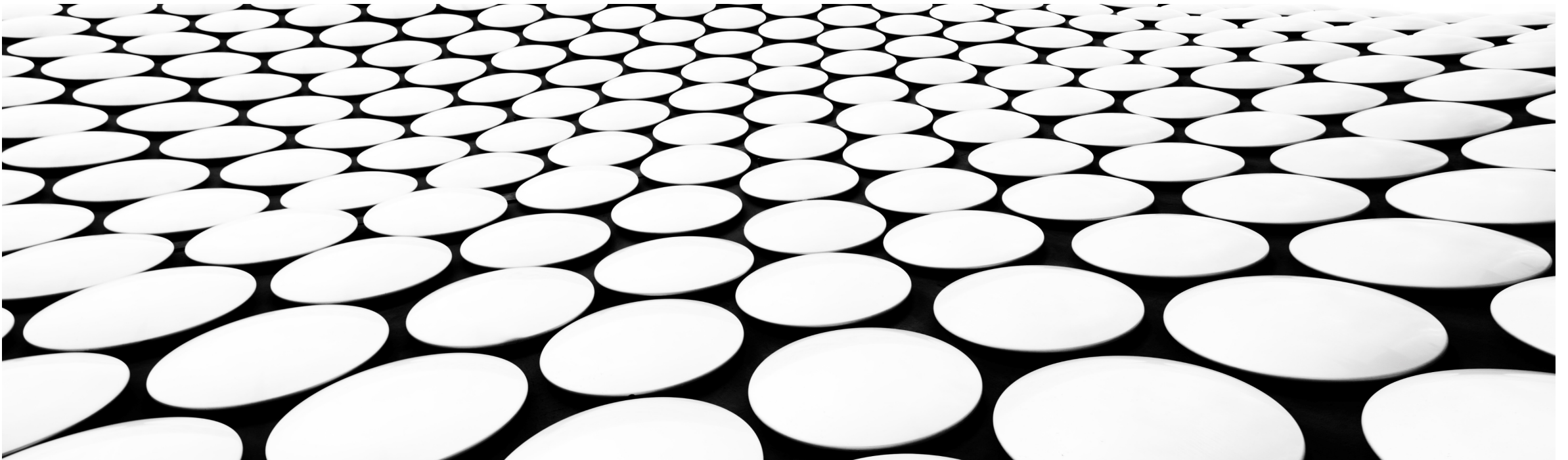


ENERGY STAR RETAIL PRODUCTS PLATFORM EVALUATION COLLABORATION

PRESENTATION TO ILLINOIS SAG



AGENDA

- IL-TRM Attachment C and Illinois' ENERGY STAR Retail Products Platform Programs (ESRPP)
- Core Components of the Illinois ESRPP Evaluations
 - Review of NEEA's Logic Model and Market Progress Indicators
 - Develop a Consensus-Based Approach to Natural Market Baseline and Sales Data Analysis
 - Develop Approach for Attribution
- Schedule of 2021 Activities and Approach to Reaching Consensus

