

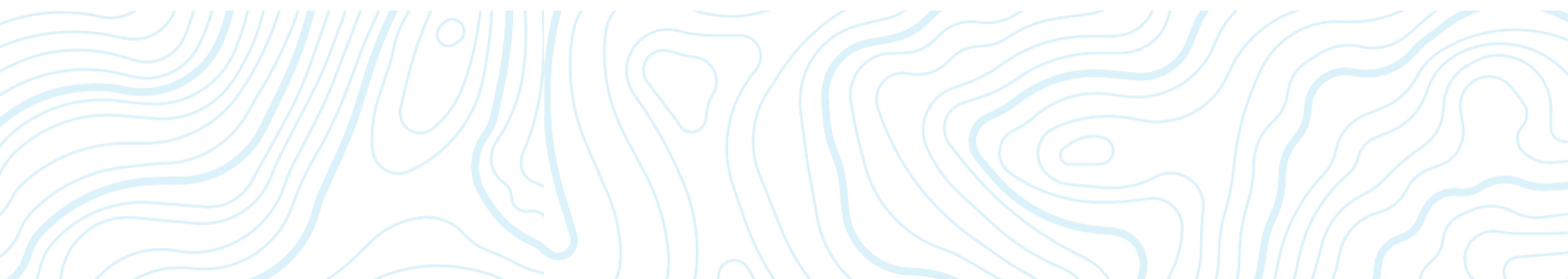


2021 Efficiency United  
**Annual Report**

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# Executive Summary

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

After a competitive bid process in July 2009 and November 2013, the MPSC selected Michigan Community Action (MCA, formerly Michigan Community Action Agency Association), with CLEAResult as its primary implementation contractor, to administer Efficiency United EO programs. In December 2017, MCA extended its contract with CLEAResult through December 31, 2021 and in November 2021, MCA extended it through December 31, 2023. MCA is a non-profit state association of Michigan Community Action Agencies, which provides programs and services, such as weatherization, to help income-qualified individuals and families throughout the state achieve greater economic self-sufficiency and stability. MCA has extensive experience with administering grant-funded weatherization and energy efficiency programs. The contract between the State of Michigan and MCA includes energy savings targets for each participating provider

PA 295 expired on December 31, 2016 and was replaced by PA 342 on December 16, 2016. This legislative change took place on April 20, 2017 and ushered in several updates to Michigan's energy efficiency programs, including the change of program terminology from Energy Optimization to Energy Waste Reduction (EWR). Due to the nature of Efficiency United, not all updates associated with this legislative change were required for the Efficiency United programs; however, changes to savings multipliers were implemented with the 2018 programs.

In 2021 Efficiency United continued to focus on programs, strategies, and offerings that provide deep, long-term and cost-effective energy savings. Programs were impacted by supply chain constraints and increased costs in both labor and materials. Supply chain disruptions, increased shipping and equipment costs have impacted the ability to deliver programs in the same manner as in previous years. It has also delayed or postponed certain projects. The challenge of increasing costs and supply chain disruptions is expected to continue into the foreseeable future challenging cost-effectiveness of certain opportunities. Nonetheless, the portfolio as a whole continues to successfully achieve cost-effectiveness targets.



# Satisfaction

DNV asked participants about their level of overall satisfaction with the program. The following graphs show the percent of respondents satisfied with the contractors installing or performing their measures and with the program overall compared to previous years. The EY2021 percentages identify consistently high satisfaction as in previous years.

Figure 1: Satisfaction with Contractors and the Income Qualified Program, EY 2018 to 2021

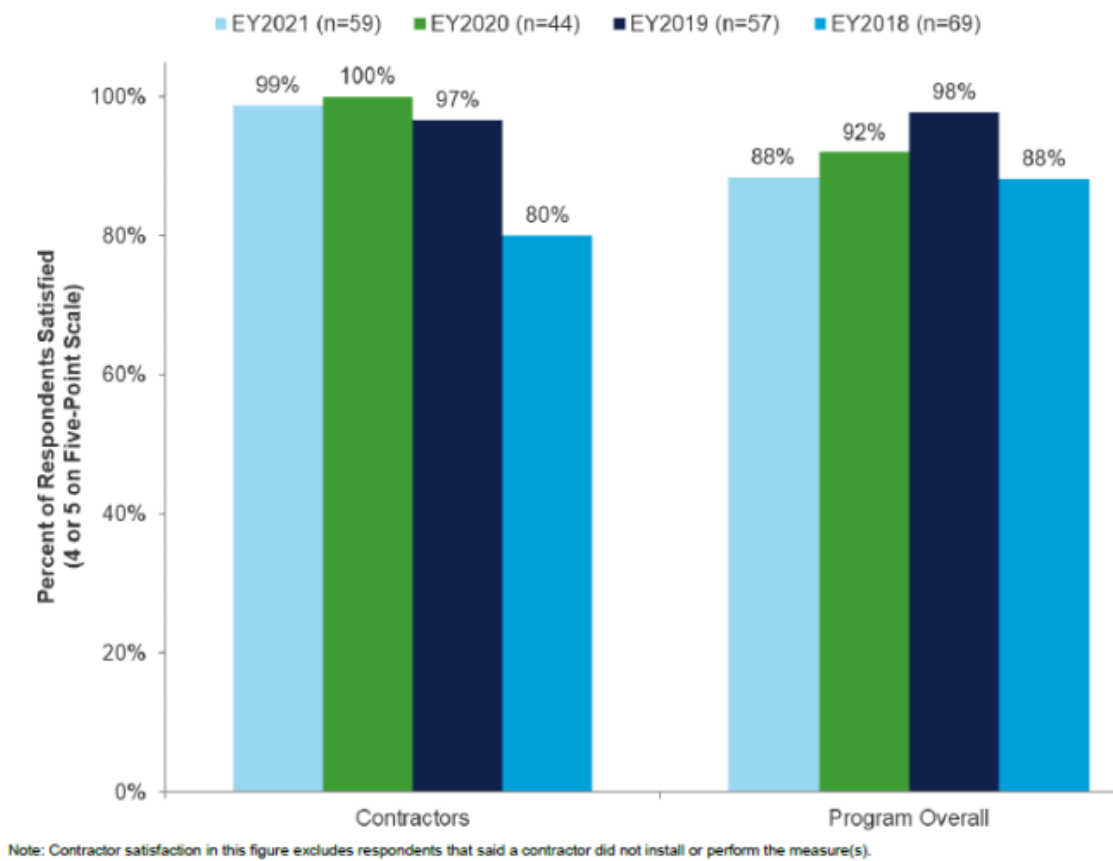
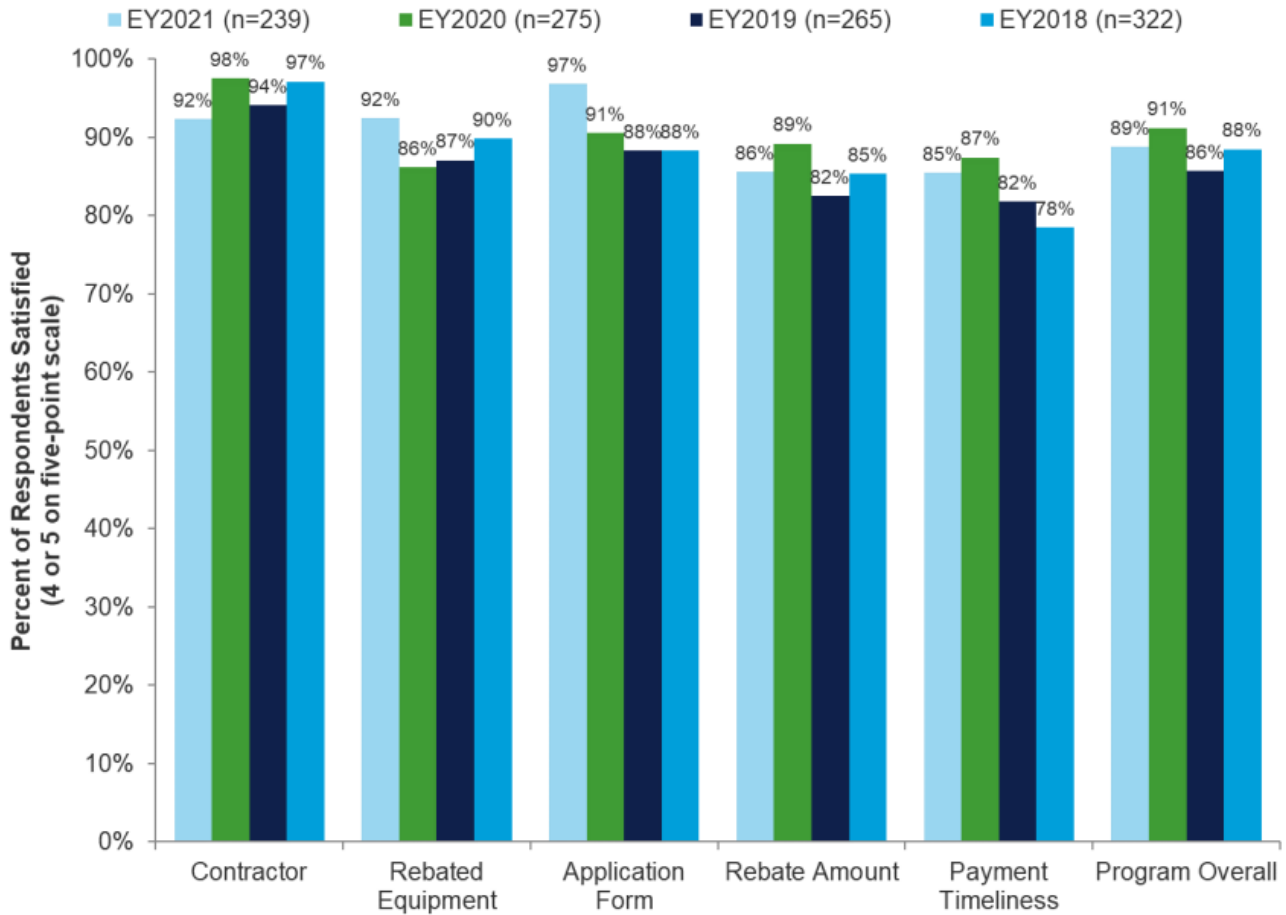




Figure 2: Satisfaction with HP Program Characteristics, EY 2018 to 2021



Note: Satisfaction with the application form factors out respondents who said they did not fill out any applications or paperwork for their measure(s). Likewise, satisfaction with the timeliness of payment factors out those who said they did not know how long it took.<sup>5</sup>

# Gas Portfolio Achievements

## Efficiency United Natural Gas Total Incentives

Class	2021 Incentive Budget	2020 Incentive Unspent	Total Available 2021 Incentive Budget	Incentive Spent	Incentive Remaining*	Incentive Spent (% Portfolio)
Income Qualified	\$190,727	\$-	\$190,727	\$196,296	\$(5,569)	12%
Residential	\$1,338,223	\$1,335	\$1,339,558	\$1,038,520	\$301,038	65%
C & I	\$470,677	\$53,290	\$523,967	\$354,991	\$168,975	22%
<b>Total</b>	<b>\$1,999,626</b>	<b>\$54,625</b>	<b>\$2,054,251</b>	<b>\$1,589,807</b>	<b>\$464,444</b>	<b>100%</b>

\*Remaining incentive funds will be carried forward into the 2022 EWR programs.

