



Opinion **Dynamics**

Ameren Illinois Company (AIC) Residential Market Effects Evaluation Approach

SAG Evaluation Working Group
Meeting



Agenda

- Market Effects Background
- Midstream HVAC Channel Overview
- Evaluation Framework
 - Sales Data from Distributors
 - Feedback from Participating Contractors
- Ongoing Evaluation Activities



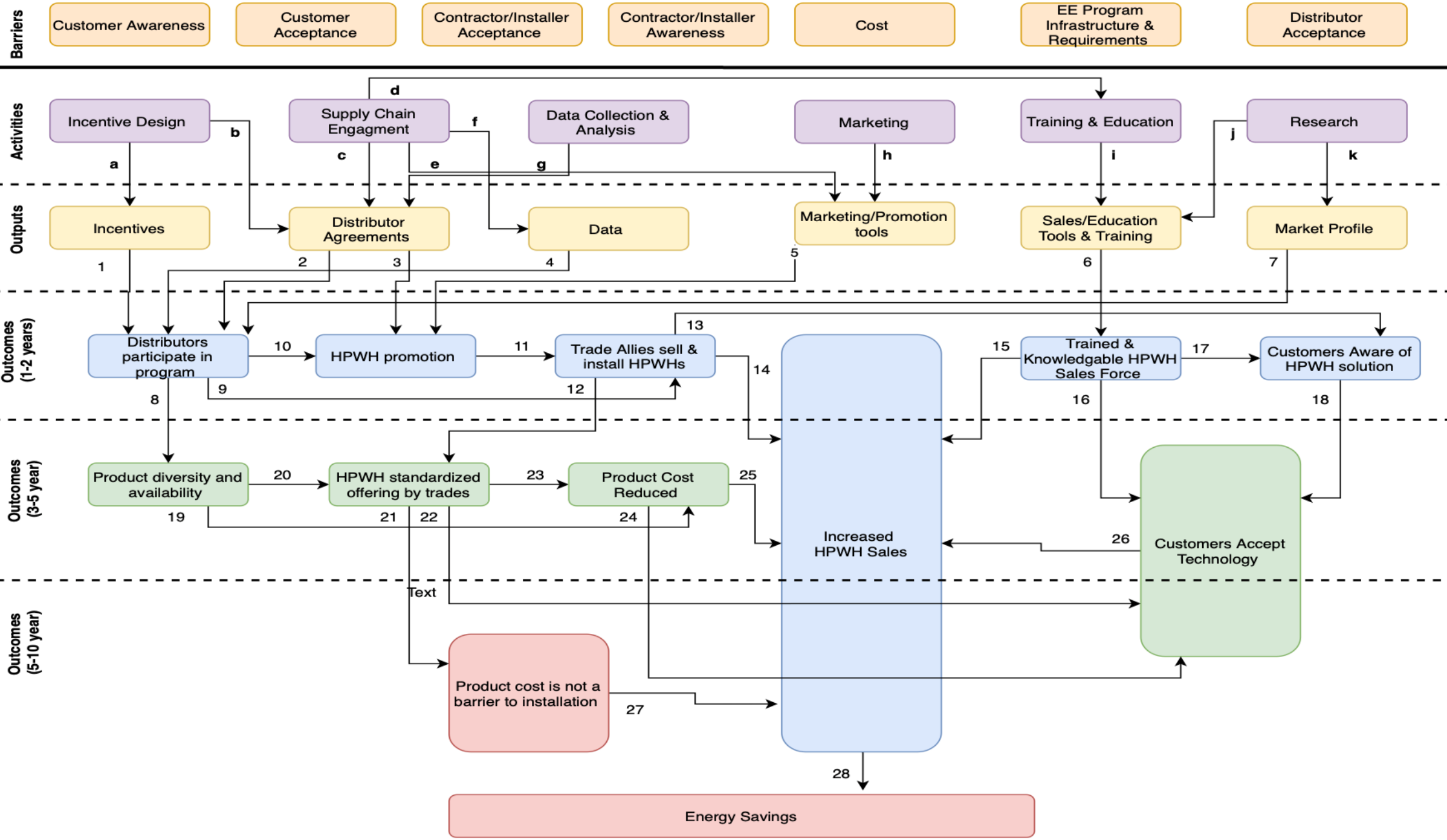
Market Effects Background

IL TRM V12.0 Definition

- A change in the structure of a market or the behavior of participants reflective of a change in adoption of energy-efficient products, services, or practices causally related to market interventions/programs.
- Examples of market effects include increased levels of awareness of energy-efficient technologies among customers and suppliers, increased availability or reduced prices for energy-efficient equipment, and (the end goal) increased market shares for energy-efficient goods, services, and design practices.

Midstream HVAC Channel Overview

- Designed to encourage distributors and contractors to promote and install residential high-efficiency HVAC and water heating equipment
- Midstream incentives are provided to equipment distributors for approved sales
- Distributors then pass incentives to contractors who in turn offer discounts to qualified residential customers
- Program theory logic model (PTLM) suggests addressing barriers by engaging distributors, who in turn educate and promote awareness among contractors who then make changes to their sales practices
- Targets broader changes to the market by increasing familiarity among distributors, contractors, and customers as well as demand for energy-efficient equipment



Market Effects Evaluation Framework

- In 2022, Opinion Dynamics, AIC, and implementation partners collaborated to develop the market effects evaluation framework based in part on the Midstream HVAC PTLM
- Framework centers on two sources of information:
 - Distributor-reported sales data
 - Contractor-reported feedback
- Distributors can speak to broader sales figures and stocking practices
- Contractors work directly with both distributors and end-users

Distributor Sales Data

- Midstream HVAC Channel staff collect sales data from distributors reflecting total sales (inclusive of non-incentivized)
- Distributors provide extracts with detailed equipment information for all Illinois sales
- As of 2024, this data is provided quarterly by participating distributors
- The non-incented, energy-efficient portion of these sales from participating distributors serve as the basis for quantifying potential market effects



Approach to Capturing Distributor Sales Data

1. Integrated sales data reporting expectations into distributor agreements
2. Deploy quarterly data requests to distributors
3. Collect & process sales data from distributors
4. Provide incented and non-incented sales data to ODC for analysis



