



CLEAResult

2011 ANNUAL REPORT



Prepared for:

The Michigan Public Service Commission | 6545 Mercantile Way, Ste 7 | Lansing, MI 48911



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Introduction and Historical Background

Efficiency UNITED (EU) is the brand name for Energy Optimization (EO) programs offered on behalf of participating providers of retail electricity and natural gas services pursuant to 2008 PA 295, Section 91(1). Section 91 allows interested providers to comply with PA 295 EO requirements by making annual payments to a qualified, independent, non-profit organization selected by the Michigan Public Service Commission (MPSC). These payments are derived from surcharges collected from customers via their utility bills.

In July 2009, after a competitive bid process, the MPSC selected the Michigan Community Action Agency Association (MCAAA), with CLEAResult as its primary implementation contractor, to administer the *Efficiency UNITED* EO programs. MCAAA is a non-profit membership organization of 30 community action agencies covering the entire state of Michigan. It has extensive experience with administering grant-funded weatherization and energy efficiency programs. The contract between the State of Michigan and MCAAA includes energy savings targets for each participating provider.

Initial program services were rolled out late in the fourth quarter of 2009. The first full year of EO programs was 2010. Because of the limited programming period in 2009, the MPSC staff decided that energy savings targets for 2009/2010 would be combined. Energy savings targets were achieved for both 2009 and 2010 by December 31, 2010 with the exception of one utility. The savings shortfall for this utility was made up in 2011.

In 2011, *Efficiency UNITED* again provided energy optimization programs for customers of the following participating providers:

Electric Providers

- Alpena Power Company
- Bayfield Electric Cooperative
- Village of Daggett Electric Department
- Cloverland/Edison Sault Electric Company
- Indiana Michigan Power Company
- Upper Peninsula Power Company
- We Energies
- Wisconsin Public Service Corporation
- Xcel Energy

Gas Providers

- Michigan Gas Utilities Corporation
- SEMCO ENERGY Gas Company
- Wisconsin Public Service Corporation
- Xcel Energy

The following partnering organizations assisted MCAAA with design, implementation, administration, and marketing of *Efficiency UNITED* in 2011:

<u>Organization</u>	<u>Role</u>
• Morgan Marketing Partners	Program Design
• MCAAA	General Contract/Financial Management
• CLEAResult	Implementation Contractor
• JACO Environmental, Inc.	Appliance Recycling Program Delivery
• Enercom	Online Audit Software Development
• MCAAA/Statewide CAA network	Income Qualified Program Delivery
• National Energy Foundation (NEF)	Residential Education – School Program Delivery
• Franklin Energy	Commercial & Industrial Implementation
• Water and Energy Solutions	Direct Installation Services
• Energy Outfitters	Direct Installation and Plug Load Analysis Services

Consistent with the emphasis of the Michigan Public Service Commission on collaborative energy efficiency activities, *Efficiency UNITED* team members participated in the MPSC EO Collaborative Work Groups including the Design & Implementation Work Group and the Evaluation Work Group. Input and feedback was provided on the Michigan Energy Measures Database and trade ally partnership efforts. *Efficiency UNITED* designed and implemented Best Energy and Re-Commissioning Lite Commercial & Industrial pilot, the results of which will be shared with the EO Collaborative Work Groups in March 2012. MCAAA holds a seat on the Michigan Saves board and, intrinsic to its core mission, coordinates services to income qualified customers using funding from several different sources to complement the services available under the auspices of *Efficiency UNITED*.

Building on lessons learned during the early months of the EU programs, as well as the report of the independent evaluation/verification contractor, KEMA International, on the 2009/2010 programs, some modifications were made to the programs and associated processes for 2011. MCAAA and CLEAResult continually seek ways to enhance our:

- Innovative energy optimization program offerings
- Outstanding customer service
- Robust educational tools (including online residential and small business energy audits)
- Partnerships with local retailers and contractors
- Cooperative working relationship with our participating providers.

Efficiency UNITED program offerings are divided into two general categories:

- Residential
 - Income Qualified Program
 - Residential ENERGY STAR® Program
 - Appliance Recycling Program
 - Online Audit Program
 - Audit/Weatherization Program
 - Heating, Ventilation and Air Conditioning Program
 - Multifamily Program
 - New Construction Program
 - Residential Pilot Program
 - Residential Education Program
- Commercial and Industrial
 - C&I Prescriptive Program*
 - C&I Custom Program*
 - C&I Pilot Program
 - C&I Education Program

*Energy savings goals and results are combined for these programs to provide maximum flexibility for customers. Where applicable, goals and results for self-directed customers are also included.

In September 2011, MCAAA issued a request for proposal to conduct a financial audit of Efficiency United for the program period, August 1, 2009 through December 31, 2011. Proposals were submitted to MCAAA by three CPA firms. The final selection was awarded to Maner Costerisan, a firm located in Lansing, MI.

Highlights and Accomplishments

Goal Achievement

2011 was an interesting and challenging year with many noteworthy successes. As can be seen in the chart below, energy savings targets were achieved for all but two providers. Savings significantly in excess of goals were achieved for most providers: the range of overachievement went from 4.8% to 67.4% above goal. Results for Indiana Michigan Power (I&M) came in close to goal at 96.4%. In spite of best efforts, only 74.5% of overall goal was achieved for Michigan Gas Utilities Corporation (MGU). MGU's Income Qualified Program delivered significant results at 243% of goal. On-Site Audits and the Multifamily Program were also popular with MGU customers at 140% and 189% of goal, respectively. MGU's shortfall can be attributed to a disappointing response to the Commercial & Industrial (C&I) Program offerings.

The low response from MGU C&I customers (33%) contrasts sharply with the response from C&I customers of most other *Efficiency UNITED* providers. In general, the C&I programs did much better in 2011 than in 2009/2010. Seven providers experienced significant overachievement ranging from 106% for We Energies to 247% for Daggett Electric. Much of the C&I program success in 2011 is a reflection of the very popular pilot programs - Best Energy and Re-Commissioning Lite. These programs, approved by the MPSC in the third quarter of 2011, were rolled out late third quarter with immediate response from customers.

Savings achieved include allowable amounts carried forward from 2009/2010 excess savings. Similarly, excess savings from 2011 will be carried forward to the 2012 program year. In addition, program incentive funds that were not expended in 2011 will be utilized in 2012 programming.

The biggest change to programming/program delivery for 2011 was reflected in the elimination of product giveaways. Evaluation findings from 2010 indicated that the rate at which customers utilized measures received at no cost were not as high as expected. This information was reviewed with KEMA and Morgan Marketing Partners and strategies were developed to increase installation and/or use of the measures for distribution in 2011.

Additional changes in 2011 incorporated lessons learned in marketing strategies specific to service areas, expanded retail partnerships, increased communications with utility partners, streamlined tracking systems, upgraded website and traffic monitoring and expanded pilot programming.

2011 - Total Energy Savings Achieved - kWh and CCF

	GOAL	SELF DIRECTED	TOTAL GOAL	TOTAL SAVINGS ACHIEVED	% ACHIEVED
Alpena Power Company	1,599,124	819,875	2,418,999	3,452,822	142.7%
Bayfield Electric Co-op.	1,400	-	1,400	1,934	138.1%
Daggett Electric Company	11,200	-	11,200	18,747	167.4%
Cloverland/Edison Sault Electric	3,626,286	1,399,715	5,026,001	6,049,469	120.4%
Indiana Michigan Power Company	22,426,999	-	22,426,999	21,625,796	96.4%
Upper Peninsula Power Company	6,362,999	-	6,362,999	7,748,866	121.8%
We Energies	1,210,999	18,589,000	19,799,999	20,745,045	104.8%
Wisconsin Public Service Corp	2,093,000	-	2,093,000	2,529,096	120.8%
Xcel Energy	1,031,000	-	1,031,000	1,472,659	142.8%
TOTAL	38,363,007	20,808,590	59,171,597	63,644,436	107.6%
Michigan Gas Utilities Corporation	1,502,999	-	1,502,999	1,119,904	74.5%
SEMCO Energy Gas Company	2,801,578	-	2,801,578	3,054,334	109.0%
Wisconsin Public Service Corp-Gas	75,153	-	75,153	79,663	106.0%
Xcel Energy-Gas	44,810	-	44,810	70,091	156.4%
TOTAL	4,424,540	-	4,424,540	4,323,992	97.7%

2011 Energy Optimization Statistics	
Total Number of Customers Served	25,284
Residential	24,601
Commercial & Industrial	683
2011 Total Savings	
kWh	63,644,436
CCF	4,323,992

Program Delivery

Descriptions for the design and implementation of each program are included in the pages 9-25. As contractually required, program delivery was designed to match as closely as possible those programs offered by other utility providers in Michigan. Statewide consistency of programming is intended to create less confusion for customers and trade allies. This should result in greater customer participation and accelerated transformation of the energy efficiency marketplace. In some cases, large variances in budget and savings requirements did not allow for consistent programming. In those instances programs were designed to deliver cost effective programs that would appeal to the largest number of customers.

Two marketing strategies were found to be the most effective in gaining customer participation. Direct contact, through local event participation and direct installation of energy products, provided the opportunity to provide low cost energy saving measures directly to consumers while creating educational opportunities the promotion of further program participation. The second largest contributor to program participation was direct mailers, used to promote online audits, direct installations of low cost measures, plug load analysis participation and event notification.

The two primary methods of 'direct contact' were the direct installation of energy saving measures in homes visited in targeted neighborhoods. The door-hangers and mailers used as the primary ways to promote this program are included in Appendix A. Local contractors/trade allies and subcontracted auditors were used to complete these installations. The second method used to promote programs was CLEAResult staff attendance at planned local events. Booths and/or tables were set up at these events to distribute program information and energy savings measures. Examples of these community events include:

- 5K races and sporting events
- Local schools and voting polls
- City and county organizations, working with elected officials
- Home/Garden shows
- Shopping centers and senior centers
- Holiday bazaars, festivals
- County/State fairs and festivals

CLEAResult worked with Michigan Saves to determine ways to partner and utilize their finance program, assisted in the promotion of the programs they offer at local events and partnered with them in the delivery of the Better Buildings program offered in select neighborhoods serving *Efficiency UNITED* service areas.

Tracking and Data Management

Data Tracking & Information System

CLEAResult has developed an information management system, that is capable of the reporting and monitoring tasks required for cost and savings certification by the required 3rd party Evaluation Measurement & Verification (EM&V) contractor, KEMA.

Our tracking system has the ability to:

- Capture information at utility, measure, project, customer, and program levels;
- Link Word, Excel, JPG, and PDF files to each project and customer record;
- Accommodate unlimited concurrent users;
- Generate and sort the information needed for program specific reports to meet the contractual requirements as well as those of utility managers, customers and contractors.

As the proposed information for customer validation, as listed in the MPSC contract, was not available to CLEAResult in 2011, permission was requested and granted by the MPSC to require customer validation for only utility partners who provided data in an accessible format. For partners who did not provide usable data, customers were to be assumed valid for any program participation request valued at or below \$1,000. Any program participant with costs above \$1,000 would require either a copy of a current utility bill in a customer's file or a direct validation by the utility company.

