- May be an approach worth considering, IPL looking at various upstream opportunities in addition to lighting

Set top boxes (cable boxes) use significant amount of energy – need to work with cable companies to cover additional cost of offering customers more efficient option

Assessment study assumes 100% incremental costs are covered

- IPL currently pays 35-40% incremental (with some exceptions, insulation is 70%)

FILED WITH
Executive Secretary

November 30, 2012

IOWA UTILITIES BOARD

ALLIANT ENERGY

BEHAVIORAL PROGRAMS

Distributed handout of what's currently included... PowerHouse, speakers' bureau, Hometown Rewards, Affinity Bright Ideas , Builder Training, tree planting, etc (see handout for details)

Possible changes to current programs
Builder Training
Green building summit this year went to 5 cities... found there was lots of interaction between presenters and attendees... several comments about "wish so and so could have come". Would be good to get more people to attend... need to target the decision-makers.

Energy audits for renewables... Are we surveying the current auditees? Did not fall under the scope of this particular breakout session.

Regarding builders' training... Are we looking at different marketing? Direct TV's marketing/referral incentive. Could customers get an incentive if they refer others to get audit, etc.? Tell neighbors; maybe target the early adopters.

Green building summit. Is there a list published of who attended? IPL does not currently publish this publicly. Discussion ensued with the group... this might be a good idea so customers could access it to see who's furthering their education and up on current things. Others agreed, they received feedback that one of the attendees plans on using his attendance in his marketing for this reason.

They've been focusing on the triangle between behavioral programs > marketing > res retrofit to create a more comprehensive customer impact.

Bundling programs together. Example - if there's 10 things that qualify for an incentive, if the customer picks three key ones, they get more $ than if only did each individually. Try to get customers to do more at the same time.

Outreach/attend "non-traditional" events... would expect to see AE at builders' events but suggests we also attend things such as farmers markets and other community events. Keeps the message in front of customers.

Incentive structure
Reviewed current incentives for programs.

Are incentives are available for customers with LP heat? Yes, they would be eligible for most of our programs if Alliant Energy provides either electric or gas service

At a recent Trees Forever meeting they were discussing the emerald ash borer issue and their effect on trees in IA. Adding a program to identify trees that are

at risk and helping to replace them - there's a substantial cost to removing a tree and grinding stumps so customers tend to avoid doing anything until they have to and then have a larger cost later.

Green building summit... target the decision makers

Does IPL have significant impacts from the programs under discussion? Yes, listed those that do.

Does IPL note any carbon offsets (we do not) and if we could monetize anything from the tree programs related to carbon offsets.

Question about the primary goals for these programs. These are more educational and set the groundwork for other programs (gateway programs) –i.e. get the customers more interested in energy efficiency.

Question about whether IPL is looking at any behavioral programs such as that offered by Opower. We currently have our usage letters which are similar to Opower.

Is IPL considering anything for instantaneous consumer feedback, especially as we're moving into smart grid. We don't want consumers thinking about their usage just when they get their bills; we also want them thinking about it during periods of high demand.

As people get used to paying more for everything (gas, groc, etc), they are considering their cost for residential energy as still fairly cheap (a few dollars a day).

Does AE use social media? Reviewed that we started last year with a PowerHouse Facebook page, Twitter, and YouTube channel (all of the PH shows are on YouTube). Not many followers yet on Facebook but we're still working on how best to use that medium. Follow-up question about "game-ification" (ex – turn neighborhoods into games and they get trinkets by who can save the most). CSG also said they've seen some of that as a way to engage customers. Responded that Hometown Rewards has some ideas similar to that but not in terms of using the social media to that extent.

Is IPL supporting the recent future city competitions in middle schools. IPL is not currently, but will look into it.

Recently read in a book... one idea to get more people to purchase electric cars is for utilities to pitch in up to $10k but then the utility owns the battery and can use it as an energy storage device when the car is not in use.

CUSTOM REBATES, AUDITS & STUDIES

Possible Changes to Current Programs

- T8 rebates as baseline? When does it expire? Special treatment for commercial?

Incentive Structure

- Op in tariff for Transport Gas customers?
- IEDA – Incentives for meters for collecting data
- Custom incentive (Rebates) – why different than MidAm?

Marketing barriers & how to address them

- Audits – time constraints in schools is daunting – any coaching available?
- Small business owners less inclined to pursue or investigate project savings, initiatives
- Possible to create a simple template for qualifying projects? Companies have restraints in funding, staffing, internal financial rules, etc. Is it possible to simplify? A tool for non-financial people?
- Energy Center – Small business owners don't have resources to identify projects – no external support from IOU's. Overlooked in favor of larger companies that have account managers assigned. Sum of the smaller company's may outnumber a few larger ones?

General Comments

- How did the $15K cap on feasibility study come about? Why $15K. It might be limiting project candidates.
- Dual baseline for impacts? End of life vs. retrofit replacement.
- Question about building benchmarking. IPL's plans to expand database? Add into audit process?
- Set up an internal consultant staff or web site for resources for identifying resources (web links) to assist on studies.

ENERGY EFFICIENCY PLAN COLLABORATIVE

SESSION TWO 2:30pm – 3:15pm

RESIDENTIAL AUDITS

IPL views audits as the gateway to rebates – an entry point for customers to learn about energy efficiency and take the next step

What percent of customers install insulation after conducting an audit?

- Approximately 65% of customers that receive a recommendation later insulate the home (an audit is required for an insulation rebate)

How frequently can customers receive an audit?

- Every five years unless the home changes ownership, or major renovation/addition has occurred

Customers receive free; installed thermostat during the audit

- A-Tec auditors program the thermostat for the customer before they leave the home

Possible changes

- Tiered audit options – basic audit and more advanced audit that includes performance testing such as blower door
- Could charge customer for audit but reimburse if they complete recommendations

What about Home Performance w/ENERGY STAR?

- Cenergy currently implements this program, much more detailed than basic audit. IPL is evaluating if there will be 2 or 3 audit options in the next EEP
- EPA certificate for participation in the program is valuable to customers

Barriers

- Customers taking the time to complete an audit
- Following up on recommendations is difficult
  - REC's – 9 out of 10 don't complete any recommendations
- REC's looking into online audits – IPL has offered in the past, but not well received, move funds to other programs, providing link to free DOE option

- Payback – is this explained well?
  - Yes, it's explained during the audit, but costs vary so it can be difficult to pin point exact payback

- Difficult to assist LP customers – most of the savings are on the heating side
  - What about fuel switching? Mini-split heat pumps instead of LP

- Does IPL target customers with high usage? Yes
- How does IPL currently advertise the audit program?
  - Usage letter, PowerHouse TV, trade allies (particularly insulation), bill inserts
  - No state fair participation any longer – too many ineligible visitors to booth, was not an effective way to reach customers

- What about using home inspectors to perform audits?
  - Home Energy Score allows for standard rating so customers understand efficiency level in their home and in real estate listings
  - MLS now has ENERGY STAR, LEED

Incentives

- If upfront cost of insulation projects is barrier, consider model that doesn't require as much cost
  - Contractor becomes part of utility network, if customer chooses contractor from the network, the rebate goes to the contractor – customer responsible for only 30% of project costs, becomes like an instant buy down
  - Currently using this approach in Chicago with network of trusted contractors – Nicor
  - Contractors must be BPI trained, helps ensure the job is done correctly
  - Lower rebate for DIY customers
  - Residential only program

TRADE ALLIES & OUTREACH

IPL reviewed the current scope of the trade ally programs, including the dealer locator.

Are the trades in our program are certified. IPL stated that in order to be part of our program, they must fill out an application, have an appropriate state of IA license, provide proof of insurance, and sign our trade ally agreement.

Is anything to say they're specifically qualified to install high-efficiency equipment? Although there is no such requirement, IPL did mention that there is a mechanism to track complaints and remove dealers who receive more than 3 legitimate customer complaints. Any dealer who was installing equipment improperly would likely end up with customers complaints so would be removed via that mechanism.

Are trade allies required to list the dealer incentive amount on the bill? IE... does the customer know that the dealer is getting an incentive from AE? There is no such requirement.

Is there verification of the installed equipment? There are verification audits for a percentage of our prescriptive rebates.

Is there any pre-verification audit to note equipment to be replaced, etc. There are no such requirements beyond the basic energy efficiency audit and the pre-installation audit requirement of the AE insulation program.

Does the customer ever gets the rebate... Yes the rebate always goes to the customer that pays for the equipment but the SPIF (dealer incentive), if available for that product, would go to the dealer. (NOTE: Discussion followed and it appeared there was some confusion between customer rebates and dealer incentives.). Although rebates ALWAYS go to the customer, it's up to the customer/trade to determine if the customer is to sign that rebate over to the trade as part of their installation transaction (but, again, the equipment rebate would be issued to the customer).

How many dealers are in the program? IPL currently has about 2300 dealers in the program. There are an additional 200-300 people who are listed as "associates" who want to know about our programs but are not delivering the energy efficient products/services. Examples of "associates" would be banks, realtors, architects, etc.

Comment that in many advanced energy efficiency programs, trades are being encouraged to partner across silos (not formal business contracts but instead just informal relationships between trades) but the utility is in the middle to help form those relationships between the trades. For example, an HVAC contractor is

installing new equipment and notes the customer could use lighting upgrades as well so calls a lighting contractor. An extension of this would be to bundle multiple dealer technologies

Why does IPL incent the dealers? It is in part for their assistance to the customers to help fill out the appropriate paperwork for the rebates and help promote our programs.

