



Ameren Illinois PY3 Evaluation Findings

ActOnEnergy Business Programs

Presentation to Stakeholder Advisory Group

December 13, 2011

Agenda

- Overview of PY3 Evaluation Effort
- Summary of Key PY3 Findings
 - Prescriptive and Custom Programs
 - Retro-Commissioning Program
- Discussion of Findings/Q&A Session

PY3 Evaluation Overview

The PY3 evaluation consisted of a full impact and process evaluation for the Prescriptive and Custom programs, as well as a full process and limited impact evaluation effort for the Retro-Commissioning Program.

Program	Participant Survey	Non-participant Survey	Program Ally Interviews	Program Staff and KAE Interviews	Onsite Data Collection	Review of TRM
Prescriptive (Core)	178	245	11	8	45	X
Custom	47					
Online Store	88					
Retro-Commissioning	17		4			
Total	330	245	15	8	45	

Summary of Portfolio Savings

The portfolio exceeded goal

Program	2010 Planned Impacts		2010 Ex Ante Net Impacts		2010 Ex Post Net Impacts	
	kW	MWh	kW	MWh	kW	MWh
<i>Ameren Utilities Contribution to C&I Portfolio</i>						
C&I Prescriptive	19,953	84,242	13,640	87,863	13,660	91,091
C&I Custom	3,171	24,395	4,921	34,522	4,479	30,341
C&I Retro-Commissioning	47	1,914	2,784	23,855	1,914	16,401
Commercial New Construction	147	458	-	-	-	-
Commercial Demand Response/ Demand Credit	2,328	137	564	2	564	2
Street Light	0	4,249	-	-	-	-
Total	30,169	115,395	21,909	146,242	20,617	137,834

Prescriptive and Custom Programs

Impact Findings

Prescriptive Program – Exceeded Goal

2010 Planned Impacts		Ex Ante Gross Savings		Gross RR		Ex Post Gross Savings		NTGR	Ex Post Net Savings	
kW	MWh	kW	MWh	kW	MWh	kW	MWh		kW	MWh
19,953	84,242	19,186	116,796	0.93	1.07	17,939	124,432	0.77	13,660	91,091

- High gross realization rate due to engineering adjustments to specific lighting and motors projects. Realization rates for both end-uses exceeded 1.
- Nonparticipant spillover found (3.7% of population) and quantified based on engineering review. Savings applied to the Prescriptive Program. (Increased the NTGR by 0.009)

Impact Findings (Cont.)

