



**ComEd's 2011 – 2013  
Energy Efficiency / Demand Response  
Plan**



**Plan Year 4 – Third Quarter Performance Update**  
*(June 2011 – February 2012)*

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

# ComEd Portfolio Summary- Third Quarter Performance

## Program Year 4 Ex-Ante Results

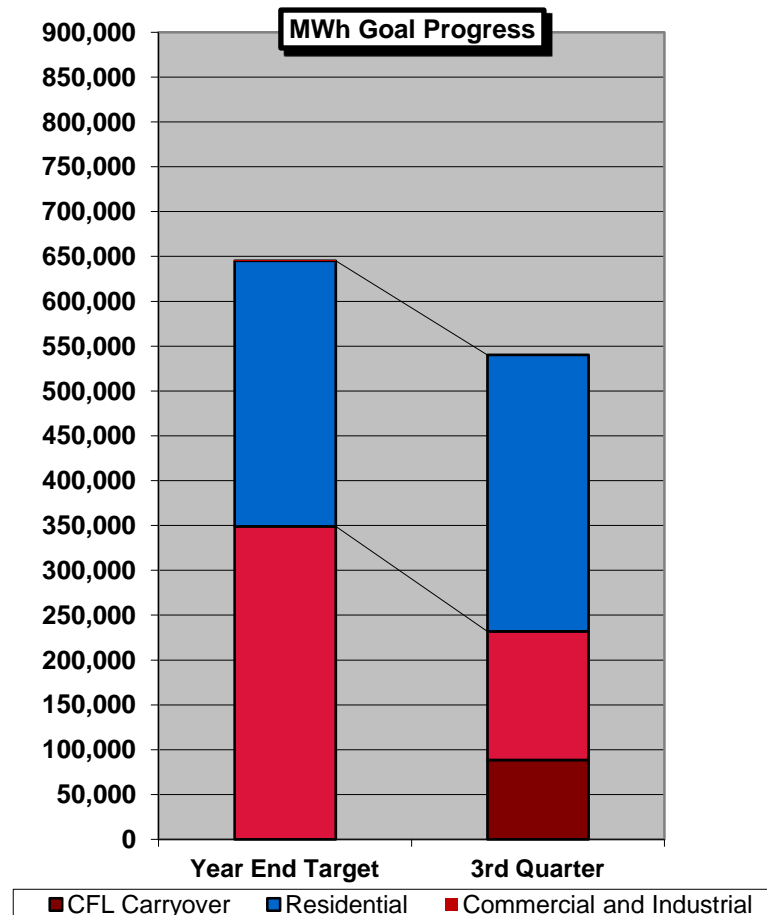
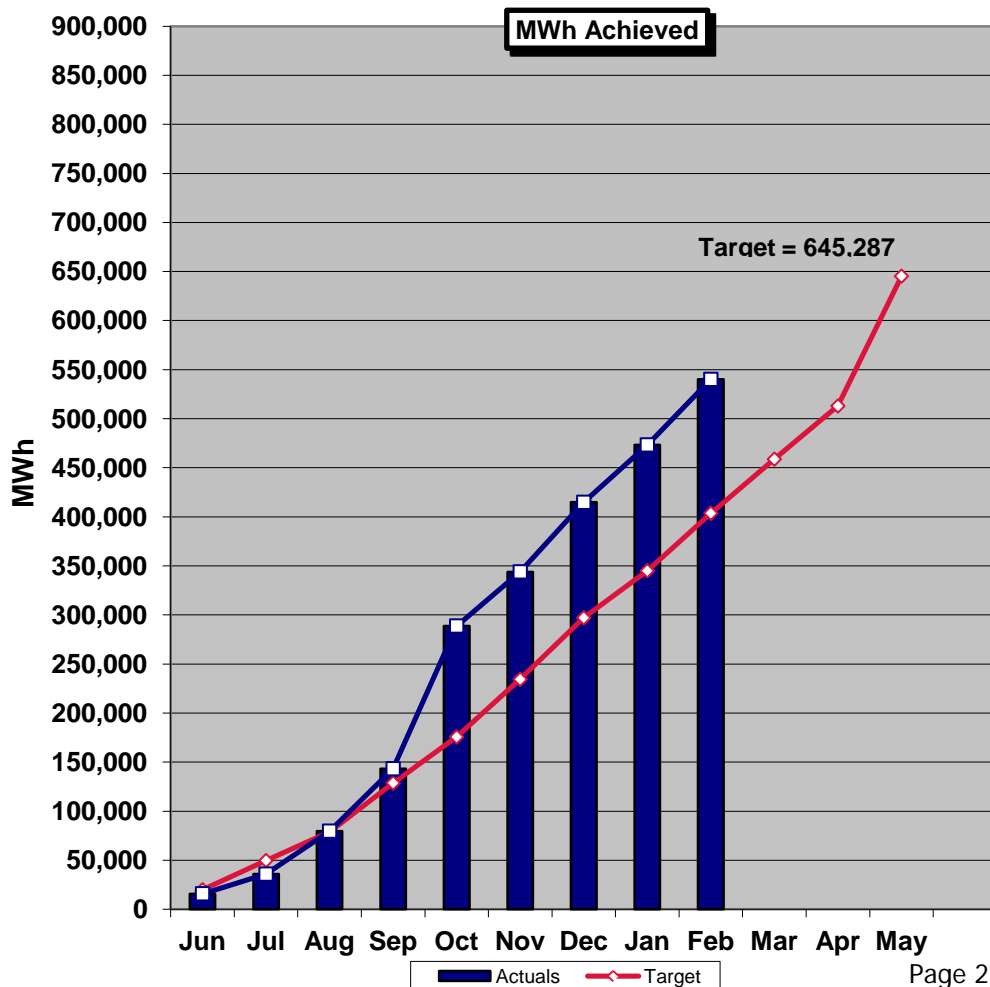
Program	Actual YTD Net MWh PY4 Results	Plan Net Target MWh	% of Plan Target	Program Costs YTD (\$1,000)	Projected Annual Costs (\$1,000)	Percent Annual Spend	Cost/kWh
Lighting Discounts	215,955	181,601	119%	\$ 13,919	\$ 18,212	76%	\$ 0.06
Home Energy Report	42,689	64,803	66%	\$ 927	\$ 2,614	35%	\$ 0.02
Fridge & Freezer Recycle Rewards	40,128	33,371	120%	\$ 5,179	\$ 8,219	63%	\$ 0.13
Central AC Efficiency Services	2,484	8,233	30%	\$ 1,049	\$ 4,010	26%	\$ 0.42
Multi- Family Home Energy Savings	6,175	6,110	101%	\$ 980	\$ 1,314	75%	\$ 0.16
Clothes Washer Rebate	651	1,786	36%	\$ 1,334	\$ 2,934	45%	\$ 2.05
Home Energy Savings	208	438	47%	\$ 271	\$ 285	95%	\$ 1.30
Joint Complete System Replacement	-						N/A
Joint Elementary Energy Education	-			\$ 61	\$ -		N/A
<b>Residential Subtotal</b>	<b>308,290</b>	<b>296,342</b>	<b>104%</b>	<b>\$ 23,720</b>	<b>\$ 37,588</b>	<b>63%</b>	<b>\$ 0.08</b>