## Efficiency United Natural Gas Total Implementation

Class	2021 Implementation Budget	Implementation Spent	Remaining	Implementation Spent (% Portfolio)
Income Qualified	\$127,151	\$127,151	\$-	100%
Residential	\$683,334	\$683,334	\$-	100%
Commercial and Industrial	\$327,517	\$327,517	\$-	100%
<b>Total</b>	<b>\$1,138,002</b>	<b>\$1,138,002</b>	<b>\$-</b>	<b>100%</b>

## Efficiency United Natural Gas First-Year Therm Savings

Class	2021 Therm Target	Therms Achieved	% Achieved	% Portfolio
Income Qualified	47,271	88,607	187%	4%
Residential	716,234	916,184	128%	42%
Commercial and Industrial	1,131,434	1,152,281	102%	54%
<b>Total</b>	<b>1,894,939</b>	<b>2,157,072</b>	<b>114%</b>	<b>100%</b>

The Appendix includes detailed Efficiency United collection breakdown by utility.

# Electric Portfolio Achievements

## Efficiency United Electric Total Incentives

Class	2021 Incentive Budget	2020 Incentive Unspent	Total Available 2021 Incentive Budget	Incentive Spent	Incentive Remaining*	Incentive Spent (% Portfolio)
Income Qualified	\$195,563	\$817	\$196,380	\$266,940	\$(70,560)	17%
Residential	\$1,437,914	\$109,221	\$1,547,135	\$891,322	\$655,813	56%
C & I	\$1,490,521	\$2,666,628	\$4,157,149	\$442,600	\$3,714,549	27%
<b>Total</b>	<b>\$3,123,998</b>	<b>\$2,776,666</b>	<b>\$5,900,664</b>	<b>\$1,600,862</b>	<b>\$4,299,802</b>	<b>100%</b>

\*Remaining incentive funds will be carried forward into the 2022 EWR programs.

## Efficiency United Electric Total Implementation

Class	2021 Implementation Budget	Implementation Spent	Remaining	Implementation Spent (% Portfolio)
Income Qualified	\$185,029	\$185,029	\$-	11%
Residential	\$695,939	\$695,939	\$-	42%
Commercial and Industrial	\$758,229	\$758,229	\$-	46%
<b>Total</b>	<b>\$1,639,197</b>	<b>\$1,639,197</b>	<b>\$-</b>	<b>100%</b>

## Efficiency United Electric First-Year kWh Savings

Class	2021 kWh Target	kWh Achieved	% Achieved	% Portfolio
Income Qualified	544,642	894,188	164%	4%
Residential	4,480,174	9,944,826	222%	49%
Commercial and Industrial	12,940,122	9,496,194	73%	47%
<b>Total</b>	<b>17,964,938</b>	<b>20,335,209</b>	<b>113%</b>	<b>100%</b>

The Appendix includes detailed Efficiency United collection breakdown by utility.

**Income  
Qualified**





## Income Qualified Class Overview

COVID-19 continued to affect our state in significant ways in 2021, particularly in under resourced, low-income communities. With social distancing measures still in place and restricted opportunity for in-person outreach, Efficiency United's Income Qualified (IQ) Energy Efficiency Assistance Program focused on not only helping to reduce energy waste, but also preventing the spread of disease while continuing to serve low-income households.

### Program Design

The 2021 Efficiency United IQ Energy Assistance Program provided income constrained customers with no-cost, energy-efficient equipment, and home envelope upgrades. The IQ Program prides itself on offering robust energy efficiency initiatives for low-income customers residing in all housing types including single family homes, manufactured homes and multifamily homes. In 2021, COVID-19 continued to limit certain opportunities to identify and support customers reduce energy waste. The following outreach opportunities which historically have led to project identification, were either limited or cancelled for several months in 2021 to COVID-19:

487

total participants

88,607

first-year net therm savings achieved

894,188

first-year net kWh savings achieved

\$463,236

incentives distributed

- In-person collaboration events
- Conferences
- Resource Fairs
- Social service events
- Presentations in the community

Further, the program continued to see customers who would otherwise participate express reluctance or unwillingness to allow outside people into their homes for Manufactured Homes Initiative (MHI) and Home Energy Assessments (HEA).

The program also experienced supply chain issues; related to the Pandemic and other negative economy influences. These supply chain issues delayed the program from timely sourcing typical upgrades like refrigerators, furnaces and water heaters

The program leveraged strategic relationships with multiple trade allies, community-based organizations, public housing authorities and nonprofits to help qualifying customers overcome financial barriers to making critical home repairs designed to reduce energy waste.

## Program Offerings

The 2021 IQ Program continued to assist customers with essential services, replacing space and water heating systems for eligible families through its essential trade ally network during the shutdown. The program collaborated with public housing commissions on lighting retrofits of old inefficient T8 and T12 lighting by offering LED replacements at no cost to properties that committed to install the lighting with existing staff, so as not to introduce new persons to their communities. The program worked with public housing commissions to assist their tenants with energy improvements to reduce energy waste. Housing commissions own and operate rental housing and assistance programs for low-income families and seniors through the Department of Housing and Urban Development (HUD). Their limited funding is received solely from rental income and federal housing subsidies. All family households living in public housing fall under the threshold of the 200% of the 2021 Federal Poverty Guidelines. By assisting with improvements to public housing, the program directly impacts all residents by making affordable housing also quality housing. Public housing commissions across the Efficiency United service territory received efficiency upgrades and financial support for completing projects reducing their energy waste.

The 2021 IQ Program continued weatherizing manufactured homes whenever possible. In the US, manufactured homes are a leading source of affordable housing. Manufactured homes, especially older models, use more energy on average, and are more likely to leak that energy. Sealing drafts and repairing leaky ductwork in manufactured homes continued to be a critical target in reducing energy waste.

## Collaboration

The 2021 IQ Program worked collaboratively with the EWR programs of SEMCO ENERGY Gas Company and the Upper Peninsula Power Company. Through collaboration on program design, marketing, and outreach efforts, the program was able to provide a higher level of service to the income qualified population within Efficiency United service territories.

### Income Qualified Program Incentive Budgets

Provider	2021 Incentive Budget	Incentive Carryforward Remaining from Previous Years	Total Available Incentive Budget	Incentive Spent	% of Budget Spent (Based on 2020 Incentive Budget)	Remaining Incentive Budget*
<b>Electric Utilities</b>						
Alpena	\$42,979	\$-	\$42,979	\$44,394	103%	\$(1,414)
Baraga	\$3,041	\$-	\$3,041	\$-	0%	\$3,041
Bayfield	\$64	\$817	\$881	\$68	8%	\$813
Crystal Falls	\$2,954	\$-	\$2,954	\$2,954	100%	\$-
Dowagiac	\$9,254	\$-	\$9,254	\$9,257	100%	\$(3)
Gladstone	\$4,703	\$-	\$4,703	\$4,703	100%	\$-
Harbor Springs	\$4,508	\$-	\$4,508	\$4,510	100%	\$(2)
Hillsdale	\$14,990	\$-	\$14,990	\$15,001	100%	\$(11)
L'Anse	\$1,819	\$-	\$1,819	\$1,822	100%	\$(3)
Negaunee	\$3,746	\$-	\$3,746	\$3,814	102%	\$(67)
Norway	\$4,012	\$-	\$4,012	\$5,786	144%	\$(1,774)
Wisconsin Electric	\$-	\$-	\$-	\$-	-%	\$-
UMERC - Electric	\$79,938	\$-	\$79,938	\$151,076	189%	\$(71,138)
Xcel Energy - Electric	\$23,554	\$-	\$23,554	\$23,556	100%	\$(2)
<b>Total Electric</b>	<b>\$195,563</b>	<b>\$817</b>	<b>\$196,380</b>	<b>\$266,940</b>	<b>136%</b>	<b>\$(70,560)</b>
MGU	\$178,749	\$-	\$178,749	\$184,317	103%	\$(5,568)
UMERC - Gas	\$4,862	\$-	\$4,862	\$4,862	100%	\$-
Xcel Energy - Gas	\$7,116	\$-	\$7,116	\$7,117	100%	\$(1)
<b>Total Natural Gas</b>	<b>\$190,727</b>	<b>\$-</b>	<b>\$190,727</b>	<b>\$196,296</b>	<b>103%</b>	<b>\$(5,569)</b>

\*Incentive funds will be transferred from the residential class where overdraws are present.

