

ANNUAL REPORT
for
2020 Energy Efficiency Plan
of
Interstate Power and Light Co. (IPL)
an Alliant Energy Company

Docket No. EEP-2018-0003

April 30, 2021

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1. Plan Highlights

1.1. Introduction

This report presents Interstate Power and Light Company's (IPL's or the Company's) annual report for the second year of its five-year Energy Efficiency Plan (Plan) approved on March 26, 2019, in Docket No. EEP-2018-0003. The Plan includes 13 energy efficiency programs, two demand response programs, and five other funding initiatives.

1.2. Goals and Budgets

IPL is pleased to report savings for the second year of the Plan through this report. As part of its strategic plan, IPL focuses on partnering with its customers and communities to seek energy solutions, including energy-efficiency options. In addition, IPL is committed to collaborating with stakeholders in aggressively promoting its energy efficiency programs across all customer classes.

In accordance with IPL's focus on its Plan goals and budgets, IPL studies both customer participation and spending trends on an ongoing basis.

IPL reports that second-year electric energy savings for 2020 achieved 94% of the annual Plan goal and expenditures were 13% under the annual Plan budget. IPL achieved electric savings of over 108,000,000 million kilowatt-hours (kWh), representing 0.78% of 2020 electric annual sales.

Peak demand reductions were over 19 megawatts (MW) from energy efficiency and over 31 MW from ongoing load management programs, for a total peak impact of over 50 MW from all participants.

IPL reports that natural gas energy savings for 2020 achieved 113% of the annual Plan goal and expenditures were 73% of the annual Plan budget. IPL achieved natural gas energy savings of over 556 thousand therms, representing 0.22% of 2020 natural gas annual sales.

1.3. Cost-Effectiveness

As measured by the societal test¹, the electric program benefit-cost ratio is 2.11 and the natural gas program ratio is 0.87. The total Plan (electric and natural gas) benefit-cost ratio is 2.01.

IPL's ongoing electric energy efficiency and demand response programs were cost-effective for the Plan's 2020 activities, with the exception of Low-Income Multifamily, Low-Income Weatherization, Home Energy Reports, and Nonresidential Interruptible programs.

IPL's ongoing natural gas energy efficiency program, Custom Rebates, was cost-effective for the Plan's 2020 activities.

1.4. Key Customer Successes

Beyond the positive results in energy impacts, spend, and cost-effectiveness, IPL experienced tens of thousands of energy efficiency-related interactions with its customers and communities in 2020 through its key delivery and marketing channels. The following is a summary of the success of IPL's outreach to customers in 2020:

- Be Bright was successful in 2020, achieving electric energy savings of 17,808,072 kWh by rebating over 605,000 bulbs.
- 34,602 customers used the online Home Energy portal. 27,157 were new users to the portal with an average of 2,263 users each month.
- The Nonresidential Prescriptive Rebates program reached 120% of the electric goal saving over 23,500,000 kWh.
- The Small Business Energy Solutions program saw an increase in activity compared to 2019, exceeding goals for demand savings and overall energy savings.

¹ According to 199 Iowa Administrative Code Chapter 35.2(476) (Definitions), the societal test is an economic test used to compare the present value of the benefits to the present value of the costs over the useful life of an energy efficiency or demand response measure or program from a societal perspective.

1.5. Report Organization

In the following Chapter 2: “Program Highlights,” IPL provides a 2020 program-by-program report for each of the 20 programs, including initiatives and other components of IPL’s Plan. Each program’s report is organized accordingly:

- Description;
- Successes;
- Challenges;
- Future Steps; and
- Program Details on the Alliant Energy website.

2020 program-specific impact summaries are located in [Appendix A](#). 2020 program-specific expenditure summaries are in [Appendix B](#). [Appendix C](#) contains the 2020 energy efficiency programs’ measure-level participation and impact summaries. 2020 program and plan-level cost-effectiveness results are in [Appendix D](#). [Appendix E](#) contains incremental and total savings and expenditures for the 2020 Residential Direct Load Control and Interruptible programs. [Appendix F](#) contains interim Evaluation, Measurement and Verification reports received by IPL through April 2021.

2. Program Highlights

2.1. Residential Prescriptive Rebates

2.1.1. Description

The Residential Prescriptive Rebates program provides a range of energy-efficiency equipment options. This program provides rebates to residential customers who purchase high-efficiency electric and natural gas equipment with tiered rebates for some measures to encourage customers to purchase higher efficiency models.

2.1.2. Successes

- IPL increased the rebate incentives for the residential program up to double the amount for equipment installed between July 1, 2020 – December 31, 2020 as part of an enhanced rebate structure to assist customers during the COVID-19 pandemic. The enhanced incentive helped drive rebate submissions, with the following measures most impacted:
 - 2,299 Air Conditioners
 - 2,040 Tune Ups
 - 1,893 Furnaces
 - 8,42 Learning Thermostats
- Gas savings reached 240% of goal at 287,411 therms saved.
- As in past plans, tune-ups were the most popular measure for participation. The top measures to see participation in the second year of the new plan were:
 - 6,668 Electric Tune Ups
 - 3,748 Air Conditioners
 - 2,978 Furnaces
 - 1,144 Learning thermostats.

- Over 11,800 residential customers participated in the 2020 prescriptive rebate program.
- IPL promoted programs with cross media marketing strategy including digital banner, video, social and native ads, emails, social posts, newsletters, internal and external communications and more and promoted programs/rebates seasonally to coordinate with customer actions. Results of the 2020 marketing efforts are below:
 - Targeted email was the top performer with an average open rate of 21.71% and a 2.95% click through rate (CTR)
 - The enhanced COVID-19 targeted emails had 31.96% open rate with a 5.36% CTR
 - Digital Illuminate articles provided an average 21.81% open rate, with an average 2.23% CTR.
 - Social media ads averaged a 0.42% CTR and had a better reach than banner ads.
 - Banner ads averaged 0.17% CTR.
 - Native ads performed well bringing in 4,533 clicks with a .79% CTR. This is the first year IPL has used native ads. Native ads adopt the look of the platform they are on and appear as additional content instead of a paid advertisement.

2.1.3. Challenges

The Prescriptive Rebate program achieved 62% of the 2020 electric savings goal. Two key factors continue to drive this result: (1) the majority of IPL rebates were low-cost, low-impact measures, such as electric tune-ups; and (2) higher impact electric measures such as Central Air Conditioner rebates, Geothermal, and Air Source Heat pumps lagged in participation.