Data Security



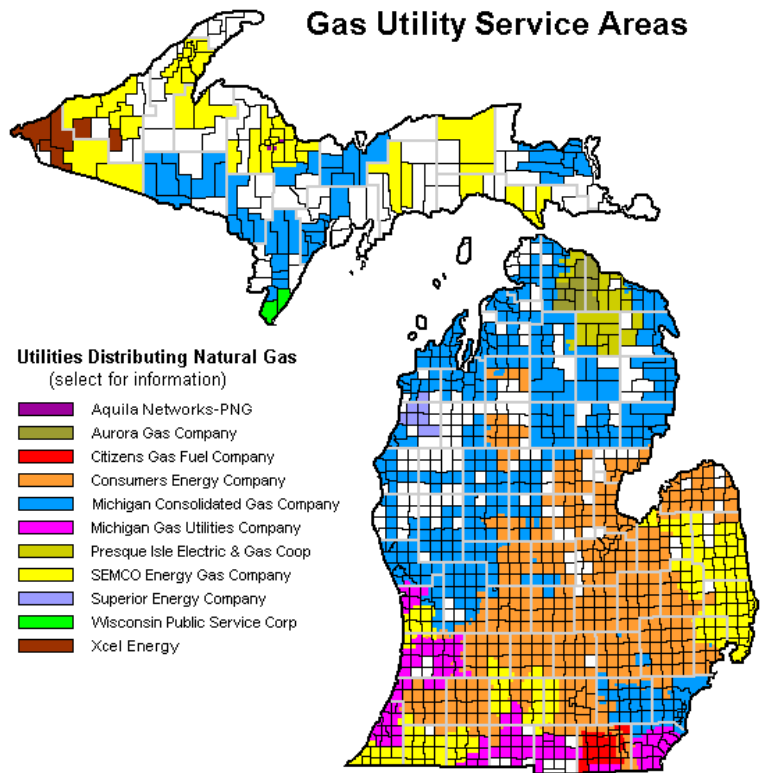
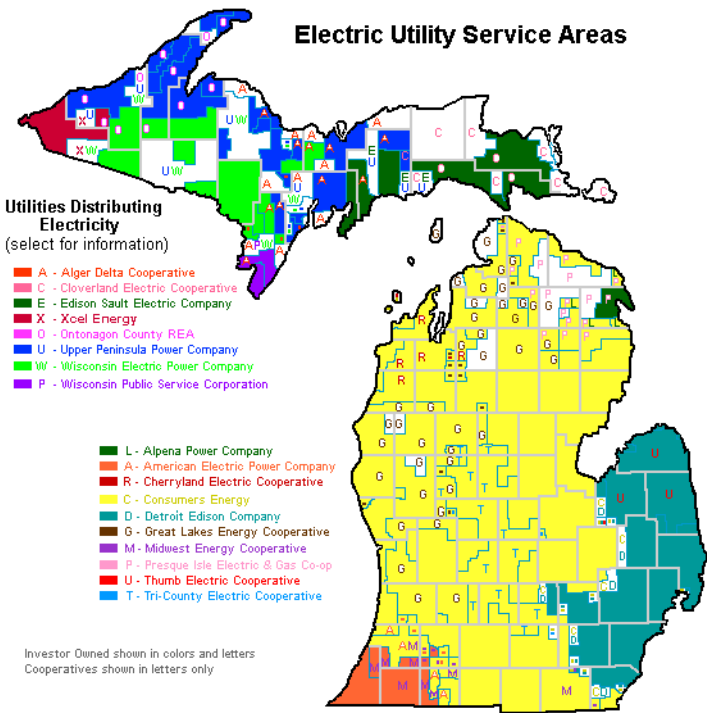
For data security, CLEAResult created role-based criteria in the tracking system that limits access, depending on the user.

Data is the property of the State of Michigan. Information in this system includes, but is not limited to, tracking data on participating customers, self-direct customers, program services (including electricity and natural gas savings results), and general program operation and financial and management data. In addition, the system has the ability to produce ad hoc reports for periodic information requests from the Michigan Public Service Commission.

CLEAResult has developed and will maintain systems that provide appropriate protections in the collection, processing, storage and retrieval of information that is customer-specific or could provide an unfair competitive advantage to an entity delivering services outside of the Michigan EO Plan. CLEAResult is responsible for managing these systems and, when appropriate, providing the information to employees, subcontractors, regulators, and participating providers as necessary for program delivery.

Accordingly, CLEAResult, in partnership with participating utilities, MPSC and MCAAA staff, has developed and maintains a process with clearly defined standards and safeguards to govern sharing of that information with subcontractors, staff, and participating providers. This will ensure customer confidentiality is maintained and entities are not provided an unfair competitive advantage as outlined in the Confidentiality Agreement negotiated between partners

Electric and Gas Utility Service Areas



2011 Efficiency United Budget Summary

<i>Provider</i>	<i>Prime / Fiduciary Mgt.</i>	<i>Evaluation / Audit *</i>	<i>Additional Pilots **</i>	<i>Payment to CLEAResult</i>	<i>Holdback (5%)</i>	<i>Total Collection</i>
Alpena Power Company	3,896.54	16,757.78	11,637.34	306,503.25	16,144.09	354,939.00
Bayfield Electric Co-op	46.09	31.54	21.90	540.05	28.42	668.00
Daggett Electric Company	40.77	83.28	57.84	1,503.00	79.11	1,764.00
Cloverland/Edison Sault Electric	7,662.90	28,567.52	19,838.56	521,556.66	27,450.36	605,076.00
Indiana Michigan Power Company	62,535.39	127,793.53	88,745.51	2,306,280.44	121,383.13	2,706,738.00
Upper Peninsula Power Company	33,120.84	67,683.21	47,002.23	1,221,472.74	64,288.02	1,433,567.04
WE Energies	12,990.57	26,546.90	18,435.34	479,089.05	25,215.18	562,277.04
Wisconsin Public Service Corp	6,698.11	13,687.74	9,505.38	247,021.52	13,001.13	289,913.88
Xcel Energy	4,101.12	8,380.73	5,819.95	151,246.89	7,960.35	177,509.04
TOTAL	131,092.33	289,532.23	201,064.05	5,235,213.60	275,549.79	6,132,452.00
Michigan Gas Utilities Corporation	69,262.31	140,837.55	97,803.86	2,541,358.59	133,755.73	2,983,018.00
SEMCO Energy Gas Company	134,976.65	275,829.38	191,548.18	4,977,872.54	261,993.25	5,842,220.00
Wisconsin Public Service Corp-Gas	2,164.43	4,423.33	3,071.75	79,826.12	4,201.37	93,687.00
Xcel Energy-Gas	2,962.24	6,053.59	4,203.89	109,248.32	5,749.92	128,217.96
TOTAL	209,365.63	427,143.85	296,627.68	7,708,305.57	405,700.27	9,047,142.96

* Includes Third Party Evaluation & Financial Audit.

** Estimated Amount

Performance by Customer Class:

Income Qualified

Income Qualified Budget and Expenses

	Budget (Annual Deposit Dollars)	Carry Forward from 2010	Total	2011 Received to Date	Expended Dollars	2012 Incentive Carryover	% of Dollars Spent
Alpena Power Company	\$ 35,494.00	\$ 10,683.03	\$ 46,177.03	\$ 29,578.00	\$ 26,488.01	\$ 18,334.26	57%
Bayfield Electric Co-op.	\$ -	\$ -	\$ -	\$ -	\$ 19.00	\$ 85.40	-
Daggett Electric Company	\$ 176.00	\$ 275.36	\$ 451.36	\$ 176.40	\$ 19.00	\$ 222.88	4%
Cloverland/Edison Sault Electric Company	\$ 60,508.00	\$ 36,534.98	\$ 97,042.98	\$ 50,423.00	\$ 30,894.61	\$ 64,370.46	32%
Indiana Michigan Power Company	\$ 270,674.00	\$ 145,066.26	\$ 415,740.26	\$ 225,561.50	\$ 184,105.26	\$ 222,719.83	44%
Upper Peninsula Power Company	\$ 243,357.00	\$ 47,913.42	\$ 291,270.42	\$ 119,463.99	\$ 129,215.10	\$ 57,889.26	44%
We Energies	\$ 60,228.00	\$ 15,273.02	\$ 75,501.02	\$ 46,856.40	\$ 42,887.57	\$ 26,655.51	57%
Wisconsin Public Service Corp	\$ 28,991.00	\$ 20,740.30	\$ 49,731.30	\$ 44,159.50	\$ 24,177.15	\$ 25,020.55	49%
Xcel Energy	\$ 17,751.00	\$ 2,730.26	\$ 20,481.26	\$ 14,792.50	\$ 20,564.93	\$ (669.25)	100%
TOTAL	\$ 717,179.00	\$ 279,216.63	\$ 996,395.63	\$ 531,011.29	\$ 458,370.63	\$ 414,628.90	46%
Michigan Gas Utilities Corporation	\$ 348,302.00	\$ (19,241.36)	\$ 329,060.64	\$ 248,709.79	\$ 349,751.75	\$ (82,809.88)	106%
SEMCO Energy Gas Company	\$ 734,222.00	\$ 110,208.83	\$ 844,430.83	\$ 486,851.70	\$ 711,941.57	\$ (38,298.11)	84%
Wisconsin Public Service Corp-Gas	\$ 9,369.00	\$ 2,104.80	\$ 11,473.80	\$ 7,807.20	\$ 9,885.45	\$ 1,242.99	86%
Xcel Energy-Gas	\$ 12,822.00	\$ 551.60	\$ 13,373.60	\$ 10,684.50	\$ 24,862.46	\$ (8,414.25)	186%
TOTAL	\$ 1,104,715.00	\$ 93,623.87	\$ 1,198,338.87	\$ 754,053.19	\$ 1,096,441.23	\$ (128,279.25)	91%

Income Qualified Program Participation/Energy Savings

	Participants	Annual kWh/CCF 2011 Goals	kWh/CCF Achieved	% of Goal Achieved
Alpena Power Company	51	113,782	53,410	47%
Bayfield Electric Co-op.	0	-	-	-
Daggett Electric Company	1	2,386	440	18%
Cloverland/Edison Sault Electric Company	71	193,969	52,574	27%
Indiana Michigan Power Company	483	867,692	731,760	84%
Upper Peninsula Power Company	610	458,969	486,184	106%
We Energies	172	180,247	128,364	71%
Wisconsin Public Service Corp	92	92,935	69,894	75%
Xcel Energy	121	56,904	95,026	167%
TOTAL	1601	1,966,884	1,617,652	82%
Michigan Gas Utilities Corporation	337	34,852	84,842	243%
SEMCO Energy Gas Company	418	68,258	82,118	120%
Wisconsin Public Service Corp-Gas	7	1,095	680	62%
Xcel Energy-Gas	10	1,498	11,422	763%
TOTAL	772	105,703	179,063	169%

Residential

Residential Budget and Expenses

	Budget (Annual Deposit Dollars)	Carry Forward from 2010	Total	2011 Received to Date	Expended Dollars	2012 Incentive Carryover	% of Dollars Spent
Alpena Power Company	\$ 87,374.00	\$ (32,894.19)	\$ 54,479.81	\$ 103,091.07	\$ 54,544.00	\$ (4,806.82)	100%
Bayfield Electric Co-op.	\$ 110.00	\$ 91.69	\$ 201.69	\$ 540.05	\$ 364.27	\$ 179.98	181%
Daggett Electric Company	\$ 522.00	\$ 286.69	\$ 808.69	\$ 875.57	\$ 416.14	\$ 646.09	51%
Cloverland/Edison Sault Electric Company	\$ 137,614.00	\$ (23,389.09)	\$ 114,224.91	\$ 149,633.23	\$ 125,556.26	\$ (13,879.67)	110%
Indiana Michigan Power Company	\$ 958,079.00	\$ (48,940.82)	\$ 909,138.18	\$ 745,084.57	\$ 687,530.93	\$ (74,206.73)	76%
Upper Peninsula Power Company	\$ 213,129.00	\$ 85,442.12	\$ 298,571.12	\$ 405,432.83	\$ 267,456.23	\$ 181,430.57	90%
We Energies	\$ 154,253.00	\$ 50,630.23	\$ 204,883.23	\$ 169,477.19	\$ 90,064.26	\$ 120,837.69	44%
Wisconsin Public Service Corp	\$ 50,774.00	\$ (16,832.07)	\$ 33,941.93	\$ 61,719.21	\$ 49,984.20	\$ (18,400.98)	147%
Xcel Energy	\$ 43,789.00	\$ 11,848.21	\$ 55,637.21	\$ 47,540.07	\$ 38,770.14	\$ 16,605.00	70%
TOTAL	\$ 1,645,644.00	\$ 26,242.77	\$ 1,671,886.77	\$ 1,683,393.79	\$ 1,314,686.43	\$ 208,405.12	79%
Michigan Gas Utilities Corporation	\$ 1,520,914.00	\$ 902,856.61	\$ 2,423,770.61	\$ 1,315,005.89	\$ 1,131,623.33	\$ 1,287,412.33	47%
SEMCO Energy Gas Company	\$ 2,818,783.00	\$ 1,513,138.40	\$ 4,331,921.40	\$ 2,398,279.54	\$ 2,230,180.04	\$ 2,152,930.09	51%
Wisconsin Public Service Corp-Gas	\$ 41,445.00	\$ 19,315.55	\$ 60,760.55	\$ 39,895.40	\$ 36,820.33	\$ 30,233.17	61%
Xcel Energy-Gas	\$ 39,002.00	\$ 24,760.10	\$ 63,762.10	\$ 43,325.55	\$ 41,512.94	\$ 34,466.97	65%
TOTAL	\$ 4,420,144.00	\$ 2,460,070.66	\$ 6,880,214.66	\$ 3,796,506.38	\$ 3,440,136.64	\$ 3,505,042.56	50%

