



The Value of Regionally Coordinated Energy Efficiency Programs in the Midwest

**Presented to:
Illinois State University
Institute for Regulatory Policy Studies
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- Who is MEEEA and what do we do?
- Why is energy efficiency important?
- Why is regional coordination important?
- What are the barriers to regional coordination of energy efficiency?
- What is the value to Illinois specifically?
- What programs does MEEEA facilitate?
- What are the next steps?



WHO IS MEEEA?

MEEA HISTORY



- MEEA is a regional network of organizations collaborating to promote energy efficiency
- Formed in 1999 with early support from the Energy Foundation, U.S. EPA, U.S. Department of Energy, and our founding members
- MEEA has become a strong organization with diverse support from various stakeholders in the region and nationally over the past three years
- This broad portfolio of support has allowed MEEA to create entrepreneurial programs that combine private-sector interests and contributions with public sector priorities.

MEEA VISION



To be a leader in raising and sustaining the level of energy efficiency nationally and in the Midwest region by fostering increased market penetration of existing energy-efficient technologies and promoting new technologies and best practices, including renewables.

MEEEA Members



- Academic and Research Institutions
- Manufacturers and Retailers
- Utilities (IOUs, Munis and Coops)
- State and Local Governments
- Energy and Environmental Non-profits
- Energy Service Companies, Contractors and Consultants
- *This diversity is critical to the coordinated success of regional efficiency programs*



WHY IS ENERGY EFFICIENCY IMPORTANT?

Energy Efficiency



- **It is the first most basic step to:**
 - *Avoid building more power plants*
 - *Reduce current energy usage thus reducing the introduction of pollutants into the environment*
 - *Creating a more sustainable future*
 - *Helping to alleviate transmission and distribution issues*
 - *Creating better informed and aware consumers*
- **Energy Efficiency prepares the market for the next step which is renewable energy**
 - *You can do them in tandem but not in reverse order*



WHY IS REGIONAL COORDINATION IMPORTANT?

But... before we do that

TRIVIA #1



**What is the distance
between Wrigley
Field and Busch
Stadium?**



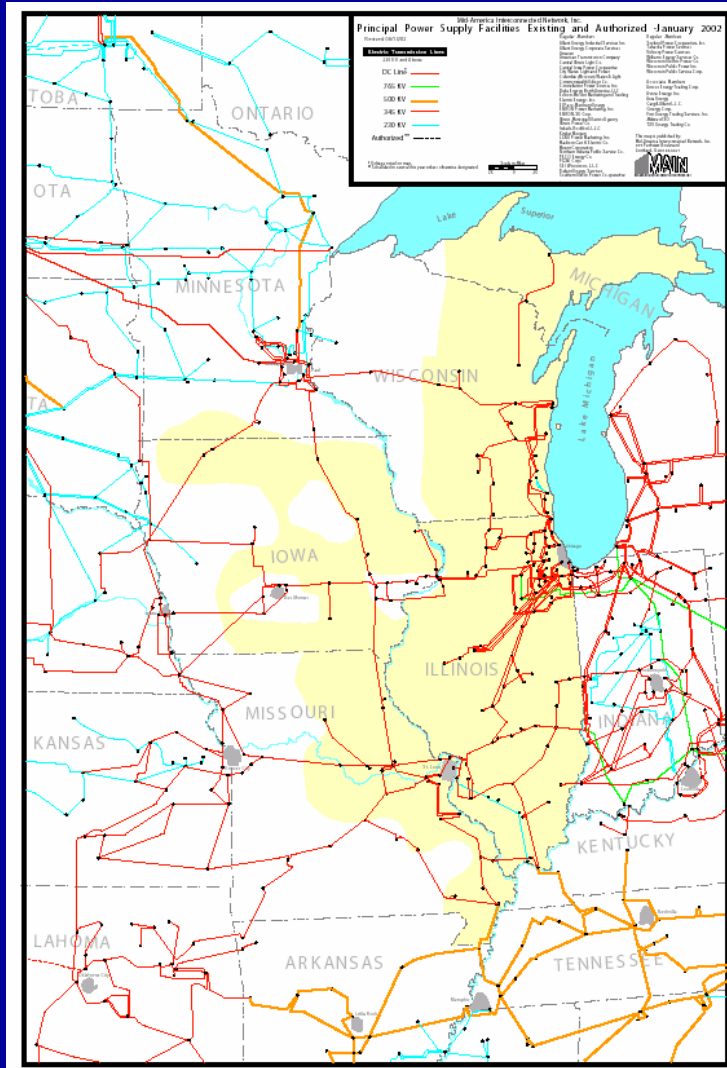
301 Miles





WHY IS REGIONAL COORDINATION IMPORTANT?

