

Illinois EE Stakeholder Advisory Group Large Group Q1 Meeting

Tuesday, February 22, 2022

10:00 am – 12:00 pm

Teleconference

Attendees and Meeting Notes

Meeting Materials

- Posted on the [February 22 meeting page](#):
 - [February 22, 2022 SAG Agenda](#)
 - [SAG Facilitator Presentation: 2022 SAG Plan](#)
 - [Opinion Dynamics Presentation: Ameren Illinois 2022-2025 EE Portfolio Evaluation Plan](#)

Attendees (by webinar)

Celia Johnson, SAG Facilitator
Greg Ehrendreich, Midwest Energy Efficiency Alliance (MEEA) – Meeting Support
Al Walker, Leave No Veteran Behind
Alan Elliott, Opinion Dynamics
Allen Dusault, Franklin Energy
Amir Haghghat, No Organization Provided
Andrea Salazar, Michaels Energy
Andrew Cottrell, Applied Energy Group
Andy Vaughn, Leidos
Anthony Santarelli, SEDAC
Antonia Ornelas, Elevate
Arvind Singh, DNV-GL
Ben Heymer, Slipstream
Billy Davis, Bronzeville Community Development Partnership
Bob Baumgartner, Leidos
Brian A'Hearn, CLEAResult
Bruce Montgomery, One Presence
Carina Paton, Frontier Energy
Chad Ritchie, Oracle
Chris Narowski, ICF
Chris Neme, Energy Futures Group, representing NRDC
Christina Pagnusat, Peoples Gas & North Shore Gas
Chris Vaughn, Nicor Gas
Claire Flaherty, Cascade Energy
Cliff Haefke, Energy Resources Center, UIC
Courtney Hanson, People for Community Recovery
Cynthia Segura, Citizens Utility Board
Deb Dynako, Slipstream
Dena Jefferson, Franklin Energy
Eric O'Neill, Michaels Energy
Eric Van Orden, Virtual Peaker
Fred Wu, Aiqueous

Gabe Duarte, CLEAResult
Haley Keegan, Resource Innovations
Hameed Yusuf, Resource Innovations
Hannah Collins, Leidos
Hannah Howard, Opinion Dynamics
Jennifer Alvarado, Franklin Energy
Jason Fegley, Ameren Illinois
Jean Gibson, Peoples Gas & North Shore Gas
Jeff Erickson, Guidehouse
Jennifer Morris, ICC Staff
Jenny George, Ameren Illinois
Jim Dillon, Ameren Illinois
Jim Fay, ComEd
Jim Jerozal, Nicor Gas
John Day, Copper Labs
John Lavalley, Leidos
Julia Friedman, Oracle
Karen Lusson, National Consumer Law Center (NCLC)
Katherine Elmore, Community Investment Corp.
Kathy Johnston, Green Homes Illinois
Keith Goerss, Ameren Illinois
Ken Woolcutt, Ameren Illinois
Kevin Dick, 389 NM
Kevin Grabner, Guidehouse
LaJuana Garrett, Nicor Gas
Lance Escue, Ameren Illinois
Larry Dawson, IL Association of Community Action Agencies
Larry Kotewa, Elevate Energy
Laura Goldberg, NRDC
Laura Pettersen, Resource Innovations
Lloyd Kass, Franklin Energy
Lorelei Obermeyer, CLEAResult
Mark Szczygiel, Nicor Gas
Mary Ellen Guest, Chicago Bungalow Association
Mary Johnson, Resource Innovations
Matt Armstrong, Ameren Illinois
Max Michelotti, Power Takeoff
Meghan Bean, Northwest Energy Efficiency Alliance (NEEA)
Melanie Munroe, Opinion Dynamics
Micchael Pittman, Ameren Illinois
Michael Brandt, Organization Not Provided
Michael Chimack, ICF
Michael Pittman, Ameren Illinois
Mike King, Nicor Gas
Molly Lunn, ComEd
Nick Dreher, MEEA
Nick Lovier, Ameren Illinois
Nicole Karpavich, Resource Innovations
Noah Purcell, ICF
Omayra Garcia, Peoples Gas & North Shore Gas
Patricia Plympton, Guidehouse

