



ComEd[®]
Energy Efficiency Program

ENERGY STAR[®] Retail Products Platform

Status Update

October 19, 2020

Product Categories

- » ComEd is targeting clothes washers and refrigerators in 2020
- » Participating retailers:

Retailer	# Stores
Home Depot	63
Best Buy	36
Lowe's	19
Nationwide	26
Abt	1
Total	145



RPP At a Glance

- » Goal of RPP is to influence development of specifications and standards, affecting manufacturing of entire product category and transforming the market
- » The program develops and deploys unique intervention strategies for each product category, depending on:
 - Available technology
 - Efficiency potential
 - Market drivers
- **Retailer incentives** are used to encourage retailers to stock more efficient products. Retailers also share sales data that is used by RPP to develop MT strategies for each individual product in the portfolio



ESRPP Program Sponsors

	Residential Customers	% of US Residential Households
NEEA – OR, WA, ID, MT	5,752,147	4.5%
PG&E – CA	4,679,175	3.6%
ComEd – IL	3,489,575	2.7%
Con Edison – NY	2,869,881	2.2%
EmPOWER Maryland – MD	2,158,914	1.7%
Energize Connecticut – CT	1,396,397	1.1%
Xcel – MN	1,113,587	0.9%
NY State Electric and Gas – NY	776,021	0.6%
SMUD – CA	542,930	0.4%
Rochester Gas & Electric – NY	339,925	0.3%
Efficiency Vermont – VT	310,932	0.2%
Total	23,429,484	18.2%

Increased participation



increased influence

Retailer Requirements

- » Provide full category sales data for each product every month
 - All products sold for each category, not just ENERGY STAR versions
 - Provide 12 months of historical data for use in establishing program participation baselines
 - Online and in-store retail sales provided
- » Develop implementation plans to promote products and ENERGY STAR awareness
- » Allow utility field teams into the stores to place point-of-purchase signage
- » Provide quarterly reports on product promotion
- » Engage in evaluation interviews at least once per year

Preliminary ComEd Product Strategies

» Almost all current and historical retailer sales data in hand

» Clothes washers

- Most sales of front-loading machines (70% of sales in ComEd market) meet ENERGY STAR Most Efficient standard, but no sales of ESME models for top-loaders
 - Advocate for a higher ESME level for front-loaders to make ESME more impactful
 - Advocate for a lower/more achievable ESME level for top loaders to encourage purchases
 - Provide midstream incentive for efficient top-loaders

» Refrigerators

- Bottom-mount and side-mount freezer models have 0% of sales for ESME models, while “other” models (top-mount and no freezer) have 24% sales for ESME
 - Provide midstream incentive for all ESME models
 - Restructure ESME definition to boost sales for large models (>25 ft³), which are biggest market segment but not as efficient

Evaluation Update

- » Draft evaluation plan developed by Guidehouse and shared with ComEd, NEEA, and ComEd RPP Advisory Group
- » Comments provided to Guidehouse on October 12
- » Guidehouse response received October 15, follow-up conversation being scheduled for this week



Thank You!

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