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ComEd Income Eligible MF Process Evaluation

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Evaluation Summary

Program and Evaluation Overview

Identify mission, what we are evaluating, and using what resources



ComEd Income Eligible Multi-Family (IE MF) Program Mission

Help IE MF buildings implement energy efficiency upgrades by providing financial support and technical assistance.

Purpose of Evaluation

Independently assess how effectively the ComEd IE MF Program delivers energy efficiency upgrades, using interviews and data analysis to identify strengths and areas for improvement of the one-stop-shop model.

Evaluation Process

- ComEd PM Interview
- Evaluate Metrics
- Interviewing Champions and Non-Participants
- Synthesize Findings

Resources

Guidehouse staff led the evaluation with support from ComEd for coordination and execution. Insights were provided by stakeholders through interviews conducted by Guidehouse.

Research Objectives

Evaluating ComEd's IE MF Program: Prioritizing Coordination, Effectiveness, and Barrier Reduction

Synthesize and Report Findings

- Combine insights and recommendations.
- Focus on effectiveness of delivery model and identify participation barriers and program improvement opportunities.

Program Strengths and Improvements

- Identify program improvement opportunities.
- Explore opportunities for new program designs.



Evaluate Metrics

- Evaluate Metrics of ComEd's IE MF Program.
- Determine if efforts are trending to more comprehensive solutions.
- Review Plan 6 Impact Evaluation and Quarterly Report Findings.

Effectiveness of One-Stop-Shop Model

- Interview program champions and non-participants.

Identify Opportunities to Increase Efficiency & Reduce Barriers

- Using interviews, understand property manager and tenant pain-points.
- Identify opportunities to reduce barriers to participation.



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Metrics Evaluation

Context

Metrics Evaluation



Metrics Evaluation Purpose

- **Evaluate Program Performance:** Understand how the program is performing and progressing over time.
- **Assess Comprehensiveness and Coordination:** Determine whether measures are becoming more comprehensive and determine how coordination efforts contribute to program outcomes.
- **Track Program Evolution:** Gain insight into the program's growth, trajectory, and its ability to support equity, accessibility, and emerging customer and EESP priorities.



Metrics Evaluation Methodology

- **Q2 2025 Utility Report Review:** Examine the ComEd Q2 2025 report and associated metrics.
- **Historical Report Review:** Analyze prior years' quarterly reports and annual reports from the Plan 6 period.
- **Impact Report Integration:** Incorporate insights from the 2022, 2023, and 2024 impact reports and memos.

Metrics Evaluation Findings

Summary of Main Findings

Measure Comprehensiveness and Impact

Measure comprehensiveness from 2022 to 2024 shifted from broad variety (many unique measures and widespread upgrades) to concentrated impact (fewer buildings and fewer unique measures, but larger projects). 2024 signaled this impact-driven shift with a strategic focus on electrification and a sharp rise in heat pump and AC installations.

Data and Reporting Consistency

Reporting consistency has improved over the Plan 6 period, with 2024 realization rates reaching 1.0 for electric savings and 0.99 for gas savings, indicating stronger data accuracy and better alignment between the implementer and the evaluation team.



Program Coordination and Delivery

Program delivery has shifted to a single intake and contact point model, improving clarity and coordination, while integrating with the whole-home electric pathway for smoother transitions. New partnerships are expanding reach and service.

Health and Safety Barrier Remediation

The program identified numerous health and safety barriers, with very low or zero deferral rate for MF projects.

Equity and Accessibility

Across the Plan 6 period, the program prioritized IE and public housing properties, directing most incentives to these communities, while increasing diverse business EESP participation, expanding partnerships with PHAs and community organizations.

Q2 2025 Utility Report: Metrics

MF Key Metrics

Income Eligible



- 385 electric resistance heating systems converted to high-efficient heat pumps achieving 5,265 MWh savings.
- 978 IE and PHA buildings served across 126 unique zip codes, and 22,259 tenant units receiving free products LEDs and faucet aerators.
- 11,579 MWh savings YTD (36% of forecast).