Residential Program Participation/Energy Savings

	# of Participants	Annual kWh/CCF 2011 Goals	YTD kWh/CCF Achieved	% of Goal Achieved
Alpena Power Company	138	551,603	1,031,003	187%
Bayfield Electric Co-op.	8	1,400	1,934	138%
Daggett Electric Company	5	6,087	10,308	169%
Cloverland/Edison Sault Electric Company	2,652	1,122,384	1,158,911	103%
Indiana Michigan Power Company	5,364	8,825,588	8,064,590	91%
Upper Peninsula Power Company	2,158	1,607,263	2,087,108	130%
We Energies	618	1,008,280	711,435	71%
Wisconsin Public Service Corp	380	437,797	464,738	106%
Xcel Energy	455	366,628	672,620	183%
TOTAL	11,778	13,927,030	14,202,647	102%
Michigan Gas Utilities Corporation	3,217	679,684	610,840	90%
SEMCO Energy Gas Company	4,275	1,197,240	1,238,995	103%
Wisconsin Public Service Corp-Gas	258	23,597	26,492	112%
Xcel Energy-Gas	224	21,368	26,815	125%
TOTAL	7,974	1,921,889	1,903,143	99%

Commercial and Industrial

Commercial and Industrial Budget and Expenses

	Budget (Annual Deposit Dollars)	Carry Forward from 2010	Total	2011 Received to Date	Expended Dollars	2012 Incentive Carryover	% of Dollars Spent
Alpena Power Company	\$ 107,174.00	\$ 25,989.72	\$ 133,163.72	\$ 119,341.21	\$ 160,873.63	\$ 4,768.76	121%
Bayfield Electric Co-op.	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	-
Daggett Electric Company	\$ 263.00	\$ (217.89)	\$ 45.11	\$ 451.03	\$ 752.50	\$ (589.76)	1668%
Cloverland/Edison Sault Electric Company	\$ 273,928.00	\$ 83,670.07	\$ 357,598.07	\$ 230,197.80	\$ 245,667.28	\$ 118,540.55	69%
Indiana Michigan Power Company	\$ 1,252,808.00	\$ (20,946.46)	\$ 1,231,861.54	\$ 952,101.84	\$ 1,141,095.19	\$ (80,944.82)	93%
Upper Peninsula Power Company	\$ 494,621.00	\$ 173,880.01	\$ 668,501.01	\$ 494,051.68	\$ 511,432.22	\$ 211,930.79	77%
We Energies	\$ 100,222.00	\$ 12,103.58	\$ 112,325.58	\$ 183,241.82	\$ 188,267.88	\$ 58,043.89	168%
Wisconsin Public Service Corp	\$ 154,137.00	\$ 37,046.92	\$ 191,183.92	\$ 119,974.39	\$ 82,070.00	\$ 86,942.91	43%
Xcel Energy	\$ 61,682.00	\$ 21,100.78	\$ 82,782.78	\$ 63,721.62	\$ 59,471.50	\$ 35,419.90	72%
TOTAL	\$ 2,444,835.00	\$ 332,626.73	\$ 2,777,461.73	\$ 2,163,081.39	\$ 2,389,630.20	\$ 434,112.21	86%
Michigan Gas Utilities Corporation	\$ 907,454.00	\$ 167,569.54	\$ 1,075,023.54	\$ 555,461.99	\$ 513,541.78	\$ 290,928.07	48%
SEMCO Energy Gas Company	\$ 1,783,189.00	\$ 781,448.84	\$ 2,564,637.84	\$ 1,263,261.62	\$ 1,273,663.45	\$ 982,257.13	50%
Wisconsin Public Service Corp-Gas	\$ 56,184.00	\$ 6,171.41	\$ 62,355.41	\$ 18,819.75	\$ 27,674.06	\$ 4,128.82	44%
Xcel Energy-Gas	\$ 27,613.00	\$ 21,848.12	\$ 49,461.12	\$ 37,028.89	\$ 28,257.76	\$ 43,238.29	57%
TOTAL	\$ 2,774,440.00	\$ 977,037.91	\$ 3,751,477.91	\$ 1,874,572.25	\$ 1,843,137.05	\$ 1,320,552.32	49%

C&I Participation/Energy Savings

	# of Participants	Annual kWh/CCF 2011 Goals	YTD kWh/CCF Achieved	% of Goal Achieved
Alpena Power Company	44	1,753,614	2,368,409	135%
Bayfield Electric Co-op.	-	-	-	-
Daggett Electric Company	2	2,727	8,000	293%
Cloverland/Edison Sault Electric Company	66	3,709,648	4,837,985	130%
Indiana Michigan Power Company	150	12,733,719	12,829,446	101%
Upper Peninsula Power Company	52	4,296,767	5,175,574	120%
We Energies	35	18,611,472	19,905,246	107%
Wisconsin Public Service Corp	28	1,562,268	1,994,464	128%
Xcel Energy	30	607,468	705,013	116%
TOTAL	407	43,277,683	47,824,137	111%
Michigan Gas Utilities Corporation	58	788,463	424,223	54%
SEMCO Energy Gas Company	165	1,536,080	1,733,220	113%
Wisconsin Public Service Corp-Gas	29	50,461	52,490	104%
Xcel Energy-Gas	24	21,944	31,853	145%
TOTAL	276	2,396,948	2,241,786	94%

Income Qualified Program Highlights

The Income Qualified (Low Income) Program allows Michigan Community Action Agencies to provide increased weatherization services to income-qualified clients. The Program is designed to help customers reduce their energy burden and lower their energy costs by providing free energy efficiency products and free installation, based on their individual needs.

- Though the Income Qualified Program started the year out slowly, overall activity has consistently increased over the last three years attributed to better system training, program knowledge and improved processing systems on both CLEARResult and the Community Action Agencies' part. Processing/Payment cycle times have improved dramatically this year.
- MCAAA held and participated in numerous events for training, networking and program awareness. These events were targeted to increase claim submission and overall participation and included:
 1. 2011 Training Webinars for the Community Action Agencies, March
 2. Michigan Affordable Housing Conference, April 11-13
 3. Regional meetings with Community Action Agencies throughout the year
 4. Michigan Community Action Agency Conferences in July, September and October, where over 100 people participated in our program sessions per conference
 5. Weatherization Month Event at the State Capital, October 5, focusing on reaching state legislators
- Fifteen of nineteen Community Action Agencies (CAAs) surpassed their 2010 actual Program savings and exceeded their 2011 Program allocations. Measures and claim allocations were adjusted for these CAAs to allow for increased productivity.
- Wisconsin Public Service and *Efficiency UNITED* distributed packets with program and energy-saving information at the Menominee and Escanaba Walks for Warmth on February 26.
- The *Efficiency UNITED* team reached over 200 low income senior households at the UPCAP (the Upper Peninsula Commission for Area Progress) Senior Convention in partnership with the local CAA. We reached seniors from Upper Peninsula Power Company, We Energies, Cloverland Electric Cooperative/Edison Sault Electric Company and Wisconsin Public Service Corporation. Similar partnerships were added in other markets based on the success of this project.
- Savings that were not achieved as a part of the CAA weatherization programming were accomplished through a number of direct installation projects in income qualified multifamily housing communities.

Income Qualified Program Update

	Participants	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF 2011 Goals	% of Goal Achieved
Alpena Power Company	51	\$ 11,765.50	53,410	113,782	47%
Daggett Electric Company	1	\$ 19.00	440	2,386	18%
Cloverland/Edison Sault Electric Company	71	\$ 11,342.00	52,574	193,969	27%
Indiana Michigan Power Company	595	\$ 86,040.59	731,760	867,692	84%
Upper Peninsula Power Company	673	\$ 78,985.25	486,184	458,969	106%
We Energies	172	\$ 25,478.75	128,364	180,247	71%
Wisconsin Public Service Corp-Electric	92	\$ 13,641.90	69,894	92,935	75%
Xcel Energy-Electric	121	\$ 14,481.05	95,026	56,904	167%
Total Electric	1,776	\$ 241,754.04	1,617,652	1,966,884	82%
Michigan Gas Utilities Corporation	992	\$ 232,137.99	84,842	34,852	243%
SEMCO Energy Gas Company	671	\$ 473,790.91	82,118	68,258	120%
Wisconsin Public Service Corporation - Gas	7	\$ 6,269.20	680	1,095	62%
Xcel Energy – Gas	129	\$ 20,076.47	11,422	1,498	763%
Total Gas	1,799	\$ 732,274.57	179,063	105,703	169%

ENERGY STAR® Program Highlights

The ENERGY STAR® Program offers rebates on a variety of energy efficient products from washing machines to smart power strips. This program also provides energy savings products such as compact fluorescent light bulbs and energy efficiency showerheads via online requests.

- CLEARresult achieved ENERGY STAR® partner status for *Efficiency UNITED*. This plays a pivotal role in delivering and reinforcing the ENERGY STAR® message in local markets. A partner has access to ENERGY STAR® logo which is recognized by more than 75% of households nationwide.
- CLEARresult distributed materials in local city halls/townships in service areas and provided information to be included on local cable networks and websites
- CLEARresult represented *Efficiency UNITED* at various events in 2011. Two events in particular allowed us to reach customers across multiple utilities: the Upper Peninsula State Fair in Escanaba and the Berrien County Fair in Berrien County. Due to their locale, we were able to reach customers from hard to reach areas. These two, six-day events yielded over 500,000 kWh savings and 4,000 CCF savings.
- CLEARresult rolled out the retailer buy-down program for CFL instant rebates in the fall of 2011. Expansion of this program is expected for 2012.
- Online offers of smart power strips and high efficiency showerheads were available to increase availability of product for markets where local retailers have not yet begun stocking all rebated items.

ENERGY STAR® Program Update

	Number of Participants	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF 2011 Goals	% of Goal Achieved
Alpena Power Company	64	\$ 2,579.20	45,590	249,004	18%
Bayfield Electric Cooperative	8	\$ 160.00	1,472	1,400	105%
Daggett Electric Company	3	\$ 203.70	5,706	6,087	94%
Cloverland/Edison Sault Electric Company	2,212	\$ 26,552.70	559,194	521,614	107%
Indiana Michigan Power Company	1,530	\$ 68,256.10	1,584,948	4,186,296	38%
Upper Peninsula Power Company	1,081	\$ 50,946.65	1,098,830	687,541	160%
We Energies	202	\$ 8,023.00	187,389	454,020	41%
Wisconsin Public Service Corp-Electric	235	\$ 10,751.05	222,868	201,302	111%
Xcel Energy-Electric	221	\$ 10,053.25	250,596	177,011	142%
Total Electric	5,556	\$ 177,525.65	3,956,593	6,484,275	61%
Michigan Gas Utilities Corporation	449	\$ 10,788.95	27,600	59,297	47%
SEMCO Energy Gas Company	883	\$ 23,765.55	58,017	104,397	56%
Wisconsin Public Service Corporation - Gas	117	\$ 2,335.85	8,506	2,059	413%
Xcel Energy – Gas	62	\$ 1,255.30	4,393	1,861	236%
Total Gas	1,511	\$ 38,145.65	98,516	167,614	59%

Appliance Recycling Program Highlights

The Appliance Recycling Program offers customers rebates for properly recycling an operational, secondary refrigerator or freezer. This results in significant energy use reduction as old appliances typically use twice the electricity of newer models. The process is as simple as picking up the phone, or going online, to schedule the pick-up. The recycling company picks up the working appliance and recycles 100% of its materials.