2.1.4. Future Steps

- IPL will continue to cross-promote and message low performing residential measures in other low-cost and no-cost IPL initiatives like Home Energy Reports, Online Home Energy

Assessments and PowerHouse. The Home Energy Reports will allow IPL to target program messaging to over 60,000 IPL dual fuel customers and 175,000 electric only customers in 2020.

- IPL plans to use more digital and social marketing strategies to help increase awareness and make it easier for customers to take part in the rebate program.
- IPL is launching an online marketplace in 2021. IPL plans to include rebates for qualified equipment measures such as smart thermostats, powerstrips, pool pumps, and air purifiers.
- IPL continues to collaborate with MidAmerican Energy and other stakeholders to investigate the feasibility of taking prescriptive rebates to a midstream model. To date, several collaboration meetings have been held with stakeholders, HVAC distributors, and lighting distributors to receive input on such a program change. The next step is to develop the scope of the project and develop a pilot for launch in 2022. A Request For Proposal (RFP) will be prepared and released through the Iowa Utility Association in Q3 of 2021. The purpose of this RFP is to interview and select an implementation contractor and design the program in Q4 with intent to launch Q1 2022.

2.1.5. Program Details on the Alliant Energy Website

Detailed information on eligibility, measures, incentives, and other participation criteria are available at: alliantenergy.com/rebates

2.2. Home Energy Assessments

2.2.1. Description

Through the Home Energy Assessment program, IPL promotes energy efficiency by offering a free online energy assessment that customers can perform on their own. The online energy assessment allows customers to perform a home self-assessment by entering key information about the home such as size, occupancy, heating and cooling fuel types and energy bill details. The assessment tool uses an algorithm to account for the effects of local weather and other factors and identifying energy-saving opportunities. Customers receive an estimate of the home energy-savings potential and an action plan to help them prioritize investments in energy efficiency upgrades.

2.2.2. Successes

In 2020, the Online Home Energy Assessment (OHEA) started the year with the monthly participation matching or exceeding the previous year assessments for authorized and unauthorized assessments. However, problems with software integration prevented OHEA from continuing its upward trend. The challenges are explained in the next section.

Customers who finished an assessment, either authenticated (available through single sign-on within IPL's My Account web platform and mobile application) or un-authenticated (available on the website at alliantenergy.com/homeassessment), receive a report based on the answers they enter during the assessment. Depending on the customers answers, the report includes ideas and suggestions for additional things the customer can do to achieve better energy savings including participation in rebates or other programs like Appliance Recycling and Be Bright.

2.2.3. Challenges

In April 2020, IPL discovered that the links in the authenticated version of the OHEA were not working properly due to incompatibility between the assessment vendor and the new vendor for My Account. Customers continued to be able to use the unauthenticated version outside of

My Account. The authenticated version of OHEA continued to be a problem and was removed from the My Home portal inside My Account for most of 2020. A work around was developed that allowed IPL to re-activate the assessment from the My Home portal. However, the work around does not distinguish between My Home (authenticated) and alliantenergy.com (unauthenticated). IPL continues to work with the My Account vendor to develop a patch to the software issue to allow for tracking of authenticated assessments in 2021.

Due to the problems with the authenticated version of OHEA, IPL lessened advertising and cross promotion of the platform in 2020. The authenticated version had 161 confirmed participants in 2020. It is unknown how many of the unauthenticated reports listed below were actually generated from the my Home portal inside of My Account. The following is a breakdown of participation for reports generated in 2020:

- 49 electric-only OHEAs;
- 12 natural gas-only OHEAs; and
- 100 dual fuel OHEAs.
- 466 people utilized the unauthenticated version of the OHEA.

2.2.4. Future Steps

IPL plans to promote the repaired home assessment link in My Account and cross promote access to the authenticated version of the OHEA through other programs such as Home Energy Reports and through media channels such as social media and email marketing.

Home Energy Reports will also benefit from hourly usage data, Both the online portal and mailed reports will reflect the hourly usage beginning in Q3 of 2021.

2.2.5. Program Details on the Alliant Energy Website

Detailed information on eligibility, measures, incentives, and other participation criteria are available at: alliantenergy.com/homeenergyassessment

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2.3. Be Bright

2.3.1. Description

Be Bright is an upstream program through which IPL provides incentives directly to lighting manufacturers to reduce the purchase price of ENERGY STAR® products at participating retailer locations in Iowa. The year-round upstream incentive mechanism helps to mitigate first costs for customers as a barrier to program participation and increases simplicity in purchasing high-efficiency lighting for customers.

IPL works with an implementation contractor to negotiate and coordinate with manufacturers and retailers, develop and lead promotional efforts, provide training and other on-site support to participating retailers, and report sales data.

2.3.2. Successes

Be Bright was successful in 2020, achieving electric energy savings of 17,808,072 kWh by rebating over 605,000 bulbs. The bulb mix consisted of 100% LED bulb sales including all LED measures beyond specialty bulbs. IPL continues to monitor the prospect of EISA being implemented at some point during the plan.

The program used a successful mix of large, medium and small retailers (shown below):

Large Retailers	Medium Retailers	Small Retailers
Home Depot	Ace Hardware	Independent Hardware Stores
Target	Dollar Tree	Re-Store Habitat
Walmart	Batteries Plus	Goodwill
Menards	Walgreens	St. Vincent De Paul
Theisens	Fareway	
Sam's Club	Norby's Farm Fleet	
Lowe's		

244 retailers participated in promotional activities with more than 1,000 retail sales associates receiving training on the benefits of replacing incandescent light bulbs with LEDs, equipping the associates to inform their customers of the benefits of replacing incandescent light bulbs. Over 2,000 point of sale signs were displayed in retail stores to educate customers and

retail associates about Be Bright, further raising awareness of the benefits of energy-efficient lighting.

The table below shows the number and type of bulbs sold by each retailer during 2020:

Retailer	LED Standard Bulbs	LED Fixture Bulbs
Walmart	274,375	90
Menards	36,671	140
Home Depot	32,189	4,906
Goodwill	31,700	
Independent Hardware	30,934	139
Lowe's	30,643	
Fareway Foods	26,730	
Ace Hardware	24,454	3
Sams Club	17,870	
Theisen Supply	16,619	
Dollar Tree	14,427	
Target	14,139	
Batteries Plus	11,668	
Orgill	9,756	
Walgreens	8,574	
ReStore	8,224	
Bomgaars	6,640	
Norbys Farm Fleet	3,339	
Dollar General	1,832	
St. Vincent De Paul	1,336	
	602,119	5,278

2.3.3. Challenges

The COVID pandemic stopped most in-person events. A total of eight events and in-store demonstrations at large retailers took place in 2020 pre-pandemic, providing customer and retailer engagement. In-person education of LED's has been popular at storefront locations. Resuming this part of the program will be helpful to explain to customers the benefits of LED bulbs. Additionally, ensuring that consumers continue to purchase ENERGY STAR® LED bulbs rather than non-rated equally priced but potentially lower quality bulbs continues to be a challenge.

