

# Inspiring Efficiency Awards Panel



Celebrate the great work happening across the Midwest! Use the QR code to view all applicants.



Interested in participating for 2025 IEA Review Committee? Email me!

Thank you to all this year's  
winners and nominees!



# Xcel Energy, Center for Energy & Environment and CenterPoint Energy

Accepted by

Sarah Northrup – Center for Energy & Environment  
Husein Yussuf – Xcel Energy



# WORKFORCE DEVELOPMENT

## INSPIRING EFFICIENCY IN EDUCATION AWARD

**Xcel Energy, Center for Energy and Environment (CEE), &  
CenterPoint Energy**

**Sarah Northrup & Husein Yussuf**



## CEE's nonprofit mission

The Center for Energy and Environment promotes energy efficiency to strengthen the economy while improving the environment.

We provide practical energy solutions for homes, businesses, and communities.

### WE STAND FOR:

- ✓ Collaboration
- ✓ Expertise
- ✓ Science
- ✓ Community
- ✓ Integrity
- ✓ Equity



# Why workforce development?

## Minnesota's clean energy workforce demographics

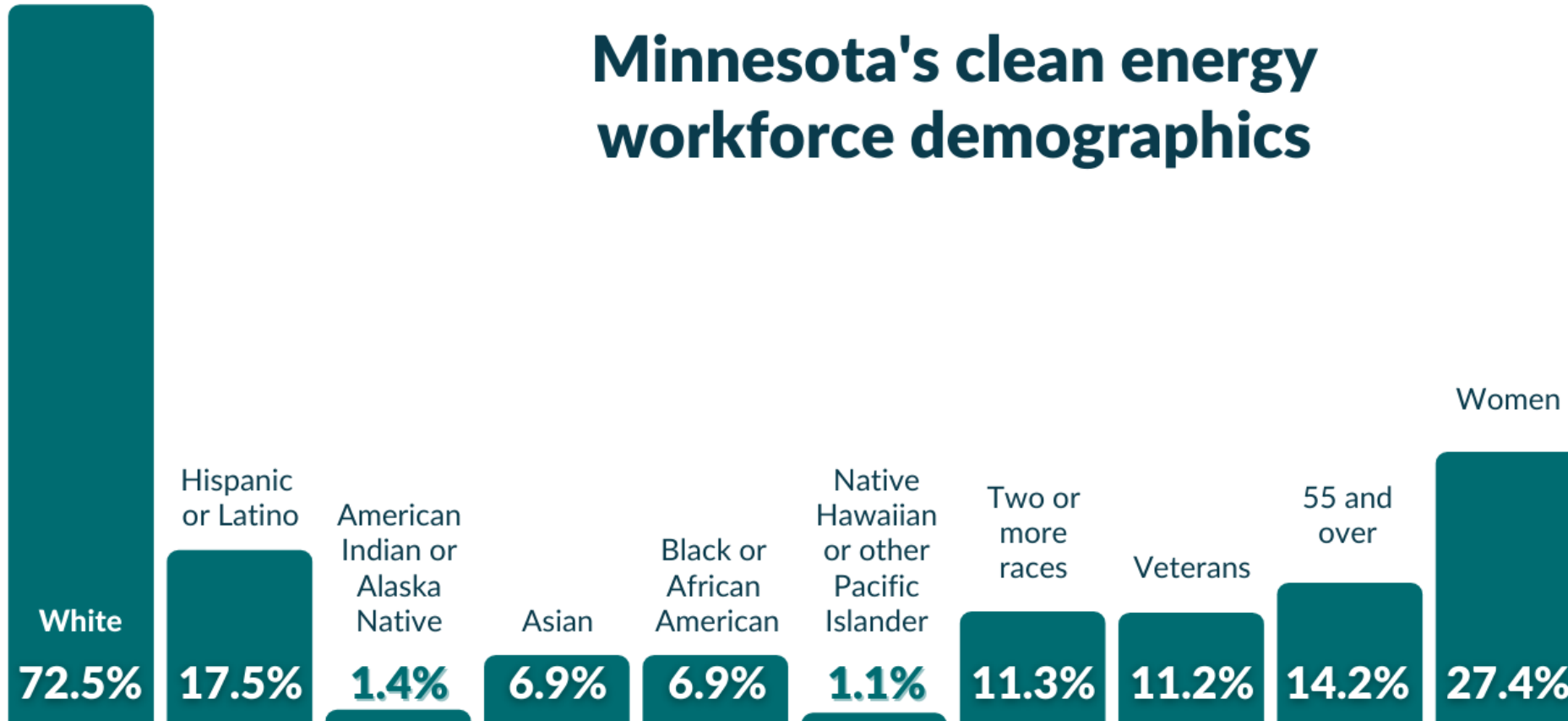


Figure 1. Clean Energy Economy MN: Clean Jobs Midwest Report 2021. [Clean Jobs Midwest - 2021 \(cleanenergyeconomymn.org\)](https://cleanenergyeconomymn.org)



# Program Sponsors



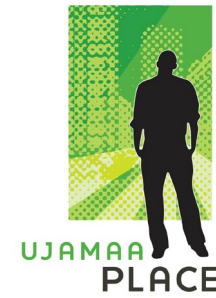




# Building Partnerships

- Wraparound support services
- Career readiness, financial coaching, and job navigation assistance
- Employers with a culture of training and growth mindset

