- In-home assessments and direct installation
- Income-Qualified Weatherization Services
- Home Performance with ENERGY STAR[®]

REBATES AND BUY DOWNS

- CFLs
- HVAC system and water heater replacements
- HVAC diagnostics and tune ups

DEMAND RESPONSE

- Direct Load Control
- Home Area Networks/Home Energy Manager
 - Programmable Thermostats
 - In-home displays
 - Load control switches

C & I PROGRAMS

ENERGY ASSESSMENTS

- Small and large businesses
- Retro-commissioning assessments
- LEED building consulting/overview

REBATES FOR SYSTEMS AND APPLIANCES

- Lighting
- HVAC systems
- Refrigeration
- Motors and VFDs

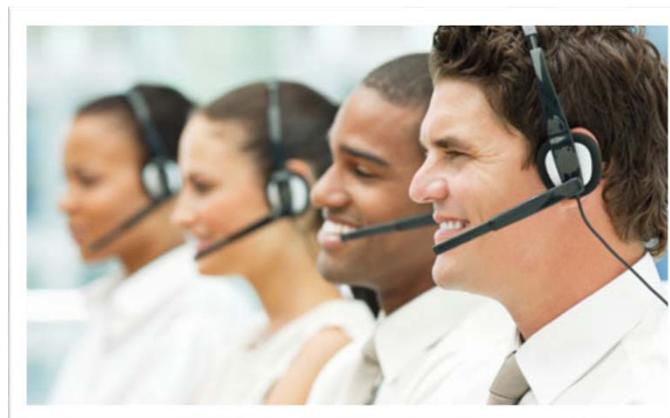
DEMAND RESPONSE

- Direct Load Control
- PCTs
- Load control switches

Additional Services

RESEARCH & DATA ANALYSIS (RADA)

- M & V
- End Use Load Research
- Switch Performance Verification
- Customer Satisfaction Surveys
- Commercial Energy and Load Analysis
- Statistical Modeling
- Renewable Research



TURNKEY SERVICES

- Marketing
- Call Center
- Installations / Assessments
- Rebate Processing
- Comprehensive Reporting
- Websites



Industry Challenges

Customer Participation:

One of the largest hurdles to any energy efficiency program's success is customer participation. While saving electricity, money, and doing the right thing are on the edge of people's thoughts; motivating them to change their behavior and act on these thoughts is a completely different story.

Complexity of Issues:

- **Rising Regulatory Demands**
- **Utility Challenges**
 - Fuel Mix
 - Generation requirements
 - Program confusion
- **Customer Programs:** Delivering the right programs to the right customers at the right time.
 - How can the program be easily explained so the customer will understand and take action?



Indiana Review

Indiana Regulatory Process

- **2004**
 - Indiana Utility Regulatory Commission initiated an investigation to review the overall effectiveness of DSM programs
 - Existing DSM programs
 - Utility-led DSM programs
 - Independent third-party administrator DSM model
- **2008/2009**
 - Phase I Order issued
 - Established three Technical conferences
 - Participants included Utilities, Industry and Consumer groups
 - Availability of DSM programs across the state was inadequate
 - Historically lower levels of DSM spending and energy savings
- **DSM Policy Priorities**
 - Reduce customer energy costs
 - Ensure cost-effective DSM efforts
 - Allow for balance/flexibility over time
 - Establish clear and consistent rules for utilities

Indiana Regulatory Process

- **Phase II Order - 2009**

- Established four overarching objective
 - Annual Energy savings goal of 2% to be achieved within 10 years
 - Certain initial Core DSM Programs must be offered throughout Indiana
 - Formation of DSM Coordination Committee
 - Three year DSM plans to be filed – compliance updates

- **Critical dates**

- 2010
 - June – Issuance of RFP's
 - August – Bid defense
 - September – Priority notification
 - October – Negotiated contract submitted to IURC
 - November – Industrial challenge and process halted
- 2011
 - May – Evidentiary hearing
 - July 27 – Order on TPA contract

Energizing Indiana Programs

- **Energizing Indiana launched on January 2, 2012**
- **Participating Utilities include**
 - Duke Energy
 - Indian Michigan Power(I&M)
 - NIPSCO
 - Indiana Municipal Power Agency (IMPA)
 - Indianapolis Power & Light
 - Vectren Energy
- **Core Programs**
 - Residential Lighting
 - Income Qualified Weatherization
 - Home Energy Assessments
 - Energy Education
 - Commercial & Industrial Prescriptive
- **Program Targets**
 - 1,244,443 (mwh) over initial term



Energizing Indiana Programs

RESIDENTIAL PROGRAMS:

Lighting Program: Work with **local retailers** to provide discounts on lighting products

- Partnered with **10 retailers:** Home Depot, Kroger, Wal-Mart, Lowes and others
- **Current Active Stores:** 316
- **Final targeted listing:** 381
- **5 Main ENERGY STAR[®] Products:** CFLs, Indoor & Outdoor Fixtures, Ceiling fans and LED bulbs
- **Approximately 4 million bulbs**

Income Qualified Weatherization: Income-qualifying customers receive a free in-home energy audit including installed energy efficient measures.