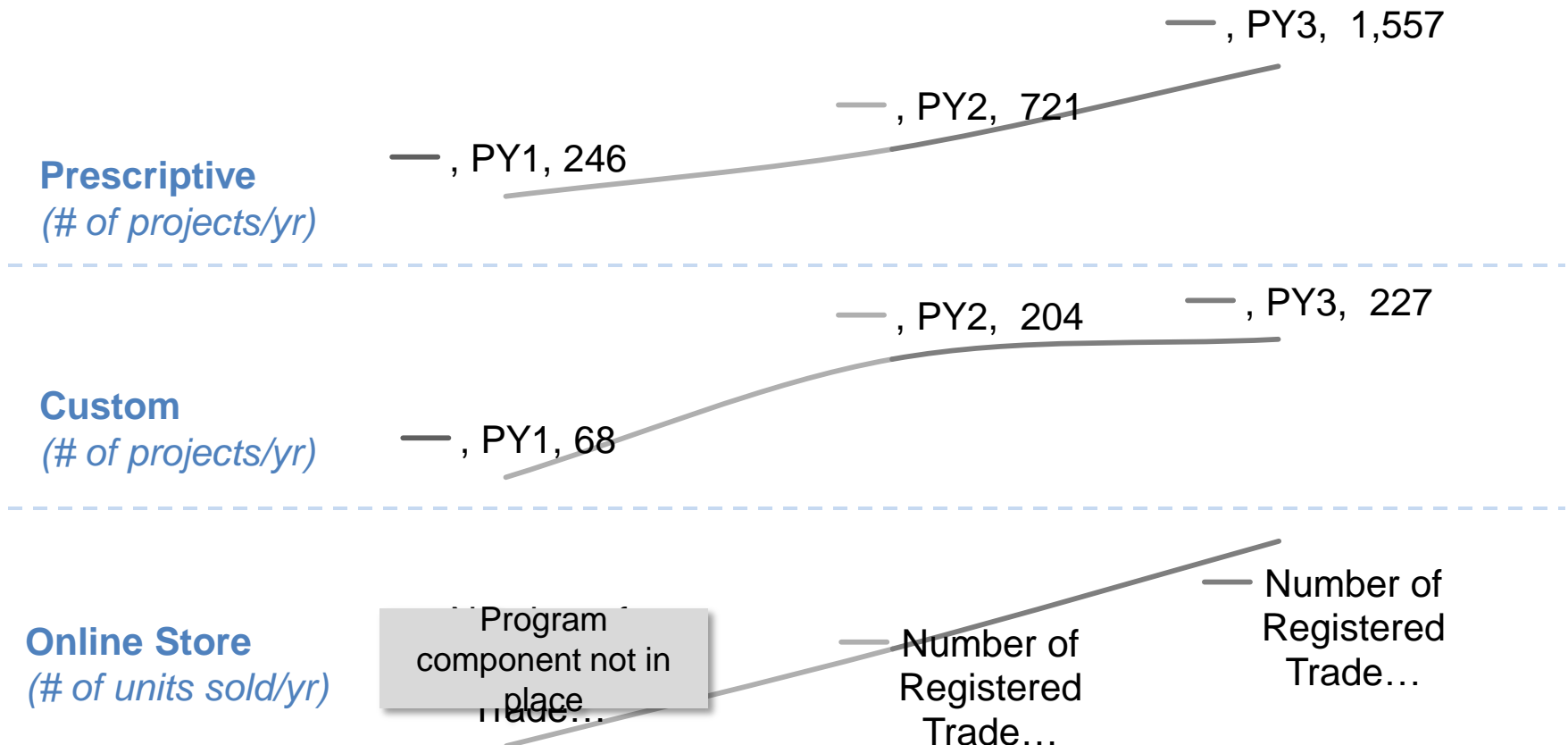
Custom Program - Exceeded Goal

2010 Planned Impacts		Ex Ante Gross Savings		Gross RR		Ex Post Gross Savings		NTGR	Ex Post Net Savings	
kW	MWh	kW	MWh	kW	MWh	kW	MWh		kW	MWh
3,171	24,395	7,132	50,032	0.84	0.81	5,972	40,455	0.75	4,479	30,341

- Participant spillover found and applied to the program.
(increased the NTGR from 0.74 to 0.75)

Program Participation

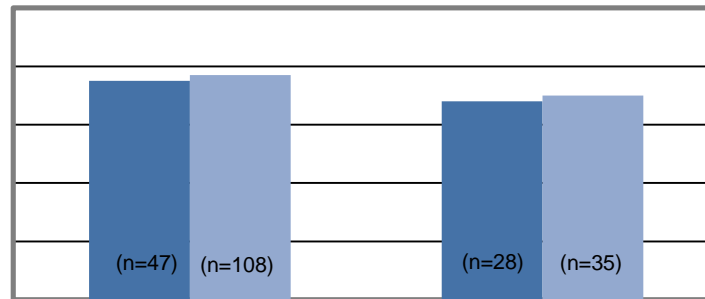
- Program annual participation increased consistently across all program components



