

| PROGRAM ELEMENT | Draft Consumer Electronics (Plug Loads) |
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| Objective | Increase the stocking level and market share of high-efficiency (i.e., ENERGY STAR) electronic products including computers, computer monitors, cable and satellite set-top boxes, televisions, smart power strips and additional efficient electronics as they become available, by applying midstream incentives to encourage retailers to stock and sell the above product categories. Incentives can also be applied to manufacturers who sell directly to customers or key accounts. |
| Target Market | This program element is targeted to residential and commercial customers purchasing business or consumer electronics through retailers or directly from manufacturers. |
| Program Duration | Length of plan. |
| Program Description | <p>As insulation, HVAC, water heating, refrigeration, and lighting have become more efficient over the past decade, consumer electronics, office electronics, and miscellaneous plug load devices have become an important portion of residential energy consumption.¹ A 2006 metering study in California homes by Ecos Consulting estimated that “miscellaneous plug loads” account for 9-12% of U.S. residential electricity consumption.² The study found that entertainment devices consumed 60% of the energy used by plug load devices and information technology consumed 30%.³ More recently, the Energy Center of Wisconsin, using a similar nested survey technique to Ecos’, estimated that consumer electronics (TV, computer, and audio) consume about 1320 kWh/year in Minnesota homes.⁴ This significant and growing component of electricity consumption is not addressed in the current energy efficiency portfolios of ComEd and Ameren-UE.</p> <p>The “Consumer Electronics” Program Element will direct mid-stream incentives to retailers and direct-to-consumer manufactures to encourage the stocking, promotion, and sale of energy efficient consumer electronics, including Energy Star certified televisions, monitors, and computers. Additional consumer electronics to which incentives may be applied include cable and satellite set-top boxes and smart power strips.</p> <p>Midstream incentives were chosen based on the following considerations: the small size of potential incentives as a percentage of product cost, their limited impact on consumer behavior, the large number of rapidly changing product lines, and the volume of electronic devices sold.</p> <p>The program will also help update marketing materials in retailers and support education of the retailer sales force. Consumers will be able to log on to a website that will direct them to the most efficient consumer electronics products on the market.</p> <p>The program will use the retailer/manufacturer relationships, incentive processing system, and education strategies developed for Pacific Gas and Electric’s (PG&E) Business and Consumer Electronics Program (BCEP).</p> |

¹ Energy Information Administration. Annual Energy Outlook 2006: Residential Sector Energy Demand. 2006. Page 67.

² Ecos Consulting. Final Field Research Report. October 2006. Page 41.

³ Ecos Consulting. Final Field Research Report. October 2006. Page 37.

⁴ Energy Center of Wisconsin. Scouting for Residential Energy Savings. January 27, 2010.
<http://ecw.org/project.php?workid=3&resultid=410>

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| Eligible Measures | The measures listed below are presented for planning purposes. Other measures may be added as appropriate to increase program penetration in the consumer electronics end-use: for example, cable and satellite set-top boxes and smart power strips. | | |
| | Measure | Incremental Measure Cost | Gross Annual kWh Savings |
| | Energy Star qualified televisions | | |
| | LCD monitors | | |
| Energy Star qualified computers | | | Coincident Peak kW Savings |

PROGRAM ELEMENT**Draft Consumer Electronics (Plug Loads)****Implementation Strategy**

Key elements of the Consumer Electronics Program's implementation strategy include:

- **Retailer/direct-to-consumer manufacturer recruitment:** The program's success depends on recruiting retailers and manufacturers into the program. The program will piggyback on relationships developed for PG&E's BCEP program, which has already targeted the following retailers, Internet stores, and OEMs:

| Retailers | Internet stores | OEMs |
|---------------------|-----------------|-----------------|
| Best Buy | Newegg.com | Computer |
| Wal-Mart | Amazon.com | HP |
| Target | TigerDirect | Dell |
| Costco | PC Mail | Lenovo |
| Sears/Kmart | Buy.com | Apple |
| Sam's Club | Overstock.com | Gateway |
| Apple Retail Stores | Alienware | Sony |
| Office Depot | CDW | TV |
| Office Max | | LG |
| Staples | | Philips |
| | | Sony |
| | | Samsung |
| | | Toshiba |
| | | Sharp |
| | | Panasonic |

The large number of electronics retailers in Illinois and the U.S. merits a program design aimed at corporate decision makers rather than store-level decision makers; this structure also explains why collaboration with PG&E makes sense: they have already developed relationships with the market actors listed above. Where local retailers need to be recruited, the program will leverage retailer relationships developed for the CFL program.