Providing continued education to customers and retailers while increasing brand awareness of the Be Bright campaign for the utility is important in realizing this transformation.

2.3.4. Future Steps

With the postponement of federal guidelines surrounding the LED bulbs, IPL will continue to work with retailers to incentivize standard LED bulbs and fixtures to capture as many savings as possible through the 2021 program year. IPL will begin to re-start outreach and education with customers and retailers in 2021 with special events and in-store demonstrations as the pandemic slows down and an in-person approach is viable. IPL will target retailer participation inside the IPL service territory to lessen the impact of non-IPL customers purchasing LED bulbs. IPL is also planning to include LED bulbs within its online marketplace to allow customers to buy qualified bulbs directly from the manufacturer and delivered to their home. An instant rebate based on current available rebates used in the program, ~\$1 - \$2, will be evaluated and take place at point of purchase.

2.3.5. Program Details on the Alliant Energy Website

Detailed information on eligibility, measures, incentives, and other participation criteria are available at:

alliantenergy.com/bebright

iowabebright.com

2.4. Appliance Recycling

2.4.1. Description

IPL's Appliance Recycling program helps electric customers remove and safely dispose of their old and inefficient refrigerators, freezers and room air conditioners. The program prevents existing primary equipment from becoming secondary equipment in basements and garages when customers purchase new units. Certified agents perform disposal of removed equipment in an environmentally responsible manner.

2.4.2. Successes

This mature program continues to deliver consistent results. In 2020, IPL removed 4,314 appliances from customers' premises. The following data reflects the appliances recycled in 2020:

Type of Unit	Refrigerator	Freezer
Freezer on bottom	263	
Side by Side refrigerator	793	
Single Door refrigerators	122	
Freezer on top	2350	
Chest Freezer		385
Upright Freezer		401
TOTAL	3528	786
Location of unit	Refrigerator	Freezer
Basement	45	34
Bedroom		2
Business	8	5
Deck	22	1
Dining room	10	227
Garage	942	3
Kitchen	66	1
Living room	17	11
Other	32	470
Outside	2228	2
Patio	19	21
Porch	109	8
Shed	29	
Not Specified	1	1

Appliance status	Refrigerator	Freezer				
Primary	2539	25				
Secondary	945	14				
Not Specified	45	746				
Location of Unit	Primary refrigerator	Secondary refrigerator	Not specified refrigerator	Primary freezer	Secondary freezer	Not specified freezer
Basement	14	31			1	33
Bedroom						2
Business	8					
Deck	19	3				5
Dining room	9	1				1
Garage	671	257	14	6	2	219
Kitchen	63	3			1	2
Living room	16	1				1
Other	22	9	1		1	10
Outside	1586	615	27	18	8	444
Patio	15	4				2
Porch	96	12	1	1	1	19
Shed	20	9				8
Not specified			2			

2.4.3. Challenges

In 2020, the COVID-19 pandemic presented new challenges for appliance recycling as IPL did not enter customer homes to retrieve appliances. As the pandemic continued throughout the year, IPL transitioned to curbside pick-up of appliances. This required customers to place the appliances at their curb to allow for contactless pick-up. While IPL does not offer rebates for new appliances, it continues to be most cost-effective to promote the Appliance Recycling program when they are purchasing new appliances. IPL has found advertising around key retailer sales in February, May, September and November offers the best opportunity to increase awareness of the program.

2.4.4. Future Steps

IPL continues to offer curbside contactless pick up for the program. As the state opens back-up, IPL hopes to offer a more traditional approach to pick-ups by the fall of 2021. IPL will promote the Appliance Recycling program to electric customers through a targeted approach including the Alliant Energy Newsletter, social media, on-line advertising, and cross promotion

with other programs like online Home Energy Assessments, Home Energy Reports and the PowerHouse television program.

2.4.5. Program Details on the Alliant Energy Website

Detailed information on eligibility, measures, incentives, and other participation criteria are available at: alliantenergy.com/appliancerecycling

2.5. Home Energy Reports

2.5.1. Description

Through the Home Energy Reports program, IPL sends select residential customers personalized household reports containing tips, tools and energy efficiency program recommendations based on individual household energy use. IPL also offers an online portal through which customers may receive additional, exportable energy usage information, customize their home portal, and create a plan to help them achieve their energy-saving goals.

2.5.2. Successes

- IPL reached 130% of the electric participation goal with over 181,000 customers taking part in the Home Energy Reports program in 2020 and 148% of the electric savings goal with 15,284,005 kWh saved.
- In 2020, 34,602 customers used the online portal. 27,157 were new users to the portal with an average of 2,263 users each month. 7,445 customers were returning users with an average of 620 customers returning to use the portal each month.
- In 2020, 13,470 customers viewed or customized their home profile pages to make their reports more accurate. Additionally, the portal overview page netted 57,500 page views to make it the most popular page of the home portal to be viewed.

2.5.3. Challenges

- IPL is continuing to work through a process to enable AMI data to feed the Home Energy Reports program. Configuration is complete and launch of AMI enabled information is expected in Q2 2021.
- Customers who receive their Home Energy report by mail may experience a lag between the end of their billing cycle and receipt of the report, making future savings harder to obtain.

- Square footage and other information such as age of home and number of people living in the home may be imprecise and need to be updated in order to properly place a home in the correct comparison group.

2.5.4. Future Steps

- IPL is planning to move access to the My Home portal and Energy Edge to the front page of My Account to help customers find the online access easier.
- IPL will encourage customers to receive the home energy reports by email which will lessen the time between bill cycle and delivery of the report.
- IPL will encourage customers to update and enter more information about their home online so the algorithms can more accurately calculate savings compared to similar homes in the program.
- IPL will be adding 30,000 more electric customers to the program in 2021.
- While Home Energy Reports are sent to all classes of IPL residential customers within the treatment group, IPL is investigating an exclusive low-income wave of customers to take the place of 2022 wave.

