



AWARDS CEREMONY

TUESDAY, MARCH 23, 2021

3:30 - 5:00 p.m.





2021 WINNER

AMEREN ILLINOIS ENERGY EFFICIENCY PROGRAM

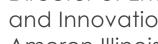
Since 2008, the Ameren Illinois Energy Efficiency Program has been helping our state transition into a more affordable and cleaner future. We don't just work in your community, we're a part of it. We work with residents, businesses, and partners across Illinois to save our customers money, strengthen our state's economy, and lower carbon emissions. We are committed to helping all customers improve comfort, manage usage, and reduce costs.

Accepted by:

Kristol Simms Director of Energy Efficiency Strategy and Innovation Ameren Illinois

Presented by:

Bill Angelos Deputy Director



Midwest Energy Efficiency Alliance



The Inspiring Efficiency Marketing Award will be presented to the nominee that has engaged in or supported a successful marketing campaign or strategy to increase the adoption or market penetration of energy efficient products and/or altered public behaviors/practices in the Midwest.



2021 WINNER

FOCUS ON ENERGY

Focus on Energy is Wisconsin utilities' statewide energy efficiency and renewable resource program funded by the state's investor-owned energy utilities and participating municipal and electric cooperative utilities. The Program works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects, empowering them to make smart energy decisions with enduring economic benefits. Focus on Energy information, resources and financial incentives help implement projects that otherwise would not be completed. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment, and control Wisconsin's growing demand for electricity and natural gas.

Accepted by:

Jolene A. Sheil Portfolio Manager Public Service Commission of Wisconsin

Presented by:

Chris Burgess **Buildings Director** Midwest Energy Efficiency Alliance



The Inspiring Efficiency Education

knowledge of and action on energy

stakeholders and customers through

efficiency amongst policy makers,

Award will be presented to the

organization that increased

a local campaign or strategy.



The Inspiring Efficiency Impact Award will be presented to the organization that has made a significant and measurable impact through a program, campaign or strategy to reduce energy consumption (or resulted in a quantifiable positive impact on health, emissions reductions, energy burden or other societal impact) based on their target market.



2021 WINNERS

DTE ENERGY EFFICIENCY ASSISTANCE (EEA) PROGRAM

In 2020, DTE Energy, a Detroit-based diversified energy company providing utility services to 2.2 million electric customers and 1.3 million gas customers, identified a need to further support the limited income community in Detroit and across the State of Michigan. DTE established aggressive budget, savings and participation goals for the Energy Efficiency Assistance (EEA) program. Meeting these goals provided income-qualified customers with high efficiency equipment, weatherization services and direct install measures, delivered through more than 30 community action, nonprofit and government agencies.

Teaming up with partners SEEL and ICF, DTE optimized outreach for the EEA program in 2020 by targeting customers enrolled in DTE billing assistance programs, providing funding for health and safety work to reduce project walkaways, partnering with local government agencies and nonprofits to amplify program impact, and leveraging food banks for LED distributions in impoverished communities. DTE invested more than \$14 million in incentives to support single family, limited-income customers across gas and electric territory through the efforts of the partnering agencies. This resulted in more than 5,000 customer applications processed in 2020, yielding over 50,000 MCF and 7,000 MWH in annual energy savings.

With the economic hardships felt by so many Michiganders during the pandemic this past year, DTE doubled down on its commitment to serve its most vulnerable customers with safe, reliable and affordable energy, when the need for assistance is greater than ever.

Accepted by:

David Becker

Marketing Program Manager

EWR, Energy Efficiency Assistance

DTE Energy

Presented by:

Molly Graham
Programs Director
Midwest Energy Efficiency Alliance

GREENLITE LIGHTING CORPORATION USA

As part of its commitment to supporting low-income communities through the COVID-19 crisis, Greenlite has measurably expanded the reach of its Utility-Funded Food Bank Programs for Energy Efficiency, particularly in the Midwest, where Greenlite is the key partner for 10+ MEEA Members across 5 Midwest states. Greenlite's Food Bank Programs showcase one of the ways that the Woman & Minority-Owned company has successfully made advanced technology available to income-disadvantaged consumers to save significant energy and money. With 8M ENERGY STAR products distributed in the Midwest through Food Banks in 2020, this campaign has inherent energy and cost-savings benefits for the region, and tremendous long-term benefits through the power of energy-efficiency education to hard-to-reach demographics. Greenlite's partnerships with Food Banks including Feeding America and Second Harvest have allowed the company to work with over 10,000 organizations that serve the hunger relief industry including food shelves, food pantries, senior organizations, and more. By distributing 8M ENERGY STAR LED Bulbs this year through MEEA Partner Utilities Programs, this campaign has reduced energy consumption specifically in the Midwest by 272,000,000 kWh this year alone. In addition, 65,000 Water Saving Products result in water savings of 27,690,000 kWh annually, and 276,900,000 kWh over the span of ten years.

