



**FILED WITH
Executive Secretary
December 31, 2009
IOWA UTILITIES BOARD
EEP-2009-0002**

Dec. 31, 2009

Ms. Judi Cooper
Executive Secretary
Iowa Utilities Board
350 Maple St.
Des Moines, Iowa 50319-0069

Subject: Electric Cooperatives' Joint Final Report Pursuant to SF 2386

Dear Ms. Cooper:

The Iowa Association of Electric Cooperatives ("IAEC") is submitting this Electric Cooperatives' Joint Final Report Pursuant to SF 2386 on energy efficiency.

In 2008, the Iowa Legislature passed Senate File 2386. SF 2386, in part, specified procedures for assessing the potential of energy and capacity savings and developing energy-efficiency goals for gas and electric utilities not subject to rate regulation by the Iowa Utilities Board ("Board").

This Senate File required the commencement of this assessment of potential to begin by July 1, 2008. A progress report was required to be filed with the Board on or before Jan. 1, 2009. The legislation provided that, "individual utilities or groups of utilities may collaborate in conducting the studies required . . . and may file a joint report or reports with the Board." The IAEC filed a Joint Progress Report on Dec. 31, 2008 with the Board. (See Attached Appendix A).

The Senate File also required a final report to be filed with the Board on or before Jan. 1, 2010.

This filing is being made as the Electric Cooperatives' Joint Final Report pursuant to Senate File 2386.

The filing includes an executive summary, as well as each participating electric cooperative's cost-effective energy-efficiency goal, and for each measure intended to be utilized by the cooperative in meeting its goal, the measure's description, projected costs and the analysis of the measure's cost-effectiveness. The cost-effectiveness tests were performed in accordance with section 476.6, subsection 14. The cost-effectiveness tests included the societal test, utility cost test, rate-payer impact test and participant test. The cost-effectiveness tests were performed in a collaborative manner by each electric power supplier group. This Electric Cooperatives' Joint Final Report constitutes the compilation of the individual electric cooperative information, and includes the information for each individual electric cooperative. While the IAEC is facilitating the compilation of this information, the goals have been set by the governing bodies of each participating cooperative.

Senate File 2386 states that, "Energy-efficiency programs shall include efficiency improvements to a utility infrastructure and system and activities conducted by a utility intended to enable or encourage customers to increase the amount of heat, light, cooling, motive power or other forms of work performed per unit of energy used." The legislation provides that, "Energy-efficiency programs include activities which lessen the amount of heating, cooling or other forms of work which must be performed, including but not limited to energy studies or audits, general information, financial assistance, direct rebates to customers or vendors of energy efficient products, research projects, direct installation by the utility of energy efficient equipment, direct and indirect load control, time-of-use rates, tree planting programs, educational programs, and hot water insulation distribution programs."

If you have any questions regarding this final report please contact me at 515.727.8949.

Respectfully,

/s/ Reginald Goodale

Reginald Goodale
Director of Regulatory Affairs
515.727.8949
rgoodale@iowarec.org

Iowa Association of Electric Cooperatives

Electric Cooperatives' Joint Final Report

**Pursuant to Senate File 2386 and
Iowa Code 476.6, subsection 16 bb**

Dec. 31, 2009

Iowa Association of Electric Cooperatives

Table of Contents

<u>Section</u>	<u>Title</u>	<u>Page</u>
1.	Executive Summary	
	- Overview	5
	- Commitment and results	6
	- The Cooperative Principles	7
	- Preparation of five-year plan	8
	- RECs participating in final report	10
	- Collaboration and communication	9
	- Energy-efficiency programs and program highlights	11
	- Cost-effectiveness testing	15
	- Conclusion	18
	- Compilation of data for all RECs	19
2.	Individual electric co-op energy-efficiency estimated achievable potential goals	38
3.	Appendix A IAEC Joint Progress Report on Energy Efficiency dated 12/31/09	671
4.	Appendix B Footnotes	691

Executive Summary

Overview

Electric Cooperatives across Iowa have established a robust set of cost-effective energy-efficiency programs available for their member-consumers to participate in during the five-year period of 2010-2014. These programs have been developed with detailed studies and market surveys by independent, third-party professional energy-efficiency consultants.

The program offerings and the goals have been tailored to the local energy needs of each local electric cooperative's member-consumers. The electric markets served by the Iowa rural electric cooperatives are different than markets served by other electric utilities. The markets also are different from cooperative to cooperative. Some of the key differences include:

- higher percentage of residential customers served,
- significantly newer commercial and industrial member-consumers
- lack of penetration of natural gas as the primary home heating fuel in rural areas
- very few members per mile of power line

These differences present their own set of unique challenges relative to energy efficiency.

Electric cooperatives in Iowa, over the past several years, have demonstrated and documented their commitment to energy-efficiency with various energy-efficiency filings made with the Iowa Utilities Board and the Attorney General's Office of Consumer Advocate. The July 2008 cooperative filing with the Iowa Utilities Board documented an annual investment of \$10.9 million in energy efficiency programs. This current filing spans a five-year period beginning in 2010 through 2014. The average annual investment is projected to be \$14.3 million. This represents an increase in average annual investment of 30 percent from the 2007 investment level (the most recent actual investment level compiled at the time of this filing).

The energy savings from the five-year investment are expected to total more than 4.2 billion kilowatt-hours over the life of the measures installed during this five-year period. The 4.2 billion kilowatt-hours represents enough electricity to power more than 350,000 homes (or nearly 30 percent of the homes in Iowa¹) for a full year with electricity. For reference, the electric cooperatives in Iowa delivered 6 billion kilowatt-hours to consumers in 2008².

Energy-efficiency programs are good for co-op member-consumers and Iowa from many different perspectives, including providing environmentally responsible and affordable electricity. Energy-efficiency enables consumers to more actively manage their energy costs and reduce consumption (contributing to a cleaner environment). On both counts, that's good for consumers and Iowa.

¹ 1,215,351 households in Iowa See: <http://www.iowadatacenter.org/quickfacts>

² Source Iowa Utilities Board Website <http://www.state.ia.us/government/com/util/index.html>

Electric Cooperative Commitment to Energy-Efficiency and Results

Electric cooperatives in Iowa have a history of commitment to energy-efficiency and a solid track record of energy- and cost-saving results. This has been documented with filings to the Iowa Utilities Board and the Iowa Attorney General's Office of Consumer Advocate in July of 1992, 1994, 1996, 1998, 2000, 2002, 2004, 2006 and 2008.

The above filings demonstrate that Iowa's electric cooperatives have been investing approximately \$10.8 million annually in recent years on energy-efficiency programs. In the next five-years, which this filing spans, electric co-ops serving Iowans will invest approximately \$14.3 million annually in energy-efficiency programs, which represents a 30 percent increase compared to the \$10.8 million investment in the most recent biennial energy-efficiency filing in July of 2008. Results of this significantly increased commitment are projected to produce equally significant energy-savings results.

In analyzing the energy savings, electric co-ops quantified the energy savings from three perspectives:

1. Total kilowatt-hours savings from energy-efficiency measures installed during the five-year period and achieved over the life cycle of the installed energy-efficiency measures
2. Total kilowatt-hours saved only during the five-year period – 2010-2014
3. Kilowatt-hour savings each of the five-years for only the measures installed in that year and the energy savings in year one for that measure

It is important to note that all of the above methods reflect a "with and without" analysis versus a "before and after" analysis. For example, the "before and after" analysis would assess the efficiency of the current measure versus the efficiency of the measure installed. The "with and without" analysis would assess the efficiency of the measure that would have been installed without the incentive offered by the REC. Thus, a member with an existing air conditioner consuming 3,000 kilowatt-hours annually who installs a high-efficient unit using only 2,000 kilowatt-hours annually would have a kilowatt-hour savings of 1,000 under the "before and after" analysis. However, if the baseline model available without the REC incentive would consume 2,500 kilowatt-hours, then the "with and without" analysis would have 500 kilowatt-hours as the savings. In this hypothetical example, the analysis used for this filing would have used the 500 kilowatt-hour figure approach or the "with and without" analysis.

Measure Life kilowatt-hour Savings

The life-cycle energy savings of the energy-efficiency measures installed during the five-years of this filing is projected to be 4.2 billion kilowatt-hours. That represents 70 percent³ of the 6 billion kilowatt-hours of electricity that electric co-op member-consumers used in 2008. However, it is important to note that the estimated 4.2 billion kilowatt-hours savings will occur over the various lives of the measures expected to be installed during the period 2010-2014.

5 Year Plan Life kilowatt-hour Savings

During 2010-2014, the second measure, the projected kilowatt-hour saving of installed energy-efficiency measures is 900 million kilowatt-hours, which represents more than 20 percent⁴ of the 4.2 billion life-cycle savings.

Incremental Annual kilowatt-hour Savings

The third measure shows a total five-year period incremental savings of 302.2 million kilowatt-hours or an incremental average annual 60.4 million kilowatt-hours of electricity saved, which is 1.4 percent⁵ of the life-cycle savings of the energy-efficiency measures installed between 2010 and 2014.

Kilowatt-hour Savings Not Quantified

There are some areas where kilowatt-hour savings are not quantified. For example, if member-consumers install measures without participating in a rebate program, these savings would not be included or considered. Additionally, as mentioned above, savings from a “before and after” analysis, as compared with a “with and without” the program analysis, are not included or considered. Another area includes savings which are often referred to as supply-side savings. These are typically programs on the utility side of the meter that reduce the amount of energy needed to be generated. An example is high-efficiency transformers or new to replace old electric delivery systems programs which reduce system losses and thus reduce the amount of kilowatt-hours needed to be generated.

The Cooperative Principles

The Cooperative Principles are the foundation of how business is conducted at electric cooperatives, and leads and guides all that electric cooperatives do.

The seven core principles are:

- 1 **Voluntary and open membership** – Cooperatives are voluntary organizations that are open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political or religious discrimination.
- 2 **Democratic member control** – Cooperatives are democratic organizations controlled by their members who participate in setting policies and making decisions. The elected representatives are accountable to the membership. Members have equal voting rights – one member, one vote.

³ 4.2 billion kilowatt-hours divided by 6 billion kilowatt-hours

⁴ 900 million kilowatt-hours divided by 4.2 billion kilowatt-hours

⁵ 60.4 million kilowatt-hours divided by 4.2 billion kilowatt-hours

- 3 **Members' economic participation** – Members contribute equitably to, and democratically control, the capital of their cooperative. At least part of that capital is usually the common property of the cooperative. Members usually receive limited compensation, if any, on capital subscribed as a condition of membership. Members allocate surpluses for any or all of the following purposes: developing the cooperative, possibly by setting up reserves, part of which at least would be indivisible; benefitting members in proportion to their transactions with the cooperative; and supporting other activities approved by the membership.
- 4 **Autonomy and independence** – Cooperatives are autonomous, self-help organizations controlled by their members. If they enter into agreements with other organizations, including government, or raise capital from external sources, they do so on terms that ensure democratic control by their members and maintain their cooperative autonomy.
- 5 **Education, training and information** – Cooperatives provide education and training for their members, elected representatives, managers and employees so they can contribute effectively to the development of their cooperatives. They inform the general public, particularly young people and opinion leaders, about the nature and benefits of cooperation.
- 6 **Cooperation among cooperatives** – Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, regional, national, and international structures.
- 7 **Concern for community** – While focusing on member needs, cooperatives work for the sustainable development of their communities through policies accepted by their members.

The Cooperative Principles helped shape the development of the energy-efficiency programs at each electric co-op in Iowa. Each co-op is committed to ensuring member-consumer-owners have access to cost-effective, energy-efficiency programs that help them better manage their electricity consumption, which, in turn, benefits the environment. To that end, each co-op developed comprehensive programs that are tailored to specifically fit the member-consumers in their service area.

Preparation of five-year energy-efficiency plan

Senate File 2386, passed by the Iowa General Assembly in 2008, required electric cooperatives to undertake a detailed, in-depth, fact-based and localized analysis of energy-efficiency program offerings.

The electric co-ops utilized two independent professional energy-efficiency consulting firms that conducted an assessment of the potential energy-efficiency for cooperatives at the power supplier level. The consulting firms were Power System Engineering of Madison, Wisc., <http://www.powersystem.org/company/company.aspx>, and Clearspring Energy Advisors of Madison, Wisc. <http://www.clearspringenergy.com/about-clearspring.php>.

Collaboration and communication

The level of cooperation among cooperatives was unprecedented in Iowa during this effort relative to energy efficiency. The local directors of each cooperative as well as member service staff, communicators and managers all played a role in establishing goals and accomplishing this filing for the electric cooperatives. Additionally, the expertise on energy-efficiency at the generation and transmission electric cooperative level has been invaluable. The IAEC estimates that approximately 500 electric cooperative representatives, including approximately 10 people at each member electric cooperative of the Iowa Association of Electric Cooperatives – which coordinated this filing, participated in the assessment and subsequent goal setting process to determine the programs that are offered beginning Jan. 1, 2010, or shortly thereafter.

Numerous meetings, conference calls, letters and e-mails during the 18-plus months of this process revealed and reinforced the complexities and scope of energy-efficiency planning. This effort also reinforced the IAEC's belief that a one size fits all approach to energy-efficiency program development is not appropriate for Iowa.

The following is a list of the electric cooperatives included in this filing:

	Cooperative
1	Access Energy Cooperative
2	Allamakee Clayton Elec. Co-op., Inc.
3	Atchison Holt Electric Co-op.
4	Boone Valley Electric Co-op.
5	Butler County Rural Elec. Co-op.
6	Calhoun County Electric Co-op. Assn.
7	Chariton Valley Electric Cooperative, Inc.
8	Clarke Electric Cooperative, Inc.
9	Consumers Energy Cooperative
10	East-Central Iowa Rural Electric Co-op.
11	Eastern Iowa Light & Power Cooperative
12	Farmers Electric Co-op., Inc. - Greenfield
13	Franklin Rural Electric Cooperative
14	Freeborn Mower Electric Cooperative
15	Glidden Rural Electric Co-op.
16	Grundy County Rural Electric Cooperative
17	Grundy Electric Cooperative, Inc. - MO
18	Guthrie Co. Rural Electric Cooperative Assn.
19	Harrison County Rural Electric Cooperative
20	Hawkeye REC
21	Heartland Power Cooperative
22	Humboldt County Rural Electric Cooperative
23	Iowa Lakes Electric Cooperative
24	Linn County Rural Electric Co-op. Assn.
25	Lyon Rural Electric Cooperative
26	Maquoketa Valley Electric Cooperative
27	Midland Power Cooperative
28	Nishnabotna Valley Rural Electric Co-op.
29	North West Rural Electric Cooperative
30	Osceola Electric Cooperative, Inc.
31	Pella Cooperative Electric Association
32	Prairie Energy Cooperative
33	Sac County Rural Electric Cooperative
34	Southern Iowa Electric Cooperative, Inc.
35	Southwest Iowa Rural Electric Cooperative
36	T. I. P. Rural Electric Cooperative
37	Tri-County Electric Cooperative
38	United Electric Cooperative, Inc.
39	Western Iowa Power Cooperative
40	Woodbury County Rural Electric Cooperative

Energy-efficiency program categories, program highlights and new offerings

Categories

The \$72 million of reported projected investment by electric cooperatives during the next five-years falls into four categories.

- Rebates and incentives
- Demand-response programs
- Energy audit and technical support
- Education and research

As a group, electric co-ops serving Iowans have more than 100 distinct energy-efficiency program offerings for residential, agricultural, and commercial and industrial businesses that roll up under the four categories.

