



15TH ANNUAL
INSPIRING
EFFICIENCY
AWARDS

Dinner & Gala

THURSDAY, FEBRUARY 21, 2019

CHICAGO HILTON AND TOWERS

7:00 - 9:00 p.m.

International Ballroom South

WELCOME TO THE 2019 INSPIRING EFFICIENCY AWARDS

The Midwest Energy Efficiency Alliance welcomes you to the 15th Annual Inspiring Efficiency Awards Dinner and Ceremony.

It is our honor to recognize the Midwest leaders who drive advancements in energy efficiency and deliver impressive energy savings across five categories: Education, Impact, Innovation, Leadership and Marketing. Each year, we also recognize a leader with the Chairman's Award for their exemplary leadership in energy efficiency and support of MEEA.

Now in our 15th year of presenting the Inspiring Efficiency Awards, our industry continues to thrive. With each passing year, we continue to be impressed with the passion and dedication that the winners and nominees have for energy efficiency. With so much exemplary work happening here, in the Midwest, we strive to highlight all these successes. Please go through the dinner program to get an overview of each nominee, so you can discover all the great work happening across the region.

The programs honored this year have proven to be examples of innovative and impactful initiatives that promote supplier diversity, encourage energy savings in rural communities and reduce energy use in large facilities. The individuals recognized tonight, though from different backgrounds and sectors, have made energy efficiency a priority in their careers. In their own ways, they have impacted individuals, businesses and customers and made sure that energy efficiency is accessible to all.

We want to thank the Inspiring Efficiency Awards review committee, who spent hours reviewing applications and had the difficult task of selecting the winners from so many highly-qualified applicants. We also want to thank our table sponsors for their support.

The consistent quality of all the winners and nominees from this year and years past further demonstrates the Midwest's leading role in the energy efficiency industry. Thank you for joining us in recognizing their successes! We hope you enjoy your evening.



Jim Jerozal
Board Chairman
MEEA



Stacey Paradis
Executive Director
MEEA

INSPIRING EFFICIENCY AWARDS

CEREMONY PROGRAM

WELCOME & INTRODUCTION

2019 Inspiring Efficiency Award for Education
2019 Inspiring Efficiency Award for Impact

DINNER

2019 Inspiring Efficiency Award for Innovation
2019 Inspiring Efficiency Award for Marketing

DESSERT

2019 Inspiring Efficiency Awards for Leadership
2019 Inspiring Efficiency Chairman's Award

Champagne Toast
SPONSORED BY CADMUS

EMCEE

Bill Angelos
Midwest Energy Efficiency Alliance



The Inspiring Efficiency through Education Award is presented to the organization that has developed and implemented a campaign, program or strategy to increase knowledge and action on energy efficiency.

2019 WINNER
Ameren Illinois

The success of the Ameren Illinois Energy Efficiency Program depends largely on our statewide network of Program Allies. These specially trained contractors help customers access Ameren Illinois incentives to implement energy-saving measures. To strengthen and add diversity to this network, in 2017 Ameren Illinois created an Ameren Illinois Opportunities Scholarship Program to help train the next generation of workers in energy-efficient Construction Management and HVAC. Our scholarship program is unique in its focus on hands-on vocational skills versus academic performance. We look beyond a student's GPA, working closely with school instructors to identify promising minority candidates based on attitude, performance, and capability. Our Ameren Illinois Opportunities Scholarship Program reflects Ameren Illinois' strong commitment to supplier diversity, while filling a business need and boosting local economies.

ACCEPTED BY:
Keith Martin
Director, Energy Efficiency
Ameren Illinois

PRESENTED BY:
Scott Steiner
General Manager, Distributed Energy Solutions
Lockheed Martin



The Inspiring Efficiency Impact Award is presented to an organization that has made a significant contribution to market transformation either through the implementation of a specific program or through a policy change.

2019 WINNER
Minnesota Army National Guard

A major component of providing a ready and resilient force is providing sustainable facilities and infrastructure that serve to train and house our soldiers. Maximizing the efficiency of our facilities ensures that they are economically and environmentally sound and remain assets to our soldiers and communities. The Minnesota Army National Guard prides itself as a leader in promoting energy, water, and waste conservation and reduction practices. Our commitment to leadership in environmental sustainability serves as a vital part of being mission ready and allows us to be good stewards of our environment.

ACCEPTED BY:
Jay Brezinka
Environmental Program Manager
Minnesota Army National Guard - Environmental Compliance

PRESENTED BY:
Eric Flower
Principal
The Weidt Group



The Inspiring Efficiency Innovation Award is presented for developing and implementing of a new innovative program, idea or policy in the Midwest.

2019 WINNER

Focus on Energy's Strategic Energy Management (SEM) Initiative

The Focus on Energy Strategic Energy Management (SEM) Initiative was inspired in 2014 by conversations with a trusted program customer and green-lighted in 2015 by a forward-thinking program administrator. Today, 14 of the 27 participants are on track for or have already achieved ISO 50001 status. Along the way, we refined regression modeling techniques and presentation formats, adjusted our customer engagement and coaching practices, challenged program reporting and evaluation assumptions, learned a great deal about expectations and limitations of SEM as a DSM program offering, and generated excellent customer satisfaction among Wisconsin's largest energy users. With the SEM Initiative, we've laid the foundation for SEM as an ongoing Focus on Energy offering for the next wave of customers ready and committed to improving their energy performance by applying the principles and practices of continuous improvement.

