

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



**Year 1 – 4th Quarter Performance Update**  
*(June 2008 – May 2009)*

*The data presented in this document is based on preliminary year-end results and is subject to revision and evaluation adjustments.*

# ComEd Portfolio Summary

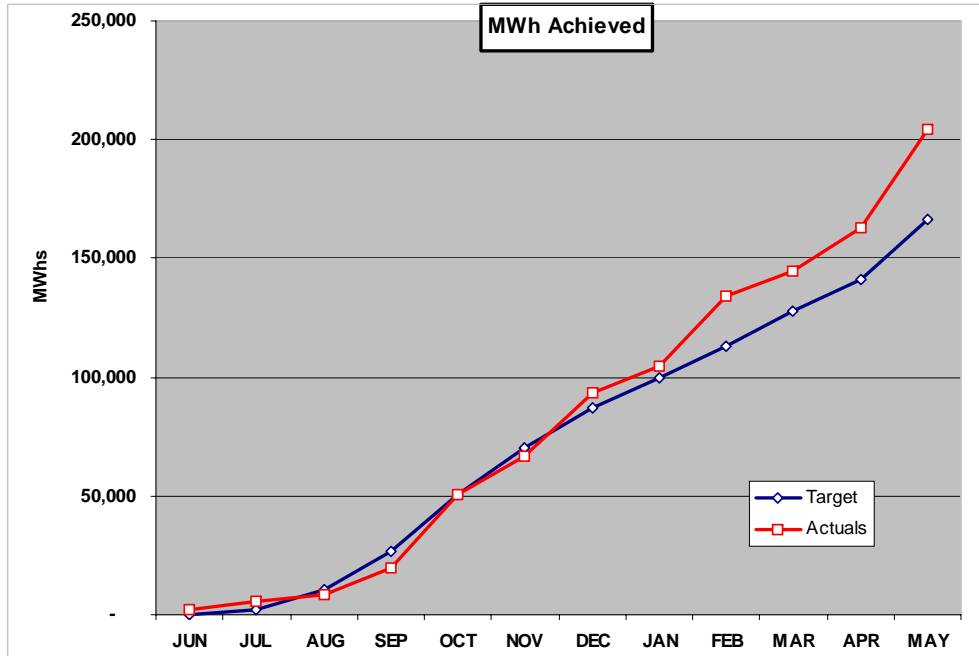
Portfolio Results			
	YTD Qtr Results	1st Year Goal	Pct of Goal Achieved
Energy Saved (MWhs)	204,379	166,430	123%
Carbon Reduction (MTs)	143,236		
Portfolio Jobs	66		

\* **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

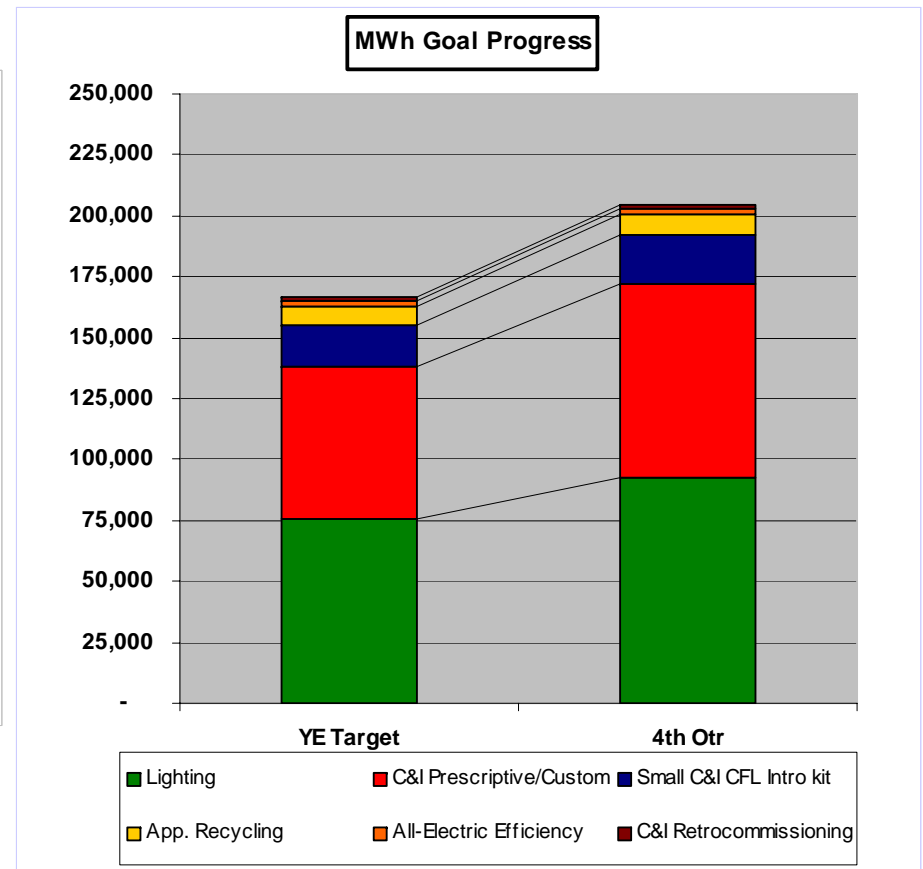
# ComEd Portfolio Summary

ComEd's portfolio has successfully exceeded its' 1<sup>st</sup> year goal of 166,430 MWhs

- The Business Solutions program activity was brisk. Applicants have submitted final applications and payments have been processed.
- All Residential Solutions programs exceeded goals
  - ENERGY STAR Lighting Program has sold over 3.0M CFLs
  - Appliance Recycling Program has picked up over 11,900 units
  - All-Electric Efficiency Upgrade Program has retrofitted nearly 3,600 multi-family units



