

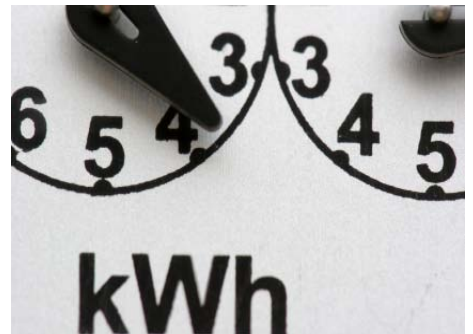
ANNUAL REPORT

Efficiency United

2009/2010



CLEAResult
UNLEASHING
THE VALUE OF ENERGY



Prepared for:
The Michigan Public Service Commission
6545 Mercantile Way, Ste 7 • Lansing, MI 48911



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Introduction & *Historical Background*

Attached is the first Annual Report for Efficiency United, the Michigan Public Service Commission administered energy optimization program. The period covered in this report includes PA 295 required programming for 2009 and 2010.

This program was launched in response to the October, 2008 execution of Governor Jennifer Granholm's Public Act 295. The Act required the Michigan Public Service Commission to submit a report by November 30, 2009, on the Commission's efforts to implement energy conservation and energy efficiency programs or measures for those utilities who had determined not to self implement energy optimization programs for their customers.

In general, program offerings are divided into two broad categories:

- Residential
- Commercial and Industrial

Residential programs include:

- Income Qualified Program
- Residential ENERGY STAR® Program
- Appliance Recycling Program
- Online Audit Program
- Onsite Audit Program
- Heating, Ventilation and Air Conditioning Program
- Multifamily Program
- New Construction Program
- Residential Pilot Program
- Residential Education Program

Commercial and Industrial (C&I) programs include:

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

Per Act 295, the program is funded directly with surcharges collected from customers via their utility bill.

The Michigan Community Action Agency Association (MCAAA) was contracted to administer the program on August 10, 2009, following a state mandated bid process. MCAAA is a non-profit membership organization of 30 community action agencies covering the entire state of Michigan and has extensive experience with administering grant-funded, weatherization, and energy efficiency programs.

Efficiency United consists of eleven Michigan utility partners. Services provided via Efficiency United since November 30, 2009 include:

- Innovative energy efficient program offerings
- Outstanding customer service
- Robust educational tools (including online residential and small business energy audits)
- Partnerships with local retailers and contractors

Electric Utility Providers

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

Gas Utility Providers

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

To assist in the design, implementation, administration, and marketing of Efficiency United, MCAAA has assembled the following team members:

Partnering Organizations

Organization	Role
Michigan Community Action Agency Association (MCAAA)	General Contract/Financial Management
CLEARresult	Implementation Contractor
JACO Environmental, Inc.	Appliance Recycling Program Delivery
Franklin Energy	C&I Prescriptive and Custom Program Delivery
Enercom	Online Audit Software Development
MCAAA	Income Qualified Program delivery
National Energy Foundation (NEF)	Residential Education – School Program Delivery
Inspired Green	Survey/Direct Installation Delivery
KEMA International	Evaluation Measurement and Verification Contractor

The Efficiency United team members, in addition to implementing energy efficiency programming for the partnering utilities, provided service in forwarding Energy Optimization to include Michigan Saves board membership, participation in state administered workgroups including the Design & Implementation Workgroup, Low Income Workgroup, Evaluation Workgroup and the Economic Development Forum and providing input and feedback on the Michigan Energy Measures Database and trade ally partnership efforts.

Efficiency United is committed to educating the residential and commercial customers of the partnering utility providers in energy conservation and to offering cost-effective solutions in reducing energy consumption.



Highlights & Accomplishments

Annual Summary

Goal Achievement

By December 31, 2010, all 2009/2010 Residential goals were achieved. Goals that were not achieved in the Commercial/Industrial programs were subsidized with over-achievement in the Residential programs to allow for overall goal achievement by all utilities but one. The one shortfall was identified in a year end data reconciliation which exposed a necessary calculation correction that reduced what was believed to be full goal achievement for Upper Peninsula Power Company to a 94% overall goal achievement. Savings that were achieved above and beyond those required for 2009/2010 will be carried into 2011 as allowable by PA295. Additionally, 2010 program incentive funds that were not expended in 2010 will be utilized in 2011 programming.

The addition of a direct installation delivery method for CFLs, energy efficient kits and thermostats was added to the standard programming options to achieve savings needed in service areas where sluggish program participation had created savings shortfalls. A total of 3,735 installations were completed.

Direct installation of energy efficient kits and CFL bulbs in income qualified multi-family housing properties also helped increase overall achievement of the Income Qualified Program goals and added 11,761 participants to the program.

Modifications to previous database submissions and requested explanations regarding savings calculations will be submitted to KEMA (the 3rd party Evaluation, Measurement and Verification Company) for certification, and are reflected in this report between January 31st and February 3rd, 2011.

The period covered in this report includes PA 295 required programming for 2009 and 2010.



Energy Optimization Statistics	
Total Number of Customers Served	60,455
Residential	59,962
Commercial & Industrial	493
Total Savings	
kWh	66,255,987
CCF	3,803,311

Program Delivery

Descriptions for the design and implementation of each program are included in the pages 14-28. As contractually required, program delivery was designed to match as closely as possible those programs offered by other utility providers in Michigan. The consistency of programming was designed to create less confusion for customers and trade ally partners. In some cases, large variances in budget and savings requirements didn't allow for consistent programming. In those instances programs were designed to deliver cost effective programs that would appeal to the largest number of customers.

Two marketing strategies were found to be the most effective in gaining customer participation. Education and program promotion via utility bill inserts netted the largest increases to program utilization. In the markets where bill insert advertising was not available, the planning of 'in-person' interaction with customers was the next best option.

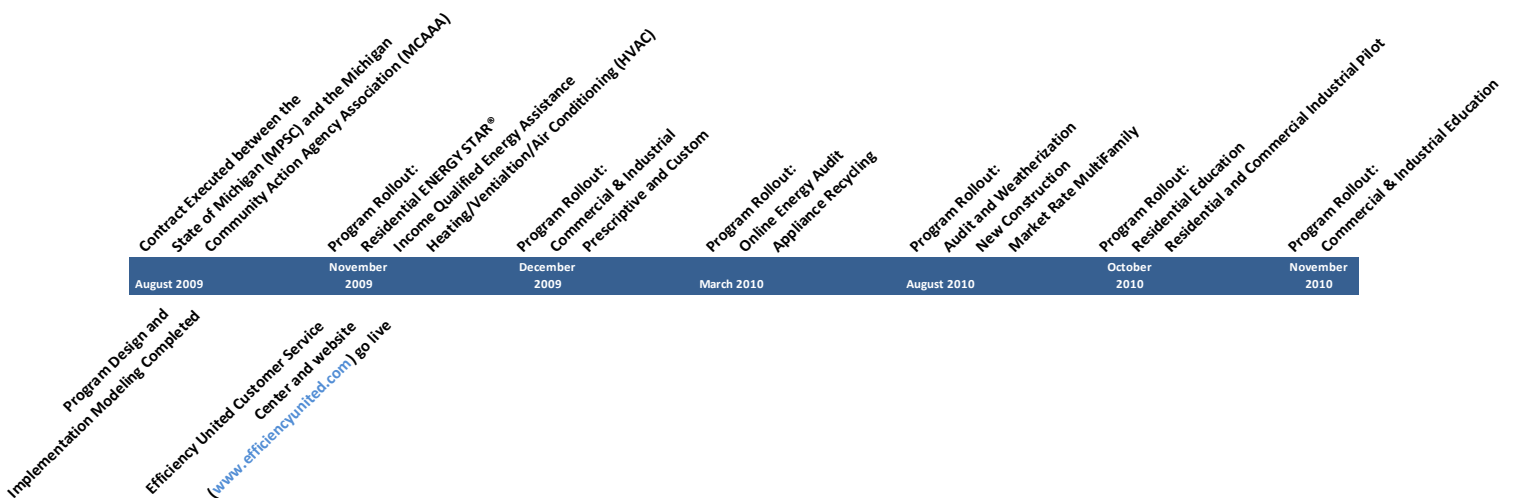
Two methods of 'direct contact' were employed in the areas where program promotion did not achieve the necessary response to meet savings goals. The first was the direct installation of energy saving measures in homes visited in targeted neighborhoods. The door-hangers used to promote this program are included in Appendix A. Local contractors/trade allies and subcontracted auditors were used to complete these installations. The second method used to promote programs was CLEARResult staff attendance at local events. Booths and/or tables were set up at these events to distribute program information and energy savings measures. Examples of these community events include:

- 5K races and sporting events
- Local schools and voting polls
- City and county organizations, working with elected officials (the Mayor of Buchanan, MI helped distribute CFLs and kits to Indiana Michigan Power and Michigan Gas Utility customers!)
- Clubhouse events at mobile home communities
- Bingo Halls
- Shopping centers and senior centers

CLEARResult held a number of meetings with MI Saves to determine ways to partner and utilize their finance program.

Program Timeline

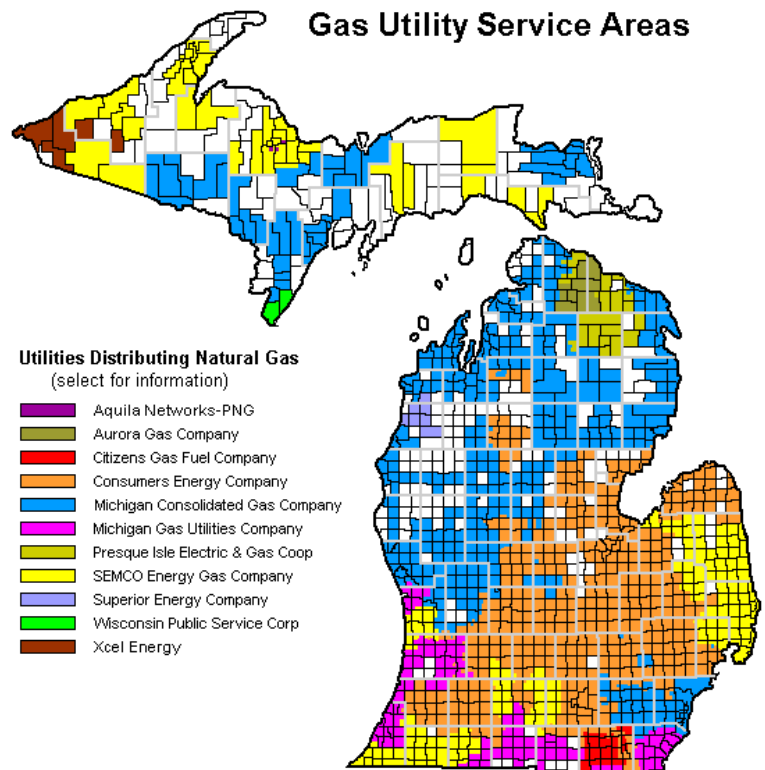
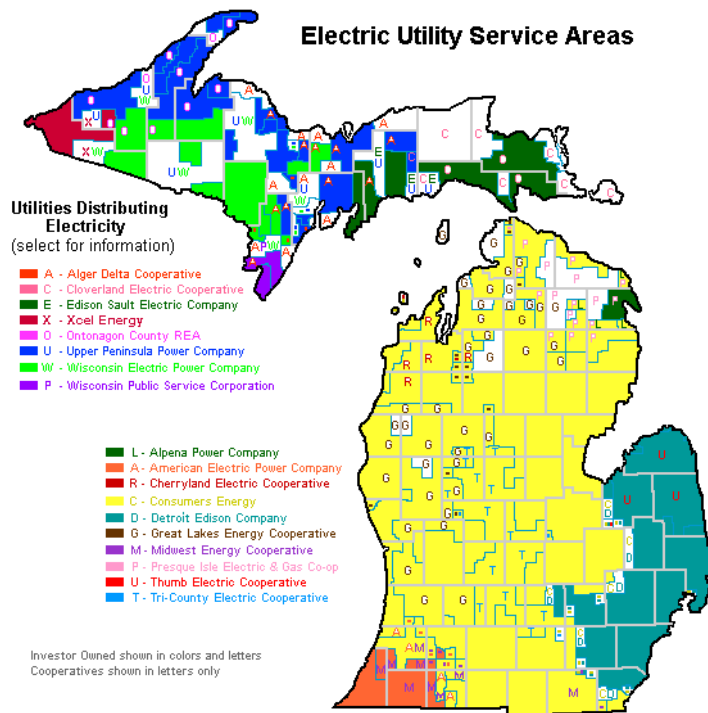
The following timeline highlights CLEARResult's program launch history:



In process for 2011: Program Modeling, Work Plans and Marketing Plans.