### Income Qualified Energy Savings

Provider	# of Participants	Annual kWh/Therms Goal	2021 kWh/Therms Achieved	2020 Carryforward Savings	Total kWh/Therms Achieved	% of Goal Achieved
Electric Utilities						
Alpena	4	90,188	106,191	28,781	134,971	150%
Baraga	-	8,951	-	2,984	2,984	33%
Bayfield	6	1,086	206	362	567	52%
Crystal Falls	3	3,381	2,307	1,004	3,311	98%
Dowagiac	2	8,984	8,535	2,995	11,530	128%
Gladstone	2	5,033	20,763	1,542	22,305	443%
Harbor Springs	1	56,088	56,453	4,861	61,313	109%
Hillsdale	1	17,202	76,127	3,095	79,222	461%
L'Anse	1	2,450	19,265	817	20,082	820%
Negaunee	2	34,171	7,690	11,390	19,080	56%
Norway	1	12,387	1,852	3,913	5,765	47%
Wisconsin Electric	-	-	-	-	-	-%
UMERC - Electric	29	279,441	494,797	12,980	507,777	182%
Xcel Energy - Electric	6	25,280	17,092	8,188	25,280	100%
<b>Total Electric</b>	<b>58</b>	<b>544,642</b>	<b>811,278</b>	<b>82,910</b>	<b>894,188</b>	<b>164%</b>
Natural Gas Utilities						
MGU	419	45,137	75,575	8,115	83,691	185%
UMERC - Gas	5	1,102	1,345	367	1,712	155%
Xcel Energy - Gas	5	1,032	3,093	111	3,205	310%
<b>Total Natural Gas</b>	<b>429</b>	<b>47,271</b>	<b>80,013</b>	<b>8,593</b>	<b>88,607</b>	<b>187%</b>

**Residential**



# Residential Class Overview

Since the onset of the current public health crisis surrounding the COVID-19 pandemic, Efficiency United has proactively taken steps to help prevent the spread while continuing to offer energy efficiency opportunities for our customers. In accordance with COVID-19 restrictions, Efficiency United's Residential Program adjusted program offerings to allow for safe participation. Efficiency United was able to introduce contactless pickup of appliances for recycling, virtual opportunities for Home Energy Assessments and Energy Savings Kits. When necessary and within the bounds of present restrictions, outreach and field work followed rigorous safety guidelines.

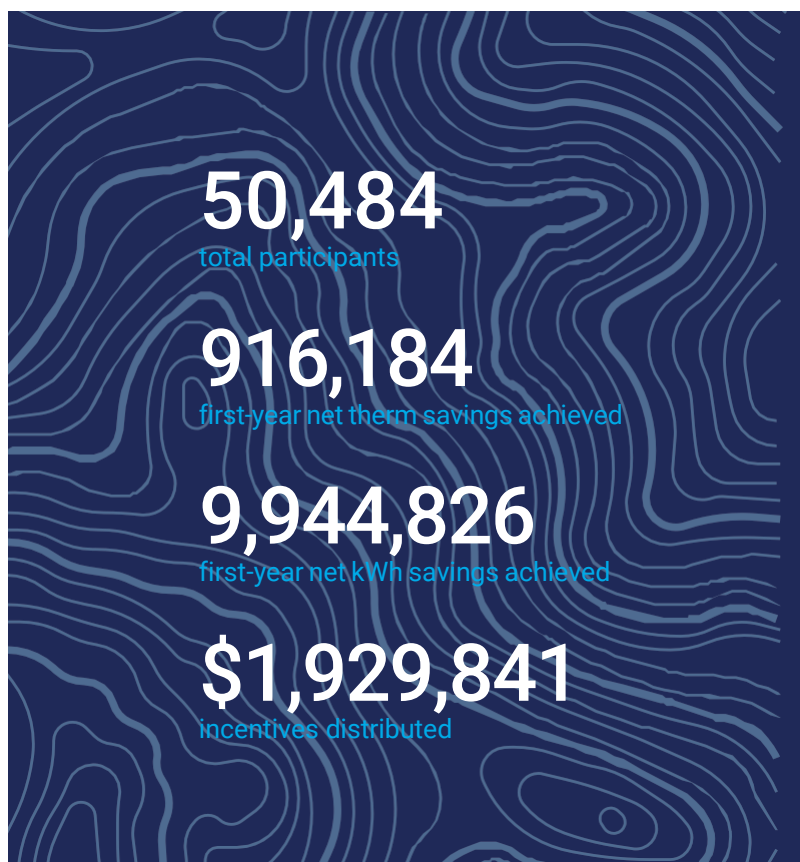
## ENERGY STAR® Program Overview

The Residential ENERGY STAR Program was impacted in 2021 by COVID-19 due to impacts on participating retail partners' hours of operations and from changes in residential customer's retail purchasing habits.

Efficiency United outreach representatives were also impacted in their ability to promote the program to customers and retailers in-person due to continued COVID-19 related safety protocols.

Several retail locations in rural areas were forced to limit hours of operations or temporarily close because of the pandemic. Certain retail locations limited their store hours because of reduced store traffic. Retail staffing levels also impacted various retailer's ability to remain staffed and open during all scheduled hours of operation.

Retailers also experienced supply chain issues resulting in shortages in product availability. Manufacturers experienced supply chain issues which resulted in their limited production capacity.





Outreach efforts were restricted for several months while in-person events were put on hold or cancelled for 2021.

The ENERGY STAR Program offered financial incentives for the purchase of the following products and appliances:

- LED light bulbs
- Handheld shower wand
- Showerheads
- Kitchen and bath aerators
- Dishwasher
- Clothes washer
- Clothes dryers
- Television
- Air conditioning units
- Dehumidifiers
- Air purifiers
- Ceiling fans with a light kit

The program also provided energy efficiency kits as a no-contact strategy to offer customers energy waste reduction opportunities. Customers were sent direct mailers offering the energy kit and invited them to request a no-cost kit through a unique online URL. Customers were offered a choice between two different energy kits. One which contained all interior measures or the other that had a mix of interior and exterior measures. The program experienced high customer response through this campaign.



## ENERGY STAR Appliance Rebate Program

**45,185**

total participants

**1,313**

first-year therm savings achieved

**8,174,520**

first-year kWh savings achieved

**\$643,021**

incentives distributed

Through the Efficiency United ENERGY STAR Appliance Rebate Program, customers accessed mail-in rebate opportunities for a variety of qualifying energy-efficient appliances. Program representatives educated retail employees to the extent possible during COVID-19 restrictions to help them understand program guidelines and how to encourage consumer adoption of high-efficiency appliances. In-store marketing materials were also provided to further to inform retail employees and customers on rebates available for energy efficient purchases.

### 2021 Rebated Appliances

- Clothes washer
- Clothes dryer
- Dishwasher
- Dehumidifier
- Portable air conditioner unit
- Televisions
- Ceiling fan w/ LED lights
- Air purifier

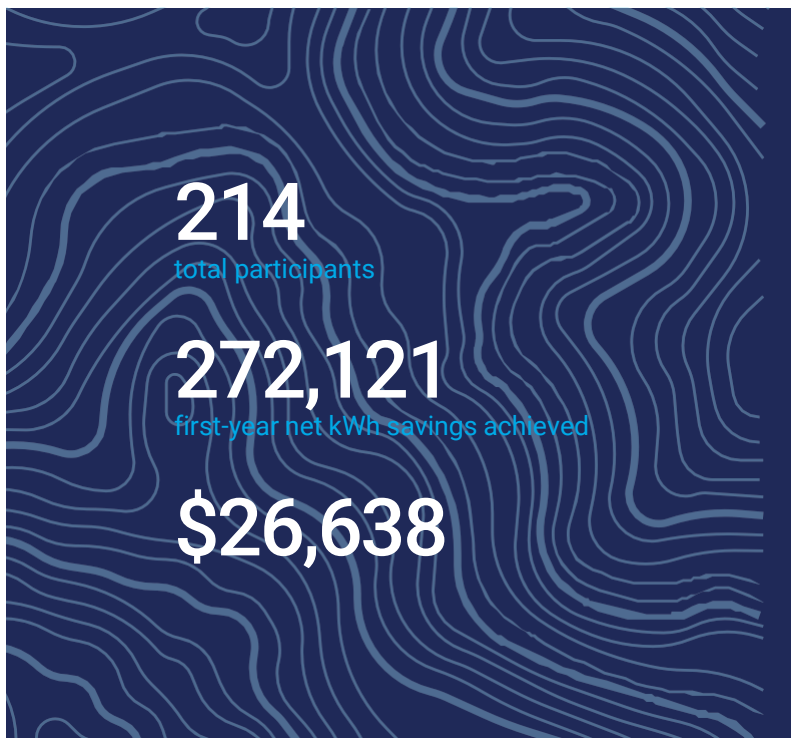
## ENERGY STAR Program Overview

Provider	# of Participants	Incentive Spent	2020 Carryforward Savings	Bulbs from 2019 & 2020	2021 kWh/ Therms Achieved	Total kWh/ Therms Achieved	2021 Annual kWh/Therms Goal	% of Savings Goal Achieved
Electric Utilities								
Alpena	11,518	\$133,012	189,643	535,120	1,168,494	1,893,257	513,481	369%
Baraga	143	\$2,671	4,799	5,094	18,829	28,723	12,684	226%
Bayfield	40	\$372	89	1,100	3,928	5,116	209	2444%
Crystal Falls	895	\$13,137	25,289	36,595	130,659	192,542	61,649	312%
Dowagiac	1,938	\$29,355	43,137	125,956	230,473	399,566	118,516	337%
Gladstone	633	\$14,435	37,671	48,380	126,247	212,298	112,831	188%
Harbor Springs	1,639	\$26,539	6,933	30,240	175,912	213,085	71,300	299%
Hillsdale	717	\$12,637	38,231	64,545	85,284	188,061	194,699	97%
L'Anse	63	\$1,849	10,718	20,133	13,972	44,824	29,441	152%
Negaunee	106	\$1,705	10,149	35,152	11,545	56,846	26,936	211%
Norway	939	\$12,154	36,813	55,049	102,767	194,629	96,191	202%
UMERC - Electric	21,247	\$307,410	211,142	664,712	2,584,484	3,460,338	1,306,611	265%
Xcel Energy - Electric	5,206	\$85,523	262,756	255,855	766,264	1,285,235	694,273	185%
<b>Total Electric</b>	<b>45,084</b>	<b>\$640,799</b>	<b>877,372</b>	<b>1,877,931</b>	<b>5,419,217</b>	<b>8,174,520</b>	<b>3,238,821</b>	<b>252%</b>
Natural Gas Utilities								
MGU	58	\$1,980	222	-	315	537	1,009	53%
UMERC -	23	\$151	146	-	226	372	398	93%
Xcel Energy - Gas	20	\$91	111	-	294	405	944	43%
<b>Total Natural Gas</b>	<b>101</b>	<b>\$2,222</b>	<b>478</b>	<b>-</b>	<b>835</b>	<b>1,313</b>	<b>2,351</b>	<b>56%</b>

# Appliance Recycling Program

The Appliance Recycling Program offered in-home collection of refrigerators, freezers, room air conditioners and dehumidifiers. Due to the ongoing pandemic and safety concerns related to in-person activities, Efficiency United offered no-contact appliance pickups throughout 2021. Participation was generated through multiple channels including direct mail flyers, utility bill inserts, promotional Efficiency United events, the Efficiency United website & Facebook page, and member utility websites. By offering the in-home collection service at no-cost to the customer and by issuing: \$50 incentive per freezer or refrigerator; \$20 incentive per room air conditioners and dehumidifiers; and, \$15 per mini-refrigerator, the program was better able to encourage Efficiency United customers to participate.

