STATE OF ILLINOIS

ILLINOIS COMMERCE COMMISSION

Ameren Illinois Company d/b/a Ameren Illinois Approval of the Energy Efficiency and Demand Response Plan Pursuant to 220 ILCS 5/8-103B and 220 ILCS 5/8-104	))))))	Docket No. 17-0311

REPLY BRIEF OF
THE RETAIL ENERGY SUPPLY ASSOCIATION

Pursuant to Section 200.800 of the Rules of Practice of the Illinois Commerce Commission ("Commission") and the Ruling of the Administrative Law Judge, the Retail Energy Supply Association[1] submits its Reply Brief in this proceeding, the petition of Ameren Illinois Company d/b/a Ameren Illinois ("Ameren") for approval of its Energy Efficiency and Demand Response Plan (the "Plan"). On August 18, 2017, RESA submitted its Initial Brief in this proceeding. Initial Briefs were also filed by Ameren, the Commission Staff, and other Intervenors in this proceeding. Only Ameren addressed the issues raised by RESA in this docket.

RESA made three recommendations regarding the Plan. First, all rebates under the Plan should be brand and technology neutral. Second, the process for all rebates under the Plan should be simplified and stream-lined. Third, the use of data obtained

[1] The comments expressed in this filing represent the position of the Retail Energy Supply Association (RESA) as an organization but may not represent the views of any particular member of the Association. Founded in 1990, RESA is a broad and diverse group of more than twenty retail energy suppliers dedicated to promoting efficient, sustainable and customer-oriented competitive retail energy markets. RESA members operate throughout the United States delivering value-added electricity and natural gas service at retail to residential, commercial and industrial energy customers. More information on RESA can be found at www.resausa.org.

through energy audits should be limited. (RESA Ex. 1.0, p. 4) In response, Ameren states that its witness, Mr. Martin, testified that all of RESA's recommendations should be denied as unnecessary. (Ameren In. Br., p. 30) As demonstrated below, Ameren's Initial Brief misstates is own witness' testimony. Ameren's position should be rejected. RESA's recommendations are necessary.

I. ALL REBATES UNDER THE PLAN SHOULD BE BRAND AND TECHNOLOGY NEUTRAL.

RESA's evidence showed that it is not clear from the Plan whether rebates would be limited based on the brand of a product or the technology that the product uses. Ameren's programs should, with reasonable requirements for meeting the program specifications, be open to brand neutral technologies that customers may wish to choose on the open market. To that end, Ameren should allow reasonable input into the program specifications that would ensure the broadest possible spectrum of brand neutral technologies to qualify for inclusion in the programs proposed by Ameren. (RESA In. Br., pp. 4-5)

In response to RESA's recommendation, Mr. Martin, Director, Energy Efficiency, for Ameren, testified that Ameren's past practices and the Plan generally align with Mr. Gibbs' recommendation. Ameren has and will remain brand neutral to the extent that a product's qualification aligns with the features and criteria detailed in the approved Illinois Technical Reference Manual for Energy Efficiency ("TRM"). In addition, Mr. Martin testified that Ameren uses independent certifications like ENERGY STAR to identify products that meet acceptable quality and efficiency standards. Specifically regarding thermostats, Mr. Martin testified that Ameren currently provides rebates that various thermostat brands that meet the applicable screening criteria and that Ameren will

continue to evaluate new products as they are introduced into the marketplace. (Ameren Ex. 8. 0, pp. 24-25)

Mr. Martin's rebuttal testimony supports RESA's recommendation that the Commission direct Ameren to continue to maintain brand and technology neutrality throughout its energy efficiency portfolio, subject to the technological specifications and requirements set forth in the TRM.

II. THE PROCESS FOR REBATES SHOULD BE SIMPLIFIED AND STREAMLINED.

In this proceeding, RESA recommended that rebates should be available at the point of sale or through a simplified application process, for example, a tri-fold brochure which includes an application for the rebate that would be submitted to Ameren's program administrator, with payment going directly to the customer or the supplier of the product for which the rebate is offered. Streamlining the process improves the customer experience and increases the accessibility of energy efficient technologies to customers within Ameren's service territory. (RESA In. Br., pp. 6-7)

In response to RESA's recommendation, Mr. Martin again testified that Ameren's past practices and Plan generally align with his recommendation. (Ameren Ex. 8.0, p. 25)

Mr. Martin's testimony supports RESA's recommendation in this proceeding. The Commission should direct Ameren to continue to explore opportunities to streamline and simplify the rebate application and delivery processes associated with the measures offered under the Plan, including but not limited to smart thermostat measures.

III. THE USE OF DATA OBTAINED THROUGH ENERGY AUDITS SHOULD BE LIMITED.

RESA has no objection to Ameren's use of data obtained through energy audits to perform program evaluation and analysis. However, RESA is concerned about the use of that data to perform analytics and offer recommendations on how to reduce overall energy consumption. At a minimum, the Commission should prohibit Ameren from providing data obtained through energy audits to any affiliate or preferred vendor unrelated to this filing in order for that affiliate or preferred vendor to provide data analytics and/or energy conservation products. (RESA Ex. 1.0, pp. 7-9)

In response to RESA's position on this matter, Mr. Martin testified that to the extent that RESA is attempting to modify the roles and responsibilities of competitive retail electric suppliers in the State of Illinois or gain access to customer's confidential energy usage information, such policy issues are better addressed in other data privacy dockets with the Commission. (Ameren Ex. 8.0, pp. 25-26) Mr. Martin did not address RESA's recommendation regarding the prohibition against providing data to affiliates. Neither did Ameren's Initial Brief address this recommendation.

The Commission should prohibit Ameren from providing data obtained through energy audits to any affiliate or preferred vendor in order for that affiliate or preferred vendor to provide data analytics and or/energy conservation products.

IV. CONCLUSION

In conclusion, RESA respectfully requests that the Commission enter an order consistent with RESA's recommendations in this proceeding.

Respectfully submitted,

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NOTICE OF FILING

Please take note that on August 22, 2017, I caused to be filed via e-docket with the Chief Clerk of the Illinois Commerce Commission, the attached Reply Brief of the Retail Energy Supply Association in this proceeding.

/s/GERARD T. FOX
Gerard T. Fox

CERTIFICATE OF SERVICE

I, Gerard T. Fox, certify that I caused to be served copies of the foregoing Reply Brief of the Retail Energy Supply Association upon the parties on the service list maintained on the Illinois Commerce Commission's eDocket system for Ill. C. C. Docket 17-0311 via electronic delivery on August 22, 2017.

/s/ GERARD T. FOX
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