



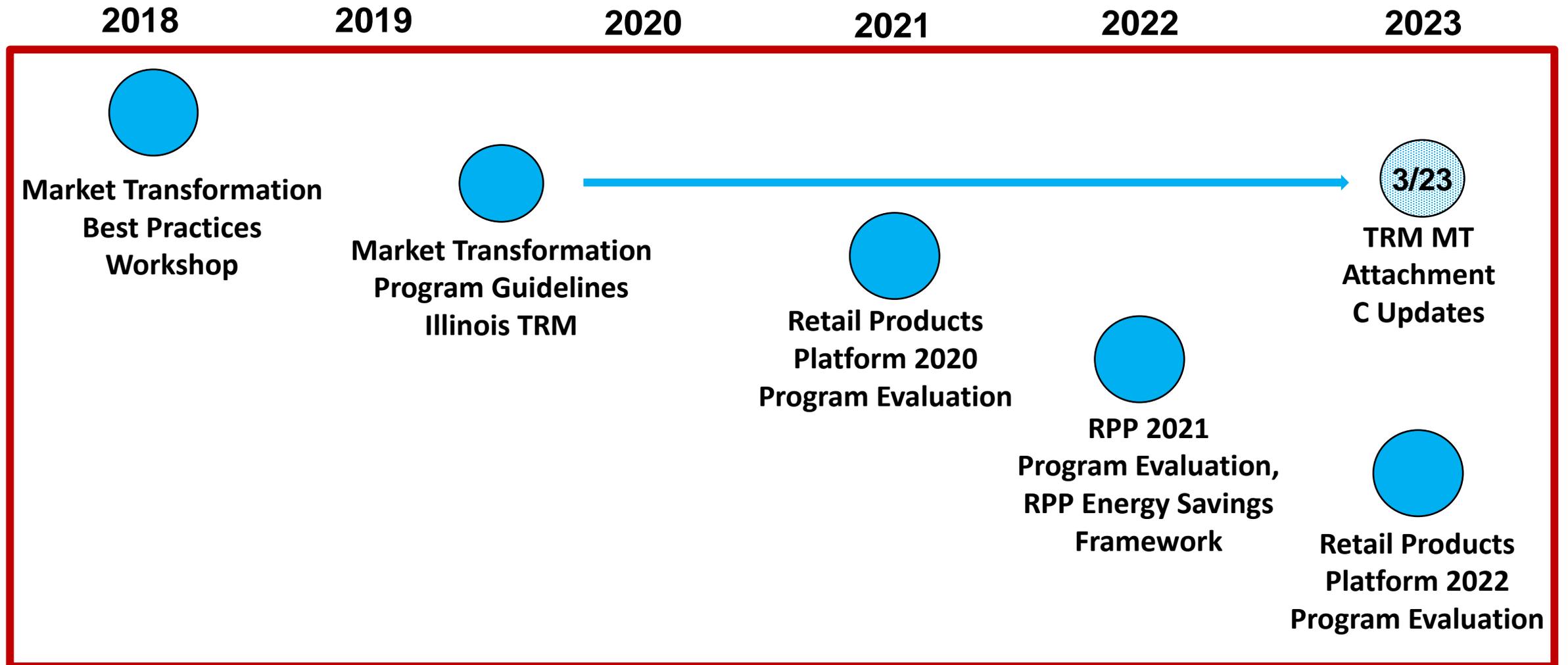
# Retail Products Platform Update

**Rick Tonielli - ComEd**

**Mike Frischmann, Jason Christensen – Guidehouse team**

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# Illinois Market Transformation Program Evaluation Progress



# ComEd RPP Evaluation History

- 2020 and 2021 evaluations were preliminary in nature
  - Savings calculated using deemed values per unit for each incented model multiplied by number of sales
  - Savings for individual sales from units which also received retail rebates removed using a matching process at the model level
  - Did not look at future year savings created by impact on market from current year investment
  - 2021 evaluation included discussion of Market Progress Indicators but not acknowledgement/confirmation of program influence
    - MPIs intended to inform whether program is having the desired market impact based on a Preponderance of Evidence standard

# 2022 RPP Activities and Milestones

- Development of data cleaning memo to improve accuracy of sales tracking and checking for overlaps with retail rebate program
- Finalization of Energy Savings Framework with cooperation of stakeholders
  - Natural Market Baseline
  - Projected future year sales and impacts on market
  - Suggested criteria for re-visiting assumptions used in NMB
- Identification of areas for future research intended to:
  - Increase confidence that program is having the intended market impact using the Preponderance of Evidence Standard
  - Gain insights into program design improvements
- Discussion of research methodology (expert judgement panels, retailer surveys, etc.)

