



Community Focused Energy Programs

ACEEE Intelligent Efficiency Conference
Mainstreaming Intelligent Efficiency

San Francisco, CA • November 18, 2014



ELEVATE ENERGY
Smarter energy use for all



Mission





What We Do

- Smart grid benefits and dynamic electricity pricing in homes
- Energy efficient building retrofits
- Community-level programs
- Research, policy and innovation





Agenda

- Residential
 - Dynamic Pricing Programs
 - Single Family Research
 - Single Family Programs: Energy Impact Illinois
- Commercial
 - Nicor Energy Challenge
 - City of Chicago Benchmarking Implementation



Residential Dynamic Pricing in Illinois

Energy Smart Pricing Plan (2003 – 2006)

Ameren Illinois Power Smart Pricing

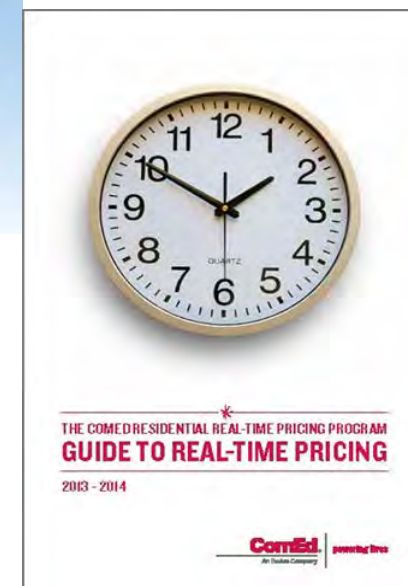
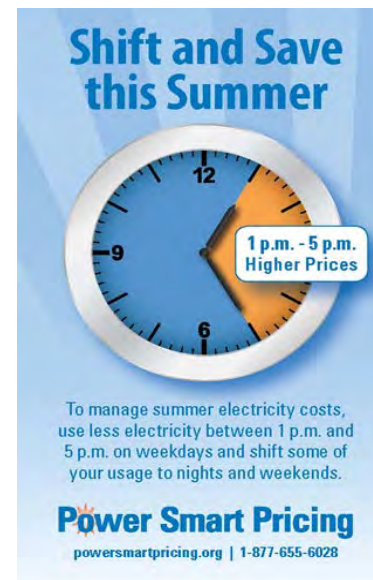
(2007-present)

- 12,500 households
- PTD: \$8.1 million saved (20%)
- Day-ahead hourly pricing

ComEd Residential Real Time Pricing (RRTP)

(2007-present)

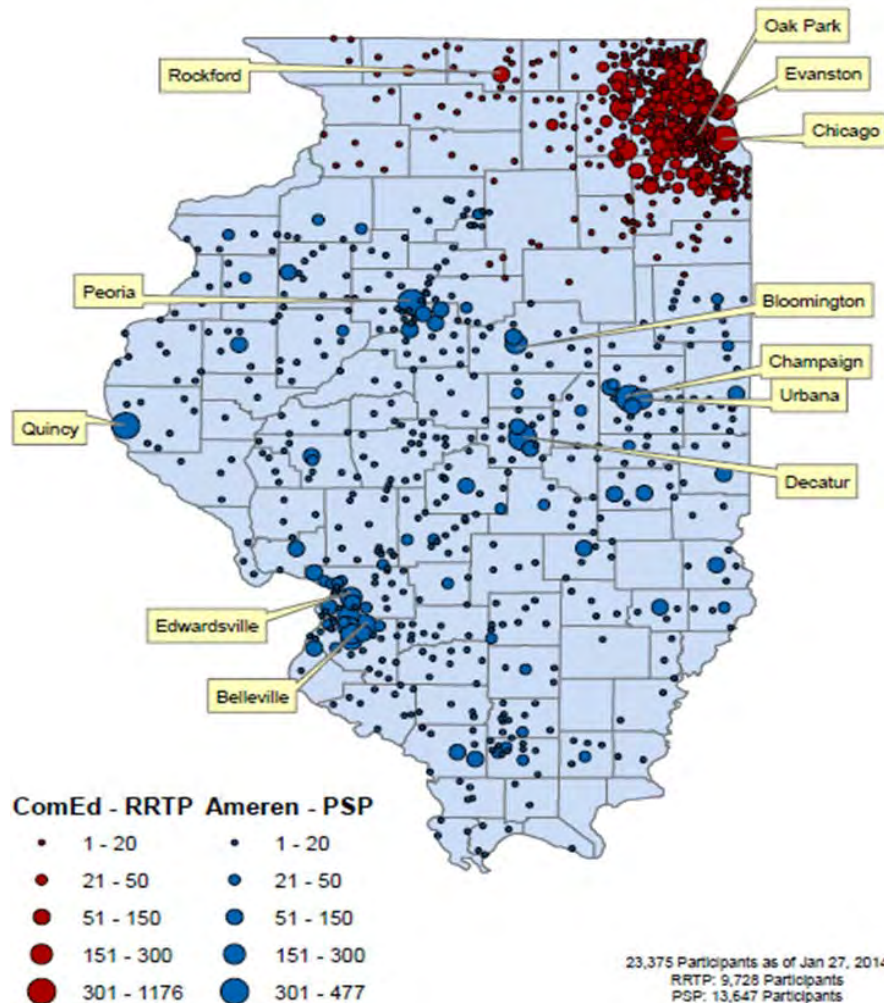
- 9,500 households
- PTD: \$13.2 million saved (25%)
- Real-time hourly pricing





Dynamic Pricing Programs and Smart Meters

Dynamic Pricing Participants in Illinois



Illinois Smart Meter
Deployment Schedule

- **ComEd: 4,029,000 smart meters by 2018**
- **Ameren Illinois: 780,000 smart meters by 2019 (62%)**



Hourly Pricing Made Easy

- **Smart phone app** provides current prices, bill comparison data and ability to collect 'savings badges' for participants
- **Bill comparison tool** provides savings information to track success
- **High price alerts** are delivered by phone, e-mail and text when prices reach a certain threshold
- **Dedicated customer support** by highly trained staff available by phone, email and live chat





Engaged & Satisfied Customers

- Utilities increase focus on customer engagement & satisfaction
- Hourly customers are:
 - More willing to adopt new technologies
 - **33% of ComEd RRTP participants are enrolled in A/C Cycling** demand response program – compared with 1.8% of all ComEd customers
 - More educated about electricity markets (peak and off-peak)
 - More engaged with their electricity service and usage
 - Really, really **satisfied!**
 - **98% Satisfaction** with dedicated call center for Power Smart Pricing
 - **91%** report the program is “**Quick and Easy**”
 - **88% Overall Satisfaction** with ComEd RRTP program

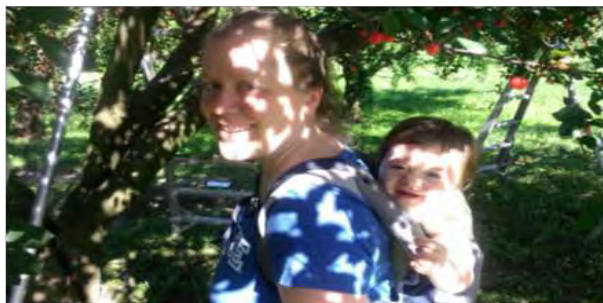




What Participants Are Saying



"Power Smart Pricing saves us money because my family uses a programmable timer on our pool filter, using energy when it is least expensive."