Accepted by:

Simran Kohli Director of Business Development & Strategy Greenlite

Presented by:

Molly Graham Programs Director Midwest Energy Efficiency Alliance



The Inspiring Efficiency Innovation
Award will be presented to the
nominee that has developed and
implemented a successful new and
innovative program, campaign
or strategy or has implemented a
program in a new and innovative way.



2021 WINNERS

CITY OF MINNEAPOLIS HOME ENERGY DISCLOSURE

In 2019 the City of Minneapolis partnered with the Center for Energy Environment (CEE) to pass a time-of-listing energy disclosure policy for single-family homes. With its passage, Minneapolis became the fourth city nationally with a similar policy to inform and motivate homeowners to make energy improvements. Implemented in January 2020, every Minneapolis home listed for sale (roughly 5,500 annually) is now required to have an energy disclosure report and score, bringing visibility and value to home energy performance. To further bolster the policy, the City partnered with CenterPoint Energy and CEE to provide follow-up communications and an energy advisor service for new homeowners. With disclosure as the foundation, the partners are now conducting a pilot program focused on spurring investments in home energy upgrades.

Accepted by:

Cam Gordon and Jeremy Schroeder Minneapolis City Council members & co-authors of the ordinance Minneapolis City Council

Presented by:

Nick Dreher
Policy Director
Midwest Energy Efficiency Alliance

COMED ENERGY EFFICIENCY PROGRAM

ComEd's Fix-It-Now Compressed Air offering is an innovative approach to immediately fix compressed air leaks as they are identified, which is a common need for almost all industrial customers. The offering provides a fixed price incentive for the Energy Efficiency Service Provider (Service Provider) to survey compressed air systems and identify as many leaks as possible, as well as fix identified leaks all at the same time. This allows Service Providers to actively engage with industrial customers to provide a quick and no-cost compressed air leak repair solution on energy-wasting compressed air systems. This approach has led to a very cost-effective offering for ComEd for any compressed air systems greater than 25 HP. In addition, it is a great way to introduce a customer to future energy efficiency opportunities since it is quick win to a significant, immediate pain point.

Accepted by:

Tom Johanson Senior Program Manager ComEd

Presented by:

Nick Dreher
Policy Director
Midwest Energy Efficiency Alliance



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.

2021 WINNERS

OHIO ENVIRONMENTAL COUNCIL

The Ohio Environmental Council (OEC) has been a force behind environmental policy in Ohio for over 50 years. The OEC has a long-standing commitment to energy efficiency and has worked to educate decision makers—including state legislators, Governor's office, PUCO staff and local officials—on the economic significance of the energy efficiency industry and the importance of policies that support the industry's vitality. OEC has intervened in countless utility regulatory processes, served as a statewide leader on lifting up the value of energy efficiency (including workforce development) and serves as the in-state expert on clean energy.

In recent years, legislation harmful to energy efficiency has been introduced annually and the OEC has taken a leading role to support clean energy and energy efficiency. In 2019, House Bill 6 was introduced and gained momentum under the new DeWine Administration. The OEC stepped up to help to coordinate the preparation of critical research and analysis, as well as testimony, that detailed the benefits of energy efficiency in how it positively impacts Ohio utility customers and the larger state economy. Unfortunately, HB 6 passed into law, effectively ending energy efficiency programs in Ohio. However, with current legal issues around the passing of the law, there is immediate debate on potential to repeal HB 6 and replace with legislation that could reinstate energy efficiency in some form. We believe that much of this change in conversation can be attributed to OEC's groundwork with partners over the past decade and their continued leadership in navigating the political landscape.

