



Memorandum

To: Erin Daughton, ComEd

CC: Parini Shah, Natasha Herring, Neil Curtis, Jeff Erickson, Guidehouse, Mike Frischmann, EcoMetric, Elizabeth Horne, ICC

From: Presley Powers, Theresa Wells, EcoMetric

Date: August 5, 2025

Re: ComEd Product Distribution CY2025 NTG Research, Elementary Energy Education Market Rate Kits

Executive Summary

This memo presents secondary research results and CY2026 net to gross (NTG) recommendations for the market rate kits distributed through ComEd's Product Distribution Program, Elementary Energy Education (EEE) Program Component. The EEE kits are delivered through a joint partnership between ComEd and Nicor Gas, combining electric-saving measures (e.g., LED nightlight, power strips) with gas-saving measures (e.g., low-flow showerheads, aerators, and weatherstripping). This integrated approach allows the program to promote whole-home efficiency and maximize savings opportunities for participating households. The EEE program component utilizes a school-based distribution approach of energy-saving kits, which include a 0.3w nightlight, 7-plug advanced power strip, bathroom aerator (1 GPM), window insulation kit (5-pack), kitchen aerator (1.5 GPM), low-flow showerhead (1.5 GPM), shower timer, temperature setback card, closed-cell foam weatherstripping roll (17'), and self-adhesive door sweep measures distributed through school kits.

The evaluation team recommends a net to gross ratio (NTGR) of 1.00 for all measures included in the kit, based on our secondary research. We have vetted over 30 similarly designed programs and identified 14 as the most relevant based on comparable customer segments, delivery mechanisms, measures offered, and the availability of recent NTG research. Notably, most school kit programs containing non-lighting measures reported NTGRs of 1.00.

The team's research methodology included a structured literature review of utility evaluation reports and NTG memos, focusing on residential-sector programs offering free energy-saving kits with technologies matching those in the EEE kit. While some comparison programs differed in distribution channels or included varied combinations of measures, the consistent NTGR findings across relevant school kit initiatives provide a strong empirical basis for this recommendation.



Additionally, this NTGR recommendation is consistent with the Stakeholder Advisory Group's (SAG) September 2024 NTG meeting decisions¹. During this discussion, SAG agreed that the 1.00 NTGR is consistent with prevailing assumptions about free kit distribution, the evolution of customer behaviors, and current market baselines. The rationale, research methodology, and supporting sources are detailed in the following sections.

Program Background

The ComEd EEE program component seeks to motivate students and their families to take steps that reduce energy consumption for water heating and lighting in their home. The program component is jointly offered by ComEd, Nicor Gas, Peoples Gas, and North Shore Gas and targets mostly 5th grade students in schools that are customers of the sponsoring utilities. As part of the program component, a curriculum and an energy efficiency take-home kit are provided to raise awareness about the way individual actions and low-cost measures can provide significant energy savings. The take-home kits include a free 0.3w nightlight, 7-plug advanced power strip, bathroom aerator (1 GPM), window insulation kit (5-pack), kitchen aerator (1.5 GPM), low-flow showerhead (1.5 GPM), shower timer, temperature setback card, closed-cell foam weatherstripping roll (17'), and self-adhesive door sweep.

Research Methodology and Results

The evaluation team investigated NTGRs for all measures included in the kit with distribution methods similar to this program component. The primary search criteria for related programs were as follows:

- Customer sector: residential
- Measure technology: nightlight, advanced power strip, bathroom aerator, window insulation kit, kitchen aerator, low-flow showerhead, shower timer, temperature setback card, weatherstripping, and self-adhesive door sweep
- Delivery channel: free energy saving kit.

Our research included a secondary literature review of utility evaluation reports and utility NTG memos. We also considered whether the program's NTGR was based on recent measure-specific primary research.

¹ Meeting notes and NTGR recommendations can be found on the IL SAG website. www.ilsag.info/evaluator-ntg-recommendations-for-2025/

The secondary research reviewed over 30 potentially analogous programs. The 14 most relevant are shown in Table 1. In general, the comparison programs varied from the EEE offering in two ways: they employed different distribution approaches (e.g., opt-in mail order vs. in-classroom delivery) and included different combinations of measures. Many programs provided discounts rather than free products or reported NTGR at the kit-, program-, or sector-level rather than for individual measures. Notably, the evaluation team did not find any researched measure-specific NTGRs for items such as nightlights, advanced power strips, aerators, weatherstripping, or other efficiency measures when delivered as part of a take-home school kit. Focusing on school kit programs, the majority of kits containing non-lighting measures reported a NTGR of 1.00.



