



Opinion **Dynamics**

IMPACT EVALUATION WORK PLAN

NEW YORK NONRESIDENTIAL GAS ONLINE MARKETPLACE

REPORT #NG-4003

PREPARED FOR THE BROOKLYN UNION GAS
COMPANY D/B/A NATIONAL GRID NY (KEDNY),
KEYSPAN GAS EAST CORPORATION D/B/A NATIONAL
GRID (KEDLI), AND NIAGARA MOHAWK POWER
CORPORATION D/B/A NATIONAL GRID (NMPC)

FINAL

MARCH 29, 2024



CONTENTS

1. Introduction and Evaluation Objectives.....	3
1.1 Program Description	3
1.2 Evaluation Objectives	4
2. Evaluation Activities	5
2.1 Task 1: Work Plan Development.....	5
2.2 Task 2: Tracking Data Review	5
2.3 Task 3: Verification of Gross Savings	5
2.4 Task 4: Analysis and Reporting.....	6
3. Project Management Approach and Budget.....	7
3.1 Project Management Approach	7
3.2 Budget and Invoicing	7
3.3 Project Timeline	8

TABLES & FIGURES

Table 1. Nonresidential Online Marketplace – Gas Measure Participation 2021-2023 by Territory	3
Table 2. Nonresidential Online Marketplace – Gross Savings (Therms) 2021-2023 by Territory	4
Table 3. Approved Budget – Gas Non-Residential Online Marketplace.....	7
 Figure 1. Project Timeline.....	 8

I. INTRODUCTION AND EVALUATION OBJECTIVES

This document was prepared by Opinion Dynamics Corporation (Opinion Dynamics) for The Brooklyn Union Gas Company d/b/a National Grid NY (KEDNY), KeySpan Gas East Corporation d/b/a National Grid (KEDLI), and Niagara Mohawk Power Corporation d/b/a National Grid (NMPC) (collectively referred to as National Grid). This document presents a detailed evaluation work plan for the 2024 evaluation of the National Grid Gas Nonresidential Online Marketplace Program (“the program”). Opinion Dynamics has been contracted by National Grid to provide an independent evaluation of the program. This document provides a detailed outline of the research objectives, activities, and deliverables planned as part of the evaluation and memorializes the schedule and budget for the evaluation as well as key evaluation considerations guiding our approach and planned outcomes. The evaluation plan complies with the New York State Clean Energy Guidance Documents 5 and 8.^{1,2}

I.1 PROGRAM DESCRIPTION

National Grid launched the non-residential online marketplace in 2018 for its customers throughout New York State. The primary objective of the program was to create a simple vehicle for businesses to purchase energy efficiency measures online with built-in rebates. The program offered rebates for a number of simple energy efficiency measures. Gas saving measures (the subject of this evaluation) offered include faucet aerators, low-flow showerheads, high efficiency pre-rinse spray valves, and smart thermostats.

The program was offered to customers in each of National Grid’s three New York gas service territories:

- The Brooklyn Union Gas Company d/b/a National Grid NY (KEDNY), which serves approximately 1.3 million gas customers in areas of New York City, including Staten Island, Brooklyn, and parts of Queens;
- KeySpan Gas East Corporation d/b/a National Grid (KEDLI), which serves approximately 600,000 gas customers on Long Island, including Nassau and Suffolk Counties as well as the Rockaway Peninsula in Queens; and
- Niagara Mohawk Power Corporation d/b/a National Grid (NMPC), which serves approximately 600,000 gas customers in areas of central and upstate New York, including Albany and Syracuse.

Based on recent orders from the New York Department of Public Service, National Grid ended the program as of December 31, 2023, and therefore, this evaluation is limited in scope.

To assist in the development of this work plan, National Grid provided Opinion Dynamics with a summary of program tracking data covering calendar years 2021 through 2023. This data is presented in Table 1.

Table 1. Nonresidential Online Marketplace – Gas Measure Participation 2021-2023 by Territory

Measure	KEDNY			KEDLI			NMPC			Total
	2021	2022	2023	2021	2022	2023	2021	2022	2023	
Low-Flow - Faucet Aerator	0	0	3	0	0	5	0	0	14	22
Low-Flow - Pre-Rinse Spray Valve	0	0	1	0	0	0	17	13	1	32
Low-Flow - Showerhead	0	0	0	0	0	2	0	2	13	17
Thermostat - Wi-Fi (Communicating)	0	0	184	0	0	235	152	349	445	1,365

¹ New York State Department of Public Service Staff Guidance CE-05: Evaluation, Measurement & Verification Guidance (issued November 1, 2016).

² New York State Department of Public Service Staff Guidance CE-08: Gross Savings Verification Guidance (issued August 23, 2019).

Measure	KEDNY			KEDLI			NMPC			Total
	2021	2022	2023	2021	2022	2023	2021	2022	2023	
Total	0	0	188	0	0	242	169	364	473	1,436

Source: Opinion Dynamics analysis of data provided by National Grid

Therm savings associated with the measures presented in Table 1 are summarized in Table 2.

