

Home Electricity Report Pilot Program



Performance Update (August 2009 – January 2010)

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

A residential energy efficiency pilot program that utilizes neighbor / peer comparisons to influence customer energy consumption patterns

- Participating customers are mailed a “*Home Electricity Report*” that compares their electricity usage to their neighbors
 - Neighbors are nearby homes with similar characteristics (square footage, house age, heating type...)
- The Home Electricity Report illustrates:
 - Neighbor comparison (most efficient and all neighbors) of current usage
 - 12 month neighbor comparison
 - Personal comparison to last year’s usage
 - Targeted energy tips (based on home characteristics)
- Home Electricity Report is produced by OPower (formally Positive Energy)

- Pilot launched in August 2009
- Pilot will run for 3 years through August 2011
- Design includes analyzing behavior of energy consumption usage for 50,000 randomly selected residential homes of different characteristics (single-family, multi-family, all-electric)
- Pilot targets homes in the ComEd service territory with the highest potential to achieve energy savings
- The communities involved in the pilot include:
 - Algonquin, Barrington, Cary, Chicago, Crystal Lake, Des Plaines, Fox Lake , Glenview, Grayslake, Green Oaks, Highland Park, Joliet, Lake Forest, Lake Villa, Lincolnwood, Long Grove / Lake Zurich, New Lenox, Northbrook, Palatine, Park Ridge, Wauconda, Western Springs and Winnetka

- **Evaluate the potential of a behavior energy efficiency program**
 - Can energy consumption patterns be altered through energy usage awareness and education?
- **Determine if energy savings are real and sustainable**
 - Estimated to be ~2% per household annually
- **Determine cost-effectiveness of program**
 - Potential for future inclusion in ComEd's EE Portfolio

Introduction to Customer

- Introduces the report to the customer and explains its purpose



Neighbor Comparison

- Compares the customers energy use to their neighbors and most efficient neighbors