"I can save money by washing diapers late at night."



"Power Smart Pricing combined with the Chevrolet Volt save me and my family considerably in daily transportation costs."



Single Family Research



Research Objectives

Single family homes – Are there subgroups within the larger group?

- Describe housing stock and energy use characteristics in the County
- Explain how these data can be employed as part of a comprehensive community-scale approach
 - Development of measure packages by housing type
 - Target homes most likely to achieve deep energy savings and can be deployed at community scale
 - Align with other initiatives





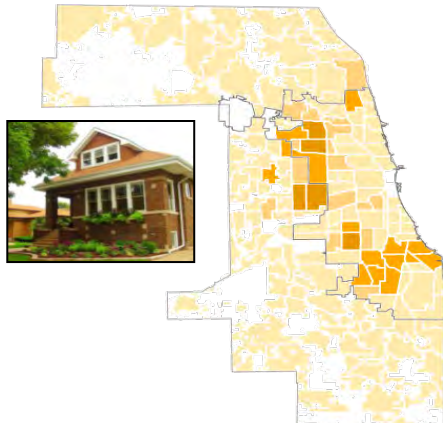
Cook County Home Examples



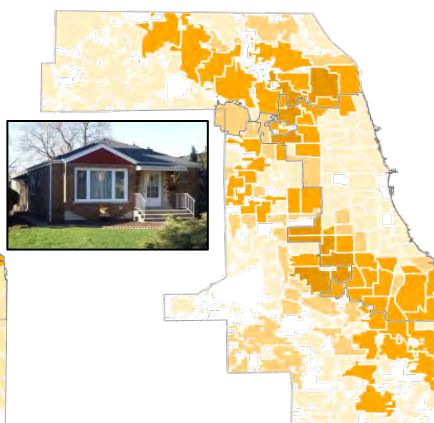


Energy & Housing Datasets to Focus on Communities

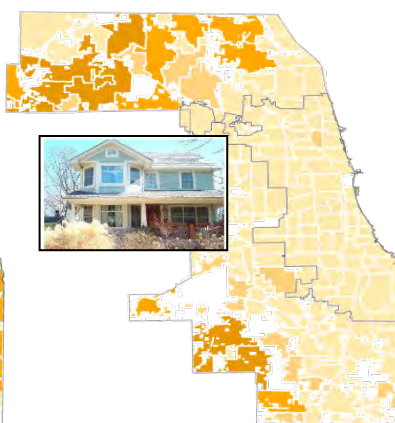
Masonry Pre-1942 Less than 2 stories
non split level (Group 6)



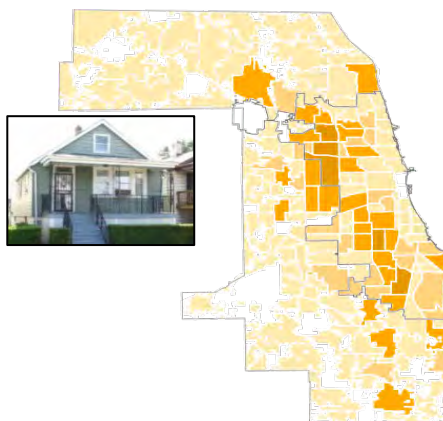
Masonry 1942-1978 Less than 2 Stories
no split level (Group 4)



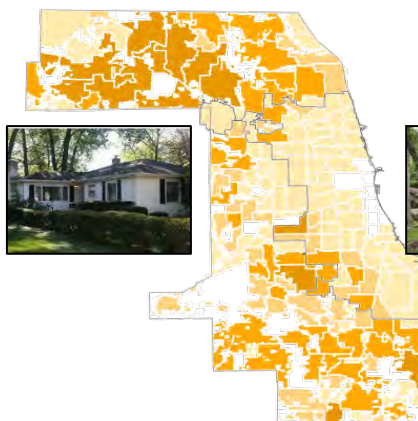
Frame Post-1978 2 or more stories
(Group 10)



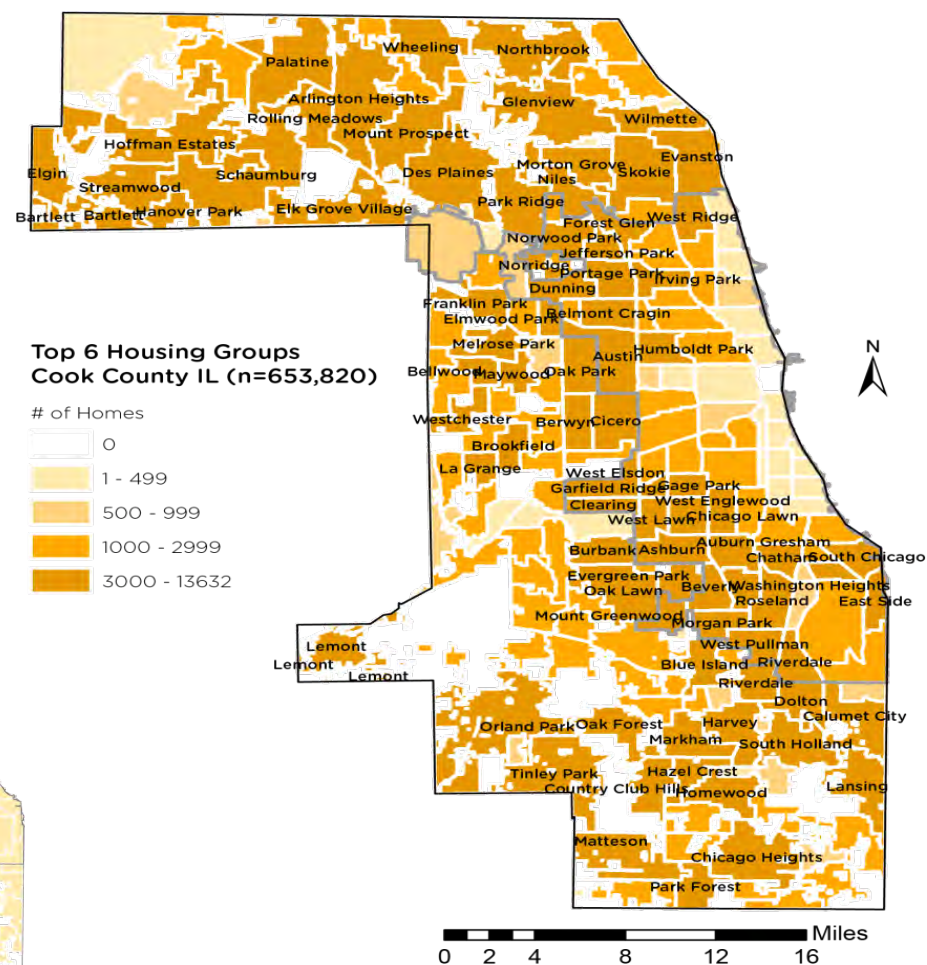
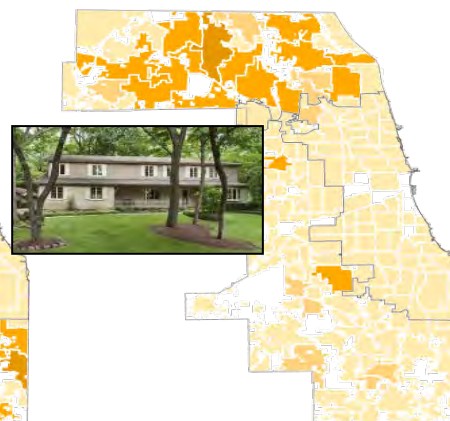
Frame Pre-1942 Less than 2 stories no
split level (Group 14)