Accepted by:

Tim Dantoin
Senior Engineer
Leidos - Focus on Energy

Presented by:

John Boladian
Director of Energy Efficiency and Demand Response Management
DTE Energy



The Inspiring Efficiency Marketing Award is presented for engaging in or supporting a marketing campaign, program, strategy or idea to increase the adoption of energy efficient products and/or best practices in the Midwest.

2019 WINNER

Focus on Energy's Wisconsin Is In Campaign

Focus on Energy® developed the "Wisconsin Is In" campaign to specifically highlight energy efficiency initiatives in rural communities throughout the state of Wisconsin. A 2016 study by the Focus on Energy Program Administrator found that rural areas were underserved, in some areas by more than 50 percent, in comparison to urban communities regarding incentives, technical resources and services, and other Focus on Energy program benefits. In an effort to improve rural customer inclusion and increase the demand for and implementation of energy-efficient measures, Focus on Energy partnered with Brand Cool (now Verdant), a marketing agency that specializes in energy efficiency marketing research and development, to form the "Wisconsin Is In" campaign that launched in January 2018.

Accepted by:

Jolene Sheil
Manager, Focus on Energy Portfolios
Public Service Commission of Wisconsin

Presented by:

Adam Cooper
Senior Director of Research and Strategy
Institute for Electric Innovation (IEI)



The Inspiring Efficiency Leadership Award is presented to the organization or individual who has served as a strong leader in support of energy efficiency in their city, state, region, company or community.

2019 WINNER

Richard Mark, Ameren Illinois

Under the leadership of Richard J. Mark, Ameren Illinois' energy efficiency program has been recognized as one of the best in the country — rated #12 by ACEEE, an independent energy efficiency organization. Since Mark took the helm in 2012, Ameren Illinois has helped customers reduce energy usage by millions of megawatt-hours, saving millions.

The vision and leadership of Mark and his team have helped shape and secure progressive energy legislation and regulatory policy in the state of Illinois. Whether he's negotiating with lawmakers, donating high-efficiency air conditioners to customers in need, or championing energy efficiency in underserved communities, Mark's vision has made energy efficiency more accessible to customers and communities served by Ameren Illinois.

Presented by:

Mary Woolsey Schlaefer
President & CEO
Slipstream



The Inspiring Efficiency Leadership Award is presented to the organization or individual who has served as a strong leader in support of energy efficiency in their city, state, region, company or community.

2019 WINNER

Mayor Rahm Emanuel, City of Chicago

The City of Chicago under Mayor Rahm Emanuel has undertaken numerous sustainability initiatives that position the city as a national leader in energy efficiency. The Sustainable Chicago Action Agenda spearheaded by Mayor Emanuel identified energy efficiency goals and the actions to achieve them. The City of Chicago's Smart Lighting is working towards the goal of replacing 270,000 of the city's aging street lights with energy efficient LEDs and install a smart network. The new LEDs will use approximately 50% less energy than the existing lights. The project, which is the largest LED street lighting conversion in the U.S., demonstrates to residents and businesses within the City of Chicago and to communities across the nation how projects that save energy and money can also improve lives.

Presented by:

Shaun Dentice
Senior Director
CLEAResult



The Inspiring Efficiency Chairman's Award is presented to the organization or individual who has provided exemplary leadership and support to MEEA throughout the organization's history.

2019 WINNER

Lauren Casentini

Lauren Casentini is a passionate energy professional and entrepreneur who has dedicated 30+ years to energy consulting, program design and management, and policy. Her experience includes 10+ years leading energy efficiency initiatives at Pacific Gas and Electric during the early phases of energy efficiency policy development.

She brought her experience, insights and dedication to the Midwest through two companies she founded, Resource Solutions Group and now Resource Innovations. She also contributed to the Midwest's energy efficiency framework by overseeing California and Midwest program operations and national policy for CLEAResult Consulting, the largest energy efficiency consulting company in the U.S.

Lauren remains active in influencing federal and state energy policy by serving as a speaker and panelist for energy forums and events nationwide, including for ACEEE and the Illinois Energy Efficiency Stakeholder Advisory Group. Lauren is also a co-founder and long-time board member of the California Efficiency and Demand Management Council.

Presented by:

Jim Jerozal
Director of Energy Efficiency, Nicor Gas
Chair of the Board

Thanks to everyone who took the time to apply and was nominated.

EDUCATION NOMINEES

Ameren Illinois, Summer 2018 Internship Program

The Ameren Illinois Summer 2018 Internship Program provided an exclusive opportunity to fourteen college and career-transition adults with an interest in the field of energy efficiency. These energetic individuals embraced the opportunities afforded to them and were able to explore some of the various career options available throughout the industry. First-hand experience coupled with industry-related workshops and webinars ensured a comprehensive program. The unparalleled success of this pilot- program guarantees program continuation for the summer of 2019!

Program Contact:

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Ameren Illinois, Student Energy Education Kit Program

The Ameren Illinois Student Energy Education Kit Program provides a unique educational learning experience on energy efficiency and conservation strategies for students throughout the Ameren Illinois service territory. This is achieved through in-school presentations coupled with a take-home kit of energy efficient products and accompanying activities. Through the Program, students examine their current energy use and consider practical behavioral modifications while identifying the importance of environmental stewardship. Students develop a greater understanding of using energy efficiency products to reduce energy costs and the environmental benefits of doing so.

Program Contact:

Debra Perry
Ameren Illinois
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ComEd Residential Heating and Cooling Rebates (Res HVAC) Team

The ComEd Residential Heating and Cooling Rebates (Res HVAC) team is distinguished by its collaboration efforts with the Illinois Commerce Commission (ICC) on energy efficiency installer certification requirements, and to use that knowledge to enhance Trade Ally network capabilities. This effort has led to a significant achievement for the team and the Res HVAC offering, increasing from 0 ICC certified Trade Allies to over 450 in less than 9 months. The program team's dedication to this effort and to the Trade Allies motivated the high number of trade allies to complete the certification process.