2.5.5. Program Details on the Alliant Energy Website

Detailed information on eligibility, measures, incentives, and other participation criteria are available at: alliantenergy.com/myhome

2.6. Low-Income Weatherization

2.6.1. Description

IPL, Black Hills Energy, and MidAmerican Energy jointly implement the Weatherization Assistance Program (WAP) through the Iowa Utility Association (IUA). IPL contributes program funding through the Iowa Department of Human Rights (IDHR). These funds reimburse Community Action Program (CAP) agencies for the costs of performing energy assessments and purchasing and installing qualifying energy-efficiency measures in residences occupied by low-income families. WAP is available to homeowners and renters whose income level is at or below 200% of the Federal Poverty Level (FPL). Homes occupied by the elderly, individuals with disabilities and families with children under the age of six are prioritized for weatherization assistance, as are households with high usage. CAP agencies market and deliver the program to low-income customers, and the DHR's Division of Community Action Agencies (DCAA) administers the program.

2.6.2. Successes

In 2020, IPL provided \$1,051,782 million to the IDHR to implement the program. Weatherization assistance was provided to 243 households saving an estimated 120,501 kWh and 27,569 therms for IPL customers. As part of IPL's supplemental weatherization plan, IPL also sent Do-It-Yourself weatherization kits to 11 food banks across the IPL territory for a total of 1,870 kits delivered for distribution. Kits contained: The Kits contained the following measures and sent to the food banks listed below:

- V-Seal Weather stripping 17 feet
- Deluxe Window Insulator Kit
- Corner Door Jam Pads
- Wall Plate/Outlet Gaskets (Quantity 10)
- Rope Caulk 30 feet
- Open Cell Weather stripping

Agency:	DIY Kits
Open Hands Food Bank	77
Tama Meskwaki Food Bank	121
Decorah Food Bank	165
Greater Area Food Bank	55
LIFT Food Fanb	77
Malcom Food Bank	88
Clayton County Food Bank	11
Delaware County Food Bank	143
Northeast Iowa Food Bank	220
HACAP Food Bank	792
Mid Iowa Community Action	121
TOTAL	1870

IPL also partnered with Green Iowa Americorps to offer home energy audits to low income customers in selected communities. IPL originally planned blitzes across six communities. Only two communities received in-person audits prior to the COVID-19 pandemic outbreak. Seventeen customers in Marshalltown and two customers in Storm Lake received audits and in-person installation of measures prior to the elimination of in-person visits. By the fall of 2020, Green Iowa Americorps and IPL developed a free Do-It Yourself kit to be shipped to low-income customers who requested it through the GIAC website. Eighty-four customers received kits in 2020. The table below lists the communities and measures the customers received.

Communities	# of Customers	Pipe Insulation	Bathroom LED Bulbs	Showerhead Aerators	Outlet Insulators	Light			Spray Foam	Furnace Whistle
						Switch Insulators	Rope Caulk			
Burlington	37	56	285	67	23	371	234	65	14	37
Clinton	4	8	37	8	2	21	17	12	3	4
Lost Nation	1	0	4	2	1	12	4	0	0	1
Marshalltown	40	64	330	80	23	397	319	67	17	40
Toledo	1	0	3	2	1	12	12	1	0	1
West Burlington	1	2	7	1	0	11	8	1	0	1
Grand Total	84	130	666	160	50	824	594	146	34	84

2.6.3. Challenges

Every year, the programs typically starts with over 80,000 clients statewide on the list with approximately one third of that number being clients new to the program. The COVID-19 pandemic impacted the greatly the number of customers IPL could serve in 2020. The pandemic shut down in-person weatherization projects for much of the year from April until October. This was the major factor in IPL only spending approximately half of it's budget on low-income weatherization projects.

Weatherization service applications are available to low income customers in an ongoing process from November to April of each heating season. At the end of the 2020 application deadline, there were 20,200 clients on the waiting list whose primary heating fuel is provided by IPL but who did not receive weatherization services. As services started opening back up by the end of 2020, resuming in-home weatherization started slowly due to new policies put in place around PPE and cleaning requirements. Some agencies have also indicated that clients are hesitant to allow workers into their home to complete the evaluations and work. Agencies estimate the weatherization program will not be back to 100% pre- pandemic levels until the pandemic is completely over.

2.6.4. Future Steps

IPL will continue to implement the program as designed while seeking opportunities to increase energy savings attributed to this program. As the COVID-19 pandemic begins to end, IPL looks forward to supporting the weatherization program as it begins to ramp back up into full service. IPL also plans to start offering in-person community blitzes with Green Iowa Americorp by the fall of 2021.

2.6.5. Program Details on the Alliant Energy Website

Detailed information on eligibility, measures, incentives, and other participation criteria are available at: alliantenergy.com/weatherization

2.7. Low-Income Multifamily

2.7.1. Description

The Low-Income Multifamily program offers a comprehensive suite of energy-efficiency services to address the unique needs of multifamily property owners, property managers, landlords and low-income tenants of eligible multifamily residences. IPL offers a free on-site energy assessment with direct installation of low-cost energy-efficiency measures for tenant units. Customers who wish to install larger, more costly efficiency upgrades identified in their energy assessment report are eligible for an incentive equal to 40% of the total cost-effective projects, or five times the first-year energy savings for non-cost-effective measures.

2.7.2. Successes

IPL completed 44 low-income multifamily assessments with 1,416 installed electric measures and 153 gas measures installed in 332 apartments and 23 buildings during the pandemic.

2.7.3. Challenges

The COVID-19 pandemic created the biggest challenge in 2020 with in-person audits stopping early in the second quarter and not starting again until the end of the year. While not being able to do in-person assessments, IPL did perform 31 virtual visits. IPL also distributed 237 do-it-yourself weatherization kits to multi-family tenants. Despite an increased 70% COVID-19 rebate amount offered to multifamily participants, none opted to take advantage. IPL believes pandemic-related financial concerns prevented participants from seeking the improvements.

2.7.4. Future Steps

IPL will continue to work with low-income multifamily landlords to serve as many properties as possible. In 2020, IPL tracked which participating buildings had electric baseboard heat

installed. The table below shows the apartment complex, number of buildings and units which had electric baseboard heat:

Mutifamily complex	# of buildings	# of units with baseboard heat
Woodlawn	2	14
Keokuk Park	11	40
Carollton Apts	6	23
Perry Housing	6	24
Geneva Tower	1	183*
*Report indicates only some units have electric baseboard heat. Actual number unknown.		

IPL plans to reach out to these participants and make sure they are aware of rebates available for more efficient systems such as air source heat pumps and/or mini splits.

