

Illinois EE Stakeholder Advisory Group Large Group Meeting

Wednesday, December 9, 2020

1:00 – 2:00 pm

Teleconference

Attendees and Meeting Notes

Meeting Materials

- Meeting page: [December 9, 2020 Meeting](#)
- [Wednesday, December 9 SAG Agenda](#)
- [Ameren Illinois 2021 Evaluation Plan Presentation \(Opinion Dynamics\)](#)

Attendees (by webinar)

Celia Johnson, SAG Facilitator
Samarth Medakkar, Midwest Energy Efficiency Alliance (MEEA) – Meeting Support
Matt Armstrong, Ameren Illinois
Bob Baumgartner, Leidos
Carmen Best, Recurve
Salina Colon, CEDA
Naomi Davis, Blacks in Green
Leanne DeMar, Nicor Gas
Deb Dynako, Slipstream
Jeff Erickson, Guidehouse
Jason Fegley, Leidos
Jordan Folks, Opinion Dynamics
Scott Fotre, CMC Energy
Diana Fuller, IL Association of Community Action Agencies (IACAA)
Jenny George, Ameren Illinois
Kevin Grabner, Guidehouse
Andrey Gribovich, DNV-GL
Brian Hedman, Cadmus Group
Travis Hinck, GDS Associates
Hannah Howard, Opinion Dynamics
Laura James, Cadmus Group
Jim Jerozal, Nicor Gas
Amy Jewel, Elevate Energy
Kevin Johnston, Green Homes Illinois
Maurice Kaiser, Honeywell
Ross Kiddie, Cadmus Group
Larry Kotewa, Elevate Energy
John Lavalley, Leidos
Todd Malinick, Opinion Dynamics
Abigail Miner, IL Attorney General's Office
Jennifer Moore, Ameren Illinois
Fernando Morales, Ameren Illinois
Jennifer Morris, ICC Staff
Chris Neme, Energy Futures Group

Rob Neumann, Guidehouse
Lorelei Obermeyer, CLEAResult
Randy Opdyke, Nicor Gas
Deb Perry, Ameren Illinois
Michael Pittman, Ameren Illinois
Zach Ross, Opinion Dynamics
Lynn Roy, Brightline Group
Andrea Salazar, Michaels Energy
Frank Schulmeister, Energy Sciences
Kyle Schultz, Opinion Dynamics
Tyler Sellner, Opinion Dynamics
Ramandeep Singh, ICF
Stuart Slote, Guidehouse
Ellen Steiner, Opinion Dynamics
Noel Stevens, Opinion Dynamics
Andy Vaughn, Leidos
Paul Wasmund, Opinion Dynamics
Ted Weaver, First Tracks Consulting, on behalf of Nicor Gas
Shelita Wellmaker, Ameren Illinois
David Whittle, Leidos
Jessica Williams, Green Home Experts
Fred Wu, Aiqueous
Cate York, Citizens Utility Board
Angela Ziech-Malek, CLEAResult
Jim Dillon, Ameren Illinois
Arvind Singh, DNV-GL
Chris Vaughn, Nicor Gas

Meeting Notes

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

Opening and Introductions

Celia Johnson, SAG Facilitator

- The purpose of the meeting is for Ameren Illinois' evaluator to present an overview of the draft EM&V work plan for the 2021 program year.

Ameren 2021 Evaluation Plan

Zach Ross, Opinion Dynamics

- We will not discuss evaluation activities for each program, but appendix in slides provides full overview.
- Key Evaluation Objectives: Annual impact evaluation as well as annual process and market research. Designed to set Ameren up for success in their next portfolio.
- Anticipated 2021 NTG Updates
 - Slide lists updates we plan to submit. Updates will be applied to 2022 program year.
 - Note when each update draft will be made available.
 - Some of these are part of the 2021 plan, and some are ongoing from 2020 evaluation.

- Evaluation Collaboration
 - Ongoing collaboration process with Illinois evaluation teams – monthly coordination, working groups, and SAG meetings

Program-Specific Evaluation Activities in 2021

- Three sectors – Residential, Business and Voltage Optimization
- A few notable program design changes – midstream offerings (in particular, residential HVAC)
- One-stop-shop model for multifamily customers
- Pilot initiatives

[Jennifer Morris] You said that HVAC has moved to midstream. Is everything assumed to be time of sale or early replacement?

[Zach Ross] My understanding is the initiative is in the process of transitioning to midstream, early 2021 will be in transition. Once transitioned, no early retirements savings will be claimed.

Residential Programs Evaluations in 2021

- One-stop-shop is not new for 2021 – continuing model from 2020.
- We will discuss at a high-level what we do for each year. Slide outlines the activities typically done for each program.
- Retail Products
 - As a result of the 2020 elections, it's possible there will be changes to federal lighting standards. We will need to have conversations with market actors to get a sense of where the market may go. Hopefully, this would inform the TRM process.
 - In addition, planning to do participant research, given COVID-19 feasibility to update NTG ratios.
 - Difficult to interpret results related to disruptions in the market and programs due to COVID-19. We will see where things are in 2021 to estimate Ameren specific NTG ratios for these measures. Postpone if markets are still impacted.
- Income-Qualified
 - Major component of Ameren's portfolio. Key priority for Ameren.
 - IQ is constantly evolving, with new channels added. Process research helps understand what's going on and what's working.
 - We've scoped a number of process activities – initiative design changes are working, how OBF is impacting SF customers in IQ. Given COVID-19, we couldn't do much here in 2020
 - Smart savers channel – advanced t-stats. Past several years have been impact evaluation, but we'd like to interview customers and complete process research
 - Ride along audits for SF channel to understand how they work.
 - Low-income needs assessment: A low-income needs assessment was performed to help provide Ameren information to improve programs during the transition in 2018. We want to focus on energy burden, understand the level of

energy burden of customers and understand what Ameren can do with programs. Involves res customer research, landlord (multi-family) surveys on initiatives.

