FILED WITH
Executive Secretary
January 25, 2013
IOWA UTILITIES BOARD

Appendix B

Collaborative Efforts

This Appendix details the collaborative efforts in 2012 for the development of the 2014-2018 Energy Efficiency Plan (Plan). The activities were undertaken to comply with the Iowa Administrative Code, in particular, 199 IAC 35.8(9)"b."

The process began with the three Iowa investor-owned utility members (collectively referred to as “IOUs”), namely Interstate Power and Light Company (IPL), Black Hills Energy (BHE) and MidAmerican Energy Company (MEC), through the Iowa Utility Association (IUA), contacting the Office of Consumer Advocate (OCA) for input on a request for proposal (RFP). The RFP was to conduct an assessment of technical and economic potential for electric and gas energy-efficiency resources in the service territories of the IOUs. The IUA and IOUs worked together to select recipients for receipt of the RFP, review proposals, interview potential consultants and select the consultant to perform the initial assessment that led to the Plan.

The IUA invited interested parties to the initial joint-IOU meeting, from lists provided by the IOUs, OCA and other parties, to participate in the collaborative process. The IUA sponsored this meeting on January 24, 2012. At this meeting, the IUA introduced the IOUs’ consultant, who explained the Plan development process and presented the outcomes of the assessment.

IPL hosted meetings specific to IPL’s Plan in 2012 on March 8, May 15, and September 19. IPL invited a variety of interested parties to these meetings, including: program vendors; trade allies; dealers; customers; regulators; investor

owned utilities; municipals; cooperatives; and other groups interested in IPL's Plan. IPL also invited collaborative participants, as recommended by the OCA. Details of each meeting include:

- The March 8 meeting provided attendees an overview of IPL's specific information from the Assessment of Potential Study (Assessment) presented on January 24. After the Assessment was shared, IPL presented a brief overview of current programs then hosted customer-specific breakout sessions. These sessions were designed to garner feedback from participants including: addressing market barriers; possible changes to current programs, marketing, outreach and recruitment; and incentive structures. Fifty-six people attended this meeting, plus IPL and Plan consultant staff.
- Due to the unique nature of low-income programs, a specific collaborative meeting was scheduled for May 15 to address those programs. The IUA facilitated the meeting on behalf of all of the IOUs. The IOUs presented an overview of Plan development in Iowa, reviewed current program offerings, and program successes and challenges. An open discussion followed, asking for current program feedback and new ideas. Thirty-six people attended, mostly representing the Iowa Department of Human Services and Community Action Programs from across the state.
- The September 19 meeting provided IPL the chance to present an overview of its proposed Plan to be filed on November 30, 2012. IPL detailed its energy efficiency strategy, reviewed the Plan development

process, detailed its proposed program design and presented its preliminary goal targets. The program design portion detailed current and new programs including: program description; target markets and eligibility; marketing and delivery; and incentive structure. Fifty-five people attended this meeting, plus IPL and Plan consultant staff.

IPL encouraged the participation of municipalities and cooperatives in the planning process. Invitations to all three meetings were extended via the Iowa Association of Municipal Utilities Association (IAMU) and Iowa Association of Electric Cooperatives (IAEC), respectively, to their members. IAMU protocols require all communication be channeled through the association. The IAEC provided IPL a list of each cooperative to invite individually.

Following in this Appendix are the invitations, invitee lists, presentations, and attendees from the meetings listed in Table B1 below.

Table B1. Collaborative Meeting Dates and Events

Table	Date	Event/Activity
	2012	
B1-1	January 24	IUA and Joint IOU Collaborative Meeting – Assessment of Energy and Capacity Savings Potential Study Results
B1-2	March 8	IPL Collaborative Meeting – Plan Update and Design Workshop
B1-3	May 15	Joint IOU Collaborative Meeting - Low Income
B1-4	September 19	IPL Collaborative Meeting – Plan Review

Table B1 - 1

IUA and Joint IOU Collaborative Meeting

January 24, 2012

Assessment of Energy and Capacity Savings Potential Study Results

Jack Clark

Subject: FW: Assessment of Potential Study - Preliminary Results
Location: IUB/OCA State Office Building Conference Room

Start: Tue 1/24/2012 10:00 AM
End: Tue 1/24/2012 3:00 PM
Show Time As: Tentative

Recurrence: (none)

Meeting Status: Not yet responded

Organizer: Jack Clark

Here is the letter that was sent out last night. Although it appears below, I have attached a copy of the final distribution list that was used. It is the list that Lisa prepared plus the following individuals that I added back . You will note that the last four individual's highlighted below were not on the list that I used. I have not yet figured out why they received invitations.

Individuals I added to Lisa's List

-----Original Appointment-----
From: Jack Clark [mailto:jackbclark@iowautility.org]
Sent: Monday, January 16, 2012 5:21 PM
Cc: Dave Ruffcorn, AIA ; Anne Lenzen; Bill Brand; Bob Brice ; Bonnie Donnolly; Brad Klein; Brenda Biddle; Brian Bishop; Brian Hall; Brian Turner; Chuck Rea; Claudia Smith ; Curtis Klaassen; Cyndi Pederson ; Dave Ahlberg; Dave Warrington; David Jacobsmier; David McCammant; David Vognsen; Dean Ibsen; Dean Laube; Diane Munns; Donnie R. Dunbar; Eric Hazuka; Erin Buchannan; Fasil Kebede; Frank Bodine; Gary Ambach; Gary Oetken; Geoff Crandall; George Phillips; Gordon Dunn; Gwen Howe; Jack Clark; Jeanine Penticoff; Jennifer Easler; Jennifer Moore; Jim Dillon; Joel Logan ; John Kerss; John O'Roake; Julia Gauthier; Julie Blackwell; Justin Vickers; Karen Finnegan; Kari Gehrke; Khosrow Khojasteh; Kim King; Kristine Koch; Lisa Pucelik; Mark Douglas; Mark Schuling ; Matt Daunis; Michael Coveyou; Monica Stone; Naomi Czachura; Nathaniel Baer; Nicloe Shalla; Pat Rice; Paula Johnson; Phil Stoffregen; Regi Goodale; Richard Faesy; Richard Walker; Rick Leuthauser; Robert Kelter; Shelia Parker ; Stan Wolf; Steve Falck; Stuart Crine; Stuart Crine; Tom Balster; Tom Lyle; Victoria Place; Wally Taylor; Kimber, Anne; Sempf, Robin; Cindy Schweitzer-Rott; Mark Voss
Subject: Assessment of Potential Study - Preliminary Results
When: Tuesday, January 24, 2012 10:00 AM-3:00 PM (UTC-06:00) Central Time (US & Canada).
Where: IUB/OCA State Office Building Conference Room

The Iowa Utility Association (IUA) has scheduled a meeting for interested stakeholders on January 24th from 10:00 A.M. until 3:00 P.M. to be held at the IUB/OCA State Office Building Conference Room.

The Cadmus Group, Inc., the utilities consultant will present the preliminary results of the Joint Assessment of Potential study prior to finalizing its report in late February.

Interstate Power and Light Company, Black Hills Energy and MidAmerican Energy will review the energy efficiency programs which are currently being offered to their customers in their 2009- 2013 energy efficiency plans and will also discuss the efficiency programs for the 2014-2018 energy efficiency plans.


Agenda.docx


Invitation.doc


Palmer's Deli menu for 1-24-20..

Inserted in this meeting request you will find an invitation from IUA on behalf of the three utilities to participate in the meeting on January 24th. The Agenda for the day's activities and a menu from Palmer's Deli to select your lunch request. Please note that Kristy needs to receive the lunch orders on Monday, June 23rd at 1:00 P.M.

Please plan to join us in person and actively participate in the discussions with the consultants, other participants and utilities.

Jack Clark
Iowa Utility Association

NOTICE OF COLLABORATIVE MEETING FOR INTERESTED STAKEHOLDERS

JANUARY 24, 2012

ON BEHALF OF

ALLIANT ENERGY/ INTERSTATE POWER AND LIGHT COMPANNY

BLACK HILLS ENERGY COMPANY

MIDAMERICAN ENERGY COMPANY

AGENDA

10:00 A.M. – Noon

Presentation of the Preliminary Results of Statewide Assessment of Potential Study

The Cadmus Group, Inc. – Utilities' Consultant

An Interactive Discussion with Collaborative Participants

Noon – 1:00 P.M. **Lunch and Networking**

Kristine Koch of the Office of Consumer Advocate has offered to coordinate the lunch orders. Lunch will be ordered from Palmer's Deli & Market. Please make your selection from the attached "Palmer's deli menu for 1-24-2011. A 6% sales tax will be added to the menu price. Please make your **checks payable to Iowa Utility Association.** If you need a receipt, please let Kristy know when you place your order, and she will e-mail you the receipt.

Please e-mail your **lunch order by 1 p.m. on Monday, January 23, 2012**, to Kristine.Koch@oca.iowa.gov or call 515.725.7200.

Beverages will be available from the break room vending machines; water and coffee will be provided.

1:00 P.M. – 3:00 P.M.

Presentations by Interstate Power and Light, Black Hills Energy and MidAmerican Energy

Each utility will review energy efficiency programs by customer segment in their current 2009-2013 plans and discuss stakeholder opportunities to participate in collaborative discussions with the individual utility as it develops a plan for energy efficiency programs to be offered in its 2014-2018 energy efficiency plan.

Participants are strongly encouraged to attend in person in order to actively participate.

Meeting Location:

IUB/OCA State Office Building

Conference Room

1375 E. Court Avenue

Des Moines, IA

Map to IUB / OCA Office

Gehrke, Kari

From: Jack Clark <jackbclark@iowautility.org>
Sent: Wednesday, January 25, 2012 6:56 PM
To: Jackbclark@iowautility.org
Subject: Utility Collaborative Meeting Presentations
Attachments: IUA Collaborative Presentation of Results_23Jan2012.pptx; Stakeholder update 1.24.12.pptx; MEC EE Plan Overview 1-24-12.pptx; BHE collabpresentation2012.ppt; 2008-2013 EEP Programs and Utility Profile_FINAL.xlsx; Utility Collaboration Schedules.docx; Program Idea Template.pdf

Attached please fine copies of the presentations at yesterday's Utility Collaborative Meeting held at the IUB/OCA Offices.

For those of you who received an invitation and were not able to attend, I have provided a brief overview of the documents attached:

Morning Session: The morning session was a presentation by Hossein Haeri and Eli Morris of the Cadmus Group reporting on the preliminary findings of the assessment of potential study
PowerPoint: "IUA Collaborative Presentation of Results".

Afternoon Session: The afternoon session was a series of coordinated presentations by the utilities on the programs that they offer in their current plans (2009 through 2013). They also addressed how they will begin the process of planning their new five year plans and the opportunities that they will provide for interested stakeholders to collaborate with them on the programs in their new five year plan for (2014 through 2018). The sequence of the presentations was as follows:

Rick Leuthauser, MidAmerican Energy, gave a verbal presentation on the process the utilities follow to develop their five year plans.

The process begins with a Joint Assessment of Potential study. Alliant Energy, Black Hills Energy and MidAmerican Energy working through the Iowa Utility Association issued a Joint RFP for an "Assessment of Energy and Capacity Savings Potential In Iowa". The Cadmus Group, Inc. was selected from the consultants submitting proposals. The utilities awarded the contract to Cadmus in September and then held a "Kick Off Meeting" to review the goals and logistics of the study. The Utilities and Cadmus have held two meetings with the interested stakeholders. The first meeting in October provided an overview of the study and sought comments on energy efficiency measures that were being considered as appropriate to Iowa. This week's presentation (above) focused on the preliminary findings of the study and requested comments by those attending by close of business on Friday, January 27th. The Final report by the Consultant is due on February 28, 2012.

The purpose of the afternoon session was to discuss the process that the utilities follow as they develop the programs for their new 5 yr plan. Rick discussed: "2008-2013 EEP Programs and Utility Profile" (spreadsheets attached). The first page provides a comparison of the programs that each utility currently provides. The second page provides a profile of the utilities' service areas and their customer base. Rick discussed how the three utilities collaborate with each other to offer similar programs in their service territories. The presentation concluded with a discussion of the "Program Idea Template" (attached) that utilities are asking customers to complete to present their program ideas for consideration by the utilities.

Each utility than provided an overview of the programs that they are currently offering in their plan (2009 through 2013) and the opportunities for participation in the collaborative process as the utilities develop their new five year plans.

Their collaboration schedule appears as the last slide in each of the utilities presentations and is also set out in the " Utility Collaboration Schedules" (document attached). The utilities new plans must be filed with the IUB on the following dates: Alliant – November 1, 2012, MidAmerican – February 1, 2013 and Black Hills Energy on April 1, 2013. All three utilities must roll out their new plans on January 1,2014.

The Utility presentations were presented as follows:

Lisa Pucelik, Alliant Energy, discussed PowerPoint: "Stakeholder Update 1.24.12",(attached), Alliant Energy's Overview of its current programs and its plan to develop its new programs. Interstate Power and Light is the operating utility for Alliant Energy in Iowa. Interstate provides both electricity and gas service in Iowa.

Charles Rea, MidAmerican Energy, discussed PowerPoint: "MEC Plan Overview 1-24-12" (attached). MidAmerican Energy provides both electricity and gas service in Iowa.

Jim Dillon, Black Hills Energy, discussed PowerPoint: "BHE collabpresentation2012" (attached). Black Hills Energy provides natural gas service in Iowa.

We hope that you will find this information helpful to stakeholders who which to collaborate in the development of the utilities new five year plans.

For those of you who did participate in yesterday's meeting, I told you that I would send this information out this morning, I apologize for the delay. I found that I did not have final copies of all the information presented yesterday. I did not want to send this out until it was complete.

