Market Trends

• Declining Potential
  – High Saturation
  – Equipment standards/increasing baselines
  – DOE final order regarding Screw-based lighting
  – Few new/emerging technologies

• Lingering effects of COVID-19
  – Inflation/rising costs
  – Supply chain and workforce constraints
  – Financial hardship/income uncertainty

• Inflation Reduction Act

• Customer expectations and interactions
Alliant Energy’s Approach

• Move incentives upstream
• Integrated energy efficiency and demand response
• Invest in work force training and education
• Increase income qualified threshold
• Continue to invest in awareness and education
• Monitor IRA grant process
### Efficient Products

**Marketplace**
- Advanced Power Strips
- ENERGY STAR Dehumidifier
- Holiday String Lighting
- Residential Advanced Thermostat
- Room Air Conditioner with DR enabled
- Room Air Purifiers
- Small Commercial Advanced Thermostats
- Window Insulation Kits

* Non-rebated products will also be offered to enhance customer experience

** Midstream **
- Air Conditioning
- Air Source Heat Pumps
- Commercial Kitchen
- Commercial Integrated LED Fixture and Controls
- Commercial Package Terminal Systems
- Dairy/Agriculture Measures (selected)
- Ductless Heat Pumps
- Furnace
- Geothermal Heat Pumps
- Heat Pump Water Heater
- Horticulture Lighting Fixtures

** Downstream **
- Custom Rebates
  - Includes VFDs, motor upgrades, compressed air systems, and select dairy/agriculture measures
- Retrocommissioning
- Selected Agricultural measures (limited timeline)
# Efficient Services

## Home Energy Report
- Residential customers
- Supported by MY HOME dashboard (Energy Education and Awareness program)

## Business Energy Solutions
- Lighting retrofits
- Refrigeration retrofits
- Tune Ups
  - Electric HVAC equipment
  - Refrigeration equipment (Business/Agriculture)

## New Construction
- Commercial new construction
  - Streamlined (fast track)
  - Standard
  - Enhanced
  - Industrial new construction

## Appliance Recycling
- Refrigerator recycling
- Freezer recycling
- Room AC recycling (during fridge/freezer pick-up)
### IQ Single Family
- **Direct install measures**
  - LEDs
  - Advanced power strips
  - Water conservation measures
  - Thermostats*
- **Retrofit projects**
  - Weatherization
  - Heat pump water heaters
  - Furnaces

### IQ Multifamily
- **Direct install measures**
  - LEDs
  - Advanced power strips
  - Water conservation measures
  - Thermostats*
- **Common area lighting/controls**
- **Whole building retrofits**

### Moderate IQ Single Family
- **Direct install measures**
  - LEDs
  - Advanced power strips
  - Water conservation measures
  - Thermostats*
- **Retrofit projects**
  - Weatherization
  - Heat pump water heaters
  - Furnaces
  - Co-pay amount TBD

*Initial plan is to offer smart thermostats with DR enablement within all Comprehensive IQ program pathways or programmable as an alternative*
### Energy Education

- My Home (residential web-portal)
- Energy Edge (nonresidential web-portal)
- LivingWise (School Energy Education)
- Online Assessments (Res and Nonres)

### Non-Targeted Awareness

- PowerHouse TV
- Advertising
- Tree plantings

### Nonresidential Technical Assistance

- Business Energy Assessments – ASHRAE Level 1
- Nonresidential Audits (20k sq. ft. or larger) – ASHRAE Level 2
- Feasibility Studies – ASHRAE Level 3
- Agriculture Assessments
### Demand Response

**Rate Plans**
- Peak time rebates
  - Residential customers only
  - $/kWh saved incentive over peak event
  - Typical notifications include day-ahead and 4-hour notifications prior to event
  - May include summer and winter events
  - Customers can choose not to participate in events (no penalty)

**Nonresidential Interruptible**
- Existing DR offering
- Large commercial and industrial customers
- Ability to curtail a minimum of 200 kW

**Direct Load Control**
- Bring your own device (BYOD)
  - Smart thermostats
  - Water heater control
  - Electric vehicle charger control and telematics
  - Room AC control
- Phasing out existing Appliance Cycling offering
  - AC switches