

Alliant Energy

*Small Business Energy Solutions* program

# 2014 Program Manual

Prepared by:  
CLEARResult

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Dear Program Participants,

We are pleased to announce that effective January 1, 2014, CLEAResult will be implementing the **Small Business Energy Solutions** program for Alliant Energy electric customers in Iowa and Minnesota. As a program participant, you are a valued partner in our goal to provide energy efficiency services to Alliant Energy customers, and we're extremely excited to begin working with you.

We have made every effort to ensure this will be a seamless offering. This message will outline the process for receiving incentives on current and future projects, your contacts throughout the offering, and the resources available to answer any questions you may have. For potential participating contractors, we will be holding regional training sessions, and will have availability for independent sessions as well.

In the meantime, should you have any questions regarding any aspect of the program, please contact us directly. We look forward to a long and valuable partnership.

The program year offering period is from January 1, 2014 through December 31, 2014, or while funds last, unless otherwise communicated. We will proactively communicate any changes in program design, incentive levels and the program process directly, but also encourage you to visit [alliantenergy.com/simplesavings](http://alliantenergy.com/simplesavings) for the latest information.

The following program rules are all effective January 1, 2014:

- To request additional program information, or to become a qualified participating contractor, please complete an inquiry form by visiting [alliantenergy.com/energysolutions](http://alliantenergy.com/energysolutions)
- Submit all applications to [alliantsbes@clearesult.com](mailto:alliantsbes@clearesult.com)
- A list of eligible program measures can be found in this manual and at [alliantenergy.com/simplesavings](http://alliantenergy.com/simplesavings)
- All projects may be subject to pre- and post-inspection by CLEAResult or an Alliant Energy Third Party Evaluator

Additional information is also available by contacting CLEAResult directly via email at [alliantsbes@clearesult.com](mailto:alliantsbes@clearesult.com) or by phone at 1-866-857-8782. A program representative will then be in touch to provide more specific insights, and schedule an individual meeting, upon request.

On behalf of Alliant Energy and the CLEAResult program staff, we thank you in advance for your interest and participation in the **Small Business Energy Solutions** program. We look forward to working with you!

Regards,

*Jake Felton*

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Program Manager  
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## Program Management & Contacts

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# PROGRAM OVERVIEW

## Program Description

The *Small Business Energy Solutions* program helps small business customers achieve significant electric savings by increasing the energy efficiency of their facilities' lighting design. Each customer who participates will receive turnkey service from the initial lighting assessment to the completed lighting retrofit.

Upon completion of the lighting assessment, customers receive a detailed report listing lighting recommendations and project economic data. Once the customer accepts the recommendations, the program-qualified installation contractor will finalize the proposal for approval and move forward with completion of the agreed upon retrofit.

The program will recruit participants in a controlled and efficient format. To meet the four million kWh annual savings goal, CLEAResult will focus on recruitment of local, qualified contractors with a strong presence in the market. This will allow the program to leverage existing relationships with small commercial customers, and form new ones.

Participating contractor recruitment will be our primary method of recruiting participants. Because they are extremely knowledgeable about qualifying equipment and have proximity to the local market, they are able to relate to the customers and convey the benefits of high-efficiency technologies.

The program targets Alliant Energy small business customers with less than \$50,000 annual electric billing and also occupying less than 20,000 square feet.

## Program Objectives

The program is designed to achieve the following objectives:

- Identify cost-effective options to improve the lighting efficiency of existing facilities.
- Reduce energy costs for participants.
- Transform the market over time by addressing these specific barriers that hinder adoption of efficient technologies and practices:
  - Lack of energy efficiency education and program awareness
  - Overcoming “first cost” barriers and lack of access to capital
  - Lack of participant understanding about measure payback
  - Lack of easy access to qualified vendors/installers
  - Absence of tools to quantify savings and streamline participation
- Provide a suite of educational and supporting services for customers and contractors to promote the implementation of lighting equipment.
- Create a simple and streamlined program process to stimulate participation from qualified customers and contractors.

