

**ComEd's 2008 – 2010  
Energy Efficiency / Demand Response  
Plan**

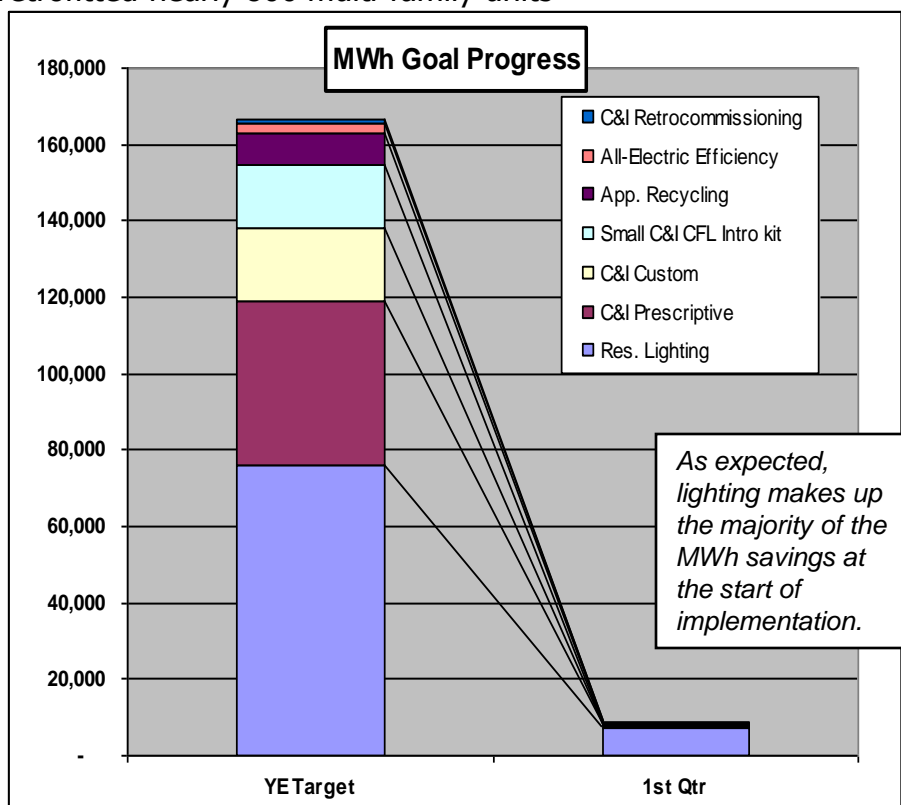
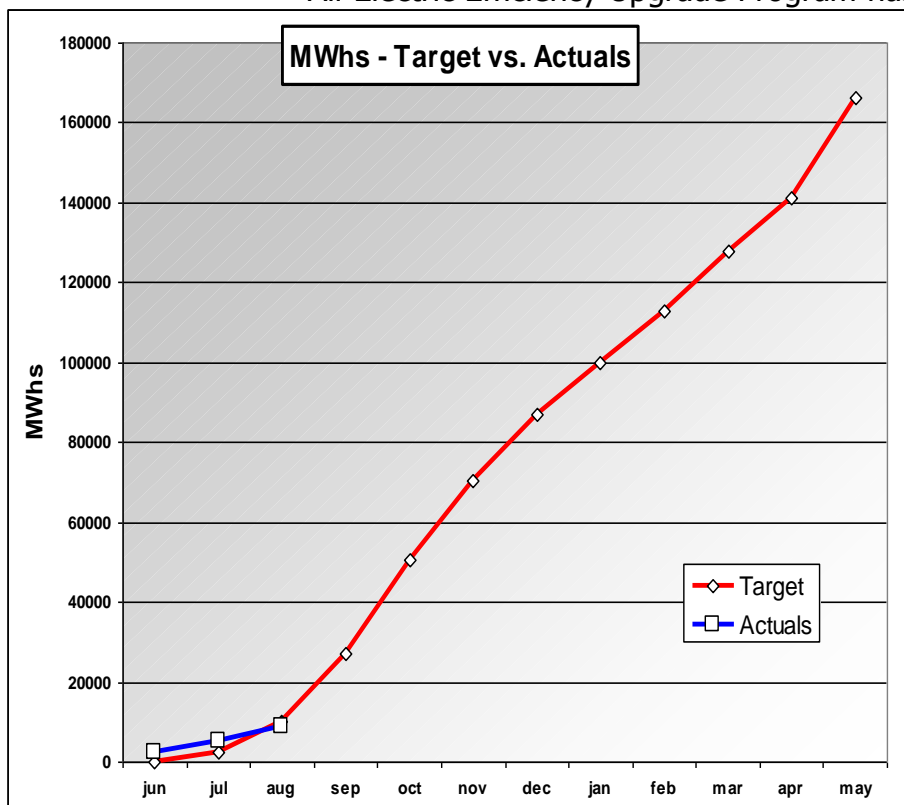
**Year 1 – 1<sup>st</sup> Quarter Performance Update**  
*(June 2008 – August 2008)*

Portfolio Results			
	1st Qtr Results	1st Year Goal	Pct of Goal Achieved
Energy Saved (MWhs)	8,672	166,430	5%
Carbon Reduction (MTs)	4,906	94,158	5%
Portfolio Jobs	54		

\* **Portfolio Jobs** reflect actual positions by ComEd and its contractors that are part of the Rider EDA and does not attempt to capture indirect jobs in the energy efficiency industry that may result from the ComEd portfolio