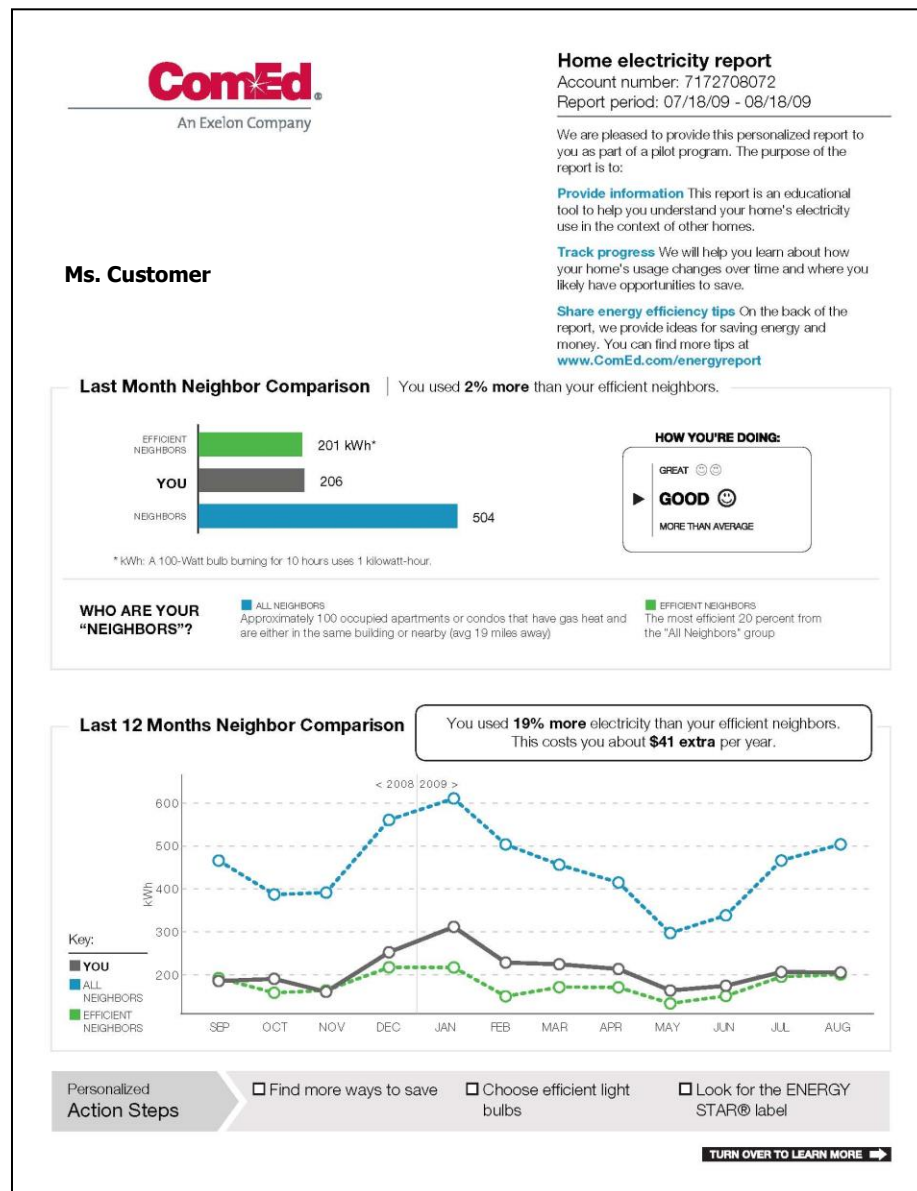
12 Month Neighbor Comparison

- Provides a 12 month comparison to neighbors and most efficient neighbors



Personalized Action Steps

- High level energy tips provided to customers



Personal Comparison

- Compares the customers current electric usage to last year



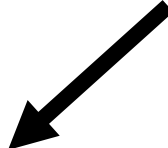
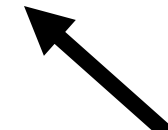
Energy Tips

- Provides the customer with personalized energy tips. Tips are based on home characteristics. ComEd Smart Ideas tips are also included



Energy Insider Website

- Customers are encouraged to visit the website to obtain more information about energy tips, take a high level home audit, neighbor challenge and more



Contact ComEd

- Customers can contact the ComEd call center via a 1-800 telephone number or submit an email

Personal Comparison

How your electricity use this year compares to last year.

About This Graph
This section shows how much electricity you've used so far this year and compares that amount to the same period last year.

As the months go by you can see how your progress compares to last year.

Your Progress
So far this year, you've used **13% more** electricity than last year.

Year	JAN - JUL	AUG - DEC	TOTAL
2008	1,320	1,050	2,370*
2009	1,491		

* kWh: A 100-Watt bulb burning for 10 hours uses 1 kilowatt-hour.

Action Steps

Personalized tips chosen for you based on your energy use and housing profile

Quick Fix

Something you can do right now

- Find more ways to save**
Visit ComEd.com/energyreport for more tips.
On the website you can:
 - Find the best tips for you
 - See whether you've tried the tips that are popular in the Chicago area
 - Let us know what you already do to save energy
 - Explore more tips and make a plan to save
 - Share your stories about what's worked for you and see advice from others

See more ways to save at ComEd.com/energyreport today!

Smart Purchase

Save a lot by spending a little

- Choose efficient light bulbs**
Compact fluorescent light bulbs (CFLs) use 75% less energy and last up to 10 times longer than standard incandescent light bulbs. Replace a few of your incandescent bulbs and start saving money now.
Today's CFLs provide high-quality light and are available in a variety of sizes and shapes.
Discounts: ComEd offers an in-store discount at participating retailers on certain bulbs—go to ComEd.com/energyreport for more information.

SAVE UP TO \$85 OVER BULB LIFE

Great Investment

A big idea for big savings

- Look for the ENERGY STAR® label**
The Department of Energy tests the energy efficiency of many home appliances and electronics, and the best earn the official ENERGY STAR® label. In 2008 Americans saved \$19 billion on their energy bills thanks to this program.
The ENERGY STAR label can be found on efficient models of clothes washers, refrigerators, televisions, computers and many other products.
Visit www.energystar.gov for more details.