Frame 1942-1978 Less than 2 stories
(Group 11)



Frame 1942-1978 2 or more stories
(Group 13)





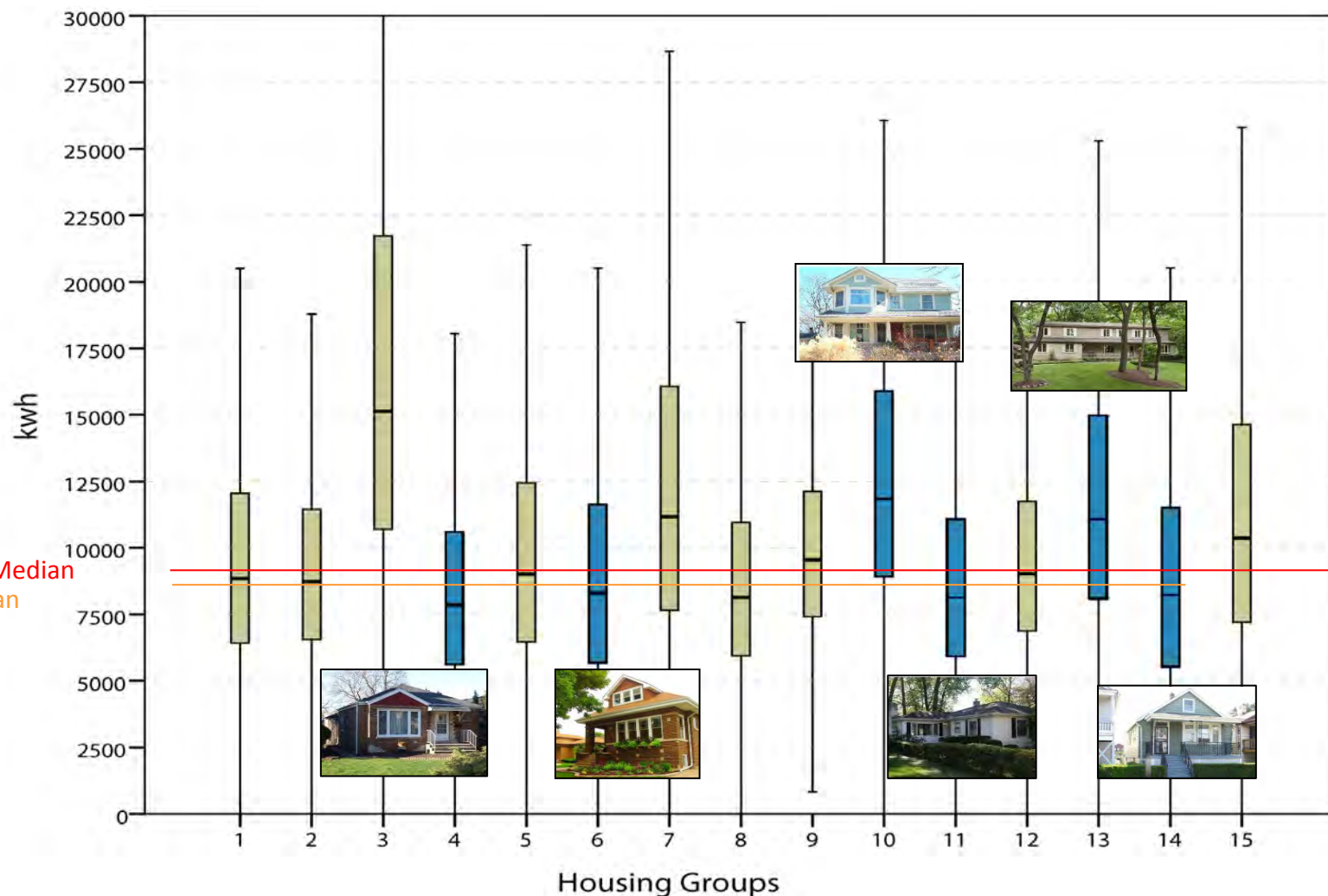
Homes Use Energy Differently

Distribution of
Household kWh

Chicago Median=
8,192

Cook County
Median= 8,697

Cook County Median
Chicago Median





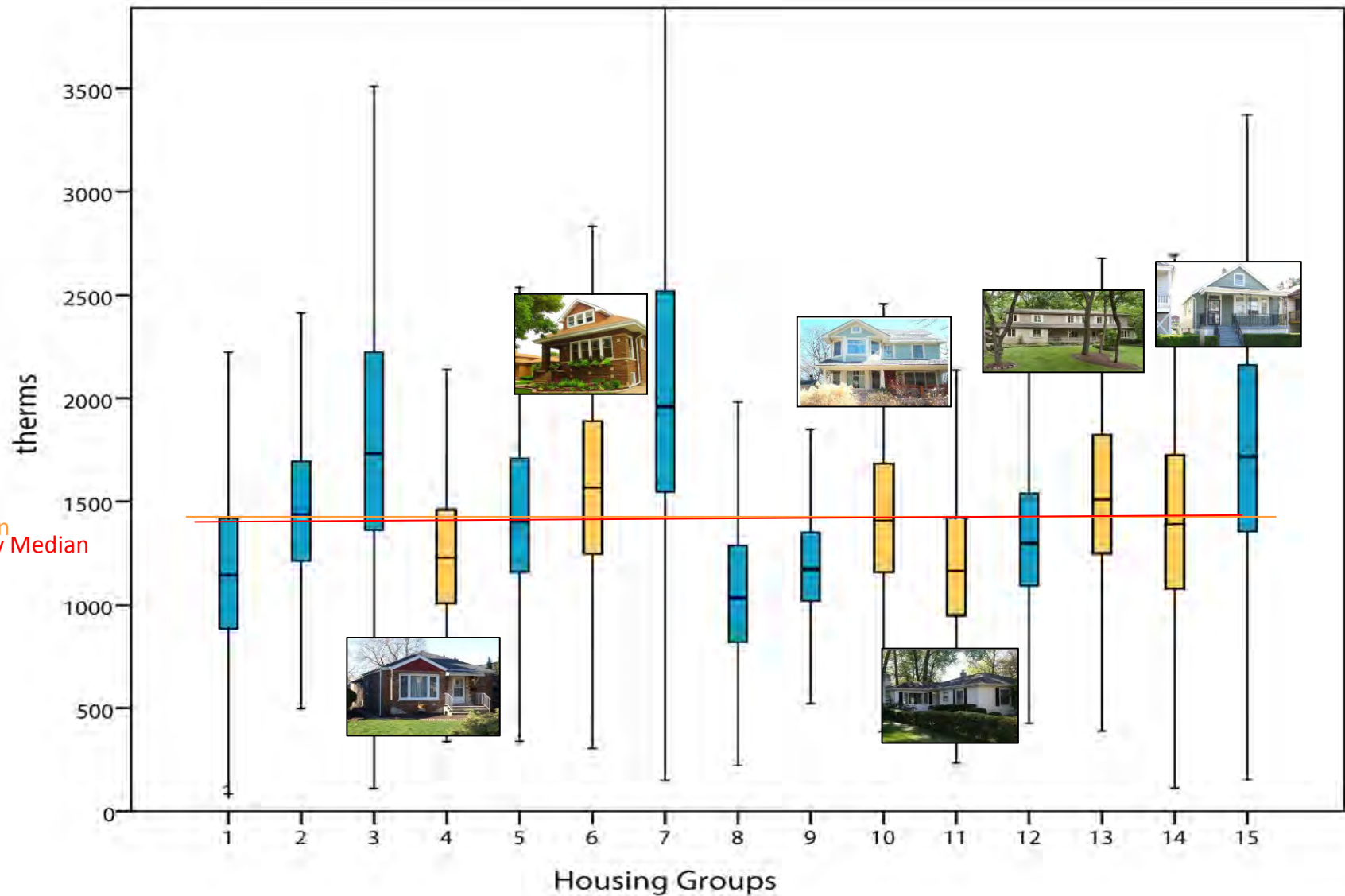
Homes Use Energy Differently

Distribution of
Household therms

Chicago Median=
1,382

Cook County Median
= 1,329

Chicago Median
Cook County Median

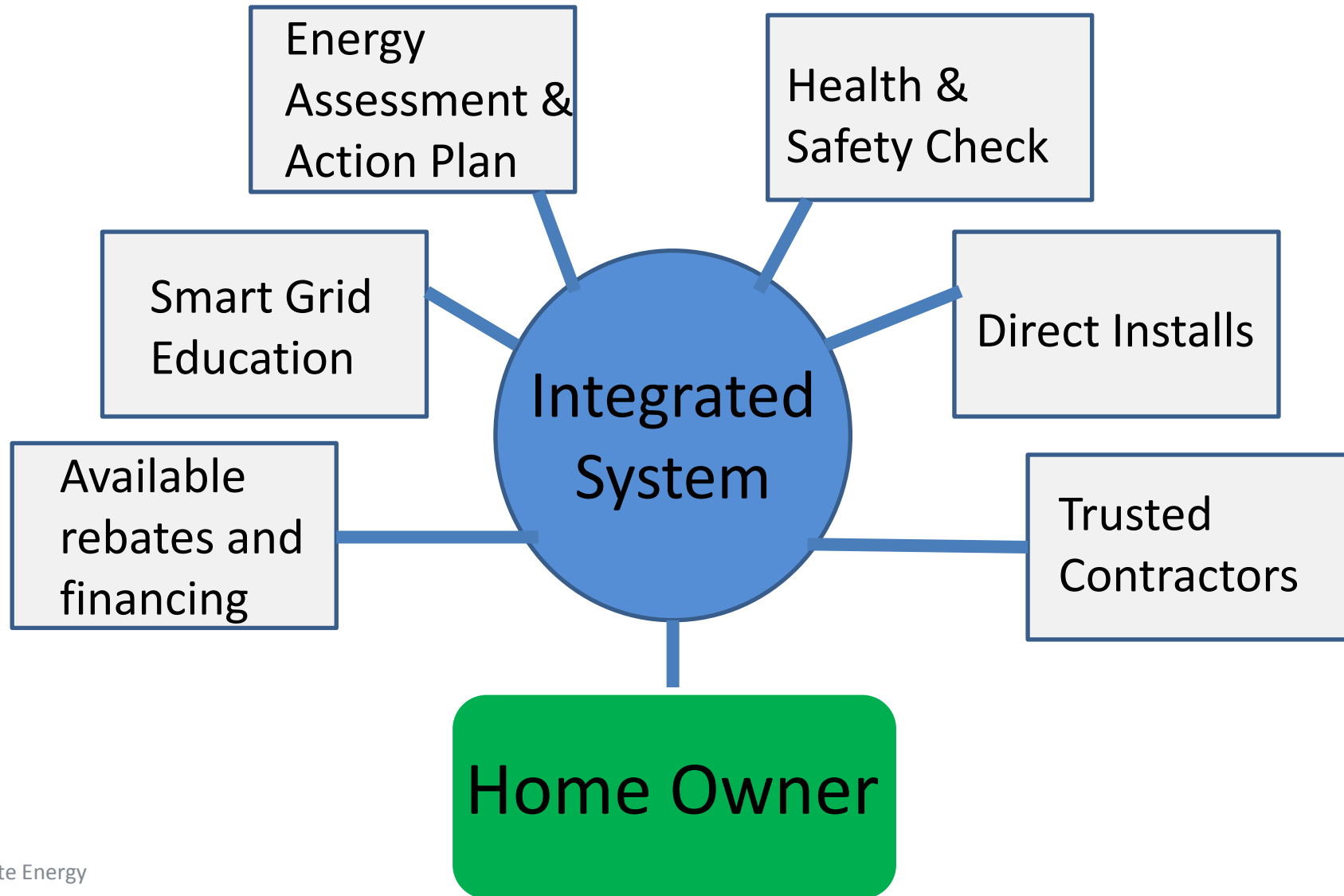




Applying Single Family Research



Our Approach





Provide Easy-to-Access Expertise



ENERGY **IMPACT** ILLINOIS | RESIDENTIAL

An Alliance to Help Illinois Residents Lower Their Energy Costs

SAVE ON ENERGY COSTS
IMPROVE THE COMFORT OF YOUR HOME

CALL 1-855-9-IMPACT
TO FIND OUT HOW MUCH YOU CAN SAVE

REBATES AND INCENTIVES ARE AVAILABLE [LEARN MORE >](#)

Find Rebates, Incentives
and Financing

Free Home Energy
Assessment - \$400 Value

Get your home ENERGY
STAR® certified



Engage Neighbors in Their Homes & Communities





Make Energy Visible

- First municipality in country to disclose residential energy costs on home sale listings (July 2013)
- Chicago approach