NOTE – All MWhs Savings reported are “net” savings



# Smart Ideas for your Business- Prescriptive/Custom

## Program Overview

- The Program goal is 63,000 MWh

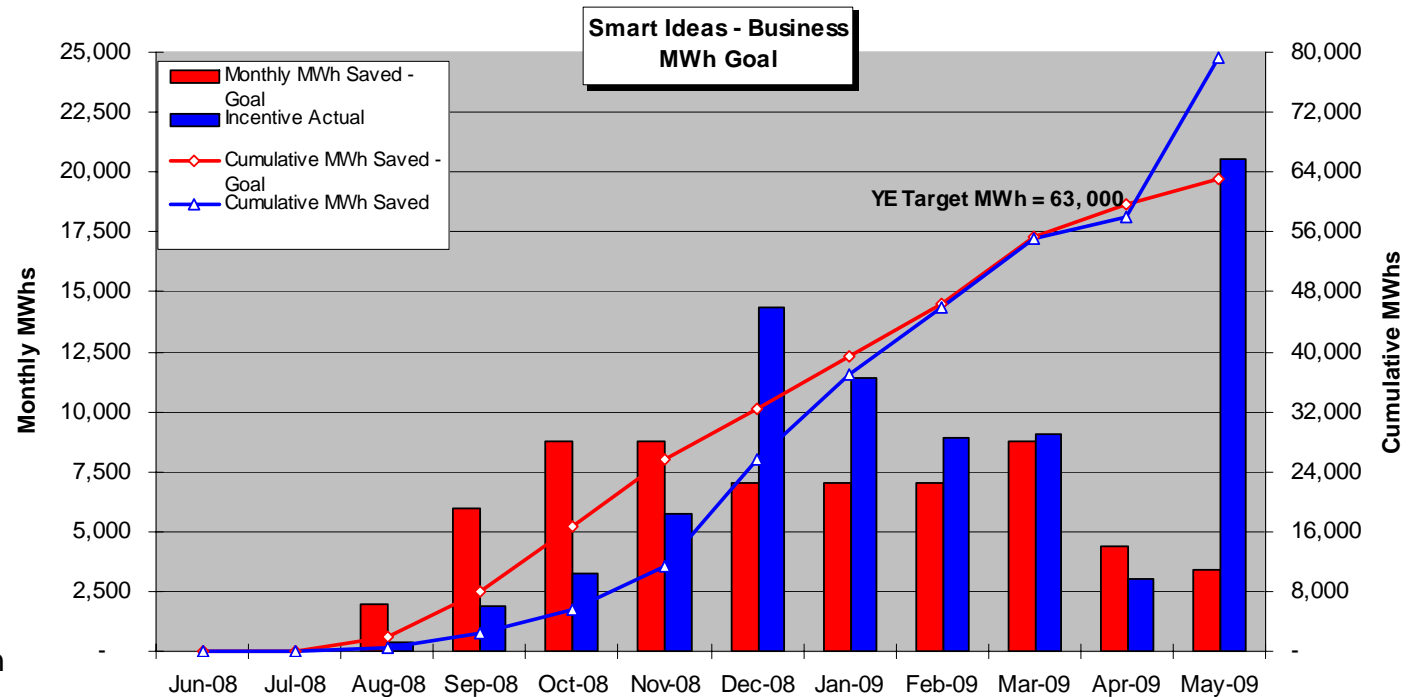
- ComEd received 796 applications

### Completed Projects

- 479 applications were paid, totaling 79,334 MWh (126% of goal)
- \$7.7 M incentives paid
- The Program supported \$37.3 M of Energy Efficient projects

- Final Applications have been submitted and payments have been processed.

- All projects have been paid and there are no pending projects in Reserved or in Final Review status.

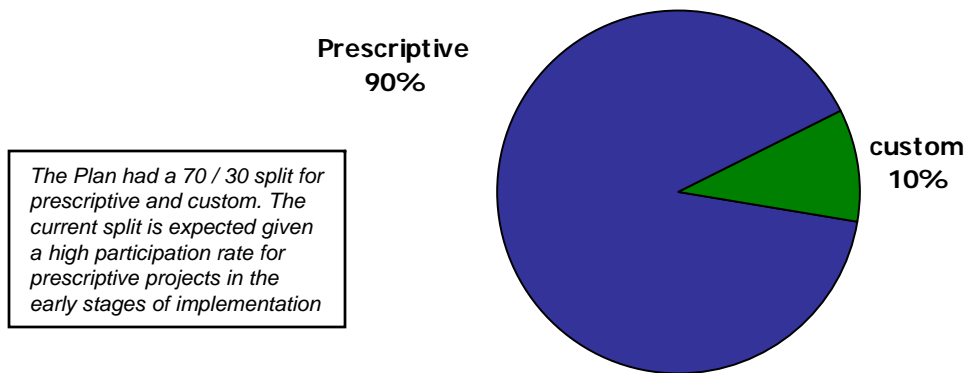


# Smart Ideas for your Business- Prescriptive/Custom

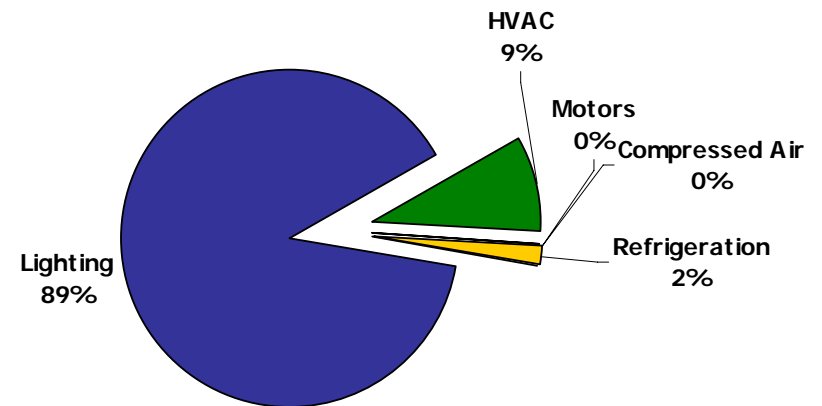
## Program Highlights

- Prescriptive and Custom incentives have seen heavy interest and demand with over \$12.5 million in incentive requests
- To manage high demand, ComEd implemented a “Wait List” process for applications received after Sept. 9, 2008 and then closed the application process on Nov. 1, 2008. The program was re-opened to “Wait List” applications starting in April, resulting in the large increase in May.
- Lighting represents almost 90% of the kWh of paid projects
- The kWh of prescriptive applications is 90% of the total, versus 10% for custom applications