Accepted by:

Miranda Leppla
Vice President of Energy Policy
Ohio Environmental Council

Presented by:

Jen Rhodes Membership & External Relations Director Midwest Energy Efficiency Alliance

WINNESHIEK ENERGY DISTRICT

The Winneshiek Energy District (WED) leads, implements, and accelerates the locally-owned, inclusive, clean energy transition in northeast lowa's Winneshiek County. Andy Johnson, executive director of the WED, has been a tireless advocate of efforts to make energy conservation a part of life in Winneshiek County and adjacent communities for more than 10 years. Johnson brings a down-to-earth, quiet resolve in his tireless leadership of a "movement" to champion locally led, clean energy efforts across the Midwest. He applied his education in ecology and natural resources management with the Peace Corps in Guatemala and worked toward sustainable agriculture with the USDA Natural Resources Conservation Service. Johnson returned to his hometown of Decorah and became the founding Director of the WED in 2010. His leadership helped to inspire 10 energy districts in lowa and Wisconsin. Groups in Michigan, Illinois, and Minnesota have also formed to pursue Energy Districts.

A notable, long-term effort has delivered efficiency and helped build the next generation of energy professionals through the Green lowa AmeriCorps (GIA) program (part of the University of Northern Iowa Center for Energy and Environmental Education). At the local level, he's been a key part of a regular energy breakfast series to inform the local community about energy issues and opportunities. To extend their outreach, Johnson has told the story of WED and energy as a contributor in local publications. Today, Johnson continues to serve as WED Executive Director and took the parallel position as Executive Director of the newly formed Clean Energy Districts of lowa (CEDI) in 2019.

Accepted by:

Andrew Johnson Executive Director Winneshiek Energy District

Presented by:

Jen Rhodes
Membership & External Relations Director
Midwest Energy Efficiency Alliance



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.

2021 WINNER

NICK MARK | CENTERPOINT ENERGY

Nick Mark is the Manager for Conservation and Renewable Energy Policy at CenterPoint Energy, Minnesota's largest natural gas utility. He has regulatory responsibility for the company's Conservation Improvement Program, one of the foremost natural gas energy efficiency programs in the country. His activities include setting strategic and policy priorities for the program, ensuring the program complies with all state requirements, and leading the development and submission of program plans and annual status reports. He also represents CenterPoint on policy matters related to conservation and renewable energy in Minnesota.

Nick also served on MEEA's Board of Directors from 2015 to 2020 and led the Program Committee Chair as chair. During that time, Nick was a constant voice of reason and clarity, guiding the organization through challenges and opportunities alike. Nick continues to support MEEA assisting with the creation of the Utility R&D Collaborative in 2016 and being an active member of the Program Committee.

MEEA leadership thanks Nick Mark for all his contributions to the organization.

Presented by:

Shawn White
MEEA Board Chair
Manager of DSM Strategy
Xcel Energy

THANK YOU TO EVERYONE WHO TOOK THE TIME TO APPLY AND WAS NOMINATED.

EDUCATION NOMINEES

CITY OF MINNEAPOLIS, CENTERPOINT ENERGY, AND CENTER FOR ENERGY AND ENVIRONMENT

Center for Energy Environment (CEE) worked with the City of Minneapolis to pass a time of listing energy disclosure policy for single-family homes. This policy makes Minneapolis the fourth city in the country with a similar policy, and it is designed to inform and motivate homeowners to make energy improvements. Implementation began in January 2020, which requires an energy disclosure report and score for every home listed for sale (~5,500 per year), bringing visibility and value to home energy performance. In addition to the policy, the City partnered with CenterPoint Energy and CEE to provide follow-up communications and an energy advisor service to new homeowners. This service bolsters the policy, bringing value and awareness to energy efficiency upgrades.

Program Contact:

Isaac Smith
CEE
ismith@mncee.org

DTE ENERGY - DTE EFFICIENCY HUB

Venturing out to directly engage customers where they live, work, shop, play and/or learn, DTE has effectively delivered simple, practical, and easy-to-implement energy efficiency tips for residential customers to use less and save more. Leveraged by DTE's Energy Waste and Reduction (EWR) department, this live and in-person experiential initiative is used to engage our customers about energy efficiency and how it can be incorporated into their every day lives. It's an immersive home environment where customers get hands-on interaction with props that demonstrate ways to save energy. Through enhanced customer engagement, the Hub supports several key EWR Residential programs and initiatives, driving forward tips and habits customers can and should adapt at home to reduce energy use and save on their energy bills.

Program Contact:

Jessica Brideau DTE Energy Jessica.brideau@dteenergy.com

EMILY ANDREWS

In 2017, the City of St. Louis passed the St. Louis Building Energy Awareness Ordinance to benchmark the energy use of buildings of a certain size within the city limits. In 2020, the City passed the St. Louis Building Performance Standard to require buildings to take the next steps in improving energy efficiency, becoming the first BPS in the Midwest. While both initiatives had a lot of help from many different entities, one person in the St. Louis building community stands out as having significant impact through her education effort during these two initiatives and beyond, Emily Andrews. Her passion, knowledge, hard work, and ability to connect people in the industry make her an absolutely vital piece to improving energy efficiency in buildings in the St. Louis region through education about policy and implementation.