CONNECTIONS



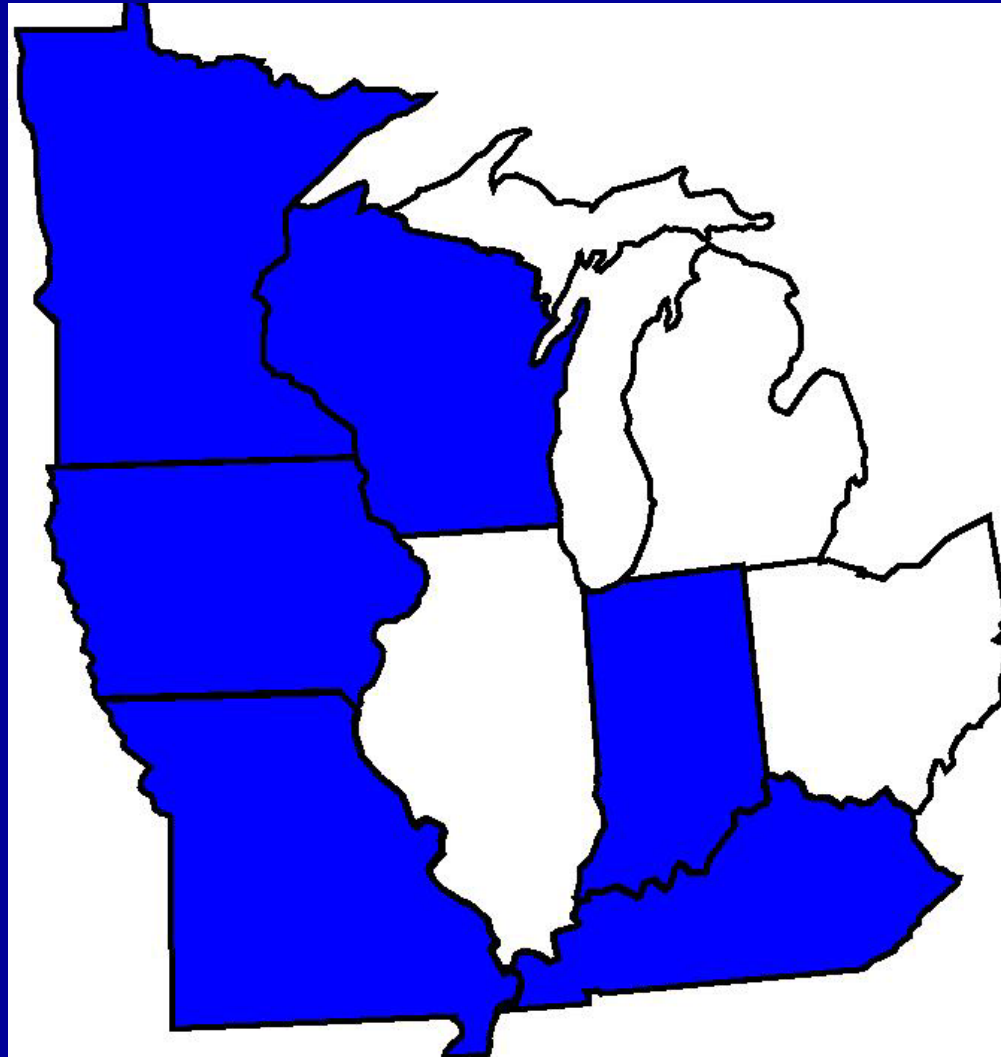
States

Illinois
Iowa
Michigan
Minnesota
Missouri
Wisconsin

MAIN

Mid-American Interconnected Network, Inc.

REG vs DEREG



Regulated States:

Minnesota
Iowa Missouri
Indiana
Kentucky

Deregulated States:

Illinois
Michigan
Ohio

PBFs & OTHER FUNDS



PBF States

Wisconsin
Michigan
Ohio

“Other Funds”

Minnesota Illinois
Iowa

No Consistent Funding Mechanism



Illinois



Public Benefit Fund

- 1997 restructuring
 - EE Trust Fund
 - \$3m/yr
 - Renewable Energy Resource Trust Fund
 - \$4.7 m/yr
- Clean Energy Community Foundation
 - \$250m total; approx \$11m/yr for energy efficiency & renewables
- Global Settlement (CUB, City of Chicago, Cook County)
 - \$19m total

Major City Program

- City of Chicago Clean Energy Development Fund
 - Previously \$25m/yr; now \$6m/yr



WHAT ARE THE BARRIERS TO REGIONAL COORDINATION?