- Develop a trained group of installation contractors capable of providing high-quality lighting retrofit services in the market.

## Program Dates

The program year runs from January 1, 2014, through December 31, 2014, or until the maximum program savings goal of four million kWh is achieved and the incentive funds are dispersed.

## Program Roles & Responsibilities

### Program Sponsor (Alliant Energy)

Alliant Energy is responsible for:

- Providing the Program Implementer, CLEARResult, with the necessary incentive funds
- Overseeing CLEARResult activities

### Program Implementer (CLEARResult)

CLEARResult was contracted by Alliant Energy to serve as the Program Implementer for the *Small Business Energy Solutions* program. CLEARResult will:

- Plan and design the program
- Market the program to participants and contractors
- Approve customer eligibility and enrollment
- Recruit and train participating contractors
- Maintain a database of all necessary program information
- Conduct quality control and quality assurance activities
- Provide technical assistance and project recommendations to participants
- Provide facility lighting assessment software without cost to qualified, trained contractors
- Process and qualify project applications from assessment to incentive disbursement
- Develop contractor marketing toolkit
- Manage project workflow to assure timely installation
- Conduct pre and post-inspections in accordance with QA/QC Manual
- Ensure each completed project meets program requirements
- Issue incentive checks to contractors
- Track and report on program success and lessons learned

### Participating Contractor

Participating Contractors must:

- Attend mandatory program-specific training

- Become a member of the Alliant Energy *Dealer Network*
- Notify Program Implementer of project completion within 48 hours of installation\*
- Submit project invoice to CLEAResult upon completion\*
- Respond to customer requests in a professional and timely manner
- Perform all work to the required standards of the program
- Install products that comply with the Product Quality Requirements included in the QA/QC Manual
- Provide Program Implementer with feedback on the program
- Comply with all federal, state, local and utility code requirements

\*work performed via program provided software

### **Participating Customer (Participant)**

Participants will be asked to:

- Be prepared to provide the participating contractors with facility specific and utility account information
- Provide access to project facilities both before and after project completion for inspection of the baseline and post-retrofit condition
- Pay any remaining project cost after buy down directly to the participating contractor
- Receive landlord approval if project is taking place in a leased facility

# PROGRAM ELIGIBILITY

## **Participant Eligibility**

Alliant Energy Small Business electric customers in Iowa and Minnesota territory who have an annual electric billing of ≤ \$50,000 in facilities ≤ 20,000 square feet are eligible for the program.

A participant is defined as one location/address with a single Alliant Energy electric account number within the service territory. Organizations with multiple account numbers at one address may be considered eligible with further confirmation by the Program Implementer.

# PROGRAM INCENTIVES

## Equipment & Incentive Levels

Funding is available to pay incentives for energy efficiency projects in eligible small business facilities. Incentives are based on actual savings and are calculated on a project-by-project basis up to a maximum of 75% of the project cost. Incentives are available for equipment that is covered in the program-provided software tool. Examples of energy-efficient lighting equipment that will be covered in the program are listed below:

- T12s to HP T8s
- T5s
- High Bay T8s
- High Bay T5s
- LED Exit Signs
- Occupancy Sensors
- Screw In LEDs
- Refrigerated Case Lighting
- Display Case Strip Lighting
- LED Exterior Wall Packs
- LED Exterior Canopy Lighting

Please note that this list is not exhaustive, and any approved lighting products that would result in electric energy savings from a retrofit may be eligible for participation.

Project incentives will be based upon variations of the above equipment configurations at the individual facilities. Incentive clarifications are as follows

- Incentives will be paid at a rate of \$0.14 per kWh saved with a project cap of 75%.
- A participating contractor may submit only one application per customer facility to participate.
- A participant may agree to install additional equipment; however, only approved equipment will receive program incentives.
- Project costs in excess of the incentive amount are the responsibility of the participant.
- Applications are accepted until all funding is utilized. The incentive is payable upon completion of the project. Applications will continue to be processed until program funding is fully subscribed. The process for oversubscription is included in the Limits on Participation section.
- Program incentives will be paid directly to the Participating Contractor after the project is completed, documented and verified. Checks will be issued after project verification.
- No Participant has an unconditional entitlement to program incentive funds.

