



2020 Efficiency United
Annual Report

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Executive Summary

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. MCA is a non-profit state association of 29 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. In December 2017, MCA extended its contract with CLEAResult through December 31, 2021.

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. For 2020, no legislative changes impacted the Efficiency United programs.



Satisfaction

For each energy efficiency program and in each program year, DNV asked participants about their level of overall satisfaction with the program, using a five-point satisfaction scale where five meant “very satisfied” and one meant “very dissatisfied.” The following figures show the percentage of respondents who gave each program a rating of four or five. High participant satisfaction with SEMCO and EU’s program has remained strong through the last four evaluation cycles, including the 2019 program year.

Figure 1: Satisfaction with Contractors and the Income Qualified Program, EY 2017 to 2020

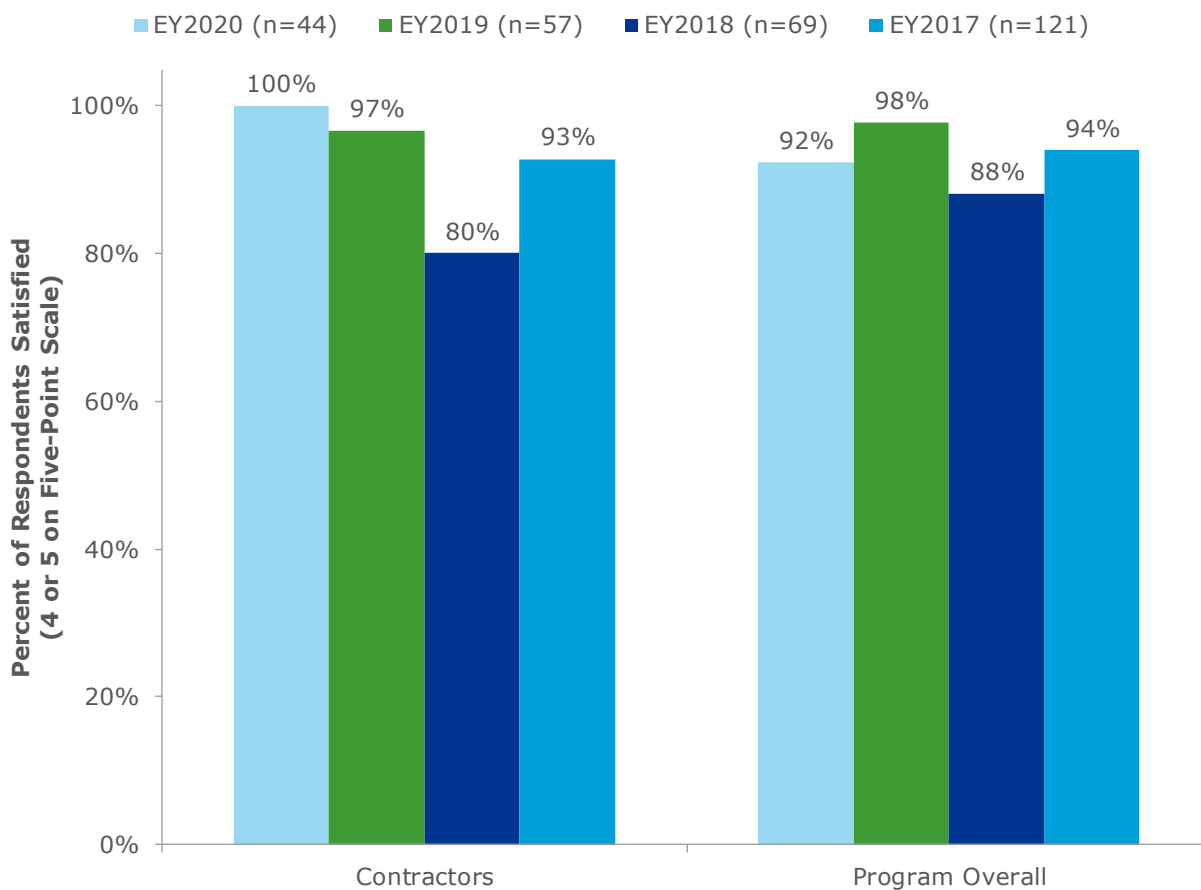
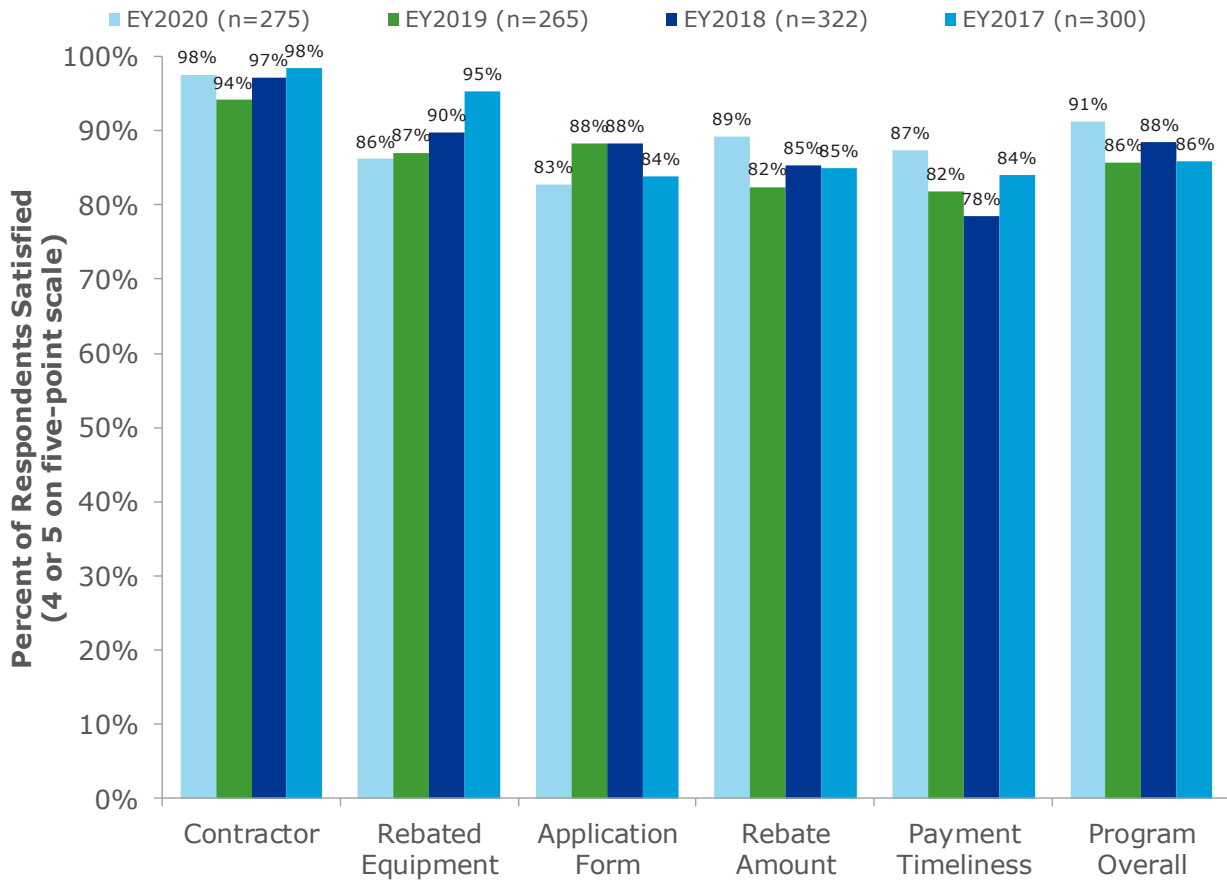


Figure 2: Satisfaction with HP Program Characteristics, EY 2017 to 2020



Gas Portfolio Achievements

Efficiency United Natural Gas Total Incentives

Class	2020 Incentive Budget	2019 Incentive Unspent	Total Available 2020 Incentive Budget	Incentive Spent	Incentive Remaining*	Incentive Spent (% Portfolio)
Income Qualified	\$198,805	\$-	\$198,805	\$198,847	\$(43)	13%
Residential	\$1,204,071	\$3,296	\$1,207,367	\$1,007,385	\$199,982	66%
Commercial and Industrial	\$488,682	\$66,626	\$555,309	\$315,842	\$239,467	21%
Total	\$1,891,558	\$69,922	\$1,961,480	\$1,522,073	\$439,407	100%

*Remaining incentive funds will be carried forward into the 2021 EWR programs.

