

## Ameren Illinois Income Qualified Initiative

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**From:** The Opinion Dynamics Evaluation Team

**Date:** February 1, 2022

**Re:** 2021 Participant Survey Results

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This memorandum presents findings and results from Opinion Dynamics' survey of low and moderate income customers who participated in the 2021 Ameren Illinois Company (AIC) Income Qualified (IQ) Initiative, including the Single Family channel, the Community Action Agency (CAA) channel, and the Safe and Virtual Energy Efficiency (SAVE) Kit offering. This participant survey supported multiple research objectives for AIC. From a process evaluation perspective, this survey collected customer satisfaction with the Initiative and their participation experience, as well as more detailed feedback about several relatively new offerings and design changes: SAVE Kits, Personal Energy Advisors (PEAs), and the re-introduction of copayments for moderate income customers. From an impact evaluation perspective, this survey was the first opportunity to collect in-service rate (ISR) and household characteristics information for "Unverified" SAVE Kits (i.e., cases where AIC has no information about the installation of the measures and limited information about the customer's home), which may serve as inputs for Illinois Technical Reference Manual (IL-TRM) updates.

As shown in Table 1, we surveyed over 400 customers in total, including over 200 participants in the "core" IQ Initiative (i.e., Single Family and CAA channels), and over 300 who received SAVE Kits. Some customers both received a SAVE Kit and participated in the core Initiative.

Table 1. IQ Participant Survey Completes by Channel

Channel	Number of Respondents
Single Family Channel	164
CAA Channel	56
Verified SAVE Kit Recipients	87
Unverified SAVE Kit Recipients	219
<b>Total Unique Respondents</b>	<b>442</b>

The overall response rate for the survey was 21%.<sup>1</sup> We provided respondents with both a phone and web option to complete the survey, though the majority responded by web. Table 2 outlines the number of valid web survey respondents and phone survey respondents.

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<sup>1</sup> American Association for Public Opinion Research (AAPOR) Response Rate 1.

Table 2. Response Type

Response Method	Number of Respondents
Web	410
Phone	32

## Introduction to the Income Qualified Initiative

In this section we describe the key channels, offerings, and design elements explored in the participant survey.

### Single Family and CAA Channels

The Single Family channel (also known as Home Efficiency Income Qualified, or HEIQ) and the CAA channel provide no-cost Building Performance Institute (BPI) energy audits that identify building shell and HVAC retrofit opportunities. During the audit, implementation staff also install energy-efficient “direct install” (DI) measures such as LEDs, showerheads, faucet aerators, advanced power strips, pipe insulation, and programmable/advanced thermostats at no cost. Following the audit, customers may also receive additional retrofits, such as air sealing and insulation improvements, central air conditioner replacements, and heat pump replacements. Leidos oversees the implementation of these channels in coordination with several implementation partners. For the Single Family channel, Walker-Miller and BPI-certified AIC Program Allies serve moderate and low income single-family customers who did not participate in the Illinois Home Weatherization Assistance Program (IHWAP). For the CAA Channel, CAAs with support from AIC partner, Resource Innovations, serve low income single-family customers that participate in the IHWAP program at the same time. The CAAs combine AIC and IHWAP funding to provide comprehensive energy efficiency and health and safety improvements.

During PY2021, the IQ Initiative served over 1,000 Single Family channel customers and over 300 CAA channel customers.

### Moderate Income Copayments

AIC re-introduced copayments for some building shell and HVAC measures, specifically for moderate income participants in the Single Family channel. Co-payment percentages vary by measure and customers may pay up to \$4,000. According to AIC staff, the average copayment in 2021 was about \$2,800. In the third and fourth quarter of 2021, AIC removed all co-payments from projects for the remainder of the year due to the availability of additional funding through the Market Development Initiative (MDI) specifically through the Energy Assistance Foundation’s Warm Neighbors, Cool Friends Program, and a partnership with the City of Urbana. Both funding sources will continue into 2022 to provide \$0 copayments for a limited number of moderate income participants.

### SAVE Kits

SAVE Kits are a distinct offering within the Single Family channel. In June 2020, AIC developed the SAVE Kits offering to continue helping income qualified customers manage their energy costs and improve the comfort of their home while avoiding in-person contact during the pandemic. Although AIC introduced SAVE Kits in 2020 as a response to the COVID-19 pandemic, AIC has continued to offer them in 2021 to any income qualified customer who completed a virtual audit through the Single Family channel, or who signed up for the

“Fresh Start” bill payment assistance program.<sup>2</sup> The SAVE Kits not only provide energy savings to customers, but also act as a “foot in the door” for hard to reach and underserved customers in energy efficiency offerings. The SAVE Kit acts as a catalyst for participation in other AIC offerings, including the IQ Single Family channel, the Appliance Recycling Initiative, and the Online Marketplace.

The SAVE Kit includes several energy and water saving products (e.g., LEDs, low flow showerheads, advanced power strips, and door sweeps), a booklet of installation instructions, and the tools customers need to install the products (e.g., a screwdriver and plumber’s tape). Once they have received the kit, they may choose from two verification options:

- **Virtually Assisted Install (or “Virtual” Verification):** A video call with a PEA who will walk the customer through product installation, verify the customer installed the products correctly, and ensure the customer installed enough products to receive the incentive.
- **Postcard Verification:** Customers install the measures on their own and then submit a verification postcard.

Customers may also choose not to complete a verification option. AIC provides SAVE Kits at no cost to the customer and the contents do not vary by customer type (e.g., dual-fuel or single-fuel customers, single-family, or multifamily). AIC also promotes other Initiatives (i.e., Single Family core, the CAA channel, Appliance Recycling, and the Online Marketplace) to customers using marketing materials in the SAVE Kit, information provided to the customer during virtual verification, and through PEAs.

AIC distributed over 5,000 SAVE Kits in 2021.

## PEAs

PEAs are a part of the Walker-Miller Energy Services implementation team for the Single Family channel. The PEAs act as concierges for SAVE Kit recipients. They contact customers who receive a SAVE Kit to welcome them into the IQ Initiative; verify the customer has received the SAVE Kit; ask if they need installation assistance (i.e., a Virtually Assisted Install); communicate the steps for SAVE Kit verification; and specifically introduce the core Single Family channel and assist with the application process. If customers would like to receive help installing their SAVE Kit, the Home Energy Specialists (HES) team (i.e., the Initiative’s customer care center) helps customers set up appointments with PEAs, who conduct the Virtually Assisted Install calls.

## Summary of Key Findings

Below is a summary of our key findings:

- **The IQ Initiative is working well from the customers’ perspective.** Across nearly all aspects of their experience, 90% or more of respondents were “mostly” or “completely” satisfied.
- **SAVE Kits:** Most (87%) of respondents who participated in the SAVE Kit offering (n=306) were “mostly” or “completely” satisfied with the SAVE Kit and their experience overall; and were similarly

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<sup>2</sup> “Ameren Illinois Providing Funds in Bill Payment Assistance for Qualified Customers with ‘Fresh Start’ Program.” Peoria Citizens Committee for Economic Opportunity, Inc. (PCCEO). Accessed December 2021. <https://www.pcceo.org/ameren-illinois-providing-funds-in-bill-payment-assistance-for-qualified-customers-with-fresh-start-program/>.

satisfied with specific components of the kit (e.g., the measures) or the verification experience, where applicable.

