



Evaluation Plan for Peoples and North Shore Gas Program Year 2025

PRESENTATION TO SAG
DECEMBER 4, 2024

Agenda

Introduction to 2022-2025 Evaluation Activities and Timeline
Key PY2025 Evaluation Activities

Program-Level Research

Impact

Net-to-Gross (NTG)

Process

Income Eligible / Income Qualified

Market Transformation

Portfolio-Level Research

Budget Allocation

Coordination

Q&A and Feedback





Introduction

2025 Portfolio Evaluation

Evaluation Plan Schedule

Step

Date

Presentation to SAG

December 4

First Draft

December 15

Comments Due on Evaluation Plan

January 15

Second Draft

January 30

Comments Due on Second Draft

February 12

Final

February 28

Evaluation Plan of the 2022-2025 Portfolio Cycle

Program-Level Research

Gross Impact Research

- Conducted annually, all* programs

Net-to-Gross (NTG) Research

- Conducted once per cycle for most programs

Process Research

- Conducted based on program need, cost, and joint opportunities

Market Transformation (MT)

- Advise statewide efforts
- Research and verification of implemented initiatives

Income Eligible

- Explore joint research opportunities targeting program outreach and delivery
- Conduct research

Portfolio-Level Research and Activities

TRM Update Support

- TRM v14, Q1 through Q3
- Prioritize support for future updates
- Refine NTG and MT protocols

Non-Energy Impacts (NEIs)

- Joint research on Societal, Utility, and Participant NEIs

Annual Reporting

- Verified savings and TRC
- Economic impacts

Collaboration

- With ComEd on joint programs and research
- Statewide

Key Activities for 2025

Program-Level

- Gross impact on 2025 programs, starting mid-year,
 - Custom sampling in 2025 Q3/Q4
 - End-of Year in 2026 Q1/Q2
- NTG for selected programs starting 2024 Q4

Portfolio-Level/Statewide

- 2025 Planning
- TRM v14 update participation

* A program that accounts for less than 3% of portfolio savings and has a history of consistent verified savings realization rates with values close to 100% at both the measure level and program level will be considered for applying the previous year's realization rates.

The Peoples and North Shore Gas 2025 Portfolios

Sector / Program	Peoples Gas (PGL)		North Shore Gas (NSG)	
	Program Budget	Net Therms	Program Budget	Net Therms
Income Eligible	47%	28%	20%	5%
Residential	14%	30%	27%	25%
Business	22%	43%	37%	42%
MDI	2%	-	2%	-
Portfolio Costs	16%	<1%	16%	<1%
Portfolio Total	\$29,049,031	7,023,142	\$4,098,601	1,998,927



Program-Level Research

Summary of 2022-2025 Evaluation Activities and Timeliness

Overview of 2022-2025 Evaluation

Program-Level Research

Gross Impact Evaluation Research

Timing

- End-of-Year on most programs
 - Small programs with history of realization rates consistently near 1.0 receive 2024 RR
- Larger programs and new measures receive mid-year review
- Large or complex custom projects receive parallel path / early review

Methodology

- TRM-based measures verification
- Custom projects M&V protocols
- Consumption data regression

Approach

- TRM measures: Census review
- Custom Projects: File review on a sample, site M&V for a subset
- Consumption Data Regression: single project or population

NTG Research

Timing

- Once per cycle for most programs
- Change in program or market
- Prioritize need

Methodology

- Apply statewide protocol in TRM or approved by SAG NTG Working Group

Approach

- On-line survey and / or telephone
- Free-Ridership survey close to participation
- Spillover survey 12+ months after participation to allow for actions

Target

- Participating Customers
- Trade Allies
- Non-Participants

Process and Other Research

Timing

- Conduct based on program need, cost, and joint opportunities
- Can combine with NTG surveys

Methodology

- Evaluation best practices

Approach

- Review program materials
- Often use survey research, on-line and / or telephone
- Interviews and focus groups
- Benchmarking
- Secondary research