Jack B. Clark
Vice President
Iowa Utility Association
500 E. Court Ave. Suite 312
Des Moines, IA 50309-2057

Phone: 515-282-2115
jackbclark@iowautility. org

2008-2013 ENERGY EFFICIENCY PLANS	ALLIANT ENERGY	MIDAMERICAN ENERGY'S save some green INITIATIVE	Black Hills Energy
RESIDENTIAL PROGRAMS			
Equipment Rebates	✓	✓	✓
Home Energy Audits	✓	✓	✓
Online residential energy audits	✓	✓	
Opower Home Energy Reports pilot program		✓	
Home Performance with ENERGY STAR®	✓	✓	✓
New Home Construction	✓	✓	✓
Financing	✓	✓	✓
Appliance Recycling	✓	✓	NA[1]
Load Control	✓	✓	NA
Renewable Rebates	✓		NA
NON RESIDENTIAL PROGRAMS			
Business Energy Audits	✓	✓	✓
Online business energy audits		✓	
Equipment Rebates	✓	✓	✓
Prescriptive Rebates	✓	✓	✓
Commercial New Construction	✓	✓	✓
Custom Rebates	✓	✓	✓
Interruptible (Load Control)	✓	✓	NA
Money for Motors		✓	NA
Renewable Rebates	✓		NA
Performance Contracting	✓		
Efficiency Bid		✓	
Financing[2]	✓		
LOW INCOME PROGRAMS			
Weatherization	✓	✓	✓
Multifamily/Institutional Efficiency Improvements	✓	✓	✓
EnergyWise Education	✓	✓	✓
Affordable Homes New Construction			✓
Home Energy Savers	✓		
MULTIFAMILY PROGRAMS			
Multifamily Audits	✓	✓	✓
Equipment Rebates	✓	✓	✓
Renewable Rebates	✓		NA
Financing[2]	✓		
AGRICULTURE PROGRAMS			
Farm Audits	✓	✓	
Equipment Rebates	✓	✓	
Renewable Rebates	✓		NA
Financing[2]	✓		

Footnote 1: NA indicates not applicable, due to electric only program which can not be offered by a natural gas utility

Footnote 2: MidAmerican provides financing for residential customers only.

2008-2013 ENERGY EFFICIENCY PLANS	ALLIANT ENERGY	MIDAMERICAN ENERGY'S save some green INITIATIVE	Black Hills Energy
OTHER PROGRAMS and SPECIAL INITIATIVES			
Trade Ally	✓	✓	✓
Building Operator Certification	✓	✓	✓
HVAC System Adjustment for Verified Efficiency (SAVE)	✓	✓	✓
School-Based Program(s)	✓	✓	✓
Tree Program(s)	✓	✓	✓
Change a Light (lighting buydown)	✓	✓	NA
Builder Training	✓		
Hometown Rewards (community based program)	✓		
Powerhouse (educational television program)	✓		
ESMARTkids program (part of Education program)		✓	

Footnote 1: NA indicates not applicable, due to electric only program which can not be offered by a natural gas utility

Footnote 2: MidAmerican provides financing for residential customers only.

UTILITY PROFILE	ALLIANT ENERGY	MIDAMERICAN ENERGY'S save some green INITIATIVE	Black Hills Energy
ELECTRIC SERVICE TERRITORY			
Service Territory Demographic	Rural	Urban	NA
Electric communities served with populations of 50,000+	Cedar Rapids	Davenport, Des Moines, Iowa City, Sioux City, Waterloo, West Des Moines	NA
Residential Customers	407,665	549,734	NA
Non-Residential Customers	75,422	85,391	NA
Total Iowa Electric Customers	**483,087**	**635,125**	NA

NATURAL GAS SERVICE TERRITORY			
Service Territory Demographic	Rural	Urban	Rural
Natural gas communities served with populations of 50,000+	Ames	Cedar Rapids, Davenport, Des Moines, Iowa City, Sioux City, Waterloo, West Des Moines	Council Bluffs, Dubuque
Residential Customers	197,554	506,148	132,000
Non Residential Customers	25,501	49,780	18,000
Total Iowa Natural Gas Customers	**223,055**	**555,928**	**150,000**

Attachment B Program Idea
Program Applicable for: Black Hills _____ Interstate _____ MidAmerican _____

Program Name	
Objective	
Target Market	
Program Duration	MM/YY through MM/YY
Program Description	
Eligible Measures	
Implementation Strategy	
Marketing Strategy	
Incentive Strategy	
Milestones	
EM&V Requirements	

Program Name	
Administrative Requirements	
Estimated Participation	

	2014	2015	2016	2017	2018
Total					

Estimated Budget

Budget	2014	2015	2016	2017	2018	Total
Total						

Savings Targets

2014	2015	2016	2017	2018	Total
MWh	MWh	MWh	MWh	MWh	MWh

2014	2015	2016	2017	2018	Total
MW	MW	MW	MW	MW	MW

2014	2015	2016	2017	2018	Total
Therms	Therms	Therms	Therms	Therms	Therms

Other Program Metrics

If this program has been implemented elsewhere, please provide the name of the utility or the state and contact information, if available.

Utility Collaboration Schedules

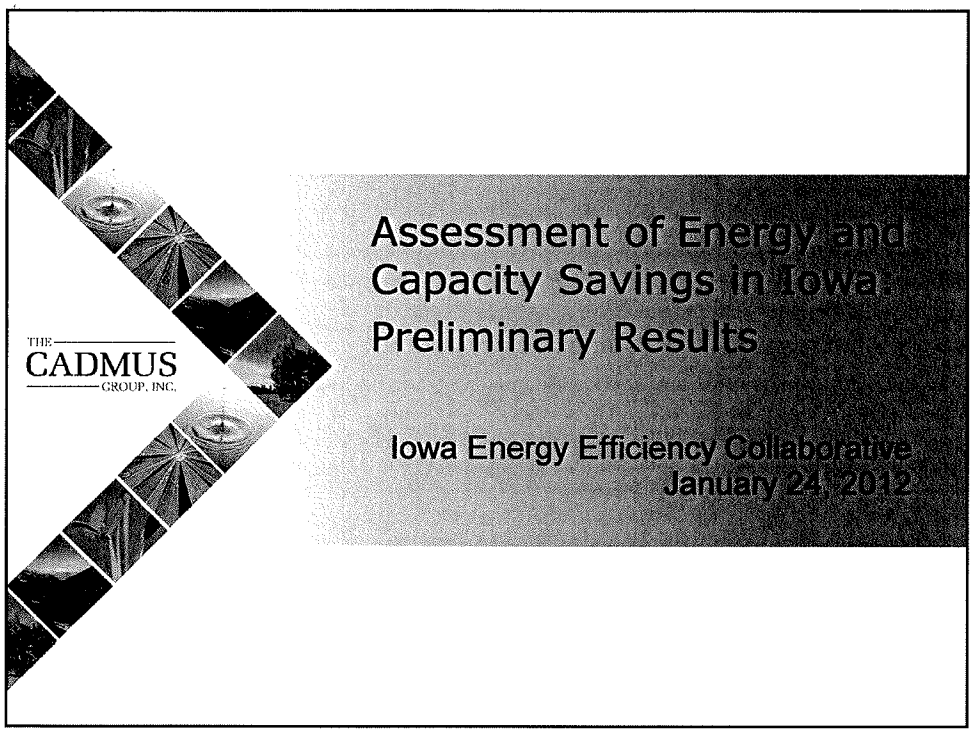
Alliant

January 24 — Joint Utility/Stakeholder Meeting, templates made available
Early March – stakeholder meeting
Late March – completed templates due (30 days after the stakeholder meeting)
May – Joint Utility/Stakeholder meeting for Low Income programs
Mid-July – stakeholder meeting to discuss preliminary program plans
October 1 — customer notice
December 1, 2012 — file energy efficiency plan with Iowa Utilities Board
January 1, 2014 – implement new energy efficiency plan

Black Hills Energy
January 24- Stakeholder meeting
TBD- Stakeholder meetings
April 1, 2013 – EE plan filing deadline
January 1, 2014- New EE plan begins

MidAmerican Energy

Late January – Joint Utility/Stakeholder Meeting, templates made available
April/May – completed templates due
December 1 – customer notice
February 1, 2013 – file energy efficiency plan with Iowa Utilities Board
January 1, 2014 – implement new energy efficiency plan



Agenda

- Overview of Study Scope and Methodology
- Preliminary Results
  - Energy Efficiency
    - Technical and economic potentials
    - Comparison to previous assessment
    - Market potential scenario
  - Demand Response
    - Opportunities to expand current programs
    - AMI-enabled options
  - Assessment of Net-to-Gross
- Next Steps

ENERGY EFFICIENCY

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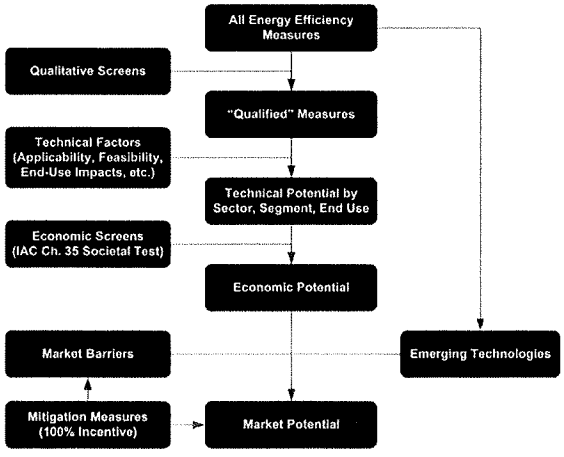
Energy Efficiency Methodology



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Key Differences From 2008 Study

- New Measures
- Adjustments for new codes and standards
  - IECC 2009
  - Residential and commercial Lighting
  - Residential HVAC equipment
  - Residential refrigerators and freezers
  - Residential and commercial water heaters
  - Motors
- Incorporation of recent utility DSM accomplishments
- Updated sales, customer, and avoided cost forecasts – avoided costs considerably lower for natural gas
- Inclusion of Market Potential scenario

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Measures Considered

- Comprehensive database of measures
  - Currently offered in Iowa utility programs
  - Included in regional or national databases
  - Offered in other utilities' programs
- Qualitative screening performed
  - Applicability to Iowa
  - Commercial availability
  - Effects in peak periods
  - Other unique considerations
  - Changes in codes and standards
- Data collected on cost, savings, life, and applicability

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Measure Categories

- **Equipment measures** upgrading the efficiency of end-use equipment at the time of natural replacement (e.g., high-efficiency gas furnaces).
- **Retrofit measures** reduce end-use consumption without replacing end use equipment (e.g., insulation, faucet aerators, and lighting controls).
- **Instantaneous savings** from retrofit opportunities in existing construction that are theoretically available for acquisition at any point over the study horizon - assumed to be acquired in equal increments over the ten years.
- **Phased-in savings** from equipment measures and all new construction opportunities. Availability is determined by equipment turnover rates and forecasts of new construction.

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Cost-Effectiveness Screening

- Measures screened on Societal Cost Test, as defined in Chapter 35 of the Iowa Administrative Code
- Benefits
  - Present value of primary fuel avoided energy and capacity generation
  - Present value of secondary fuel and non-energy (e.g., water) benefits
  - Externality factor (10% and 7.5% for electric and natural gas measures, respectively) to reflect additional societal benefits, such as reduced emissions
- Costs
  - Incremental measure equipment, labor, and/or O&M costs only – utility program costs not included in measure-level screening

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RESULTS - ELECTRIC TECHNICAL AND ECONOMIC POTENTIAL

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Electric Potential by Sector

Sector	2023 Base Case Sales (MWh)	2023 Technical Potential		2023 Economic Potential	
		MWh	% of Base Sales	MWh	% of Base Sales
Residential	9,197,928	3,548,837	39%	2,774,878	30%
Commercial	7,857,412	2,702,650	34%	2,181,608	28%
Industrial	18,293,266	2,194,731	12%	1,915,718	10%
Total	35,348,606	8,446,218	24%	6,872,204	19%

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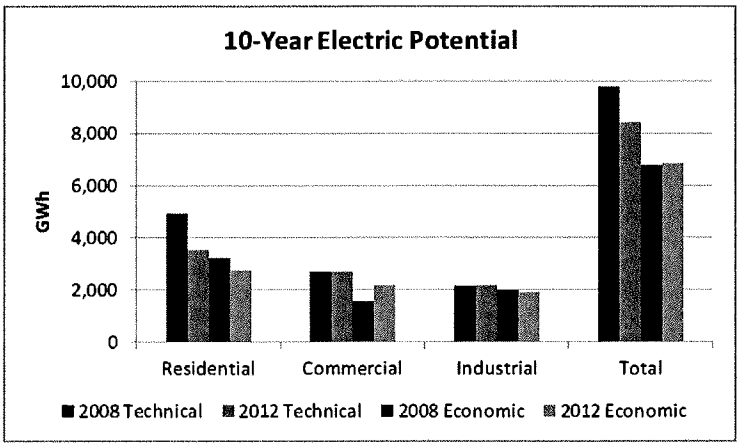
Comparison to 2008 Study - Electricity



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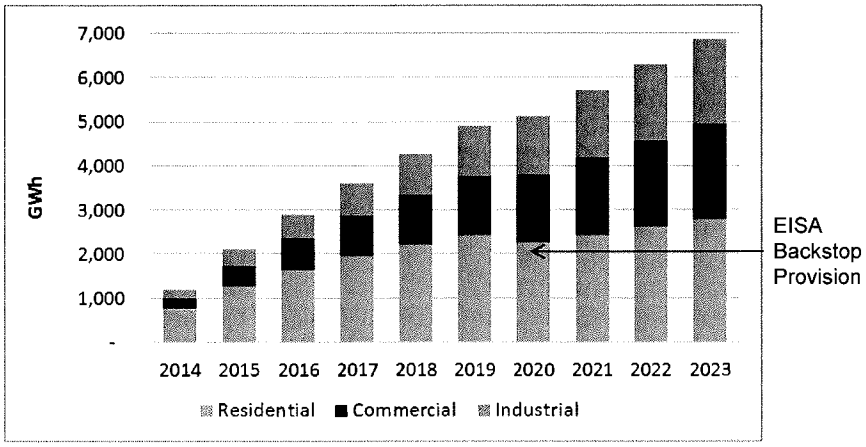
Cumulative Annual Electric Economic Potential



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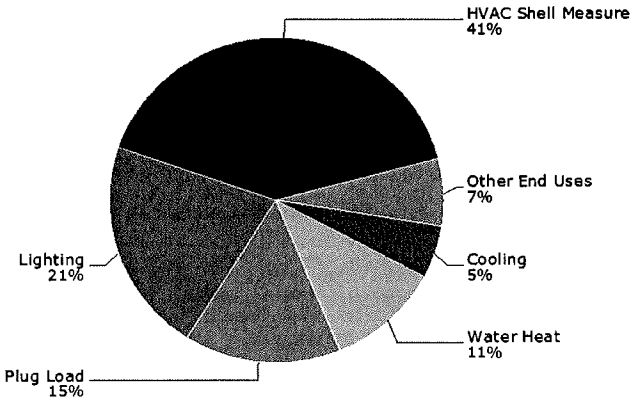
Residential Electric Economic Potential by End Use



Note: 'Other End Uses' includes:
Refrigerator: 3%, Freezer: 2%, Dryer: <1%, Pool Pump: <1%, Heat Pump: <1%