- **SF & CAA Channels:** Similarly, 90% of respondents who participated in the Single Family or CAA channel (n=220) were “mostly” or “completely” satisfied with their participation experience overall and most components. Years-long CAA waitlists continue to be a challenge for some customers, but the CAA resource capacity challenges that lead to long waitlists are outside of AIC’s control. Most respondents were satisfied with the amount of time they were on the waitlist.
- **Customer interactions with their PEA during the SAVE Kit participation process are positive overall.** Of the 164 customers who interacted with a PEA, 75% reported being “completely” satisfied. Very few customers were not fully satisfied with their interactions with their PEA. Although the PEA outreach is quite extensive, only about half (53%) of SAVE Kit respondents recall a PEA reaching out to them; about a third (30%) did not recall and the rest (17%) were unsure.
- **The SAVE Kit offering is successfully converting customers to the core Single Family channel.** Most SAVE Kit recipients (87%) received a SAVE Kit before deciding to participate in the Single Family channel. More than half of these respondents (61%) said they learned something about the Single Family channel from the SAVE Kit experience and then decided to participate. They rated the influence of the SAVE Kit on their decision as a 4 out of 5 on average (where 5 is “completely” influential).
- **The marketing materials in the kit are the most influential factor encouraging Single Family participation.** Three-quarters (76%) of respondents who said the SAVE Kit was influential in their decision to participate in additional offerings (n=139) reported that the marketing materials in the SAVE Kit were the most influential aspect in convincing them to participate in the Single Family channel. In comparison, only 10% said that the PEA was the most influential aspect of their SAVE Kit and very few cited the Virtually Assisted Install as the most influential, when applicable. This finding suggests that while the PEA may be helpful to customers who have challenges with or questions about their SAVE Kit, the marketing materials provided to customers in the SAVE Kit are a more effective strategy to promote the Single Family channel.
- **Copayments to complete retrofits do not seem to be a barrier for Single Family customers.** Of the 61 Single Family customers who received a scope of work that included out-of-pocket costs, over 90% of them felt that the costs were somewhat or completely reasonable. Only one directly said the copayments were unreasonable and the rest did not offer comment.
- **Across all measures, the ISRs amongst Unverified SAVE Kit respondents are lower compared to IL-TRM v.10.0 assumptions.** Most commonly (between a quarter and third of respondents, depending on the measure), respondents did not know how to install the non-lighting measures; and a significant number (between a fifth and a quarter depending on the measure) said they already had or did not need the non-lighting measures. Most respondents did not install all the standard LEDs, typically keeping a few in storage for later, and about a third of respondents said they did not have a use (i.e., the appropriate fixture) for the specialty LEDs. Respondents generally tend to hold on to LEDs even if they do not have an appropriate fixture, rather than throwing them out or donating them.
- **The ISRs for Unverified SAVE Kits differ for standard and specialty lighting.** The survey found ISRs of 60% for standard LEDs and 37% (for globe LEDs) and 38% (for flood LEDs) for specialty LEDs. The IL-TRM v.10.0 currently assumes that standard and specialty lighting in “Income Qualified Direct Mail Kits” have the same ISRs, which suggest a need to update SAVE Kit assumptions as well as signals for broader discussion amongst stakeholders about lighting kit ISR assumptions.

- **Water heating fuel and housing type mixes differ between survey respondents and current Unverified SAVE Kit savings assumptions.** There is a greater proportion of single-family homes and electric water heating than the current savings estimates assume. These differences would change the mixture of gas versus electric savings for Unverified SAVE Kits.

The remainder of this memorandum provides detailed evaluation findings and conclusions and recommendations for Initiative improvement. We also provide a summary of survey and outreach methods in the appendix at the end of this memorandum.

## Detailed Evaluation Findings

This section summarizes participant survey findings. We begin with customer feedback on the SAVE Kits and the PEA. We then summarize customer feedback on the Single Family and CAA channels. Last, we provide ISR and household characteristics data for Unverified SAVE Kits.

### SAVE Kits

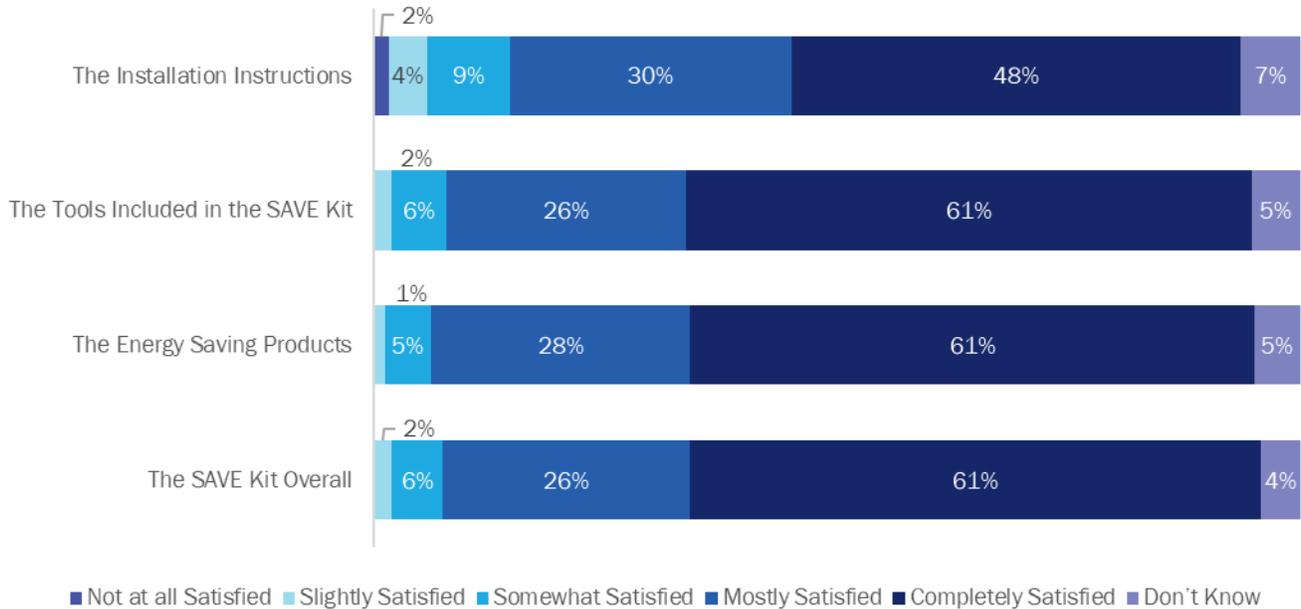
We surveyed 306 customers who received a SAVE Kit. Most of these respondents (n=219) had not completed a verification step at the time of the survey (we refer to these as “Unverified” SAVE Kits respondents). A total of 87 respondents had completed either a Virtually Assisted Install (“virtual”) (n=72) or a postcard (n=15) verification. We refer to this group as “Verified” SAVE Kit respondents.

### Satisfaction with SAVE Kit

#### Customers were highly satisfied with all aspects of their SAVE Kit.

Most customers (87%) were “mostly” or “completely” satisfied with their SAVE Kit overall. They were the most satisfied with the energy savings products that were included in the SAVE Kit and were slightly less satisfied with the installation instructions that were provided. Respondents who said that they were less satisfied with the installation instructions (n=45) most commonly noted that the instructions were either unclear (n=11) or there was not enough information in the instructions (n=10). Figure 1 summarizes respondents’ satisfaction with the SAVE Kit overall and with various aspects of the kit.

Figure 1. Satisfaction with SAVE Kit Contents (n=306)



Note: Some percentages do not sum to 100% due to rounding.

