

**Response of  
Interstate Power and Light Company  
to  
OFFICE OF CONSUMER ADVOCATE  
Data Request No. 56**

Docket Number: EEP-08-1  
Date of Request: July 3, 2008  
Response Due: July 11, 2008  
Information Requested By: Jennifer Easler  
Date Responded: July 11, 2008  
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Subject: Low Income Energy Wise Education

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- A. How will savings from the EnergyWise Energy Education program be calculated?
- B. How does the company know that the "self installation" measures actually get installed?
- C. Since verification funds are spent determining the answer to this question, might not those funds be better spent actually performing the direct-installation of these measures to ensure they are installed (correctly) and result in saving energy?
- D. Why are only two CFLs included in these kits when there are 20 or more sockets available for retrofit in each home?

**Response**

The responses below refer to the current EnergyWise program. The proposed EnergyWise program is designed to be the same as the current program.

- A. The EnergyWise program is one of three low income programs jointly funded by IPL, MidAmerican Energy and Aquila. The Iowa Utility Association coordinates administrative efforts on behalf of all three utilities and The Cadmus Group serves as the primary interface with the Community Action Program (CAP) agencies.

As a part of the EnergyWise Program, The Cadmus Group and Resource Action Programs (RAP) collect and analyze participant data to determine energy and cost savings generated by program participants and the program as a whole.

Participants in the EnergyWise program complete three distinct steps:

- a. Attend the workshop
- b. Install the kit measures and adopt other energy savings behaviors
- c. Complete and return their survey

Survey results are collected by the CAP agencies and tabulated by The Cadmus Group. Based on the participant surveys and their success with measure installation, The Cadmus Group calculates savings from the EnergyWise Home Savings Kit along with impacts from recommended household energy savings behavior. The calculations are based on the surveyed characteristics of the average household participating in the Program, secondary research on behavioral changes in response to energy education efforts, engineering algorithms and Cadmus Group experience with program design and evaluation. The Cadmus Group, formerly known as Quantec LLC., conducted the Joint Utility Assessment of Potential for the three utilities for their 2008 EEP applications, helped IPL prepare its application in this docket and has access to the third-party evaluations that have been conducted for IPL on IPL's programs.

- B. IPL, Aquila and MidAmerican rely on the participant-prepared surveys for their estimates of the number of measures that are installed. The utilities focus their funding for site visits to those programs where the measures have much higher dollar value such as central air conditioning and insulation and the potential for fraud and abuse is higher. Additionally, the site visit process would be more complicated and expensive since it would involve a state agency releasing names and addresses of low income program participants to a third-party contractor.
- C. It is unclear to IPL what "this question" refers to in part C. IPL objects to Part C for vagueness, notwithstanding its objection IPL states the following:

See IPL's response to part B with respect to verification funds. The EnergyWise program is cost-effective in its current design, in that the three utilities and the Department of Human Rights of the State of Iowa have concluded that the cost of a site visit to install the measures in a kit would exceed the benefits that are over and above the benefits achieved by educating a participant on proper measure installation. The purpose of the program is education. Between the three utilities there are approximately 5,000 participants each year and onsite installation would become very costly.

- D. The EnergyWise program is not designed to be the vehicle to assess a low income home and install CFLs in those sockets that warrant a CFL. That vehicle is the companion low income program, Weatherization. The EnergyWise program is designed primarily as an educational tool and a starting point for participants to understand the role they play in lowering their energy usage. The EnergyWise program works with families eligible for the Low-Income Home Energy Assistance Program (LIHEAP) throughout Iowa to reduce their energy usage and energy burden. Additional energy efficiency measures, including CFLs and insulation installations, are available for these customers through companion low income programs, primarily the Weatherization program.