- Program staff worked with JACO Environmental (the subcontractor) to make the program available to Indiana Michigan Power Company customers in January. Other service areas began programming in April.
- In conjunction with the first quarterly meeting, CLEAResult staff and utility staff visited the JACO Environmental facility in Livonia, MI for a plant tour.
- Throughout the year JACO Environmental ran print media campaigns (containing but not limited to newspaper press releases) across the State.
- In July, CLEAResult staff distributed Appliance Recycling postcard displays to local libraries, senior centers, and other public places to promote the program in service areas with slow response.
- *Efficiency UNITED* worked with the Michigan Recycling Coalition to create ways to partner in existing local recycling events to promote and/or expand program offerings.
- In conjunction with JACO Environmental, CLEAResult held a media event on August 4th in southwest Michigan designed to get local coverage of refrigerator/freezer pickup and increase awareness and benefits of the Appliance Recycling program.
- The *Efficiency UNITED* team, in partnership with JACO, began a direct mail campaign near the end of September in an effort to increase participation in the Appliance Recycling program. This campaign took place in *Efficiency UNITED* partner service territories where goals had not previously been achieved and sparked significant customer activity.
- Ultimately the Appliance Recycling Program's goals were not 100% achieved. As a result, savings goals were shifted to other Programs to be achieved elsewhere.

Appliance Recycling Program Update

	Number of Participants	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF 2011 Goals	% of Goal Achieved
Alpena Power Company	14	\$ 2,400.00	26,389	156,420	17%
Cloverland/Edison Sault Electric Company	126	\$ 22,050.00	239,855	327,669	73%
Indiana Michigan Power Company	552	\$ 89,250.00	976,569	2,629,758	37%
Upper Peninsula Power Company	50	\$ 8,550.00	93,973	431,901	22%
We Energies	30	\$ 4,950.00	54,692	285,207	19%
Wisconsin Public Service Corp-Electric	2	\$ 450.00	5,016	126,455	4%
Xcel Energy-Electric	6	\$ 1,050.00	11,704	111,195	11%
Total Electric	780	\$ 128,700.00	1,408,198	4,068,605	35%

Audit and Weatherization Program Highlights

The Audit and Weatherization (A/WX) provides customers rebate opportunities for installation of home performance measures. These measures include ceiling and wall insulation and window replacement. Another component of this program includes an Online Audit Survey which provides them with a kit containing energy savings measures. The survey also educates the customer about their energy consumption, lists which improvements would yield the highest energy savings, and offers low or no-cost ways to increase energy efficiency.

- Program information was distributed to customers and trade ally partners at Builders/Home Shows, trade ally events, Kiwanis Luncheons, the Cloverland Electric Cooperative Hydroelectric Plant, the Michigan Energy Fair, and through retailer and manufacturer meetings throughout the year.
- Partnerships with Michigan Saves/Better Building Program were developed for service areas where neighborhood sweeps have been scheduled.
- CLEAResult staff mailed Residential Program flyers to contractors in MGU, SEMCO, WPS and Xcel natural gas service territories to promote programs and increase participation.
- Program staff spent the week of July 25 traveling throughout central and western Upper Peninsula and northern Wisconsin meeting with insulation and window contractors to promote the AWX rebate Program. This effort increased trade ally activity in WPS, UPPCO, Xcel, We Energies and SEMCO Energy service territories.
- CLEAResult Trade Ally Coordination team has recruited new contractors to participate in the direct install program, increasing regional/local business participation and employment opportunities.
- CLEAResult contracted with Water & Energy Solutions Inc. to deliver the portion of our direct install program that local capacity did not cover.
- CLEAResult staff continued to promote the online audit program through a large direct mail campaign to eligible utility service territories.

Online Audit Program Update

	YTD Kits Sent	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF 2011 Goals	% of Goal Achieved
Alpena Power Company	15	\$ 296.73	8,802	32,033	27%
Daggett Electric Company	1	\$ 21.13	1,071	-	
Cloverland/Edison Sault Electric Company	247	\$ 4,978.66	170,881	80,523	212%
Indiana Michigan Power Company	399	\$ 8,042.21	284,490	538,544	53%
Upper Peninsula Power Company	687	\$ 13,633.72	386,610	88,448	437%
We Energies	226	\$ 4,491.92	139,557	58,407	239%
Wisconsin Public Service Corp-Electric	96	\$ 1,862.08	38,256	25,896	148%
Xcel Energy-Electric	140	\$ 2,795.71	86,994	-	
Total Electric	1,811	\$ 36,122.16	1,116,661	823,851	136%
Michigan Gas Utilities Corporation	343	\$ 12,825.45	20,955	40,198	52%
SEMCO Energy Gas Company	470	\$ 22,262.25	28,384	70,772	40%
Wisconsin Public Service Corporation - Gas	94	\$ 1,749.20	5,686	1,396	407%
Xcel Energy – Gas	78	\$ 1,550.20	4,697	1,262	372%
Total Gas	985	\$ 38,387.10	59,721	113,628	53%

Audit and Weatherization Update

	Number of Participants	YTD Incentive Paid	YTD kWh/CCF Achieved	* Annual kWh/CCF 2011 Goals	% of Goal Achieved
Alpena Power Company	0	\$ -	-	-	-
Daggett Electric Company	0	\$ -	-	-	-
Cloverland/Edison Sault Electric Company	0	\$ -	-	-	-
Indiana Michigan Power Company	2,229	\$ 90,956.75	1,898,910	-	-
Upper Peninsula Power Company	129	\$ 4,594.50	90,500	-	-
We Energies	23	\$ 1,476.95	23,752	-	-
Wisconsin Public Service Corp-Electric	0	\$ -	-	-	-
Xcel Energy-Electric	44	\$ 1,535.87	34,738	-	-
Total Electric	2,425	\$ 98,564.07	2,047,900	-	-
Michigan Gas Utilities Corporation	1,500	\$ 144,824.60	131,333	93,796	140%
SEMCO Energy Gas Company	1,245	\$ 116,136.49	113,423	165,136	69%
Wisconsin Public Service Corporation - Gas	1	\$ 9.00	60	3,258	2%
Xcel Energy – Gas	66	\$ 5,771.19	5,652	2,944	192%
Total Gas	2,812	\$ 266,741.28	250,468	265,134	94%

*While a number of electric utilities did not have Audit and Weatherization programming designed for 2011, direct installs targeted towards gas utilities often had utility overlap. This allowed us to install electric measures at the same time and claim energy savings.

HVAC Program Highlights

The HVAC program offers residential customer's opportunities for rebates on improved efficiency home heating and cooling systems. Typical rebate items include furnaces, central air conditioning and system tune-ups.

- Program information was distributed at the Upper Peninsula Builders Show in Marquette, MI on March 3-5, at the Port Huron Home Show in Port Huron, MI on March 25-26, Copper County Kiwanis Luncheon on April 13, Upper Peninsula State Fair on August 15-21, and the Berrien County Fair on August 15-20.
- Rebate information was provided to trade allies at meetings for Cloverland trade allies on April 12, for Flame Furnace on May 12, at RIS Insulation Supply on June 8, Flame Furnace on July 21 and at Design Air on July 28.
- In an effort to reach a broader participation base, we have added incentives for new measures such as Ground Source Heat Pumps, Air Source Heat Pumps and Heat Pump Water Heaters.
- On May 25 we rolled out the O&M Furnace Tune-up Program as a new method of delivering energy savings.
- CLEAResult team launched a double rebate promotion to run from November through December 31st. This promotion increased the 95% AFUE Furnace rebate to \$400, the 92% AFUE Boiler rebate to \$400, the Programmable Thermostat rebate to \$40, and the O&M Furnace Tune-Up rebate to \$100. *Efficiency UNITED* sent an email blast to our trade allies to inform them about this promotion. In addition, our Trade Ally Coordinator staff placed phone calls and emails to contractors to make sure they had received the information about the promotional offer and had the resources necessary to help promote it.

HVAC Program Update

	Number of Participants	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF 2011 Goals	% of Goal Achieved
Alpena Power Company	0	\$ -	-	9,508	0%
Cloverland/Edison Sault Electric Company	4	\$ 300.00	1,346	19,859	7%
Indiana Michigan Power Company	217	\$ 31,600.00	208,652	154,520	135%
Upper Peninsula Power Company	8	\$ 1,050.00	17,188	26,176	66%
We Energies	32	\$ 3,350.00	23,602	17,285	137%
Wisconsin Public Service Corp-Electric	11	\$ 1,100.00	8,030	7,665	105%
Xcel Energy-Electric	1	\$ 100.00	730	6,739	11%
Total Electric	273	\$ 37,500.00	259,548	241,752	107%
Michigan Gas Utilities Corporation	847	\$ 218,146.95	250,929	414,727	61%
SEMCO Energy Gas Company	1,450	\$ 333,999.25	387,123	730,161	53%
Wisconsin Public Service Corporation - Gas	29	\$ 6,978.75	9,024	14,404	63%
Xcel Energy – Gas	2	\$ 635.00	1,585	13,017	12%
Total Gas	2,328	\$ 559,759.95	648,661	1,172,309	55%

Multi-Family Program Highlights

The Multifamily Program is available in market rate rental properties where tenants pay their own gas and/or electric bills. Direct installation of CFLs, water heater kits and/or setback thermostats are provided at no cost to the tenant or the landlord. This creates savings for the renter, which translates to savings for the landlord.

- CLEAResult qualified properties and installed the direct installation measures from our waiting list of multifamily owners/managers interested in participation after the program was closed in late 2010.
- CLEAResult developed relationships with property owners and property management companies across the State and worked with their properties in areas where additional installations were necessary to meet goal
- CLEAResult over-achieved savings in multifamily housing direct installation programs to manage shortfalls in less popular programs.

Multi-Family Program Update

	Number of Participants	YTD Incentive Paid	YTD kWh/CCF Achieved	* Annual kWh/CCF 2011 Goals	% of Goal Achieved
Alpena Power Company	92	\$ 2,532.00	33,792	51,407	66%
Cloverland/Edison Sault Electric Company	0	\$ -	-	67,410	0%
Indiana Michigan Power Company	410	\$ 20,290.43	475,352	541,008	88%
Upper Peninsula Power Company	92	\$ 3,060.00	49,280	207,898	24%
We Energies	0	\$ -	-	98,279	0%
Wisconsin Public Service Corp-Electric	0	\$ -	-	34,020	0%
Xcel Energy-Electric	0	\$ -	-	37,800	0%
Total Electric	594	\$ 25,882.43	558,424	1,037,822	54%
Michigan Gas Utilities Corporation	257	\$ 22,378.37	28,444	14,503	189%
SEMCO Energy Gas Company	539	\$ 42,476.25	49,999	25,534	191%
Wisconsin Public Service Corporation - Gas	0	\$ -	-	504	0%
Xcel Energy – Gas	0	\$ -	-	455	0%
Total Gas	796	\$ 64,854.62	78,443	40,996	191%

New Construction Program Highlights

The New Construction Program offers rebates on increased efficiency of the overall home. Program criteria fluctuated with the changing Michigan Building Codes in 2011.

- The New Construction Program was rolled out as a part of the 2010 program offerings. Because of the changing landscape in energy codes for 2011 it was determined that this program would be promoted again as a part of the 2012 program menu but would not be promoted in 2011. Applications continued to be accepted from contractors/auditors who had been recruited and participated in the 2010 program so as not to stop movement toward their building of more efficient homes.

New Construction Program Update

	Number of Participants	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF 2011 Goals	% of Goal Achieved
Alpena Power Company	0	\$ -	-	-	-
Cloverland/Edison Sault Electric Company	0	\$ -	-	-	-
Indiana Michigan Power Company	12	\$ 1,833.40	3,300	-	-
Upper Peninsula Power Company	0	\$ -	-	-	-
Total Electric	12	\$ 1,833.40	3,300	-	-
Michigan Gas Utilities Corporation	9	\$ 1,403.30	1,727	-	-
SEMCO Energy Gas Company	26	\$ 4,839.30	6,104	-	-
Wisconsin Public Service Corporation - Gas	0	\$ -	-	-	-
Xcel Energy – Gas	0	\$ -	-	-	-
Total Gas	35	\$ 6,242.60	7,831	-	-

The utilities listed above do not have program goals as the New Construction programming was not included in 2011 design. However, Contractors who participated in the NC Program in 2010 and completed projects in 2011 qualified for incentives.