SAVE UP TO \$600 IN ANNUAL ENERGY COSTS

Find more ways to save at www.ComEd.com/energyreport

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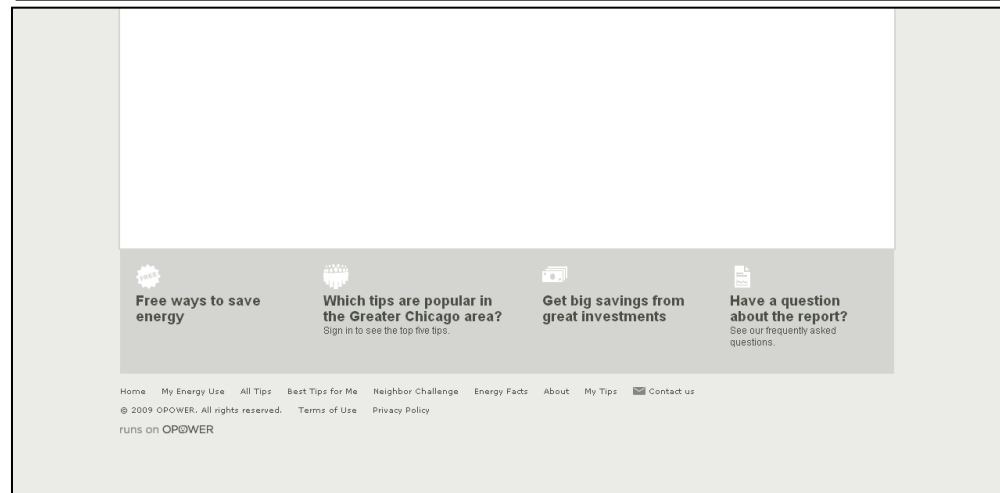
