



2019 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 28 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 2019, no legislative changes impacted the Efficiency United programs.

Efficiency United's EWR Program again exceeded its energy savings targets for 2019 while maintaining a focus on delivering energy-saving solutions to income qualified families, and both residential and non-residential customers.



Efficiency United continues to strategically allocate program funds to meet energy savings targets while deepening its reach within communities and markets.

Achievements of the 2019 Efficiency United EWR Plan

For the eighth consecutive year, the Efficiency United program achieved savings targets for each of its collaborative members.

- Served nearly 45,196 customers
- Distributed nearly \$3,950,506 through incentive funding of core program projects
- Enhanced the lives of 542 customers through the Income Qualified Energy Assistance Program

Program Communication and Collaboration

Communication efficacy continued to serve as a vital ingredient to the success of the 2019 EWR Program. Regular communication and collaboration occurred between these partners:

- Michigan Public Service Commission (MPSC)
- Michigan Community Action (MCA)
- CLEARResult
- DNV GL
- Morgan Marketing Partners
- National Energy Foundation (NEF)

Efficiency United and CLEARResult provided regular communications to members of the collaborative, which included:

- Monthly reporting
- Marketing collateral
- Invoicing and approvals
- Available program funds
- Strategic planning
- New initiatives

Collaboration With DNV GL and MPSC

Collaboration between Efficiency United, DNV GL through Michigan Community Action Agency

Association (MCA) and MPSC continued in 2019.

A summary of activities included:

- Participation in the MPSC EWR Collaborative Design, Implementation & Evaluation Workgroups
- Soliciting input and feedback on the Michigan Energy Measures Database (MEMD)
- Participation in MPSC and Michigan Agency for Energy workgroups and studies: Low Income Workgroup, UP Housing Baseline Study, rural and agricultural study
- Providing updates on contractor and retailer efforts
- Working closely with the Michigan Energy Efficiency Contractors Association (MEECA) to solicit contractor feedback

Efficiency United and CLEARResult proactively worked with program evaluator DNV GL, which made it possible to make real-time adjustments where necessary throughout the year. Efforts included:

- Weekly communication on evaluation activities planned
- Review of engineered savings calculations for select Commercial and Industrial Custom Program projects
- Regular submission and review of project data

Efficiency United continued enhancing program delivery through feedback provided by DNV GL, and continually sought ways to enhance the programs through:

- Innovative EWR program offerings
- Competitive rebate levels
- Outstanding customer satisfaction
- Robust educational tools (including online residential and small business energy audits)
- Partnerships with local retailers and contractors

Satisfaction

For each energy efficiency program and in each program year, DNV GL 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 2016 to 2019

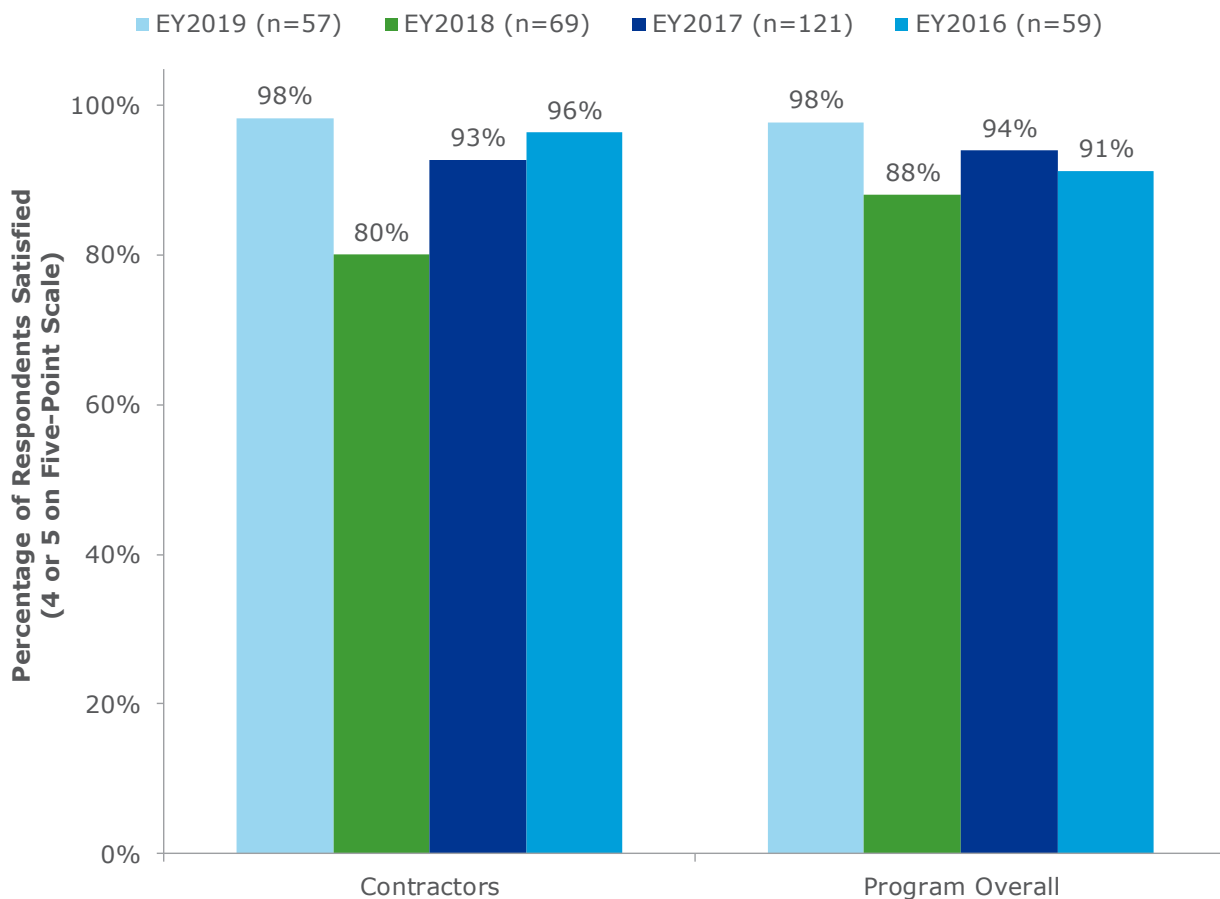


Figure 2: Satisfaction with Contractors and the Home Performance Program, EY 2016 to 2019

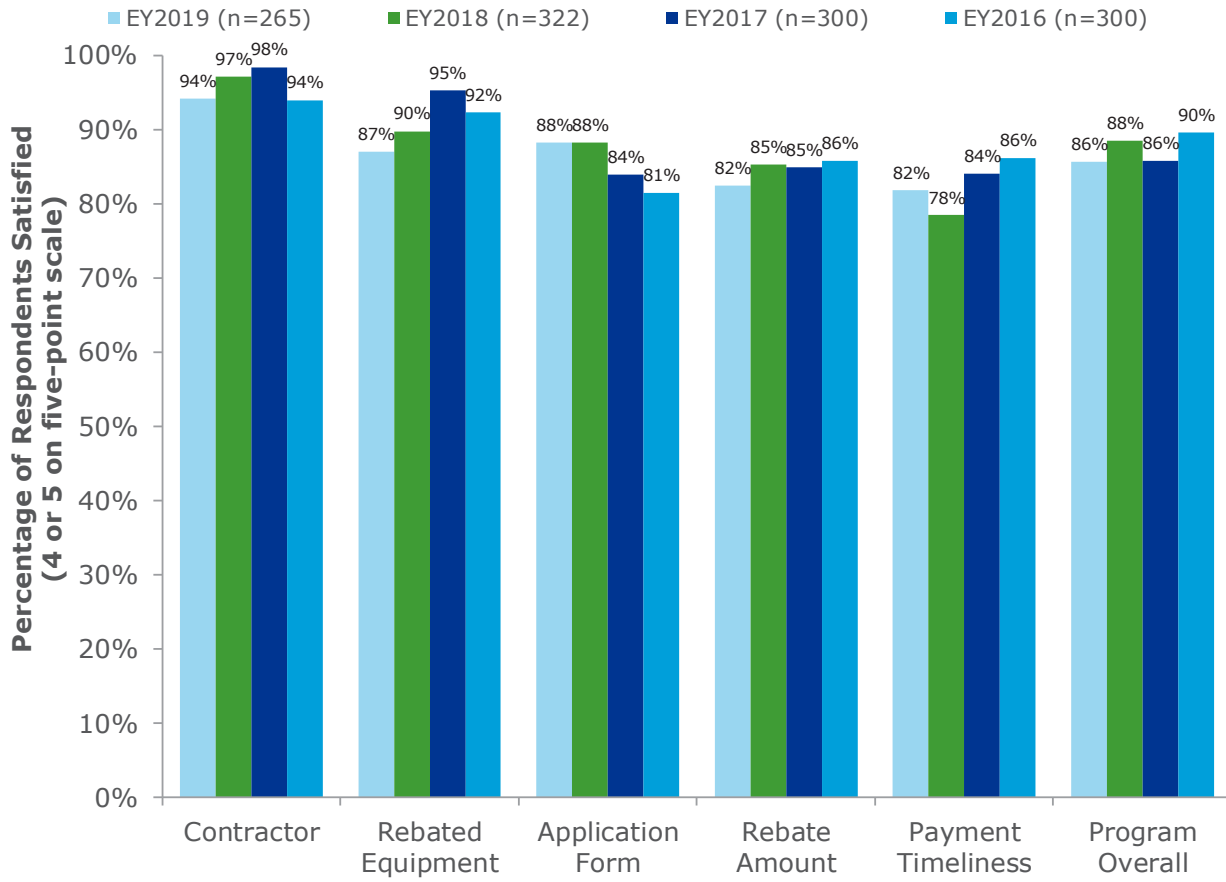


Figure 3: Satisfaction with Contractors and the ENERGY STAR Program, EY 2016 to 2019

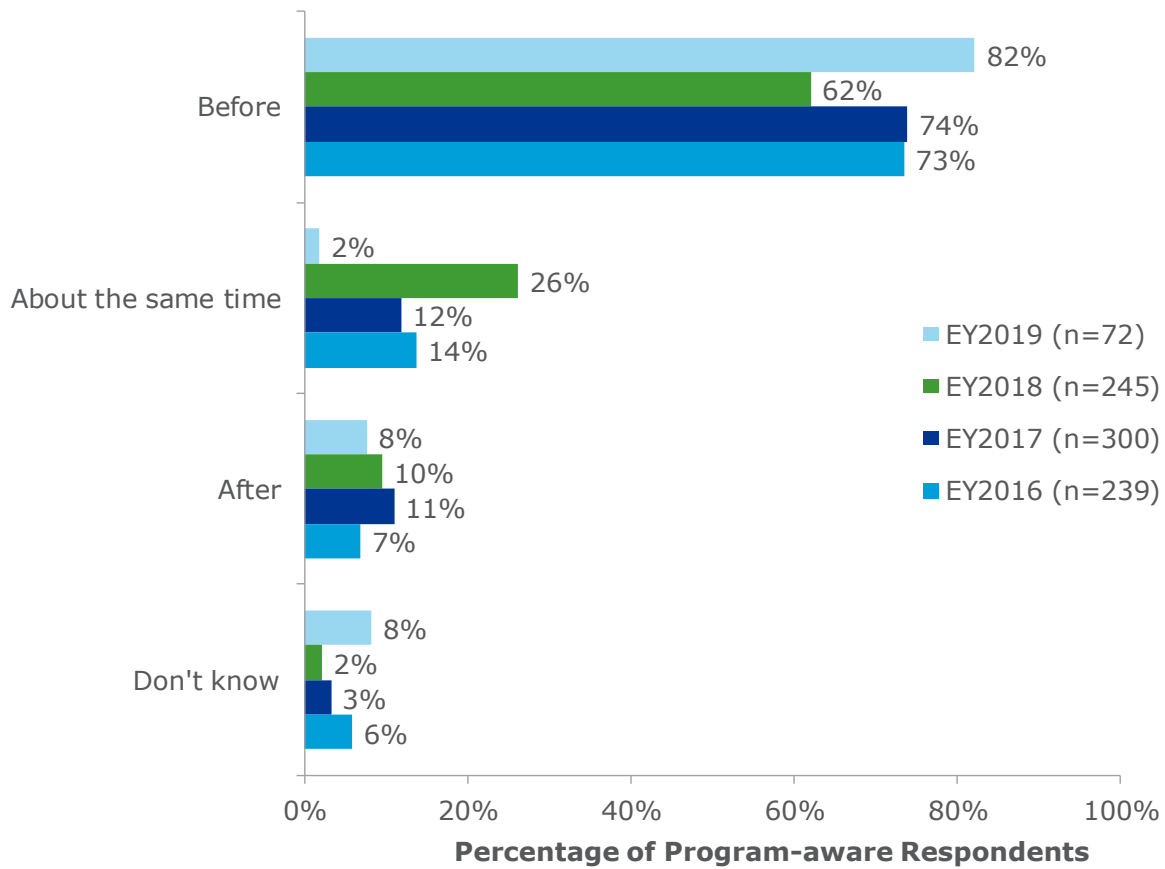


Figure 4: Satisfaction with the Commercial & Industrial Program Characteristics, EY 2017 to 2019

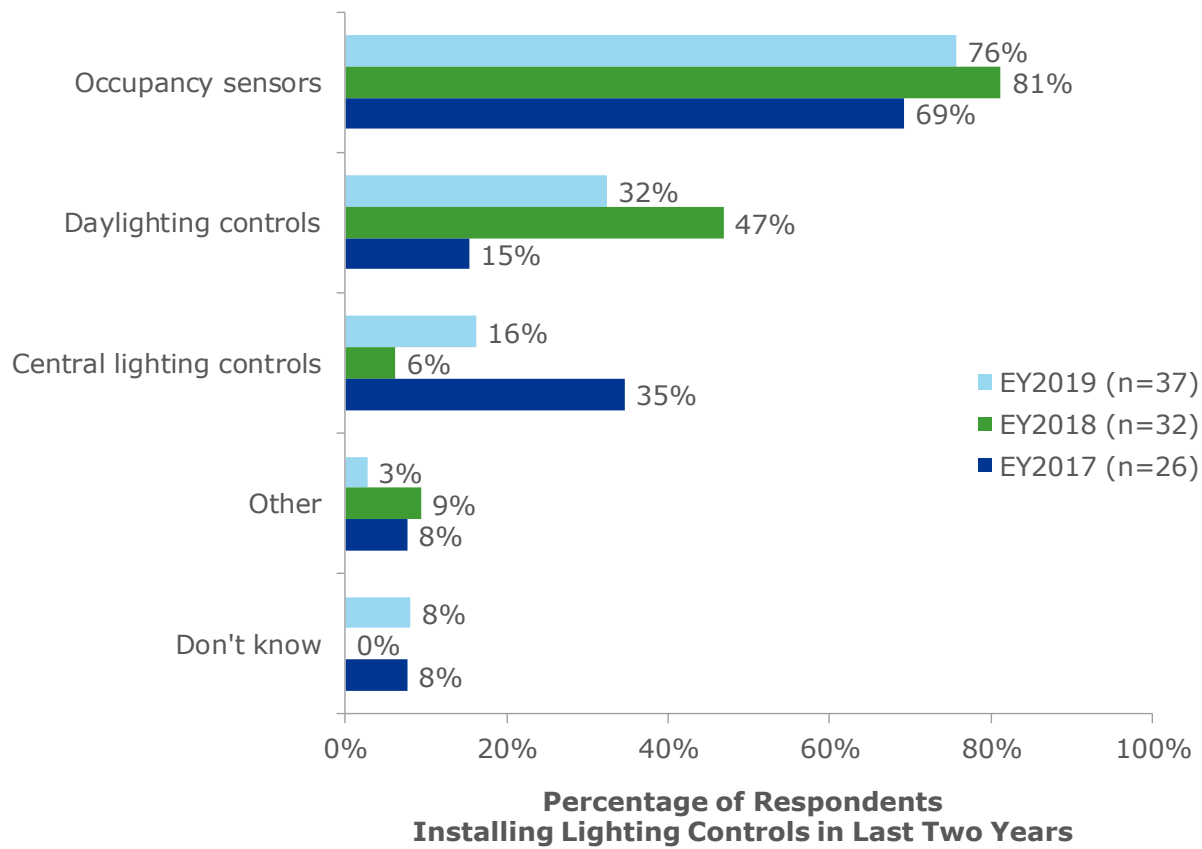


Figure 5: EY 2018 to 2019

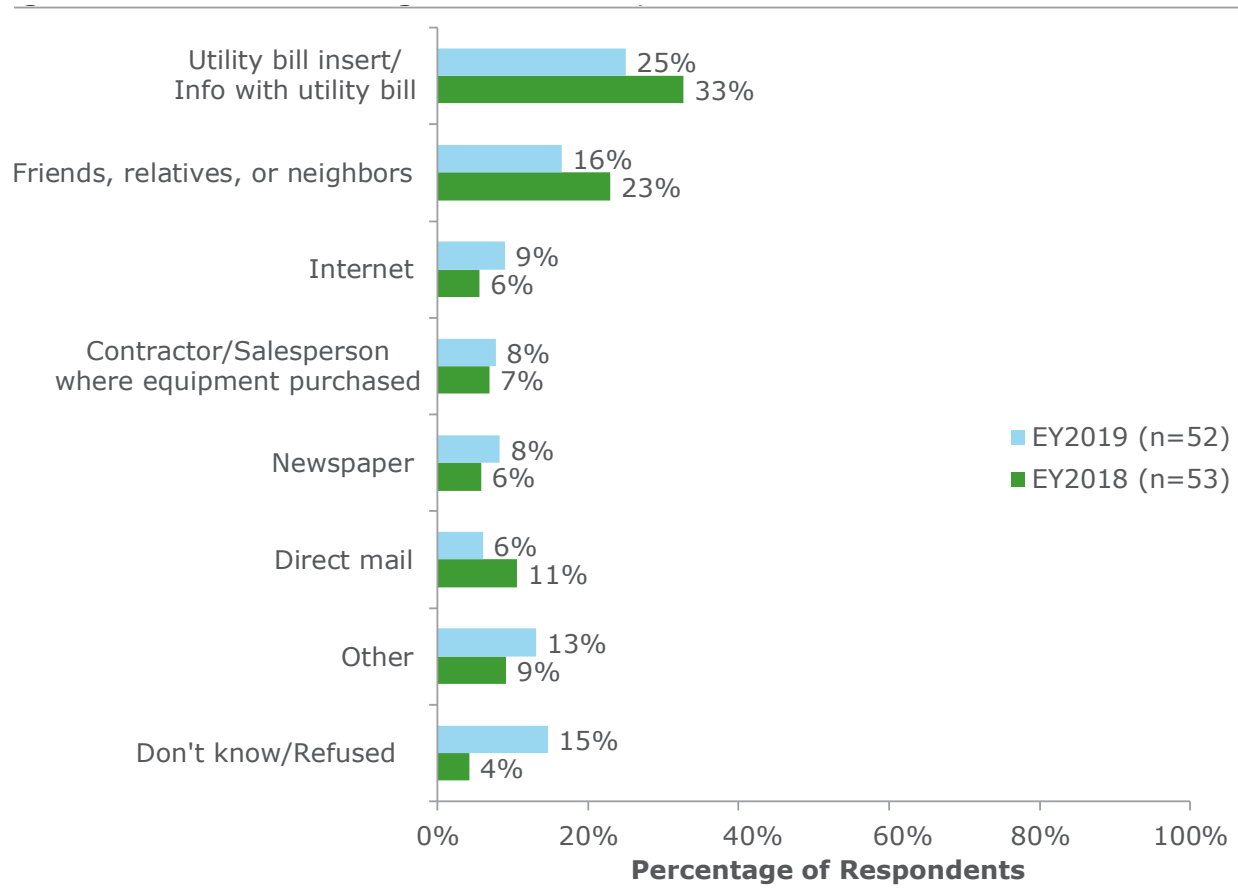
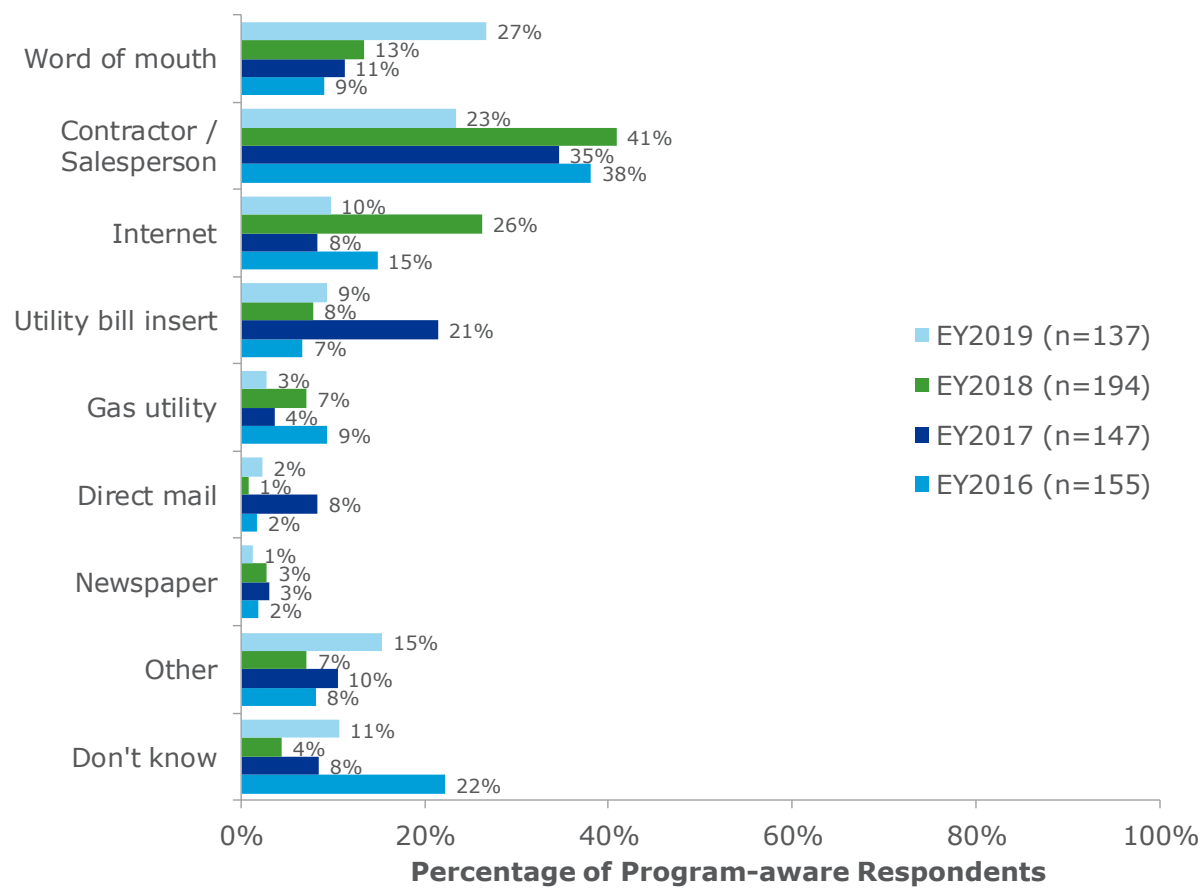


Figure 6: EY 2016 to 2019



Portfolio Achievements

Efficiency United Natural Gas Total Incentives

Class	2019 Incentive Budget	2018 Incentive Unspent	Total Available 2019 Incentive Budget	Incentive Spent	Incentive Remaining*	Incentive Spent (% Portfolio)
Income Qualified	\$183,601	\$-	\$183,601	\$184,834	\$(1,233)	12%
Residential	\$999,192	\$-	\$999,192	\$1,002,074	\$(2,882)	66%
Commercial and Industrial	\$401,571	\$243,599	\$645,170	\$334,773	\$310,397	22%
Total	\$1,584,364	\$243,599	\$1,827,963	\$1,521,681	\$306,283	100%

*Remaining incentive funds will be carried forward into the 2020 EWR programs.