2.7.5. Program Details on the Alliant Energy Website

Detailed information on eligibility, measures, incentives, and other participation criteria are available at: alliantenergy.com/multifamily

2.8. LivingWise (School Kits)

2.8.1. Description

LivingWise is a school-based energy education initiative offered to sixth-grade students. IPL implements this hands-on approach to energy-efficiency education and home energy use in several IPL communities. Each participating student receives a kit with low-cost measures, such as a faucet aerator, digital thermostat and LED bulbs as well as educational materials, such as a resource fact chart, water flow measurement bag and installation booklet. The curriculum is designed for middle school-aged children with in-class and at-home assignments. The LivingWise program educates young people about energy-efficient behaviors and tools while providing immediate savings for families.

2.8.2. Successes

Despite COVID-19, the LivingWise program was able to reach out to teachers in the fall of 2020 and assist them with kits provided for both in person teaching and virtual learning. Teachers coordinated the distribution of kits to students participating in remote learning. Electric participation reached 195% of goal with 11,676 students participating and electric savings reached 123% of goal with 1,599,465 kWh saved.

25% of the participants completed surveys as part of the kit distribution. IPL's third party evaluator, CADMUS, extrapolated the responding students to the entire number of participants and based on average participation savings calculated the program annual savings per kit item below:

Measure	Electric (kWh)	Gas (Therms)	Water (Gallons)
Pre-Adjusted Baseline 9.0-watt LED	93,925	(340)	
Pre-Adjusted Baseline 11.0-watt LED	65,451	(237)	
High-Efficiency Showerhead	312,905	5,665	7,833,045
Kitchen Faucet Aerator	166,407	2,996	5,080,654
Bathroom Faucet Aerator	51,049	925	1,928,453
FilterTone Alarm	83,843	2,157	
Reduce Hot Water Heater Temperature	58,971	1,051	
Reduce Heating Temperature	662,881	17,054	
Increase Cooling Temperature	104,032	5,665	
Total	1,599,465	29,273	14,842,153
Cost Savings	\$206,171	\$23,975	\$69,062
Total First-Year Program Savings			\$299,208

2.8.3. Challenges

Natural gas participation in Livingwise program only reached 60% of goal with 3,600 students participating. The gas savings reached only 42% of goal with 29,273 therms saved.

IPL continues to distribute kits in communities that have higher numbers of low-income families. The chart below shows kits distributed to the top five communities with households that have more than one adult and more than one child with an annual income below \$35,000:

IPL Communities	IPL customers with Households > than 1 adult Households > than 1 child Annual Income < \$35,000	# of kits delivered
CEDAR RAPIDS	1431	755
DUBUQUE	944	679
OTTUMWA	592	86
CLINTON	562	24
BURLINGTON	550	181

2.8.4. Future Steps

IPL will continue to reach out to classrooms and encourage participation in the surveys sent home with students to do home installation of the low-cost measures. IPL plans to target other communities that have not participated in LivingWise in prior years such as Marshalltown

and Mason City. These communities are also in IPL's top ten communities with higher numbers of low-income families.

2.8.5. Program Details on the Alliant Energy Website

Detailed information on eligibility, measures, incentives, and other participation criteria are available at: alliantenergy.com/schools

2.9. Nonresidential Prescriptive Rebates

2.9.1. Description

The Nonresidential Prescriptive Rebates program offers a broad range of services, including technical resources, appliance recycling, and financial incentives in the form of rebates to encourage nonresidential customers to adopt more energy-efficient measures and practices. Although the program is available to all nonresidential customers, the program's focus is to provide simple solutions for the non-managed, small business customer group.

2.9.2. Successes

In 2020, Nonresidential Prescriptive Rebates reached 120% of the electric goal saving over 23,500,000 kWh. Lighting measures contributed the majority of electric impacts with 75% of the total kWh saved. 1,266 businesses also logged in and took part in the Energy Edge solutions available on My Account. 509 of those businesses downloaded reports generated by Energy Edge.

2.9.3. Challenges

The COVID-19 pandemic was a challenge for many parts of the non-residential portfolio. Many businesses deferred to taking part in measures which would require on-site installation and visits. Many new construction projects also slowed down during the 2020 calendar year due to COVID-19. Only 3 rebates for buildings classified as new construction were paid in 2020.

2.9.4. Future Steps

2020 was the last year that customers could take part in consecutive year tune-ups. Beginning in 2021, once a customer receives a tune-up, they will not be eligible for another tuneup rebate until 2024. IPL will look at different ways to market directly to customers seeking information on prescriptive rebates which include targeted marketing efforts through a variety of marketing channels. Additionally IPL will use existing relationships with Key Account Managers

and the Business Resource Center to promote programs as well as cross-promotion with other nonresidential programs and activities.

2.9.5. Program Details on the Alliant Energy Website

Detailed information on eligibility, measures, incentives, and other participation criteria are available at: alliantenergy.com/business

2.10. Small Business Energy Solutions

2.10.1. Description

The Small Business Energy Solutions program provides a turnkey energy efficiency solution so that nonresidential customers instantly save money on their energy bills. Customers with facilities smaller than 50,000 square feet and annual electric billing of less than \$100,000 qualify for an incentive of up to 70% of the total project cost for eligible lighting and refrigeration measures paid directly to the dealer to improve the efficiency of their facility.

2.10.2. Successes

In 2020, the Small Business Energy Solutions program saw an increase in activity compared to 2019, exceeding goals for demand savings and overall energy savings. As a response to the COVID-19 pandemic, IPL made enhancements to the program to make it easier for customers to participate. Starting July 1, 2020, the rebate incentive was increased from \$0.14 to \$0.20 per kWh, with the total rebate cap increased from 70% of the total project cost to 100% of the total project cost up to \$12,000, and 70% of total project cost above \$12,000. Exterior lighting fixtures were also added back as approved measures. The enhanced incentive rate was applied to 227 projects. 97 projects had an incentive above 70% due to the enhancements. Of those, the incentive was 100% of the total project cost for 24 projects. The enhanced rebate values reverted to \$0.14 per kWh after December 31, 2020. Exterior lighting measures were retained as approved measures. Program implementation partners cross-promote other relevant IPL energy efficiency opportunities to contractors and customers with projects that may qualify for rebates outside the program.

2.10.3. Challenges

Maintaining consistent messaging to customers through contractors that are promoting the program remains a challenge. In 2020, a marketing mailer was sent directly to customers to describe the COVID-19 pandemic enhancements to the program, which resulted in an immediate

uptick in interest from customers. Twenty new contractors were added to the approved network for the program in 2020. The participation levels between lighting and refrigeration have remained consistent, with lighting accounting for the vast majority of projects as nearly all small business customers utilize lighting for their business, whereas not all customers have refrigeration needs. In 2020, there were 259 lighting-only projects, 17 lighting and refrigeration projects, and two refrigeration-only projects.