Energy Efficiency Investment Summary



Residential

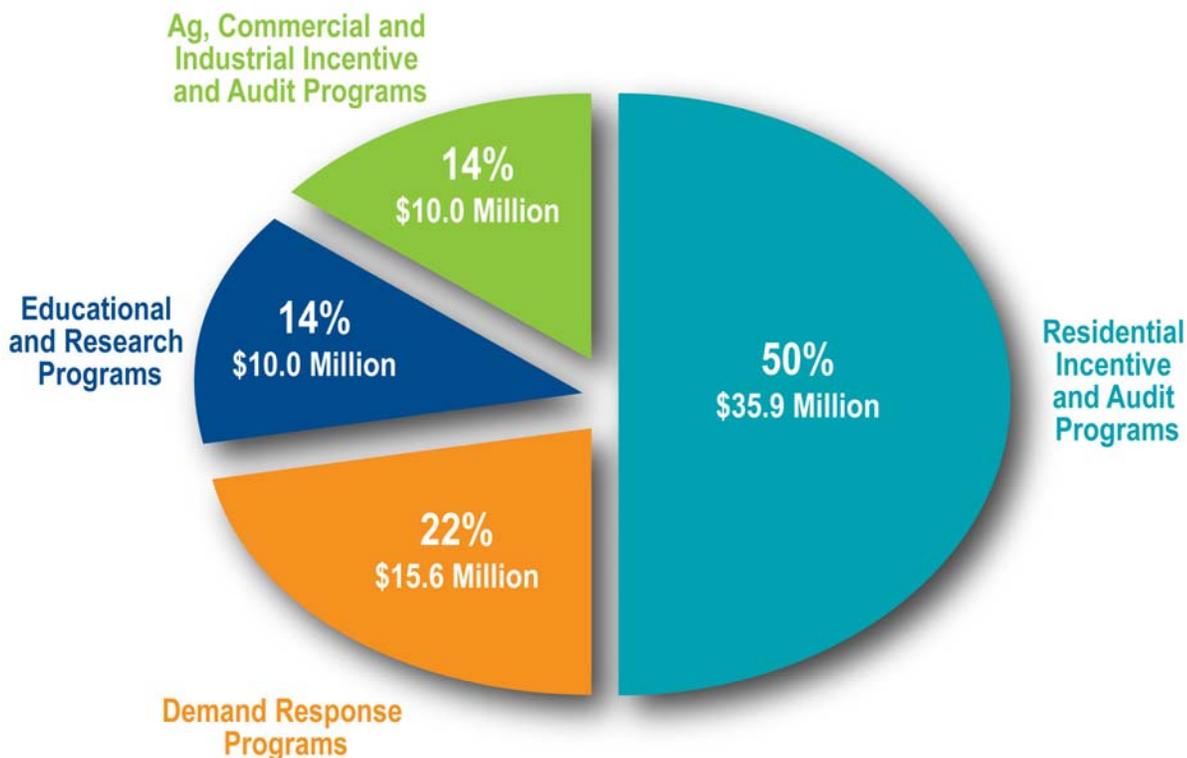


Commercial and Industrial



Agriculture

Total Energy Efficiency Investment 2010-2014 = \$72 Million

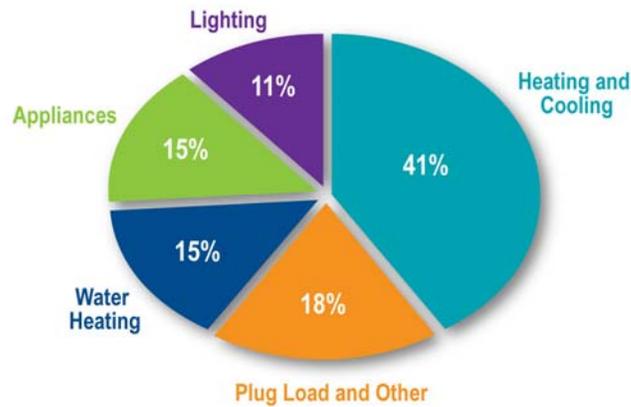


Residential Summary

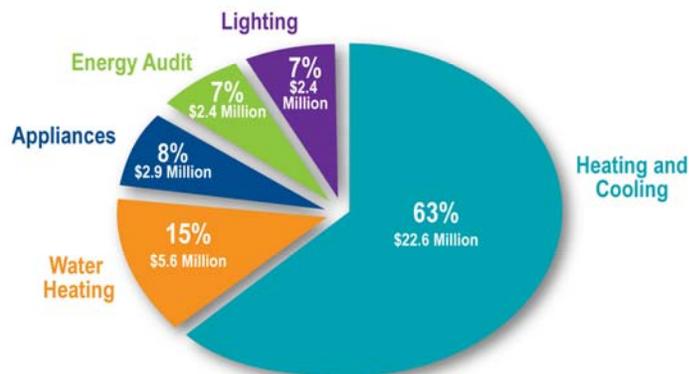


Residential

Residential Consumption of Electricity



Residential Projected Investment 2010-2014 = \$35.9 Million



* Excludes demand response and education and research programs

Ag, Commercial and Industrial Investment Summary

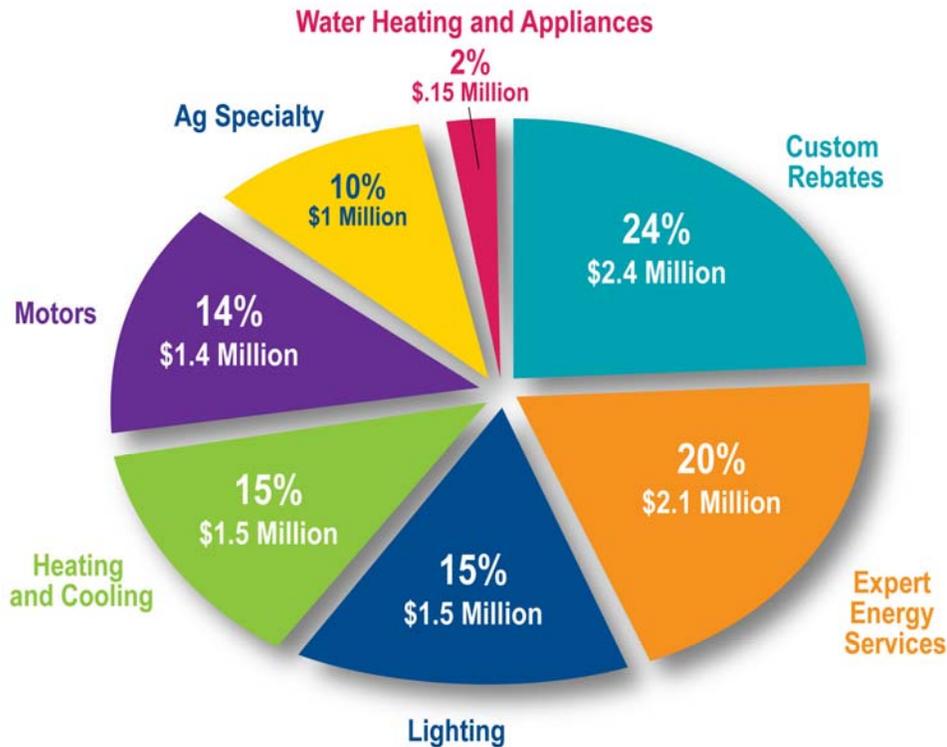


Commercial and Industrial



Agriculture

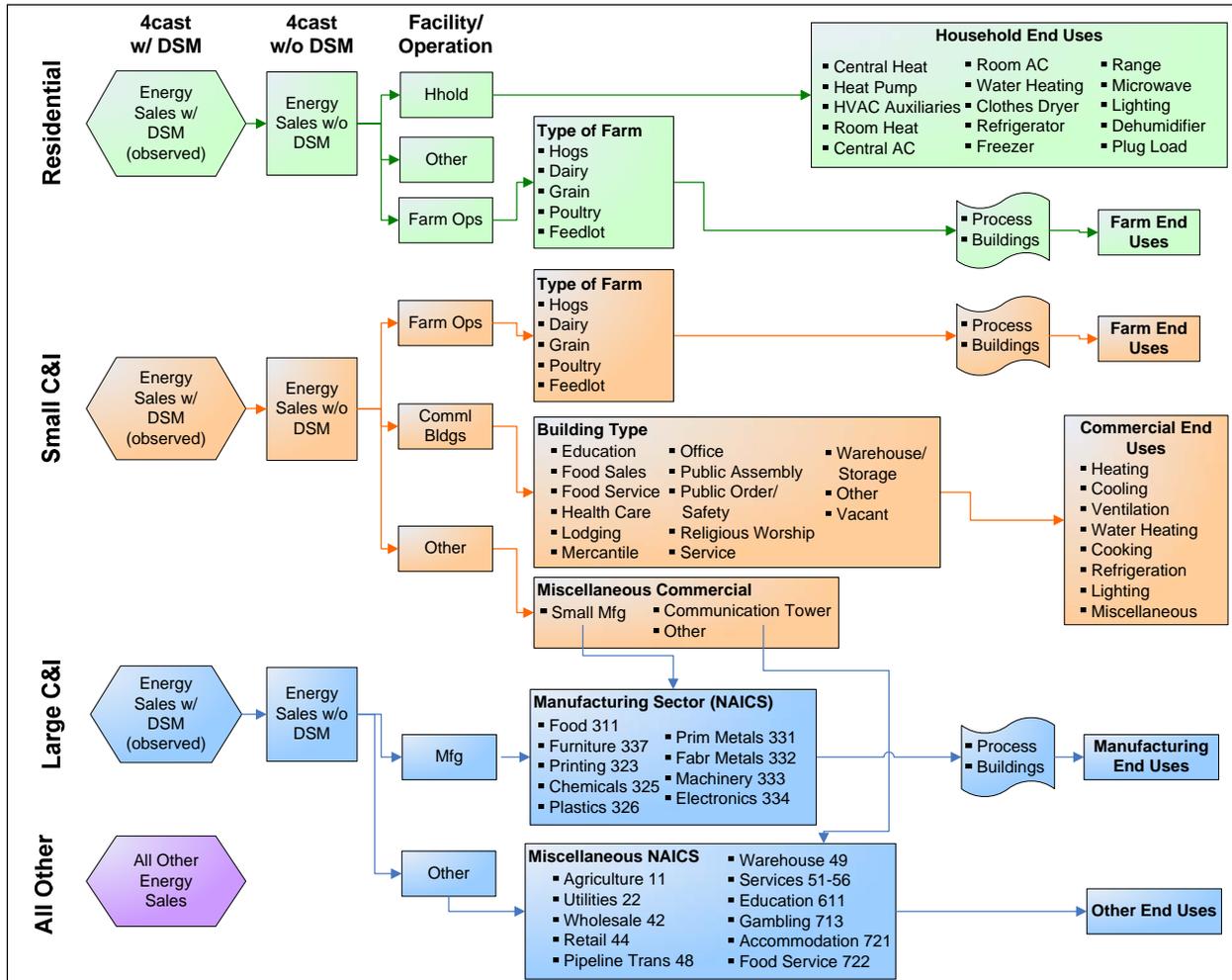
Ag, Commercial & Industrial Projected Investment 2010-2014 = \$10.0 Million



* Excludes demand response and education and research programs

Cost-effectiveness testing

The following high level, energy-efficiency flow chart, developed by Power System Engineering and used to guide its assessment of potential analyses, helps put the scope and complexities of well thought out and cost-effective, energy-efficiency programs into perspective.



As shown in the above chart, the sales segmentation analyses by class for each power supplier group are intended to provide broad indicators of the highest potential sectors. Programs and measures that address those high-priority targets were then subjected to detailed benefit-cost testing to develop quantitative estimates of achievable potential that guided the goal-setting process.

The benefit-cost models for each of the high-priority programs were prepared by third-party consultants with G&T staff subsequently extending these models to test additional programs.

The consultants' models estimate benefits and costs on a life-cycle basis over a time horizon equal to the life of the proposed program plus the average life of the measure being tested. Benefits and costs represent incremental differences between baseline and program future scenarios. Comparison on a

“before and after” basis is sometimes interesting but is generally not relevant for benefit-cost testing. The focus here was on differences in future consumer choices that can be attributed to the incentives being offered by the cooperatives. “Before and after” analysis is often contrasted against “with and without” analysis in distinguishing these alternative analytic approaches. The only significant case where both methods would yield similar results would occur when appliances are replaced with more efficient units before the end of their expected lives. However, the incentive required to induce this behavior by many consumers is typically cost prohibitive. More commonly, the end-user choices that can be influenced by utility promotional programs occur at the end of an appliance life. This allows estimation of the choices that can be expected in each future year as a primary guide to estimates of achievable potential.

In developing the benefit-cost models, the following definitions from the Iowa Administrative Code have been used to guide the cost-effectiveness testing:

Societal test means an economic test used to compare the present value of the benefits to the present value of the costs over the useful life of an energy-efficiency measure or program from a societal perspective. Present values are calculated using a 12-month average of the 10-year and 30-year Treasury Bond rate as the discount rate. The average shall be calculated using the most recent 12 months at the time the utility calculates its benefit/cost tests for its energy-efficiency plan in subrule 35.8(6). Benefits are the sum of the present values of the utility avoided supply and energy costs including the effects of externalities⁶. Costs are the sum of the present values of utility program costs (excluding customer incentives), participant costs, and any increased utility supply costs for each year of the useful life of the measure or program. The calculation of utility avoided capacity and energy and increased utility supply costs must use the utility costing periods⁷.

Utility cost test means an economic test used to compare the present value of the benefits to the present value of the costs over the useful life of an energy-efficiency measure or program from the utility revenue requirement perspective. Present values are calculated using the utility’s discount rate. Benefits are the sum of the present values of each year’s utility avoided capacity and energy costs (excluding the externality factor) over the useful life of the measure or program. Costs are the sum of the present values of the utility’s program costs, customer incentives, and any increased utility supply costs for each year of the useful life of the measure or program. The calculation of utility avoided capacity and energy and increased utility supply costs must use the utility costing periods.

The typical cooperative ownership and organizational structure divides generation and transmission functions from retail sales of electricity with all-requirements contracts and wholesale rates connecting the two parties.

Participant test means an economic test used to compare the present value of benefits to the present value of costs over the useful life of an energy-efficiency measure or program from the participant’s

⁶ In accordance with the existing Iowa Code, externalities are being calculated using a 10-percent adder on both energy and capacity costs in lieu of more complex and speculative estimates of costs related to generation and delivery of electricity.

⁷ Unlike most rate-regulated utilities, most cooperatives are unlikely to have established utility costing periods that have been previously approved in rate hearings. Variations in supply costs were recognized to the extent that reasonable estimates could be made of both the cost variations and the time pattern of the load reductions associated with a given energy-efficiency or demand response program.

perspective. Present values are calculated using a discount rate appropriate to the class of customers to which the energy-efficiency measure or program is targeted. Benefits are the sum of the present values of the customers' bill reductions, tax credits, and customer incentives for each year of the useful life of an energy efficient measure or program. Costs are the sum of present values of the customer participation costs (including initial capital costs, ongoing operations and maintenance costs, removal costs less a salvage value of existing equipment, and the value of the customer's time in arranging installation, if significant) and any resulting bill increases for each year of the useful life of the measure or program. The calculation of bill increases and decreases account for any time-differentiated rates to the customer or class of customers being analyzed to the extent that this impacts results significantly.

Ratepayer impact measure test means an economic test used to compare the present value of the benefits to the present value of the costs over the useful life of an energy-efficiency measure or program from a rate level or utility bill perspective. Present values are calculated using the utility's discount rate. Benefits are the sum of the present values of utility avoided capacity and energy costs (excluding the externality factor) and any revenue gains due to the energy-efficiency measures for each year of the useful life of the measure or program. Costs are the sum of the present values of utility increased supply costs, revenue losses due to the energy-efficiency measures, utility program costs, and customer incentives for each year of the useful life of the measure or program. The calculation of utility avoided capacity and energy, increased utility supply costs, and revenue gains and losses must use the utility costing periods.

In determining the cost-effectiveness of specific programs cooperatives considered these tests to assure an equitable sharing of net benefits without excessive negative influences on any constituency.

The avoided cost varies from utility to utility and therefore some measures may be cost-effective for one REC but not another. The role of the consultants included advising the RECs on the cost-effectiveness of the various measures. The local cooperative governing body was required to establish its own goals and the measures intended to be used to meet those goals.

Conclusion

The quality or degree of being efficient is the very definition of efficiency. To that end, the energy-efficiency of homes, farms and businesses in Iowa depends on a commitment to energy-efficiency by the individuals who own, live or work in those structures.

To help achieve greater energy-efficiency in the areas served by electric cooperatives where people dwell and work, a comprehensive array of cost-effective, energy-efficiency programs has been developed by electric co-ops. The unprecedented \$72 million investment in energy-efficiency during the next five-years at electric cooperatives that serve Iowans will produce significant energy savings.

As a result of Senate File 2386, electric cooperative member-consumers now have greater access to energy-efficiency programs, which will help them better manage their energy cost, help fellow member-consumers, help electric co-ops and help address environmental concerns.

While Senate File 2386 focuses on the economics of energy efficiency, it is important to acknowledge that there are greenhouse gas emissions reductions associated with less electricity being produced because of energy efficiency. Electric cooperative board members, management and staff are pleased that co-op member-consumers' participation in cost-effective, energy-efficiency programs during the five-years this filing spans is expected to result in saving enough electricity to power 350,000 homes and avoiding the greenhouse gas emissions that otherwise would be generated.

The ability of local electric cooperatives to achieve their goals will depend on the willingness of member-consumers to participate in the program offerings. Electric cooperative member-consumers that participate in the cost-effective, energy-efficiency programs offered by their co-op help themselves, help fellow member-consumers, help their electric co-op and help with the cooperative principle of concern for community in providing safe, environmentally responsible, available, reliable, and affordable power, all of which are good for Iowa.

