



# AMEREN ILLINOIS - UPDATE SAG NETWORK LIGHTING CONTROLS SUBCOMMITTEE MEETING

APRIL 20, 2022

***AmerenIllinoisSavings.com***

## Agenda

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- Historical Networked Lighting Controls Projects
- 2020 Pilot Program Recap
- 2021 Offering
- 2022 Offering
- Luminaire Level Lighting Controls -Market Transformation Pilot



## Historical Networked Lighting Controls Projects

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Year	Number of Projects	Gross kWh
2018*	1	152,000
2019	1	27,000
2020	0	0
2021	9	204,000

\* Several projects in 2018 and earlier had communicating occupancy sensors but were not specifically incentivized as Networked Lighting Controls



## 2020 Pilot Program Recap

### Marketing:

- Launched NLC landing page on [amerenillinoissavings.com](http://amerenillinoissavings.com) website
- Email announcement and application posted in June
- Highlighted at annual Ameren Illinois Business Symposium
- Second wave announcement and extended application opened in October
- Push to customers and allies by Energy Advisor team

### Training:

- NLC Webinar May 2020
- No-cost training offered to program allies; facilitated by DLC

### Incentive Levels:

- Competitive rate up to \$2.50 per square foot

The image shows two overlapping screenshots from the Ameren Illinois website. The top screenshot is the 'Amenen Illinois Energy Efficiency Networked Lighting Controls (NLC) Pilot Incentive Offering FAQ'. It features the Ameren Illinois logo and 'ENERGY EFFICIENCY PROGRAMS' header. The FAQ text includes questions and answers about sensor requirements, metering, and project eligibility. The bottom screenshot is a webinar registration page titled 'KNOWLEDGE IS POWER' with the subtitle 'Networked Lighting Control Systems'. It includes a registration button, a date of Thursday, May 21, and a time of 11:30 a.m. - 12:00 p.m. The presenter is Gary Mehlberg, LEED AP, LC, CLCP, IESNA Vice Chair, and Director of Industry and Market Engagement at OSRAM. A small photo of Gary Mehlberg is also visible.



## 2020 Pilot Program Recap

### Challenges:

- Product availability – lead-time on equipment
- Timeline – Pilot was released in late June and most contractors were unable to get equipment in time to install and finish in 2020 which was a requirement of the pilot
- Only one project able to be completed (finished in 2021)
- Some locations did not see enough benefit to justify cost (e.g. projects from churches where networked aspect provided little extra benefit)

### Successes:

- Case study developed\*
- Several Program Allies and customers became interested in technology for future projects

**Networked Lighting Controls Pay Dividends for Champaign Bank**

**TAKE CONTROL OF LIGHTING**  
Did you know that a networked lighting control system can save your facility up to 75% in lighting energy costs? Thanks to advanced controls technology and new resources and solutions, it's now been easier to incorporate lighting controls into your facility.

**LEDs: A BRIGHT IDEA**  
Lighting upgrades are often the easiest and most affordable way to save energy in a business. High efficiency LED lights can reduce energy use by up to 30% and last up to 25 times longer than conventional lighting options. The Ameren Illinois Energy Efficiency Program offers generous cash incentives on a variety of LED lighting upgrades and projects.

**With networking and better air level dimming, the controls can save up to twice that of regular occupancy controls.**

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**Matthew Chappell, Operations Manager**  
"We discovered that Ameren Illinois has a really good program for lighting," says Chappell. "Ameren Illinois incentives were the deciding factor in this project. In fact, incentives covered more than half of our project costs."

**Mattie Chappell, Operations Manager**  
"For both the NLIC and the lighting controls projects were very good. Without the Ameren Illinois Energy Efficiency Program, we wouldn't have been able to do either project, and we are really grateful."

\* [https://amerenillinoisavings.com/wp-content/uploads/2021/08/PY21\\_Case-Study-JUNE-2021-Network-Lighting-Controls-Study-FINAL.pdf](https://amerenillinoisavings.com/wp-content/uploads/2021/08/PY21_Case-Study-JUNE-2021-Network-Lighting-Controls-Study-FINAL.pdf)



## 2021 Offering

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### Marketing:

- NLC incentives highlighted at annual Ameren Illinois Business Symposium
- Program Ally LLLC pilot launched in November with email to program allies

### Training:

- No-cost training offered to program allies; facilitated by DLC

### Incentive Levels:

- NLC standard lighting incentives:
  - \$0.75/watt controlled – no existing controls
  - \$0.40/watt controlled – existing occupancy or daylight only controls
- LLLC Pilot offering: up to \$0.50/watt controlled payable to program ally, launched in Nov



