

Smart Ideas For Your Home - PY2

EE Stakeholder Advisory Group
MEEA Office - Chicago, IL

May 26, 2009

Introducing Smart Ideas For Your Home...



CFLs use up to **75% less energy** and last about **10 times longer** than traditional light bulbs.

Visit our Web site now to find more energy and money saving tools, tips and Incentives.

www.ComEd.com

Go Green. Save Green.



Energy Star Lighting



**Advanced Lighting Package
"SUSPENDED"**



Appliance Recycling



HVAC Tune-Up & Quality Installation

Honeywell



All-Electric Single Family

Honeywell



All-Electric Multi-Family

Honeywell



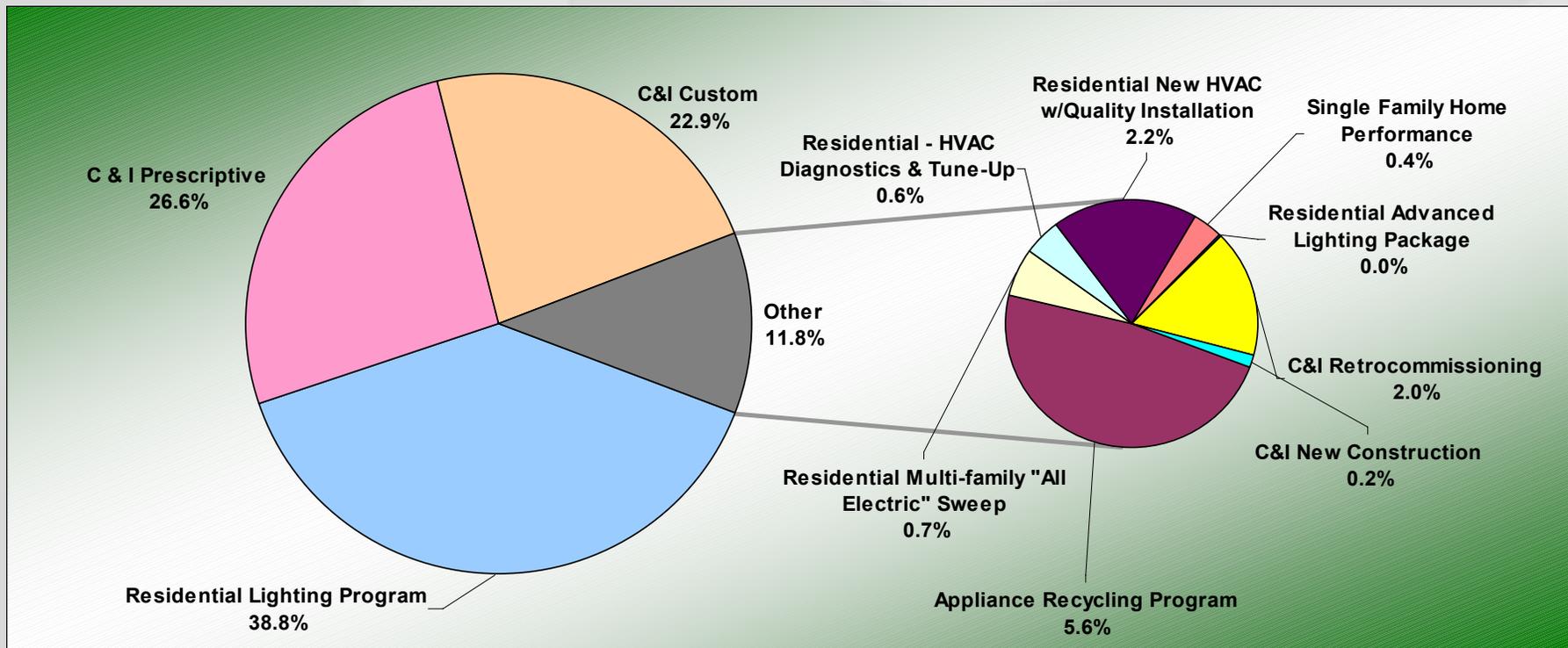
Program Budget - Residential

ComEd Programs	2008		2009		2010		3 Year Total	
	MWh Savings	Cost (\$M)	MWH Savings	Cost (\$M)	MWH Savings	Cost (\$M)	MWH Savings	Cost (\$M)
Energy Star Lighting	75,809	\$ 7.2	126,349	\$ 12.0	149,322	\$ 14.2	351,480	\$ 33.3
Appliance Recycling	8,159	\$ 2.1	18,358	\$ 4.8	24,477	\$ 6.3	50,994	\$ 13.2
All-Electric Efficiency Upgrade for Multi-family	2,369	\$ 0.8	2,369	\$ 0.8	2,369	\$ 0.8	7,107	\$ 2.3
Residential - HVAC Diagnostics & Tune-Up	-	\$ 0.1	1,802	\$ 1.3	4,495	\$ 3.2	6,297	\$ 4.5
Residential New HVAC w/Quality Installation	-	\$ -	7,227	\$ 4.5	18,033	\$ 11.2	25,260	\$ 15.7
All-Electric Efficiency Upgrade for Single Family	-	\$ -	1,407	\$ 0.6	2,473	\$ 1.0	3,880	\$ 1.6
Residential Advanced Lighting Package	-	\$ -	125	\$ 0.0	250	\$ 0.1	375	\$ 0.1
Total ComEd - Residential	86,337	\$ 10.2	157,637	\$ 23.8	201,419	\$ 36.6	445,393	\$ 70.6