Program Contact:

Brittany Strumbel
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CLEAResult, Residential ENERGY STAR® Lighting & Appliance Program

The CLEAResult Residential ENERGY STAR® Lighting & Appliance program provides incentives to ENERGY STAR qualified LEDs, fixtures, and appliances. Since 2008, our well-trained field representatives have been instrumental in increasing consumer awareness and acceptance of ENERGY STAR lighting and appliances.

Program Contact:

Stephanie Cole
CLEAResult
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ComEd® Energy Efficiency Program, Bronzeville Blitz

The ComEd® Energy Efficiency Program recently launched several new energy-saving incentives designed to assist income eligible customers across the utility's territory. To better educate customers about the offerings, a series of community campaigns were developed. These neighborhood "blitzes" were introduced in three of the territory's key areas for customers who need assistance and they are designed to get selected neighborhoods or towns excited about sharing the savings news.

At the core of the neighborhood blitz's development is a commitment to building a more energy-efficient community. Working with local officials, community groups, businesses and other key leaders, each blitz is tailored

to specifically address the needs and activities of the specific area it serves. The first launch community was Chicago's historic Bronzeville.

Program Contact:

Karin Konrath
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DTE Energy, Lighting Guide

DTE Energy embarked on an effort to make understanding energy efficiency lighting easier. Many customers are confused by the multitude of choices they face in the lighting aisle. DTE created a campaign which coupled a print lighting guide and a tutorial style video to help walk a customer through the purchasing decision in 4 easy steps. This ensures customers can confidently make the switch to ENERGY STAR® LED lighting and be confident in their decision, all the while DTE has helped to lower the upfront cost of making this easy and impactful upgrade.

Program Contact:

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Elevate Energy, National Association of REALTORS® Green Designation Trainings

Real estate agents are trusted messengers and have a unique opportunity to be a source of information for homebuyers on how and why to make energy efficiency improvements after a home purchase. However, it can be difficult to establish a link with the real estate community. A partnership between the Midwest Energy Efficiency Alliance and Elevate Energy offers a solution by reaching agents in a familiar place: the continuing education classroom. MEEA and Elevate Energy provide National Association of REALTORS® Green Designation trainings to agents in Illinois. Over two days, students learn about energy efficiency in terms that matter to them, such as available incentives for upgrades, which measures can boost selling price, and the value of an Illinois Home Performance with ENERGY STAR® certificate.

Program Contact:

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Minnesota Army National Guard, Energy Efficiency Challenge

The Minnesota Army National Guard is committed to the sustainability of its facilities. The Energy Efficiency Challenge (EEC) is a tool that has been used to determine best practices at each facility. It is the intent of the challenge to emphasize reduction, as well as assist facilities in finding solutions to decrease energy usage. This creates an opportunity to not only reduce consumption, but also save money. MNARNG's commitment to reducing energy consumption aims to achieve maximum facility operational efficiency, lowered energy related costs, and reduced maintenance costs. The EEC highlights efforts, goals, and accomplishments in raising awareness about energy conservation. This peer-to-peer competition serves to motivate and encourage facilities to achieve the greatest energy use intensity (EUI) reduction.

Program Contact:

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IMPACT NOMINEES

CenterPoint Energy, Minnesota Conservation Improvement Program

In the last ten years, CenterPoint Energy's natural gas efficiency portfolio in Minnesota has seen tremendous growth. The number of programs has more than doubled from 12 to 27, participation has increased more than six hundred percent, and energy savings have increased from just over 8 million therms (or 0.5% of sales) in 2007 to more than 26 million therms (1.8% of sales) in 2017. All of this has been achieved during a period of time that saw a marked decline in natural gas prices. While program spending has naturally had to increase to achieve these results, the company has nevertheless kept the programs extremely cost-effective, achieving an average cost of well under twenty cents per lifetime therms saved.

Program Contact:

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Cincinnati Zoo & Botanical Garden, Light Up Avondale

One of America's Greenest Zoos – the Cincinnati Zoo & Botanical Garden – has teamed with key partners on an ambitious LED project to make our urban, low-income home community of Avondale the most energy-efficient neighborhood in Cincinnati, Ohio. Gaining trust, building relationships, and connecting closely to our neighbors, the project is allowing us to share the Zoo's deep experience in energy efficiency and environmental sustainability and inspiring community members to go green with us, all the while providing them with much-needed cost savings. In 2017-2018, thanks to \$725,000 in grants from the Duke Class Benefit Fund, the Zoo has transitioned our campus to 100% LED and is installing LED lighting in Avondale buildings, homes, and churches as well as lighting outdoor areas to increase public safety.

Program Contact:

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CLEAResult, Food Bank Distribution Program

CLEAResult's Food Bank Distribution Program has provided ENERGY STAR® certified LEDs and Advanced Power Strips to ComEd residential customers through three Feeding America Food Banks and their network of approximately 657 food pantries within the ComEd service territory. This program is projected to yield 30,206 net MWh savings with the distribution of 1,500,000 LEDs and over 6,000 Advanced Power Strips.