- **Approximately 19,000 homes**

Home Energy Assessments: These may include home improvements such as CFLs, low-flow aerators, low-flow shower heads, water heater insulation and hot water pipe wrapping.

- **Approximately 107,000 homes**

Energizing Indiana Programs

COMMERCIAL AND INDUSTRIAL PROGRAMS:

School Program:

Education - Targets 5th and 6th grade students to teach them about energy efficiency. Schools receive curriculum and take-home efficiency kits filled with energy saving devices.

- **Approximately 150,000 kits**

Audit – Perform comprehensive audits on school facilities

- **Approximately 375 audits**



Energizing Indiana Programs

COMMERCIAL AND INDUSTRIAL PROGRAMS:

Equipment rebates:

- **Lighting:** The Energizing Indiana Commercial Lighting program pays businesses to install more efficient lighting in their business by offering valuable incentives.
- **HVAC:** Business customers receive a per-ton rebate when a participating contractor installs a high-efficiency system. New equipment installations are also applicable for this program.
- **Efficient ENERGY STAR[®] Commercial Kitchen Appliances:** ENERGY STAR[®] labeled commercial products are more energy efficient and will significantly reduce energy consumption and utility bills. Energizing Indiana will pay businesses for purchasing ENERGY STAR[®] Appliances by offering incentives.
- **Impact over 30,000 businesses**