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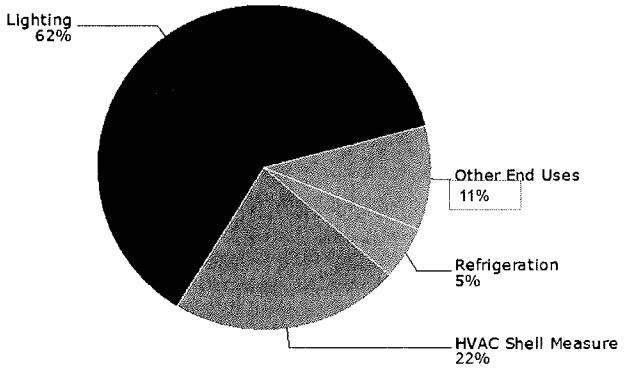
Commercial Electric Economic Potential by End Use



Note: 'Other End Uses' includes:
Plug Load: 5%, Water Heat: 4%, Cooling: 1%, Heat Pump: <1%, Other: <1%, Cooking: <1%, Dryer: <1%

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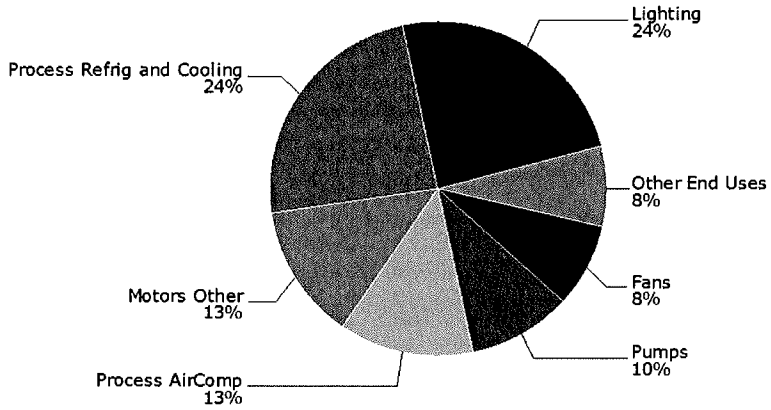
Industrial Electric Economic Potential by End Use



Note: 'Other End Uses' includes:
HVAC: 4%, Process Heat: 4%, Process Other: <1%, Other: <1%

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RESULTS - NATURAL GAS TECHNICAL AND ECONOMIC POTENTIAL

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Natural Gas Potential by Sector

Sector	2023 Base Case Sales (thousand therms)	Technical Potential		Economic Potential	
		Thousand therms	% of Base Sales	Thousand therms	% of Base Sales
Residential	671,594	274,172	41%	175,823	26%
Commercial	335,581	92,129	27%	73,649	22%
Industrial	62,616	5,591	9%	5,280	8%
Total	1,069,791	371,892	35%	254,752	24%

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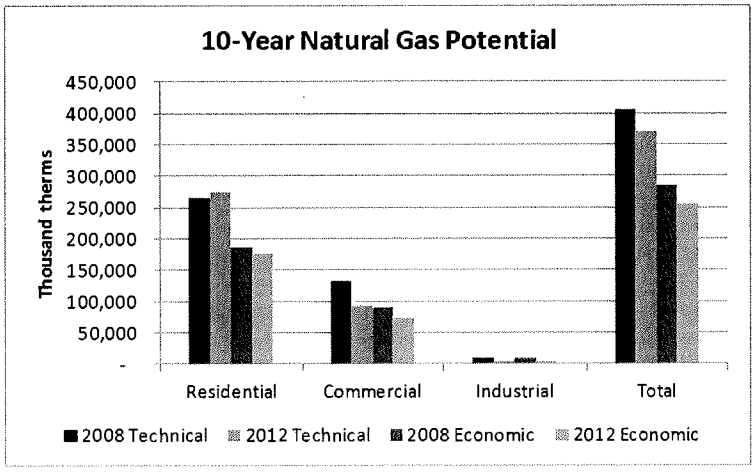
Comparison to 2008 Study – Natural Gas



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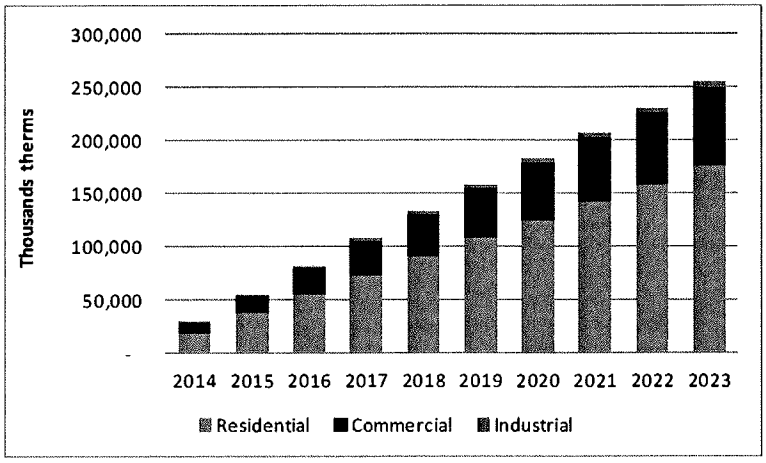
Cumulative Annual Gas Economic Potential



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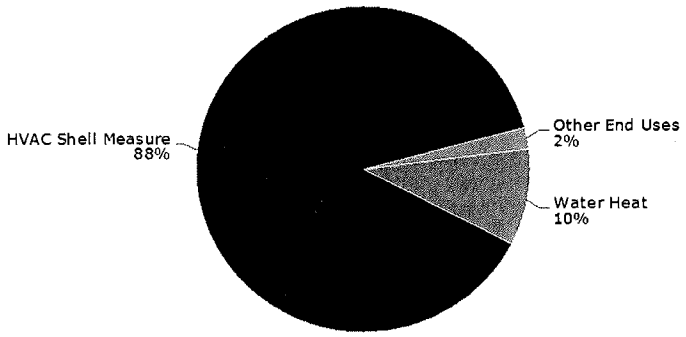
Residential Gas Economic Potential by End Use



Note: 'Other End Uses' includes:
Heat Central Fuma: 2%, Pool Heat: <1%

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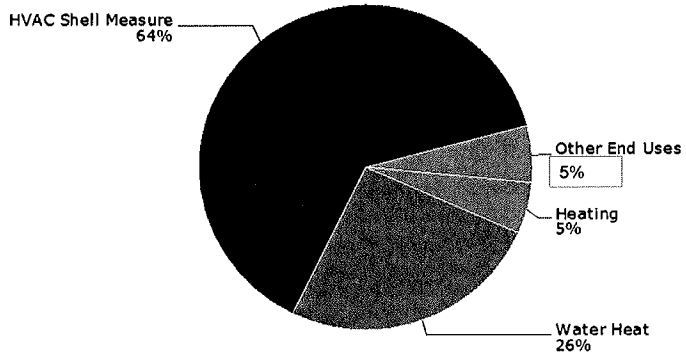
Commercial Gas Economic Potential by End Use



Note: 'Other End Uses' includes:
Boiler: 5%, Cooking: <1%, POOL HEAT: <1%

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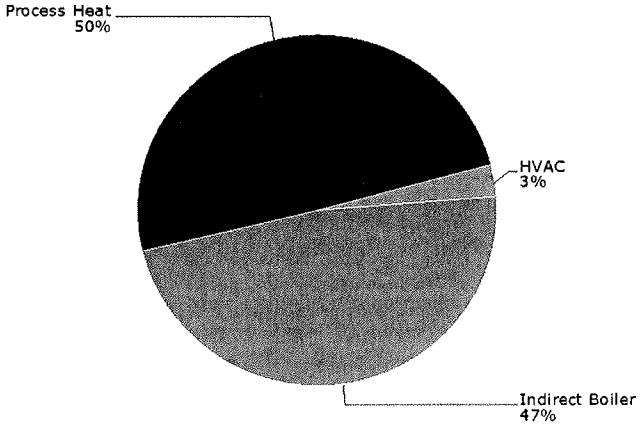
Industrial Gas Economic Potential by End Use



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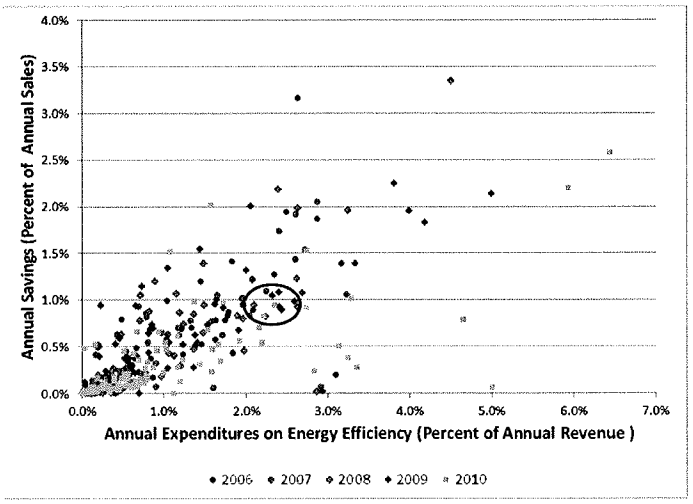
MARKET POTENTIAL

Approach

- Upper bound on savings under the most aggressive scenario of:
  - Incentives representing up to 100% of incremental costs
  - Availability of financing
  - Implementation of program best practices
- Informed by actual utility program experience
  - Data on annual IOU DSM achievements from EIA
  - Utility annual reports and program evaluations
- Compared to current Iowa utility achievements and estimates of economic potential

Savings and Expenditures
EIA Electric Data – 2006-2010



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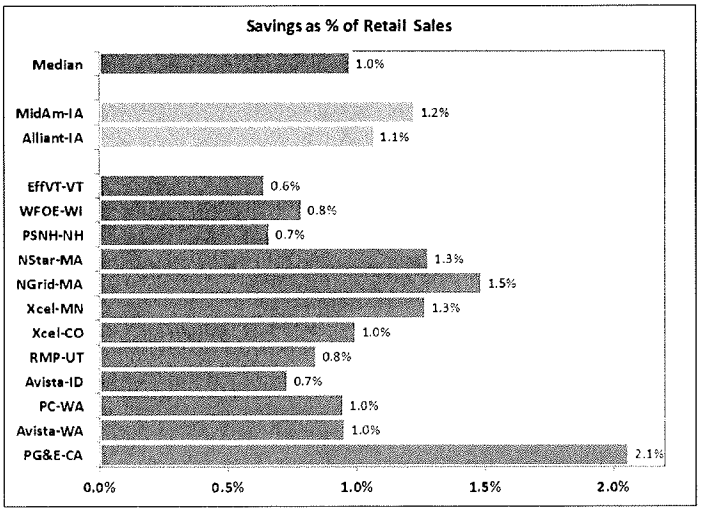
Benchmarking – 2010 Electric
Savings and Expenditures



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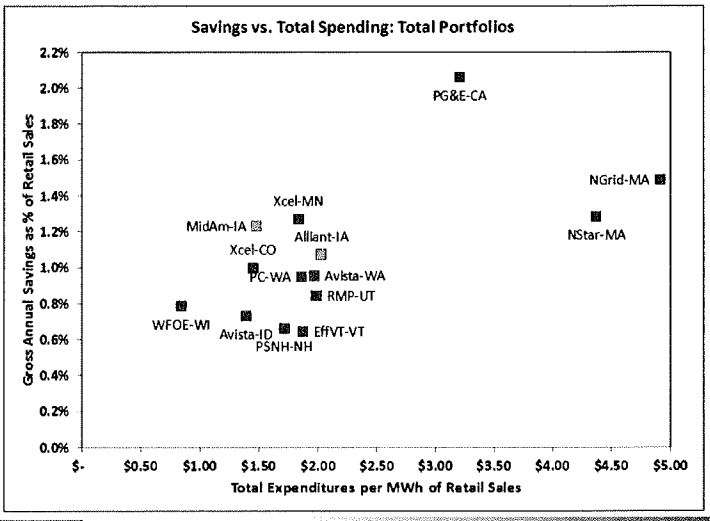
Benchmarking – Electric Savings vs. Expenditures



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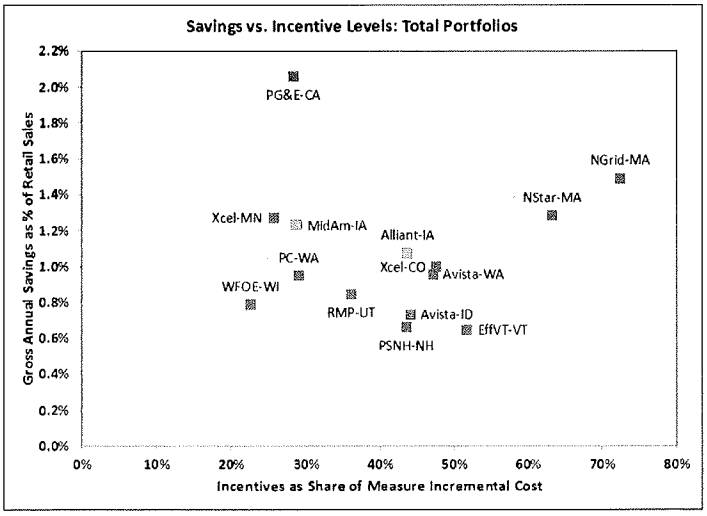
Benchmarking – Electric Savings vs. Incentives



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Effect of Incentives on Savings Potential

- *Savings = f(Consumption, Incentives, Non-incentive Expenses, Average Rate, Trend)*
  - Savings = energy savings as % of sales
  - Consumption = energy sales, including EE savings
  - Incentives = incentive expenses
  - Other = non-incentive expenses as % of revenues
  - Average Price = price of energy consumed ($/kWh)
  - Trend = reporting year, 2004-2010
- The Results show, all else equal, a 1% increase in incentives will likely increase energy savings by 0.45% and a 1% increase in non-incentive expenses increases energy savings by 0.59%

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Application of Results to IPL

- 2010 energy-efficiency portfolio results:
  - Savings: 1.11% of sales
  - Expenditures: 2.2% of revenues
  - Incentives: 42% of inc. costs
  - Total incentives: 1.85% of revenues
  - Savings @ 100% incentive: 2.2% of sales
  - Estimated 10-year savings: 2,819 GWh
  - 10-year economic potential: 3,299 GWh
- 10-year savings: ~80-85% of econ. pot.
- Annual expenditures: ~5% of revenues
- Non-incentive expenses such as marketing and administration will also have to increase
- Historical data driven by certain measures like CFLs and the change in composition of measures will likely alter th eresults