 - Existing ordinance updated; mayoral leadership
 - Innovative MLS : Midwest Real Estate Data (MRED)



Make Energy Value Visible

MRED Welcome **Becky R Realtor for Team Becky** Contact
Midwest Real Estate Data **My MLS** **Search** **Listings** **Reports** **Forms** **Setup**
Search Results - Attached Single
List View Refine Criteria Full - Agent Show Quick Advanced En
showing 1 of 1 listings



Detached Single

Status: **NEW**
Area: **8021**

List Price: **\$399,900**
Orig List Price: **\$399,900**
List Date: **06/26/2013**
List Dt Rec: **06/26/2013**
Sold Price:

Directions: **Diversey West to Rockwell, North to Property**

Sold by:	Contract:	Lst. Mkt. Time: 1
Closed:	Financing:	Points:
Off Market:	Blt Before 78: Yes	Contingency:
Year Built: 1920		Curr. Leased: No
Dimensions: 37.5X125	Subdivision:	Model:
Ownership: Fee Simple	Township: North Chicago	County: Cook
Corp Limits: Chicago		# Fireplaces:
Coordinates: N:2900		
W:2600		
Rooms: 7	Bathrooms 1 / 1	Parking: Garage
	(full/half):	
Bedrooms: 4	Master Bath: None	# Spaces: Gar:2
Basement: Full	Bsmnt. Bath: No	Parking Incl. Yes

In Price:

Utility Costs: Elec. - **\$770.60/yr, \$64.22/mo**; Gas - **\$1198.00/yr, \$99.83/mo**

