

**Response of  
Interstate Power and Light Company  
to  
OFFICE OF CONSUMER ADVOCATE  
Data Request No. 60**

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  
Author: Gilbert Nunez  
Author's Title: Product Manager  
Author's Telephone No.: (319) 786-7237  
Subject: Non-Residential Programs - Integrating Tactical Elements

---

**Data Request No. 60**

IPL states that it will achieve higher savings goals through “integrating several tactical elements, including more aggressive marketing and expanding the Trade Ally Network, revised incentives, larger set of measures, and new components” in the Custom Rebate and Non-Res New Construction programs.

How this will be achieved, what resources will be allocated to this effort, and how will accomplishments be measured?

**Response**

The higher goals will be achieved through two primary means, increased marketing and promotional efforts in both programs, and new features in both programs.

Marketing and Promotion: The Nonresidential Energy Efficiency Portfolio will require increased marketing and promotional efforts as well as more frequency in these efforts than has been done in the past due to higher proposed targets. The marketing and promotional efforts will include face-to-face contact with

- managed and non-managed accounts from strategic account managers,
  - project developers,
  - program administrators,
- and increased
- sponsorships,
  - press releases,
  - education,
  - training
  - community awareness meetings,

- trade ally seminars,
- direct mail,
- bill inserts,
- advertising in local newspapers and
- advertising in trade magazines.

New Features: Customers can participate in new programs under the Custom Rebates and Commercial New Construction programs and this will increase customer participation. These new elements under the Custom Rebate program include the addition of Retro-commissioning, Combined Heat and Power. The new elements under the Commercial New Construction program are the four different tracks (Credit, Rating, Volume Build and Design Build. See IPL's proposed plan, section 5.6.2, page 110 for more details.

Resources and Measurement: The Nonresidential Energy Efficiency Portfolio budgets can be seen in the tables 5.1 and 5.2 on pages 90 and 91 of IPL's application in this docket. For resources for specific programs refer to tables 5.3 and 5.4 for Nonresidential Prescriptive rebates, tables 5.5 and 5.6 for Custom Rebates, tables 5.7 and 5.8 for Performance Contracting and tables 5.9 and 5.10 for Commercial New Construction. IPL intends to measure the accomplishments through monitoring of participation and savings relative to the goals set for each program and process and impact evaluations of each program. For more on this measurement see section 1.6 of the application.