



Lead Organization: C3 Energy

Program start: June 1, 2011

Funding Level: \$1,188,000

C3's mission is to enable customers to increase profitability and cash flow by optimizing their enterprise energy management strategy. C3 offers a family of software solutions that help companies to understand, optimize, and report on their energy use and greenhouse gas emissions, in order to reduce cost, risk, and environmental impact. C3 customers include a diverse group of utilities, municipalities, and companies large and small.

Project purpose: C3 will develop a comprehensive information system that serves as a repository for accurate energy efficiency information for the seven-county CMAP region, including Rockford. The IS aims to connect consumers to educational information, finance incentives, and an appropriately trained workforce to facilitate an increase in energy efficiency market transactions. The Information System has a consumer-facing website at www.energyimpactillinois.org and will allow for close collaboration between EI2 and its related partners.

Scope of Services: The IS will provide the following five core functions:

- **Content Management System.** Will allow for the entry of energy efficiency related content, the management of the content approval process and publishing of new content to the Customer Facing Website.
- **Content Distribution Module.** Will enable the widest distribution of EI2 program IS content and functionality through other organization's websites.
- **Integration to Building Energy Tools.** Will integrate online building energy tools (Residential and Commercial) into the Customer Facing Website.
- **Customer Facing Website.** Will be designed for a range of customer types (residential, commercial, nonprofit/government, and contractors) to support their energy efficiency retrofit activities.
- **Customer Segmentation Framework.** Will be inherent to the system's functionality, and will allow the "right" content to reach the "right" customer based on their general requirements, needs, and specifications.

Anticipated Outcomes:

- Creation of a centralized information system, including a consumer-facing website.
- Integration of online, user-friendly building energy tools designed to inform consumers on their energy efficiency potential.
- Inform all market sectors with up-to-date program and financing options.