Program Contact:

Stephanie Cole
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Columbia Gas of Ohio

To synchronize the growing demand of consumer technology, and the desire to lower energy costs and associated monthly bills by consumers everywhere, Columbia Gas of Ohio saw a clear sign that smart thermostats could be the energy saving devices customers were looking for. To gain program attention, we offered the Nest Thermostat E for free in Q4 when our residential customers had an audit/assessment of their home completed by one of our trained auditors. Not only did the promotion increase the overall number of completed appointments (delivering 48% of the annual appointment total in just 3 months), the thermostats alone accounted for an increase of natural gas savings

by 4,602 Mcf, contributing to 22,829 total Mcf savings in Q4, and total annual savings of 52,748 for the year.

Program Contact:

Tim Kern
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Columbia Gas of Ohio, Warm Choice Residential Program

Columbia Gas of Ohio's WarmChoice® residential program provides no-cost energy efficiency services to customers whose income is at or below 150% of the federal poverty guidelines (FPG). The program targets homeowners and renters experiencing high natural gas usage and those with high arrearages under Ohio's Percentage of Income Payment Plan (PIPP).

Natural gas energy efficiency measures are determined through a diagnostic inspection that includes safety checks of natural gas appliances. Measures may include attic and wall insulation, floor and duct insulation, natural gas water heater insulation, water pipe insulation, strategic air and duct sealing, and repair or replacement of natural gas furnace, water heater, and/or natural gas cook stove.

Program Contact:

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ComEd, Call for Ideas

The ComEd Energy Efficiency team, working with the Local Tech Advisory Group, developed a framework and criteria for a streamlined Call For Ideas (CFI) to improve our outreach to Income Eligible (IE) customers. This was a broad, collaborative effort that reached out to a wide range of vendors and partners in innovative ways to generate a larger impact for our IE customers. The Call for Ideas was sent out to over 500 recipients and we received 109 idea submissions from a diverse group of organizations including many non-traditional sources.

Program Contact:

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ComEd & Nicor Gas, Strategic Energy Management (SEM) Program

ComEd & Nicor Gas' joint Strategic Energy Management (SEM) program successfully introduced low-to-no cost energy-saving measures into the Illinois energy market – accelerating a transition towards new energy reduction measures. The SEM program offering, which includes intensive educational workshops and one-on-one energy coaching, helps customers identify and implement behavioral changes – which are monitored by statistical energy models to track progress. ComEd & Nicor Gas' SEM work ultimately drove large savings in the utilities' territories, and it has started building a foundation for continued energy savings.

Program Contact:

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ComEd Energy Efficiency Program & CLEAResult

The ComEd® Energy Efficiency Program partnered with CLEAResult to deliver real-time smart thermostat rebates to ComEd customers via product coupons that can be used in-store or online at the time of purchase. Through a mobile-enabled website, customers validate eligibility and then receive a unique coupon to use when purchasing a smart thermostat at a retailer of their choice. The instant coupon technology eliminates the need for post-purchase applications and paperwork, and in turn reduces the customer burden, removes participation barriers and streamlines program processes. Customers receive their rebates in a few minutes instead of a few weeks.

Program Contact:

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Consumers Energy, Small Business Energy Efficiency Program

Consumers Energy has supported Michigan communities with energy efficiency programs, including the Consumers Energy Small Business Energy Efficiency Program. This program has been a natural extension of the company's successful energy waste-reducing efforts since 2009. The program has excelled at serving this hard-to-reach sector, providing support for small businesses, nonprofits, shelters, and houses of worship. Although targeting small businesses and utilizing incentives isn't anything new, the program uniquely demonstrates how underserved segments can achieve drastic savings.

The program targets small businesses and subsectors such as nonprofits and shelters with usage at or below 400,000 kWh per year. It consists of multi-faceted approach including; walk-through energy assessments, direct measure installation, and trade ally-driven project participation at little or no cost to the customer.

Program Contact:

Chad Miller
Consumers Energy
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SEEL, LLC, Appliance Recycling Program

SEEL is a Service Disabled Veteran Owned Business as well as a certified Minority Business Enterprise that takes pride in our ability to service hard to reach customers that have been historically underserved. Additionally, we dedicate ourselves to finding alternative ways to help these communities through innovative program design and differentiated approaches to program implementation. As a submission to MEEA's 2019 Impact Award we are nominating our Appliance Recycling Program, that we run for DTE Energy, to receive this prestigious honor. We have met and surpassed our recycling goals with this program since inception, all while taking an egregious amount of care towards disposing of hazardous materials in accordance with EPA policy by using RAD certified recyclers to protect the environment from harmful exposure.

Program Contact:

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Sieben Energy

As the business environment increasingly embraces data analytics to enhance performance, productivity, and profit, buildings too can employ new technologies to monitor operating performance more granularly than ever before to achieve energy efficiency improvement. Sieben Energy Associates (SEA) has been a leader in data-driven energy analytics, also referred to as monitoring-based commissioning, since 2011, employing data analytics to drive HVAC system optimization at heretofore unattainable levels. SEA's embrace of data analytics and its resulting success in identifying energy saving opportunities influenced ComEd in 2014 to incorporate monitoring-based commissioning into its suite of energy efficiency incentives and influenced many of the firm's clients to begin analyzing large, granular HVAC performance data to prompt new insights about their buildings, leading to significant energy savings and improved performance.

Program Contact:

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Sitton Energy Solutions

In an effort to promote continuous and sustainable energy efficiency, Sitton Energy Solutions has developed a program of collaboration with utilities and their large C&I customers that involves two key components: 1) development and implementation of a Comprehensive Energy Strategy (CES) that drives continuous, never-ending energy efficiency, and 2) the application of data analytics to maximize and sustain the energy savings, all to maximize the customer's and utility's return-on-investment. The program ensures the customer is aware of all energy efficiency opportunities, and their relative ROI, at all times, so they can make the best financial decisions.

