

# IL EE Stakeholder Advisory Group Large Group SAG Meeting

Friday, December 6, 2019

10:00 – 11:30 am

Teleconference

## Attendees and Meeting Notes

### Attendees (by webinar)

Celia Johnson, SAG Facilitator  
Nick Hromalik, Midwest Energy Efficiency Alliance (MEEA) – Meeting Support  
Laura Agapay-Read, Navigant  
Matt Armstrong, Ameren Illinois  
Jane Colby, Cadmus Group  
Andrew Cottrell, Applied Energy Group  
Larry Dawson, IL Association of Community Action Agencies (IACAA)  
Jeff Erickson, Navigant  
Jim Fay, ComEd  
Jason Fegley, Leidos  
Julia Friedman, Oracle  
Omayra Garcia, Peoples Gas & North Shore Gas  
Kevin Grabner, Navigant  
Andrey Gribovich, DNV-GL  
Travis Hinck, GDS Associates  
Anita Holmgren, IACAA  
Hannah Howard, Opinion Dynamics  
Jeff Ihnen, Michaels Energy  
Ryan Kroll, Michaels Energy  
John Lavalley, Leidos  
Rebecca McNish, ComEd  
Nishant Mehta, Navigant  
Abby Miner, IL Attorney General's Office  
Fernando Morales, Ameren Illinois  
Jennifer Morris, IL Attorney General's Office  
Phil Mosenthal, Optimal Energy, on behalf of IL Attorney General's Office  
Agnes Mrozowski, Ameren Illinois  
Kelly Mulder, Illume  
Chris Neme, Energy Futures Group  
Rob Neumann, Navigant  
Briana Parker, Elevate Energy  
Patricia Plympton, Navigant  
Alberto Rincon, Future Energy Enterprises  
Zach Ross, Opinion Dynamics  
Emily Startz, Power Takeoff  
Evan Tincknell, Opinion Dynamics  
Taso Tsiganos, IL Attorney General's Office  
Andy Vaughn, Ameren Illinois  
Cate York, Citizens Utility Board  
Clark Korbisch, Power Takeoff

Andrea Salazar, Michaels Energy  
Arvind Singh, DNV-GL  
Sara Wist, Cadmus Group  
Janice Boman, Embertec  
James Carlton, People for Community Recovery  
Randy Gunn, Navigant  
Deb Perry, Ameren Illinois  
Karen Weigert, Slipstream  
Peter Widmer, Power Takeoff

### **Meeting Notes**

See **red font** for action items.

### **Opening and Introductions**

*Celia Johnson, SAG Facilitator*

- The purpose of this meeting is for the Ameren Illinois evaluator (Opinion Dynamics) to present a high-level overview of the draft EM&V work plan for 2020.
- A written draft EM&V work plan will be available for review and comment soon.

### **Ameren Illinois 2020 Evaluation Plan**

*Zach Ross and Hannah Howard, Opinion Dynamics*

#### **Portfolio Evaluation Approach:**

- Impact evaluation and Net-to-Gross (NTG) research
- Conducted annual utilizing waved data collection and analysis approaches where needed and feasible (such as for Custom)
- NTG research is conducted for each initiative at least once per cycle
- Process evaluation: general process activities are conducted annually with detailed explorations of key issues as needed
- Additional evaluations:
  - Non-energy impacts, employment economic impacts
  - Cost-effectiveness
  - TRM update process and participating in the TAC
- Use AMI data and randomized controlled trials

#### **Statewide Collaboration:**

- We prioritize collaboration with other evaluators through monthly coordination calls, participation in SAG and TAC working groups on evaluation methodology.

#### **2020 Business Program:**

- Ameren's business program made up of four core initiatives.
- Standard initiative: prescriptive measures with savings assessed via TRM; includes direct small business install, one of the largest contributions to Ameren's savings
- Custom Initiative: not calculated with TRM
  - Contains several "incubator" offerings, not planning to cover these in 2020
  - Expected to be a major contributor to portfolio savings, but has been a challenge due to the 10MW exemption customers that historically were in this program.
  - Plan to also look at cannabis research, planning to do this asap including "quick hit" surveys and have it completed end of Q1.