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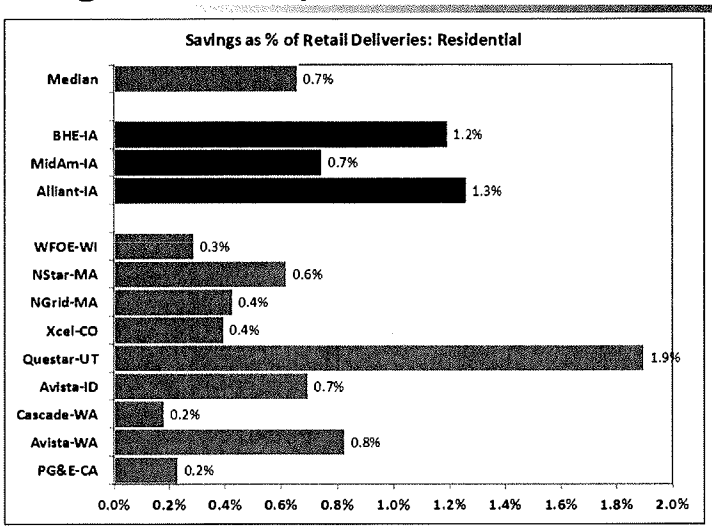
Benchmarking – 2010 Res. Gas Savings and Expenditures



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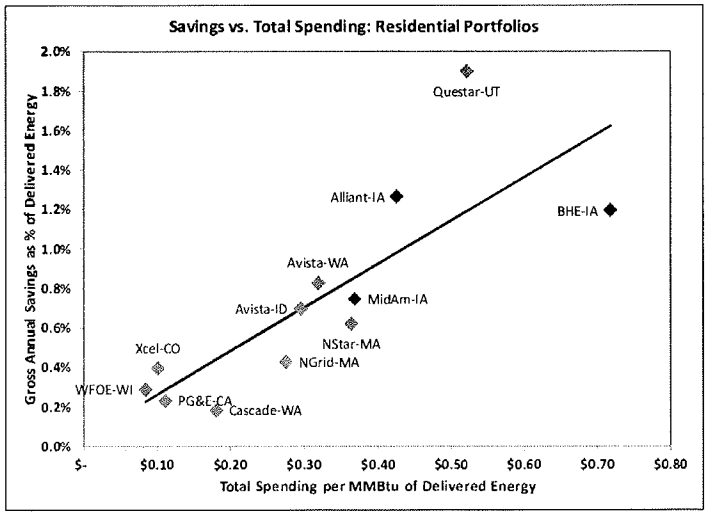
Benchmarking – 2010 Res. Gas Savings vs. Expenditures



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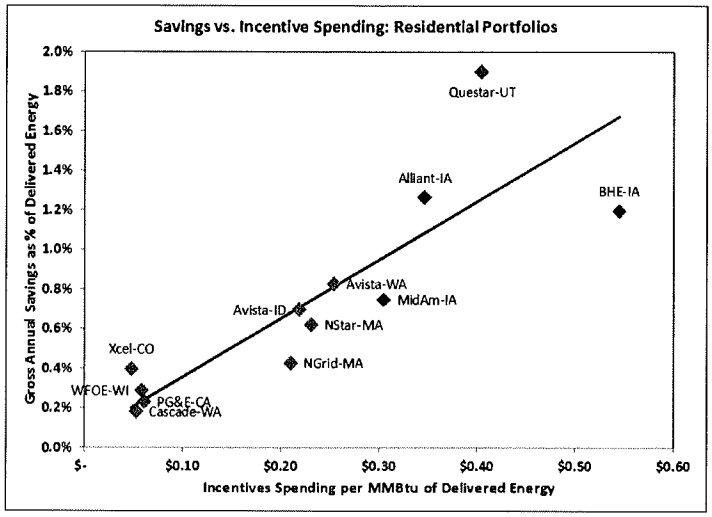
Benchmarking – 2010 Res. Gas Savings vs. Incentives



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More on Benchmarking Results

- Market potential (acceptance) is a function of total marketing effort, including incentives, marketing, outreach and education
- Different markets respond to different stimuli, depending on market barriers they face
- Non-incentive investment appears to be more effective for business customers
- Incentive investment is more important for residential customers

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DEMAND RESPONSE

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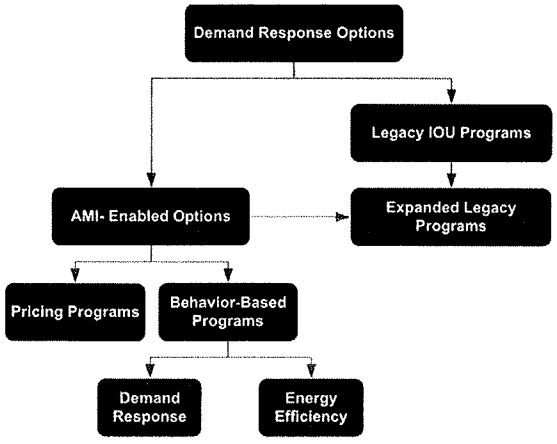
Demand Response Assessment Methodology



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Assessment Components

- Estimate potential for capacity savings from expansion of existing programs
  - Residential Direct Load Control (DLC)
  - Nonresidential Interruptible
- Qualitative assessment of opportunities enabled by an Advanced Metering Infrastructure (AMI)

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2012 Legacy Program Analysis

- Build upon 2008 study results
  - Review program assumptions
  - Identify assumptions impacted by expansion
  - Develop expansion scenarios
- Difference between 2008 & 2012
  - 2008 - "Top-Down/Bottom-Up"
  - 2011 – Reconstructing estimates with updated research and multiple scenarios

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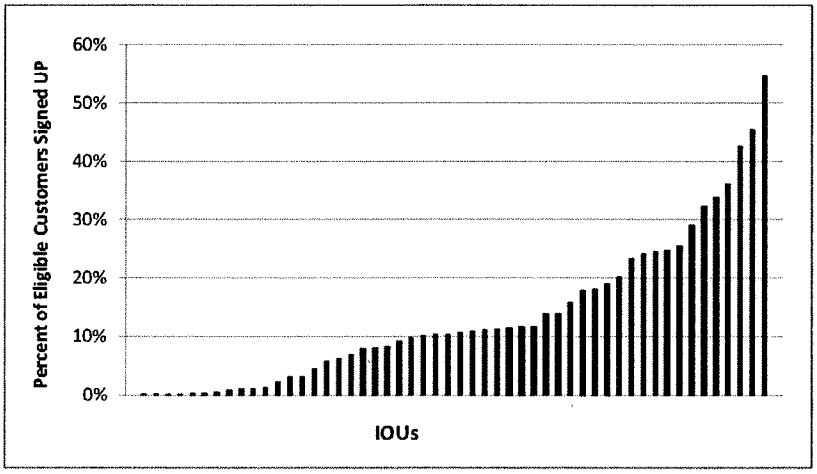
RESIDENTIAL DLC

Program Participation

- Participation defined as percent of eligible customers signed up
- Current participation
  - 17.9% - Mid American (61k/340k)
  - 19.0% - Alliant (48k/252k)
- Research of other utility DLC programs
  - Number of Investor Owned Utilities
  - Range from 1% to 54%
  - Data sources
    - 2010 FERC Survey
    - Utility Program Evaluations
    - EIA Database

DLC Program Participation - 2010



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Expansion Scenarios

- Baseline
  - Existing participation
- Moderate Expansion
  - 20% participation
- Aggressive Expansion
  - 25% participation

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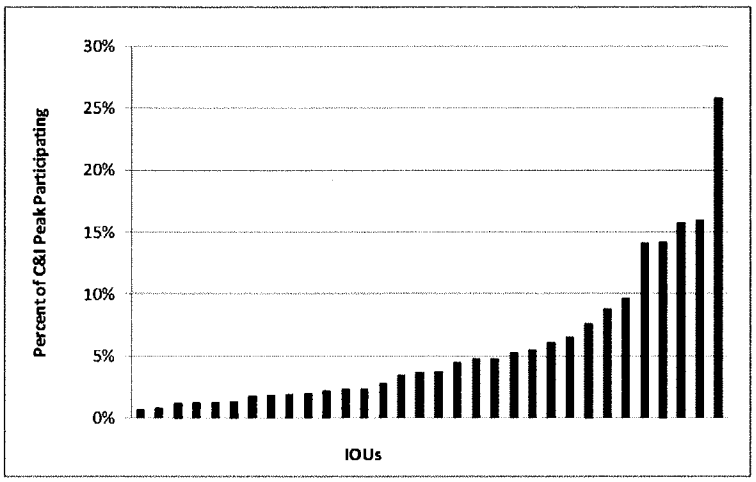
NON-RESIDENTIAL INTERRUPTIBLE

Program Participation

- Participation defined as percent of non-residential contribution to system peak signed up
  Available Interruptible Load / Peak Nonresidential Load
- Current participation
  - 7.6% - MidAmerican (181.8/2,400)
  - 14.2% - Alliant (264.3/1,859)
- Research of other utility Interruptible programs
  - Range from <1% to 26%

Interruptible Program Participation - 2010



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Expansion Scenarios

- Baseline
  - Existing participation
- Moderate Expansion
  - 15% participation
- Aggressive Expansion
  - 17.5% participation

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Results (MW Impacts)

Residential DLC		10-Year Potential			
		2008 Study	2012 Study		
Utility	2010 Program Achievements	Base	Base	Moderate Expansion	Aggressive Expansion
Alliant	33	53	35	37	46
MidAmerican	31	72	32	35	43

Interruptible		10-Year Potential			
		2008 Study	2012 Study		
Utility	2010 Program Achievements	Base	Base	Moderate Expansion	Aggressive Expansion
Alliant	264	291	296	304	354
MidAmerican	193	170	238	422	492

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AMI Enabled Programs

- Qualitative analysis of published literature
- Area of focus
  - Time varying pricing (TOU & Dynamic Pricing)
    - Without Enabling Technology
    - With Enabling Technology
  - Residential sector

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Enabling Technology

- Technology that automates or improves a customers response to a DR event
- Examples:
  - Smart thermostat
  - Smart appliances
  - Load control devices
  - Web based interval data
  - In-home display
  - Energy orb

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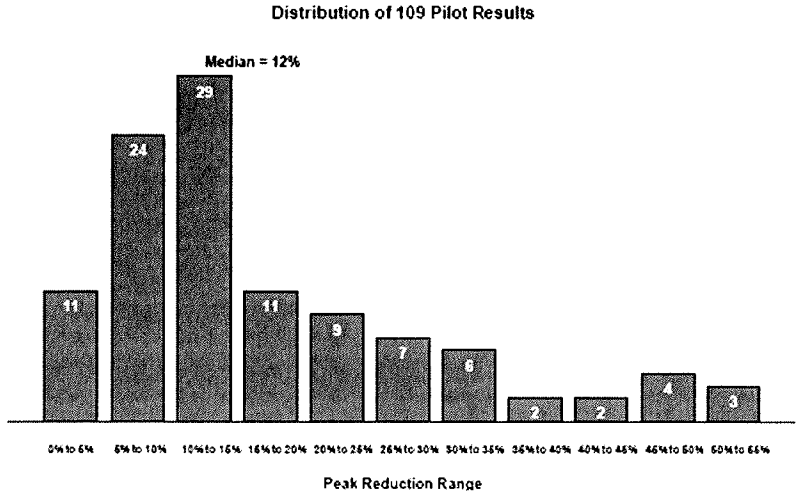
Time Varying Rate Program Summary Conventional Technology



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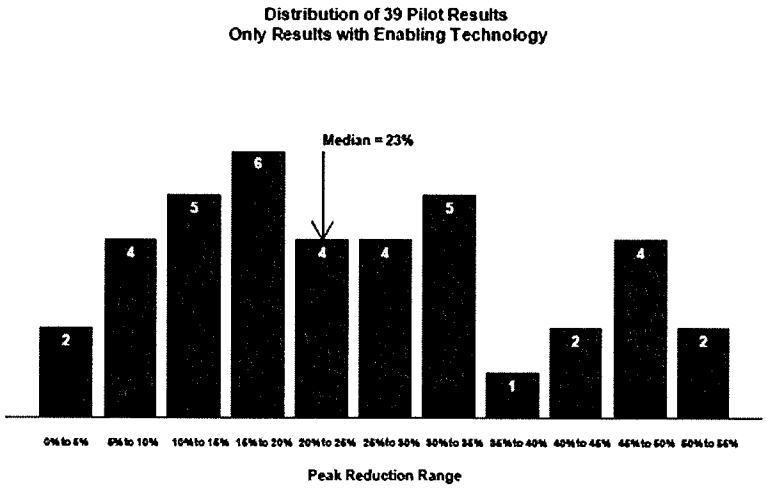
Time Varying Rate Pilot Summary
Enabling Technology



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Comparison to FERC Study

- Residential
  - FERC Assumes DLC remains constant and AMI Programs grow
  - 571 MW from Residential
- Commercial
  - FERC assumes industrial interruptible programs remain constant and small & medium commercial interruptible grows
  - 937 MW from Commercial

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ASSESSMENT OF NET-TO-GROSS

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Assessment of Net-to-Gross

- Update analysis and findings of 2008 study recommending an assumed NTG of 1.0
- Update based on:
  - Recent regulatory decisions on the use of net-to-gross (NTG) ratios in planning and evaluation
  - Review of the level of effort and methods used to calculate these ratios
  - Results from recent evaluations of similar programs to those offered by Iowa IOUs
- Recommend how NTG ratios might be treated based on research findings

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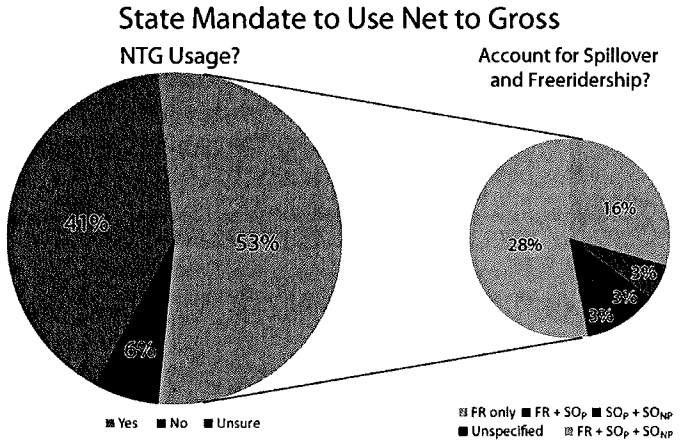
Review of 32 Jurisdictions Active in DSM