### Personal Energy Advisors

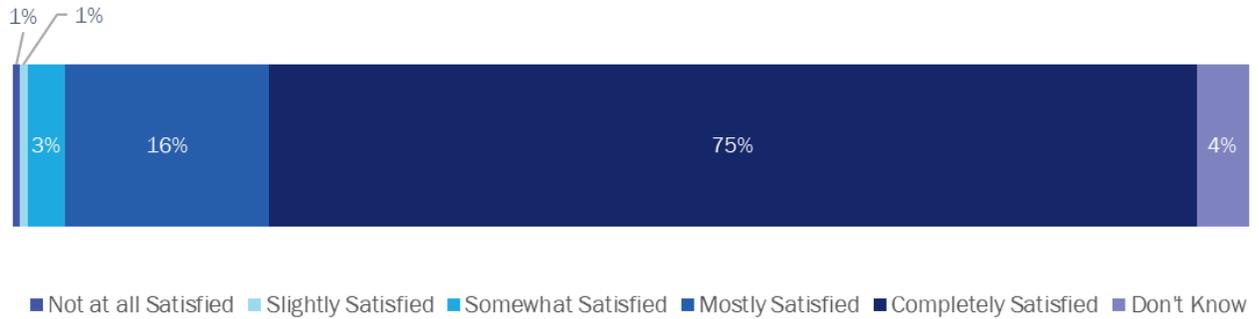
After a customer orders their SAVE Kit, a PEA contacts them by email to welcome them to the SAVE Kit offering. One to two weeks later, when the SAVE Kit should have arrived, PEAs follow up with a phone call to ask if the customer needs any assistance installing the products they received and will offer to guide the customer through the installation process through a Virtually Assisted Install video call. The PEA then introduces the Single Family channel and offers to help with the application process. A few weeks later, the PEA begins to provide a mixture of e-mail, paper mail, and follow-up phone calls to promote AIC’s other offerings, including the Single Family channel, Appliance Recycling, and the Online Marketplace.

**Many SAVE Kit respondents did not recall hearing from a PEA, but those that did were satisfied with their interactions.**

Among those who received a SAVE Kit (n=306), about a third (30%) said they did not recall their PEA reaching out to them and 17% said they did not know if the PEA had reached out to them. A few factors may be driving this result. First, the issue may be partly due to the nature of the outreach (which frequently relies on e-mail), as we have found in other research studies that e-mail outreach recall is often somewhat lower than other forms of outreach. Second, the somewhat high incidence of “don’t know” responses (17%) could indicate that respondents are not associating the calls and e-mails from the PEA with the SAVE Kit.

Among respondents who did recall the PEA (n=164), however, 91% were either “mostly” or “completely” satisfied with their interaction with their PEA (Figure 2). Very few respondents (n=7) were dissatisfied with their interaction with their PEA in any way.

Figure 2. Satisfaction with PEA (n=164)



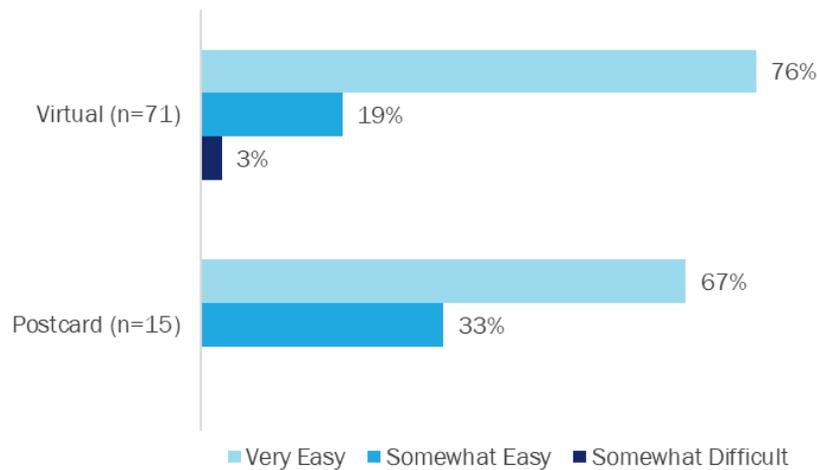
Note: Analysis only includes those who recall the PEA.

### Verification Experience

**Customers generally had no significant challenges completing either verification option, though some would have preferred an in-person visit to a virtual one.**

As shown in Figure 3 below, of the 87 respondents who completed a verification option, most said that their verification experience was “very” or “somewhat” easy for them to complete, regardless of verification type. No respondents said the verification process was “very difficult” and few mentioned it was “somewhat difficult”. Amongst the virtual verification respondents (n=72), most used a smartphone to complete their verification (86%) and a small number of respondents used a computer (7%) or a tablet (3%) to complete their verification. While the non-smartphone group is too small for statistical comparison, we did not see any anecdotal difference in the ease of participation based on the technology the customer used.

Figure 3. Ease of Verification Options



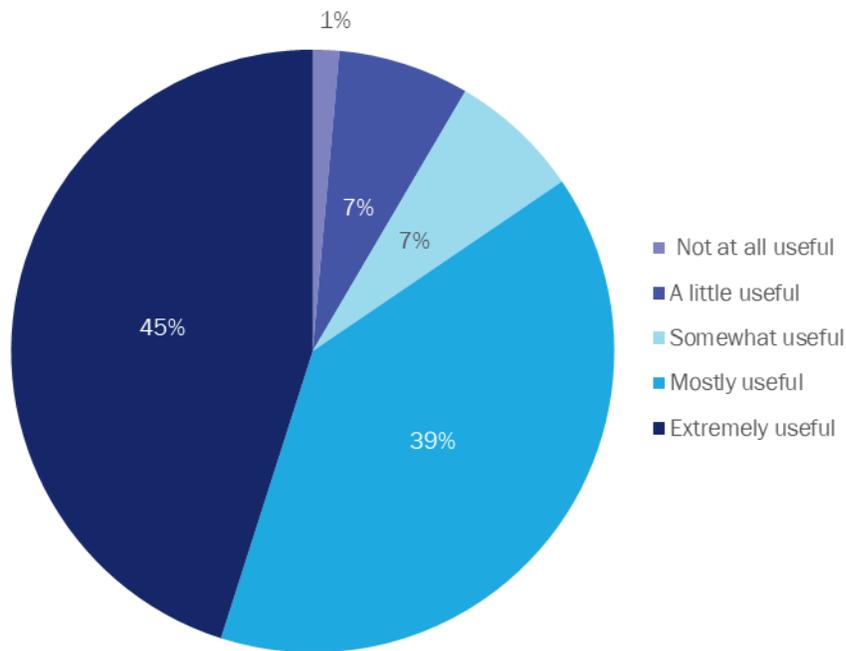
Note: Analysis excludes one person from virtual verification analysis because they responded “Don’t Know” to this question

We then asked respondents who had completed the virtual verification but had not moved on to the Single Family channel’s in-person audit about whether they would have preferred an in-person audit instead of a virtual audit. About two-thirds of them (14 of 22) said they preferred the virtual option and the remaining third would have liked an in-person visit instead.

**Respondents who completed a Virtually Assisted Install generally found the information and installation assistance the PEA provided to be helpful.**

The PEA who conducts the Virtually Assisted Install with customers also provides them with information about the measures in the SAVE Kit, collects information about the home, and provides energy savings tips and information about the Single Family channel and other AIC Initiatives. As shown in Figure 4, most virtual verification respondents found the information provided by the PEA to be “mostly” or “extremely” useful (84%). Most (75%) also said they received additional assistance from the PEA installing items in the SAVE Kit during the virtual verification. All but one of the respondents who received additional assistance felt that the PEA’s instructions were “mostly” or “completely” clear.