# ComEd Portfolio Summary

- ComEd's portfolio is on-track to achieve its' 1<sup>st</sup> year goal of 166,430 MWhs
  - The Business Solutions program activity has been brisk; ComEd anticipates fully reserving funds in the near future (This has occurred as of early October)
  - The Residential Solutions programs are on-track
    - ENERGY STAR Lighting Program has just completed Phase 1 with over 200,000 CFLs sold
    - Appliance Recycling Program has gained traction with nearly 500 unit pick-ups and 1,600 enrollments in August
    - All-Electric Efficiency Upgrade Program has retrofitted nearly 800 multi-family units



## Program Objective

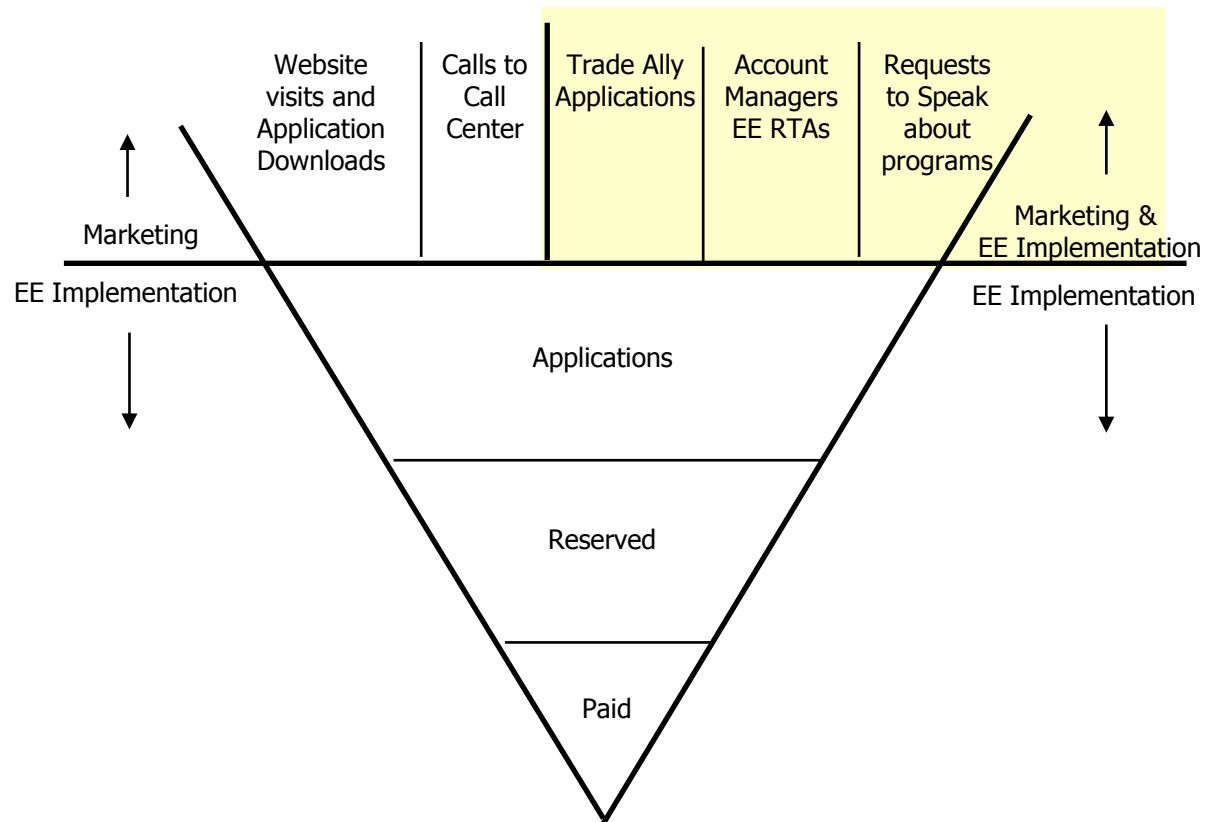
- Obtain kWh savings by offering Prescriptive and Custom incentives to motivate customers to purchase and install high efficiency equipment (e.g., lighting, hvac, refrigeration)

## Program Contractor

- KEMA

## Program Description

- *Smart Ideas for your Business* consists of three program elements:
  - **Prescriptive** – pre-set incentives for specific equipment
  - **Custom** – calculated incentives based on project kWh saving projections
  - **Retrocommissioning** – currently, a limited pilot program
- The program is being promoted primarily through ComEd's account management team and the trade ally network
- Customers can obtain program information (e.g., application forms, rebate amounts) directly through their account managers, the trade allies or from the ComEd web site



## Program Overview

- The Program's goal is 63,000 MWh
- ComEd has a total of 391 applications totaling 63,116 MWh (100% of goal)
- Final Applications and the associated payments lag reservations by 90 days
- Initial closure rate slightly lagging forecast due to greater than expected ineligible projects and lower than expected completed applications

