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**From:** Christy Zook, Charles Ampong, PJ Vigilante, Mike Freed, Navigant

**CC:** Kevin Grabner, Laura Agapay-Read, Randy Gunn, Rob Neumann, Navigant

**Date:** August 23, 2018

**Re:** Net-to-Gross Research Results from GPY6 for the Peoples Gas and North Shore Gas Home Energy Jumpstart Program

This memo presents our free ridership and spillover research results for the GPY6 Peoples Gas (PGL) and North Shore Gas (NSG) Home Energy Jumpstart (HEJ) Program using the Illinois TRM version 6.0 methodologies.<sup>1</sup> The net-to-gross (NTG) survey was fielded in Spring 2018. The focus of the GPY6 research was capturing a representative sample of participants that installed efficient showerhead, programmable thermostat and re-programming thermostat measures that dominate the program’s gross therm savings where a NTG value is applied.<sup>2</sup> The GPY6 participant free ridership and spillover results provide updated findings relative to prior NTG research for this program which was conducted on GPY2 participants.<sup>3</sup>

Table 1 below provides a summary of the Home Energy Jumpstart Program GPY6 participant free ridership and spillover research findings. The findings represent a combined population of PGL and NSG participation from GPY6, excluding Smart Thermostats. In total, 110 interviews were completed with GPY6 PGL and NSG participants. Participant free ridership scores were averaged to yield a measure-level free ridership estimate, and the measure-level estimates were weighted by GPY6 verified gross therms

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<sup>1</sup> Illinois Statewide Technical Reference Manual for Energy Efficiency, Version 6.0, Volume 4: Cross-Cutting Measures and Attachments, effective January 1<sup>st</sup>, 2018.

<sup>2</sup> The TRM-derived gross savings for Smart thermostats installed through the program do not require NTG adjustment and were excluded from the GPY6 NTG research. Excluding Smart thermostats, the efficient showerhead, programmable thermostat and re-programming thermostat measures combined saved 94 percent of the PGL gross therms NTG research population, 92 percent of the NSG gross therms NTG research population, and 93 percent for the combined populations.

<sup>3</sup> Statewide NTG protocols were not established when the research on GPY2 participants was conducted.

to the population level. Navigant estimated a program-level free ridership rate of 0.18 and a spillover rate of 0.01 for the HEJ Program.

**Table 1. Participant Free Ridership and Spillover Results (GPY6 Participants)**

Program	Measure	Population Weights FR	Participant SO	Participant Average FR Score	Relative Precision @ 90% CI
PGL and NSG HEJ	Showerhead	0.313		0.14	11%
	Programmable Thermostat	0.364		0.14	9%
	Re-programming Thermostat	0.323		0.28	13%
	<b>Population Roll-up</b>	<b>1.000</b>	<b>0.01</b>	<b>0.18</b>	<b>12%</b>

Source: Navigant analysis of data from a computer-assisted telephone survey conducted with PGL and NSG GPY6 Home Energy Jumpstart Program participants.  
FR = Free Ridership; SO = Spillover

For comparison, the GPY6 deemed net to gross value is presented below.

**Table 2. GPY6 Deemed NTG Values**

Measure Category	FR	SO	NTGR
Overall HEJ Program	0.08	0.04	0.96

Source: Peoples Gas (PGL) and North Shore Gas (NSG) Summary of Deemed NTG Values for GPY1 through GPY7 Updated to include Final NTG Values for GPY7. March 1, 2017.

These values are based on evaluation research conducted with GPY2 participants and have been the SAG-approved NTG ratio and component values for the Home Energy Jumpstart Program since then, including GPY7 (2018). Statewide NTG protocols were not established when the research was conducted with GPY2 participants.

### GPY6 Free Ridership and Spillover Research Data Collection

The GPY6 free ridership and spillover research was conducted using a customer self-report approach through a computer-assisted telephone interviewing (CATI) survey with 110 participants from a randomized sample of 9,424 PGL and NSG GPY6 HEJ participants. The counts for the completed participant interviews and sample design are outlined in Table 3. Participants that installed multiple measures were interviewed for up to three measures. Most participants interviewed for thermostat measures also had showerheads as a second measure. Therefore, the 110 interviews covered 164 installed measures. After reviewing the response data, Navigant excluded 35 measure installations from the free ridership sample because of failed consistency checks or lack of required data to conduct the free ridership analysis. The free ridership was estimated from the remaining 129 measure installation responses (164 minus 35). A detailed discussion of Navigant’s approach to consistency checks and disposition for the free ridership sample is provided in the Appendix at the end of this memo. All 110 interviews were included in the spillover sample.