Efficiency United Natural Gas Total Implementation

Class	2020 Implementation Budget	Implementation Spent	Remaining	Implementation Spent (% Portfolio)
Income Qualified	\$132,536	\$132,536	\$-	11%
Residential	\$783,753	\$783,753	\$-	62%
Commercial and Industrial	\$340,046	\$340,046	\$-	27%
Total	\$1,256,336	\$1,256,336	\$-	100%

Efficiency United Natural Gas First-Year Therm Savings

Class	2020 Therm Target	Therms Achieved	% Achieved	% Portfolio
Income Qualified	56,901	23,409	41%	1%
Residential	662,566	913,279	138%	40%
Commercial and Industrial	1,065,875	1,327,409	125%	59%
Total	1,785,342	2,264,097	127%	100%

The Appendix includes detailed Efficiency United collection breakdown by utility.

Electric Portfolio Achievements

Efficiency United Electric Total Incentives

Class	2020 Incentive Budget	2018 Incentive Unspent	Total Available 2020 Incentive Budget	Incentive Spent	Incentive Remaining*	Incentive Spent (% Portfolio)
Income Qualified	\$185,842	\$879	\$186,722	\$190,458	\$(3,736)	14%
Residential	\$837,447	\$344,986	\$1,182,433	\$606,165	\$576,268	43%
Commercial and Industrial	\$1,534,274	\$1,696,452	\$3,230,725	\$612,084	\$2,618,641	43%
Total	\$2,557,563	\$2,042,317	\$4,599,880	\$1,408,707	\$3,191,173	100%

*Remaining incentive funds will be carried forward into the 2021 EWR programs.

Efficiency United Electric Total Implementation

Class	2020 Implementation Budget	Implementation Spent	Remaining	Implementation Spent (% Portfolio)
Income Qualified	\$125,945	\$125,945	\$-	7%
Residential	\$556,326	\$556,326	\$-	32%
Commercial and Industrial	\$1,069,997	\$1,069,997	\$-	61%
Total	\$1,752,269	\$1,752,269	\$-	100%

Efficiency United Electric First-Year kWh Savings

Class	2020 kWh Target	kWh Achieved	% Achieved	% Portfolio
Income Qualified	208,067	1,145,551	551%	4%
Residential	5,078,260	8,768,564	173%	28%
Commercial and Industrial	25,168,282	21,486,043	85%	68%
Total	30,454,609	31,400,158	103%	100%

The Appendix includes detailed Efficiency United collection breakdown by utility.

Income Qualified





Income Qualified Class Overview

The arrival of COVID-19 has affected our state in significant ways, particularly in under-resourced, low-income communities. With social distancing measures in place and limited opportunity for in-person outreach, Efficiency United's Income Qualified (IQ) Energy Efficiency Assistance Program needed to take a number of proactive steps to not only help reduce energy waste but also prevent the spread of disease while continuing to serve low-income households.

Program Design

The 2020 Efficiency United IQ Energy Assistance Program provided its territory's income constrained residents 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; single family homes, manufactured homes and multifamily homes. However, at the beginning of the public health crisis surrounding the COVID-19 pandemic in Michigan, the IQ Program needed to postpone the following approaches to reducing

250

total participants

23,409

first-year net therm savings achieved

1,145,551

first-year net kWh savings achieved

\$389,305

incentives distributed

energy waste for several months during the 2020 program year:

- Manufactured Homes Initiative
- Home Energy Assessment Initiative
- Heating System Tune-up Initiative
- Targeted outreach through local agencies
- In-person collaboration events that previously led to project identification
 - Conferences, resource fairs, social service events, presentations in the community, etc.

Further impacting achievement was the suspension of the Department of Energy's Weatherization Assistance Program (WAP), Community Action Agencies were no longer submitting rebate applications relating to weatherization work, a key contributor to Efficiency United's IQ Program.

At the commencement of the governor's "Stay Home, Stay Safe" order, Efficiency United's IQ Program immediately began to identify best practices for continuing to serve low-income households with equal focus on health, safety and efficiency. Upon the lifting of work restrictions, the IQ Program restarted all postponed initiatives but continued to face an uphill battle installing measures. Throughout the whole year, the program continued to see customers who would otherwise participate express unwillingness to allow new persons into their homes. The program also ran into supply chain issues; scarcity created by factory shutdowns prevented the program from sourcing typical upgrades like refrigerators, furnaces and water heaters.

As the pandemic progressed the program design evolved to meet the needs of its participants by leveraging 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 2020 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. Additionally, program staff drafted a comprehensive "Back to Work Safety Plan" to protect the health and safety of our customers.

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 2020 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.

In collaboration with six nonprofits across the territory the program launched an energy efficiency plus health kit distribution. The program distributed thousands of these kits containing not only energy efficiency measures but also masks and hand sanitizer.

The 2020 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 2020 IQ Program worked collaboratively with the EWR programs of Consumers Energy, SEMCO

ENERGY Gas Company, and the Upper Peninsula Power Company. Through collaboration and leveraging additional funds, the program was able to provide a higher level of service to the income qualified population within Efficiency United service territories, amounting to considerable benefits; drastically reducing energy waste and paving the way toward self-sufficiency.

Income Qualified Program Incentive Budgets

Provider	2020 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*
Electric Utilities						
Alpena	\$39,253	\$-	\$39,253	\$42,329	108%	\$(3,077)
Baraga	\$3,060	\$60	\$3,120	\$3,120	102%	\$-
Bayfield	\$63	\$819	\$882	\$65	104%	\$817
Crystal Falls	\$2,960	\$-	\$2,960	\$2,960	100%	\$-
Dowagiac	\$9,516	\$-	\$9,516	\$9,516	100%	\$-
Gladstone	\$4,843	\$-	\$4,843	\$4,846	100%	\$(3)
Harbor Springs	\$4,626	\$-	\$4,626	\$6,029	130%	\$(1,403)
Hillsdale	\$10,563	\$-	\$10,563	\$10,599	100%	\$(36)
L'Anse	\$1,843	\$-	\$1,843	\$1,843	100%	\$-
Negaunee	\$3,940	\$-	\$3,940	\$3,945	100%	\$(5)
Norway	\$4,057	\$-	\$4,057	\$4,058	100%	\$(1)
Wisconsin Electric	\$-	\$-	\$-	\$-	0%	\$-
UMERC - Electric	\$83,482	\$-	\$83,482	\$83,510	100%	\$(28)
Xcel Energy - Electric	\$17,637	\$-	\$17,637	\$17,637	100%	\$-
Total Electric	\$185,842	\$879	\$186,722	\$190,458	102%	\$(3,736)
Natural Gas Utilities						
MGU	\$187,222	\$-	\$187,222	\$187,222	100%	\$-
UMERC - Gas	\$4,569	\$-	\$4,569	\$4,600	101%	\$(31)
Xcel Energy - Gas	\$7,014	\$-	\$7,014	\$7,025	100%	\$(11)
Total Natural Gas	\$198,805	\$-	\$198,805	\$198,847	100%	\$(43)

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

Income Qualified Energy Savings

Provider	# of Participants	Annual kWh/Therms Goal	2020 kWh/Therms Achieved	2019 Carryforward Savings	Total kWh/Therms Achieved	% of Goal Achieved
Electric Utilities						
Alpena	4	33,486	40,328	8,131	48,459	145%
Baraga	1	4,568	8,820	1,222	10,042	220%
Bayfield	1	199	162	66	229	115%
Crystal Falls	3	3,224	4,626	976	5,601	174%
Dowagiac	6	15,024	4,380	5,008	9,388	62%
Gladstone	67	5,250	15,521	581	16,102	307%
Harbor Springs	4	7,732	49,341	-	49,341	638%
Hillsdale	4	20,297	146,031	4,071	150,101	740%
L'Anse	2	2,732	19,480	911	20,391	746%
Negaunee	4	6,321	5,757	1,774	7,531	119%
Norway	3	5,860	14,454	1,953	16,407	280%
Wisconsin Electric	-	-	-	-	-	0%
UMERC - Electric	76	86,495	519,447	27,762	547,209	633%
Xcel Energy - Electric	5	16,878	261,013	3,735	264,748	1,569%
Total Electric	180	208,067	1,089,361	56,190	1,145,551	551%
Natural Gas Utilities						
MGU	65	50,777	12,244	6,572	18,816	37%
UMERC - Gas	2	4,739	2,048	1,580	3,627	77%
Xcel Energy - Gas	3	1,385	730	236	966	70%
Total Natural Gas	70	56,901	15,022	8,387	23,409	41%

A photograph of a residential service interaction. On the left, a technician in a light-colored uniform and tool belt is talking to a homeowner on a porch. The homeowner is wearing a plaid shirt and khaki pants. They are standing on a concrete walkway leading to a porch with white columns. The background shows a brick wall and some outdoor furniture. The word "Residential" is overlaid in white text on the right side of the image.