In 2021, the Appliance Recycling Program doubled the amount of the recycling rebate to promote participation in the program. The increase from \$50 to \$100 incentives for recycling refrigerators and freezers, as well as doubling the other rebate amounts, notably stimulated participation in the program. The program also partnered with Emmitt County Recycling in Harbor Springs and OmniSource Recycling in Jonesville to offer customers continuous drop-off locations throughout the year.



The 2021 Efficiency United Appliance Recycling Program picked up and recycled 116 appliances directly from customer's homes. There were also drop-off events held throughout the year where customers could drop-off their appliances. There were also commercial recycling locations in Hillsdale and Harbor Springs which allowed Efficiency United customers to drop-off their appliances for recycling. There were 52 units collected and recycled through drop-off events and 42 additional units recycled through commercial recycling partner drop-offs.

### Appliance Recycling Program Overview

Provider	# of Participants	Incentive Spent	2020 Carryforward Savings	2021 kWh/Therms Achieved	Total kWh/Therms Achieved	2021 Annual kWh/Therms Goal	% of Savings Goal Achieved
Electric Utilities							
Alpena	5	\$429	7,239	4,188	11,427	19,600	58%
Baraga	-	\$-	679	-	679	1,794	38%
Bayfield	-	\$-	125	-	125	294	42%
Crystal Falls	6	\$791	2,594	5,957	8,551	6,323	135%
Dowagiac	-	\$-	10,567	-	10,567	29,032	36%
Gladstone	15	\$1,755	6,927	13,450	20,377	20,747	98%
Harbor Springs	15	\$1,910	4,144	13,671	17,815	42,619	42%
Hillsdale	66	\$6,779	24,457	39,244	63,700	124,550	51%
L'Anse	1	\$200	3,126	2,043	5,169	8,586	60%
Negaunee	36	\$3,868	4,258	19,263	23,522	11,302	208%
Norway	2	\$197	3,069	1,871	4,940	8,018	62%
UMERC - Electric	66	\$10,513	16,223	81,058	97,281	100,380	97%
Xcel Energy -	2	\$197	5,927	2,043	7,970	15,660	51%
Electric							
Total Electric	214	\$26,638	89,334	182,787	272,121	388,904	70%





## Home Performance Program

The Home Performance Program provided residential customers with access to financial and educational resources to improve indoor comfort and reduce energy waste in their homes.

### The 2021 Program offered rebates on the following equipment:

- Home heating and cooling systems
- Home heating and cooling add-on upgrades (such as boiler reset controls, thermostats and pumps)
- Water heaters
- Insulation
- Air sealing and duct sealing
- Pool pumps
- Windows and doors

### No-cost services were also offered in 2021 and made available to eligible customers:

- Home Energy Assessment (HEA) with rebate bonuses available
- Virtual Home Energy Assessments
- Manufactured Home Initiative

4,092

total participants

782,290

first-year net therm savings achieved

540,157

first-year net kWh savings achieved

\$947,938

incentives distributed



Additional services offered through this program include:

- Contractor network
- Furnace and boiler tune-up

### Contractor Network

Quality contractors continued to serve as the primary force behind project installation for the Home Performance Program. The program's dedicated contractor outreach team is responsible for recruiting, training and supporting the vast network of HVACR, plumbing, insulation and building science experts across Michigan's Upper and Lower Peninsulas.

Maintaining high contractor satisfaction is critical to the success of the program and the program's dedicated Market Outreach Specialists supported the Contractor Network through:

- Direct and personal connections (in-person and virtual) with Contractors
- Timely communications regarding pending application and rebate status
- Timely updates on rebate changes and bonus opportunities
- Contractor Network training on Program opportunities and new energy efficient technologies
- Receiving contractor feedback to incorporate into program design

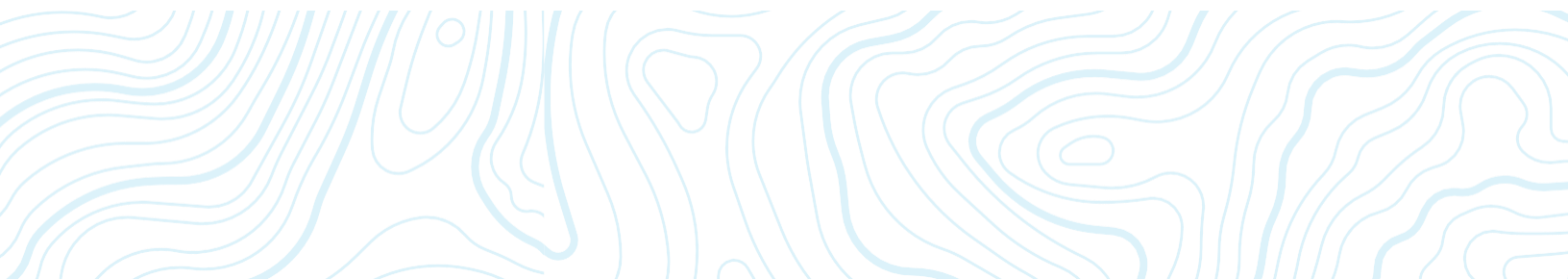
### Home Energy Assessments

The 2021 Home Energy Assessment Program provided customers with a complimentary assessment of the home's appliances, envelope, mechanical systems and occupants' energy behaviors by a trained technician following COVID-19 precautions, such as social distancing, masking wearing and increased sanitizing standards. During the assessment custom recommendations are provided, these recommendations aligned with available program rebates and were unique to each home, family objectives, lifestyle and handiness. Dependent on eligibility, customers may have received common directly installed measures such as high-efficient showerheads and aerators, water heater pipe insulation, LED light bulbs and UL-2034 listed carbon monoxide detector at no-cost to the customer.

HEA participants receive a summary report at the end of the assessment. The field technician reviews this with them and provides information on the rebates offered by the program for completing recommended improvements. To increase customer follow-through with recommended improvements, Efficiency United offered a special one-time HEA bonus opportunity, valued up to \$200 for one qualifying improvement.

During the ongoing pandemic, the Program also offered a virtual home assessment opportunity for those customers who preferred to not have a technician enter their home in-person. Efficiency United engaged Stroom™, which is an online service which provides a live digital platform to offer virtual energy advisor- guided home assessment.

With Stroom, once a customer completed a virtual HEA, they were emailed a full analysis of their home and recommended areas of improvement. Customers were also sent an energy efficiency kit to start their energy-saving journey.



## Manufactured Home Initiative (MHI)

The MHI supplies energy efficiency enhancements to customers living in manufactured homes. Manufactured homes are defined as factory-built, prefabricated housing, mobile homes, and homes within mobile home-type communities. The program addresses common market barriers to accessing deeper energy-saving improvements in manufactured homes. Manufactured homes are commonly in communities which are regulated and controlled by property management. The MHI Program works with the respective property management to provide energy efficient measures that not only lower energy bills but also enhance home comfort and safety, at no-cost to the customer.

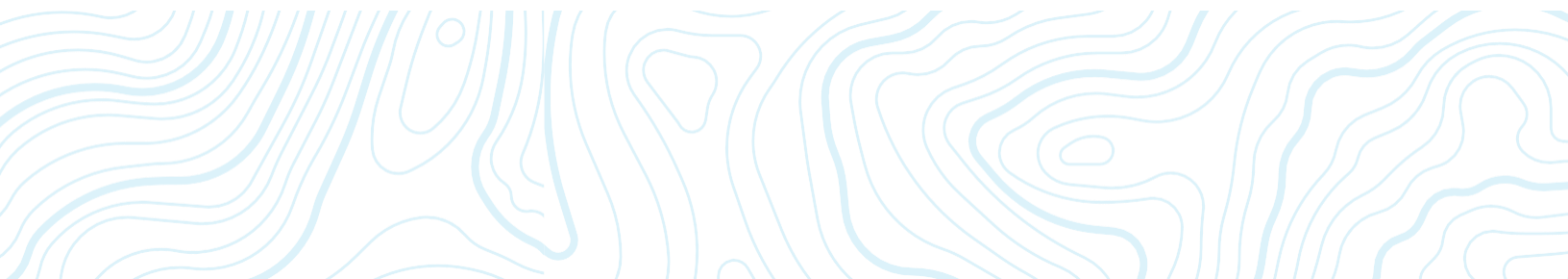
Efficiency United offered MHI participants a \$25.00 gift card as an incentive to schedule appointments and to support program activity throughout the year. This initiative successfully increased the number of customers that scheduled MHI appointments compared to other MHI marketing campaigns. The 2021 MHI Program achieving cost-effective first-year and lifetime therm savings. This was met through the strategic utilization of short-life, low-cost energy improvements combined with long-life improvements performed at special pricing based on contractor volume and exclusivity. Depending on eligibility, customers may have received the following upgrades during the MHI assessment:

- Duct system repair and sealing
- Air sealing
- Furnace tune-up
- High-efficiency showerheads and faucet aerators
- Water heater pipe insulation
- Carbon monoxide detectors

## Marketing and Outreach

The marketing and outreach strategy for the Home Performance Program focuses on both business-to-consumer and business-to-business opportunities. Marketing Outreach Specialists (MOS) worked closely with contractors to support customers in making EWR investments. MOS leveraged brochures, flyers and event materials to provide information on available EWR rebates.