2.10.4. Future Steps

IPL will continue to find opportunities to market the program directly to customers to drive program participation in addition to ongoing communication to trade ally members of the Dealer Network. IPL will seek opportunities for further integration with IPL's nonresidential online platform, Energy Edge, through this program and others.

2.10.5. Program Details on the Alliant Energy Website

Detailed information on eligibility, measures, incentives, and other participation criteria are available at: alliantenergy.com/business

2.11. Custom Solutions

2.11.1. Description

The Custom Solutions program promotes energy-efficiency products and practices among commercial and industrial (C&I) customers. IPL offers customers:

- A range of incentives and technical support.
- The flexibility to install a broad range of high-efficiency equipment not included in its other nonresidential programs due to size, scope, or the unique characteristics of the equipment.
- The ability to implement equipment optimization and operational and process changes that reduce energy consumption and peak demand.

The program consists of six components: C&I Audits, Retro-Commissioning (RCx)/ Feasibility Studies, Strategic Energy Management (SEM), Industrial New Construction, Find and Fix, and Custom Rebates.

2.11.2. Successes

In 2020, the Custom Solutions program remained operational with adjustments to on-site activity to prioritize safety in the midst of the COVID-19 pandemic. While program goals were not attained, 39% of electric annual energy savings (kWh) was met with 38% of budget spent. The most common Custom Rebate project types completed in 2020 were lighting and processing equipment projects. The most common measures were refrigeration, interior LED lighting, compressed air systems, adjustable speed drives, and energy-efficient process equipment. In 2020, a full cohort was recruited for the 2021 Strategy Energy Management (SEM) program, originally scheduled to begin January 2021. The 2021 cohort was postponed to begin May 2021 due to the pandemic.

2.11.3. Challenges

The Custom Solutions program was severely impacted by the COVID-19 pandemic as safety concerns remained a top priority and on-site activities were canceled or postponed. All subcomponents accumulated 115 electric and 30 gas participants, resulting in 33% of the participation goal for electric and 9% of the participation goal for gas across the Custom Solutions program. Specific participation numbers for program subcomponents include 34 energy audits, 62 custom rebates, 15 feasibility studies, and 5 industrial new construction rebates. Participation levels did not meet expected program goals due to challenges associated with the COVID-19 pandemic.

2.11.4. Future Steps

IPL will continue to research opportunities to increase customer outreach by specific industry segments to encourage energy efficiency in markets that may currently be underserved. IPL will also increase marketing to small and mid-size manufacturing facilities, which constitute a significant opportunity for energy-efficiency savings. The Energy Audit component of the program is an increased area of focus for the Key Account Management team in 2021. Additionally, the 2021 SEM cohort will begin in May 2021.

2.11.5. Program Details on the Alliant Energy Website

Detailed information on eligibility, measures, incentives, and other participation criteria are available at: alliantenergy.com/largebusiness

2.12. Commercial New Construction

2.12.1. Description

The Commercial New Construction (CNC) program's objective is to capture potentially lost opportunities to reduce electric demand and energy usage in the commercial and industrial sector by providing customers with energy design assistance for the construction or major renovation of energy-efficient buildings and facilities. The program offers multi-tiered incentives, consisting of Energy Design Assistance, a Design Team Incentive, and a Construction Incentive. The CNC program is unique in that projects started in the calendar year usually yield energy impacts in the following two-three years because of design and construction cycles.

The program offers multiple tracks to meet the goals of achieving deeper savings per project and reaching a wider market:

- Track I (Small Track);
- Track II (Fast Track);
- Track III (Comprehensive Track);
- Track IV (Certification Track); and
- Track V (Ongoing Performance Track).

2.12.2. Successes

The CNC program exceeded participation and energy savings goals for 2020. The program experienced record high enrollment (62 applications) in the CNC program in 2020, even with a decrease in some building sectors due to uncertainty related to the COVID pandemic. This was driven by an increase in the number of multifamily/mixed-use projects, educational projects, grocery stores, and convenience store projects. The pandemic significantly impacted enrollments for office, hospitality, entertainment, and local government building projects. In 2020, there were 23 projects served by IPL gas that identified natural gas savings through the whole-building energy analysis.

The building sectors utilizing CNC over the 2020 plan include:

- 5 mixed-use buildings
- 4 multifamily buildings
- 34 education buildings
- 2 health care clinics
- 3 office/warehouse/industrial buildings
- 14 retail projects

2.12.3. Challenges

The program exceeded anticipated spending in the incentive category due to the high number of projects completed in 2020. Spending for program administration and advertising and promotion remained under budget.

2.12.4. Future Steps

- IPL will continue its individual marketing efforts to capture a more significant share of construction projects in its territory.
- IPL will continue to offer, through its third-party implementer Willdan, educational seminars for design professionals statewide and year round.
- IPL will continue to collaborate with the other IOUs and Willdan by promoting the CNC Excellence in Energy Efficiency Design awards at the annual convention of the American Institute of Architects (AIA), Iowa Chapter. In 2020, the event was hosted virtually by the AIA. The CNC program was represented through the Excellence in Energy Efficiency Design awards as a stand-alone session at the event along with representation through the conference mobile app in conjunction with MidAmerican Energy Company and Willdan.

2.12.5. Program Details on the Alliant Energy Website

Detailed information on eligibility, measures, incentives, and other participation criteria are available at: alliantenergy.com/cnc.

2.13. Agriculture Solutions

2.13.1. Description

The Agriculture Sector Program helps IPL's farm and agribusiness electric customers improve their overall energy efficiency and reduce production costs. The program provides a comprehensive range of energy-efficiency incentives to agricultural customers via a suite of products, including agriculture-specific prescriptive rebates, custom rebates, and free on-site farm energy assessments.

2.13.2. Successes

IPL completed 155 projects in 2020 with 56 projects attributed to new construction, two attributed to the Custom Solutions program, and 91 attributed to Nonresidential Prescriptive Rebates. 52% of the rebates were for the swine sector while 27% of the rebates assisted the grain sector.

2.13.3. Challenges

- The COVID-19 pandemic put a stop to in-person assessments and projects slated for 2020. While IPL provided 72 virtual assessments during the shut down, getting customers and dealers to respond with information needed for the assessment proved difficult.
- The August 2020 derecho also put a halt to many projects in the pipeline for 2020, most of which were put on hold or moved to 2021.

2.13.4. Future Steps

- IPL has identified 87 projects scheduled to be worked on in 2021. Most of those projects are in the grain sector.
- IPL will promote the advantages of energy efficiency to the grain, livestock, horticultural, and agribusiness sectors as a cost reduction tool during times of unpredictable profit margins.