Public Housing



- 47 PHA building upgrades completed YTD, achieving 952 MWh savings (56% of forecast).
- A major Chicago Housing Authority Bronzeville project replaced 1,300 AC units across 668 apartments, investing \$1.09M in incentives saving 352 MWh.
- \$1.04 in incentives and \$450k in non-incentive spend.

Market Rate



- Market Rate achieved 1,360 MWh savings YTD (34% of forecast).

Health & Safety



- \$793,544 in health and safety spending through Q2 2025, with 23% directed to ceiling reinforcement, venting, and exhaust.
- Across IE sites, 593 properties were assessed, with 107 requiring health and safety interventions, including electrical upgrades, venting, ceiling reinforcement and mold remediation.

Trends



- Bigger, deeper projects emphasizing a push for large-scale retrofits, while maintaining comprehensive measure offerings.
- 4,336 IE tenant unit direct installs, down from 7,084 in 2024 and 4,815 in 2023.
- 126 zip codes served in 2025, down from 151 in 2024 and 161 in 2023.
- Increased Public Housing investment and savings.

Q2 2025 Utility Report: Program Coordination & Delivery

MF Key Process Changes

Program Delivery and Customer Journey



- **Single intake and point of contact model:** The program assigns each property owner/manager a dedicated project lead to guide them through assessments, upgrades, and rebate applications.
- **Integration with Whole-Home Electric:** MF building owners interested in electrification are now directed into the Whole Home Electric pathway for eligibility review, creating stronger linkages across ComEd's portfolio.

Partnerships and Outreach



- **New Outreach partners added in 2025:** ComEd brought in Utility Energy Services and the Metropolitan Mayors Caucus to strengthen outreach and support the Whole Home Electric offering.

Program Innovations and Pilots



- **Passive House Integration Pilot:** Integration of a Passive House Institute US incentive tier into the Affordable Housing New Construction offering. Five MF projects are on course to achieve Integration of a Passive House Institute US certification when complete.

Q2 2025 Utility Report: Equity and Accessibility

Key Equity and Accessibility Findings

Diverse Business Enterprise (DBE) Focus

Program Design for Accessibility

Health and Safety Barrier Remediation



- ComEd continues to engage diverse service providers, ensuring meaningful participation and allocation of incentives to Diverse Business Enterprises.



- **Single point of contact and intake forms**
Introduced to simplify access for property owners, property managers, and tenants.
 - The program assigns each property owner/manager a dedicated project lead to guide them through assessments, upgrades, and rebate applications.