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 throughout 2020 with the arrival of COVID-19 and limited paths and opportunities for Efficiency United residential customers to participate throughout the year. Program representatives were forced to engage customers and retailers remotely for the majority of the year due to travel restrictions.

Many retail locations in rural areas were forced to limit hours of operations or temporarily close at the onset of the pandemic. This was partly due to consumers limiting their travel, and partly a result of retail staff who may have been exposed or confirmed positive with the virus limiting the workforce and reducing ability to keep doors open due to lack of resources. Retailers also experienced supply chain issues resulting in shortages in product availability, with many manufacturers' plants temporarily halting operations or operating at limited capacity. Outreach effort had to be restricted for many months while all events were put on hold or cancelled for 2020. Coupled with the additional cascading impacts to retailers, new stores were not added to the program in 2020.

41,602

total participants

913,279

first-year net therm savings achieved

8,768,564

first-year net kWh savings achieved

\$1,613,550

incentives distributed

The ENERGY STAR Program offered financial rebates on 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

With no events able to be hosted in 2020, the program introduced energy efficient kits as an offering to customers in Q4 of 2020. Customers were sent direct mailers offering this measure that invited them to request them through a unique 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 effort.





ENERGY STAR Appliance Rebate Program

36,478

total participants

1,406

first-year therm savings achieved

7,430,904

first-year kWh savings achieved

\$396,523

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 continually educated retailer employees to help them understand program guidelines and how to encourage consumer adoption of high-efficiency appliances. Marketing materials were also updated and replenished often to further empower retailer employees as program ambassadors.

2020 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	2019 Carryforward Savings	Bulbs from 2018 & 2019	2020 kWh/ Therms Achieved	Total kWh/ Therms Achieved	2020 Annual kWh/Therms Goal	% of Savings Goal Achieved
Electric Utilities								
Alpena	12,273	\$100,976	207,151	453,618	1,452,173	2,112,941	561,547	376%
Baraga	2	\$392	4,967	12,290	332	17,589	16,800	105%
Bayfield	35	\$273	493	567	3,724	4,784	1,344	356%
Crystal Falls	692	\$8,622	19,576	19,061	107,383	146,020	59,282	246%
Dowagiac	2,128	\$22,030	50,660	89,454	257,829	397,943	138,749	287%
Gladstone	361	\$10,054	15,172	38,989	122,309	176,469	125,765	140%
Harbor Springs	396	\$7,089	-	31,663	67,141	98,804	175,082	56%
Hillsdale	856	\$20,967	60,019	31,372	232,859	324,249	273,990	118%
L'Anse		\$78	13,216	31,470	882	45,567	36,284	126%
Negaunee	222	\$6,260	20,003	35,860	77,450	133,314	65,226	204%
Norway	1,024	\$13,226	38,493	41,860	152,386	232,739	105,829	220%
UMERC - Electric	13,290	\$139,880	569,736	543,974	1,592,352	2,706,061	1,627,097	166%
Xcel Energy - Electric	5,070	\$62,817	106,519	143,771	784,133	1,034,424	445,637	232%
Total Electric	36,349	\$392,662	1,106,004	1,473,947	4,850,952	7,430,904	3,632,631	205%
Natural Gas Utilities								
MGU	128	\$3,855	337	-	515	853	2,381	36%
UMERC - Gas	1	\$6	297	-	18	316	790	40%
Xcel Energy - Gas	-	\$-	238	-	-	238	1,281	19%
Total Natural Gas	129	\$3,861	873	-	534	1,406	4,452	32%



Appliance Recycling Program

The Appliance Recycling Program offered in-home collection of refrigerators, freezers, room air conditioners and dehumidifiers. Due to the pandemic and governmental restrictions on in-person activity, CLEAResult offered no-contact appliance pickups throughout the remainder of the year. Participation was generated through direct mail flyers, utility bill inserts, promotion at other Efficiency United events and Efficiency United and member utility websites, including the Efficiency United Facebook page. Participation was also encouraged financially by offering this service at no cost and issuing a \$50 incentive per freezer or refrigerator and a \$15–\$20 incentive per room air conditioners and dehumidifiers.

In 2020, the Appliance Recycling Program continued to offer rebates on recycling mini refrigerators and this has become a popular appliance to recycle. The program also partnered with Emmet County Recycling in Harbor Springs and OmniSource Recycling in Jonesville to offer customers continuous drop-off locations throughout the year. The offering saw success in 2020 and the program team will continue outreach to recycling centers across the EU service territory to add drop-off locations in 2021.



- The 2020 Efficiency United Appliance Recycling Program picked up 138 appliances in June and November receiving and responsibly recycling appliances. As in previous years, with mini refrigerators added, refrigerators were the most popular appliance recycled.

Appliance Recycling Program Overview

Provider	# of Participants	Incentive Spent	2019 Carryforward Savings	2020 kWh/ Therms Achieved	Total kWh/ Therms Achieved	2020 Annual kWh/Therms Goal	% of Savings Goal Achieved
Electric Utilities							
Alpena	3	\$594	4,704	3,742	8,446	12,752	66%
Baraga	1	\$149	1,105	1,021	2,126	3,736	57%
Bayfield	-	\$-	-	-	-	-	0%
Crystal Falls	1	\$194	686	975	1,661	2,078	80%
Dowagiac	-	\$-	2,325	-	2,325	6,367	37%
Gladstone	3	\$506	1,368	2,924	4,292	11,339	38%
Harbor Springs	23	\$2,295	-	11,858	11,858	-	0%
Hillsdale	38	\$4,140	2,407	27,540	29,947	10,986	273%
L'Anse	-	\$-	1,474	-	1,474	4,047	36%
Negaunee	7	\$1,085	7,537	6,737	14,274	24,577	58%
Norway	2	\$297	2,643	1,871	4,514	7,266	62%
UMERC - Electric	37	\$6,759	42,267	44,150	86,417	120,710	72%
Xcel Energy - Electric	2	\$357	1,873	2,075	3,948	7,837	50%
Total Electric	117	\$16,374	68,389	102,892	171,280	211,696	81%



Home Performance Program

Through the Home Performance Program, residential customers gained access to financial and educational resources to improve indoor comfort and reduce energy waste within their homes.

The 2020 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, ECM fans and pumps)
- Water heaters
- Insulation
- Air sealing and duct sealing
- Pool pumps
- Windows and doors

No-cost services were also offered in 2020 and made available to eligible customers:

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

4,785
total participants

815,077
first-year net therm savings achieved

525,278
first-year net kWh savings achieved

\$969,080
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. Therefore, maintaining high contractor satisfaction is critical to the success of this program. In 2020, contractors that participated in the Efficiency United EWR Program showed 90 percent satisfaction in the program; as evaluated by DNV this was a reduction from 100 percent in 2018. While it is not completely clear why this reduction in satisfaction occurred, the only other area where contractor satisfaction fell was 'Incentive Amounts.' Home Performance incentives were not reduced in 2020; however, other neighboring utility incentive rates did increase. Overall, this high satisfaction rating affirms contractors' support of and confidence in this program. It also testifies to the efforts of the program's dedicated outreach field team, which continually demonstrated program value to contractors through these activities:

- Serving as a personal program connection
- Providing timely communication regarding application status or pending rebate structure adjustments
- Offering co-branded marketing opportunities
- Facilitating on-site technician and sales rebate training
- Connecting contractors with new technologies through the Residential Pilot Program
- Market differentiation coaching
- Soliciting and incorporating contractor feedback into program design

Home Energy Assessments

The 2020 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 guidelines, 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.

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 recommend 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.

In an effort to continue helping residential customers manage their energy usage during the state's stay-at-home order, Efficiency United authorized a service through CLEAResult called Streem™, which provides a live augmented reality (AR) digital platform to offer virtual energy advisor-guided home assessments. With the stay-at-home order being established in March, Efficiency United was able to launch the virtual assessment program and scheduled the first appointment for May 26.