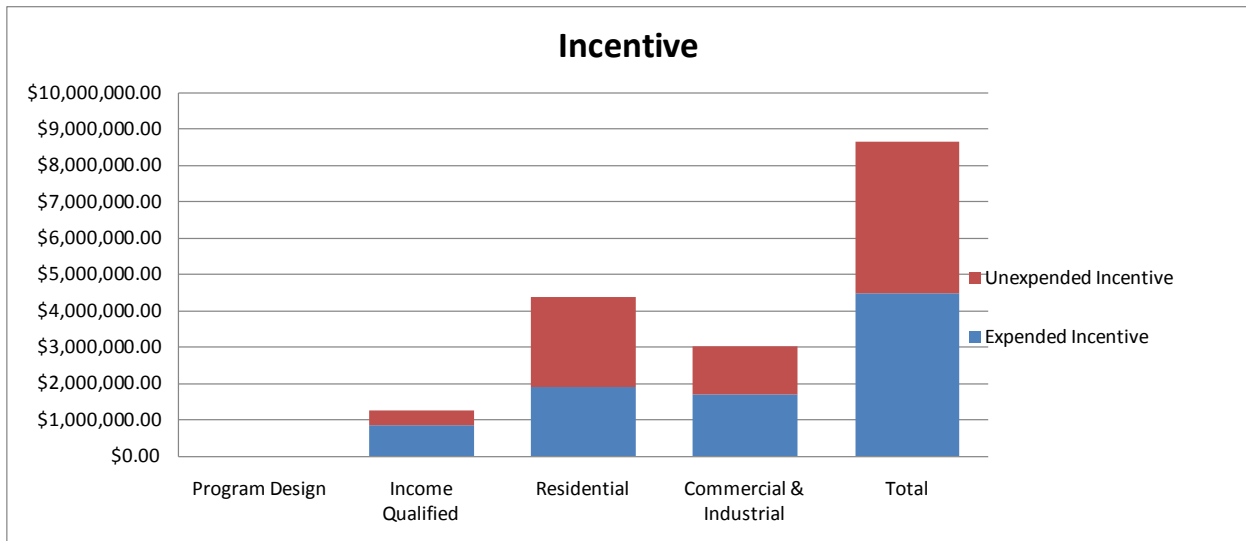
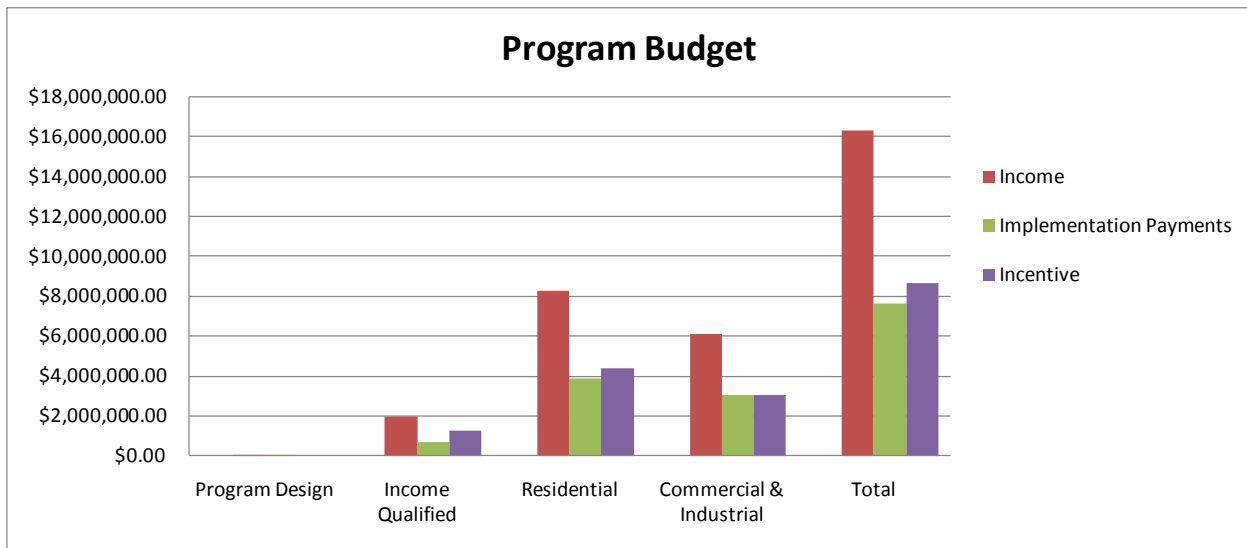
* Some 2009/2010 programs were re-launched in January, 2011. Modifications and new program launches will follow certification of budget and savings goal achievement from KEMA for 2009/2010.

Electric and Gas Utility Service Areas



Program Income and Expenses

	Program Design	Income Qualified	Residential	Commercial & Industrial	Total
Beginning Balance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Income	49,510.00	1,949,067.65	8,274,552.24	6,086,283.80	16,309,873.69
Implementation Payments	49,510.00	704,077.66	3,886,309.20	3,065,602.68	7,655,989.54
Expended Incentive	\$0.00	865,224.01	1,903,560.14	1,702,267.34	4,471,051.49
Unexpended Incentive (carried into 2011)	\$0.00	\$379,735.98	\$2,484,682.90	\$1,318,413.78	\$4,182,832.66
Incentive	\$0.00	\$1,244,959.99	\$4,388,243.04	\$3,020,681.12	\$8,653,884.15



* Any funds collected/paid for incentives in 2010 that were not expended will be used as incentive funding in 2011.

Tracking and Data Management

CLEARTracker II™ Data Tracking & Information System

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

CLEARTracker II™ has the ability to:

- Capture information at utility, measure, project, customer, and program levels;
- Produce pre-formatted or custom-formatted reports;
- Link Word, Excel, JPG, and PDF files to each project and customer record;
- Accommodate unlimited concurrent users;
- Interface with CLEARResult's accounting package to cut incentive checks automatically as soon as the customer's application is approved;
- Generate program specific reports necessary to meet the various needs of all parties, including utility managers, customers and contractors.

As initial proposed information for customer validation was not available to CLEARResult in the first half of 2010, permission was requested and granted by the MPSC to require customer validation for only utility partners who provided data in an accessible format. For partners who did not provide usable data, customers were to be assumed valid for any program participation request valued at or below \$1,000. Any program participant with costs above \$1,000 would require either a copy of a current utility bill in a customer's file or a direct validation by the utility company. This request was granted June 16, 2010 and was to be valid through 2010.

Data Security



For data security, CLEARResult created role-based criteria in CLEARTracker II™ that limits access, depending on the user. In addition, CLEARTracker II™ resides on a secure server with firewall protection.

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

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

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

Energy Savings and Participation

Energy Savings Totals

Total Energy Savings Achieved - kWh

	GOAL	SELF DIRECTED	TOTAL GOAL	TOTAL SAVINGS ACHIEVED	% ACHIEVED
Alpena Power Company	1,037,300	1,548,700	2,586,000	3,858,511	149%
Bayfield Electric Co-op.	1,502	-	1,502	3,168	211%
Daggett Electric Company	12,100	-	12,100	19,478	161%
Cloverland/Edison Sault Electric	3,848,571	1,515,426	5,363,997	5,375,036	100%
Indiana Michigan Power Company	24,110,000	-	24,110,000	25,156,774	104%
Upper Peninsula Power Company	6,750,000	-	6,750,000	6,356,833	94%
We Energies	2,870,000	18,744,000	21,614,000	21,721,815	100%
Wisconsin Public Service Corp	2,271,000	-	2,271,000	2,473,956	109%
Xcel Energy	1,100,000	-	1,100,000	1,407,130	128%
TOTAL	42,000,471	21,808,126	63,808,597	66,372,701	104%

Total Energy Savings Achieved - CCF

	TOTAL GOAL	SELF DIRECTED	TOTAL	TOTAL SAVINGS	% ACHIEVED
Michigan Gas Utilities Corporation	1,053,230	-	1,053,230	1,224,320	116%
SEMCO Energy Gas Company	1,958,590	-	1,958,590	2,430,502	124%
Wisconsin Public Service Corp-Gas	53,010	-	53,010	57,877	109%
Xcel Energy-Gas	31,260	-	31,260	90,611	290%
TOTAL	3,096,087	-	3,096,087	3,803,311	123%

Goal Achievement, Participant Count and Expenditures by Class

Income Qualified

Income Qualified Energy Savings - kWh

	Budget (Annual Deposit Dollars)	Expended Dollars	% of Dollars Spent	# of CAA Participants	# of Other Participants	Annual kWh/CCF '09-'10 Goals	kWh/CCF Achieved	% of Goal Achieved
Alpena Power Company	\$42,958.40	\$32,275.37	75%	58	0	85,278	149,126	175%
Bayfield Electric Co-op.	\$57.60	\$20.40	35%	n/a	n/a	-	-	n/a
Daggett Electric Company	\$203.00	\$72.36	36%	n/a	n/a	1,113	-	n/a
Cloverland/Edison Sault Electric Company	\$65,833.30	\$29,298.32	45%	20	396	164,699	94,004	57%
Indiana Michigan Power Company	\$330,184.72	\$185,118.46	56%	136	5,088	1,200,648	1,040,655	87%
Upper Peninsula Power Company	\$169,125.12	\$121,211.70	72%	322	1,119	261,081	420,646	160%
We Energies	\$58,616.28	\$43,343.26	74%	241	270	156,642	172,278	110%
Wisconsin Public Service Corp	\$35,471.90	\$14,731.60	42%	22	0	63,491	11,952	19%
Xcel Energy	\$20,483.82	\$17,753.56	87%	96	165	52,579	83,468	159%
TOTAL	\$722,934.14	\$436,822.03	60%	895	7,038	1,985,531	1,943,029	98%