CHALLENGES

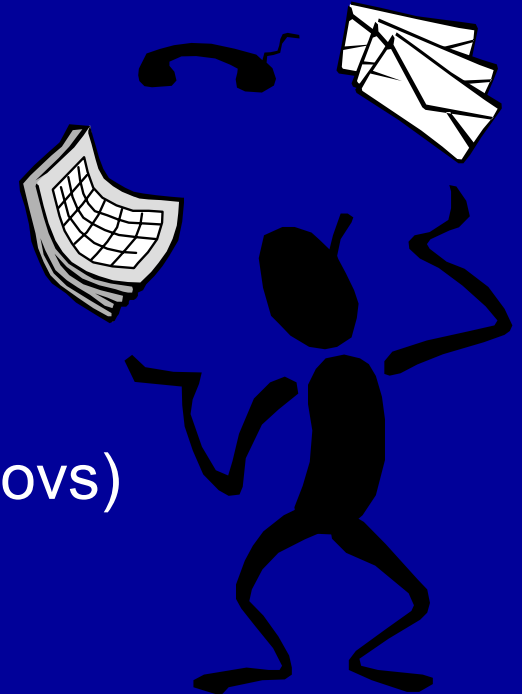


- **AROUND THE TABLE**

- Diverse members and partners with varied priorities
- Short (if any) history of working collaboratively across state lines

- **AROUND THE REGION**

- Geography (Large States)
- Cheap Energy
- Policy Infrastructure (SEOs, PUCs, Govs)





**WHAT IS THE
VALUE TO
ILLINOIS –
SPECIFICALLY?**

BENEFITS



- Ability to aggregate or leverage funding from various states, utilities and municipalities across the region to develop one large cohesive program and achieve economies of scale.
- Regional programs attract significant interest from manufacturers and retailers allowing MEEEA to require cost-sharing, cooperative advertising and other support from the retailers and manufacturers.

ILLINOIS HISTORY



- DCEO, ComEd and the City of Chicago are all founding members since in 1999
- Each partner has been able to leverage its resources with other states to achieve maximum impact
- MEEEA was able to take Illinois-specific programs and retain their individuality while coordinating efforts with regional and national energy efficiency campaigns



MEEEA PROGRAMS

But... before we get there



**NAME EITHER CUBS
OR CARDS PLAYER
WITH THE HIGHEST
OF NO HITTERS
ON THAT TEAM**



**LARRY
CORCORAN**

1880

1882

1884



BOB FORSCH

1978 & 1983





MEEEA PROGRAMS

MEEEA Programs



- ENERGY STAR qualified Lighting:
 - State of Illinois Residential Lighting Program
 - Regional Change A Light, Change the World Campaign (2001, 2002, 2003)
- ENERGY STAR Qualified Appliances
 - Rebate on ENERGY STAR Qualified Clothes Washers
 - Regional Refrigerator Rebate and Recycling Program
- Building Operator Certification (BOC)
- Building Codes and BEYOND
 - Potential Beyond Codes Training Program for Architects and Builders.

MEEEA Programs



- **2001**
 - Illinois Residential Lighting Program
 - Change A Light, Change the World
- **2002**
 - Illinois Residential Lighting Program
 - Change A Light, Change the World 2002
 - Refrigerator Rebate and Recycling - Pilot Program
 - Building Operator Certification Program
 - Illinois Residential Market Assessment
- **2003**
 - Illinois Residential Lighting Program
 - Change A Light, Change the World 2003
 - Regional Refrigerator Rebate and Recycling Program
 - Building Operator Certification Program – Continued
 - Illinois Residential Market Assessment – Continued
 - Regional Market Assessment
 - Double Your Savings Campaign – ENERGY STAR Qualified Clothes Washers

Illinois Residential Lighting Program



- Sponsored by the IL DCEO
- Funding:
 - 2001: \$200K
 - 2002: \$650K
 - 2003: \$730K
- Goals:
 - Promote energy efficiency by educating Illinois residents and the market actors who supply information to residents about the value of the ENERGY STAR program.
 - Increase market penetration of energy efficient technologies and lower the average price-point of the more efficient product
 - Reduce Illinois residential utility bills through the use of more efficient products.