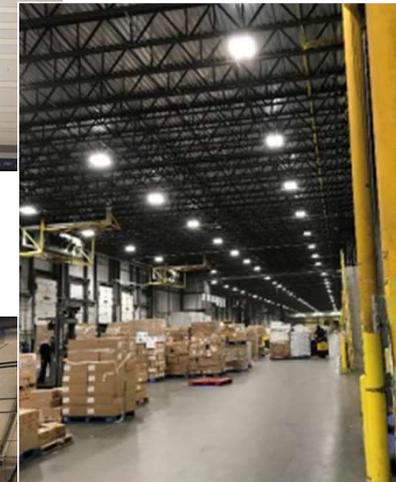
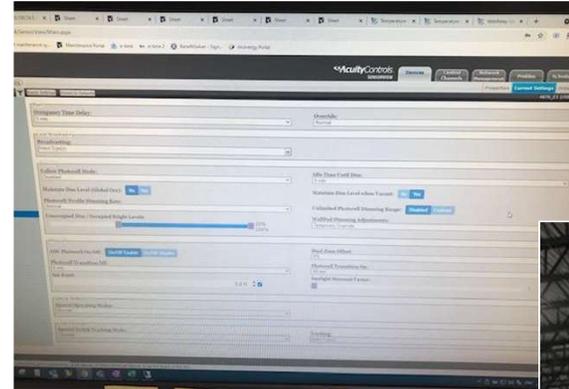
## 2021 Offering

### Challenges:

- Product availability – supply chain
- Convincing Program Allies that they should try the technology

### Successes:

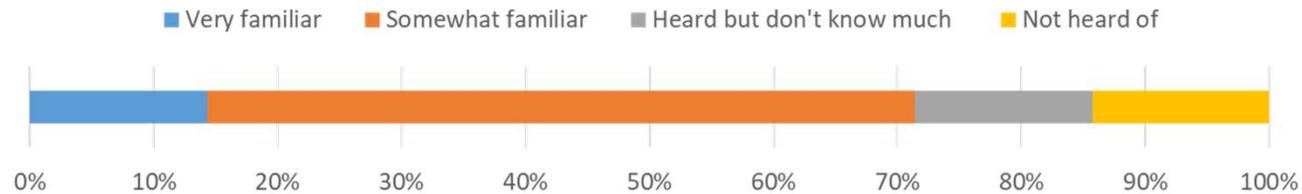
- Large refrigerated warehouse involved and expected for several future projects
- Upgrades from regular occupancy sensors to Networked Lighting Controls
- Facility types most interested: schools, warehouses, and industrial customers
- 9 projects versus previous years of 1 or less each year



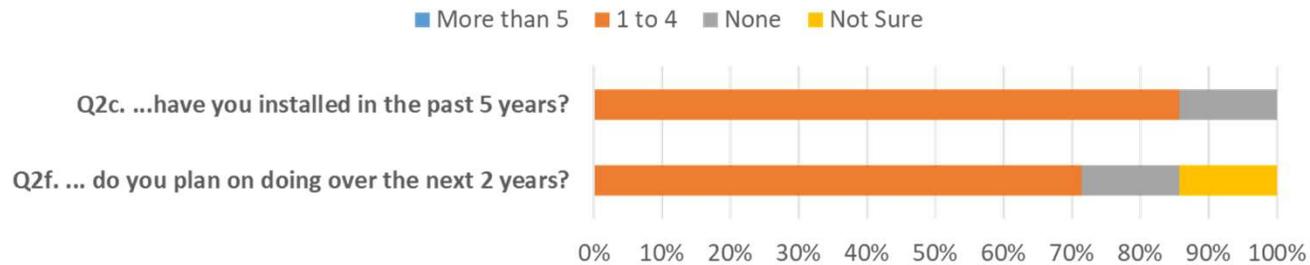
## 2021 Offering

### Survey of Most Active Lighting Program Allies (August 2021):

How familiar are you with the term luminaire level lighting controls or LLLCs?