Is AE is actively recruiting new dealers into the program? We are not actively recruiting new dealers. We did so in the past (which is how we got to 2300) but now we are focusing more strategically on those who are doing the most to help us meet our goals... quality vs quantity. However, we do continually have new enrollees.

How many SAVE certified trades does AE has listed? As of last September, there were 384 state-wide (not just registered with Alliant Energy programs) the most recent numbers or the number of Alliant Energy trades was not readily available.

Does AE do anything to identify customers who have the most opportunity for energy efficiency gains such as those that have large bills. IPL does not use such data for the trades programs but that some of the other programs (namely prescriptive) do try to identify customers based on their energy efficiency potential.

If a customer called in saying they'd like to put in a new a/c, would we just point them to the yellow pages? No, IPL would instead direct them to our dealer locator.

Question about contractors' use of co-branding with AE. There are restrictions we place on the advertising to make sure we are not endorsing one company over another.

How does AE currently interact with the realtors, bankers, architects and engineers? It seems we keep them aware but they are not necessarily promoting our programs. This seems to be an area that could be bolstered (not sure they get it yet). IPL agreed - architects really have an opportunity to up-sell clients at the time when it's most cost efficient to do so, before it's built.

Comment on working with bankers and realtors, there are currently a lot of vacant buildings due to the economy. Suggestion that possibly providing incentives for energy efficiency retrofits to make those homes/stores more efficient and more marketable.
This would be a great time to do insulation, etc. because the buildings are vacant (sometimes even just a shell with nothing in them making the work easier).

Comment about a Holland MI effort to do whole town retrofit

Marketing Outreach
Participant described a program required a lot of time and effort into but then got feedback afterwards from attendees "what a waste of time." However, about 6 months later, they started seeing designs incorporating the concepts from their program so it just took time for them to digest the information and determine how they could use it.

Suggestion that we might want to do targeted/focused campaigns for particular sectors.

Suggestion that we focus on and incent realtors. They could possibly use new energy efficient appliances, insulation, windows, etc. as selling points.

Incentive structure
IPL reviewed current incentives.

Question about what the impact would be if we did away with dealer incentives and re-directed that money to the customer, not even sure if the customer would notice the difference but there would probably be a backlash from the dealers (who would no longer receive incentives). Knows of some programs where the dealers get nothing, understands that MidAm and Black Hills would have to do this also because our territories overlap so much.

Comment that the dealers might just increase their cost to the customer to make up the difference.

Suggestion about a program where the dealers could opt-out of the incentives and instead accumulate credits that then would receive some other sort of incentive after accumulating x credits (for example, a dealer spotlight on PowerHouse TV).

Question about the AE Co-op advertising program. IPL used to have a program but then did away with it - very few dealers were using it and many were not promoting energy efficiency (so it took AE staff time to work with them to get that message included). Is it worth revisiting?

Market barriers
On-bill financing both for residential and C&I

PERFORMANCE CONTRACTING & COMMERCIAL NEW CONSTRUCTION

Possible Changes to Current Programs

- Is the risk premium too high for Performance Contracting?
- Who benefits from demand savings? – Performance Contracting
- Utility provides annual energy usage – tool on web for requesting? Awareness of this service?
- Expand Performance Contracting to include multifamily buildings? Franklin Engineering indicated there is too much risk for the developer since individual tenants cannot be "controlled" in thermostat settings compared to the project design.
- Is it possible to develop a tool for developers to determine their maximum rebate for commercial new construction project? An Excel worksheet model?

Marketing barriers & how to address them

- If people don't understand how the programs work, what does a customer do? What does Alliant Energy do (proactively)?
- Does Alliant Energy maintain a list of developers (Performance Contracting)? Yes – on web site.
- Project financing may not be completely transparent to customers. Contractor may not be forthright.
- Public entities? – did not get question.
- Is it possible to foster better collaboration with other IOU's on the same project with different service? Commercial New Construction - Alliant (electric), MidAm (gas)

General Comments

- Request for an explanation of the risk premium for the Performance Contracting program. Did not understand how the math works for the customer and contractor. Question answered.
- Are Alliant's programs fuel neutral?

ENERGY EFFICIENCY PLAN COLLABORATIVE

SESSION THREE 3:30pm – 4:15pm

RESIDENTIAL NEW CONSTRUCTION

IPL currently offers three options – Builder Option Package, Advanced Builder Option Package and ENERGY STAR

- BOP is the only option that does not require a HERS rating

IPL considering various options for next EEP including package or bundling option for existing homes undergoing remodeling

Builder training was well received and informative

- Many raters and code officials participated

When will IPL know what track builders will pursue?

- May take until year end to have a good idea of how builders will respond to all options
- Will require IPL to keep the program flexible to allow for changes

Some deviation in current utility requirements is frustrating for builders and difficult for raters to explain

- Differences in Zone 5 &6
- Would be helpful for all utilities to be consistent

ENERGY STAR track requires builders to do some things that don't make sense

Market Barriers

- Enforcement is lacking - who should provide? Utility, government, builder's association responsibility?
- Incentive ties to savings – difficult to have a program that is educational only
- Can savings be claimed for code only achievement?
- Contractors should be licensed
- Allow no meter until you ensure that code is met

Bankers looking for ways to identify energy efficiency in a home to allow for better mortgages – is ENERGY STAR the option or some other label?

- Appraisers need to establish value – need secondary market

Value of ENERGY STAR

- Program has lost its punch, too expensive to implement, too many unnecessary requirements
- Upcoming version contains things that simply don't make sense

KEY FACTORS for next IPL's New Construction program:

- Need a program that provides a label (for marketing purposes)
- Program should include rating to prove performance
- Offer higher rebate as efficiency of building increases
- Simplify! All utilities should offer same thing
- Offer training for builders, bankers, framers, contractors, assessors, etc

AGRICULTURE

Reviewed the history of the programs including audits

Things really started to steamroll when farmers started seeing what their neighbors had done. Perhaps more events where you invite other farmers in for an event at a farm where things have been implemented or there was a successful audit. They tend to be skeptical but they're likely to listen to their neighbors. Suggested that we not schedule such an even during the spring or fall (planting and harvesting seasons).

Right now, there's not really any consolidated info on what's available. The IA Energy Center does have an advisory group. When the information comes from IA State University, it's seen as more credible than coming from the utility. However, not much outreach beyond the Extension service.

Suggestion that we put some of the articles into the bag we give the farmers at the end of the audit. Perhaps a nice one-pager to put in the bag that points them to their website rather than adding the actual pamphlets - they don't actually print the pamphlets but they're all there on the web as PDF files and this would 1) ensure they are getting the latest version, 2) let them see any addition material in which they may be interested, and 3) minimize the amount of material the auditors would need to carry with them.

The publications that came out of ISU extension were more about energy efficiency practices. Others stated that there are a number of them covering all sorts of energy efficiency, not just electricity - tire air pressure, pick the right equipment for the job, etc.

There is a spillover effect - the farmers are in the energy efficiency mode once reading the ISU materials so they are primed for programs such as Alliant Energy's.

Statement that, overall, IPL has been a leader in the Ag programs - appreciates the work AE has done. Specifically the audit program and helping farmers applying for REAP program funds.

Grain dryers are still cost effective for the farmers even if there's no REAP financing. There is also still a favorable view from farmers.

Too much emphasis has been given to grain dryers to the extent that we are relatively ignoring other opportunities.

How much time must pass before AE would go back for another farm audit once one is performed at a location. IPL is keeping track of audit data in database and

that our strategy is to contact them every 3 years (call, postcard, etc.) to inform/remind customers of new technologies.

Get auditors in the field that understand the farm practices and to train the trainers. IPL confirmed that our current vendor does have experienced agricultural auditors.

Inquired about how farmers know about our programs or to ask about audits (unlike C&I customers who have an account manager assigned to keep them informed of new programs).
IPL has sent out brochures and postcards with information about these programs. There's a line between the cost of doing the audits and the potential energy savings. We are trying to focus our marketing of Ag audits to those w/ most energy efficiency potential (looking at types of farms and annual kWh usage).

Number of IPL customers have done wind / solar renewable audits prior implementing said projects. However, a number of customers are saying the audits did not find anything they needed to do before qualifying for rebates - seems odd. IPL explained that there used to be a 2 year payback requirement for projects but we just changed that to 5 year payback in an attempt to get more projects to qualify. Also, we leave the residence out of the audit scope.

What about ventilation controls... There are people on the ISU campus who specialize in determining proper settings and associated information. He cited ISU Professor Steven Hoff's research by name (http://www.abe.iastate.edu/files/2011/11/Steven-Hoff-profile.pdf).

Asked if AE is using simple ROI or NPV. AE uses a simple ROI calculation.

Suggestion to bundling rebates as was discussed in other sessions.

Comment on Performance Contracting - the majority of the projects that were done in past 2 years were lighting projects. These all seem to be easy jobs... low-hanging fruit. Is it difficult to let the KAMs know there are other projects not in C&I but in Ag as well to which we could apply Performance Contracting? If the projects are big enough, it should work. Once one farmer gets it to work, the info will spread among them. The issue may be the nature of the customers but, again, if we can get one to try it, others may follow suit.