Paul Wasmund, Opinion Dynamics
Phil Mosenthal, Optimal Energy, on behalf of NCLC
Randy Opdyke, Nicor Gas
Rebecca McNish, ComEd
Rohith Mannam, Nicor Gas
Ryan Kroll, Driftless Energy
Salina Colon, CEDA
Samarth Medakkar, MEEA
Samuel Morris, The Will Group
Scott Allen, Citizens Utility Board
Seth Craigo-Snell, SCS Analytics
Stacey Paradis, MEEA
Sy Lewis, Meadows Eastside
Thomas Drea, Ameren Illinois
Thomas Manjarres, Peoples Gas & North Shore Gas
Tom Myers, Slipstream
Travis Hinck, GDS Associates
Tyler Sellner, Opinion Dynamics
Victoria Nielsen, Applied Energy Group
Vincent Gutierrez, ComEd
Wael El-Sharif, 360 Energy Group
Zach Ross, Opinion Dynamics

Meeting Notes

Action items are indicated in **red font**.

Opening and Introductions

Celia Johnson, SAG Facilitator

Purpose of February 22nd meeting:

1. For the SAG Facilitator to present an overview of the 2022 SAG Plan and request feedback;
2. For the Ameren Illinois evaluator to provide an overview of the draft evaluation plan (EM&V work plan) for the 2022 program year, and 2022-2025 evaluation activities, prior to sharing the draft plan for comment.

Overview of the 2022 SAG Plan

Celia Johnson, SAG Facilitator

Administrative Update

- Switching to Webex instead of GoToWebinar
- Quarterly meetings, spread over 2 days. Will re-assess in-person meeting options by mid-year 2022

SAG Background

- Created in 2008 under direction of ICC
- Advisory body that focuses on educating stakeholders, building trust, providing a forum, engaging in discussion, and building consensus
- Participation is open to all unless topic has a financial conflict of interest
- Separate distribution lists for Large Group, Working Groups, and Subcommittees

- Review of Guiding Principles
- Review of SAG website information (14 years of meetings!)
- Coordination of SAG with other processes
 - IL TRM (technical resource manual) – with VEIC (TRM Administrator)
 - TRM v11 will be finalized by Oct 1
 - SAG helps address policy issues, circulates deliverables, updates website, participates in TAC and IQ Working Group
 - IQ Accountability Committee
 - Separate from SAG with separate facilitator
 - SAG coordinates with IQ on topics that are of interest to both committees' participants
 - Changes in IQ structure under CEJA

SAG in 2022

- Regular meetings are resuming – last meeting in Sept 2021. Due to re-negotiations with electric utilities that signed the 2022-2025 stipulated agreements that were needed due to CEJA. Those are in final stages.
- SAG groups
 - Large Group
 - Broad topics that are required by policy manual, ICC directives, stipulated agreement terms, etc.
 - Working Groups
 - Short-term issues that need resolution
 - Subcommittees
 - Issue-specific topics, longer-term discussions
- Active working groups & subcommittees
 - Large group: quarterly meetings, plus Net-to-gross update process in September and EM&V in December
 - Subcommittees
 - Equity
 - Network Lighting Controls
 - Policy Manual
 - Working Groups
 - Evaluation
 - MT
 - NEI
 - Reporting
 - Steering Committee: two meetings per year; to provide feedback to SAG Facilitator on SAG plan and mid-year check in on progress
- Schedule reviewed for meeting dates scheduled for Large Group – invites will come out over the next week or so
 - Separate schedules will be put together for WGs and subs
 - Full schedule will be posted on the SAG website calendar
- SAG Working Groups
 - Evaluation: discuss technical evaluation questions that are not of interest to all large group participants.
 - Identified 2022 topics: update on market effects research by OD for Ameren Illinois
 - Market Transformation Savings: discuss Illinois market transformation including data and approaches for savings protocols.