[Cate York] Can you clarify the objective to understand OBF impact on IQ customers?

[Zach Ross] My understanding is that there is a co-pay now for customers for the Ameren portion of the program. OBF is available to those customers, and because OBF hasn't been available the past few years, we want to understand how it's working and what the experience has been like.

[Q] Are you conducting research on 3rd party financing?

[Zach Ross] Not currently in our scope of OBF research. We can think about this and add questions if folks think its valuable.

[Chris Neme] I imagine there is a non-trivial chunk of customers that live in multi-use buildings. Store front apartments. Probably a decent amount in municipal areas, decent amount of IQ. Have you looked at the extent of mix use buildings and how they would be treated, measures for both residential and commercial space?

[Zach Ross] I don't know the answer off hand. We did do market characterization research many years ago. We may have looked at building use status and this would present challenges to the program.

[Chris Neme] It would be useful to understand if this is a significant portion of the market. This could be an important segment that would require a special approach.

[Zach Ross] We will do that. When we get to the business side, we have a hand-in-hand activity and this seems like an ideal nexus for incorporating this issue.

[Chris Neme] As you're thinking about MF, interviews with landlord, consider parsing sample based on whether the buildings are master metered or individual metered as well as based on subsidized affordable, unsubsidized affordable or market rate IQ housing.

[Zach Ross] We have definitely looked at metering before. We'll have to think about how to appropriately based on subsidized and unsubsidized.

[Chris Neme] With Ameren and ComEd (broadly) having increased conversations about treating electrically heating buildings, particularly IQ MF, because I believe AIC's data indicates 50% of all IQ MF is electrically heated. It also seems like historically programs are not getting participation proportional to what the numbers here suggest, and so understanding who you're talking to (electrically heating IQ or not) is important. Understanding if an efficient heat pump could save more than all other measures combined. Understand perceptions of landlords, barriers to considering adoption on heat pumps.

[Zach Ross] Good feedback. We need to gather the information Ameren has on this before we dive in which may inform how we go after these questions.

[Cate York] For the low income needs assessment, are you using disconnection data as part of this?

[Zach Ross] I don't believe that's part of our scope. It's something we are considering for NEI study. Some difficulty getting this data. Should we have that data in time, we could use it, but we're looking at customer bills and actual bills and understand energy burden and impact.

[Cate York] Could you clarify the problem on the data on disconnections?

[Zach Ross] It's a long process to get this data, and we don't want that to slow down the study.

[Cate York] What period of coverage you looking for that data?

[Zach Ross] Don't have that off hand. This is something we're still working through with Ameren. Initial request would have been data going a few years back. We would be looking for more recent data.

[Cate York] As part of the moratorium of disconnections docket, utilities have been reporting this data based on zip code.

- Midstream Initiative
 - Ensure success of new model
 - Additional research happening now – assessing market effects of Ameren programs
 - We are currently conducting a market characterization and baseline analysis of initial midstream offering. Focused on residential side. Baseline just as the program launch so we can measure market impacts down the road. Understand market sizes. Describing supply chains in Southern Illinois, characterizing market trends, and exploring and defining KPIs.
 - Market effects research – hope to discuss more with SAG in 2021
- Home Efficiency – Market Rate
 - Ameren piloted market rate weatherization work in 2020. Typical TRM impact analysis. Some integrated process research to understand customer experience and effectiveness of delivery.

Business Program Evaluations in 2021

- Business Cross-Cutting
 - Scoped business research to focus on these key research objectives in addition to core research.
 - Understand NEI or yield beyond energy savings. Immediate objective is to refine marketing and outreach and drive participation in programs.
- Disadvantaged Communities Research
 - Identify historically underserved communities, entities that provide vital services for communities.
 - Note research approach
- Non-Energy Impact (NEI) Research
 - Primarily focusing on portfolio wide impacts or residential. Limited research has looked at Business programs. Ameren is seeing challenges generating interest and savings for some customers. Assess NEIs for non-res customers and how

Ameren can communicate the value proposition for customers and increase satisfaction of programs.

- This research can be used to inform C/E, but this is a longer-term opportunity. Immediate goal is to drive engagement and participation.
- Two evaluation approaches.
- Building Operator Certification (BOC)
 - Discussed in past years. Ongoing evaluation approach. We will keep looking at impacts of BOC in Ameren territory.
 - We will potentially track savings beyond the first year. Typical strategy is one year. There's some indication that participants make EE decision beyond first year, so we're exploring that.
- Virtual Commissioning
 - Implementation team has indicated there's substantial spill-over. We're going to use participating review to look at this. Are there impacts that we're not capturing with the NTG ratios today.
- Retail Products Platform (RPP)
 - We expect evaluation focus will be needed for RPP in 2021. We are talking with AIC on exactly what this will look like. We'll leverage TRM activity on this.

Additional Updates

- Voltage Optimization: Using AMI Data
- TRM Research
 - Number of specific research items being scoped for 2021. EUL research.
 - If available data, NCL/LLLC analysis. A lot of opportunity for NEIs. If the opportunity presents itself, include in NEI research.
- Budget Overview: There is a lengthy appendix to this slide deck which provide more information.
- Detailed timelines will be available for review in the draft evaluation plan.

Closing & Next Steps

Celia Johnson, SAG Facilitator

Evaluators will provide written draft 2021 evaluation plans for review and comment. The ComEd 2021 plan is available for review. Evaluation plans for Nicor Gas, Peoples Gas/North Shore Gas, and Ameren Illinois are expected around December 15.