**Table 3. Free Ridership and Spillover Research Sample and Disposition**

NTG Component	Measure	Number of Usable Contacts	Target Completes	Measure Installations Covered by Completed Interviews*	Dropped from the Analysis	Analyzed Completes†
<b>Free Ridership</b>						
	Showerhead	3,716	40	92	12	80
	Programmable Thermostat	3,028	35	36	8	28
	Re-Programming Thermostat	2,680	35	36	15	21
	<b>Total</b>	<b>9,424</b>	<b>110</b>	<b>164</b>	<b>35</b>	<b>129</b>
<b>Spillover</b>		<b>9,424</b>	<b>110</b>			<b>110</b>

Source: PGL and NSG Home Energy Jumpstart Program GPY6 tracking data, survey response data, and evaluation analysis.

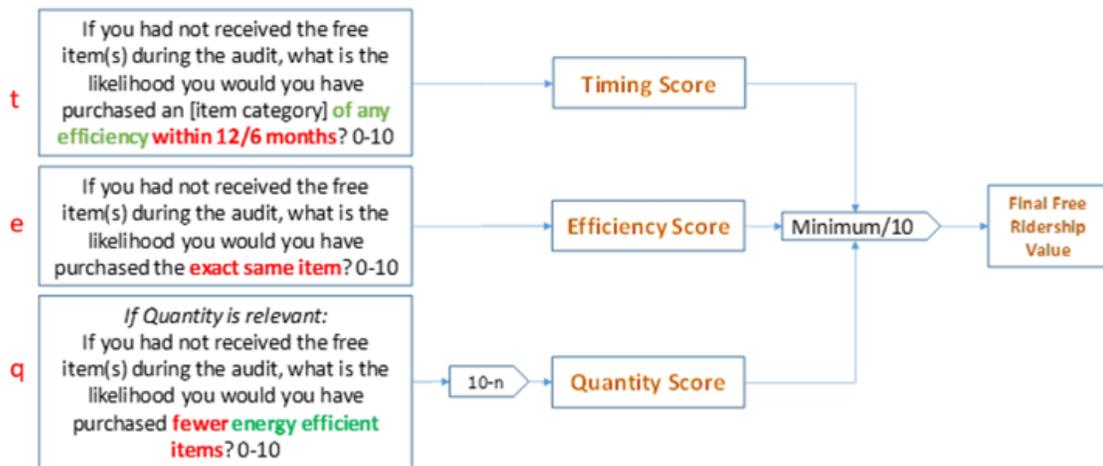
\* The call center completed interviews with 110 participants. Participants that installed multiple measures were interviewed for up to three measures, and each measure installation is counted in the 164 total.

† Analyzed Completes provides the interview count used to develop the free ridership and spillover estimates. Analyzed Completes excludes responses that failed consistency checks or lacked required data (discussed in the Appendix below).

### Free Ridership Estimates Using Algorithms in the TRM Version 6.0

The following diagram describes the IL TRM v6.0 free ridership algorithm for residential single family, no-cost, direct install programs (protocol 4.5).

**Figure 1. Protocol for Residential No-Cost, Direct Install Free Ridership**



Source: Illinois TRM Version 6, Volume 4. Cross-Cutting Measures and Attachments, final February 8, 2017, effective January 1st, 2018.

Navigant applied the algorithm prescribed by the TRM version 6.0 flow diagram to the data we collected from 110 GPY6 Home Energy Jumpstart Program participants.

## Participant Spillover Estimation

The respondents were asked in the telephone survey if they had installed any additional natural gas saving measures to reduce energy consumption since participating in the Home Energy Jumpstart Program. Navigant included 19 questions to identify spillover candidates and estimate savings.<sup>4</sup> These questions addressed three general aspects, paraphrased below:

1. Since participating in the program, did you make additional energy efficiency improvements that were not rebated by a utility program?
2. How much influence did your participation in the program have on your making additional energy efficiency improvements?
  - a. On a zero to ten scale, where zero is not at all important and ten is extremely important, how important was your participation in the Home Energy Jumpstart Program on your decision to make additional energy efficiency improvements outside of a utility program? [Attribution Score 1.]
  - b. If you had not participated in the Home Energy Jumpstart Program, how likely is it that you would have made additional energy efficiency improvements? Please use a zero to ten scale, where zero means that you definitely would not have made additional energy efficiency improvements and ten means that you definitely would have made them? [Attribution Score 2.]
3. What were details of the energy efficiency improvements (efficiency level, quantity, etc.)?

