

Opinion **Dynamics**

# 2021 AMEREN ILLINOIS COMPANY MULTIFAMILY INITIATIVES

Summary of Property  
Manager Interview Results

September 15, 2022



# One Stop Shop Concept

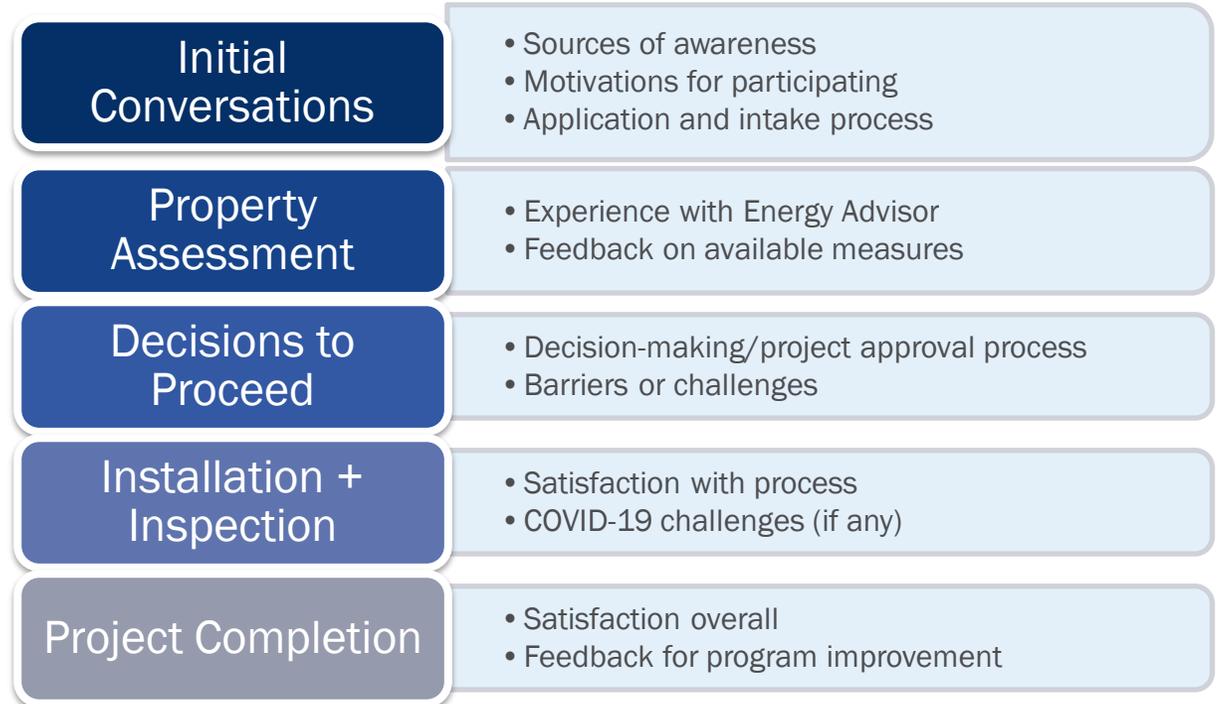


# Study Overview

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- Objectives
  - Collect feedback on new “one-stop shop” delivery model
  - Further understand motivations for participating
  - Unearth key challenges/barriers
- Interviewed eight property managers
  - Six Income Qualified (IQ) properties
  - Two Public Housing properties
- No Market Rate properties responded
  - Census attempt
  - Limited generalizability
  - Focus on most vulnerable multifamily segments

## Stages of Participation and Related Research Questions



# Motivations for Participation

- Awareness driven by direct Ameren Illinois outreach
  - Telephone calls (n=4)
  - Contractor (n=2)
  - Paper mailer (n=1)
  - Website (n=1)
- Improving tenant quality of life is a primary goal
- Limited cost, easy application, and streamlined process make Initiatives an attractive option

Increased supply costs  
may reduce bill  
affordability

*“The overall benefits to our property and our community as a whole were what made us decide to participate.”*

*“Our goal is to have good, clean, affordable housing for those who are income restricted”*

New in 2022: Tenants  
can nominate their  
property

Conclusion: Tenants, the single point of contact, and incentives are key motivators.

# Satisfaction with Experience

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- All eight satisfied with experience overall
  - “Fairly simple” experience
  - Tenant satisfaction
  - Noticeable energy bill savings
- All eight satisfied with Energy Advisor
  - Smooth process
  - Helpful, strong communication
  - “extremely professional, extremely thorough.”

*“We are just elated with everything, and the equipment – the renters are just in shock... In fact, one lady over the weekend, she said, ‘My electric bill is in half.’”*

Conclusion: The transition to the one stop shop delivery model was successful

Conclusion: The single point of contact is providing a positive customer experience.

# Satisfaction with Measures

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- All eight highly satisfied with measures overall
- Increased comfort, savings, and quality of life for tenants
- Some would like additional measures
  - Weatherization, particularly window insulation (n=2)
  - Compatible fixtures along with LEDs (n=1)
- One mentioned issues with faucet aerators (clogging)

Feedback aligns with  
2021 Low Income  
Needs Assessment  
(LINA) findings

Conclusion: Measures are meeting most property needs and support tenant satisfaction and retention.

# Barriers and Challenges

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## Few challenges overall

- COVID-19: in-person restrictions and extended timelines (n=2)
- Government funding can present a challenge for Public Housing (n=2)
- Concern about ductless heat pump performance in the winter (n=1)

## Hypothetical barriers for similar properties

- Tenant pushback (n=1)
- Staff availability and time (n=1)
- Paperwork (n=1)

Conclusion: Energy Advisor plays a critical support role that avoids key challenges and barriers.

Conclusion: Timeline flexibility is important but should be balanced with timely project execution.

Conclusion: Participants may require additional education on ductless heat pumps.



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## Contact

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# Supplemental Slide: Participation Process Overview

Stages of Initiative Participation

