

ComEd Small Business Direct Install Pilot

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Direct Install Pilot Program

The main objective of this pilot is to test two different program delivery mechanisms in two or three geographic areas:

1. Program marketed driven approach
 2. Trade Ally marketed program delivery approach
- ✓ This pilot will help determine which mechanism is the most cost effective approach to deliver energy efficiency programs to hard-to-reach small business customers.
 - ✓ The pilot will help determine the receptiveness by trade allies for these two different program deliveries.

Target Location

- Rockford and Aurora
 - Soliciting and initiating discussions to include a limited geographical location in Chicago

Customer Segment

Approx 130 total customers (65 in Rockford and 65 in Aurora)

- Small Business Customer < 100 KW
- Convenience Stores, Lodging, Manufacturing, Office, Restaurant

Recommended Incentive

- The program will set a price to target approx. 70% of the installation price, which will be paid directly to the approved trade ally.
- Given the challenging opportunity of hard-to-reach small business customers we are testing a higher incentive level.

Potential Direct Install Pilot Scope

- Energy site survey and installation of low cost measures
 - i.e. CFL, Spray Nozzles, beverage cooling controls, if applicable aerators and showerheads
- Trade ally arranged installation of measures to support additional customer cost saving opportunities
 - Lighting
 - Controls
 - Other efficiency opportunities currently under evaluation
- Referrals of other residential programs
 - Appliance Recycling
 - HVAC Tune up

Key Learning Objectives

- The following are key performance indicators to identify success of pilot program:
 - ✓ Customer satisfaction
 - ✓ True program cost
 - ✓ Market Opportunity
 - ✓ Receptiveness

Program Budget approx. \$500K

Happening Now

- ✓ Soliciting partnerships with Gas companies
- ✓ Exploring opportunities where trade allies provide financing
- ✓ Identifying measures that are cost effective