



MEEA
Midwest Energy Efficiency Alliance

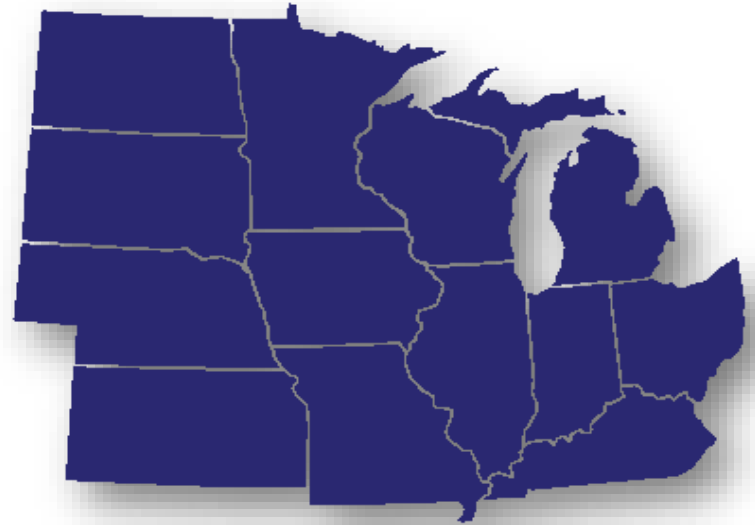
STEP-ing into Savings: A self-install program designed to draw in hard-to-reach facilities

Catherine Krasner

Midwest Energy Efficiency Alliance

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MEEA is a collaborative network whose purpose is to advance energy efficiency to support sustainable economic development and environmental preservation.



Outline

- STEP model
- Strategy to reach hard-to-reach public facilities
- Results



Illinois Energy Now Partner

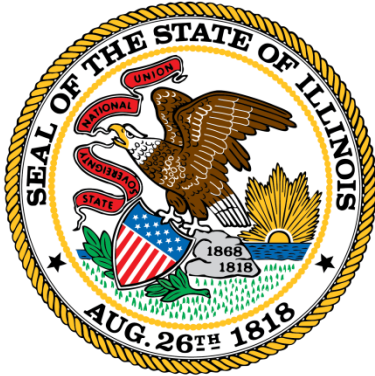
Illinois Energy Now (IEN) provides programs for eligible public entities to reduce their energy use.



Illinois
Department of Commerce
& Economic Opportunity

Bruce Rauner, Governor

Program Partners



Illinois
Department of Commerce
& Economic Opportunity



Eligible Facilities



Local Government



State/Federal Agencies



Public Schools



Park Districts

Key Challenge

- Though all ratepayers pay into EEPS, not all public facilities take advantage of EE programs.
- How to engage the hard-to-reach facilities statewide?

STEP Background

- Goal: Help facilities get comfortable with benefits of EE investment.
- Designed to bridge the gap between EE potential and realized potential.



Self-install Model

- Free energy assessment
- Free plug-and-play products
- Self-install
- Receive savings report with more opportunities (includes multiple touches)

Qualify and Sign Up



Wait List Form

We have completed STEP walkthroughs for this program year. Please fill out this form to add your Illinois public facility to the 2014 wait list.

Facility Type

Facility Name(s)

Primary Address

City

Zip Code

Walkthrough



Guide STEP engineer on a facility walkthrough

- ✓ ~1 hour
- ✓ Confirm product detail, compatibility, & location
- ✓ Next steps discussion