Program Contact:

Gretchen Waddell Barwick Sierra Club Missouri Chapter Gretchen.waddellbarwick@sierraclub.org

NEWMAN CONSULTING GROUP, LLC

Through blogs, email newsletters, in-person and virtual presentations, Newman Consulting Group (NCG) has been promoting both the health and financial value of improving energy efficiency in commercial buildings.

During 2018-2019 NCG delivered more than 30 live presentations (more than half in the Midwest) and published more than a dozen blogs and as many newsletters related to this topic. From "Transforming an Existing Building into a High Performance Facility" and "Indoor Air Quality, Productivity, Health, Energy Conservation and Legal Liability," to "Green and Sustainable Practices – How to Design a Healthier, More Profitable Building," and several presentations on PACE (Property Assessed Clean Energy), NCG reached thousands of industry professionals.

In 2020 the focus shifted to implementing these strategies to help keep buildings safe and prevent the spread of COVID-19.

Program Contact:

Jim Newman Newman Consulting Group, LLC jimn@newmanconsultinggroup.us

IMPACT NOMINEES

AEP OHIO - INCENTIVE NOW PROGRAM

The program started on May 2019 mainly because of two issues: 1. AEP Ohio's core programs such as Efficient Products for Business (prescriptive) which had been very cost effective in year's past was now seeing pressure on maintaining an acceptable TRC due in part to lower avoided costs for the company. 2. At the time, AEP Ohio was preparing to meet the increase State mandated savings from 1 to 2% beginning in 2021. The initial savings target for this midstream program, named Incentive Now, was 44.7 GWh by the end of 2020. Categories included in the program are: Lighting, HVAC, Agriculture, Commercial Food Services, Refrigeration and Miscellaneous Industrial items. More than 33 measures with thousands of products were listed in the program's Qualified Products List (QPL). Incentives were designed to be passed through by distributers at the point of sale (POS) to end users industrial and commercial customers within AEP Ohio service territory. Marketing and outreach efforts targeted all distributers serving AEP Ohio customers.

Program Contact:

Gary Enama AEP Ohio glenama@aep.com

AEP OHIO COMMUNITY ENERGY SAVERS SUBMISSION

AEP Ohio is proud to nominate a partnership relationship campaign for the 2021 MEEA Inspiring Efficiency Awards. This nomination is being made in conjunction with Columbia Gas and the city of Columbus, Ohio.

In October of 2018, AEP Ohio was asked to meet with Columbus city officials and representatives from Columbia Gas. We learned that the City of Columbus was one of twenty cities in the United States selected to be a part of the Bloomberg Philanthropies American Cities Climate Challenge (ACCC). Columbus' goals included completing 30,000 energy audits/assessments over a two-year period, 2019-2020. An additional goal set by the city was to develop a workforce development program centered on training community energy advocates and deploying them in tandem with Community Energy Savers. Both AEP Ohio and Columbia Gas of Ohio partnered with the city to assist in achieving these goals.

Program Contact:

Mike Lascola AEP Ohio mtlascola@aep.com

AMEREN ILLINOIS SBDI INITIATIVE: A BIG OPPORTUNITY FOR SMALL BUSINESS

In 2020, the Ameren Illinois Small Business Direct Install Initiative continued to deliver big savings to small businesses, while illuminating the benefits of LED lighting. With low (and sometimes, zero) out-of-pocket costs for customers and streamlined installation process, the contractor-driven Initiative makes energy savings more accessible than ever to small businesses, schools, cities, and non-profit organizations. The program has already proven to be an all-around win for lighting contractors, customers, and the 1,200 communities served by Ameren Illinois.

Program Contact:

Julia Sander Ameren Illinois jsander@ameren.com

AMEREN ILLINOIS SMART THERMOSTAT BLITZ

Ameren Illinois' vision of "Energy Efficiency for All" has never been more important in light of the financial crisis caused by the COVID-19 pandemic. As an additional measure to its other COVID relief programs, Ameren Illinois wanted to provide a simple tool at no-to-low cost to help customers lower future energy bills. With potential savings of 10 to 15 percent on heating and cooling bills, smart thermostats fit the bill. In August, Ameren Illinois partnered with Google to offer residential customers a Google Nest Thermostat E smart thermostat at a drastically reduced price or free of charge. Reaching even more customers than planned, the highly successful blitz will help keep thousands of homes comfortable at less cost for years to come.