MWh Savings by Project Type



MWh Savings by Technology



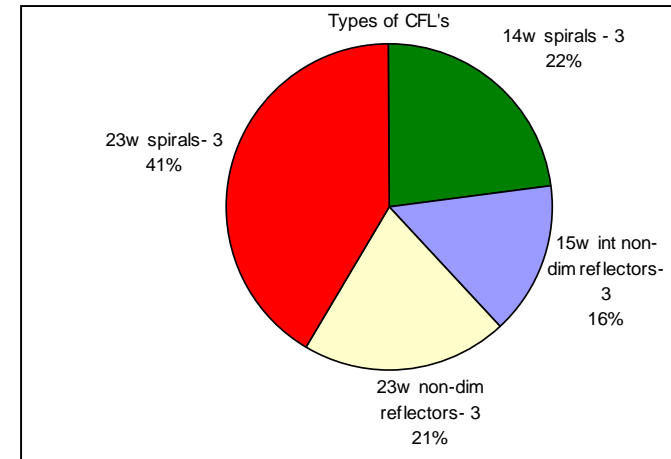
## Program Challenges / Issues

- Diversifying MWh to other technologies besides lighting
- Attracting Small Business and Large Custom projects
- Managing heavy application inflow for PY2

# Smart Ideas for your Business

## Small C&I Intro Kit

- 34,720 customers ordered the small C&I Intro kits
- 104,160 CFLs were distributed, totaling 20,051 MWh in savings
- 119% of goal



## Retro Commissioning

- 2008-2009 Pilot
- 4 Participants
  - Allstate Insurance
  - Illinois Institute of Technology
  - Northwestern University
  - Chicago History Museum
- Completed 4 pilot projects resulting in 1,207 MWh (111% of goal)

## New Construction

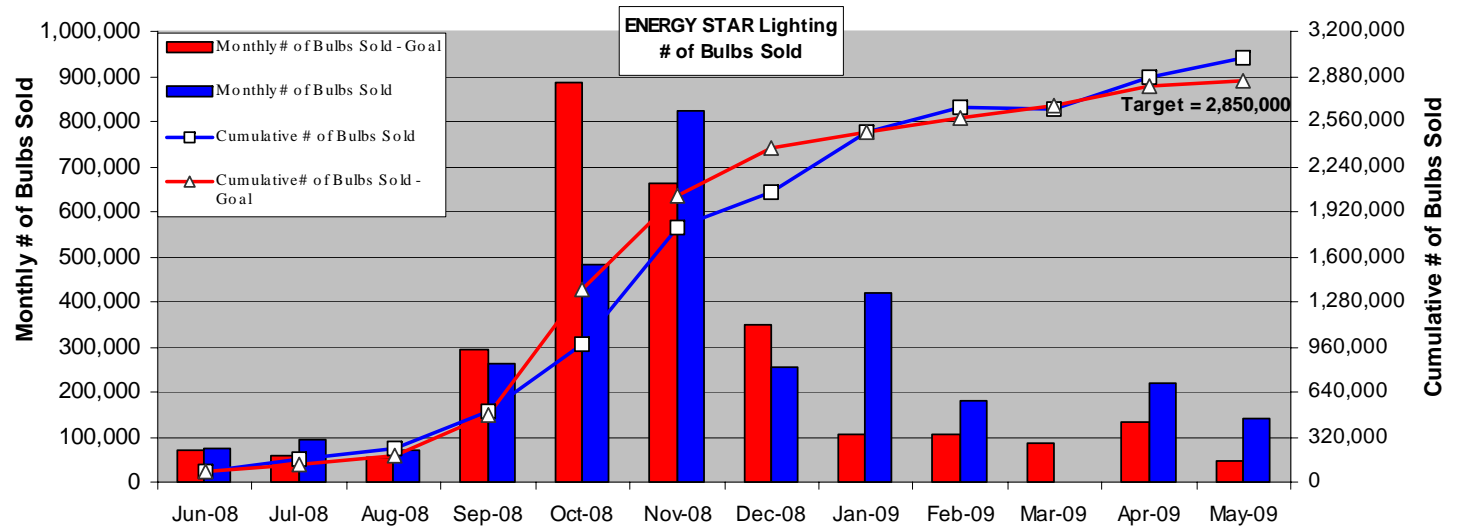
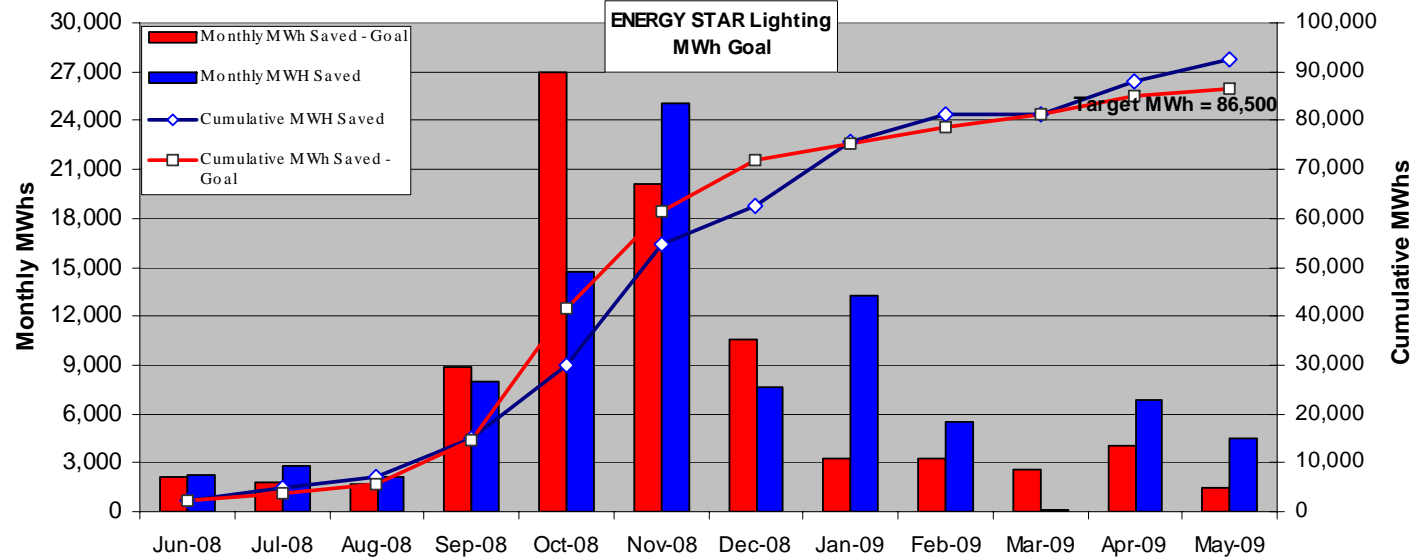
- Implementation contractor selected - *Energy Central Wisconsin (ECW)*
- Kick-off meeting was held on April 10<sup>th</sup>
- Launch in June 2009