With Streem, 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

The MHI was created in 2015 to provide non-traditional 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 overcame common market barriers preventing customers from accessing deeper energy-saving improvements. Typical customers in manufactured homes are fixed income and live in communities regulated and controlled by property management. MGU's MHI Program works with the property management to bring, at no cost, measures that not only lower energy bills for the participants but bring comfort and safety as well.

Efficiency United offered MHI participants an incentive to schedule appointments and maintain program activity throughout the year. This initiative proved successful, increasing the number of customers that scheduled compared to previous marketing activities. The 2020 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:

- 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 a combination of business-to-consumer and business-to-business efforts. Working closely with contractors through the marketing outreach team allows customers to make fully informed decisions while making home improvements. Collateral support included the creation of brochures, flyers and event materials that provide information on available EWR rebates. Point-of-purchase materials are also used to increase program awareness for the do-it-yourself customers, specifically heating and cooling, insulation, window and water heating measures.

Home Performance Program Overview

Provider	# of Participants	Incentive Spent	2019 Carryforward Savings	2020 kWh/Therms Achieved	Total kWh/Therms Achieved	2020 Annual kWh/Therms Goal	% of Savings Goal Achieved
Electric Utilities							
Alpena	84	\$21,822	12,180	58,140	70,320	33,017	213%
Baraga	5	\$1,000	445	4,682	5,127	1,505	341%
Bayfield	0	\$-	-	-	-	-	-
Crystal Falls	6	\$1,200	2,119	5,339	7,458	6,417	116%
Dowagiac	8	\$858	3,842	2,143	5,986	10,524	57%
Gladstone	3	\$1,000	958	21,197	22,155	7,942	279%
Harbor Springs	12	\$3,400	-	13,105	13,105	5,761	227%
Hillsdale	14	\$4,088	10,566	13,089	23,655	48,235	49%
L'Anse	9	\$1,630	442	5,353	5,795	1,213	478%
Negaunee	17	\$3,600	2,233	20,207	22,440	7,282	308%
Norway	11	\$2,200	2,654	7,227	9,881	7,296	135%
UMERC - Electric	152	\$39,214	50,374	166,223	216,598	143,864	151%
Xcel Energy - Electric	68	\$21,150	13,119	109,640	122,759	54,886	224%
Total Electric	389	\$101,161	98,933	426,345	525,278	327,942	160%
Natural Gas Utilities							
MGU	4,221	\$826,774	79,678	692,022	771,699	562,307	137%
UMERC - Gas	44	\$10,865	3,331	9,423	12,754	8,845	144%
Xcel Energy - Gas	131	\$30,280	5,457	25,168	30,624	29,404	104%
Total Natural Gas	4,396	\$867,919	88,465	726,612	815,077	600,557	136%



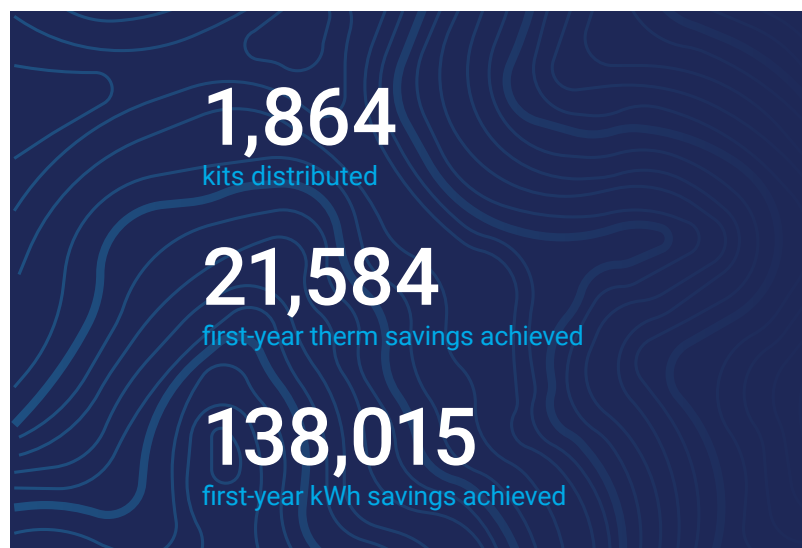
Residential Education Program

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.

The NEF Think! Energy Program consisted of three facets:

- Think! Energy classroom presentations
- Community in Action (CIA) events
- Teacher workshops

In 2020, interactive in-person and virtual classroom presentations were delivered September through October. 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 allowed the program to reach a large 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 and is included as Exhibit A–X.



In the 2020 Think! Energy Program, the NEF changed their Energy Savings Kit packaging to offer the students energy savings backpacks full of energy-saving measures and energy savings activities. The NEF also introduced a new interactive app called Energy Sidekick through the Apple App Store or GooglePlay, which the students can download and get instructions on how to install their new energy-saving measures, as well as access fun and interactive videos, games and other activities.

Residential Education Program Overview

Provider	Incentive Spent	2020 kWh/Therms Achieved
Electric Utilities		
Alpena	\$3,849	16,073
Baraga	\$113	868
Bayfield	\$16	51
Crystal Falls	\$367	2,315
Dowagiac	\$744	5,565
Gladstone	\$667	4,901
Harbor Springs	\$578	6,149
Hillsdale	\$1,172	11,527
L'Anse	\$199	1,444
Negaunee	\$584	3,372
Norway	\$616	4,117
Wisconsin Electric	\$10,199	64,505
UMERC - Electric	\$2,106	17,127
Xcel Energy - Electric	\$1,047	11,030
Total Electric	\$21,210	138,015
Natural Gas Utilities		
MGU	\$31,864	20,069
UMERC - Gas	\$710	469
Xcel Energy - Gas	\$1,087	1,046
Total Natural Gas	\$33,661	21,584



Residential Pilot Program

\$56,700

total incentives spent

35,510

first-year therm savings achieved

EU Gas EcoFurn Pilot

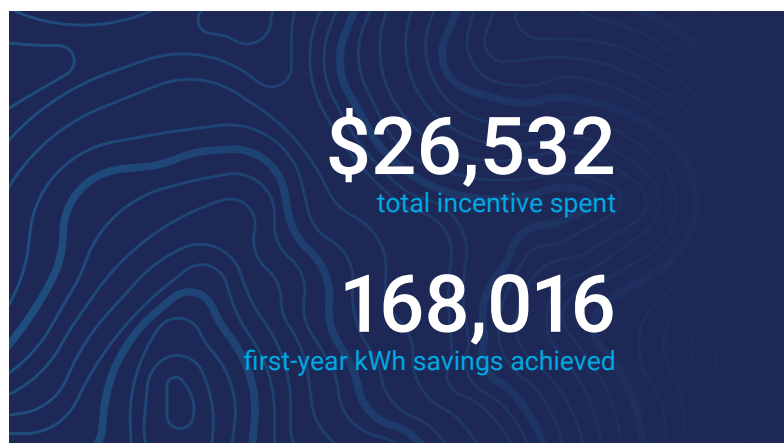
Many single-stage, non-condensing natural gas furnaces are still operating within the MGU service territory, despite ongoing initiatives to upgrade this equipment by the MGU EWR Program and other entities such as the Department of Energy (DOE). In some situations, such as multi-family building, converting to high-efficiency, condensing heating systems is a complex and costly endeavor.

EcoFurn is a low-cost, energy-saving solution for those customers who, because of compatibility and cost limitations, are unable to upgrade their heating systems. EcoFurn is installed directly on the incoming natural gas line to the furnaces and converts a single-stage, non-condensing natural gas furnace into a two-stage operation by modulating the gas flow and therefore reducing overall fuel consumption.

In 2020, the Pilot Program installed 47 EcoFurns in manufactured homes. Properties receiving EcoFurns also received a furnace tune-up and pre- and post-installation combustion analysis. In 2021, the program will perform a bill analysis to determine savings.

EU Electric Curb® M+V Pilot

The main objective of this pilot is to identify and track energy consumption of individual electronic signatures through home monitoring equipment and then to ascertain the quality of the data. Home energy monitoring units are installed and tested to identify and track the unique electronic signatures of all load-consuming devices within the home being powered through the breaker panel where the home energy monitoring unit is located. Curb is able to provide quality data, with a clear customer interface and sends data to cloud storage, giving CLEAResult access for ongoing analysis. We installed 30 of the CURB devices in 2020.