Program Contact:

Julia Sander Ameren Illinois jsander@ameren.com

COMED EMERGING TECHNOLOGIES INITIATIVE

The ComEd Emerging Technologies initiative is comprised of a dedicated innovation team tasked with identifying new customer energy savings opportunities. Our goal is to find new and innovative ways of building a more energy-efficient community in northern Illinois by incorporating successful concepts into the ComEd Energy Efficiency Program. We seek partnerships with individuals, organizations, businesses, research institutions and government entities for the research, development and pilot deployment of budding energy efficiency equipment, strategies, and measures. Running pilots across a wide spectrum of market segments, we test, validate and integrate new approaches into the ComEd Energy Efficiency Program.

Program Contact:

Mark Milby
ComEd
Mark.Milby@ComEd.com

COMED EMERGING TECHNOLOGIES INITIATIVE

The ComEd Emerging Technologies initiative is comprised of a dedicated innovation team tasked with identifying new customer energy savings opportunities. Our goal is to find new and innovative ways of building a more energy-efficient community in northern Illinois by incorporating successful concepts into the ComEd Energy Efficiency Program. We seek partnerships with individuals, organizations, businesses, research institutions and government entities for the research, development and pilot deployment of budding energy efficiency equipment, strategies, and measures. Running pilots across a wide spectrum of market segments, we test, validate and integrate new approaches into the ComEd Energy Efficiency Program.

Program Contact:

Mark Milby
ComEd
Mark.Milby@ComEd.com

COMED ENERGY EFFICIENCY PROGRAM

The ComEd Energy Efficiency Program has driven market transformation by offering prescriptive incentives for networked lighting systems. The systems use software to send and receive information from fixtures and sensors to save energy. For commercial and industrial customers that are willing to provide measurement and verification data, they can earn additional incentives based on quantified savings. This behind-the-scenes hybrid approach means that the program team captures data for refining energy savings assumptions to improve the networked lighting system offer. Participating customers save 10% to 20% more energy beyond projects with only standard lighting controls. Networked lighting projects have grown to approximately 18% of the energy savings from all prescriptive lighting projects in 2020, contributing 63,030 MWh of energy savings since 2018.

Program Contact:

Ashley Harrington
ComEd
Ashley.Harrington@ComEd.com

COMED SMALL BUSINESS OFFERING

In 2020 the ComEd Small Business Offering is on pace to achieve over 200 GWh of first year energy savings. The offering has been able to increase its participation and energy savings impact by implementing strategies and tools to make it easier for customers and Service Providers to participate in the offering. This nomination will focus on strategies implemented to increase participation during the pandemic, including virtual and video inspections, ACH direct deposit payments and bi-weekly roundtables to help the service provider network communicate needs and share ideas on how to adapt.

Program Contact:

Neal Latham
ComEd
neal.latham@comed.com

CONSUMERS ENERGY

Consumers Energy launched a program in the Spring of 2020 to give away up to 100,000 Google Nest thermostats to Michigan households during the COVID-19 pandemic to help save energy and money. This program supports Consumers Energy's Clean Energy Plan, which will eliminate coal and achieve net-zero carbon emissions by 2040. Electric customers who received smart thermostats were also asked to preenroll in the Smart Thermostat Program, which shifts energy usage to off-peak hours — while also keeping households comfortable — on a few days each year.

Program Contact:

Elaine Reddy
Uplight
elaine.reddy@uplight.com

MINNESOTA'S SUSTAINABLE BUILDING 2030 ENERGY STANDARD PROGRAM

The State of Minnesota's Sustainable Building 2030 (SB 2030) Energy Standard Program sets increasingly stringent energy and carbon goals for new and renovated buildings. SB 2030 translates the ideals of the Architecture 2030 global challenge into a clearly defined, achievable program.

The SB 2030 Program has 309 participating projects, ranging from a 200 sq. ft. camper cabin in greater Minnesota to a 1.7M sq. ft. stadium in downtown Minneapolis. 58 projects have been completed to date. These buildings were designed to use 24% less energy than required by SB 2030, which is 65% less energy than the 2003 average for the equivalent building type. In contrast, the voluntary AIA 2030 Commitment program reported a 46% average reduction across submitted buildings in 2018 (AIA 2019).