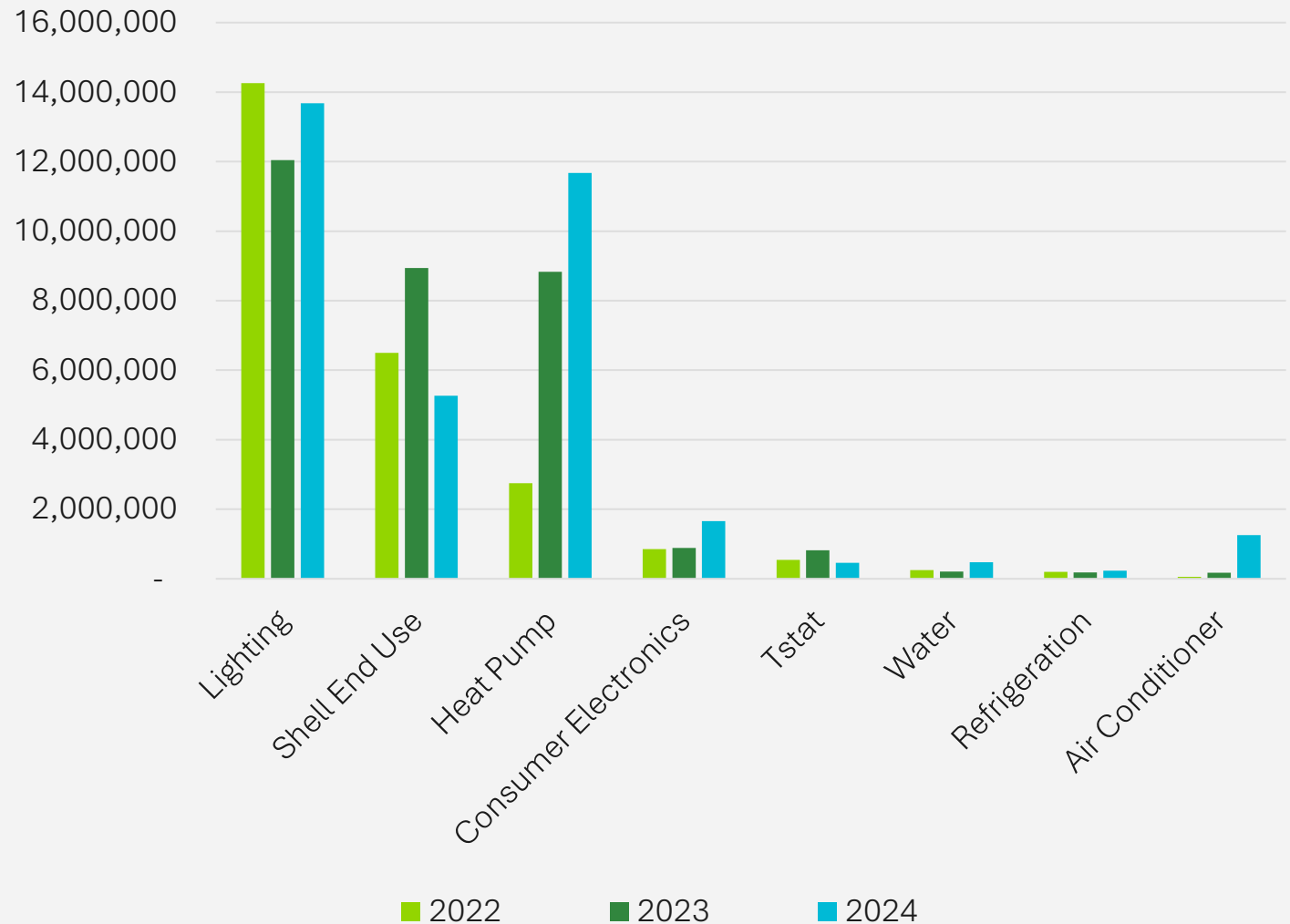
- The program addresses health and safety barriers by funding remediation efforts, ensuring that low-income customers can fully participate in energy-efficiency upgrades.

Measure Savings Over Plan 6 Period

FINDINGS

Lighting continues to deliver the highest verified net savings in the ComEd MF Upgrades program. Shell and heat pump installations also contributed significantly, with heat pumps seeing a sharp rise in adoption and impact in 2024 due to ComEd’s efforts in reaching and serving properties with electric resistance heating systems. Installations of consumer electronics and air conditioners also increased notably.

ComEd MF Plan 6: Measure Savings Trends (2022–2024)



IE Measures Installed Over Plan 6 Period

COMPREHENSIVENESS TRENDS (2022–2024)

2023 Peak: The program was most comprehensive in 2023. Many buildings received full assessments and major upgrades, showing strong reach and improvement over 2022.

2024 Decline: The 2024 decline in comprehensiveness is largely attributable to the discontinuation of the Operational Excellence SEM program, which had strong outreach in 2022–2023 but limited activity in 2024. Additionally, budget timing in 2023 and higher budgets/uplifts in 2024 led to early direct installs and major measures occurring in the following calendar year.

