



April 26, 2023

# ComEd EE Portfolio Update

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# 2022 Portfolio Summary

- Draft evaluation results show that ComEd has exceeded AAIG and met CPAS, with an estimated WAML of 11.5
- Residential Programs
  - Market rate residential programs have achieved 98% of their combined 2022 forecast of 256,363 MWh, not including converted therms
- Income Eligible Programs
  - Income eligible residential programs have achieved 99% of their combined 2022 forecast of 213,560 MWh, not including converted therms
  - Met 2022 spend forecast, including electrification
- Business & Public Sector Programs
  - Through Q4, business sector programs have achieved 101% of their combined 2022 forecast of 616,373 MWh; public sector programs have achieved 93% of their combined 2022 forecast of 155,274 MWh

1,619,155

Actual Net MWh YTD

1,643,355

CY2022 MWh Forecast

\$399,377,042

Actual Spend YTD

\$427,470,991

2022 Budget

# Residential & Income Eligible Highlights



- Home Energy Savings

Program	Net MWh YTD	% Savings Achieved of 2022 Forecast	Program Participation YTD	Unit Definition
Home Energy Savings – Market Rate Assessment	5,929	87%	9,026	Homes
Home Energy Savings – Income Eligible Assessment	3,836	100%	5,387	Homes
Home Energy Savings – Income Eligible Retrofits	5,671	98%	3,022	Homes

- In Q4, nearly \$8.5M in incentives were spent through the IHWAP component of **IE Retrofits**, braided and non-braided, and customer satisfaction was high at 9.9/10
- **IE Retrofits** also developed co-branded Energy Efficiency Service Provider (EESP) materials in English and Spanish, which can be leveraged for customer outreach – six EESPs participated in Q4: DNR, Urban Efficiency, CEDA, CCI, Anura, and Assured Insulation
- In Q4, ComEd’s health and safety fund allowed 142 customers to receive comprehensive retrofits that otherwise would have been deferred, and ComEd was also successful in partnering with the Midwest Energy Efficiency Alliance, to obtain \$715K in additional H&S grant funding through the Federal Home Loan Bank’s affordable housing program

# Residential & Income Eligible Highlights

- **Multi-Family Energy Savings (Market Rate and Income Eligible)** – Program ended with strong Q4 growth in applications and completed projects, with over \$12M in incentives issued (~\$11M IE/PHA); in total in 2022, over 2,500 IE/PHA buildings and >10,000 units received EE upgrades; 89 EESPs, over 25% being certified diverse suppliers
- **Residential New Construction (IE)** – 14 projects completed in 2022, supporting 598 affordable housing units; many received prestigious building and design industry awards and were run in partnership with Illinois Housing Development Authority (IHDA), the City of Chicago, and Habitat for Humanity
- **Heating and Cooling** – Substantial increase in participation in Q4, with distributors selling 306 ASHPs (537 in 2022) and 296 ductless mini-split heat pumps (623 in 2022); team has also been partnering with other implementers, distributors, and manufacturers on expanding heat pump training and education for program EESPs in 2023
- **Product Distribution (Market Rate and Income Eligible)**
  - **Food Bank Distribution** – 25 events in Q4, and through 2022 Year-to-date, the program has distributed over 1,890,000 lighting products, over 30,000 water-saving products, over 17,000 advanced power strips, and over 124,000 rolls of weatherstripping, through 4 major food bank partners and 577 food pantries
  - **Income Eligible Kits** – In Q4 the program distributed over 33,000 kits, and, year-to-date, distributed over 70,000 kits
- **Retail (Market Rate and Income Eligible)** – In Q4, the program piloted a new program component, the Corporate Retail Pop-Up event; partnering with SEM, the program successfully brought an in-office retail experience to six corporations this year as a pilot and will be expanding the offering into 2023, as another element to the program



# EE – Financial Assistance Highlights

- **New negotiated metrics** included in Q4 report, for example:

During 2022, over 223K customers receiving utility bill assistance also received information about Energy Efficiency programs

- Local Administering Agencies, by process, offer EE kits to LIHEAP and PIPP recipients and review the weatherization program with them (174,682 LIHEAP customers and 28,802 PIPP customers in 2022)
- Supplemental Arrearage Reduction Program (SARP) customers also receive EE information from ComEd (20,182 SARP customers in 2022)
- **Targeting Hardship Customers campaign** continued throughout Q4 with monthly emails and targeted social media messages; in Q4, campaign delivered 108,896 emails and was viewed by 38,497 customers, approximately 35.35% of the target group; concurrently targeted English and Spanish social media messaging through Facebook and Twitter also continued, with 72,570 impressions, cultivating engagement with approximately 1,448 customers, approximately 2% of the target group