- **Retailer education and outreach:** Outreach to corporate level decision-makers will be undertaken by PG&E, collaborating with Ameren-IU and ComEd staff. Outreach to store and field-level personnel will be conducted by outside detailing businesses, who will place point-of-purchase materials in stores, train store personnel, track promotional and placement activity, and provide electronic reporting of activities. Industry outreach to trade associations and trade groups will be conducted by PG&E, collaborating with Ameren-IU and ComEd.
- **Incentive processing:** Mid-stream rebates will be paid to retailers, OEMs, and on-line stores on a per-unit sold basis. Sales from each approved retailer location will be summarized by store location and product type, and submitted by the retailer on a monthly invoice to the program.

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| Marketing Strategy | <p>The program will deploy a website that allows consumers to pick the most efficient appliances in each product category.</p> <ul style="list-style-type: none"> • Direct consumer marketing: ComEd (and Ameren-IU) will use bill stuffers and other direct mail approaches to educate consumers about efficient electronics. • POP display materials: ComEd (and Ameren-IU), or detailing firms under contract, will develop templates for point-of-purchase display materials that participating retailers can use to educate consumers, highlight displays of qualifying product, and motivate purchases. | | | | | | | | | | | | | | | | | | | | | | | | |
| Incentive Strategy | <p>The incentive levels listed below have been used for planning purposes.</p> <table border="1" data-bbox="496 617 1386 1125"> <thead> <tr> <th data-bbox="496 617 1049 657">Measure</th> <th data-bbox="1049 617 1386 657">Incentive Level per Unit</th> </tr> </thead> <tbody> <tr> <td data-bbox="496 657 1049 699">Energy Star 4.0 TVs</td> <td data-bbox="1049 657 1386 699">\$10</td> </tr> <tr> <td data-bbox="496 699 1049 741">Energy Star 5.0 TVs</td> <td data-bbox="1049 699 1386 741">\$25</td> </tr> <tr> <td data-bbox="496 741 1049 783">Energy Star 5.0 Computers</td> <td data-bbox="1049 741 1386 783">\$7</td> </tr> <tr> <td data-bbox="496 783 1049 825"></td> <td data-bbox="1049 783 1386 825"></td> </tr> <tr> <td data-bbox="496 825 1049 867"></td> <td data-bbox="1049 825 1386 867"></td> </tr> <tr> <td data-bbox="496 867 1049 909"></td> <td data-bbox="1049 867 1386 909"></td> </tr> <tr> <td data-bbox="496 909 1049 951"></td> <td data-bbox="1049 909 1386 951"></td> </tr> <tr> <td data-bbox="496 951 1049 993"></td> <td data-bbox="1049 951 1386 993"></td> </tr> <tr> <td data-bbox="496 993 1049 1035"></td> <td data-bbox="1049 993 1386 1035"></td> </tr> <tr> <td data-bbox="496 1035 1049 1077"></td> <td data-bbox="1049 1035 1386 1077"></td> </tr> <tr> <td data-bbox="496 1077 1049 1119"></td> <td data-bbox="1049 1077 1386 1119"></td> </tr> </tbody> </table> | Measure | Incentive Level per Unit | Energy Star 4.0 TVs | \$10 | Energy Star 5.0 TVs | \$25 | Energy Star 5.0 Computers | \$7 | | | | | | | | | | | | | | | | |
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| Milestones | | | | | | | | | | | | | | | | | | | | | | | | | |
| EM&V Requirements | | | | | | | | | | | | | | | | | | | | | | | | | |
| Administrative Requirements | | | | | | | | | | | | | | | | | | | | | | | | | |
| Estimated Participation | Market share goal | | | | | | | | | | | | | | | | | | | | | | | | |
| Estimated Budget | | | | | | | | | | | | | | | | | | | | | | | | | |
| Savings Targets | | | | | | | | | | | | | | | | | | | | | | | | | |

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| PROGRAM ELEMENT | Draft Consumer Electronics (Plug Loads) |
| Other Program Metrics | |