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Research Findings

- Freeridership and spillover effects are difficult to measure accurately and methods use to measure them are imprecise
- Measuring spillover effects, particularly non-participant spillover, are hard and expensive
- More than two-thirds of all evaluation studies reviewed in a recent best-practices study had a net-to-gross value of approximately 1.0
- Many jurisdictions have assumed an NTG ratio of 1.0 at portfolio level
- Net-to-gross estimates tend to have a small impact on the societal cost test

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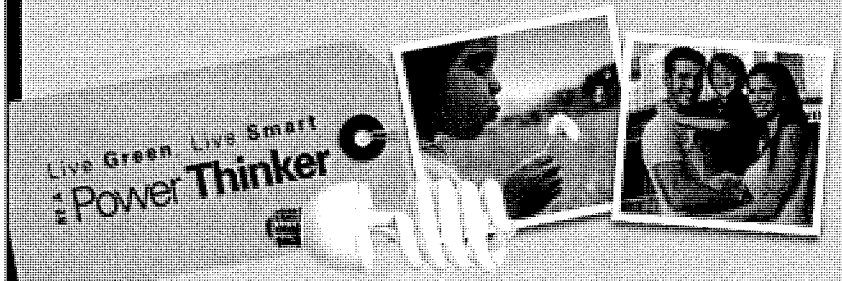
NEXT STEPS

Next Steps

- Additional analysis of market potential, especially gas
- Prepare study report
  - Methodology
  - Data Sources
  - Results
- Provide utility-specific results to IOUs for use in EEP development

Energy Savings Summary
2009-2014 Energy Efficiency Plan



1/24/12

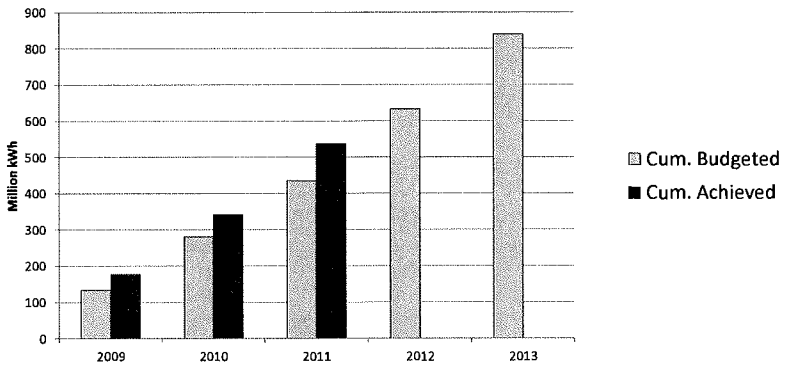
ALLIANT ENERGY

Annual Electric Savings Goals

ALLIANT ENERGY

Chart reflects preliminary 2011 results

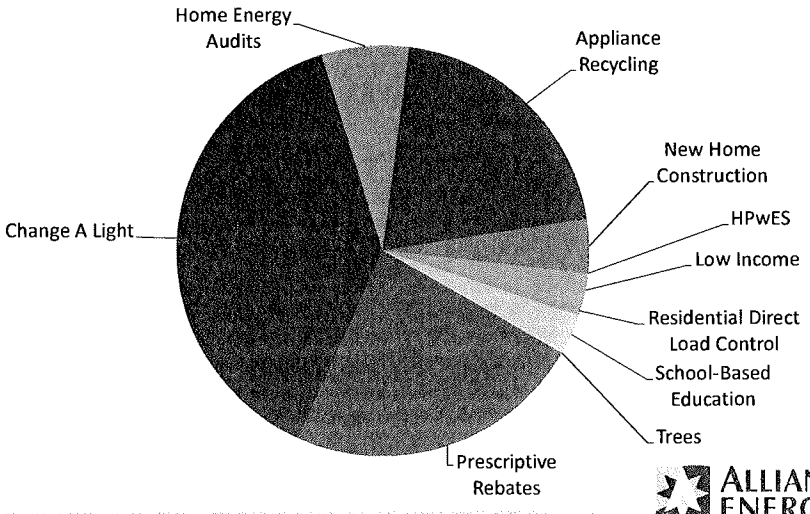
Cumulative Electric Savings Goals



ALLIANT ENERGY

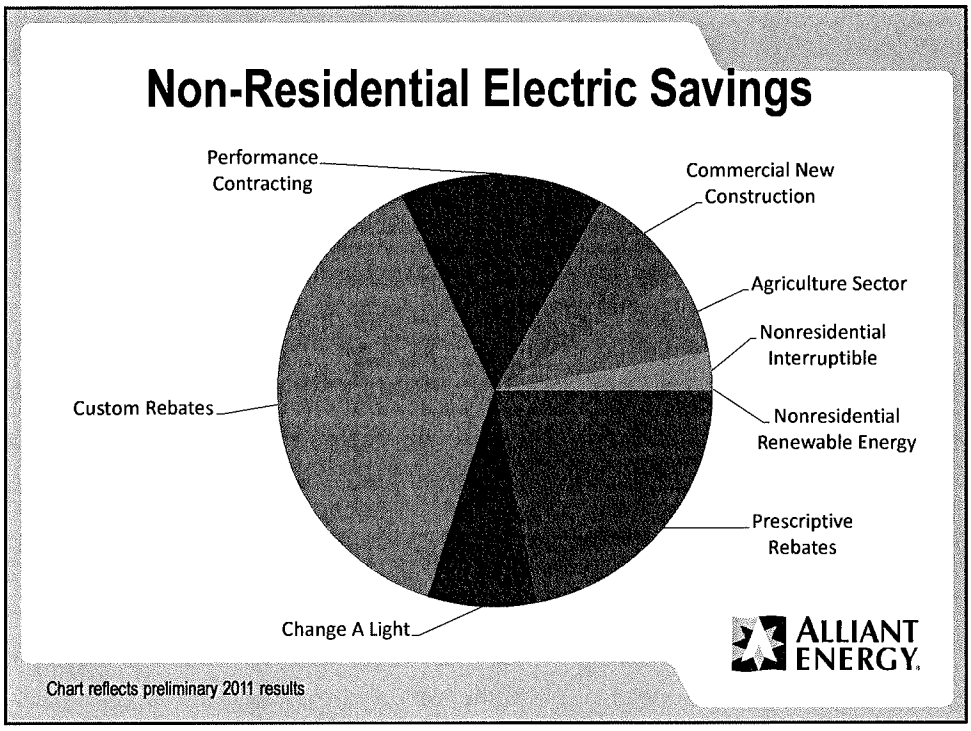
Chart reflects preliminary 2011 results

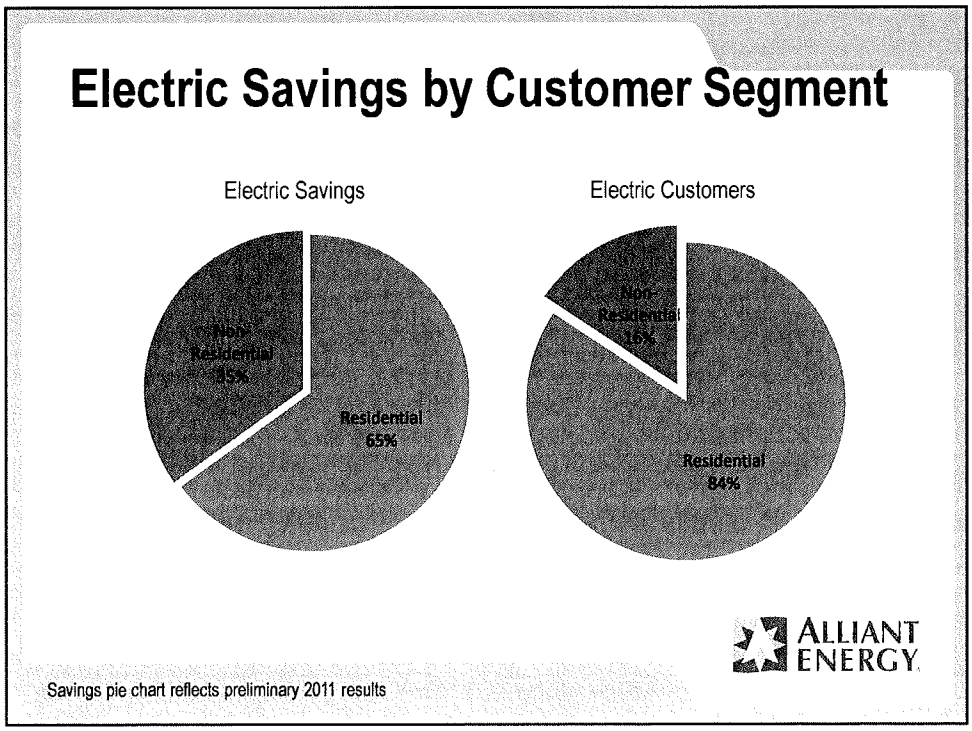
Residential Electric Savings



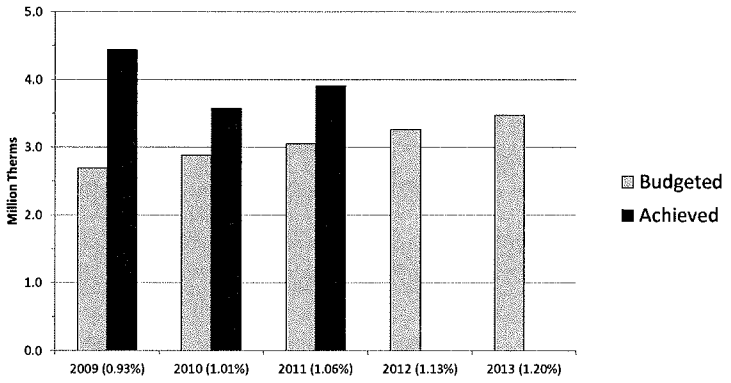
ALLIANT ENERGY

Chart reflects preliminary 2011 results


Non-Residential Electric Savings
Performance Contracting
Commercial New Construction
Agriculture Sector
Nonresidential Interruptible
Nonresidential Renewable Energy
Prescriptive Rebates
Change A Light
Custom Rebates
ALLIANT ENERGY
Chart reflects preliminary 2011 results


Electric Savings by Customer Segment
Electric Savings
Non-Residential 35%
Residential 65%
Electric Customers
Non-Residential 16%
Residential 84%
ALLIANT ENERGY
Savings pie chart reflects preliminary 2011 results