Summary of Savings Achievement Overview

Provider	Incentive Spent	2020 kWh/ Therms Achieved
Electric Utilities		
Alpena	\$5,191	21,656
Baraga	\$-	-
Bayfield	\$-	-
Crystal Falls	\$-	-
Dowagiac	\$953	7,479
Gladstone	\$458	3,808
Harbor Springs	\$953	10,388
Hillsdale	\$855	6,073
L'Anse	\$170	1,183
Negaunee	\$621	3,713
Norway	\$458	3,460
UMERC - Electric	\$12,105	51,546
Xcel Energy - Electric	\$2,415	18,980
Total Electric	\$24,178	128,287

Commercial & Industrial

A photograph of a large industrial warehouse interior. The space is filled with tall, blue metal shelving units that stretch into the distance. These units are densely packed with numerous wooden pallets, each carrying stacks of white, rectangular objects, possibly construction materials or industrial components. The warehouse has a high ceiling with visible structural beams and a series of bright lights hanging from the top. The floor is a smooth, light-colored concrete. The overall atmosphere is one of a well-organized, large-scale commercial or industrial storage facility.



C&I Class Overview

324*

total participants

1,327,409

first-year net therm savings achieved

21,486,043

first-year net kWh savings achieved

\$927,926

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 271 customers completed projects in EU for 2020.

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

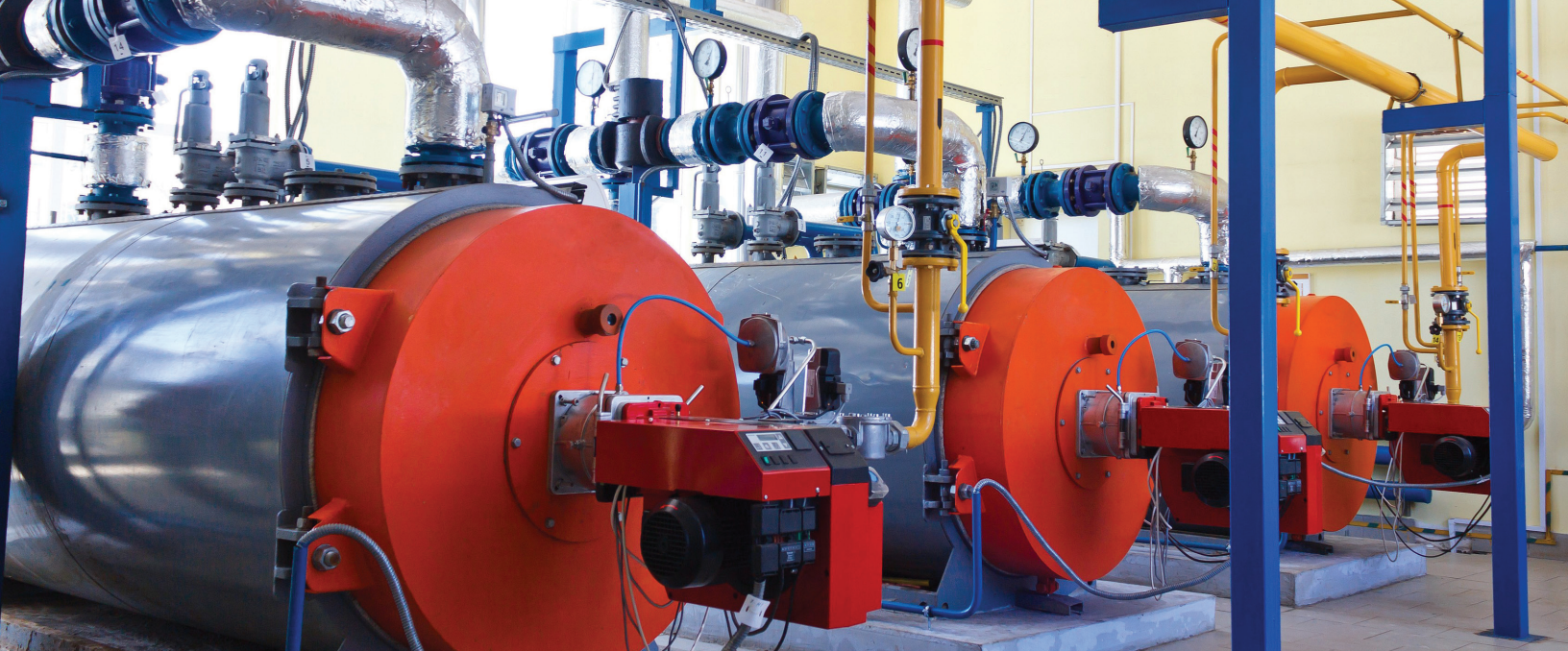
Commercial and Industrial Program Incentive Budgets

Provider	2020 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
Electric Utilities						
Alpena	\$157,620	\$52,869	\$210,489	\$87,241	41%	\$123,248
Baraga	\$19,861	\$37,794	\$57,655	\$11,008	19%	\$46,647
Crystal Falls	\$11,361	\$10,111	\$21,472	\$7,027	33%	\$14,446
Dowagiac	\$49,809	\$19,059	\$68,868	\$30,915	45%	\$37,953
Gladstone	\$16,571	\$12,590	\$29,161	\$18,843	65%	\$10,318
Harbor Springs	\$17,630	\$18,695	\$36,325	\$37,037	102%	\$(713)
Hillsdale	\$44,750	\$5,904	\$50,654	\$45,489	90%	\$5,165
L'Anse	\$7,970	\$-	\$7,970	\$7,065	89%	\$905
Negaunee	\$12,229	\$21,817	\$34,046	\$6,450	19%	\$27,596
Norway	\$12,129	\$23,034	\$35,163	\$7,918	23%	\$27,245
Wisconsin Electric	\$805,069	\$1,128,203	\$1,933,272	\$153,454	8%	\$1,779,817
UMERC - Electric	\$325,108	\$359,188	\$684,296	\$155,029	23%	\$529,267
Xcel Energy - Electric	\$54,168	\$7,187	\$61,355	\$44,608	73%	\$16,747
Total Electric	\$1,534,274	\$1,696,452	\$3,230,725	\$612,084	19%	\$2,618,641
Natural Gas Utilities						
MGU	\$455,222	\$36,422	\$491,644	\$293,553	60%	\$198,091
UMERC - Gas	\$13,160	\$19,524	\$32,684	\$5,192	16%	\$27,492
Xcel Energy - Gas	\$20,300	\$10,679	\$30,980	\$17,096	55%	\$13,884
Total Natural Gas	\$488,682	\$66,626	\$555,309	\$315,842	57%	\$239,467

Commercial and Industrial Energy Savings

Provider	# of Participants	Annual kWh/ Therms Goal	2020 kWh/ Therms Achieved	2019 Carryforward Savings	Total kWh/ Therms Achieved	% of Goal Achieved
Electric Utilities						
Alpena*	39	3,467,475	2,804,833	1,155,800	3,960,633	114%
Baraga	8	169,924	289,612	45,468	335,079	197%
Crystal Falls	7	85,288	67,357	25,813	93,169	109%
Dowagiac	11	459,205	373,309	153,068	526,377	115%
Gladstone	9	146,959	157,563	16,263	173,826	118%
Harbor Springs	22	189,737	219,710	-	219,710	116%
Hillsdale	17	823,977	626,079	165,251	791,329	96%
L'Anse	7	71,287	82,552	23,762	106,314	149%
Negaunee	8	101,504	70,618	28,490	99,108	98%
Norway	7	99,697	84,680	33,232	117,912	118%
Wisconsin Electric	2	12,429,000	6,412,326	1,914,175	8,326,501	67%
UMERC - Electric*	74	6,316,140	4,032,830	2,027,280	6,060,110	96%
Xcel Energy - Electric	28	808,089	498,693	177,279	675,972	84%
Total Electric	239	25,168,282	15,720,161	5,765,882	21,486,043	85%
Natural Gas Utilities						
MGU	78	988,618	1,052,791	127,958	1,180,749	119%
UMERC - Gas	2	46,377	91,427	15,459	106,885	230%
Xcel Energy - Gas	5	30,880	34,521	5,253	39,774	129%
Total Natural Gas	85	1,065,875	1,178,739	148,670	1,327,409	125%

*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 (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 2020 despite the changes to savings multipliers that were available in prior years. The savings multiplier changes primarily impacted lighting projects, which remain a source of primary savings with electric programs.

