

Illinois Energy Efficiency Stakeholder Advisory Group

Environmental Law and Policy Center:

- ▶ Advanced Power Strips



ENVIRONMENTAL LAW & POLICY CENTER

Protecting the Midwest's Environment and Natural Heritage

- ELPC is a Midwest-based environmental advocacy nonprofit focusing on issues related to:
 - Energy efficiency
 - Climate change in the Midwest
 - Clean energy, air, water, and transportation
 - Protecting wild and natural places

Advanced Power Strips (APS)

- An APS automatically shuts down plug -in devices that are not in use. With an APS, you designate one device as the “control”—so when you turn off your TV, for example, other electronics plugged into the strip are automatically shut off
- The average U.S. household spends \$100 - 200 per year to power plugged-in electronics and appliances while they are off or in standby mode ([ComEd](#), 2018)
- A single APS saves 72 kWh / year on average
 - IL TRM specifies there possible savings values:
 - Energy Efficiency Kit, Leave behind: 41.2 kWh
 - Community Distributed Kit: 93.8 kWh
 - Direct Install, Time of Sale: 103.0 kWh
- Depending on the user, each APS can save \$5-13 / year according to ComEd.
- APS offer the ability to save energy and money from a single, easy purchase

Which Utility?

- Targeting ComEd
- ComEd currently sells the TrickleStar 7-Outlet APS for \$20 after instant rebates
- Up to \$10 available to qualified ComEd residential electric customers.
- Limit: 4 rebates per household or account



Proposed Idea

- ComEd should aim to sell one million TrickleStar 7-Outlet strips from 2022-2024
 - Year 1 APS sold: 200,000
 - Year 2 APS sold: 400,000
 - Year 3 APS sold: 400,000
- ComEd rebate for the TrickleStar 7-Outlet APS should be increased by \$5 to encourage greater rates of adoption
 - Year 1 budget: \$3,000,000
 - Year 2 budget: \$6,000,000
 - Year 3 budget: \$6,000,000
 - **Total budget: 15,000,000**
- Rebate should be available to all residential and business customers
- This push should be delivered through traditional energy efficiency customer marketing

Vision for the Program

- Idea is small by design, focusing on a shorter program (3 years) that provides targeted marketing for a specific product that can be easily adopted by consumers
- Once this program is over the rebate should be stopped and a new focus / push should be given to another energy efficiency product
- The need for power strips already exists and APS provide an easily marketable product that saves energy and money from the moment they are plugged in
- Each strip does not produce large savings, but presents a smart, high-yield scenario with a significant expansion of APS into homes

Customer Impact

- First Year Impact
 - \$1 – 2.6 million in customer savings
 - 14,400 mWh in customer savings
- Three Year Impact
 - \$9 – 23.4 million in customer savings
 - 129,600 mWh in customer savings
- Ten Year Impact*
 - \$35 – 91 million in customer savings
 - 504,000 mWh in customer savings

* IL TRM says the assumed lifetime of the APS is 7years

Thank you!

Q & A

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