Efficiency United Natural Gas Total Implementation

Class	2019 Implementation Budget	Implementation Spent	Remaining	Implementation Spent (% Portfolio)
Income Qualified	\$122,401	\$122,401	\$-	11%
Residential	\$654,440	\$654,440	\$-	60%
Commercial and Industrial	\$318,646	\$318,646	\$-	29%
Total	\$1,095,487	\$1,095,487	\$-	100%

Efficiency United Natural Gas First-Year Therm Savings

Class	2019 Therm Target	Therms Achieved	% Achieved	% Portfolio
Income Qualified	54,656	51,573	94%	3%
Residential	635,458	781,305	123%	39%
Commercial and Industrial	1,022,884	1,154,727	113%	58%
Total	1,712,997	1,987,605	116%	100%

The Appendix includes detailed Efficiency United collection breakdown by utility.

Efficiency United Electric Total Incentives

Class	2019 Incentive Budget	2018 Incentive Unspent	Total Available 2019 Incentive Budget	Incentive Spent	Incentive Remaining*	Incentive Spent (% Portfolio)
Income Qualified	\$183,791	\$824	\$184,615	\$184,087	\$528	13%
Residential	\$662,481	\$301,349	\$963,830	\$619,217	\$344,613	42%
Commercial and Industrial	\$1,519,870	\$420,609	\$1,940,479	\$661,480	\$1,279,000	45%
Total	\$2,366,142	\$722,782	\$3,088,925	\$1,464,783	\$1,624,141	100%

*Remaining incentive funds will be carried forward into the 2020 EWR programs.

Efficiency United Electric Total Implementation

Class	2019 Implementation Budget	Implementation Spent	Remaining	Implementation Spent (% Portfolio)
Income Qualified	\$122,527	\$122,527	\$-	8%
Residential	\$460,983	\$460,983	\$-	29%
Commercial and Industrial	\$1,031,832	\$1,031,832	\$-	64%
Total	\$1,615,342	\$1,615,342	\$-	100%

Efficiency United Electric First-Year kWh Savings

Class	2019 kWh Target	kWh Achieved	% Achieved	% Portfolio
Income Qualified	224,251	373,820	167%	1%
Residential	5,165,516	6,945,734	134%	17%
MCA Pilot	-	526,019	-	-
Commercial and Industrial	23,306,312	28,527,069	140%	82%
Total	28,696,079	36,372,643	139%	100%

The Appendix includes detailed Efficiency United collection breakdown by utility.

**Income
Qualified**





Income Qualified Class Overview

Energy-efficient homes use less energy and have lower monthly energy bills. Unfortunately, not everyone has the means to make multifaceted, sometimes costly, updates and repairs to their home. The 2019 Efficiency United Income Qualified Energy Assistance Program provided Michigan's most vulnerable residents with no-cost, energy-efficient equipment and home envelope upgrades. By identifying existing inefficiencies, removing old inefficient equipment and installing new high-efficiency equipment and technologies, we aim to make a lasting difference, proven to save both energy and money.

Program Design

As in previous years, achieving the program's energy savings and incentive spend objectives required a series of strategic partnerships. The program leveraged relationships with multiple contractors, community-based organizations and public housing projects to help qualifying customers overcome financial barriers associated with critical home repairs.



Program Offerings

The program continued to place a sizeable focus on weatherizing manufactured homes through the Manufactured Home Initiative (MHI). Nationally, manufactured homes are a leading source of affordable housing. These homes, especially older models, commonly use a lot of energy and are likely to leak that energy to the outside. The program focused primarily on duct and air sealing, coupled with heating system tune-ups and direct install fixtures, to deliver cost-effective energy savings and health and safety services to families residing in manufactured homes.

Also continuing in 2019 was a focus on the removal, recycling and replacement of old inefficient appliances, LED lighting and occupant education. The targeted replacement of older large appliances such as furnaces, water heaters and refrigerators allowed for substantial reduction in the energy demand within participant homes.

Community-Based Partnerships

In 2018 a renewed focus was placed on Community Action Agency (CAA) collaboration, through coupling full-pay EWR measures with weatherization services and weatherization rebates. Throughout the 2018 program community investment through CAAs more than doubled over figures from 2017. In 2019 the program continued to build on these 2018 successes through continued partnership with CAAs. Through continuation of and building upon those strategic partnerships the 2019 program again saw a double-digit percentage increase of total incentive budget investment in the State of Michigan's Community Action Network.

The following CAAs received support from Efficiency United during the 2019 program year:

- Community Action of Allegan County
- Baraga Houghton Keweenaw Community Action Agency
- Community Action of Allegan County

- Dickinson Iron Community Services Agency
- Gogebic-Ontonagon Community Action Agency
- Monroe County Opportunity Program
- Menominee-Delta-Schoolcraft Community Action Agency & Human Resource Authority
- Northeast Michigan Community Service Agency
- Ottawa County Community Action Agency
- Southwest Michigan Community Action Agency

By building a strong network of local community-based agencies, the program was able to provide individual low-income customers direct access to EWR services resulting in considerable benefits for program participants and their communities.

Additionally, the program was able to further maximize available funds through strategic partnerships with public housing commissions. 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. By assisting with improvements to public housing, the program directly impacts all residents by making affordable housing also quality housing.

The following public housing entities received support from Efficiency United during the 2019 program year:

- Baraga Housing Commission
- Benton Township Housing Commission
- Bessemer Housing Commission
- Dowagiac Housing Commission
- Hannahville Indian Community Housing Authority
- Hillsdale Housing Commission
- Iron County Housing Commission
- Lac Vieux Desert Band of Lake Superior Chippewa Housing
- Ojibwa Housing Authority

Marketing

The Income Qualified Program is promoted through a collaboration between Efficiency United, Michigan Community Action and community partners. Marketing provides collateral support for many aspects of the Income Qualified Program, for use

with in-person outreach efforts. These materials, including posters, flyers and brochures, promote the energy-saving benefits of EWR programs, products and programs available, along with qualifications and contact information for program officials.

Income Qualified Program Incentive Budgets

Provider	2019 Incentive Budget	Incentive Carryforward Remaining from Previous Years	Total Available Incentive Budget	Incentive Spent	% of Budget Spent (Based on 2018 Incentive Budget)	Remaining Incentive Budget*
Electric Utilities						
Alpena	\$31,571	\$-	\$31,571	\$31,571	100%	\$-
Baraga	\$2,918	\$-	\$2,918	\$2,920	100%	\$(2)
Bayfield	\$60	\$824	\$884	\$65	108%	\$819
Crystal Falls	\$2,843	\$-	\$2,843	\$2,843	100%	\$-
Dowagiac	\$9,337	\$-	\$9,337	\$9,620	103%	\$(283)
Gladstone	\$4,529	\$-	\$4,529	\$4,529	100%	\$-
Harbor Springs	\$4,457	\$-	\$4,457	\$4,457	100%	\$-
Hillsdale	\$16,925	\$-	\$16,925	\$16,930	100%	\$(5)
L'Anse	\$1,902	\$-	\$1,902	\$1,902	100%	\$-
Negaunee	\$3,930	\$-	\$3,930	\$3,930	100%	\$-
Norway	\$4,051	\$-	\$4,051	\$4,052	100%	\$(1)
Wisconsin Electric	\$-	\$-	\$-	\$-	-	\$-
UMERC - Electric	\$82,895	\$-	\$82,895	\$82,895	100%	\$-
Xcel Energy - Electric	\$18,373	\$-	\$18,373	\$18,373	100%	\$(1)
Total Electric	\$183,791	\$824	\$184,615	\$184,087	100%	\$528
Natural Gas Utilities						
MGU	\$172,139	\$-	\$172,139	\$173,370	101%	\$(1,231)
UMERC - Gas	\$4,636	\$-	\$4,636	\$4,636	100%	\$-
Xcel Energy - Gas	\$6,826	\$-	\$6,826	\$6,828	100%	\$(2)
Total Natural Gas	\$183,601	\$-	\$183,601	\$184,834	101%	\$(1,233)

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

Income Qualified Energy Savings

Provider	# of Participants	Annual kWh/Therms Goal	2019 kWh/Therms Achieved	2018 Carryforward Savings	Total kWh/Therms Achieved	% of Goal Achieved
Electric Utilities						
Alpena	13	16,602	30,216	5,534	35,750	215%
Baraga	2	4,627	5,689	1,542	7,231	156%
Bayfield	1	189	398	26	423	223%
Crystal Falls	2	3,166	4,427	1,055	5,482	173%
Dowagiac	7	14,171	24,256	4,724	28,980	205%
Gladstone	5	5,303	3,725	1,534	5,259	99%
Harbor Springs	7	7,245	4,436	-	4,436	61%
Hillsdale	7	19,384	123,660	4,674	128,335	662%
L'Anse	3	2,757	1,453	919	2,372	86%
Negaunee	5	6,177	7,145	2,059	9,204	149%
Norway	2	6,035	5,746	2,012	7,757	129%
Wisconsin Electric	-	-	-	-	-	-
UMERC - Electric	71	122,113	98,538	26,286	124,824	102%
Xcel Energy - Electric	7	16,482	11,836	1,931	13,767	84%
Total Electric	132	224,251	321,525	52,295	373,820	167%
Natural Gas Utilities						
MGU	386	48,679	37,871	3,820	41,692	86%
UMERC - Gas	7	4,648	2,873	1,549	4,422	95%
Xcel Energy - Gas	17	1,329	5,028	431	5,460	411%
Total Natural Gas	410	54,656	45,773	5,801	51,573	94%

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 house and some landscaping. The word "Residential" is overlaid in white text on the right side of the image.

Residential

Residential Class Overview

44,257

total participants

781,305

first-year net therm savings achieved

6,945,734

first-year net kWh savings achieved

\$1,621,291

incentives distributed

Class Achievements

The Efficiency United Residential Program provided rebate incentives to encourage the adoption of energy efficiency equipment.

Efficiency United continued to offer a variety of program opportunities to its diverse residential customer base. These included:

- Home Performance Program
- ENERGY STAR Program
- Appliance Recycling Program
- Residential Education Program
- Residential Pilot Program

Residential Program Incentive Budgets

Provider	2019 Incentive Budget	Incentive Carryforward Remaining from Previous Years	Total Available Incentive Budget	Incentive Spent	% of Budget Spent (Based on 2019 Total Available Budget)	Remaining Incentive Budget*
Electric Utilities						
Alpena	\$110,093	\$18,283	\$128,376	\$149,067	116%	\$(20,691)
Baraga	\$3,464	\$1,834	\$5,298	\$3,099	59%	\$2,199
Bayfield	\$460	\$658	\$1,118	\$158	14%	\$960
Crystal Falls	\$10,849	\$5,719	\$16,568	\$7,085	43%	\$9,484
Dowagiac	\$21,176	\$29,074	\$50,250	\$37,481	75%	\$12,769
Gladstone	\$19,569	\$37,365	\$56,934	\$16,021	28%	\$40,914
Harbor Springs	\$16,581	\$49,845	\$66,426	\$15,391	23%	\$51,035
Hillsdale	\$47,223	\$15,218	\$62,441	\$19,443	31%	\$42,997
L'Anse	\$6,380	\$2,538	\$8,918	\$11,665	131%	\$(2,748)
Negaunee	\$17,320	\$41,835	\$59,155	\$12,489	21%	\$46,666
Norway	\$19,029	\$51	\$19,081	\$16,318	86%	\$2,763
Wisconsin Electric	-	-	-	-	-	-
UMERC - Electric	\$326,237	\$98,930	\$425,167	\$268,603	63%	\$156,564
Xcel Energy - Electric	\$64,100	\$-	\$64,100	\$62,396	97%	\$1,704
Total Electric	\$662,481	\$301,349	\$963,830	\$619,217	64%	\$344,613
Natural Gas Utilities						
MGU	\$945,076	\$-	\$945,076	\$948,596	100%	\$(3,519)
UMERC - Gas	\$22,360	\$-	\$22,360	\$19,064	85%	\$3,296
Xcel Energy - Gas	\$31,756	\$-	\$31,756	\$34,414	108%	\$(2,659)
Total Natural Gas	\$999,192	\$-	\$999,192	\$1,002,074	100%	\$(2,882)

*Unspent incentive funds will be carried forward into the 2020 EWR Program.

Residential Energy Savings

Provider	# of Participants	Annual kWh/ Therms Goal	2019 kWh/ Therms Achieved	2018 Carryforward Savings	Bulbs from 2017 & 2018	Total kWh/ Therms Achieved	% of Goal Achieved
Electric Utilities							
Alpena	12,950	479,403	1,414,170	159,801	262,113	1,836,084	383%
Baraga	199	24,667	27,680	8,222	7,649	43,552	177%
Bayfield	15	1,407	1,543	190	220	1,952	139%
Crystal Falls	474	72,618	60,689	24,206	11,347	96,242	133%
Dowagiac	2,847	160,798	324,692	53,599	20,753	399,044	248%
Gladstone	899	159,723	120,474	46,192	22,638	189,304	119%
Harbor Springs	624	184,819	107,746	-	17,535	125,281	68%
Hillsdale	423	347,580	95,134	83,816	23,480	202,429	58%
L'Anse	851	45,806	97,068	15,269	13,082	125,418	274%
Negaunee	774	103,656	103,078	34,552	25,585	163,215	157%
Norway	1,068	135,286	136,203	45,095	23,709	205,008	152%
Wisconsin Electric	-	-	-	-	-	-	-
UMERC - Electric	15,266	2,913,494	1,972,869	627,151	340,909	2,940,929	101%
Xcel Energy - Electric	3,656	536,261	467,853	62,829	86,594	617,276	115%
Total Electric	40,046	5,165,516	4,929,199	1,160,922	855,613	6,945,734	134%
Natural Gas Utilities							
MGU	3,928	592,665	674,089	46,510	-	720,599	122%
UMERC - Gas	95	10,675	17,372	3,558	-	20,931	196%
Xcel Energy - Gas	188	32,117	29,352	10,423	-	39,775	124%
Total Natural Gas	4,211	635,458	720,813	60,492	-	781,305	123%

*Does not include Income Qualified savings.



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.

Like previous years, the 2019 program continued to offer rebates on the following equipment:

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

These no-cost services continued to be made available for eligible customers:

- Home Energy Assessment
- Manufactured Home Initiative

Additional services offered through this program include:

- Contractor network
- Furnace and boiler tune-up
- ECM furnace fan and ECM circulating pump

4,372

total participants

718,176

first-year net therm savings achieved

376,322

first-year net kWh savings achieved

\$1,022,540

incentives distributed

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 2019 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
- Windows and doors

No-cost services were also offered in 2019 and made available to eligible customers:

- Home Energy Assessment (HEA) with rebate bonuses available
- MHI in MGU

Additional services offered through the Home Performance Program included:

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 2019, contractors that participated in the Efficiency United EWR Program showed 90 percent satisfaction in the

program; as evaluated by DNV GL 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 2019; 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 2019 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. During the assessment, custom recommendations were 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-efficiency showerheads and aerators, water heater pipe insulation, LED light bulbs and a 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 recommend improvements, Efficiency United offered a special one-time HEA bonus opportunity, valued at up to \$200 for one qualifying improvement.

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 have limited incomes 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.

The 2019 MHI Program achieved 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 Market 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	2018 Carryforward Savings	2019 kWh/ Therms Achieved	Total kWh/ Therms Achieved	2019 Annual kWh/Therms Goal	% of Savings Goal Achieved
Electric Utilities							
Alpena	38	\$11,443	2,754	29,462	32,216	7,579	425%
Baraga	4	\$800	562	2,381	2,943	1,524	193%
Bayfield	0	\$-	-	-	-	-	-
Crystal Falls	6	\$1,371	2,292	4,757	7,049	6,302	112%
Dowagiac	22	\$3,040	3,624	8,673	12,297	9,926	124%
Gladstone	8	\$4,490	2,529	10,429	12,958	8,022	162%
Harbor Springs	13	\$3,950	-	11,953	11,953	5,398	221%
Hillsdale	42	\$10,438	12,133	20,569	32,702	46,065	71%
L'Anse	7	\$2,100	446	4,270	4,715	1,224	385%
Negaunee	10	\$2,975	2,592	9,512	12,104	7,116	170%
Norway	12	\$3,303	2,733	8,962	11,695	7,514	156%
UMERC - Electric	144	\$47,060	47,695	121,490	169,186	203,105	83%
Xcel Energy - Electric	70	\$24,228	5,399	61,105	66,504	42,280	157%
Total Electric	376	\$115,198	82,759	293,563	376,322	346,056	109%
Natural Gas Utilities							
MGU	3,759	\$855,931	46,314	613,868	660,182	539,075	122%
UMERC - Gas	69	\$18,155	3,267	16,606	19,873	8,675	229%
Xcel Energy - Gas	168	\$33,256	9,988	28,132	38,120	28,212	135%
Total Natural Gas	3,996	\$907,342	59,569	658,607	718,176	575,962	125%



Residential ENERGY STAR Program

39,766

total participants

1,948

first-year therm savings achieved

6,089,375

first-year kWh savings achieved

\$443,091

incentives distributed

The Residential ENERGY STAR Program provided multiple paths and opportunities to Efficiency United residential customers. Program representatives engaged, educated and informed customers on how and why customers should take advantage of Efficiency United energy efficiency programs. Discounted pricing on high-efficiency products were also available to eligible customers through participating retailers and local sales events.

In 2019, the ENERGY STAR Program added 14 new retail store locations to better serve the Efficiency United utility customers in the hard-to-reach territories through Dollar General, True Value Hardware and Family Dollar locations, and other small businesses giving the program the ability to reach customers in utility territories that did not have a retail presence in previous years.

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
- Televisions
- Air conditioning units
- Dehumidifiers
- Air purifiers
- Ceiling fans with light kit

Program representatives attended public events and hosted stand-alone educational Day of Energy Savings (DOES) events throughout the Efficiency United service territory. Representatives cross-promoted all Efficiency United program offerings based on conversations with attendees. In addition, discounted energy-saving products were available for purchase by eligible customers. In 2019 additional LED products were added to the event product listing to include different wattages and colors to increase participation in the events.

2019 Day of Energy Savings Event Locations and Dates:

- Alpena County George N. Fletcher Public Library | April 23–24, June 18–19
- Hillsdale BPU office | May 15–16, Oct 12
- L'Anse Village Hall | May 1–2
- Harbor Springs City Hall | April 2–3, Sept 25–26
- Dowagiac City Hall | June 5–6
- Menominee City Hall | May 22–23
- Village of Baraga | March 20–21
- Negaunee Senior Center | April 16–17
- Crystal Falls City Hall | June 27
- Gladstone City Hall | May 15–16
- Norway City Hall | June 25
- Ironwood Memorial Building | June 12–13

ENERGY STAR Appliance Rebate Program

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.

ENERGY STAR Program Overview

Provider	# of Participants	Incentive Spent	2018 Carryforward Savings	Bulbs from 2017 & 2018	2019 kWh/ Therms Achieved	Total kWh/ Therms Achieved	2019 Annual kWh/Therms Goal	% of Savings Goal Achieved
Electric Utilities								
Alpena	12,906	\$127,438	154,291	262,113	1,339,690	1,756,093	424,560	414%
Baraga	193	\$1,650	6,267	7,649	21,361	35,278	17,015	207%
Bayfield	15	\$143	190	220	1,495	1,904	1,280	149%
Crystal Falls	464	\$4,377	21,172	11,347	47,954	80,473	58,214	138%
Dowagiac	2,823	\$32,497	47,782	20,753	301,247	369,783	130,868	283%
Gladstone	880	\$8,721	40,052	22,638	91,120	153,810	127,044	121%
Harbor Springs	611	\$9,945	-	17,535	79,644	97,179	164,055	59%
Hillsdale	374	\$5,781	68,919	23,480	53,213	145,612	261,666	56%
L'Anse	842	\$8,889	13,335	13,082	88,324	114,742	36,613	313%
Negaunee	747	\$6,827	23,213	25,585	74,397	123,195	63,737	193%
Norway	1,054	\$11,636	39,641	23,709	117,709	181,059	108,984	166%
UMERC - Electric	15,059	\$187,017	539,436	340,909	1,637,871	2,518,216	2,297,122	110%
Xcel Energy - Electric	3,583	\$33,060	57,000	86,594	368,437	512,032	446,396	115%
Total Electric	39,551	\$437,979	1,011,299	855,613	4,222,463	6,089,375	4,137,553	147%
Natural Gas Utilities								
MGU	169	\$4,821	196	-	503	699	2,282	31%
UMERC - Gas	26	\$175	292	-	306	598	775	77%
Xcel Energy - Gas	20	\$116	435	-	216	651	1,229	53%
Total Natural Gas	215	\$5,112	923	-	1,025	1,948	4,286	45%



Residential Appliance Recycling Program

The Appliance Recycling Program offered in-home collection of refrigerators, freezers, room air conditioners and dehumidifiers.