Compilation of data for all RECs

The next 18 pages of tables are a compilation of all participants, kilowatt-hour and kilowatt savings and investment levels by measure aggregated for all five-years as well as each individual year.

		2010-2014				
		Estimated Achievable Potential Goals				
Totals	Measure Description	Projected Participants	Projected Cost	Cumulative Measure Lifetime kWh Savings	Cumulative 5 Year Plan kWh Savings	Sum of Incremental Annual kWh Savings 2010-2014
I. Incentive Programs for Energy Efficient Technologies						
Residential Cooling & Heating (low income included)						
	ENERGY STAR Central Air Conditioning	5,299	\$954,478	23,775,973	5,015,282	1,698,284
	SEER 14.5 (and EER 12)	2,803	\$405,628	9,430,524	1,977,187	673,609
	SEER 15 +	423	\$81,134	1,616,222	324,356	115,444
	SEER 16 (and EER 13)	2,073	\$467,715	12,729,227	2,713,739	909,231
	ENERGY STAR Qualified Room Air Conditioner	1,424	\$47,557	1,163,110	375,577	129,234
	Geothermal Heat Pump	5,146	\$10,702,550	1,359,507,572	194,155,960	67,975,379
	Air Source Heat Pump	5,058	\$4,053,897	594,470,578	115,749,129	39,631,372
	Heat Recovery Ventilators	868	\$139,729	10,809,330	1,554,792	540,466
	Residential Contractor Rebates	4,734	\$950,550			
	Rebate for central air conditioners above the baseline efficient models.					
	Rebate for window air conditioners above the baseline efficient models.					
	Rebate for geothermal heat pumps above the baseline efficient models.					
	Rebate for air source heat pumps above the baseline efficient models.					
	Rebate for heat recovery ventilators.					
	Incentive for heat pump installs					
Residential Lighting (low income included)						
Interior Lighting						
	Change a Light Rebate Program (or similar program)	242,967	\$575,474	115,882,595	45,686,362	15,874,328
	Local CFL Rebate Program(s)	293,623	\$895,337	139,708,701	59,316,548	19,138,178
	ENERGY STAR CFL Fixtures	2,806	\$29,118	6,123,135	858,243	306,157
	T8 or better Lighting Fixtures	7,007	\$79,452	5,454,870	924,125	332,614
	2 ft. T8 or better Fixture w/ electronic ballasts	1,049	\$6,170	95,004	16,434	5,793
	4 ft. T8 or better Fixture w/ electronic ballasts	4,042	\$45,963	2,782,655	479,499	169,674
	8 ft. T8 or better Fixture w/ electronic ballasts	1,916	\$27,319	2,577,211	428,193	157,147
	ENERGY STAR LED lighting	3,639	\$33,819	4,865,734	729,349	270,319
	ENERGY STAR Ceiling Fan	1,074	\$21,503	3,221,749	502,969	178,986
	CFL Recycling	103	\$1,485			
	Rebate for LED lighting.					
	Rebate for ceiling fan and light fixture.					
	Recycling of compact fluorescent light bulbs.					
Exterior Lighting						
	High Efficiency Exterior Lighting	6,185	\$443,392	7,030,642	4,920,306	1,655,803
	High Pressure Sodium - 50 - 100 W	900	\$129,720	901,098	609,834	204,795
	High Pressure Sodium - 100+ W	3,409	\$262,722	3,749,459	2,450,235	822,776
	Metal Halide - 70 - 250 W	760	\$19,737	456,825	250,452	84,597
	Metal Halide - 250+ W (pulse start lamp and ballasts)	586	\$21,494	1,412,538	848,552	288,273
	CFL	530	\$9,720	510,722	761,232	255,361
	LED Holiday Lighting	6,008	\$23,690	5,601,859	1,307,769	466,822
	Rebates for exterior lighting (high pressure sodium, metal halide or compact fluorescent)					
Residential Water Heating (low income included)						
	High Efficiency Water Heater	16,587	\$3,430,045	68,258,836	13,535,607	4,550,589
	40-49 gallon	490	\$66,273	733,785	146,757	48,919
	50-79 gallon	10,331	\$1,927,413	35,588,702	7,024,181	2,372,580
	80 gallon+	5,766	\$1,436,359	31,936,349	6,364,670	2,129,090
	Heat Pump Water Heater - (Add-On)	228	\$88,479	4,377,643	1,251,474	437,764
	Heat Pump Water Heater - (Integrated)	1,246	\$745,655	28,636,752	6,071,528	2,386,396
	Solar Water Heaters (w/ Electric auxiliary tank)	183	\$80,609	4,082,689	823,640	340,224
	Drain Water Heat Recovery System	5	\$1,575	117,216	11,722	3,907
	Flow Restrictors - Faucet	19,200	\$413,414	63,916,234	20,988,140	7,101,804
	Flow Restrictors - Shower	13,576	\$596,823	85,607,790	25,111,939	8,560,779
	Tank Insulation	2,225	\$52,552	3,796,286	1,136,673	379,629
	Pipe Insulation	4,610	\$80,609	8,205,198	1,637,679	547,013
	Rebate for high efficiency electric water heaters.					
	Rebate for add-on heat pump water heater.					
	Rebate for integrated heat pump water heater.					
	Rebate for solar water heater.					
	Rebate for drain water heat recovery system.					
	Incentive for faucet flow restrictors.					
	Incentive for low-flow shower head.					
	Incentive for water heater tank insulation.					
	Incentive for water pipe insulation.					
Residential Appliances (low income included)						
	ENERGY STAR Qualified Clothes Washer	9,462	\$728,119	23,013,621	6,130,048	2,092,147
	ENERGY STAR Qualified Dishwasher	7,982	\$288,138	10,301,767	2,663,330	936,524
	ENERGY STAR Qualified Refrigerator	11,298	\$367,299	17,789,805	3,420,925	1,185,987
	ENERGY STAR Qualified Dehumidifier	3,243	\$98,147	9,146,390	2,239,311	762,199
	ENERGY STAR Qualified Freezer	6,202	\$197,756	6,898,911	1,286,883	459,927
	Appliance Recycling	15,315	\$1,100,216	151,191,808	50,255,444	16,819,241
	Refrigerator	12,158	\$888,567	130,736,870	43,439,536	14,526,319
	Freezer	2,864	\$184,633	20,228,232	6,683,101	2,247,581
	Window AC Unit	296	\$27,016	226,706	132,807	45,341
	Efficient Television	2,418	\$125,444	4,797,235	1,142,104	399,770
	Smart Strip	1,020	\$6,375	1,132,200	394,494	113,220
	Rebate for ENERGY STAR clothes washer.					
	Rebate for ENERGY STAR dishwasher.					
	Rebate for ENERGY STAR refrigerator.					
	Rebate for ENERGY STAR dehumidifier.					
	Rebate for ENERGY STAR freezer.					
	Incentives for appliance recycling.					
Efficient Home Incentives (low income included)						
	Energy Efficient Home Construction Rebates *	833	\$567,866	27,567,786	2,627,620	917,816
	Advanced Lighting Package	356	\$92,214	3,060,619	404,936	153,031
	Rebate for energy efficient home construction.					
Additional Low Income						
	Energy Efficiency Kits	5,544	\$222,048	56,325,492	19,768,285	6,258,388
	Weatherization Rebates	635	\$318,674	17,437,064	1,715,728	589,438
	Rebates for various insulation measures.					
	Ceiling (Bring up to R-38) - Elect. Heat Only	160	\$128,611	8,251,135	799,284	275,038
	Ceiling (Bring up to R-38) - Central AC Only (LP Heat)	163	\$31,633	776,567	75,752	25,886
	Wall (Bring Up to R19) - Elect. Heat Only	89	\$91,192	4,386,934	422,246	146,231
	Wall (Bring Up to R19) - Central AC Only (LP Heat)	153	\$29,719	693,358	67,524	23,112
	Foundation (Bring Up to R-10)	25	\$25,976	2,098,674	209,867	69,956
	Infiltration Control	45	\$11,543	1,230,397	141,054	49,216
	Rebate for efficient television.					
	Incentive for smart power supply strip.					
Building Shell - Existing Home Only						
	Weatherization Rebates	10,684	\$4,968,222	322,511,940	30,961,721	11,060,119
	Rebates for various insulation measures.					
	Ceiling (Bring up to R-38) - Elect. Heat Only	2,603	\$1,743,153	118,712,166	10,946,631	3,957,072
	Ceiling (Bring up to R-38) - Central AC Only (LP Heat)	1,850	\$308,966	8,817,846	831,208	293,928
	Wall (Bring Up to R19) - Elect. Heat Only	671	\$503,586	29,160,561	2,739,028	972,019
	Wall (Bring Up to R19) - Central AC Only (LP Heat)	1,714	\$356,325	7,772,229	732,278	259,074
	Foundation (Bring Up to R-10)	1,836	\$1,560,914	118,617,702	11,187,420	3,953,923
	Infiltration Control	1,532	\$378,757	34,746,976	3,900,980	1,389,879
	Duct Insulation (in unconditioned space)	478	\$116,521	4,684,461	624,177	234,223
Residential Total		718,793	\$33,464,228	3,195,789,136	624,675,639	214,253,855
Residential Average kWh Sales (3 yr Ave actual and projected)						14,745,010,326
Residential kWh Savings as percentage of Residential kWh Sales						1.5%

		2010-2014				
		Estimated Achievable Potential Goals				Sum of Incremental Annual kWh Savings 2010-2014
Totals	Measure Description	Projected Participants	Projected Cost	Cumulative Measure Lifetime kWh Savings	Cumulative 5 Year Plan kWh Savings	
Agriculture/Commercial & Industrial Lighting						
Interior Lighting						
	Change a Light Rebate Program					
	High Efficiency Interior Lighting					
	T8 or T-5 fixtures - 2 ft	33,689	\$78,637	18,812,627	15,323,083	5,210,616
	T-8 or 46" T5 - 4 ft	90,921	\$1,327,007	113,573,726	60,520,562	21,535,029
	T8 or T-5 fixtures - 8 ft	300	\$3,300	52,148	16,334	8,991
	High Bay T-8/T-5 fixture w/ High Output Ballast - Replacement	34,700	\$754,944	48,109,820	20,872,280	7,517,159
	High Bay T-8/T-5 fixture w/ High Output Ballast - New Construction	1,005	\$10,880	1,199,439	524,195	187,412
	Pulse Start Metal Halide Fixtures - 100 - 249 Watts	2,743	\$255,473	15,410,428	5,719,818	2,001,354
	Pulse Start Metal Halide Fixtures - 250+ watts	3,454	\$160,204	17,371,183	6,240,456	2,255,998
	CFL lamps - Energy Star- 9W and up	170	\$1,988	332,112	143,468	51,893
	Occupancy Sensors - Must control >150 Watts	80	\$300	188,114	73,482	29,393
	Compact fluorescent fixtures (Hard-Wired)	45,283	\$94,501	22,380,647	24,406,341	8,607,941
	Metal Halide Lamps	1,153	\$22,333	6,106,515	1,794,626	610,652
	LED Exit Signs	844	\$4,456	1,611,365	393,295	161,136
	ENERGY STAR LED Lights	395	\$5,291	263,070	163,031	54,806
		193	\$1,425	503,098	160,748	44,131
		25	\$95	45,788	12,488	4,163
Exterior Lighting						
	High Efficiency Exterior Lighting					
	Pulse start metal halide fixtures - 70-249 Watt RETRO ONLY	3,239	\$120,661	4,406,137	2,877,153	975,327
	Pulse start metal halide fixtures - >=250 Watt RETRO ONLY	1,036	\$26,854	1,281,630	772,557	261,557
	High Pressure Sodium Fixture (ballast & lamp replacement) - 50-100 W	540	\$19,481	1,259,521	747,117	257,045
	High Pressure Sodium Fixture (ballast & lamp replacement) - >100 W	234	\$4,482	259,917	156,630	53,044
	CFL Outdoor Light - 42 W min., Cold Start	1,124	\$39,156	1,247,025	753,294	254,495
	Security Lighting: LED Technology	305	\$4,188	358,044	447,555	149,185
	Security Lighting: Induction		\$12,500			
			\$14,000			
Ag/Commercial & Industrial Heating and Cooling						
	ENERGY STAR Air Conditioning					
	Air Cooled Chillers	905	\$52,744	1,349,041	264,104	89,936
	Water Cooled Chillers	272	\$7,058	839,470	123,606	41,973
	Geothermal Heat Pump	22	\$225	117,216	18,648	5,861
	Air Source Heat Pump - (SEER 14.5, EER 12, HSPF 8.2)	1,833	\$944,896	88,982,225	15,597,944	4,449,111
	Heat Recovery Ventilators	373	\$151,883	11,870,809	2,299,709	791,387
	Commercial Contractor Rebate (GS & AS)	652	\$148,332	25,126,979	3,539,355	1,256,349
Ag/Commercial & Industrial Water Heating						
	High-Efficiency Water Heater					
	50-79 gallon	506	\$136,723	4,323,522	848,426	288,235
	80 gallon+	39	\$4,875	135,065	28,860	9,004
	Heat Pump Water Heater	467	\$131,848	4,188,457	819,566	279,230
		5	\$1,875	115,551	28,888	9,629
Ag/Commercial & Industrial Appliances						
	Commercial ENERGY STAR Refrigerators and Freezers					
	Commercial Solid Door Refrigerators - < 19 cu. ft.	123	\$14,149	552,235	130,901	46,200
	Commercial Solid Door Refrigerators - 19-30 cu. ft.	44	\$2,837	78,673	18,919	6,556
	Commercial Solid Door Refrigerators - 31-60 cu. ft.	16	\$1,834	52,500	11,480	4,375
	Commercial Glass Door Refrigerators - < 19 cu. ft.	1	\$125	5,701	1,425	475
	Commercial Glass Door Refrigerators - 19-30 cu. ft.	30	\$5,845	253,924	63,481	21,160
	Commercial Glass Door Refrigerators - 31-60 cu. ft.	5	\$470	24,043	6,011	2,004
	Commercial Solid Door Freezers - < 19 cu. ft.	11	\$1,399	48,195	9,851	4,016
	Commercial Solid Door Freezers - 19-30 cu. ft.	6	\$968	30,788	5,131	2,566
	Commercial Solid Door Freezers - 31-60 cu. ft.	4	\$251	15,877	3,969	1,323
		5	\$323	28,806	7,202	2,401
		1	\$97	13,728	3,432	1,144
Ag/Commercial & Industrial Insulation						
	Building Envelope					
	Insulation (wall, ceiling, foundation, infiltration control)	54	\$87,419	5,333,234	665,779	222,421
	Multi Family - Insulation & Sealing	20	\$77,929	4,929,142	591,497	197,166
		34	\$9,491	404,092	74,282	25,256
Ag/Commercial & Industrial Motors						
	Premium Motors Rebate Program - NEMA					
	Variable Speed Drive Motor Incentive	2,755	\$988,318	29,442,935	5,878,661	1,962,862
		1,100	\$455,321	407,497,364	80,782,969	27,166,491
Agricultural						
	Dairy Pre-coolers Incentive					
	Dairy Heat Reclaimer	99	\$114,239	14,520,247	2,737,822	968,016
	Livestock Ventilation Fans	49	\$29,156	8,107,955	1,533,084	540,530
	14"-23"	2,044	\$216,888	11,918,100	2,817,197	993,175
	24"-35"	43	\$2,805	164,955	40,599	13,746
	36"-47"	181	\$5,793	940,259	229,004	78,355
	48"-49"	1,703	\$199,019	8,964,496	2,102,537	747,041
	50" & up	122	\$7,197	1,674,324	406,815	139,527
		22	\$2,075	174,066	38,242	14,505
	Ventilation Thermostat Controller	171	\$5,538	463,804	110,755	38,650
	Circulating Fans -- BESS Lab Ratings					
	20"-23"	1,210	\$412,516	25,214,922	5,009,407	1,756,588
	24"-35"	19	\$692	54,665	14,146	4,555
	36"-47"	15	\$537	58,541	14,635	4,878
	48"-52"	1,038	\$49,966	4,105,932	958,252	342,161
	High Velocity, Low Speed	66	\$3,909	316,483	86,314	26,374
	Scroll compressor (milk cooling)	69	\$357,097	20,679,300	3,936,060	1,378,620
	Efficient Livestock Waterers	131	\$53,595	7,221,197	1,403,851	481,413
	Premium Motors Rebate Program - Dairy Vacuum Pump	747	\$48,615	7,083,299	1,695,820	590,275
	Variable Speed Drive Motor - Dairy Vacuum Pump	10	\$625	96,104	16,017	5,339
	Hog Farrowing - Heat Lamps (<= 175W)	127	\$127,371	28,046,208	4,754,805	1,649,777
	Hog Farrowing - Single Crate Heating Pads (<=85W)	2,603	\$10,102	1,733,837	1,224,143	433,459
	Hog Farrowing - Double Crate Heating Pads(<=170W)	668	\$18,489	1,335,430	420,431	133,543
	Hog Farrowing - Heat Lamp or Pad Controller	90	\$5,645	361,638	108,491	36,164
		273	\$5,464	2,123,036	474,367	129,453
Ag/Commercial & Industrial Custom Rebates						
	Custom Rebate Program					
		508	\$2,430,888	198,768,668	47,556,491	16,070,226