# 2022 RPP Draft Evaluation

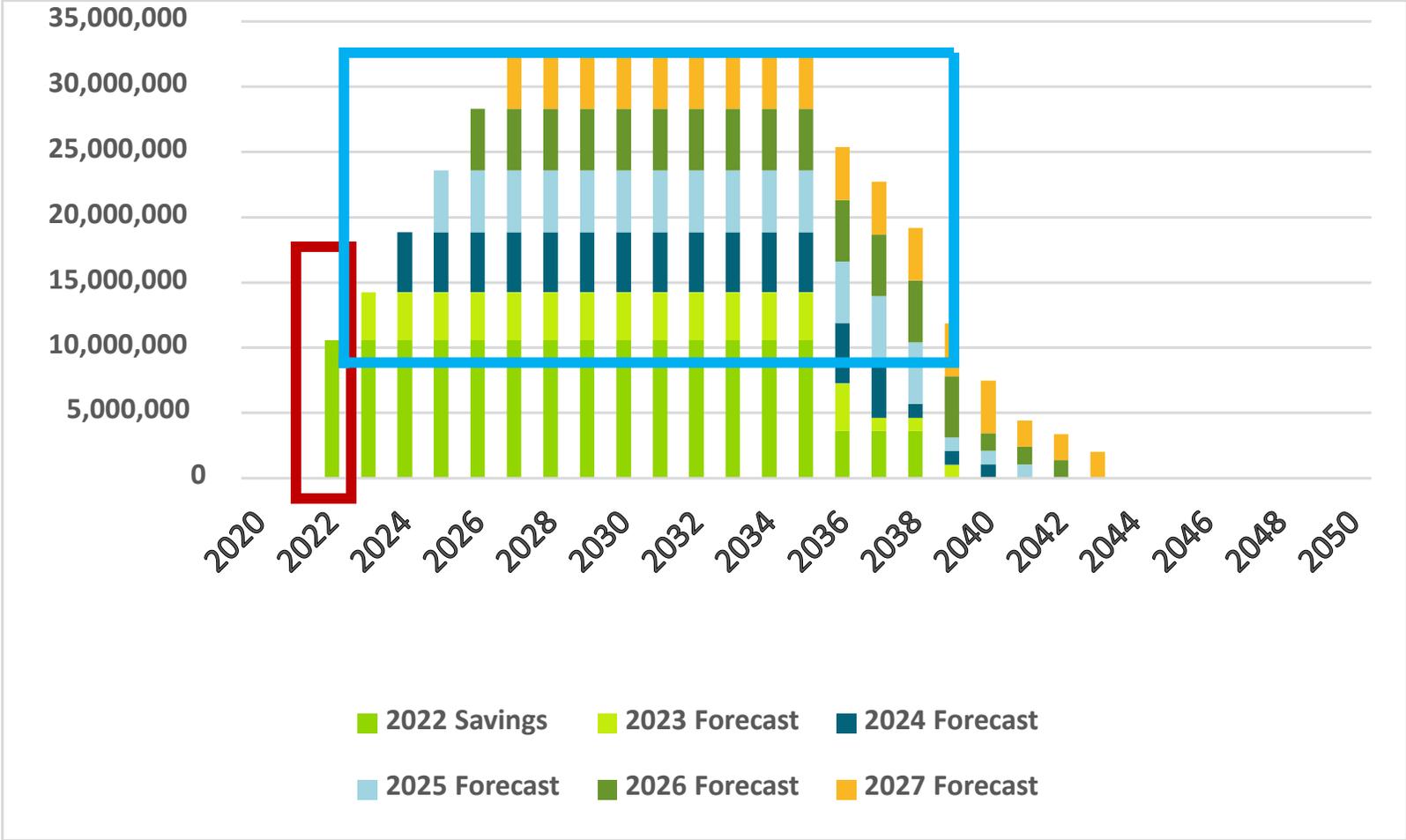
- As in previous years, ComEd participated in RPP for refrigerators and top-loading clothes washers

Product	Tier	Level
Clothes Washers	Basic	ENERGY STAR
Clothes Washers	Advanced	2022 ES Most Efficient

Product	Tier	Level
Refrigerators	Basic	2022 ES Most Efficient
Refrigerators	Advanced	Emerging Tech Award

- Overall realization rate of 3.68 due to larger-than-assumed per-unit savings for refrigerators and clothes washers that met the ETA criteria
- 2022 net savings:
  - Clothes washers: 6,812 MWh
  - Refrigerators: 3,616 MWh

# Future Year Program Savings (kWh)



- 2022 RPP Savings = 10 GWh
- 2023-30+ Projected CPAS savings = 30 GWh
- 2022 RR of 3+ not yet applied to outyears

# Evaluation of Market Progress Indicators

- Key takeaways related to short-term MPIs:
  - Overall, the current program sponsors, including ComEd, trust the ESRPP program design to increase the adoption of efficient clothes washers and refrigerators.
  - The market shares of efficient washers and refrigerators were higher than last year and exceeded the natural market baseline for all but one configuration.
  - Factors influencing retailer product assortment decisions are diverse and influenced by perceived consumer demand.
  - Retailer interviews consistently found that incentives can sway retailer stocking decisions if they are choosing between a qualified product or a similar, non-qualified alternative.
  - Retailers in the ComEd territory find the incentives influential in their stocking practices, program sponsor confidence is high, and the national reach of ESRPP is steady.

# Future Research Activities

- Guidehouse, in conjunction with ComEd and Illinois stakeholders, will recruit an Expert Judgement Panel (EJP). This panel will be interviewed for their perspectives on a variety of issues that are relevant to the RPP Program Design (Logic Model) and Energy Savings Framework, including supply chains, market drivers, etc.
- RPP Program participating retailer surveys will be conducted by NEEA annually to gauge program influence and identify potential program improvements.
- Guidehouse will continue to evaluate RPP Program Market Progress Indicators, intended to establish that the RPP Program is working in the market as intended and to assess the program impact based on the Preponderance of Evidence standard.
- There may be other research avenues to pursue that are determined to be useful by RPP utilities or other stakeholders, both for improving evaluation and for program design.

# Future Program Design Considerations

- Increase participation in RPP to include additional appliance categories
  - Heat pump water heaters are a topic of increasing interest to retailers
- Pursue a more active role in retailer engagement
  - Assistance in marketing and customer promotions/advertising
  - Data collection (retailer interviews, documentation of in-store stocking/displays, etc.) in coordination with research needs to support evaluation
- Coordination with retail incentive programs

# Thank you!