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 conditioner and dehumidifier.

In 2019, the program added mini refrigerators to the Appliance Recycling Program and it has become a popular appliance to recycle. Also, in 2019 the program held an appliance recycling drop-off event, where customers could drop off their qualified appliances at a local scrap yard and the appliances would be properly decommissioned and the customer given a mail-in rebate.



The 2019 Efficiency United Appliance Recycling Program picked up appliances from April through September and retrieved and responsibly recycled 136 appliances. As in previous years, with mini refrigerators added, refrigerators were the most popular appliance recycled and accounted for 71 percent of all appliances recycled in 2019.

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 2019, interactive classroom presentations were delivered September through October. Presentations were generally 45–60 minutes in length and were facilitated by an NEF presenter. Utility collaboration continued with UPPCO, SEMCO ENERGY Gas Company and DTE Energy, which allowed the program to reach a large number of schools. Please see the chart on the next page 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 2019 Think! Energy Program, the NEF changed their Energy Savings Kit packaging to offer the students an energy savings backpack 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 Google Play, that the students can download and get instructions on how to install their new energy-saving measures, to include fun and interactive videos, games and other activities.



Appliance Recycling Program Overview

Provider	# of Participants	Incentive Spent	2018 Carryforward Savings	2019 kWh/ Therms Achieved	Total kWh/ Therms Achieved	2019 Annual kWh/Therms Goal	% of Savings Goal Achieved
Electric Utilities							
Alpena	6	\$1,382	2,756	8,481	11,237	7,584	148%
Baraga	2	\$536	1,394	3,059	4,452	3,784	118%
Bayfield	-	\$-	-	-	-	-	-%
Crystal Falls	4	\$981	742	5,705	6,447	2,040	316%
Dowagiac	2	\$297	2,193	2,043	4,236	6,006	71%
Gladstone	11	\$1,710	3,611	10,166	13,777	11,455	120%
Harbor Springs	-	\$-	-	-	-	-	-%
Hillsdale	7	\$819	2,763	4,270	7,033	10,492	67%
L'Anse	2	\$297	1,487	1,834	3,321	4,084	81%
Negaunee	17	\$1,498	8,747	12,161	20,908	24,016	87%
Norway	2	\$297	2,722	1,834	4,555	7,482	61%
UMERC - Electric	63	\$11,714	40,019	70,894	110,914	170,418	65%
Xcel Energy - Electric	3	\$589	430	2,748	3,177	3,366	94%
Total Electric	119	\$20,118	66,864	123,193	190,057	250,725	76%



Residential Pilot Program

\$58,750

incentives distributed

40,477

first-year therm savings achieved

EcoFurn Pilot

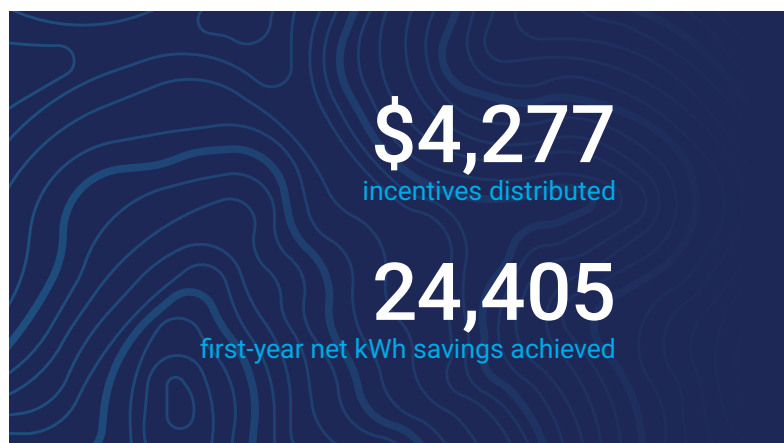
Many single-stage, non-condensing natural gas furnaces are still operating within the MGU service territory, despite ongoing initiatives to upgrade this equipment by the MGU EWR Program and other entities such as the Department of Energy (DOE). In some situations, such as multi-family buildings, converting 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 2019, the pilot Program installed 58 EcoFurns in multi-family properties. Properties receiving EcoFurns also received a furnace tune-up and pre- and post-installation combustion analysis. In 2020, the program will perform a bill analysis to determine savings. In addition, this pilot will be extended to single-family homes in 2020.

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.



Summary of Savings Achievement Overview

Provider	Incentive Spent	2019 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
LAnse	\$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

\$161,026

incentives distributed

526,019

first-year therm savings achieved

Summary of Savings Achievement Overview MCA Income Qualified

Provider	2019 kWh/ Therms Achieved
Electric Utilities	
Alpena	26,612
Baraga	12,018
Hillsdale	37,604
L'Anse	12,018
Norway	28,066
UMERC	352,058
XCEL Energy - Electric	57,643
Total Electric	526,019

MCA Income Qualified Pilot

In 2019 Michigan Community Action and CLEAResult collaboratively launched a pilot program to address the unique needs of certain markets and territories that are often neglected by traditional EWR programs. The pilot aimed to assist low-income homeowners in specific Efficiency United electric territories overcome financial barriers associated with critical home repairs and upgrades, all designed to reduce energy waste and ensure health and safety. Through design and implementation, the pilot was not only able to increase efficiencies within income qualified households but continued to strengthen the partnership of CAA and EWR Programs and increase the impact of non-energy savings benefits such as impact on quality of life.

Since the pilot deployed non-typical measures where direct savings are nearly impossible to calculate, this pilot followed precedents set by prior pilots and applied a conservative stipulated savings rate of 3.2667kWh per incentive dollar spent.

From May 2019 through December 2019, the pilot completed 113 critical home repair, health and safety projects across Michigan in partnership with Michigan's CAA Network. By deploying measures that impact a home's essential functions, the pilot aimed to bolster not only energy efficiency but the physical, mental, emotional and social wellbeing of all occupants in participating homes.

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 perspective is from a low angle, looking down a long aisle, which emphasizes the height of the racks and the vastness of the facility. The floor is a smooth, light-colored concrete. In the foreground, some wooden framing and more pallets are visible, suggesting an active storage or staging area. The lighting is even, highlighting the repetitive structure of the shelving and the organized chaos of the stored materials.



C&I Class Overview

397*

total participants

1,154,727

first-year net therm savings achieved

32,517,070

first-year net kWh savings achieved

\$996,252

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 290 customers completed projects in EU for 2019.

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

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

Commercial and Industrial Program Incentive Budgets

Provider	2019 Incentive Budget	Incentive Carryforward Remaining from Previous Years	Total Available Incentive Budget	Incentive Spent	% of Budget Spent (Based on 2018 Incentive Budget)	Remaining Incentive Budget
Electric Utilities						
Alpena	\$124,138	\$32,167	\$156,305	\$77,284	49%	\$79,020
Baraga	\$20,009	\$25,933	\$45,942	\$9,180	20%	\$36,762
Crystal Falls	\$10,950	\$1,273	\$12,223	\$5,811	48%	\$6,412
Dowagiac	\$48,335	\$7,857	\$56,192	\$33,235	59%	\$22,957
Gladstone	\$13,472	\$19,902	\$33,374	\$11,855	36%	\$21,519
Harbor Springs	\$17,152	\$1,706	\$18,857	\$15,233	81%	\$3,625
Hillsdale	\$71,450	\$99	\$71,549	\$76,233	107%	\$(4,684)
L'Anse	\$7,947	\$8,380	\$16,327	\$18,925	116%	\$(2,597)
Negaunee	\$12,971	\$12,976	\$25,946	\$8,865	34%	\$17,081
Norway	\$12,797	\$19,438	\$32,235	\$6,641	21%	\$25,594
Wisconsin Electric	\$713,634	\$-	\$713,634	\$30,283	4%	\$683,351
UMERC - Electric	\$394,866	\$270,068	\$664,933	\$292,629	44%	\$372,304
Xcel Energy - Electric	\$72,151	\$20,811	\$92,961	\$75,306	81%	\$17,656
Total Electric	\$1,519,870	\$420,609	\$1,940,479	\$661,480	34%	\$1,279,000
Natural Gas Utilities						
MGU	\$373,106	\$205,926	\$579,032	\$324,879	56%	\$254,152
UMERC - Gas	\$11,114	\$10,821	\$21,935	\$779	4%	\$21,157
Xcel Energy - Gas	\$17,351	\$26,853	\$44,203	\$9,115	21%	\$35,089
Total Natural Gas	\$401,571	\$243,599	\$645,170	\$334,773	52%	\$310,397

Commercial and Industrial Energy Savings

Provider	# of Participants	Annual kWh/ Therms Goal	2019 kWh/ Therms Achieved	2018 Carryforward Savings	Total kWh/ Therms Achieved	% of Goal Achieved
Electric Utilities						
Alpena*	39	3,014,391	2,203,550	1,004,797	3,208,347	106%
Baraga	12	165,349	129,932	55,116	185,048	112%
Crystal Falls	13	86,689	81,024	28,896	109,920	127%
Dowagiac	12	476,608	558,852	158,869	717,721	151%
Gladstone	15	143,534	106,828	41,511	148,339	103%
Harbor Springs	15	190,223	134,675	-	134,675	71%
Hillsdale	31	846,703	883,438	204,174	1,087,613	128%
L'Anse	11	69,194	176,888	23,065	199,953	289%
Negaunee	9	105,064	67,494	35,021	102,516	98%
Norway	16	98,646	74,171	32,882	107,053	109%
Wisconsin Electric	4	11,979,160	6,054,925	7,838,388	13,893,313	116%
UMERC - Electric*	100	5,319,280	6,509,480	1,145,039	7,654,519	144%
Xcel Energy - Electric	32	811,470	882,979	95,073	978,052	121%
Total Electric	309	23,306,312	17,864,238	10,662,832	28,527,070	122%
Natural Gas Utilities						
MGU	63	947,772	966,993	74,378	1,041,371	110%
UMERC - Gas	7	45,483	69,172	15,161	84,333	185%
Xcel Energy - Gas	18	29,628	19,408	9,615	29,023	98%
Total Natural Gas	88	1,022,884	1,055,573	99,154	1,154,727	113%

*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.

As in previous years, the energy advisor outreach model was effective in generating new opportunities and achieving nearly all savings goals in 2019 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 2019.

In 2019, 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.

397

total participants

1,091,298

first-year net therm savings achieved

28,128,923

first-year net kWh savings achieved

\$954,256

incentives distributed

Market Changes

Technological changes continue to impact two EWR areas for C&I customers and trade allies: lighting and building controls.

- Since 2013, the Efficiency United service territories have seen a dramatic shift to the adoption of LED lighting. Exterior LED projects gained market acceptance first, but interior LED projects now make up a substantial part of the Efficiency United electric project portfolio. Essentially all lighting projects utilize LEDs, reaching down to nearly every type of lighting niche.
- The C&I sector continues to adopt digital controls primarily for process and HVAC projects to capture energy savings. This technology upgrade is becoming more affordable and accessible to almost all utility customers. As an example, new commercial smart thermostats and their associated software are becoming sophisticated enough to become an answer for small facilities and their energy management system needs.

Outreach Efforts

To encourage successful energy-saving projects, Efficiency United's commercial field specialist continued to use one-on-one meetings with customer and contractors to drive project activity. Field specialists persistently work with facility managers and work collaboratively with their teams to identify projects that increase the facility's performance while lowering their energy consumption. To engage with customers and contractors, field specialists participated in local events to network and identify potential leads. The events included those listed in the C&I Education section as well as events hosted by industry associations, including the Michigan Energy Efficiency Contractor's Association.



Marketing

The C&I Prescriptive and Custom Program is marketed through the one-on-one outreach efforts of the C&I commercial field specialists. Attending community events and trade shows has also shown to be an effective way to reach potential commercial and industrial customers. Collateral materials, including brochures, postcards, flyers and emails, are used to highlight the overall program offerings as well as limited-time specials for both individual and group outreach efforts for distribution by the energy advisors.

Figure 6-2. Satisfaction with Contractors and IQ Program, EY2016 to EY2019

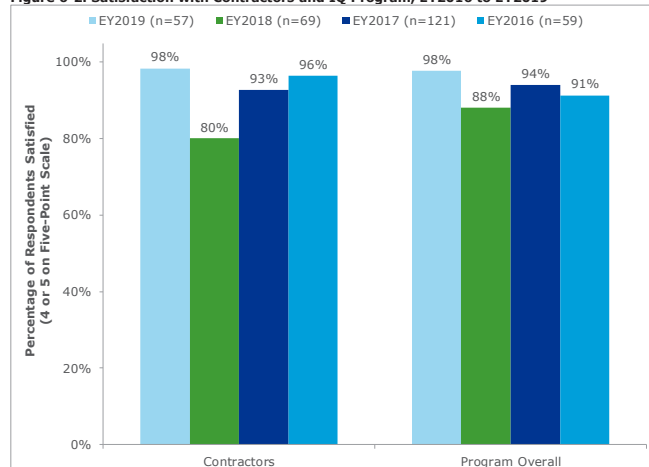


Figure 5-1. Sources of AR Program Information, EY2018 and EY2019

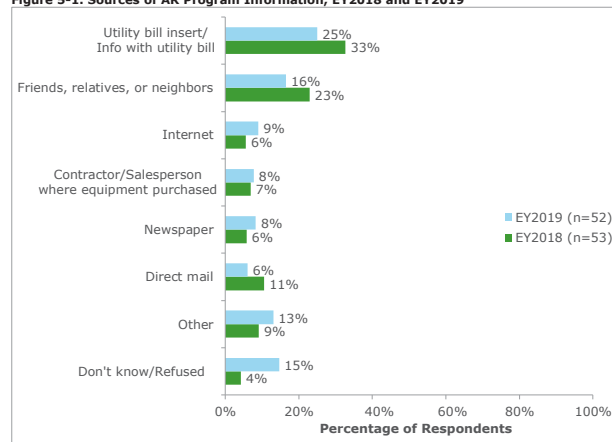


Figure 3-3. Satisfaction with HP Program Characteristics, EY2016 to EY2019

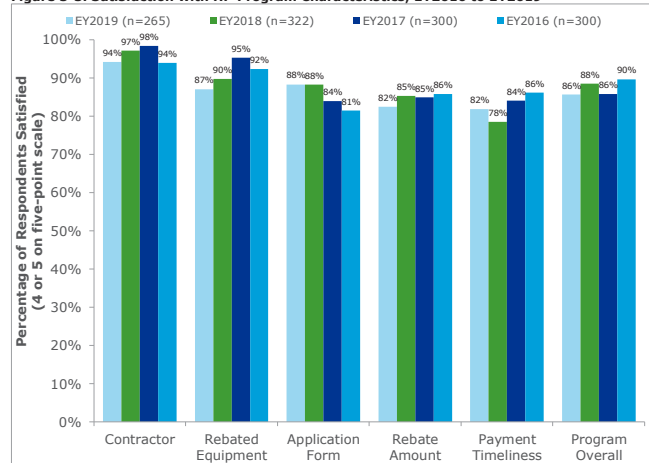


Figure 9-8. Lighting Control Technologies Installed by Respondents, EY2017 to EY2019

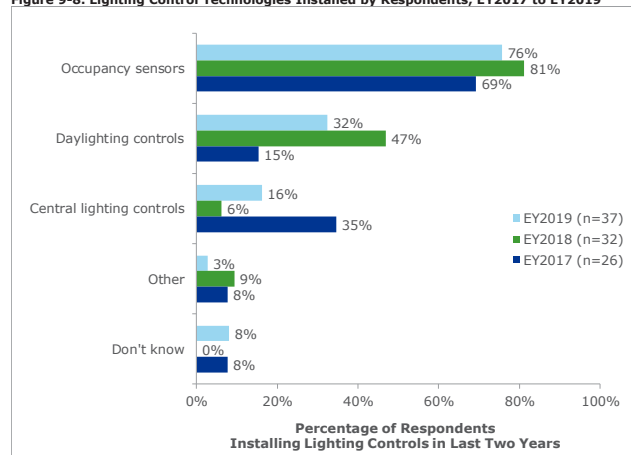


Figure 4-2. Timing of ESP Program Awareness Relative to Purchase, EY2016 to EY2019

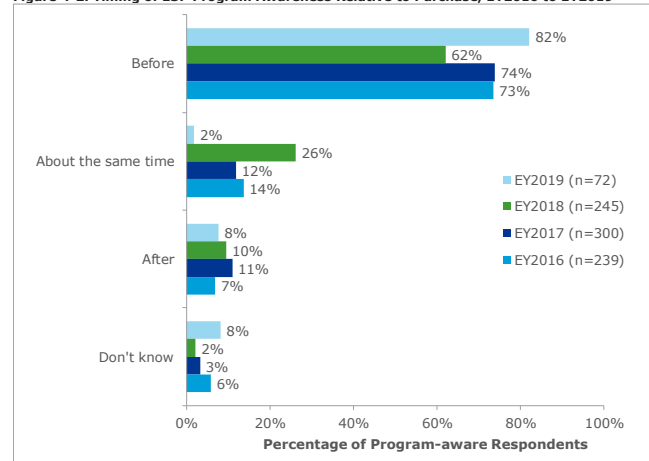
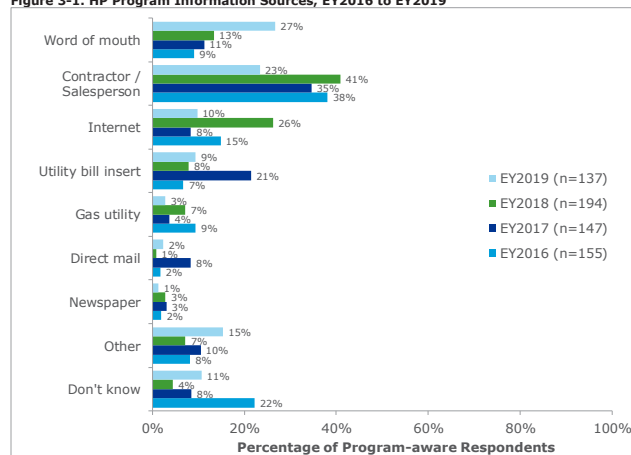


Figure 3-1. HP Program Information Sources, EY2016 to EY2019



Commercial and Industrial Prescriptive and Custom Program Overview

Provider	# of Participants	Incentive Spent	2018 Carryforward Savings	2019 kWh/ Therms Achieved	Total kWh/ Therms Achieved	2019 Annual kWh/Therms Goal	% of Savings Goal Achieved
Electric Utilities							
Alpena	39	\$73,022	1,004,797	2,156,014	3,160,811	2,887,135	109%
Baraga	12	\$8,726	55,116	126,274	181,390	152,121	119%
Crystal Falls	13	\$5,571	28,896	79,263	108,159	79,754	136%
Dowagiac	12	\$29,862	158,869	529,430	688,300	438,480	157%
Gladstone	15	\$10,706	41,511	96,736	138,246	132,052	105%
Harbor Springs	15	\$14,164	–	123,979	123,979	175,005	71%
Hillsdale	31	\$71,703	204,174	840,522	1,044,696	778,967	134%
L'Anse	11	\$18,744	23,065	175,483	198,547	63,659	312%
Negaunee	9	\$8,585	35,021	65,360	100,381	96,659	104%
Norway	16	\$6,378	32,882	67,236	100,118	90,754	110%
Wisconsin Electric	4	\$30,283	7,838,388	6,054,925	13,893,313	11,020,827	126%
UMERC - Electric	100	\$277,015	1,145,039	6,284,376	7,429,415	4,916,882	151%
Xcel Energy - Electric	32	\$73,621	95,073	866,494	961,567	746,552	129%
Total Electric	309	\$628,380	10,662,832	17,466,091	28,128,923	21,578,846	130%
Natural Gas Utilities							
MGU	63	\$316,666	74,378	904,947	979,325	871,950	112%
UMERC - Gas	7	\$528	15,161	68,368	83,529	41,845	200%
Xcel Energy - Gas	18	\$8,682	9,615	18,829	28,444	27,258	104%
Total Natural Gas	88	\$325,876	99,154	992,144	1,091,298	941,053	116%

C&I Education Program

The 2019 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.



18,134

first-year net therm savings achieved

195,639

first-year net kWh savings achieved

\$25,323

incentive distributed

Michigan Commercial and Industrial Energy Conferences (MCIEC) were held in both the lower and upper peninsulas. The lower conference was held in Battle Creek and the UP conferences were spread throughout the area in Houghton, Marquette and Iron Mountain. These events are sponsored by Efficiency United, SEMCO Energy, Upper Peninsula Power Company, Consumers Energy, DTE Energy and Energy Optimization. These sponsorships allowed each organization's respective customers and trade allies to attend the events at no cost. The one-day events featured exhibitors, breakout sessions, and multiple networking opportunities for participants to learn about energy use and energy waste reduction strategies.

The 2019 conferences in the UP saw 28 attendees participate, while the Battle Creek event had more than 240 attendees.

On-demand educational webinars through a relationship with Slipstream were continued in 2019. Slipstream's EWR webinar library has been available for customers and contractors throughout the year. This program offering was promoted through a combined approach of email and digital marketing campaign generated by Slipstream.

In addition to these two education initiatives, Efficiency United offered customers a Tool Library Program. This program was initiated in 2014 when the tools were purchased. These measurement and verification tools are available to all Efficiency United customers on a no-fee basis to help them better understand and quantify energy opportunities. These tools are also utilized by program staff in assisting customers.