# Business & Public Sector Highlights

- **Standard** – 15% incentive bonus was offered for final applications received in November, to encourage more 2022 project completions, successfully resulting in the highest December incentive processing in last 5 years (~\$51.5M)
- **Small Business (Private and Public)** – Successful completion of the “30% For All” campaign, which brought in the highest quarterly volume of projects (2,501) in the Program’s history (~\$36.4M of incentives, 103 GWh)
- **Midstream/Upstream** – EISA will cause major changes to the Instant Discounts program in 2023 – product removals were communicated to distributors and customers in Q4, and program updates for increased HVAC incentives were delivered during 2023 launch webinar on 11/30



# Business & Public Sector Highlights (cont.)

- **Retro-Commissioning** – Continued strong activity through Q4, especially in the public sector across all three program tracks (RCx Flex, Monitoring-Based Commissioning, and Virtual Commissioning)
- Pipeline
  - 16 **New Construction** projects added to the pipeline, 9 enrolled under the High-Performance Design incentive for meeting a green rating system (e.g., LEED, WELL, Living Building Challenge, Green Globes, Passive House)
  - 41 private and 14 public **Custom** projects also added
  - Increased **Industrial Systems** incentives motivated 5 customers to approve purchase orders for expensive, long lead-time equipment to be installed in 2023, and a cross-program outreach effort resulted in multiple project leads, including two new industrial refrigeration studies



# Research & Development

- In 2022, ComEd had **68 R&D projects** in-flight, of which **28 were concluded** and **5 were evaluated** by Guidehouse, demonstrating promising results
  - Heat Pump Water Heater Pilot
  - Upstream Commercial Food Service Equipment Pilot
  - VHSP as AC Replacement Pilot
  - ENERGY STAR Retail Products Platform Pilot

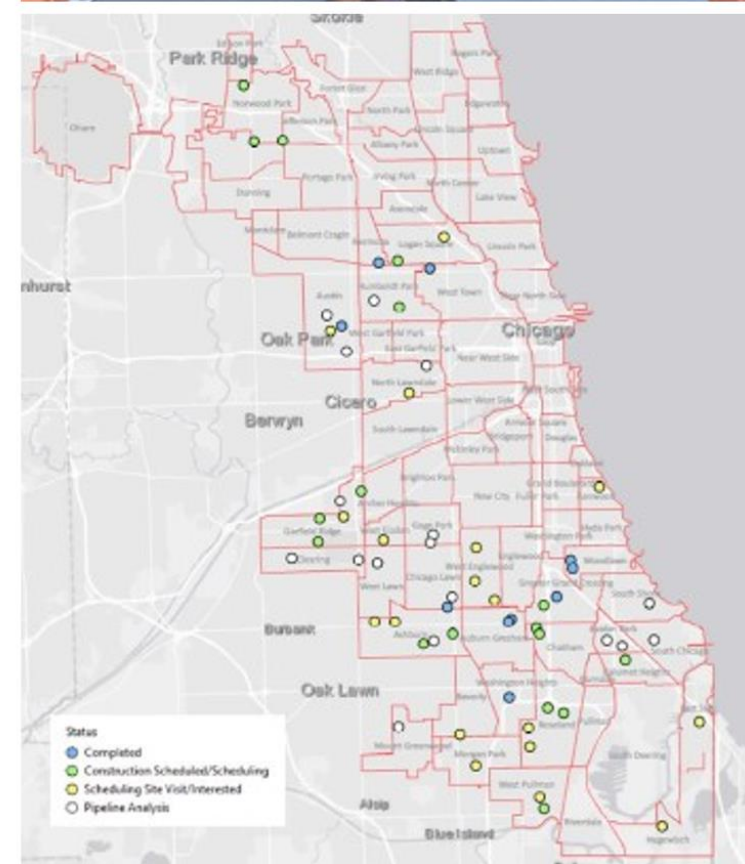
**DRAFT 2023 Research & Development Evaluation Results**