Energizing Indiana Marketing Channels

- **Media Campaigns**
 - TV
 - Radio
 - Print

- **Community Enrichment**
 - Education
 - Social Organizations
 - Churches

- **Stakeholder Meetings**
 - Community
 - Elected Officials
 - Associations

- **Website**
 - Education
 - Enrollment

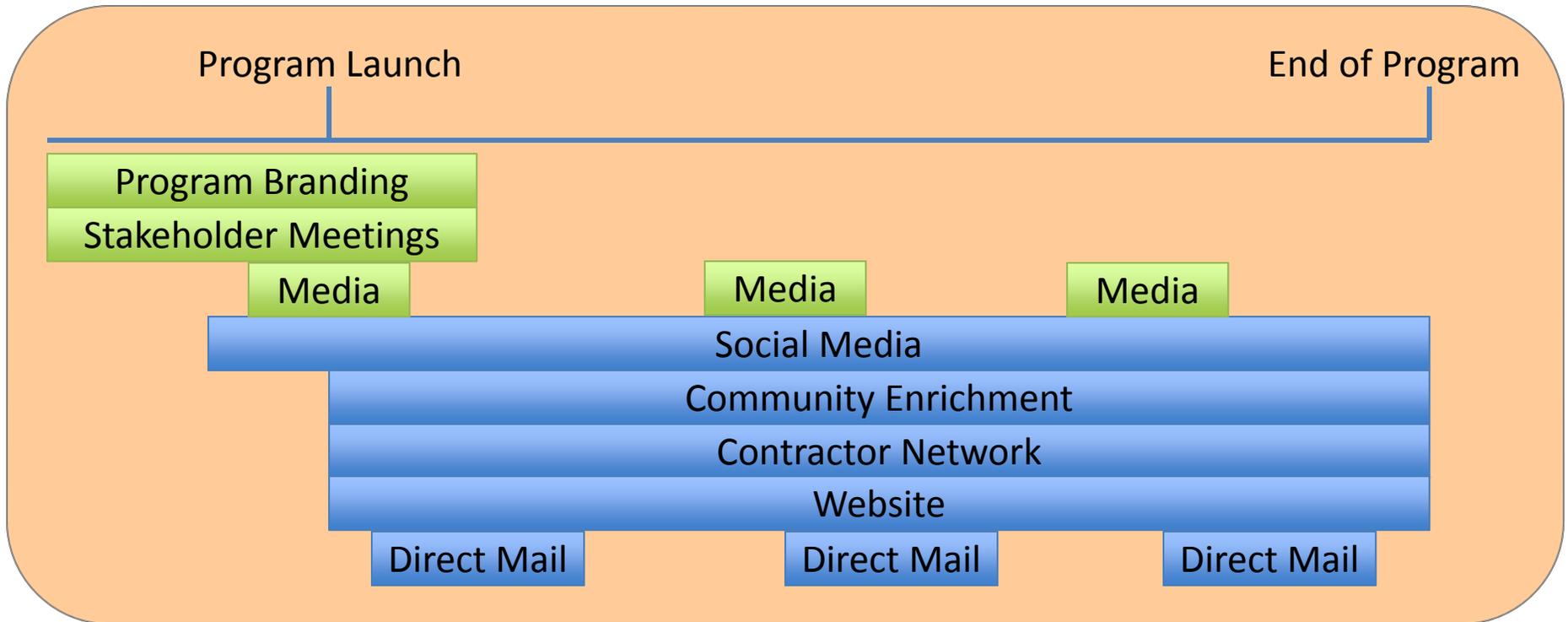
- **Contractor Network**

- **Social Media**
 - Facebook
 - Twitter
 - YouTube
 - Flickr

- **Direct Mail**



Marketing Channel Strategy



 Education and Enrollment Channel

 Education Channel

Energizing Indiana Commercial



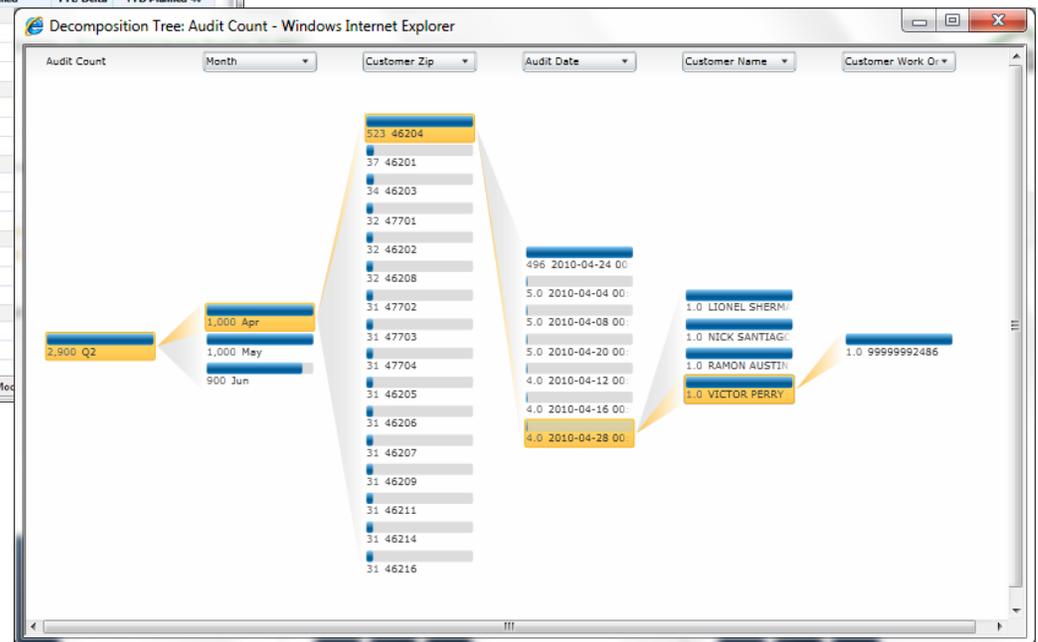
Program Reporting

Dashboard – Program Information

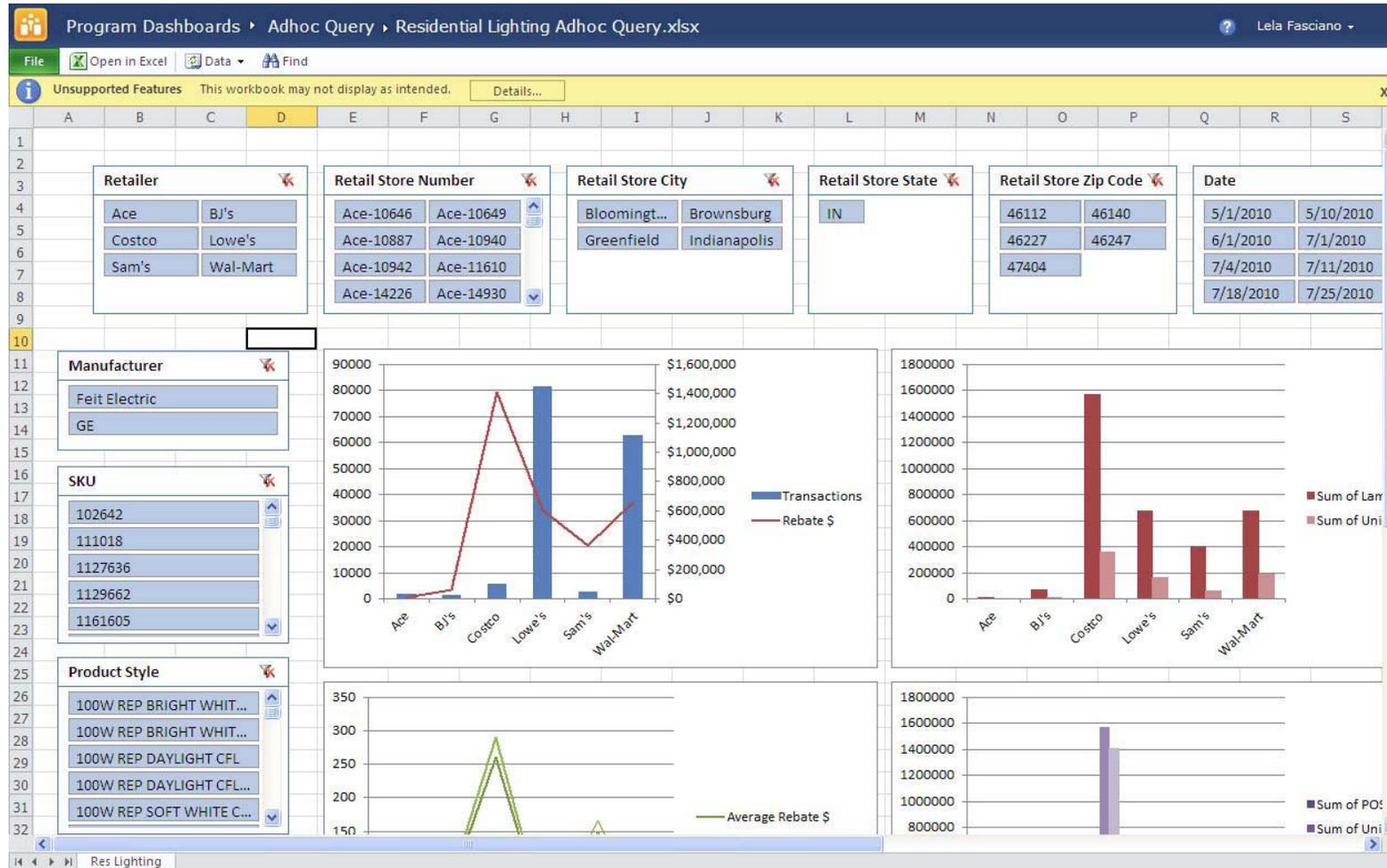
Welcome to the ABC Energy Program Performance Dashboard
You can review how you are doing toward your established goals for each metric defined below. If there are more details for a specific program you would like to drill into you can click on one of the program specific tabs above for additional charts and data.

Program Summary Score...	Month Actual	Month Planned	Month Planned %	YTD Actual	YTD Planned	YTD Delta	YTD Planned %