Income Qualified Energy Savings - CCF

	Budget (Annual Deposit Dollars)	Expended Dollars	% of Dollars Spent	# of CAA Participants	# of Other Participants	Annual kWh/CCF '09-'10 Goals	kWh/CCF Achieved	% of Goal Achieved
Michigan Gas Utilities Corporation	\$396,005.31	\$415,246.67	105%	202	1,803	44,240	130,382	295%
SEMCO Energy Gas Company	\$801,736.92	\$691,528.09	86%	168	2,897	80,106	233,368	291%
Wisconsin Public Service Corp-Gas	\$12,176.10	\$10,071.30	83%	8	0	1,434	509	35%
Xcel Energy-Gas	\$16,115.18	\$15,563.58	97%	5	23	1,432	3,126	218%
TOTAL	\$1,226,033.51	\$1,132,409.64	92%	383	4,723	127,212	367,384	209%

Goal Achievement, Participant Count and Expenditures by Class

Residential Energy Savings

Residential Energy Savings - kWh

	Budget (Annual Deposit Dollars)	Expended Dollars	% of Dollars Spent	# of Participants	Annual kWh/CCF '09-'10 Goals	YTD kWh/CCF Achieved	% of Goal Achieved
Alpena Power Company	\$110,251.40	\$143,145.59	130%	2,374	619,393	964,079	156%
Bayfield Electric Co-op.	\$409.61	\$354.72	87%	1,913	1,502	3,168	211%
Daggett Electric Company	\$1,111.83	\$825.14	74%	3,493	8,080	11,196	139%
Cloverland/Edison Sault Electric Company	\$184,942.84	\$208,331.93	113%	2,135	1,197,673	1,011,941	155%
Indiana Michigan Power Company	\$1,040,057.55	\$1,088,998.37	105%	17,400	8,720,585	11,692,191	134%
Upper Peninsula Power Company	\$527,227.11	\$441,784.99	84%	2,976	1,896,293	2,950,405	157%
We Energies	\$218,149.96	\$167,519.73	77%	710	1,137,731	1,365,403	120%
Wisconsin Public Service Corp	\$81,478.40	\$98,310.47	121%	7,132	461,149	867,719	188%
Xcel Energy	\$66,456.07	\$54,607.86	82%	1,227	381,895	438,778	115%
TOTAL	\$2,230,084.77	\$2,203,266.80	99%	39,360	14,424,299	19,333,979	140%

Residential Energy Savings - CCF

	Budget (Annual Deposit Dollars)	Expended Dollars	% of Dollars Spent	# of Participants	Annual kWh/CCF '09-'10 Goals	YTD kWh/CCF Achieved	% of Goal Achieved
Michigan Gas Utilities Corporation	\$2,037,262.16	\$1,134,405.28	56%	3,387	462,944	502,852	114%
SEMCO Energy Gas Company	\$3,882,284.60	\$2,369,146.20	61%	3,806	772,978	970,984	121%
Wisconsin Public Service Corp-Gas	\$59,709.64	\$40,394.09	68%	140	34,787	32,243	224%
Xcel Energy-Gas	\$65,211.07	\$40,450.97	62%	1,523	7,607	14,808	103%
TOTAL	\$6,044,467.47	\$3,584,396.54	59%	8,856	1,278,313	1,520,888	119%

Goal Achievement, Participant Count and Expenditures by Class

Commercial and Industrial Energy Savings

Commercial & Industrial Energy Savings - kWh

	Budget (Annual Deposit Dollars)	Expended Dollars	% of Dollars Spent	# of Participants	Annual kWh/CCF '09-'10 Goals	YTD kWh/CCF Achieved	% of Goal Achieved
Alpena Power Company	\$201,960.63	\$175,970.91	87%	35	1,881,329	2,745,307	146%
Bayfield Electric Co-op.	\$0.00	\$0.00	0%	n/a	-	0	n/a
Daggett Electric Company	\$319.83	\$537.72	168%	9	2,907	8,282	285%
Cloverland/Edison Sault Electric Company	\$294,107.88	\$210,437.81	72%	28	4,001,625	4,269,091	88%
Indiana Michigan Power Company	\$1,393,113.74	\$1,414,060.20	102%	155	14,188,767	12,423,927	88%
Upper Peninsula Power Company	\$719,343.79	\$545,463.78	76%	46	4,592,626	2,985,782	78%
We Energies	\$213,641.15	\$201,537.57	94%	24	20,319,627	20,184,134	99%
Wisconsin Public Service Corp	\$180,358.20	\$143,311.28	79%	36	1,746,360	1,594,285	93%
Xcel Energy	\$84,540.68	\$63,439.90	75%	13	665,526	884,884	102%
TOTAL	\$3,087,385.90	\$2,747,313.17	89%	345	47,398,767	45,095,693	94%

Commercial & Industrial Energy Savings - CCF

	Budget (Annual Deposit Dollars)	Expended Dollars	% of Dollars Spent	# of Participants	Annual kWh/CCF '09-'10 Goals	YTD kWh/CCF Achieved	% of Goal Achieved
Michigan Gas Utilities Corporation	\$884,303.33	\$716,733.79	81%	61	546,046	591,086	115%
SEMCO Energy Gas Company	\$2,030,900.78	\$1,249,451.94	62%	80	1,105,506	1,226,151	118%
Wisconsin Public Service Corp-Gas	\$30,140.80	\$23,969.39	80%	4	16,789	25,125	160%
Xcel Energy-Gas	\$53,552.99	\$31,704.87	59%	3	22,221	72,678	352%
TOTAL	\$2,998,897.90	\$2,021,859.99	67%	148	1,690,562	1,915,040	121%

Program Performance



Income Qualified Program

The **Income Qualified (Low Income) Program** was available to aid income-qualified customers in managing energy use and saving money on their energy bill. The program included free energy efficiency products and installation services based on customer need and measure effectiveness testing.

The single family program piece was administered by local Michigan Community Action Agencies. The energy optimization component was delivered after a home audit was conducted and needs were identified. These measures included energy efficient items from CFL light bulbs to insulation or a new furnace. Income Qualified Multi-family properties/residents were served through the direct installation of energy efficiency measures including CFL light bulbs, low flow showerheads, faucet aerators and water heater pipe wrap.

- Initial program rollout with CAAs had a slow start but participation increased throughout the year.