- 2022 goals: forum for updates on initiatives, raise MT ideas for consideration, discuss and reach agreement on how utilities may claim savings from MT activities
 - Q2, Q3 and Q4 meetings this year, add'l small group as needed
 - Topics: code advancement, retail products platform, gas heat pump water heaters, thin triple pane windows
 - Non-Energy Impacts: to discuss results from NEI studies
 - 1-2 meetings expected this year
 - Topics: updates on research from Ameren & ComEd evaluators; C&I/Business NEI and Participant NEI research
 - Reporting: discuss utility reporting as needed
 - Expect Q2 meetings (meets as-needed)
 - Reporting changes are proposed in Policy Manual update process
 - Topics: ComEd metrics on EE and financial assistance
- SAG Subcommittees
 - Equity: New. To discuss equity in EE portfolios as referenced in stipulated agreements
 - Web page to be created
 - Meetings quarterly, anticipate April for first meeting
 - Topics: time sensitive topics – including market development initiative updates, policy considerations before policy manual update process, review Ameren Illinois CCRPC tool
 - Network Lighting Controls: to discuss measures associated with NLC. New committee.
 - Site to be created
 - Quarterly meetings, starting in March
 - Policy Manual: To reach agreement on PM v3.0
 - V1 was directed by ICC in 2014; filed in 2015
 - Version history review
 - Website coming soon
 - Meeting monthly starting in May; number of meetings depending on how many policies are proposed
 - V3 to be submitted by Dec 1, 2022 (per stipulations)

2022 Updates to SAG Process Guidance

- Doc was developed in 2018
- 2022 updates include:
 - Def'n of "financially interested party"
 - Minor updates to Policy Manual references
 - Requesting feedback by March 8

Request for Feedback

- Please provide comments, questions, edits on SAG plan within 2 weeks (Tues, March 8) directly to Celia@CeliaJohnsonConsulting.com. Goal is to finalize by March 11 for posting.
- Please reach out to join Working Group and Subcommittee distribution lists

Ameren Illinois Evaluation Plan

Zach Ross, Opinion Dynamics

- High level overview of draft plans, will follow up with detailed written draft plans by March 25 (will be circulated for feedback)
- Portfolio overview & evaluation approach
 - Dual fuel offerings
 - 3 distinct Programs – VO, residential, business; subdivided into Initiatives and then further subdivided into Channels
 - High level overview of where savings are coming through year to year – these are not completely up to date with edits from CEJA but summarize where the drivers of the portfolio as initially planned are.
 - Electric side portfolio is distributed across range of initiatives; gas side is smaller group of initiatives that are the largest drivers of savings.
 - Multi-year evaluation objectives
 - Impact evaluation: estimate first year and cumulative persisting savings for electric, annual for gas; phased data collection and analysis. Update NTG ratios.
 - Process & Market evaluation: explore how well information and processes are understood; understand why programs are performing the way they are; opportunities for improvement. Market research as-needed to support AIC in key areas.
 - NEI impacts: research and characterize those benefits beyond energy and water; job and macroecon impacts
 - Cost-effectiveness: verified program results using TRC to make sure portfolio is meeting CE goals
 - TRM research: participate in TRM update process, research to support updates important to AIC portfolio
 - Collaboration: teams for each program administrator; we coordinate with them. Monthly coordination meetings, coordinate in SAG meetings & groups; do statewide research when needed joint with other utilities' evaluators; ad-hoc collaboration as needed.

[Jim Jerozal] What is "BED" program offering?

[Zach Ross] Breakthrough Equipment and Devices

[Matt Armstrong] Defined in Policy Manual – it's pilot/R&D type activities. There are some changes to the law with CEJA that will affect the ability to have BED in our plan going forward – this was based on the filed and approved plan and there will be some changes from the negotiations.