## Savings Calculations and Verification

The program will provide post-inspections, savings calculations and other verification activities. All products installed that receive program incentives must meet the Product Quality Requirements outlined in the QA/QC Manual.

All projects installed are subject to a post-inspection to verify:

- Measures installed per Work Order
- Quality of Installation
- Customer Experience
- Contractor Experience

## Non-Cash Incentives

The program seeks to assist small business customers in understanding their current energy use and provide them access to technical knowledge and support. The program offers direct participant assistance by providing awareness and materials, as well as a listing of qualified contractors to perform assessments and measure installations.

## Program Implementation and Delivery

Key elements of the program implementation strategy include:

- **Contractor recruitment and training:** Installation Contractors will be expected to promote the program using the marketing toolkit, recruit potential participants and grow their business through the program. Prior to beginning any projects, each contractor will be required to participate in training sessions, which will cover program incentives, participation processes and requirements, use of CLEARResult's toolkit.
- **Participant recruitment:** CLEARResult employees will actively recruit participants. These personnel, trained to deliver the program, will recruit participants through marketing channels and be responsible for coordinating and performing all outreach activity.
- **Technical assistance:** Program staff will guide participants and contractors through the participation process to minimize misunderstandings and overcome barriers to participation. Program staff will also provide technical support to participants who need help identifying or implementing recommendations.
- **Project buy-down:** The incentive will cover up to 75% of the project cost for incentivized measures, based upon an incentive rate of \$0.14 per kWh saved.
- **QA/QC:** Project applications will be subject to a quality assurance review by program technical staff to ensure accuracy of savings and incentive calculations. The post-inspection process and customer satisfaction surveys will be integral to the QA/QC process and all installations must meet applicable installation standards set forth in the QA/QC Manual.
- **Project verification:** Alliant Energy and CLEARResult reserve the right to site-verify installations prior to project approval. Not all projects will receive a post-inspection by CLEARResult prior to incentive payment.

## Project Application Process

Following customer eligibility verification and engagement with a participating contractor, CLEAResult has developed a streamlined process for improving the lighting energy efficiency of the participant facility. The basic process is as follows:

- Contractor schedules a site visit to perform an initial assessment or receives a lead from the *Small Business Energy Solutions* program
- Contractor provides a bid proposal to perform lighting retrofits
- Customer approves proposal and contractor submits
- Program representatives review proposal and provide approval decision
- Customer signs off on the final proposal\*
- Contractor schedules installation
- Contractor completes installation and submits project invoice to CLEAResult\*\*
- Program representatives perform quality inspection of installation
- Contractor submits final invoice balance to customer\*\*
- Program conducts participant satisfaction surveys

\*Once a project is approved by the program and signed by the customer, the project must be completed within sixty (60) days. Any exceptions to this timeline must be reviewed and approved on a case by case basis.

\*\*The *Small Business Energy Solutions* program pays incentives directly to the contractor at a rate of \$0.14 per kWh saved or capped at 75% of the project cost. The customer will be responsible for providing the balance of the project cost to the contractor directly.

The Program is not intended to simply provide assessments and participant education. It is intended to stimulate the installation of improvement projects that result in verifiable energy savings for participants, provide business for participating contractors, and boost the local economy.