Program participants were encouraged to work with their commercial field specialist to develop or update a Joint Energy Efficiency Plan (JEEP). These plans



are designed to provide customers with a starting point for long-term energy planning and establishing a strategic energy plan. Some 140 JEEPs were created for EU customers in 2020.

In 2020, 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. In the past, one-on-one meetings were used to engage customers in the program and for project development. Stream, an online site-visit tool, was launched to offer customers virtual assessments. While some customers have preferred virtual meetings, other customers have been assisted through on-site meetings under safety standards.



Commercial and Industrial Prescriptive and Custom Program Overview

Provider	# of Participants	Incentive Spent	2019 Carryforward Savings	2020 kWh/ Therms Achieved	Total kWh/ Therms Achieved	2020 Annual kWh/Therms Goal	% of Savings Goal Achieved
Electric Utilities							
Alpena	36	\$79,483	1,155,800	2,716,368	3,872,168	3,304,234*	117%
Baraga	6	\$10,028	45,468	282,827	328,295	156,330	210%
Bayfield	-	\$-	-	-	-	-	-
Crystal Falls	5	\$6,466	25,813	63,227	89,040	78,465	113%
Dowagiac	9	\$30,061	153,068	365,502	518,570	422,468	123%
Gladstone	7	\$18,026	16,263	149,461	165,725	135,202	123%
Harbor Springs	20	\$36,735	-	216,708	216,708	174,558	124%
Hillsdale	15	\$44,722	165,251	617,973	783,224	758,059	103%
L'Anse	5	\$6,672	23,762	79,413	103,175	65,584	157%
Negaunee	6	\$5,847	28,490	65,985	94,474	93,384	101%
Norway	5	\$7,319	33,232	80,228	113,460	91,721	124%
Wisconsin Electric	2	\$153,454	1,914,175	6,412,326	8,326,501	11,434,680	73%
UMERC	73	\$150,178	2,027,280	3,983,575	6,010,855	5,834,372*	103%
XCEL Energy - Electric	27	\$43,561	177,279	487,663	664,942	743,442	89%
Total Electric	216	\$592,551	5,765,882	15,521,256	21,287,138	23,292,500	91%
Natural Gas Utilities							
MGU	76	\$285,887	127,958	1,025,794	1,153,752	909,529	127%
UMERC - Gas	1	\$5,000	15,459	89,841	105,300	42,667	247%
Xcel Energy - Gas	4	\$16,799	5,253	34,028	39,282	28,410	138%
Total Natural Gas	81	\$307,686	148,670	1,149,663	1,298,333	980,605	132%

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

C&I Education Program

The 2020 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.



29,076

first-year net therm savings achieved

114,199

first-year net kWh savings achieved

\$19,413

incentive distributed

The 2020 SEMCO C&I Education Program followed several tracks. The first educational track was primarily partnered with Efficiency United and UPPCO and took the traditional approach of information sharing to a wide audience.

The Michigan Commercial and Industrial Energy Conferences (MCIEC) could not take place in 2020 due to COVID-19. In its place, a series of online webinars were offered from October through December, every Tuesday. The series attracted over 183 attendees with an average of 20 attendees per session. 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.

Each session was also posted to the webinar series website for those that could not attend. Lifetime views for the sessions has exceeded 140. The sessions that were covered are as follows:

- Keynote with Brandy Brown, EGLE
- Vertical Indoor Farming
- Combined Heat & Power Operation & Maintenance Strategies
- Heat Pumps
- Energy Audits
- Compressed Air
- Process & HVAC Controls
- Retro-Commissioning

Commercial and Industrial Education Program Overview

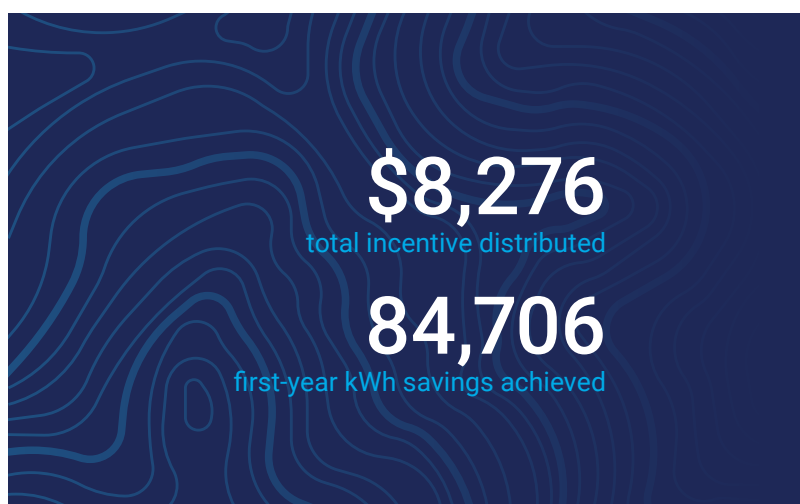
Provider	Incentive Spent	2020 kWh/Therms Achieved
Electric Utilities		
Alpena	\$2,241	25,553
Baraga	\$296	2,051
Bayfield	\$-	-
Crystal Falls	\$170	1,248
Dowagiac	\$854	7,807
Gladstone	\$247	2,450
Harbor Springs	\$302	3,003
Hillsdale	\$767	8,106
L'Anse	\$119	949
Negaunee	\$182	1,401
Norway	\$181	1,346
Wisconsin Electric	\$-	-
UMERC - Electric	\$4,851	49,255
Xcel Energy - Electric	\$1,047	11,030
Total Electric	\$11,257	114,199
Natural Gas Utilities		
MGU	\$7,666	26,998
UMERC - Gas	\$192	1,586
Xcel Energy - Gas	\$297	493
Total Natural Gas	\$8,155	29,076

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 2020:

- Heatseal Energy Smart Grocery Wrapper.**
 The on-demand heatseal plate reduces energy consumption. Units were provided for deli, bakery, meat, cheese and produce needs. These units offer 80 percent energy savings over a standard device and a store can have 1 to 5 of these units. One-week pre-data collection was completed with two-week post-data collection for white paper development. A total of 25 units were installed for Efficiency United in 2020.
- EcoFurn.** Many single-stage, non-condensing natural gas furnaces are still operating within the MGU service territory, despite ongoing initiatives by the DOE to increase the baseline efficiency of heating systems. However, in situations such as small commercial businesses, converting to high-efficiency, condensing heating systems can be a complex and costly endeavor. EcoFurn offers an opportunity as a low-cost energy-saving solution for those customers who, because of compatibility and cost limitations, are unable to upgrade their heating systems. EcoFurn is a non-invasive solution installed directly on the incoming natural gas line to the furnaces. It converts a single-stage, non-condensing natural gas furnace into a two-stage operation by modulating the gas flow and therefore reducing overall fuel consumption. A total of 11 units were installed in the MGU territory.



Commercial and Industrial Pilot Program Overview

Provider	Incentive Spent	2020 kWh/ Therms Achieved
Electric Utilities		
Alpena	\$5,517	62,912
Baraga	\$684	4,733
Bayfield	\$-	-
Crystal Falls	\$391	2,881
Dowagiac	\$-	-
Gladstone	\$571	5,652
Harbor Springs	\$-	-
Hillsdale	\$-	-
L'Anse	\$274	2,190
Negaunee	\$421	3,233
Norway	\$418	3,106
Wisconsin Electric	\$-	-
UMERC - Electric	\$-	-
Xcel Energy - Electric	\$-	-
Total Electric	8,276	84,706
Natural Gas Utilities		
MGU	\$-	-
UMERC - Gas	\$-	-
Xcel Energy - Gas	\$-	-
Total Natural Gas	-	-

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. In total, 12,457 users visited the Efficiency United website.



Residential and C&I information continued in 2020 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 Ship Thermostat Email

Subject: Smart savings as sweet as pie 🍰

Preheader: For a limited time, save \$70 instantly on the newest smart thermostats.


Advertisement | View as a webpage | Unsubscribe

Savings to be thankful for this season.


Set the table, then set the smart thermostat—they learn your preferences and automatically adjust, offering a convenient way to reduce energy costs and stay comfortable year round. Right now, you can save instantly on Google Nest, ecobee and Emerson smart thermostats.

[Shop Now](#)



Get a \$70 instant rebate on a Google Nest, ecobee or Emerson smart thermostat. Plus, take advantage of limited time manufacturer's discounts through **December 12**.