Ag, Commercial and Industrial Total

C & I Average kWh Sales (3 yr Ave actual and projected)**

C & I kWh Savings as percentage of C & I kWh Sales

147,051 \$7,979,006 1,019,337,514 258,762,017

87,877,858

10,087,699,758

0.9%

		2010-2014				
		Estimated Achievable Potential Goals				
Totals	Measure Description	Projected Participants	Projected Cost	Cumulative Measure Lifetime kWh Savings	Cumulative 5 Year Plan kWh Savings	Sum of Incremental Annual kWh Savings 2010-2014
II. Demand Response Programs						
	Water Heater Load Control	125,170	\$1,918,381			
	Water Heater Storage	2,052	\$136,759			
	Air Conditioning Load Control	48,694	\$643,746			
	Space Heating Load Control (Interruptible)	58,690	\$872,323			
	Residential Time-of-Day Price	2,341	\$105,100			
	Dual-Fuel (also called Electric Thermal) Storage Space Heating and Air Conditioning	665	\$50,121			
	Dual-Fuel Space Heating	14,445	\$1,905,861			
Crop Drying						
	Off Peak Pricing	70	\$13,844			
	Load Control	245	\$12,926			
Irrigation						
	Time of Use Pricing	40	\$9,054			
	Load Control	2,848	\$18,478			
	Commercial and Industrial Time-of-Day Price	190	\$68,378			
	Industrial Interruptible Price	355	\$9,858,484			
III. Energy Audit & Technical Support Programs						
	Expert Energy Services - Agricultural	2,625	\$1,309,012			
	Expert Energy Services - C&I	931	\$754,190			
	Energy Audit Services - Residential *	15,209	\$2,420,768			
IV. Educational & Research Programs						
	Model Housing Education	15,250	\$311,723			
	Domestic Water Heater Enhancement	41,855	\$60,265			
	Member Information and Education	1,871,812	\$5,705,097			
	Peak Alert	625,007	\$68,104			
	Living with Energy in Iowa	419,599	\$1,147,215			
	Iowa Energy Center and Center for Global Regional Environmental Research & Cooperative Research Network	711,432	\$2,689,921			
TOTAL		4,825,369	\$71,522,985	4,215,126,649	883,437,656	302,131,713
Total Average kWh Sales (3 yr Ave actual and projected)**						24,837,492,271
Total kWh Savings as percentage of Total kWh Sales						1.2%

* Savings for the specific measures are accounted for and included in the applicable programs.

**Excludes kWh sales to biofuel production facilities and natural gas pumping stations.

		2010				
		Estimated Achievable Potential Goals				
Totals		Projected	Projected	Lifetime	Annual kWh	KW
		Participants	Cost	kWh Savings	Savings	Savings
I. Incentive Programs for Energy Efficient Technologies						
Residential Cooling & Heating (low income included)						
	ENERGY STAR Central Air Conditioning	1,007	\$184,183	4,614,760	329,626	327
	SEER 14.5 (and EER 12)	516	\$75,819	1,744,490	124,606	124
	SEER 15 +	67	\$13,002	256,643	18,332	21
	SEER 16 (and EER 13)	424	\$95,362	2,613,627	186,688	182
	ENERGY STAR Qualified Room Air Conditioner	256	\$8,666	211,296	23,477	23
	Geothermal Heat Pump	859	\$1,804,507	226,965,792	11,348,290	638
	Air Source Heat Pump	920	\$740,436	108,142,809	7,209,521	729
	Heat Recovery Ventilators	147	\$23,924	1,830,577	91,529	
	Residential Contractor Rebates	780	\$156,750			
Residential Lighting (low income included)						
Interior Lighting						
	Change a Light Rebate Program (or similar program)	42,049	\$101,394	20,043,377	2,745,668	2,523
	Local CFL Rebate Program(s)	63,491	\$194,448	30,199,088	4,136,861	3,809
	ENERGY STAR CFL Fixtures	414	\$4,358	903,413	45,171	17
	T8 or better Lighting Fixtures	1,098	\$12,613	831,701	50,714	15
	2 ft. T8 or better Fixture w/ electronic ballasts	175	\$1,035	15,848	966	
	4 ft. T8 or better Fixture w/ electronic ballasts	648	\$7,541	446,025	27,197	6
	8 ft. T8 or better Fixture w/ electronic ballasts	275	\$4,037	369,828	22,551	8
	ENERGY STAR LED lighting	506	\$5,325	676,428	37,579	20
	ENERGY STAR Ceiling Fan	172	\$3,360	515,979	28,665	5
	CFL Recycling	11	\$295			
Exterior Lighting						
	High Efficiency Exterior Lighting	1,205	\$87,722	1,367,843	322,694	16
	High Pressure Sodium - 50 - 100 W	176	\$25,832	176,215	40,049	
	High Pressure Sodium - 100+ W	667	\$51,955	735,159	161,207	12
	Metal Halide - 70 - 250 W	146	\$3,842	87,758	16,252	
	Metal Halide - 250+ W (pulse start lamp and ballasts)	111	\$4,154	267,537	54,599	2
	CFL	105	\$1,940	101,174	50,587	2
	LED Holiday Lighting	957	\$3,851	892,307	74,359	239
Residential Water Heating (low income included)						
	High Efficiency Water Heater	3,248	\$682,105	13,393,506	892,900	119
	40-49 gallon	98	\$13,262	146,757	9,784	2
	50-79 gallon	2,006	\$381,688	6,910,725	460,715	60
	80 gallon+	1,144	\$287,155	6,336,024	422,402	57
	Heat Pump Water Heater - (Add-On)	42	\$16,596	805,430	80,543	9
	Heat Pump Water Heater - (Integrated)	169	\$103,980	3,883,255	323,605	35
	Solar Water Heaters (w/ Electric auxiliary tank)	16	\$7,197	356,871	29,739	3
	Drain Water Heat Recovery System	1	\$75	23,443	781	0
	Flow Restrictors - Faucet	3,712	\$71,985	12,362,457	1,373,606	74
	Flow Restrictors - Shower	2,604	\$101,341	16,430,343	1,643,034	130
	Tank Insulation	445	\$10,936	759,247	75,925	4
	Pipe Insulation	946	\$16,524	1,683,533	112,236	19
Residential Appliances (low income included)						
	ENERGY STAR Qualified Clothes Washer	1,758	\$137,138	4,275,274	388,661	141
	ENERGY STAR Qualified Dishwasher	1,347	\$49,506	1,737,841	157,986	121
	ENERGY STAR Qualified Refrigerator	2,005	\$68,846	3,156,020	210,401	20
	ENERGY STAR Qualified Dehumidifier	609	\$18,911	1,717,492	143,124	12
	ENERGY STAR Qualified Freezer	995	\$31,496	1,106,217	73,748	10
	Appliance Recycling	2,985	\$214,015	29,488,833	3,280,281	542
	Refrigerator	2,372	\$173,288	25,505,593	2,833,955	451
	Freezer	558	\$35,715	3,941,115	437,902	78
	Window AC Unit	55	\$5,012	42,125	8,425	13
	Efficient Television	407	\$21,408	807,470	67,289	16
	Smart Strip	451	\$2,819	500,610	50,061	
Efficient Home Incentives (low income included)						
	Energy Efficient Home Construction Rebates *	142	\$97,604	4,699,212	156,640	26
	Advanced Lighting Package	43	\$11,303	369,706	18,485	9
Additional Low Income						
	Energy Efficiency Kits	1,172	\$48,458	11,904,705	1,322,745	152
	Weatherization Rebates	112	\$57,135	3,081,729	104,182	18
	Ceiling (Bring up to R-38) - Elect. Heat Only	28	\$23,263	1,443,617	48,121	5
	Ceiling (Bring up to R-38) - Central AC Only (LP Heat)	29	\$5,695	138,173	4,606	5
	Wall (Bring Up to R19) - Elect. Heat Only	15	\$15,526	739,232	24,641	2
	Wall (Bring Up to R19) - Central AC Only (LP Heat)	27	\$5,309	122,365	4,079	4
	Foundation (Bring Up to R-10)	5	\$5,263	419,735	13,991	
	Infiltration Control	8	\$2,079	218,607	8,744	2
Building Shell - Existing Home Only						
	Weatherization Rebates	1,672	\$801,209	50,658,231	1,735,785	163
	Ceiling (Bring up to R-38) - Elect. Heat Only	392	\$265,800	17,861,090	595,370	47
	Ceiling (Bring up to R-38) - Central AC Only (LP Heat)	294	\$49,383	1,401,052	46,702	35
	Wall (Bring Up to R19) - Elect. Heat Only	105	\$80,196	4,561,600	152,053	13
	Wall (Bring Up to R19) - Central AC Only (LP Heat)	273	\$56,446	1,237,661	41,255	33
	Foundation (Bring Up to R-10)	301	\$268,680	19,445,800	648,193	16
	Infiltration Control	244	\$65,261	5,533,965	221,359	17
	Duct Insulation (in unconditioned space)	63	\$15,443	617,064	30,853	3
Residential Total		138,753	\$5,843,562	560,396,797	38,685,912	9,987
Residential Average kWh Sales (3 yr Ave actual and projected)					2,982,167,205	
Residential kWh Savings as percentage of Residential kWh Sales						1.3%

		2010				
		Estimated Achievable Potential Goals				
Totals		Projected	Projected	Lifetime	Annual kWh	KW
		Participants	Cost	kWh Savings	Savings	Savings
Agriculture/Commercial & Industrial Lighting						
Interior Lighting						
	Change a Light Rebate Program	6,165	\$14,756	3,450,601	955,472	370
	High Efficiency Interior Lighting	13,960	\$218,229	17,389,952	3,329,566	48
	T8 or T-5 fixtures - 2 ft	10	\$75	1,738	300	0
	T-8 or 46" T5 - 4 ft	5,117	\$121,184	7,093,910	1,108,424	15
	T8 or T-5 fixtures - 8 ft	163	\$1,778	194,536	30,396	1
	High Bay T-8/T-5 fixture w/ High Output Ballast - Replacement	467	\$49,415	2,624,592	340,856	5
	High Bay T-8/T-5 fixture w/ High Output Ballast - New Construction	470	\$24,374	2,362,740	306,849	5
	Pulse Start Metal Halide Fixtures - 100 - 249 Watts	28	\$375	54,701	8,547	0
	Pulse Start Metal Halide Fixtures - 250+ watts	10	\$38	23,514	3,674	0
	CFL lamps - Energy Star- 9W and up	7,277	\$15,365	3,595,682	1,382,955	20
	Occupancy Sensors - Must control >150 Watts	206	\$4,039	1,091,539	109,154	
	Compact fluorescent fixtures (Hard-Wired)	75	\$141	143,190	14,319	
	Metal Halide Lamps	77	\$1,022	51,282	10,684	0
	LED Exit Signs	55	\$406	143,370	12,576	1
	ENERGY STAR LED Lights	5	\$19	9,158	833	0
Exterior Lighting						
	High Efficiency Exterior Lighting	618	\$22,201	834,541	185,537	7
	Pulse start metal halide fixtures - 70-249 Watt RETRO ONLY	198	\$5,197	244,949	49,990	2
	Pulse start metal halide fixtures - >=250 Watt RETRO ONLY	98	\$3,704	228,366	46,605	2
	High Pressure Sodium Fixture (ballast & lamp replacement) - 50-100 W	45	\$869	49,976	10,199	0
	High Pressure Sodium Fixture (ballast & lamp replacement) - >100 W	216	\$7,586	239,641	48,906	2
	CFL Outdoor Light - 42 W min., Cold Start	61	\$844	71,609	29,837	1
	Security Lighting: LED Technology		\$2,000			
	Security Lighting: Induction		\$2,000			
Ag/Commercial & Industrial Heating and Cooling						
	ENERGY STAR Air Conditioning	168	\$9,656	250,631	16,709	11
	Air Cooled Chillers	51	\$1,341	157,402	7,870	4
	Water Cooled Chillers	2	\$75	10,656	533	1
	Geothermal Heat Pump	799	\$284,994	36,289,159	1,814,458	236
	Air Source Heat Pump - (SEER 14.5, EER 12, HSPF 8.2)	66	\$28,417	2,174,698	144,980	37
	Heat Recovery Ventilators	107	\$25,342	4,122,648	206,132	62
	Commercial Contractor Rebate (GS & AS)	798	\$20,658			
Ag/Commercial & Industrial Water Heating						
	High-Efficiency Water Heater	99	\$25,554	792,540	52,836	8
	50-79 gallon	11	\$1,375	38,095	2,540	0
	80 gallon+	88	\$24,179	754,445	50,296	8
	Heat Pump Water Heater	1	\$375	23,110	1,926	0
Ag/Commercial & Industrial Appliances						
	Commercial ENERGY STAR Refrigerators and Freezers	18	\$2,157	80,810	6,734	1
	Commercial Solid Door Refrigerators - < 19 cu. ft.	8	\$524	14,296	1,191	0
	Commercial Solid Door Refrigerators - 19-30 cu. ft.	2	\$224	6,557	546	0
	Commercial Solid Door Refrigerators - 31-60 cu. ft.					
	Commercial Solid Door Refrigerators - 61-90 cu. ft.	6	\$1,184	50,785	4,232	0
	Commercial Glass Door Refrigerators - < 19 cu. ft.	1	\$94	4,809	401	0
	Commercial Glass Door Refrigerators - 19-30 cu. ft.	1	\$132	4,364	364	0
	Commercial Glass Door Refrigerators - 31-60 cu. ft.					
	Commercial Solid Door Freezers - < 19 cu. ft.					
	Commercial Solid Door Freezers - 19-30 cu. ft.					
	Commercial Solid Door Freezers - 31-60 cu. ft.					
Ag/Commercial & Industrial Insulation						
	Building Envelope	10	\$17,487	1,057,139	43,890	4
	Insulation (wall, ceiling, foundation, infiltration control)	4	\$15,789	985,828	39,433	3
	Multi Family - Insulation & Sealing	6	\$1,697	71,310	4,457	0
Ag/Commercial & Industrial Motors						
	Premium Motors Rebate Program - NEMA	548	\$196,746	5,856,671	390,445	49
	Variable Speed Drive Motor Incentive	214	\$82,657	79,275,382	5,285,025	447
Agricultural						
	Dairy Pre-coolers Incentive	16	\$18,666	2,347,362	156,491	77
	Dairy Heat Reclaimer	9	\$5,586	1,488,831	99,255	49
	Livestock Ventilation Fans	336	\$35,573	1,955,804	162,984	45
	14"-23"	8	\$547	30,689	2,557	1
	24"-35"	34	\$1,197	176,623	14,719	4
	36"-47"	265	\$31,631	1,393,833	116,153	34
	48"-49"	30	\$1,909	330,922	27,577	5
	50" & up	3	\$290	23,736	1,978	1
	Ventilation Thermostat Controller	28	\$918	75,952	6,329	1
	Circulating Fans -- BESS Lab Ratings	199	\$66,235	4,049,582	282,520	64
	20"-23"	4	\$162	11,508	959	0
	24"-35"	3	\$122	11,708	976	0
	36"-47"	159	\$7,700	628,966	52,414	16
	48"-52"	21	\$1,260	100,699	8,392	3
	High Velocity; Low Speed	12	\$56,992	3,296,700	219,780	45
	Scroll compressor (milk cooling)	24	\$10,122	1,323,154	88,210	11
	Efficient Livestock Waterers	126	\$8,300	1,194,957	99,580	
	Premium Motors Rebate Program - Dairy Vacuum Pump	2	\$125	19,221	1,068	0
	Variable Speed Drive Motor - Dairy Vacuum Pump	22	\$23,827	4,859,667	285,863	24
	Hog Farrowing - Heat Lamps (<= 175W)	407	\$1,599	271,132	67,783	
	Hog Farrowing - Single Crate Heating Pads (<=85W)	185	\$2,979	370,640	37,064	
	Hog Farrowing - Double Crate Heating Pads(<=170W)	18	\$1,129	72,328	7,233	
	Hog Farrowing - Heat Lamp or Pad Controller	78	\$993	607,001	37,012	
Ag/Commercial & Industrial Custom Rebates						
	Custom Rebate Program	91	\$484,454	38,152,192	3,058,482	443
Ag, Commercial and Industrial Total		25,165	\$1,611,150	208,553,761	16,831,988	1,997
C & I Average kWh Sales (3 yr Ave actual and projected)**					1,885,440,574	
C & I kWh Savings as percentage of C & I kWh Sales					0.9%	