Question about what the barriers are that we are seeing for these programs. IPL replied that it's getting beyond just the low-hanging fruit

Comment that the AE reference sheet was not good marketing material or a good leave-behind as it is. Suggestion for using concepts the farmers are familiar with... for example, instead of "bundling" programs together, perhaps referring to

it as "bales." IPL replied that customers also get a detailed audit report of the audit findings and recommendations.

It's also about the culture. A lot of the farmers have gone down the path of sustainable farming and buy into that concept. Maybe add that sort of a twist to the marketing materials - the IA Soybean Association has done something like that.

Is there a recognition program for Ag customers? IPL responded that we do bring people to our energy summit to share their successes, described a recent farrowing farm project that will be recognized at this year's event. This this word of mouth sharing between farmers would be very useful and adds perceived credibility to the programs.

Question about the cost of the audits to the customers. IPL informed the team that it is $250 for the renewable audits. There is a $500 fee for residential renewable audits if the customer does not get their gas from Alliant Energy, since they're not our gas customer, they're not paying into the program but that's where the majority of the impacts would come from. Comment that feedback was received from customers that they're just told to send a check off to the auditor but not sure why or when the audit will occur. IPL explained that the customers are normally told that once they send in the $250.00, an auditor will contact them to set up a time for the audit.

NON-RESIDENTIAL REBATES

Possible Changes to Current Programs

- Consider energy (lighting) intensity instead of a 1:1 change out. Replace 2 lower watt fixtures with one higher watt / greater efficiency fixture. This involves a better lighting system (layout).
- Add rebates for delamping older fixtures
- Add rebates for reflectors
- Add light controllers (Dimmers), automated systems (turnoff/on at specific times).
- Add steam traps, rooftop maintenance, compressed air?....did not get the rest of this one.

Marketing barriers & how to address them

- Simplify rebate forms or methods of submission (on-line) to reduce effort by small business owners. More question/prompting (like TurboTax)

Incentive Structure

- Analyze LED rebate levels compared to MidAm? MidAm offers higher incentives. Equalize?

General Comments

- Smart Grid, what is Alliant doing on this? How much focus does Alliant have on this?

Table B1 – 3

Joint IOU Joint Collaborative Meeting

May 15, 2012

Low Income Collaborative Meeting

Gehrke, Kari

From: McCammant, David J <DJMcCammant@midamerican.com>
Sent: Tuesday, May 01, 2012 12:04 PM
Subject: Reminder: Joint Utility Low Income Collaboration Meeting
Attachments: Driving Directions to Office of Consumer Advocate.docx

The Joint Utility Low Income Collaboration Meeting is just 2 weeks away. Many of you have already registered.
For those who have not registered, please register by responding to this e-mail if you plan to attend.
This will help us to prepare for the meeting. Thank you.

From: McCammant, David J
Sent: Wednesday, April 11, 2012 11:28 AM
Subject: Joint Utility Low Income Collaboration Meeting

Dear Low Income Program Stakeholder:

Iowa's Investor Owned Utilities (IOUs), Alliant Energy, Black Hills Energy and MidAmerican Energy, are preparing new energy efficiency plans to be filed with the Iowa Utilities Board. In developing our plans, the IOUs are seeking collaboration with interested stakeholder groups that work with or have interest in our low income programs. Since the IOUs work closely together on the delivery of low income programs, we believe it would be useful and efficient to jointly hold a collaborative meeting that specifically addresses low income programs.

We are interested in your suggestions and recommendations regarding low income programs in Iowa.

Date:	May 15, 2012
Time:	9:00 am – 12:00 noon
Location:	Conference Rooms 1 and 2 Office of Consumer Advocate 1375 East Court Ave. Des Moines, Iowa
Tentative Agenda:	Review of Energy Efficiency Plan Development Process. Review of current IOU Low Income program offerings. Discussion of successes and challenges during the current energy efficiency plan period regarding low income program offerings. Discussion of ideas for new low income program ideas/offerings for consideration for new energy efficiency plans.

Please respond to this e-mail to RSVP for this event.

Please feel free to forward this invitation to any parties that you believe would be interested. If you have any questions, please call or e-mail any of the following:

Dave McCammant from MidAmerican Energy	563-333-8864	djmccammant@midamerican.com
Bonnie Donnolly from Alliant Energy	319-786-	bonniedonnolly@alliantenergy.com

Jim Dillon from Black Hills Energy	7266 515-343-2021	jim.dillon@blackhillscorp.com

May 15, 2012 Low Income Collaborative Meeting Attendees

Last Name	First Name	Job Title	Employer	Group
Grant	Barb	Executive Director	Operation Threshold	Community Action
Corley	Jennifer	Energy Program Director	Upper Des Moines Opportunity, Inc.	Community Action
Kelly	Rich		Upper Des Moines Opportunity, Inc.	Community Action
McAtee	Arlene	Executive Director	Mid-Iowa Community Action	Community Action
Richert	Tom	Weatherization Director	Community Action of Southeast Iowa	Community Action
Arkema	Paula	Basic Life Services Coordinator	MICA	Community Action
Wiebenga	Tom	Weatherization Program Director	Community Action of Eastern Iowa	Community Action
Fitch	Rick	Executive Director	HACAP	Community Action
Rafdal	Marci	Community Service Administrator	Mid-Iowa Community Action	Community Action
Ross	Lana	Executive Director	Iowa Community Action Association	Community Action
Clark	Jack	Vice President	Iowa Utility Association	Energy Association
Douglas	Mark	President	Iowa Utility Association	Energy Association
Goodale	Regi	Director of Regulatory Affairs	Iowa Association of Electric Cooperatives	Energy Association
Hohenadel	Ethan	Regulatory Data Analyst	Iowa Association of Electric Cooperatives	Energy Association
Wilson	Les	President	The Energy Group	Program Implementation Contractor
Willis	Mike	Multi-Family Auditor	The Energy Group	Program Implementation Contractor
Khojasteh	Khosrow	Utility Specialist	Office of Consumer Advocate	Regulator
Ryon-Walthall	Anna	Attorney	Office of Consumer Advocate	Regulator
Schuling	Mark	Consumer Advocate	Office of Consumer Advocate	Regulator
Easler	Jennifer	Attorney	Office of Consumer Advocate	Regulator
Osterberg	David	Executive Director	Iowa Policy Project	Stakeholder
Mandelbaum	Josh	Staff Attorney	Environmental Law & Policy Center	Stakeholder
Parker	Joanne		Iowa Department of Human Rights	State Agency
Howe	Gwen	Weatherization Bureau Chief	Iowa Department of Human Rights	State Agency
Kress	John	Construction Analyst	Iowa Finance Authority	State Agency
Morlan	Tim		Iowa Finance Authority	State Agency
Vaske	Dave		Iowa Finance Authority	State Agency
Smith	Claudia		CIPCO	Utility
Munns	Diane	VP-Regulatory Relations & Energy Efficiency	MidAmerican Energy Company	Utility
Leuthauser	Rick	Manager, Energy Efficiency	MidAmerican Energy Company	Utility
McCammant	Dave	Energy Efficiency Product Manager	MidAmerican Energy Company	Utility
Willer	Kim	Energy Efficiency Specialist	MidAmerican Energy Company	Utility
Dillon	Jim	Program Manager	Black Hills Energy	Utility
Sempf	Robin		Alliant Energy	Utility
Donnolly	Bonnie	Manager, Product Management	Interstate Power & Light	Utility
Logan	Joel	Energy Services Engineer	Iowa Association of Municipal Utilities	Utility

Joint Iowa Investor Owned Utilities Low Income Program Collaboration Meeting

BLACK HILLS ENERGY, INTERSTATE POWER AND LIGHT AND MIDAMERICAN ENERGY

MAY 15, 2012
DES MOINES, IOWA

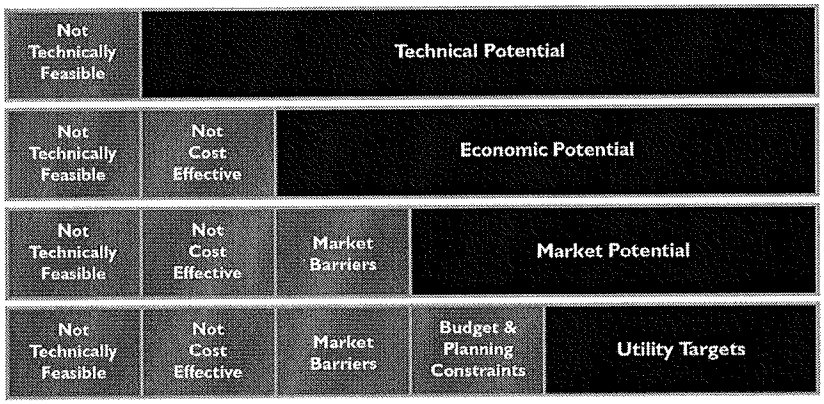
Today's Agenda

- Overview of the Energy Efficiency Plan Process
- Current Program Offerings
  - Single-Family Home Weatherization
  - Energy Wise
  - IFA Multifamily and Institutional Housing Weatherization
  - Targeted Residential Energy Efficiency Opportunity (TREEO)
- Low Income Program Successes in Iowa
- Low Income Program Challenges in Iowa
- Open Discussion
  - Current Program Feedback
  - New Program Ideas

Energy Efficiency Plan Process in Iowa

First Step:
Iowa Assessment of Potential Study

Potential Study Overview



Codes & Standards - Impact on Savings

Known Codes & Standards updates:

- EISA 2007 - Reduces CFL savings by roughly 40%
- Federal gas furnace standard - Reduces savings by 88%
- Additional upcoming changes to appliance standards
  - Refrigerators, Freezers, Water heaters, Heat pumps
- Most of the impact on residential programs

Top Economic Electric Measures

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

Top Economic Gas Measures

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

Second Step: Developing the Next Energy Efficiency Plan

Inputs to Energy Efficiency Plan

Developing Program Concepts

Existing programs are the starting point

- Continue programs? Closing programs? Reconfiguring or revising programs?
- Are programs hitting their targets?
- Are there any missed opportunities?
- Are there new technologies to add?
- Are there things that need fixing?
- Are there any market changes that should be addressed?
- How to coordinate with other utilities?