Pilot	First Year Net Savings – All (kWh)	WAML
Heat Pump Water Heater	24,782	15
Upstream Commercial Food Service Equipment	1,235,122	12.4
VHSP as AC Replacement	332,904	16
ENERGY STAR Retail Products Platform	10,602,500	15
IE SF Whole Home Electrification (in Single-Family Upgrades report)	722,496	15.1



# Whole Home Electrification– Pilot Status

- Pilot partnership with Elevate is underway with the goal to fully electrify 100 income eligible customer housing units while achieving customer bill savings.
  - 34 SF completed
  - 17 SF with construction scheduled or being scheduled
  - 38 MF units (across two buildings) in pipeline
- Elevate has a robust MF pipeline beyond the pilot and is working closely with Franklin Energy to assess properties for WHE or inclusion in core offerings.
- Projects involve full cost coverage of electrifying existing fossil fuel appliances, required electrical upgrades, weatherization measures, health and safety measures, and associated retrofit needs (e.g., appliance removal, ductwork, etc.).
  - Some participants have previously been served by a weatherization offering.
- Pilot effort includes pre-post customer bill impact analysis, customer experience surveys, solar PV assessments, and pre-post indoor air quality monitoring.





# Whole Home Electrification- Program Transition

- Concurrent with the pilot, ComEd implementation contractors Resource Innovations and Franklin Energy are standing up WHE offerings.
  - Both have developed bill impact calculators and customer -facing materials such as customer agreements and applications.
  - Resource Innovations (SF focus) will recruit from a broad geography including customers with propane heating. They are also using reach -backs to past HEA participants for recruitment.
  - Franklin (MF focus) will partner with Elevate to ensure a robust pipeline of multifamily buildings is maintained.
- Single family: 2 properties are complete. 19 others have been assessed and 12 are moving forward with construction being scheduled.
- Multifamily: 9 properties representing 695 housing units have been identified as good WHE candidates and are in assessment or scoping phases. Two are Chicago Housing Authority properties.

## Home Energy Savings Program

### Go Electric Report

#### Applicant Information

#### Customer Information

Contact Name:

Mailing Address:

Service Address (if different):

Telephone:

Email:



# Diverse Spend

- In 2022, ComEd diverse EE spend was ~\$103.4M, ~37% of total spend, excluding customer pass-through incentives
  - Tier 1 spend is \$50.50M
  - Tier 2 spend is \$52.89M
- In Q4, ComEd utilized 17 diverse prime contractors, along with 83 diverse sub-contractors and service providers (Tier 2) during the same period.

Section 4

PACO Spotlights the Power of Energy Efficiency

More funding for Energy Efficiency (EE) programs, thanks to the Climate and Equitable Jobs Act of 2021, increases the need to inform ComEd customers about new ways to save on energy consumption and costs, creating new opportunities for ComEd advertising partner PACO Collective.

New campaigns launched last year emphasize the value of energy assessments, which can help small local businesses, large commercial and industrial customers and residential dwellers increase energy efficiency and lower their utility bills. The residential campaigns provide information on available discounts in addition to energy savings tips. The increased advertising spend on TV, radio, digital, print, and outdoor signage helped ComEd achieve its energy efficiency customer participation goals for 2022. The new campaigns have also been recognized by the 2022 Telly Awards, 2022 Summit International Awards, and the 2022 MUSE Awards for work done on the Positive Energy campaign, the Energy Efficiency Residential commercial, 'Sounds of Silence,' and the Energy Efficiency Business commercial, 'Seamless.' "We

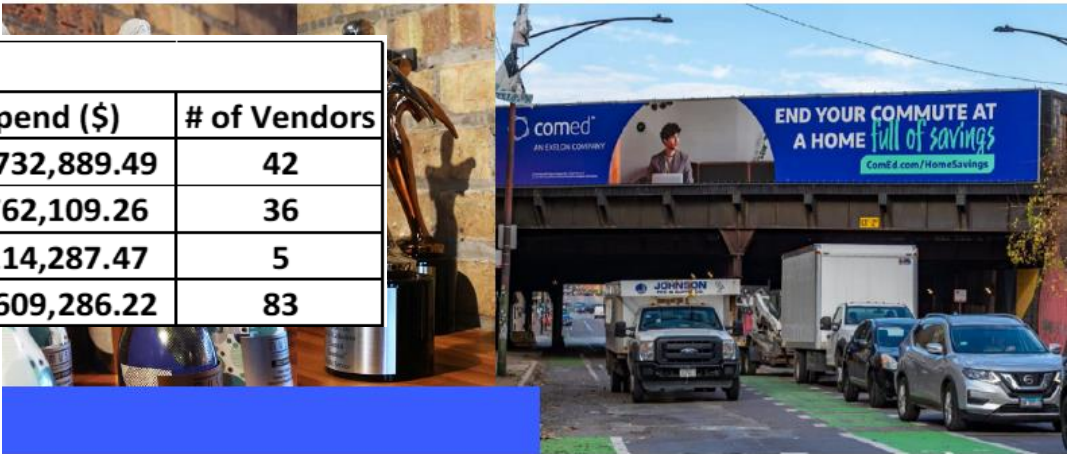
are happy to support the work ComEd is doing to keep customers bills affordable through an expanded scope of energy efficiency offerings," said PACO Collective CEO, Ozzie Godinez. "It's great to see our work be recognized with awards, but it's even more gratifying to know we're helping ComEd customers make smart energy decisions."