Program Contact:

Richard Graves University of Minnesota rmgraves@umn.edu

NATIONAL ENERGY FOUNDATION - THINK! ENERGY PROGRAM

The National Energy Foundation's energy education footprint can be seen across the MEEA landscape, thanks to generous electric and gas utility partners and 3rd party administrators contracted to run utility residential portfolios. Schools, teachers, students and families in communities from major urban centers to tiny rural outposts, and everything in between, regularly participate in the program. The "Think! Energy" education program has been active in seven MEEA states in the past two years and has reached thousands of schools and teachers and hundreds of thousands of students and their families during that time period. The impacts are significant: cost-effective electric and gas savings; widespread promotion of an energy stewardship ethic; greater energy literacy; substantial brand awareness support; and feel good stories all over the map.

Program Contact:

Gary Swan National Energy Foundation gary@nef1.org

NORTHERN ILLINOIS COMMERCIAL FOODSERVICE EQUIPMENT REBATE PROGRAM

In 2018, Commonwealth Edison, Nicor Gas, and Peoples Gas/North Shore Gas contracted with the GTI to develop an upstream commercial food service (CFS) energy efficiency incentive program. In Phase 1, Frontier Energy assessed the existing CFS market in the combined service territories. In Phase 2, Frontier designed, developed, and launched an upstream CFS pilot program. Frontier steam-lined paperwork by customizing its Program Portfolio Portal to enroll dealers and process rebate applications. The pilot launched in September 2019 and has enrolled 22 dealers, processed more than 70 rebate applications for approximately100 measures, and reimbursed more than \$90,000 in incentives. In addition to increasing the adoption of energy efficient equipment in the CFS sector, this program highlights the benefits of gas and electric companies working together.

Program Contact:

Rich Swierczyna GTI RSwierczyna@gti.energy

SEEL, LLC | DTE BUSINESS ENERGY CONSULTATION PROGRAM (BEC)

The BEC program, offered by DTE, offers small businesses an energy assessment with recommendations on how to save money on their utility bills. With the onset of the pandemic, it has changed the way SEEL maintains and delivers this program.

For Michigan, small businesses have been one of the hardest hit business segments. Small businesses have been forced to lay off staff, work tirelessly to break even, and have even had to close their doors for good. After seeing these issues happen, SEEL and DTE set out to ensure small business owners received the support needed to assist in reducing their financial burdens during these unprecedented times. The program has been modified to offer virtual features, bonuses, energy efficiency packages, and connections to grant resources. The impact of these modifications has served to help those most in need during this pandemic.

Program Contact:

E'Lois Thomas, PhD SEEL, LLC ethomas@seelllc.com

INNOVATION NOMINEES

AMEREN ILLINOIS HOME EFFICIENCY INCOME QUALIFIED OFFERING

Partnering with Community-Based Organizations (CBO) to reach low- and moderate-income customers is a signature innovation of the Ameren Illinois Market Development Initiative. To keep customers, CBOs, and Program Allies safe during the COVID-19 crisis, the Home Efficiency Income Qualified (HEIQ) Offering pivoted away from in-home energy assessments to virtual assessments and SAVE Kits. With this new approach, customers are referred to the Offering by CBOs rather than completing the traditional paper application. Those customers then received a SAVE Kit containing the same energy-saving products that would typically be installed during an in-person energy assessment. These customers are encouraged to complete a virtual installation with an Energy Advisor to receive an additional cash incentive. This new virtual strategy has helped keep customers engaged while maintaining social distancing.

Program Contact:

Julia Sander Ameren Illinois jsander@ameren.com

COMED DIVERSE ENERGY EFFICIENCY SERVICE PROVIDER INCUBATOR PROGRAM

ComEd recognizes that diverse contractors are underrepresented in its Energy Efficiency Service Provider (EESP) Network, and that underserved communities in its territory highly benefit from energy efficiency education and incentives. Recognizing these needs, and in keeping with its corporate commitment to diversity and inclusion, ComEd created the Diverse EESP Incubator program as a way to provide meaningful impact. This program is designed to recruit, educate and train diverse contractors to join ComEd's EESP Network and grow their businesses by encouraging their customers to undergo energy efficiency projects. Through a 12-month series of workshops, webinars and one-on-one coaching, the Incubator Program offers training on ComEd's Energy Efficiency Portfolio offerings, assists in certification applications, presents project financing options and, conducts assessments to identify, address and resolve barriers to building a successful business in the energy efficiency field. The program has also been designed to leverage existing workforce and economic development frameworks through partnerships with community-based agencies, organizations and associations.