## Recruitment and wrap around services:



## Employers:





# Program Progress and Results

- Trained **90 participants** since the program launch
- **92%** of trainees identified as Black, Indigenous, or People of Color
- **30%** identified as women
- **98%** passed the BPI Building Science Principles exam
- Close to **70%** secured employment in the sector after the internship







# Program Overview



## Recruitment

- Partner with CBO's, county and city workforce boards
- Past graduates, word of mouth
- Prioritize BIPOC, women
- Outreach to Residents living in frontline communities

## Home Energy Career Training

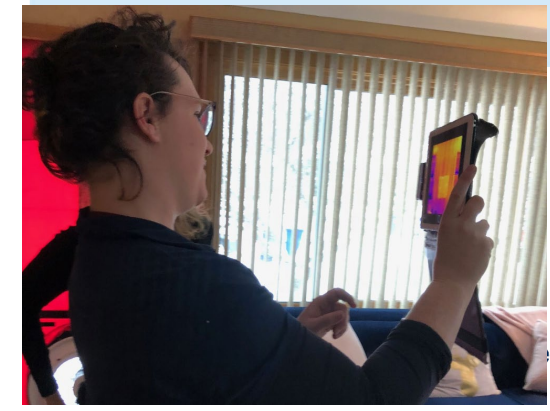
- Paid 4- weeks, \$2500
- Building Science Fundamentals
- Intro to diagnostic testing (i.e. Blower Door) and insulation & air sealing
- Career Readiness & Financial Coaching
- BSP BPI certification

## Paid Internship

- 2 tracks (Auditor/Insulator)
- On-the-job training
- Employer hosts
- Hourly wage of \$17.50/hr plus some benefits
- 16 weeks
- BPI ALCI or Building Analyst Technician

## Job placement

- Built throughout the training
- Employer engagement
- Resume building
- Interview skills/practice
- Navigating conflict & communication styles





## What we heard from trainees:

- “I don’t look at houses the same.”
- “I learned the proper way to reduce energy loss by properly conducting an audit and proper air sealing and insulation.”
- “I learned about networking and being able to apply myself in the community.”