Install Products



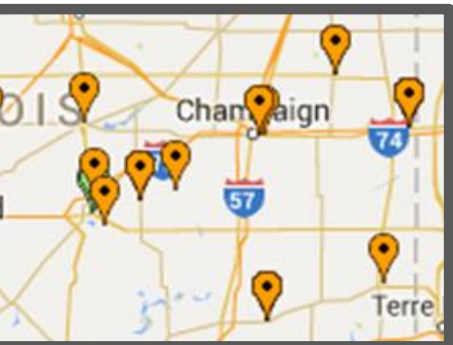
Verify Installation



2014-2015 Outreach Plan

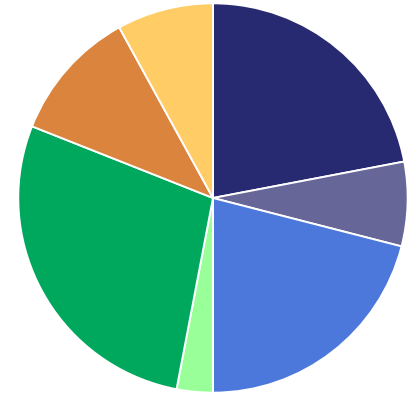
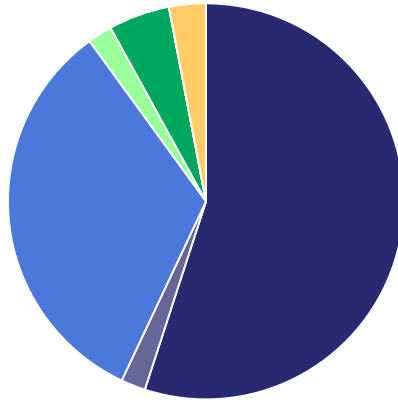
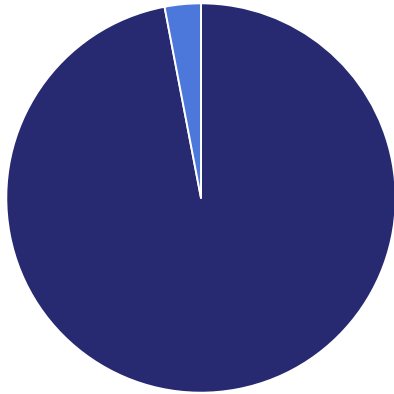


Target municipalities to increase participation from institutional sectors with low historic participation rates.



Geo-target to increase cost effectiveness of reaching low participation regions.

Broadening Eligibility



■ K-12 Schools ■ Universities ■ Park Districts ■ Libraries ■ Local Government ■ Federal Government ■ Emergency Services

Pilot

74 participants

Year 1

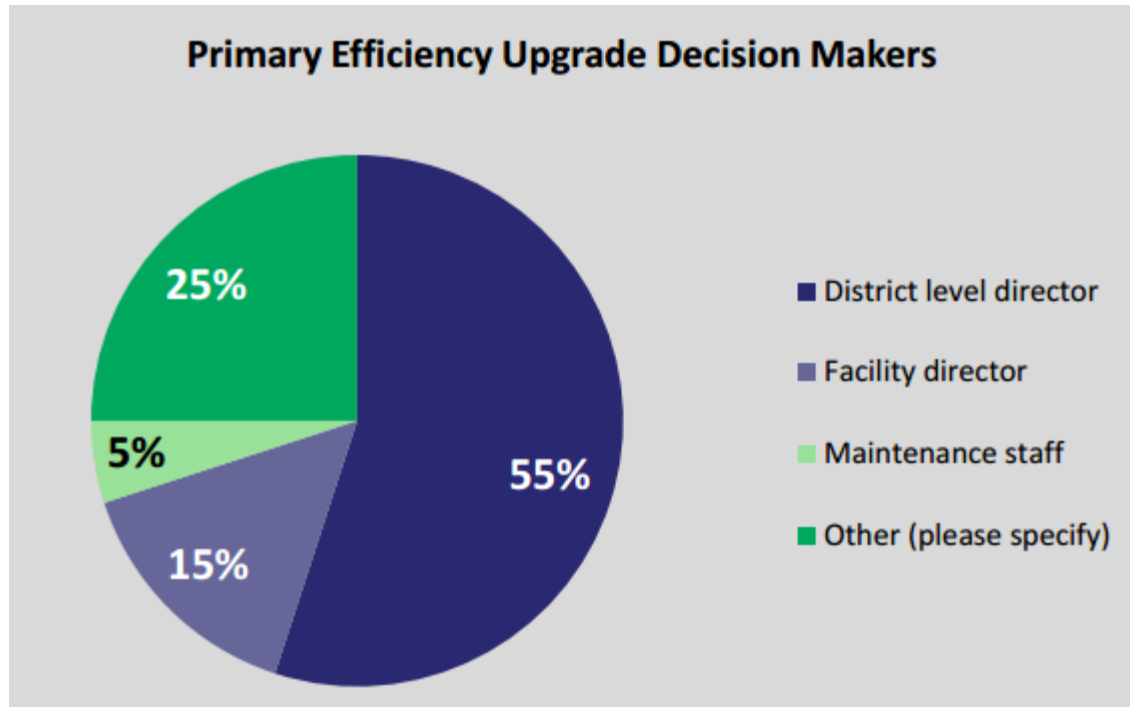
286 participants

Year 2

318 participants

Park District Survey

The efficiency upgrade decision making process is primarily driven by district-level directors.