Figure 4. Usefulness of Information Provided during Virtual Verification (n=71)



Note: Analysis excludes one person from analysis because they responded “Don’t Know” to this question.

**SAVE Kit Influence**

**The SAVE Kit experience influenced many respondents to participate in other AIC offerings, particularly the IQ Initiative’s Single Family channel.**

Of the 306 SAVE Kit respondents, 266 confirmed that they received a SAVE Kit prior to deciding to participate in the Single Family channel. Of them, over three-quarters recall learning something about the Single Family channel as a part of the SAVE Kit experience; and nearly half said they learned about the Single Family channel

for the first time through their SAVE Kit. Ultimately, over half of SAVE Kit respondents both learned something about the Single Family channel through their SAVE Kit experience and decided to participate, though at the time of this survey some had not yet participated; and some may ultimately decide not to participate. These respondents highly rated the influence of the SAVE Kit experience on their decision to participate; as a 4 out of 5 on average.

We conducted similar analyses for the Appliance Recycling Initiative and the Online Marketplace, as these are the other two offerings that PEAs and the SAVE Kit materials promote. Of the same 306 SAVE Kit respondents, fewer recalled learning about the Appliance Recycling Initiative and the Online Marketplace through their SAVE Kit and had lower rates of post-SAVE Kit participation in these initiatives compared to the Single Family channel. However, similar to the Single Family channel, respondents highly rated the influence of the SAVE Kit on their decision to participate, when applicable.

Table 3 details, by Initiative, the number of SAVE Kit respondents who received a kit before participating in the initiatives; the proportion who learned something about the initiatives from the SAVE Kit (and the proportion who learned about the initiatives for the first time); and the influence of the SAVE Kit on respondents' decision to participate in the initiatives, when applicable.

Table 3. Influence of SAVE Kits on Participation in Other AIC Initiatives

Initiative	Received the SAVE Kit Before Deciding to Participate (n)	Learned about Offering through SAVE Kit Experience	Learned about Offering for the First Time	Learned Something and Decided to Participate in Offering (Did or Plan to)	Average Influence of SAVE Kit Experience
IQ Single Family Channel	266	208 (78%)	124 (47%)	163 (61%)	4 out of 5 (n=160) <sup>a</sup>
Appliance Recycling	306	193 (63%)	100 (33%)	93 (30%)	4 out of 5 (n=90) <sup>a</sup>
Online Marketplace	306	132 (43%)	91 (30%)	78 (25%)	4 out of 5 (n=76) <sup>a</sup>

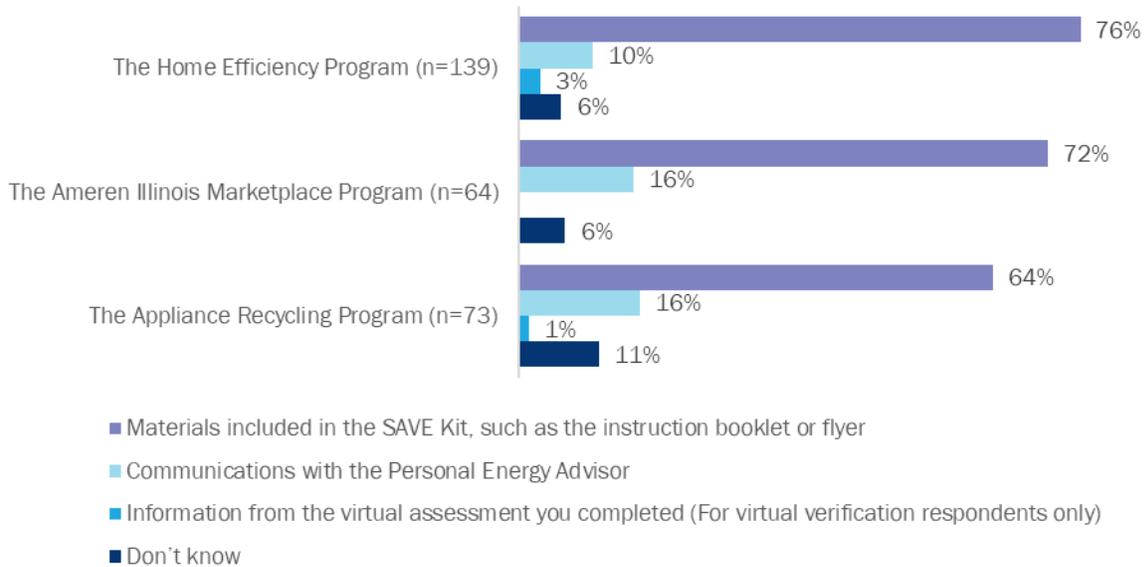
<sup>a</sup> Influence analysis excludes "Don't Know" responses.

Note: Respondents rated influence on a scale of 1 to 5, where 1 was "not at all influential" and 5 was "completely influential".

**Materials in the SAVE Kit were the primary factor influencing customers to participate in additional offerings.**

We asked respondents who said the SAVE Kit was at least "somewhat" influential (a 3 out of 5) about what specifically was the "most" influential in their decision to participate in other offerings. Across all the components we asked about, the most influential by far was the marketing materials included in the kit (see Figure 5). PEAs were the most influential for some customers, but the lack of recall of the PEA likely limits their overall ability to influence customers. Customers also typically do not find conversations with the PEA during Virtually Assisted Install to be the most influential factor, when applicable.

Figure 5. Most Influential Aspect of the SAVE Kit Experience in Decision to Participate



Survey question: “What aspect of your SAVE Kit experience was the most influential in your decision to participate in the following Ameren Illinois program(s)?”

Note: The Home Efficiency Program is the customer-facing name of the Single Family channel.

### Single Family and CAA Channel

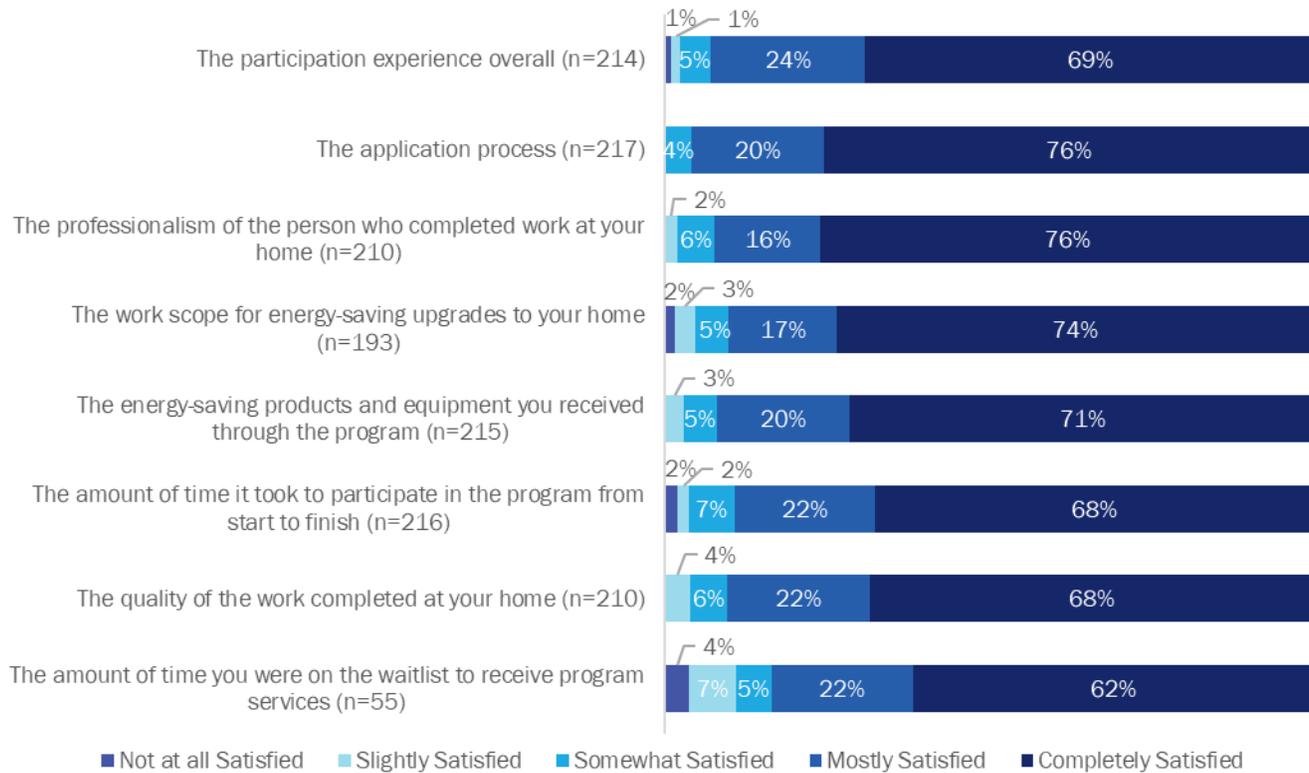
We surveyed 220 customers who participated in either the IQ Initiative’s Single Family (n=164) or CAA (n=56) channels.