[Shop Now](#)




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East Lansing, MI 48823

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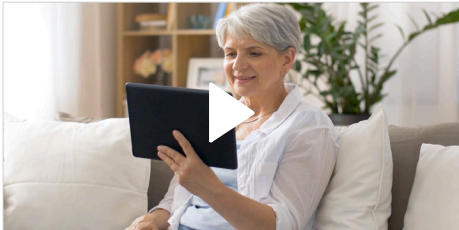
Social Media Ads

Virtual HEA

Facebook ad 1 (video)

 **Efficiency United**
Sponsored Like Page

Introducing the Virtual Home Energy Assessment—a safe, convenient and contact-free way to take control of your energy costs.



Xxxxxxxx.com

The Safe Way to Save
Book now at no cost to you. Book Now

20 10 Comments 250 Shares

Like Comment Share

Facebook ad 4 (video)

 **Efficiency United**
Sponsored Like Page

Get free energy-saving upgrades delivered straight to your door with a safe and easy Virtual Home Energy Assessment.




Xxxxxxxx.com

Free Energy Upgrades
Book a Virtual Assessment now. Book Now


20 10 Comments 250 Shares

Like Comment Share

Facebook ad 2 (image)

 **Efficiency United**
Sponsored Like Page

A more efficient home is in your hands. Schedule a Virtual Home Energy Assessment for safe, convenient, contact-free savings.




Xxxxxxxx.com

Safe Savings to You
Book a no-cost assessment now. Book Now


20 10 Comments 250 Shares

Like Comment Share

Facebook ad 3 (image)

 **Efficiency United**
Sponsored Like Page

Our Virtual Home Energy Assessment offers a safe, contact-free way to save. The \$200 bonus rebate doesn't hurt, either.



Xxxxxxxx.com

Get a \$200 Bonus Rebate
Book now at no cost to you. Book Now

20 10 Comments 250 Shares

Like Comment Share

Direct Mail

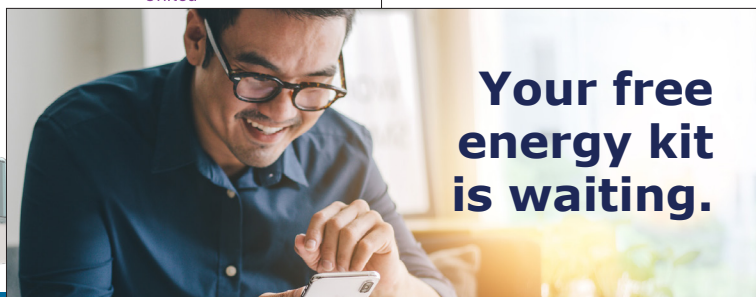
Our gift to you

Your free energy kit may include:

- Two 75w LED bulbs
- Two 100w LED bulbs
- Two 9w LED bulbs OR two 16w LED bulbs
- Two LED night lights



Visit efficiencyunited.com/lightingkit to claim your free kit today.



Saving energy just got easier. Claim your no-cost energy efficient lighting kit today to get LEDs and other energy-saving upgrades delivered straight to your door.

The City of Crystal Falls
A WPPI Energy community

Order your free kit now at
efficiencyunited.com/lightingkit.



Scan with your smartphone camera app to open the kit application.



Dear Alpena Power Company Customer:

Is your home ready for winter?

Alpena Power Company has partnered with Efficiency United to offer customers a no-cost in-person or virtual Home Energy Assessment to determine how your home uses – and loses – energy. The whole-home assessment looks at everything from the insulation in the attic to the home's foundation, identifying areas that could be costing you money every day. **For a limited time, qualifying customers can receive a \$25 gift card for participating.**

On the day of an in-person HEA, an expert technician will walk through your home, looking for areas in which it is losing or wasting energy. The technician will determine where your home may be leaking energy or trouble areas.

At the end of the HEA, you will receive a full report along with energy-saving materials – such as:

- LEDs
- Faucet aerators*
- Low flow shower heads*

Efficiency United's expert technicians will be servicing Alpena Power Company customers October 5th through the 9th. **Appointments are limited and available on a first-come first-served basis. Don't miss out on the opportunity to save energy throughout the winter.** Appointment times are 9 a.m., 11 a.m., 1 p.m., 3 p.m. and 5 p.m. Monday – Friday.

For more information and to schedule an appointment, call 877.367.3191 and use offer code SUMMER HEA.

Sincerely,

Jennifer Eschelbach

Jennifer Eschelbach
Program Manager

*Based on water heater type.

Efficiency United | 3100 West Road | Building 3, Ste 200 | East Lansing, MI 48823
877.367.3191 | efficiencyunited.com



Dear Upper Michigan Energy Resources Customer:

Is your home ready for winter?

Upper Michigan Energy Resources has partnered with Efficiency United to offer electric customers a no-cost in-person or virtual Home Energy Assessment to determine how your home uses – and loses – energy. The whole-home assessment looks at everything from the insulation in the attic to the home's foundation, identifying areas that could be costing you money every day. **For a limited time, qualifying customers can receive a \$25 gift card for participating.**

On the day of an in-person HEA, an expert technician will walk through your home, looking for areas in which it is losing or wasting energy. The technician will determine where your home may be leaking energy or trouble areas.

At the end of the HEA, you will receive a full report along with energy-saving materials – such as:

- LEDs
- Faucet aerators*
- Low flow shower heads*

Efficiency United's expert technicians will be servicing UMERC customers October 5th through the 9th. **Appointments are limited and available on a first-come first-served basis. Don't miss out on the opportunity to save energy throughout the winter.** Appointment times are 9 a.m., 11 a.m., 1 p.m., 3 p.m. and 5 p.m. Monday – Friday.

For more information and to schedule an appointment, call 877.367.3191 and use offer code SUMMER HEA.

Sincerely,

Jennifer Eschelbach

Jennifer Eschelbach
Program Manager

Efficiency United | 3100 West Road | Building 3, Ste 200 | East Lansing, MI 48823
877.367.3191 | efficiencyunited.com

Collateral

General Kit Flyer




Your free energy kit is waiting.

Saving Is Simple With Efficiency United.
Valid for participating utilities

Request your no-cost lighting kit today
Saving energy just got easier. Claim your no-cost energy efficient lighting kit today to get LEDs and other energy-saving upgrades delivered straight to your door.

Our gift to you
Your free energy kit may include:

- Two (2) A19 75w equivalent warm white LED bulbs
- Two (2) A19 100w equivalent warm white LED bulbs
- Two (2) A19 9w equivalent OR two (2) A19 90w equivalent warm white LED bulbs
- Two (2) LED night lights


Visit efficiencyunited.com/lightingkit to claim your free kit.



Scan with your smartphone camera app to open the kit application.



Virtual HEA Fact Sheet

Saving Is Simple With Efficiency United.

Efficiency United's program offers a variety of rebates and services to help you use less and save more—comfortably.

Energy Efficiency Rebates
Whether you have an urgent replacement need or are purchasing new, Efficiency United offers generous rebates when you make the most energy-efficient choice. Rebates are only available to Efficiency United customers and are subject to change. For specific eligibility requirements, visit efficiencyunited.com.

Current Rebates

Space Heating and Cooling

- Programmable thermostat: up to \$70
- High-efficiency natural gas boiler: up to \$650
- High-efficiency natural gas furnace: up to \$300
- Heating system tune-up: up to \$70

Air Sealing and Insulation

- Insulation: up to \$150
- Air sealing: up to \$100
- Duct sealing: up to \$200


Water Heating

- High-efficiency water heater: \$100
- Tankless water heater: \$275

Window Replacements

- Exterior doors: up to \$100
- Window replacements: \$20/per window

Start Saving
See all the ways we can help you save at efficiencyunited.com, or give us a call at 877.367.3191.



MGU Fact Sheet




Saving Is Simple With Efficiency United.

Efficiency United's program offers a variety of rebates and services to help you use less and save more—comfortably.

No-Cost Home Energy Assessment
Rather than focusing on a single problem like an old heating or cooling system, not enough insulation in the attic, or leaky windows, a Home Energy Assessment (HEA) looks for opportunities throughout an entire home to improve performance.

Schedule Your HEA Now
If you are a Efficiency United residential customer using natural gas heat, visit efficiencyunited.com/assessment or call 517.219.9592 to schedule your assessment today.

While funds last, qualified MGU customers can receive an additional \$200 bonus rebate when you complete energy efficiency improvements recommended in a HEA report.

