

ComEd Comments on Plan Year 2 Evaluation Report: Residential Appliance Recycling (9/20/2010)

Evaluation concerns

1. Under E.3, program incentive description doesn't clearly explain that customers are eligible for up to 2 incentives per scheduled pickup; so even though we pay \$25 for an AC unit, which would not be paid if we were already picking up a refrigerator and freezer, as an example. This comment is also applicable under section 1.1.1 (page10).
2. Under "Estimation of gross savings/UECs" (page 16), report states that label amps were inputted from other unit characteristics using a simplified computer model. Can you supply this computer model?
3. In Table 2-3 (page 18), why wasn't Refrigerator & Freezer included together as a Stratum?
4. In Tables 3-4 & 3-5 (page 25), what is significance of "N" in the last column of each table?
5. The description of our program incentive, in conjunction with ARRA (page 37) is incorrect. Our incentive was separate from ARRA. Originally ARRA was promising a \$100 incentive to recycle, but changed to \$75 before the promotion started. Because of the very brief period of this promotion (projected to be one week, in reality it ran one day) ComEd chose not to change its program or otherwise join the State in this promotion. The \$100 reference is also incorrectly cited on pages 41 & 42.
6. Table 3-17, shows the \$25 incentive in 2nd spot for aspects liked by customers, but value of 21% is lower than 23% for recycling/environment component. Please check for consistency
7. Page 40 (and other places – please search), response rate for direct mail listed as 2%, but program manager has indicated that value should be 1.2%.
8. ComEd feels that paragraph 2, page 42 should discuss PY3 plans more generally. ComEd plans to test different incentive levels, e.g. \$35 and \$50 in PY3.
9. Page 50, 3rd paragraph, these results on waiting for pickups are based on customer's recall, and it should be noted that customers are able to schedule more than 2 weeks out for their convenience. With program growth in PY3, additional crews and trucks have been added which should facilitate more timely pickups.

Typographical and style edits

1. Page 3, in notes under Table E-2 and bottom of Table E-3, references to first-year should, be changed to second-year as these are PY2 results. Also applies to Table 3-12.
2. Beginning on page 7 through 48, adjust left margins to display page numbers.
3. Top of page 14, 1st sentence reads, "...energy consumption of residential room AC units to be estimated using the following equation where:", but there is no equation for the energy consumption – just variable definitions.
4. Page 36, in paragraph above Table 3-11 change reference from Table 3-10 to Table 3-11.