#### Participation Experience

**The majority of customers are satisfied with all aspects of their participation in the Single Family and CAA channels, though CAA channel waitlists continue to be a challenge for some customers.**

In Figure 6 below, we summarize respondents’ satisfaction with each aspect of their participation in the Single Family and CAA channels, where applicable. Across nearly all aspects of their experience, 90% or more of respondents were “mostly” or “completely” satisfied. Respondents were particularly satisfied with the application process, the products and equipment they received, and the professionalism of the person who completed the work in their home. The time on the waitlist, which is only applicable to the CAA channel, received the lowest satisfaction rating relative to other aspects of the offering; though it was still high overall. Waitlists are a well-documented challenge for the CAA channel, as some customers wait for services for several years due to high demand paired with limited CAA resource capacity. Of the nine respondents who were dissatisfied with the amount of time that they were on the waitlist, six said they were on the waitlist for over a year.

Figure 6. Satisfaction with the Single Family and CAA Channels of the IQ Initiative



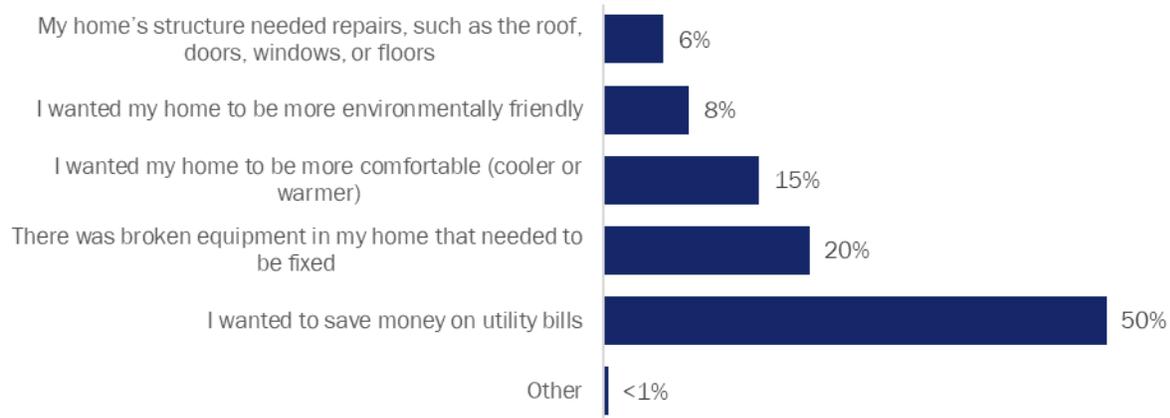
Notes: Analysis excluded respondents who said “Don’t Know” or “Not Applicable”, as respondents may not have experienced all components, or remember them distinctly. We removed an additional seventeen respondents from “The work scope for energy-saving upgrades to your home” because they indicated that they did not receive a work scope later in the survey. The “amount time on the waitlist” component is only applicable to CAA Channel respondents. Some percentages do not sum to 100% due to rounding.

### Drivers & Barriers

**Utility bill savings was the greatest motivation for participating across both core channels, but the Initiative also addressed high priority equipment and comfort issues for a significant number of respondents.**

As is common with energy efficiency programs, about half of respondents cited utility bill savings as their primary motivation while the remaining half had a diverse mixture of reasons. More important in their minds than energy bill savings, a fifth said they specifically needed to fix broken equipment in their home and a sixth said they wanted to improve their thermal comfort (Figure 7). We did not note any statistical differences between the Single Family and CAA channels in this analysis, though anecdotally more CAA customers (i.e., the lower-income group) mentioned a need for critical home structure repairs.

**Figure 7. Most Important Reasons for Participation in the IQ Initiative (n=202)**



Survey question: "What was the most important reason you decided to participate in the Illinois Home Weatherization Assistance Program/the Home Efficiency Program?"

Note: This analysis excludes 18 respondents who did not respond to this question.

**Many Single Family respondents did not have any co-payments in their workplan for the building shell and HVAC retrofits, but nearly all that did found them to be reasonable or did not see them as a barrier to completing the retrofits.**

We asked two distinct groups about copayments. First, 117 respondents verified they had already completed a retrofit (and, as such, received a workplan), and a little less than half (n=56) said that their scope of work included co-payments. The majority (91%) of those who had co-payments felt that the costs were "somewhat" or "completely" reasonable. One respondent said the copays were "unreasonable" and four "did not know" or declined to comment. Second, we surveyed 29 Single Family channel respondents who verified that they had completed an audit but had not completed a retrofit at the time of the survey. A little less than half (n=12) received a plan for additional upgrades<sup>3</sup> and five said their workplan included out of pocket costs. All five of these respondents reported that they felt the costs were "completely" reasonable, and four had already started the retrofit process. The last respondent did not plan on moving forward with the upgrades because of electric system issues with their home; not the copayment. This respondent noted:

*"I would need to completely alter my home's electricity before I was able to install the proposed plan."*

These findings align with AIC staff's experience, as their internal tracking at the time of this memorandum shows that very few (0.91%) of customers who receive a work plan with copayments do not continue with the work because of the copayment. Additional evaluation research could help confirm this finding if enough sample is available for surveys or in-depth interviews of customers who did not move forward with their workplan.

<sup>3</sup> Of the 15 who confirmed they did not receive a plan (two others did not recall), seven said that their advisor did not think additional upgrades were necessary, two did not want additional retrofits, two said that their home did not qualify, and the remaining respondents either did not know or reported other reasons for not receiving a plan.

## Unverified SAVE Kits

We surveyed 219 customers who has received a SAVE Kit but had not completed a verification option. We refer to this group as “Unverified” SAVE Kit respondents.

### Measure Installation

The majority (89%) of Unverified SAVE Kit respondents had installed some of the items that they received in their SAVE Kit. Of those who did not install any of the items that they received, the most common reasons were because respondents did not have time to install them (n=7) or they did not know how to install them (n=7).