		2010				
		Estimated Achievable Potential Goals				
Totals		Projected	Projected	Lifetime	Annual kWh	KW
		Participants	Cost	kWh Savings	Savings	Savings
II. Demand Response Programs						
	Water Heater Load Control	23,910	\$424,604			11,955
	Water Heater Storage	397	\$26,664			397
	Air Conditioning Load Control	8,773	\$117,255			6,141
	Space Heating Load Control (Interruptible)	10,782	\$162,348			48,519
	Residential Time-of-Day Price	400	\$15,100			
	Dual-Fuel (also called Electric Thermal) Storage Space Heating and Air Conditioning	133	\$9,712			798
	Dual-Fuel Space Heating	2,889	\$381,172			17,334
Crop Drying						
	Off Peak Pricing	14	\$2,769			28
	Load Control	47	\$2,442			94
Irrigation						
	Time of Use Pricing	8	\$1,729			53
	Load Control	549	\$4,013			3,623
	Commercial and Industrial Time-of-Day Price	35	\$12,474			
	Industrial Interruptible Price	62	\$1,884,879			23,425
III. Energy Audit & Technical Support Programs						
	Expert Energy Services - Agricultural	484	\$240,807			
	Expert Energy Services - C&I	178	\$141,411			
	Energy Audit Services - Residential *	2,538	\$499,529			
IV. Educational & Research Programs						
	Model Housing Education	3,010	\$62,092			
	Domestic Water Heater Enhancement	9,626	\$12,000			
	Member Information and Education	370,096	\$1,106,685			
	Peak Alert	123,899	\$11,226			
	Living with Energy in Iowa	82,822	\$227,038			
	Iowa Energy Center and Center for Global Regional Environmental Research & Cooperative Research Network	140,303	\$521,942			
TOTAL		944,873	\$13,322,602	768,950,558	55,517,900	124,351
Total Average kWh Sales (3 yr Ave actual and projected)**					4,867,607,779	
Total kWh Savings as percentage of Total kWh Sales					1.1%	

* Savings for the specific measures are accounted for and included in the applicable programs.

**Excludes kWh sales to biofuel production facilities and natural gas pumping stations.

		2011				
		Estimated Achievable Potential Goals				
Totals		Projected	Projected	Lifetime	Annual kWh	KW
		Participants	Cost	kWh Savings	Savings	Savings
I. Incentive Programs for Energy Efficient Technologies						
Residential Cooling & Heating (low income included)						
	ENERGY STAR Central Air Conditioning	1,011	\$182,854	4,533,565	323,826	322
	SEER 14.5 (and EER 12)	543	\$79,171	1,831,613	130,829	130
	SEER 15 +	77	\$14,741	295,478	21,106	24
	SEER 16 (and EER 13)	391	\$88,942	2,406,475	171,891	168
	ENERGY STAR Qualified Room Air Conditioner	269	\$9,056	220,930	24,548	24
	Geothermal Heat Pump	969	\$2,022,624	256,001,764	12,800,088	703
	Air Source Heat Pump	977	\$783,711	114,835,647	7,655,710	768
	Heat Recovery Ventilators	166	\$26,859	2,067,403	103,370	
	Residential Contractor Rebates	889	\$178,550			
Residential Lighting (low income included)						
Interior Lighting						
	Change a Light Rebate Program (or similar program)	45,986	\$109,894	21,925,567	3,003,502	2,759
	Local CFL Rebate Program(s)	62,235	\$203,221	29,607,130	4,055,771	3,734
	ENERGY STAR CFL Fixtures	516	\$5,396	1,125,994	56,300	21
	T8 or better Lighting Fixtures	1,269	\$14,419	975,517	59,483	17
	2 ft. T8 or better Fixture w/ electronic ballasts	192	\$1,133	17,388	1,060	
	4 ft. T8 or better Fixture w/ electronic ballasts	747	\$8,518	514,287	31,359	7
	8 ft. T8 or better Fixture w/ electronic ballasts	330	\$4,767	443,842	27,064	10
	ENERGY STAR LED lighting	616	\$6,033	823,586	45,755	25
	ENERGY STAR Ceiling Fan	194	\$3,770	581,966	32,331	6
	CFL Recycling	15	\$200			
Exterior Lighting						
	High Efficiency Exterior Lighting	1,218	\$88,132	1,382,445	325,825	16
	High Pressure Sodium - 50 - 100 W	178	\$25,888	178,217	40,504	
	High Pressure Sodium - 100+ W	673	\$52,203	741,138	162,566	12
	Metal Halide - 70 - 250 W	149	\$3,895	89,562	16,586	
	Metal Halide - 250+ W (pulse start lamp and ballasts)	113	\$4,206	272,354	55,582	2
	CFL	105	\$1,940	101,174	50,587	2
	LED Holiday Lighting	1,084	\$4,303	1,010,722	84,227	271
Residential Water Heating (low income included)						
	High Efficiency Water Heater	3,261	\$677,882	13,436,294	895,753	120
	40-49 gallon	98	\$13,258	146,757	9,784	2
	50-79 gallon	2,020	\$379,598	6,958,741	463,916	61
	80 gallon+	1,143	\$285,026	6,330,795	422,053	57
	Heat Pump Water Heater - (Add-On)	39	\$15,225	748,614	74,861	8
	Heat Pump Water Heater - (Integrated)	171	\$101,223	3,931,284	327,607	36
	Solar Water Heaters (w/ Electric auxiliary tank)	25	\$11,025	557,910	46,493	5
	Drain Water Heat Recovery System	1	\$375	23,443	781	0
	Flow Restrictors - Faucet	3,664	\$78,972	12,198,545	1,355,394	73
	Flow Restrictors - Shower	2,523	\$112,906	15,910,471	1,591,047	126
	Tank Insulation	441	\$10,349	752,458	75,246	4
	Pipe Insulation	888	\$15,838	1,580,571	105,371	18
Residential Appliances (low income included)						
	ENERGY STAR Qualified Clothes Washer	1,828	\$141,917	4,445,849	404,168	146
	ENERGY STAR Qualified Dishwasher	1,473	\$53,554	1,900,780	172,798	133
	ENERGY STAR Qualified Refrigerator	2,122	\$68,753	3,340,702	222,713	21
	ENERGY STAR Qualified Dehumidifier	628	\$19,364	1,771,115	147,593	13
	ENERGY STAR Qualified Freezer	1,111	\$35,428	1,235,525	82,368	11
	Appliance Recycling	3,136	\$225,607	31,110,848	3,460,573	571
	Refrigerator	2,519	\$184,371	27,084,465	3,009,385	479
	Freezer	564	\$36,151	3,983,493	442,610	79
	Window AC Unit	56	\$5,085	42,890	8,578	13
	Efficient Television	450	\$23,516	892,786	74,399	18
	Smart Strip	105	\$656	116,550	11,655	
Efficient Home Incentives (low income included)						
	Energy Efficient Home Construction Rebates *	155	\$105,664	5,129,268	170,976	28
	Advanced Lighting Package	58	\$15,152	498,652	24,933	13
Additional Low Income						
	Energy Efficiency Kits	1,297	\$53,782	13,172,989	1,463,665	169
	Weatherization Rebates	123	\$62,020	3,363,259	113,566	20
	Ceiling (Bring up to R-38) - Elect. Heat Only	31	\$25,104	1,598,593	53,286	5
	Ceiling (Bring up to R-38) - Central AC Only (LP Heat)	32	\$6,249	152,457	5,082	5
	Wall (Bring Up to R19) - Elect. Heat Only	17	\$17,503	837,914	27,930	3
	Wall (Bring Up to R19) - Central AC Only (LP Heat)	30	\$5,865	135,954	4,532	5
	Foundation (Bring Up to R-10)	5	\$5,229	419,735	13,991	
	Infiltration Control	8	\$2,069	218,607	8,744	2
Building Shell - Existing Home Only						
	Weatherization Rebates	1,943	\$918,858	58,461,784	2,003,671	189
	Ceiling (Bring up to R-38) - Elect. Heat Only	463	\$317,249	21,116,290	703,876	56
	Ceiling (Bring up to R-38) - Central AC Only (LP Heat)	344	\$57,588	1,639,481	54,649	41
	Wall (Bring Up to R19) - Elect. Heat Only	125	\$94,632	5,431,349	181,045	15
	Wall (Bring Up to R19) - Central AC Only (LP Heat)	317	\$65,757	1,437,289	47,910	38
	Foundation (Bring Up to R-10)	337	\$292,844	21,771,385	725,713	16
	Infiltration Control	277	\$71,236	6,282,185	251,287	19
	Duct Insulation (in unconditioned space)	80	\$19,552	783,805	39,190	3
Residential Total		142,856	\$6,387,087	609,671,932	41,396,368	10,388
Residential Average kWh Sales (3 yr Ave actual and projected)				2,976,200,476		
Residential kWh Savings as percentage of Residential kWh Sales				1.4%		

2011					
Estimated Achievable Potential Goals					
Totals	Projected Participants	Projected Cost	Lifetime kWh Savings	Annual kWh Savings	KW Savings
Agriculture/Commercial & Industrial Lighting					
Interior Lighting					
Change a Light Rebate Program	6,660	\$15,756	3,718,157	1,029,833	400
High Efficiency Interior Lighting	16,598	\$246,448	20,479,545	3,916,337	57
T8 or T-5 fixtures - 2 ft	15	\$113	2,607	450	0
T-8 or 46" T5 - 4 ft	6,274	\$144,698	8,697,417	1,358,971	19
T8 or T-5 fixtures - 8 ft	179	\$1,939	213,631	33,380	1
High Bay T-8/T-5 fixture w/ High Output Ballast - Replacement	508	\$45,817	2,854,000	370,649	6
High Bay T-8/T-5 fixture w/ High Output Ballast - New Construction	577	\$29,780	2,900,422	376,678	6
Pulse Start Metal Halide Fixtures - 100 - 249 Watts	28	\$375	54,701	8,547	0
Pulse Start Metal Halide Fixtures - 250+ watts	10	\$38	23,514	3,674	0
CFL lamps - Energy Star- 9W and up	8,439	\$17,706	4,170,003	1,603,847	23
Occupancy Sensors - Must control >150 Watts	226	\$4,395	1,197,189	119,719	
Compact fluorescent fixtures (Hard-Wired)	86	\$161	164,191	16,419	
Metal Halide Lamps	78	\$1,039	51,948	10,823	0
LED Exit Signs	54	\$369	140,763	12,348	1
ENERGY STAR LED Lights	5	\$19	9,158	833	0
Exterior Lighting					
High Efficiency Exterior Lighting	631	\$22,996	855,693	189,854	7
Pulse start metal halide fixtures - 70-249 Watt RETRO ONLY	202	\$5,270	249,895	50,999	2
Pulse start metal halide fixtures - >=250 Watt RETRO ONLY	103	\$3,818	240,135	49,007	2
High Pressure Sodium Fixture (ballast & lamp replacement) - 50-100 W	45	\$866	49,976	10,199	0
High Pressure Sodium Fixture (ballast & lamp replacement) - >100 W	220	\$7,702	244,077	49,812	2
CFL Outdoor Light - 42 W min., Cold Start	61	\$841	71,609	29,837	1
Security Lighting: LED Technology		\$2,000			
Security Lighting: Induction		\$2,500			
Ag/Commercial & Industrial Heating and Cooling					
ENERGY STAR Air Conditioning	176	\$10,002	262,433	17,496	11
Air Cooled Chillers	53	\$1,384	163,574	8,179	4
Water Cooled Chillers					
Geothermal Heat Pump	240	\$156,556	12,404,360	620,218	184
Air Source Heat Pump - (SEER 14.5, EER 12, HSPF 8.2)	69	\$29,140	2,244,676	149,645	37
Heat Recovery Ventilators	118	\$27,765	4,546,471	227,324	68
Commercial Contractor Rebate (GS & AS)	240	\$12,501			
Ag/Commercial & Industrial Water Heating					
High-Efficiency Water Heater	98	\$26,840	861,954	57,464	9
50-79 gallon	7	\$875	24,242	1,616	0
80 gallon+	91	\$25,965	837,711	55,847	9
Heat Pump Water Heater	1	\$375	23,110	1,926	0
Ag/Commercial & Industrial Appliances					
Commercial ENERGY STAR Refrigerators and Freezers	22	\$2,463	100,255	8,355	1
Commercial Solid Door Refrigerators - < 19 cu. ft.	8	\$521	14,296	1,191	0
Commercial Solid Door Refrigerators - 19-30 cu. ft.	2	\$223	6,557	546	0
Commercial Solid Door Refrigerators - 31-60 cu. ft.					
Commercial Solid Door Refrigerators - 61-90 cu. ft.	6	\$1,176	50,785	4,232	0
Commercial Glass Door Refrigerators - < 19 cu. ft.	1	\$94	4,809	401	0
Commercial Glass Door Refrigerators - 19-30 cu. ft.	1	\$131	4,364	364	0
Commercial Glass Door Refrigerators - 31-60 cu. ft.					
Commercial Solid Door Freezers - < 19 cu. ft.	2	\$188	7,939	662	0
Commercial Solid Door Freezers - 19-30 cu. ft.	2	\$131	11,506	959	0
Commercial Solid Door Freezers - 31-60 cu. ft.					
Ag/Commercial & Industrial Insulation					
Building Envelope	11	\$17,654	1,069,024	44,633	4
Insulation (wall, ceiling, foundation, infiltration control)	4	\$15,686	985,828	39,433	3
Multi Family - Insulation & Sealing	7	\$1,967	83,195	5,200	0
Ag/Commercial & Industrial Motors					
Premium Motors Rebate Program - NEMA	550	\$197,394	5,877,974	391,865	50
Variable Speed Drive Motor Incentive	217	\$86,881	80,388,754	5,359,250	454
Agricultural					
Dairy Pre-coolers Incentive	19	\$22,748	2,786,577	185,772	91
Dairy Heat Reclaimer	9	\$5,558	1,488,831	99,255	49
Livestock Ventilation Fans	376	\$40,609	2,171,062	180,922	50
14"-23"	9	\$661	34,525	2,877	1
24"-35"	35	\$1,274	181,818	15,152	5
36"-47"	313	\$37,130	1,647,160	137,263	41
48"-49"	22	\$1,483	299,647	24,971	4
50" & up	1	\$61	7,912	659	0
Ventilation Thermostat Controller	32	\$1,043	86,796	7,233	1
Circulating Fans -- BESS Lab Ratings	221	\$77,522	4,719,660	328,370	74
20"-23"	4	\$162	11,508	959	0
24"-35"	3	\$122	11,708	976	0
36"-47"	189	\$9,236	747,596	62,300	19
48"-52"	11	\$660	52,747	4,396	1
High Velocity; Low Speed	14	\$67,342	3,896,100	259,740	53
Scroll compressor (milk cooling)	25	\$10,419	1,378,121	91,875	11
Efficient Livestock Waterers	140	\$9,172	1,327,527	110,627	
Premium Motors Rebate Program - Dairy Vacuum Pump	2	\$125	19,221	1,068	0
Variable Speed Drive Motor - Dairy Vacuum Pump	24	\$24,817	5,300,593	311,800	26
Hog Farrowing - Heat Lamps (<= 175W)	482	\$1,883	321,067	80,267	
Hog Farrowing - Single Crate Heating Pads (<=85W)	108	\$3,494	215,753	21,575	
Hog Farrowing - Double Crate Heating Pads(<=170W)	18	\$1,129	72,328	7,233	
Hog Farrowing - Heat Lamp or Pad Controller	79	\$1,053	614,737	37,484	
Ag/Commercial & Industrial Custom Rebates					
Custom Rebate Program	98	\$493,794	39,261,060	3,173,696	478
Ag, Commercial and Industrial Total	27,317	\$1,515,993	192,759,311	16,659,553	2,065
C & I Average kWh Sales (3 yr Ave actual and projected)**				1,937,010,544	
C & I kWh Savings as percentage of C & I kWh Sales					0.9%

		2011				
		Estimated Achievable Potential Goals				
Totals		Projected	Projected	Lifetime	Annual kWh	KW
		Participants	Cost	kWh Savings	Savings	Savings
II. Demand Response Programs						
	Water Heater Load Control	24,365	\$354,004			12,182
	Water Heater Storage	403	\$26,994			403
	Air Conditioning Load Control	9,236	\$123,415			6,465
	Space Heating Load Control (Interruptible)	11,248	\$168,418			50,616
	Residential Time-of-Day Price	440	\$18,450			
	Dual-Fuel (also called Electric Thermal) Storage Space Heating and Air Conditioning	133	\$9,861			798
	Dual-Fuel Space Heating	2,889	\$381,172			17,334
Crop Drying						
	Off Peak Pricing	14	\$2,769			28
	Load Control	48	\$2,510			96
Irrigation						
	Time of Use Pricing	8	\$1,769			53
	Load Control	560	\$2,868			3,696
	Commercial and Industrial Time-of-Day Price	36	\$12,978			
	Industrial Interruptible Price	66	\$1,951,717			23,676
III. Energy Audit & Technical Support Programs						
	Expert Energy Services - Agricultural	546	\$281,724			
	Expert Energy Services - C&I	183	\$147,197			
	Energy Audit Services - Residential *	2,763	\$471,807			
IV. Educational & Research Programs						
	Model Housing Education	3,030	\$62,212			
	Domestic Water Heater Enhancement	9,651	\$12,025			
	Member Information and Education	372,219	\$1,114,178			
	Peak Alert	124,437	\$11,464			
	Living with Energy in Iowa	83,370	\$227,963			
	Iowa Energy Center and Center for Global Regional Environmental Research & Cooperative Research Network	141,273	\$530,424			
TOTAL		957,091	\$13,819,000	802,431,243	58,055,921	127,800
Total Average kWh Sales (3 yr Ave actual and projected)**					4,914,362,318	
Total kWh Savings as percentage of Total kWh Sales						1.2%

* Savings for the specific measures are accounted for and included in the applicable programs.