Sitton uses its CES program to market and bring customers to the utility incentive programs, and provides input on how incentivizing data analytics can be win-win (customer and utility).

Program Contact:

Darla James
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UIC Energy Resources Center, LIKE Program

ERC's LIKE program distributes energy efficiency kits to income eligible residents throughout ComEd territory, free of charge. By teaming with area community action agencies who serve LIHEAP enrollees, ERC leverages its strong community ties to effectively and efficiently bring energy efficiency to hard to reach markets. These are easy to install, easy to use measures that include LED lamps, a smart power strip, bathroom aerators and a nightlight. Product information, feedback forms, and a customer service hotline are provided in English and Spanish, so that LIKE is accessible to as many people as possible. Because of the partnerships that ERC has developed with community agencies, LIKE is a very efficient, low-cost program that has realized tremendous savings.

Program Contact:

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INNOVATION NOMINEES

AEP Ohio, Community Assistance Appliance Replacement Program

AEP Ohio combined the best practices from their Community Assistance Program (income eligible) and their Appliance Recycling Program and created the Community Assistance Appliance Replacement (CAAR) program. CAAR is a seamless, turnkey solution for appliance replacement in income eligible programs. It involves a delivery model that includes a central platform for order placement, fulfillment, tracking/program data, reliable and consistent service, and a portfolio/suite/catalog of ENERGY STAR® products at highly competitive prices. Units collected under CAAR are recycled under the Appliance Recycling program in a state-of-the-art de-manufacturing plant in Lima, Ohio. The synergies of combining excellent qualities of these two programs increases customer satisfaction, while driving down costs enabling the Appliance Recycling Program to offer higher customer incentives with no budget increases.

Program Contact:

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Agentis Energy, Business Energy Analyzer Platform

The Agentis Customer Engagement Portal delivered impressive savings results due to behavioral change for the second year in a row, based on a new study by Navigant, a consultancy. Business customers saved 276,462 MWh, roughly the equivalent of burning 34,000 tons of coal. These results are the first ever independent third-party verified savings for a behavioral program targeting C&I customers, reinforcing the value of digital engagement for business energy consumers.

The Business Energy Analyzer (BEA) platform is a digital tool designed for ComEd by Agentis Energy (Agentis) that is opt-in and free to use for business customers. BEA enables ComEd customers to leverage the energy usage data collected through advanced metering infrastructure (AMI) and automated meter reading (AMR) meters. These data sources help customers gain insight into electricity use, improve energy efficiency, and reduce utility bills.

Program Contact:

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City of Westerville – Electric Division

The City of Westerville - Electric Division does not rely on chance to secure reasonable electric rates for customers. The Division purchases power from the market, but the cost of transmission and other bill components are largely out of Westerville's control. Those prices are based on, among other things, the highest peak consumption days in any given year. Therefore, the overall cost of power in the future will be partially based on the highest days of power consumption leading up to that year. It is the Westerville way to look ahead and secure a safe, affordable future for residents and businesses. In 2018, the City of Westerville Electric Division teamed up with Nest, the Google-owned producer of smart thermostats to bring Rush Hour Rewards to residents and businesses.

Program Contact:

Chris Monacelli
City of Westerville
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CLEAResult, Instant Rebates Platform

CLEAResult's instant rebates platform provides discounts for utility customers to use in store or online at time of purchase. Through a mobile-enabled website, customers validate eligibility and then receive a unique coupon to use when purchasing a qualifying energy-efficient product at a retailer of their choice. Our instant product eliminates the need for post-purchase applications and paperwork, which reduces the burden on the customer and streamlines participation in energy efficiency programs. Customers receive their rebates in a few minutes instead of a few weeks.

Program Contact:

Stephanie Cole
CLEAResult
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Columbia Gas of Ohio

To synchronize the growing demand of consumer technology, and the desire to lower energy costs and associated monthly bills by consumers everywhere, Columbia Gas of Ohio saw a clear sign that smart thermostats could be the energy saving devices customers were looking for. To gain program attention, we offered the Nest Thermostat E for free in Q4 when our residential customers had an audit/assessment of their home completed by one of our trained auditors. Not only did the promotion increase the overall number of completed appointments (delivering 48% of the annual appointment total in just 3 months), the

thermostats alone accounted for an increase of natural gas savings by 4,602 Mcf, contributing to 22,829 total Mcf savings in Q4, and total annual savings of 52,748 for the year.

Program Contact:

Tim Kern
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ComEd® Energy Efficiency Program, Small Business Offering

The small business offering within the ComEd® Energy Efficiency Program is a trade ally-driven, prescriptive incentive approach for private businesses with <100KW peak demand. The small business offering has grown from a savings goal of 9,000 MWh in 2011 to a goal of 189,018 MWh Gross savings per year in 2018. We achieved this growth by working closely with trade allies and customers to ensure their needs are being met. This includes right-sizing incentives to ensure small businesses can afford to participate, driving market transformation through measure and customer segment focuses, targeting outreach campaigns in under-participating communities, and developing partnerships with the trade allies to help them grow and develop along with the offering.

Program Contact:

Neal Latham
ComEd
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Consumers Energy, Small Business Marketplace

Consumers Energy developed an innovative, self-service small business marketplace to appeal to those in underserved areas. A custom propensity model was developed for this online marketplace, based on past participant data from the Small Business Direct Install program, to score, segment and micro-target eligible customers. This user-friendly marketplace is marketed digitally and via cross-program marketing. Rebates are applied instantly; online chat, blogs and downloadable resources are available to help with product selection; and products are shipped directly to the businesses. It provides an opportunity for even the smallest small businesses, or those in remote areas, to participate in an energy efficiency program. The marketplace has helped Consumers Energy efficiently serve businesses in every corner of their service territory, achieve savings and improve customer service.