**Across all measures, the ISRs amongst Unverified SAVE Kit respondents are lower compared to IL-TRM v.10.0 assumptions.**

Table 4 outlines ISRs by measure compared to the IL-TRM v.10.0 assumptions. While lower than the TRM’s assumptions, these ISRs generally fall within the range we expect for a mailed kit. However, two exceptions are the outlet/switch gaskets and the thermostatic shower valve, which only about a quarter of customers installed. There is also evidence that ISRs vary substantially between standard and specialty LEDs, although the IL-TRM assumes the ISR is the same.

Table 4. Unverified SAVE Kit Measure ISRs

Kit Item	Number of Valid Respondents <sup>a</sup>	Total Distributed to Valid Respondents	ISR	Current IL-TRM v.10.0 Assumption	TRM Section/ Program Type
6 Standard LED Light Bulbs	214	1,284	60%	68%	5.5.6 and 5.5.8/Direct Mail Kits, Income Qualified
4 Globe LED Light Bulbs	207	828	38%		
2 Flood LED Light Bulbs	213	426	37%		
2 Advanced Power Strips	213	426	69%	91%	5.2.1/ Community Distributed Kit
1 Kitchen Faucet Aerator	214	214	33%	58%	5.4.4/ Requested Efficiency Kit
1 Bathroom Faucet Aerator	211	211	36%	61%	
1 Thermostatic Restrictor Valve	205	205	26%	N/A	N/A
1 Low Flow Showerhead	210	210	38%	62%	5.4.5/ Requested Efficiency Kits
3 3’ Pieces of Pipe Insulation <sup>b</sup>	202	202 <sup>b</sup>	43% <sup>b</sup>	56%	5.4.1/Kits Distribution
24 Outlet / Switch Gaskets	205	4,920	28%	51%	5.6.1/ Distributed Self-Install Income-Qualified Kits
2 Self-Stick Door Sweeps	207	414	41%	57%	5.6.1/ Distributed Self-Install Income-Qualified Kits (“Other”)

<sup>a</sup> This analysis excludes “don’t know” responses.

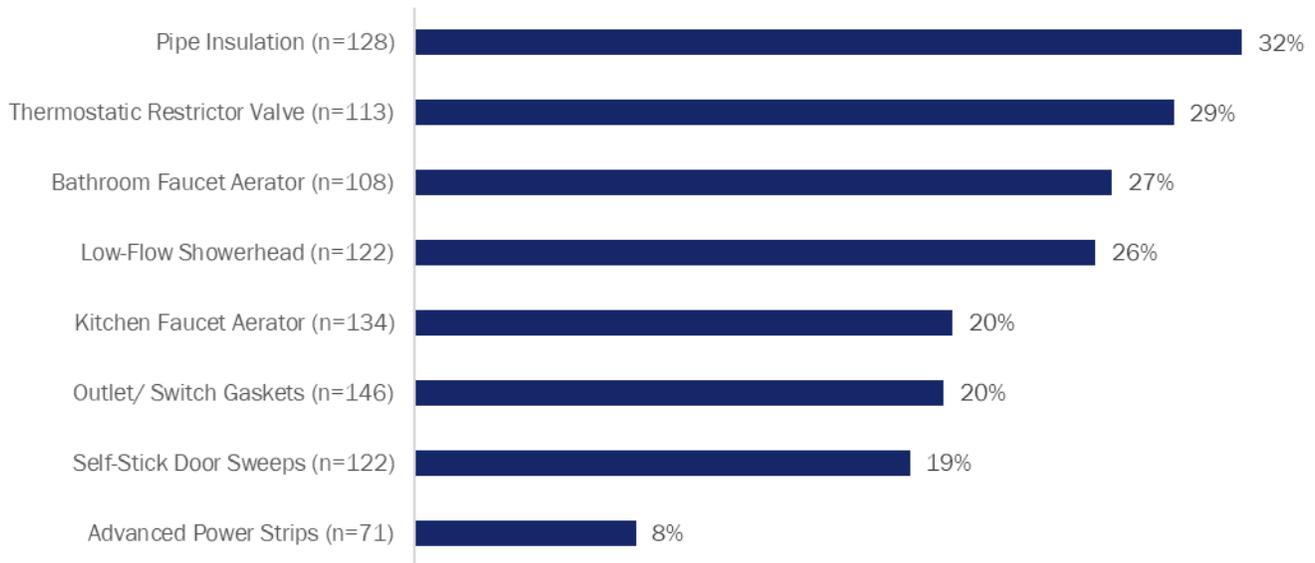
<sup>b</sup> The pipe insulation ISR reflects the percentage of respondents who installed any piece of pipe insulation. Savings calculations assume that respondents install 3’ of pipe insulation, but kits provide multiple pieces of pipe insulation of different sizes (totaling 9’) to ensure recipients are able to cover all exposed hot water pipe.

## Reasons for Not Installing Measures

For most non-lighting measures, the most common reason customers did not install them was because they did not know how.

We asked respondents why they did not install all the items included in their SAVE Kit. For most measures, around a fifth to a quarter of respondents did not know to install them (see Figure 8), and water measures were a challenge relatively more often.

Figure 8. Percent of Respondents Who Did Not Know How to Install SAVE Kit Measures



Note: This analysis includes those who installed some kit measures but chose not to install specific measures. It excludes 22 respondents who did not install any measures because they were not asked about reasons for not installing individual measures.

### A significant number of respondents say they already have or do not have a use for some of the non-lighting measures in the SAVE Kits.

The remaining respondents who did not install measures tended to have widely varying reasons (i.e., many of the reasons were mentioned by less than 10% of respondents) or did not provide further comment. However, for several measures, between a fifth and third of respondents said they already had them or did not need them. There is also evidence of common points of confusion or compatibility issues we see for these types of measures.

Below are the reasons for not installing that at least 10% of respondents in each group mentioned:

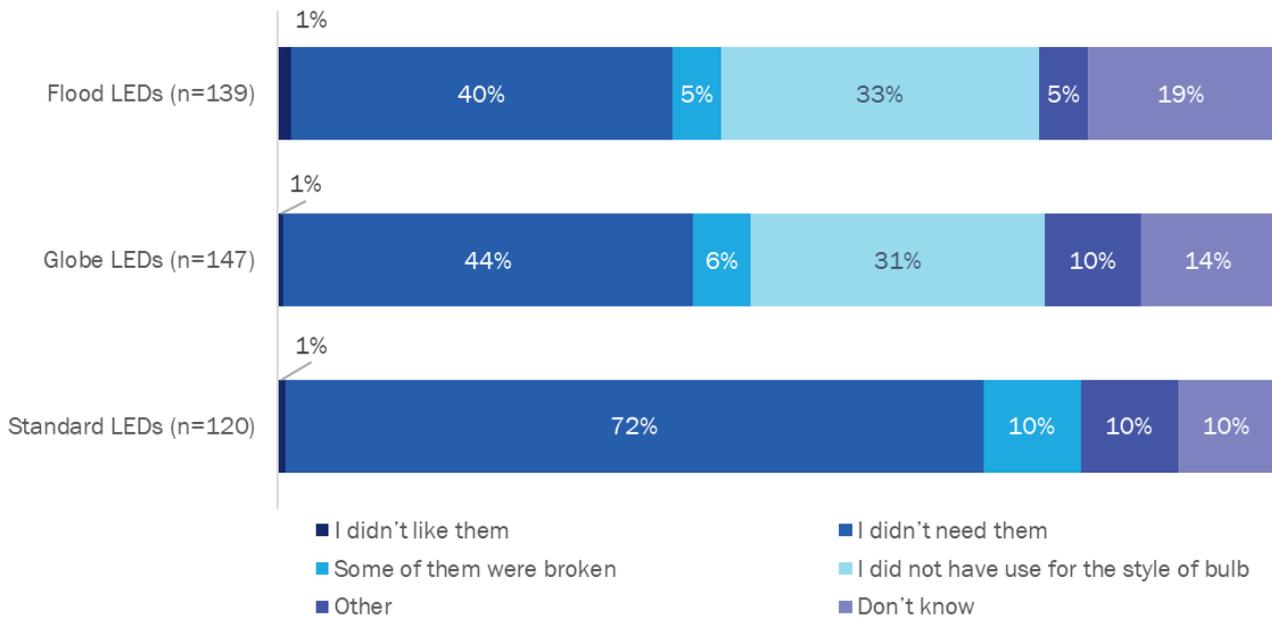
- Pipe Insulation: About a third (31%) already had pipe insulation.
- Thermostatic restrictor valve: A fifth (20%) did not know how the valve worked.
- Aerators: About a fifth (22% kitchen; 19% bathroom) said the aerator was not compatible and about a sixth (16% in each group) said they already had aerators.