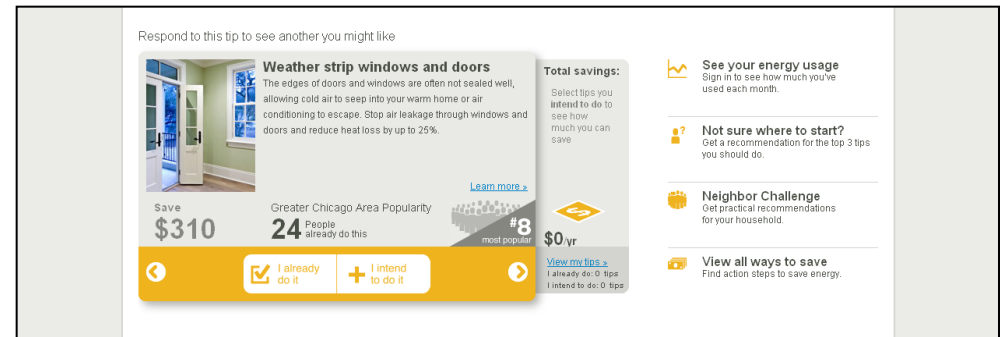
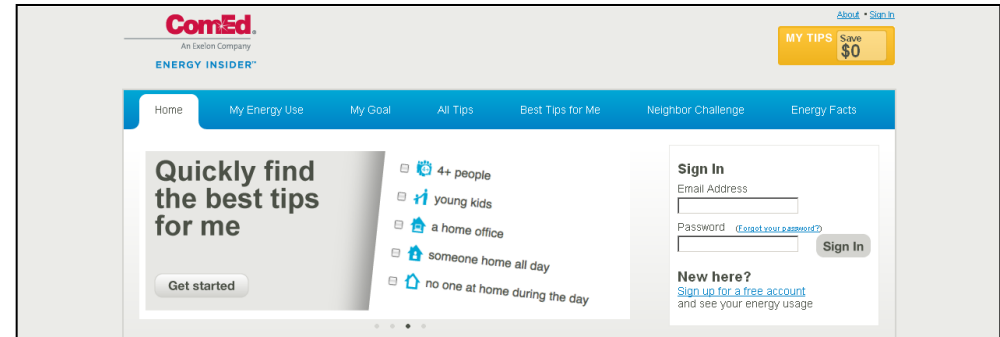
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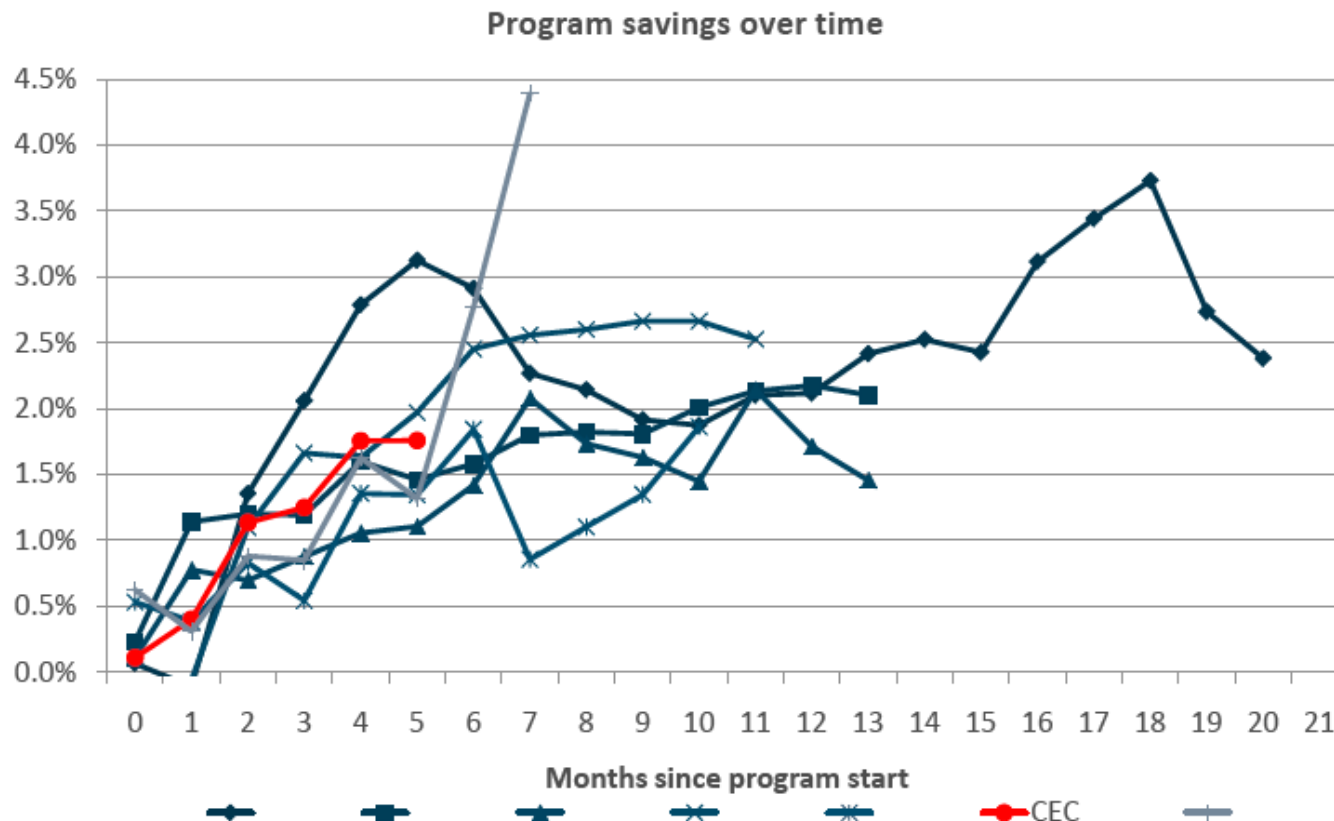
Customers can -

