



An Exelon Company

Third-party Efficiency Programs Conceptual Overview

May 31, 2011

Todd Thornburg

Third-party Efficiency Programs

- ✓ Identify and pilot new and innovative programs and technologies in delivering energy efficiency
- ✓ Expand energy efficiency programs into customer classes/subsectors not easily reached, or under served, by ComEd's Smart Ideas portfolio
- ✓ Third parties may offer
 - Unique Expertise
 - Innovative approaches or technologies
 - Creative marketing approaches

Proposed Budget

- ✓ RFP for Program Year 4
 - June 1, 2011 to May 31, 2012
 - Total budget: \$1 million

- ✓ Subsequent RFPs
 - Program Year 5
 - June 1, 2012 to May 31, 2013
 - Total budget: \$ 2 million
 - Program Year 6
 - June 1, 2013 to May 31, 2014
 - Total budget: \$ 2 million

Structure

- ✓ Program providers will have direct control over managing, reporting and marketing the programs
- ✓ Programs will have an appearance and feel independent of the ComEd Smart Ideas Portfolio
- ✓ Technology-based or delivery-based solutions
- ✓ “Pay for performance”
- ✓ Budget target of \$500k per program

Eligible Markets

- ✓ Eligible target markets
 - Residential
 - Commercial
 - Industrial
 - Subsectors of any of eligible target market

- ✓ Markets not eligible under this RFP:
 - Local government
 - Municipal corporations
 - School districts
 - Community college districts

Proposed Program Schedule

RFP Phase – Call for Proposals	Start Date	End Date
RFP Release Date *	6/20/2011	
Bidder Questions	6/20/2011	7/1/2011
Response to Questions Issued		7/13/2011
Bidder Proposal(s) Submission Due *		8/12/2011
Proposal Review and Bid Discussions	8/12/2011	9/16/2011
Program Development and Roll-Out	Start Date	End Date
Notification of Bid Selection(s) - Subject to Negotiation *	9/19/2011	
Negotiations, Purchase Order/Contract Issued *	9/19/2011	11/18/2011
Program Ramp-up Begins (No Outreach or Customer Contact)	11/18/2011	1/20/2012
Full Program Roll-out (Begin Outreach and Customer Contact)	1/23/2012	
Program Year 4 Completion		5/31/2012

* Timeline to be confirmed with ComEd Supply

Todd Thornburg

ComEd

Manager of Commercial & Industrial Services

todd.thornburg@comed.com

(630) 576-6820