Point-of-purchase materials also increased program awareness of heating and cooling, insulation, window and water heating rebates for the do-it-yourself customers who may not hire a contractor.



### Home Performance Program Overview

Provider	# of Participants	Incentive Spent	2020 Carryforward Savings	2021 kWh/Therms Achieved	Total kWh/Therms Achieved	2021 Annual kWh/Therms Goal	% of Savings Goal Achieved
Electric Utilities							
Alpena	52	\$19,427	8,418	144,944	153,363	22,793	673%
Baraga	4	\$800	634	2,054	2,688	1,676	160%
Bayfield	0	\$-	-	-	-	-	-
Crystal Falls	2	\$400	192	2,054	2,246	468	480%
Dowagiac	2	\$433	3,428	873	4,301	9,419	46%
Gladstone	6	\$2,741	3,424	31,537	34,961	10,254	341%
Harbor Springs	4	\$925	2,428	1,414	3,842	24,966	15%
Hillsdale	24	\$7,169	3,622	37,810	41,432	18,448	225%
L'Anse	1	\$200	941	-	941	2,585	36%
Negaunee	2	\$650	11,374	410	11,784	30,186	39%
Norway	2	\$650	3,191	-	3,191	8,339	38%
UMERC -	78	\$32,485	41,627	129,252	170,879	257,693	66%
Xcel Energy - Electric	36	\$13,550	24,084	86,445	110,529	63,636	174%
<b>Total Electric</b>	<b>213</b>	<b>\$79,429</b>	<b>103,363</b>	<b>436,793</b>	<b>540,157</b>	<b>450,464</b>	<b>120%</b>
Natural Gas Utilities							
MGU	3,738	\$843,102	133,512	620,781	754,293	607,643	124%
UMERC - Gas	26	\$5,437	5,014	4,686	9,700	13,708	71%
Xcel Energy - Gas	115	\$19,970	3,694	14,603	18,297	31,452	58%
<b>Total Natural Gas</b>	<b>3,879</b>	<b>\$868,509</b>	<b>142,220</b>	<b>640,070</b>	<b>782,290</b>	<b>652,803</b>	<b>120%</b>



# Residential Education Program

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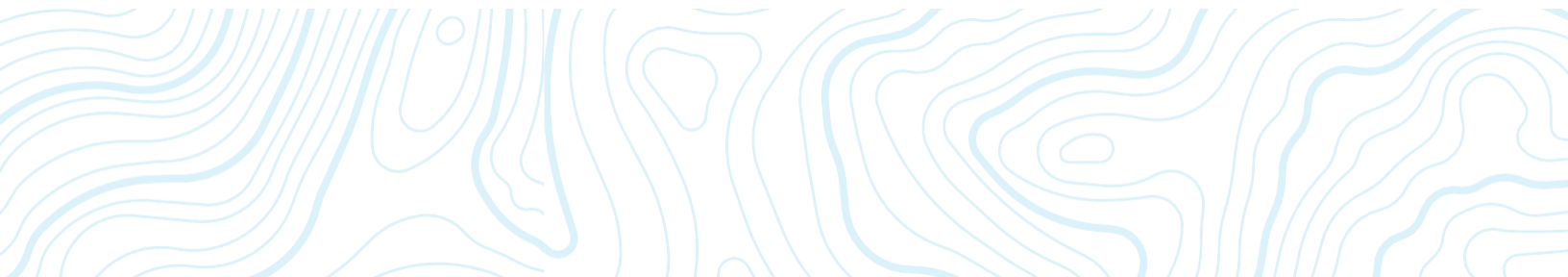
## Think! Energy with Efficiency United

**Efficiency United continued its partnership with the National Energy Foundation (NEF) to deliver its Residential Education Program. The Think! Energy® Program encouraged teachers and their students to Think! about energy, Talk! about energy, and Take Action! about our energy for the future.**

In 2021, interactive in-person and virtual classroom presentations were generally 45–60 minutes in length and were facilitated by a NEF presenter. Utility collaboration continued with UPPCO, SEMCO ENERGY Gas Company, Consumers Energy and DTE Energy, which enabled the program to reach a larger number of schools. Please see the chart below for the residential education Think! Energy Program metrics. Additional information related to the Think! Energy Program as well as the CIA events and teacher workshops are available in the full annual report submitted by NEF.

The Take Action Kit distributed to students varied by program, but all contained energy-saving measures and energy-saving activities along with installation instructions.

NEF made multiple improvements to the program in 2021, including a teacher portal to track grant progress and distribute downloadable materials. NEF also introduced various teacher webinars to provide tips before starting the program as well as a follow-up to the interactive recorded presentation.



## Residential Education Program Overview

Provider	Incentive Spent	2021 kWh/Therms Achieved
Alpena	\$3,790	20,300
Baraga	\$109	819
Bayfield	\$16	52
Crystal Falls	\$371	2,342
Dowagiac	\$731	5,411
Gladstone	\$652	4,854
Harbor Springs	\$565	6,358
Hillsdale	\$1,394	11,573
L'Anse	\$179	1,404
Negaunee	\$551	3,345
Norway	\$624	4,074
Wisconsin Electric	\$-	-
UMERC - Electric	\$19,773	68,756
Xcel Energy - Electric	\$2,124	26,049
<b>Total Electric</b>	<b>\$30,879</b>	<b>155,338</b>
<b>Natural Gas Utilities</b>		
MGU	\$30,349	21,319
UMERC - Gas	\$988	496
Xcel Energy - Gas	\$896	862
<b>Total Natural Gas</b>	<b>\$32,233</b>	<b>22,677</b>

2,167

kits distributed

22,677

first-year therm savings achieved

155,338

first-year kWh savings achieved





## Residential Pilot Program

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**\$249,132**

total incentives spent

**109,903**

first-year therm savings achieved

**802,690**

first-year kWh savings achieved

### Healthier Homes Pilot Program

The Healthier Homes pilot program offered income qualified customers with qualifying health ailments enhanced improvements aimed to improve health outcomes as well as promote energy waste reduction. The pilot combined typical efficiency measures such as air sealing and insulation with measures to improve occupant health such as the following:

- Spot ventilation in kitchen and bathrooms
- Moisture mitigation through improved gutter, downspouts and landscaping
- Carpet removal and/or intense cleaning
- Asbestos remediation
- Enhanced mechanical systems

Customers were also offered a Healthy Home Evaluation in addition to the typical Home Energy Assessment as well as a dehumidifier, bed covering, a HEPA vacuum and an air



purifier and replacement filters to further help occupant health.

Furthermore, the pilot program saw deeper energy savings in each home, as we had the opportunity to treat houses holistically and included repairs that would not have otherwise been available through the income qualified program.

The pilot treated 20 homes.

Another focus of the program was to make inroads with healthcare providers as a referral source for customers. Our outreach efforts with Spectrum health, Aspirus health, and the Upper Peninsula Plan were successful at the outset, as we gained consensus in meetings and a plan to accept referrals of their patients.

### Key Takeaways

1. The referrals did not materialize as expected however and was a significant learning from the pilot.

a. More than one meeting is typically required with decision makers to gain approval for healthcare providers to provide referrals of their patients. It was challenging to get an audience with healthcare decision makers due to the number of opportunities competing for their attention. Also, given the ongoing pandemic, healthcare providers are generally stretched thin which does not make new initiatives a priority to them.

b. Also, healthcare providers operate based on a significant level of trust in who they refer to, and it typically takes a long time with several testimonials before they begin to refer their patients for new outside services. The pilot was a new initiative without a lengthy track record for professionals to base their referral decisions on.

c. Another potential reason for limited referrals was likely that the health care providers did not readily recognize the value proposition for their patients and they may have discounted the pilot's potential benefit since it is not a conventional medical treatment referral.

2. The pilot also assessed the opportunities to delivering non-energy savings opportunities as a compliment to and in conjunction with energy savings opportunities.

a. The pilot also provided moisture mitigation, carpet removal and pest control which not only promoted home health and safety, in some instances it eliminated barriers to making other energy efficiency improvements. For example, an energy efficient upgrade that keeps their home warm, does not necessarily make the customer's experience of being comfortable in their home because of other conditions such as mold, mildew, pests, etc.

b. The pilot also recognized that certain improvements need to be made prior to specific energy efficiency upgrades. For example, repairing ductwork may be necessary related to installing an energy efficient furnace.

3. Another aspect of the pilot was measuring Indoor Air Quality (IAQ) differences pre- and post-retrofit via the IAQ monitors and Pacific Northwest National Laboratory (PNNL).

# Commercial & Industrial



## C&I Class Overview

299

total participants

1,152,281

first-year net therm savings achieved

9,496,194

first-year net kWh savings achieved

\$797,592

incentives distributed

\*Participants exclude C&I Education since participants are not utility specific.

### Class Achievements

The Efficiency United Commercial & Industrial (C&I) Programs provide rebate incentives to encourage the adoption of high-efficiency equipment.

CLEAResult utilizes an outreach field specialist model to perform outreach that offers customers a streamlined approach and the necessary expertise to assist them in developing projects. The assigned energy advisors also work very closely with trade allies both within the Efficiency United service area and those regional trade allies working with Efficiency United customers. A total of 299 customers completed projects in EU for 2021.

