

# Illinois EE Stakeholder Advisory Group Large Group Meeting – Day 1

Wednesday, May 4, 2022

10:00 am – 12:30 pm

Teleconference

## Attendees and Meeting Notes

### Meeting Materials

- Posted on the [May 4 meeting page](#):
  - [Wednesday, May 4 SAG Agenda](#)
  - Policy Manual Version 3.0
    - [SAG Facilitator Presentation: Policy Manual Version 3.0 Update Process](#)
    - [Click here to download the Policy Manual Version 3.0 Proposed Policy Template.](#)
  - Efficient Choice Updates
    - [ComEd Presentation: ComEd Efficient Choice Pilot Overview](#)
    - [Guidehouse Presentation: Overview of ComEd's Efficient Choice Pilot Evaluation](#)
    - [Ameren Illinois Presentation: Ameren Illinois Efficient Choice Overview](#)
    - [Ameren Illinois Presentation: EE Portfolio 2021 Results](#)

### Attendees (by webinar)

Celia Johnson, SAG Facilitator

Samarth Medakkar, Midwest Energy Efficiency Alliance (MEEA) – Meeting Support

Abigail Miner, IL Attorney General's Office

Allen Dusault, Franklin Energy

Alvyn Walker, Leave No Veteran Behind

Amanda Egan, Ameren Illinois

Amir Haghghat, No Organization Identified

Amy Buege, Verdant Associates

Amy Jewel, Elevate

Andrea Salazar, Michaels Energy

Andrew Cottrell, Applied Energy Group

Andrey Gribovich, DNV

Andy Vaughn, Ameren Illinois

Angie Ostaszewski, Ameren Illinois

Anna Selgert, Erthe Energy Solutions

Annette Beitel, Future Energy Enterprises

Anthony Brown, Ameren Illinois

Arvind Singh, DNV

Ben Campbell, Energy Resources Center, UIC

Billy Davis, Bronzeville Community Development Partnership

Bob Baumgartner, Leidos

Carlotta Ruiz-Smith, Ameren Illinois

Chester Kolodziej, Rockford EE and Solar Advisor

Chris Healey, Enervee

Chris Neme, Energy Futures Group, on behalf of NRDC

Christina Pagnusat, Peoples Gas & North Shore Gas  
Christopher Vaughn, Nicor Gas  
Claire Flaherty, Cascade Energy  
Clayton Schroeder, Resource Innovations  
Cynthia Segura, Citizens Utility Board  
David Kilgore, Ameren Illinois  
Deb Dynako, Slipstream  
Demi Charalab, Franklin Energy  
Dheeraj Kodi, Resource Innovations  
Erin Stitz, Applied Energy Group  
Erin Daughton, ComEd  
Ethan Barquest, Verdant Associates  
Evan Tincknell, Opinion Dynamics  
Fernando Morales, Ameren Illinois  
Fred Wu, Aiqueous  
Gregory Norris, ACES 4 Youth  
Haley Keegan, Resource Innovations  
Hannah Collins, Leidos  
Jamika Welch, Resource Innovations  
Jason Fegley, Ameren Illinois  
Jean Gibson, Peoples Gas & North Shore Gas  
Jennifer Morris, ICC Staff  
Jenny George, Ameren Illinois  
Jim Dillon, Ameren Illinois  
Jim Fay, ComEd  
Jim Jerozal, Nicor Gas  
Jimmy Faggett, Ameren Illinois  
John Carroll, Ameren Illinois  
John Lavallee, Leidos  
Jordan Losiak, ComEd  
Josh Payne, SEEL  
Julia Friedman, Oracle  
Kevin Johnston, Green Homes Illinois  
K.C. Doyle, ComEd  
Kalee Whitehouse, VEIC  
Katherine Elmore, Community Investment Corp.  
Kathy Johnston, Kathy Johnston  
Keith Goerss, Ameren Illinois  
Kelly Mulder, Mulder Consulting  
Ken Woolcutt, Ameren Illinois  
Kristol Simms, Ameren Illinois  
Laura Goldberg, NRDC  
Lawrence Kotewa, Elevate  
LaJuana Garret, Nicor Gas  
Lorelei Obermeyer, CLEARresult  
Mark Szczygiel, Nicor Gas  
Mark Milby, ComEd  
Mark van Eeghen, Guidehouse  
Martha White, Nicor Gas  
Mary Ellen Guest, Chicago Bungalow Association  
Matt Armstrong, Ameren Illinois