INCOME QUALIFIED

	Community Action Agency Participants	Non CAA Participants	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF '09-'10 Goals	% of Goal Achieved
Alpena Power Company	58	-	\$ 14,429.75	149,126	85,278	175%
Bayfield Electric Co-op.	n/a	n/a	-	-	-	-
Daggett Electric Company	-	-	-	-	1,113	0%
Cloverland/Edison Sault Electric Company	20	396	5,598.50	94,004	164,699	57%
Indiana Michigan Power Company	136	5,088	66,252.52	1,040,655	1,200,648	87%
Upper Peninsula Power Company	322	1,119	60,327.00	420,646	261,081	160%
We Energies	241	270	22,241.32	172,278	156,642	110%
Wisconsin Public Service Corp-Electric	22		1,961.50	11,952	63,491	19%
Xcel Energy-Electric	96	165	10,379.50	83,468	52,579	159%
Total Electric	895	7,038	\$ 174,187.09	1,943,029	1,985,531	98%
Michigan Gas Utilities Corporation	202	1,803	272,684.75	130,382	44,240	295%
SEMCO Energy Gas Company	168	2,897	402,902.17	233,368	80,106	291%
Wisconsin Public Service Corporation - Gas	8	0	5,688.00	509	1,434	35%
Xcel Energy – Gas	5	23	9,762.00	3,126	1,432	218%
Total Gas	383	4,723	\$ 691,036.92	367,384	127,212	289%

Residential ENERGY STAR® Program

The **ENERGY STAR® Program** was available to customers for rebates on energy efficient products including compact fluorescent light bulbs, low-flow showerheads, low-flow faucet aerators washing machines and water heaters. As the measures utilized in this program produced the highest savings at the lowest cost, the program was utilized to make up savings for programs that were not producing savings at the rate expected/hoped. Product giveaways were added as necessary, to promote participation in more difficult markets.

The ENERGY STAR® Program used several different techniques when delivering the energy optimization programs for Efficiency United in 2010. We began with traditional marketing which included bill inserts where available and newspaper and radio advertising. In addition, we created events in service territories to deliver the free products. We also attended events such as craft shows, home shows and township/city council meetings.

ENERGY STAR

	Number of Participants	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF '09-'10 Goals	% of Goal Achieved
Alpena Power Company	1,936	\$ 31,350.46	772,100	381,239	203%
Bayfield Electric Cooperative	9	128.16	3,168	1,502	211%
Daggett Electric Company	95	423.68	10,668	8,080	132%
Cloverland/Edison Sault Electric Company	1,501	52,029.64	1,235,522	736,297	168%
Indiana Michigan Power Company	17,156	315,374.37	9,665,887	5,367,560	180%
Upper Peninsula Power Company	2,652	73,182.17	2,490,538	1,167,177	213%
We Energies	595	25,943.37	1,057,267	700,278	151%
Wisconsin Public Service Corp-Electric	694	21,607.04	772,284	283,839	272%
Xcel Energy-Electric	631	13,176.15	395,970	235,058	168%
Total Electric	25,269	\$ 533,103.04	16,398,476	8,881,030	185%
Michigan Gas Utilities Corporation	2,858	50,219.15	154,823	27,618	561%
SEMCO Energy Gas Company	2,729	51,367.15	145,978	50,008	292%
Wisconsin Public Service Corporation - Gas	456	7,541.55	25,008	895	2794%
Xcel Energy – Gas	230	3,756.15	12,712	894	1422%
Total Gas	6,273	\$ 112,884.00	338,521	79,415	426%

- Participation in the CFL and water heater kit giveaways provided the largest program savings for 2010. While giveaways will not be utilized in the future (or will be utilized in a greatly reduced number), we learned much this year about the service areas included and will be able to utilize this information to roll out and promote programs next year.

Appliance Recycling Program

The **Appliance Recycling Program** allows customers to get a \$30 rebate for properly recycling a working, secondary refrigerator. This reduces the use of energy greatly as old refrigerators typically use two times more electricity than newer models.

In 2009/2010 the program was marketed through print media, post card giveaways at events and on the Efficiency United website, which linked customers to the JACO Environmental ordering system. JACO was subcontracted to market and administer the program, including the scheduling of appliance pickup. Bill inserts were used with Indiana Michigan Power Company.



APPLIANCE RECYCLING

	Number of Participants	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF '09-'10 Goals	% of Goal Achieved
Alpena Power Company	47	\$ 9,750.00	108,317	158,324	68%
Cloverland/Edison Sault Electric Company	27	4,950.00	55,055	305,774	18%
Indiana Michigan Power Company	267	52,650.00	585,299	2,229,077	26%
Upper Peninsula Power Company	163	30,900.00	343,706	484,713	71%
We Energies	87	19,500.00	216,392	290,816	74%
Wisconsin Public Service Corp-Electric	4	900.00	10,032	117,875	9%
Xcel Energy-Electric	1	150.00	1,672	97,616	2%
Total Electric	596	\$ 118,800.00	1,320,473	3,684,195	36%

- Participation in the Appliance Recycling Program was inconsistent throughout all markets. Much print media advertisement was utilized. Different marketing strategies will be used in markets where this did not work as well as in others.
- Savings not achieved in this program were made up in the over-achievement in other programs.

Online Audit Program

The **Residential Online Audit Program** was designed to provide energy saving measures to the customer in the form of a free energy saving kit, received for completing an Online Audit Survey. In addition to the free kit, the online survey was used to teach the customer about their energy consumption, improvements that would yield the highest energy savings in their home and offered low or no-cost ways to improve overall energy efficiency.

ONLINE AUDIT

	YTD Kits Sent	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF '09-'10 Goals	% of Goal Achieved
Alpena Power Company	67	\$ 1,276.35	17,688	3,688	480%
Edison Sault Electric Company	207	4,320.33	173,084	7,122	2430%
Indiana Michigan Power Company	257	4,916.73	68,288	51,922	132%
Upper Peninsula Power Company	124	2,514.60	34,848	11,290	309%
We Energies	25	495.30	6,864	7,269	94%
Wisconsin Public Service Corp-Electric	21	323.64	13,574	2,946	461%
Xcel Energy-Electric	11	217.41	10,114	2,440	415%
Total Electric	712	\$ 14,064.36	324,460	86,677	374%
Michigan Gas Utilities Corporation	75	12,425.90	2,622	73,968	4%
SEMCO Energy Gas Company	70	24,157.90	2,352	100,806	2%
Wisconsin Public Service Corporation - Gas	22	1,629.48	400	2,653	15%
Xcel Energy – Gas	15	518.00	121	2,457	5%
Total Gas	182	\$ 38,731.28	5,495	179,884	3%

- The online audit program started very slowly. Activity increased greatly with promotion of the program through the free CFL mailings. The program information was placed on the back side of the educational flier that was included in the boxes of CFLs that were mailed.
- This program will continue to be a part of the 2011 offering and will be promoted via e-blasts, with online billing notices as allowed by utility partners and at local events.

Onsite Audit Program

The **Residential Onsite Audit Program** was launched as a program specific to natural gas customers, offering rebate incentives for energy saving improvements to the home. Home improvements included: air sealing (10% air infiltration reduction): \$50, basement wall insulation: \$50, crawl space wall or ceiling insulation: \$50, band joist insulation: \$50, wall insulation (above grade): \$125, attic insulation: \$125, window replacement: \$12.50 per window up to \$150.



As applications for rebates were slow to be submitted, approval from MCAAA/MPSC was received to expand the program to include the direct installation of energy saving measures. This addition dramatically increased program activity and savings. Electric measures were added (CFL and energy efficient kits for those customers who had electric water heaters) as a way to increase eligibility to those who were visited and increase the delivery options on CFLs.