Illinois Residential Lighting Program



- Activities
 - Retail Education and Training
 - Consumer Education and Outreach
 - Torchiere Turn-In Events
 - Change A Light, Change the World
 - Mail-In Coupon Campaign
 - CFL Fundraiser Program for Schools



Illinois Residential Lighting Program



- Energy Results
 - Over 212 formal retail staff trainings
 - Over 1300 Torchieres turn-in and rebated which translates into nearly 4 million kWh saved
- Environmental Impact
 - 224,000 lbs of avoided SO₂
 - 116,000 lbs of avoided NO_x
 - 44 million lbs of avoided carbon emissions

CAL Concept



- Concept: Offer an instant rebate to consumers on CFLs to reduce the cost differential between incandescent products and compact fluorescent lightbulbs.
- Partners:
 - 2001:
 - True Value Hardware and GE Lighting and Home Depot and Philips Lighting
 - Price point after rebate: \$4.99 - \$8.99/CFL
 - 2002:
 - Ace Hardware and Westinghouse Lighting
 - Price point after rebate: \$0.50/CFL
 - 2003:
 - Ace Hardware and GE Lighting and Lowes Home Improvement and Osram Sylvania
 - Price point after rebate: \$0.99/CFL

Change A Light, Change the World



- **Past sponsors include: City of Chicago, ComEd, IL DCEO, KY DOE, MO DNR, MN DOC, OH DOD, SMMPA, and Xcel Energy.**
- **Funding:**
 - 2001: \$319,000
 - 2002: \$567,000
 - 2003: \$1,000,000 (goal)
- **Results – Region wide**
 - 2001: 30,000 CFLs sold → 16,600,000 kWh saved
 - 2002: over 154,000 CFLs sold → over 70,000,000 kWh saved
 - 2003: 300,000 CFLs sold (goal)
- **Illinois Specific Lighting Results**
 - 6.2 million kWh saved
 - 350,000 lbs of SO₂ avoided
 - 180,000 lbs of NO_X avoided
 - 70 M lbs of CO₂ avoided



\$3 off ENERGY STAR® Qualified Bulbs

GET \$3 CASH-BACK FOR EACH QUALIFYING ENERGY STAR® BULB YOU PURCHASE.

Redeemable at participating Home Depot stores during the Energy Star® \$3 Off event from Nov. 1st-12th, 2001 only, while supplies last. Good towards the purchase of up to 4 Energy Star® bulbs. Offer expires Nov. 12.

Please complete the information below:

MY ELECTRIC UTILITY COMPANY IS _____

NAME _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

DAYTIME PHONE (FOR VERIFICATION ONLY) _____

NAME OF STORE WHERE PURCHASED _____

CITY (IF STORE WHERE PURCHASED) _____ DATE PURCHASED _____

PLEASE ENTER QUANTITY BEING PURCHASED:

QUANTITY	PRODUCT	SKU NO.
_____	Philips Marathon 15w	334-179
_____	Philips Marathon 16w	307-619
_____	Philips Marathon 20w	334-182
_____	Philips Marathon 25w	444-454
_____	Philips Marathon 34w 3way	796-262
_____	Philips Marathon 25w dimmable	253-774
_____	Philips Marathon 15w flood	386-691
_____	Philips Marathon 15w outdoor	334-229
_____	Philips Marathon 18w outdoor	334-201
_____	Philips Marathon 15w bag	141-467

Total **LIMIT 4 BULBS PER CUSTOMER**

\$3 off ENERGY STAR® Qualified Bulbs

HOW TO RECEIVE YOUR CASH-BACK REWARD:

1. Select up to four Energy Star® qualified bulb(s) from the list on the reverse side of this coupon.
2. Bring your Energy Star® qualified bulb(s) and this completed coupon to the checkout and get \$3 off the purchase price of each bulb at the register. Maximum purchase of 4 bulbs.

IMPORTANT INFORMATION:
This offer is available to customers who purchase compact fluorescent bulbs at participating True Value hardware stores during the Energy Star® retail event November 1st-12th, 2001 only for a limited time, is good while supplies last, and may not be combined with any other utility offer. Limit 4 bulbs per customer. Not to exceed purchase price.

Midwest Energy Efficiency Alliance reserves the right to withdraw this offer without notice. Photocopies or facsimiles of this form are not acceptable.