## Where are we going next?

- Expanding to HVAC at Saint Paul College with funding from Ramsey County Learn & Earn ARPA dollars
- Strengthening partnerships with employers, CBOs, and cities
- Beginning to expand work into Greater MN



# Thank You!

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CEE workforce website landing page:

[www.mncee.org/career-training](http://www.mncee.org/career-training)

Contact Info: [careertraining@mncee.org](mailto:careertraining@mncee.org)





# ComEd Expanded Income-Eligible Health & Safety Investment

Accepted by  
Kara Jonas  
ComEd



January 31, 2024

# Midwest Energy Solutions

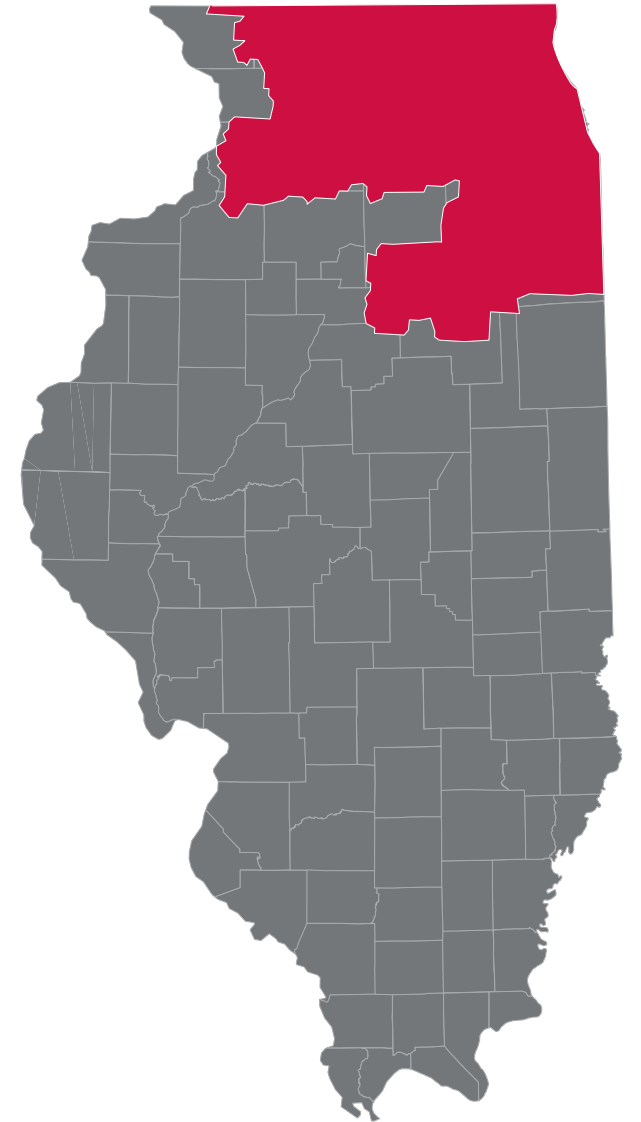
*ComEd's Expanded Income-Eligible  
Health and Safety Investment*



# About ComEd

ComEd is a subsidiary of Exelon Corporation, the nation's leading competitive energy supplier. As an electric delivery only company, ComEd's dedicated workforce of more than 6,400 employees is focused on the safe and reliable delivery of electricity. This requires managing over 90,000 miles of power lines, 1.3 million poles, and 1,300 substations in an 11,400 square-mile territory to deliver electricity to more than 4 million customers across northern Illinois.

Since 2008, ComEd customers have saved more than \$9.1 billion on energy bills and avoided close to 67 billion pounds of carbon through its energy efficiency programs.



# Expanded Investment

- **Funding Information**

- As part of ComEd’s 4-year Energy Efficiency Plan spanning 2022 – 2025, ComEd committed to an expanded investment in Health and Safety to help ensure energy efficiency access to those customers that can most benefit.
- ComEd is legislatively required to budget at least 15% of ‘income-qualified weatherization budget’ for health and safety measures.
  - Applicable offerings include:
    - Home Energy Savings
    - Multi-Family Energy Savings
    - Whole Home Electric
    - Affordable Housing New Construction
  - This investment equates to approximately \$41.5 million dollars across ComEd’s 4-year energy efficiency plan.
- Budget is reserved to address conditions identified in homes and residential buildings that represent a potential risk of harm to a person or property that limits the ability for an energy efficiency project to move forward safely