Program Contact:

Brady Bedeker ComEd Brady.bedeker@comed.com

COMED INCOME ELIGIBLE FOOD BANK LED DISTRIBUTION PROGRAM

ComEd currently offers ENERGY STAR® certified LED bulbs to more than 900 local food pantries through Feeding America food banks and our extended network of food banks, pantries and community-based organizations. As a result of COVID-19 challenges, ComEd partnered with our program implementor, CLEAResult, and LED bulb manufacturer Greenlite, to develop an innovative logistics strategy to continue serving income eligible customers at a time when participating food banks were unable to continue distributing the LED bulbs.

Program Contact:

Dantawn Nicholson ComEd Dantawn.nicholson@comed.com

DTE ENERGY

During the pandemic shutdown period, DTE Energy quickly deployed an analytics- based approach as a way to identify potential customers who may be interested in saving money and receiving energy efficiency rebates. Having been developing their tools during times of normalcy, they were now forced to rely on them for program participation as typical marketing and outreach approaches were no longer effective. During this time, business analysts identified and targeted the largest, customers with the highest potential to save energy.

Then, robust contact and measure-opportunity information was given to the home-bound outreach team who then set out contacting them. Armed with detailed customer intel, they could conduct virtual audits given what they knew about the opportunities that existed.

Program Contact:

Bryan Russell DNV bryan.russell@dnv.com

HENNEPIN COUNTY EFFICIENT BUILDINGS COLLABORATIVE

This first-in-the-nation Efficient Buildings Collaborative (EBC) brings the power of partnership to enable cities of all sizes and capacities to reduce energy use in large commercial and multi-family buildings. Hennepin County has developed a program that standardizes city adoption processes to implement building energy benchmarking policies.

The EBC engages and supports cities from conception to implementation by providing technical assistance, resources, and program implementation support with a low barrier to entry. Cities participate in a cohort to learn about the benchmarking process. The EBC provides hands-on technical assistance and access to a data management and transparency platform through Hennepin County contracting. This program currently supports five communities and is growing through the purposefully designed education and recruitment process that meets cities where they are.

Program Contact:

Leah Hiniker
Hennepin County
leah.hiniker@hennepin.us

NICOR GAS ENERGY EFFICIENCY PROGRAM

With COVID-19 impacting customers and operations, the Nicor Gas Energy Efficiency Program pivoted its outreach strategy to ensure that income-qualified customers could be supported quickly and effectively during this time. The program explored alternative ways to interact with customers now that in-person events were canceled and adjusted outreach to better suit the new normal. Collaborating with other internal departments, the program simultaneously coordinated care package delivery and educated customers about energy efficiency. The goal was to help customers save money and energy while providing additional community support. This strategy not only helped offset the education shortfall that occurred from canceled events, but it also enabled us to build positive relationships with customers who had never participated in the energy efficiency program.

Program Contact:

Lauren Kriz Nicor Gas lepirc@southernco.com

NORTHERN ILLINOIS COMMERCIAL FOODSERVICE EQUIPMENT REBATE PROGRAM

In 2018, Commonwealth Edison, Nicor Gas, and Peoples Gas/North Shore Gas contracted with the GTI to develop an upstream commercial food service (CFS) energy efficiency incentive program. This program innovatively brought together gas and electric utilities, provided point-of-sale rebates on CFS equipment, and streamlined dealer paperwork though implementation of an on-line portal. The pilot launched in September 2019 and has enrolled 22 dealers (on a goal of 15), processed more than 70 rebate applications for approximately 100 measures, and reimbursed more than \$90,000 in incentives. In addition to increasing the adoption of energy efficient equipment in the CFS sector, this program highlights the benefits of gas and electric companies working together.

Program Contact:

Rich Swierczyna GTI RSwierczyna@gti.energy

PEOPLES GAS ENERGY EFFICIENCY PROGRAM - RESEARCH & DEVELOPMENT

The Art Institute of Chicago has a goal of achieving nearly \$200,000 in energy savings by leveraging machine learning (ML) technology to optimize dehumidification in their galleries. The initiative leveraged the facility's dataset to minimize energy consumption, operating costs, and downtime by adjusting HVAC cycles. With the ML system engaged, energy-saving decisions are made continuously while maintaining temperature and humidity levels required to preserve the iconic works of art. The effort began in 2018 and focused on two galleries. Over the last two years of implementation the project has shown substantial electric and gas savings potential. With savings demonstrated, the project scale-up has begun. Resources and funding from the Peoples Gas Energy Efficiency Program, along with support from Microsoft, were key to the successful demonstration.