C&I Prescriptive Program							
Number of Rebates Fulfilled	205	206	100%	1,610	1,648		
mWh Saved	6,790 mWh	6,638 mWh	101%	52,017 mWh	53,102 mWh		
mW Reduced	1,530 mW	1,929 mW	100%	15,435 mW	15,432 mW		
Residential Home Energy Audit Program							
Home Energy Audits Completed	700	763	92%	6,100	6,104		
mWh Saved	725 mWh	790 mWh	92%	5,915 mWh	6,323 mWh		
mW Reduced	0.322 mW	0.351 mW	91%	2,767 mW	2,824 mW		
Residential Low Income Weatherization Program							
Low Income Weatherization Services Completed	115	104	111%	835	832		
mWh Saved	136 mWh	135 mWh	101%	1,067 mWh	1,081 mWh		
mW Reduced	0.051 mW	0.058 mW	88%	0.457 mW	0.464 mW		
Residential Lighting Program							
Number of Bulbs Purchased	44,200	40,117	110%	325,000	320,938		
mWh Saved	2,500 mWh	2,437 mWh	103%	19,800 mWh	19,495 mWh		
mW Reduced	0.325 mW	0.277 mW	117%	2,175 mW	2,216 mW		
Energy Efficient Schools Program							
School Audits Completed	4	4	100%	31	32		
Eco-Sleward Audits Completed	2,600	2,250	116%	18,700	18,002		
Energy Efficiency Kits Distributed	2,500	2,168	115%	17,900	17,344		

Decomposition Report



Program Reporting



GoodCents®
The power to perform.