# Offerings with Health and Safety Available



- **Home Energy Savings**

- Provides a comprehensive set of products and services that range from assessments and direct install measures to comprehensive retrofits to help single family customers save energy and reduce energy bills
- Large portion of budget is allocated towards weatherization for income eligible customers

- **Multi-Family Energy Savings**

- Provides a comprehensive set of incentives and services to help multi-family and public housing properties and tenants save energy and reduce energy bills
- Heavily focused on serving income eligible and public housing properties



- **Whole Home Electric**

- Converts fossil fueled appliances and heating and cooling systems to efficient, all electric appliances and systems.
- Serves income eligible single family and multi-family homes and buildings, as well as buildings owned by public housing authorities.

# Why Is This Important?

- Limited external resources and funding for these types of measures
- Funding allows offerings to reduce deferrals, unlocking energy efficiency opportunities for those customers that can most benefit
  - A **deferral** refers to when a qualifying customer requires Health and Safety mitigation work to enable an energy efficiency project to safely proceed but is informed that they cannot be served by the offering until the identified Health and Safety issue(s) is addressed.
- In some cases, improved quality of life and indoor air quality

*“...When we let people know about things like mold in the attics or water in the crawlspaces, the residents are often aware but resigned to the fact that they can’t do anything about it. Being able to address these items as part of the bigger program is extremely helpful to the folks who really have very little ability to address these problems themselves. Having a reasonable H&S budget allows more people to participate in the program and address unsafe and unhealthy conditions.” – Participating Energy Efficiency Service Provider*

# Challenges

- **Establishing protocols and funding structure**
  - Needed to create and refine Health and Safety program protocols and processes in coordination with partner gas utilities.
  - Ensuring equity and access of Health and Safety funding
- **Despite a robust budget, there is still tremendous needs**
  - Successfully secured additional funding in partnership with Midwest Energy Efficiency Alliance, Nicor Gas, Peoples Gas and North Shore Gas through the Federal Home Loan Bank's Affordable Housing Program
- **Identifying qualified service providers**
  - Since the scope of the health and safety work can differ so greatly from energy efficiency, the programs' service provider network needed to expand its traditional services or build its network of subcontractors.
  - Took time to understand and assess the required licenses and certifications.
- **Ensuring Fair and Competitive Pricing**
  - Lack of robust data on historical pricing and averages as compared to common energy efficiency measures.
  - Addressing evolving work scopes

# Impact

- Since 2022, ComEd's H&S investment of over \$18M has:
  - Enabled **940 projects** across 509 single family homes and 431 multi-family and public housing properties to safely proceed
  - Unlocked over **\$16M in energy efficiency incentives**
  - Resulted in **52,792 net MWhs of energy savings** (inclusive of converted therms) to be recognized by income-eligible and Public Housing customers.
- Approximately \$6.8M of the \$18M (38%) Health and Safety investment to date is through Diverse Business Enterprises (DBEs). This investment also **unlocked an additional ~\$10M in energy efficiency incentives through DBEs.**
- The common issues that these dollars have addressed include structural issues, roof issues, mold, standing water, asbestos, mechanical issues and electrical panel upgrades.







# Thank you

Kara Jonas  
Kara.Jonas@ComEd.com



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# ComEd Energy Efficiency Electrification Portfolio Development

Accepted by  
Mark Milby  
ComEd





January 31, 2024

# Midwest Energy Solutions

*ComEd's Energy Efficiency Electrification  
Portfolio Development*

# ComEd Energy Efficiency Portfolio

BY THE NUMBERS



79.27  
million Net MWh saved

37.23  
million acres of trees  
planted

6.64  
million cars off the road  
for one year

67.31  
billion pounds of CO<sub>2</sub>  
reduced

\$8.76  
billion on customer bills saved

155.2  
million efficient  
bulbs sold



9.04  
million  
homes powered  
for one year

163,815  
business projects completed



\$1.98  
billion in  
incentives  
provided  
to customers\*

3,937,353  
rebates & incentives provided

494,372  
assessments completed





# What Set the Stage for Building Electrification in IL?

- **2021 Climate and Equitable Jobs Act (CEJA)**
  - Beginning in 2022, utilities may offer building electrification measures, provided they reduce total energy consumption at the premises, and count savings toward goals
  - Defines eligible end uses
  - Outlines how savings are calculated
  - Limits to 5%/year in current Energy Efficiency Plan 6 (2022-2025); 10% in Plan 7
  - 25% of savings must come from electrification in income eligible customer housing
  - Prior to installing an electrification measure, utility must provide customer with estimate of impact on monthly electric bill and total annual energy expenses