## Completed Projects

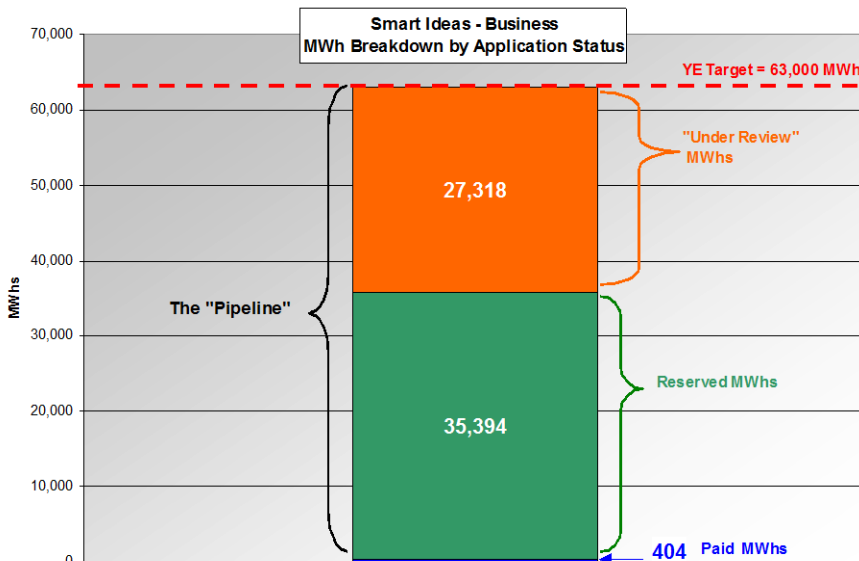
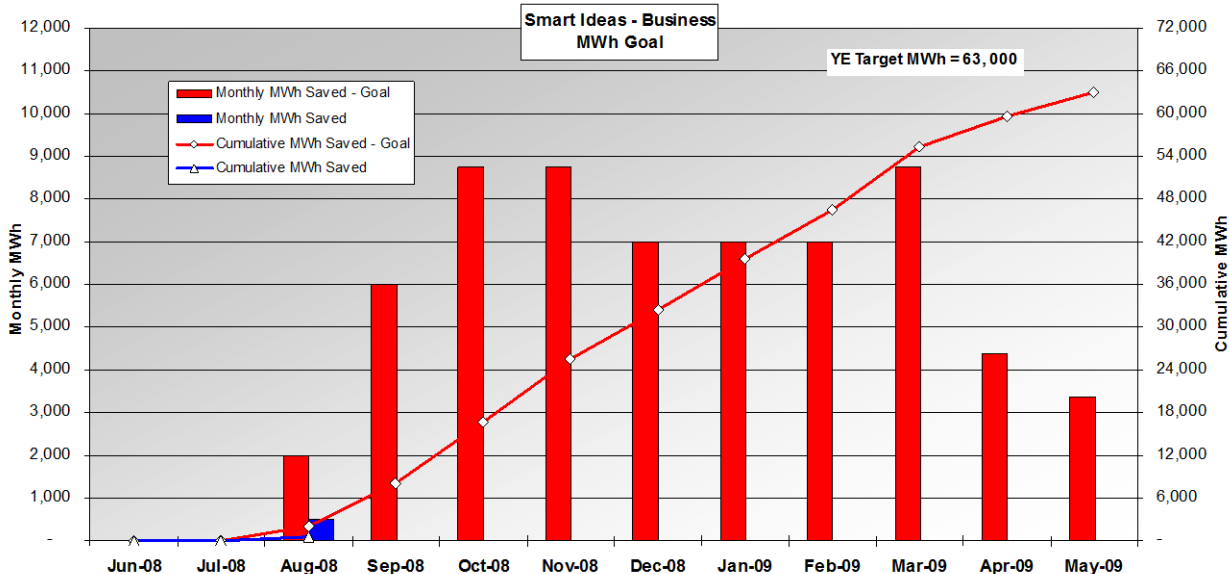
- 7 applications
- 404 MWhs saved
- \$52,502 Incentives Paid

## Reserved Projects

- 196 applications
- 35,394 MWh potential
- \$4.1 mil Potential Incentives

## "Under Review" Projects

- 188 applications
- 27,318 MWh potential



## Application Status

"Under Review" projects are still being reviewed, in a pre/post inspection period or have incomplete information.

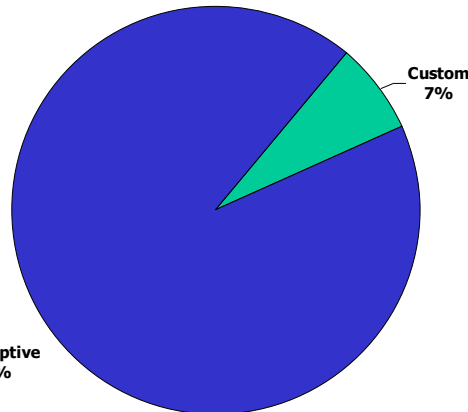
"Reserved" projects have been approved by the implementation team.

"Paid" projects have been completed by the customer and the associated incentive payment has been sent.

## Program Highlights

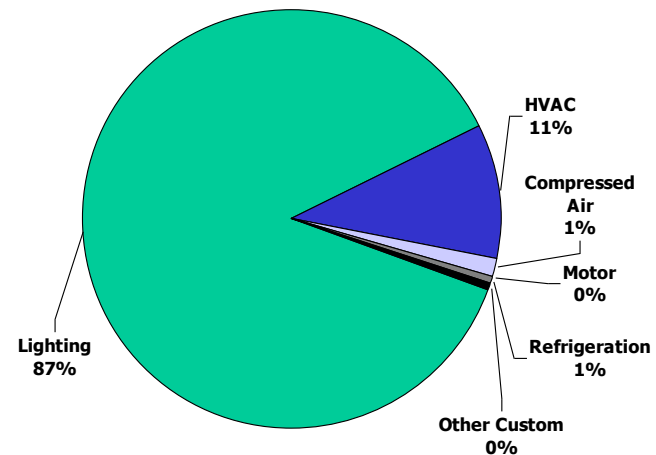
- **Prescriptive measures** account for 56,881 of MWh savings for all active applications and accounts for 92% of incentive dollars
- **Custom measures** represent 4,418 MWh savings for all active applications and accounts for 8% of incentive dollars; HVAC and Compress Air measures account for 40% of MWh savings for custom measures
- **Lighting** accounts for 90% of MWh savings for prescriptive measures and 54% of MWh savings for custom measures