2.13.5. Program Details on the Alliant Energy Website

Detailed information on eligibility, measures, incentives, and other participation criteria are available at: alliantenergy.com/ag

2.14. Residential Direct Load Control (DLC)

2.14.1. Description

The DLC program operates during the peak summer season, from May 15 to September 15, under two decision rules triggering a cycling event. The first decision rule is in response to system reliability issues. System reliability issues may include but are not limited to a Midcontinent Independent System Operator, Inc. (MISO) directive, congested transmission, and insufficient generation to meet consumer demand. The second decision rule is based on energy efficiency when events are triggered by temperature forecasts.

During a cycling event, IPL sends a signal to a participant's air conditioner switch. The air conditioner switch cycles for 15 minutes out of every half-hour and then returns the unit's compressor controls to the individual's thermostat control for the other 15 minutes of the half-hour. A typical cycling event lasts six hours (1 p.m. to 7 p.m.) and, except in the case of a system reliability concern, would never occur on weekends or holidays.

2.14.2. Successes

IPL finished 2020 with 37,042 participating customers with 38,752 central air units. The demand reduction was 31 MW for a full cycling event.

The 2020 the Appliance Cycling program had three events due to high temperatures. On August 26 and 27, 2020, IPL cycled all three of the IPL zones (North, Central and South). During the third event on August 28, 2020, IPL cycled only customers in the Central zone. The following table shows the 2020 events called in August:

Residential DLC			0.8 kw per AC							
Program year 2020										
Date	Start	End	# of hours	Zone	KW	MW	Forecast High	# Customers Cycled	# of AC units	kWh
8/26/2020	1:00 PM	7:00 PM	6	North	10,865.60	10.87	92	13,028	13,582	65,193.60
8/26/2020	1:00 PM	7:00 PM	6	Central	15,812.00	15.81	92	18,891	19,765	94,872.00
8/26/2020	1:00 PM	7:00 PM	6	South	4,324.00	4.32	94	5,123	5,405	25,944.00
8/27/2020	1:00 PM	7:00 PM	6	North	10,865.60	10.87	93	13,028	13,582	65,193.60
8/27/2020	1:00 PM	7:00 PM	6	Central	15,812.00	15.81	96	18,891	19,765	94,872.00
8/27/2020	1:00 PM	7:00 PM	6	South	4,324.00	4.32	94	5,123	5,405	25,944.00
8/28/2020	1:00 PM	7:00 PM	6	North	-	-				-
8/28/2020	1:00 PM	7:00 PM	6	Central	15,812.00	15.81	93	18,891	19,765	94,872.00
8/28/2020	1:00 PM	7:00 PM	6	South	-	-				-
					77,815.20	77.82		92,975	97,269	466,891.20

2.14.3. Challenges

IPL cannot track how many participating units did not respond to the cycling events in 2020 as our communication method with the switches is one-way communication. Customers may alert IPL to problematic switches which generate a call to investigate and test and/or replace the switch. In 2020, IPL replaced 148 switches. If a customer in the program did not participate in the cycling event, it would be due to a defective switch or a signal not being received by the switch. Customers, once enrolled, cannot choose to opt out of an appliance cycling event once a switch is installed.

2.14.4. Future Steps

In 2021, IPL is launching a smart thermostat pilot to provide demand response options to customers that do not want to have a switch installed on their air conditioner. The pilot will allow customers to use a qualified Nest, Ecobee, or Emerson Smart thermostat to shift load during an event. IPL plans to enroll 5,000 customers in the pilot by the end of 2021 and add an additional 5,000 customers each year until 2023. The smart thermostat pilot will allow for cooling and heating events with the cooling season running from June – September and the heating season from December to March. This pilot will give IPL the opportunity to study participation and savings

by having access to two-way communication which is not available in the current Appliance Cycling program. IPL intends to report separately on the Smart Thermostat pilot in the 2021 annual report.

2.14.5. Program Details on the Alliant Energy Website

Detailed information for Appliance cycling on eligibility, measures, incentives, and other participation criteria are available at: alliantenergy.com/appliancecycling.

2.15. Nonresidential Interruptible

2.15.1. Description

This program provides IPL with flexible peak demand-response resources. It offers large commercial and industrial customers the opportunity to reduce power during critical system peak conditions or high market prices. In return for reducing power when called upon to do so, IPL program participants earn incentives in the form of bill credits.

IPL may call events based on any four conditions listed in the IPL electric tariff, *Interruptible Service Option*:

- Condition 1 – Reliability;
- Condition 2 – Energy Efficiency-Reducing Peak Demand;
- Condition 3 – Energy Efficiency-Reducing Energy Usage; and
- Condition 4 – Program Quality Control.

2.15.2. Successes

IPL called no interruptions and no test events between January 1, 2020 and December 31, 2020. The program ended the year with 150 participants and a potential interruptible load of 204 MW. The table below provides summer weather data.

Weather Comparison²

Weather Parameters (May 15 – September 15)	2014	2015	2016	2017	2018	2019	2020	7-year average
Cooling Degree Days (base 70° F)	347	391	515	439	572	429	484	n/a
Days ≥ 90° F	1	13	13	11	19	10	9	11
Weekdays ≥ 90° F	0	13	13	11	19	10	7	6
Weekdays ≥ 95° F	0	0	0	0	0	1	0	0

² As recorded at Cedar Rapids, Iowa, Airport. Data retrieved from commercial provider, Weather Underground. Cooling days provided by www.degreedays.net.

2.15.3. Challenges

Cooler weather during the 2020 summer resulted in no opportunities for curtailment events during the program year.

2.15.4. Future Steps

In the 2019-2023 Plan, IPL will continue to promote the program and its benefits to qualifying customers. A test event (Condition 4) may be necessary in 2021 as outlined in the Rider INTSERV if an interruption event is not called leading up to the time of the testing period.

2.15.5. Program Details on the Alliant Energy Website

Detailed information on eligibility, measures, incentives, and other participation criteria are available at: alliantenergy.com/interruptible

2.16. Energy Awareness

2.16.1. Description

IPL has encouraged customers to reduce their energy use and develop sustainable behaviors since launching its energy efficiency programs in 1990. IPL understands the importance of education and training to increase customer awareness of energy-efficient technologies, conservation strategies and IPL's programs, as well as to increase dealer knowledge. IPL's Energy Awareness initiatives includes:

- Non-Targeted Energy Awareness;
 - PowerHouse TV
 - Advertising
- Branching Out; and
- Dealer Network.