**Excludes kWh sales to biofuel production facilities and natural gas pumping stations.

		2012				
		Estimated Achievable Potential Goals				
Totals		Projected	Projected	Lifetime	Annual kWh	KW
		Participants	Cost	kWh Savings	Savings	Savings
I. Incentive Programs for Energy Efficient Technologies						
Residential Cooling & Heating (low income included)						
	ENERGY STAR Central Air Conditioning	1,063	\$190,985	4,749,060	339,219	339
	SEER 14.5 (and EER 12)	568	\$82,298	1,910,015	136,430	136
	SEER 15 +	86	\$16,300	328,531	23,467	27
	SEER 16 (and EER 13)	409	\$92,387	2,510,514	179,322	176
	ENERGY STAR Qualified Room Air Conditioner	285	\$9,518	232,632	25,848	26
	Geothermal Heat Pump	1,052	\$2,190,535	277,914,367	13,895,718	754
	Air Source Heat Pump	1,025	\$821,769	120,468,146	8,031,210	798
	Heat Recovery Ventilators	179	\$28,831	2,229,104	111,455	
	Residential Contractor Rebates	973	\$195,350			
Residential Lighting (low income included)						
Interior Lighting						
	Change a Light Rebate Program (or similar program)	49,164	\$116,476	23,447,866	3,212,036	2,950
	Local CFL Rebate Program(s)	60,918	\$182,564	28,982,735	3,970,238	3,655
	ENERGY STAR CFL Fixtures	618	\$6,421	1,348,574	67,429	25
	T8 or better Lighting Fixtures	1,427	\$16,164	1,110,383	67,706	20
	2 ft. T8 or better Fixture w/ electronic ballasts	211	\$1,237	19,108	1,165	
	4 ft. T8 or better Fixture w/ electronic ballasts	829	\$9,413	570,725	34,800	8
	8 ft. T8 or better Fixture w/ electronic ballasts	387	\$5,514	520,550	31,741	12
	ENERGY STAR LED lighting	733	\$6,870	980,085	54,449	29
	ENERGY STAR Ceiling Fan	218	\$4,215	653,965	36,331	7
	CFL Recycling	21	\$295			
Exterior Lighting						
	High Efficiency Exterior Lighting	1,238	\$88,771	1,408,293	331,343	17
	High Pressure Sodium - 50 - 100 W	180	\$25,944	180,220	40,959	
	High Pressure Sodium - 100+ W	683	\$52,624	751,086	164,827	12
	Metal Halide - 70 - 250 W	152	\$3,948	91,365	16,919	
	Metal Halide - 250+ W (pulse start lamp and ballasts)	118	\$4,314	284,448	58,051	2
	CFL	105	\$1,940	101,174	50,587	2
	LED Holiday Lighting	1,212	\$4,758	1,130,069	94,172	303
Residential Water Heating (low income included)						
	High Efficiency Water Heater	3,304	\$682,272	13,603,149	906,877	121
	40-49 gallon	98	\$13,255	146,757	9,784	2
	50-79 gallon	2,054	\$381,748	7,075,775	471,718	62
	80 gallon+	1,152	\$287,269	6,380,616	425,374	58
	Heat Pump Water Heater - (Add-On)	45	\$17,428	864,165	86,417	9
	Heat Pump Water Heater - (Integrated)	222	\$132,343	5,103,161	425,263	47
	Solar Water Heaters (w/ Electric auxiliary tank)	37	\$16,261	825,643	68,804	8
	Drain Water Heat Recovery System	1	\$375	23,443	781	0
	Flow Restrictors - Faucet	3,859	\$85,548	12,845,656	1,427,295	77
	Flow Restrictors - Shower	2,711	\$124,133	17,093,012	1,709,301	136
	Tank Insulation	444	\$10,392	757,562	75,756	4
	Pipe Insulation	911	\$15,983	1,621,521	108,101	18
Residential Appliances (low income included)						
	ENERGY STAR Qualified Clothes Washer	1,895	\$145,781	4,609,080	419,007	152
	ENERGY STAR Qualified Dishwasher	1,597	\$57,279	2,061,130	187,375	144
	ENERGY STAR Qualified Refrigerator	2,260	\$72,824	3,558,600	237,240	23
	ENERGY STAR Qualified Dehumidifier	648	\$19,833	1,827,576	152,298	13
	ENERGY STAR Qualified Freezer	1,239	\$39,940	1,378,221	91,881	12
	Appliance Recycling	2,998	\$214,948	29,532,085	3,285,360	544
	Refrigerator	2,365	\$172,545	25,432,775	2,825,864	449
	Freezer	574	\$36,953	4,054,122	450,458	80
	Window AC Unit	59	\$5,451	45,188	9,038	14
	Efficient Television	496	\$25,753	984,054	82,005	20
	Smart Strip	130	\$813	144,300	14,430	
Efficient Home Incentives (low income included)						
	Energy Efficient Home Construction Rebates *	170	\$115,629	5,625,924	186,421	31
	Advanced Lighting Package	76	\$19,731	653,387	32,669	17
Additional Low Income						
	Energy Efficiency Kits	1,203	\$49,153	12,220,492	1,357,832	156
	Weatherization Rebates	132	\$66,478	3,611,189	122,014	21
	Ceiling (Bring up to R-38) - Elect. Heat Only	33	\$26,686	1,701,787	56,726	6
	Ceiling (Bring up to R-38) - Central AC Only (LP Heat)	34	\$6,602	161,979	5,399	6
	Wall (Bring Up to R19) - Elect. Heat Only	19	\$19,468	936,596	31,220	3
	Wall (Bring Up to R19) - Central AC Only (LP Heat)	32	\$6,219	145,013	4,834	5
	Foundation (Bring Up to R-10)	5	\$5,195	419,735	13,991	
	Infiltration Control	9	\$2,308	246,079	9,843	2
Building Shell - Existing Home Only						
	Weatherization Rebates	2,181	\$1,012,822	65,530,673	2,247,057	210
	Ceiling (Bring up to R-38) - Elect. Heat Only	528	\$355,511	24,081,757	802,725	63
	Ceiling (Bring up to R-38) - Central AC Only (LP Heat)	382	\$63,792	1,820,709	60,690	46
	Wall (Bring Up to R19) - Elect. Heat Only	138	\$104,041	5,996,827	199,894	17
	Wall (Bring Up to R19) - Central AC Only (LP Heat)	354	\$73,320	1,605,178	53,506	42
	Foundation (Bring Up to R-10)	372	\$315,921	24,032,268	801,076	16
	Infiltration Control	311	\$76,836	7,053,132	282,125	22
	Duct Insulation (in unconditioned space)	96	\$23,400	940,803	47,040	4
Residential Total		146,685	\$6,789,238	649,129,304	43,461,339	10,684
Residential Average kWh Sales (3 yr Ave actual and projected)				2,935,467,444		
Residential kWh Savings as percentage of Residential kWh Sales				1.5%		

2012					
Estimated Achievable Potential Goals					
Totals	Projected Participants	Projected Cost	Lifetime kWh Savings	Annual kWh Savings	KW Savings
Agriculture/Commercial & Industrial Lighting					
Interior Lighting					
Change a Light Rebate Program	6,875	\$16,056	3,836,184	1,062,601	413
High Efficiency Interior Lighting	19,058	\$277,274	24,148,080	4,547,162	66
T8 or T-5 fixtures - 2 ft	20	\$150	3,477	599	0
T-8 or 46" T5 - 4 ft	7,251	\$158,838	10,052,108	1,570,642	22
T8 or T-5 fixtures - 8 ft	199	\$2,150	237,501	37,110	1
High Bay T-8/T-5 fixture w/ High Output Ballast - Replacement	554	\$50,546	3,111,892	404,142	6
High Bay T-8/T-5 fixture w/ High Output Ballast - New Construction	811	\$33,963	4,080,336	529,914	9
Pulse Start Metal Halide Fixtures - 100 - 249 Watts	33	\$394	64,469	10,073	0
Pulse Start Metal Halide Fixtures - 250+ watts	15	\$56	35,271	5,511	0
CFL lamps - Energy Star- 9W and up	9,450	\$19,716	4,669,954	1,796,136	26
Occupancy Sensors - Must control >150 Watts	250	\$4,837	1,324,302	132,430	
Compact fluorescent fixtures (Hard-Wired)	185	\$1,303	353,202	35,320	
Metal Halide Lamps	79	\$1,058	52,614	10,961	0
LED Exit Signs	59	\$400	153,797	13,491	1
ENERGY STAR LED Lights	5	\$19	9,158	833	0
Exterior Lighting					
High Efficiency Exterior Lighting	648	\$23,701	881,426	195,106	7
Pulse start metal halide fixtures - 70-249 Watt RETRO ONLY	207	\$5,367	256,079	52,261	2
Pulse start metal halide fixtures - >=250 Watt RETRO ONLY	108	\$3,761	251,904	51,409	2
High Pressure Sodium Fixture (ballast & lamp replacement) - 50-100 W	47	\$900	52,206	10,654	0
High Pressure Sodium Fixture (ballast & lamp replacement) - >100 W	225	\$7,836	249,628	50,944	2
CFL Outdoor Light - 42 W min., Cold Start	61	\$837	71,609	29,837	1
Security Lighting: LED Technology		\$2,500			
Security Lighting: Induction		\$2,500			
Ag/Commercial & Industrial Heating and Cooling					
ENERGY STAR Air Conditioning	182	\$10,545	271,282	18,085	11
Air Cooled Chillers	55	\$1,428	169,746	8,487	4
Water Cooled Chillers	20	\$150	106,560	5,328	6
Geothermal Heat Pump	270	\$171,688	13,555,791	677,790	187
Air Source Heat Pump - (SEER 14.5, EER 12, HSPF 8.2)	74	\$30,033	2,358,457	157,230	37
Heat Recovery Ventilators	129	\$30,156	4,970,295	248,515	75
Commercial Contractor Rebate (GS & AS)	282	\$14,587			
Ag/Commercial & Industrial Water Heating					
High-Efficiency Water Heater	101	\$27,600	878,587	58,572	10
50-79 gallon	7	\$875	24,242	1,616	0
80 gallon+	94	\$26,725	854,345	56,956	9
Heat Pump Water Heater	1	\$375	23,110	1,926	0
Ag/Commercial & Industrial Appliances					
Commercial ENERGY STAR Refrigerators and Freezers	28	\$3,277	133,442	11,120	1
Commercial Solid Door Refrigerators - < 19 cu. ft.	9	\$580	16,094	1,341	0
Commercial Solid Door Refrigerators - 19-30 cu. ft.	4	\$445	13,113	1,093	0
Commercial Solid Door Refrigerators - 31-60 cu. ft.	1	\$125	5,701	475	0
Commercial Solid Door Refrigerators - 61-90 cu. ft.	6	\$1,169	50,785	4,232	0
Commercial Glass Door Refrigerators - < 19 cu. ft.	1	\$94	4,809	401	0
Commercial Glass Door Refrigerators - 19-30 cu. ft.	3	\$380	13,156	1,096	0
Commercial Glass Door Refrigerators - 31-60 cu. ft.	2	\$325	10,263	855	0
Commercial Solid Door Freezers - < 19 cu. ft.					
Commercial Solid Door Freezers - 19-30 cu. ft.	1	\$63	5,794	483	0
Commercial Solid Door Freezers - 31-60 cu. ft.	1	\$97	13,728	1,144	0
Ag/Commercial & Industrial Insulation					
Building Envelope	11	\$17,539	1,069,024	44,633	4
Insulation (wall, ceiling, foundation, infiltration control)	4	\$15,584	985,828	39,433	3
Multi Family - Insulation & Sealing	7	\$1,955	83,195	5,200	0
Ag/Commercial & Industrial Motors					
Premium Motors Rebate Program - NEMA	551	\$197,790	5,888,587	392,572	50
Variable Speed Drive Motor Incentive	221	\$93,187	81,869,712	5,457,981	462
Agricultural					
Dairy Pre-coolers Incentive	20	\$23,487	2,932,632	195,509	96
Dairy Heat Reclaimer	9	\$5,531	1,488,831	99,255	49
Livestock Ventilation Fans	424	\$45,951	2,472,106	206,009	57
14"-23"	8	\$547	30,689	2,557	1
24"-35"	35	\$1,160	181,818	15,152	5
36"-47"	358	\$42,019	1,884,694	157,058	46
48"-49"	22	\$1,429	319,520	26,627	4
50" & up	7	\$796	55,385	4,615	1
Ventilation Thermostat Controller	37	\$1,199	100,352	8,363	1
Circulating Fans --- BESS Lab Ratings	251	\$89,263	5,437,747	378,221	85
20"-23"	4	\$162	11,508	959	0
24"-35"	3	\$122	11,708	976	0
36"-47"	219	\$10,627	866,283	72,190	22
48"-52"	11	\$660	52,747	4,396	1
High Velocity; Low Speed	16	\$77,693	4,495,500	299,700	62
Scroll compressor (milk cooling)	26	\$10,712	1,433,088	95,539	12
Efficient Livestock Waterers	156	\$10,155	1,479,238	123,270	
Premium Motors Rebate Program - Dairy Vacuum Pump	2	\$125	19,221	1,068	0
Variable Speed Drive Motor - Dairy Vacuum Pump	26	\$25,795	5,741,519	337,736	28
Hog Farrowing - Heat Lamps (<= 175W)	550	\$2,137	366,342	91,585	
Hog Farrowing - Single Crate Heating Pads (<=85W)	122	\$3,930	243,695	24,369	
Hog Farrowing - Double Crate Heating Pads(<=170W)	18	\$1,129	72,328	7,233	
Hog Farrowing - Heat Lamp or Pad Controller	80	\$1,112	622,473	37,956	
Ag/Commercial & Industrial Custom Rebates					
Custom Rebate Program	102	\$498,943	39,842,534	3,222,925	498
Ag, Commercial and Industrial Total	30,329	\$1,597,318	202,412,388	17,716,147	2,157
C & I Average kWh Sales (3 yr Ave actual and projected)**				2,006,743,038	
C & I kWh Savings as percentage of C & I kWh Sales					0.9%

		2012				
		Estimated Achievable Potential Goals				
Totals		Projected	Projected	Lifetime	Annual kWh	KW
		Participants	Cost	kWh Savings	Savings	Savings
II. Demand Response Programs						
	Water Heater Load Control	24,995	\$366,356			12,498
	Water Heater Storage	410	\$27,337			410
	Air Conditioning Load Control	9,722	\$129,052			6,805
	Space Heating Load Control (Interruptible)	11,726	\$174,428			52,768
	Residential Time-of-Day Price	560	\$28,950			
	Dual-Fuel (also called Electric Thermal) Storage Space Heating and Air Conditioning	133	\$10,017			798
	Dual-Fuel Space Heating	2,889	\$381,172			17,334
Crop Drying						
	Off Peak Pricing	14	\$2,769			28
	Load Control	49	\$2,582			98
Irrigation						
	Time of Use Pricing	8	\$1,810			53
	Load Control	569	\$3,698			3,755
	Commercial and Industrial Time-of-Day Price	37	\$13,566			
	Industrial Interruptible Price	71	\$1,936,546			22,999
III. Energy Audit & Technical Support Programs						
	Expert Energy Services - Agricultural	552	\$283,878			
	Expert Energy Services - C&I	186	\$152,348			
	Energy Audit Services - Residential *	2,999	\$470,135			
IV. Educational & Research Programs						
	Model Housing Education	3,050	\$62,338			
	Domestic Water Heater Enhancement	9,676	\$12,050			
	Member Information and Education	374,359	\$1,143,263			
	Peak Alert	124,982	\$11,703			
	Living with Energy in Iowa	83,933	\$229,425			
	Iowa Energy Center and Center for Global Regional Environmental Research & Cooperative Research Network	142,430	\$538,449			
TOTAL		970,365	\$14,368,427	851,541,692	61,177,487	130,388
Total Average kWh Sales (3 yr Ave actual and projected)**					4,943,981,677	
Total kWh Savings as percentage of Total kWh Sales						1.2%

* Savings for the specific measures are accounted for and included in the applicable programs.