Then, consider new program ideas

- Are there gaps we're missing?
- New delivery channels?
- How to coordinate with other utilities?

Next Steps

Task	Alliant Energy	Black Hills Energy	MidAmerican Energy
Energy Efficiency Plan Development	Sep. '11 – Nov. '12	Sep. '11 – Nov. '12	Sep. '11 – Jan. '13
External Stakeholder Feedback	Jan. '12 – Aug. '12	Apr. '12 – Jun. '12	May '12 – Sep. '12
Energy Efficiency Plan Filing	Dec. '12	Mar. '13	Feb. '13
Plan Implementation	Jan. '14	Jan. '14	Jan. '14

Current IOU Program Offerings

- Single-family Home Weatherization
  - Implemented by Iowa Department of Human Rights and local community action agencies
- Energy Wise Program
  - Implemented by The Cadmus Group
- Iowa Finance Authority Multifamily and Institutional Housing Weatherization
  - Implemented by the IOUs and The Energy Group
- Targeted Residential Energy Efficiency Option (TREEO)
  - IPL offers this program in Grinnell, Lisbon and Mount Vernon.

Single-Family Weatherization Contracts

- Each utility has a long-term contract with IDHR based on their respective program budgets.
- Utilities and IDHR work together to develop and share a common list of energy efficiency measures with common reimbursement rates
  - Provides consistency to the local community action agencies and simplifies recordkeeping

Common IOU Single-Family Home Measures & Maximum Reimbursement Amounts

• Energy Efficient Showerheads	*(max 2 per home)*	$10
• Faucet Aerators	*(max 3 per home)*	$ 3
• Hot Water Pipe Insulation	*(max 2 per home)*	$ 3
• Compact Fluorescent Light Bulbs		$ 7
• 3-way Compact Fluorescent Light Bulbs	*(max 2 per home)*	$15
• Programmable Thermostat		$100
• High Efficiency Furnace	*(92%+ AFUE)*	$3,000
• Natural Gas Water Heater	*(0.62 EF or higher)*	$1,300
• Electric Water Heater	*(0.89 EF or higher)*	$1,000
• Venting for Furnaces or Water Heaters		$150
• Refrigerator	*(as indicated by Base load Appliance Rating Tool)*	$800
• Freezer	*(as indicated by Base load Appliance Rating Tool)*	$600
• Clean & Tune Natural Gas Furnace		$125
• Infiltration Measures	*(caulk & seal whole house including attic bypass sealing)*	$400
• Insulation Measures	*(Includes wall, attic, floor, foundation, duct and bandjoist)*	$4,000
• General Repairs	*(In support of successful installation of efficiency measures)*	$300

EnergyWise Program

- Adult Energy Education Initiative
  - Provides client workshops and one-on-one client training
    - Addresses behavioral and equipment issues regarding energy usage
  - Participants receive Home Savings Kits
    - Provides easy to install energy efficiency measures and measures that address behavioral issues
  - Cadmus Group provides agency training
- Implemented by 15 Community Action Agencies & Non-Profit Organizations
  - Eligible customers include:
    - Low Income Home Energy Assistance Program (LIHEAP) clients
    - Family Development Self Sufficiency (FaDSS) Program clients
    - Head Start Families

In contrast to traditional weatherization services, renters are eligible to participate in Energy Wise.

Energy Wise Program continued

- Participants are asked to fill out a survey regarding the Home Savings Kit measures they installed.
  - Survey results drive the annual report from Cadmus which determines energy saving results per kit.
  - Agencies receive an incentive payment of $10 per returned survey.
- IOU Home Savings Kit Quantities by program year:
  - 2011 3,000 kits delivered
  - 2010 3,275 kits delivered
  - 2009 2,500 kits delivered
  - 2007-2008 5,000 kits delivered
  - 2005-2006 4,000 kits delivered

Energy Wise Program continued

- Energy Wise Home Savings Kit Contents:
  - 14 Watt CFL
  - 18 Watt CFL
  - 2.0 gallon per minute energy efficient showerhead
  - Faucet aerators for kitchen and bathroom
  - Filter Tone™ alarm for furnace filter
  - Digital thermometer to test temperature in room, refrigerator, freezer and to test hot water temperature.
  - Water flow measurement bag
  - Rope caulk

IFA Multifamily & Institutional Housing Program

- Program Eligibility Requirements:
  - Eligible properties must qualify under Section 8 of the U.S. Housing Act of 1937 or they must be a Low Income Housing Tax Credit Property under the Tax Reform Act of 1986.
    - IFA determines eligibility.
  - Institutional housing and emergency shelters also qualify.
- Program provides:
  - Free comprehensive energy audit and report provided by The Energy Group
  - Free low-cost measures such as CFL bulbs, faucet aerators and energy efficient showerheads if property owner agrees to self-install

IFA Multifamily & Institutional Housing Program continued

- Program provides:
  - Enhanced rebates compared to other utility energy efficiency programs
    - Up to 40% of installed cost for cost-effective recommendations found in the audit
    - 5 times annual savings incentive for possible improvements found in the audit that are not cost-effective
    - Flexible timelines for completion of work
      - All projects do not have to be done at once.
      - Utilities prefer to have projects completed within one year of the audit, but we have been flexible on this requirement.

TREEO Program *(IPL Only)*

- **Home Energy Savers – for limited income customers**
  - Modified version of Weatherization program
  - Mirrors Home Performance with ENERGY STAR
  - Tailored specifically for limited income Iowans
    - 200% - 250% Federal Poverty Level
    - IPL pays 90% of installed cost of equipment and upgrades
    - Customer pays remaining 10%
    - CAP agencies pre-qualify customers
- **Pilot in Mt. Vernon/Lisbon and Grinnell**
  - HACAP and MICA serve as program implementers
  - Agency crews & contractors complete the work in the homes
  - Implemented late summer 2010
  - 2012 added additional combination (IPL gas & electric) communities

TREEO Program *(IPL Only)* continued

- **Annual budget of $500,000**
- **Long term goal**
  - Offer program across Alliant Energy service territory
- **2012 goal**
  - Complete weatherization efforts in 50 homes
- **Barriers to program success**
  - Identifying eligible participants who can fund the 10% requirement
  - Labor intensive program
  - Challenges with communities not served with gas and electric by Alliant Energy

Low Income Successes in Iowa

State	2009 Utility Low Income Program Spending	Population
Illinois	$1,000,000	12.9 million
Indiana	$1,300,000	6.5 million
Iowa	**$6,200,000**	**3.1 million**
Michigan	$8,400,000	9.9 million
Minnesota	$6,200,000	5.3 million
Missouri	$4,800,000	6.0 million
Ohio	$3,400,000	11.6 million

- *Spending numbers from CEE. Tables 5 & 8 "The State of the Efficiency Program Industry: Budgets, Expenditures, and Impacts 2009"*

Low Income Successes in Iowa continued

- Growing number of homes receiving weatherization measures and services
  - Increases driven by higher value utility contracts with IDHR and American Recovery and Reinvestment Act of 2009 funds

Year	Utility Funded	Total Program
2008	1,432	1,845
2009	1,517	2,700
2010	1,600	4,509
2011	2,404	4,533

Low Income Successes in Iowa continued

- Utilities increased funding to IDHR in 2011 to aid in maximizing the use of ARRA funds
  - ARRA funds had to be used by 3-31-2012 or they would be lost.
  - Total utility funding in 2011 was $8,931,000.

Utility	2011 Base Funding	2011 Supplemental Funding	2011 Total Funding
Black Hills	$677,000	$154,000	$831,000
IPL	$2,300,000	$1,150,000	$3,450,000
MidAmerican	$2,325,000	$2,325,000	$4,650,000

Low Income Challenges in Iowa

- Post-ARRA funding for single-family weatherization
  - Funding returns to traditional levels
  - What are the appropriate amounts of utility funding for the next 5-year plans?
- Declining Energy Wise participation has hurt results
  - Can we increase participation? Will not having ARRA funding help this measure?
- IFA Program results below expectations
  - Do we continue the IFA program in the next 5-year plan?
  - If so, at what budget levels and under what assumptions?

Open Discussion

- Current Program Feedback
  - Improvements? Changes? Gaps?
  - Are additional delivery channels available?
- New Low Income Program Ideas

Table B1 – 4

IPL Collaborative Meeting

September 19, 2012

Plan Review Collaborative Meeting

Gehrke, Kari

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Subject: IPL Energy Efficiency Plan Collaborative Meeting, Wednesday, September 19

Interstate Power and Light Co.
An Alliant Energy Company

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ALLIANT ENERGY.
Interstate
Power and Light

August 15, 2012

RE: IPL Energy Efficiency Plan Collaborative Meeting, Wednesday, September 19

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We look forward to previewing elements of the new Plan with you.