Target

- Program managers, contractors
- Customers and Trade Allies
- Non-Participants

Impact Evaluation Timeline, 2025 Programs

Activity	Target	2025				2026				
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Interim Impact Review and Reporting	TRM-Based Measures			Interim Data						
	Sampled Custom Projects			Wave 1	Wave 2					
Annual Impact Evaluation and Reporting	Program-Level Impacts					2025 End of Year				
	Verified Portfolio Cost and Savings Results							2025		
	Large or Complex Projects in Pre-App Stage	Reviews occur when program brings project to evaluators								

Impact Evaluation – Residential

Program / Market Offering	Gross Impact Evaluation Approach	Custom Project Parallel Path Review	Interim TRM Review
Residential Programs			
Outreach & Education			
Energy Efficiency Education*	2024 RR		TRM†
Home Energy Jumpstart*			
Assessments and DI	2024 RR		TRM†
Advanced Thermostats	2024 RR		TRM†
Home Energy Rebate			
Space & Water Heating	TRM		TRM
Weatherization	TRM		TRM
Advanced Thermostats	TRM		TRM
Multi-Family Program			
Assessments and DI	TRM		TRM
Rebates: Prescriptive/PTA	TRM		TRM
Rebates: Custom	Custom	If Requested	Q3, Q4 Samples
Gas Optimization	Custom	If Requested	Q3, Q4 Samples

*Jointly implemented with ComEd.

†Interim review will be conducted only if our review of the tracking database finds substantial changes from 2024.

Source: Guidehouse

Impact Evaluation –Income Eligible

Program / Market Offering	Gross Impact Evaluation Approach	Custom Project Parallel Path Review	Interim TRM Review
Income Eligible Programs			
Single Family			
Retrofits	TRM		TRM
Elementary Energy Education	TRM		TRM
Home Energy Assessment	TRM		TRM
Income Eligible Kits	2024 RR		TRM*
Multi-Family			
Retrofits and New Construction	TRM & Custom	If Requested	TRM
Partner Trade Ally (PTA)	TRM		TRM
Income Eligible Kits	2024 RR		TRM*
Public Housing Authority	2024 RR		TRM*

*Interim review will be conducted only if our review of the tracking database finds substantial changes from 2024.

Source: Guidehouse

Impact Evaluation – Business and Public Sector

Program / Market Offering	Gross Impact Evaluation Approach	Custom Project Parallel Path Review	Interim Review Type
Business and Public Sector Programs			
Small/Mid-Size Business			
Assessments and DI	TRM		TRM
Rebates: Prescriptive/PTA	TRM		TRM
Rebates: Custom	Custom		Q3, Q4 Samples
Commercial Food Service	TRM		TRM
C&I Programs			
Prescriptive Rebates	TRM		TRM
Custom Rebates	Custom	If Requested	Q3, Q4 Samples
Gas Optimization	Custom	If Requested	Q3, Q4 Samples
Strategic Energy Management	Custom	If Requested	
Coordinated Retro-Commissioning	Custom	If Requested	Quarterly Sample
Coordinated New Construction	Custom	If Requested	Q3 Sample
Public Sector Programs			
Prescriptive Rebates	TRM		TRM
Custom Rebates	Custom	If Requested	Q3, Q4 Samples
Gas Optimization	Custom	If Requested	Q3, Q4 Samples
Strategic Energy Management	Custom	If Requested	
Coordinated Retro-Commissioning	Custom	If Requested	Quarterly Sample
Coordinated New Construction	Custom	If Requested	Q3 Sample

Source: Guidehouse

NTG Evaluation Timeline

Activity	Timing	2024			2025												2026
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Interview program staff, design survey instruments. Two months per program	October 1 to January 15	█	█	█	█												
Prepare survey for fielding and launch. Field data collection lasts 4 weeks	January 15 to April 30				█	█	█	█									
Analyze responses and calculate NTG results	March 15 to July 15						█	█	█	█	█						
Finalize all NTG research memos	July 15 to August 31										█	█					
Present NTG recommendations to SAG and Utilities and make best effort to reach consensus	September 1 to September 30												█				
Final consensus NTG ratios deemed	October 1													█			
New consensus NTG ratios in effect	January 1																█