SOURCE – ComEd’s Energy Efficiency and Demand Response Plan Filing – November 15, 2007



PY2 – ComEd Program Breakdown by MWh



SOURCE – ComEd's Energy Efficiency and Demand Response Plan Filing – November 15, 2007

- **ENERGY STAR® Lighting Program** – Discounts the cost of compact fluorescent lamps (CFLs) and makes them available through retail stores
- **Appliance recycling program** – Offers customers cash incentives to turn-in their working, second refrigerators and freezers, as well as room air conditioners.
- **Multi-family “All-Electric” Efficiency Upgrade** – Utilizes approved contractors to direct install electricity saving devices in each residence and promotes Business Solutions incentives which are applicable to the building’s common areas. This program is available at no charge to all-electric multi-family properties.
- **Promote existing tools and programs:**
 - **Air Conditioning (A/C) Cycling (formerly “Nature First”)**
 - **ComEd.com features easy access to program information and other educational tools.**
 - **On-line Energy Store / Home Energy Audit**
 - **Showcase of Homes**
 - **“Ask The Energy Doctor”**



Additional Programs To Be Added in June 2009

- **Energy Star Advanced Lighting Package** – Provides education, marketing assistance and incentives to home builders to install ENERGY STAR® Advanced Lighting Packages in new homes. **PROGRAM SUSPENDED**
- **“All-Electric” Efficiency Upgrade for Single Family Homes** – Improves the efficiency of all-electric single family homes by providing the customer with an energy analysis and direct install measures such as hot water pipe insulation and low flow showerheads. Analysis will provide information regarding other energy saving measures that may be eligible for incentives through other ComEd residential programs.
- **HVAC Diagnostics & Tune-Up (PLAN FILING REFERENCE)**– Improves the operating performance (specifically refrigerant charge and proper airflow adjustments) of customers’ central air conditioning units through approved and properly trained HVAC technicians. Incentives will be paid to the contractor who will then have the option of passing the incentive to the customer.
- **New HVAC w/Quality Installation (PER PLAN FILING REFERENCE)** - Promotes proper sizing and installation of new residential central air conditioning systems through approved and properly trained HVAC technicians. Additionally, incentives will be available to HVAC contractors installing systems with efficiencies greater than 13 SEER, enabling the contractor to reduce his pricing to the residential customer.



ENERGY STAR Advanced Lighting Package

- **Energy Star Advanced Lighting Package** – Provides education, marketing assistance and incentives to home builders to install ENERGY STAR® Advanced Lighting Packages in new homes
- **PY2 Target** – 125 MWH and a budget of \$28K
- **Home builders consulted** - Hartz Homes, Lennar of Chicago, Lakewood Homes, Cambridge Homes, Centex Homes and Pulte/Del Webb
- **Findings:**
 - The total Illinois housing starts will decrease by 48.3% in fiscal year 2009. Comparatively, housing starts fell an average of 25% in fiscal years 2007 and 2008.
 - More than 14,200 homes in Illinois received a foreclosure filing in February 2009, an increase of 62% over last year.
 - Builders support ENERGY STAR and are interested in energy efficient lighting but new homes sales are not there
 - In “better times” a builder would look to add ALP to their new homes to not only leverage the ENERGY STAR brand, but also as a means to set themselves apart from the competition.
- **PROGRAM SUSPENDED / ON HOLD**



Single Family Home Performance Tune-up

- **PY2 Target (Per Plan)** – 1407 MWh; 1,981 all electric single family homes; budget of \$570K
- **PY2 Target (Revised)** – 537 MWh; 760 homes and a budget of \$220K
- **Revision Rationale** – incorrect baseline utilized in plan filing resulted in adjustment
- **Program Highlights:**
 - \$25 non-refundable charge to participate
 - Direct mail approach to reach target market
 - 35,000 all electric single family homes in ComEd service territory
 - Customer receives a technician driven home energy analysis; home survey that identifies measures applicable for the home
 - Direct install measures: up to 10 CFLs, low flow showerheads, low flow airheads, up to 12 feet of hot water pipe insulation
 - Currently re-assessing blower door test offer; may expand to “light weatherization” for additional savings per home