[Chris Neme] CEJA precludes electric utilities from BED if they have modified goals, which AIC will have – so no BED portfolio on electric side for Ameren.

- Program-Specific Evaluation Plans
 - Organize evaluation work to effectively use resources and maximize results

- Not always exact same organization as portfolio – e.g. we group all the district multifamily offerings together in evaluation work – still produce offering level results but group them together in the evaluation work
- Subdivide into 4 eval sectors (Res, IQ, Business, Pilots/Emerging)
- Residential
 - Retail products: key areas – update NTG ratios for lighting and non-lighting; planned to be 26% of elec and 20% of gas savings.
 - Market rate SF: two channels – midstream HVAC and HPWH. Process evaluation and NTG ratio updates based on research with distributors & customers; <1% of elec savings
 - Market Rate Home efficiency channel: focus on program ally and participant experience to identify barriers; <1% of elec savings and 2.5% of gas
 - Direct distribution initiative: school and community kits; focus on reviewing targets and doing community mapping; <1% of electric and 2.6% of gas savings
 - Residential non-participant spillover: survey in 2023 to capture NP spillover, also add'l research important to Ameren.

[Karen Lusson] What is NP Spillover?

[Zach Ross] Spillover – EE improvements motivated by programs but made without rebate/action from the program & customers who did things in excess of program. NP spillover is actions who occur among those who did not participate in the programs (as opposed to add'l action beyond program they participated in).

[Karen Lusson] Will there be more detail on how you will conduct the community research to identify IQ community targeting?

[Opinion Dynamics] There will be more detail in the written plans.

[Karen Lusson] If the community target review & mapping exercise will be done to evaluate potential – curious what that research will look like. Is it credit & collections, risk evaluation, etc.?

[Zach Ross] Still subject to some discussion; detailed writeup will be in the written plans by the end of March for feedback.

- Income Qualified
 - Whole home channels: single family and CAA channels. 2.7% of electric and 22% of gas savings. Focus on rapid and early feedback from customers, program allies, and CAAs about design changes and new offerings. High priority and constantly changing for Ameren. New things in initiative every year.

[Phil Mosenthal] The last few items – site visits, H&S activities, etc – could that be advanced to 2022 since they are new things and need an early look?

[Opinion Dynamics] We did visits in 2019 focusing on quality install and additional savings; hoping for more in 2022 and focus on H&S and maybe

some electrification since CEJA has included that. How Ameren implements that directive is in the works and may evolve.

- *Income Qualified smart savers: free advanced thermostats to customers in IQ zip codes. 3.9% of elec and 3.0% of gas savings. Follow up research based on 2021 interviews. Focus on verification, incentive models, influence on participation in other initiatives, install experience and use of advanced features. Add'l research will be done as-needed every year.*

[Karen Lusson] When you say free advanced thermostats, that's based on customer requests?

[Opinion Dynamics] Yes, as requested by customers in certain ZIP codes.

- *Multifamily: include three initiatives, two of which are IQ, but also includes market rate multifamily – synergies on research side and higher level view. 5.0% of elec and 4.1% of gas savings. Focus on NTG ratios and in-service rate updates in 2022 and process topics in 2023. Property manager surveys. Participant experience with one-stop shop, etc.*

[Phil Mosenthal] Process in 2023 – surprised you aren't planning participant surveys.

[Opinion Dynamics] Do you mean tenants? (A: Yes) We mean whoever the principal points of contacts that were involved in the program. We can think about doing some occupant surveys as well, there is some give and take there depending on how much the occupants were involved and how much they are a process challenge.

[Laura Goldberg] All the MF initiatives, will they be broken out by each type?

[Opinion Dynamics] We group them for efficiency's sake, we'll tackle all the channels at the same time. Each channel will explore its specific issues but no, we don't treat them all exactly the same. We will make that clear in the written plan.