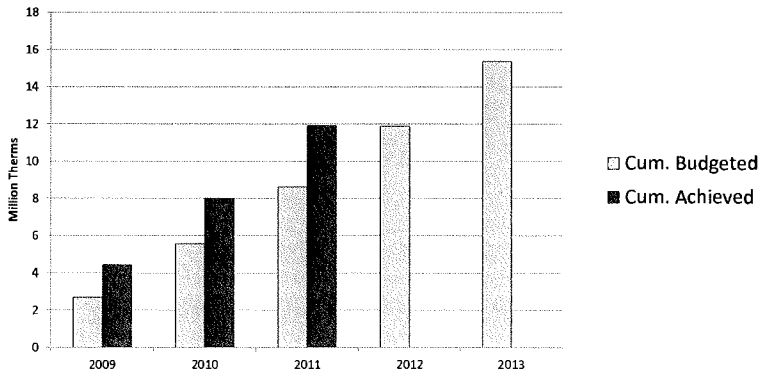
Annual Natural Gas Savings Goals



ALLIANT ENERGY

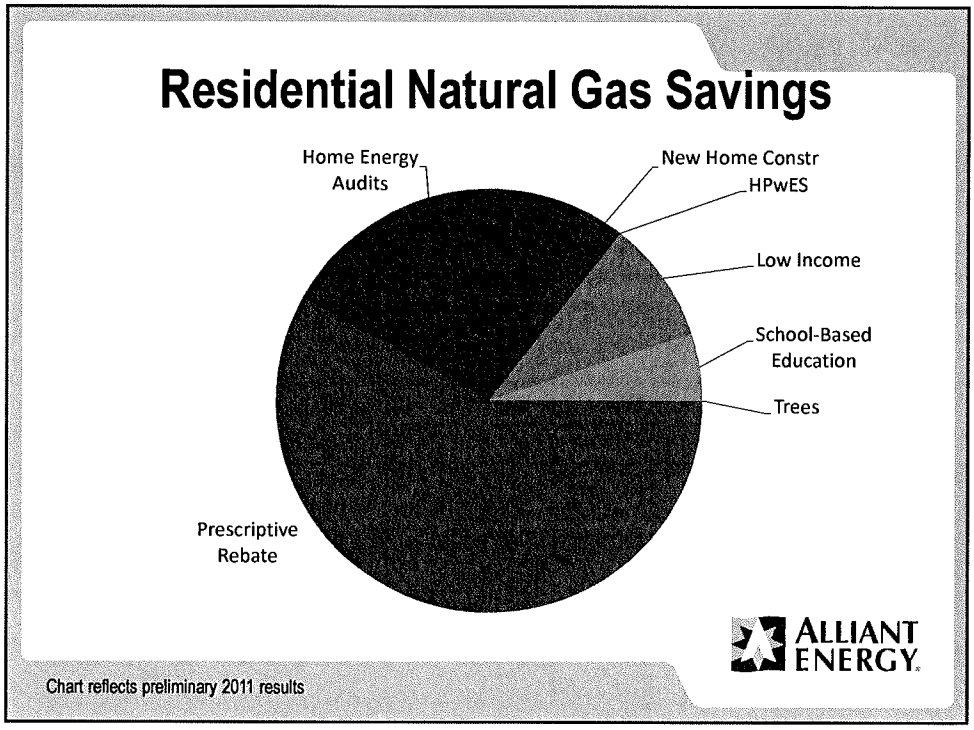
Chart reflects preliminary 2011 results

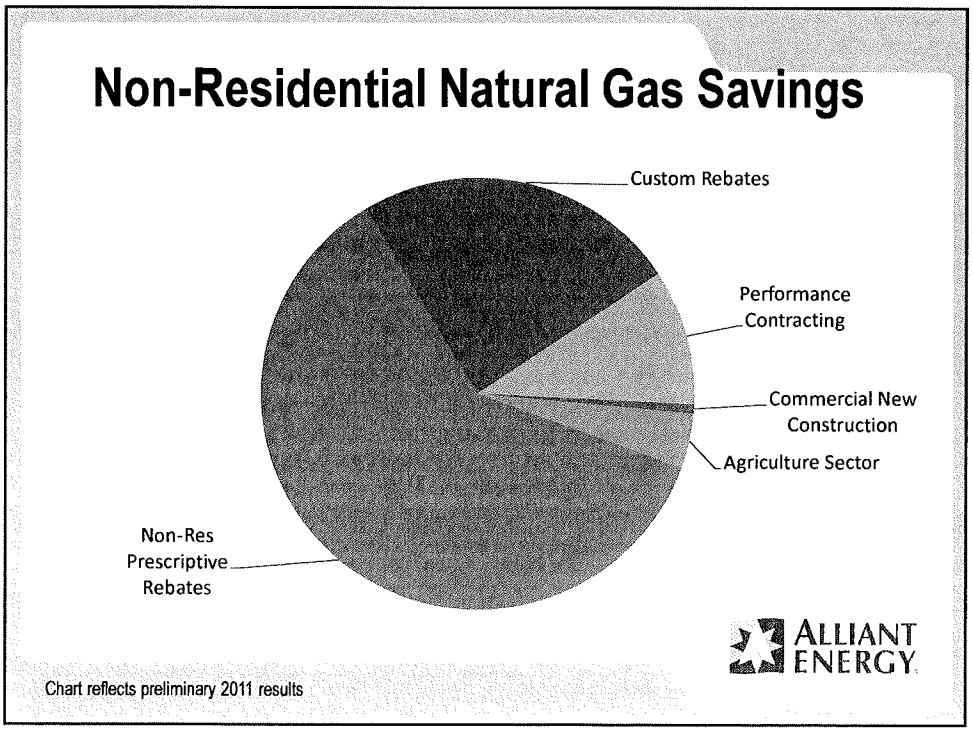
Cumulative Natural Gas Savings Goals



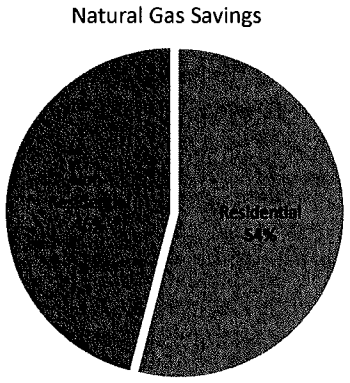
ALLIANT ENERGY

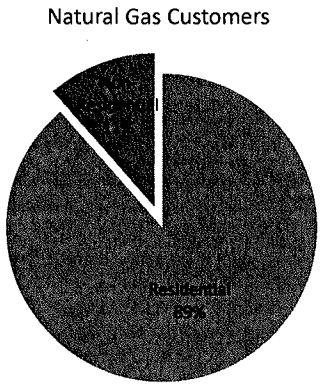
Chart reflects preliminary 2011 results


Residential Natural Gas Savings
Home Energy Audits
New Home Constr
HPwES
Low Income
School-Based Education
Trees
Prescriptive Rebate
ALLIANT ENERGY
Chart reflects preliminary 2011 results


Non-Residential Natural Gas Savings
Custom Rebates
Performance Contracting
Commercial New Construction
Agriculture Sector
Non-Res Prescriptive Rebates
ALLIANT ENERGY
Chart reflects preliminary 2011 results

Natural Gas Savings by Customer Segment





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Saving pie chart reflects preliminary 2011 results

Collaboration Schedule

January 24 — Joint Utility/Stakeholder Meeting, templates made available

Early March – stakeholder meeting

Late March – completed templates due (30 days after the stakeholder meeting)

May – Joint Utility/Stakeholder meeting for Low Income programs

Mid-July – stakeholder meeting to discuss preliminary program plans

October 1 — customer notice

December 1, 2012 — file energy efficiency plan with Iowa Utilities Board

January 1, 2014 – implement new energy efficiency plan

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Additional meetings may be scheduled as needed

MidAmerican Energy Company

Energy Efficiency Plan Overview

January 24, 2012

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Annual Electric Savings Goals

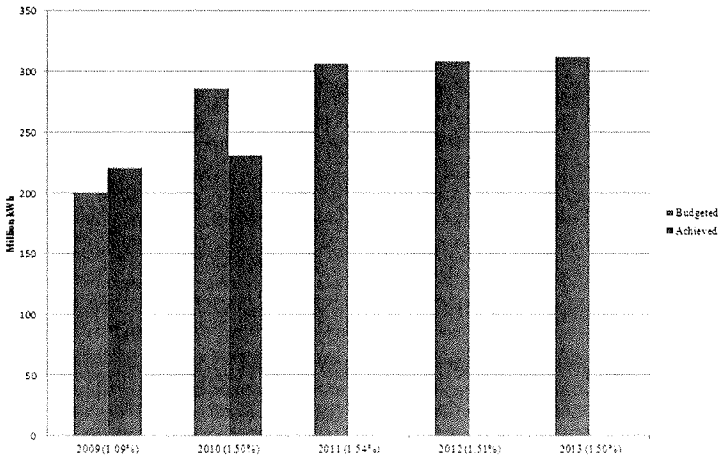

Chart reflects 2010 results

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Cumulative Electric Savings Goals

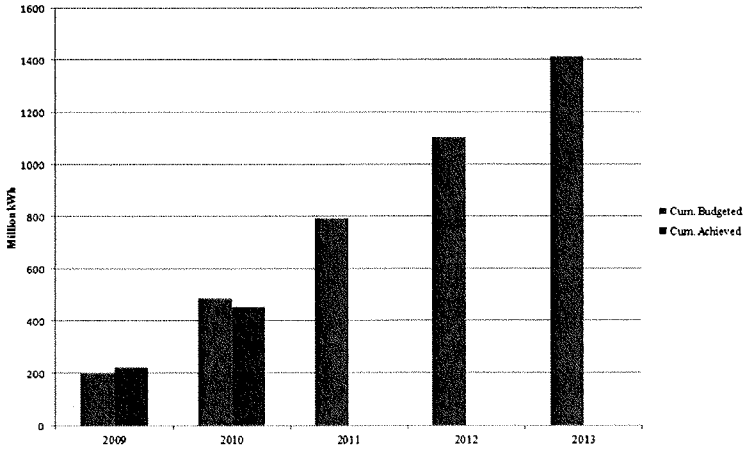

Chart reflects 2010 results

3

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Residential Electric Savings

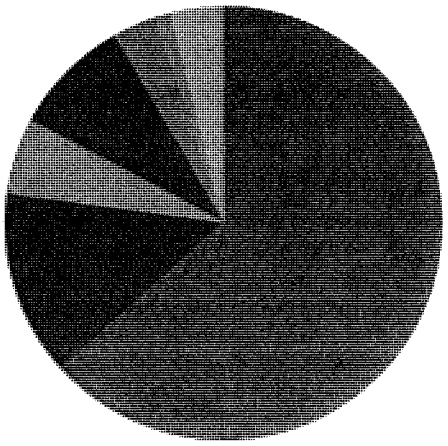

Chart reflects 2010 results

4

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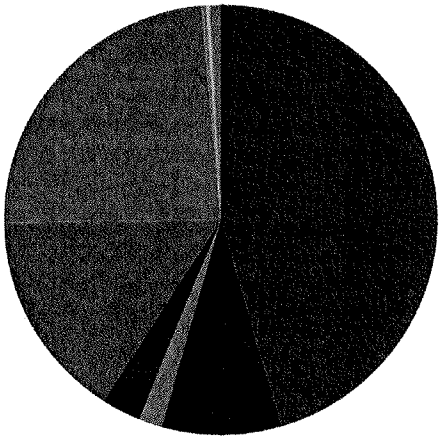
Non-Residential Electric Savings



- Equipment
- Custom
- Efficiency Bid
- Audit
- Energy Analysis
- New Construction
- Recycling
- Low Income
- Multifamily
- Agriculture

Chart reflects 2010 results

5

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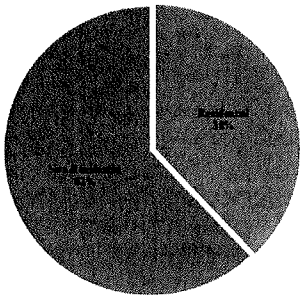
Electric Savings by Customer Segment

Electric Savings



Electric Customers

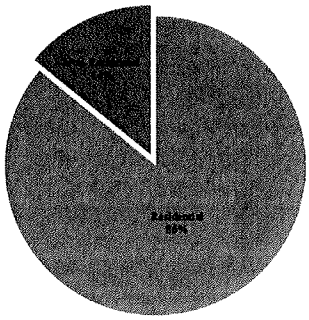


Chart reflects 2010 results

6

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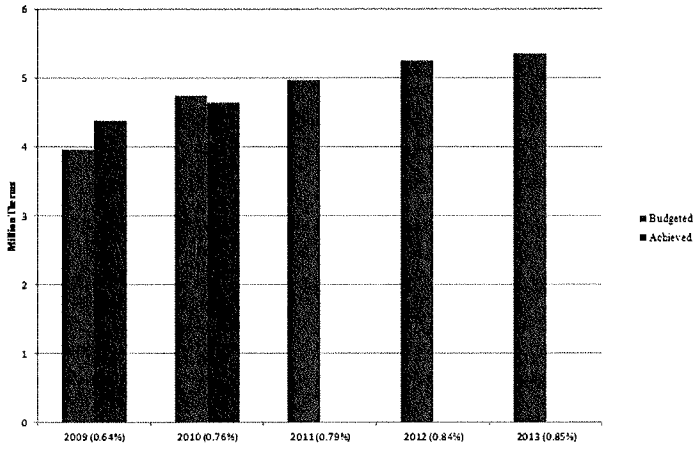
Annual Natural Gas Savings Goals



Note: Natural gas savings goals are for sales service gas only. Sales service gas represents approximately 50% of total system throughput.

Chart reflects 2010 results

MidAmerican ENERGY
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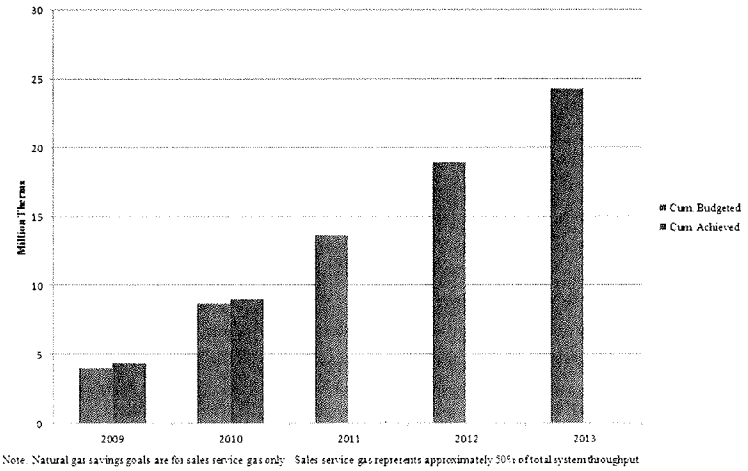
Cumulative Natural Gas Savings Goals



Note: Natural gas savings goals are for sales service gas only. Sales service gas represents approximately 50% of total system throughput

Chart reflects 2010 results

MidAmerican ENERGY
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Residential Natural Gas Savings

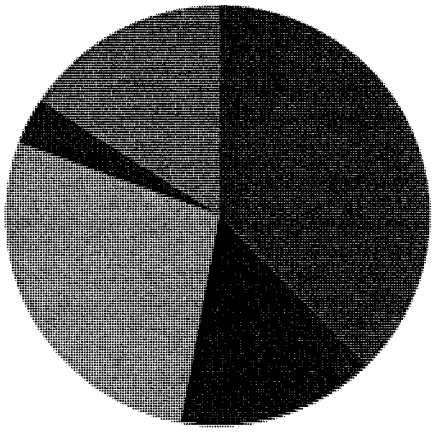
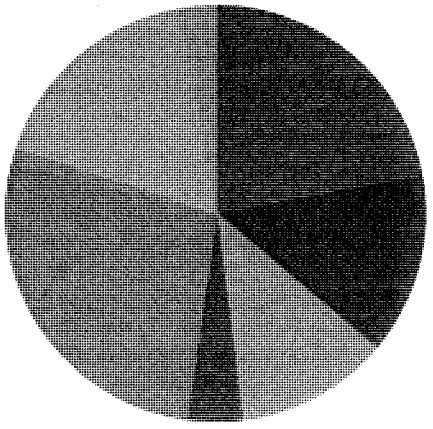


Chart reflects 2010 results

9

Non-Residential Natural Gas Savings



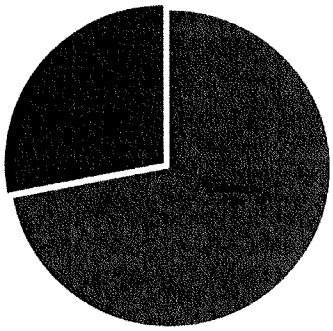
Note: Nonresidential natural gas savings goals are for sales service gas only.
Sales service gas represents approximately 30% of total nonresidential system throughput.