ON-SITE AUDIT

	Number of Participants	YTD Incentive Paid	YTD kWh/CCF Achieved	* Annual kWh/CCF '09-'10 Goals	% of Goal Achieved
Alpena Power Company	1	\$ 18.00	528	-	-
Daggett Electric Company	1	\$ 18.00	528	-	-
Cloverland/Edison Sault Electric Company	-	-	-	-	-
Indiana Michigan Power Company	548	10,734.20	344,884	-	-
Upper Peninsula Power Company	15	255.00	7,480	-	-
We Energies	-	-	-	-	-
Wisconsin Public Service Corp-Electric	-	-	-	-	-
Xcel Energy-Electric	-	-	-	-	-
Total Electric	565	\$ 11,025.20	353,420	-	-
Michigan Gas Utilities Corporation	892	56,786.45	83,674	154,921	54%
SEMCO Energy Gas Company	3,093	192,229.88	319,114	313,647	102%
Wisconsin Public Service Corporation - Gas	-	-	-	4,764	0%
Xcel Energy – Gas	3	487.50	274	4,953	6%
Total Gas	3,988	\$ 279,542.83	403,062	478,285	84%

- 3,735 households were provided a walk-thru survey and direct installation of energy savings measures at no cost (numbers above do not match this, as some installations were dual-fuel).

**Because there were no electric savings/budgets initially designed for this program, goal achievement percentages were not calculated. The savings achieved were used to increase overall residential energy savings.*

HVAC Program

The **Residential HVAC Program** was available to all residential customers of participating utilities. The goal of the program was to provide customers an incentive to upgrade their existing HVAC equipment to a more energy efficient model. Trade ally partnerships were used to promote the program. Measures incentivized in the HVAC Program include:

Gas Utility Customers:

High efficiency furnace 92% or higher: \$200, High efficiency boiler: \$200, High efficiency water heater 62% or higher: \$35, Set-back thermostats: \$20

Electric Utility Customers:

ECM: \$100, Central Air Conditioning 14 SEER or higher: \$100

HVAC

	Number of Participants	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF '09-'10 Goals	% of Goal Achieved
Alpena Power Company	9	\$ 2,350.00	8,914	5,163	173%
Cloverland/Edison Sault Electric Company	1	350.00	733	9,971	7%
Indiana Michigan Power Company	201	39,400.00	191,381	72,690	263%
Upper Peninsula Power Company	15	3,250.00	10,995	15,807	70%
We Energies	34	6,150.00	24,922	9,484	263%
Wisconsin Public Service Corp-Electric	18	3,800.00	13,194	3,844	343%
Xcel Energy-Electric	1	100.00	733	3,183	23%
Total Electric	279	\$ 54,900.00	247,207	120,142	206%
Michigan Gas Utilities Corporation	756	157,440.00	239,971	140,356	171%
SEMCO Energy Gas Company	1,542	323,290.00	438,530	254,143	173%
Wisconsin Public Service Corporation - Gas	24	4,940.00	6,306	4,548	139%
Xcel Energy – Gas	4	820.00	1,157	4,544	25%
Total Gas	2,326	\$ 486,490.00	685,964	403,591	170%

- The HVAC program was the most popular gas program launched and trade ally partners are looking forward to this program in 2011.

Multifamily Program

The **Multifamily Program** was utilized in market rate rental properties where tenants/renters paid their own gas and/or electric bills. Direct installation of CFLs, water heater kits and/or setback thermostats was provided at no cost to the tenant or the landlord. This created gas/electric savings for the renter (residential rate payer) as well as reduction of water use, which was a savings for the landlord (commercial rate payer).

MULTI-FAMILY

	Number of Participants	YTD Incentive Paid	YTD kWh/CCF Achieved	* Annual kWh/CCF '09-'10 Goals	% of Goal Achieved
Alpena Power Company	314	\$ 1,643.00	33,088	14,336	231%
Cloverland/Edison Sault Electric Company	1,669	18,179.50	341,305	27,688	1233%
Indiana Michigan Power Company	2,163	\$ 16,373.50	458,799	201,844	227%
Upper Peninsula Power Company	322	1,564.00	28,761	43,891	66%
We Energies	88	\$ 1,016.00	16,896	26,333	64%
Wisconsin Public Service Corp-Electric	276	2,439.00	41,184	10,674	386%
Xcel Energy-Electric	88	\$ 980.00	15,840	8,839	179%
Total Electric	4,920	\$ 42,195.00	935,873	333,605	281%
Michigan Gas Utilities Corporation	-	-	6,183	-	-
SEMCO Energy Gas Company	213	\$ 30,279.00	26,488	-	-
Wisconsin Public Service Corporation - Gas	-	-	-	-	-
Xcel Energy – Gas	-	\$ -	-	-	-
Total Gas	213	\$ 30,279.00	\$ 32,670.56	-	-

- Multifamily installations were completed through December of 2010 and a number are already scheduled for 2011. This program is a very cost effective way to achieve savings, benefitting both the tenant and the landlord.

** Because goals were not scheduled for gas utilities, no percentage of a goal could be calculated. Savings achieved were used to improve overall residential program savings.*



New Construction Program

The **New Construction Program** was available to a limited number of utility partners, as it is a less cost-effective program than some. Partnerships were created with area Energy Auditors and Builders with the goal of improving energy efficiency in new homes, even after the modifications in building code increased requirements for energy efficiency. Rebates were paid for energy ratings that exceeded the new building codes. They were paid on a ‘per square foot’ calculation.

NEW CONSTRUCTION

	Number of Participants	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF '09-'10 Goals	% of Goal Achieved
Alpena Power Company	0	\$ -	-	269	0%
Cloverland/Edison Sault Electric Company	0	-	-	520	0%
Indiana Michigan Power Company	10	1,979.00	3,526	3,793	93%
Upper Peninsula Power Company	0	-	-	-	-
Total Electric	10	\$ 1,979.00	3,526	4,582	77%
Michigan Gas Utilities Corporation	14	2,661.50	3,276	7,665	43%
SEMCO Energy Gas Company	16	3,537.20	4,354	13,879	31%
Wisconsin Public Service Corporation - Gas	0	-	-	248	0%
Xcel Energy – Gas	0	-	-	248	0%
Total Gas	30	\$ 6,198.70	7,631	22,040	35%

- While the New Construction Program didn't launch until the end of the 3rd quarter 2010, many partnerships were quickly formed and rebate requests were submitted on homes that were rated very energy efficient. Because the new construction market in Michigan is less active than it's been in past years, full goals were not achieved but we expect to continue to help improve energy efficiency in the homes constructed next year as well.
- Goals not achieved in this program were augmented in other programs such as ENERGY STAR®, Online Audit and HVAC.

Commercial and Industrial - Prescriptive



The **Prescriptive Program** was available to customers to provide incentives for the installation of energy efficient products and equipment. Prescriptive programs provide a "one-for-one" incentive for the replacement or retrofit of high efficiency equipment. Specifications for the eligible equipment are identified in rebate applications which are reviewed with potential participants at the initial meeting/inspection. Applications are also available on the Efficiency United website.

Rebates most utilized included high efficiency lighting and bulb replacement, VFD installations, motor/fan/pump/drive upgrades, HVAC equipment, motion and occupancy sensors, refrigerator/food equipment and water heaters.

The Commercial and Industrial Program used several different techniques when delivering and implementing the energy optimization programs for Efficiency United in 2010. They began with traditional marketing (calls/visits to large C&I customers) and customer inquiries. In addition, direct installation and handout methods were executed for CFL's where customers were more difficult to access.