Remarks: **CHARMING 4 BED+DEN, 1.1 BATH SINGLE FAMILY HOME ON LOT & A HALF IN DESIRABLE LOGAN SQAURE/AVONDALE LOCATION. REMODELED APPROX 10 YEARS AGO W/ NEWER HVAC, ELECTRIC, PLUMBING, H2O HEATER & ROOF. DIAG HDWD FLRS; LARGE EAT IN KITCHN W/ SS APPLS; HIGH CEILINGS; FULL BASEMENT; HUGE FENCED YARD W/ BLUE STONE PATIO; SECURITY SYS OVERSIZED 2 CAR GARAGE. CLOSE TO 90/94 & ALL LOGAN SQAURE/BUCKTOWN SHOPPING & RESTAURANTS!**



Make Energy Visible

Inbox (38) - I.reedystukel@... Social Media Manager... Midwest Real Estate Data connectMLS - Connecting Your Real Estate Community - Google Chrome

connectmls6.mredllc.com/mls.jsp?module=listadmin&uniqueURL=678596026

Apps Green Building Fina... Hawthorne Element... Elmhurst Communit... Constant Contact... Hourly Weather For... NWS - Weather Wa... Blog ides

MRED Welcome Laura
Midwest Real Estate Data
Reinventing MLS
My MLS

Edit Listing - 2344 W FARRAGUT

<< Prev. Page

*Air Conditioning: A
*Water: A (2 max)
*Sewer: D (2 max)
Electricity: C
*Heat/Fuel: A,F
HERS Index Score:
Green Supporting Documents:
Energy/Green Building Rating Source:
Green Features:
Equipment: A,I,L,M

Lookup utility estimates for:
W Farragut Ave, Chicago, IL

Enter the applicable Utility Customer Account Number(s) then click "Continue." If you do not know an account number, check "Unknown." If the property does not have a utility, check "Not Applicable." MRED Rules & Regulations Department will review "Unknown" and "Not Applicable" values.

* Electricity Customer Account #: -or- ☐ Unknown -or- ☐ Not Applicable
* Gas Customer Account #: -or- ☐ Unknown -or- ☐ Not Applicable

☐ I affirm that I am Laura Reedy-Stukel and am authorized to lookup this information.

When you click "Continue," utility estimates will be retrieved from [MyHomeEQ](#) who are providing this service in conjunction with the City of Chicago, in accordance with Chapter 5-16 of the Municipal Code of Chicago pertaining to the disclosure of utility costs.

Continue Cancel

To fill-in the following fields, click the "Lookup Estimates" link and follow the instructions.

*Annual Estimated Electricity Costs: Required [Lookup Estimates](#)
*Monthly Estimated Electricity Costs: Required
*Annual Estimated Gas Costs: Required [Lookup Estimates](#)
*Monthly Estimated Gas Costs: Required



Make Energy Visible

- Option to attach user-friendly full report/disclosure

**Customized Home Energy Performance Report**
For: 1234 Sample Street, Chicago IL



Natural Gas Use
Your Home → 1,309 therms
Cost
You spend \$1,309 per year on gas – primarily for heating your home. Gas = 79% of your energy budget

Electricity Use
Your Home → 3,574 kWh
Cost
You spend \$357 per year on electricity. Electricity = 21% of your energy budget

Total Energy Use
Your Home → \$1,666
Want to learn more about reducing energy at home? Visit MyHomeEQ.com for detailed recommendations and resources.

Natural Gas Cost

Month	Cost (\$)
5/12	10
6/12	10
7/12	10
8/12	10
9/12	10
10/12	20
11/12	140
12/12	210
1/13	250
2/13	240
3/13	220
4/13	140

Electricity Cost

Month	Cost (\$)
6/12	30
7/12	45
8/12	45
9/12	35
10/12	25
11/12	20
12/12	25
1/13	30
2/13	30
3/13	25
4/13	25
5/13	25

Total Cost

Month	Electricity (\$)	Natural Gas (\$)	Total (\$)
6/12	30	10	40
7/12	45	10	55
8/12	45	10	55
9/12	35	10	45
10/12	25	20	45
11/12	20	140	160
12/12	25	210	235
1/13	30	250	280
2/13	30	240	270
3/13	25	220	245
4/13	25	140	165
5/13	25	140	165

Disclaimer: The natural gas and electricity usage data above was provided by either the utility account holder or by the utility with the account holder's consent. This report should be used as a guide to understanding the probable and approximate energy usage for this home. In no way does this constitute a guarantee of future energy usage by the disclosing entities or MyHomeEQ.

I, _____ hereby acknowledge that I received a copy of this disclosure for the residential dwelling unit(s) described above. I acknowledge that the seller has stated that this property has been occupied for _____ months out of the most recent 12 months. Buyer Initial _____ Date Initialed _____

Date of Receipt: _____ Signature: _____

Seller, by providing utility account number(s), authorized MyHomeEQ to share the property's actual utility usage.

This form is designed for compliance with the Chapter 5-16 of the Municipal Code of Chicago pertaining to the disclosure of utility costs.

**My Home EQ**
Improving the Value, Comfort and Energy Savings of Your Home

MyHomeEQ 2125 W North Avenue Chicago, IL 60647 (773) 269-2228 MyHomeEQ.com

1



Make Energy Visible: Early Results

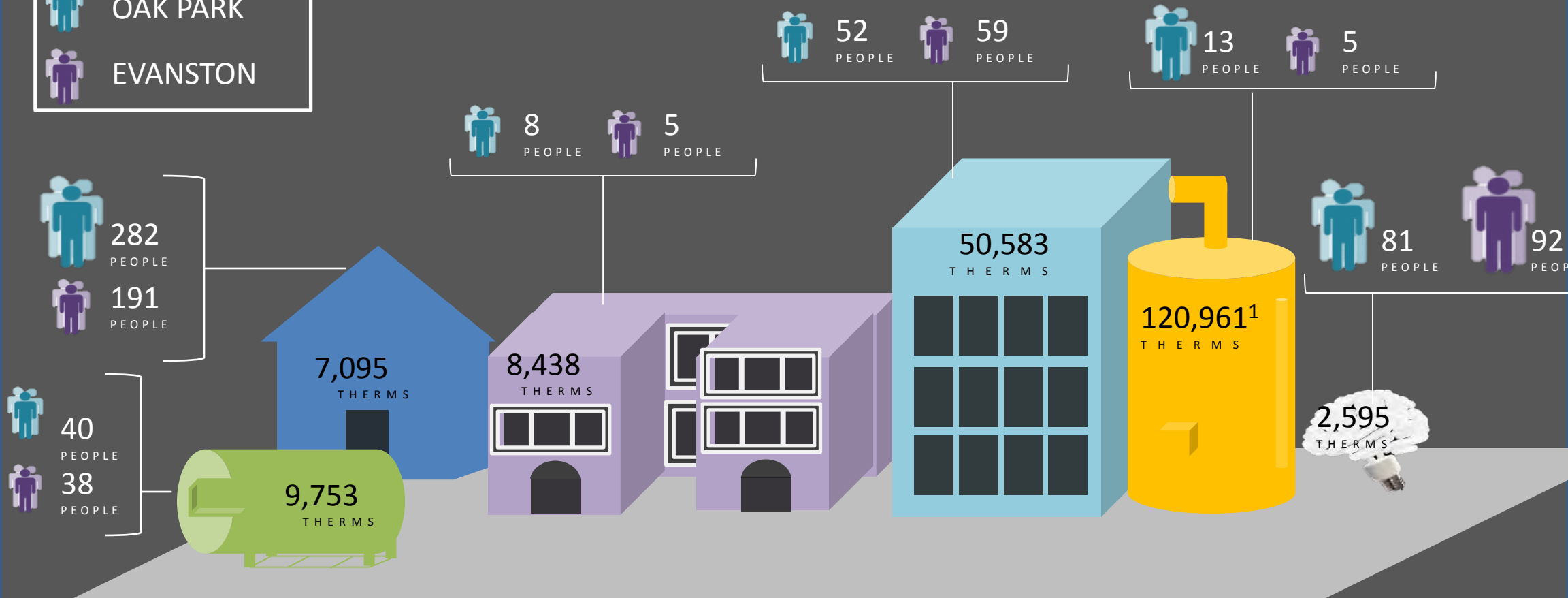
- 18,605 single family homes listed between July 1, 2013 - February 19, 2014
- 10 % (1,869) disclosed energy costs
- 67 % attached (i.e. condominium or townhome) and 33 % detached
- Home listings that disclosed energy costs had higher closing rate and spent less time on market (statistically significant in some neighborhoods)
- Early trend – does not imply causation
- Next steps: Monitor and report trends; realtor training