# Additional Commitments for Income Eligible Programs

- Target on average \$10M spend per year 2022-25 (ramping up over time)
- Serve single family and multifamily homes
- Ensure combined electrification measures reduce customers' total energy expenses
- Aim for complete electrification of all end uses and integrate with weatherization
- Aim to integrate electrification measures into existing program delivery
- Cover costs of service upgrades and other costs
- Coordinate and discuss proposed program approaches with IL stakeholders





# The Race to Grow the Portfolio



## Faced with this unique opportunity, ComEd:

- Conducted multiple studies to identify and prioritize key energy efficiency electrification opportunities, including program benchmarking, customer research, technology review, and market characterizations.
- Launched field studies to validate equipment performance and gain real-world cost data.
- Developed contractor training curricula for key measures
- Led extensive updates to the IL TRM
- Collaborated with evaluation and data tracking teams
- Worked extensively with implementation contractors to design and launch new customer offerings

# 2023 Progress

- 4,812 air source heat pump incentives
- New heat pump training initiative with 160 contracting companies fully completed
- 68 all-electric new single-family homes and six all-electric multifamily affordable housing projects completed
- 70 lithium-ion fork truck incentives
- 262 income eligible customer homes fully electrified
- Developed and launched [GoElectric.ComEd.com](https://GoElectric.ComEd.com)
- Several field demonstrations completed or in progress to validate high-impact, next-generation electrification technologies



Cold climate air source heat pumps installed for a multifamily Whole Home Electric project. Credit: Elevate



120V heat pump water heater field study cosponsored by Focus on Energy & Consumers Energy



New heat pump contractor training program developed with 160 companies completed



VRF heat pump demonstration completed at historic Quinn Chapel AME church



# Moving Forward

- Addressing the high cost of serving income eligible customers
- Braiding funding sources to maximize customer impact
- Studying equipment performance and customer bill impacts
- Growing and fine-tuning customer messaging
- Introducing new measures and offerings
- Expanding contractor training
- Driving regional innovation through emerging technology demonstrations



Whole Home Electric participant in Chicago, IL.  
Credit: Elevate



VHE DOAS HVAC installation at Oak Park Temple,  
Oak Park, IL.



Heat pump equipment is lifted onto the roof of a multifamily  
building in Maywood, IL. Credit: Elevate



