

→ Designing and delivering flexible midstream approaches



"I can confidently say that ICF's midstream program design is a superior model to the other midstream program models being implemented today. The flexibility ICF's model offers in how we allocate and leverage incentives enables us to be innovative and tailor our incentive offering to the local market. This has led to increased sales of higher efficiency equipment, especially when compared to other programs that are more prescriptive in their incentive requirements."

— Julie Humes, Marketing Manager, Lennox Industries

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About ICF

ICF (NASDAQ:ICFI) is a global consulting and digital services company with over 7,000 full- and part-time employees, but we are not your typical consultants. At ICF, business analysts and policy specialists work together with digital strategists, data scientists and creatives. We combine unmatched industry expertise with cutting-edge engagement capabilities to help organizations solve their most complex challenges. Since 1969, public and private sector clients have worked with ICF to navigate change and shape the future.

Improve your portfolio's cost effectiveness and achieve your goals

There has been a lot of interest in midstream programs from both the residential and commercial sectors, and for good reason. Midstream programs can offer utilities a number of benefits including lower administrative costs, higher energy savings, and improved cost-effectiveness. However, some traditional midstream program designs suffer from challenges including low or no attribution, high leakage, and free ridership. They can also introduce risk to participants, leading to negative experiences and lower participation.

ICF overcomes these challenges through our midstream platform. Built from more than 20 years of experience implementing midstream programs and evolved through extensive industry collaboration, our midstream platform provides the tools and processes that make it easy for distributors and their contractors to participate while addressing the challenges faced by traditional midstream programs.

For example, traditional midstream models typically do not have mechanisms in place to ensure incentives are passed from distributors to contractors to customers, which can lead to poor attribution and lower verified savings. Our midstream platform provides distributors and their contractors with tools that create an effortless, paperless experience to easily capture customer and equipment information and verify installation. This allows us and utilities to validate savings ahead of EM&V contractors so we can better forecast savings and achieve goals. It's also one of the reasons why **our midstream programs have more than 70% market participation among distributors.**

Our midstream platform was designed with the flexibility and scalability to accommodate numerous midstream approaches and client needs. For example, it can be used to deliver a program that just engages distributors or it can engage the entire supply chain through an integrated approach that also includes contractors and their customers. Our platform can also drive participation among disadvantaged communities and support flexible load management initiatives. This flexibility puts the power in your hands to design midstream programs that suit your needs.

We bring decades of experience designing and delivering energy and climate policies and programs with a focus on [decarbonization](#), [flexible load management](#), [electrification](#), and [customer insights and incentives](#). Our forward-thinking and innovative services create new customer pathways and richer relationships with energy companies, yielding greater results as they deploy their midstream programs.