In addition, the Efficiency United C&I Outreach Team participated in multiple events to assist in marketing the program and help both customers and trade allies access the benefits of the available C&I offerings. These events included:

- International Radiant and Mechanical Systems – Annual Open House
- Standard Electric/Whitlock Supply Trade Show
- Wastewater Plant Operators Conference (Harris)
- Michigan Petroleum Association Annual Conference
- Michigan School Business Official – Facility Manager Conference
- Michigan Grocers Association Annual Conference
- MI Saves Contractor Breakfast (Escanaba)
- MI Saves Contractor Breakfast (Houghton)
- MI Saves Contractor Event (Marquette)
- MI Saves Contractor Breakfast II (Escanaba)
- Construction of Michigan Assoc Annual Conference (Construction and Design)
- CHP Lunch & Networking
- UP Builders Show - Marquette
- Forslund Lumber Trade Show
- Forslund Lumber Trade Show
- Monroe Home & Garden Show
- Blue Water Home & Garden Show
- Wittcock Trade Show
- Exchange Club of Alpena
- Earth Day event at Ishpeming Elks Lodge
- Lake Superior Community Partnership Leadership Academy
- Forslund Building Supply Show
- L'Anse Community Solar Event
- HBA-Annual Membership drive dinner
- WUPPDR Village of Ontonagon Community Energy Meeting

Commercial and Industrial Education Program Overview

Provider	Incentive Spent	2019 kWh/ Therms Achieved
Electric Utilities		
Alpena	\$2,898	32,315
Baraga	\$454	3,659
Bayfield	\$–	–
Crystal Falls	\$240	1,761
Dowagiac	\$1,110	9,682
Gladstone	\$332	2,916
Harbor Springs	\$386	3,865
Hillsdale	\$1,816	17,201
L'Anse	\$180	1,406
Negaunee	\$280	2,134
Norway	\$263	2,004
Wisconsin Electric	\$–	–
UMERC - Electric	\$6,782	102,212
Xcel Energy - Electric	\$1,685	16,485
Total Electric	\$16,426	195,639
Natural Gas Utilities		
MGU	\$8,213	16,751
UMERC - Gas	\$250	804
Xcel Energy - Gas	\$433	579
Total Natural Gas	\$8,896	18,134

C&I Pilot Program

Historically, Efficiency United's C&I Pilot Program has been oriented toward technology demonstration efforts to test new equipment in 'real world' situations and perform verification of the energy savings. For 2019, the pilot program relied less on 'new technologies' and instead increased focus on how to increase the uptake of some relatively common measures through different delivery methods and by performing rigorous verification of the energy savings.

Pilot Initiatives for 2019 Were:

- 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 in EU for 2019.
- 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. Some 11 units were installed in the MGU territory.



Commercial and Industrial Pilot Program Overview

Provider	Incentive Spent	2019 kWh/ Therms Achieved
Electric Utilities		
Alpena	\$1,365	15,221
Baraga	\$–	-
Bayfield	\$–	-
Crystal Falls	\$–	-
Dowagiac	\$2,263	19,739
Gladstone	\$817	7,177
Harbor Springs	\$682	6,832
Hillsdale	\$2,715	25,716
L'Anse	\$–	-
Negaunee	\$–	-
Norway	\$–	4,932
Wisconsin Electric	\$–	-
UMERC - Electric	\$8,832	122,891
Xcel Energy - Electric	\$–	-
Total Electric	\$16,674	202,508
Natural Gas Utilities		
MGU	\$–	45,295
UMERC - Gas	\$–	-
Xcel Energy - Gas	\$–	-
Total Natural Gas	\$ –	45,295

Marketing

The Efficiency United marketing team provided the outreach team 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, 25,795 users visited the Efficiency United website, representing a total of 190,506 page views. Of the total page views, 71 percent were

unique, meaning they were from new users in a single session. These statistics show once again that the program continues to reach new customers while providing a service that customers deem valuable enough to return to for additional opportunities.

Residential and C&I information continued in 2019 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.

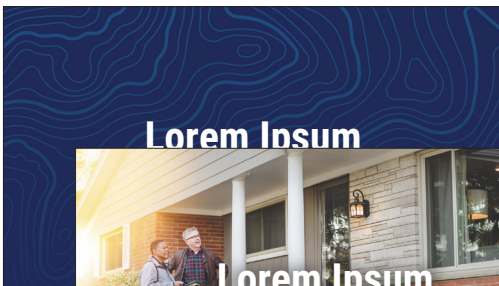


Branded Templates

Letterhead



PowerPoint



Collateral

Residential Brochure

Become an energy-saving star.
We offer rebates for a variety of ENERGY STAR® certified products designed to save energy without sacrificing performance.

Electric Appliance	Requirement	Rebate Efficiency United (Electric Utility)
Air Purifiers	ENERGY STAR certified, CADR 51-250	\$15
Ceiling Fan with Light Kit	ENERGY STAR certified, CADR 201-1204	\$30
Clothes Dryer	Moisture sensor	\$25
Clothes Washer*	ENERGY STAR certified	\$25
Dehumidifier	ENERGY STAR certified	\$15
Dishwasher**	ENERGY STAR certified	\$25
Room Air Conditioner	ENERGY STAR certified	\$25
Television	ENERGY STAR certified, 47" or greater	\$25

*Primary water heating system must be electric.
**Primary water heating system must be electric gas.

Lending our neighbors an energy-saving hand
We believe everyone has the right to an efficient, comfortable home. For participating income-qualified customers, we provide and install energy-saving products like insulation, heating systems, LEDs and more at no cost.

Check the household income chart below to see if you qualify.

Household Income	Number of People
≤ \$24,280	1 person
≤ \$32,920	2 people
≤ \$41,560	3 people
≤ \$50,200	4 people
≤ \$58,840	5 people
≤ \$67,480	6 people
≤ \$76,120	7 people
≤ \$84,760	8 people

*Add \$8,640 for each additional household member.

Instant in-store rebates
Efficiency just got more convenient. Shop with our retail partners and save instantly on ENERGY STAR certified lighting products.

Find a participating retail partner at efficiencyunited.com/shop.

Ready to get started?
See what we can do for you at efficiencyunited.com or give us a call at 877.367.3191.

Our energy-saving roots run deep.
All across Michigan, we've committed to helping our neighbors save energy and live more comfortably.

- Alpena Power Company
- Baraga Electric Utility
- Bayfield Electric Cooperative
- The City of Crystal Falls
- The City of Dowagiac
- The City of Gladstone Department of Power & Light
- The City of Harbor Springs Electric Department
- Hillsdale Board of Public Utilities
- L'Anse Electric Utility
- Michigan Gas Utilities
- The City of Negaunee Electric Department
- The City of Norway Department of Power & Light
- SEMCO ENERGY Gas Company
- Upper Michigan Energy Resources Corporation
- We Energies
- Wisconsin Public Service
- Xcel Energy

Efficiency United
Savings brought to you by your utility provider and our Michigan energy partners.

Homegrown savings
Programs and rebates to help you save more at home

Efficiency United

Tool Lending Library Flyer

Efficiency United
Savings brought to you by your utility provider and our Michigan energy partners.

Not sure where to begin your energy efficiency journey?

The Tool Library is designed to help you and your company get started. Identify and promote correction of energy inefficiencies through the use of one of many tools we have available, including: FLIR IR Camera • Extach Thermo-anemometer • Reed AC Clamp Meter • Dent Elitepro KC Power Meter • Reed Light Meter • Tourn-4G Logger • Hydronic BTU Flow Meter • Extach Indoor Air Analyzer

To begin the rental process, follow these easy steps:

1. Visit efficiencyunited.com/toollibrary
2. Determine what tool would best fit your company's needs
3. Request a rental period by emailing tool.library@clearesult.com
4. Read, sign and return agreement
5. Once you receive the tool, review instructions before use
6. After use, work with an Efficiency United Advisor to determine next steps, what your results mean and how Efficiency United can assist in improving those results
7. Return item through UPS using materials provided in shipment

Efficiency United helps commercial and industrial customers reduce energy use and save money through valuable energy efficiency rebate programs and education.

For more information Please email tool.library@clearesult.com

Contractor Flyer

Efficiency United
Savings brought to you by your utility provider and our Michigan energy partners.

Welcome Home the Savings.
Check out the available rebates below to see how we can help you make this year your most efficient—and comfortable—one yet.

Measure	Rebate	Installed Measure Requirements
Air Source Heat Pump 15 SEER	\$200	Must replace an existing 13 SEER or lower ASHP or an electric furnace.
Air Source Heat Pump 16 SEER	\$300	Must replace an existing 13 SEER or lower ASHP or an electric furnace.
Air Source Heat Pump 17 SEER	\$400	Must replace an existing 13 SEER or lower ASHP or an electric furnace.
Air Source Heat Pump 18 SEER	\$500	Must replace an existing 13 SEER or lower ASHP or an electric furnace.
Air Source Heat Pump 19 SEER	\$600	Must replace an existing 13 SEER or lower ASHP or an electric furnace.
Air Source Heat Pump 20 SEER	\$700	Must replace an existing 13 SEER or lower ASHP or an electric furnace.
Air Source Heat Pump 21+ SEER	\$800	Must replace an existing 13 SEER or lower ASHP or an electric furnace.
Mini-split Heat Pump 21+ SEER	\$1,250	Must replace an existing 14 SEER or lower ASHP or an electric furnace.
Split System Central Air Conditioner 15+ SEER	\$350	Must replace an existing 13 SEER or lower CAC. Window A/C units are not eligible.
Electronically Commutated Motor (ECM)	\$150	
ECM Boiler Circulator Pump (1-500 W)	\$150	
ECM Boiler Circulator Pump (501 W-1,000 W)	\$200	
Programmable Thermostat	\$25	Primary heating system must be electric. Must replace nonprogrammable thermostat.
Wi-Fi Enabled Thermostat	\$50	Primary heating system must be electric. Must replace nonprogrammable thermostat.
Heat Pump Water Heater 2.0+ EF	\$750	Must replace an existing electric water heater.
Air Sealing 15% or Greater	\$150	Primary heating system must be electric. See rebate application for additional details.
Attic Grade Wall Insulation (300 sq. ft.)	\$250	Primary heating system must be electric. Must add at least R-19 to existing R-value.
Attic Hatch (Full Down Stairs)	\$50	Primary heating system must be electric. See rebate application for additional details.
Attic Hatch (Scuttle)	\$25	Primary heating system must be electric. See rebate application for additional details.
Attic Insulation (300 sq. ft.)	\$250	Primary heating system must be electric. Must add at least R-19 to existing R-value with R-19 below R-19 or greater.
Basement Wall Insulation (250 sq. ft.)	\$250	Primary heating system must be electric. Must add at least R-19 to existing R-value.
CrawlSpace Wall Insulation (250 sq. ft.)	\$250	Primary heating system must be electric. Must add at least R-19 to existing R-value.
Floor Insulation (250 sq. ft.)	\$250	Primary heating system must be electric. Must add at least R-19 to existing R-value.
KneeWall Insulation (100 sq. ft.)	\$250	Primary heating system must be electric. Must add at least R-19 to existing R-value.
Rem. Joint Insulation (100 linear feet or entire area if smaller)	\$250	Primary heating system must be electric. Must add at least R-19 to existing R-value.
Window Replacement (30-35 or less U-Factor or SHGC rating)	\$35	Primary heating system must be electric. Must obtain certification rating (Factor or SHGC).
Pool Pump	\$300	Must be rated equal or variable speed with each variable. New installation or replace existing pool pump.

Equipment must be purchased and installed between January 1, 2018 and December 31, 2018. Rebate application must be submitted within 60 days of purchase and by December 31, 2018. See rebate application for more details.

Participating Electric Utilities

- Alpena Power Company
- Baraga Electric Utility
- Bayfield Electric Cooperative
- The City of Crystal Falls
- The City of Dowagiac
- The City of Gladstone
- The City of Harbor Springs
- Hillsdale Utilities
- L'Anse Electric Utility
- The City of Negaunee
- The City of Norway
- SEMCO - We Energies
- UMEREC - WPS
- Xcel Energy

Start saving today. Call us at 877.367.3191 or visit efficiencyunited.com to learn more.

Co-Branded Boiler Tune-Up Flyer



Savings brought to you by your utility provider and our Michigan energy partners.



Summertime Savings No-cost boiler tune-ups!

Whatever your energy-saving goals are, we're here to help! Our Commercial & Industrial Program offers rebates and resources toward energy efficiency projects designed to make your business a safer, more efficient, more comfortable and more productive place to work.

For a limited-time, Efficiency United and Michigan Gas Utilities are offering boiler tune-ups at no-cost to you!

Why you need a boiler tune-up

Whether steam or hot water, boilers require routine tune-ups to run at top efficiency. A boiler tune-up will:

- Provide a safety check by checking for natural gas and water leaks, inspecting safety controls, venting and dampers
- Typically improve the operating efficiency resulting in lower operating costs. As an example, a four percent combustion improvement will yield a five percent (or more) reduction in fuel usage
- While it's impossible to eliminate all boiler breakdowns, routine maintenance can take care of problems before they become emergencies
- Extend the service life of the boiler

BENEFITS


- More efficient boiler
- Safer environment for employees
- Reduced energy consumption
- Lessen your impact on the environment




Start saving today.

Call us at **877.367.3191** or visit efficiencyunited.com to learn more.

Grocery Store Flyer





ENERGY SMART GROCERY Your Store, Your Savings.

Energy Smart Grocer, brought to you by Efficiency United, delivers proven solutions that help grocery stores reduce operating costs and achieve the highest possible energy savings.

Benefits of Being Energy Smart

- Lower operating costs
- Higher profit margins
- Immediate and long-term energy savings

What We Provide

- No-cost energy assessments
- A customized energy efficiency investment plan
- Expert recommendations for persistent energy savings
- Incentives to offset installation costs
- Review of contractor bids to ensure eligibility of products

A Customized Approach

Our Grocery Auditors will work closely with you to develop an energy efficiency roadmap that's specific to your needs and uses your preferred contractors.

Let's get started.

Call us at **517.999.2376** or email roger.wiseley@clearesult.com to learn more.

Product Marketing

Day of Energy Savings Flyer

A Day of Energy Savings

A greener Michigan starts here.

There's nothing like a little homegrown efficiency. Take advantage of these special offers on energy-efficient products and get started saving today.

40w or 60w	40w or 60w LED \$1	100w	100w LED \$2
60w	60w LED six-pack \$5	Flood LED	Flood LED \$3

Must be a customer of a participating utility of Efficiency United. Supplies are limited.

Savings brought to you by your utility provider and our Michigan energy partners.

Efficiency United
efficiencyunited.com

Point of Purchase Product Eligible Sticker



Point of Purchase Shelf Talker Labels

Efficiency United

Savings brought to you by your utility provider and our Michigan energy partners.

\$15
MAIL-IN REBATE

on ENERGY STAR® certified dehumidifier*

*Must be ENERGY STAR certified

Apply at efficiencyunited.com.

Efficiency United

Savings brought to you by your utility provider and our Michigan energy partners.

\$15-\$30
MAIL-IN REBATE

on ENERGY STAR® certified air purifier*

*Must be ENERGY STAR certified, CADR 51-201 or CADR 201-250+. See application or website for additional details.

Apply at efficiencyunited.com.

Efficiency United

Savings brought to you by your utility provider and our Michigan energy partners.

\$25
MAIL-IN REBATE

on ENERGY STAR® certified room air conditioner*

*Must be ENERGY STAR certified

Apply at efficiencyunited.com.

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 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.

For commercial and industrial projects, nearly all are visited at least once by an energy advisor to confirm measure eligibility. 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 GL, for third-party review of the savings calculation.



Appendix

Total Available Budgets: All Classes

Provider	Total Collection for Program Year 2018	MCA Administration Spending Cap (4.5%)	DNVGL Evaluation Spending Cap (8%)	Income Qualified Spending Requirement (10%)	Pilot Program Spending Cap (5%)	Education Program Spending Cap (3%)	Remaining Programs Spending Cap
Electric Utilities							
Alpena	\$526,180	\$23,678	\$42,094	\$52,618	\$26,309	\$15,785	\$365,695
Baraga	\$48,640	\$2,189	\$3,891	\$4,864	\$2,432	\$1,459	\$33,805
Bayfield	\$1,006	\$45	\$81	\$101	\$50	\$30	\$699
Crystal Falls	\$47,380	\$2,132	\$3,790	\$4,738	\$2,369	\$1,421	\$32,929
Dowagiac	\$155,623	\$7,003	\$12,450	\$15,562	\$7,781	\$4,669	\$108,158
Gladstone	\$75,480	\$3,397	\$6,038	\$7,548	\$3,774	\$2,264	\$52,459
Harbor Springs	\$74,280	\$3,343	\$5,942	\$7,428	\$3,714	\$2,228	\$51,624
Hillsdale	\$282,078	\$12,694	\$22,566	\$28,208	\$14,104	\$8,462	\$196,044
L'Anse	\$31,700	\$1,427	\$2,536	\$3,170	\$1,585	\$951	\$22,032
Negaunee	\$65,500	\$2,948	\$5,240	\$6,550	\$3,275	\$1,965	\$45,523
Norway	\$67,520	\$3,038	\$5,402	\$6,752	\$3,376	\$2,026	\$46,926
We Energies	\$1,449,001	\$65,205	\$115,920	\$-	\$-	\$-	\$1,267,876
UMERC - Electric	\$1,381,582	\$62,171	\$110,527	\$138,158	\$69,079	\$41,447	\$960,199
Xcel Energy - Electric	\$306,209	\$13,779	\$24,497	\$30,621	\$15,310	\$9,186	\$212,815
Total Electric	\$4,512,178	\$203,048	\$360,974	\$306,318	\$153,159	\$91,895	\$3,396,784
Natural Gas Utilities							
MGU	\$2,868,989	\$129,105	\$229,519	\$286,899	\$143,449	\$86,070	\$1,993,947
UMERC - Gas	\$77,262	\$3,477	\$6,181	\$7,726	\$3,863	\$2,318	\$53,697
Xcel Energy - Gas	\$113,769	\$5,120	\$9,102	\$11,377	\$5,688	\$3,413	\$79,070
Total Natural Gas	\$3,060,021	\$137,701	\$244,802	\$306,002	\$153,001	\$91,801	\$2,126,714

Total Implementation Budget: By Class

Provider	Income Qualified Implementation Budget	Residential Implementation Budget	Commercial & Industrial Implementation Budget	Total Implementation Budget	Total Implementation Collected
Electric Utilities					
Alpena	\$21,047	\$76,607	\$90,718	\$188,372	\$188,372
Baraga	\$1,946	\$2,410	\$13,057	\$17,413	\$17,413
Bayfield	\$40	\$320	\$-	\$360	\$360
Crystal Falls	\$1,895	\$7,549	\$7,518	\$16,962	\$16,962
Dowagiac	\$6,225	\$14,735	\$34,753	\$55,713	\$55,713
Gladstone	\$3,019	\$13,617	\$10,386	\$27,022	\$27,022
Harbor Springs	\$2,971	\$11,538	\$12,083	\$26,592	\$26,592
Hillsdale	\$11,283	\$32,860	\$56,841	\$100,984	\$100,984
L'Anse	\$1,268	\$4,439	\$5,641	\$11,349	\$11,349
Negaunee	\$2,620	\$12,052	\$8,777	\$23,449	\$23,449
Norway	\$2,701	\$13,242	\$8,230	\$24,172	\$24,172
We Energies	\$-	\$-	\$518,742	\$518,742	\$518,742
UMERC - Electric	\$55,263	\$227,010	\$212,333	\$494,606	\$494,606
Xcel Energy - Electric	\$12,248	\$44,604	\$52,753	\$109,605	\$109,605
Total Electric	\$122,527	\$460,983	\$1,031,832	\$1,615,342	\$1,615,342
Natural Gas Utilities					
MGU	\$114,760	\$616,784	\$295,554	\$1,027,098	\$1,027,098
UMERC - Gas	\$3,090	\$15,559	\$9,011	\$27,660	\$27,660
Xcel Energy - Gas	\$4,551	\$22,097	\$14,082	\$40,729	\$40,729
Total Natural Gas	\$122,401	\$654,440	\$318,646	\$1,095,487	\$1,095,487

Total Energy Savings Achieved: All Classes

Provider	Total Participants	2019 Annual kWh/Therms Goal	Self-Directed	Total Goal	Total Savings Achieved	% of Goal Achieved
Electric Utilities						
Alpena	13,002	2,086,716	1,423,680	3,510,396	5,106,793	185%
Baraga	213	194,643	–	194,643	247,850	121%
Bayfield	16	1,597	–	1,597	2,375	149%
Crystal Falls	489	162,473	–	162,473	211,644	130%
Dowagiac	2,866	651,577	–	651,577	1,145,744	176%
Gladstone	919	308,560	–	308,560	342,902	111%
Harbor Springs*	646	382,287	–	382,287	264,393	72%
Hillsdale	461	1,213,667	–	1,213,667	1,455,979	117%
L'Anse	865	117,757	–	117,757	339,761	278%
Negaunee	788	214,897	–	214,897	274,934	128%
Norway	1,086	239,967	–	239,967	347,885	133%
Wisconsin Electric	4	11,979,160	–	11,979,160	24,965,641	116%
UMERC - Electric	15,437	8,067,000	287,887	8,354,887	13,292,272	159%
Xcel Energy Electric	3,695	1,364,213	–	1,364,213	1,666,739	118%
Total Electric	40,487	26,984,513	1,711,567	28,696,080	36,372,640	139%
Natural Gas Utilities						
MGU	4,377	1,589,116	–	1,589,116	1,803,661	114%
UMERC - Gas	109	60,807	–	60,807	109,686	180%
Xcel Energy - Gas	223	63,074	–	63,074	74,258	118%
Total Natural Gas	4,709	1,712,997	–	1,712,997	1,987,605	116%

Note: Participation does not match scorecard because participants exclude C&I Education since participants are not utility specific.