# Thank You to Our Partners (in no particular order)





# Thank you

Mark Milby  
Mark.Milby@ComEd.com



comed<sup>SM</sup>

AN EXELON COMPANY



**MARKETING**  
INSPIRING EFFICIENCY AWARDS  
**WINNER**

# Consumers Energy

Accepted by

Shannon Morrow – Consumers Energy

Lyndsay Gullede - ICF

**Online Store**

**Awareness**

**Campaign**

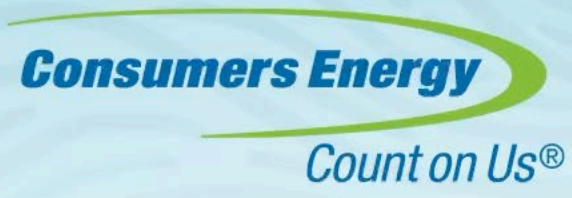
**Consumers Energy**

*Count on Us®*

Presented by  
Shannon Morrow & Lyndsay Gullede

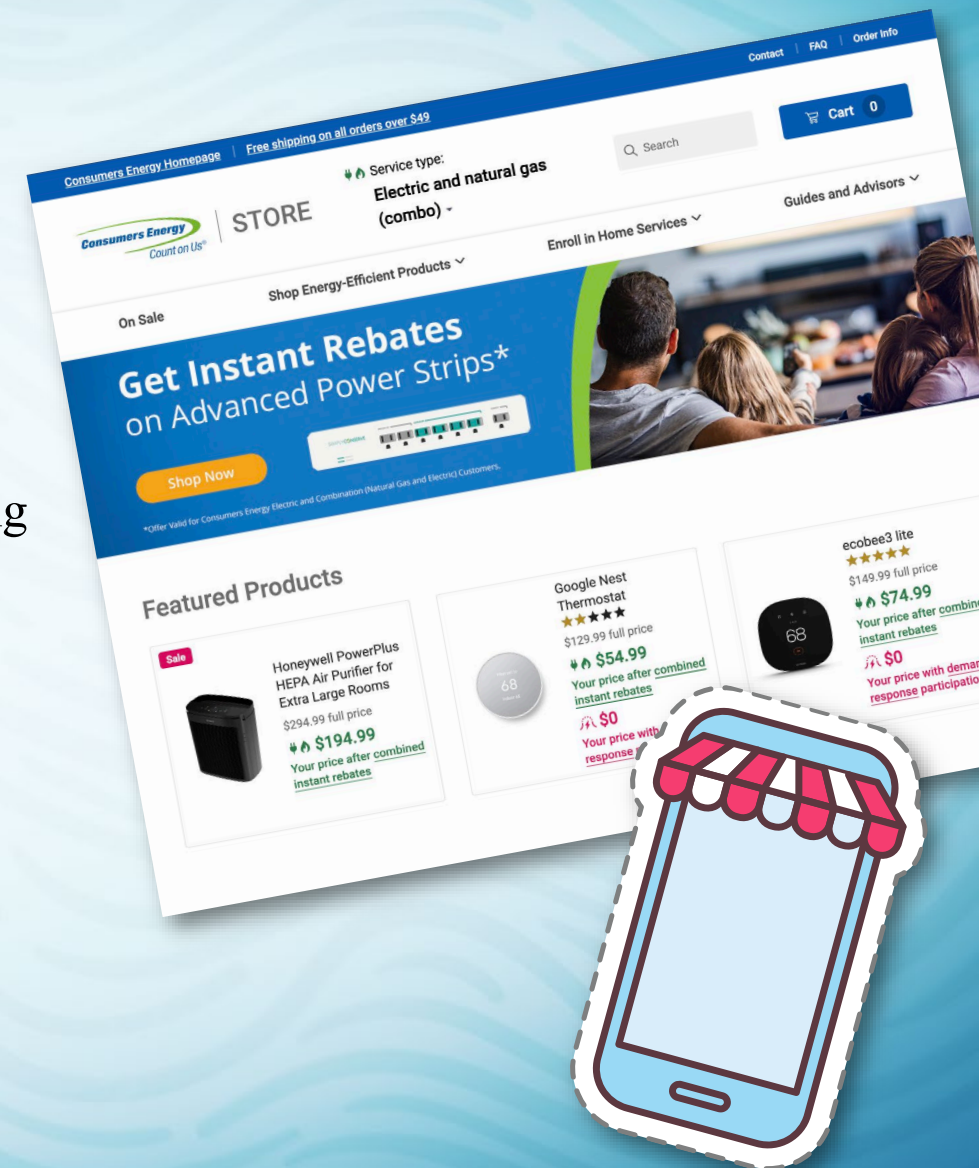
JANUARY 2024





# Background

- The Consumers Energy Online Store is an online shopping platform where residential customers can purchase and receive instant rebates on energy efficient products.
- Historically, the store has primarily been a hub for smart thermostats but also offers other energy saving products, including air purifiers, advanced power strips, window insulation kits and more.
- The Online Store also serves as a primary point of entry for the Consumers Energy Smart Thermostat Program, a demand response offering.
- With a shift away from lighting, savings targets assigned to other programs have been increasing. Awareness and quality engagement are more important than ever.