Program Contact:

Alyssa Zingaro
AM Conservation Group
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Consumers Energy, Zero Net Energy Program

The Zero Net Energy (ZNE) pilot program is the most comprehensive energy efficiency initiative adopted by Consumers Energy. The program's purpose is to educate on the importance of an integrated design process in achieving zero net energy buildings. This program promotes ZERO NET ENERGY as a post-occupancy, measurable goal by providing a suite of financial incentives and rebates to fund engineering support, cost-benefit analysis and post-occupancy measurement and verification.

Program Contact:

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Consumers Energy
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Delta Institute, Lumin

We are nominating Delta Institute's use of the human centered design approach to develop Lumin for the Inspiring Efficiency Innovation award. Lumin is a mobile phone notification system developed by Delta Institute and targeted at low and moderate income utility customers that 1) helps them reduce or avoid arrears by allowing them to pay their bill more frequently in smaller amounts, 2) assists in accessing smaller, more frequent subsidies when they have trouble paying their bill, and 3) enables them to become more easily connected to incentives and programs to help lower their bill. Lumin was made for income-eligible customers but can be used by any customer with a smart meter and a mobile phone. Lumin was developed using a human centered design approach to answer the question - "How might we help low- and moderate- income customers take advantage of the smart grid?" This approach has provided Delta Institute with benefits beyond Lumin, and we continue to use it to refine Lumin. We think this approach is widely applicable to a variety of energy programs here in the Midwest.

Program Contact:

Amy Yanow
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Energy Bank, FUSION

FUSION™ – LED powered directly by the sun. Patents-pending FUSION is a completely new way of using solar power to directly energize LED fixtures in commercial/industrial applications. It is the latest breakthrough in economically viable renewable energy. FUSION puts the power of the sun into illuminating a facility by using the DC power output from solar panels to directly energize LED fixtures – eliminating the inefficient, expensive and complex conversion process from DC to AC back to DC. Photons in, photons out. No conversion losses. This allows businesses to reduce lighting operating costs to nearly zero during a portion of the day during peak utility rates.

Program Contact:

Tina Prigge
Energy Bank
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Sitton Energy Solutions

In an effort to promote continuous and sustainable energy efficiency, Sitton Energy Solutions has developed a program of collaboration with utilities and their large C&I customers that involves two key components: 1) development and implementation of a Comprehensive Energy Strategy (CES) that drives continuous, never-ending energy efficiency, and 2) the application of data analytics to maximize and sustain the energy savings, all to maximize the customer's and utility's return-on-investment. The program ensures the customer is aware of all energy efficiency opportunities, and their relative ROI, at all times, so they can make the best financial decisions.

Sitton uses its CES program to market and bring customers to the utility incentive programs and provides input on how incentivizing data analytics can be win-win (customer and utility).

Program Contact:

Darla James
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Voltus Energy

Voltus won the first ever Illinois Power Agency capacity procurement award as a demand response provider, delivering hundreds of MWs of clean capacity to Illinois at the lowest possible market price. The commercial, institutional, and industrial customers behind this award form a “virtual power plant” with the use of Voltus technology to deliver

load reductions when the grid faces the potential for a blackout. Additionally, this capacity has the direct, competitive effect of accelerating the retirement of uneconomical, central power stations.

Program Contact:

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LEADERSHIP NOMINEES

Franklin County Board of Commissioners

As elected leadership for Franklin County, the Board of Commissioners establishes strategic direction and fiscal priorities for the 31st largest county in the nation and encompasses the 14th largest city - Columbus, Ohio. Increasingly, energy is a focus to address their highest priorities of community safety, job creation, health, sustainability and fiscal responsibility. In addition, the Commissioners have prioritized energy efficiency among their economic development initiatives, such as the EnergyWorks program that provides financial capital for commercial scale energy-saving projects. The Commissioners are also expanding the reach of PACE financing, and the adoption of LEED as a standard in municipal construction. Their commitment remains evident in the release of the Franklin County Energy Study, which provides the foundation to align regional energy initiatives.

Scott Pigg, Seventhwave

Scott Pigg is an expert in all aspects of residential energy consumption. Over the past 28 years, he has designed and led numerous field studies investigating space heating, air conditioning, water heating and plug-load energy use. He excels at conceiving and implementing research projects that use a combination of survey data, on-site data collection and utility billing data to understand the user's effect on energy efficiency. Scott is nationally recognized for his expertise in designing rigorous statistical studies, analyzing customer billing data and conducting complex data analysis. Scott has led the residential-sector analysis for several energy efficiency potential studies, has conducted residential characterization studies, and led a large national study examining the impacts of home weatherization on indoor air quality.

U.S. Green Building Council – Missouri Gateway Chapter

The USGBC-Missouri Gateway Chapter believes that everyone deserves to live, work, and learn in a green and healthy building. Through education and outreach, they engage community leaders in sustainable projects that provide environmental, health, and economic benefits in Missouri and Southern Illinois.

Founded in 2001 by 15 volunteers with a passion for green building, volunteers are still at the core of the organization, contributing nearly 4,000 hours annually. Volunteers and staff work with members, sponsors, partners, and the community to advance the quality of life in the region - educating about green building, advocating for healthier environments, and establishing lasting partnerships to improve our built environment. USGBC-Missouri Gateway works to make the vision of healthy and efficient buildings a reality, benefiting all.