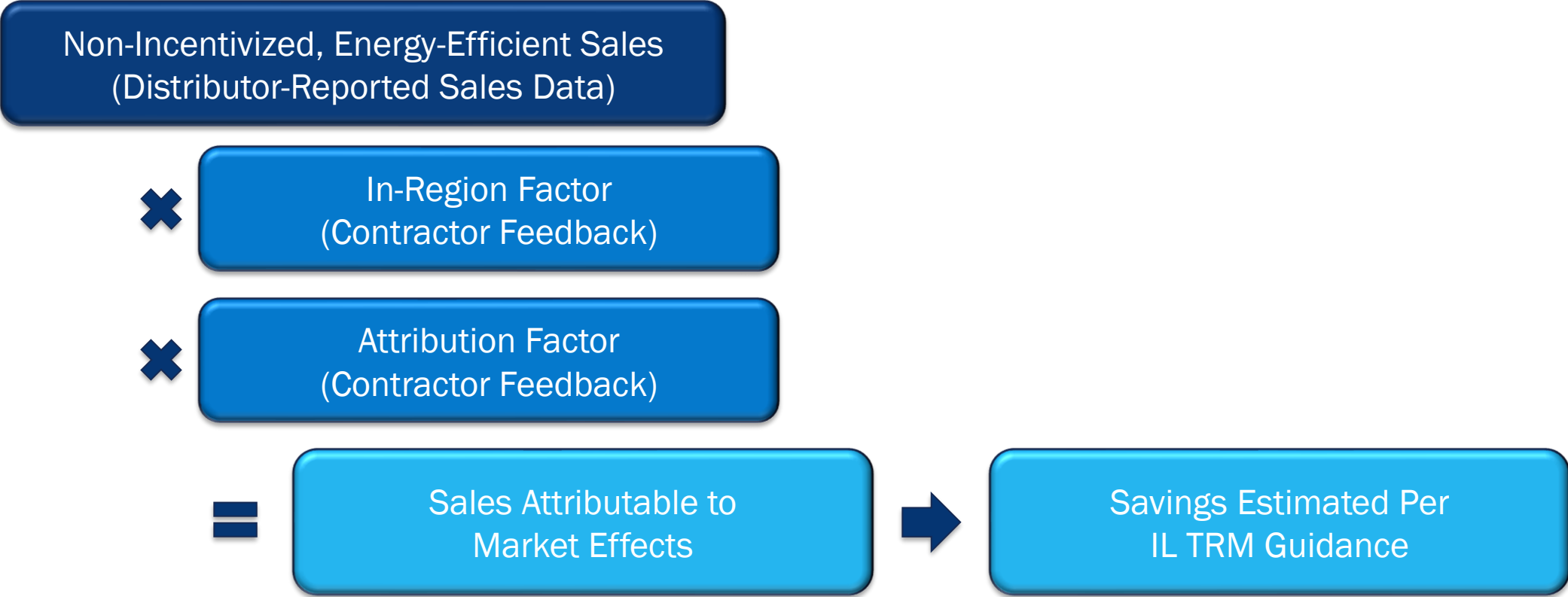
Distributor Data Request

<i>Request</i>	<i>Detail</i>
Total sales	<ul style="list-style-type: none">• Distributor Name• Month/Year• Equipment Type• Quantity Sold• Manufacturer Name• Model #• Model # Description (if available)• Distributor Branch location (if available)• Installer sold to (if available)
Duration	<ul style="list-style-type: none">• Monthly data (daily or weekly sales data also accepted)
Format	<ul style="list-style-type: none">• Email to campaign representative (CMC)• Excel and email preferred, but not required• Distributor POS system format accepted

Contractor Feedback

- Contractor feedback informs two adjustment factors used to determine the portion of distributors' non-incented sales that should be considered “market effects”
 - **In-region factor** representing the share of distributor-reported (non-incentivized energy-efficient) sales that go to AIC customers
 - **Attribution factor** indicating the share of distributor-reported (non-incentivized energy-efficient) sales that can be attributed to program interventions—i.e., the degree of influence their experience with the AIC offering had on non-incented energy-efficient sales

Market Effects Calculation



Ongoing Evaluation Activities

- In 2023, Opinion Dynamics conducted initial research with distributors and contractors to gauge market effects potential and verify applicability market data
 - Distributor interviews informed understanding of available market data
 - Template and process for soliciting this data from distributors has since been improved
 - Contractor survey provided preliminary estimates
 - In-region factor: 65.0%
 - Attribution factor: 52.5%
- Currently conducting in-depth interviews with contractors (n=13) to develop in-region and attribution factors and explore sales practices and program influence
- Later this year, we will apply in-region and attribution factors to 2024 distributor-report market data



Discussion & Questions



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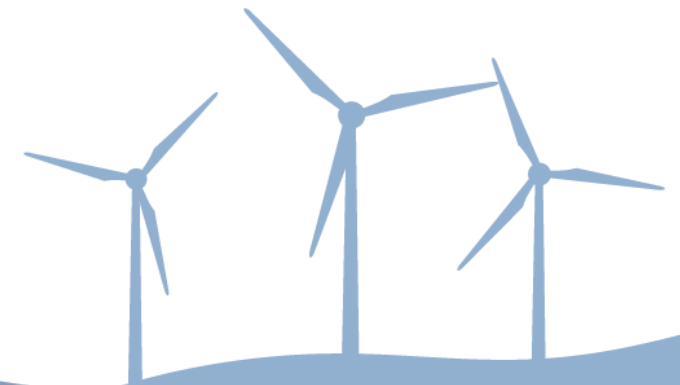
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