Commercial Programs



 OAK PARK
 EVANSTON



SINGLE-FAMILY (audit and rebate programs)

MULTIFAMILY (audit/direct install program)

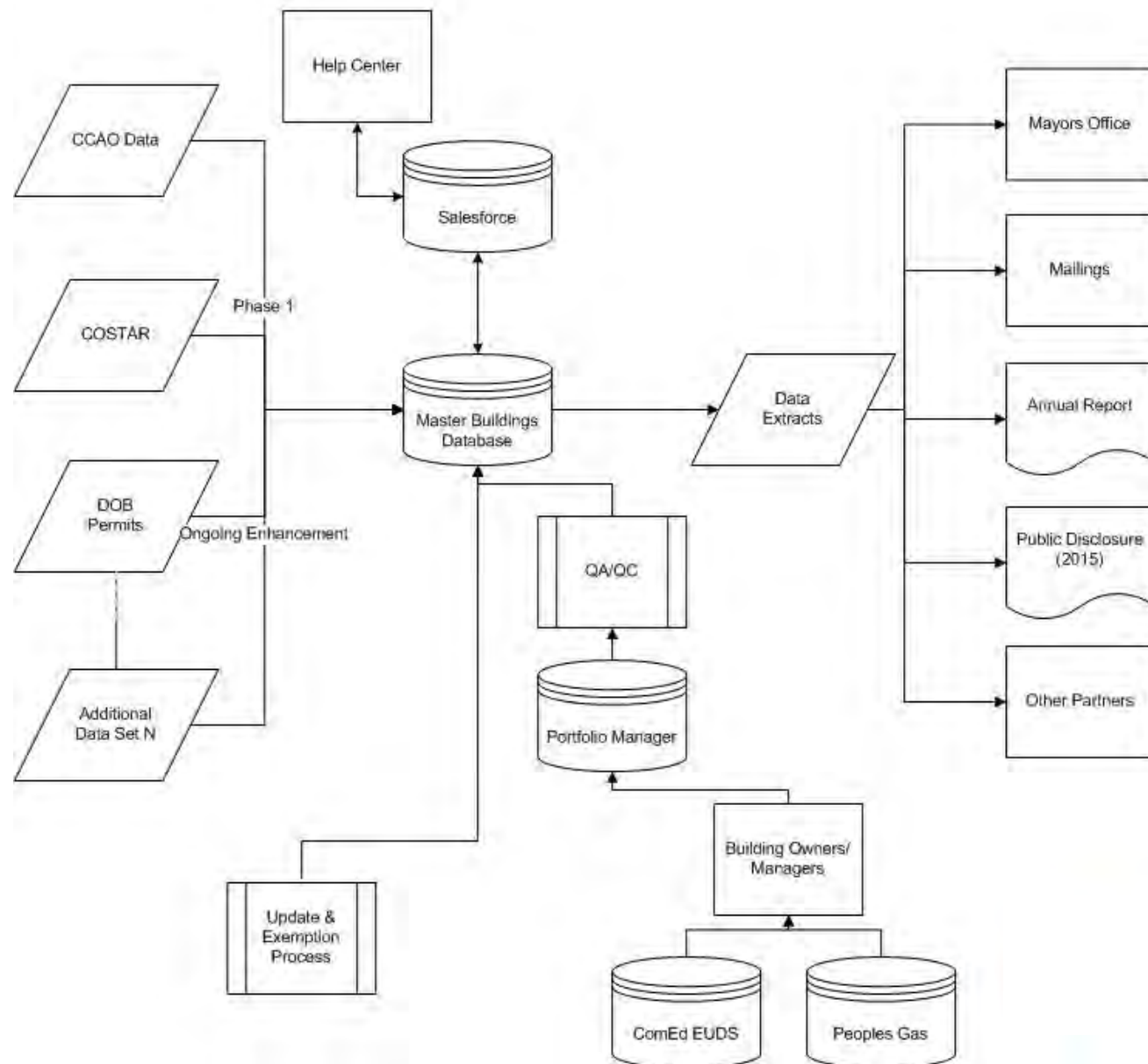
COMMERCIAL (small business direct installs, rebates)

BEHAVIORAL (EnergyBUZZ tracker)

¹ This includes a steam trap project at Northwestern University that accounted for 67,172 therms. The work was done in September 2012, and the application was submitted in January 2013.