2.16.2. Successes

Non-Targeted Energy Awareness - IPL saw successes in its multi-media channels within this program.

- In 2020, IPL created special PowerHouse messages for customers affected by the COVID-19 pandemic by offering them low-cost and no-cost ideas on how to save energy while quarantining at home. IPL created five Powerhouse video posts designed to help people save energy with easy no-cost/low cost tips while home during the pandemic. The most popular tip was saving energy while doing laundry. It reached over 6,400 people with over 500 people playing the tip all the way through.
- The number of engagements and interactions with customers viewing PowerHouse social media posts grew 40% from 27,874 followers to 39,186 Facebook followers. Twitter users exposed to PowerHouse content increased 34% from 3,492 followers to 4,668.

- IPL continued to grow the number of posts on the PowerHouse You Tube channel to help drive engagement during the pandemic. Currently the PowerHouse You Tube channel has 5,301 subscribers which is an increase of 30% from 3,857 in 2019. Subscribers recommended our content which resulted in over 600,368 video views in 2020 with an average watch time of about 2:40.
- There were 13,380 visits to the Dealer Locator tool in 2020. A consistent number of users navigate to the Dealer Locator through the alliantenergy.com website. Additional spikes in visits are a result of including a link to the Dealer Locator tool in IPL customer marketing and communication. 158 web visitors used the “Contact Dealer” feature of the tool to send an email directly to a member of the Dealer Network.

Branching Out - In 2020 IPL awarded grants to 35 communities resulting in 2,027 trees planted. The planting events took 1,198 volunteers to coordinate with over 3,600 volunteer hours to plant the trees. Five communities took part in branching out that did not participate within the past five years: Ames (2014), Lester (2010), Maxwell (2012), Saint Lucas (1999) and Wellman (2004). Two communities that have never participated in the program received grants in 2020: Green Mountain and Pulaski.

Dealer Network - 158 customers contacted dealers directly using the contact function of the Dealer Locator in 2020 representing a 68% increase over 2019. An average of 1,167 users utilized the dealer locator each month. As 2020 came to a close, IPL held a Dealer kickoff webinar meeting to preview the 2021 program. The meeting had 94 dealers in attendance.

2.16.3. Challenges

- The COVID-19 pandemic put a full stop to PowerHouse on-location production in 2020. This prevented any new full length episodes from being produced during the year. Television stations continued to air previously aired episodes.
- Encouraging new communities to take part in the Branching Out program.

- IPL ranks dealers in the network by different tiers: Platinum, Gold, Silver & Green. The different levels are delineated by number of applications in our rebate program. The higher the tier, the higher the participation. The COVID-19 pandemic took a toll on the number of dealers in the network dropping to 427 in 2020 which represents a 33% drop from 2019. IPL had the following number of dealers in each of the top three tiers:

Residential Tier	Number of Dealers
Platinum	28
Gold	61
Silver	152
Non-Residential Tier	Number of Dealers
Platinum	14
Gold	25
Silver	147

2.16.4. Future Steps

IPL is planning a PowerHouse production schedule in 2021 as the pandemic begins to subside in order to keep the content library up to date and fresh. IPL continues to analyze how to effectively incorporate social media into PowerHouse TV and how to outreach to customers and provide the best information in a useful and timely manner.

At the end of 2020, IPL expanded grants up to \$10,000 for communities affected by the August derecho that destroyed thousand of trees. 23 communities applied for and will receive grants in 2021.

In 2021, IPL is reaching back out to dealers whose participation dropped in 2020 to increase participation as the pandemic comes to a close and the market begins to open back up. IPL will continue to provide monthly Dealer Newsletters with information about current programs and look for other opportunities to educate dealers within an online virtual format. Customers will

see information about seasonal rebates in the Dealer Locator tool to help drive customer participation.

2.16.5. Program Details on the Alliant Energy Website

Detailed information about these programs is available at:

- powerhousetv.com
- alliantenergy.com/branchingout
- alliantenergy.com/dealers

2.17. Research, Development and Demonstration

2.17.1. Description

As part of its continuous improvement process, IPL looks for opportunities to enhance its programs by offering new technologies, improving its delivery mechanisms, and incorporating new market intelligence into its Plan. This program is a mechanism to test promising new technologies and program approaches on a pilot basis.

2.17.2. Successes

Not applicable.

2.17.3. Challenges

Not applicable.

2.17.4. Future Steps

There has been no activity to report on previous pilots and no new pilots are planned.

2.17.5. Program Details on the Alliant Energy Website

Not applicable.

2.18. Legislative Assessment

The Legislative Assessment program is the budget allocated for two legislatively authorized programs under Iowa Code § 476.10A: Iowa Energy Center (IEC) and the Center for Global and Regional Environmental Research (CGRER) at the University of Iowa.

IEC, which is funded in part by IPL customers, works to create a stable energy future through research, education and demonstration projects. IEC's mission is to advance Iowa's energy efficiency and renewable energy use through transformative research, education, and demonstration. IEC accomplishes this by investing in projects that help homes, businesses and industries use energy more efficiently. A large portion of IEC's budget goes towards research and demonstration projects that address the energy needs of all sectors, including residential, commercial, industrial and agriculture.

The CGRER at the University of Iowa is also funded in part by IPL customers, as well as by government and private sources. CGRER conducts and promotes research on global climate change and consults with state entities, as needed, on climate change issues.

2.19. Regulatory and Next Plan

The Regulatory and Next Plan program is the budget item to provide funding for planning, program design, calculating savings, costs and cost-effectiveness and related collaboration with other utilities and stakeholders. There are no impacts or program descriptions associated with this program.

2.20. Evaluation, Measurement and Verification

In addition to conducting regular internal quality control reviews, capturing customer feedback and implementing program and process improvements, IPL will assess its programs once during the Plan using an independent, third-party Evaluation, Measurement, and Verification (EMV) consultant. EMV provides the means to ensure effective program operation and the reliability of the Plan's program savings and cost-effectiveness.

In 2019, IPL developed and issued a RFP following the Monitoring and Evaluation Plan (See Application Exhibit 8, filed July 5, 2018). IPL selected a third-party consultant, Opinion Dynamics through the RFP process in February 2020. IPL worked with the consultant to develop a detailed EMV plan and launched evaluation activity in late-summer 2020. Appendix F to this annual report contains interim reports IPL received from Opinion Dynamics through April, 2021. IPL and Opinion Dynamics will continue evaluation activities as well as review recommendations for opportunities for implementation within the current Plan or inclusion in the next Plan.