

Attachment C Updates

Background and Goals

- **MT Programs have made progress since Attachment C was adopted into the TRM**
 - Retail Products Platform has been through two evaluation cycles
 - Market Transformation rules and practices for savings and attribution are still being developed
- **What are the goals for improving MT program rules and practices?**
 - Incorporate lessons learned so far
 - Enable Program Administrators to consider investments in MT programs on a level playing field with traditional (Resource Acquisition) programs
 - Continue to work toward resolution of remaining MT issues
 - From a portfolio investment perspective, treat MT Programs as much like RA programs as possible

Illinois Market Transformation Program Evaluation Progress

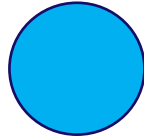
2018

2019

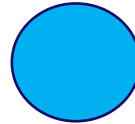
2020

2021

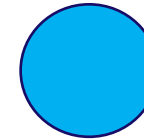
2022



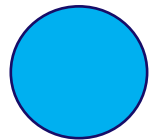
**Market Transformation
Best Practices
Workshop**



**Market Transformation
Program Guidelines
Illinois TRM**



**Retail Products
Platform 2020
Program Evaluation**



**Retail Products
Platform 2021
Program Evaluation**

www.guidehouse.com/experience/energy/2019/energy-efficiency-market-transformation-summit

[IL-TRM Effective 010122 v10.0 Vol 4 X-Cutting Measures and Attach 09242021.pdf](#)

[ComEd-RPP-CY2020-Impact-Evaluation-Report-2021-04-27-Final.pdf](#)

[ComEd-ENERGY-STAR-Retail-Products-Platform-CY2021-Impact-Evaluation-Report-2022-04-28-Final.pdf](#)

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Recommendation 1

- For best practice Market Transformation programs, program implementers should develop a thorough savings framework and logic model and provide to evaluators for review *before* a program is started and *before* funds are allocated to a MT project
 - The evaluator review should ask:
 - Can the evaluation stipulate that if the MT program is executed consistently with the logic model (this is what PA's control) then savings will not be retroactively revised based on new information in future years?
 - Does the logic model meet the threshold of confidence?
 - A review of Market Progress Indicators (MPI's) should be conducted to inform impact measurement
 - Are there other metrics needed?
 - How should they be measured, and how frequently?
 - How they will be evaluated?
 - The evaluator should validate the proposed savings framework
 - The evaluation should propose any research needed to sufficiently answer the questions above

Attachment C Updates

Recommendation 2

- **The criteria for reopening and redesigning the energy savings framework should be established a priori**
 - **The proposed criteria should be:**
 - **Based on the difference between the projected MT program impact (market share; number of efficient appliances) and observed market status (measured annually or after actual market data becomes available)**
 - **A nominal 15% difference is proposed to revisit the MT savings framework**
 - **The decision to reopen the framework should not be based on external events unless they measurably change the market**
 - **We should avoid defaulting to an annual process**

Attachment C Updates

Recommendation 3

- **The Market Transformation Program guidelines should state that all changes to the savings framework will be prospective**
 - This would be consistent with RA Programs – when we learn something new about savings or the market, we make the change going forward, but do not change retroactively