MWh Savings by Project Type



The Plan had a 70 / 30 split for prescriptive and custom. The current split is expected given a high participation rate for prescriptive projects in the early stages of implementation

MWh Savings by Technology



## Program Challenges / Issues

- Trade allies unfamiliar with how the program operates result in “hand holding” and submitted applications that do not qualify
- Huge deluge of applications at the start of the program and many of the applications with low quality documentation
- Customers inability to properly project when projects would actually close; there is a 90 day window to “push” customers along, but many are already asking for extensions
- Will need to revisit lighting incentives – likely need to reduce incentive levels

## Program Objective

- Obtain kWh savings by increasing the market share of ENERGY STAR CFLs sold through retail sales channels in response to reduced product costs (retail markdown)

## Program Contractor

- Applied Proactive Technologies, Inc. (APT)

## Program Description

- For the '08/'09 year, ComEd will be implementing a 3 Phase approach –

### –Phase I

- “Quick Launch Program” – ~ 4 month period (*June 17 – September 8, 2008*)
- Markdown approach on specialty bulbs (345,000 bulbs made available)
- Participating retailers – Home Depot (60 stores), Sam’s Club (19 stores), Costco (11 stores)

### –Phase II

- 3 ½ month period (*September 8 – December 31, 2008*)
- Beginning in September, will implement larger inventory of bulbs and will leverage EPA’s “*Change the World*” campaign
- Primarily a markdown approach on specialty bulbs and standard CFL twists (1.3M CFL twists, .5M specialty twists with an introduction of hardwired fixtures)
- 503 participating retailers - Home Depot (60 stores), Sam’s Club (19 stores), Costco (12 stores), Lowe’s (19 stores), Menard’s (44 stores), Jewel-Osco (170 stores), Ace Hardware (179 stores). Potential to enroll about 30 Tru-Value stores with the use of an instant coupon

### –Phase III

- 4 month period (*January – April 2009*)
- Remaining inventory of bulbs discounted (estimated 500,000 bulbs made available)
- Goal is to focus on any shortfall from Phases I & II in the Spring; may rollover product and extend retailer Memo of Understandings (MOUs) from Fall campaign