The collaborative meeting will be held:
Wednesday, September 19
9:00 a.m. to 12:00 p.m.
Marriott West Des Moines
1250 Jordan Creek Parkway
West Des Moines, IA 50266

RSVPs are requested by September 12 to EnergyEfficiencyPlan@AlliantEnergy.com.

Thank you for your interest in IPL's next energy efficiency plan.

Cordially,

Bonnie F. Donnolly
Manager, Product Management – Alliant Energy

Gehrke, Kari

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ALLIANT ENERGY
Interstate Power and Light

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Gehrke, Kari

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Sent: Tuesday, September 04, 2012 2:53 PM
To: 'DRAhlberg@midamerican.com'; 'balbert@nexant.com'; 'GLA@michaelsenergy.com'; 'nandersen@franklinenergy.com'; 'outreach@iowafarmersunion.org'; 'appleby@carneylawfirmiowa.com'; 'catkins@wlpnet.net'; 'Baer@iaenvironment.org'; 'jbartels@nexant.com'; 'jeff.beneke@uni.edu'; 'lberckes@treesforever.org'; 'denny@buildinginspectors.biz'; 'SBernholtz@safebuildingiowa.org'; 'brenda.biddle@iub.iowa.gov'; 'Bishop@dps.state.ia.us'; 'joe-bolkcom@uiowa.edu'; 'mborchardt@treesforever.org'; 'borich@iastate.edu'; 'bill.brand@iowa.gov'; 'MBrauer@hy-vee.com'; 'bob@ratedhomes.com'; 'rdbuol@cityofdubuque.org'; 'pburback@mpw.org'; 'scarroll@linncountyrec.com'; 'kccartwright@trane.com'; 'CJChristensen@dmgov.org'; 'dchurchill@cityofclive.com'; 'leeclancey@gmail.com'; 'mconnolly@iowarealty.com'; 'joan.conrad@iub.state.ia.us'; 'cookc@iastate.edu'; 'mcoveyou@gmail.com'; 'fcownie@dmgov.org'; 'ecox@mpw.org'; 'ccox@desmoineshomebuilders.com'; 'crandall@msbnrg.com'; 'Brian.Crowe@iowa.gov'; 'kcullather@mwalliance.org'; 'matt.daunis@blackhillscorp.com'; 'keith@ppm-inc.com'; 'kimberly@irenew.org'; 'DRDunbar@MidAmerican.com'; 'Brenda.Easter@iowa.gov'; 'jceells@wmtel.net'; 'calvin.ehlts@csgrp.com'; 'Amy.Ellsworth@cadmusgroup.com'; 'ielnecave@mwalliance.org'; 'rfaesy@energyfuturesgroup.com'; 'sfalck@elpc.org'; 'Dwayne.Ferguson@legis.state.ia.us'; 'Karen.Finnegan@oca.iowa.gov'; 'thebigfish@smunet.net'; 'dfritz@innovativelight.com'; 'steve@irenew.org'; 'tgalluzzo@iowapolicyproject.org'; 'jeff.geerts@Iowa.gov'; 'rgoodale@iowarec.org'; 'dgrooms@iapropane.org'; 'Hossein.Haeri@cadmusgroup.com'; 'whaman@iastate.edu'; 'iwestfall@councilbluffs-ia.gov'; 'tim@ratedhomes.com'; 'dharding@ifbf.org'; 'bhaug@iamu.org'; 'Eric.Hazuka@gelita.com'; 'higby@uni.edu'; 'ehohenadel@iowarec.org'; 'Gwen.Howe@iowa.gov'; 'whoyer.ipp@gmail.com'; 'ji@michaelsengineering.com'; 'cityutil@netins.net'; 'charles.isenhart@legis.state.ia.us'; 'david.jacobsmeier@libertyutilities.com'; 'cjenkins@veic.org'; 'Kerri.Johannsen@iub.iowa.gov'; 'Andy@energydistrict.org'; 'bkading@iowarec.org'; 'paritosh.kasotia@iowa.gov'; 'Fasil.Kebede@oca.iowa.gov'; 'dan.kelley@legis.state.ia.us'; 'rkelter@elpc.org'; 'alankemp@iowaLeague.org'; 'John.Kerss@iowa.gov'; 'akimber@iamu.org'; 'markkingland@energysolutions-otb.com'; 'skismohr@mwalliance.org'; 'curtk@nexant.com'; 'bklein@elpc.org'; 'kristine.koch@oca.iowa.gov'; 'dkrieger@nexant.com'; 'ekabatlensch@eicc.edu'; 'beth.lenstra@legis.state.ia.us'; 'HannahL@ncat.org'; 'douglitwiller@energysolutions-otb.com'; 'jonil@mrenergy.com'; 'jlogan@iamu.org'; 'lyle@optenergy.com'; 'TomM@TWGI.com'; 'mcanally.bill@gmail.com'; 'mickiq@earthlink.net'; 'jsmoore@midamerican.com'; 'dcmunns@midamerican.com'; 'kellyneedles@theenergygroup.biz'; 'rnewman@a-tec.com'; 'goetken@agp.com'; 'polson@cfunet.net'; 'sandy.ibew55@mchsi.com'; 'dosterberg@iowapolicyproject.org'; 'sparadis@mwalliance.org'; 'upasse@iastate.edu'; 'cyndi@icosc.com'; 'leop@weccusa.org'; 'bpeterson@iowacounties.org'; 'shelly.peterson@iowa.gov'; 'gphillips@morganmp.com'; 'vplace@courtavenuesuites.com'; 'dpuckett@sullivan-ward.com'; 'rajanc@iastate.edu'; 'CBRea@midamerican.com'; 'pat.rice@blackhillscorp.com'; 'pvperson2@aol.com'; 'llross@iowacaa.com'; 'troyer@waukee.org'; 'ruffcorn@dps.state.ia.us'; 'Larry.Russell@gelita.com'; 'harry.ruth@ecirec.coop'; 'ken@iowaaflcio.org'; 'mcjsarf1@gmail.com'; 'jscanlan@hy-vee.com'; 'Mark.Schuling@oca.iowa.gov'; 'bschutten@nexant.com'; 'tsharar@AGP.com'; 'RASharp@midamerican.com'; 'dlshatzer2@aol.com'; 'mickeyshields@iowaleague.org'; 'ksidles@indytel.com'; 'claudia.smith@cipco.net'; 'sollenbarger@iowalandlord.org';

To: 'MIKE.SPEED@iowa.gov'; 'pes@brownwinick.com'; 'Monica.Stone@iowa.gov'; 'kstubbs@rpgi.org'; 'wtaylor784@aol.com'; 'stevet@emeraldhomesofiowa.com'; 'chad_thompson@mac.com'; 'Brian.Turner@oca.iowa.gov'; 'michael-valde@uiowa.edu'; 'dave.vaske@iowa.gov'; 'JVickers@elpc.org'; 'jwalker@franklinenergy.com'; 'aleciaw@twgi.com'; Warrington, Dave; 'lew515@gmail.com'; 'erin@ratedhomes.com'; 'kwilhelm@vmind.com'; 'swilson@city.ames.ia.us'; 'nwood@i-e-e-s.com'; 'jwrobel@mwalliance.org'; 'Carole.yates@uni.edu'; 'Syee@mwalliance.org'; 'ziebarth@krellinst.org'; 'contactus@wlpnet.net'; 'denise@phasient.com'; 'kurt@phasient.com'; 'bswindell@accessenergycoop.com'; 'pfoxwell@acrec.coop'; 'rjbauman@butlerrec.coop'; 'rcarisch@calhounrec.coop'; 'jmiles@cvrec.com'; 'wfreeman@cecnet.net'; 'jkidd@consumersenergy.coop'; 'harry.ruth@ecirec.coop'; 'kirk.trede@easterniowa.com'; 'clarence@mail.farmersrec.com'; 'wmckenna@feckalona.com'; 'fbuckel@franklinrec.coop'; 'jlimburg@grundycountyrecia.org'; 'gurecozy@netins.net'; 'joefar@hcrec.coop'; 'bkrambeer@tec.coop'; 'jleerar@heartlandpower.com'; 'slong@humrec.coop'; 'kcolberg@linncountyrec.com'; 'rloomans@lyonrec.coop'; 'jlauzon@mvec.com'; 'b.mckim@midlandpower.coop'; 'jeuchner@nvrec.com'; 'lkorver@nwrec.coop'; 'jtennapel@osceolaelectric.com'; 'jsmith@pella-cea.org'; 'dgoff@prairieenergy.coop'; 'maeilts@sie.coop'; 'phil.kinser@swiarec.coop'; 'lboesenberg@tiprec.com'; 'jeff.bean@wipco.com'; 'kamundson@woodburyrec.com'; 'bvec@speednet.com'; 'jimb@rvec.coop'

Subject: Registration Reminder for IPL Energy Efficiency Plan Collaborative Meeting

Attachments: image003.jpg

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September 4, 2012

RE: Registration Reminder for IPL Energy Efficiency Plan Collaborative Meeting

Interstate Power and Light Co. (IPL), an Alliant Energy company, is preparing a new Energy Efficiency Plan (Plan) to be filed with the Iowa Utilities Board, Friday, November 30, 2012. IPL is holding its last collaborative meeting with interested parties and stakeholder groups to show how elements of the Plan are coming together. Your suggestions have been reviewed and when possible adopted.

