

# Midwest Market Transformation Collaborative (MW MTC): Update

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Presented By:

Randy Opdyke (Nicor Gas)

Jim Fay (ComEd)

**ComEd**  
Energy Efficiency Program



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# Agenda

- Midwest Market Transformation Collaborative
- 2019 Activities
- Planned 2020 Activities

# Market Transformation MW Collaborative Updates

- MT MW Collaborative Partnership
  - Partnering with Market Transformation Experts
  - Develop MT best practices and methods
  - Develop MT initiatives (products & services)
  - Facilitate the pooling of resources to implement MT initiatives

# MW MTC: 2020 Members

- Successful recruitment for 2020 participation of the following utilities:



- Ongoing engagement for 2020 participation of the following utilities:

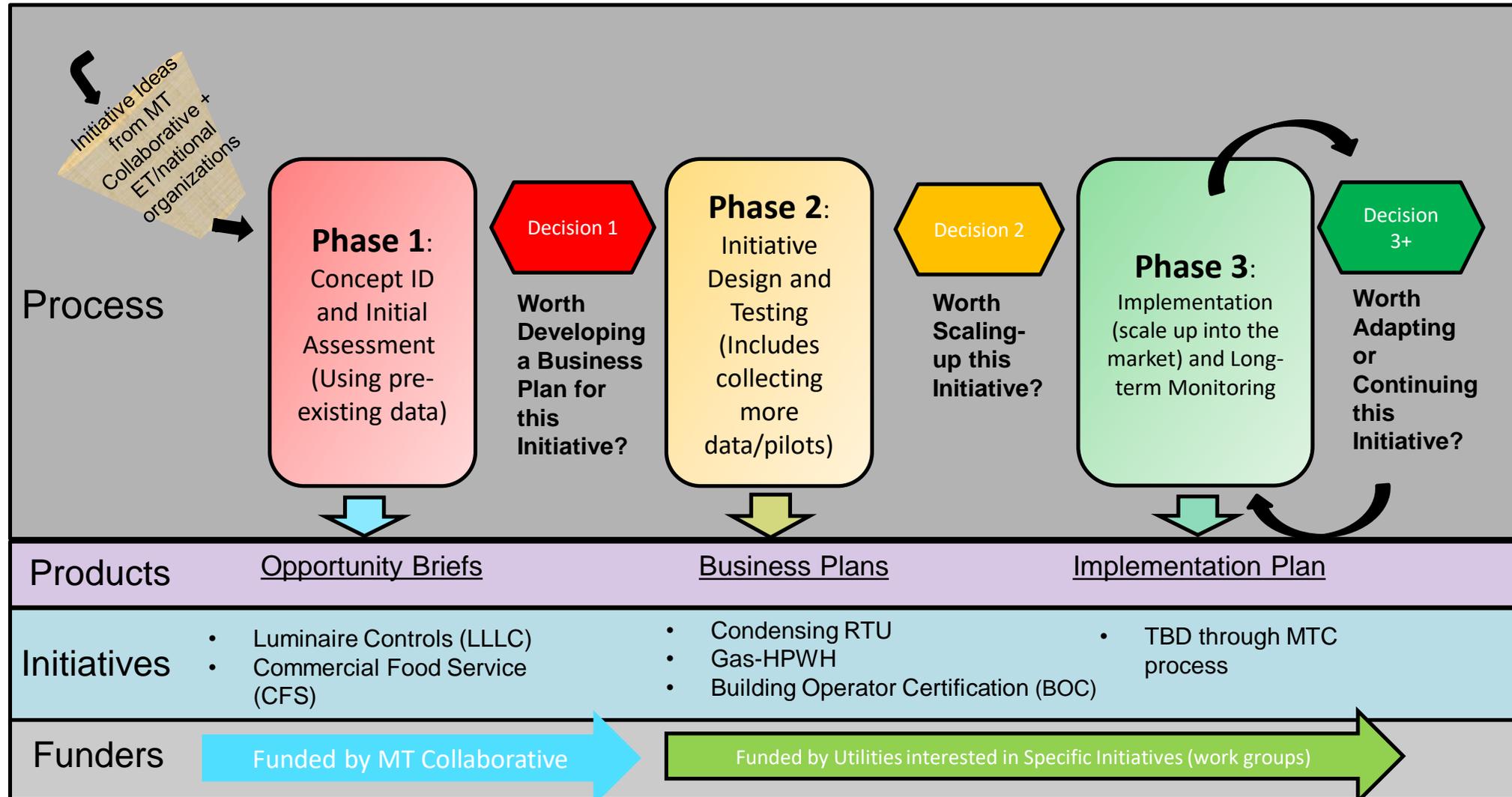


# Market Transformation Definition

Market Transformation (MT) is the strategic process of intervening in a market to create lasting change that results in the accelerated adoption of energy efficient products, services and practices.