# The Problem

- Research shows that consumers tend to buy from brands they know and trust.
- Data from marketplace platform providers indicates there is a great deal of opportunity with utility customers.
  - 80% of utility customers said they would be interested in using a utility marketplace.
  - 41% of customers have access to a marketplace.
  - 5% of customers have used a utility marketplace. (Uplight, 2019)
- The need for a general awareness campaign was identified when a Consumers Energy customer panel indicated that only about 30% of customers surveyed had heard about the Online Store.





# The Solution

- Consumers Energy launched a multi-channel awareness campaign in 2022 to help increase customer awareness of the online marketplace and encourage customers to take advantage of energy efficiency opportunities.
- The campaign consisted of:
  - Direct mail postcard
  - Email (with promo code offer)
  - Digital display – static ads
  - Paid social (Facebook, Twitter) – static ads and video
  - Digital (YouTube pre-roll)
  - Digital – OOH billboards
  - Print - billboards





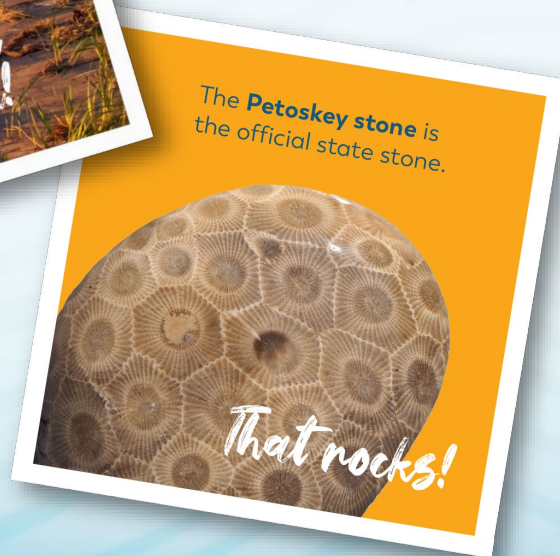
# The Approach

1

Multi-Channel  
Mindset

2

Resonate with Audience  
Through Unique and  
Engaging Content



Education/Awareness

Program-Specific  
Marketing

Product-Specific  
Marketing

# The Goals

## AWARENESS CAMPAIGN GOALS

10% increase in users to the site during the promotion period

100+ promo code redemptions  
(Baseline from previous promo code campaigns = 15)

Achieve or exceed 35,000,000+ impressions  
(Original 2022 paid media planned impressions were 7.6 million)

Achieve an average of 3% e-commerce conversion rate during the promotion period.  
(Achieved a 2.95% e-commerce conversion rate in first half of 2022)

## RESULTS

45% increase in web traffic in Q4 of 2022, compared to 2021.

236 total codes were redeemed during the campaign period.


Achieved 35,000,000 or greater impressions over a variety of tactics, including billboards, direct mail, email and paid media.

3.58% e-commerce conversion rate from September through December 2022.



# The Results

- The campaign generated over 35,000,000 impressions over its duration.
- Increased traffic led to increased conversions, with over 42,000 products sold or added as a gift with purchase in Q4, 183% to target.
- Resulting energy savings were:
  - 1,960 MWh
  - 117,045 MCF



KEY MEASURES	Q4 TARGET	Q4 SALES	% TO TARGET
Thermostats - Gas	4,075	9,421	231%
Thermostats - Electric	3,925	4,982	127%
Thermostats – Dual Fuel	2,350	4,144	176%
Window Insulation Kits	4,755	4,725	99%
Advanced Power Strips (gift with purchase)	8,320	19,526	235%
Total	23,425	42,798	183%



# Future Opportunities

- Future Online Store campaigns (specific product promotions, new product additions, etc.) may be more successful with a foundation of awareness and lasting impression established.
- Campaign is scalable to other products, programs or utilities.
- New education-based interactive video technology launched in 2023 will allow for further engagement from customers and can be scaled for other programs, products or campaigns.





# Thank You!



# Questions?