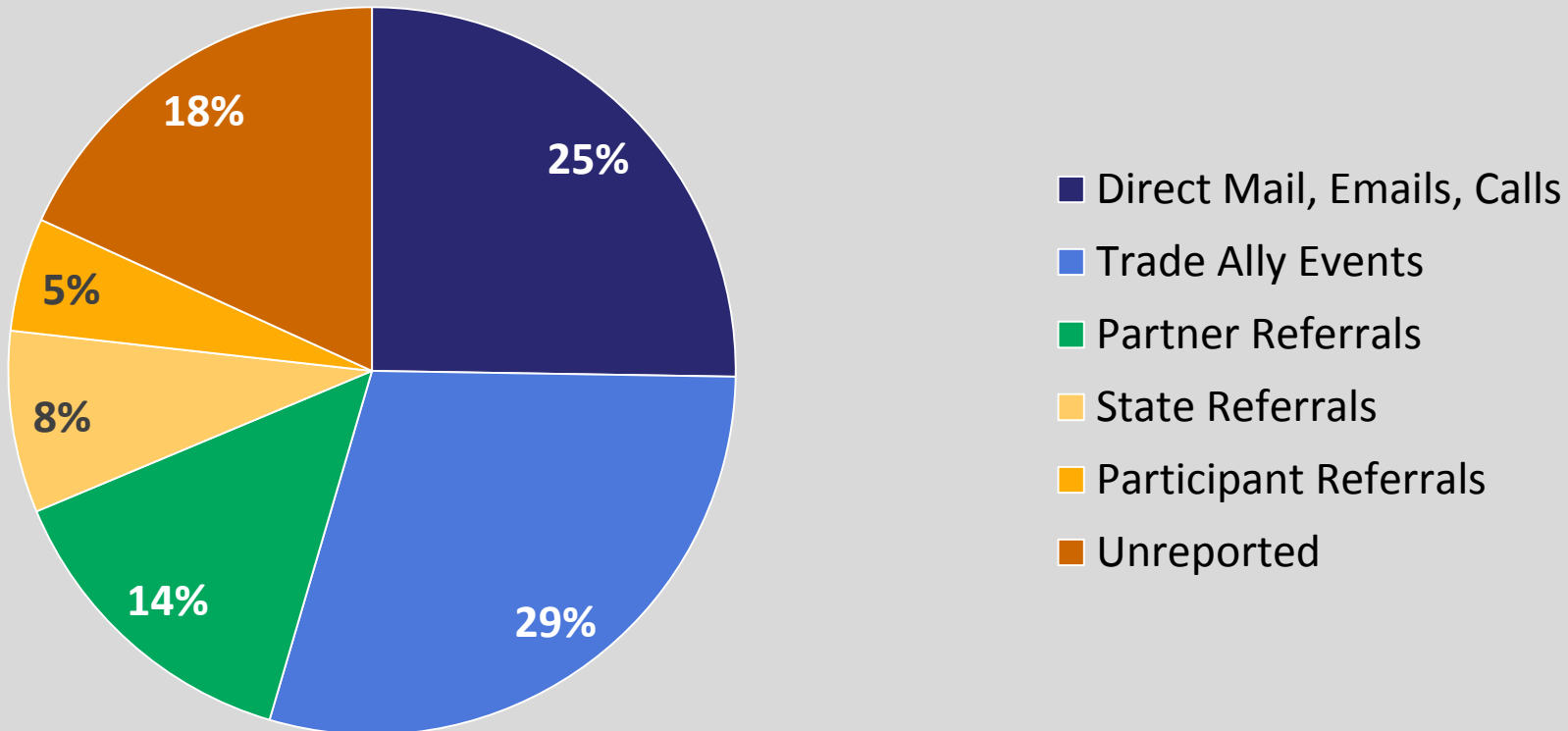


Communication Approach



- Trusted government sponsor
- Simple messaging
- Clear M&V expectations
- High-touch customer service
- Targeted outreach

How Did Facilities Find STEP?