# Smart Ideas for your Home – ENERGY STAR™ Lighting



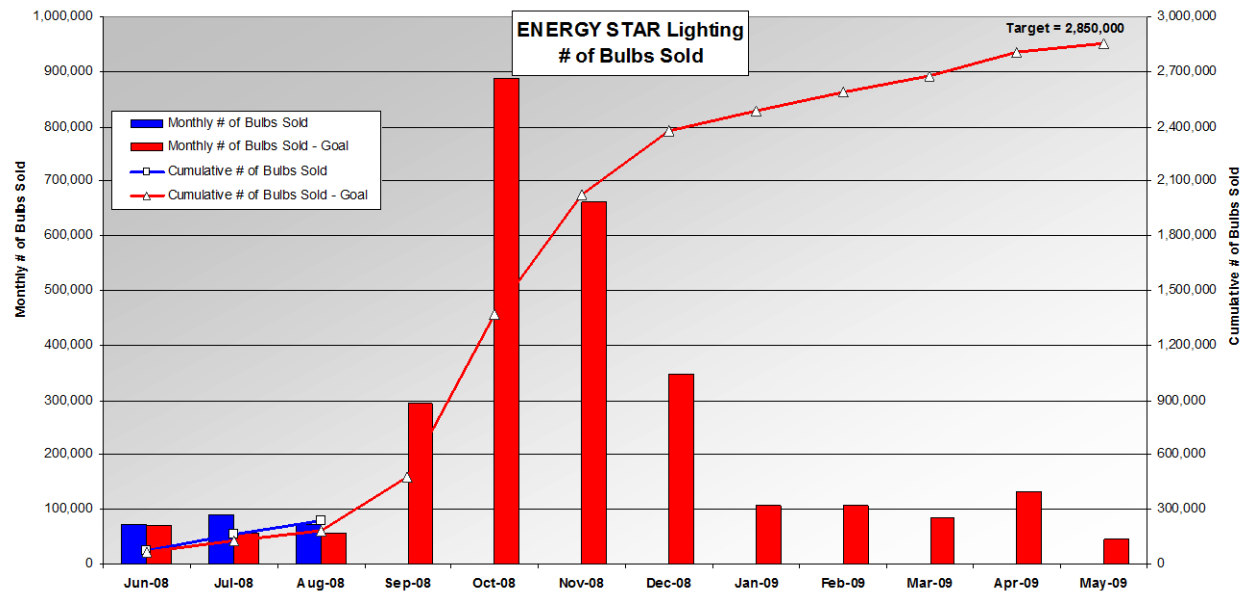
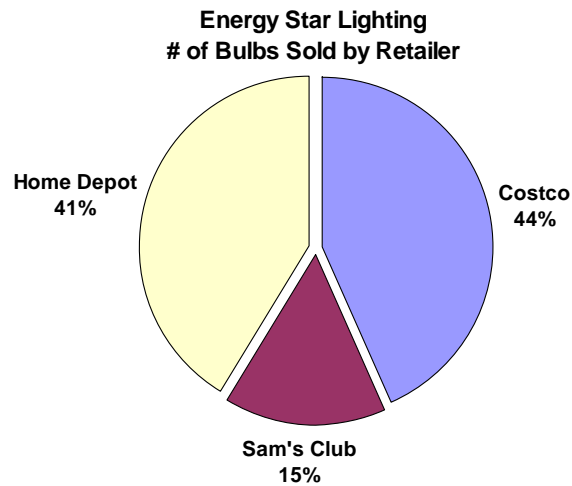
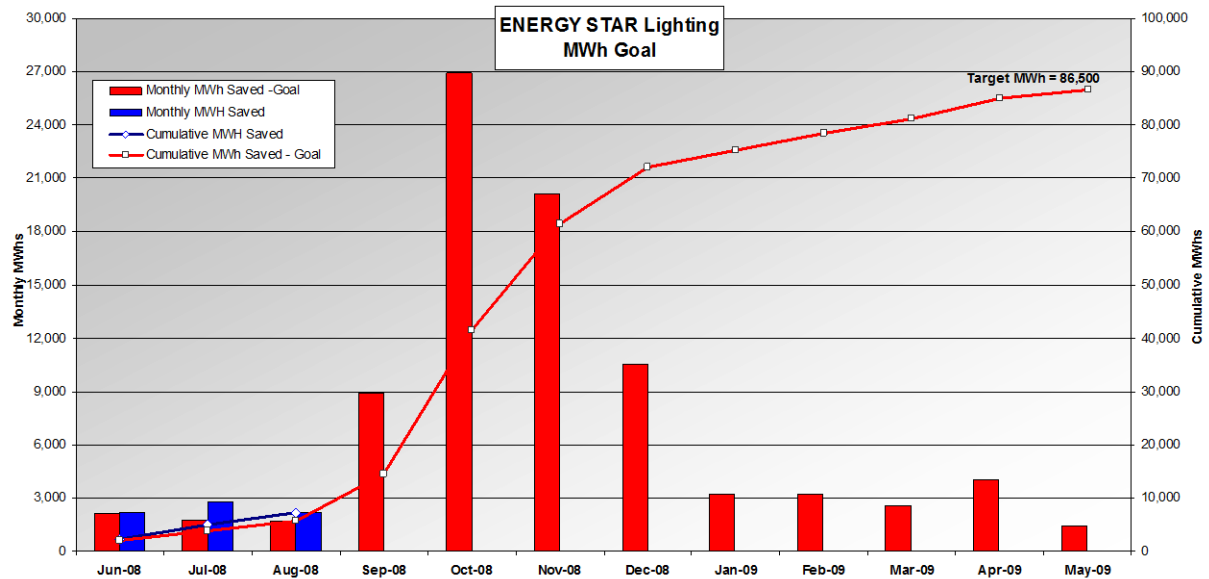
An Exelon Company

## Overview

- The Program's goal is 86,500 MWhs of which 5,590 MWhs were targeted for Phase I

### Phase I Results (thru 8/30)

- 237,210 CFL bulbs sold
- 7,192 MWhs saved (129% of goal)
- Average incentive per CFL -- \$1.36 (Plan was \$1.50 per CFL)
- 8.3% of Plan MWh goal achieved





## Program Highlights

- Phase 1 was successful for several reasons –
  - Phase 1 focused only on specialty CFLs (e.g., reflector bulbs), so the more common “twist” CFLs were not part of the offer
  - Phase 1 was only in three retailers – Costco, Sam’s Club and The Home Dept – of which 2 of the three (Costco and Sam’s Club) are membership warehouses where a membership is required; not all potential customers could make purchases at these two retailers

## Program Challenges / Issues

- The challenge for Phase 2 will be the aggressive CFL sales that will be required to achieve the goal

## **Program Objective**

- To obtain kWh savings by promoting the retirement and recycling of second refrigerators and freezers and inefficient room air conditioners of residential customers using a \$25 turn-in incentive and free pick-up

## **Program Contractor**

- JACO Environmental

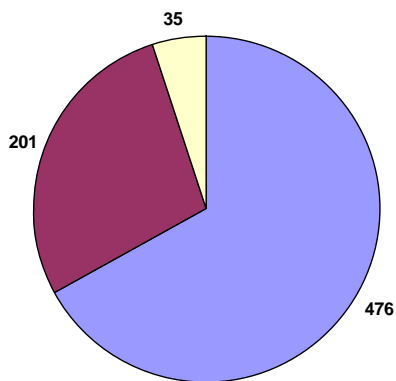
## **Program Description**

- Program launched on June 17<sup>th</sup> with a media launch event on June 24<sup>th</sup>
- Appliance recycling facility was fully operational in Lombard, IL on July 15<sup>th</sup>
- Customers can enroll for the program by calling ComEd or through the ComEd website
- Enrollments are for a pick-up of either a secondary working refrigerator or freezer; old working room air conditioners will be picked-up at the same time, but will not be picked up independently of a refrigerator or freezer
- Primary marketing to date has been through an August bill insert in the ComEd bill