# Smart Ideas for your Home – ENERGY STAR™ Lighting



## Overview

- The Program's goal is 86,500 MWhs, totaling 2.85 million CFLs
- Results thru 05/31/09
  - 3,010,276 CFL bulbs sold
  - 92,682 MWhs saved (107% of year end goal)



## Program Highlights

### – Phase 1 (June – Sept 2008)

- 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 (90 retail locations) – 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

### – Phase II (Sept – Dec 2008)

- Added 428 additional participating retail outlets, sold over 2M bulbs during this phase

### – Phase III (January – May 2009)

- Sold over 940K bulbs
- Sold over 18K fixtures
- Added two additional field reps for a total of 10
- Issued PY2 Memorandum of Understandings (MOUs) to participating manufacturers/retailers with final CFL and fixture allocations

## Other Program Successes

- Field reps serviced more than 530 retail locations
- Field reps performed 136 in-store retail demonstrations
- Sponsored The Home Depot’s CFL recycling and implemented a recycling program at participating Ace Hardware stores and 2 ComEd locations (employees only)



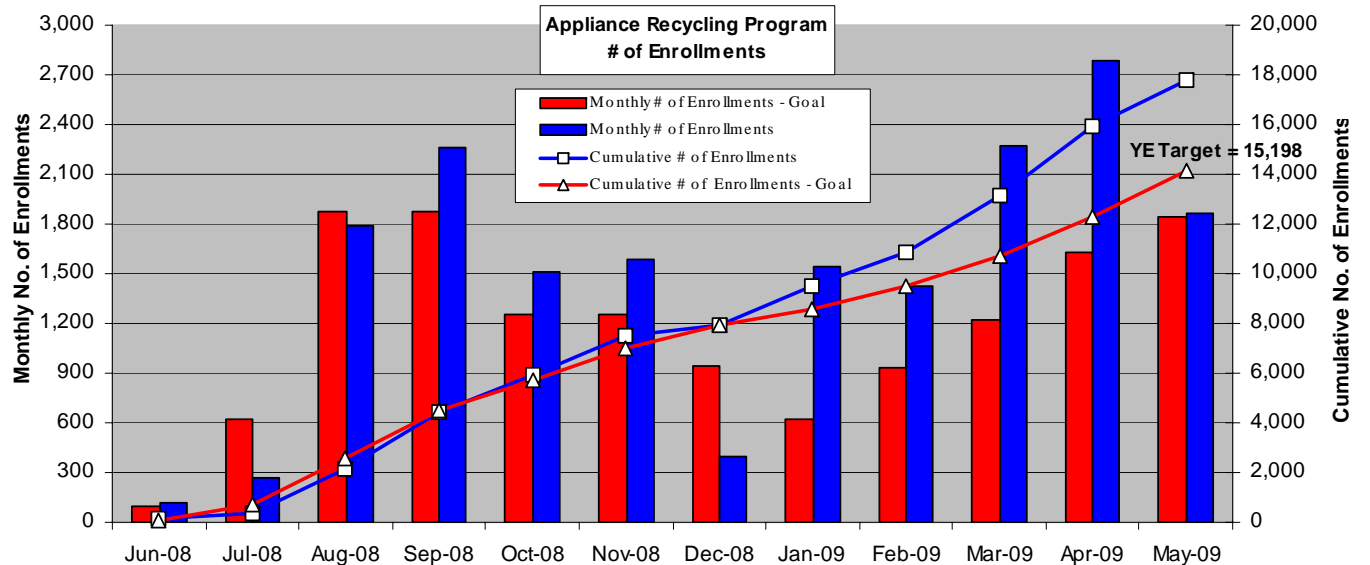
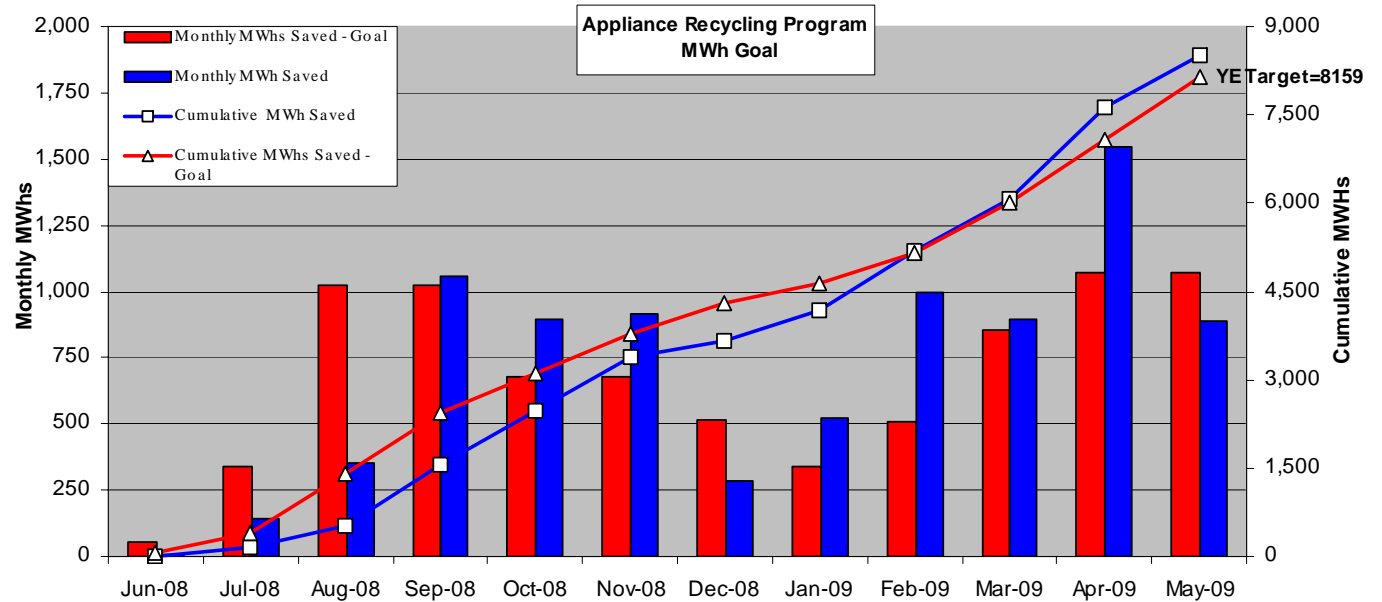
# Smart Ideas for your Home – Appliance Recycling