**Excludes kWh sales to biofuel production facilities and natural gas pumping stations.

2013					
Estimated Achievable Potential Goals					
Totals	Projected Participants	Projected Cost	Lifetime kWh Savings	Annual kWh Savings	KW Savings
I. Incentive Programs for Energy Efficient Technologies					
Residential Cooling & Heating (low income included)					
ENERGY STAR Central Air Conditioning	1,095	\$196,139	4,880,121	348,580	349
SEER 14.5 (and EER 12)	583	\$83,695	1,957,260	139,804	140
SEER 15 +	93	\$17,850	354,701	25,336	29
SEER 16 (and EER 13)	419	\$94,594	2,568,161	183,440	180
ENERGY STAR Qualified Room Air Conditioner	300	\$9,954	243,844	27,094	27
Geothermal Heat Pump	1,105	\$2,291,276	291,914,427	14,595,721	792
Air Source Heat Pump	1,053	\$842,794	123,751,884	8,250,126	813
Heat Recovery Ventilators	185	\$29,652	2,303,783	115,189	
Residential Contractor Rebates	1,021	\$204,950			
Residential Lighting (low income included)					
Interior Lighting					
Change a Light Rebate Program (or similar program)	51,945	\$122,028	24,781,906	3,394,782	3,117
Local CFL Rebate Program(s)	54,038	\$158,958	25,718,884	3,523,135	3,242
ENERGY STAR CFL Fixtures	620	\$6,400	1,352,938	67,647	25
T8 or better Lighting Fixtures	1,560	\$17,655	1,226,666	74,797	22
2 ft. T8 or better Fixture w/ electronic ballasts	229	\$1,341	20,739	1,265	
4 ft. T8 or better Fixture w/ electronic ballasts	890	\$10,072	612,710	37,360	9
8 ft. T8 or better Fixture w/ electronic ballasts	441	\$6,242	593,216	36,172	13
ENERGY STAR LED lighting	842	\$7,568	1,125,904	62,550	34
ENERGY STAR Ceiling Fan	238	\$4,578	713,940	39,663	7
CFL Recycling	25	\$300			
Exterior Lighting					
High Efficiency Exterior Lighting	1,247	\$88,961	1,418,911	333,569	17
High Pressure Sodium - 50 - 100 W	182	\$26,000	182,222	41,414	
High Pressure Sodium - 100+ W	685	\$52,656	753,081	165,280	12
Metal Halide - 70 - 250 W	155	\$4,000	93,168	17,253	
Metal Halide - 250+ W (pulse start lamp and ballasts)	120	\$4,366	289,265	59,034	2
CFL	105	\$1,940	101,174	50,587	2
LED Holiday Lighting	1,319	\$5,154	1,229,836	102,486	330
Residential Water Heating (low income included)					
High Efficiency Water Heater	3,322	\$686,795	13,686,072	912,405	122
40-49 gallon	98	\$13,251	146,757	9,784	2
50-79 gallon	2,062	\$384,551	7,103,333	473,556	62
80 gallon+	1,162	\$288,993	6,435,982	429,065	58
Heat Pump Water Heater - (Add-On)	49	\$18,881	941,199	94,120	10
Heat Pump Water Heater - (Integrated)	291	\$174,195	6,688,390	557,366	61
Solar Water Heaters (w/ Electric auxiliary tank)	47	\$20,690	1,048,488	87,374	10
Drain Water Heat Recovery System	1	\$375	23,443	781	0
Flow Restrictors - Faucet	3,978	\$87,777	13,240,248	1,471,139	80
Flow Restrictors - Shower	2,835	\$127,978	17,872,787	1,787,279	142
Tank Insulation	446	\$10,416	760,957	76,096	4
Pipe Insulation	922	\$16,066	1,641,093	109,406	18
Residential Appliances (low income included)					
ENERGY STAR Qualified Clothes Washer	1,957	\$149,556	4,760,102	432,737	157
ENERGY STAR Qualified Dishwasher	1,719	\$61,982	2,218,892	201,717	155
ENERGY STAR Qualified Refrigerator	2,388	\$76,521	3,760,682	250,712	24
ENERGY STAR Qualified Dehumidifier	669	\$19,265	1,886,873	157,239	13
ENERGY STAR Qualified Freezer	1,363	\$43,825	1,516,453	101,097	14
Appliance Recycling	3,070	\$220,022	30,223,917	3,362,638	558
Refrigerator	2,425	\$176,948	26,077,634	2,897,515	461
Freezer	580	\$37,316	4,096,499	455,167	81
Window AC Unit	65	\$5,758	49,784	9,957	16
Efficient Television	520	\$26,827	1,031,665	85,972	21
Smart Strip	155	\$969	172,050	17,205	
Efficient Home Incentives (low income included)					
Energy Efficient Home Construction Rebates *	179	\$122,130	5,924,202	197,473	32
Advanced Lighting Package	88	\$22,702	756,543	37,827	19
Additional Low Income					
Energy Efficiency Kits	985	\$39,120	10,010,307	1,112,256	128
Weatherization Rebates	134	\$66,672	3,690,443	124,838	22
Ceiling (Bring up to R-38) - Elect. Heat Only	34	\$26,831	1,753,569	58,452	6
Ceiling (Bring up to R-38) - Central AC Only (LP Heat)	34	\$6,563	161,979	5,399	6
Wall (Bring Up to R19) - Elect. Heat Only	19	\$19,387	936,596	31,220	3
Wall (Bring Up to R19) - Central AC Only (LP Heat)	32	\$6,181	145,013	4,834	5
Foundation (Bring Up to R-10)	5	\$5,161	419,735	13,991	
Infiltration Control	10	\$2,548	273,552	10,942	2
Building Shell - Existing Home Only					
Weatherization Rebates	2,376	\$1,088,948	71,513,396	2,453,336	227
Ceiling (Bring up to R-38) - Elect. Heat Only	586	\$388,497	26,730,012	891,000	70
Ceiling (Bring up to R-38) - Central AC Only (LP Heat)	410	\$68,245	1,954,326	65,144	49
Wall (Bring Up to R19) - Elect. Heat Only	149	\$111,112	6,476,168	215,872	18
Wall (Bring Up to R19) - Central AC Only (LP Heat)	380	\$79,063	1,723,240	57,441	46
Foundation (Bring Up to R-10)	400	\$333,648	25,843,000	861,433	16
Infiltration Control	339	\$81,136	7,688,848	307,554	24
Duct Insulation (in unconditioned space)	112	\$27,247	1,097,802	54,890	4
Residential Total	144,087	\$7,068,852	674,031,247	44,566,352	10,590
Residential Average kWh Sales (3 yr Ave actual and projected)				2,954,849,918	
Residential kWh Savings as percentage of Residential kWh Sales					1.5%

2013					
Estimated Achievable Potential Goals					
Totals	Projected Participants	Projected Cost	Lifetime kWh Savings	Annual kWh Savings	KW Savings
Agriculture/Commercial & Industrial Lighting					
Interior Lighting					
Change a Light Rebate Program	6,960	\$16,064	3,884,071	1,075,880	418
High Efficiency Interior Lighting	20,292	\$290,817	25,734,576	4,823,931	69
T8 or T-5 fixtures - 2 ft	120	\$1,400	20,859	3,596	0
T-8 or 46" T5 - 4 ft	7,862	\$165,206	10,900,664	1,703,229	24
T8 or T-5 fixtures - 8 ft	219	\$2,364	261,370	40,839	1
High Bay T-8/T-5 fixture w/ High Output Ballast - Replacement	596	\$54,139	3,348,015	434,807	7
High Bay T-8/T-5 fixture w/ High Output Ballast - New Construction	868	\$35,893	4,367,432	567,199	10
Pulse Start Metal Halide Fixtures - 100 - 249 Watts	38	\$413	74,237	11,600	0
Pulse Start Metal Halide Fixtures - 250+ watts	20	\$75	47,028	7,348	0
CFL lamps - Energy Star- 9W and up	9,798	\$20,344	4,843,193	1,862,767	27
Occupancy Sensors - Must control >150 Watts	233	\$4,497	1,233,423	123,342	
Compact fluorescent fixtures (Hard-Wired)	288	\$1,288	549,850	54,985	
Metal Halide Lamps	80	\$1,077	53,280	11,100	0
LED Exit Signs	10	\$94	26,067	2,287	0
ENERGY STAR LED Lights	5	\$19	9,158	833	0
Exterior Lighting					
High Efficiency Exterior Lighting	663	\$25,206	904,930	199,902	7
Pulse start metal halide fixtures - 70-249 Watt RETRO ONLY	212	\$5,463	262,262	53,523	2
Pulse start metal halide fixtures - >=250 Watt RETRO ONLY	113	\$4,043	263,673	53,811	2
High Pressure Sodium Fixture (ballast & lamp replacement) - 50-100 W	48	\$916	53,321	10,882	0
High Pressure Sodium Fixture (ballast & lamp replacement) - >100 W	229	\$7,950	254,064	51,850	2
CFL Outdoor Light - 42 W min., Cold Start	61	\$834	71,609	29,837	1
Security Lighting: LED Technology		\$2,500			
Security Lighting: Induction		\$3,500			
Ag/Commercial & Industrial Heating and Cooling					
ENERGY STAR Air Conditioning	188	\$11,121	280,130	18,675	12
Air Cooled Chillers	56	\$1,444	172,831	8,642	4
Water Cooled Chillers					
Geothermal Heat Pump	266	\$168,288	13,486,349	674,317	187
Air Source Heat Pump - (SEER 14.5, EER 12, HSPF 8.2)	79	\$31,248	2,475,087	165,006	38
Heat Recovery Ventilators	145	\$31,805	5,589,527	279,476	84
Commercial Contractor Rebate (GS & AS)	277	\$14,261			
Ag/Commercial & Industrial Water Heating					
High-Efficiency Water Heater	103	\$28,110	889,676	59,312	10
50-79 gallon	7	\$875	24,242	1,616	0
80 gallon+	96	\$27,235	865,434	57,696	10
Heat Pump Water Heater	1	\$375	23,110	1,926	0
Ag/Commercial & Industrial Appliances					
Commercial ENERGY STAR Refrigerators and Freezers	29	\$3,197	127,687	10,641	1
Commercial Solid Door Refrigerators - < 19 cu. ft.	9	\$577	16,094	1,341	0
Commercial Solid Door Refrigerators - 19-30 cu. ft.	4	\$472	13,137	1,095	0
Commercial Solid Door Refrigerators - 31-60 cu. ft.					
Commercial Solid Door Refrigerators - 61-90 cu. ft.	6	\$1,161	50,785	4,232	0
Commercial Glass Door Refrigerators - < 19 cu. ft.	1	\$94	4,809	401	0
Commercial Glass Door Refrigerators - 19-30 cu. ft.	3	\$379	13,156	1,096	0
Commercial Glass Door Refrigerators - 31-60 cu. ft.	2	\$323	10,263	855	0
Commercial Solid Door Freezers - < 19 cu. ft.	2	\$63	7,939	662	0
Commercial Solid Door Freezers - 19-30 cu. ft.	2	\$129	11,506	959	0
Commercial Solid Door Freezers - 31-60 cu. ft.					
Ag/Commercial & Industrial Insulation					
Building Envelope	11	\$17,426	1,069,024	44,633	4
Insulation (wall, ceiling, foundation, infiltration control)	4	\$15,484	985,828	39,433	3
Multi Family - Insulation & Sealing	7	\$1,942	83,195	5,200	0
Ag/Commercial & Industrial Motors					
Premium Motors Rebate Program - NEMA	552	\$197,935	5,899,200	393,280	50
Variable Speed Drive Motor Incentive	222	\$94,273	82,239,952	5,482,663	465
Agricultural					
Dairy Pre-coolers Incentive	20	\$23,442	2,932,632	195,509	96
Dairy Heat Reclaimer	9	\$5,504	1,488,831	99,255	49
Livestock Ventilation Fans	446	\$47,761	2,607,658	217,305	60
14"-23"	9	\$661	34,525	2,877	1
24"-35"	37	\$1,160	192,208	16,017	5
36"-47"	376	\$43,655	1,979,753	164,979	49
48"-49"	23	\$1,489	345,787	28,816	4
50" & up	7	\$796	55,385	4,615	1
Ventilation Thermostat Controller	37	\$1,192	100,352	8,363	1
Circulating Fans -- BESS Lab Ratings	262	\$89,626	5,473,336	381,186	86
20"-23"	4	\$162	11,508	959	0
24"-35"	3	\$122	11,708	976	0
36"-47"	228	\$10,989	901,872	75,156	23
48"-52"	11	\$660	52,747	4,396	1
High Velocity; Low Speed	16	\$77,693	4,495,500	299,700	62
Scroll compressor (milk cooling)	28	\$11,188	1,543,417	102,894	13
Efficient Livestock Waterers	163	\$10,550	1,545,659	128,805	
Premium Motors Rebate Program - Dairy Vacuum Pump	2	\$125	19,221	1,068	0
Variable Speed Drive Motor - Dairy Vacuum Pump	27	\$26,244	5,961,982	350,705	29
Hog Farrowing - Heat Lamps (<= 175W)	574	\$2,217	382,323	95,581	
Hog Farrowing - Single Crate Heating Pads (<=85W)	126	\$4,038	251,674	25,167	
Hog Farrowing - Double Crate Heating Pads(<=170W)	18	\$1,129	72,328	7,233	
Hog Farrowing - Heat Lamp or Pad Controller	18	\$1,156	139,412	8,501	
Ag/Commercial & Industrial Custom Rebates					
Custom Rebate Program	107	\$499,649	40,490,230	3,285,399	520

Ag, Commercial and Industrial Total

C & I Average kWh Sales (3 yr Ave actual and projected)**

C & I kWh Savings as percentage of C & I kWh Sales

31,681 \$1,624,126 205,785,204 18,145,256 2,200

2,093,602,320

0.9%

		2013				
		Estimated Achievable Potential Goals				
Totals		Projected	Projected	Lifetime	Annual kWh	KW
		Participants	Cost	kWh Savings	Savings	Savings
II. Demand Response Programs						
	Water Heater Load Control	25,630	\$380,294			12,815
	Water Heater Storage	417	\$27,695			417
	Air Conditioning Load Control	10,221	\$133,933			7,155
	Space Heating Load Control (Interruptible)	12,215	\$180,193			54,968
	Residential Time-of-Day Price	730	\$30,150			
	Dual-Fuel (also called Electric Thermal) Storage Space Heating and Air Conditioning	133	\$10,181			798
	Dual-Fuel Space Heating	2,889	\$381,172			17,334
Crop Drying						
	Off Peak Pricing	14	\$2,769			28
	Load Control	50	\$2,657			100
Irrigation						
	Time of Use Pricing	8	\$1,852			53
	Load Control	579	\$3,730			3,821
	Commercial and Industrial Time-of-Day Price	40	\$14,306			
	Industrial Interruptible Price	76	\$2,007,083			23,300
III. Energy Audit & Technical Support Programs						
	Expert Energy Services - Agricultural	516	\$249,780			
	Expert Energy Services - C&I	190	\$155,185			
	Energy Audit Services - Residential *	3,341	\$481,177			
IV. Educational & Research Programs						
	Model Housing Education	3,070	\$62,471			
	Domestic Water Heater Enhancement	9,701	\$12,075			
	Member Information and Education	376,488	\$1,172,623			
	Peak Alert	125,616	\$11,950			
	Living with Energy in Iowa	84,482	\$230,602			
	Iowa Energy Center and Center for Global Regional Environmental Research & Cooperative Research Network	143,221	\$545,744			
TOTAL		975,395	\$14,790,601	879,816,451	62,711,608	133,579
Total Average kWh Sales (3 yr Ave actual and projected)**					5,050,311,931	
Total kWh Savings as percentage of Total kWh Sales						1.2%

* Savings for the specific measures are accounted for and included in the applicable programs.