Efficiency United continued to offer a variety of program opportunities to its diverse C&I customer base, including:

- C&I Prescriptive and Custom Program
- Education Program
- Commercial Pilot Program

Provider	2021 Incentive Budget	Incentive Carryforward Remaining from Previous Years	Total Available Incentive Budget	Incentive Spent	% of Budget Spent (Based on 2021 Incentive Budget)	Remaining Incentive Budget
<b>Electric Utilities</b>						
Alpena	\$153,669	\$120,171	\$273,840	\$34,568	13%	\$239,272
Baraga	\$19,852	\$23,274	\$43,127	\$13,027	30%	\$30,099
Crystal Falls	\$11,187	\$877	\$12,064	\$3,994	33%	\$8,070
Dowagiac	\$48,203	\$-	\$48,203	\$23,515	49%	\$24,689
Gladstone	\$15,958	\$10,315	\$26,273	\$6,998	27%	\$19,275
Harbor Springs	\$17,127	\$-	\$17,127	\$6,439	38%	\$10,688
Hillsdale	\$71,709	\$5,129	\$76,838	\$33,202	43%	\$43,636
L'Anse	\$8,391	\$905	\$9,296	\$7,518	81%	\$1,778
Negaunee	\$11,745	\$26,957	\$38,702	\$13,814	36%	\$24,887
Norway	\$11,535	\$8,834	\$20,368	\$7,869	39%	\$12,499
Wisconsin Electric	\$706,404	\$-	\$706,404	\$-	0%	\$706,404
UMERC - Electric	\$311,452	\$2,453,419	\$2,764,872	\$271,763	10%	\$2,493,108
Xcel Energy - Electric	\$103,289	\$16,747	\$120,036	\$19,892	17%	\$100,143
<b>Total Electric</b>	<b>\$1,490,521</b>	<b>\$2,666,628</b>	<b>\$4,157,149</b>	<b>\$442,600</b>	<b>11%</b>	<b>\$3,714,549</b>
<b>Natural Gas Utilities</b>						
MGU	\$436,849	\$27,138	\$463,987	\$326,827	70%	\$137,160
UMERC - Gas	\$14,154	\$12,278	\$26,432	\$11,477	43%	\$14,955
Xcel Energy - Gas	\$19,674	\$13,873	\$33,547	\$16,687	50%	\$16,860
<b>Total Natural Gas</b>	<b>\$470,677</b>	<b>\$53,290</b>	<b>\$523,967</b>	<b>\$354,991</b>	<b>68%</b>	<b>\$168,975</b>

## Commercial and Industrial Energy Savings

Provider	# of Participants	Annual kWh/ Therms Goal	2021 kWh/ Therms Achieved	2020 Carryforward Savings	Total kWh/ Therms Achieved	% of Goal Achieved
Electric Utilities						
Alpena*	19	3,395,477	1,580,532	1,131,826	2,712,358	80%
Baraga	11	166,995	117,782	55,665	173,447	104%
Crystal Falls	6	84,168	23,955	24,999	48,954	58%
Dowagiac	8	437,901	308,919	145,967	454,886	104%
Gladstone	9	150,276	95,381	46,030	141,412	94%
Harbor Springs	6	187,289	64,935	16,231	81,165	43%
Hillsdale	20	819,564	416,651	147,455	564,106	69%
L'Anse	9	72,577	86,964	24,192	111,156	153%
Negaunee	9	100,751	193,234	33,584	226,818	225%
Norway	10	98,658	141,324	31,166	172,490	175%
Wisconsin Electric	-	-	-	-	-	-%
UMERC - Electric*	76	6,206,820	3,417,922	746,996	4,164,919	67%
Xcel Energy - Electric	21	1,219,645	249,452	395,032	644,483	53%
<b>Total Electric</b>	<b>204</b>	<b>12,940,122</b>	<b>6,697,052</b>	<b>2,799,143</b>	<b>9,496,194</b>	<b>73%</b>
Natural Gas Utilities						
MGU	84	1,050,178	756,494	188,811	945,305	90%
UMERC - Gas	4	49,068	135,824	16,339	152,164	310%
Xcel Energy - Gas	7	32,187	51,342	3,469	54,812	170%
<b>Total Natural Gas</b>	<b>95</b>	<b>1,131,434</b>	<b>943,661</b>	<b>208,620</b>	<b>1,152,281</b>	<b>102%</b>

\*Savings achieved includes self-direct achievements.





## C&I Prescriptive and Custom Program

The Efficiency United Commercial and Industrial (C&I) Prescriptive and Custom Program provides incentives for high-efficiency equipment upgrades in non-residential facilities. The Prescriptive Program offers pre-determined rebates often associated with one-for-one retrofits. The Custom Program allows customers to take a more unique and innovative look at energy efficiency and customize it to their specific needs.

### In response

- Offered virtual assessments and inspections
- Inability to enter some of our core sectors core (hospitals, restaurants, schools) was mitigated by driving
- Tune-ups (gas) worked to bring more contractors into the program
- Deeper engagement with contractors

As in previous years, the energy advisor outreach model was effective in generating new opportunities and achieving nearly all savings goals in 2021.

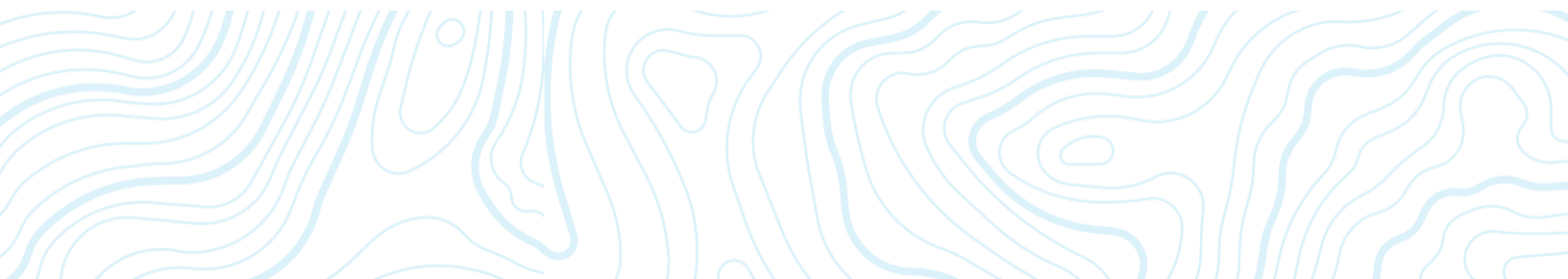
In 2021, Efficiency United offered initiatives (bonuses) in targeted service areas to help generate project activity. The introduced bonuses were implemented to stimulate general project activity within a utility area or to drive a specific measure. Those bonuses included boiler tune-ups and added incentives.





## Market Changes

Efficiency United's commercial field specialists continued to assist customers with project development through COVID-19. The routinization of COVID-19 safety precautions in 2021 allowed better access to many customers and trade allies compared to 2020. However, some business sectors (primarily healthcare and schools) remained impossible or challenging to have one-on-one meetings with facility staff. Energy project activity for these sectors also remained constrained due to contractor access being restricted at many sites.



### Commercial and Industrial Prescriptive and Custom Program Overview

Provider	# of Participants	Incentive Spent	2020 Carryforward Savings	2021 kWh/ Therms Achieved	Total kWh/ Therms Achieved	2021 Annual kWh/Therms Goal	% of Savings Goal Achieved
Electric Utilities							
Alpena	17	\$26,299	1,131,826	1,466,975	2,598,801	3,235,460*	80%
Baraga	8	\$11,701	55,665	108,034	163,699	153,636	107%
Bayfield	-	\$-	-	-	-	-	-
Crystal Falls	3	\$2,904	24,999	19,042	44,042	77,434	57%
Dowagiac	7	\$22,073	145,967	296,952	442,919	402,869	110%
Gladstone	6	\$5,864	46,030	86,610	132,640	138,254	96%
Harbor Springs	5	\$5,482	16,231	55,372	71,602	172,306	42%
Hillsdale	19	\$30,545	147,455	388,901	536,355	753,999	71%
L'Anse	6	\$6,603	24,192	82,728	106,920	66,771	160%
Negaunee	6	\$12,630	33,584	187,353	220,937	92,691	238%
Norway	7	\$6,776	31,166	135,566	166,732	90,765	184%
Wisconsin Electric	0	\$-	-	-	-	-	-%
UMERC	73	\$214,318	746,996	2,988,169	3,735,165	5,733,343*	65%
XCEL Energy - Electric	20	\$18,268	395,032	222,901	617,933	1,122,074	55%
<b>Total Electric</b>	<b>177</b>	<b>\$363,464</b>	<b>2,799,143</b>	<b>6,038,603</b>	<b>8,837,745</b>	<b>12,039,601</b>	<b>73%</b>
Natural Gas Utilities							
MGU	83	\$314,659	188,811	729,759	918,570	966,164	95%
UMERC - Gas	3	\$10,573	16,339	132,959	149,299	45,143	331%
Xcel Energy - Gas	6	\$15,431	3,469	49,463	52,932	29,612	179%
<b>Total Natural Gas</b>	<b>92</b>	<b>\$340,663</b>	<b>208,620</b>	<b>912,181</b>	<b>1,120,801</b>	<b>1,040,919</b>	<b>108%</b>

\*Includes self-direct goal as MCA includes SD with P&C.

# C&I Education Program

The 2021 Efficiency United C&I Education Program continued to provide opportunities for both customers and trade allies to learn about EWR technologies that they can implement at their facilities or can offer to their customers.

9,511

first-year net therm savings achieved

152,867

first-year net kWh savings achieved

\$13,879

incentive distributed

The 2021 Efficiency United C&I Education Program took the traditional approach of information sharing to the audience via webinars, in partnership with SEMCO Energy.