[Laura Goldberg] Questions you might ask IQ would be different than Market Rate, so seeing it clearly laid out how many responses from each channel and etc. would be important. Also you talked about the one-stop shop, what I heard is that there is a streamlined initiative or are there multiple touch points?

[Opinion Dynamics] At the core, it's a concierge who helps them figure out where to go and stays with them through the process.

[Chris Neme] Building on Phil and Laura's questions, want to flag the important new aspect of the plan is the investment in heat pumps to displace electric resistance heat in multifamily. Significant commitment to that measure which hasn't been used at large numbers in the past. Important as you think about evaluation plan to make sure that you talk to property managers (and

tenants) about new heat pump systems. What is the perception of these heat pumps, etc.

[Opinion Dynamics] In the recent needs assessment we are still working through that. Ductless heat pumps are in the discussion if not cost prohibitive.

[Chris Neme] Ameren already committed to a substantial investment – what can we learn about the roll out of the ductless mini-splits and how customers use them, perspective of building managers.

[Laura Goldberg] With breakout of IQ and public housing, a piece of that is increase to IQ MF budget – so need to understand new program design and how increased incentive levels and product offerings are impacting program participation and success.

[Opinion Dynamics] That's why we put in multiple evaluations of this over the cycle – they affect future impacts.

[Karen Lussion] What are in-service rates?

[Opinion Dynamics] Measure of are they both installed & currently functioning.

- Additional IQ sector research – details will be in written plan, just high level ideas here
 - Fuel segmentation study
 - Manufactured/mobile homes
 - Low income needs assessment follow up
 - Empower communities follow-up
- Business sector
 - Pivotal role, program offerings mostly the same as past years; will highlight changes
 - Standard: Prescriptive, rebate-based incentives. Focus including lighting & lighting controls, motors, HVAC, specialty applications and steam traps. Planning to conduct core evaluations each year with NTG and process research up front.
 - Custom: Non-prescriptive measures; compressed air, lighting, hvac, refrigeration, motors and drives, etc. planning to conduct NTG research in 2024 since we already did this in 2020 for this initiative.

[Chris Neme] Starting in 2022 because of CEJA, there will be large customers back in the program that had been out for a number of years. Non-trivial portion of previously exempt customers are back in.

[Opinion Dynamics] Will cover some joint process on next slide – energy advisors and trade allies. Will explore the return of these larger customers. Important to engage with those costumers and we are considering how we go about that.

[Phil Mosenthal] Building on that, another aspect is working with other entities and teaming with municipalities on their program activities for large public sector.

[Opinion Dynamics] We will add that to our list. This is a small group of customers that will get hit hard with implementation and evaluation – don't want to drive them away – moderate our customer communications with them.

- Joint Standard and Custom Process & Market Research: interview with on-the ground Energy Advisors; processes for coordinating with key account managers, changes for this business cycle and improvements; Ally and participant satisfaction, barriers, impacts on business practices
- Small Business: Historically part of standard, but now will be a distinct initiative. Deeper retrofits through energy performance channel. Several process and market research activities to help implement this initiative effectively. Program theory logic model development for the initiative. Plan to take what we learn in 2022 and launch a small business market study in 2023. Goals for the market study will depend on what comes out of 2022 evaluation and progress made by that point to see what is worth exploring in more depth. How to engage with customers and present program improvements to address needs of customers. Planning on doing NTG research for on channel in 2022 and the other in 2024.
- Midstream: new though portfolio has included midstream lighting and hvac. Now adding food service channel. Prioritize NTG research early in this cycle. Will have to hold off on food service and HVAC until 2023 to let participation build up to have enough for research.
- Retro-commissioning: largely unchanged for 2022; focus on low/no-cost improvement opportunities. Evaluation specific to core Retrocommissioning on this slide; virtual RCx on next slide. Depending on how many providers, may do process research with providers, will keep an eye on it.
- Virtual RCx: separate evaluation because different implementation and needs different evaluation methods. Leverages AMI data and software to identify improvement opportunities. Uses regression models. Pilot in 2020 and scaling up due to success. Want to note NTG research in 2023 but could change based on where discussions in NTG WG end up this summer.
- Streetlighting Initiative: continue to use previous design; planning on typical activities and will do NTG in 2023.
- Business Nonparticipant Spillover Research: NPSO updates for business program. Timing is TBD. Working with other evaluators to see if we can do it statewide.
- Pilots and emerging programs
 - Key annual activities: Efficient Choice Tool, LLLC Pilot, other Market Transformation support
 - Retail Products Initiative – Efficient Choice Tool
 - Instead of incentive, it is providing customers with efficiency of appliances so they nudge on purchases; plan to do NTG research every year and apply NTG ratios prospectively based on research from the previous year. Working on ways to evaluate this more prescriptively – working with TAC on this

