



THE
CADMUS
GROUP, INC.

AIU and ComEd Residential Lighting Programs

PY1 Evaluation Differences
and plans for PY2, PY3

Evaluation Approach – PY1

AIU

- Market Survey Approach
 - NTG Based on AIU Sales Compared to Non-Program States

ComEd

- Program Attribution Approach
 - NTG Based on identification and self-reports of participants and non-participants

ComEd attempted Market Survey Approach with nonsensical results

- Survey timing (AIU- spring, ComEd – summer)
- Recall – (AIU – 6 months, ComEd 12 months and 3 months)
- Demographics (AIU – similar to comparison, ComEd – more urban)

PY2 ComEd Evaluation Plans

- This table shows the data collection activities planned for ComEd in PY2 and the analyses to be performed with these data.

ComEd PY2 Data Collection Activity	Sample Size	Analysis Activity						
		Process Eval	Gross Impacts			Net Impacts		
			Install Rate	HOU/CF	Delta Watts	Customer Self-Report	Supplier Self-Report	Demand Model
ComEd/APT Interviews	2	x						
Supply Side Interviews	40	x					x	
Manufacturers	5	x					x	
Corp Retailers	15	x					x	
Store Managers	20	x					x	
In-Store Intercepts	500	x				x		x
Parts	325	x				x		x
Non-parts	175	x						x
Shelf Surveys	46	x						x
Part Stores	36	x						x
NonPart Stores	10	x						x
Gen Pop Surveys	500	x	x		x	x		

PY3 ComEd Evaluation Plans

- PY3 will include customer site visits, a small scale metering study and participation in a multi-state modeling study (with AIU).

ComEd PY3 Data Collection Activity	Analysis Activity						
	Process Eval	Gross Impacts			Net Impacts		
		Install Rate	HOU/CF	Delta Watts	Customer Self-Report	Demand Model	Multi-State Model
ComEd/APT Interviews	x						
In-Store Intercepts	x				x	x	x
Parts	x				x	x	x
Non-parts	x					x	x
Shelf Surveys	x					x	x
Part Stores	x					x	x
NonPart Stores	x					x	x
Gen Pop Surveys	x	x		x	x		
On-site Survey and Data Logging	x	x	x		x		x
Parts	x	x	x		x		x
NonParts	x						x

PY2 & PY3 AIU Evaluation Plans

- AIU's evaluation will also include multi-state modeling plus customer surveys, interviews, and site visits.

AIU PY2 and PY3 Data Collection Activity	Sample Size	Process Evaluation	Analysis Activity				
			Gross Impacts			Net Impacts	
			Install Rate	HOU	Delta Watts	Supplier Self-Report	Multistate Analysis
AIU/APT Interviews	3	x					
Gen Pop Survey	500	x	x				x
Supply Side Interviews							
Manufacturers	5	x				x	
Corporate Retailers	10	x				x	
Site Visits	100		x	x	x		x
Tracking Database	census				x		
Third Party Data	N/A			x	x		