NTG Evaluation Draft Timeline

Program (s)	Target/Measures	Research	2023				2024				2025				2026
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Home Energy Jumpstart	Direct Install	FR, PSO													
Residential	Advanced Thermostats	FR													
Multi-Family	Partner Trade Allies	FR, PSO, NPSO													
Residential Sector	All Non-IE Non-Participants	NPSO													
Non-Res New Construction	All C&I and Public Sector	FR													
Non-Res New Construction	All C&I and Public Sector	FR													
C&I Programs	Custom Rebates	FR, PSO													
Coordinated RCx	All C&I and Public Sector	FR, PSO, TA													
Multi-Family	PMs, Assessments, Direct Install, Standard, Custom	FR, PSO	Blue	Green	Green	White	Green	Green	Green	Blue	Blue	Green	Light Blue	White	EFF
Home Energy Rebates	HVAC, Water Heating, Weatherization	FR, PSO, TA				Blue	Blue	Green	Green	Blue	Blue	Green	Light Blue	White	EFF
Small/Mid-Size Business	Assessments, DI, Prescriptive, PTA, Custom	FR, PSO, TA								Blue	Blue	Green	Light Blue	White	EFF
Commercial Food Service	Rebates	FR, PSO								Blue	Blue	Green	Light Blue	White	EFF
C&I Programs	Prescriptive, PTA	FR, PSO, TA								Blue	Blue	Green	Light Blue	White	EFF
Public Sector	Prescriptive, Custom	FR, PSO								Blue	Blue	Green	Light Blue	White	EFF
Gas Optimization	All MF, C&I and Public Sector	FR, PSO								Blue	Blue	Green	Light Blue	White	EFF
Net-to-Gross Key		Sample and Survey Design	Blue												
FR= Free rideship		Fielding	Green												
PSO = Participant Spillover		NTG Analysis and Reporting	Light Blue												
TA = Trade Ally		Year NTG Effective	EFF												
NPSO=Non-Participant Spillover															

Market Transformation

1. The Evaluator's role in MT depends on the maturity of the initiative and the Companies' involvement

- **Company and stakeholders are engaged in MT concept and strategy development of an initiative**
 - Evaluators provide “as needed” support to the effort
 - Evaluators advise on key elements of the MT savings protocol of promising initiatives
 - Program Theory and Logic Model, Natural Market Baseline, Savings per Unit / Energy Savings Framework, Gross Market Potential, Market Progress Indicators, Data Collection, Attribution and Allocation
- **Company implements an initiative and expects to claim savings**
 - Evaluators conduct research and verification to estimate savings attributable to the Company following IL TRM Attachment C

Market Transformation

2. PGL and NSG are not actively engaged in Market Transformation Initiatives in 2025

3. MT is coordinated with Nicor Gas, ComEd, Ameren Illinois, Third-Parties, SAG
 - Other initiatives are being developed, led by other parties
 - Coordination is within Illinois and Nationally



Portfolio-Level Topics

Research, Budget, Coordination

Overview of 2022-2025 Evaluation

Portfolio-Level Topics

TRM Support and Research

TRM Update Support

- TRM v14, Q1 through Q3 2025
- Submit / review workpapers
- Participate in subcommittees
- Participate in late October “Evaluation Priorities” discussion led by TRM Administrator
- Refine NTG and MT protocols via Working Groups

TRM Research

- Prioritize by need, impact, and cost
- Additional evaluation priorities are being considered: modest scope and budget, meaningful impact

Other Research Under Consideration

Opportunities to conduct joint research with ComEd, Ameren, Nicor Gas

- NEIs: Research on Societal, Utility, and Participant NEIs
- Program-Specific Topics
- Building Performance Standards MT

If non-joint, ensure that natural gas related topics are considered, if appropriate

Annual Reporting

Annual Reporting

- Verified savings and program costs
- Water savings, CO₂ reduction
- High Impact Measures for TRM
- Cost-effectiveness TRC / PACT
- Joint-program TRC
- Economic impacts