- Showerhead: About a fifth (19%) already had one and 10% did not like the water flow.
- Gaskets: About a fifth (22%) already had gaskets; 13% did not feel safe installing them; and 12% said they did not need them all.
- Door Sweeps: A quarter (25%) said they did not need them; 15% had said the sweeps made it hard to open or close the door; and 12% said the sweeps did not stick to the door.
- Advanced Power Strips: About a third (31%) already had them; 17% said they kept them for later; and 14% said they were not sure how the advanced power strips worked or would affect their electronics.

**Many customers did not need all the LEDs right away and about a third did not have a use for the specialty lamps. Some LEDs may have been broken in the packaging.**

Respondents typically did not need all six standard LEDs right away, and the ISR (60%) suggests that the average customer only needed three or four. About a third of customers also did not need the specialty LEDs right away (i.e., globe and flood), but it was much more common for them to say they did not have use for the style of bulb provided. A relatively small number of respondents (between 5% and 10%), said some bulbs were broken, suggesting a potential quality control issue with packaging. Figure 9 summarizes the reasons respondents did not install all (i.e., some or any) of the bulbs they received.

Figure 9. Why Respondents Did Not Install All Light Bulbs

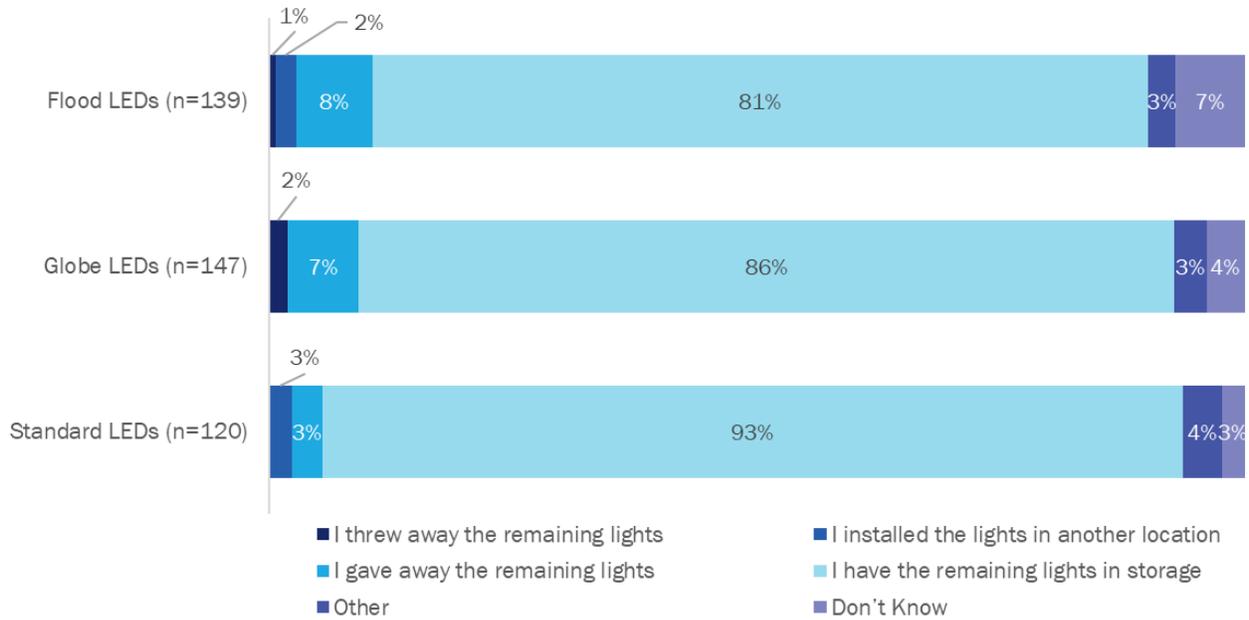


Note: Percentages sum to more than 100% because some respondents gave multiple reasons. This analysis includes those who installed some kit measures but chose not to install some or any LEDs. It excludes 22 respondents who did not install any measures because they were not asked about reasons for not installing individual measures.

**Respondents tended to keep bulbs in storage for later, even if they do not have a fixture that can use them.**

As shown in Figure 10, respondents tend not to dispose of the LEDs, even if they do not need them. It was a little more common for respondent to give away specialty lamps, but still there are a significant number of respondents holding on to LEDs they cannot use.

Figure 10. What Respondents Did with Extra Light Bulbs



Note: Percentages sum to more than 100% because some respondents gave multiple reasons. This analysis includes those who installed some kit measures but chose not to install some or any LEDs. It excludes 22 respondents who did not install any measures because they were not asked about reasons for not installing individual measures.

**Housing Characteristics**

Finally, we asked Unverified SAVE Kit Respondents about several home characteristics to potentially inform updates to IL-TRM assumptions for SAVE Kits, or similar offerings, when housing or equipment information is unknown.

**There are key differences in housing stock and water heating fuel mix between current SAVE Kit assumptions and survey results.**

We found a larger percentage of single-family homes (see Table 5) and electric water heating compared to IL-TRM assumptions (see Table 6).

Table 5. Housing Type (n=219)

Home Type	Percent	Current Assumption for SAVE Kits
Single-family detached house	87%	Single Family: 79%
Single-family attached home	8%	

Home Type	Percent	Current Assumption for SAVE Kits
Apartment, condo, or other multifamily building	3%	Multifamily: 21%
Manufactured or mobile home	1%	N/A
Other	<1%	N/A

Table 6. Water Heating Fuel Type (n=183)

Fuel Type	Percent	Current IL-TRM v.10.0 Default
Natural Gas	58%	84%
Electricity	42%	16%
Propane	1%	N/A

Note: This analysis excludes respondents who said "Don't Know."

## Conclusions & Recommendations

Survey results resoundingly suggest that AIC should stay the course with the current offerings and design of the core Single Family and CAA channels. Our evaluation found that the Initiative not only provides much needed retrofits to customers' homes at low to no cost, which lowers their energy bills and improves their quality of life and comfort, but also provides excellent customer service throughout the journey. Respondents were highly satisfied with all aspects of the participation experience, from initial application to retrofit completion. Further, the re-introduction of copayments for moderate income customers does not appear to be a major barrier to completing retrofits, and only one respondent in the 61 who had copayments said the copayments were unreasonable.