- View their report on line (3, 6 and 12 months trend of electricity use)
- Research additional energy tips and in greater detail, including ComEd Smart Ideas programs
- Take a high level energy audit of their home
- Take a neighbor challenge by comparing their energy saving actions to their community
- Obtain energy facts which provides details of electricity usage by category (i.e., water, appliances, heating, cooling, etc...)
- Update their own housing profile (recent site enhancement)



Program Results Across Utilities

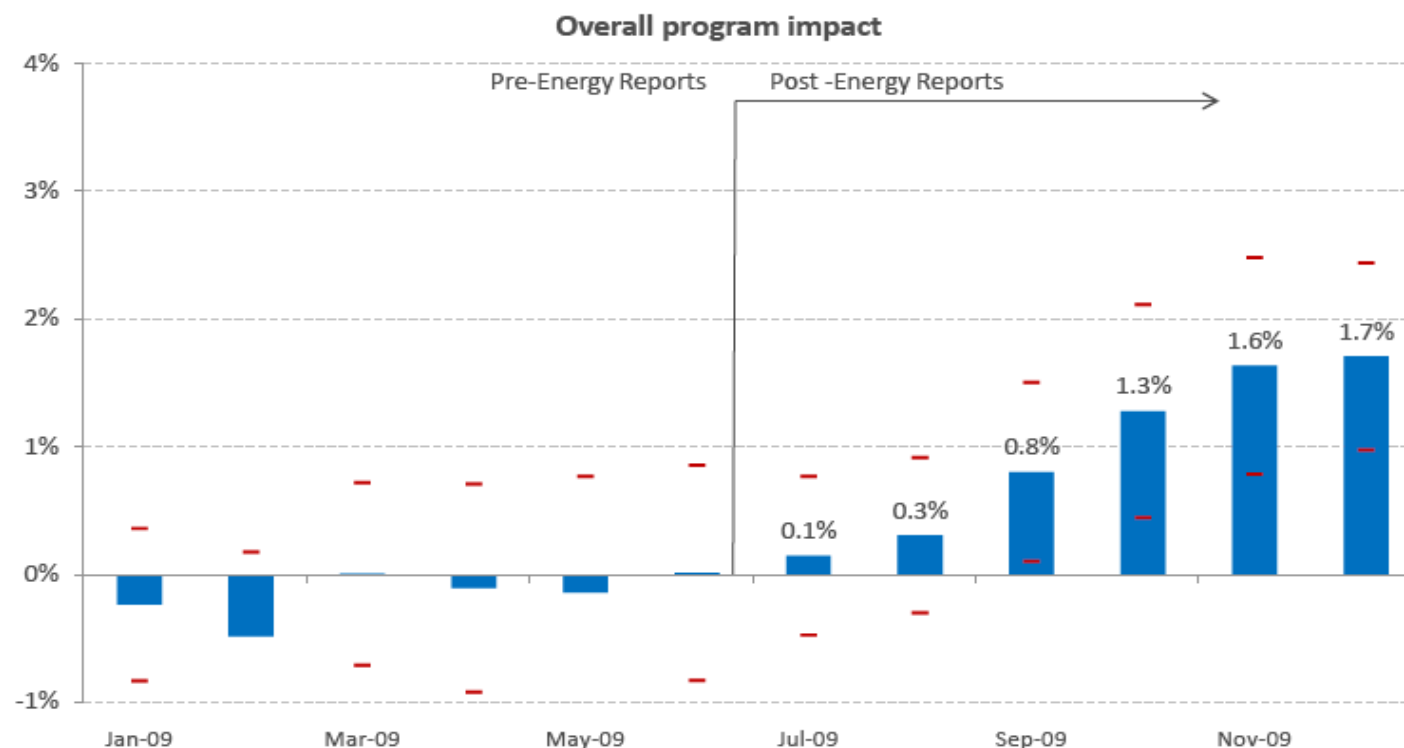
ComEd (in red) is already a high performing program



- Overall savings nearing 2% after a few months

ComEd Overall Program Results

- Even after only being deployed for a short amount of time, savings are nearing 2%
- Note: program has launched into the fall, a low usage season



- **Customers are using all available channels of communication:**
 - **Customer call center**
 - *Call Center averaging about 4 calls per day*
 - *The majority of customer calls turn into high bill complaint or “it must be something wrong with the meter”*
 - **E-mail**
 - “Answer Man” follows up with customers who request a more technical discussion concerning energy efficiency and their home
 - **U.S. mail**
- **Less than 100 customers out of the 50,000 have opted-out of the program since the launch**

- Opt out rate amongst the lowest for the electric utilities

Opt Outs are Trending Low

Opt out rate amongst the lowest for electric utilities, ComEd is in red