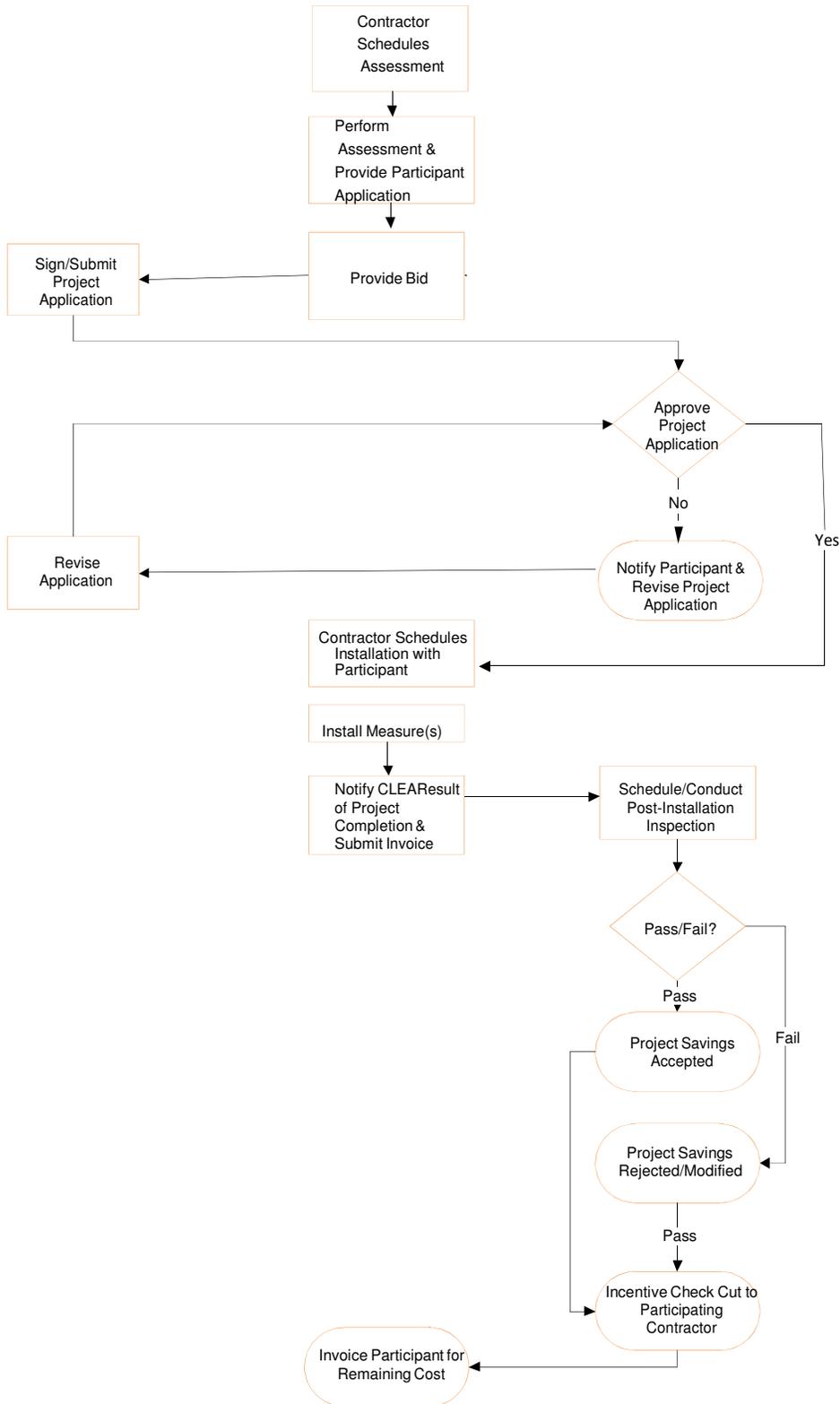
Cash incentives are subject to availability and reservation on a first come, first served basis. The program implementer will update the participating contractors and participants if any significant changes are made to the incentive amount requested for their projects. For more information, please see the "Limits on Participation" section below.

### Incentive Payment Process

Any cash incentives received through the program are paid directly to the participating contractor after the project is completed, verified, and a post-installation inspection is conducted, allowing for a buy-down on the participant's project cost.