We look forward to previewing elements of the new Plan with you.

As a reminder, the collaborative meeting will be held:
Wednesday, September 19
9:00 a.m. to 12:00 p.m.
Marriott West Des Moines
1250 Jordan Creek Parkway
West Des Moines, IA 50266

RSVPs are requested by September 12 to EnergyEfficiencyPlan@AlliantEnergy.com.

Thank you for your interest in IPL's next energy efficiency plan.

Cordially,

Bonnie F. Donnolly
Manager, Product Management – Alliant Energy

Gehrke, Kari

From: EnergyEfficiencyPlan
Sent: Thursday, September 20, 2012 10:03 AM
To: 'DRAhlberg@midamerican.com'; 'GLA@michaelsenergy.com'; Arnold, Scott; 'Baer@iaenvironment.org'; Balster, Thomas; 'lberckes@treesforever.org'; Blackwell, Julie; 'Frank.Bodine@oca.iowa.gov'; 'ebuchanan@cfunet.net'; 'kccartwright@trane.com'; 'JOB@wyckoffind.com'; 'fdaniels@franklinenergy.com'; Darling, Anna; 'Jim.Dillon@blackhillscorp.com'; Donnolly, Bonnie; 'mdouglas@iowautility.org'; 'Jennifer.Easler@oca.iowa.gov'; 'Brenda.Easter@iowa.gov'; 'calvin.ehlts@csgrp.com'; 'Amy.Ellsworth@cadmusgroup.com'; 'Dwayne.Ferguson@legis.state.ia.us'; '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'; 'anna.hyatt-crozier@legis.state.ia.us'; 'charles.isenhart@legis.state.ia.us'; Johnson, Paula; Johnson, Ron [In Cedar Rapids]; 'Fasil.Kebede@oca.iowa.gov'; 'John.Kerss@iowa.gov'; 'Khosrow.Khojasteh@oca.iowa.gov'; King, Kim; 'curtk@nexant.com'; 'dkrieger@nexant.com'; 'Blake.Kruger@oca.iowa.gov'; 'deanlaube@franklinenergy.com'; Lenzen, Anne; 'maloveless@midamerican.com'; MacLaren, Jackie; Madsen, Erik; 'jmandelbaum@elpc.org'; 'jmccalley@hotmail.com'; 'DJMcCammant@midamerican.com'; 'Jennifer.Moehlmann@iowa.gov'; 'dcmunns@midamerican.com'; 'knordmeyer@bnim.com'; 'JTORoake@midamerican.com'; 'adam.parker@csgrp.com'; 'Sheila.Parker@oca.iowa.gov'; Penticoff, Jeanine; 'leop@weccusa.org'; 'CBRea@midamerican.com'; 'jread@franklinenergy.com'; 'pat.rice@blackhillscorp.com'; 'ruffcorn@dps.state.ia.us'; 'Anna.Ryon-Walthall@oca.iowa.gov'; 'mschon@krellinst.org'; 'crott@weccusa.org'; Sempf, Robin; 'tsharar@AGP.com'; 'Bvonderlinde@a-tec.com'; 'mvoss@a-tec.com'; 'jwalker@franklinenergy.com'; Warrington, Dave; 'juliew@energyais.org'; 'erin@ratedhomes.com'; 'leswilson@theenergygroup.biz'; 'xhzhou@iastate.edu'; 'TMYoder@midamerican.com'; 'DouglasHarju@libertyutilities.com'; 'Bruce.Teal@csgrp.com'; 'kamanjefferys@johndeere.com'; 'ggraham@kw-engineering.com'; Vognsen, David; 'ngczachura@midamerican.com'; 'SFS@MichaelsEnergy.com'; 'carrie.weber@iowa.gov'; 'emilyrice@theenergygroup.biz'
Subject: IPL Energy Efficiency Plan Collaborative Meeting presentation
Attachments: IPL Collaborative Presentation 9-19-2012.pdf

Iowa Energy Efficiency stakeholders – thank you for participating in IPL's Collaborative on Wednesday as the company continues to move forward on its Next 5-Year EEP filing planned for November 30.

Attached is the PowerPoint presentation that the IPL team shared at the discussion for your reference.

If you have any questions, please let me know – Anne.

Anne Lenzen
Manager – Regulatory Affairs
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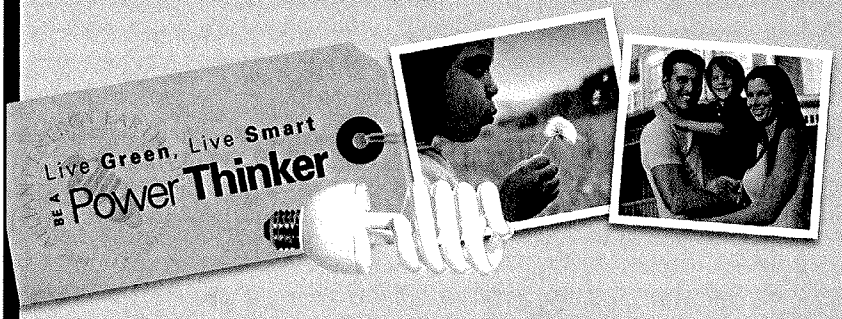
annelenzen@alliantenergy.com

IPL Energy Efficiency Plan Collaborative #2



September 19, 2012

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1

Welcome

Anne Lenzen
Manager Regulatory Affairs
Alliant Energy

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2

Setting Expectations

- Informational and directional
- Progress update toward filing
- Additional refinement could change the final product
- Filing November 30th

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Agenda

- Welcome and Introductions
- IPL EE Strategy
- IPL EEP Development Process
- Program Design
  - Residential Energy Efficiency Portfolio
  - Non-Res Energy Efficiency Portfolio
  - Outreach, Education and Training
  - Demand Response Portfolio
- EEP – By the Numbers
- Q&A
- Adjourn

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IPL EE Strategy

Jeanine Penticoff
Director Energy Efficiency, Account Management and Economic Development
Alliant Energy

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History and Commitment

- IPL has continued to grow and exceed its DSM goals for the past 9 years
  - Maintained greater than one percent energy savings to sales in current EEP
    - For many states, noted as 'distinguished performance'
- As part of IPLs overall strategy, continued commitment to energy efficiency and demand response

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What's ahead in energy efficiency

- Rapid market changes are difficult to predict and plan for
  - Codes and standards
    - Many traditional, baseline measures are no longer cost-effective since they are the standard
  - Costs
    - Savings are getting more expensive to attain, mature programs no longer the low hanging fruit

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IPL EEP Development Process

Hossein Haeri, Ph.D.

Executive Director

The Cadmus Group

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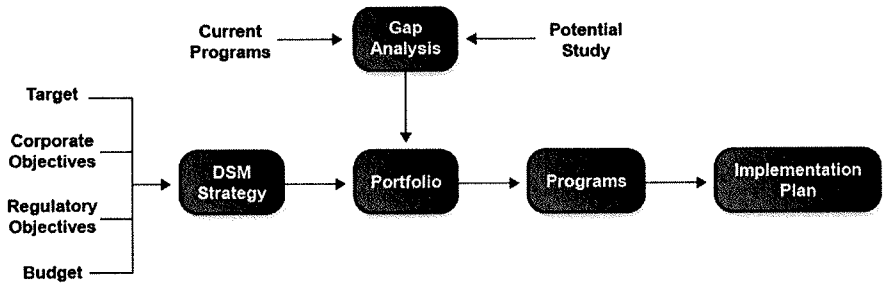
EEP Development Process



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Basic Steps in Developing the EEP

1. Develop program portfolio
   - Existing programs (refine where necessary)
   - New programs
   - Portfolio-level activities and costs
2. Populate portfolio with savings, costs, level of activity (participation)
3. Conduct cost-effectiveness
4. Evaluate portfolio outcomes
5. Balance/rebalance portfolio

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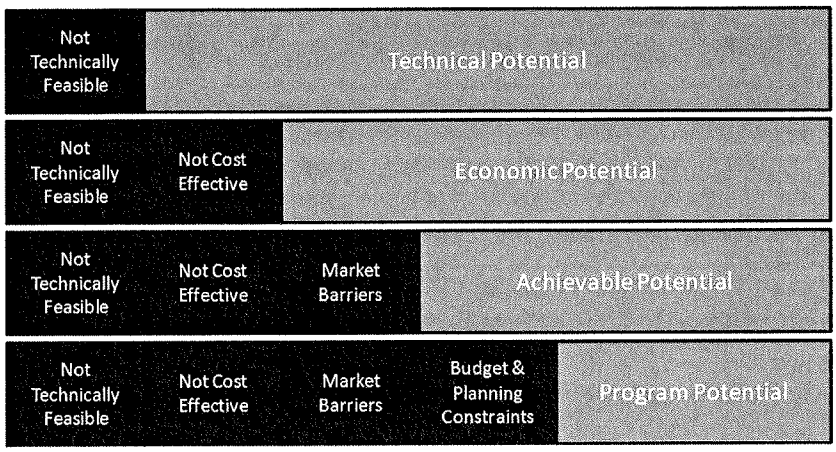
Constraints Define Potential



EPA – National Guide for Resource Planning

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Current Economic Electric Potential

Change in Potential (MWh)