Godinez founded the agency in 2006 and it began working with ComEd in 2011. PACO's energy efficiency campaigns represent about 75% of ComEd's annual advertising spend.

Since 2008, the ComEd Energy Efficiency Program has helped families and businesses save \$7.65 billion on their energy bills and more than 70 million megawatt-hours of electricity, which is the amount of energy it takes to power more than 8 million ComEd customers' homes. These savings have an environmental benefit equal to reducing nearly 60 billion pounds of carbon emissions from the atmosphere, removing nearly 5.9 million cars from the road or planting more than 33 million acres of trees.

Tier 1		
Diverse Category	Spend (\$)	# of Vendors
MBE	\$23,825,212.62	5
WBE	\$10,093,657.16	12
Total	\$33,918,869.78	17

Tier 2		
Diverse Category	Spend (\$)	# of Vendors
WBE	\$12,732,889.49	42
MBE	\$7,762,109.26	36
VOSB	\$3,114,287.47	5
Total	\$23,609,286.22	83





# Diverse Spend

- In 2022, ComEd launched the third full year of the EESP Incubator and partnered with a MWBE Walker-Miller to deliver the program and share firsthand the learnings of growing a small business within the EE industry
- The initiative is designed to educate and train contractors and distributors on ComEd's EE offerings, so they can participate and grow their businesses
- Incubator organizations are educated on how to best represent the ComEd EE to customers, complete EE projects by leveraging existing workforce development frameworks and community-based agency partnerships, and are mentored by other vendors within the Portfolio
- From its inception through 2022, 99 contractors have completed Incubator training, and 54 have been accepted into the ComEd EESP Network, resulting in 542 projects completed

## Section 4

### ComEd Taps Walker-Miller to Support Energy Efficiency Expansion

Carla Walker-Miller, founder and CEO of one of the largest African-American and woman-owned energy efficiency companies in the U.S., has opened new offices in Illinois to create opportunities for diverse suppliers



Carla Walker-Miller,  
President/CEO

Carla Walker-Miller is the Founder and CEO of Walker-Miller Energy Services (Walker-Miller), a 23-year-old values-driven company that changes lives through energy. Based in Detroit, her company opened an office in Oak Brook, Ill., in 2022. It has a workforce of about 12 team members working with ComEd zone who are engaged in customer education and market development for diverse suppliers in the energy efficiency sector; it also has 40 employees in southern Illinois.

#### Q: Walker-Miller opened an office in ComEd's service territory last year, how are things going?

A: We're off to a good start working with ComEd and are grateful for the opportunity to partner with them on several fronts. We're working to increase the number of local and diverse-owned businesses who can provide energy-efficiency (EE) services to ComEd customers. The timing could not be better. Thanks to Illinois' Climate and Equitable Jobs Act, ComEd customers, especially those in underserved communities, can access new products and some of the most robust whole-house EE solutions currently being offered in the U.S. We're also supporting three EE product distribution programs for ComEd customers, as well as non-profits like food banks and pantries and elementary schools, where we help teachers incorporate EE into classroom instruction.

#### Q: How do you describe your company's culture and how has it helped you succeed?

A: With stewardship as one of our core values, we have always approached our work with a certain missionary zeal. We see EE as a smart and fairly simple solution to improving one's living environment and to save money in the process, but there's still more to our value proposition. Walker-Miller team members take a very big picture view of EE and see it as a way of serving others no matter where they live, what they look like, or how

much money they make. Energy is essential for everyone and so is the need to be able to use it as efficiently as possible -- that is our message and the essence of our culture. We also believe it's a blessing and a joy to work with people who want to work with you and I'm happy to say most of our customers feel the same way.