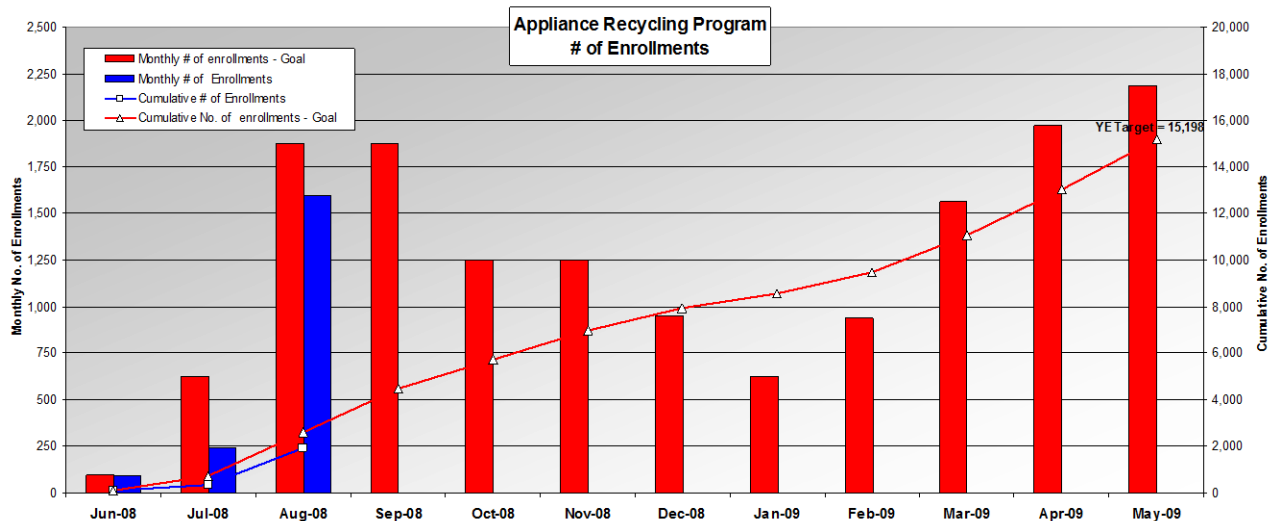
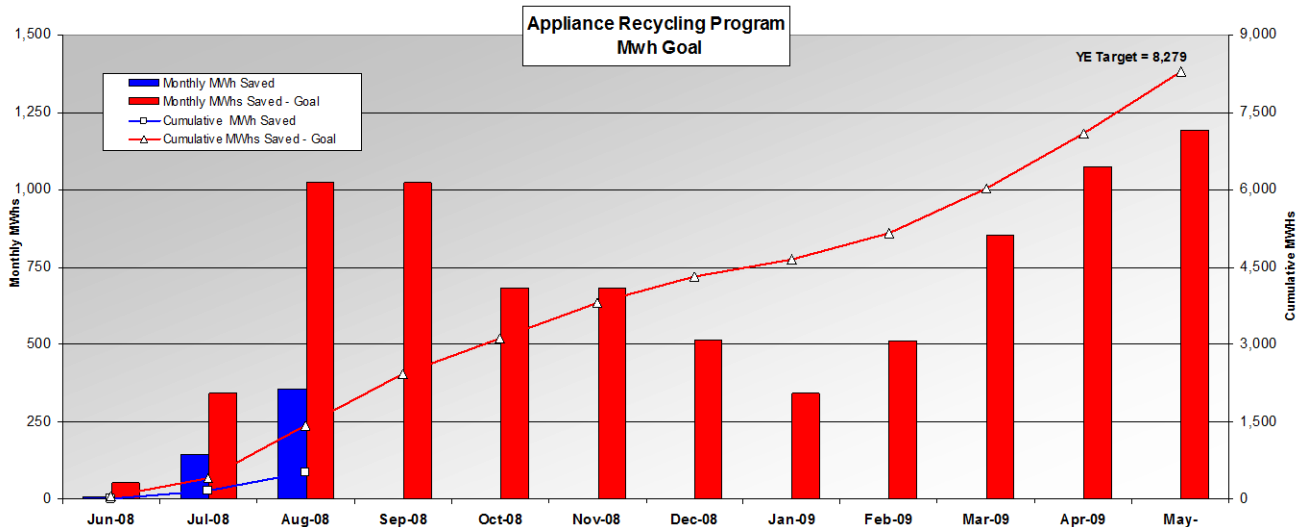
## Overview

- The Program's goal is 8,279 MWhs
- 506 MWhs saved vs. target of 1,400 MWhs
- 712 appliances picked up (6% of target)
- 6.2% of Plan MWh goal achieved
- Enrollments, the key indicator of MWh savings, have significantly increased due to the August marketing campaign