## Overview

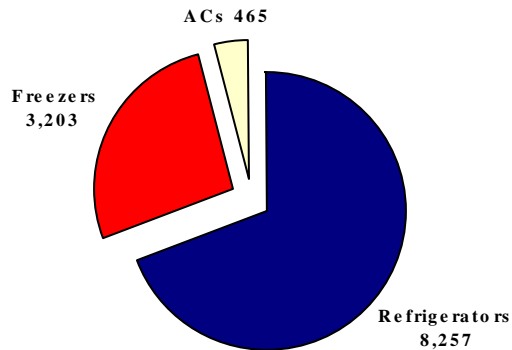
- The Program's goal is 8,159 MWhs, targeting 15,198 enrollments

## Results thru 05/31/09

- 8,516 MWhs saved
- 17,812 appliances enrolled
- 11,925 appliances picked up
- 104% of Plan MWh goal achieved



## Total # of Appliances Picked Up



## Program Highlights

- ComEd leveraged multiple marketing tactics, including bill inserts, newspaper and web ads, and corporate and community relations outreach to reach our goal cost-effectively
- Achieved 104% of goal, recycling nearly 12,000 units
- 82% of customers say they learned about the program through the bill insert
- Program Year-end marketing campaign includes March bill inserts, April's [Energy@Home](#) newsletter, and direct mail trial and black and white ad campaign in May.
- Retail pilot program with Abt Appliance continues, keeping older, inefficient units out of the used appliance market and out of area landfills

## Program Challenges / Issues

- Bill inserts alone will not get the participation needed for the 25,700 unit PY2 goal. Constant attention to Marketing and Advertising is required.
- There has been a fairly steady 20% non pick-up average, due to: last-minute cancels, non-working units, customers not home, or units too small for the program. ComEd is working actively with JACO Environmental to determine how to improve this metric.