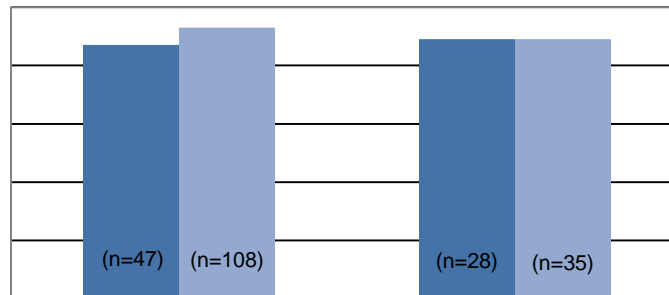
Program Delivery

- Application process rated as easy across the two years this was asked

*Application Process**



- Applications requirements are rated as clear by an overwhelming majority of participants *Application Clarity***

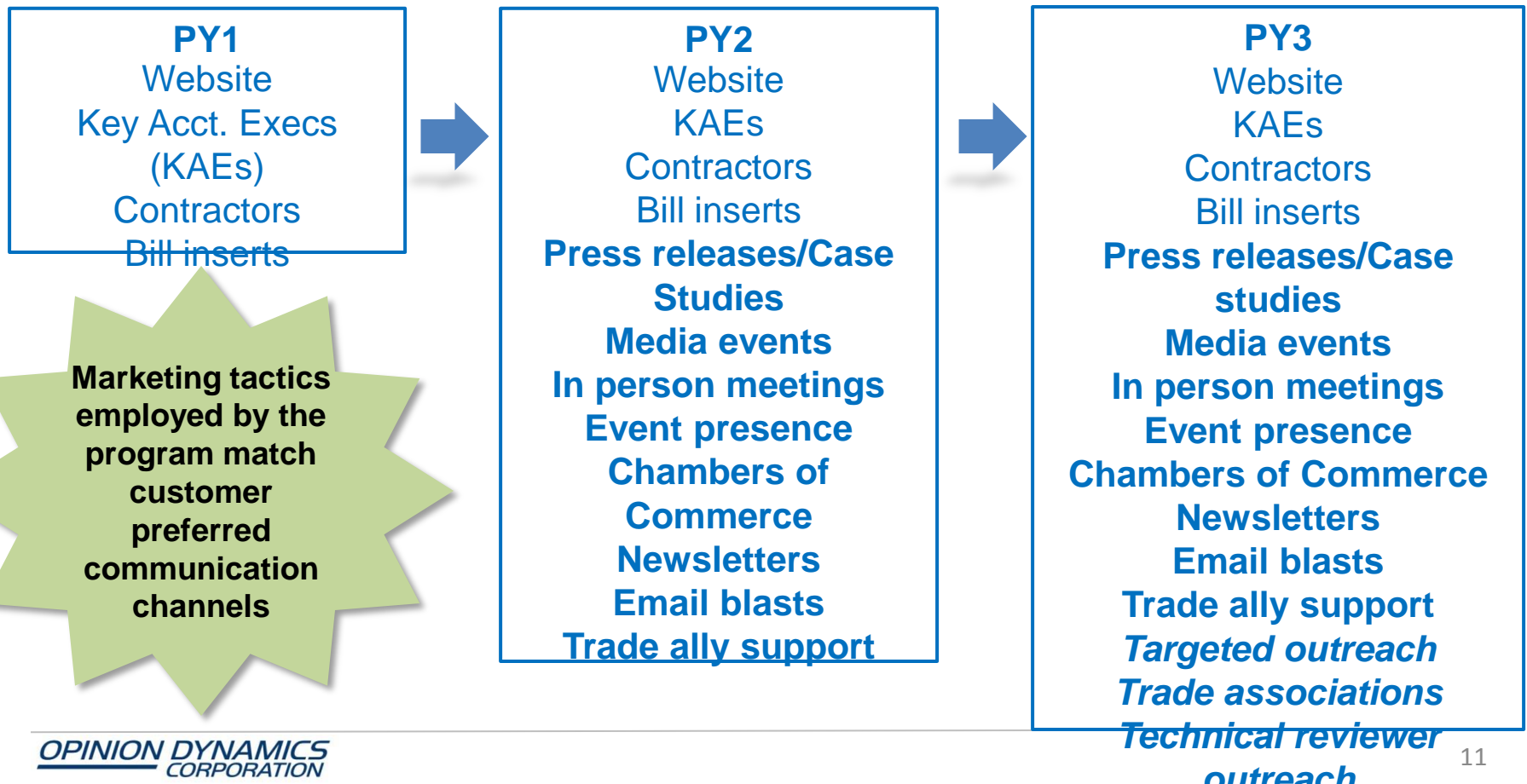


PY2 **PY3**



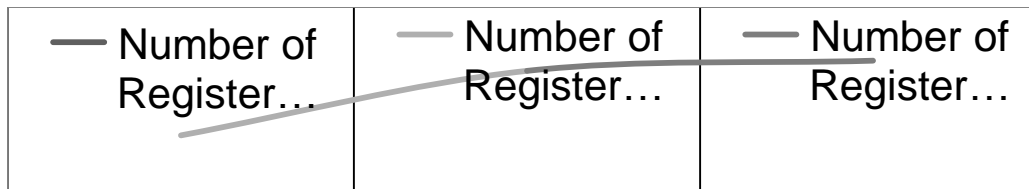
Program Marketing

- Exponential growth in program marketing and outreach tactics over three program years (with limited staff resources)



Program Marketing (Cont.)

- Multi-pronged marketing strategies aimed at a variety of stakeholders: new and past customers, trade allies, key account executives.
- A variety of special promotions strategically timed to increase participation
- Growing trade ally network and retention of allies



- Geographic, stakeholder and market sector-targeted outreach

PY3 Program Challenges & Key Recommendations

Challenge	Recommendation
Trade ally participation (A big share of projects completed by a handful of trade allies)	Continue promoting the program and its benefits to trade allies while further building strong trade ally network
Lack of customer recognition around trade ally affiliation and benefits associated with such affiliation	Continue customer education about the benefits of working with registered trade allies

Retro-Commissioning Program

Impact Findings

Retro-Commissioning Program – Exceeded Goal

- We asked only net-to-gross questions for this program
- The evaluation team found no participant spillover in PY3.

2010 Planned Impacts		Ex Ante Gross Savings		Gross RR		Ex Post Gross Savings		NTGR	Ex Post Net Savings	
