

# Illinois EE Stakeholder Advisory Group

## Q3 Meeting: Joint with Income Qualified (IQ) EE Committee

### Thursday, September 8, 2022

1:00 – 3:30 pm

**Webex Meeting Link (Click to Join – No Registration Needed):**

<https://celiajohnson.webex.com/celiajohnson/j.php?MTID=m9d4d1e9807a88e85c3f1340b7b325e54>

Meeting number: 2591 920 6651 // Password: enXtKGm7N37

If you plan to dial-in: 650-479-3208 // access code: 259 192 06651

| Time           | Agenda Item  | Discussion Leader   |
|----------------|--|---|
| 1:00 – 1:15 pm | <p><b><u>Opening and Introductions</u></b></p> <p><b>Purpose of the Q3 SAG Meeting:</b></p> <ol style="list-style-type: none"> <li>1. To educate SAG and IQ EE Committee participants about two research efforts completed in 2022 by Ameren Illinois' evaluator: the Low Income Needs Assessment and Empower Communities Study; and</li> <li>2. For Ameren Illinois to describe a disadvantaged communities policy proposal submitted for consideration in the Illinois EE Policy Manual update.</li> </ol> | <p>Celia Johnson,<br/>SAG Facilitator</p> <p>Annette Beitel, IQ<br/>EE Committee<br/>Senior Facilitator</p> |
| 1:15 – 2:05 pm | <p><b><u>Low Income Needs Assessment (LINA) Study</u></b></p> <ul style="list-style-type: none"> <li>• Ameren Illinois introduction to LINA Study: <a href="#">Ameren Illinois Low Income Needs Assessment Final Report (June 1, 2022)</a></li> <li>• Goal of study + survey overview</li> <li>• Results and key findings</li> <li>• Q&amp;A</li> </ul> <p><b>Purpose:</b> To educate participants about the Low Income Needs Assessment Study; answer questions.</p>  | <p>Angie Ostazewski,<br/>Ameren Illinois</p> <p>Alan Elliott,<br/>Opinion Dynamics</p>                      |
| 2:05 – 2:10 pm | <p><b><u>Break</u></b></p>   |   |
| 2:10 – 3:00 pm | <p><b><u>Empower Communities Study</u></b></p> <ul style="list-style-type: none"> <li>• Ameren Illinois introduction to Empower Communities Study: <a href="#">Ameren Illinois Empower Communities Study Final Report (July 11, 2022)</a></li> <li>• Goal of study + survey overview</li> <li>• Results and key findings</li> <li>• Q&amp;A</li> </ul> <p><b>Purpose:</b> To educate participants about the Empower Communities Study; answer questions.</p>   | <p>Angie Ostazewski,<br/>Ameren Illinois</p> <p>Alan Elliott,<br/>Opinion Dynamics</p>                      |

| Time           | Agenda Item  | Discussion Leader   |
|----------------|--|---|
| 3:00 – 3:25 pm | <p><b><u>Ameren Illinois Policy Proposal: Net-to-Gross Policy for Disadvantaged Areas</u></b></p> <ul style="list-style-type: none"> <li>• Overview of <a href="#">Policy Manual</a> proposal: <a href="#">Net-to-Gross Policy for Disadvantaged Areas</a></li> <li>• Q&amp;A</li> </ul> <p><b>Purpose:</b> For Ameren Illinois to describe a disadvantaged communities policy proposal submitted for consideration in the Illinois EE Policy Manual update; answer questions.</p> | Matt Armstrong,<br>Ameren Illinois  |
| 3:25 – 3:30 pm | <b>Closing and Next Steps</b>  | Celia Johnson,<br>SAG Facilitator<br><br>Annette Beitel, IQ<br>EE Committee<br>Senior Facilitator |

### Meeting Materials

- Low Income Needs Assessment
  - Opinion Dynamics Presentation
  - [Ameren Illinois Low Income Needs Assessment Final Report \(June 1, 2022\)](#)
- Empower Communities Study
  - Opinion Dynamics Presentation
  - [Ameren Illinois Empower Communities Study Final Report \(July 11, 2022\)](#)
- Ameren Illinois Presentation: Net-to-Gross Policy Proposal for Disadvantaged Areas

### Excerpt from Low Income Needs Assessment Executive Summary:

*This report provides the results of the Low Income Need Assessment (LINA) conducted on behalf of Ameren Illinois Company (AIC) by Opinion Dynamics in 2021. For nearly a decade, AIC has provided in-home audit, weatherization, and HVAC upgrade services to income qualified (IQ) customers, including low income and moderate income households.<sup>1</sup> Alongside the IQ Initiative, AIC launched the Market Development Initiative (MDI) in 2018 to promote new economic and energy efficiency opportunities for local and diverse individuals and businesses, with a special focus on diverse and economically challenged communities (referred to as "Empower Communities"). Looking ahead to the 2022–2025 energy efficiency plan, AIC plans to redouble its focus on delivering equitable access to energy efficiency opportunities to disadvantaged communities. In preparation for this new era, AIC commissioned the LINA study to (1) characterize the residential IQ market segment, including key indicators related to energy burden, economic hardship, and health, comfort, and safety (HCS); (2) refine its definition of Empower Communities (beyond income and racial/ethnic diversity) by identifying key sub-segments with relatively high need for support; and (3) enhance outreach efforts by identifying preferred channels and credible messengers for reaching IQ and other underserved customers.*

*To accomplish these goals, Opinion Dynamics conducted a general population survey with a representative sample of over 1,300 AIC residential customers, with an even*

*mixture of IQ and non-IQ customers. We analyzed survey results overall and by customer segment based on income; homeownership status (i.e., owners versus renters); housing type; and a variety of other demographic characteristics (e.g., race and education). The survey also included a “MaxDiff” exercise that required respondents to choose which sources they would be most likely and least likely to go to for help when looking to find ways to reduce their monthly energy bills. We used these results to conduct “first-choice simulations” that expose what proportion of customers would pursue each information source as their first option.*

**Excerpt from Empower Communities Study Executive Summary:**

*This report summarizes key findings from the 2021 Empower Communities Study that Opinion Dynamics performed on behalf of Ameren Illinois Company (AIC). AIC commissioned this study to better understand the how to best serve small businesses and community-serving institutions (CSIs) in predominately non-White and/or economically challenged communities, which AIC refers to as “Empower Communities”. However, the socioeconomic history, barriers, and opportunities in every community are unique. As such, AIC and the Evaluation Team chose to focus this research on deep dive into four specific Empower Communities of varying sizes, as well as different levels of racial diversity and economic challenge, and that have limited or no Market Development Initiative (MDI) partnerships: Decatur, East St. Louis, Monmouth, and an aggregation of small Southern Rural Communities (SRC).*

*The overarching goal of this research is to find new and improved ways for AIC to reach and serve non-residential customers within these historically underserved communities. As such, this study sought to better understand their energy-related and health, comfort, and safety (HCS) needs; barriers to participating in AIC offerings; and the best ways to engage these customers to grow awareness, interest, and ultimately participation in the Business Program.*

*We conducted a survey with 280 small businesses and CSIs (collectively referred to as “organizations”) to understand energy-related needs, barriers to energy management and AIC offering participation, and key firmographic information. To supplement survey findings with deeper, community-specific context, we conducted in-depth interviews with 21 community leaders within the Empower Communities to understand a broader view of needs, barriers, and potentially effective marketing, education, and outreach (ME&O) strategies. Community leaders included a broad range of local AIC and Leidos staff, municipal and state government officials, nonprofits, and other organizations.*