2018

NEF

THINK! ENERGY WITH
EFFICIENCY UNITED

Program Report



Prepared for:

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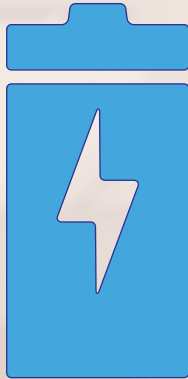
Prepared by:

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Program Coordinator
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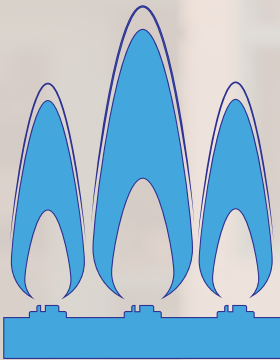
February 2019

Summary



kWh saved

- Annual: 190,152 -
- Lifetime: 2,235,563 -




Therms saved

- Annual: 9,192 -
- Lifetime: 94,574 -

HEWs Returned

- 1,581 -
- 68% -


Home Energy Worksheet 

Teacher ID:

Teacher Name:

Student First Name, Last Initial:

Please use a pencil, blue or black ink and mark box with an X. If you do not know the answer for a question, please leave it blank.

 To complete the survey online, use this QR code or visit [ThermEnergy.org](#) and click the button that says "Home Energy Worksheet". You may also click the link in "Signpost Your Kit".

If you complete this survey online, please write the confirmation code here and return this form to your teacher to get your pencil.

Required Questions
Equipment evaluation: please mark an X in the applicable box below for all equipment from the kit installed in your or another person's home.

Installed in my home or another	Will Install Later	Do Not Plan to Install
Shower Head	<input type="checkbox"/>	<input type="checkbox"/>
Bathroom Faucet Aerator 1	<input type="checkbox"/>	<input type="checkbox"/>
Bathroom Faucet Aerator 2	<input type="checkbox"/>	<input type="checkbox"/>
Kitchen Faucet Aerator	<input type="checkbox"/>	<input type="checkbox"/>
LED 1	<input type="checkbox"/>	<input type="checkbox"/>
LED 2	<input type="checkbox"/>	<input type="checkbox"/>
Light bulb	<input type="checkbox"/>	<input type="checkbox"/>

Optional Questions for Parents/Guardians
These questions are here to help us improve Therm Energy for future classes. We read all of the responses and appreciate your feedback.

1. How do you use the Therm Energy program?
☐ Great ☐ Good ☐ Fair ☐ Poor

2. How participation in this program changed the way you use energy in your home?
☐ Yes ☐ No

3. What is the main source of heat in your home?
☐ Natural Gas ☐ Electricity ☐ Other Fuel or Unknown

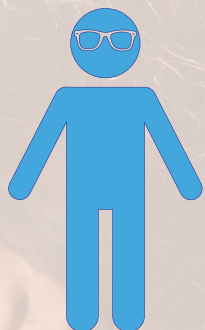
4. In winter, how much will you turn your thermostat down or higher?
☐ 1-2 Degrees ☐ 3-4 Degrees ☐ 5+ Degrees ☐ Not Adjusted Thermostat

5. In summer, how much will you turn your thermostat down or higher?
☐ 1-2 Degrees ☐ 3-4 Degrees ☐ 5+ Degrees ☐ Not Adjusted Thermostat

Teacher Packets

- Returned: 70 -
- 79.5% -

Participants



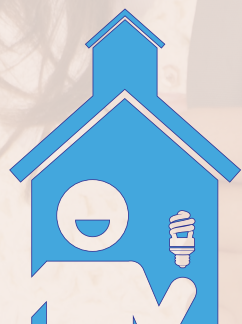
Kits Placed

- 2,325 -



Students

- 2,313 -



Teachers

- 88 -

Schools

- 31 -

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Program Overview

Program Description

The Think! Energy with Efficiency United energy efficiency education program is a collaborative partnership between CLEAResult and the National Energy Foundation (NEF). Think! Energy with Efficiency United assists teachers and their students to Think! about energy, Talk! about energy, and Take Action! now about our energy for the future. The program objectives are to expand and promote energy awareness through an educational in-school program and to obtain actual energy savings through student and educator household behavior changes and the use of energy-efficient devices provided in the *Take Action Kit*.

In 2018, collaboration continued with SEMCO Energy Gas Company and DTE Energy, and the collaboration with Consumers Energy was expanded. These collaborations allowed a total of 31 schools to be served this program year. Energy efficiency products were placed in 2,325 Michigan homes and 1,581 *Home Energy Worksheets* (HEWs) were returned, a 68 percent return rate. Please see the chart below for a breakdown by program component.

Program Component	Schools	Teachers	Students	Kits	HEWs Returned	% of HEWs	Grants Awarded*
EU Electric / Combo	3	8	180	188	153	88%	\$750
EU-Consumers	5	19	525	525	318	61%	\$1,200
EU-DTE	7	24	628	632	537	87%	\$2,150
EU-DTE No LED	6	14	349	347	239	70%	\$1,100
EU-SEMCO	2	3	59	59	59	100%	\$300
EU-SEMCO No LED	2	6	152	152	136	93%	\$600
UPPCO only	3	9	230	230	NA	NA	NA
EU-SEMCO no lighting	3	5	190	192	136	71%	\$300
Totals	31	88	2,313	2,325	1,581	68%	\$6,400

* Where there is both gas and electric sponsorship, each sponsor pays 50% of the grant totals listed here.

Program Administration

The Think! Energy with Efficiency United program is administrated by the National Energy Foundation, a non-profit organization (established in 1976) dedicated to the development, dissemination, and implementation of supplementary educational materials, programs and services relating primarily to energy, water, the environment, and natural resources. NEF's mission is to cultivate and promote an energy literate society.

NEF reports all program progress to Brett Garver at CLEAResult. The program was provided to 31 schools in the service territories of 14 participating utilities. Utilities included Alpena Power Company, Xcel Energy, Michigan Gas Utilities (MGU), Upper Peninsula Power Company (UPPCO), UMERG (formerly We Energies and Wisconsin Public Service), L'Anse Electric Utility, The City of Gladstone Department of Power & Light, The City of Norway, The City of Harbor Springs Electric Department, Hillsdale Board of Public Utilities, Baraga Electric Utility, Negaunee Electric, The City of Dowagiac, The City of Crystal Falls, plus collaborators Consumers Energy, DTE Energy and SEMCO ENERGY Gas Company.

Program Implementation

The authorization for the Think! Energy with Efficiency United energy education program was secured in June 2018 for classroom presentations held during September and October of 2018. As in prior years, the program attempted to maximize the number of electric kits given out by actively seeking out schools with both gas and electric service from Efficiency United members and schools where there was overlapping service territory with DTE Energy, Consumers Energy and SEMCO ENERGY Gas Company. The rationale was that the electric kit was better received by families and giving out kits in combination territories allows for higher customer satisfaction as well as the ability to use available funding from utilities in the most efficient manner to reach the largest number of participants for each utility possible.

The Michigan Team

Robin Reinarts, NEF Senior Program Director, served as the director for the project. Chaise Ewert-Meyer was the program coordinator and scheduler for all aspects of the program.

Michigan based presenters were used to deliver the program. The programs were delivered in three weeks, from September 25 to October 12. Presentations began on the west side of the state and moved east. Presentations in the lower part of the state were conducted by Connie Bockelman, Josie Seamon, Lauren Johnson, Chaise Ewert-Meyer, Anne Gardner, and Mary Godert. Presentations in the Upper Peninsula were conducted by John and Patricia Foldesi.

Program Promotion and Registration

In May of 2018, schools within the utility service territories were invited via email to participate in the fall program. The registration process was handled online at ThinkEnergy.org/eu. Schools eligible for participation were invited to participate based upon the number of kits funded by the sponsoring utility in each service territory. Invitations were extended to individual schools based on geographic location and the number of students in the 4th and 6th grades.

Response was overwhelming, with the original program scope for all but two of the participating utilities filling in less than a month. Funding from DTE Energy and SEMCO partially offset reduced budgets for many of the electric utilities in Efficiency United, while Consumers Energy partnered to offer combo kits to five MGU schools. Presentations reached 2,401 students and teachers in the 4th and 6th grades.

Materials Fulfillment

Upon confirmation of the scheduled date and time for the presentation and the student numbers with each school, customized instructional materials were shipped. These materials, including the *Letter to Parents* and *Home Energy Worksheet Scan Forms*, were delivered to schools approximately three weeks before the classroom presentation.

Kits were ordered and shipped on a daily basis as kit numbers were confirmed. Shipping was tracked daily, and any problems were addressed immediately. Every participating student received a kit unless they specifically opted out of receiving one. This negated the need to collect documentation from schools prior to ordering kits, allowing students to receive their kits the day of the presentation and reducing the number of students excluded from receiving a kit. Presentation teams collected any extra kits when they visited the classroom.

Classroom Presentation

Scheduling and Confirming – the enrolled schools were divided into regional groups. Chaise coordinated the creation of a schedule for regional groups. Communication was directed to the “lead” contact teacher at each school as identified in the registration process. All arrangements were made for date, time and room setup. Brett Garver accessed the master schedule through the program web portal at NEF1.org/programs.sponsors.php.

Presentation Customization – the presentation introduced teachers and students to the first two sections of the instructional curriculum guide. Brett Garver reviewed and approved the presentations.

The National Energy Foundation presenter teams and representatives from CLEAResult conducted interactive, hands-on programs (45 – 60 minutes in length) in participating schools from September 26 to October 27, 2018. Presentations included the distribution of take-home Think! Energy with Efficiency United *Take Action Kits*. A total of 88 teachers at 31 schools participated in the program. Tables of participating schools and detailed information on each member’s reach is included in the appendix.

Presentation Outline

The classroom program used a Keynote presentation (in the appendix), explaining:

What is meant by **Think! Energy**

- **THINK!** about energy
- **TALK!** about energy
- **TAKE ACTION!** now for the future

What is meant by **ENERGY** and where we get it

- Natural Resources: Renewable and Nonrenewable
- Energy in Michigan

Electricity and Circuits

- How Electricity is Generated from Resources
- Parts of an Electric Circuit
- Insulators and Conductors

Examples of ways to be more **Energy Efficient** with our resources through wise behaviors and technologies

- Electricity
- Natural Gas
- Water

The 3 “**R**”s

- **Reduce** – use less of something
- **Reuse** – use something again
- **Recycle** – make something into another new thing
- **Think! Energy**

The students participated in Brain Breaks to review material covered, created a human circuit in an inquiry activity and played the Think! Energy review game. These interactive exercises reinforce the educational concepts and vocabulary presented in the presentation while helping the participants see how they can make a difference when they Think! Energy and Take Action. The energy saving devices in the kit, as well as the steps needed to complete the program, were explained. The presentation was updated with improved video clips and revised to support new academic standards in science.

The complete presentation may be found in the appendix.

Follow-up Communication

Follow-up - the scheduling team communicated with teachers with follow-up reminders to return packets by the required due date in order to qualify for a mini-grant. Weekly emails both before and after the due date were used to keep teachers informed on the status of their return packets.

Emails to teachers provided instructions on how to complete the *Home Energy Worksheets* online and a link to a site where teachers could track the students that completed the form online and see the status of their mini-grant. Links to PDFs of the *Kit Reconciliation Form* signed on the day of the presentation and to each teacher's customized *Home Energy Worksheet Scan Form* allowed teachers to access these documents without needing to contact their scheduler or wait until forms were sent to them. Teachers who had not returned packets were contacted after the due date to remind them that they could earn a grant for returning their materials. Some teachers reported they still had their materials and sent them in after being contacted.

Customer Service

Teacher Inquiries - Chaise Ewert-Meyer was the point of contact for teacher questions or problem solving. She responded daily, via e-mail or phone to all teacher needs. Teacher inquiries usually involved the need for additional kits or supplies due to changes in enrollment.

NEF "800" Line - No complaints were fielded on the program's toll-free help line in 2018. NEF did receive one call from a customer who wanted a kit because they liked the one their grandchild received. The customer was guided to the Efficiency United website and verbally walked through how to find programs that would be beneficial for them.

Energy Savings

The Think! Energy with Efficiency United program produced significant kWh and therm savings. NEF estimates that the 2018 distribution of 2,325 energy efficiency kits and the installation of devices from those kits, will save the participating utilities' residential customers 190,152 kWh of electricity and 9,192 therms of natural gas annually and a total of 2,235,563 kWh and 94,574 therms of natural gas over the lifetime of the devices. For a detailed presentation of these savings estimates, please see the appendix.

Behavioral Change and Impact on Savings

Efficiency United's electric and natural gas program has been implemented with a goal of positively impacting the energy use behavior of Michigan students and families. In the Think! Energy model, NEF works directly with students in a classroom setting, building enthusiasm for change, and showing students how they can make a difference in their own homes.

A number of specific behavioral change ideas and suggestions have been made to students in the Efficiency United program. Examples include: lowering the home's thermostat setting in winter; raising the home's thermostat setting in summer; and lowering the water heater setting. Participating students were also asked if the program has changed the way they use energy.

Following up on these suggestions, NEF used the *Home Energy Worksheet* to ask families if they had adopted any of the behaviors. For example, 80 percent of families reported that the program changed the way they use energy in their homes. One promising response from the survey: 77 percent of respondents indicated that they would turn down the thermostat setting in winter and 74% said they would turn it up in the summer, a sure way to garner energy savings in the home. Between lowering thermostats in the winter and raising them in the summer, program participants are demonstrating that they are making efforts to save energy throughout the whole year.

While NEF is not in a position to make specific savings claims based on the responses received, the results are very promising. The *Home Energy Worksheets* indicate evidence of behavioral action that

has either already occurred or is planned by families living in the Michigan utility service territories of the Efficiency United program.

Program Summary and Analysis

The Think! Energy program was successfully implemented in 31 schools within the participating utilities' service areas. *Home Energy Worksheet Scan Forms* were received from 70 (79.5 percent) of the 88 participating classrooms. Fifty nine of the 88 (67 percent) participating teachers returned 80 percent or more of their scantron forms to earn the \$100 mini-grant. Nine teachers (10 percent) returned between 79 and 50 percent of their scan forms and earned the \$50 grant and two (two percent) who returned less than 50 percent received a \$25 grant for a total of \$6,400 in grant money awarded.

Teachers returned an average of 76 percent of the *Home Energy Worksheet Scan Forms*. The lowest return rate was in the EU-Consumers schools, at 61%. The highest return rate was the EU-SEMCO schools, with a 100% return rate.

Teacher responses on the program evaluation form show support and satisfaction with the interactive student presentation and the educational materials. A summary of parent and teacher responses to the program may be found in the attachments.

Teacher comments included:

- Thank you for supporting this program. Students were so excited to take the kits home and talk to their parents about saving energy!! Many of them even installed parts last night! A grandmother came into the school this morning raving about her son taking a 5 minute shower for the first time ever!
- This is a great program to help students learn about energy.
- We enjoy the program every time they come. The students really enjoy everything that is discussed.
- As a teacher, I truly appreciate this opportunity for my students. The funding for the presenters and materials is money well spent.
- This is a very good, informative program. The family kits are great.
- This is a fun way to get students involved in saving energy and being able to talk about it with their families.
- Thank you for bringing this program to school
- Keep the program lined with the state objectives and provide a variety of methods like this one had.
- Thank you for sponsoring Think Energy - the program and kits are wonderful!
- Very well done and worth it program!
- Thanks for bringing awareness of resources and the need for conservation to our students and families.
- KEEP THE PROGRAM GOING THE STUDENTS LOVE IT!
- Thank you! This is a fantastic program that ties in with our curriculum and helps students understand the importance of energy efficiency. This program helps students get their families involved in their learning and real life energy efficiency.
- Please continue to support the program. The kids love it!!

Parent responses to the program included:

- Love all the equipment to save energy and look forward to using it in our home. Our 9 year old is already faithfully using the shower timer which is a HUGE savings because she used to take the longest showers :)
- The aerators and shower head didn't fit. If they did, we would have installed them.
- I had to complete this worksheet with what seem like very little time to really get an idea of the impact this would have on my home.
- Great to see my child so interested in saving energy!
- Very impressed with this program, awesome job!
- It was fun and easy to use my favorite aspect was the shower timer and the stickers.
- Great program - I didn't do well putting in the showerhead.
- Very good program. Some people can't afford to change their faucets or showerheads and some landlords won't change them until they are broken.
- We already use these products in our home, and have for a few years.

The CLEAResult sponsored Think! Energy with Efficiency United education program has been successful in increasing the knowledge and awareness of energy efficiency in the 4th and 6th grade households of 2,325 citizens. Technologies supplied in the *Take Action Kits* will result in reduced electrical natural gas and water usage.

The increase in household energy and resource awareness will result in greater energy efficiency, conservation of resources and monetary savings in the long term.

Continuous Improvement

Ideas for Improvement Implemented in 2018:

- Added content on ThinkEnergy.org websites.
- Revised kit printed materials with more family activities.
- Upgraded device videos in the presentation Improved ThinkEnergy.org websites.
- Piloted the use of kit posters and stickers in the EU-DTE program.
- Provided teacher workshops for teachers in UPPCO, L'Anse and Baraga service territories in collaboration with SEMCO ENERGY Gas Company.

Improvements Planned for 2019:

- Updated take-home booklet with more color and games to increase student interest and family involvement.
- Adding mini-posters with stickers to all kits to increase interest in device installation and behavior modification.
- Add more interactive features to the online *Home Energy Worksheet* so customers can easily view installation videos, etc.

Other Ideas for Improvement:

- Consider adding a high school component, especially if a collaborative partner could be found.

ATTACHMENTS

- Michigan Program Team
- Participation by EU Member Company
- Participating Schools List
- Savings Summary
- Program Promotional Email
- Classroom Presentation
- Teacher Evaluation Summaries
- Family Feedback Summaries

Attachments

Michigan Program Team



Robin Reinarts, National Energy Foundation – Sr. Program Director
M.S. Geosciences, Mississippi State University
B.S. Curriculum and Instruction, Texas A&M University

Mrs. Robin Reinarts directs the implementation of custom programs, develops new curricula and ancillary materials for use in programs, and directs the implementation of demand side management programs.

NEF program implementation has been the core of Mrs. Reinarts' work since joining the staff in 2002. She is responsible for overseeing the Michigan program team, reporting accomplishments to partners and revising program materials to meet partners' needs.

Mrs. Reinarts represented NEF for many years as the coordinator of Brevard Public Schools' energy efficiency program, which successfully reduced energy consumption in the district. She assisted in refining the strategy to relate education and behavior modification directly to energy savings and directed the implementation of several behavior modification programs over the past nine years. Other project experience includes mineral resources programs, water conservation, fossil fuels and renewable energy, and environment and sustainability programs. She has assisted in the development and implementation of NEF programs in energy literacy and efficiency.

A Texas A&M graduate, Mrs. Reinarts received her Bachelor of Sciences Degree with certification as a secondary science educator and went on to receive a M.S. in Geosciences from Mississippi State. She has teaching experience in junior and senior high school science, math and health education.



Chaise Ewert-Meyer, National Energy Foundation – Michigan Program Coordinator
M.S. Education, University of Minnesota
B.S. Biology, Seattle University

Mrs. Chaise Ewert-Meyer recruits, enrolls and schedules the schools for the Efficiency UNITED programs and assists in scheduling for other Michigan Think! Energy programs. She also works as a classroom presenter and assists in training and evaluating presentation teams to ensure high standards are met.

Before joining NEF in 2014, Chaise served as Dean of Students at Academy of the Sacred Heart in Bloomfield Hills. She also has several years of classroom experience, teaching math, science and health.

Participation by Member Company

EU Member	Total Students	Total Teachers	Total Kits Placed
Alpena Power	200	7	200
Baraga Electric	25	1	25
City of Crystal Falls	34	2	34
City of Dowagiac	52	2	52
City of Gladstone	130	5	130
City of Harbor Springs	60	3	58
City of Norway	55	2	55
Hillsdale	43	2	43
L'Anse Electric	38	2	38
Negaunee Electric	127	2	129
NS Xcel	53	2	53
UMERC (We - includes Crystal Falls)	91	5	91
UMERC (WPS Corp)	90	4	92
UPPCO	463	18	467
MGU (includes Hillsdale)	935	36	935
Grand Total	2,319	92	2,325

Notes: There are several overlaps between utilities. One co-branded kit with all utility logos was distributed in overlapping territories. For example, Hillsdale and MGU share kits, and Crystal Falls and UMER (We) share kits.