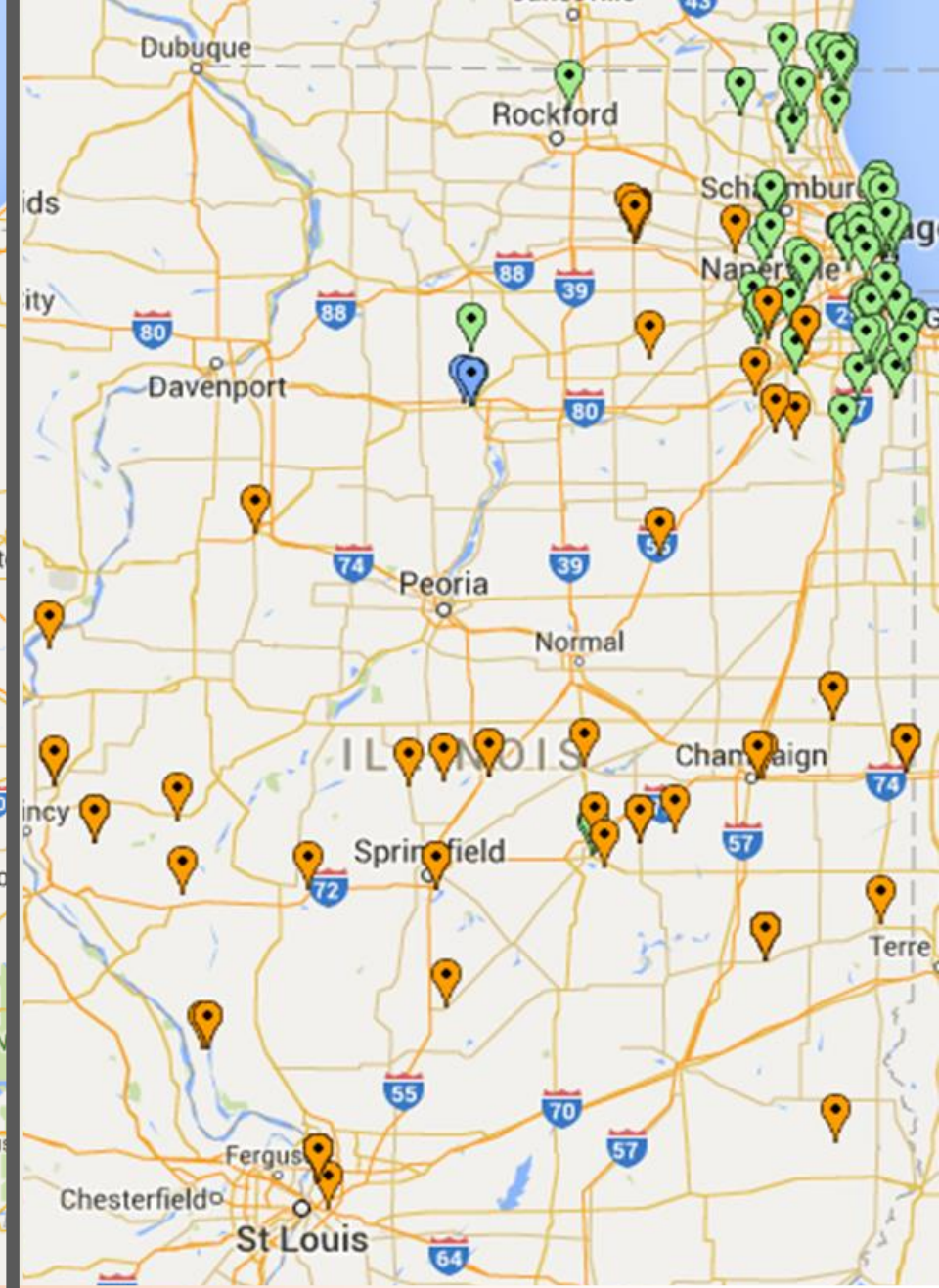


Continuing the Illinois Energy Now Pipeline

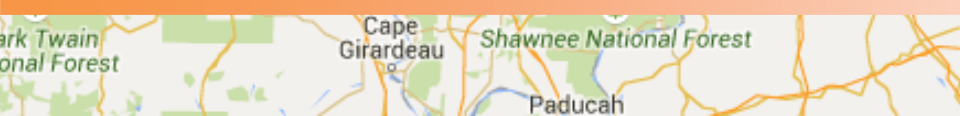


Guide facility participants toward deeper savings.