Timing

- Q3 each year, when final data is available
- Q2 / Q3 2026 four-year summary

Ad Hoc Reporting

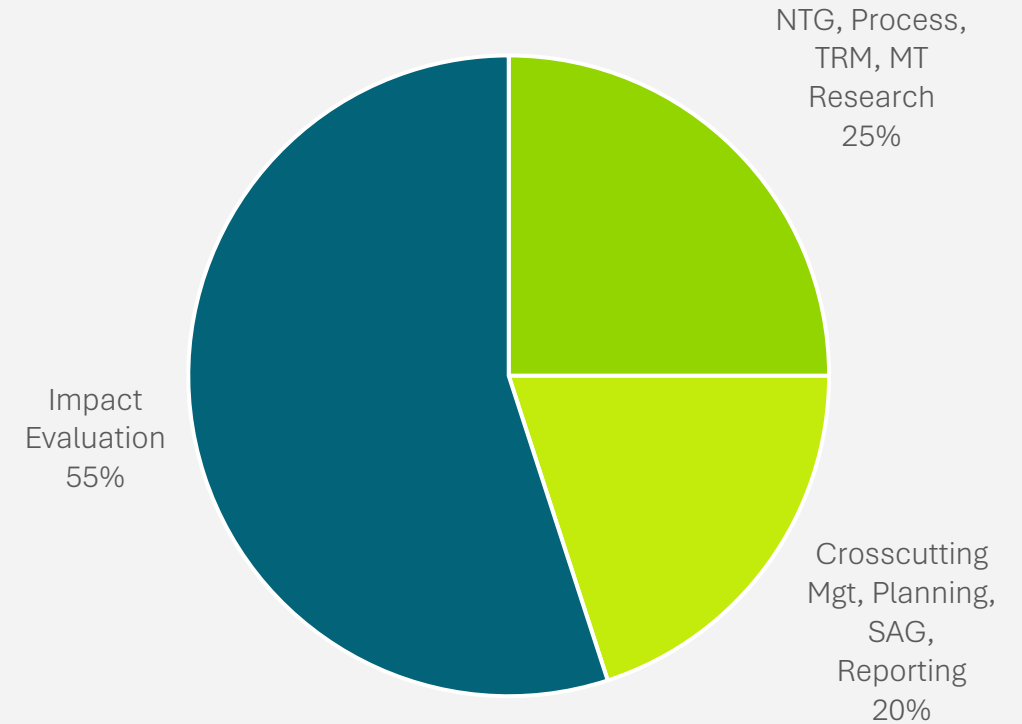
Evaluation Budget

1. Overall Budget is split between

- Impact Evaluation
- Crosscutting Activities (Management, Planning, and Reporting)
- Research (NTG, Process, MT, Other)

2. Prioritizing Resources

- Meet requirements for savings verification and reporting
- ICC Orders and SAG input
- Program contribution to portfolio net savings
- Program / Implementer needs and effectiveness
- Opportunities to leverage joint research with other utilities



Evaluation Budget – 4 Year: \$3,777,716
 Per Program Year: \$944,429

Evaluation Coordination

1. Guidehouse coordinates with the other utilities and their evaluation teams on an ongoing basis – this includes Ameren, ComEd, and Nicor Gas
2. Gas / Electric Joint Program Evaluations
 - Some jointly delivered programs are evaluated by a single-team, producing a single report
 - Joint or coordinated programs and measures are evaluated separately in some cases
 - Evaluators calculate and report joint TRCs
 - Monthly evaluation coordination meetings with all evaluation teams

Evaluation Coordination

3. Coordination on NTG, Process, and TRM Research

- TRM measure research considered on a case-by-case basis
- Process research is done jointly when it is beneficial to do so
- 2025 collaborative research planned
- Statewide Midstream Food Service NTG Research

4. Coordination beyond specific programs occurs as follows

- SAG meetings, Illinois-wide issues
- Illinois NTG Framework and Protocol Working Group
- Illinois TRM Technical Advisory Committee
- Evaluator coordination calls (monthly)

Questions, Feedback



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