Residential Pilot Program Highlights

The Residential Pilot Program(s) provide concepts and delivery techniques for residential energy efficiency. Programs have been designed to test, capture, and analyze data beyond traditional methods.

The Residential Pilot Program(s) consisted of five sub-programs throughout the 2011 Program Year. In January the Plug Load Analysis, Home Performance, and Comfort System Analysis Programs were up and running carrying over from the previous program year. In addition, funding became available mid-way through the year to allow the development of two new programs, Behavioral Study Following the Online Audit (BSFOA) and LED Lighting. These two Programs were designed mid-way through the year and scheduled to launch in September. Due to the expansion in funding, the *Efficiency UNITED* Team negotiated with the Michigan Public Service Commission to accrue additional energy savings above the legislative maximum of just five percent.

- **Plug Load Analysis –**

Efficiency UNITED's Plug Load Analysis Program offered homeowners an incentive for receiving an analysis of their plug-in devices. The program was designed to provide the customer an energy usage profile of items which plug into wall sockets. This analysis provided an opportunity to analyze your devices and an education on which devices are more power efficient than others.

To begin the Program, customers received \$100 incentive, two smart power strips, and nine CFLs. In February, staff evaluated the Program and revised the incentive to just \$50 and one smart power strip given feedback gathered from the first stage of implementation in late 2010 and early 2011.

The Plug Load Analysis Program received additional funding due to its success and popularity. In order to accommodate the increase in Program activity *Efficiency UNITED* teamed with several organizations.

- Dickinson-Iron Community Services Agency
- The Energy Guys
- Energy Outfitter
- Menominee-Delta-Schoolcraft Community Action Agency
- Stonehouse Window & Door

- **Comfort System Analysis –**

To promote greater energy savings in residential and small business natural gas heating systems, the Comfort System Analysis (CSA) Pilot Program was designed to evaluate and retrain the HVAC contractor market to identify additional energy efficiency program strategies required to improve energy efficiency of HVAC systems following a tune-up. Additional information was gathered to determine the accuracy of the existing Michigan Energy Measures Database (MEMD) savings estimates as compared to properly executed tune-ups. The program was designed to educate existing HVAC contractors in measuring steady state combustion efficiency using the Ferris State method, an industry standard for furnace tune-ups; in addition, contractors are supplied with equipment to aid in analyzing and fine tuning gas furnaces. Comfort System Analysis received good reviews from the participating contractors. The first class (2010) had twelve participants and in 2011 there were fifteen.

- **Residential Home Performance:** *Efficiency UNITED's* Residential Home Performance Program offers homeowners rebates toward a comprehensive audit performed by a certified auditor and the installation of energy savings measures. This Program takes a whole home approach to improving energy efficiency. A certified auditor makes recommendations for improvements that will help your home's systems work together more efficiently. At this point the customer will have the opportunity to install and receive incentives toward energy savings measures based on the auditor's recommendations. The auditor will then perform a "post" audit to determine how much energy savings the customer has achieved and the level of incentives they may qualify for.

The Home Performance Program received additional funding due to its success and popularity. There was much activity through the SEMCO ENERGY Gas Company program. However, the Michigan Gas Utilities program struggled with participation. The root cause was due to auditor participation/activity. The Upper Peninsula had multiple auditors which helped to drive the Program throughout the year.

- **Behavioral Study Follow-Up to Online Audit:** *Efficiency UNITED* began implementing a Behavioral Study with customers following their completion of an On-Line Audit to establish further education and promote additional behavioral changes. Customers' surveys are completed, based on knowledge attained from participation in the Online Audit Program, and give

customers additional opportunities to further their energy efficient knowledge and activity. CLEAResult then analyzes participants' readiness to continue to modify energy efficiency behavior and the prompts necessary to elicit customer driven action.

These opportunities are in the form of energy efficient modules. Each module contains different kit items which are focused on altering behavior and activities focused on gathering behavioral changes. The modules are listed below:

- Shower Time Module
- Air Circulation Module
- Draft Reduction Module
- Hot Water Set Point Module
- Solar Gain Module
- Refrigerator Module
- Plug Load Module
- Lighting Use Module

At the end of the 2011 Program Year the Program had approximately 144 participants. This Program will continue into the 2012 Program Year with new participants and those currently participating in the Program.

- **LED (light-emitting diode) Lighting:** The LED Lighting program was designed in 2011 and will be launched in 2012. During Program outreach staff met with multiple retailers to partner with for this Program. We will be looking to team with them during the summer of 2012 to implement the Program.

Residential Pilot Program Update

	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF 2011 Goals	% of Goal Achieved
Alpena Power Company	\$ 3,547.13	40,972	33,269	123%
Daggett Electric Company	\$ 24.00	735	-	--
Cloverland/Edison Sault Electric Company	\$ 10,331.45	137,003	65,818	208%
Indiana Michigan Power Company	\$ 69,557.33	1,352,935	484,664	279%
Upper Peninsula Power Company	\$ 36,754.06	288,581	103,312	279%
We Energies	\$ 15,021.55	138,881	59,426	234%
Wisconsin Public Service Corp-Electric	\$ 5,155.65	57,605	26,537	217%
Xcel Energy-Electric	\$ 5,163.07	59,411	21,177	281%
Total Electric	\$ 145,554.24	2,076,123	794,203	261%
Michigan Gas Utilities Corporation	\$ 21,533.06	17,209	35,727	48%
SEMCO Energy Gas Company	\$ 274,759.08	236,093	63,275	373%
Wisconsin Public Service Corporation - Gas	\$ 4,245.37	2,531	1,235	205%
Xcel Energy – Gas	\$ 4,075.86	2,057	1,143	180%
Total Gas	\$ 304,613.37	257,890	101,380	254%

Residential Education Program Highlights

The Residential Education Program provides energy education to customers in a variety of methods. One method is through our partnership with the National Energy Foundation (NEF), refining a curriculum approved by the Michigan Department of Education. This curriculum defines energy at an appropriate level for the students and discusses ways the student and their family can be more energy efficient. The program is called Think! Energy and is taught to 4th-6th grade students. Another method currently being used is the Kill-A-Watt meter program. Customers can obtain a kit by visiting their local library and using it in their homes to better understand how to utilize the energy in their homes.

- CLEAResult, in partnership with National Energy Foundation, started the in-school education component with an “Our World, My Home” Earth Day poster contest that gave teachers an opportunity to talk about energy efficiency. We received over 150 artistic and unique entries illustrating energy efficiency at home. Awards were presented in the categories of building envelope, plug load, efficient lighting technologies and behaviors and general energy efficiency.
- CLEAResult and the National Energy Foundation held 42 interactive, hands-on Think! Energy Educational Presentations to over 2,184 students in the 4th and 6th grades and their teachers in 25 schools across the State. THINK! ENERGY with *Efficiency UNITED* assists teachers and their students to Think! about energy, Talk! about energy, and Take Action! now for the future. The program objective is to expand and promote energy awareness through an educational in-school program and to obtain actual energy savings through household behavior changes and use of energy efficient devices provided as a part of the program.
- *Efficiency UNITED* placed Kill-A-Watt meters in over 50 Michigan libraries for customers to check-out, allowing them to research and better understand their home and business energy usage.
- CLEAResult attended the MPSC Consumer Forums in Ontonagon and Gladstone to help residents gain an understanding of *Efficiency UNITED*'s role in education and other energy efficiency programs.

Residential Education Program Update

	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF 2011 Goals	% of Goal Achieved
Alpena Power Company	\$ 2,424.70	20,013	19,962	100%
Cloverland/Edison Sault Electric Company	\$ 3,575.64	39,592	39,491	100%
Indiana Michigan Power Company	\$ 18,013.07	291,544	290,798	100%
Upper Peninsula Power Company	\$ 9,788.03	62,146	61,987	100%
We Energies	\$ 4,547.63	35,747	35,656	100%
Wisconsin Public Service Corp-Electric	\$ 1,494.30	15,963	15,922	100%
Xcel Energy-Electric	\$ 1,226.62	12,738	12,706	100%
Total Electric	\$ 41,069.99	477,743	476,522	100%
Michigan Gas Utilities Corporation	\$ 31,466.27	21,482	21,436	100%
SEMCO Energy Gas Company	\$ 59,017.77	38,046	37,965	100%
Wisconsin Public Service Corporation - Gas	\$ 844.16	687	741	93%
Xcel Energy – Gas	\$ 1,031.85	636	686	93%
Total Gas	\$ 92,360.05	60,850	60,828	100%

Commercial & Industrial Prescriptive and Custom Highlights

The C&I Prescriptive Program provides an incentive for pre-determined high efficiency equipment replacements and retrofits. The Custom Program provides incentives for the installation of innovative and unique energy efficiency equipment which may not be recognized in the Prescriptive model and more appropriately meets the customer's specific needs.

- Early in the year CLEAResult formalized policies that expedited the acceptance, processing and payment of rebates.
- Program staff made regular customer visits in all services territories in order to ensure program awareness.
- In April, the CLEAResult Team examined and altered the rebate applications to better meet customer demand.
- CLEAResult staff developed a C&I Customer of the Year Award to be presented to 2009, 2010 and 2011 Program Year participants. These awards were approved by participating utilities and will be distributed at the *Efficiency UNITED* 1st Annual Commercial & Industrial Energy Conference in early 2012.
- CLEAResult acquired EnVise, specialists in commercial and industrial processes and equipment, in the fall of 2011. EnVise assisted Franklin Energy in creating marketing, trade ally outreach and delivery plans for the end of the year to ensure Program goal achievement.
- Program Staff utilized a "blitz" campaign beginning in October. This consisted of contacting customers and trade allies through approved mailers, marketing pieces, call scripts and face-to-face marketing.

The Team had several marketing campaigns throughout the year, utilizing pre-approved marketing materials, for distribution to customers and trade allies. These marketing efforts consisted of (but were not limited to):

- Program Outreach Letter – sent to customers of Michigan Gas Utilities and SEMCO ENERGY Gas Company.
- Gatefold Mailer – sent to customers in the Lower Peninsula utilities in April.
- Press Releases – sent to the Upper Peninsula radio stations and newspapers; there was minor "spill-over" into the upper portion of the Lower Peninsula.
- Postcards – sent to customers of the Upper Peninsula and Lower Peninsula utilities in August.
- Mixed Media Campaign – collection of direct mailers, radio ads, newspaper ads, and flyers branded with *Efficiency UNITED* to spark participation during the "2011 Blitz".
- Program Outreach: The *Efficiency UNITED* Team attended several trade shows, events, and contractor trainings throughout the year to promote the C&I Program.

Commercial & Industrial - Prescriptive and Custom Program Update

	Rebates Paid		kWh/CCF Savings		TOTAL GOAL AND SELF DIRECTED	COMBINED ACTUAL SAVINGS	ADJUSTED % of Goal Achieved
	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF 2011 Goals	Self Directed Savings kWh / CCF			
Alpena Power Company	\$ 53,892.93	921,187	793,450	819,875	1,613,325	1,741,062	108%
Daggett Electric Company	\$ 394.00	6,727	2,727	-	2,727	6,727	247%
Cloverland/Edison Sault Electric Company	\$ 94,091.49	2,748,434	2,013,162	1,399,715	3,412,877	4,148,149	122%
Indiana Michigan Power Company	\$ 439,026.32	10,647,912	11,715,021	-	11,715,021	10,647,912	91%
Upper Peninsula Power Company	\$ 186,858.06	4,387,869	3,953,026	-	3,953,026	4,387,869	111%
We Energies	\$ 48,765.44	1,157,287	22,472	18,589,000	18,611,472	19,746,287	106%
Wisconsin Public Service Corp-Electric	\$ 12,379.50	1,648,089	1,437,287	-	1,437,287	1,648,089	115%
Xcel Energy-Electric	\$ 14,729.06	512,331	558,871	-	558,871	512,331	92%
Total Electric	\$ 850,136.80	22,029,835	20,496,016	20,808,590	41,304,606	42,838,425	104%
Michigan Gas Utilities Corporation	\$ 111,298.96	242,855	725,386	-	725,386	242,855	33%
SEMCO Energy Gas Company	\$ 441,328.64	1,346,860	1,413,194	-	1,413,194	1,346,860	95%
Wisconsin Public Service Corporation - Gas	\$ 11,282.18	39,803	46,424	-	46,424	39,803	86%
Xcel Energy – Gas	\$ 5,412.29	21,790	20,189	-	20,189	21,790	108%
Total Gas	\$ 569,322.07	1,651,308	2,205,193	-	2,205,193	1,651,308	75%

Commercial & Industrial Pilot Program Highlights

The commercial and industrial (C&I) pilot consisted of two sub-programs that were both delivered in the second half of 2011. The first pilot was focused on the targeted delivery of a behavioral tool called BestEnergy®. The tool was developed by EnVise and is a comprehensive assessment program designed to provide customers with a long-term “road map” that will lead to improved energy efficiency through more targeted implementation driven by a long-term strategy.