Program Contact:

Allen Dusault Franklin Energy adusault@franklinenergy.com

XCEL ENERGY WITH APOGEE INTERACTIVE

Xcel began sending personalized videos in 2018 using advanced technology for improving customer experience, reducing high bill calls, and improving brand perception. Customer's billing histories were analyzed and then targeted videos were sent to hundreds of thousands of customers across the service territory. These included a video bill explanation, and in January, an annual summary of the prior year's energy use. In 2020, Xcel collaborated with Apogee creating personalized and timely messaging about Xcel's COVID-19 response. These messages show customers why their bill changed, offered links to relevant resources including payment options and ways they can leverage support programs if they are struggling.

Program Contact:

Shawn Bielke Xcel Energy shawn.bielke@xcelenergy.com

MARKETING NOMINEES

AMEREN ILLINOIS RESIDENTIAL E-MAIL NURTURE CAMPAIGN

The campaign was a result of Ameren Illinois adjusting its customer engagement strategies to adapt to all customers' new reality after the COVID-19 pandemic impacts set in. Recognizing that customers may be experiencing financial and employment hardships, Ameren Illinois determined to focus marketing efforts on low-to-no cost measures. EFI, the technology provider and product distributor for Ameren Illinois, worked with Google Nest, Emerson and ecobee to offer discounts on their smart thermostats. In addition to the smart thermostat manufacturer discounts, Ameren Illinois also offered customers a \$100 rebate on qualifying ENERGY STAR® certified devices. There was a forecasted goal of selling 1,000 smart thermostats for this campaign, and this goal was nearly quadrupled by the results.

Program Contact:

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AMEREN ILLINOIS LIGHT ON THE HORIZON CAMPAIGN: CONNECTING WITH CUSTOMERS DURING THE COVID-19 PANDEMIC

As the coronavirus swept across America, our way of doing business changed overnight. To accommodate restrictions imposed during the pandemic, Ameren Illinois and Leidos, the utility's chief energy efficiency program implementer, immediately pivoted to offer online meetings and training and launched a hopeful "Light on the Horizon" ad campaign. The campaign connected customers to information and incentives and provided a comforting message during the pandemic. The budget for this campaign was \$35,000.

Throughout the pandemic, this campaign and our entire communications strategy centered on consistent, compassionate, frequent messaging — about support, free energy-saving measures and energy efficiency tips. Understanding the financial impact the pandemic would have on many customers, our communications emphasized energy efficiency as a way to reduce energy costs.

Program Contact:

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CENTERPOINT ENERGY & MINNESOTA CONSERVATION IMPROVEMENT PROGRAM – 25+ YEARS OF DOING MORE TO USE LESS

The multimedia campaign, which is ongoing, specifically highlights CenterPoint Energy's Conservation Improvement Program (CIP) and its 25-year plus record of success in helping Minnesota residential and business customers reduce their energy use and save money through rebates and other energy-saving initiatives. The campaign thanks CNP customers for "doing more to use less" energy.

We wanted to promote broadly our energy efficiency programs and the positive environmental and economic benefits they provide to our customers. Positioning CNP as a trusted source of information, the campaign uses local, recognizable, and sometimes amusing and nostalgic facts to demonstrate the incredible energy savings and associated environmental gains we, together with our customers, have achieved for over 25 years.

Program Contact:

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DTE ENERGY

Our campaign strategy focused on raising awareness for customers on how they can save energy (and money) with DTE Energy. A seasonal approach was executed to best support DTE's Energy Waste Reduction programs, which include customer rebates for heating, ventilation and air conditioning (HVAC) updates. Various engaging ad units to educate, remind and drive participation in the HVAC rebate program were used.

Program Contact:

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FIRSTENERGY'S OHIO UTILITIES KIT PROGRAM IN PARTNERSHIP WITH AM CONSERVATION GROUP

FirstEnergy's Ohio utilities kit program marketing strategy highlights a truly integrated approach. This digital-first campaign incorporated market segmentation, behavior-based email nurture workflows, Facebook and Google retargeting ads, postcards, business reply cards and various cross-program marketing print materials. Tracking URLs, pixels and phone numbers were used on every tactic and integrated into a reporting dashboard for real-time transparency into lead attribution, conversion rate and cost per acquisition. The opt-in kit program achieved 150% of goal in just the first three months of the program year, in a saturated market, all while remaining under budget.

Program Contact:

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THANKS TO THE 2021 INSPIRING EFFICIENCY AWARDS REVIEW COMMITTEE.

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