Sector	December 2011 Avoided Costs	August 2012 Filed Avoided Costs	Percent Change
Residential	1,275,962	1,107,840	-13.2%
Commercial	1,148,549	1,132,260	-1.4%
Industrial	871,075	858,814	-1.4%
Total	***3,295,587***	***3,098,915***	***-6.0%***

Change in Potential (% of 2023 Sales)

Sector	December 2011 Avoided Costs	August 2012 Filed Avoided Costs	Change
Residential	33.1%	28.8%	4.30%
Commercial	28.9%	28.5%	0.40%
Industrial	11.4%	11.2%	0.20%
Total	***21.3%***	***20.0%***	**1.30%**

Eliminated 23 residential and 27 Commercial Measures

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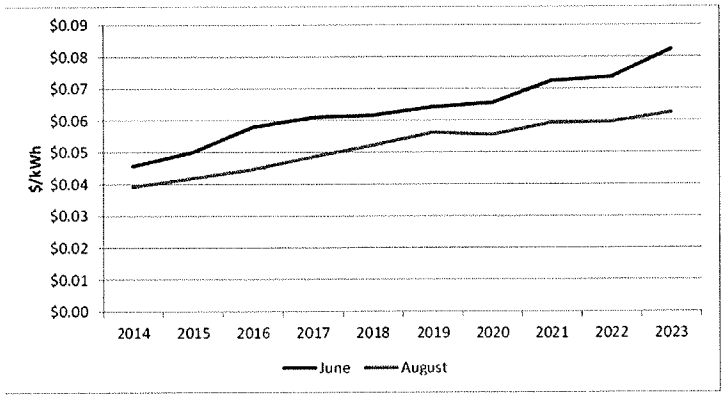
Electric Avoided Energy Costs*



Average drop in electric avoided costs since 2010 filing: 16%

*As filed August 2012.

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Current Natural Gas Economic Potential

Utility	Base Case Sales (Thousands of therms)	Economic Potential		
		Thousand Therms	% of Base Sales	Peak Day Thousand Therms
Residential	142,565	37,922	27%	345
Commercial	90,558	20,683	23%	162
Industrial	33,917	2,969	9%	8
Total	**267,040**	**61,574**	**23%**	**515**

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Achievable Potential

- Identified potential is concentrated in few end uses
  - All that is economic is not achievable
  - Maximum long-term market penetration is estimated to be:
    - ~65 percent of economic potential for gas
    - ~85 percent of economic potential for electric
- Energy efficiency plans will determine likely level of accomplishments
  - Programs include administrative costs, not included in economic measure-level screen
  - Actual amount obtained depends on incentive levels, marketing/outreach, and equity considerations

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Where Achievable Potential is Concentrated

	Electric Economic Potential		Natural Gas Economic Potential	
End Use	Residential	Commercial	Residential	Commercial
Lighting	21%	62%		
HVAC Shell	41%	22%	88%	64%
Water Heating			10%	24%

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Maximum Achievable Potential

	Electric Potential % of Sales			Natural Gas Potential % of Sales		
Utility	Economic	Maximum Achievable	Annual Achievable	Economic	Maximum Achievable	Annual Achievable
Residential	28.8%	24%		27%	18%	
Commercial	28.5%	24%		23%	15%	
Industrial	11.2%	10%		9%	6%	
Total	***20.0%***	**17%**	**1.7%**	**23%**	**15%**	**1.5%**

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Program Design

Bonnie Donnolly

Manager Energy Efficiency Product Management

Kim King

Manager Demand Response Product Management

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Evolution of Plan Design

- Look at current program successes and opportunities
  - Reviewed market changes and expectations
  - Estimated participation based on historic trends
  - Developed savings, benefit/cost ratios, and budgets using a "bottoms up" approach
  - Focused on program design and balance

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Plan Design Key Features/Changes

- Programs:
  - Keeping programs with good savings & participation
  - Adding new programs/components to fill market gaps or simplify portfolio structure
  - Discontinuing programs with low participation, savings, cost-effectiveness
- Measures:
  - Eliminating most (but not all) measures that are not cost-effective
  - Adding new technologies with good economic potential
- Incentives:
  - Most set at ~50 percent of measure incremental cost
  - Some adjustments based on market trends
  - Continuing dealer incentives for most measures

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Residential Energy Efficiency Portfolio

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Residential Prescriptive Rebates

Category	Existing Program	Proposed Changes
Program Description	• Cash rebates for purchase of high efficiency equipment • Wide range of technologies	• Expanding HVAC tune up program • Adding whole house fans • Some measures eliminated (e.g. refrigerators, freezers, windows) • HVAC Save will be a requirement for rebate
Target Market/ Eligibility	• Equipment change out market • Eligibility dependent of customers fuel type	
Marketing and Delivery	• Dealer Network crucial to program delivery • Marketed via e-newsletter, direct mail, traditional channels	
Incentive Structure	• Rebates vary by technology • Low interest financing option	

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Home Energy Assessments

Category	Existing Program	Proposed Changes
Program Description	• On-site assessment	• Multiple assessment types (e.g. basic, comprehensive, electric only)
Target Market/ Eligibility	• Primary heating fuel provided by IPL • Collaboration with other utilities for assessments in shared communities	
Marketing and Delivery	• Marketing via e-newsletter, direct mail, traditional channels • Assessments are performed by third-party contractor	
Incentive Structure	• Free to customers • Low-cost measures installed at no cost • Customer becomes eligible for insulation and home sealing rebate	

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Appliance Recycling

Category	Existing Program	Proposed Changes
Program Description	• Removal and environmental disposal of old and inefficient refrigerators, freezers and air conditioners	
Target Market/ Eligibility	• Customers who own and operate secondary appliances • Those purchasing new appliances	
Marketing and Delivery	• Marketed via e-newsletter, direct mail, traditional channels • Pick-up and reclamation of appliances by third-party contractor	
Incentive Structure	• $25 -$50 cash incentive left with customer when appliance is picked up	

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New Home Construction

Category	Existing Program	Proposed Changes
Program Description	• Capture long-term energy savings in design and construction phases for single and multi-family homes • Builder Option Package or ENERGY STAR® home option	• Simplify program for builder use utilizing the HERS index • Prescriptive and performance options • Reduced incentives
Target Market/ Eligibility	• Single family and multifamily home builders	
Marketing and Delivery	• Marketing via e-newsletter, direct mail, traditional channels • Market channels: builders, real estate agents, lenders	
Incentive Structure	• Rebate covers portion of costs associated with EE upgrades	

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Multifamily*

Category	Program Details
Program Description	• Holistic approach to multi-family efficiency, allowing the building owner to focus on total energy efficiency. • Available for new construction as well as after market upgrades. • Will draw from existing programs (e.g. assessments, prescriptive rebates, new construction programs etc.)
Target Market/ Eligibility	• Multi-family buildings with 4 units or more. • Eligibility dependent of customer's fuel type
Marketing and Delivery	• Marketed via e-newsletter, direct mail, traditional channels • Outreach to landlords, condo owners and home association groups • Audits are performed by third-party contractor
Incentive Structure	• Rebates paid to cover a portion of the EE upgrades • Rebates vary by technology or type of upgrade

*Repackaged from existing programs.

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Change A Light*

Category	Program Details
Program Description	• Upstream marketing campaign • Energy efficient light bulbs including a variety of CFL and LED bulbs
Target Market/ Eligibility	• Available to electric customers of IPL • Collaborative effort with other utilities
Marketing and Delivery	• Administered by a third-party contractor • Marketed via POP materials, website, direct mail and other traditional channels
Incentive Structure	• Customer receives discount at the register • IPL funds discount through the third-party administrator

*Repackaged from existing programs.

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Low Income Weatherization

Category	Existing Program	Proposed Changes
Program Description	• Comprehensive audit and installation of cost-effective energy efficiency measures	
Target Market/ Eligibility	• Customers at or below 150% of federal poverty guidelines	• Customers at or below 200% of federal poverty guidelines
Marketing and Delivery	• Delivered by local Community Action Program (CAP) Agencies	
Incentive Structure	• All services are completed and measures are installed at no cost to customer	

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Low Income Energy Education

Category	Existing Program	Proposed Changes
Program Description	• Energy education initiatives to increase energy awareness thereby improving efficiency and reducing energy expenditures	
Target Market/ Eligibility	• Customers at or below 150% of federal poverty guidelines	• Customers at or below 200% of federal poverty guidelines
Marketing and Delivery	• Delivered by Community Action Program (CAP) Agencies	
Incentive Structure	• Education and low cost energy efficiency measures provided at no cost to customer	• Additional measures of an additional CFL bulb and window film has been added to the kit

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Low Income

Targeted Residential Energy Efficiency Opportunity

Category	Existing Program	Proposed Changes
Program Description	• Identify and encourage energy efficiency upgrades in the home of limited income customers • Begins with Home Energy Assessment, assessment provides a list of recommended improvements and qualified contractors	
Target Market/ Eligibility	• Limited income customers, 150% - 250% of federal poverty guidelines	• Limited income customers, 200% - 300% of federal poverty guidelines
Marketing and Delivery	• Marketed primarily by CAP agencies, also marketed via targeted efforts by IPL • Delivered by various third-party contractors and partners: assessment contractor, appliance recycling contractor and participating dealers	• Marketed and delivered by CAP agencies, also marketed via targeted efforts by IPL
Incentive Structure	• Comprehensive assessment and low cost measures provided at no cost to customers • EE upgrades to home paid by IPL at 90% of installed cost	