Matt Huffman, 360 Energy Group  
Max Michelotti, Power Takeoff  
Michael Pittman, Ameren Illinois  
Michael Brandt, No Organization Identified  
Molly Graham, MEEA  
Monique Leonard, Ameren Illinois  
Naomi Davis, Blacks in Green  
Nate Yemm, Leidos  
Neil Curtis, Guidehouse  
Nick Lovier, Ameren Illinois  
Omayra Garcia, Peoples Gas & North Shore Gas  
Patricia Plympton, Guidehouse  
Philip Mosenthal, Optimal Energy, on behalf of IL AG and NCLC  
Randy Gunn, Tierra Resource Consultants  
Randy Opdyke, Nicor Gas  
Rebecca McNish, ComEd  
Rick Tonielli, ComEd  
Rohith Mannam, Nicor Gas  
Ryan Kroll, Driftless Energy  
Sam Stahl, Ameren Illinois  
Samarth Medakkar, MEEA  
Scott Allen, Citizens Utility Board  
Scott Shvartsman, Future Energy Enterprises  
Stephanie Robinson, Ameren Illinois  
Stephen Robinson, Northwest Austin Council  
Susan Buck, ComEd  
Sy Lewis, Meadows Eastside Community Resource Organization  
Tamika Cole, Walker-Miller Energy Services  
Tammy Jackson, Ameren Illinois  
Tara Cunningham, Rinnai  
Thomas Drea, Ameren Illinois  
Thomas Manjarres, Peoples Gas & North Shore Gas  
Tina Grebner, Ameren Illinois  
Tisha Burnside, Resource Innovations  
Travis Hinck, GDS Associates  
Vince Gutierrez, ComEd  
Wade Morehead, Morehead Energy  
Wael El-Sharif, 360 Energy Group  
Wisit Kumphai, ComEd  
Zach Ross, Opinion Dynamics

## **Opening & Introductions**

*Celia Johnson, SAG Facilitator*

Purpose of May 4<sup>th</sup> meeting:

1. For the SAG Facilitator to present an overview of the Policy Manual Version 3.0 update process;
2. For ComEd and Ameren Illinois to report-out on their Efficient Choice website findings; and
3. For Ameren Illinois to report-out on 2021 EE portfolio progress.

## Policy Manual Version 3.0 Update Process

*Celia Johnson, SAG Facilitator*

### Agenda of presentation

- Background on IL EE Policy Manual
- Examples of policies
- Overview of IL-TRM Policy Document
- Key points on the update process
- Opportunity to submit policy proposals

### Background on Policy Manual

- Policy Manual provides guiding principles for electric and gas EE programs in IL. Policies derived from ICC orders, best practices, procedures developed over several years.
- Policy Manual has stated goals (reduce litigation, disallowance, clarity and certainty, and policy framework for cost-effective portfolios)
- History of updates to Policy Manual
- Examples of Policy Manual policies. Shared what a “policy” is
- Policy Manual is separate IL-TRM V3.1 policy document (linked in presentation)
  - Common reference document – consistent TRM values
  - Policy Manual provides guidance on TRM update process
  - Typically, SAG focuses on policy discussions and TRM focuses on technical measure updates