#### Q: What are the prerequisites for success in the EE consulting business?

A: Businesses exploring options in the EE sector must first understand that almost everyone can benefit by making their homes more energy efficient. This can be especially true in underserved Black and Brown communities where we have focused many of our efforts since entering this market. To position a business for success, the team must be able to reach out to diverse neighborhoods, build trusting relationships and introduce EE as a meaningful way to reduce energy consumption and household energy costs, but you can't stop there. EE is also the easiest and most tangible way for most people to combat climate change, which, of course, affects us all. In the early days of our business this message did not always resonate, but times have changed. Most people understand climate change is real as evidenced by the increasing frequency and severity of storms.

For suppliers thinking about getting into the EE sector, they should understand that because building energy efficiency is key to fighting climate change and facilitating decarbonization, the growth opportunities in EE are almost endless.

#### Walker-Miller Energy Services

Founded: 2000

Employees: 220

Address: 8045 Second Ave. Detroit, MI 48202

Phone: 313.366.853

Website: [www.wmenergy.com](http://www.wmenergy.com)

# Thank you

# Appendix – Residential & Income Eligible

Program	Net MWh YTD	% Savings Achieved of 2022 Forecast	Program Participation YTD	Unit Definition
Home Energy Savings – Market Rate Assessment	5,929	87%	9,026	Homes
Home Energy Savings – Income Eligible Assessment	3,836	100%	5,387	Homes
Home Energy Savings – Income Eligible Retrofits	5,671	98%	3,022	Homes
Multi-Family Energy Savings – Income Eligible	13,356	80%	Tenant Unit Direct Installation: 10,541 Building Upgrades: 2,542	Projects
Multi-Family Energy Savings – Public Housing	594	85%	Tenant Unit Direct Installation: 0 Building Upgrades: 55	Projects
Multi-Family Energy Savings – Market Rate	8,017	102%	Tenant Unit Direct Installation: 5,214 Building Upgrades: 798	Projects
Home Energy Report	105,182	100%	Home Energy Reports (print): 6,514,228 Home Energy Reports (email): 11,016,984 High Usage Alerts: 2,332,528 Weekly Usage Reports: 9,153,035	Reports and Alerts

Program	Net MWh YTD	% Savings Achieved of 2022 Forecast	Program Participation YTD	Unit Definition
Retail – Market Rate	115,342	93%	Home Products: 275,183 Lighting: 4,667,742	Appliances; Light Bulbs
Retail – Income Eligible	32,439	97%	Home Products: 286,967 Lighting: 665,772	Appliances; Light Bulbs
Product Distribution – Market Rate	1,811	92%	27,328	School Kits
Product Distribution – Income Eligible	154,404	102%	2,171,898	Bulbs and weatherization measures
Residential New Construction – Affordable Housing	1,562	111%	14	Projects
Residential New Construction – All Electric	504	158%	28	Homes
Heating and Cooling – Midstream/ Rebates	5,546	99%	6,620	Units



# Appendix – Business & Public Sector

Program	Net MWh YTD	% Savings Achieved of 2022 Forecast	Program Participation YTD	Unit Definition
Small Business - Private	194,029	101%	6,148	Projects
Small Business – Public	52,818	85%	593	Projects
Incentives – Standard - Private	154,876	97%	1,848	Projects
Incentives – Standard – Public	30,862	97%	707	Projects
Standard – ComEd Streetlights	11,671	115%	240	Projects

Program	Net MWh YTD	% Savings Achieved of 2022 Forecast	Program Participation YTD	Unit Definition
Incentives – Custom	22,038	298%	78	Projects
Incentives – Custom – Public	2,478	134%	16	Projects
Retro-commissioning – Private	20,315	104%	125	Projects
Retro-commissioning – Public	24,818	97%	140	Projects
Industrial Systems	43,875	106%	445	Projects
Midstream/Upstream – Private	126,669	89%	1,319,335	Lighting products; battery chargers; HVAC
Midstream/Upstream – Public	28,457	106%	471,959	Lighting products; battery chargers; HVAC
Strategic Energy Management – Private	33,465	106%	87	Participating Customers
Strategic Energy Management – Public	3,400	68%	25	Participating Customers
C&I New Construction – Private	9,267	102%	347	Projects
C&I New Construction – Public	1,247	133%	8	Projects