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



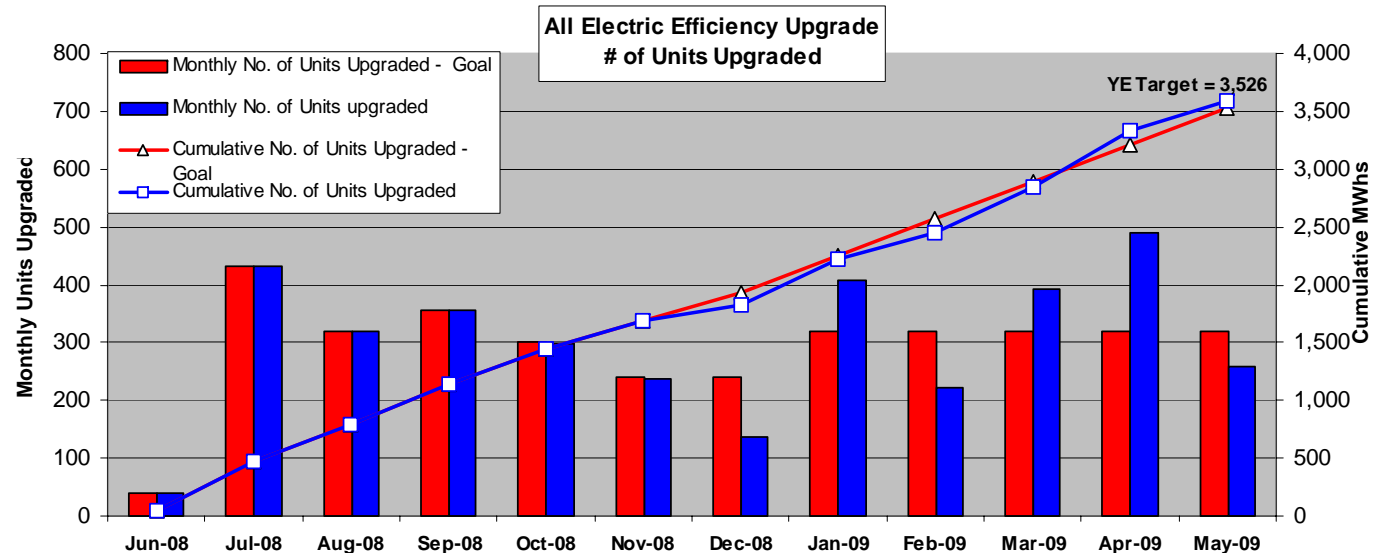
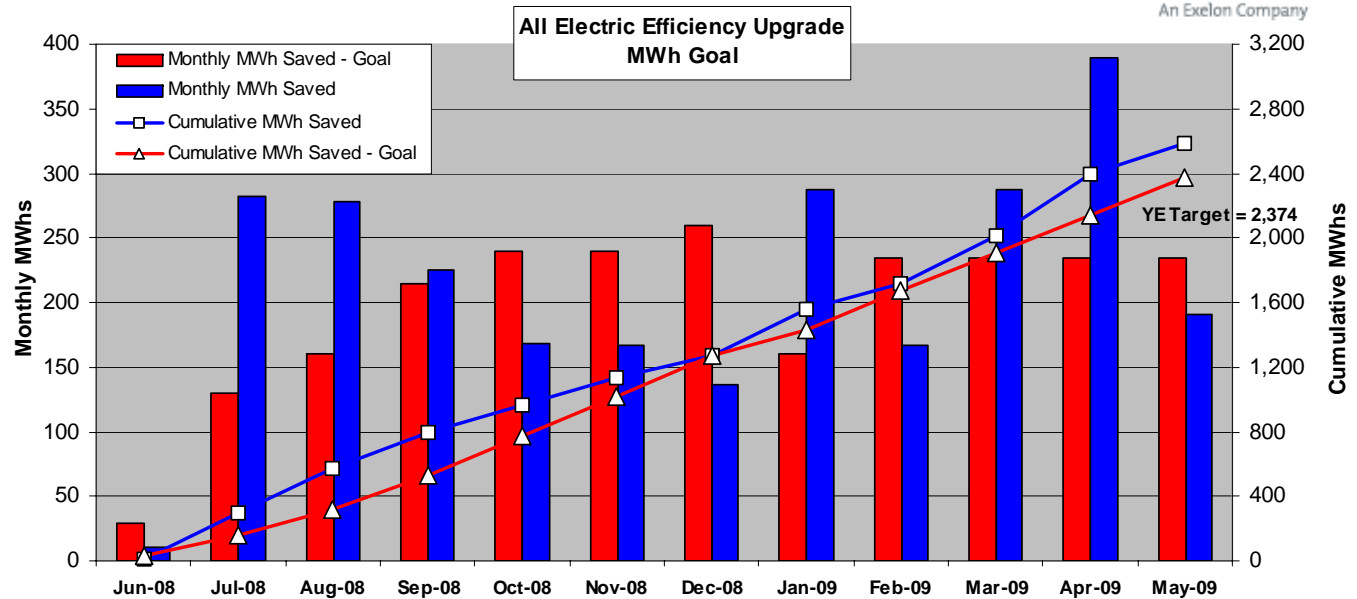
An Exelon Company

## Overview

- The Program's goal is 2,374 MWh and 3,526 units upgraded

## Results thru 05/31/09

- 3,593 units upgraded (102% of goal) (i.e., at least one energy conservation measure has been performed in each unit)
- 2,589 MWh saved (109% of goal)
- Total # of units in buildings surveyed 8,668 – 41% of units in these buildings have been upgraded
- Showerheads contribute the largest share of MWh savings, followed closely by CFLs



## Program Highlights

- Based on customer satisfaction surveys, ComEd has consistently received very high marks
  - Both tenants and landlords have high regard for this program; they're pleasantly surprised to be getting so much value from a "free" utility program

## Program Issues

- Significant percentage of buildings listed as all-electric have non-electric (gas) water heating