**Excludes kWh sales to biofuel production facilities and natural gas pumping stations.

		2014				
		Estimated Achievable Potential Goals				
Totals		Projected	Projected	Lifetime	Annual kWh	KW
		Participants	Cost	kWh Savings	Savings	Savings
I. Incentive Programs for Energy Efficient Technologies						
Residential Cooling & Heating (low income included)						
	ENERGY STAR Central Air Conditioning	1,123	\$200,317	4,998,466	357,033	358
	SEER 14.5 (and EER 12)	593	\$84,645	1,987,146	141,939	142
	SEER 15 +	100	\$19,243	380,870	27,205	31
	SEER 16 (and EER 13)	430	\$96,429	2,630,450	187,889	185
	ENERGY STAR Qualified Room Air Conditioner	314	\$10,363	254,408	28,268	28
	Geothermal Heat Pump	1,161	\$2,393,609	306,711,222	15,335,561	833
	Air Source Heat Pump	1,083	\$865,187	127,272,092	8,484,806	832
	Heat Recovery Ventilators	191	\$30,463	2,378,462	118,923	
	Residential Contractor Rebates	1,071	\$214,950			
Residential Lighting (low income included)						
Interior Lighting						
	Change a Light Rebate Program (or similar program)	53,823	\$125,683	25,683,879	3,518,340	3,229
	Local CFL Rebate Program(s)	52,941	\$156,146	25,200,864	3,452,173	3,176
	ENERGY STAR CFL Fixtures	638	\$6,544	1,392,217	69,611	26
	T8 or better Lighting Fixtures	1,653	\$18,602	1,310,603	79,915	24
	2 ft. T8 or better Fixture w/ electronic ballasts	242	\$1,424	21,920	1,337	
	4 ft. T8 or better Fixture w/ electronic ballasts	928	\$10,418	638,908	38,958	9
	8 ft. T8 or better Fixture w/ electronic ballasts	483	\$6,760	649,775	39,620	14
	ENERGY STAR LED lighting	942	\$8,024	1,259,732	69,985	38
	ENERGY STAR Ceiling Fan	252	\$5,580	755,899	41,994	8
	CFL Recycling	31	\$395			
Exterior Lighting						
	High Efficiency Exterior Lighting	1,277	\$89,805	1,453,149	342,373	17
	High Pressure Sodium - 50 - 100 W	184	\$26,057	184,224	41,869	
	High Pressure Sodium - 100+ W	701	\$53,283	768,994	168,897	12
	Metal Halide - 70 - 250 W	158	\$4,051	94,971	17,587	
	Metal Halide - 250+ W (pulse start lamp and ballasts)	124	\$4,454	298,934	61,007	2
	CFL	110	\$1,960	106,025	53,012	2
	LED Holiday Lighting	1,436	\$5,626	1,338,926	111,577	359
Residential Water Heating (low income included)						
	High Efficiency Water Heater	3,452	\$700,991	14,139,816	942,654	126
	40-49 gallon	98	\$13,247	146,757	9,784	2
	50-79 gallon	2,189	\$399,829	7,540,128	502,675	66
	80 gallon+	1,165	\$287,915	6,452,931	430,195	58
	Heat Pump Water Heater - (Add-On)	53	\$20,349	1,018,233	101,823	11
	Heat Pump Water Heater - (Integrated)	393	\$233,913	9,030,663	752,555	83
	Solar Water Heaters (w/ Electric auxiliary tank)	58	\$25,436	1,293,777	107,815	12
	Drain Water Heat Recovery System	1	\$375	23,443	781	0
	Flow Restrictors - Faucet	3,987	\$89,131	13,269,328	1,474,370	80
	Flow Restrictors - Shower	2,903	\$130,465	18,301,177	1,830,118	145
	Tank Insulation	449	\$10,459	766,061	76,606	4
	Pipe Insulation	943	\$16,198	1,678,480	111,899	19
Residential Appliances (low income included)						
	ENERGY STAR Qualified Clothes Washer	2,024	\$153,726	4,923,316	447,574	162
	ENERGY STAR Qualified Dishwasher	1,846	\$65,817	2,383,124	216,648	166
	ENERGY STAR Qualified Refrigerator	2,523	\$80,355	3,973,801	264,920	25
	ENERGY STAR Qualified Dehumidifier	689	\$20,774	1,943,334	161,944	14
	ENERGY STAR Qualified Freezer	1,494	\$47,068	1,662,495	110,833	15
	Appliance Recycling	3,126	\$225,624	30,836,126	3,430,389	568
	Refrigerator	2,477	\$181,415	26,636,403	2,959,600	471
	Freezer	588	\$38,499	4,153,003	461,445	82
	Window AC Unit	61	\$5,711	46,720	9,344	15
	Efficient Television	545	\$27,940	1,081,260	90,105	22
	Smart Strip	179	\$1,119	198,690	19,869	
Efficient Home Incentives (low income included)						
	Energy Efficient Home Construction Rebates *	187	\$126,839	6,189,180	206,306	34
	Advanced Lighting Package	91	\$23,327	782,332	39,117	20
Additional Low Income						
	Energy Efficiency Kits	887	\$31,536	9,017,000	1,001,889	115
	Weatherization Rebates	134	\$66,370	3,690,443	124,838	22
	Ceiling (Bring up to R-38) - Elect. Heat Only	34	\$26,727	1,753,569	58,452	6
	Ceiling (Bring up to R-38) - Central AC Only (LP Heat)	34	\$6,525	161,979	5,399	6
	Wall (Bring Up to R19) - Elect. Heat Only	19	\$19,308	936,596	31,220	3
	Wall (Bring Up to R19) - Central AC Only (LP Heat)	32	\$6,144	145,013	4,834	5
	Foundation (Bring Up to R-10)	5	\$5,128	419,735	13,991	
	Infiltration Control	10	\$2,538	273,552	10,942	2
Building Shell - Existing Home Only						
	Weatherization Rebates	2,512	\$1,146,385	76,347,857	2,620,271	238
	Ceiling (Bring up to R-38) - Elect. Heat Only	634	\$416,096	28,923,017	964,101	76
	Ceiling (Bring up to R-38) - Central AC Only (LP Heat)	420	\$69,957	2,002,278	66,743	50
	Wall (Bring Up to R19) - Elect. Heat Only	154	\$113,605	6,694,616	223,154	18
	Wall (Bring Up to R19) - Central AC Only (LP Heat)	390	\$81,740	1,768,861	58,962	47
	Foundation (Bring Up to R-10)	426	\$349,821	27,525,249	917,508	16
	Infiltration Control	361	\$84,288	8,188,847	327,554	25
	Duct Insulation (in unconditioned space)	127	\$30,879	1,244,988	62,249	5
Residential Total		146,412	\$7,375,489	702,559,856	46,143,883	10,808
Residential Average kWh Sales (3 yr Ave actual and projected)						2,896,325,283
Residential kWh Savings as percentage of Residential kWh Sales						1.6%

2014					
Estimated Achievable Potential Goals					
Totals	Projected Participants	Projected Cost	Lifetime kWh Savings	Annual kWh Savings	KW Savings
Agriculture/Commercial & Industrial Lighting					
Interior Lighting					
Change a Light Rebate Program	7,029	\$16,004	3,923,613	1,086,830	422
High Efficiency Interior Lighting	21,013	\$294,239	25,821,573	4,918,032	70
T8 or T-5 fixtures - 2 ft	135	\$1,563	23,467	4,046	0
T-8 or 46" T5 - 4 ft	8,196	\$165,018	11,365,721	1,775,894	25
T8 or T-5 fixtures - 8 ft	245	\$2,650	292,401	45,688	1
High Bay T-8/T-5 fixture w/ High Output Ballast - Replacement	618	\$55,556	3,471,929	450,900	7
High Bay T-8/T-5 fixture w/ High Output Ballast - New Construction	728	\$36,195	3,660,253	475,358	8
Pulse Start Metal Halide Fixtures - 100 - 249 Watts	43	\$431	84,005	13,126	0
Pulse Start Metal Halide Fixtures - 250+ watts	25	\$94	58,786	9,185	0
CFL lamps - Energy Star- 9W and up	10,319	\$21,369	5,101,814	1,962,236	28
Occupancy Sensors - Must control >150 Watts	238	\$4,565	1,260,063	126,006	
Compact fluorescent fixtures (Hard-Wired)	210	\$1,563	400,932	40,093	
Metal Halide Lamps	81	\$1,096	53,946	11,239	0
LED Exit Signs	15	\$156	39,101	3,430	0
ENERGY STAR LED Lights	5	\$19	9,158	833	0
Exterior Lighting					
High Efficiency Exterior Lighting	679	\$26,557	929,548	204,927	7
Pulse start metal halide fixtures - 70-249 Watt RETRO ONLY	217	\$5,558	268,445	54,785	2
Pulse start metal halide fixtures - >=250 Watt RETRO ONLY	118	\$4,155	275,442	56,213	2
High Pressure Sodium Fixture (ballast & lamp replacement) - 50-100 W	49	\$931	54,436	11,109	0
High Pressure Sodium Fixture (ballast & lamp replacement) - >100 W	234	\$8,082	259,615	52,983	2
CFL Outdoor Light - 42 W min., Cold Start	61	\$831	71,609	29,837	1
Security Lighting: LED Technology		\$3,500			
Security Lighting: Induction		\$3,500			
Ag/Commercial & Industrial Heating and Cooling					
ENERGY STAR Air Conditioning	191	\$11,420	284,565	18,971	12
Air Cooled Chillers	57	\$1,461	175,917	8,796	4
Water Cooled Chillers					
Geothermal Heat Pump	258	\$163,369	13,246,567	662,328	186
Air Source Heat Pump - (SEER 14.5, EER 12, HSPF 8.2)	85	\$33,046	2,617,891	174,526	39
Heat Recovery Ventilators	153	\$33,264	5,898,039	294,902	89
Commercial Contractor Rebate (GS & AS)	275	\$14,078			
Ag/Commercial & Industrial Water Heating					
High-Efficiency Water Heater	105	\$28,620	900,765	60,051	10
50-79 gallon	7	\$875	24,242	1,616	0
80 gallon+	98	\$27,745	876,523	58,435	10
Heat Pump Water Heater	1	\$375	23,110	1,926	0
Ag/Commercial & Industrial Appliances					
Commercial ENERGY STAR Refrigerators and Freezers	26	\$3,054	110,041	9,170	1
Commercial Solid Door Refrigerators - < 19 cu. ft.	10	\$637	17,892	1,491	0
Commercial Solid Door Refrigerators - 19-30 cu. ft.	4	\$471	13,137	1,095	0
Commercial Solid Door Refrigerators - 31-60 cu. ft.					
Commercial Solid Door Refrigerators - 61-90 cu. ft.	6	\$1,154	50,785	4,232	0
Commercial Glass Door Refrigerators - < 19 cu. ft.	1	\$94	4,809	401	0
Commercial Glass Door Refrigerators - 19-30 cu. ft.	3	\$378	13,156	1,096	0
Commercial Glass Door Refrigerators - 31-60 cu. ft.	2	\$321	10,263	855	0
Commercial Solid Door Freezers - < 19 cu. ft.					
Commercial Solid Door Freezers - 19-30 cu. ft.					
Commercial Solid Door Freezers - 31-60 cu. ft.					
Ag/Commercial & Industrial Insulation					
Building Envelope	11	\$17,314	1,069,024	44,633	4
Insulation (wall, ceiling, foundation, infiltration control)	4	\$15,385	985,828	39,433	3
Multi Family - Insulation & Sealing	7	\$1,929	83,195	5,200	0
Ag/Commercial & Industrial Motors					
Premium Motors Rebate Program - NEMA	554	\$198,453	5,920,503	394,700	50
Variable Speed Drive Motor Incentive	226	\$98,322	83,723,564	5,581,571	473
Agricultural					
Dairy Pre-coolers Incentive	24	\$25,897	3,521,043	234,736	115
Dairy Heat Reclaimer	13	\$6,978	2,152,633	143,509	70
Livestock Ventilation Fans	462	\$46,994	2,711,471	225,956	62
14"-23"	9	\$389	34,525	2,877	1
24"-35"	40	\$1,002	207,792	17,316	5
36"-47"	391	\$44,584	2,059,057	171,588	51
48"-49"	25	\$887	378,448	31,537	4
50" & up	4	\$132	31,648	2,637	1
Ventilation Thermostat Controller	37	\$1,185	100,352	8,363	1
Circulating Fans -- BESS Lab Ratings	277	\$89,870	5,534,597	386,291	88
20"-23"	3	\$44	8,631	719	0
24"-35"	3	\$49	11,708	976	0
36"-47"	243	\$11,415	961,215	80,101	24
48"-52"	12	\$669	57,542	4,795	1
High Velocity; Low Speed	16	\$77,693	4,495,500	299,700	62
Scroll compressor (milk cooling)	28	\$11,153	1,543,417	102,894	13
Efficient Livestock Waterers	162	\$10,438	1,535,918	127,993	
Premium Motors Rebate Program - Dairy Vacuum Pump	2	\$125	19,221	1,068	0
Variable Speed Drive Motor - Dairy Vacuum Pump	28	\$26,688	6,182,445	363,673	30
Hog Farrowing - Heat Lamps (<= 175W)	590	\$2,265	392,973	98,243	
Hog Farrowing - Single Crate Heating Pads (<=85W)	127	\$4,049	253,669	25,367	
Hog Farrowing - Double Crate Heating Pads(<=170W)	18	\$1,129	72,328	7,233	
Hog Farrowing - Heat Lamp or Pad Controller	18	\$1,150	139,412	8,501	
Ag/Commercial & Industrial Custom Rebates					
Custom Rebate Program	110	\$500,387	41,022,652	3,329,724	538

Ag, Commercial and Industrial Total

32,559 \$1,630,420 209,826,850 18,524,915 2,283

C & I Average kWh Sales (3 yr Ave actual and projected)**

2,164,903,282

C & I kWh Savings as percentage of C & I kWh Sales

0.9%

		2014				
		Estimated Achievable Potential Goals				
Totals		Projected	Projected	Lifetime	Annual kWh	KW
		Participants	Cost	kWh Savings	Savings	Savings
II. Demand Response Programs						
	Water Heater Load Control	26,270	\$393,124			13,135
	Water Heater Storage	425	\$28,068			425
	Air Conditioning Load Control	10,742	\$140,091			7,519
	Space Heating Load Control (Interruptible)	12,718	\$186,936			57,232
	Residential Time-of-Day Price	211	\$12,450			
	Dual-Fuel (also called Electric Thermal) Storage Space Heating and Air Conditioning	133	\$10,350			798
	Dual-Fuel Space Heating	2,889	\$381,172			17,334
Crop Drying						
	Off Peak Pricing	14	\$2,769			28
	Load Control	51	\$2,735			102
Irrigation						
	Time of Use Pricing	8	\$1,895			53
	Load Control	591	\$4,169			3,901
	Commercial and Industrial Time-of-Day Price	42	\$15,053			
	Industrial Interruptible Price	80	\$2,078,259			23,578
III. Energy Audit & Technical Support Programs						
	Expert Energy Services - Agricultural	527	\$252,823			
	Expert Energy Services - C&I	194	\$158,049			
	Energy Audit Services - Residential *	3,568	\$498,119			
IV. Educational & Research Programs						
	Model Housing Education	3,090	\$62,610			
	Domestic Water Heater Enhancement	3,201	\$12,115			
	Member Information and Education	378,650	\$1,168,348			
	Peak Alert	126,073	\$21,762			
	Living with Energy in Iowa	84,992	\$232,186			
	Iowa Energy Center and Center for Global Regional Environmental Research & Cooperative Research Network	144,205	\$553,362			
TOTAL		977,645	\$15,222,354	912,386,705	64,668,798	137,196
Total Average kWh Sales (3 yr Ave actual and projected)**					5,061,228,565	
Total kWh Savings as percentage of Total kWh Sales						1.3%

* Savings for the specific measures are accounted for and included in the applicable programs.

**Excludes kWh sales to biofuel production facilities and natural gas pumping stations.