MARKETING NOMINEES

ComEd® Energy Efficiency Program

The ComEd® Energy Efficiency Program uses facility assessments to build awareness and participation in the energy efficiency program. To increase facility assessment participation, ComEd embarked on an advertising campaign in 2017 which resulted in a 290% increase in total business facility assessments over the same period last year (SPY).

These assessments are offered free to businesses and public-sector customers with peak electrical loads of > 100 kW to identify energy-saving opportunities throughout their facility, whether it's lights, HVAC systems, chillers, motors or other electrical components. ComEd is a utility leader that markets assessments as the first step for customers to save money and energy.

Program Contact:

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Consumers Energy

Consumers Energy's Residential Participating Contractor Network was established in 2011. In 2017, the Contractor Badge Ranking System was created to encourage increased participation and recognize outstanding performance in our residential Home Performance with ENERGY STAR®, HVAC, and Insulation and Windows programs. The ranking system includes four designations: gold, silver, bronze, and Energy Auditor.

Corresponding badges were developed for each level to let eligible contractors easily promote their status to their customer bases. Contractors are able to earn an updated ranking annually.

This effort gained further momentum in 2018 with the introduction of The Preferred Contractor Marketing Kit. The kit displays stickers, magnets, and window decals available and the proper use. Contractors receive funding to order marketing materials based on badge level.

Program Contact:

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DTE Energy, DTE Insight

DTE Insight, which began as a home energy use smart phone application, is expanding to include home energy management. DTE Energy invested early and wisely to ensure the long-term success of DTE Insight. In this way, they continue to be mavericks in defining smart home opportunities—and customer engagement strategies—in the utility space.

Knowing that brand and product expansion is not a simple task, DTE Energy created a long-term, data-informed product and marketing strategy. This approach included mixed-methods hybrid research, a segmentation study, a comprehensive customer database, and modeling to support adaptive market engagement through micro-targeting. With the insights from this approach, the team developed brand, campaign, and messaging strategies to prepare the market for home energy management services.

Program Contact:

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DTE Energy, Home Energy Consultation Program

The DTE Energy Home Energy Consultation (HEC) program is a residential energy assessment program that includes free in-home installation of energy-saving products and a home energy report.

In an effort to better target customers, DTE Energy adopted Mosaic – a household-based, consumer-lifestyle segmentation scheme that helps anticipate customer behavior and preferences.

Using a segmented marketing strategy and learnings from Mosaic, we drastically improved our HEC program marketing return on investment compared to direct mail and email campaigns implemented the previous year.

In short, we targeted 409,799 fewer customers – and yet drove significantly more responses. Specifically, we saw a 28% higher conversion rate among natural gas customers and 47% higher conversion rate among combo (natural gas and electric) customers.

Program Contact:

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DTE Energy, Lighting Campaign

DTE Energy embarked on an effort to make understanding energy efficiency lighting easier. Many customers are confused by the multitude of choices they face in the lighting aisle. DTE created a campaign which couples a print lighting guide and tutorial style video to help walk a customer through the purchase decision in 4 easy steps. This ensures customers can confidently make the switch to ENERGY STAR® LED lighting and be confident in their decision, all the while DTE has helped to lower the upfront cost of making this easy and impactful upgrade.

Program Contact:

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Indianapolis Power & Light Company, eScore Program

In June 2018, Indianapolis Power & Light Company (IPL) launched eScore™, a new residential home assessment program, using a multifaceted marketing campaign aimed at driving customer awareness and conversions for this new offering.

Program goals were aggressive, and a mid-year launch made the initial success of our marketing efforts even more critical. Therefore, we devised a strategy to maximize reach and drive program demand from the onset. This strategy, which included a mix of email, direct mail, billboards and events in conjunction with the development of program collateral and a customer portal, was incredibly successful at driving new appointment bookings. It also led to a reduction in appointment cancellations—which was crucial to reaching key program milestones in the first three months after launch.

Program Contact:

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Nicor Gas, energySMART

At energySMART, a Nicor Gas program, our portfolio was designed with a guiding principle in mind – that all customers have a way to participate and engage in our program. In June 2017, energySMART started serving additional markets, including income-qualified households, previously served by the State of Illinois Department of Commerce and Economic Opportunity. Within this group, saving money and providing a warm comfortable home were identified as major benefits that energySMART could provide to those that need it most. With this need in mind, the energySMART marketing team developed and implemented the income-qualified marketing strategy to increase awareness and access to energySMART offerings. In this year alone, low-income customer participation has increased by 48%.

Program Contact:

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THANKS TO THE 2019 INSPIRING EFFICIENCY AWARDS REVIEW COMMITTEE

MEEA would like to thank all of our members and board members who spent hours reviewing the nominations for the 2019 Inspiring Efficiency Awards. We had 50 applications this year in the five categories. There was great diversity among the applications from across the Midwest representing a wide variety of industries. The winners and nominees represent the best in the Midwest and the wide range of quality work in the industry.