Total # of Appliances Picked Up

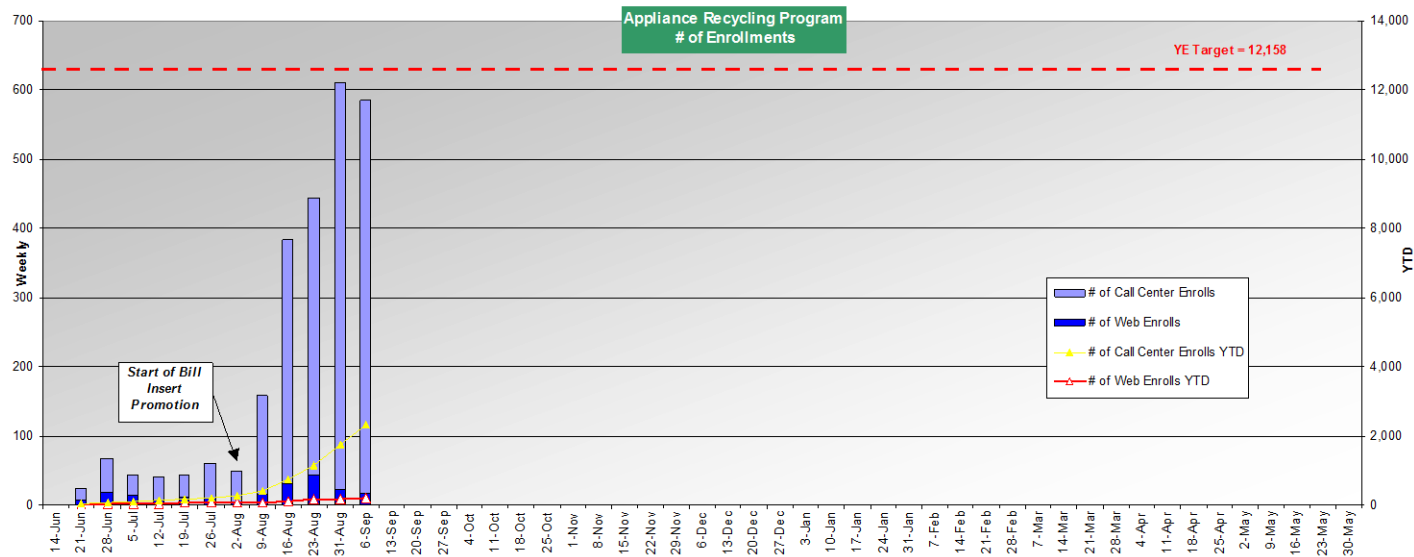


- # of Refrigerators Picked Up
- # of Freezers Picked Up
- # of Room ACs Picked Up



## Program Highlights

- ComEd implemented a “soft launch” of this program with minimal marketing / advertising due to concern that demand could greatly exceed the goal if aggressively marketed
  - Additionally, until the recycling facility was fully operational, ComEd did not want to create a backlog of appliances that needed to be stored
- The graph below shows the impact of a bill insert into residential customers’ monthly bills
  - Appliance program enrollment went from an average of 60 enrollments per week to over 500 enrollments per week after the bill insert was used



## Program Challenges / Issues

- The continuing challenge will be to find the marketing “sweet spot” to generate a reasonably consistent level of enrollments matched to goal

## Program Objective

- To obtain kWh savings by the direct installation of no-cost energy efficiency products (e.g., CFLs, faucet aerators, low flow showerheads) to residential customers in all-electric multi-family buildings
- To conduct a common area energy survey for the building owner / landlord to identify potential energy efficiency opportunities and possibly take advantage of the *Smart Ideas for your Business* program

## Program Contractor

- Honeywell Utilities Solution

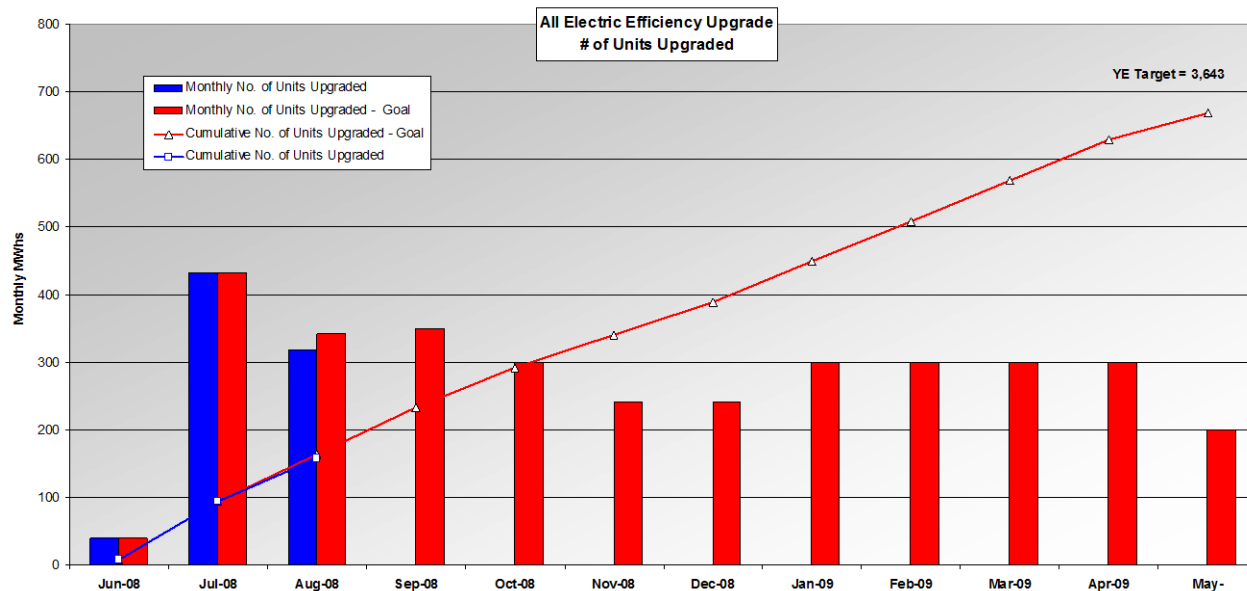
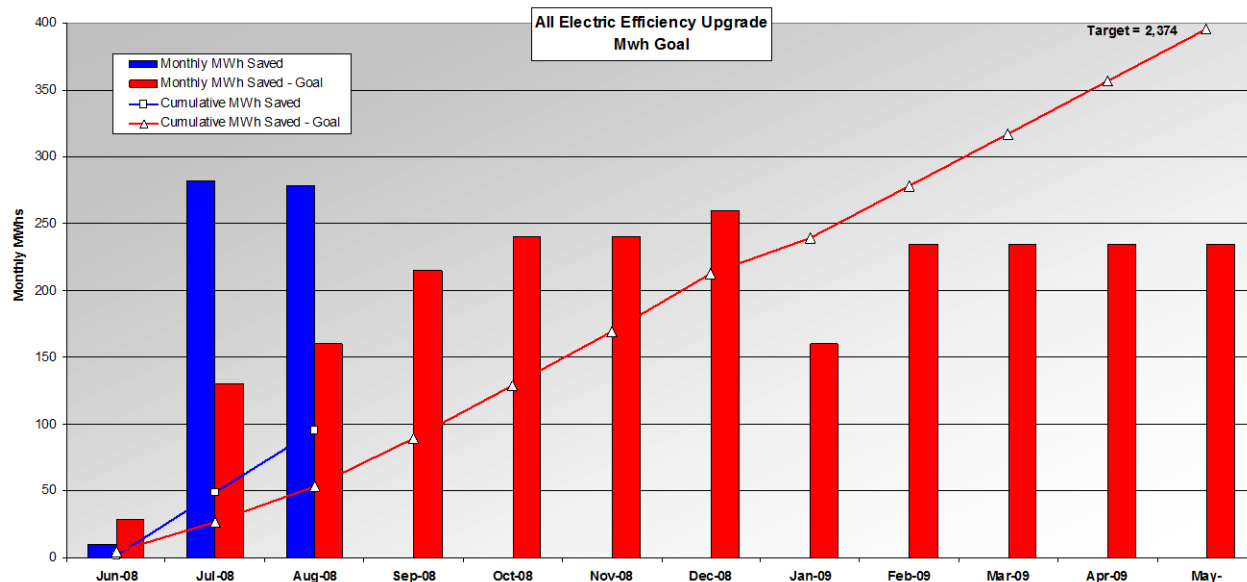
## Program Description