Table 1. Secondary Research of Net-to-Gross Ratios for School Kit, Mail Order, and Direct Install Programs

State	Utility/ Agency	Program Name	Kit Delivery Type	Measures Included	NTGR	FR	SO	Program vs. Measure	Year of Research
WI	Focus on Energy	Simple Energy Efficiency Pack	Opt-in (Mail-Order Kit)	LED bulbs, high-efficiency showerhead, faucet aerators, pipe insulation, advanced power strip	1.00	0	0	Program-Level	2024
IL	Ameren Illinois	Direct Distribution of Efficient Products – School Kits	School Kit	LED bulbs, low-flow showerhead, faucet aerators	1.00	0	0	Program-Level	2024
NM	PNM	HomeWorks	School Kit	LED bulbs, faucet aerators, low-flow showerheads	1.00	0	0	Program-Level	2024
ID	Idaho Power	Energy Efficiency Education Program	School Kit	LED bulbs, led nightlight, water-saving devices	1.00	0	0	Program-Level	2023
IL	Peoples Gas / North Shore Gas	Energy Education Kits Program	School Kit	LED bulbs, low-flow showerhead, faucet aerators	1.00	0	0	Program-Level	2023
IL	Nicor Gas	Energy Saving Kits (ESK)	Opt-in (Mail-Order Kit)	LED bulbs, low-flow showerhead, faucet aerators, pipe insulation	1.10 (water), 0.91 (weatherization)	0	0	Program-Level	2023
PA	PPL Electric	Student Energy Efficient Education Program	School Kit	LED light bulbs, high-efficiency showerhead, kitchen faucet aerator, bathroom faucet aerator, advanced power strip, nightlight, shower timer, hot water temperature card, outlet gasket insulators	1.00	0	0	Program-Level	2023
NM	SPS	School Education Kits	School Kit	Kits (multi-measure)	1.00	0	0	Program-Level	2023
NM	EPE	Living Wise	School Kit	Kits (multi-measure)	1.00	0	0	Program-Level	2023
WI	Focus on Energy	Farmhouse Kits	Direct Install	LED bulbs, aerators, showerhead	0.82	0.28	0.10	Program-Level	2022
MO	Ameren	Energy Efficiency Kits	School Kit	Free LEDs	0.61	0.41	0.02	Measure-Level	2022
IN	NIPSCO	School Education Program	School Kit	LED bulbs, low-flow showerhead, faucet aerators	0.94	0.24	0.18	Measure-Level	2022
PA	PECO	Residential Whole Home Program	Direct Install	LED light bulbs, low-flow showerheads, faucet aerators, advanced power strips, weatherstripping, programmable thermostats, water heater pipe insulation	0.88	0	0	Program-Level	2020

FR = Free Ridership, PSO = Participant Spillover
 Source: Guidehouse Evaluation Team

Final NTG Results and Recommendations

For all measures included in the Elementary Energy Education kits—nightlights, advanced power strips, aerators, showerheads, insulation kits, shower timers, setback cards, weatherstripping, and door sweeps—we recommend applying a NTGR of 1.00 for CY2026. Secondary research showed that similar school-based distribution programs continue to use a NTGR of 1.00, and for other kit programs where NTGR is less than 1.00, they contained LEDs, a measure with increasing free ridership. This program no longer includes screw-in LEDs. Considering those two factors, the evaluation team recommends continuing with the 1.0 NTGR.

Should the program add new measures to the kit in CY2026, we recommend using a NTGR of 0.80, which is the default value instructed for use as a placeholder by the IL TRM until NTG research can be performed. New measures would fall under the “All other” measure category in the SAG NTG recommendation workbook². Guidehouse will continue to annually assess opportunities for measure-specific NTG research as savings levels increase. Table 2 below shows the recommended NTGR by measure.

Table 2: SAG Recommended NTGR by Measure for CY2026

Program Name	Program Component	Measure Name	NTGR
Product Distribution	Elementary Education	0.3W Nightlight	1.00
Product Distribution	Elementary Education	7-Plug Advanced Power Strip	1.00
Product Distribution	Elementary Education	Bathroom Aerator (1 GPM)	1.00
Product Distribution	Elementary Education	Window Insulation Kit (5-pack)	1.00
Product Distribution	Elementary Education	Kitchen Aerator (1.5 GPM)	1.00
Product Distribution	Elementary Education	Low-Flow Showerhead (1.5 GPM)	1.00
Product Distribution	Elementary Education	Shower Timer	1.00
Product Distribution	Elementary Education	Temperature Setback Card	1.00
Product Distribution	Elementary Education	Closed-Cell Foam Weatherstripping Roll (17')	1.00
Product Distribution	Elementary Education	Self-Adhesive Door Sweep	1.00
Product Distribution	Elementary Education	All other (future new measures)	0.80

Source: Guidehouse Evaluation Team

² ComEd NTG recommendations can be found on the IL SAG website, [ComEd-NTG-CY2025-Recommendations-Final-2024-09-25.xlsx](#)