### Policy Manual Update Process Overview

- Discuss and reach agreement on V3, and may include update to TRM policy document, if needed
- Participation in process (subcommittee) is open to all
- Final consensus will be between utilities and non-financially interested stakeholders
- Timing of process is June-December 2022 (December 1 is goal within stipulations to finalize new version updates)
- Previous updates have taken a calendar year; this year’s process is shortened to 6 months
- Kickoff meeting (June 23<sup>rd</sup>) is opportunity to present proposals and discuss initial questions/feedback
- Anyone who is interested can submit a policy proposal
  - Due date is Friday, June 10<sup>th</sup>
  - Submissions will be posted on SAG website
  - Policies submitted after the deadline will not be considered unless there is consensus among the group for adding policies to the consideration list
- Stakeholders encouraged not to propose changes to current policies, which already have consensus, or otherwise explain to committee

### Next steps:

- Reach out to SAG Facilitator ([Celia@CeliaJohnsonConsulting.com](mailto:Celia@CeliaJohnsonConsulting.com)) if you would like to join the Policy Manual Subcommittee
- June 23<sup>rd</sup> kick-off meeting is scheduled in-person with webinar option; everyone who proposes policy will be invited to present and answer questions/discuss
- SAG Facilitator will present subcommittee plan schedule and request final feedback.

## ComEd Efficient Choice Website

Mark Milby, ComEd; Mark van Eeghen, Guidehouse

### Pilot Background

- Centered on EE; primary metric to influence customers' decisions; products are rated based on their efficiency using the Enervee Score
- Includes a wide range of applications
- Presents information so as to influence and inform customers
- Can we confirm through evaluation that this site does influence customers? What are the net savings achievable?
  - First, offer as a free resource, complimenting current programs
  - Secondly, the site can potentially replace certain downstream rebates

### Pilot Evaluation Goals – key evaluation questions

- Can the program be evaluated?
- What are the claimable net savings?

### Evaluation Approach

- 4 Steps; focused on customer surveys and collecting proofs of purchases
  - Engineering analysis
  - Visitor statistics (which site visitor visited which page?) Informs where surveys go and understanding customer population.
  - Did the customer decide to make a purchase? Determined a purchase rate. If they made a purchase, requested a proof of purchase to determine efficiency rate – did the customer purchase baseline equipment or an efficient product in the TRM? Used responses to determine NTG ratio.
- Sampling Design
- Key findings and results from Evaluation
  - The program can be evaluated; estimated net savings of 205 MWh in 2021
  - Vast majority of savings derived from fridges, clothes washers and clothes dryers
  - 2 out of 3 received a rebate

## Discussion

*[Cynthia Segura] Were available rebates or incentives highlighted for customers through this tool?*

*[Mark Milby] We did not; we weren't trying to hide rebates but rather to understand the site influence outside of rebates.*

*[Chris Neme] What was the NTG ratio?*

*[Mark van Eeghen] Just over 0.6*

*[Chris Neme] 0.6 is high for an informational program. Almost 94% of savings came from rebated measures. AEP's similar program's evaluation results showed that the major rebated measures reflected less savings. Curious about how many other measures you had and why these measures dominated savings?*

*[Mark Milby] The way that the evaluation plan was designed required achieving a certain sample size. The pilot promoted these three measures to get a high survey response rate. We may see more savings if we marketed other appliances.*

*[Mark van Eeghan] Agreed. We looked at 15 measures; focused on three measures and extrapolated savings over the 12 additional measures. 100% of marketed focused on three measures to hit statistically significant. The decision to go for these three measures based on high unit energy savings and potential to achieve higher savings.*

*[Mark Milby] Enervee team informed that these three measures represent most frequently visited measures.*

*[David Kilgore] Does 2/3 receiving rebate impact realization rate on potential savings associated with this tool?*

*[Mark van Eeghan] Yes; this drives down less savings and removed to avoid double-counting. Re realization rate, ComEd did not report ex-ante savings. No realization rate; we just evaluated savings without an ex-ante number to compare to.*

#### Next Steps

- In 2021; transitioned to residential channels portfolio from pilot. While pilot did uncover savings, these are likely not high enough to replace appliance rebates. We'd like to add the rebates to the site.
- Discussing with Enervee to expand product categories. Product categories that they originally didn't turn on. Mentioned we'd list available rebates.
- Develop an Evaluation plan in 2022. Build off methodology and pilot.
- Considering savings from site are not very large; balance evaluation with expected savings.