- ComEd / contractor works directly with building owners / landlords of all-electric multi-family dwellings to inform them of the program, conduct survey of common area and make the program available to the building residents
- The contractor attempts to complete all installs of the energy efficiency measures in one “sweep” of the building

# Smart Ideas for your Home – All-Electric Efficiency Upgrade

## Overview

- The Program's goal is 2,374 MWh and 3,643 units upgraded
- 839 units upgraded (23% of goal) (i.e., at least one energy conservation measure has been performed in each unit)
- 570.6 MWhs saved (24% of goal)
- Total # of units in buildings surveyed as of 8/31/08 is 3,039 – 27.6% of units in these buildings have been upgraded
- Showerheads contribute the largest share of MWh savings, followed closely by CFLs



## Program Highlights

- Have teamed with ComEd's Account Management team to work with Building Owners / Landlords of multi-family dwellings
- Early results of a customer survey show a very high customer satisfaction

## Program Issues

- N/a

- **Demand Response Program**
  - The Central AC Cycling Program has enrolled 1,984 of the 8,092 participant goal (24.5%). This equates to 2.9 MWs of the 11.7 MW yearend goal. This program is expected to achieve its goal
- **Energy Insights Online Program**
  - Energy Insights Online is a Web-based energy analysis service that interprets data gathered from the customer's recording meters and converts either monthly or daily data into easy-to-understand graphs and reports that show how much electricity they consume
    - 276 new customer have signed up for the Energy Insight Online service; This service was previously a “for-fee” service, which ComEd now offers for free to give customers more information on their energy usage
- **Energy Data Services Program**
  - Energy Data Services provides customers with totalized building energy usage information to facilitate participation in Energy Star benchmarking process, to educate consumers, promote market transformation of an energy efficiency culture and enhance the value of ComEd's energy efficiency programs
  - 103 new customers have signed up for the Energy Data Services; This service was previously a “for-fee” service, which ComEd now offers for free to give customer more information on their energy usage
  - ComEd is one of the few utilities that has developed an automated process for customers to extract whole building energy usage data for benchmarking building energy performance with EPA's Portfolio Manager tool.



- **Educational / Outreach Activities**

- To launch the Business programs, ComEd conducted Green Ribbon Workshops for both trade allies and customers to educate these groups on energy efficiency
- ComEd is currently developing a three year Educational / Outreach Plan; Concepts under consideration include –
  - Leveraging Community Partnerships (working with Shaw Environmental)
  - Energy Doctor on Tour
  - Energy Efficiency Fund

- **Emerging Technologies / R&D Activities**

- ComEd is currently developing a three year R&D plan; Concepts under consideration include –
  - Positive Energy Pilot on consumer behavior based on energy consumption information
  - Consumer plug load
  - Home appliance networks (HAN) / In-home displays
  - A/C technologies
  - Next generation lighting technologies

- **Measurement & Verification (M&V) Activities**

- Evaluation consultants (Ralph Prah and Gil Peach) have been retained to assist the utilities and the Stakeholders Advisory Groups on evaluation issues, particularly the development of a statewide evaluation framework
- RFPs for the ComEd evaluation contractor have been released, with bids due on Thursday, September 25th