Participating Schools List

School Name	School City	Kits	Teachers	Students	Grant Earned	Gas Sponsor	Electric Sponsor
Jennings Elementary	Quincy	52	2	52	100	MGU	Consumers
Lakeland Elementary	Coldwater	204	7	204	400	MGU	Consumers
Mason Central Elementary	Erie	84	3	84	250	MGU	Consumers
Washington Street Elementary	Otsego	79	3	79	300	MGU	Consumers
Williams Elementary School	Jonesville	106	4	106	150	MGU	Consumers
Dundee Elementary School	Dundee	141	7	141	400	MGU	DTE Electric
James T. Jones Elementary	Gladstone	130	5	130	500	DTE Gas	Gladstone & UPPCO
Jefferson Middle School	Monroe	136	5	136	500	MGU	DTE Electric
Mather Elementary	Munising	59	2	56	200	DTE Gas	UPPCO
North Elementary	Iron Mountain	49	2	49	200	DTE Gas	We
Rapid River Schools	Rapid River	27	1	26	50	DTE Gas	UPPCO
Triumph Academy	Monroe	90	3	90	300	MGU	DTE Electric
Ella White Elementary	Alpena	90	3	90	300	DTE	Alpena
Forest Park School	Crystal Falls	34	2	34	100	DTE	Crystal Falls & We
Hinks Elementary School	Alpena	58	2	58	50	DTE	Alpena
Lincoln Elementary	Alpena	52	2	52	150	DTE	Alpena
Norway Elementary	Norway	55	2	55	200	DTE	Norway
Shay Elementary	Harbor Springs	58	3	60	300	DTE	Harbor Springs
Blesch Intermediate School	Menominee	92	4	90	400	WPS Corp	WPS Corp
Pittsford Area School	Pittsford	43	2	43	200	MGU	Hillsdale
Washington Elementary School	Bessemer	53	2	53	150	NS Xcel	NS Xcel
Barkell Elementary	Hancock	51	2	51	200	SEMCO	UPPCO
Watersmeet Township School	Watersmeet	8	1	8	100	SEMCO	We
Aspen Ridge Elementary	Ishpeming	100	4	100	400	SEMCO	UPPCO
Patrick Hamilton	Dowagiac	52	2	52	200	SEMCO	City of Dowagiac
CJ Sullivan Elementary	L'Anse	38	2	38	0	SEMCO	L'Anse Electric
Negaunee Middle School	Negaunee	129	2	127	200	SEMCO	Negaunee Electric
Philip LaTendresse Elementary School	Baraga	25	1	25	100	SEMCO	Baraga Electric
CLK Elementary	Calumet	104	4	104	0	No gas service	UPPCO
Stambaugh	Iron River	73	3	73	0	DTE	UPPCO
T.R. Davis Elementary School	Dollar Bay	53	2	53	0	No gas service	UPPCO

Program Savings Summary

Estimated Electric Savings - 2018 Program							
Energy-Efficient Measure	Number of Devices ³	Water Heater Share ²	In-Service Rate (ISR) ¹	MEMD Unit Savings	Annual kWh Savings	Years ⁴	Lifetime kWh Savings
Low Flow Showerhead	1,011	0.32	0.37	491	58,773.88	10	587,739
Kitchen Aerator	1,011	0.32	0.34	279	30,689.11	10	306,891
Bathroom Aerator 1	1,011	0.32	0.35	109.108	12,354.52	10	123,545
Bathroom Aerator 2	1,011	0.32	0.22	109.108	7,765.70	10	77,657
Pipe Insulation, R3	3,672	0.32	0.29	51	17,378.84	15	260,683
LED Night Light	1,241		0.84	22	22,933.68	12	275,204
9W LED 1	1,130		0.65	28.5	20,933.25	15	313,999
9W LED 2	1,130		0.6	28.5	19,323.00	15	289,845
Total kWh Savings					190,152		2,235,563
Estimated Natural Gas Savings - 2018 Program							
Energy-Efficient Measure	Number of Devices ³	Water Heater Share ²	In-Service Rate (ISR) ¹	MEMD Unit Savings	Annual Therm Savings	Years ⁴	Lifetime Therm Savings
Low Flow Showerhead	892	0.55	0.37	21.6	3,920.88	10	39,209
Kitchen Aerator	892	0.55	0.34	12.3	2,051.69	10	20,517
Pipe Insulation, R3	2,202	0.32	0.29	2.6	531.30	15	7,969
Bathroom Aerator 1	1,784	0.55	0.35	4.806	1,650.48	10	16,505
Bathroom Aerator 2	1,784	0.55	0.22	4.806	1,037.44	10	10,374
Total Therm Savings					9,191.78		94,574

1 All in-service rates calculated from Home Energy Worksheet "Installed" only data. Actual rates are likely higher.

2 Water heater share values calculated from Home Energy Worksheet data.

3 Total number of participants taking home Take Action Kits for selected fuel type multiplied by the number of devices per kit. EU-DTE and EU-DTE NL kits contained six feet of pipe insulation.

4 All lifetime values from MEMD.

"Very informative; it builds off of previous experiences and prior knowledge as well as prepares for future lessons."

– Arbor Academy,
Battle Creek teacher

SPECIAL OPPORTUNITY for Michigan schools

"I think this is a great introduction to energy resources and the importance of an individual's conservation efforts. ... It stimulated a great deal of discussion."

– Moccasin Elementary,
Galien parent

Michigan energy companies support teachers as they cover energy curriculum standards with their students. The FREE Think! Energy program will take place at schools in your area this October!

Teachers and students learn about energy by taking part in a presentation at school and installing energy-efficient products at home with their families.

- In-school presentation (45 – 60 minutes)
- Every student receives a *Take Action Kit* of energy-efficient products for their home
- Program correlated to the Michigan Science Standards as well as math and language arts
- Registration, teacher and family resources, data collection, and more all available online
- Teachers may earn a mini-grant of up to \$100, subject to eligibility
- For fourth through sixth grade classes

Register to save your spot today!

ThinkEnergy.org/mi or call the

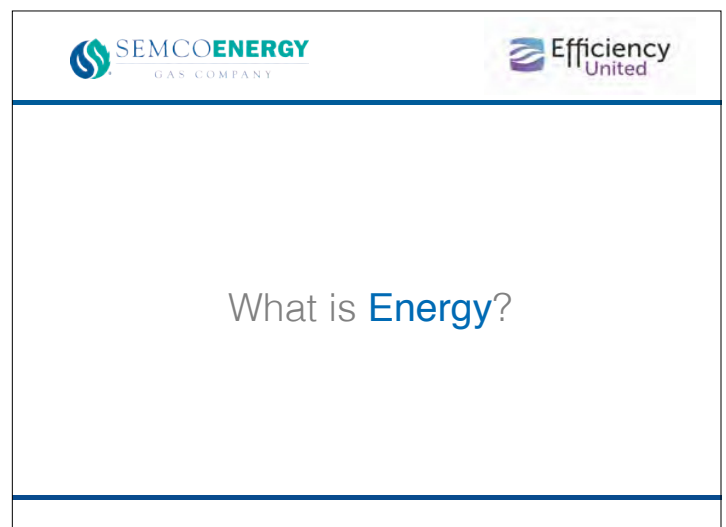
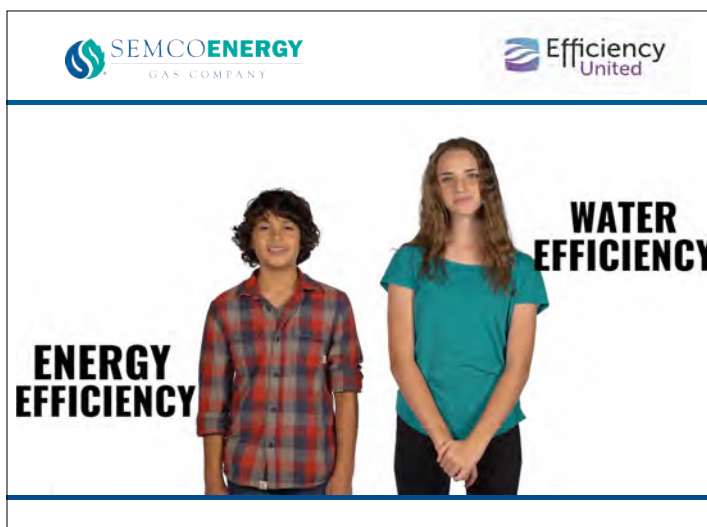
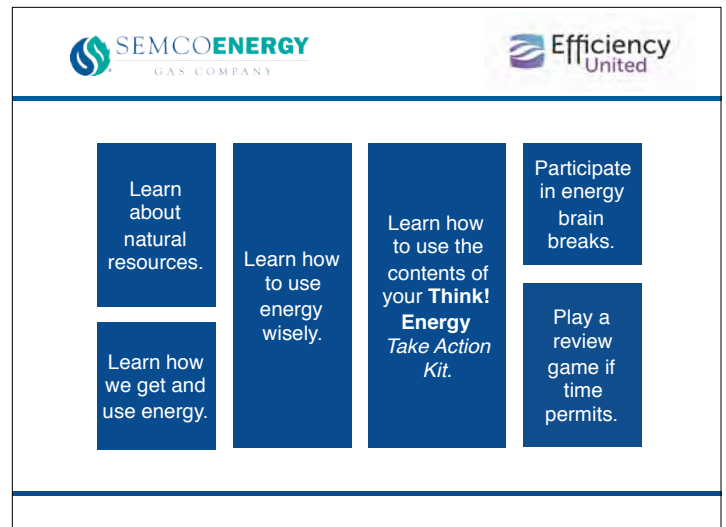
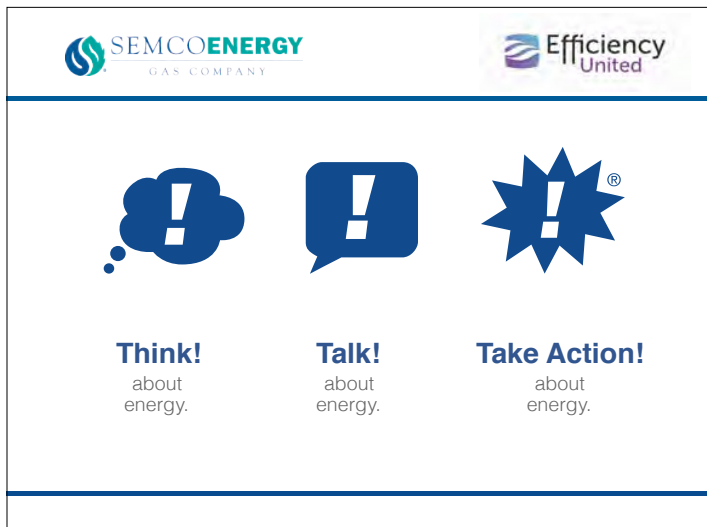
National Energy Foundation at 800.616.8326 ext. 157



Classroom Presentation

- Sponsor: Efficiency United and SEMCO ENERGY Gas Company
- Where to use this presentation: UP, Dowagiac
- Job Code: EU-SEMCO
- Uniform: One presenter in SEMCO ENERGY Gas Company shirt and NEF badge, other in NEF shirt and badge, dress slacks or khakis and closed shoes.
- **Super important note: some schools will not get LED bulbs in their kits. These are noted by the program designation EU-SEMCO NL on your schedule.**

Remember, stick to this script!!





Renewable and Nonrenewable **Resources**

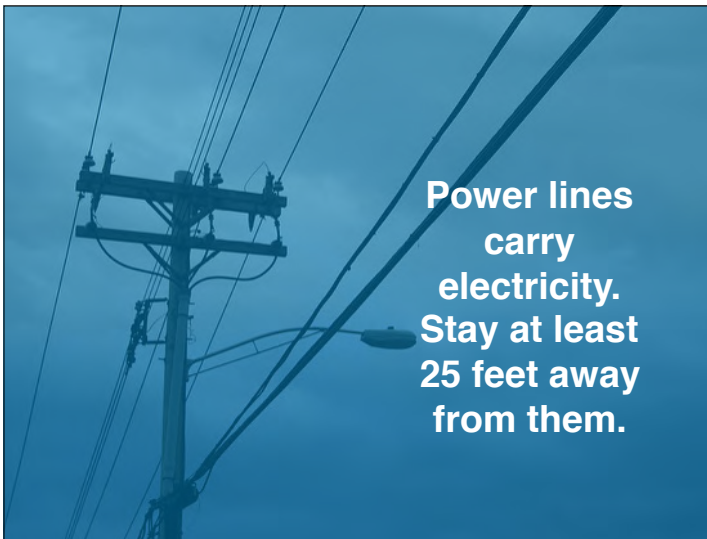
Renewable Resources



Nonrenewable Resources

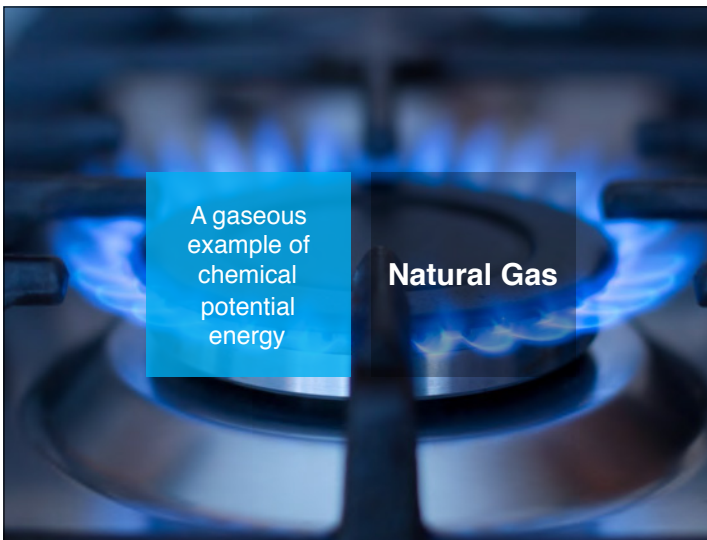


Electricity is made from **natural resources**.



Brain Break!

Let's review.










Let's **Think** and **Talk** about electricity.

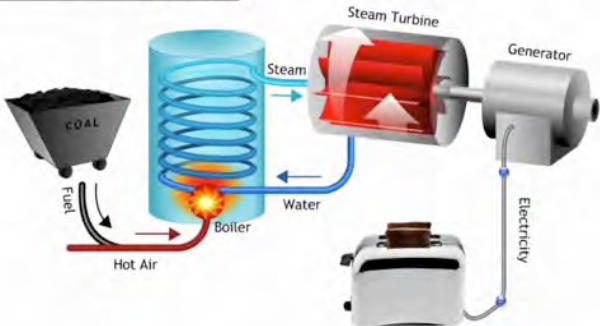
Michigan Electricity Sources



Coal	37%
Nuclear	29%
Natural Gas	26%
Biomass, Wind and Other Renewables	8%

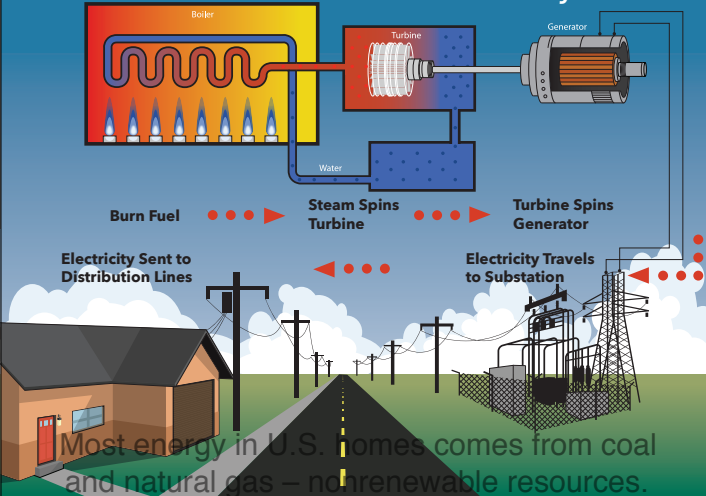
Generating Electric Current

Generating Electricity





Most energy in U.S. homes comes from coal and natural gas – nonrenewable resources.

How We Generate Electricity



Burn Fuel → Steam Spins Turbine → Turbine Spins Generator → Electricity Travels to Substation → Electricity Sent to Distribution Lines

Most energy in U.S. homes comes from coal and natural gas – nonrenewable resources.



Let's make a **circuit**.

Experiment Time

How can we make a human circuit?
What happens when paper is put
into our circuit?
What happens when foil is put in
our circuit?

What did the energy stick contain?

Battery:
energy
source

Wires:
conductors
to carry
electricity

Lights and
noise maker:
loads to use
the energy

Open and Closed Circuits

Conductor

material that allows electricity to
pass through easily



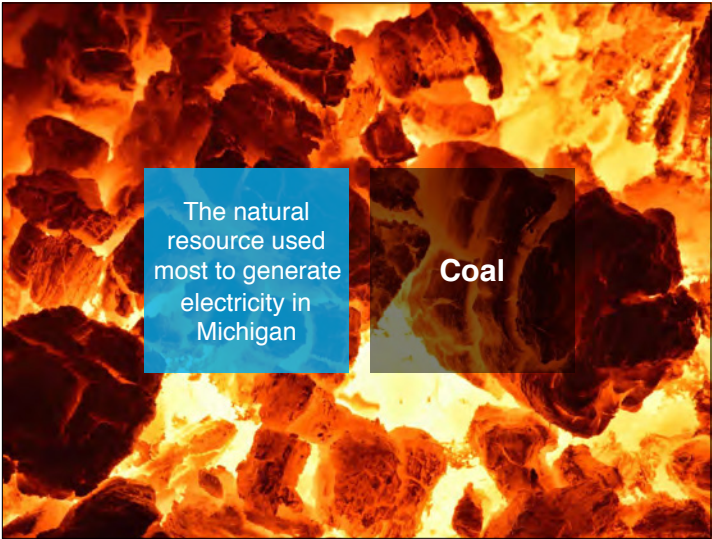
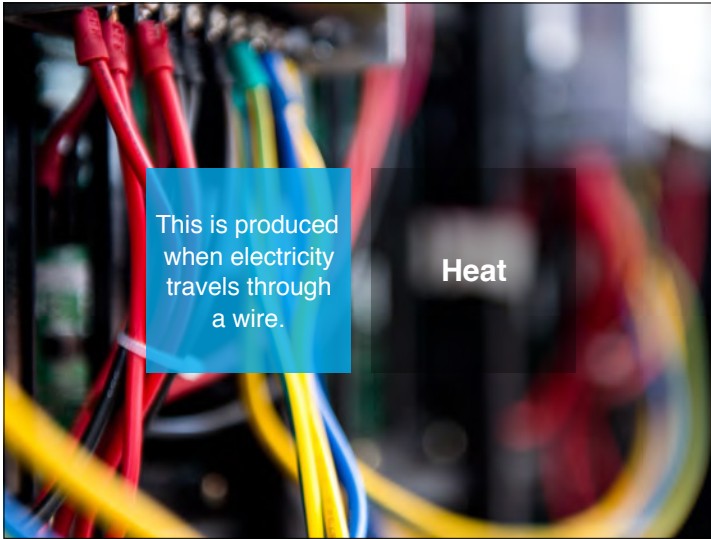
Insulator

does not allow electricity to



Brain Break!

Let's review.



Energy Efficiency

using less energy to do the same amount of work.

We can use

technology

+

behavior

to reduce energy use.

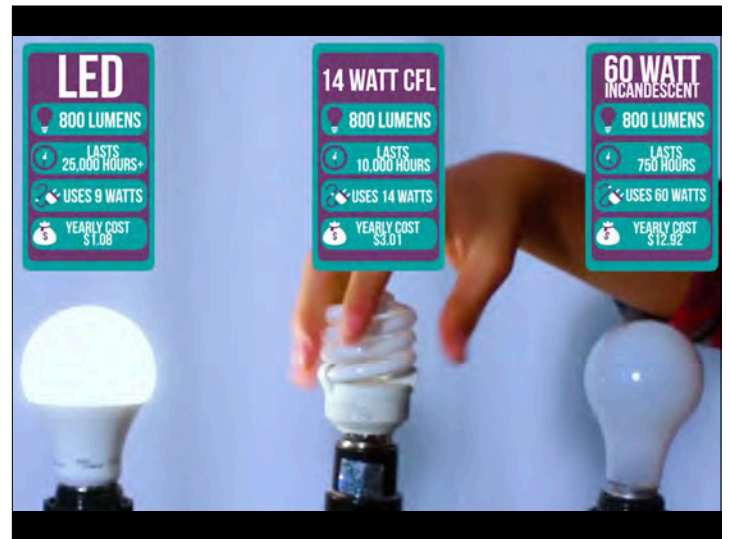
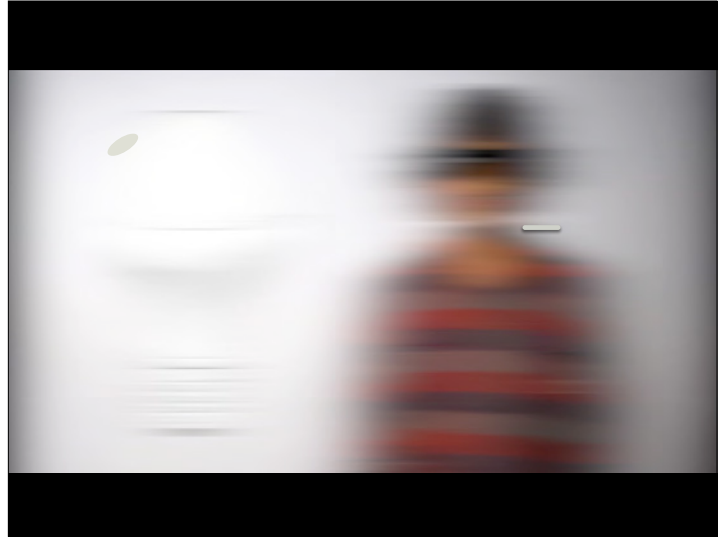
Take Action to reduce use of:

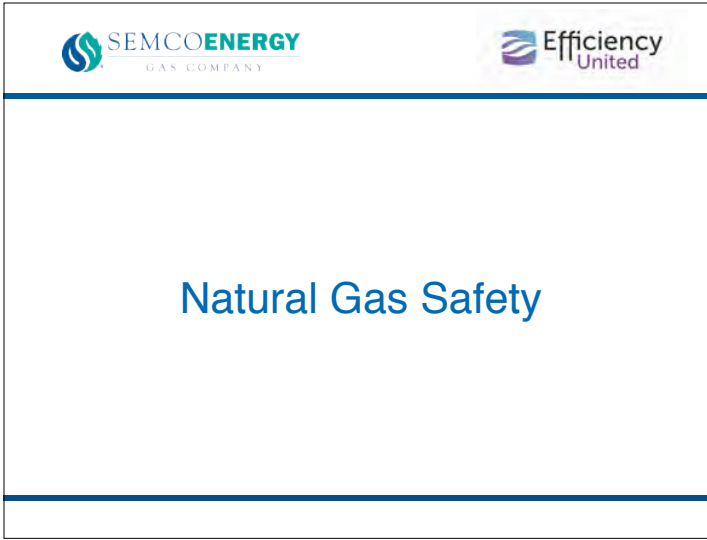
Electricity

Natural Gas

Water

Efficient Electricity Use





IF you smell mercaptan

LEAVE right
away.

TELL an adult.

Talk to your family and make a safety plan.