#### **Ameren Illinois Efficient Choice Website**

*Nick Lovier, Ameren Illinois*

- The closer the Enervee number is to 100, more efficient the model is. Also indicates estimated energy savings.
- ENERGY STAR Label vs Enervee Score
  - Enervee Score ® creates a comparison between models – this is an additional layer
  - Zero-cost savings for efficient choice tools
- 2021 Survey Results
  - Survey-based evaluation approach
  - Applied IL TRM estimates
  - Evaluation estimated that the efficient choice tool contributed to efficient choice products
- Marketing tactics (6 categories)

#### **Discussion**

*[Jim Jerozal] For both ComEd and Ameren – have you calculated a TRC result based on the assumed savings you computed?*

*[Zach Ross] We are going to list a program specific TRC in the annual evaluation results. Draft will be available in the next few weeks.*

*[Jennifer Morris] Are you treating the cost for the website as a non-incentive cost? Incremental cost for the measure?*

*[Zach Ross] Correct.*

*[Mark van Eeghan] We have input tables to calculate the TRC but haven't done the calculation yet.*

*[Mark Milby] Cost of new offering is admin (maintenance) and marketing for ComEd.*

*[Chris Neme] You estimated MWh and Therms of savings from about 3,000 approx customers. Why wouldn't 2022 savings be significantly higher if you expect more traffic than in the pilot?*

*[Matt Armstrong] You probably hit the distinction between site visits and active shoppers.*

*[Chris Neme] It sounds like you think you'll be better on the electric side than gas side since you're full scale in 2022.*

*[Nick Lovier] Yes.*

*[Chris Neme] Have you thought about using this tool beyond the range of standard appliances included in it? Potential to leverage this to drive customers to higher impact measures, like HVAC equipment?*

*[Nick Lovier] No, I have not been a part of those discussions. Ameren has been very focused on the six categories aforementioned where they feel they can procure the most savings from. We can look into this as it evolves.*

*[Mark Milby] ComEd is looking out how we can expand to other product categories. As ComEd looks to develop a heat pump water heater offering, we could see this website play a role (this is one example). For HVAC, it's a more complicated measure with a different customer journey, so that will be more difficulty. But agree that this is an opportunity.*

*[Fred Wu] AIC has been very focused on the AIC's Efficient Choice Initiative already includes heat pump water heaters.*

*[Chris Neme] Customers by many energy consuming appliances where there are many opportunities to purchase more efficient savings. But these appliances have low kWh savings. This had me wondering if you could use this more smaller measures as well as larger measures.*

*[Mark Milby] This is how we are thinking about it. There will always be a long-tail of measures that wouldn't create many savings. This could be the "offering" for those, and we are considering the opportunity with larger measures.*

*[Zach Ross] HPWH were the single biggest source of savings that we found in evaluation of the Efficient Choice tool. This aligns with your suggestion.*

*[Chris Neme] Even if they are taking a rebate, that's ok because it's giving you relatively inexpensive marketing for the rebate program.*

## **Ameren IL Report-Out on 2021**

*Matt Armstrong, Jim Dillon & Angie Ostazewski, Ameren Illinois*

### Portfolio Overview

- All numbers are from draft impact reports. Final reports received last Friday, so slide deck reflects draft report values.
- 2021 is the final year of our previous plan. At the beginning of the 2018 plan, we started with some workshops with stakeholders. These generated ideas to improve portfolio performance. Considered workshop performance. We have made an effort to make progress on those commitments. Beginning to see fruits of MDI (Market Development Initiative) effort ripen.

### Preliminary Evaluated Savings & Spend

- Met 105% electric savings goal and 98% of gas savings goal
- Note: Cumulative gas goal for portfolio was exceeded; 143% of goal
- Exceeded spending in public housing and income eligible programs

### COVID-19 Impacts

- More impacts in 2021 than in 2020.
- Seeing similar supply chain issues and inflation. Barriers for customers.