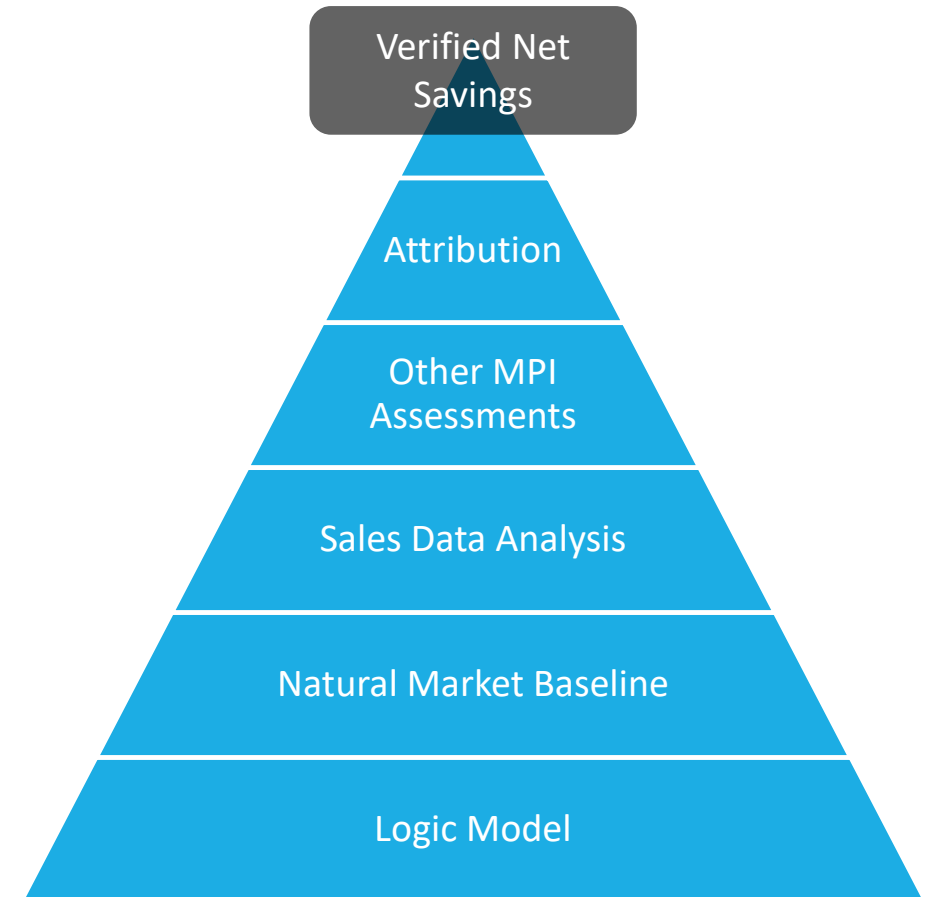
IL-TRM ATTACHMENT C

- IL-TRM Attachment C provides a high-level framework for estimating MT savings in Illinois but does not provide specific protocols for estimating savings for ESRPP
- Using Attachment C's guidance, we are developing a specific process for estimating savings from ESRPP
- Per Attachment C, the evaluation teams and NEEA agree that a theory-based evaluation is appropriate for ESRPP
 - Attempts to understand if observed changes in the market are consistent with ESRPP theory of change.
 - Seeks to understand an initiative's contribution to those market changes

CORE COMPONENTS OF IL ESRPP EVALUATIONS

CORE COMPONENTS OF ESRPP EVALUATIONS

1. Logic model review
2. Natural market baseline development and sales data analysis approach
3. Assessment of other market progress indicators (MPIs)
4. Attribution approach looking at the preponderance of the evidence to determine ESRPP's contribution to observed market changes
5. Verified net savings result from sales data analysis and attribution determination



LOGIC MODEL AND MPI REVIEW

- NEEA provided ComEd and AIC a draft ESRPP logic model
- Because ESRPP evaluation is theory-based, ensuring agreement on the logic model and associated MPIs is a critical first step
- Evaluators are currently reviewing the logic model and will be providing feedback to NEEA by end of June
- Next steps: Starting in July, convene small group to discuss logic model and MPI feedback and come to consensus by September

NATURAL MARKET BASELINE & SALES DATA ANALYSIS

- Natural Market Baseline (NMB) represents the counterfactual (what would have naturally occurred in the market absent the intervention)
- Analysis of actual sales is compared to the NMB to determine net savings
- In small group meetings in June:
 - NEEA shared an overview of their NMB approach and sales data analysis
 - Guidehouse shared the NMB approach and detailed sales data analysis used in the CY2020 ComEd impact evaluation report
- Next steps: starting in July, convene small group to discuss NMB and sales data analysis approach for use statewide and reach consensus by September

MARKET PROGRESS INDICATOR (MPI) ASSESSMENT

- Assessing MPIs will be part of annual evaluations
- ESRPP logic model defines interventions ESRPP takes and the expected outcomes, which can be tracked through evaluation to determine if ESRPP is achieving its objectives
- Assessed energy savings through NMB and sales data analysis are one of many MPIs that can be assessed
- Next steps: starting in July, convene small group to discuss approaches to assess MPIs and reach consensus by September.

ATTRIBUTION

- In June, evaluation small group agreed that attribution for ESRPP has two components:
 - A preponderance of the evidence approach that seeks to determine whether the intervention has influenced all MPIs
 - Results of sales data analysis as NMB takes into account net effects
- Next steps: starting in July, convene small group to discuss the appropriate way to conduct the preponderance of the evidence approach, and reach consensus by September.