The SAVE Kits are also performing well from a process perspective, but AIC may need to make some adjustments to SAVE Kits measures and re-assess the primary strategic value of the kit. AIC created the SAVE Kit offering in 2020 to continue to help IQ customers manage their energy costs and improve the comfort of their home while avoiding in-person contact during the COVID-19 pandemic. In 2021, while the future of the pandemic remains uncertain, the value of the SAVE Kit has begun to evolve. On one hand, our research indicates that there may not be as much savings from Unverified SAVE Kits as previously estimated; as ISRs are significantly lower than current IL-TRM assumptions across the board. On the other hand, we found that the marketing materials within the SAVE Kit are a powerful lead generation tool to introduce customers to AIC's energy saving offerings, particularly the core IQ Initiative channels. Going forward, the most significant value of the SAVE Kit offering may lie in the continuation of the customer journey into other AIC Initiatives, rather than upfront savings from the kit measures.

Finally, the PEA is a new process that AIC introduced in 2021. Our evaluation found that the PEAs provide an extremely helpful concierge service for SAVE Kit recipients who interact with them, but the nature of their outreach (i.e., by phone and e-mail) appears to limit their ability to reach customers and influence them to participate in other AIC offerings. Our findings suggest that the paper materials in the SAVE Kit are a much more effective lead generation tactic for the Single Family channel.

We offer several recommendations to ensure the Initiative remains successful, navigate the evolving value proposition of the SAVE Kit, and improve the accuracy of Unverified SAVE Kit savings estimates.

- **Finding 1:** Respondents are highly satisfied with the core Single Family and CAA channels, and the copayments for moderate income customers do not appear to pose a significant barrier to most.
  - **Recommendation:** Continue to include copayments for moderate income customers, when needed, and continue to monitor customer feedback on copayments and the number of cases where customers say they were a barrier to moving forward with their workplan.
  - **Recommendation:** If there is sufficient sample, perform additional survey or in-depth interview research with Single Family customers who did not move forward with their work plan. This research could stratify between customers who had and did not have copayments in their work plan to further verify whether copayments are a key barrier and provide additional detail on other barriers and potential solutions.
- **Finding 2:** Customer interactions with their PEA during the SAVE Kit participation process are overall positive. Of the 164 customers who interacted with a PEA, 75% reported being completely satisfied. Very few customers were not fully satisfied with their interactions with their PEA. Although the PEA outreach is quite extensive, only about half (53%) of SAVE Kit respondents recall a PEA reaching out to them. Respondents who said they decided to participate in the Single Family channel after receiving a SAVE Kit typically attributed the most SAVE Kit influence to the paper materials in the kit (76%), rather than the PEA (10%).
  - **Recommendation:** Continue to offer the PEA as a concierge service for SAVE Kit recipients, but do not rely on PEAs as a key lead generation tactic for other AIC offerings. While PEAs may still be influential in some cases, focus on the paper materials in the kit as the primary lead generation tactic.
- **Finding 3:** Across all measures, the ISRs amongst Unverified SAVE Kit respondents are lower compared to IL-TRM v.10.0 assumptions. There were also large differences the between standard and specialty LED ISRs, but the IL-TRM currently assumes the ISRs are the same.
  - **Recommendation:** The evaluation team will prepare an IL-TRM workpaper for the v.11.0 update process updating ISRs for key measures.
  - **Recommendation:** If the new ISRs are accepted, we recommend reviewing each measure for cost-effectiveness and potentially reducing the number of measures provided. Even if there are fewer measures in the SAVE Kit, and less savings upfront, continue to provide the kits to customers as the marketing materials they include are still a powerful lead generation tool, creating opportunities for more savings through other AIC offerings later.
  - **Recommendation:** Beyond SAVE Kits, revisit ISR assumptions for kit-provided lighting in general with the Illinois Technical Advisory Committee (TAC) and consider assuming different ISRs for standard and specialty lighting distributed through kits.
- **Finding 4:** The reasons for not installing measures varied widely. For non-lighting measures, around a fifth to a quarter of respondents did not know to install any given measure, but domestic hot water measures were relatively more challenging. Between a sixth and a fifth of respondents said they already had or could not use the measures. For lighting measures, most respondents did not immediately need all of their standard lighting and about a third did not have a use for the specialty lighting. Between 5% and 10% (depending on the lighting type) said some bulbs were broken. Respondents tended to hold on to the LEDs, even if they did not have an applicable fixture.

- **Recommendation:** Share these findings with the PEAs who conduct the Virtually Assisted Installs and discuss the common areas of confusion for customers about compatibility and installation that they observe, particularly for the domestic hot water measures. Consider changing the instruction booklet based on these discussions, if applicable.
- **Recommendation:** If not cost prohibitive, consider offering a return service for measures that customers cannot use or do not want. For instance, AIC could include a return label in the SAVE Kit or offer to send a return box.
- **Recommendation:** Communicate with the team involved with packing and delivery of the SAVE Kits to ensure that quality control processes are being maintained. Specifically, ensure all lighting within the kits are properly padded given that several customers reported their lighting was broken when they received it.
- **Finding 5:** There are key differences in housing stock and water heating fuel mix between current Unverified SAVE Kit assumptions and survey results. There is a greater proportion of single-family homes and electric water heating than the current savings estimates assume.
- **Recommendation:** Update savings assumptions to reflect the housing type and water heater fuel mix based on these survey results. We will provide an IL-TRM workpaper for the v.11.0 update process that will include additional data and analyses to support this change.

## Appendix: Survey Methods Detail

This appendix details our survey sampling and outreach methods, as well as the overall response rate.

### Sampling Method

We developed the survey sample using AIC Initiative Tracking data through August 05, 2021, and supplemental SAVE Kit tracking data through August 20, 2021. After receiving the tracking data, we cleaned participant names, emails, and addresses, removed any participants without valid addresses and emails, and removed records with duplicate contact information by prioritizing records with more measures. We then created sample variables for each offering: Single Family channel, CAA channel, Verified SAVE Kit, and Unverified SAVE Kit. We created the final survey sample by censusing participants who were classified as participating in the Single Family channel, CAA channel, and Verified SAVE Kit participants. The remaining Unverified SAVE Kit sample was a simple random sample since we had a surplus of participants in this category to achieve the target number of survey completions. Table 7 shows the number of records in each group of our final sample.

Table 7. IQ Initiative Survey Sample

Sample Group	Number in Sample
Single Family Channel	576
CAA Channel	222
Verified SAVE Kit	210
Unverified SAVE Kit	1,584
<b>Total Participants in Sample</b>	<b>2,295<sup>a</sup></b>

<sup>a</sup> Total is not the sum of channel participants because customers may participate in multiple channels. The Single Family channel and CAA channel are mutually exclusive.

### Outreach Methods

We soft launched the survey on September 30, 2021, with 150 participants in the sample to ensure there were no flaws in the survey programming. After reviewing soft launch data for errors, we launched the survey with the full sample on October 1, 2021. We offered a \$10 gift card for completing the survey. First, we sent a letter to participants with valid addresses with a web link and an optional call-in phone number. Then we sent two reminder postcards or two reminder e-mails, depending on contact information availability, following the initial invite. Table 8 outlines the survey outreach timeline.

Table 8. Outreach Schedule

Outreach Method	Date
Letter Invites	October 1, 2021
Reminder One	October 7, 2021
Reminder Two	October 13, 2021
Closed Survey	October 22, 2021