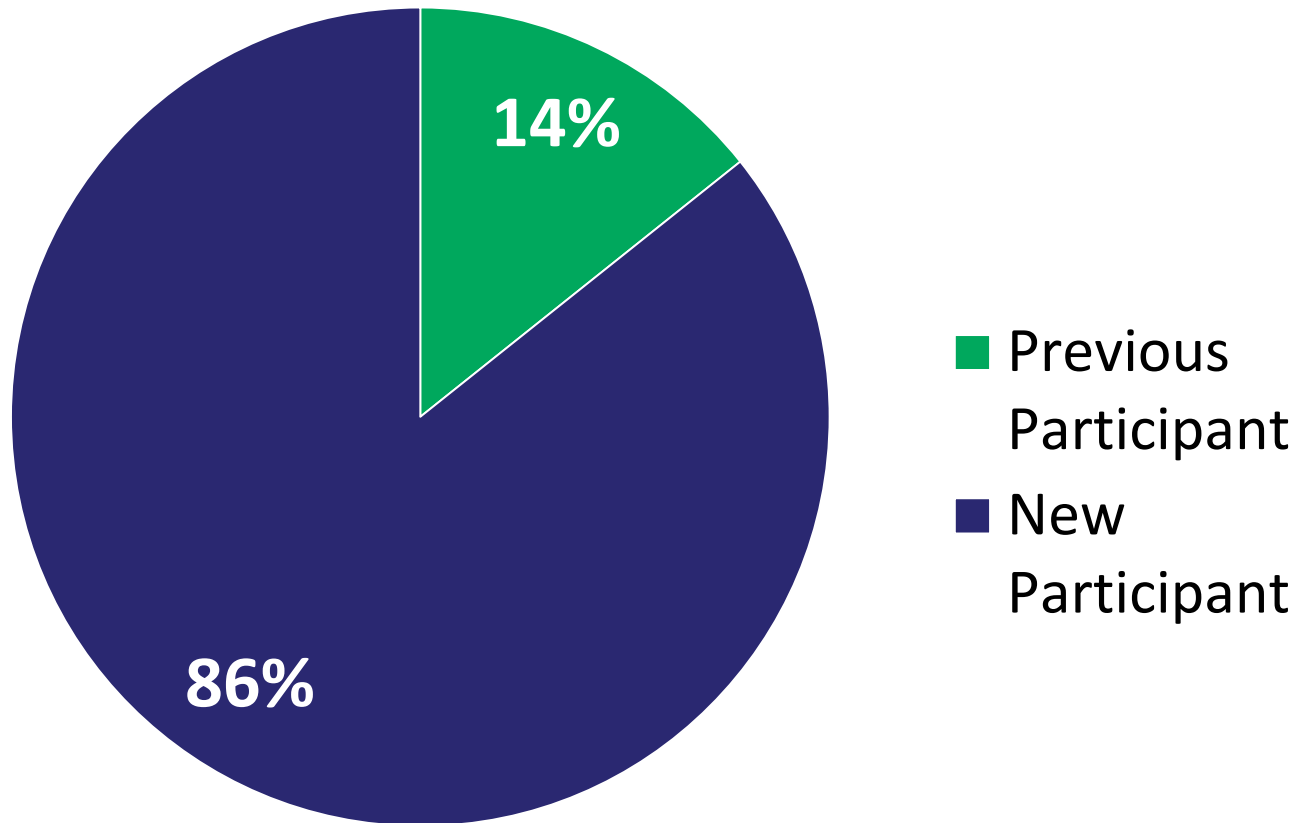




Results



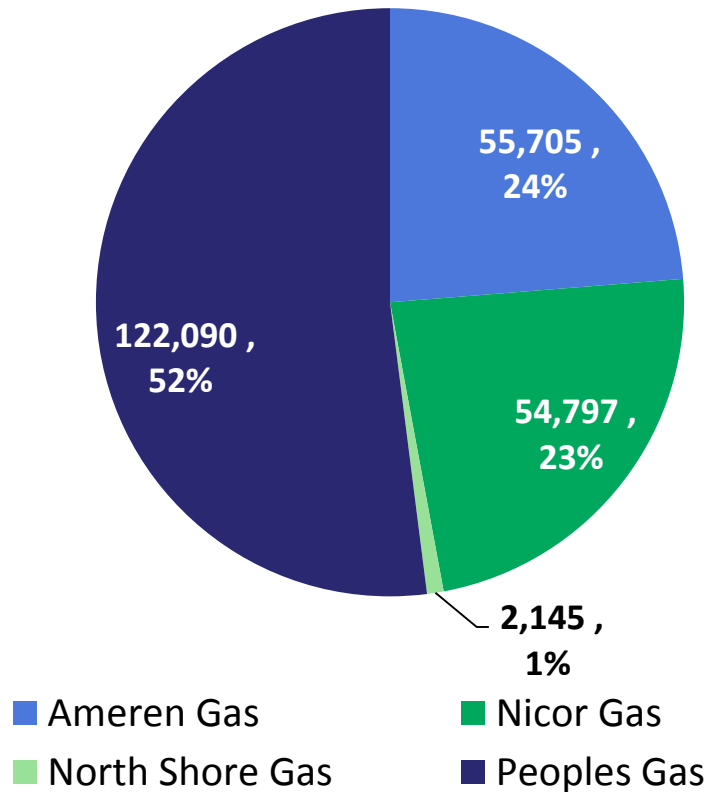
Facilities' IEN Participation History



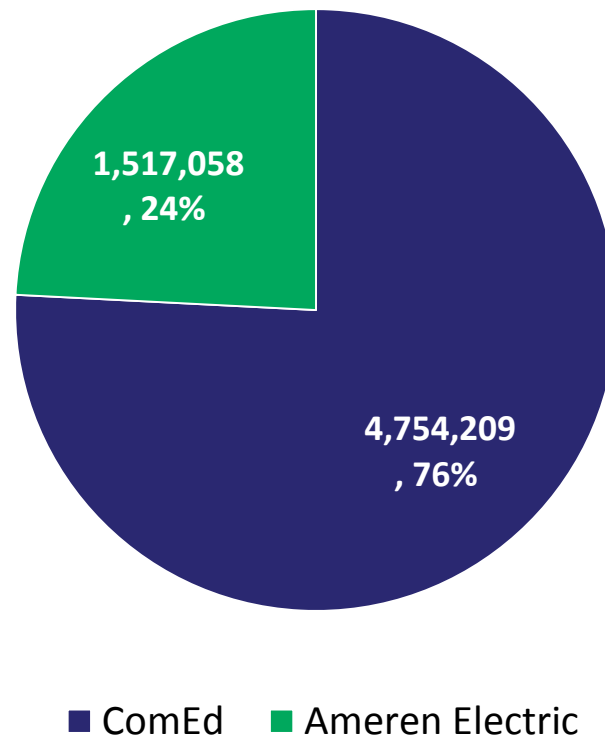
Note: Includes facilities engaged prior to Q4 eligibility restriction changes.

2015 Est. Savings

Proj. Annual Gross Therms Saved
PY2015 (EEPS Gas PY3)



Proj. Annual Gross kWh Saved
PY2015 (EEPS Electric PY7)



Applying These Lessons

- Engage hard-to-reach customers via quick audits with self-install programs.
- Balance cost effectiveness by mixing hard-to-reach and larger facilities each year.
- In EEPS states include smaller, hard-to-reach facilities despite lower ROI.

Building Momentum

“Already, STEP has enabled us to increase EE in our buildings in new ways, and we are excited to maintain this forward momentum ...I have already been networking and sharing our success stories with other schools.”

Bement CUSD 5, Ameren Territory
(322 students)



Questions?

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