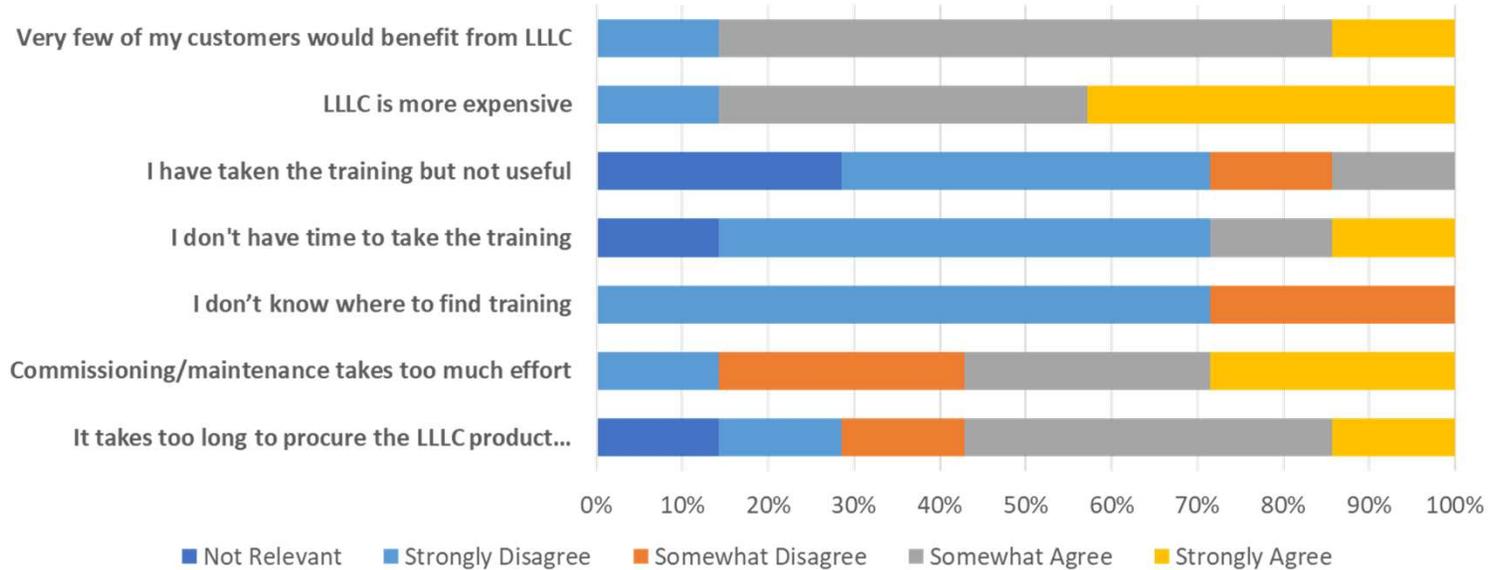
How many LLLC projects...



## 2021 Offering

### Survey of Most Active Lighting Program Allies (August 2021):

I am going to read you a list of statements on LLLCs; please rate your agreement with each.



## 2021 Offering

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### Survey of Most Active Lighting Program Allies (August 2021):

- Key adoption **barriers**:
  - High initial cost
  - Lack of customer demand/knowledge
  - Unconvinced of ROI benefit vs traditional controls
  - Unsure of reliability; early adoption
  - Perceived complexity of installation and use
- **Motivators** to increase adoption:
  - Customer education to increase demand
  - Contractor/installer incentives to compensate additional installation/commissioning time
  - Program Ally training on how to promote LLLC to customers
  - Program Ally technical training (specifying, installing, commissioning)
  - Incentives for customers, *“mentioning rebates is almost like an instant sell.”*



## 2022 Offering

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### Marketing:

- “Watt’s Happening” email to customers in January
- Ally newsletter: LLLC Pilot in February

### Training:

- LLLC hands-on Program Ally training

### Incentive Levels:

- NLC standard lighting incentives:
  - \$0.75/watt controlled – no existing controls
  - \$0.40/watt controlled – existing occupancy or daylight only controls
- LLLC Pilot offering: up to \$0.50/watt controlled payable to program ally

### Current Pipeline:

- 4 projects



## Luminaire Level Lighting Controls – Market Transformation Pilot

### Completed Activities and Future Plans

#### Completed Activities:

- Soft launch of the pilot installation in November 2021, resulting in an approved installation in 2022 for a warehouse, with savings estimated to be ~171,000 kWh annually.
- Course content for Program Ally training on fundamentals and commissioning of LLLCs
- Two-day Program Ally training in April in Springfield, IL

#### Future Plans:

2022	<ul style="list-style-type: none"><li>• Webinars to raise awareness and familiarity among industry associations</li><li>• Continue to recruit for pilot installations</li><li>• Build case studies from pilot installations</li><li>• Establish baselines via surveys to track adoption progress</li><li>• Conduct customer analytics for a deeper understanding of Ameren Illinois' small business customers to identify market size as well as primarily and secondary target markets to enhance outreach efforts</li></ul>
2023 – 2025	<ul style="list-style-type: none"><li>• Continue to build a base of trained Program Allies</li><li>• Continue outreach to industry groups</li><li>• Continue with pilot installations</li><li>• Evaluation to track adoption</li><li>• Continue to refine strategy with learnings from the previous year</li></ul>





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