Please join us in thanking our members for their time and service:

David Tabata, AEP Ohio
Brad Cain, Agentis Energy
Monica Thilges, APTIM
Scott Yee, APTIM
Cathy Milostan, Argonne National Laboratory
Jamie Fitzke, Center for Energy and Environment
Brittany Zwicker, CLEARResult
Chanda Rowan, Franklin Energy
Rich Hackner, GDS Associates
Kevin Duffy, ICF
Bobbi Fey, ICF
Kelly Mulder, ILLUME
Mark Stover, Leidos
Scott Steiner, Lockheed Martin
Kevin DeMaster, Mitsubishi Electric
Rick Morgan, Morgan Marketing Partners
Josh Arnold, Navigant
Randy Gunn, Navigant
Rob Geltner, Nexant
Ashley Lucier, SEEL, LLC
E'Lois Thomas, SEEL, LLC
Eric Flower, The Weidt Group

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LEIDOS
RESOURCE INNOVATIONS
XCEL ENERGY

IEA PAST WINNERS

CHAIRMAN'S AWARD

2018: Jon Williams
2017: Jeanine Penticoff
2017: Llona C. Weiss
2016: Randy Gunn
2015: Tim Melloch
2014: Alecia Ward
2014: Wendy Jaehn
2014: Jay Wrobel
2013: Sam Sirkin
2012: Commonwealth Edison
2011: David Eijadi
2010: Illinois Department of Commerce and Economic Opportunity (DCEO)
2009: Janet Streff
2008: Sara Ward
2006: Mary O'Toole
2005: David Leishman
2004: Val Jensen

EDUCATION AWARD

2018: National Energy Foundation, Think! Energy
2017: Xcel Energy
2016: Alliant Energy
2016: Columbia Water & Light
2015: Nicor Gas
2014: AEP Ohio
2014: Wisconsin K-12 Energy Education Program (KEEP)
2013: AEP Ohio
2013: Xcel Energy, BOMA Greater Minneapolis, and BOMA St. Paul
2012: Advanced Technology Environmental and Energy Center (ATEEC)
2011: Energy Center of Wisconsin
2010: Commonwealth Edison and Chicago Urban League
2010: Commonwealth Edison and US EPA ENERGY STAR Change the World
2010: Smart Energy Design Assistance Center (SEDAC)
2009: Interstate Power & Light Company
2008: Schools for Energy Efficiency

2006: Missouri Botanical Gardens EarthWays Center
2005: University of Illinois Energy Resources Center
2004: Wisconsin Focus on Energy Residential Programs

IMPACT AWARD

2018: Ameren Illinois
2018: ComEd Energy Efficiency Programs
2017: Focus on Energy
2017: Michigan Saves
2016: ComEd
2016: MidAmerican Energy
2015: City of Chicago - Retrofit Chicago
2015: Illinois Public Housing Authority Efficient Living Program - Illinois Energy Now
2014: Commonwealth Edison and Nicor Gas
2014: Columbia Gas of Ohio
2013: Xcel Energy
2012: Association of Illinois Electric Cooperatives
2011: Commonwealth Edison
2010: Interstate Power & Light Company, an Alliant Energy Company
2009: Orion Energy Systems, Inc.
2008: MiraCit Development Corporation
2006: Alliant Energy- Wisconsin Power & Light Co.
2005: MidAmerican Design Assistance
2004: The Compressed Air Challenge

INNOVATION AWARD

2018: ComEd Energy Efficiency Programs
2018: Focus on Energy and Madison Gas and Electric (MGE)
2017: AEP Ohio
2017: Iowa Economic Development Authority
2016: AEP Ohio

2015: AEP Ohio's Continuous Energy Improvement Program
2015: DTE Energy, DTE Insight
2014: Focus On Energy
2013: Ohio Development Services Agency
2012: Ohio Hospital Association
2012: Energy Innovation Corridor (Xcel Energy & CenterPoint Energy)
2011: DTE Energy
2011: Missouri Department of Natural Resources
2010: Ameren Illinois Utilities, Watts Solution Program
2010: Ameren Illinois Utilities, LED Refrigerated Case Project
2009: Keyser Visual, Inc. and Florida Plastics International, Inc.
2008: George Bialecki, Jr., Alternative Energy Builders (AEB)
2006: District Energy St. Paul
2006: The Cleveland Green Building Coalition
2005: Center for Technology Transfer, Inc.
2004: Community Energy Cooperative's Energy-Smart Pricing Plan

LEADERSHIP AWARD

2018: Louis James, SEEL, LLC
2018: Governor Rick Snyder, State of Michigan
2017: George Malek, ComEd
2017: Kim Winslow, KCP&L
2016: Rick Sites, Ohio Hospital Association
2015: Jim Jerozal, Nicor Gas
2015: Carol Stemrich, Public Service Commission of Wisconsin,
2014: The Honorable Toni Preckwinkle, Cook County (IL) Board President
2013: Commissioner Cheryl Roberto, Public Utilities Commission of Ohio
2012: Jennifer Easler, Iowa Office of Consumer Advocate
2011: Commissioner Monica Martinez, Michigan Public Service Commission

2010: Janine Migden- Ostrander, Office of the Ohio Consumers' Counsel
2010: Tom Casten, Recycled Energy Development
2009: Governor Jim Doyle, Wisconsin
2008: State of Minnesota
2008: State of Illinois
2008: City of Ann Arbor, Michigan
2006: Diane Munns, Iowa Utilities Board
2006: Robert L. Cowles, Wisconsin State Senate
2005: Governor Jennifer Granholm, State of Michigan
2004: Governor Tim Pawlenty, State of Minnesota

MARKETING AWARD

2018: Ameren Illinois
2018: Vectren Corporation
2017: Nicor Gas
2016: Consumers Energy
2015: Nicor Gas
2014: Ameren Illinois
2013: Nicor Gas
2012: DTE Energy
2012: AEP Ohio
2011: Xcel Energy
2011: Prairie Power
2010: Interstate Power & Light Company, an Alliant Energy Company
2010: R.L. Just & Associates, P.C. Architect
2009: Wisconsin Focus on Energy
2008: Rochester Public Utilities
2006: MidAmerican Energy
2005: Interstate Power & Light Co.

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