### Smart Thermostats

- Met 145% of goal and 127% of stretch goal

### Residential Review

- Slide shows savings achieved for electric and gas, with savings broken down by initiatives.

## **Discussion**

*[Chris Neme] What are the measures driving savings on the gas side for retail products?*

*[Matt Armstrong] Smart thermostats are a larger chunk.*

*[Chris Neme] Non-IQ thermostats are the big chunk in retail products?*

*[Matt Armstrong] Correct*

*[Fred Wu] Advanced thermostats and clothes washers make up the gas savings for AIC retail products.*

### Additional Highlights

- Customer Service Partnerships
- Transition to Virtual Engagement to IQ Customers

- Relative to PY20, we continued with SAVE kits. Installed during in-person assessment. Move customers to more deep saving measures through personal energy advisor.
- Program Highlight: Community Action Agency (CAA)
  - Impacted by COVID-19
  - Coordinated monthly with DCEO/IACAA/CAAs to cover impacts to staff, operations and products availability during COVID-19

## Discussion

*[Chris Neme] Forecast of CAA jobs completed in 2022?*

*[Matt Armstrong] Plan 600 homes for 2022. Less agencies participating from the get-go so the number may be less.*

*[Chris Neme] IHWAP braided channel? You may have additional jobs for non-braided services with these agencies? Are you non-braided jobs independent of CAAs?*

*[Matt Armstrong] Yes. There are some agencies that participate in the non-braided channel. 415 homes is the current forecast for this channel.*

### Smart Savers

- Targets zip codes with high number of IQ customers; opt in program for customers that have shown interest in smart thermostats
- IN PY 2021, 6 active program allies – 6 (57% of revenue) were minority or women owned; 2 were local and nonprofit (8% of revenue)

### Joint Nicor Bloomington Normal Pilot

- This was a workshop commitment; took significant effort to stand up. Continue to see this channel grow. Will continue joint effort.

### Multifamily: IQ and Market Rate

- Implementation of one-stop-shop continued; workshop helped us refine implementation.
- Electric resistance heat properties; identified those through usage data. This was a workshop commitment.
- 139 ductless heat pumps in IQ; 8 in market rate

### Multifamily: Public Housing

- Similar to IQ and Market rate; one difference was the restrictions due to COVID-19
- Incentivized 16 ductless heat pumps; continue to see upward growth

### Business Programs

- Slightly below electric goal, above gas goal (implementation plan goals)
- Shared key initiatives: standard contributed a lot to small business direct install. Standard and custom were the biggest contributors to business
- Started to see more programs slip due to COVID-19
- Network Lighting Controls
  - Challenging; began with pilot in 2020. Seen slow growth in NLC. 9 projects in 2021
  - Slide shows incentives. Generous incentives to garner more interest

- Case studies and trainings to drive more interest

#### Market Development Initiative

- Shared [Recap Video Of MDI](#)
- Continued partnership with network of CBOs (community-based organizations); engaged approx. 94,000
- In 2020, AIC held a workforce summit with SEDAC. Looked at EE workforce in IL and impacts due to COVID-19. From this summit, we launched a workforce development pilot in partnership with SEEL LLC and SEDAC. Served as a connector. Research indicated that there are many efforts; AIC can play the role of connector.
- Pilot Process (see slide)
  - Full-fledged offering in PY 2022
- Pilot Goal Results
  - Placed 11 job-seekers in jobs, placed 11 job-seekers in training, provided 41 job-seekers with wraparound services
  - Established a partnership in Peoria's Dept of Corrections to provide trainings
  - Internships (23) and scholarships (31)
- Supplier Diversity
  - Expanded partnership with Walker-Miller
  - Identified more DBEs in AIC's territory

#### **Closing and Next Steps**

*Celia Johnson, SAG Facilitator*

- Reach out to SAG Facilitator ([Celia@CeliaJohnsonConsulting.com](mailto:Celia@CeliaJohnsonConsulting.com)) if you would like to join the Policy Manual Subcommittee to participate in the Policy Manual Version 3.0 update process.