- **SAG Facilitator will follow-up with Opinion Dynamics on potentially scheduling cannabis research results for SAG discussion in 2020.**
    - Chris Neme: Interested in additional custom program process evaluation to better understand the opportunity with customers, including barriers and how to address them.
      - Zach Ross: We are open to this and will discuss with Ameren IL. In the past when we have done nonparticipant research it has been more general. Could maybe build on the research we did during the transition period looking at “top 500 customers” and see how that could be updated.
- Retro-commissioning initiative: like custom we do not use TRM so requires rigorous desk reviews and on-site M&V.
- Streetlighting Initiative: focus on Ameren-owned lighting, but customers can pay a small fee to jump the line. We are doing an impact analysis of this initiative.
- Building Operator Certification Initiative: this is new for Ameren (previously covered by DCEO). We developed a comprehensive impact analysis including pre and post surveys to link back and changes they made due to the BOC training. This however takes times to allow updates to occur. We are expecting early results in 2020 from the first cohort of trainings. We plan to continue this evaluation in a similar way in 2020. But also know that there are conversation statewide on market transformation for BOC. As of now the evaluation is rather resource intense, but happy to shift our approach should BOC become a market transformation initiative.
  - Phil Mosenthal: Unless the curriculum has changed significantly, we may want to use those combined with your current evaluation to determine a % of savings.
  - Zach Ross: The challenge is we have noted different results from the DCEO program compared to current programs. But from a resource perspective, we are thinking through ways to assess and consolidate, especially if there are not significant savings from BOC.

### **2020 Residential Program:**

- Residential is made up several core initiatives, fairly similar from 2019, but no longer expecting behavior modification to happen in 2020.
- New offering- Ameren IL is creating a “one stop shop” approach for multifamily customers to access all the measure offerings for MF.
- Retail Products Initiative: primarily rebated lighting and advanced thermostats through multiple channels. But several new measures were added in December 2019, expected to be a major contributor to portfolio savings. Will be using TRM to measure impacts.
  - Andrea Salazar: Has Ameren Illinois considered joining the EPA Energy Star retail products platform?
    - No updates at this time, we can continue to talk more about that.
- Income Qualified Initiative: has a number of delivery channels, we have done several evaluations over the years, currently wrapping up some site visits, also planning some surveys.
  - Chris Neme: It would be useful to evaluate how all of the multiple delivery channels work together to see if there is any confusion due to possible overlap. This should include program participants but also those that are delivering / implementing programs.
  - Zach Ross: In 2018 we also completed Community Action Agency (CAA) interviews and multifamily owner interviews, with mixed results. We decided to go back in 2019 and are just now wrapping up, will have results soon. It is still fairly targeted, but we are trying to track perspectives over time and realize we can't

just look at participant views. But maybe you think there needs to be something else?

- Chris Neme: I think the 2018 CAA conversations are good and that follow up in 2019 is good because the programs have been evolving. Evaluators should also be checking in with Resource Innovations as they are conducting some of the delivery, but also other delivery folks such as Walker-Miller. Should look at how referrals occur between the CAAs and Walker-Miller, but also communication with utility staff.
- Phil Mosenthal: Agrees, it would be useful to have more information on program processes. I would also add speaking with DCEO staff for data tracking.
- Zach Ross: We do talk to all implementation contractors and Ameren IL staff. We also completed detailed process evaluation mapping so we understand how the communication works. We will include in the draft evaluation documents that will be circulated. We are always happy to do more, but need to check with Ameren IL to make sure the resources are there for evaluation based on portfolio priorities.
- Public Housing Initiative: We conduct participant interviews annually and deeper dives on issues as needed.
  - Phil Mosenthal: I suggest adding interviews with participants and key non-participants. I think there are a lot of unique barriers, especially how they treat their finances, that would be good to explore.