Chart reflects 2010 results

10

Natural Gas Savings by Customer Segment

Natural Gas Savings



Natural Gas Customers

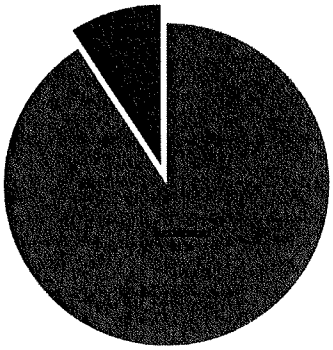


Chart reflects 2010 results

11

Collaboration Schedule

Late January – Joint Utility/Stakeholder Meeting, templates made available

April/May – completed templates due

December 1 – customer notice

February 1, 2013 – file energy efficiency plan with Iowa Utilities Board

January 1, 2014 – implement new energy efficiency plan

Additional meetings may be scheduled as needed

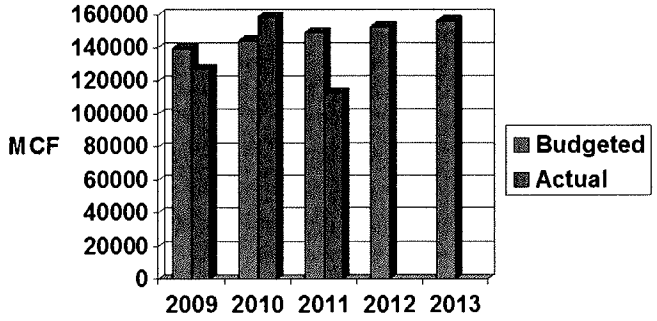
12

Black Hills Energy
Energy Efficiency Plan Overview

January 24, 2012

1

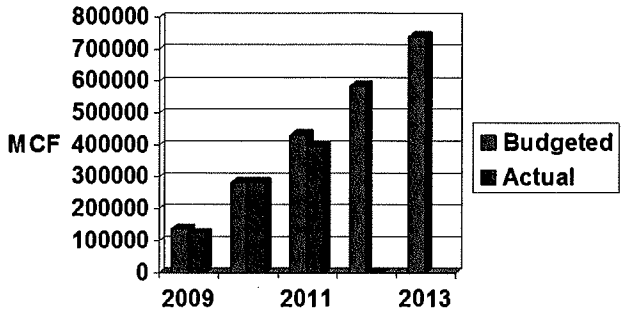
Annual Natural Gas Savings Goals



2011 results are not finalized

2

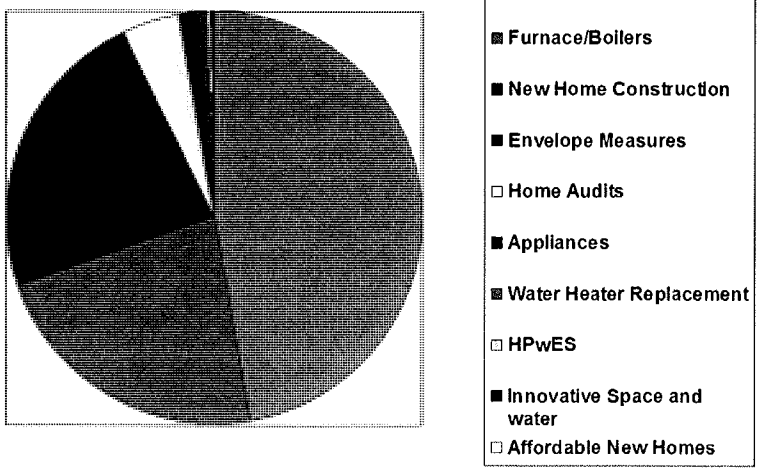
Cumulative Natural Gas Savings Goals



2011 results are not finalized

3

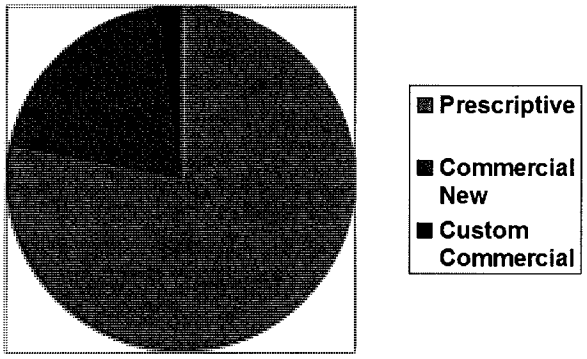
Residential Natural Gas Savings



2011 results are not finalized

4

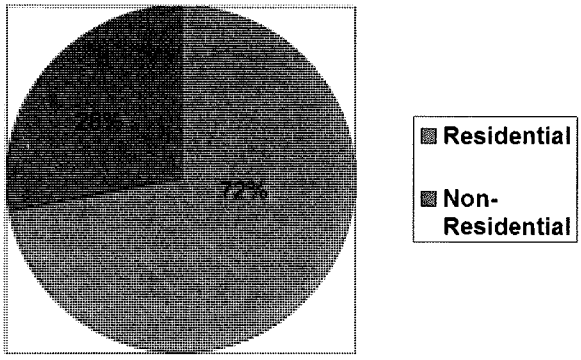
Non-Residential Natural Gas Savings



2011 results are not finalized

5

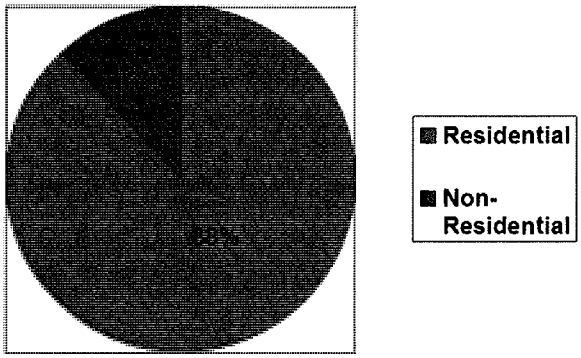
Natural Gas Savings by Customer Segment



2011 results are not finalized

6

Natural Gas Customer Breakdown



2011 results are not finalized

7

Collaboration Schedule

January 24- Stakeholder meeting

TBD- Stakeholder meetings

April 1, 2013 – EE plan filing deadline

January 1, 2014- New EE plan begins

8

Table B1 – 2

IPL Collaborative Meeting

March 8, 2012

Plan Update and Collaborative Design Workshop

Gehrke, Kari

From: EnergyEfficiencyPlan
Sent: Friday, February 10, 2012 2:49 PM
Subject: Energy Efficiency Plan Collaborative Meeting - March 8
Attachments: Energy Efficiency Plan - Program Template.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Interstate Power and Light Co.
An Alliant Energy Company

Alliant Tower
200 First Street SE
P.O. Box 351
Cedar Rapids, IA 52406-0351

Office: 1.800.822.4348
www.alliantenergy.com

ALLIANT ENERGY.
Interstate
Power and Light

February 10, 2012

Interstate Power and Light, an Alliant Energy company, is preparing a new energy efficiency plan to be filed with the Iowa Utilities Board later this year. We will collaborate with interested parties and stakeholder groups throughout the year on various elements of our energy efficiency plan.

For our first collaborative meeting, we will focus on the following customer segments and programs:

- Residential – rebates, audits and new home construction programs
- Non-Residential – small business rebates and programs
- Non-Residential – commercial and industrial rebates and programs
- Agriculture – rebates and programs
- Outreach, Education & Training – behavioral programs and trade allies

We are interested in your suggestions for new programs as well as recommendations for modifications to existing programs. We've attached a template that interested parties can use to suggest potential energy efficiency programs for consideration. (Energy Efficiency Plan - Program Template)

This first collaborative meeting will be held:
Thursday, March 8, 2012
1:00pm - 4:30pm
Stoney Creek Inn & Conference Center
5291 Stoney Creek Court
Johnston, IA 50131

RSVP's are requested by March 1 to EnergyEfficiencyPlan@AlliantEnergy.com. All confirmed attendees will receive advance copies of the agenda and presentation materials for review via email.

Thank you for your interest in Alliant Energy's next energy efficiency plan; we look forward to your input and participation.

Cordially,

Bonnie F. Donnolly
Manager, Product Management - Energy Efficiency

Energy Efficiency Plan - Program Template

Program Applicable for: Black Hills _____ Interstate _____ MidAmerican _____

Program Name	
Objective	
Target Market	
Program Duration	MM/YY through MM/YY
Program Description	
Eligible Measures	
Implementation Strategy	
Marketing Strategy	
Incentive Strategy	
Milestones	
EM&V Requirements	

Program Name	
Administrative Requirements	

Estimated Participation

	2014	2015	2016	2017	2018
Total					

Estimated Budget

Budget	2014	2015	2016	2017	2018	Total
Total						

Savings Targets

2014	2015	2016	2017	2018	Total
MWh	MWh	MWh	MWh	MWh	MWh

2014	2015	2016	2017	2018	Total
MW	MW	MW	MW	MW	MW

2014	2015	2016	2017	2018	Total
Therms	Therms	Therms	Therms	Therms	Therms

Other Program Metrics

If this program has been implemented elsewhere, please provide the name of the utility or the state and contact information, if available.

Submit completed forms by Monday, April 9th to energyefficiencyplan@alliantenergy.com

Gehrke, Kari

From: EnergyEfficiencyPlan
Sent: Monday, March 05, 2012 11:53 AM
To: tsharar@AGP.com; bhall@a-tec.com; nwood@a-tec.com; matt.daunis@blackhillscorp.com; Jim.Dillon@blackhillscorp.com; pat.rice@blackhillscorp.com; tim@ratedhomes.com; erin@ratedhomes.com; claudia.smith@cipco.com; swilson@city.ames.ia.us; adam.parker@csgrp.com; ccox@desmoineshomebuilders.com; harry.ruth@ecirec.coop; frank.weber@ecirec.roop; stevet@emeraldhomesofiowa.com; jmandelbaum@elpc.org; JVickers@elpc.org; nandersen@franklinenergy.com; jwalker@franklinenergy.com; mconnolly@iowarealty.com; jscanlan@hy-vee.com; director@iowaipl.org; rgoodale@iowarec.org; ehohenadel@iowarec.org; jlogan@iamu.org; Jennifer.Moehlmann@iowa.gov; SBernholtz@safebuildingiowa.org; ruffcorn@dps.state.ia.us; jeff.geerts@Iowa.gov; paritosh.kasotia@iowa.gov; shelly.peterson@iowa.gov; Brenda.Easter@iowa.gov; cookc@iastate.edu; whaman@iastate.edu; Baer@iaenvironment.org; John.Kerss@iowa.gov; jackbclark@iowautility.org; steve@irenew.org; scarroll@linncountyrec.com; mcanally.bill@gmail.com; jwrobel@mwalliance.org; dcmunns@midamerican.com; gphillips@morganmp.com; crandall@msbnrg.com; dkrieger@nexant.com; curtk@nexant.com; Frank.Bodine@oca.iowa.gov; Jennifer.Easler@oca.iowa.gov; Khosrow.Khojasteh@oca.iowa.gov; Blake.Kruger@oca.iowa.gov; Sheila.Parker@oca.iowa.gov; Anna.Ryon-Walthall@oca.iowa.gov; Mark.Schuling@oca.iowa.gov; Monica.Stone@iowa.gov; matt@missiongogreen.com; kellyneedles@theenergygroup.biz; juliaG@twgi.com; leop@weccusa.org; JOB@wyckoffind.com
Cc: Amy.Ellsworth@cadmusgroup.com; Eli.Morris@cadmusgroup.com; Hossein.Haeri@cadmusgroup.com; Arnold, Scott; Madsen, Erik; MacLaren, Jackie; Penticoff, Jeanine; Sempf, Robin; Pucelik, Lisa; King, Kim; Lenzen, Anne; Warrington, Dave; Johnson, Ron [In Cedar Rapids]; Donnolly, Bonnie; Darling, Anna; Balster, Thomas; Geurtsen, Michael; Gehrke, Kari; Blackwell, Julie
Subject: Handout for Alliant Energy Collaborative Meeting - March 8
Attachments: IPL Collaborative Presentation 3-8-2012.pdf

Thank you for your interest in Alliant Energy's Energy Efficiency Plan collaborative meeting scheduled for this Thursday, March 8th at the Stoney Creek Conference Center in Johnston. We will begin promptly at 1pm with an overview of the results of the statewide potential study as it relates to Alliant Energy. The bulk of the afternoon is reserved for breakout sessions which will focus on four key topics:

- Possible changes to current programs
- Market barriers & how to address them
- Marketing, outreach & recruitment
- Incentive structure

The PowerPoint for the meeting is attached for your reference; printed copies will not be provided. We are looking forward to a productive afternoon, thank you in advance for your active participation in this collaborative meeting.

Bonnie F. Donnolly
Manager, Product Management - Energy Efficiency

AGENDA			
Time	**Pioneer Room** Residential	**John Deere Room** Outreach, Education & Ag	**Green Acres Room** Non-Residential
1:00 – 1:45	Introductions & Overview	NA	NA
1:45 - 2:30	Residential Rebates	Behavioral Programs	Custom Rebates, Audits & Studies
2:30 - 3:15	Residential Audits	Trade Allies & Outreach	Performance Contracting & Commercial N
3:15 - 3:30	Break	NA	NA
3:30 - 4:15	Residential New Construction	Agriculture	Non-Residential Rebates
4:15 - 4:30	Wrap-up, next steps	NA	NA

IPL Energy Efficiency Plan Collaborative

March 8, 2012

ALLIANT ENERGY

Agenda

1:00 – 1:45	Introductions & Overview
1:45 – 2:30	Breakout session 1
2:30 – 3:15	Breakout session 2
3:15 – 3:30	Break
3:30 – 4:15	Breakout session 3
4:15 – 4:30	Wrap-up, next steps

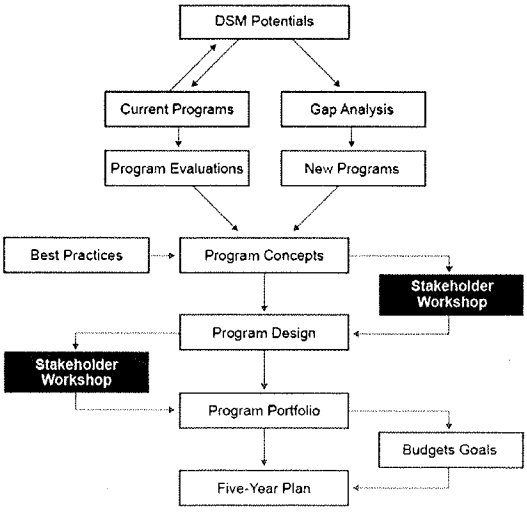
ALLIANT ENERGY

Developing an Energy Efficiency Plan

- Energy Efficiency Planning Process
- Results from the Assessment of Energy and Capacity Savings Potential in Iowa specific to Alliant Energy

ALLIANT ENERGY

Portfolio Planning Process



ALLIANT ENERGY

The Portfolio Development Process

- An iterative process
- Guided by:
  - DSM potential
  - Experience
  - Best practices
- Process participants and their roles
  - IPL
  - Stakeholders
  - Cadmus

ALLIANT ENERGY

Potential Study Overview

- Assess:
  - Energy Efficiency
    - Technical, Economic, and Market Potential
  - Demand Response
    - Expansion of Existing Programs, AMI-Enabled Options
  - Effects of Freeridership and Spillover
- Incorporate:
  - Iowa-specific data
  - Recent DSM program activity
  - Recent and upcoming changes to codes and standards

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Energy Efficiency Potential

ALLIANT ENERGY

Electric Economic Potential by Sector

- Cumulative sales and potential in 2023
  - Economic potential of 21% of forecasted energy sales and 25% of system peak demand

		Technical Potential			Economic Potential		
Sector	Base Case Sales (MWh)	MWh	% of Base Sales	MW	MWh	% of Base Sales	MW
Residential	3,852,109	1,485,069	39%	443	1,275,181	33%	399
Commercial	3,969,210	1,377,058	35%	358	1,148,549	29%	292
Industrial	7,644,007	976,916	13%	125	871,076	11%	112
Total	**15,465,326**	**3,839,043**	**25%**	**926**	**3,294,806**	**21%**	**803**