Benchmarking Data Architecture – City of Chicago





A Smart Energy System, For Everyone





Questions? -- Stay in Touch

Rachel Scheu

Rachel.Scheu@elevateenergy.org

ElevateEnergy.org



@elevate energy



Facebook/elevateenergy



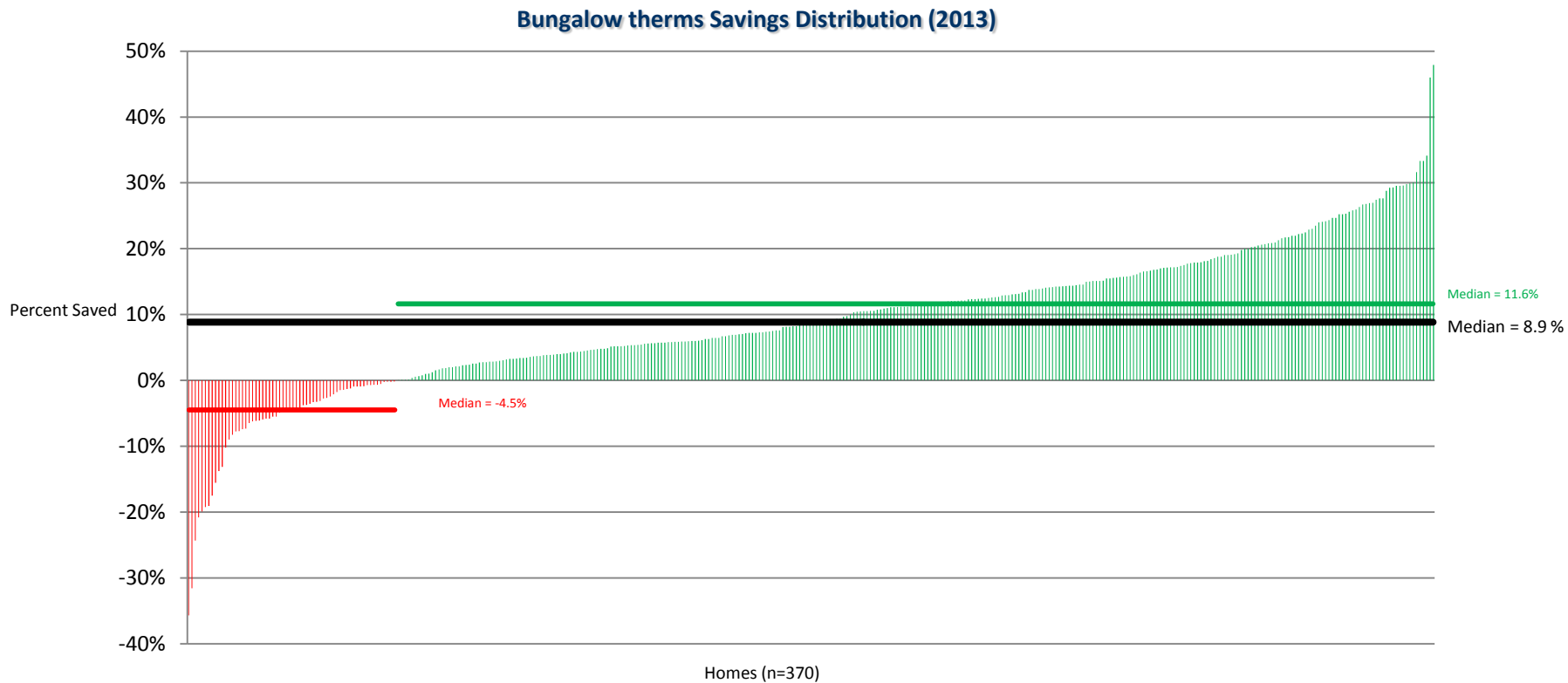
LinkedIn





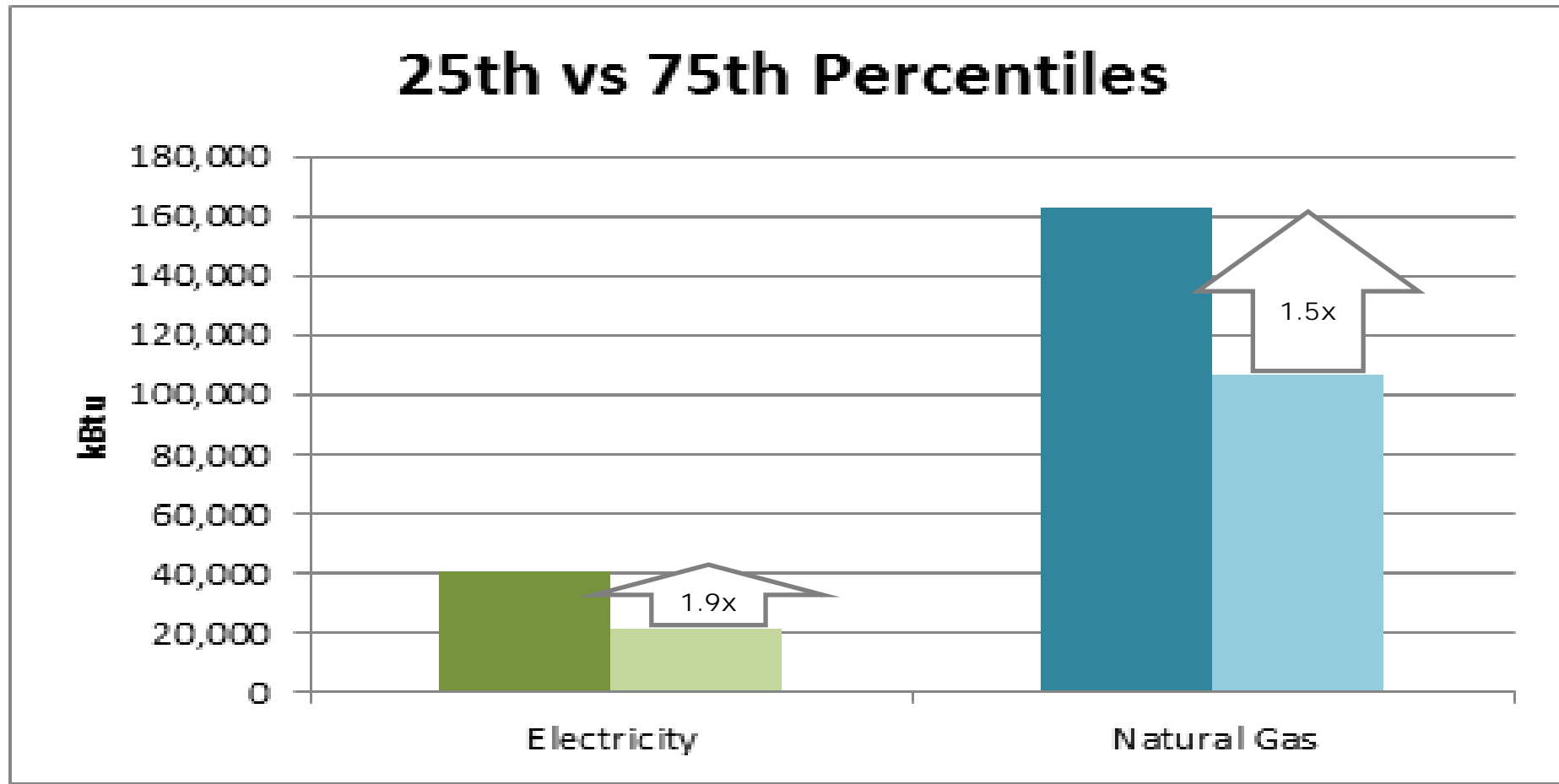
Bungalow Gas Savings

- 83% of homes reduced gas use. (range -36% to 48%; median = 8.9%)
 - 18% of savers saved >20% (55)





Comparison of High/Low Users by Fuel Type






In Practice: Chicago - How it Works

- Verified users securely logged into connectMLS, user is prompted to enter utility cost data
- API to 3rd party database

To fill-in the following fields, click the "Lookup Estimates" link and follow the instructions.