#### **2020 Cross-Cutting Residential Research:**

- Multifamily property manager interviews
- 2020 Ameren will implement a “one stop shop” so we will explore impact of these design changes in 2020 through qualitative research with MF property managers participating in the IQ MF, public housing and market-rate multifamily initiatives.
  - Chris Neme: In conversations with MF property managers, can you also request feedback on their perceived views on non-energy benefits such as customer comfort or others?
  - Zach Ross: We have similar questions to this in another project; we will review those results and see if it is helpful to include before moving forward.
- HVAC Initiative: will do a basic rigor evaluation in 2020.
  - Phil Mosenthal: Have you completed NTG research, particular heat pumps and condensing furnaces with the market evolving on the furnace side / saturation of efficient furnaces?
  - Zach Ross: We expect to have updated NTG values to propose next year.
- Appliance Recycling Initiative: Small contributor to portfolio savings. We did an updated NTG in 2018 due to a higher result than expected. This could have been due to pent up demand due to a discontinuation of the program in the past. We will be doing another evaluation of this initiative in 2020.
- Direct Distribution Initiative: Savings kits to students, also kits for IQ customers who participate in appliance recycling. Will be completing an impact analysis due to the small savings to the portfolio of this initiative.
- Smart Savers Initiative: Planning a basic TRM evaluation for 2020, including impact analysis and some interviews; not a huge priority for more evaluation at this time.
  - Cate York: Is there a way to determine if there was free ridership from those above IQ thresholds?
  - Zach Ross: I believe Ameren IL chooses census tracks with high percentage of IQ and make all in the census track qualified for the program. Since it is focused

as an IQ program, we don't do that type of research, but should it change we could change our evaluation approach.

#### **Voltage Optimization:**

- Launched in 2018. We use an algorithmic approach from Ameren's previously determined Conservation Voltage Reduction Factor. We will continue this approach in 2020.
- This is an example of using AMI data.

#### **Portfolio-Level Evaluation Activities:**

- There is a lot of statewide collaboration, participation in the TAC working groups.
- Distinct research studies: residential behavioral persistence study, advanced thermostat research, compressed air EUL research (statewide)
- Residential Behavioral Persistence Study: I believe the behavior modification program will not be offered in 2020, however we are continuing this research throughout 2018-2021 cycle in an effort to develop accurate trajectories of savings decay.
- Residential advanced thermostat research: Working closely with the ComEd evaluation team to be consistent with the stipulation.
  - Prior to 2020 evaluation there were limitations for Ameren (due to number of thermostats distributed).
  - We believe that such a study is now feasible beginning in late 2020, with results for the 2021 TRM update cycle.
  - This will use AMI data transfers to support this study.
- We also understand there is interest to do a commercial advanced thermostat study. We have thought a lot about this. We do not think there is a path forward on the commercial side, and will be resource intensive, especially since the savings potential would be smaller. For that reason we are not including a commercial t-stat study in our evaluation plan for 2020 but happy to continue the discussion.

#### **Non-Energy Impacts Research:**

- Ongoing conversations about the methodology and coordination with NEI Working Group and coordinating with other evaluator teams.
- We are continuing several activities in 2020 (such as IQ).
- Some new things: screening assessment from the business perspective just to see if these things are happening and where we might want to go in the future.
- Also assessing societal air quality benefits using EPA tool estimates.

#### **2020 Evaluation Budget:**

- Budget split between initiative specific and ad hoc requests including TRM work.
- Evaluation work split between electric and gas since Ameren is dual fuel.
- Budget break down:
  - Business 27%; 27% residential, 23% cross-cutting; TRM 11%; NEI 6%, pilots 6%.
  - More detailed budget specifics will be included in the evaluation plan.

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

- Draft evaluation plans are posted on the SAG website: <https://www.ilsag.info/evaluation-documents/draft-evaluation-materials/>
  - Comments on the written draft Ameren IL EM&V work plan for 2020 are due by January 15.