Measure Data/Comprehensiveness of Treatment (2022–2024)¹

	2022	2022	2023	2023	2024	2024
	Quantity of buildings	% of Total Buildings Served	Quantity of Buildings	% of Total Buildings Served	Quantity of Buildings	% of Total Buildings Served
Buildings that received a whole building assessment	893	26%	797	34%	356	12%
Buildings that received only direct install measures	515	15%	328	14%	327	11%
Buildings that received in-unit (tenant) upgrades	1,281	38%	871	37%	511	17%
Buildings that received one or more:						
Air Sealing	589	17%	373	16%	185	6%
Insulation	892	26%	829	35%	798	26%
Water Heating Equipment	447	13%	430	18%	190	6%
Refrigerator Replacements	24	1%	50	2%	46	1%
Capital HVAC	439	13%	479	20%	123	4%
Total Buildings Served	3395		2337		3070	

1. CY2022, CY2023, & CY2024 Annual ComEd EE Reports



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Non-Participant Interviews

Context

Four non-participants identified barriers to participation and areas for program improvement



Non-Participant Interview Purpose

- Gather insights from community stakeholders who are familiar with the program but decided not to pursue the offering.
- Learn what prevented them from participating in the program and identify opportunities for improving the one-stop-shop approach and increasing customer participation.



Non-Participant Interview Methodology

- Recruited and interviewed 4 knowledgeable stakeholders via email, were offered a \$50 incentive for participation in 45-minute interview, including two property managers and two sustainability and/or rebates coordinators.
- Developed a structured interview guide focused on program operations, customer barriers, and enhancement ideas.
- Conducted interviews between July - August 2025
- Analyzed findings from interviews to identify trends and make recommendations.

Non-Participant Interview Findings

Summary of Main Findings

Perceived Value and Program Experience

Non-participants expressed interest in the ComEd program post-interview, including a request to learn about additional program measures and work with more comprehensive projects.

Barriers to Participation

Non-participants reported difficulty learning about program offerings and benefits, incompatible measures, and lack of resident participation as barriers to participation.



Opportunities for Improvement

Non-participants suggest improved marketing materials, more concise communication pathways, and additional comprehensive measures to improve the program.

Program Communication

Non-participants primarily learned about the program from Elevate Energy or from inquiring directly to ComEd.

Program Coordination and Support

Two of four non-participants reported difficulty enrolling in the program or coordinating project implementation.



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MF Program Champion Interviews

Context

Eight program champions identified opportunities for program improvement



Champion Interview Purpose

- Gather insights from community stakeholders familiar with the program.
- Learn from their experience in the program and identify strengths, challenges, and opportunities for improving the one-stop-shop approach and increasing customer participation.



Champion Interview Methodology

- Recruited and interviewed 8 knowledgeable stakeholders from lists provided by ComEd via email, were offered a \$50 incentive for participation in 45-minute interview:
 - 4 EESPs, 2 PMs, 1 CAA, and 1 PHA.
- Developed a structured interview guide focused on program operations, customer barriers, and enhancement ideas.
- Conducted interviews between July and September 2025.
- Analyzed findings from interviews to identify trends and make recommendations.

Program Strengths

Champions cited several foundational elements in the success of the program

Extensive Measures

- Broad range of energy efficiency measures available.
- ComEd provides extensive low- and no-cost measures.
- 100% of respondents (n=7) were satisfied or very satisfied with the cost of delivering services.

Joint Program Delivery

- Scope and impact of program was expanded as program coordinated jointly with utilities.



Clear Communication

- 86% of respondents (n=7) were satisfied or very satisfied with communication from ComEd.
- Those with prior experience in energy programs found eligibility and benefits to be clearly communicated.

Time and Availability

- Most interviewees had the time and availability to engage with the program.
- 86% of respondents (n=7) were satisfied or very satisfied with amount of time it took to participate in the program.
- Several felt that scheduling and facilitating installations was smooth.
- Installations were most successful when conducted in evenings (outside 9-5).