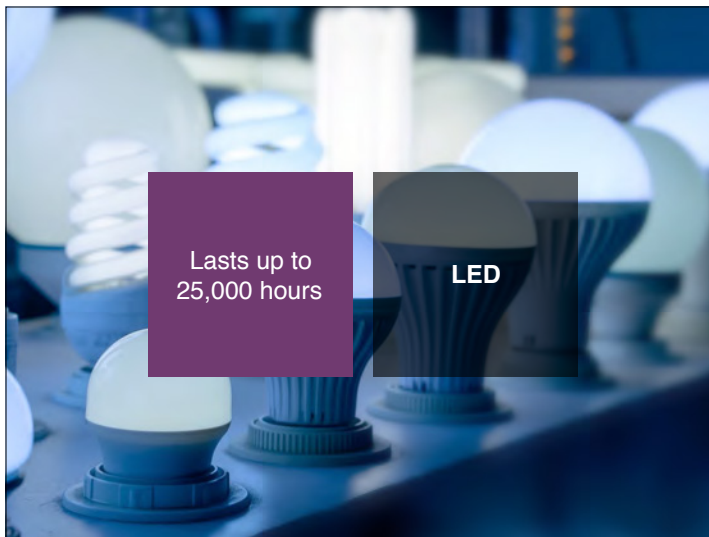


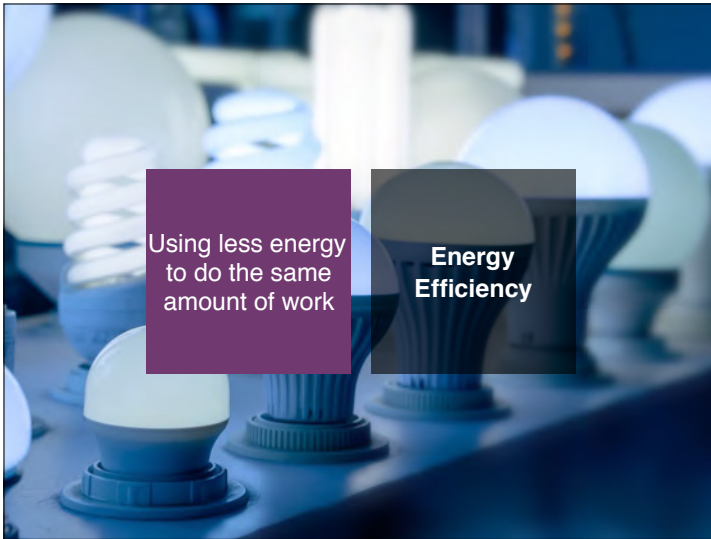
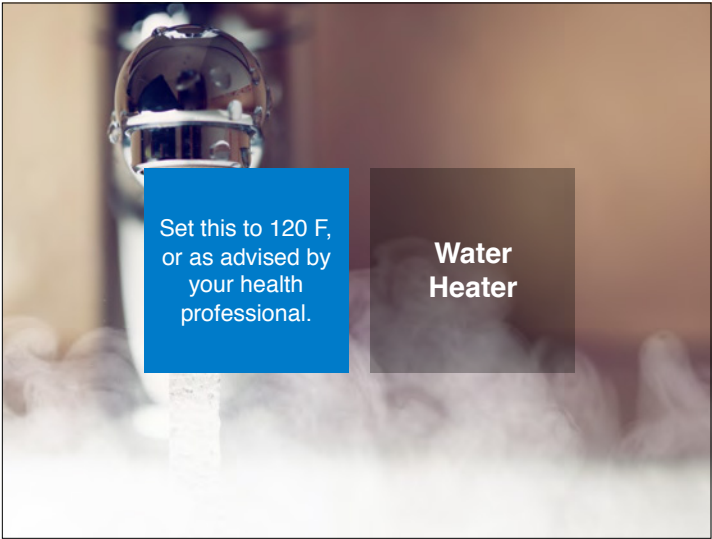
**Efficient
Water
Use**





Brain Break!

Let's review.







Take Action!





Use
high-efficiency
showerheads.

3 Spray
Patterns



Shower Jet Combo

Use high-efficiency showerheads.



**USE THE TAPE FROM
YOUR KIT**

Test faucets and showers.



**USING YOUR
FLOW TEST BAG**



Turn water off when not in use.

Use a shower timer to take a 5 minute power shower.



**5 MINUTE SHOWER
TIMER**

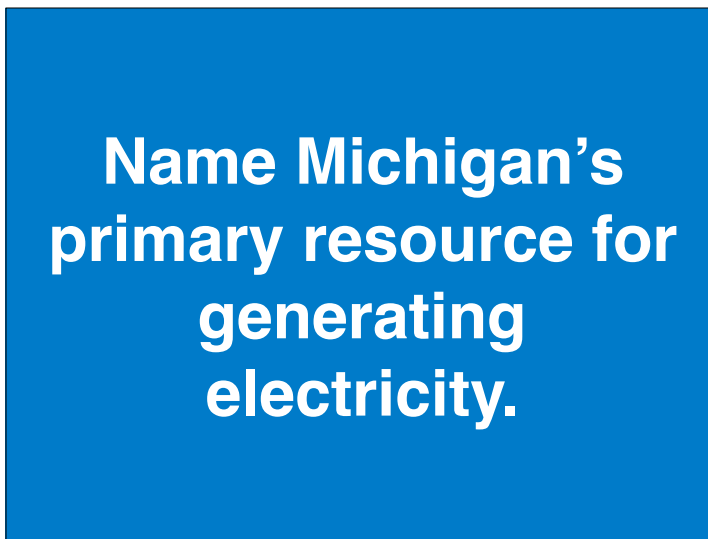
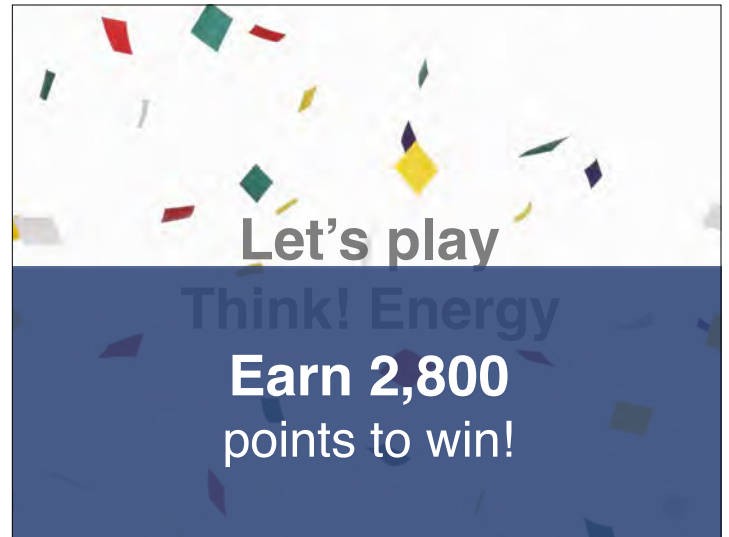
Recycle
Break it down and make it into something different.



Reduce
Use it less.

Reuse
Use it again.

Recycle
Break it down and make it into something different.



Save electricity by turning these off when you leave the room.



Melting down water bottles and using the plastic to make a shopping bag is an example of _____.



Ready for something harder?

What gas heats most of the homes in Michigan?



What is a good temperature to set the water heater?



Which water temperature setting should we use most to wash clothes?



Can you handle even harder questions?

What type of light bulb uses up to 80% less electricity than incandescents?



400 Points

What form of energy is found in natural gas?



Chemical Potential Energy

Time for the FINAL QUESTION!!!

1,800 points

What do we call it when we Think!, Talk! and Take Action! about energy?

1,000
POINTS

GRAND TOTAL
2,800
PERFECT SCORE

SEMCOENERGY
GAS COMPANY

Efficiency
United

Think! Energy =

Think!
about
energy.

Talk!
about
energy.

SEMCOENERGY
GAS COMPANY

Efficiency
United

Take Action!

SEMCOENERGY
GAS COMPANY

Efficiency
United

Take Action! Steps

Think! about
energy
efficient and
natural
resources.

SEMCOENERGY
GAS COMPANY

Efficiency
United

Take home
your **Take Action
Kit** and *Home
Energy Worksheet
Scan Form*.

Talk! to your
family about what
you can do to be
more energy
efficient.

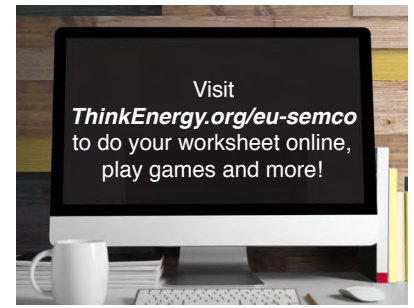
Install the products – **Take Action!**

Installation Instructions

How to install your new energy upgrades.
Install these energy-saving upgrades today and save on your energy costs over the lifetime of the products. You can make these simple changes and enjoy big savings, all without sacrificing comfort. Getting started is easy!

- Your kit includes these easy-to-install upgrades:
- One high-efficiency showerhead to help you cut your water use and save up to \$145 a year in energy costs*
 - Three faucet aerators for your kitchen and bathroom to help your family save water and reduce your water heating bills.
 - Two LED bulbs, which can reduce energy for lighting in your home by 90 percent and can last up to 25 times longer than traditional incandescent bulbs.
 - One LED night light that uses only pennies worth of electricity per year.

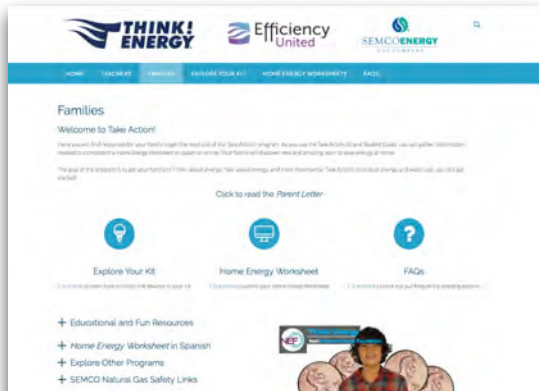
Complete the *Home Energy Worksheet* - on paper or online.



Visit
ThinkEnergy.org/eu-semco
to do your worksheet online,
play games and more!

To learn more and have some fun with energy,
please visit

ThinkEnergy.org/eu-semco



You
can make a
difference!
Think! Energy

Teachers mail in your:

Optional
Pre-survey/
Post-surveys

Home Energy
Worksheet Scan
Forms

Thank You Card

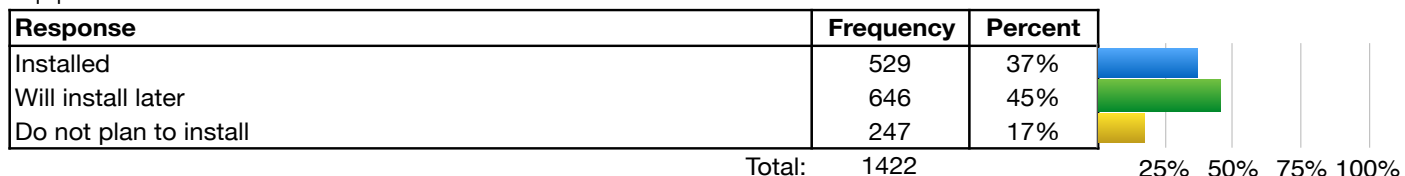
in the envelope provided by **November 6.**

Home Energy Worksheet Summary

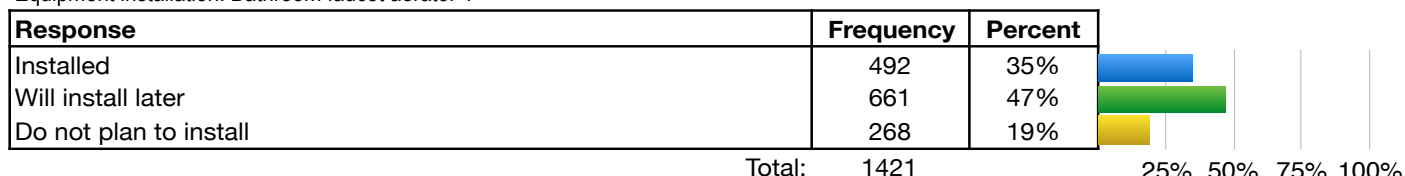


THINK! ENERGY Take Action Program Home Energy Worksheet Summary Report

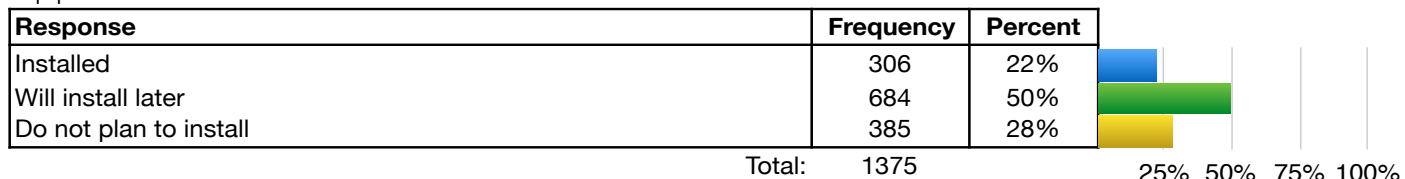
Equipment installation: Showerhead



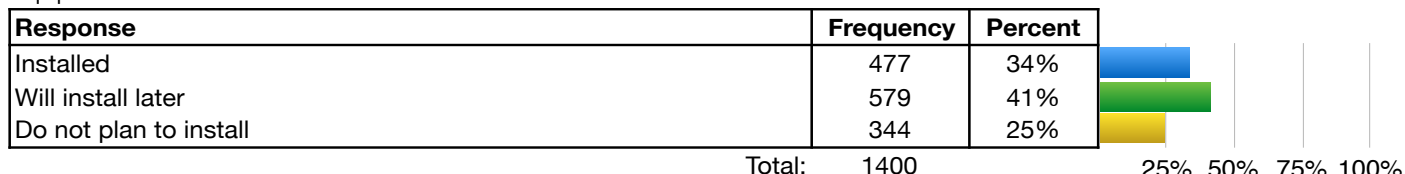
Equipment installation: Bathroom faucet aerator 1



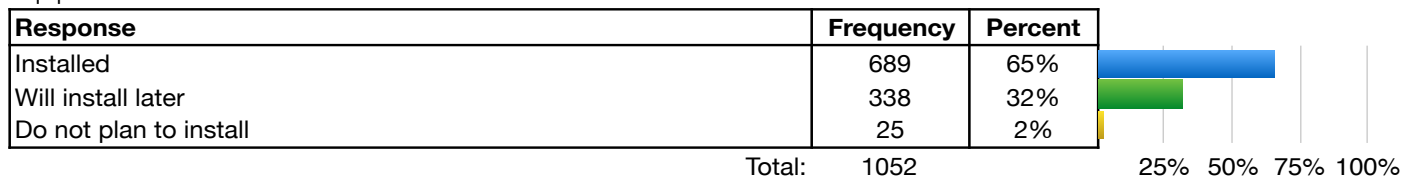
Equipment installation: Bathroom faucet aerator 2



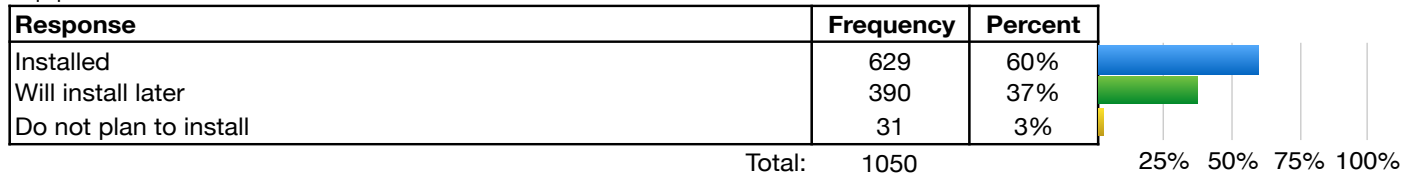
Equipment installation: Kitchen faucet aerator



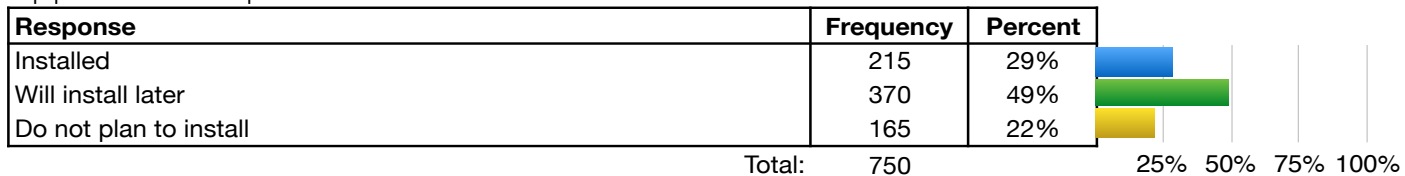
Equipment installation: LED 1



Equipment installation: LED 2



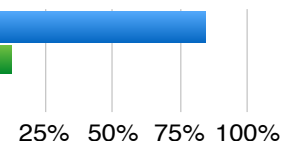
Equipment installation: Pipe Insulation



Equipment installation: Night light

Response	Frequency	Percent
Installed	1198	84%
Will install later	181	13%
Do not plan to install	41	3%

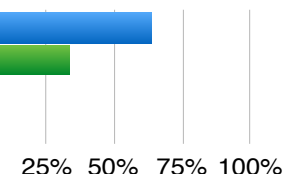
Total: 1420



How do you rate the Think! Energy program?

Response	Frequency	Percent
Great	859	64%
Good	448	33%
Fair	31	2%
Poor	4	0%

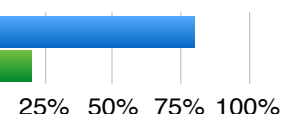
Total: 1342



Has participation in this program changed the way you use energy in your home?

Response	Frequency	Percent
Yes	1044	80%
No	259	20%

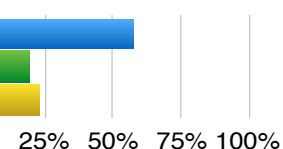
Total: 1303



What is the main source of heat in your home?

Response	Frequency	Percent
Natural gas	766	58%
Electricity	257	19%
Other fuel or unknown	307	23%

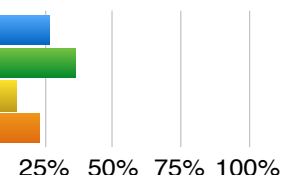
Total: 1330



In winter, how much will you turn down your thermostat to save on heating?

Response	Frequency	Percent
1 - 2 degrees	350	27%
3 - 4 degrees	481	36%
5+ degrees	190	14%
Will not adjust thermostat	297	23%

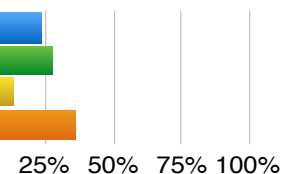
Total: 1318



In summer, how much will you turn up your thermostat to save on cooling?

Response	Frequency	Percent
1 - 2 degrees	298	23%
3 - 4 degrees	348	27%
5+ degrees	174	14%
Will not adjust thermostat	455	36%

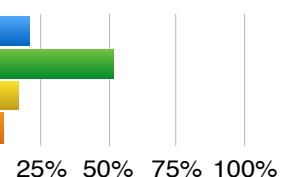
Total: 1275



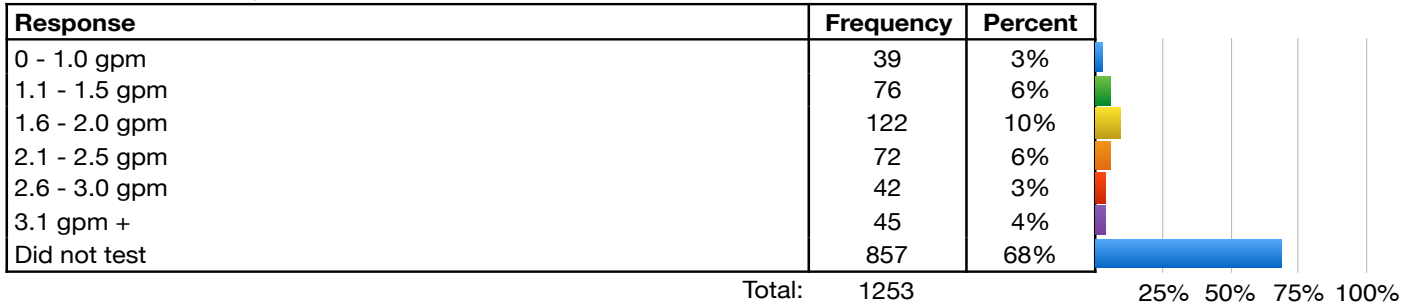
How many LEDs were you using before this program?

Response	Frequency	Percent
None	187	21%
1 - 10	468	51%
11 - 20	152	17%
21+	102	11%

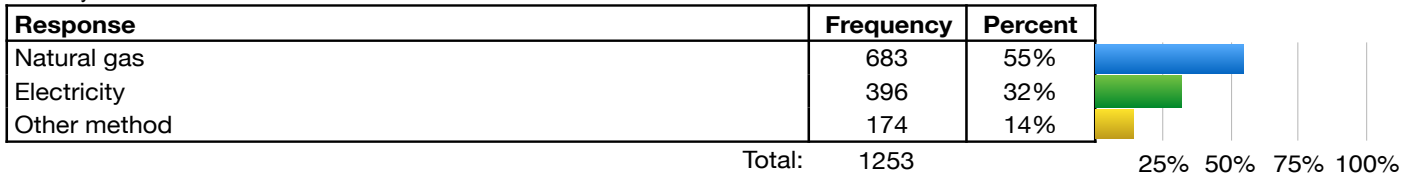
Total: 909



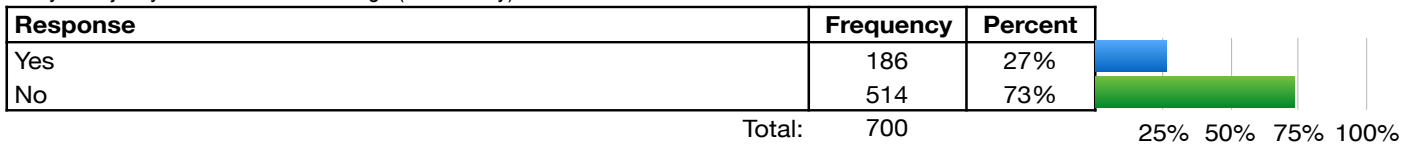
What was the flow rate of your old showerhead?