kW	MWh	kW	MWh	kW	MWh	kW	MWh		kW	MWh
47	1,914	3,480	29,819	1	1	3,480	29,819	0.58	1,914	16,401

Process Findings

- The program saw continued increase in participation and domination of compressed air projects.
- Positive response to the program among participating customers and RSPs:
 - Application process is relatively easy and considered reasonable.
 - High participant satisfaction with key program components.

Program Elements	Mean Rating (n=15)
Technical review staff	8.7
Incentive level	8.6
Program overall	8.1

Mean rating on a 0-10 scale where 0 is not at all satisfied and 10 is very satisfied

Marketing and Program Promotion

- Special early completion bonus to encourage earlier project completion and the achievement of savings above minimum requirements
 - Participants aware of offer and motivated to expedite projects in order to receive it

PY3 Program Challenges, Accomplishments & Key Recommendations

Program Successes and Challenges	Recommendation
KAEs involved in large customer recruitment	Continue to leverage KAEs in working with larger customers. Currently a well received practice.
Long project timelines and uncertain completion dates	If possible, continue to offer the early completion bonus provided in PY3.
High levels of free-ridership	Continue existing project meetings and screening procedures; update RSPs about this issue and maintain ongoing communications.

Questions/Comments

Thank you!

Mary Sutter, Vice President of Energy Evaluation
510-444-5050 X104, msutter@opiniondynamics.com

Hannah Arnold, Project Manager
617-301-4657, harnold@opiniondynamics.com