What to Expect
On the day of the HEA an expert technician will walk through your home looking for areas in which it is losing or wasting energy. The technician may use special diagnostic tools, such as a blower door test, to determine the airtightness of your home. This test can help locate leakage sites and other trouble areas.

After the technician has gathered data from the walk-through, a customized report is developed and provided to you. After you receive the report you decide what you fix and when.



\$200 Bonus Example	
90+ AFUE Furnace	\$300 rebate
+ Bonus	\$200 rebate
Total rebate	\$500 saved

Total rebate cannot exceed total project cost.

Start Saving
See all the ways we can help you save at efficiencyunited.com, or give us a call at 877.367.3191.




Gladstone Flyer


Saving Is Simple With Efficiency United.

Partnered with The City of Gladstone Department of Power & Light

Get started with LED lights
With this letter you should find a gift of LED lights to brighten your holidays this year and save you energy year-round. Please replace your current non-LED lights with these bulbs to start seeing the energy savings.

More ways to save
Efficiency United partners with the City of Gladstone Department of Power & Light to provide customers rebates on energy saving products. From LED lights to home insulation, there are new and innovative ways to save energy in your home and reduce your monthly utility costs.

Income qualified customers may be eligible for the Energy Efficiency Assistance Program which offers no-cost energy conservation services. If believe your home would be eligible to participate, please contact Patrick Leahy at 517-999-2317.




Quality Check Process

Efficiency United continued its focus on ensuring that energy projects are achieving the proposed energy savings through a rigorous 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 Special Pilot Incentive Budget	EU Special Pilot Implementation Budget	Total Collection for Program Year 2020 (including EU Special Pilot)
Electric Utilities										
Alpena	\$654,214	\$29,440	\$52,337	\$65,421	\$32,711	\$19,626	\$454,679	\$34,603	\$12,749	\$701,566
Baraga	\$50,982	\$2,294	\$4,079	\$5,098	\$2,549	\$1,529	\$35,432	\$2,571	\$947	\$54,501
Bayfield	\$1,045	\$47	\$84	\$104	\$52	\$31	\$726	\$-	\$-	\$1,045
Crystal Falls	\$49,340	\$2,220	\$3,947	\$4,934	\$2,467	\$1,480	\$34,291	\$5,710	\$2,104	\$57,154
Dowagiac	\$158,603	\$7,137	\$12,688	\$15,860	\$7,930	\$4,758	\$110,229	\$9,898	\$3,646	\$172,147
Gladstone	\$80,720	\$3,632	\$6,458	\$8,072	\$4,036	\$2,422	\$56,100	\$4,060	\$1,496	\$86,276
Harbor Springs	\$77,099	\$3,469	\$6,168	\$7,710	\$3,855	\$2,313	\$53,584	\$4,367	\$1,609	\$83,074
Hillsdale	\$176,047	\$7,922	\$14,084	\$17,605	\$8,802	\$5,281	\$122,353	\$14,085	\$5,189	\$195,321
L'Anse	\$30,738	\$1,383	\$2,459	\$3,074	\$1,537	\$922	\$21,363	\$1,519	\$560	\$32,816
Negaunee	\$65,660	\$2,955	\$5,253	\$6,566	\$3,283	\$1,970	\$45,634	\$3,648	\$1,344	\$70,652
Norway	\$67,620	\$3,043	\$5,410	\$6,762	\$3,381	\$2,029	\$46,996	\$3,725	\$1,372	\$72,717
We Energies	\$1,557,193	\$70,074	\$124,575	\$-	\$-	\$-	\$1,362,544	\$-	\$-	\$1,557,193
UMERC - Electric	\$1,391,361	\$62,611	\$111,309	\$139,136	\$69,568	\$41,741	\$966,996	\$124,196	\$45,756	\$1,561,313
Xcel Energy - Electric	\$293,944	\$13,227	\$23,516	\$29,394	\$14,697	\$8,818	\$204,291	\$17,522	\$6,456	\$317,922
Total Electric	\$4,654,566	\$209,455	\$372,365	\$309,737	\$154,869	\$92,921	\$3,515,218	\$225,903	\$83,228	\$4,963,697
Natural Gas Utilities										
MGU	\$3,120,367	\$140,417	\$249,629	\$312,037	\$156,018	\$93,611	\$2,168,655	\$178,526	\$65,773	\$3,364,665
UMERC - Gas	\$76,142	\$3,426	\$6,091	\$7,614	\$3,807	\$2,284	\$52,919	\$5,371	\$1,979	\$83,492
Xcel Energy - Gas	\$116,899	\$5,260	\$9,352	\$11,690	\$5,845	\$3,507	\$81,245	\$6,471	\$2,384	\$125,754
Total Natural Gas	\$3,313,408	\$149,103	\$265,073	\$331,341	\$165,670	\$99,402	\$2,302,819	\$190,368	\$70,135	\$3,573,912

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	\$28,219	\$117,791	\$103,653	\$249,664	\$249,664	\$-
Baraga	\$2,040	\$3,340	\$13,826	\$19,205	\$19,205	\$-
Bayfield	\$42	\$332	\$-	\$374	\$374	\$-
Crystal Falls	\$1,974	\$9,888	\$7,905	\$19,767	\$19,767	\$-
Dowagiac	\$6,344	\$19,423	\$34,659	\$60,426	\$60,426	\$-
Gladstone	\$3,229	\$15,634	\$11,531	\$30,394	\$30,394	\$-
Harbor Springs	\$3,084	\$13,859	\$12,268	\$29,210	\$29,210	\$-
Hillsdale	\$7,042	\$30,033	\$31,139	\$68,214	\$68,214	\$-
L'Anse	\$1,229	\$4,786	\$5,542	\$11,557	\$11,557	\$-
Negaunee	\$2,626	\$13,714	\$8,510	\$24,850	\$24,850	\$-
Norway	\$2,705	\$14,436	\$8,440	\$25,580	\$25,580	\$-
We Energies	\$-	\$-	\$557,475	\$557,475	\$557,475	\$-
UMERC	\$55,654	\$261,986	\$226,224	\$543,864	\$543,864	\$-
XCEL Energy - Electric	\$11,758	\$51,104	\$48,826	\$111,688	\$111,688	\$-
Total Electric	\$125,945	\$473,099	\$1,069,997	\$1,669,041	\$1,669,041	\$-
Natural Gas Utilities						
MGU	\$124,815	\$675,514	\$316,763	\$1,117,091	\$1,117,091	\$-
UMERC - Gas	\$3,046	\$15,056	\$9,157	\$27,259	\$27,259	\$-
Xcel Energy - Gas	\$4,676	\$23,048	\$14,126	\$41,850	\$41,850	\$-
Total Natural Gas	\$132,536	\$713,618	\$340,046	\$1,186,200	\$1,186,200	\$-

*Includes EU Special Pilot

Total Energy Savings Achieved: All Classes

Provider	Total Participants	2020 Annual kWh/Therms Goal	Self-Directed	Total Goal*	Total Savings Achieved*	% of Goal Achieved
Electric Utilities						
Alpena	12,413	2,737,047	1,426,953	4,164,000	6,243,686	150%
Baraga	20	198,847	-	198,847	370,831	186%
Bayfield	39	1,677	-	1,677	5,063	302%
Crystal Falls	714	162,463	-	162,463	271,388	167%
Dowagiac	2,156	644,710	-	644,710	947,585	147%
Gladstone	449	310,323	-	310,323	405,917	131%
Harbor Springs*	461	394,710	-	394,710	429,306	109%
Hillsdale	937	1,208,223	-	1,208,223	1,425,083	118%
L'Anse	32	119,413	-	119,413	183,395	154%
Negaunee	264	213,903	-	213,903	296,188	138%
Norway	1,053	236,927	-	236,927	410,637	173%
Wisconsin Electric	2	12,429,000	-	12,429,000	8,326,501	67%
UMERC - Electric	13,652	8,172,270	294,050	8,466,320	9,926,734	117%
Xcel Energy Electric	5,181	1,379,000	-	1,379,000	2,157,844	156%
Total Electric	37,373	28,208,513	1,721,003	29,929,517	31,400,158	105%
Natural Gas Utilities						
MGU	4,607	1,657,602	-	1,657,602	2,066,593	125%
UMERC - Gas	53	62,001	-	62,001	124,379	201%
Xcel Energy - Gas	143	65,739	-	65,739	73,125	111%
Total Natural Gas	4,803	1,785,342	-	1,785,342	2,264,097	127%

*Includes EU Special Pilot