How is your water heated?



Did you adjust your water heater setting? (eu-dte only)



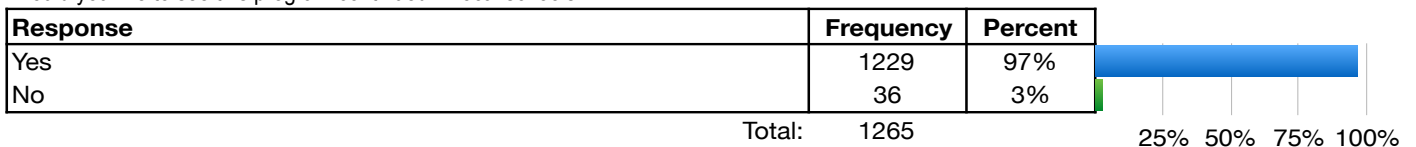
How much did you lower your water heater setting?



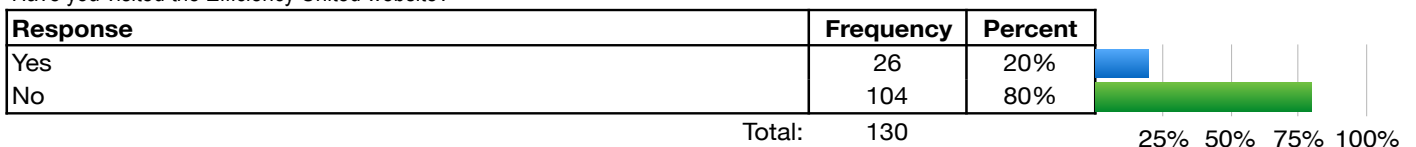
How easy were the kit and products for you and your child to install and use?



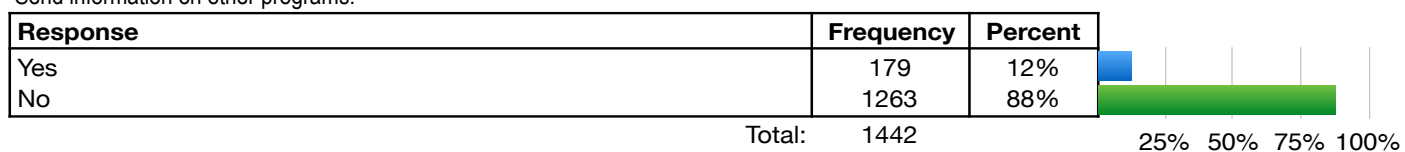
Would you like to see this program continued in local schools?



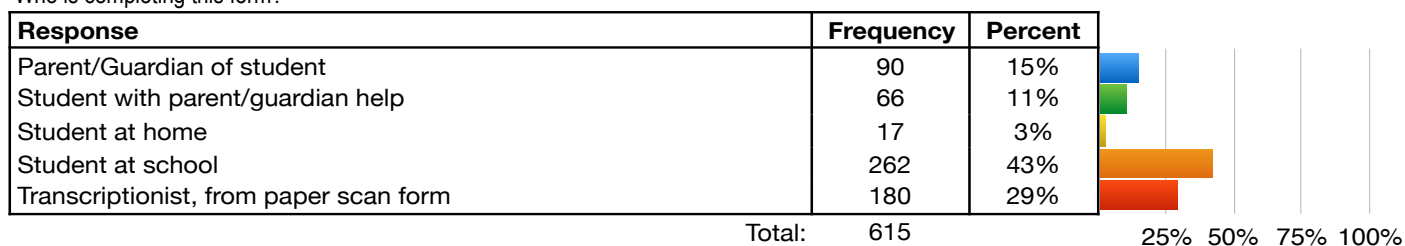
Have you visited the Efficiency United website?



Send information on other programs.



Who is completing this form?

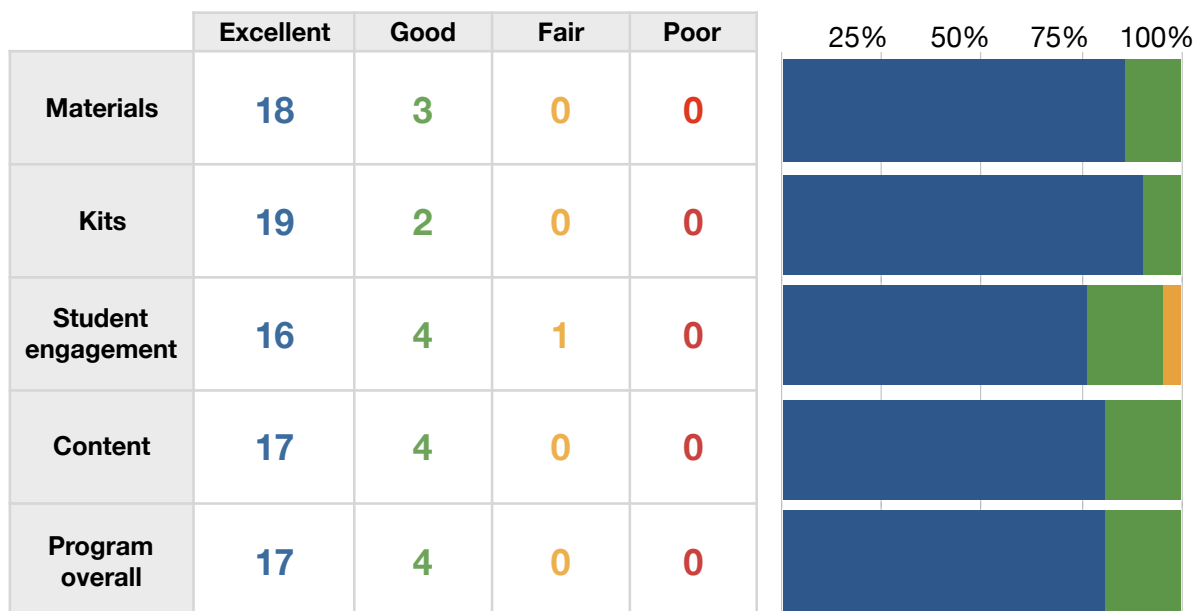


Teacher Evaluation Summary



Program Evaluation - **THINK! ENERGY Take Action** Program

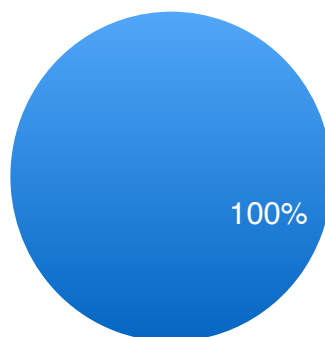
Educators' impressions of the program from **21** educators.



Was the educational mini-grant a good incentive to participate in the program?

	Yes	No
Mini-grant	21	0

● Yes
 ● No



What additional activities did you or will you use from the Teacher Guide?

The activity book had ideas in it that I will use in the classroom.
Not sure - we switch for science - so the science teacher will do that
I will be covering all of the topics that were discussed during the presentation, this year.
I don't teach science so the other 4th grade teacher may use it
The Search for Energy
I will cover making circuits and energy conservation with your materials and my text later in the school year.
additional activities will be completed in science
Water usage
Energy Transformations and Electric Circuits
I have continued to teach about the different kinds of energy
When I review energy later, I will find some activities to use. I especially liked the human circuit we made with the circuit tube, paper, and aluminum foil. I will look for interactive activities like that. I also will revisit the survey the students took.
I will use the presentation to supplement the units when we get to energy!
We made circuits
I will use many of them, and those from the summer workshop when I teach about energy after the holidays.
The wall charts!
The posters and some of the lessons as extensions for my teaching.
Energy Transformations and Electricity and Circuits

What would you tell other teachers about the program?

I would tell them to sign up for this program each year!!!
yes
Yes
yes
It was eye opening for both the students and myself.
This program engages students in meaningful learning that they will embrace.
great program
to do it
Was a good was to introduce energy conservation
Sign up!!
It is a great program to help kids see how to save energy and to start thinking about it.
This is a great program and lines up with objectives. It includes discussion, video, and interactive activities.
I would tell other teachers that this program is very student focused and engaging. It is beneficial for students at all levels.
It's engaging and the students love it.
A great opportunity!
yes
The program teaches a great science lesson.
It's a great program, minimal effort on teacher part, great incentive to participate.
It is a fantastic program that ties in with our curriculum and helps students understand the importance of energy efficiency.
It is a great way to introduce Energy or build on energy. The presenters have been AMAZING every year.

What would you like us to tell the program sponsor about the program?

Thank you for sponsoring this program. Students were so excited to take the kits home and talk to their parents about saving energy!! Many of them even installed parts last night! A grandmother came into the school this morning raving about her son taking a 5 minute shower for the first time ever!
This is a great program to help students learn about energy.
We enjoy the program every time they come. The students really enjoy everything that is discussed.
Great job, keep it up.
As a teacher, I truly appreciate this opportunity for my students. The funding for the presenters and materials is money well spent.
This is a very good, informative program. The family kits are great.
they did a great job
This is a fun way to get students involved in saving energy and being able to talk about it with their families.
Keep it going!!
Thank you for bringing this program to school
Keep the program lined with the state objectives and provide a variety of methods like this one had.
I would tell the sponsors to keep up the funding because science is a subject that needs much focus now days.
Thank you for sponsoring Think Energy - the program and kits are wonderful!
Very well done and worth it program!
Thanks for bringing awareness of resources and the need for conservation to our students and families.
KEEP THE PROGRAM GOING THE STUDENTS LOVE IT!
Thank you! This is a fantastic program that ties in with our curriculum and helps students understand the importance of energy efficiency. This program helps students get their families involved in their learning and real life energy efficiency.
Please continue to support the program. The kids love it!!

Additional comments and recommendations:

As always, your presenters know how to engage the students and are great to have come visit!
GREAT program each year!
Thank you for the great incentive!
Thank you so much!!!
Thank you to everyone involved for bring this program to the schools.
The presenters did an amazing job!
The presenters we had were terrific. The students connected to them and were really listening. If updates occur, it would be great if we knew about them. Thank you.
We love our presenters! They were excited to work with students and were helpful to us teachers as well! Thanks, again!!!

Parent Feedback Summary

Favorite aspect of the program or suggestions for improvements.

I think it is great to get kids and parents involved and to learn how to be more efficient.

I think that it is a great thing.

Nice to see the kids get excited.

I like that you are making students aware especially since kids are always leaving lights on and taking very long showers.

Great program!

I think this a great way for families to learn together on saving.

Good to revisit energy efficiency ideas; new items are available you may not know about.

Great Program!!

The kids really liked getting the box.

We also plastic our windows during winter

Thank you!

Very good program to get the students involved!

I think it's a very good idea to help make people more aware of how easy a difference can be made with a few small changes.

I think this is a good program to teach kids!

Maybe a log for 30 days so they can see the difference in energy use.

I think it's a great idea to excite our children on energy savings.

Great program - need 2 nightlights in each kit!

very informative for kids!

its a great program

my daughter really enjoyed the program

The speakers were dynamic and captured students' attention.

i like it

Great program!

More LED's would help.

We didn't use the provided pipe insulation in the kit-although we do use pipe insulation throughout our house.

My daughter had a great time helping install new bulbs, faucet aerators and nightlights. Thank you so much for these useful products.

Keep up the good work, awareness brings about change.

Great Program!

Our son was very excited about all the items in the kit.

This was an amazing idea to give children and families an opportunity to discuss saving energy.

Thank you, it was really neat to do.

Great at getting kids to think about energy consumption.

Great program that got us thinking about our energy use and making some changes.

Most of our electric is solar-no option to check that out.

Think this is great! Please continue this program.

My favorite was the timer for the shower.

My son loved coming home and sharing his knowledge and his box.

This is a great program to educate our children on being observant width Energy Efficiency.

The shower timer has been great. The kids love beating the clock.

Some equipment seems wasted. I wish we could select which items to receive-Our faucets are not compatible.

It gets young minds thinking about energy & conservation.

Everything I have is energy efficient except my hot water and dryer. Maybe more rebate forms from all energy companies.

I think this is a great program for kids.

This is a great idea!

Awesome!

Have people return what they don't use or install elsewhere so it doesn't become waste.

Awesome!

Great Program!

Awesome!

Good idea.

Love it!

I love energy. I want to save it too.

I wish there was more information about what this was & why it was sent home.

I use plastic for some windows, helps a lot.

I think it's a great way for kids to understand conserving water, electricity, etc. My son learned some great information!

It was very very good.

My older son brought the kit home last year, so some of it was installed already.

Very neat idea on how to show people different ways to save energy.

Great idea. Favorite part was the showerhead & kitchen sink aerator.

Thank you!

I think it was a very good program for the students. I think the program was very informative and educational.

Amazing program.

My daughter enjoyed the education and using the kit at home.

My kids thought this was awesome!!

My favorite part was the energy stick! It was fun to hold and work with.

It is awesome. We love it!!

My son couldn't stop talking about it. Very excited.

I shared the shower head with my family.

It got me a way to think about saving energy.

Very good way to teach kids. My child has used the shower timer every night!

Very cool! Nice to get the kids involved and thinking.

I think you did good. :)

I thought it was amazing! We swapped out some light bulbs and they are the brightest LED light bulbs we have.

Thank you for all you have done.

Thank you for what you have done.

What a wonderful program :) It's great to teach children about this!

I loved that it got my son thinking about energy usage in terms of saving money.

Great way to get the kids involved in energy conservation. My son really enjoyed sharing what he learned.

I think it's a great program! :)

It was great!!

I enjoyed going over the kit with Gracie.

Great way to teach children how to save energy!

I think it's a good idea it will save people money

What an amazing program! Thank you!

Not currently living where we could change etc.

Good program to learn about saving energy and making sure we have supplies available to conserve.

Thank you for providing knowledge to the students.

More night lights

Brooklyn came home very educated and excited about the program.

Loved receiving all the products and helping my son install.

My fav thing is the shower head

I think it would be great to give more presentations to other schools it really made a great difference in our home.

good

I am so glad that you let us took home our own kits so we can save energy THANK YOU!

Awesome program! Thank you for coming and sharing your enthusiasm for conserving energy

The money used to pass out the kits could go towards lowering my electric bill.

The Think! Energy program was a great experience. I suggest going to other local schools!

Favorite idea was the five minute shower timer.

Amazing!

I loved the energy stick!! It was super cool!!

cool

The best presentation

I had all the stuff before the program bc my dad works at dte

It would help the other parents in other school.

The led lights

Love the shower timer, great idea. This is something the students can use to save energy. As well as the stickers to remind the students to be more attentive to saving energy.

think the program is good and the products are great.

More light bulbs

to personal for the school to know what all in my house

Making kids cognizant of energy usage and preservation.

The faucet aerators and shower head did not fit our faucets or showers. We have a touch faucet in the sink and we were not able to use it.

I think its a great idea. Everyone should conserve energy.

Fittings did not match faucets, could not use

Items not used was only due to already having similar products in place

I think it's awesome, because it helps with energy and it helps with keeping people healthy.

Great program!

We already use all energy saving products as much as we can.

Thanks for help showing kids to get involved and to understand more about energy.

This is a great program to help teach kids how to save energy.

Really got my daughter to think about energy before this, she didn't think at all about it.

I liked it.

Great program!

It was fun.

Made energy adjustments years ago.

They rock. They rock.

I think this was a great way to help the kids learn more about how they can help save energy.

The graph on page 8 doesn't match the text

I love that this program is teaching young kids to save energy and water

Thank you!

I like the nightlight

I liked the LED light the most

Our daughter has been so excited about this program, everything she learned and everything she brought home. We are currently remodeling aspects of our home and can't wait to use the items received! Thank you.

The showerhead is very relaxing and it was very helpful and it saves water too.

My favorite aspect is the saving money and energy.

Thank you these kits are wonderful for our homes and the learning of children.

Thank you for the energy saving equipment

I thought it was very interesting to see the water efficiency of the aerator and faucets we already use.

Thank you! I love that you're teaching our kids about this.

Keep up the good work

Experiments

Loved the program. Great science stem lessons

Great program!

I think this is a great program. I only wish we could have natural gas provided to more homes (like mine)!

Thank you.

Great program- We just moved so have not had time to check kit out, but we will soon. I love that kids are learning about this.

We rent an apartment so we're not able to use stuff.

I really needed a new nightlight and now I have one.

His great to get people thinking and using smarter product choices. We had already made many of these changes already.

I think this program is wonderful and it gave our family the tools and information necessary to think about our energy consumption.

I like that it makes the children think how much energy is used and what can be done to decrease usage.

This is a great program. I hope it continues.

We have already tried to maximize efficiency in our home.

I think it's great to show our kids how important it is to conserve energy.

Got the kids thinking and understanding why the adults do things.

Chloe liked the new things to install. She and her dad enjoyed the shower head and faucet heads, and her little sister loved the nightlight.

We are now timing our showers. It's a challenge (like a fun challenge) but has helped us all be more conscious.

It is a great activity to do at home as a family & come up with new ideas of how to save energy.

We have already tried to maximize efficiency in our home.

Good conversation with child on energy saving. Thank you!

Really enjoyed when you had the light bulbs in yrs. Past, but the shower timers are real eye openers for everyone in family. Maybe teach more about the benefits of turning lights off when leaving a room or include one of those cool little light switches.

I love the nightlight. I think it's a great idea. (Addison)

The faucet heads worked good.

More stickers for the light switches.

Thank you very much for giving us tools to conserve energy & save money.

Faucet aerator doesn't fit on faucets.

It's a great program. Karlie had fun helping and was proud to bring it home.

Great program.

Thank you!! :)

We are very conscious of our energy conservation in the household. We have energy efficient appliances and keep our thermostats below and above the recommended for efficiency. This is a great program. If you met her dad, you'd understand why we won't be using the items we received as we already use similar products.

I think this is a good program to teach kids to conserve energy

Think! Energy is a good program because students can visualize energy usage and have a better understanding of how to save it.

We have already tried to maximize efficiency in our home.

Made me rethink my usage

This is a great program and I hope it continues in the school.

Good program for schools! Hope they continue to teach energy tips.

I like the idea of working with children at a young age

Great idea! Would be great to see them get the kids involved to develop new ideas of how they can save energy/resources.

Thank you for making my student understand importance of conservation.

We already use many of these water saving measures.

We just purchased new faucets and showerheads so that is why we are not installing the new pieces.

Learned how to save a lot of energy.

Good Program

Very good program!

this is a very great way to save money for your water, electricity, and save hot water.

great job

We are renting and don't have tools to be able to do it. Sorry

Efficiency box should be given out on Friday so we have the weekend to work on.

What a thoughtful and useful kit. Thank you!

Shower head would not work in our bathroom, would point at ceiling

You rock. Think energy.

My daughter was very excited to share her knowledge of energy efficiency with her family. This program is valuable because our children are learning about energy and our environmental responsibilities. Thank you.

My daughter was so excited; it was a great way to get involved.

Probably should see the kit before giving to students, so they are less apt to play with everything.

Very neat project! Electrical energy saving would be great (additional to this kit).

Going to put in after we replace the sinks.

This is great program. We have used a program like this in the past and practice what we did then now.

Thank you

* Add furnace filter whistler, tells you when filter is full

Great program - hope it continues.

Great program.

We will install soon, we are waiting to move into our new home.

We have well water. LEDs are great.

It's fun for the kids and they really learn a lot! We've had two kids experience this program and have both talked about the need to conserve energy. It's great!

I like Think! Energy because it teaches you how to make and use energy.

Knowing how to use energy.

I love the kitchen sink aerator!

Enjoyed the presentation

Thank you for supporting this program to remind us the importance of discussing this with all members of our family.

Make the nightlight brighter. Thank you!

Actually nice that we can lower bills.

Giving some items to a neighbor on a budget.

Thank you for the items.

Thank you for sharing this program with our family.

Need more time between receiving and survey.

Great idea thank you.

Great program hope it continues

This is a great idea although we already have low flow faucets. We hoped that the aerators provided could be returned and used in other kits.

Great learning for kids to start learning to conserve.

Makes the kids think about turning off the lights, shorter showers etc.

I think you should send the kits home when you send the worksheet. It would make things easier.

This was a great program.

Thank you!

I think it's a great program and learning for children.

Saving energy with less water is good, however we as a family already practice energy savings. Solar power would be nice too

Would like to see more promotions like this to help others be informed on ways to save money on electricity

The program was great!

Thank you!

Awesome! Very helpful!

My son came home very excited about and loved the program. He was eager to share what he learned.

We did not have a use for this kit as we have already addressed these things. It will be donated if possible

Great program!

Thank you for teaching the students about conserving energy and providing this program!

This program is a great experiment with my child. She's very intrigued on how all the items in our house are powered by electric and gas.

Love the program

Great home kit!

We miss the hand cranked flashlight. Also how about a motion sensor LED light. Thank You!

This is a great program, very informational

I think they could make it easier.

Great idea to teach kids about conserving energy.

Shower head was cool.

My daughter thought it was fun learning about energy conservation. She enjoyed teaching us about the products as well. What a great program!

Very good program!

I loved it all!

I really liked the shower head.

Thank you very much!

Daughter really enjoyed this.

I try to use LEDs for all lights. Electric h2o heater with pump.

Thank you -Autumn is very excited about it!

I love that teaching the importance of saving water is a priority.

Kids like me with split home should get two kits.

It was fun and I learned more.

Great program!

Getting ready to move so will be taking the kit with us.

Kids thought it was fun to measure the usage to determine the better options. Made them aware of energy being used.

Great idea to haave kids and adults talk about energy conservation

Kitchen sink aerator end was not compatible to my sink

Our aerator used less water that what came in the kit

I think this program is an excellent idea. It not only helps families but it teaches children to save on energy.

Nice idea, but we already have water saving shower heads

Why do you give everyone a kit

I like the showerhead

I don't think anything needs improvement, it was awesome

Awesome program for students and families!

Great ways to save energy and to get kids into learning ways to save energy!

You guys are awesome!

Excellent program! Gets the kids thinking to not waste water and shut off lights when not in rooms

I like the program. Smart ideas.

Thank you. What an awesome program.