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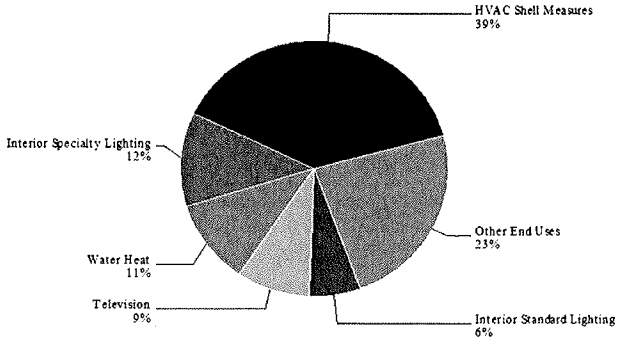
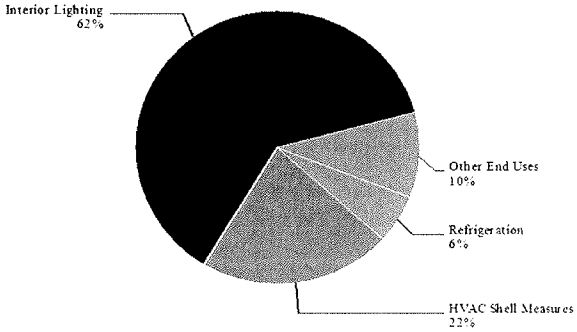
Residential Electric Economic Potential by End Use



Note: 'Other End Uses' includes:
Central Cooling: 5%, Set Top Box: 4%, Refrigerator: 3%, Other Plug Load: 2%, Freezer: 2%, Computer: 2%
Dryer: 2%, Exterior Lighting: 1%, Dehumidifier: 1%, Printer: 1%, DVD: 1%, Pool Pump: 0%
Heat Pump: 0%, Room Cooling: 0%

ALLIANT ENERGY

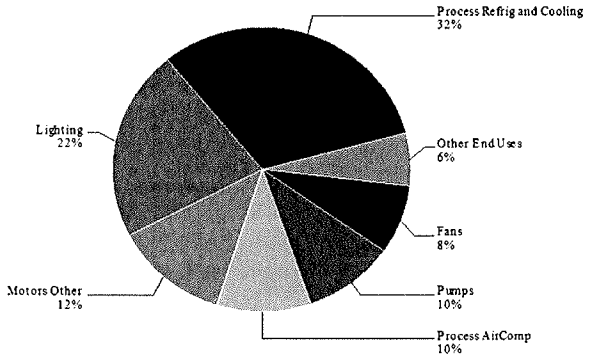
Commercial Electric Economic Potential by End Use



Note: 'Other End Uses' includes:
Water Heat: 4%, Computers: 3%, Cooling: 1%, Vending Machine: 1%, Printers: 0%, Exterior Lighting: 0%
Heat Pump: 0%, Servers: 0%, Fax: 0%, Cooking: 0%, Other Plug Load: 0%, Other: 0%
Dryer: 0%

ALLIANT ENERGY

Industrial Electric Economic Potential by End Use



Note: 'Other End Uses' includes:
HVAC: 4%, Process Heat: 2%, Process Other: 0%, Other: 0%

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Top Economic Electric Measures

Residential	Commercial
Lighting - LED	Lighting - Fluorescent Reduced Wattage
TV - ENERGY STAR	Daylighting Controls
ECM Motors	Lighting - LED Lamp Package
Lighting - CFL	Lighting - Induction Lighting Package
Central Air Conditioners	Retro-Commissioning
Water Heater - Heat Pump	Variable Frequency Drive
Duct Sealing	Lighting - High Bay
Infiltration Reduction	Lighting - Clock/Timer
Set Top Receiver - ENERGY STAR	Lighting - Occupancy Sensor
Radiant Barrier	Computer - ENERGY STAR

ALLIANT ENERGY

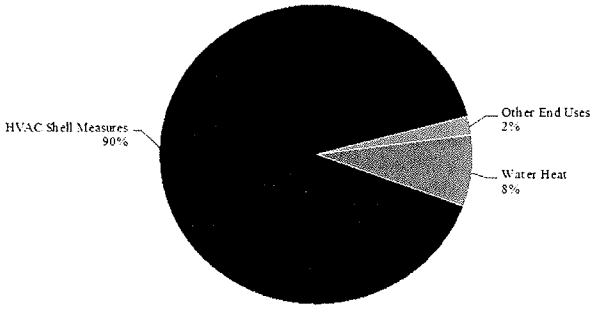
Natural Gas Potential by Sector

- Cumulative sales and potential in 2023
  - Economic potential of 23% of forecasted energy sales

		Technical Potential			Economic Potential		
Sector	Base Case Sales (Thousand therms)	Thousand Therms	% of Base Sales	Peak Day Thousand Therms	Thousand Therms	% of Base Sales	Peak Day Thousand Therms
Residential	142,565	62,444	44%	531	37,922	27%	345
Commercial	90,558	25,191	28%	193	20,683	23%	162
Industrial	33,917	3,132	9%	8	2,969	9%	8
Total	**267,040**	**90,767**	**34%**	**732**	**61,574**	**23%**	**515**

ALLIANT ENERGY

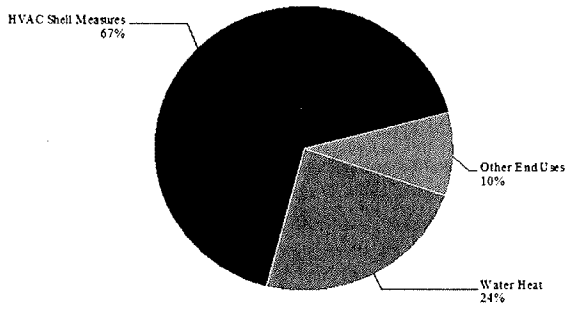
Residential Natural Gas Economic Potential by End Use



Note: 'Other End Uses' includes
Heat Central Furnace: 2%, Pool Heat: 0%

ALLIANT ENERGY

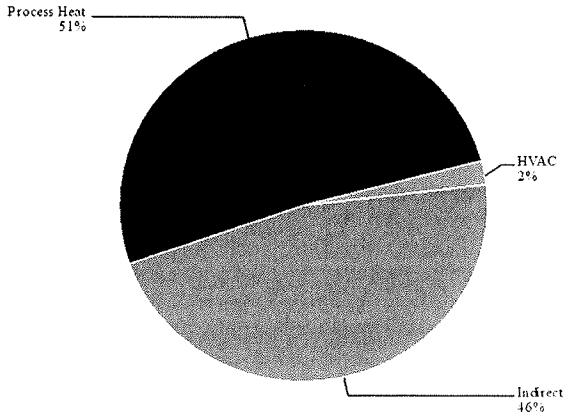
Commercial Natural Gas Economic Potential by End Use



Note: 'Other End Uses' includes:
Furnace: 5%, Boiler: 4%, Cooking: 1%, Pool Heat: 0%

ALLIANT ENERGY

Industrial Natural Gas Economic Potential by End Use



ALLIANT ENERGY

Top Economic Natural Gas Measures

Residential	Commercial
Duct Sealing	Retro-Commissioning
Infiltration Reduction	Demand Controlled Ventilation
Insulation - Basement Wall	Water Heater - Tankless
Home Energy Management System	Drainwater Heat Recovery
Doors	Variable Air-Volume Systems
Insulation - Siding	Furnaces
Insulation - Duct	Boilers
Insulation - Attic/Ceiling	Clothes Washers
Low-Flow Showerheads	Boiler Reset Controls
Insulation - Wall	Infiltration Control

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Program Design Principles

- Comprehensiveness
  - Fuels (gas and electric)
  - Measures
  - Energy and capacity focused
- Cost effectiveness from various perspectives
- Collaboration and Coordination
  - Stakeholders
  - Other utilities' offerings
- Equity
  - Customer class coverage
  - Geographic coverage
- Integrated marketing
- Flexibility
- Long-term commitment

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Questions?

ALLIANT ENERGY

Agenda - Breakout Sessions

Brief overview of current programs (5 min.)

Group Discussion (40 min.)

- Possible changes to current programs (10 min.)
- Market barriers & how to address them (10 min.)
- Marketing, outreach & recruitment (10 min.)
- Incentive structure (10 min.)

ALLIANT ENERGY

Breakout Sessions

Time	Pioneer Room Residential	John Deere Room Outreach, Education & Ag	Green Acres Room Non-Residential
1:45 - 2:30	Residential Rebates	Behavioral Programs	Custom Rebates, Audits & Studies
2:30 - 3:15	Residential Audits	Trade Allies & Outreach	Performance Contracting & Commercial New Construction
3:15 - 3:30	Break	NA	NA
3:30 - 4:15	Residential New Construction	Agriculture	Non-Residential Rebates
4:15 - 4:30	Wrap-up, next steps	NA	NA

ALLIANT ENERGY

Gehrke, Kari

From: EnergyEfficiencyPlan
Sent: Monday, March 26, 2012 4:58 PM
To: GLA@michaelsenergy.com; nandersen@franklinenergy.com; Arnold, Scott; Baer@iaenvironment.org; Balster, Thomas; Frank.Bodine@oca.iowa.gov; scarroll@linncountyrec.com; jackbclark@iowautility.org; ccox@desmoineshomebuilders.com; crandall@msbnrg.com; Darling, Anna; kimberly@irenew.org; Jim.Dillon@blackhillscorp.com; Jennifer.Easler@oca.iowa.gov; Brenda.Easter@iowa.gov; Amy.Ellsworth@cadmusgroup.com; steve@irenew.org; juliaG@twgi.com; Gehrke, Kari; Geurtsen, Michael; rgoodale@iowarec.org; director@iowaipl.org; Hossein.Haeri@cadmusgroup.com; bhall@a-tec.com; whaman@iastate.edu; ehohenadel@iowarec.org; matt@missiongogreen.com; JOB@wyckoffind.com; Johnson, Ron [In Cedar Rapids]; paritosh.kasotia@iowa.gov; John.Kerss@iowa.gov; Khosrow.Khojasteh@oca.iowa.gov; King, Kim; curtk@nexant.com; dkrieger@nexant.com; Blake.Kruger@oca.iowa.gov; Lenzen, Anne; jlogan@iamu.org; MacLaren, Jackie; jmandelbaum@elpc.org; mcanally.bill@gmail.com; jmccalley@hotmail.com; Jennifer.Moehlmann@iowa.gov; Eli.Morris@cadmusgroup.com; dcmunns@midamerican.com; adam.parker@csgrp.com; Sheila.Parker@oca.iowa.gov; Penticoff, Jeanine; shelly.peterson@iowa.gov; gphillips@morganmp.com; Pucelik, Lisa; pat.rice@blackhillscorp.com; ruffcorn@dps.state.ia.us; harry.ruth@ecirec.coop; Anna.Ryon-Walthall@oca.iowa.gov; jscanlan@hy-vee.com; Mark.Schuling@oca.iowa.gov; crott@weccusa.org; Sempf, Robin; tsharar@AGP.com; claudia.smith@cipco.net; Monica.Stone@iowa.gov; stevet@emeraldhomesofiowa.com; Bvonderlinde@a-tec.com; jwalker@franklinenergy.com; Warrington, Dave; frank.weber@ecirec.roop; j3weisshaar@yahoo.com; erin@ratedhomes.com; swilson@city.ames.ia.us; jwrobel@mwalliance.org; xhzhou@iastate.edu
Subject: Follow-up to Alliant Energy Energy Efficiency Plan Collaborative Meeting
Attachments: Energy Efficiency Plan - Program Template.docx; Breakout Session Notes 3.8.12 Collaborative.docx

Thank you for participating in Alliant Energy's Energy Efficiency Plan Collaborative Meeting earlier this month. Notes from each session are attached for your reference. We continue to review comments with the goal of utilizing this information to help shape our next plan.

All parties interested in submitting information for potential energy efficiency programs must utilize the attached Energy Efficiency Plan Template and submit completed templates to this email address no later than Monday April 9th.

Thank you for your interest in Alliant Energy's next energy efficiency plan; we appreciate your input and participation.

Cordially,

Bonnie F. Donnolly
Manager, Product Management - Energy Efficiency

Energy Efficiency Plan - Program Template

Program Applicable for: Black Hills _____ Interstate _____ MidAmerican _____

Program Name	
Objective	
Target Market	
Program Duration	MM/YY through MM/YY
Program Description	
Eligible Measures	
Implementation Strategy	
Marketing Strategy	
Incentive Strategy	
Milestones	
EM&V Requirements	

Program Name	
Administrative Requirements	
Estimated Participation	

	2014	2015	2016	2017	2018
Total					

Estimated Budget

Budget	2014	2015	2016	2017	2018	Total
Total						

Savings Targets

2014	2015	2016	2017	2018	Total
MWh	MWh	MWh	MWh	MWh	MWh

2014	2015	2016	2017	2018	Total
MW	MW	MW	MW	MW	MW

2014	2015	2016	2017	2018	Total
Therms	Therms	Therms	Therms	Therms	Therms

Other Program Metrics

If this program has been implemented elsewhere, please provide the name of the utility or the state and contact information, if available.

ENERGY EFFICIENCY PLAN COLLABORATIVE

SESSION ONE 1:45pm – 2:30pm

RESIDENTIAL REBATES

LED's how will they change?

- Piloting LED's with Change a Light
- B/C issue with incremental cost
- All bulbs in promotion must pass ENERGY STAR testing

Will IPL tier rebates on clothes washers?

- Communicating tier rebates to consumers can be a challenge

IPL should consider providing tiered rebates for ENERGY STAR Top 10 categories

Working with big box stores is a challenge to communicate appropriate message and ensure it filters down to the consumer

- WECC trains retailers, blanket agreements help ensure consistency, may be able to assist IPL with message about all rebate programs

Market Barriers
Forms are too long – can discourage customers from applying for rebate
Trade Ally program attempts to address this with spiffs to dealers to assist with claim form completion

Are online forms an option?

- Receipt submission is still required – customers must scan or mail that in addition to completing online form
- REC's are doing this currently, tracking how many customers mail in the receipt versus scan, will it impact participation?
- Overall would be a nice service to offer customers, may require significant IT development

Is CFL disposal currently offered by IPL?

- IPL provides links online to companies that will recycle CFL's, some retailers (including those in Change a Light) offer in store recycling bins

Some utilities provide coupons for discounted EE equipment (ie- instant rebate) to be redeemed at the retailer