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Non-Res Energy Efficiency Portfolio

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Agriculture Program

Category	Existing Program	Proposed Changes
Program Description	• Agriculture-specific prescriptive rebates or low-interest financing • Custom rebates • Free farm energy assessments	
Target Market/ Eligibility	• Equipment change-out market; customers and dealers of high-efficiency equipment • Eligibility dependent of customers fuel type	
Marketing and Delivery	• Marketed via Ag Reps, dealers, third-party assessment provider, traditional channels • Ag Reps and Dealer Network essential to program delivery	
Incentive Structure	• Rebates vary by technology • Low interest financing option	

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Nonresidential Prescriptive Rebates

Category	Existing Program	Proposed Changes
Program Description	• Cash rebates for purchase of high efficiency equipment • Wide range of technologies; heating & cooling, lighting, appliances , data center, etc. • Appliance recycling	• Adding some new measures including HVAC tune up, variable air volume systems and refrigeration measures • Deleting some measures including motors 1-15 HP and commercial ice makers
Target Market/ Eligibility	• Equipment change out market • Eligibility dependent on customers' fuel type	
Marketing and Delivery	• Dealer Network is key to program delivery • Marketed via e-newsletter, direct mail, traditional channels	
Incentive Structure	• Rebates vary by technology • Low interest financing option • $50 recycling incentive	• Investigate instant rebate mechanism for motors through retailer/dealer. Run in tandem with mail-in rebate.

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Business Assessment/Small Business Direct Install Program*

Category	Program Details
Program Description	• Offer business assessment to small business owners • Expand direct install measures to include a comprehensive lighting package.
Target Market/ Eligibility	• Non-residential customers with annual billing of < $50,000
Marketing and Delivery	• Marketed via e-newsletter, direct mail, traditional channels plus additional marketing by third-party contractor • Direct installation performed by third-party contractor
Incentive Structure	• Business Assessment and most direct install measures offered at no cost to customer • Comprehensive lighting package rebated at 80% of installed cost

*New program.

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Custom Rebates

Category	Existing Program	Proposed Changes
Program Description	• Cash incentives for equipment and measures that provide energy, demand or therm savings • Commercial and Industrial Energy Audits • Feasibility Studies • Retrocommissioning Studies	
Target Market/ Eligibility	• Managed and non-managed commercial and industrial customers • Retrofit, replacement or new construction • Notify IPL in advance	
Marketing and Delivery	• IPL key account managers • Direct mail and traditional channels	
Incentive Structure	• 1.5x annual $ energy savings • 2 year payback rule • Energy Audit delivered at no cost to customer • Feasibility Study reimbursed up to $15,000 • Retrocommissioning Study reimburse full study cost, varies by project	

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Commercial New Construction

Category	Existing Program	Proposed Changes
Program Description	• Free energy design assistance to help owner/developers build energy efficiency before building starts	
Target Market/ Eligibility	• Managed and non-managed commercial and industrial customers • Built at least 15% better than state of Iowa code	
Marketing and Delivery	• Design community, AIA, A&E firms and traditional channels • IPL key account managers • Delivered by third-party administrator	
Incentive Structure	• Free energy design assistance to customer, design team and customer incentives determined by program track: Custom, Custom Plus, Design Build	

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Outreach, Education and Training Portfolio

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Hometown Rewards

Category	Existing Program	Proposed Changes
Program Description	• Community-based energy efficiency program • Encourage community-wide energy reduction • Community creates action plan	
Target Market/ Eligibility	• Selected communities within the IPL service territory	• Targeting communities with populations of 5,000 – 25,000
Marketing and Delivery	• Marketed by IPL through brochures and website • Community driven marketing plans through support of steering committee	
Incentive Structure	• Administrative expenses • Reward dollars for initiatives	• Administrative expenses • Reward dollars for implementation • Rewards dollars for reaching goal for an energy-efficiency project

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Non-Targeted Energy Awareness and Information

Category	Existing Program	Proposed Changes
Program Description	• Overarching energy efficiency education (not focused on specific IPL programs)	
Target Market/ Eligibility	• All customer classes	
Marketing and Delivery	• Delivered in various methods including PowerHouse television show, Alliant Energy Speakers Bureau and more	
Incentive Structure	• Not applicable	

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School Based Energy Education

Category	Existing Program	Proposed Changes
Program Description	• Alliant Energy Kids: 4th grade in-school EE education • LivingWise: middle school curriculum	• Alliant Energy Kids: 4th and 5th grade in-school EE education
Target Market/ Eligibility	• School aged children in IPL service territory	
Marketing and Delivery	• Marketed directly to schools, delivered by classroom teachers	
Incentive Structure	• LivingWise participants receive kit of EE materials to install in their home • Materials provided at no cost to school, teacher or student	

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Research, Development and Demonstration

Category	Existing Program	Proposed Changes
Program Description	• Research and demonstrate new and emerging technologies for possible inclusion in IPL EE programs • IPL will monitor the market for emerging technologies and evaluate their fit for the Iowa market • New technologies will be considered based on their reliability and stage of market-readiness	
Target Market/ Eligibility	• All customer classes	
Marketing and Delivery		
Incentive Structure	• Funding provided to third-party individuals to install and test energy savings of emerging EE technologies	

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Builder Training

Category	Existing Program	Proposed Changes
Program Description	• IPL works with builders offering training on energy efficient building practices and how to meet energy code standards	
Target Market/ Eligibility	• Builders, construction trades, raters and code officials • Realtors, lenders and assessors	
Marketing and Delivery	• Marketed by IPL through direct mail and outreach with Home Builders Associations, trade groups and to construction trades.	
Incentive Structure	• Training costs vary	

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Tree Programs

Category	Existing Program	Proposed Changes
Program Description	• Branching Out helps fund and implement tree planting projects for community improvement • Operation ReLeaf offers discounted trees for residential purchase and planting • Growing Kids, Growing Trees • Iowa Hometown Celebrations • Industrial Park Developments • Storm Fund	• Eliminate Growing Kids, Growing Trees and continue support of the Iowa DNR Trees for Kids program • Eliminate Iowa Hometown Celebrations and Industrial Park Developments
Target Market/ Eligibility	• IPL customers	
Marketing and Delivery	• Delivered in conjunction with various partners including Trees Forever, DNR, Economic Development and City Councils	
Incentive Structure	• Incentives vary with the program offering	

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Dealer Network

Category	Existing Program	Proposed Changes
Program Description	• Strategic relationships with dealers and trade organizations who sell or upgrade mutual customers to high-efficiency equipment and/or measures	
Target Market/ Eligibility	• HVAC contractors, equipment dealers, EE affiliates	
Marketing and Delivery	• Marketing via e-newsletter, direct mail, traditional channels • Delivered via IPL Trade Account Manager	
Incentive Structure	• Cash incentive for sale of EE equipment, trade show and educational reimbursement	

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Affinity Bright Ideas

Category	Existing Program	Proposed Changes
Program Description	• Grass roots customers' EE/renewable outreach and/or educational programs • Customer(s) design a program and apply to IPL for funding	
Target Market/ Eligibility	• IPL customer affinity groups, e.g., professional associations, unions, churches, clubs, charities • All IPL customer classes	
Marketing and Delivery	• Marketed via Alliant Energy website	
Incentive Structure	• Donations, grants, matching grants or direct incentives in return for cooperation in program promotion and the realization of specified program targets	

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Demand Response Portfolio

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Residential Direct Load Control Program

Category	Existing Program	Proposed Changes
Program Description	• Cycles central air conditioning and water heating units • Cycling events are based on meeting forecasted temperature triggers or due to reliability issues	• Increasing zone temperature triggers
Target Market/ Eligibility	• Available to retail residential electric customers: central air conditioning, electric water heaters, primary residence	
Marketing and Delivery	• Marketed via bill messages, direct mail, brochures and web page • Program is delivered by IPL	
Incentive Structure	• Credit is applied to the customer's electric bill on the June – September bills • $8/month per central air conditioning unit • $2/month per water heater • Switch installed at no cost to the customer • Switch repairs made at no cost to the customer	

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Non-Residential Interruptible Program

Category	Existing Program	Proposed Changes
Program Description	• Provides flexible peak load management resources • Offers large commercial and industrial customers the opportunity to save energy during critical system peak conditions or high market prices • Event called based on Energy Efficiency, reliability or test conditions	
Target Market/ Eligibility	• Large commercial and industrial customers able to curtail a minimum of 200KW	
Marketing and Delivery	• Primarily marketed and delivered through key account managers • Direct mail	
Incentive Structure	• Monthly bill credits • Credit received is based on curtailable load	

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EEP – By the Numbers

Anne Lenzen
Manager Regulatory Affairs
Alliant Energy

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Potential Customer Impacts

- Changes to Energy Efficiency Cost Recovery (EECR)
  - Residential
    - current 5 percent moving toward 4 percent of total bill
  - General Service
    - maintaining at 3 percent of total bill
  - Large General Service
    - current 7 percent moving toward 6 percent of total bill

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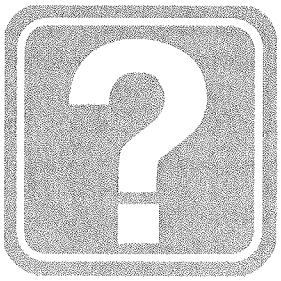
Questions and Answers



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Thank you

Drive Safely!

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