Spillover was considered to be attributable to the Home Energy Jumpstart Program if the following condition is met: the average of Attribution Score 1 and (10 minus Attribution Score 2) must exceed 5.0.<sup>5</sup> Of the 110 survey respondents, 22 reported that they installed additional energy efficient equipment, but only 12 of them indicated that participating in the Home Energy Jumpstart Program influenced them to make these additional purchases. Navigant determined that only nine of those 12 had spillover averaged attribution scores greater than five. Finally, only three of those nine installed equipment with quantifiable natural gas savings,<sup>6</sup> which included a low flow showerhead, a gas clothes dryer, and a programmable thermostat. Together, the therm savings from these improvements amounted to 1.3 percent of program savings for the 110 respondents in the spillover sample. Because the 110 were selected as a simple random sample, their spillover savings rate is representative of the population of GPY6 program participants.

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<sup>4</sup> Respondents do not answer all 19 questions – follow-up questions are skipped depending on earlier responses.

<sup>5</sup> The spillover methodology is guided by NTG protocols in the Illinois TRM Version 6, Volume 4. Cross-Cutting Measures and Attachments, final February 8, 2017, effective January 1st, 2018.

<sup>6</sup> Electric-saving spillover actions are not credited to the natural gas spillover.

## NTG Results

The NTG research results for PGL and NSG Home Energy Jumpstart GPY6 participants are summarized in Table 4.

**Table 4. Summary of Free Ridership, Spillover and NTGR Research Results for the HEJ Program**

Measure	FR	PSO	NTGR
Showerheads	0.14		
Programmable Thermostat	0.14		
Re-Programming Thermostat	0.28		
<b>Population Roll-up</b>	<b>0.18</b>	<b>0.01</b>	<b>0.83</b>

*Source: Navigant analysis of data from a CATI survey conducted with 110 GPY6 PGL and NSG Home Energy Jumpstart Program participants.*

FR = Participant Free Ridership; PSO = Participant Spillover

$NTGR = 1 - FR + PSO$

## APPENDIX – Free Ridership Sample Disposition

Of the 164 measures installed and captured in the raw interview data, ten measure installations were dropped from the free ridership sample because the respondent only answered one of three crucial program component score questions (quantity score, timing score and efficiency score). Additionally, 15 measure installations were dropped from the analysis for non-response on any of the free ridership scoring data.

Of the remaining responses, 30 corresponded to consistency check failures, whereby respondents answered questions indicating that the program was both highly influential and inconsequential to their decision to install a measure through the program. The consistency check remediation methodology relied on having two independent reviewers assign 'likely high/low program influence' or 'inconclusive program influence' based on the respondents' program component answers and their answer to an open-ended probing question triggered by a consistency check failure. Measure-level responses were dropped from the analysis if respondents lacked a response to the open-ended question or if both independent reviewers assigned 'inconclusive program influence.' This resulted in a total of seven measures dropped due to a lack of open ended question responses and three measures dropped due to inconclusive influence explanations (10 drops total out of 30 consistency check failures).

Among the remaining 20 inconsistent responses, there was a common pattern in the responses: the program influence sub-scores and open-ended responses reflected a high program influence, but the no-program scores indicated a high likelihood of purchasing and installing the measure if the program did not exist. In these cases we interpreted the program influence and open-ended scores as representative. On the basis of this analysis of multiple data points per respondent, the adjustment made to the remaining 20 free ridership scores employed the following formula: Free ridership =  $1 - (\text{Program Influence Score}/10)$ .

As summarized in the table below, Navigant's survey of 110 participants covered 164 measure installations, of which 35 were dropped for missing or inconsistent data. Navigant's recommended free ridership estimates are based on the remaining 129 responses (164 minus 35), noting that 20 of the 129 responses apply the consistency check adjustment.

**Table 5. Free Ridership Survey Disposition**

Measure Response Disposition	Showerhead	Programmable Thermostat	Re-Programming Thermostat	Total
<b>Measure installations covered by interviews</b>	<b>92</b>	<b>36</b>	<b>36</b>	<b>164</b>
Excluded: Non-response	2	2	11	15
Excluded: Had only one scoring factor	4	3	3	10
Excluded: Failed consistency check and no open-ended response	5	1	1	7
Excluded: Failed consistency check but inconclusive open-ended response	1	2	0	3
<b>Total of Excluded Responses</b>	<b>12</b>	<b>8</b>	<b>15</b>	<b>35</b>
<b>Analyzed Sample</b>	<b>80</b>	<b>28</b>	<b>21</b>	<b>129</b>
Included in Analyzed Sample: Failed consistency check but open-ended response supported an adjusted score	8	9	3	20

*Source: PGL and NSG Home Energy Jumpstart Program GPY6 survey response data and evaluation analysis.*