# MT MW Collaborative Initiative Process



# 2019 Activities

- Successful hosting of collaborative meetings
  - Kansas City, MO: representatives from 7 utilities, from 5 states in the MW
  - Chicago, IL: representatives from 6 utilities, from 4 states in the MW
- Development of the Market Transformation Savings Paper for inclusion into the IL TRM v 8.0
- Continued engagement, recruitment, and education of MW utilities for 2020 and beyond collaboration
- Continued delivery of legacy programs: Building Operator Certification, Illinois Home Performance, Codes Compliance baseline study

## 2019 Activity: Commercial Food Service

- Successful launch of the Food Equipment Rebate (FER) Pilot program
- Midstream/distributor engagement and incentive program
  - 5 dealers signed onto the program already
  - One rebate in process already
- Online portal for tracking and participation
- Work started on CFS baseline to support potential full-fledged MT program, on track to complete in Q2 of 2020

## 2019 Activity: Gas Heat Pump Water Heaters (GHPWH)

- Developed draft business plan, engaged with Northwest Energy Efficiency Alliance on coordination of joint logic model
- Recruitment and coordination with other gas utilities across North America in joint delivery
- Initial market characterization research to help establish the baseline and inform MT implementation activities

## 2019 Activity: MW MTC

- Developed and presented MT initiative screening and selection criteria
- MEEA developed regional state policy review assessing MT potential based on regulatory and legislative language associated with energy efficiency programs
  - Provide support to utilities on how they can successfully engage with MT
- Development of additional initiative documents
  - Luminaire level lighting control (LLLC) opportunity brief
  - BOC - Development of business plan for MT overlay of existing program
  - CFS opportunity brief
  - Draft Condensing Rooftop Unit business plan

# MW MTC – 2020 Anticipated Activity

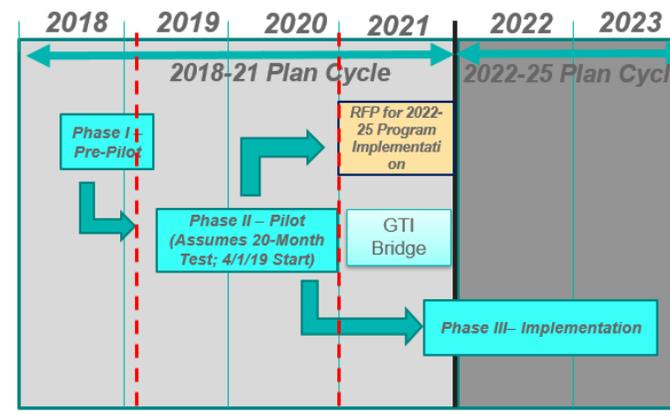
- Hosting 4 quarterly MTC meetings, 2 in person, 2 webinars
  - Development of 3 new opportunity briefs
- Implementation of BOC MT overlay
- Codes compliance program
- Continued evaluation of potential MT initiatives and recruitment of utilities to move forward
  - Luminaire Level Lighting Controls
  - Gas Heat Pump Combination Units
  - Condensing Rooftop Units

# 2020: Programs to Sunset

- The MW MTC defined and refined the definition of Market Transformation in Illinois
- Some legacy DCEO programs carried over from 2017 do not fit with the new definition
  - Illinois Home Performance
  - Business as usual BOC
- Removing those programs from the MT budget

# 2020: Commercial Food Service Pilot

- Continued delivery of FER Pilot program
- Development of MT business plan and implementation plan
- Nicor Gas, ComEd, and Peoples Gas and North Shore Gas plan to meet in late 2020 and evaluate the CFS baseline results, FER pilot results, and the business plan
  - Collaborative decision on whether to move forward with a MT pivot in the CFS space, or stay with a midstream program



## 2020: GHPWH

- Finalization of business plan and implementation plan
- Finishing up market characterization research
- Launching field demonstrations of GHPWH in Nicor Gas service territory
- Development of baseline
- Launching of national and local MT intervention strategies

# Midwest Market Transformation Collaborative (MW MTC): Update

Thank you!

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