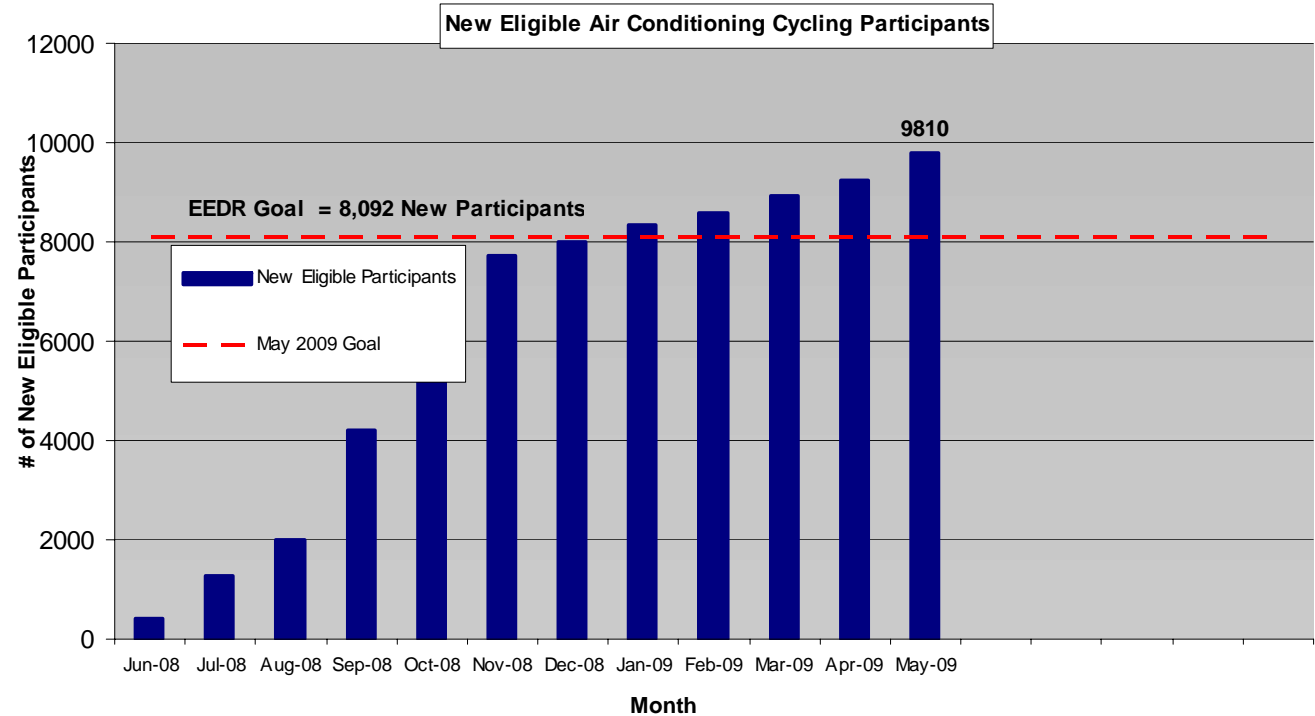
# Smart Ideas for your Home – AC Cycling

## Overview

- The AC Cycling program is a residential central air conditioner direct load control program designed to meet the Plan's demand response requirement.
- The Program's goal was 11.7 MWs and 8,092 new participants

## Results thru 05/31/09

- 9,810 new participants have been added to the program *(121% of the goal)*
- 14.19 MWs of controllable load have been obtained *(121% of goal)*

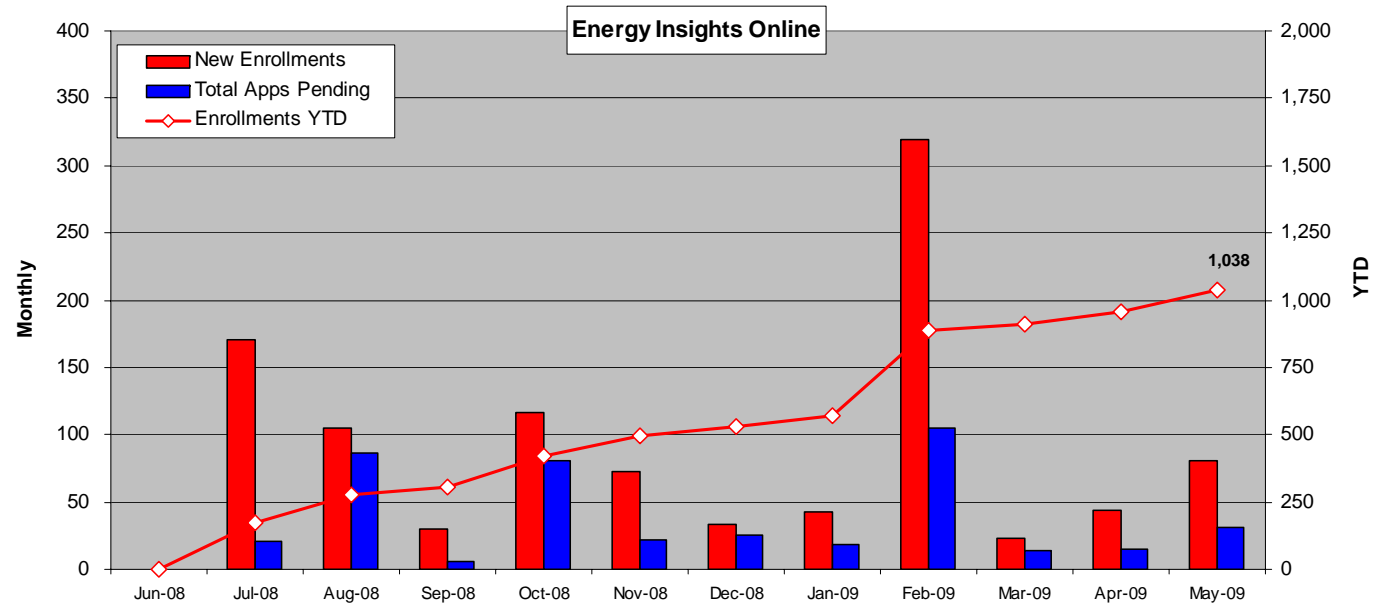


# Smart Ideas – Energy Insights Online

## Overview

- Energy Insights Online is a Web-based energy analysis service

The service 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 the customer consumes



## Results thru 05/31/09

- Since June 2008 program enrollments increased from 400 subscribers to 2,086 which is an increase of 422%.
- Total enrollments of 2,086 include 648 enrollments for Chicago Public Schools.

**For the 3 year EE/DR Plan, ComEd has allocated approximately \$1M per year for the investigation of emerging technologies / R&D projects**

- Note that the law allows up to 3% of the spending screen be allocated to these types of projects. Due to the budget constraints, ComEd does not allocate the maximum amount in any year
- Two Key Pilot Programs are being launched
  - Community Energy Challenge Pilot Program
  - Positive Energy “Home Energy Report” Pilot Program
- **“Community Energy Challenge” Pilot Program**
  - The purpose of this pilot is to determine if municipalities can leverage their own resources to deliver energy efficiency programs in a cost-effective manner; ComEd will reserve \$2.35M of PY2 incentive dollars for these municipalities
  - On 4/30/09, ten communities submitted energy plans to reduce the amount of energy used in municipal operations, and by residents and businesses - Aurora, Carol Stream, Elgin, Evanston, Highland Park, Hoffman Estates, Oak Park, Orland Park, Schaumburg and Wilmette.
  - During May, an independent review panel evaluated the energy plans and assessed an initial score to each plan. This initial score will factor into the final scoring for the winning plan.
  - CEC participants are now charged with implementing the energy projects outlined in their plans. The implementation period runs parallel to ComEd’s EEDR plan year – June 1, 2009 – May 31, 2010.
  - At the end of the implementation period, participants’ plans will be re-scored based on the actual energy savings realized from their projects. The winning plan will win a \$100,000 cash award.