Champion Interview Findings

Summary of Main Findings

Perceived Value and Program Experience

100% of participants were satisfied or extremely satisfied with the cost to deliver program and felt program excelled in providing variety of measures at low- to no-cost.

Barriers to Participation

Common complaints included issues with program navigation, unclear roles, confusion over eligibility, as well as delayed application approvals or difficulty in tracking progress.



Effectiveness of One-Stop-Shop Model

67% viewed the program as operating under a one-stop-shop model. This was pronounced amongst interviewees who indicated their point of contact was clearly established and received timely assistance

Program Communication and Outreach

86% of participants were satisfied or very satisfied with program communication, especially amongst veterans of the program.

Program Coordination and Support

60% of participants felt the program was well coordinated but believed that definition of roles and responsibilities could have been made clearer.

One-Stop-Shop Model

Is the model working for customers?



DESCRIPTION:

Participants were read a description of the One-Stop-Shop model then asked Yes or No questions regarding elements of program participation.

Majority of Participants View MF IE as One-Stop-Shop Model

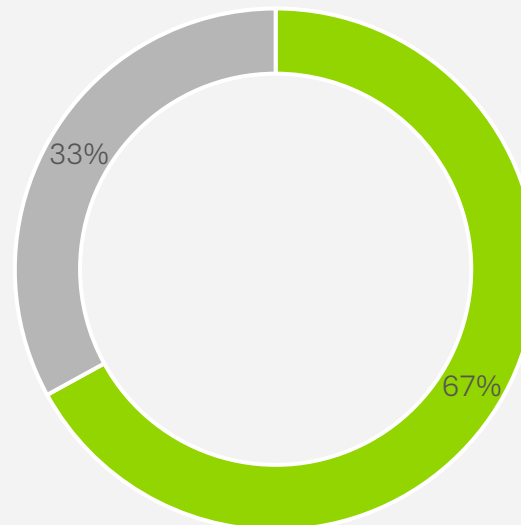
Do you consider the program to be a one-stop-shop model? (n=6)



"The Multi-Family Energy Savings Program is designed to provide coordinated services: customers can go to a single place to select the services they need, regardless of the type of service, whether it be mechanical systems, weatherization, or fuel type.

Customers work with a single program point of contact who coordinates all aspects of the services required. This approach is designed to simplify the process, making it easier to access and benefit from the program's offerings."

67% considered the program to be a one-stop-shop model, indicating that most participants felt the program delivered on its integrated service promise.