# Program Process Workflow

Project Participation		
Participant	Contractor(s)	CLEARResult



## Limits on Participation

Both the cash and non-cash incentive budgets available through the program are limited and are made available to participants on a first come, first served basis. In the event that project incentive requests exceed the program budget for incentives, the program is considered fully- or over-subscribed. If oversubscription to the program should arise, participants will be placed on a waiting list, in the order of when the project application was received. Participants on the waiting list may be able to reserve program incentive funding if projects are cancelled and additional funds become available.

# QUALITY MANAGEMENT SYSTEM

## Quality Assurance

Quality Assurance	
Program Process Trainings (QA)	<p>The program will perform initial lighting assessments through participating contractors to identify lighting retrofit opportunities. The program will work with these participating contractors and participants to identify the most cost-effective upgrades based on the assessment findings and their specific needs.</p> <p>Participating contractors will learn about the program’s process for identifying and incentivizing lighting retrofit projects utilizing the CLEAResult developed tools.</p>
Application Review (QA)	<p>Applications are reviewed and verified by the program implementer.</p>

## Quality Control

Quality Control	
Post-Installation Inspections (QC)	<p>The first three projects for each participating contractor will receive a post - inspection. Thereafter, CLEAResult will post-inspect the greater of 10% of projects or a statistically significant sample using 80% confidence and 20% error. Any issues noted during the post inspection will be discussed with the participant and contractors and recommendations for program compliance will be made. Any changes in project scope identified during the post-inspection may result in an adjustment of projected savings and incentive amounts. Very few issues are expected to arise on post- inspection because the program implementer and the participating contractors will be working very closely together for this program.</p>
Participant Satisfaction Surveys (QC)	<p>The program will conduct Participant Satisfaction Surveys.</p>

### Participant Complaints

Participants are encouraged to contact program representatives directly to report and resolve any complaints about the program or participating contractors.

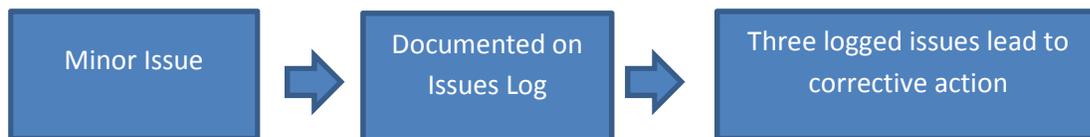
## Addressing Non-Conformances and Failures

Non-conformance occurs whenever the acceptable variance for a Quality Indicator is not met or the installation does not measure up to the state and local building standards. The following qualify as non-conformance:

- Installed measures that do not meet industry best practices and standards
- Incorrect incentive amounts based on inspection findings
- Customer or equipment eligibility issues
- Customer satisfaction
- Missing documents

Non-critical issues:

Things that do not adversely impact the kWh savings and incentive calculations, but that are not accurately recorded and reported, such as equipment model numbers, will be recorded in an Issue Log. If a contractor has repetitive non-critical issues reported on the Issue Log it will be deemed as a systemic issue and will be addressed with a Corrective Action.



Critical Issues:

Critical issues will move directly to a corrective action that may include a suspension or removal from program participation.

## DISCLAIMERS

The selection of a participating contractor to perform work is the sole decision of the property owner, customer, and/or authorized lessee/occupant. Inclusion of a contractor in the participating contractor list for the program does not constitute an endorsement of any product, individual, or company by Alliant Energy or CLEAResult. Work performed by participating contractors is not guaranteed or subject to any representation or warranty, either expressed, implied or otherwise, by either Alliant Energy or CLEAResult. Neither Alliant Energy nor CLEAResult make any guarantee or any other representation or warranty, expressed, implied or otherwise, as to the quality, cost, or effectiveness of any product(s) provided or work(s) performed by any participating contractor, any participating contractor employees, subcontractors, or supplies. Energy efficiency gains are subject to a number of variable conditions and circumstances. While it is the intent of the program to achieve energy efficiencies, neither Alliant Energy nor any CLEAResult company guarantees or warrants that any specific energy efficiency gains will be achieved for a particular customer under the program.