SCHEDULE JULY-NOVEMBER 2021

UPCOMING ACTIVITIES

- By close of June: Opinion Dynamics and Guidehouse will provide comments to NEEA on ESRPP logic model
- During July: Small group meetings convened (outside of SAG) to seek consensus on:
 - Logic model and MPIs
 - Approach for NMB development and sales data analysis
 - Attribution approach
- By September: Initial consensus approach reached on above
- Late Summer/Early Fall: Document consensus approach and invite feedback from stakeholders and others
- November: SAG MT Working Group meeting to present final approach for 2021 ESRPP evaluations

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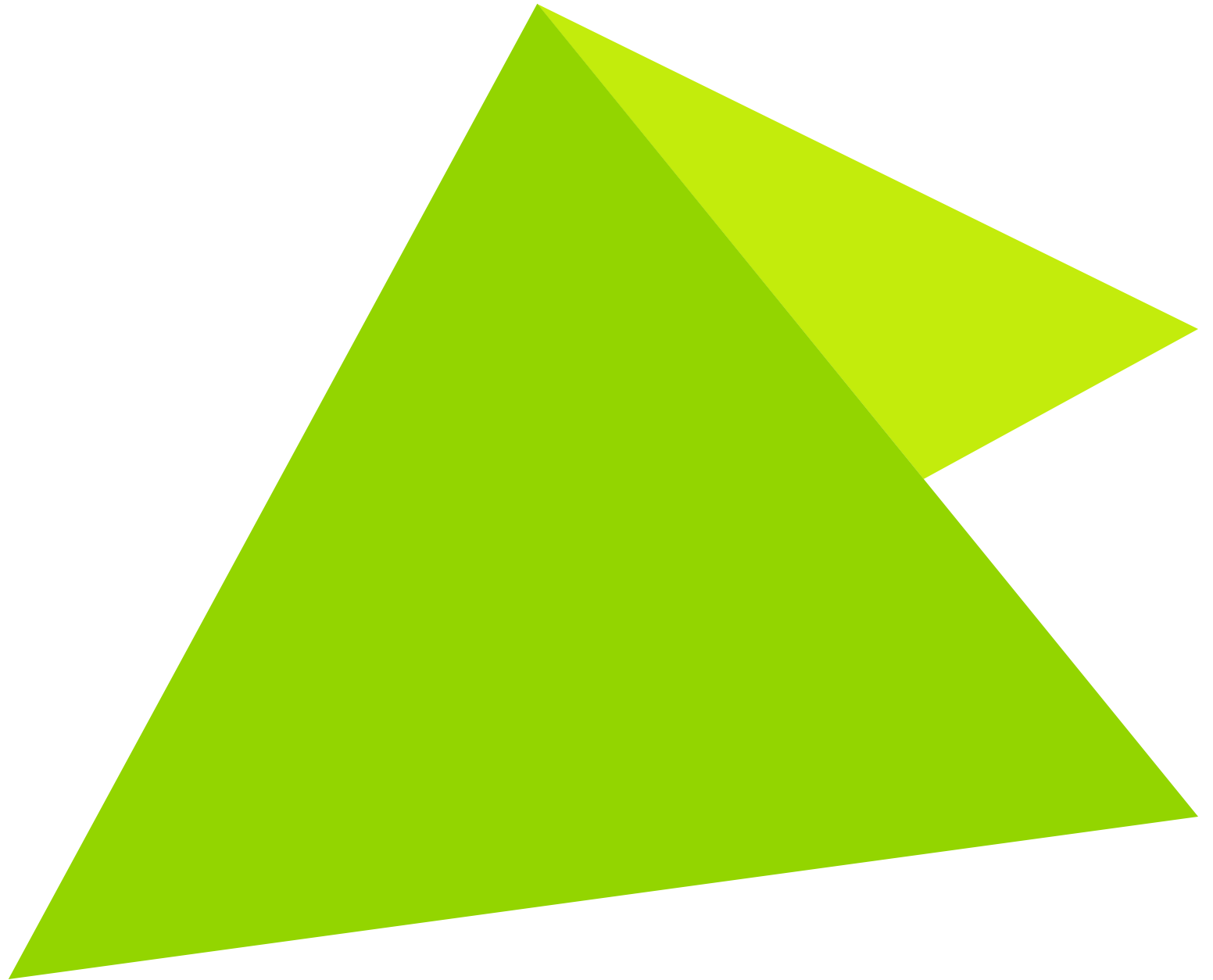
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