The second pilot which was run simultaneously with BestEnergy was the Re-Commissioning Lite program. The objective of this pilot program was to leverage technology to find a more effective and sustainable approach to identifying Re-Commissioning opportunities across a wide cross-section of small commercial to medium sized industrial customers. The program was also designed to identify and integrate non-participants into existing *Efficiency UNITED* programs.

- **BestEnergy® Assessment Service**

BestEnergy is a comprehensive energy and sustainability assessment tool. The tool is used to help customers identify where they are in terms of implementing best practices at their facilities with regards to energy efficiency and sustainability initiatives. The objective of the tool is not only to determine where the customer is with regards to achieving best practices but more importantly the goal of the BestEnergy service is to provide the customer with a long-term (3-5 year) energy plan which helps identify, prioritize and drive the implementation of energy reduction opportunities.

The BestEnergy strategy is initiated through an initial on-site assessment of where customers are on the best practices continuum related to the implementation of energy measures and the integration of long-term energy planning. The goal of the assessment is to gain input from a broad cross-section of facility personnel including management, financial, engineering and maintenance.

The BestEnergy assessment team worked with participating *Efficiency UNITED* utilities as well as customers already participating in the program to identify potential candidates. The participants did not receive an incentive for participating but did receive a copy of the final BestEnergy Assessment for their facility.

Overall, the service was received very well. Due to the compressed timeframe for delivery of the service, the greatest barrier to implementation was getting the right cross-section of facility staff in one room to conduct the assessment which typically takes 1 to 4 hours. CLEAResult intends to modify the BestEnergy assessment and offer it again in 2012. Modifications will include providing the service over a 9 month versus 3 month timeframe and working more closely with the C&I program provider and the utility to create a larger pool of potential participants. Modifications will also include providing more on-line and hand delivered information designed to educate customers on the economic benefits of energy planning and the role BestEnergy can play in driving long-term, strategic energy and sustainability planning.

- **Re-Commissioning Lite**

Re-Commissioning (RCx) Lite is a new program process approach developed by EnVise. The goal of the RCx Lite pilot was to leverage technology and knowledge of RCx offerings to determine if a more cost effective approach could be developed to delivering RCx services to a broader range of customer types and sizes while also obtaining higher level of RCx implementation.

Traditionally, RCx programs have been costly to implement with limited implementation and overall energy reduction impacts. The goal of the RCx pilot was to determine if the history of RCx delivery could be modified to produce greater impacts at a lower overall cost.

One of the key elements of the RCx pilot was the use of a tablet device in the field that allowed for the fast and accurate collection of data necessary to generate and deliver an RCx action plan to a customer in a timely manner. The pilot utilized the EnComp® on-site audit tool developed by EnVise to develop an RCx Lite application. The application collected data on existing systems and also contained questions designed to educate customers on the value of RCx programs and to ascertain their likelihood of implementation. The service was provided free of charge to participants with no additional incentive.

Results of the RCx Lite on-site assessments using the EnComp® tool allowed for results to be compiled on a daily basis. Reports were typically returned to customers within 3 to 5 days. Equally important, the data was compiled in a database that allowed EnVise staff to determine trends in equipment maintenance and staff knowledge and to quickly prioritize the most cost-effective strategies for re-

commissioning services on a sector by sector basis. The data collected also allowed the team to determine those customer segments and facility sizes that would not benefit from the delivery of an RCx pilot program.

Overall, the Re-Commissioning Pilot service was very well received. After we identified the right contact at a facility, customers were very appreciative of the time spent on-site and the services that were delivered. Results are still being compiled, but it is estimated that over 33% of participating customers have implemented some or all of the “low-cost, no cost” findings with no incentive provided.

The C&I pilot team intends to build from our success by improving and expanding the service in 2012. Improvements under consideration include better quantification of identified opportunities, linking some opportunities to a range of incentives to determine if this will increase participation and following up with 2011 participants to determine short and long-term program impacts. The 2012 Pilot program will also target larger chain accounts. This effort may be linked to a BestEnergy initiative with RCx Lite serving as the first step in an overall energy team strategy.

Commercial & Industrial Pilot Program Update

	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF 2011 Goals	% of Goal Achieved	% of Goal with Pipeline Estimates
Alpena Power Company	\$ 25,341.80	261,158	87,681	298%	298%
Cloverland/Edison Sault Electric Company	\$ 41,498.80	578,572	185,482	312%	312%
Indiana Michigan Power Company	\$ 154,984.58	1,740,699	636,686	273%	273%
Upper Peninsula Power Company	\$ 44,203.99	658,832	214,838	307%	307%
We Energies	\$ 44,672.80	143,245	-		
Wisconsin Public Service Corp-Electric	\$ 10,490.14	213,562	78,113	273%	273%
Xcel Energy-Electric	\$ 10,766.64	83,041	30,373	273%	273%
Total Electric	\$ 331,958.75	3,679,109	1,233,173	298%	298%
Michigan Gas Utilities Corporation	\$ 107,268.79	98,558	39,423	250%	250%
SEMCO Energy Gas Company	\$ 232,989.19	192,010	76,804	250%	250%
Wisconsin Public Service Corporation - Gas	\$ 7,242.50	6,307	2,523	250%	250%
Xcel Energy – Gas	\$ 10,582.38	2,743	1,097	250%	250%
Total Gas	\$ 358,082.86	299,618	119,847	250%	250%

Commercial & Industrial Education Program Highlights

The Commercial & Industrial Education Program focuses on small business customers who do not have the resources or knowledge to develop a sustainability program on their own. This program educates those customers about their energy usage and ways to increase their overall energy efficiency.

- The C&I Education Program rolled out a program very similar to the Residential Online Audit program. This online audit survey was designed to provide energy saving measures to the small business customer while educating them about their energy consumption, suggesting the improvements that would yield the highest energy savings in their small business and offering low or no-cost ways to improve overall energy efficiency. The program was promoted via Chambers of Commerce, Small Business Associations, local development authorities and a bill insert for Indiana Michigan Power Company.
- CLEAResult placed Kill-a-Watt meters in local libraries for customers to check out to research and better understand their home and business energy usage. This is primarily targeted to residential customers, but the meters are also available for businesses.
- CLEAResult presented the energy education program at the Upper Peninsula Economic Development Alliance (UPEDA) meeting in Iron Mountain on November 3.
- Commercial and Industrial kits which include educational materials and energy efficiency devices were designed and distributed at events and to Chambers of Commerce. The goal of these kits was to educate small businesses about energy and to provide energy efficiency materials for them explore energy efficient options and to start saving energy.
- *Efficiency UNITED* purchased a large display with energy efficiency materials and information for businesses to learn about, research and explore their own energy use and opportunities for savings. New technologies in energy efficiency are highlighted.
- CLEAResult met with many Chambers of Commerce to provide education on energy efficiency for their own and their members' facilities. Some Chambers are supporting *Efficiency UNITED's* energy education by including energy efficiency brochures in their new member kits.

Commercial & Industrial Education Program Update

	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF 2011 Goals	% of Goal Achieved
Alpena Power Company	\$ 2,905.30	52,595	52,608	100%
Cloverland/Edison Sault Electric Company	\$ 5,508.24	111,264	111,289	100%
Indiana Michigan Power Company	\$ 22,628.93	381,927	382,012	100%
Upper Peninsula Power Company	\$ 11,737.85	128,873	128,903	100%
We Energies	\$ 1,723.11	15,715	-	
Wisconsin Public Service Corp-Electric	\$ 2,857.37	46,858	46,868	100%
Xcel Energy-Electric	\$ 1,438.68	18,220	18,224	100%
Total Electric	\$ 48,799.48	755,451	739,904	102%
Michigan Gas Utilities Corporation	\$ 13,530.12	23,949	23,654	101%
SEMCO Energy Gas Company	\$ 28,547.70	45,773	46,082	99%
Wisconsin Public Service Corporation - Gas	\$ 494.36	1,514	1,514	100%
Xcel Energy – Gas	\$ 809.34	658	658	100%
Total Gas	\$ 43,381.52	71,894	71,908	100%

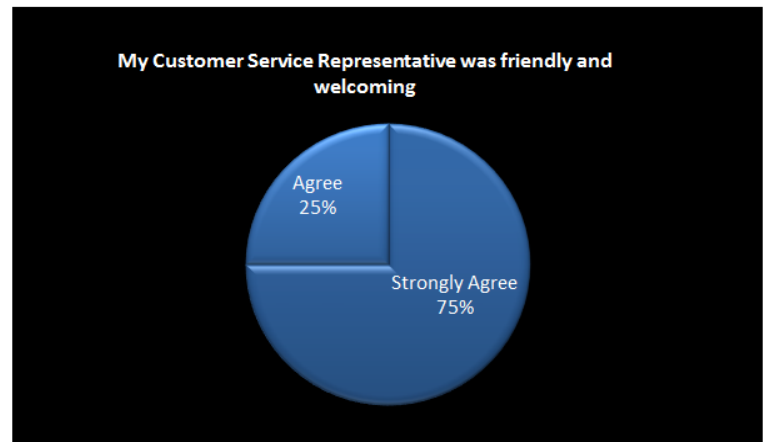
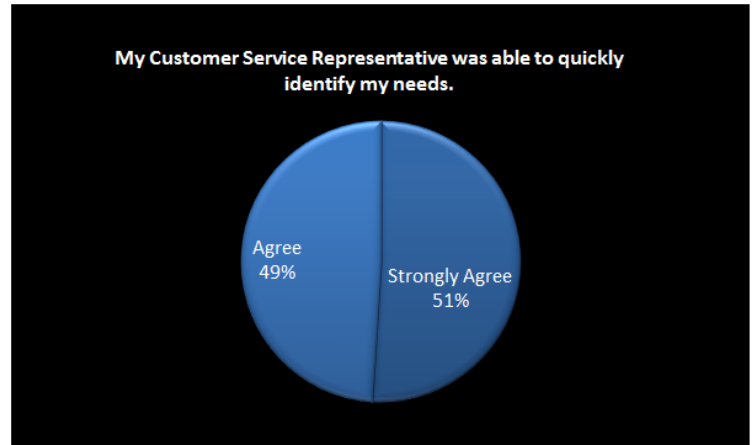
Customer Post-Call Feedback

Customer feedback showed that *Efficiency UNITED* Customer Service Representatives (CSRs) excelled on at least three key parameters:

- Customer Needs Identified Quickly: 100% either agreed or strongly agreed
- CSR Knowledge Level: 100% were either satisfied or very satisfied
- CSR Friendly and Welcoming? 100% agreed or strongly agreed.

Some specific customer comments are shown next to the diagrams below.

- The representative was very efficient with all questions asked. Very satisfied with the service.
- The representative did a great job identifying needs.
- Pleasantly surprised that he received a returned call on the weekend.
- I got my answer and now know what to do to get my free kit.
- Appreciated the help, very thankful.
- Glad there is someplace to call and get all the right information.
- Glad the CSR looked the information up online and informed me of a second rebate. She gave more information than I asked for!



Quality Assurance/Quality Control

The *Efficiency UNITED* Quality Assurance/Quality Control team conducts random quality control checks on customers who participated in the programs. In total, 5% of the customer based is randomly selected for a quality control check. This is done by either an over the phone conversation or an in-home visit.