Online webinars were offered to trade allies and customers in late 2021. The sessions were quick introductions to innovative energy waste reduction solutions. After each session, attendees were given the opportunity to ask the speaker questions and provided contact information for further information and professional development. Participation failed to meet expectations and it is unclear whether this was due to timing, webinar fatigue, or content. Each session was also posted to the webinar series website for those that could not attend. The sessions provided in 2021 were:

- Gas Absorption Heat Pumps
- Compressed Air Leak Audits
- The MSU Industrial Assessment Center
- An Assessment Case Study

## Commercial and Industrial Education Program Overview

Provider	Incentive Spent	2021 kWh/Therms Achieved
Electric Utilities		
Alpena	\$1,174	16,129
Baraga	\$182	1,397
Bayfield	\$-	-
Crystal Falls	\$102	704
Dowagiac	\$441	3,665
Gladstone	\$146	1,258
Harbor Springs	\$157	1,567
Hillsdale	\$657	6,858
L'Anse	\$77	607
Negaunee	\$108	843
Norway	\$106	826
Wisconsin Electric	\$-	-
UMERC - Electric	\$5,776	108,806
Xcel Energy - Electric	\$624	10,206
<b>Total Electric</b>	<b>\$9,550</b>	<b>152,867</b>
Natural Gas Utilities		
MGU	\$4,018	8,828
UMERC - Gas	\$130	412
Xcel Energy - Gas	\$181	271
<b>Total Natural Gas</b>	<b>\$4,329</b>	<b>9,511</b>

# C&I Pilot Program

CLEAResult Engineering completed an Ice Rink/Sport Complex initiative in late 2020 in the City of Negaunee and Alpena. These ASHRAE Level 1 audits were offered to assist these community facilities identify EWR opportunities and then help them with project development. In addition, estimated energy costs, rebates and analysis were provided for financial project considerations. Opportunities identified included lighting, chiller, refrigeration and building envelop measures. The Efficiency United outreach team will continue to work with these customers to develop identified projects.

## Pilot Initiatives for 2021:

### Buildee

A new digital tool was introduced for energy advisors to use at customer facilities. 'Buildee' was used for facility assessments but also incorporated benchmarking statistics from Energy Star Portfolio Manager to allow the customer to compare how they perform to their peers. Buildee allowed the energy advisor to quickly compile a list of opportunities for a customer and generate a custom report showing estimated energy savings and payback period for the defined measures. For Efficiency United utilities, Buildee was customized with their rebate levels and each measure's deemed savings.

Energy Advisors completed 24 assessments using Buildee which covered lighting, HVAC, building controls, process upgrades, and building envelope measures. Though we observed that Buildee was one of the better available tools for performing facility assessments and educating customers on the available opportunities, it has some shortcomings which are being reviewed prior to making any decisions for its continued use in 2022. Given that the measures loaded into the tool were primarily prescriptive measures, this tool in its current configuration is not well suited for large commercial or industrial audits. Second, the amount of time taking to gather the information at the site was becoming





cumbersome, especially when the participants allocate less than 30 mins for initial visits.

Though we were able to provide the report to the customer within a few days of the audit, we were not successful in generating an instantaneous report for the small and medium sized customer to review while on site. It is worth noting that generating the report instantaneously was an ambitious goal that we set for ourselves.

### Compressed Air Leak Audit (<50hp)

Finding and fixing compressed air leaks is a known opportunity for any facility which uses an air compressor. Larger businesses with a compressor greater than 50hp can rely on prescriptive deemed savings for these 'find & fix' projects. For smaller compressors, a custom calculation approach is the only solution for capturing a rebate for this activity. This is often challenging and resource-intensive for program implementers to provide.

In 2021, the Efficiency United C&I Program partnered with two different compressed air contractors to identify customers with smaller compressor air systems and then provide a 'find & fix' service. The equipment and usage parameters were collected for each site as well as total air leak air losses and leak counts and fixed leak CFM and kWh savings.

Eleven customers participated in this pilot (Alpena-2, Crystal Falls-1, and UMER-8). The pilot's data will be reviewed in 2022 to determine the next steps. The goal of the pilot is to generate a new prescriptive measure for the Michigan Energy Measure Database.

### Commercial and Industrial Pilot Program Overview

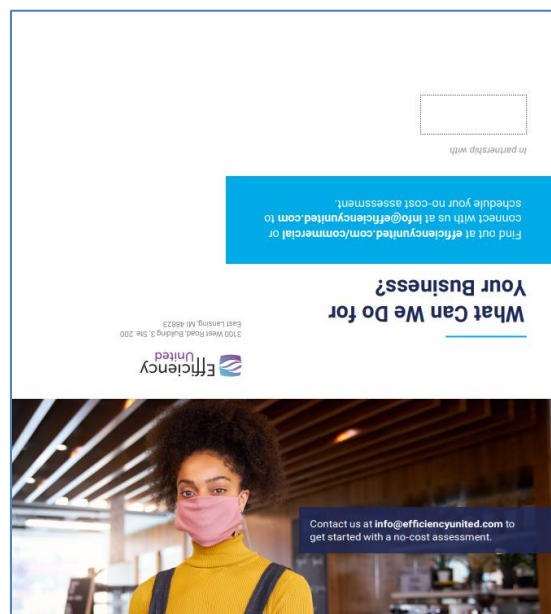
Provider	Incentive Spent	2021 kWh/ 1,000 sq. ft. Achieved
<b>Electric Utilities</b>		
Alpena	\$7,094	97,427
Baraga	\$1,144	8,350
Bayfield	\$-	-
Crystal Falls	\$988	4,208
Dowagiac	\$1,000	8,303
Gladstone	\$988	7,514
Harbor Springs	\$800	7,996
Hillsdale	\$2000	20,892
L'Anse	\$838	3,629
Negaunee	\$1,077	5,038
Norway	\$988	4,933
Wisconsin Electric	\$-	-
UMERC - Electric	\$51,669	320,948
Xcel Energy - Electric	\$1,000	16,344
<b>Total Electric</b>	<b>\$69,586</b>	<b>505,582</b>
<b>Natural Gas Utilities</b>		
MGU	\$8,150	17,908
UMERC - Gas	\$774	2,453
Xcel Energy - Gas	\$1,076	1,609
<b>Total Natural Gas</b>	<b>\$10,000</b>	<b>21,969</b>

# Marketing

The Efficiency United marketing team provided the outreach team with quality marketing materials targeting current and potential customers and trade allies. Collateral provided program information and drove audiences to the Efficiency United website to provide a deeper understanding of the energy-efficient rebates and programs offered.

The Efficiency United website continued to be a primary focus for all marketing materials across all programs. Residential and C&I information continued in 2021 to be available on the Efficiency United website for each utility. The contractor portal provided a resource for residential customers to find reputable contractors in their area for large projects. The marketing team continued to offer support throughout the year to the program team to sign up additional contractors to the portal.

## Direct Mail





### Energy Efficiency 101

Harbor Springs Public School District knew their four schools needed lighting upgrades, but were unable to prioritize the project due to the high cost. That's where Efficiency United stepped in.

Our Commercial & Industrial Program provided the district with over \$18,000 in rebates to help cover the costs of the upgrades. Now, the district is saving thousands each year while enjoying increased safety and sustainability.

**By the numbers:**

- \$13,000 annual energy cost savings
- Four schools upgraded to new lighting
- \$18,000 total rebates received
- 125,000 kWh saved each year



### Your Local Experts on Energy Saving

A few smart upgrades can have a major impact on your operating costs. From small business lighting to large industrial processes, our friendly team of Energy Advisors is here to help you save.

**Available rebates include:**



- Exterior and interior lighting
- HVAC systems
- Refrigeration
- Compressed air
- Kitchen equipment
- Custom projects

 Start saving today.

Browse our full rebate catalog at [efficiencyunited.com/commercial](https://efficiencyunited.com/commercial).

# Collateral

## Bonus Flyer


### Extra Savings, Just for You

Saving energy just got more rewarding. Now through the end of the year, save up to 25 percent more on energy-efficient upgrades to your business.



Bonus Rebates	
LED lighting	Base rebate + 25% bonus
Custom projects	Base rebate + 25% bonus
All other projects	Base rebate + 20% bonus

**Claim Your Bonus**  
Find out more about the rebates on offer at [efficiencyunited.com/commercial](http://efficiencyunited.com/commercial).

**Start Saving**  
See all the ways we can help you save at [efficiencyunited.com](http://efficiencyunited.com), or give us a call at 877.367.3191.




## Virtual HEA Fact Sheet

### Breathe Easier. Live Healthier.

Do you or someone in your home suffer from asthma or allergies? You may qualify for healthy home improvements like insulation, air sealing, pest control and more—all at no cost to you. Breathe easier at [healthierhome.org/EU](http://healthierhome.org/EU).

#### An Efficient Home is a Healthier Home.

Valued at \$500, our no-charge Healthier Home Assessment is designed to identify home improvements aimed at saving energy and improving indoor air quality. Once those improvements are identified during your assessment, we'll work with your schedule to get them installed at no charge to you.


**Common no-charge home improvements may include:**

- Insulation and air sealing
- HEPA filter upgrades and/or replacement
- Air duct cleaning
- Weatherization
- Repair and maintenance of ventilation systems
- Floor and carpet cleaning or removal
- Insect removal and control

#### A Healthier Home in Four Easy Steps


1. Complete our five-minute application survey at [healthierhome.org/EU](http://healthierhome.org/EU)
2. If your home qualifies, Efficiency United will contact you to schedule your no-charge Healthier Home Assessment.
3. After the assessment, we will work with you to implement recommended improvements at no charge to you.
4. Efficiency United will follow up periodically to explore how the improvements have impacted you and your family.

**Get Your No-Cost Healthier Home Assessment**  
A healthier home starts by calling [healthierhome.org/EU](http://healthierhome.org/EU). Take the first step toward a healthier, more energy-efficient home today.  
Income qualifications apply. See details at [healthierhome.org/EU](http://healthierhome.org/EU).