[Chris Neme] Those percents that are shown are from planning – what do they assume for NTG?

[Zach Ross] I think NTG is in the .60s for those. We can confirm.

[Chris Neme] Most of these customers are assumed to not have purchased an efficient product without this tool? I'm surprised the savings are such a small percentage then. Don't have to dive into this now. It's an interesting channel and I'm intrigued.

[Zach Ross] Recollection is that filed plan and those numbers are from only initial research – it's conservative numbers probably because we didn't have much data available yet.

- Luminaire Level Lighting Controls (LLLC) Pilot
 - Increase market share of technology; reduce barriers. Early evaluation activities on the logic model and progress indicators, along with estimating the baseline familiarity with technology in the market.
- Market Transformation Initiatives
 - Has been discussion of Energy Star Retail Products Platform, Code Support/Enforcement – if they are offered be ready to evaluate them
- Voltage Optimization
 - VO program uses AMI data to determine voltage reduction at feeder level. Important to portfolio (17-18% of elec savings). So additional three interim impact analyses to make sure it is accurate and up to date. Annual data review. Retrospective verification of prior-year circuits. No additional research beyond the core tasks is scoped but may be more VO implemented. Algorithm is supposed to be reviewed in TRM this year.
- Portfolio-Level Items
 - IL TRM specific research – specific studies as needed
 - 2022: hydraulic oils, IQ TRM baselines for HVAC and shell, steam trap parameters, business LED cost update for the most important business lighting measures
 - 2023-2025: HVAC metering, prescriptive air sealing, residential connected LED savings factor, appliance baseline, emerging issues

[Jennifer Morris] Have you talked with the Guidehouse team to see if you can aggregate data statewide on those TRM baselines?

[Zach Ross] Probably should discuss. We did discuss on the TRM research priorities call last fall. Our data for Ameren is already nicely aggregated and is a simple task for us, but our numbers are therefore going to be specific to Ameren and we will think about this.

- Electrification: need to update TRM; will use experience from other states; will work closely with AIC and TAC; lots of research needs
- Non-Energy Impacts

- Still in process on residential – post-treatment survey beginning in Q2 and ending Q1 2023. Societal update in 2023 or 2024 using updated EPA tools. Business side wrapping up proof of concept NEI study; holding further discussions. Envision targeted NEI research to support specific measures
- Other
 - SAG, TAC, NTG WG, review adjustable goals, etc.
 - Expected NTG updates – some research will be done in 2022 and updated in 2023
- Budget Overview
 - Try to use the size/expected savings as a guide to how much we budget for evaluation; split between electric and gas; reserve for ad-hoc needs. Preliminary breakdown shown.

Closing & Next Steps

Celia Johnson, SAG Facilitator

- Comments on the 2022 SAG Plan and SAG Process Guidance document due by Tuesday, March 8 (send comments to Celia@CeliaJohnsonConsulting.com)
- The written draft Ameren Illinois Evaluation Plan will be provided for review by March 26
- An additional SAG meeting will be scheduled for the northern Illinois utility draft evaluation plan overview presentations (ComEd, Nicor Gas, Peoples Gas & North Shore Gas)