Year To Date	Calls Completed In Utility Area	Average rating based on calls per utility		
		Overall Measure Effectiveness	Overall Program Efficiency	Overall Program Value
Utility Customers Contacted				
Alpena Power Company	44	4.78	4.73	4.84
Edison Sault Electric Company	28	4.6	4.71	4.93
Indiana Michigan Power	101	4.55	4.65	4.7
Michigan Gas Utilities	40	4.65	4.45	4.85
SEMCO Energy Gas Company	57	4.49	4.67	4.91
Upper Peninsula Power Company	9	4.89	4.5	4.67
WE Energies	5	4.75	4.41	5
Wisconsin Public Service	1	5	4	5


1 = Highly Unsatisfied/Poor, 2 = Unsatisfied/Needs Improvements, 3 = No Opinion, 4 = Satisfied/Good, 5 = Highly Satisfied/Excellent

Program Inspection and Customer Satisfaction Calls	Inspections Completed	Inspections		Customer Satisfaction	
		Pass	Fail	Pass	Fail
Audit and Weatherization	49	92%	8%	98%	2%
Low Income Multi Family	179	100%		100%	
Market Rate Multi Family	24	100%		100%	
HVAC	89	100%		100%	
Home Performance	1	100%		100%	

Customer Satisfaction Calls Only	Call Completed by Program	Customer Satisfaction	
		Pass	Fail
HVAC	271	100%	
Appliance Recycling	47	100%	
C&I	2	100%	
C&I Pilot	2	100%	
ENERGY STAR®	58	100%	
Online Audit	12	100%	

Marketing Communication

- CLEAResult emphasized a consistent, clean, professional branding image for the *Efficiency UNITED* programs during the 2011 program year. This was done to increase brand awareness among customers of *Efficiency UNITED* member utilities.
- CLEAResult completely redesigned the *Efficiency UNITED* website, making it more visually appealing, user-friendly, and widely accessible. CLEAResult added capabilities to analyze traffic, enabling program staff to optimize the website and determine response rates to marketing campaigns. The *Efficiency UNITED* website logged 18,140 visits between October 30, when the tracking capability was added, and December 31. Prominent links to the *Efficiency UNITED* website from utility client sites helped to produce traffic. Thank you to **Alpena Power Company, Indiana Michigan Power, Michigan Gas Utilities, SEMCO ENERGY Gas Company, Upper Peninsula Power Company, WE Energies, and Wisconsin Public Service** for featuring our link.
- *Efficiency UNITED* utilized social media to connect with potential customers and promote programs and events. “Likes” of the *Efficiency UNITED* page increased from 37 on August 18 to 53 as of December 31.
- CLEAResult created display materials and rebate slips for use in retail stores to promote mail-in rebates on CFLs, smart power strips, and washing machines and instant rebates on CFLs.
- *Efficiency UNITED* staff attended various home shows and events throughout the year to promote programs, sell Energy Star Program items, and sign up customers for direct installs. *Efficiency UNITED* advertised these events through radio ads, print ads, and social media. These events accounted for the majority of the CCF and kWh savings for the Energy Star program. The events and their advertising served to promote awareness and brand recognition for *Efficiency UNITED*. These shows included:
 - The UP Builders Show
 - The Southwest Michigan Builders Show
 - The Lenawee County Home and Better Living Show
 - The Newaygo Home and Garden Show
 - The Escanaba Home and Garden Show
 - The Ludington Home and Garden Show
 - The Bedford Business Association Trade Fair
 - The Port Huron Home and Sport Show
 - The Senior and Veterans Expo
 - The Escanaba Kiwanis Home and Garden Show
 - The Sturgis Home and Garden Expo
 - The Michigan Energy Providers Conference
 - The MCAAA Conference
 - The Spartan Grocery Show
 - Cloverland Electric Company Engineers Day
 - GLREA Michigan Energy Fair
 - The Berrien County Fair
 - The UP State Fair
 - And various other ad-hoc events created by *Efficiency UNITED*
- CLEAResult produced direct mail fliers to promote the Online Audit, Energy Star, Home Performance, Plug Load Analysis, and Direct Install Programs, and to promote *Efficiency UNITED* events. A total of 157,356 mailers were distributed during October, November, and December across *Efficiency UNITED* service territories. This approach was very successful for the Online Audit Program, producing a 600% increase in audits completed in November and December as compared to the previous 10 months. The mailers also served to increase brand awareness across the *Efficiency UNITED* participating service areas.
- CLEAResult produced and distributed residential and commercial bill inserts for utilities throughout the year. Utilities that included inserts or articles in their customer newsletters included **Alpena Power Company, Cloverland Electric, Indiana Michigan Power, Michigan Gas Utilities, SEMCO ENERGY Gas Company, Upper Peninsula Power Company, and Wisconsin Public Service.**
- *Efficiency UNITED* provided promotional materials to utility clients for display in utility offices and for distribution to employees and customers.



RECEIVE A \$1.50 REBATE
for each CFL Bulb Purchased!

www.efficiencyunited.com
877.367.3191

ENERGY STAR® Compact Fluorescent Light Bulbs:


- Save from \$30-\$74 on energy bills over the life of each bulb
- Use up to 75 percent less energy

For rebate applications and program details, please visit www.efficiencyunited.com or ask a sales associate for a rebate application. Limit 12 per customer.

Keep your receipt to make the process complete!

Must receive service from one of the following utilities to be eligible for this program: Alpena Power Co., Bayfield Electric Cooperative, Cloverland Electric Cooperative, Daggett Electric, Indiana Michigan Power, Upper Peninsula Power Company, We Energies, Wisconsin Public Service Corp., Xcel Energy

Funds limited to availability.




RECEIVE A \$20 REBATE
on Smart Power Strips!

www.efficiencyunited.com
877.367.3191

Stop paying for energy you don't use.

Electronics and appliances are responsible for about 20 percent* of your home's electricity use. What's more, many appliances continue to use power when they're turned off. Smart Power Strips prevent this by stopping the draw of energy to such devices.



For rebate applications and program details, please visit www.efficiencyunited.com or ask a sales associate for a rebate application. Limit 2 per customer.

Keep your receipt to make the process complete!

Limited to available funds.
*www.energysavers.gov

SAVE \$50
on ENERGY STAR®
washing machines.

You must receive service from one of the following utilities to be eligible for this program:

Alpena Power Company • Bayfield Electric Cooperative • Cloverland Electric Cooperative • Daggett Electric Company • Indiana Michigan Power Company • Michigan Gas Utilities • SEMCO Energy • Upper Peninsula Power Company • WE Energies • Wisconsin Public Service Corporation • Xcel Energy

Visit www.efficiencyunited.com for the application and program details.



CLEAResult developed point of purchase promotional materials early in the year and distributed them to retailers throughout participating service areas. These included informational posters relating to CFL and Smart Power Strip rebates and appliance clings for washing machine rebates.

Efficiency United General Program Information

ENERGY STAR

💰 Nine ways to reduce your energy use*

- 1 Compact fluorescent light bulbs use 75% less electricity than incandescent bulbs to produce the same amount of light, which could save up to \$30 or more over the lifetime of the bulb.
- 2 ENERGY STAR® qualified clothes washers use about 37% less energy and use over 50% less water than regular washers.
- 3 75% of the electricity used for electronics in the home is consumed while the devices are off. Smart power strips reduce this "phantom" load.
- 4 Older refrigerator models can use up to three times more energy than newer models. Recycling your extra fridge can save you money on your electricity bills.

Appliance Recycling

HVAC

- 5 Install and properly set a programmable thermostat.
- 6 High-efficiency heating systems can reduce your home heating bills while keeping your home at a comfortable temperature.
- 7 Replacing your old cooling system with an energy-efficient model could reduce your home cooling costs by an estimated 30%.

Online Audit

- 8 An online home energy audit at www.efficiencyunited.com can estimate your annual energy use and help you determine ways to make your home more efficient.

Residential Audit & Weatherization

- 9 Poor insulation, inadequate air sealing, and leaky windows can allow your home's conditioned air to escape.¹⁰

Commercial and industrial customers can also perform upgrades to save money. Visit www.efficiencyunited.com or call (877) 367-3191 to learn about available rebates through these and other programs!

*Statistics from ENERGY STAR.
 Participating utilities: Alpena Power Co., Bayfield Electric Cooperative, Cleveland Electric Cooperative, Coggett Electric, Indiana Michigan Power, Michigan Gas Utilities, SEMCO Energy Gas Company, Upper Peninsula Power Company, We Energies, Wisconsin Public Service Corp., Xcel Energy.
¹⁰Heating and cooling accounts for over half of the energy used in the average American home. Home audits and weatherization measures can help keep your home's conditioned air in and save on heating and cooling costs.

To learn about the energy saving programs and rebate offers available to Michigan customers, please visit www.efficiencyunited.com or call 877.367.3191.

Participating Utilities:

- Alpena Power Company
- Bayfield Electric Cooperative
- Cleveland Electric Cooperative
- Coggett Electric Company
- Indiana Michigan Power Company
- Michigan Gas Utilities Corporation
- SEMCO ENERGY Gas Company
- Upper Peninsula Power Company
- We Energies
- Wisconsin Public Service Corporation
- Xcel Energy

www.efficiencyunited.com
877.367.3191

3474 Alameda Parkway • Suite 600
Okemos, MI 48864

ENERGY EFFICIENCY PROGRAMS

Efficiency United helps customers save energy, save money and protect the environment through valuable rebates and education.

For Your Home:

- Rebates on ENERGY STAR® products, heating & cooling systems and energy efficient home improvements
- Appliance recycling
- FREE Online Home Energy Assessment
- No-cost energy efficiency improvements for income-qualified households

For Your Business:

- Rebates on energy efficient lighting upgrades
- Rebates for innovative and unique energy efficiency upgrades
- Free Online Small Business Energy Assessment

To find out which programs are available to you, visit our website.
www.efficiencyunited.com

CLEAResult created general information fliers and folding business cards. These items were intended to be distributed at home shows, in utility company offices, and in various local businesses and organizations.

SEMCO August Bill Insert – Residential

Find us on Facebook
www.facebook.com/efficiencyunited



DID YOU KNOW?
Efficient clothes washers can cut three times as much to operate than energy-efficient ones. Select a new machine that allows you to adjust the water temperature and levels for different loads. Efficient clothes washers spin-dry your clothes more effectively too, saving energy when drying as well. Also, front-loading machines use less water and, consequently, less energy than top loaders.

Click. Call. Save.

www.efficiencyunited.com
877.367.3191



ENERGY EFFICIENCY PROGRAMS

Efficiency United helps homeowners **save energy, save money and protect the environment** through valuable rebates and education. Efficiency United offers its residential customers:

- Rebates on ENERGY STAR® products, heating & cooling systems and energy efficient home improvements
- Appliance recycling
- FREE Online Home Energy Assessments
- No-cost energy efficiency improvements for income-qualified households

Click. Call. Save.
www.efficiencyunited.com | 877.367.3191



Efficiency United consists of electric and gas providers that have come together to provide energy efficiency programs to residential and commercial customers. Efficiency United and SEMCO ENERGY Gas Company want to help you find ways to save energy, save money, and protect the environment by offering programs with customer service and support.

Efficiency UNITED submitted a bill insert for inclusion in SEMCO ENERGY Gas Company's August residential billing cycle. This bill insert was intended to increase awareness of general program availability and provide some energy efficiency education.

SEMCO August Bill Insert – Commercial

Find us on Facebook
www.facebook.com/efficiencyunited



"Of one thing we can be sure: energy will be more important in the future. Will you, and your business, be ready?"
— *Steve Schwarz, Chairman, Global Business Network*

Click. Call. Save.

www.efficiencyunited.com
877.367.3191



ENERGY EFFICIENCY PROGRAMS

Efficiency United helps commercial & industrial customers **save energy, save money and protect the environment** through valuable rebates and education. Eligible improvements through Efficiency United prescriptive or custom programs include:

- Heating, ventilation and air conditioning (HVAC)
- Water heaters
- Food service equipment
- Controls
- Loading dock infiltration reductions

Click. Call. Save.
www.efficiencyunited.com | 877.367.3191



Efficiency United consists of electric and gas providers that have come together to provide energy efficiency programs to residential and commercial customers. Efficiency United and SEMCO ENERGY Gas Company want to help you find ways to save energy, save money, and protect the environment by offering programs with customer service and support.