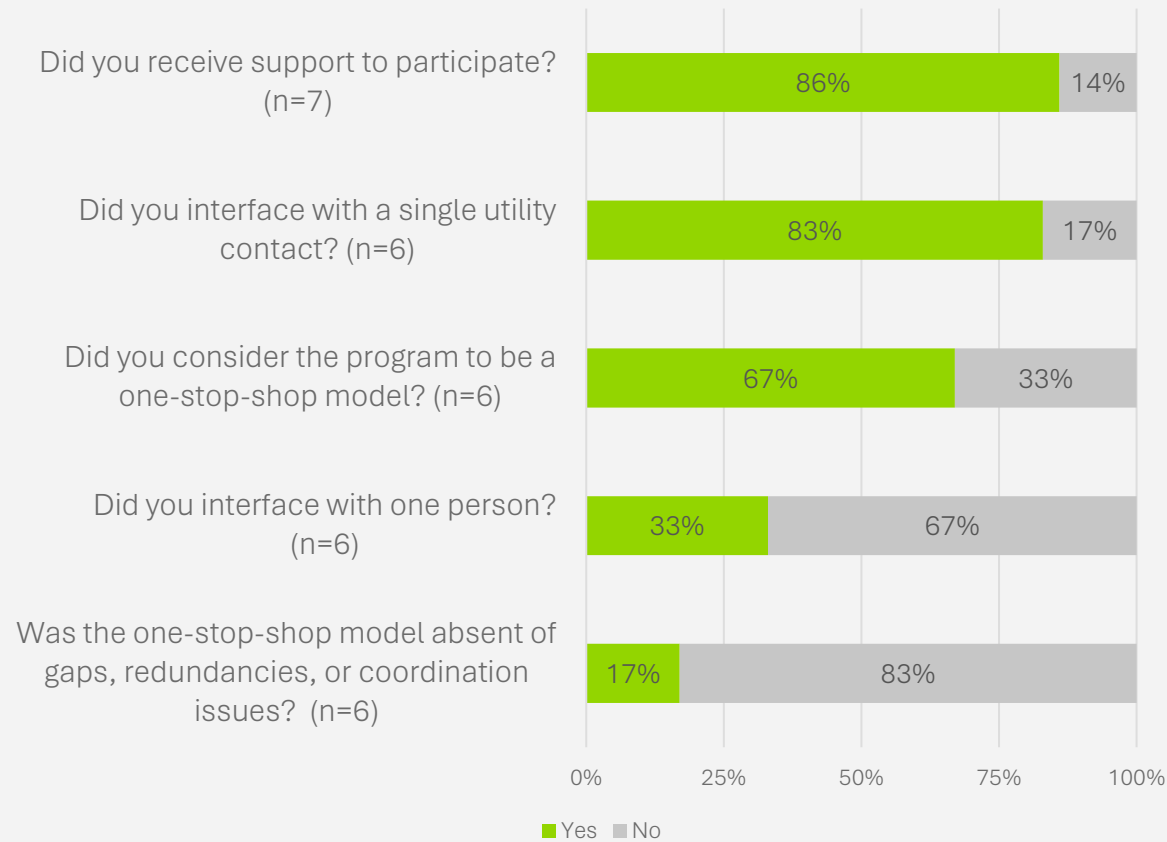


■ Yes ■ No

One-Stop-Shop Continued

TO WHAT EXTENT DID CHAMPIONS VIEW THE PROGRAM AS SUCCESSFULLY DELIVERING THE ONE-STOP-SHOP MODEL?

Effectiveness of One-Stop-Shop Model



Strong Support for Participation: 86% of respondents said they received support to participate in the program.

Single Utility Contact: 83% reported they interfaced with a single utility contact, suggesting streamlined communication with the utility.



Few Had Only One Point of Contact: Only 33% interfaced with just one person overall, meaning most participants had to deal with multiple contacts, which could lead to confusion or inefficiency.

Significant Coordination Issues: A large majority (83%) reported that the one-stop-shop model was not absent of gaps, redundancies, or coordination issues. This highlights persistent problems with program coordination and process integration.



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Key Findings

Key Findings

KEY FINDINGS AND CONSIDERATIONS FROM THE PROCESS EVALUATION



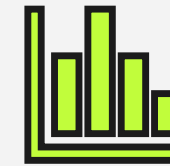
Champion Interviews

- Program perceived as affordable and accessible, with a broad range of no and low-cost measures offered.
- Opportunities exist to enhance clarity around eligibility, roles, and available measures.
- Additional tools like trackers, FAQs, print and digital marketing materials, and eligibility data could strengthen outreach and support.
- Respondents were largely satisfied with the amount of time to participate in program.



Non-Participant Interviews

- Increasing outreach and clarifying contact points can ensure stakeholders feel informed and supported, reducing the need for extra effort on their part.
- Expanding and tailoring measure offerings can make them more relevant and comprehensive, creating greater impact for stakeholders.
- Improving tenant entry, scheduling, and logistics coordination can remove barriers and deliver a smoother experience.



Metrics Evaluation

- Projects focus is shifting to depth over breadth, expanding heat pump and AC installations while advancing electrification.
- Health and safety barrier mitigation achieved uniquely high success in this program, creating approaches that can inform other programs.
- Emphasis on public housing savings continues to grow, with significant increases from the beginning to the end of Plan 6.



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