ENERGY STAR Lighting - PY2 Goals/Changes

- **Energy Savings** – 126,249 MWh
- **Unit goals** – 4,176,562 CFLs (22% specialty/78% twists) and 156,621 fixtures
- **Fixtures** – Greater emphasis on fixtures than PY1
- **New retailers** – Meijer, Kroger, Navy Exchange and Walmart (750 retail locations)
 - In addition to existing retail partnerships with: ACE Hardware, Lowe's, Menard's, Sam's Club, Costco, Jewel-Osco, Home Depot, Tru-Value/Do It Best (select stores)
- **225 Demos** – Performed at participating retailers and various ComEd Outreach events
- **Field reps** – Hired 2 additional field reps for a total of 10 to manage more retail locations; Mokena office has two program coordinators and one program manager (total staff – 13)



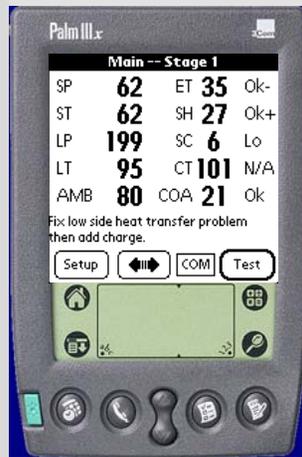
CACES - Collateral, Bill Inserts, Newsletters



Are you paying too much to cool your home?

Smart Ideas For Your HomeSM Central Air Conditioning Efficiency Services can help you save money on your monthly electricity bill, conserve energy and help the environment.

See reverse side for details.



Central Air Conditioning Efficiency Services

It's a Smart Idea to Conserve Energy, Save Money and Help the Environment.

Central Air Conditioning Efficiency Services

ARE YOU PAYING TOO MUCH TO COOL YOUR HOME?

If you have central air conditioning, ComEd Smart IdeasSM offers you two ways to go green and save green.

- Keep your cooling system running at peak performance by having an annual tune-up.
- Upgrade to a high efficiency central air conditioner to cut your cooling costs by up to 30 percent!

Visit www.ComEd.com/CentralAC or call 1-888-806-2273 to find a Smart Ideas Central Air Conditioning Efficiency Services participating independent contractor in your area.



Central A/C Efficiency Services Program Overview

Participation Requirements

Contractor participation requirements are defined in detail in the Participating Contractor Agreement which is signed by each contractor. Requirements include:

- ✓ Contractors must purchase or lease a Service Assistant™ tool. Tools are available through participating HVAC distributors.
- ✓ Each technician must attend 2-day technical training. Objectives include:
 - ✓ Review of refrigeration cycle fundamentals
 - ✓ Functionality and use of the Service Assistant
 - ✓ Fault diagnosis using the Service Assistant
 - ✓ Service Assistant OJT / OJE
- ✓ Each contractor must attend 1-day business training. Objectives Include:
 - ✓ Program application and incentive processes
 - ✓ Customer reporting capability
 - ✓ Program QC process



Central A/C Efficiency Services Program Overview

Tune-Ups – Overview

- ✓ **Utilizes the Service Assistant to evaluate an A/C system's performance and assist the technician in making the necessary system adjustments.**
- ✓ **Optimizing a system's refrigerant charge and air-flow across its evaporator are critical objectives of the Tune-Up.**
- ✓ **Every A/C system's "As-Found" and "As-Left" data will be uploaded by the contractor to ComEd via FDSI.**
- ✓ **Data is analyzed for conformance to established Tune-Up standards.**



Central A/C Efficiency Services Program Overview

Tune-Ups – Thresholds for Incentive

- ✓ Every A/C system's "Audit" (as-found) and "Repair" (as-left) conditions will be evaluated using the Service Assistant.
- ✓ The Service Assistant evaluation includes a determination of the system's "Efficiency Index". The Efficiency Index (EI) represents the system's actual efficiency relative to its design efficiency.
- ✓ To be eligible for an incentive, the technician must satisfy one of the following:
 1. Repair EI \geq 90

OR

 2. Repair EI \geq 85% OR achieve a 10% Point Gain in EI between "Audit" and "Repair"
AND Perform All of the Following
 - Correct refrigerant charge deficiencies
 - Correct high side heat transfer deficiencies
 - Perform defined list of air-flow related corrections
 - Determine / document cause(s) for the system's reduced efficiency index
 - Provides customer with a written estimate to correct it noted deficiency(ies)

Quality Installations (QI) – Overview

- ✓ **Consists of three components:**
 - Equipment Right Sizing
 - Proper Installation
 - Promotion of High Efficiency Units

- ✓ **Contractor will be required to complete a building load calculation based on “Manual J” for each home and size the new air conditioning system accordingly.**

- ✓ **The Service Assistant will be used during the A/C system’s commissioning.**

- ✓ **Only matched, ARI listed systems will be eligible for the high SEER incentive.**

- ✓ **High efficiency units (≥ 14 SEER) will be eligible for incentives only when installed in accordance with the QI guidelines.**

Thank You!