COMMERCIAL & INDUSTRIAL - PRESCRIPTIVE

	Rebates Paid		kWh/CCF Savings		TOTAL GOAL AND SELF DIRECTED	COMBINED ACTUAL SAVINGS	ADJUSTED % of Goal Achieved
	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF '09-'10 Goals	Self Directed Savings kWh / CCF			
Alpena Power Company	\$ 50,377.26	1,041,579	218,708	1,548,700	1,767,408	2,590,279	147%
Daggett Electric Company	61.50	8,282	2,907	-	2,907	8,282	285%
Cloverland/Edison Sault Electric Company	46,691.13	1,752,363	1,635,649	1,514,000	3,149,649	3,266,363	104%
Indiana Michigan Power Company	412,649.47	7,662,023	9,329,317	-	9,329,317	7,662,023	82%
Upper Peninsula Power Company	118,821.89	2,196,349	3,019,717	-	3,019,717	2,196,349	73%
We Energies	49,237.90	1,049,629	1,035,998	18,744,000	19,779,998	19,793,629	100%
Wisconsin Public Service Corp-Electric	42,821.01	1,016,690	1,148,257	-	1,148,257	1,016,690	89%
Xcel Energy-Electric	14,372.50	860,762	437,593	-	437,593	860,762	197%
Total Electric	\$ 735,032.66	15,587,678	16,828,146	21,806,700	38,634,846	37,394,378	96%
Michigan Gas Utilities Corporation	\$ 218,207.50	304,962	383,006	-	383,006	304,962	80%
SEMCO Energy Gas Company	124,115.75	112,898	775,420	-	775,420	112,898	15%
Wisconsin Public Service Corporation - Gas	7,355.33	18,160	11,776	-	11,776	18,160	154%
Xcel Energy - Gas	13,000.00	71,996	15,586	-	15,586	71,996	462%
Total Gas	\$ 362,678.58	508,016	1,185,788	-	1,185,788	508,016	43%

- Included in savings achievement numbers are self-directed savings filed by the utilities (Alpena Power Company, Cloverland/Edison Sault Electric Company and We Energies).

Commercial and Industrial - Custom

The **Custom Program** was available to provide incentives for the installation of innovative and unique energy efficient equipment which may not be recognized in the standard "Prescriptive" model and more appropriately meet the needs of the customer's specific operations and processes. Incentives were calculated and paid at a set rate (\$.06 per kWh and \$4.00 per MCF) which took into account the energy savings and payback period of the project.

COMMERCIAL & INDUSTRIAL - CUSTOM

	Rebates Paid		kWh/CCF Savings	
	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF '09-'10 Goals	Percentage of Goal Achieved
Alpena Power Company	\$ 7,868.59	147,433	63,188	233%
Cloverland/Edison Sault Electric Company	7,392.80	210,668	472,562	45%
Indiana Michigan Power Company	217,229.33	4,437,943	2,695,372	165%
Upper Peninsula Power Company	29,123.20	758,564	872,439	87%
We Energies	10,000.00	300,090	299,314	100%
Wisconsin Public Service Corp-Electric	15,598.08	516,840	331,748	156%
Xcel Energy-Electric	-	-	126,427	0%
Total Electric	\$ 287,212.00	6,371,538	4,861,050	131%
Michigan Gas Utilities Corporation	\$ 43,888.01	273,386	119,357	229%
SEMCO Energy Gas Company	204,835.33	1,087,413	241,646	450%
Wisconsin Public Service Corporation - Gas	2,628.00	6,570	3,670	179%
Xcel Energy – Gas	-	-	4,857	0%
Total Gas	\$ 251,351.34	1,367,369	369,530	370%

Residential Pilot Program

The **Plug Load Analysis Pilot Program** was rolled out in December 2010 and offered to Efficiency United electric utility customers. This program included a walk-through assessment of plug in devices, metering of the device to let the customer view their real-time usage, an opportunity to receive additional measures to help reduce electric consumption and a data gathering function for research.

Program delivery included cold calls to customers who recently participated in an Efficiency United program. At that time, customers were given an opportunity to schedule an appointment. CLEAResult staff then performed the analysis under the name Efficiency United with an Efficiency United name badge. Participants were also given an opportunity to refer additional customers.

The **Comfort System Analysis Pilot Program** offered its first class in December 2010 in collaboration with Ferris State University. It offered licensed mechanical HVAC contractors/their employees a curriculum focused on a heating system's efficiency, analysis, and tune-ups designed to increase energy efficiency. The participants are required to utilize their improved skills performing heating system analysis for Efficiency United residential and commercial & industrial natural gas customers in 2011. Information from this pilot will be collected, analyzed and if found to be cost-effective, promoted as future programming.

The **Home Performance Pilot Program** was rolled out in October 2010 to Michigan Gas Utilities and SEMCO Energy Gas Company customers. This program consisted of incentives for having an energy audit performed by an auditor who was BPI, RESNET, or NEAT certified. In addition to the audit incentive, customers were given an opportunity to receive additional incentives toward measures installed in their home based on the audit results. The additional incentives were disbursed according to the auditor's analysis of the percent reduction of natural gas consumption. The total incentive a customer was eligible to receive was \$3,050. This program will continue into 2011 and be active until funds are exhausted. Information from this pilot will be collected, analyzed and if found to be cost-effective, promoted as future programming.

RESIDENTIAL PILOT

	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF '09-'10 Goals	% of Goal Achieved
Alpena Power Company	\$ 339.78	2,304	35,234	7%
Cloverland/Edison Sault Electric Company	451.26	4,449	68,047	7%
Indiana Michigan Power Company	5,337.84	76,491	496,062	15%
Upper Peninsula Power Company	1,159.26	7,053	107,869	7%
We Energies	401.80	4,231	64,719	7%
Wisconsin Public Service Corp-Electric	243.15	1,715	26,232	7%
Xcel Energy-Electric	140.40	1,420	21,724	7%
Total Electric	\$ 8,073.49	97,662	819,887	12%
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Michigan Gas Utilities Corporation	\$ 4,739.82	1,602	25,017	6%
SEMCO Energy Gas Company	23,022.61	7,521	45,299	17%
Wisconsin Public Service Corporation - Gas	142.96	51	811	6%
Xcel Energy – Gas	285.92	76	810	9%
Total Gas	\$ 28,191.31	9,250	71,937	13%

Commercial and Industrial Pilot Program

The **Plug Load Analysis Pilot Program** was rolled out in December 2010 and offered to Efficiency United electric utility customers. This program included a walk-through assessment of plug in devices, metering device to let the customer see their real-time usage, an opportunity to receive additional measures to help reduce electric consumption, and a data gathering function for research.

The **Comfort System Analysis Pilot Program** offered its first class in December 2010 in collaboration with Ferris State University. It offered licensed mechanical HVAC contractors/their employees a curriculum focused on a heating system's efficiency, analysis, and tune-ups designed to increase energy efficiency. The participants are required to utilize their improved skills performing heating system analysis for Efficiency United residential and commercial & industrial natural gas and customers in 2011. Information from this pilot will be collected, analyzed and if found to be cost-effective, promoted as future programming.

Program delivery included an e-mail blast to HVAC contractors we have worked with in other programs, as well as cold calls to HVAC contractors in the appropriate service areas.

