

**Response of
Interstate Power and Light Company
to
OFFICE OF CONSUMER ADVOCATE
Data Request No. 40**

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Information Requested By: Jennifer Easler
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Author: Lisa Pucelik
Author's Title: Product Manager
Author's Telephone No.: (319) 786-4283
Subject: Home Energy Audit – Coordinating w/HPwES

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- A. What is the reasoning behind running this program in addition to and separate from the Home Performance with ENERGY STAR (HPwES) program?
- B. Will this not provide competition to HPwES contractors and/or result in potential replication of energy audits, when the outcome of this audit is to call an HPwES contractor?
- C. How will these programs be coordinated?
- D. How will customers know when to pursue a Home Energy Audit and when HPwES? What is the relationship and what are the differences between the two programs and how will these differences be simply conveyed to customers?

Response

- A. It is important to understand that IPL offers a suite of three different and related home evaluation programs that is designed to provide the customer options that best fits a customer's needs and resources. The three options listed below are progressively more detailed and require progressively more of a time and dollar commitment on the part of the customer:
 - (1) On-line home self-evaluation
 - (2) Home Energy Audit
 - (3) Home Performance with ENERGY STAR (HPwES).

While programs (2) and (3) are covered separately in IPL's application, it is a mischaracterization to say that the HPwES program will be run separate from the

Home Energy Audit program. HPwES and the Home Energy Audit program are two very different but related programs. These two programs are complements and not substitutes. Due to the extensive testing and whole house nature of HPwES, it will require a significant time and financial commitment from participants. Due to the costs associated with HPwES, it's important to ensure participants are in a position to financially follow through with any suggested improvements.

The Home Energy Audit program also provides one-on-one energy education in the form of an onsite energy audit. This program provides an introduction to energy efficiency and is best suited for individuals who need basic instruction of how their home operates. Participation in this program will also identify opportunities for improvement in terms of energy efficiency.

Although it's likely these programs will be marketed jointly to customers, for the purposes of the Energy Efficiency Plan, HPwES was proposed as a separate, unique program to ensure goals and budgets for each program are accurately tracked.

- B. These program offerings will complement, not compete with each other. One strength of the Energy Efficiency Plan is the wide variety of programs and incentives available to customers; a "one size fits all" approach would not be an effective means of reaching all customers.
- C. Detailed processes addressing the interaction between the HPwES program and the Home Energy Audit program are yet to be determined. These components of the program design and implementation will occur in 2008 and be finalized following program approval.
- D. Marketing these two programs as unique, yet connected opportunities will be crucial to the ongoing success of each program and overall customer satisfaction. Screening criteria will be established for the IPL energy efficiency call center to utilize in guiding customers to the appropriate program. Marketing plans and screening criteria have not been created; this will occur in 2009 following program approval.

There are several clear distinctions between HPwES and Home Energy Audits. Customers participating in HPwES will make a commitment to take a whole house approach to energy efficiency. The HPwES audit will include before and after testing and a much more in depth look at systems in the home. Customer rebates will reflect that approach and will be based on actual savings in each home.

The Home Energy Audit provides customers eligibility for the prescriptive insulation rebate, direct install measures and information on other energy-efficiency rebates and services available. Testing is not conducted during a Home Energy Audit, therefore recommendations for equipment replacement are based on the age and stated efficiency of the equipment.