▪ Annual Estimated Electricity Required  [Lookup Estimates](#)
Costs:

▪ Monthly Estimated Electricity Required
Costs:

▪ Annual Estimated Gas Costs: Required  [Lookup Estimates](#)

▪ Monthly Estimated Gas Costs: Required



In Practice: Chicago - How it Works

- Auto-Populates fields on agent/buyer listing

MRED Welcome **Becky R Realtor** for Team Becky Contact
Midwest Real Estate Data
RE/Inventing MLS

My MLS **Search** **Listings** **Reports** **Forms** **Setup**

Search Results - Attached Single

← List View ← Refine Criteria | Full - Agent Show Quick En

◀ showing 1 of 1 listings ▶



Detached Single

Status: **NEW**
Area: **8021**

List Date: **06/26/2013**
List Dt Rec: **06/26/2013**

List Price: **\$399,900**
Orig List Price: **\$399,900**
Sold Price:

Directions: Diversey West to Rockwell, North to Property

Sold by:
Closed:
Off Market:
Year Built: **1920**
Dimensions: **37.5X125**
Ownership: **Fee Simple**
Corp Limits: **Chicago**
Coordinates: **N:2900**
W:2600

Contract:
Financing:
Blt Before 78: **Yes**

Lst. Mkt. Time: **1**
Points:
Contingency:
Curr. Leased: **No**

Subdivision:
Township: **North Chicago**

Model:
County: **Cook**
Fireplaces:

Rooms: **7**

Bathrooms **1 / 1**
(full/half):

Parking: **Garage**

Bedrooms: **4**
Basement: **Full**

Master Bath: **None**
Bsmnt. Bath: **No**

Spaces: **Gar:2**
Parking Incl. **Yes**
In Price:

Utility Costs: Elec. - **\$770.60/yr,\$64.22/mo**; Gas - **\$1198.00/yr,\$99.83/mo**

Remarks: **CHARMING 4 BED+DEN, 1.1 BATH SINGLE FAMILY HOME ON LOT &A HALF IN DESIRABLE LOGAN SQAURE/AVONDALE LOCATION. REMODELED APPROX 10 YEARS AGO W/ NEWER HVAC, ELECTRIC, PLUMBING, H2O HEATER &ROOF. DIAG HDWD FLRS; LARGE EAT IN KITCHN W/ SS APPLS; HIGH CEILINGS; FULL BASEMENT; HUGE FENCED YARD W/ BLUE STONE PATIO; SECURITY SYS OVERSIZED 2 CAR GARAGE. CLOSE TO 90/94 & ALL LOGAN SQAURE/BUCKTOWN SHOPPING & RESTAURANTS!**



HISTORIC CHICAGO BUNGALOW.INFO

MENU

[Home](#)

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[What Makes Me Different](#)

[What is a Historic Chicago Bungalow?](#)

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[The Chicago Bungalow Initiative](#)

[Green Bungalows](#)

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BOOKMARK US

**FIFTEEN STEPS TO A
SUCCESSFUL
BUNGALOW SALE**

YOUR MARKETPLACE FOR BUYING & SELLING HISTORIC CHICAGO BUNGALOWS

Welcome to the first web site devoted exclusively to buying and selling historic Chicago bungalows. You will find me as passionate as you are about preserving these historic bungalows in ways that is as true and authentic as the Arts & Crafts movement that inspired them, while sincerely devoted to helping you upgrade them in ways that meet a modern lifestyle.

For buyers, my goal is to help you find, buy, and if desired transform Chicago's most common form of residential architecture into certified historic treasures. For sellers, I'll help you understand how your bungalow compares to others on the market, find the craftsmen who can make any necessary repairs, target market to an audience who most care about preserving them, and ultimately, get you top dollar for your bungalow.

In both cases it is my knowledge of the market, bungalow certification process, and relationships with honest and competent contractors that sets me apart from other realtors. As a buyer's agent, I preview literally hundreds of homes a year, and that view from the inside out helps my bungalow buyers and sellers truly understand a bungalow's real value.

I look forward to helping you buy or sell your own historic Chicago bungalow. In the pages that follow, I offer a bit of bungalow history, a graphical depiction of how a historic Chicago bungalow is defined, a direct link to my friends at the Chicago Bungalow Association, a little color on the Historic Chicago Bungalow Initiative, and a way to search for bungalows only (without having to sift through hundreds of irrelevant properties).

There is much more on these pages, so I invite you to linger, to learn, and if and when you are ready, contact me for specific information or services.



HISTORIC CHICAGO BUNGALOW

AND GREEN
HOME

EXPO 2011

Saturday, April 9
• 10am-4pm •

at The Merchandise Mart
(Chicago River at Wells St.)

**FREE ADMISSION
& RAFFLE PRIZES**



SPECIAL GUEST APPEARANCES:

Kelly Edwards of HGTV's "Design on a Dime," Lou Manfredini of HouseSmarts TV and WGN 720, and "The House Doctor" Bob Yapp

- 16 Workshops • More than 100 exhibitors, artisans, lenders and tradespeople
- Grants and resources for energy improvements •
- On-site HCBA certification



FOR INFO:
Visit chicagobungalow.org or call 311

REGISTER ONLINE FOR A CHANCE TO WIN AN  WASHER/DRYER

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RICHARD M. DALEY
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HISTORIC
CHICAGO BUNGALOW
ASSOCIATION



AIA Chicago



J.L. Construction, Inc.



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Will not use



Simple Improvements Everywhere



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Chiltem >Welcome, David
Select an address to see your energy use

[Account Profile](#) [Logout](#) [Help](#)

YOUR ACCOUNT - 51- [My Energy](#) [Payment Options](#) [Account Dashboard](#)

[Overview](#) [Your Programs](#) [Current eBill](#) [Bill History](#) [eBill Settings](#)

Your Bill

Compared to Previous Statement: **\$2.20**
Current Balance: **\$88.18**
Due Date: **10/09/2014**

Name on Account:
Last Payment: \$85.98 (on September 10, 2014)
Last Statement Amount Due: \$88.18 (September 12, 2014)
Due Date: October 09, 2014
[Pay Bill](#)

Your Last Statement Charges

Electricity Service	\$79.69
Taxes & Fees	\$8.49

eBill

Use eBill to view your Xcel Energy bill online.

[Current Premises\(click address for usage\)](#)

Premises	Grade	Cost
	N/A	

You used more than your efficient neighbors, click here to learn more about your energy use.

view: [electricity](#)

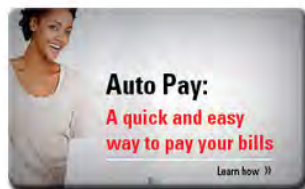
Efficient Neighbors	542 kWh
You	668 kWh
All Neighbors	902 kWh

ONLINE ACCOUNT

Name:
Email:
[Details](#)

BILLING ACCOUNT

Name:
Email:
Phone(s):
[Learn how >](#)



[Your Account](#) [Energy efficiency](#) [Safety first](#) [In your community](#) [Special offers](#)

TouchPoint

News to make your life more comfortable, productive, and enjoyable

Your account

Improving technology to serve you better

We're making it easier than ever for you to do business with us. [Find out how >](#)

Energy efficiency

Take advantage of seasonal rebate savings

We offer a variety of rebates for high-efficiency natural gas equipment, as well as other energy-saving programs. [Learn more >](#)

Understand your energy use

My Energy Analyzer provides a better understanding of your natural gas bill. [Try it today >](#)

Safety first

What to do if you smell gas

It's important to know what to do if you smell natural gas and suspect a leak inside or outside your home.

In this issue:

- [Web/phone improvements](#)
- [Efficiency rebates, programs](#)
- [My Energy Analyzer](#)
- [If you smell gas](#)
- [Online gas safety info](#)
- [22 years with Habitat for Humanity](#)
- [Junior Achievement](#)
- [\\$500 Apple Store® gift cards](#)
- [Free low flow showerheads](#)



Two Approaches



Educate & Motivate the
Busy & Disengaged



Merge Your Ideas
into Existing Systems



Energy is Totally Valued and Transparent





Greater Community Engagement





Closing the Information Gaps