COMMERCIAL & INDUSTRIAL PILOT

	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF '09-'10 Goals	% of Goal Achieved
Alpena Power Company	\$ 339.78	1,497	31,708	5%
Cloverland/Edison Sault Electric Company	451.26	11,197	237,134	5%
Indiana Michigan Power Company	2,263.25	63,867	1,352,549	5%
Upper Peninsula Power Company	1,159.26	20,673	437,794	5%
We Energies	401.80	7,092	150,197	5%
Wisconsin Public Service Corp-Electric	243.15	7,861	166,472	5%
Xcel Energy-Electric	140.40	2,995	63,441	5%
Total Electric	\$ 4,998.90	115,183	2,439,295	5%
				--
Michigan Gas Utilities Corporation	\$ 8,747.84	7,488	27,302	27%
SEMCO Energy Gas Company	17,769.05	15,211	55,275	28%
Wisconsin Public Service Corporation - Gas	273.37	234	839	28%
Xcel Energy – Gas	546.74	468	1,111	42%
Total Gas	\$ 27,337.00	23,401	84,527	28%

Residential Education Program



The **Residential Education Program** provided energy education to 4th through 6th grade students in the relevant utility territories. CLEAResult has partnered with the National Energy Foundation (NEF), developing a curriculum that is approved by the Michigan Department of Education. This curriculum defined energy at an appropriate level for the students and discussed ways the student and their family can be more energy efficient.

The Residential Education Program also provided each student with an energy efficient kit. This kit included CFLs, a low flow shower head, faucet aerators, a LED night light and shower timer. In addition, a Scantron (a device used to scan prepared forms used for multiple-choice and true-or-false testing) was sent home to be completed by the family to determine their energy usage and confirm the installation of the products.

The program, which consisted of 45-60 minutes of hands-on program delivery designed to create behavioral changes as well as promoting immediate energy savings, was delivered in 32 schools to 2,555 participants. At the end of the program, each participant was given an energy savings kit with the specific instructions for installation and reporting back. The results were:

- 42% of energy efficient showerheads were installed for an estimated savings of 10,573,520 gallons of water, 33,910 therms and 410,968 kWh in the first year of use.
- 62% of the energy saving kitchen aerators were installed for an estimated savings of 7,406,697 gallons of water; 23,754 therms and 287,881 kWh in the first year of use.
- 82% of the first of 2 CFLs were installed for an estimated savings of 147,437 kWh in the first year of use.
- 77% of the second of 2 CFLs were installed for an estimated savings of 127,170 kWh in the first year of use.
- 75% of the energy efficient nightlights were installed for an estimated savings of 28,500 kWh in the first year of use.

RESIDENTIAL EDUCATION

	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF '09-'10 Goals	% of Goal Achieved
Alpena Power Company	\$ 3,118.00	21,140	21,140	100%
Cloverland/Edison Sault Electric Company	4,141.00	40,828	40,828	100%
Indiana Michigan Power Company	20,769.95	297,636	297,637	100%
Upper Peninsula Power Company	10,638.48	64,718	64,721	100%
We Energies	3,687.00	38,831	38,831	100%
Wisconsin Public Service Corp-Electric	2,231.50	15,735	15,739	100%
Xcel Energy-Electric	1,288.50	13,029	13,034	100%
Total Electric	\$ 45,874.43	491,918	491,930	100%
Michigan Gas Utilities Corporation	\$ 39,000.50	15,010	15,010	100%
SEMCO Energy Gas Company	79,081.00	27,179	27,179	100%
Wisconsin Public Service Corporation - Gas	1,199.00	486	486	100%
Xcel Energy – Gas	1,587.00	486	486	100%
Total Gas	\$ 120,867.50	43,161	43,161	100%

Additionally, DOE Energy Savers Booklets were distributed to customers during product demonstrations and presentations in an effort to increase knowledge around low and no cost ways to save energy.

Teacher Comments

- *“They enjoyed the presentation, especially the vocabulary game. They were very excited to take the kit home and use the energy saving tools.”*
- *“Being able to take home and use the items talked about in the program made a big impact on the students.”*
- *“The program was great and well done. Great presenters! The students were engaged and enthusiastic about the whole thing.”*
- *“They were very excited to share their knowledge with their parents! They really liked the kits! Many came back to school and shared the changes they had made with me.”*

Parent Comments

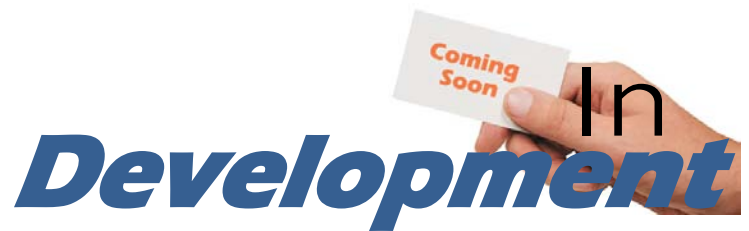
- *“It was fun to be given samples of the products to use at home. We had a great time doing this as a family.”*
- *“I think this was such an awesome experience for my son and our family to use more energy efficient products than before. Thank you.”*
- *“I loved it! It was hands on and easy for the kids to use!”*
- *“Thank you for this wonderful program. Starting kids on being energy smart early on will only lead to a whole generation of energy efficient citizens in the years to come.”*
- *“It was great to show how, and how much, energy is saved by doing and not just talking about it.”*

Commercial and Industrial Education Program

The **C&I Education Program** rolled out a program very similar to the Residential Online Audit program. This online audit survey was designed to provide energy saving measures to the small business customer while educating them about their energy consumption, suggesting the improvements that would yield the highest energy savings in their small business and offering low or no-cost ways to improve overall energy efficiency.

COMMERCIAL & INDUSTRIAL EDUCATION

	YTD Incentive Paid	YTD kWh/CCF Achieved	Annual kWh/CCF '09-'10 Goals	% of Goal Achieved
Alpena Power Company	\$ 1,383.59	6,097	19,025	32%
Cloverland/Edison Sault Electric Company	1,837.74	45,601	142,280	32%
Indiana Michigan Power Company	9,216.91	260,094	811,529	32%
Upper Peninsula Power Company	571.77	10,196	262,676	4%
We Energies	4,720.95	83,322	90,118	92%
Wisconsin Public Service Corp-Electric	1,636.31	52,893	99,883	53%
Xcel Energy-Electric	990.18	21,127	38,065	56%
Total Electric	\$ 20,357.45	479,331	1,463,576	33%
Michigan Gas Utilities Corporation	\$ 6,538.34	5,250	16,381	32%
SEMCO Energy Gas Company	13,237.09	10,629	33,165	32%
Wisconsin Public Service Corporation - Gas	201.11	161	504	32%
Xcel Energy – Gas	266.01	214	667	32%
Total Gas	\$ 20,242.55	16,254	50,717	32%



Coming in 2011

A monthly event calendar is in development and will be shared with MCAA each month so all partners are aware of where CLEAResult staff/subcontractors are hosting/attending events, advertising and otherwise promoting programs.

Website updates for 2011 have been started. Completed program improvements will follow budget/program approvals for 2011.

Subcontractor training sessions for neighborhood sweep crews scheduled for February.

Press releases will be submitted to MCAA for 2010 successes and 2011 general program launch information. CLEAResult will work with MCAA to either have them distributed to utility partners or local media, as desired by program partners.

Home Show attendance is scheduled for 3 weekends in March – UP, Southwest Michigan, Northern Michigan. CLEAResult will continue to attend and participate in shows and programs at similar local events.

Contact Us

Customers may obtain program information, place orders or download rebate applications for mail-in rebate requests on items purchased, by visiting the Efficiency United website at www.efficiencyunited.com, or by calling the Efficiency United Customer Service Center at **1.877.367.3191**.

Address correspondence by mail to:

Efficiency United
3474 Alaiedon Parkway
Suite 600
Okemos, MI 48864

The Customer Service Center is open 8am to 8pm, Monday through Friday and 9am to 1pm on Saturdays.