Efficiency UNITED submitted a bill insert for inclusion in SEMCO ENERGY Gas Company's August commercial billing cycle. This bill insert was intended to increase awareness of general program availability.



CLAIM YOUR FREE KIT TODAY!

The utilities listed below are offering customers a **FREE** energy saving kit to help reduce energy usage & save money. Claim yours today!

Simply complete an online energy audit to better **understand, manage and reduce** energy use in your home and we will send you an energy saving kit.

WHAT'S INCLUDED IN THE FREE KIT
IF YOU HAVE A GAS WATER HEATER:

- 5 Compact Fluorescent Light (CFL) bulbs
- 2 LED night lights
- 1 conservation wheel



WHAT'S INCLUDED IN THE FREE KIT
IF YOU HAVE AN ELECTRIC WATER HEATER:

- 5 CFL bulbs
- 1 bathroom faucet aerator
- 1 kitchen faucet aerator
- 1 high efficiency shower head



If you're ready to start saving, visit www.encyciencyunited.com (select your utility provider and choose Online Energy Audit Program) to learn more! Questions? Call 877.367.3191.

Must be a Michigan resident and receive service from a participating utility.
Items must be installed in a home that receives service from one of the following utilities:

- Apsara Power Company
- Bayfield Electric Cooperative
- Cleveland Electric Cooperative
- Daggitt Electric Company
- Indiana Michigan Power Company
- Upper Peninsula Power Company
- We Energies

EFFICIENCY UNITED
www.encyciencyunited.com
877.367.3191



3674 Golden Pkwy
30188
Owens, MI 48864

PRINTED ON RECYCLED PAPER WITH 100% POST CONSUMER WASTE

Local Postal Customer



Your neighbor just received a **FREE** energy saving kit.

WANT YOURS?



CLAIM YOUR FREE KIT TODAY!

The utilities listed below are offering customers a **FREE** energy saving kit to help reduce energy usage & save money. Claim yours today!

Simply complete an online energy audit to better **understand, manage and reduce** energy use in your home and we will send you an energy saving kit.

WHAT'S INCLUDED IN THE FREE KIT:

- 1 high-efficiency shower head
- 1 bathroom faucet aerator
- 1 kitchen faucet aerator
- 6 feet of pipe wrap
- Weather stripping
- 1 conservation wheel

Water gas meter cover required.



If you're ready to start saving, visit www.encyciencyunited.com (select your utility provider and choose Online Energy Audit Program) to learn more! Questions? Call 877.367.3191.

Must be a Michigan resident and receive service from a participating utility.
Items must be installed in a home that receives service from one of the following utilities:

- Michigan Gas Utilities Corporation
- SEANCO ENERGY Gas Company
- Wisconsin Public Service Corporation
- Xcel Energy

EFFICIENCY UNITED
www.encyciencyunited.com
877.367.3191



3674 Golden Pkwy
30188
Owens, MI 48864

PRINTED ON RECYCLED PAPER WITH 100% POST CONSUMER WASTE

Local Postal Customer



Your neighbor just received a **FREE** energy saving kit.

WANT YOURS?

CLEAResult developed direct mail fliers for use with the USPS Every Door Direct Mail (EDDM) program. The EDMM program was used to promote Online Audit, Direct Install, Home Performance, Plug Load, and Energy Star Programs. This approach was very successful for the Online Audit program, producing a 600% increase in audits completed in November and December as compared to the previous 10 months. In addition to the increase in audit completions, the mailers served to increase brand awareness across the *Efficiency UNITED* participating service area.



CLAIM YOUR FREE KIT TODAY!

Efficiency United is offering customers a **FREE** energy saving kit to help reduce energy usage & save money. Claim yours today!

Simply complete an online energy audit to better understand, manage and reduce energy use in your home and we will send you an energy saving kit.

Upper Peninsula Power Company Customers

IF YOU HAVE A GAS WATER HEATER:

- 5 Compact Fluorescent Light (CFL) bulbs
- 2 LED night lights
- 1 conservation wheel

IF YOU HAVE AN ELECTRIC WATER HEATER:

- 5 CFL bulbs
- Thermostatic faucet aerator
- 1 thermostatic aerator
- 1 high efficiency shower head

SEMCO ENERGY Gas Company Customers

IF YOU HAVE A GAS WATER HEATER:

- 2 faucet aerators
- 6 CFL #100 CFLs
- 2 weather stripping bits
- 1 high efficiency shower head



If you're ready to start saving, visit www.encyciencyunited.com (select your utility provider and choose Online Energy Audit Program) to learn more! Questions? Call 877.367.3191.

EFFICIENCY UNITED
www.encyciencyunited.com
877.367.3191



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301 Garden Place
3000
Ontonagon, MI 49864

*****E01V55****

Local Postal Customer



Your neighbor just had a **FREE** energy saving kit installed.

WANT YOURS?



CLAIM YOUR FREE KIT TODAY!

The utilities listed below are offering customers a **FREE** energy saving kit to help reduce energy usage & save money. Claim yours today!

Simply complete an online energy audit to better understand, manage and reduce energy use in your home and we will send you an energy saving kit.

WHAT'S INCLUDED IN THE FREE KIT:



- 5 CFLs
- 2 faucet aerators
- 1 high-efficiency shower head
- 1 conservation wheel

(Weather or restrict per water heater required)

If you're ready to start saving, visit www.encyciencyunited.com (select your utility provider and choose Online Energy Audit Program) to learn more! Questions? Call 877.367.3191.

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3000
Ontonagon, MI 49864

*****E01V55****

Local Postal Customer



Your neighbor just received a **FREE** energy saving kit.




WANT YOURS?

Direct Mail Flier – Direct Install

- **FREE** energy saving products
- **FREE** in-home installation


CALL 866.611.5404 TODAY TO CLAIM YOUR KIT!

WHAT'S INCLUDED IN THE FREE KIT:
(Available to customers of the utilities listed at right. Gas water heater required)

- 1 high-efficiency shower head
- 1 kitchen faucet aerator
- 1 bathroom faucet aerator
- 6 feet of pipe wrap


You may also be eligible for a FREE programmable thermostat!
(Gas forced air heating system required)



In addition to your FREE kit, a representative will perform a visual inspection of your home to identify additional things you can do to reduce energy use and save money.

To schedule your installation, contact:

Water & Energy Solutions
866.611.5404



Must be a Michigan resident and receive service from one of the following participating utilities:

- Michigan Gas Utilities
- SEMCO ENERGY Gas Company
- Wisconsin Public Service Corporation
- Xcel Energy

For residential accounts only while supplies last.

For information on other Efficiency United programs, visit www.efficiencyunited.com or call 877.367.3191



3474 Alameda Hwy
Ste 100
Owens, MI 4884

Local Postal Customer

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Your neighbor just received a FREE energy saving kit.



WANT YOURS?

Direct Mail Flier – Home Performance


Rebates for Energy-Saving Home Efficiency Improvements:


The Home Performance Program offers homeowners up to \$300 in rebates toward a comprehensive audit performed by a certified auditor. In addition, homeowners can receive up to \$2,750 in rebates for energy-saving gas measures installed by a licensed contractor.

At the time of your appointment, the auditor may also install a free energy-saving kit and make recommendations for improvements that will help your home's systems work together more efficiently.

Act Now! Incentives expire at the end of the year.

Must be a Michigan resident and receive service from Michigan Gas Utilities. For additional program information, visit www.efficiencyunited.com or call 877.367.3191.





PARTICIPATING IS SIMPLE:

1. Make an appointment with one of the following certified, participating auditors:
 - Abikson Energy Solutions, LLC (800) 654-3466
 - Wellhome (313) 299-1304
2. Complete your Home Performance Audit. A certified auditor will conduct a comprehensive audit consisting of diagnostic tests on your home.
3. Review recommended gas measures. The auditor will provide you the results of the audit, and suggest steps to make your home more energy efficient.
4. Install recommended gas measures. A licensed contractor must perform the installation(s).
5. Receive your rebate. Fill out the rebate application & send to:

Efficiency United Home Performance Team
3474 Alameda Hwy, Ste. 100
Owens, MI 48844
info@efficiencyunited.com

EFFICIENCY UNITED
www.efficiencyunited.com
877.367.3191



3474 Alameda Hwy
Ste 100
Owens, MI 48844

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EOWEN, MI

Earn up to \$3,050 in rebates with the Home Performance Program!



Contacts & Glossary

Customers may obtain program information, place orders or download rebate applications for mail-in rebate requests on items purchased by visiting the *Efficiency UNITED* website at www.unityefficiency.com, or by calling the *Efficiency UNITED* Customer Service Center at (877) 367-3191. The Customer Service Center is open 8am to 8pm, Monday through Friday and 9am to 1pm on Saturdays.

Listed below are key *Efficiency UNITED* contacts:

Efficiency UNITED Contacts	Title	Program Role	Phone	Email
Sharon Theroux	Energy Program Director MCAAA	Project Manager	(517) 679-6404	theroux@mcaaa.org
Tim Hardesty	Vice President CLEAResult Consulting	Implementation Contractor	(517) 999-2303	thardesty@clearresult.com
Mikki Droste	Director CLEAResult Consulting	Implementation Contractor	(517) 999-2310	mdroste@clearresult.com

Efficiency UNITED Program Management	Title	Program Role	Phone	Email
Joanne Cebelak	Program Manager CLEAResult Consulting	Income Qualified	(517) 999-2340	jcebelak@clearresult.com
Sean Williams	Program Manager CLEAResult Consulting	Appliance Recycling, Residential Education, C&I Education and Residential Pilots	(517) 999-2325	swilliams@clearresult.com
Eric Bruski	Program Manager CLEAResult Consulting	Residential Audit/Weatherization and HVAC	(517) 999-2343	ebruski@clearresult.com
Brindley Byrd	Program Manager CLEAResult Consulting	ENERGY STAR® 2	(517) 999-4301	bbyrd@clearresult.com
Nathan Nygaard	Program Manager CLEAResult Consulting	Commercial and Industrial Prescriptive and Commercial and Industrial Pilots	(715) 781-3050	nnygaard@clearresult.com
Jo Figueras	Program Specialist CLEAResult Consulting	Administration	(517) 999-2339	jfigueras@clearresult.com

Customer Service Center	Mailing Address	Phone	Website
<i>Efficiency UNITED</i>	3474 Alaiedon Parkway Okemos, MI 48864	(877) 367-3191	www.unityefficiency.com

Glossary of Terms and Definitions

ccf (therm)

The **therm** is a unit of heat energy equal to 100,000 British thermal units (BTU). It is approximately the energy equivalent of burning 100 cubic feet (often referred to as 1 ccf) of natural gas.

Financial Audit

The process of reviewing information in the contract year and ensuring its accuracy. This is usually performed by an independent third party.

Holdback

The amount of money held back from the Implementation Contractor until goals have been achieved or exceeded.

Implementation

The amount of dollars set aside in the budget, which are used towards the implementation and administration of the program(s). Examples of items included in Implementation are staffing expenses, program design expenses and systems support.

Incentive

The amount of dollars set aside in the budget, which are used towards the payment of incentives for the specific program(s). Examples of items included in incentive are rebate amounts paid to customers/members.

kWh

The kilowatt-hour is a unit of energy equivalent to one kilowatt (1 kW) of power expended for one hour (1 h) of time.

Participants

The number of customers or members who have participated in the program.

Pipeline

The amount of work which has arrived for processing but has not yet been entered into tracking system or paid to client.

Prime/Fiduciary Mgt.

The fee paid to the administrator for program operations, management and independent third party contracts.

Re-Commissioning

A type of Commercial & Industrial program that focuses on updating/upgrading existing equipment and improving operating controls and practices.

Reserved Percentage

The percentage of completed applications which have been approved but not yet paid to client.

Self-Directed

A utility customer who chooses to implement their own energy savings program. The savings generated by self-directed programs count towards *Efficiency United* savings achieved.

Third Party Evaluation

The process of reviewing the work done during the previous year and validating the information obtained throughout the year. This process is completed by an independent third party contractor.

Total Collection

The total amount of funds which have been collected from the utility provider.