Table 2. Nonresidential Online Marketplace – Gross Savings (Therms) 2021-2023 by Territory

Measure	KEDNY			KEDLI			NMPC			Total
	2021	2022	2023	2021	2022	2023	2021	2022	2023	
Low-Flow - Faucet Aerator	0	0	21	0	0	36	0	0	99	156
Low-Flow - Pre-Rinse Spray Valve	0	0	62	0	0	0	96	809	62	1,029
Low-Flow - Showerhead	0	0	0	0	0	61	0	61	394	515
Thermostat - Wi-Fi (Communicating)	0	0	12,284	0	0	15,573	9,576	23,034	29,370	89,837
Total	0	0	12,367	0	0	15,670	9,672	23,903	29,926	91,538

Source: Opinion Dynamics analysis of data provided by National Grid

1.2 EVALUATION OBJECTIVES

The overall objective of this evaluation is to determine the verified gross natural gas savings (VGS) achieved by the program from 2021 through 2023, and to determine the resulting VGS realization rate (RR). Because the program ended as of December 31, 2023, and because the program had minimal activity from both a participation and gross savings (GS) perspective during the evaluation period, the scope of this evaluation is limited solely to the determination of the VGS realization rate and does not include forward-looking activities such as the development of an alternative prospective realization rate (AP RR) or process evaluation.

To achieve the evaluation objectives, Opinion Dynamics will complete the activities laid out in Section 2 below.

2. EVALUATION ACTIVITIES

This section of the evaluation work plan details the evaluation activities that will be undertaken to achieve the evaluation objectives described in Section 1.2.

2.1 TASK 1: WORK PLAN DEVELOPMENT

This document constitutes the deliverable under Task 1, i.e., the work plan for this evaluation. The work plan outlines the evaluation tasks and associated timeline and budget as well as our project management approach. Following review by National Grid, we will provide a final work plan.

Deliverable: Draft work plan

Deliverable Date: February 12, 2024

Deliverable: Final work plan

Deliverable Date: March 29, 2024

2.2 TASK 2: TRACKING DATA REVIEW

In April 2024, we will request program materials and tracking data to inform the remaining evaluation tasks.

We will conduct a comprehensive review of program tracking data to inform impact evaluation activities. In particular, we will assess the database to ensure that project data is recorded fully and accurately, contains the necessary information to inform our impact analysis, and does not contain duplicate records. As part of this activity, we expect we may request one or more meetings with National Grid program staff and/or the implementation team to better understand data fields and values presented. At the conclusion of this review, we will produce a cleaned version of the tracking data addressing all errors to support Task 3.

While this review will primarily focus on tracking data and any supplemental information required to understand National Grid GS assumptions, we also expect to request other program materials, including (but not necessarily limited to) implementation plans, contact information for the implementation team, and QA/QC documentation, as available, to ensure we have the information necessary to present VGS results in the appropriate context.

Deliverable: Initial data request

Deliverable Date: April 5, 2024

Deliverable: Subsequent data requests

Deliverable Date: As needed

2.3 TASK 3: VERIFICATION OF GROSS SAVINGS

Given the relatively minimal participation in and savings achieved by the program during the evaluation period, Opinion Dynamics will conduct verification activities focused on ensuring the correct application of the New York Technical Reference Manual (NYS TRM) to assess VGS for the program.

Using the cleaned tracking data prepared in Task 2, we will ensure that GS estimates correctly apply algorithms and assumptions stated in the NYS TRM and ensure savings assumptions align with program tracking data as applicable. We will resolve any discrepancies found in the database, report on findings, and provide details related to any gross savings adjustments. The team will use algorithms and assumptions from the NYS TRM to calculate VGS associated with the measures recorded in the database. Because different versions of the NYS TRM were in effect during each year of the evaluation period, our verification activities will ensure that each measure record is assessed using the version of

the NYS TRM in effect during the year of purchase: specifically, NYS TRM V8 for measures purchased in 2021, NYS TRM V9 for measures purchased in 2022, and NYS TRM V10 for measures purchased in 2023.

We will derive algorithm inputs from the program tracking database. For savings parameters not available in the program tracking data, we will use deemed input values from the NYS TRM (or, if necessary, based on evaluation research and professional judgement).

Deliverable: Analysis included in draft report

Deliverable Date: August 30, 2024

2.4 TASK 4: ANALYSIS AND REPORTING

Opinion Dynamics will provide a draft report for National Grid review containing an assessment of VGS and the associated VGS RR. In addition, the draft report will contain all information required by the New York State Clean Energy Guidance Documents 5, including an executive summary, introduction, and a summary of methods used. While the research objective for this study is entirely around the assessment of VGS, the report will also contain recommendations for implementation improvement, if any, that could be applied to other programmatic activity.

We will address any comments provided by National Grid and deliver a final report to be filed on the New York Department of Public Service's Document and Matter Management (DMM) system.