- **Positive Energy “Home Energy Report” Pilot Program**

The Positive Energy pilot which will measure energy consumption savings in residential homes (50,000) through changes in behavior was rescheduled to launch in August 2009 due to internal process issues.

Current Activities include:

- Modifying and sending customer data files to Positive Energy
- Finalizing customer welcome brochure
- Completing call center processes to handle customer calls
- Finalizing piloted area - (additional low income homes located in the City of Chicago) will be included in the study

Completed Activities

- ComEd version of "Home Energy Report"
- Detailed Energy Tips (which will be printed on the back of each energy report)

- **Other Emerging Technology / R&D Activities**

- E-Source Membership
- EPRI Energy Efficiency Component Membership
- Development of 3 year R&D plan



- **Evaluation Contractors (ComEd / DCEO programs)**
  - Process evaluation is underway for most programs – program manager and staff interviews have been conducted. Customer interviews to be conducted in coordination with impact evaluation surveys.
  - Impact survey instruments are being finalized for majority of PY2008 programs; surveys and data collection will be conducted over next 2-3 months.
  - ComEd's evaluators are also coordinating efforts with Ameren's evaluation teams to develop consistent processes and standardize reports.
  - Review of default savings for ComEd and Ameren is also underway.



**Program Descriptions**

# Smart Ideas for your Business

## Program Objective

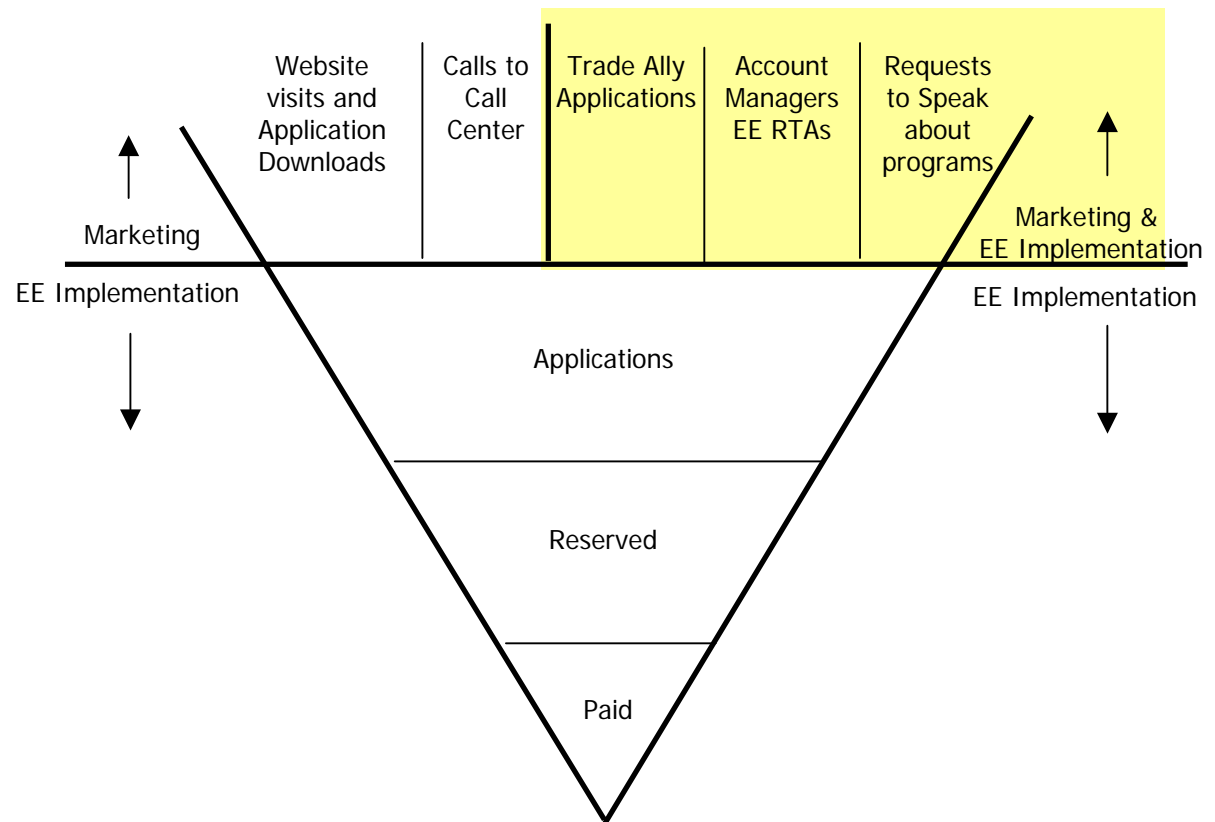
- Obtain kWh savings by offering Prescriptive and Custom incentives to motivate customers to purchase and install high efficiency equipment (e.g., lighting, hvac, refrigeration)

## 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



# Smart Ideas for your Home – ENERGY STAR™ Lighting



## 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 is 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, ComEd implemented a larger inventory of bulbs and is leveraging 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)
- 519 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 (153 stores), Tru-Value (22), Food 4 Less (12) and Do-It-Best (8).

### –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

## **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

## 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 Utility Solutions

## 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