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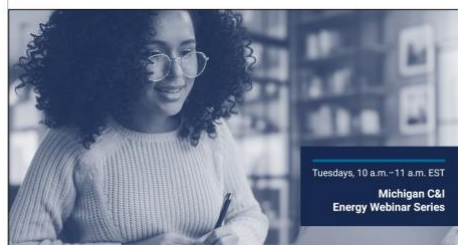
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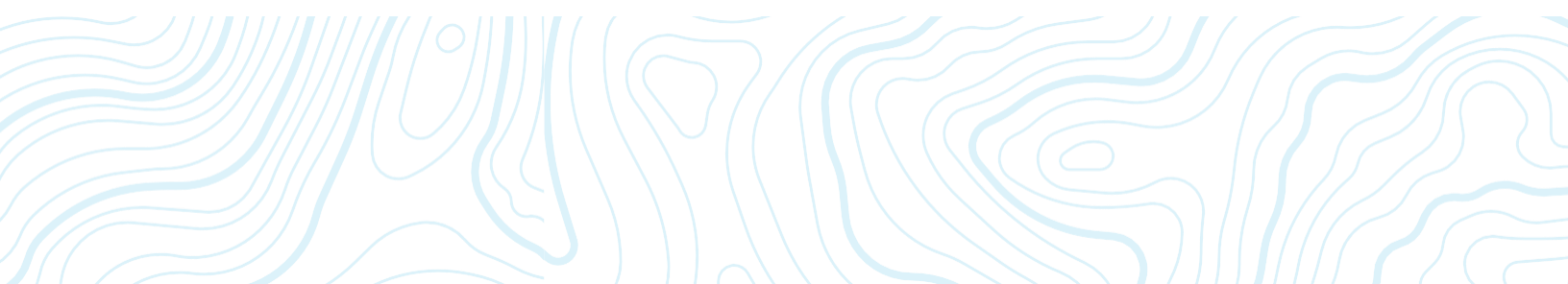
# Quality Check Process

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**Efficiency United continued its focus on ensuring that energy projects are achieving the proposed energy savings through a quality assurance system for all of its programs.**

For residential programs, Efficiency United performs on-site and virtual verification of equipment and upgrade installations and phone interviews with randomly selected participants. Results from this QA/QC process are regularly shared with program teams to recognize areas of excellence and identify opportunities for improvement. Participation in the quality control process is voluntary; however, Efficiency United achieved its 5 percent inspection target of approved projects annually across all of the Efficiency United service territories.

Commercial and industrial projects are visited by an energy advisor to confirm installation of project. Nearly all custom projects are visited in-person or virtually, and prescriptive projects receive verification from an energy advisor as necessary. All projects with scale or complexity receive a pre- and post-installation inspection to ensure measure eligibility and savings accuracy. These inspection visits also provide an opportunity for the energy advisor to develop and/or maintain a relationship with the customer to assist them on the next steps of their energy efficiency journey. For unique or complex custom projects, the program collaborates with the evaluator, DNV, for third-party review of the savings calculation.





# Appendix

## Total Available Budgets: All Classes

Provider	Total Collection for Program Year 2020	MCA Administration Spending Cap (4.5%)	DNV Evaluation Spending Cap (8%)	Income Qualified Spending Requirement (10%)	Pilot Program Spending Cap (5%)	Education Program Spending Cap (3%)	Remaining Programs Spending Cap	EU Stimulus Incentive Budget	EU Stimulus Implementation Budget	Total Collection for Program Year 2021 (including EU Stimulus Pilot)
Electric Utilities										
Alpena	\$665,062	\$29,928	\$53,205	\$66,506	\$33,253	\$19,952	\$462,218	\$34,603	\$21,855	\$721,520
Baraga	\$50,680	\$2,281	\$4,054	\$5,068	\$2,534	\$1,520	\$35,223	\$2,571	\$1,624	\$54,875
Bayfield	\$1,060	\$48	\$85	\$106	\$53	\$32	\$737	\$-	\$-	\$1,060
Crystal Falls	\$49,240	\$2,216	\$3,939	\$4,924	\$2,462	\$1,477	\$34,222	\$3,837	\$3,606	\$56,683
Dowagiac	\$154,237	\$6,941	\$12,339	\$15,424	\$7,712	\$4,627	\$107,195	\$9,898	\$6,251	\$170,386
Gladstone	\$78,380	\$3,527	\$6,270	\$7,838	\$3,919	\$2,351	\$54,474	\$4,060	\$2,564	\$85,005
Harbor Springs	\$75,127	\$3,381	\$6,010	\$7,513	\$3,756	\$2,254	\$52,213	\$-	\$2,758	\$77,885
Hillsdale	\$249,840	\$11,243	\$19,987	\$24,984	\$12,492	\$7,495	\$173,639	\$4,585	\$8,896	\$263,321
L'Anse	\$30,320	\$1,364	\$2,426	\$3,032	\$1,516	\$910	\$21,072	\$1,519	\$959	\$32,798
Negaunee	\$62,440	\$2,810	\$4,995	\$6,244	\$3,122	\$1,873	\$43,396	\$2133	\$2,304	\$66,877
Norway	\$66,860	\$3,009	\$5,349	\$6,686	\$3,343	\$2,006	\$46,468	\$555	\$2,352	\$69,767
We Energies	\$1,366,352	\$61,486	\$109,308	\$-	\$-	\$-	\$1,195,558	\$-	\$-	\$1,366,352
UMERC - Electric	\$1,332,299	\$59,953	\$106,584	\$133,230	\$66,615	\$39,969	\$925,948	\$100,144	\$78,439	\$1,510,882
Xcel Energy - Electric	\$392,300	\$17,654	\$31,384	\$39,230	\$19,615	\$11,769	\$272,649	\$13,772	\$11,067	\$417,139
<b>Total Electric</b>	<b>\$4,574,197</b>	<b>\$205,839</b>	<b>\$365,936</b>	<b>\$320,785</b>	<b>\$160,392</b>	<b>\$96,235</b>	<b>\$3,425,011</b>	<b>\$177,677</b>	<b>\$142,676</b>	<b>\$4,894,550</b>
Natural Gas Utilities										
MGU	\$2,979,148	\$134,062	\$238,332	\$297,915	\$148,957	\$89,374	\$2,070,508	\$133,357	\$112,753	\$3,225,259
UMERC -	\$81,025	\$3,646	\$6,482	\$8,103	\$4,051	\$2,431	\$56,312	\$5,371	\$3,392	\$89,788
Xcel Energy - Gas	\$118,602	\$5,337	\$9,488	\$11,860	\$5,930	\$3,558	\$82,428	\$6,471	\$4,087	\$129,159
<b>Total Natural Gas</b>	<b>\$3,178,775</b>	<b>\$143,045</b>	<b>\$254,302</b>	<b>\$317,878</b>	<b>\$158,939</b>	<b>\$95,363</b>	<b>\$2,209,249</b>	<b>\$145,199</b>	<b>\$120,232</b>	<b>\$3,444,206</b>



### Total Implementation Budget: By Class

Provider	Income Qualified Implementation Budget	Residential Implementation Budget	Commercial & Industrial Implementation Budget	Total Implementation Budget	Total Implementation Collected	Total Implementation Budget Remaining
Electric Utilities						
Alpena	\$28,653	\$106,838	\$105,306	\$240,798	\$249,664	\$-
Baraga	\$2,027	\$2,302	\$13,814	\$18,143	\$18,143	\$-
Bayfield	\$42	\$337	\$-	\$379	\$379	\$-
Crystal Falls	\$1,970	\$7,874	\$7,785	\$17,628	\$17,628	\$-
Dowagiac	\$6,169	\$15,505	\$33,542	\$55,217	\$55,217	\$-
Gladstone	\$3,135	\$13,820	\$11,105	\$28,060	\$28,060	\$-
Harbor Springs	\$3,005	\$11,973	\$11,918	\$26,895	\$26,895	\$-
Hillsdale	\$9,994	\$29,551	\$49,898	\$89,443	\$89,443	\$-
L'Anse	\$1,213	\$3,803	\$5,838	\$10,855	\$10,855	\$-
Negaunee	\$2,498	\$11,683	\$8,173	\$22,354	\$22,354	\$-
Norway	\$2,674	\$13,235	\$8,026	\$23,936	\$23,936	\$-
We Energies	\$-	\$-	\$-	\$-	\$-	\$-
UMERC	\$107,946	\$419,188	\$438,983	\$966,117	\$966,117	\$-
XCEL Energy - Electric	\$15,703	\$59,828	\$63,841	\$139,373	\$139,373	\$-
<b>Total Electric</b>	<b>\$185,029</b>	<b>\$695,939</b>	<b>\$758,229</b>	<b>\$1,639,197</b>	<b>\$1,639,197</b>	<b>\$-</b>
Natural Gas Utilities						
MGU	\$119,166	\$643,391	\$303,978	\$1,066,535	\$1,066,535	\$-
UMERC -	\$3,241	\$15,917	\$9,849	\$29,007	\$29,007	\$-
Xcel Energy - Gas	\$4,744	\$24,025	\$13,690	\$42,460	\$42,460	\$-
<b>Total Natural Gas</b>	<b>\$127,151</b>	<b>\$683,334</b>	<b>\$327,517</b>	<b>\$1,138,002</b>	<b>\$1,138,002</b>	<b>\$-</b>

### Total Energy Savings Achieved: All Classes

Provider	Total Participants	2021 Annual kWh/Therms Goal	Self-Directed	Total Goal*	Total Savings Achieved*	% of Goal Achieved
Electric Utilities						
Alpena	11,601	2,702,462	1,395,257	4,097,718	4,925,676	120%
Baraga	164	194,283	-	194,283	260,785	134%
Bayfield	49	1,727	-	1,727	5,860	339%
Crystal Falls	918	162,233	-	162,233	290,604	179%
Dowagiac	1,958	618,283	-	618,283	924,369	150%
Gladstone	670	312,087	-	312,087	502,244	161%
Harbor Springs*	1,668	399,217	-	399,217	383,579	96%
Hillsdale	832	1,205,323	-	1,205,323	948,442	79%
L'Anse	78	119,383	-	119,383	183,576	154%
Negaunee	162	212,267	-	212,267	401,599	189%
Norway	961	234,457	-	234,457	424,472	181%
Wisconsin Electric	-	-	-	-	-	-%
UMERC - Electric	21,556	8,031,640	288,360	8,320,000	8,843,620	106%
Xcel Energy Electric	5,280	2,087,960	-	2,087,960	2,240,384	107%
<b>Total Electric</b>	<b>45,907</b>	<b>16,281,321</b>	<b>1,683,617</b>	<b>17,964,938</b>	<b>20,335,209</b>	<b>113%</b>
Natural Gas Utilities						
MGU	5,138	1,760,818	-	1,760,818	1,903,147	108%
UMERC - Gas	73	65,599	-	65,599	170,666	260%
Xcel Energy - Gas	152	68,522	-	68,522	83,258	122%
<b>Total Natural Gas</b>	<b>5,363</b>	<b>1,894,939</b>	<b>-</b>	<b>1,894,939</b>	<b>2,157,072</b>	<b>114%</b>

\*Includes Special Pilots