Deliverable: Draft evaluation report

Deliverable Date: August 30, 2024

Deliverable: Final evaluation report

Deliverable Date: September 30, 2024

3. PROJECT MANAGEMENT APPROACH AND BUDGET

This section of the evaluation work plan describes how Opinion Dynamics will manage evaluation activities to ensure that all necessary deliverables are provided to National Grid on schedule, on budget, and at a high quality.

3.1 PROJECT MANAGEMENT APPROACH

Beginning in April, and through the completion of the project, Opinion Dynamics will facilitate monthly status calls with National Grid. Status calls will be coordinated with the concurrent evaluation of the C&I Gas Midstream Water Heating subprogram for efficiency. Status calls will be used to communicate progress toward evaluation objectives and to bring any key findings or challenges to National Grid's attention. In particular, if any key evaluation findings emerge that require communication with National Grid before a scheduled deliverable, we will use status calls to bring these items to National Grid's attention and identify next steps.

3.2 BUDGET AND INVOICING

Table 3 presents the approved budget for the Gas Non-Residential Online Marketplace EM&V study by task.

Table 3. Approved Budget – Gas Non-Residential Online Marketplace

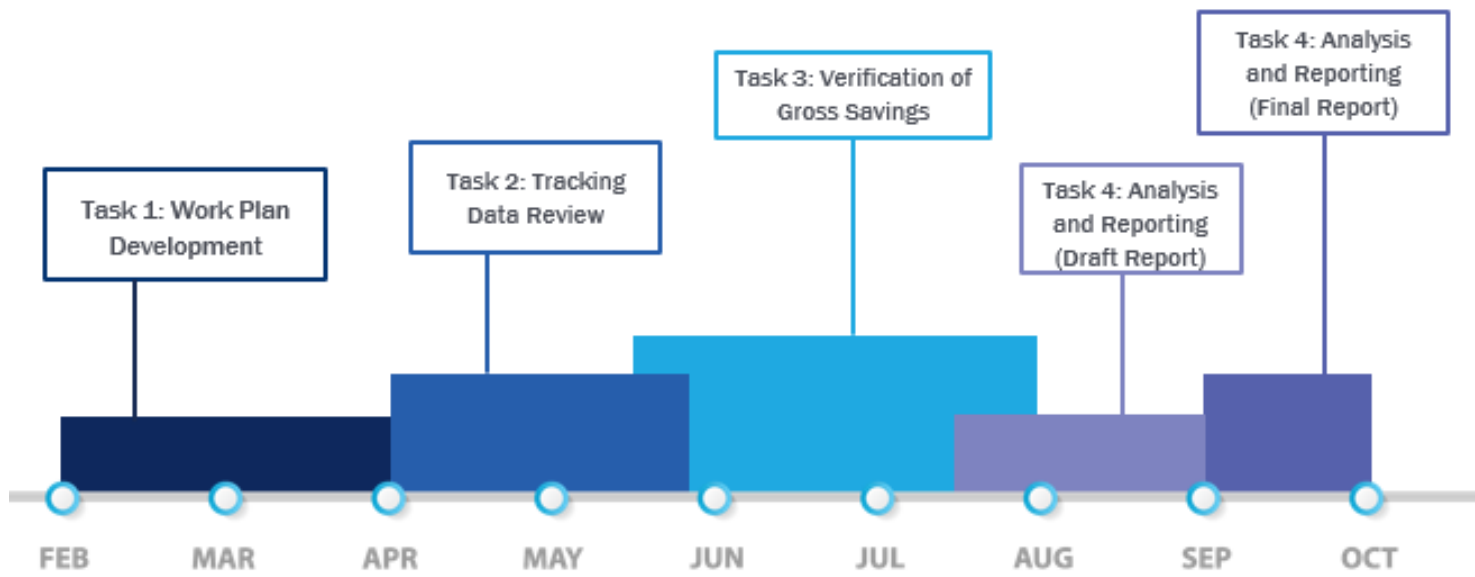
#	Task	Budget
1	Work Plan Development	\$7,984
2	Tracking Data Review	\$12,516
3	Verification of Gross Savings	\$12,516
4	Analysis and Reporting	\$24,990
Total		\$58,006

As outlined in the purchase order for this project, Opinion Dynamics will invoice National Grid on a time and materials basis for the activities in this work plan with a not-to-exceed budget cap of \$58,006 as presented above. Invoices will be submitted on a monthly basis and will include actual hours by person spent on the project during each month.

3.3 PROJECT TIMELINE

Key project dates are detailed in Section 2 above; Figure 1 presents a visualization of the project timeline.

Figure 1. Project Timeline





Opinion **Dynamics**

CONTACT:

Zach Ross

Director

zross@opiniondynamics.com



BOSTON

PORTLAND

SAN DIEGO

SAN FRANCISCO

All product or company names that may be mentioned
in this publication are tradenames, trademarks or
registered trademarks of their respective owners.