AUTHORIZED RETAILER:
To redeem, send \$3 Off coupons and a completed coupon receipt form to the Midwest Energy Efficiency Alliance with a complete coupon count by type, the address where check is to be mailed, and the total amount of expected reimbursements. Mailing insurance on redeemed coupons is suggested, as you are responsible for any coupons lost in shipping. Retailer must submit coupons to MEEA no later than November 16th, 2001 to qualify for reimbursement.

CASH-BACK REWARD NOT TO EXCEED PURCHASE PRICE. GOOD TOWARD THE PURCHASE OF ANY 4 QUALIFYING COMPACT FLUORESCENT BULBS.

MEEA
An energy efficiency program sponsored by Midwest Energy Efficiency Alliance



Refrigerator Rebate and Recycling Program



- **Purpose**
 - Coordinate a regional (3-state) refrigerator rebate and recycling program
- **Sponsors**
 - 2002 Pilot Program: ComEd, IL DCEO, City of Chicago
 - 2003 Regional Program: Ameren, IL DCEO and Indiana
- **Funding**
 - 2002: \$800,000
 - 2003: \$900,000
- **Energy and Environmental Impacts**
 - 2.2 m kWh
 - 122,000 lbs of SO₂ avoided
 - 63,000 lbs of NO_X avoided
 - 24 million lbs of CO₂ avoided



NEVER THOUGHT YOU COULD
RECYCLE
 your fridge?



THINK AGAIN.

We'll even pay you for it. Visit your local Sears store in April and receive a mail-in rebate for up to \$50 off an energy-efficient ENERGY STAR®-qualified refrigerator. WE'LL EVEN PAY YOU \$50 bounty for the removal of your old working and/or second refrigerator through May.

The Cool Facts:

Refrigerators are the single largest power consumer in most households and refrigerators over 10 years old use twice as much energy as 2 ENERGY STAR-labeled refrigerators. ENERGY STAR appliances use up to 80% less electricity. Switch to ENERGY STAR and save.



To recycle your refrigerator today, just contact Jaco Environmental at 800.299.7573

or click onto www.appliancerecycling.com



necessary to part
 erator recycled. F

Thank you for recycling your refrigerator. You have helped to save yourself money and the environment!

And remember, for all your future home purchases,

Buy **ENERGY STAR**®



Sponsored by IL DCCA, ComEd, City of Chicago, MEEA



GET \$50 BOUNTY

from the sponsors listed below
 No purchase necessary to receive bounty

TURN IN YOUR OLD OPERATIONAL REFRIGERATOR

AND SAVE ENERGY!

Take ticket below for complete information and to schedule a pick-up!

Call JACO Environmental or visit their website to schedule the pickup of your refrigerator.

1-800-299-7573

www.appliancerecycling.com

See back site for specific details



REPLACING AN OLD REFRIGERATOR?

DON'T PUT IT IN YOUR GARAGE OR BASEMENT.

RECYCLE IT!

- ★ Receive \$50 from our sponsors for each recycled refrigerator in operating condition! Eliminate the expensive operating costs for your old refrigerator in the basement or garage.
- ★ Save our environment! Recycling captures and destroys the harmful chemicals that would otherwise pollute our soil and groundwater and significantly contribute to greenhouse gases.

Sponsored by: **ILLINOIS RIGHT HERE, RIGHT NOW**



ComEd
 An Exelon Company



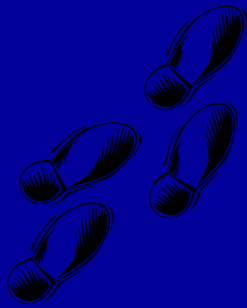
TOTAL IMPACT OF ILLINOIS PROGRAMS TO DATE



Funded by: ComEd,
DCEO and the City of
Chicago

- 12.4 million kWhs saved
- 700,000 lbs of SO₂ avoided
- 360K lbs of NO_X avoided
- 138 million lbs of CO₂ avoided

Next Steps



- Identify your level of interest in regional coordination and your funding threshold.



- Call MEEA to discuss the specifics of your geographic location in the state and your goals for coordination (education, energy savings, experience promoting Energy Star products)



- Begin the planning process (coordination takes TIME and there is never enough of it)



- Support and participate in the ENERGY STAR program
- Join MEEA for coordination on more projects...

ANNOUNCEMENT



- ***Illinois Residential Market Assessment*** has been released and copies are located that the back of the room
 - 309 in-home energy audits of residential free-standing dwellings across IL
- **Results:**
 - IL Home owners could save \$17.6 million in energy costs
 - IL energy consumption could be reduced by 164,000 MW hours per year
 - 365 million lbs of carbon emissions could be avoided on an annual basis



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