Prescriptive	107,011	238,252	45%	\$ 16,715	\$ 38,753	43%	\$ 0.16
Custom	10,662	28,796	37%	\$ 769	\$ 5,985	13%	\$ 0.07
Retrocommissioning	1,297	26,880	5%	\$ 3,230	\$ 4,872	66%	\$ 2.49
Midstream Incentives	14,760	19,979	74%	\$ 1,034	\$ 1,497	69%	\$ 0.07
Compressed Air	1,363	18,151	8%	\$ 547	\$ 1,913	29%	\$ 0.40
Small Business Energy Savings	3,384	5,960	57%	\$ 1,420	\$ 3,230	44%	\$ 0.42
New Construction	4,823	5,502	88%	\$ 1,322	\$ 2,493	53%	\$ 0.27
Energy Efficiency RFI	0	4,995	0%	\$ 3	\$ 1,323	0%	N/A
Commercial Real Estate	-	-	-	\$ 89	\$ 543	16%	\$ -
C&I Data Center Efficiency	-	-	-	\$ 38	\$ 256	15%	\$ -
C&I Other*	N/A	N/A	N/A	\$ 1,361	\$ -	-	N/A
<b>C&amp;I Subtotal**</b>	<b>143,300</b>	<b>348,945</b>	<b>41%</b>	<b>\$ 26,528</b>	<b>\$ 60,865</b>	<b>44%</b>	<b>\$ 0.19</b>
CFL Carryover	88,515						
<b>Totals</b>	<b>540,105</b>	<b>645,287</b>	<b>84%</b>	<b>\$ 50,248</b>	<b>\$ 98,453</b>	<b>51%</b>	<b>\$ 0.09</b>

\*C&I Other includes Marketing Database, Technical Services, CFL Lighting and General charges.

\*\*C&I Subtotal: Plan Net MWh Target includes 430 MWh for CACES, which will not be implemented.

# ComEd Portfolio Summary

- ComEd's portfolio is on-track for the Plan Year 4 statutory goal of 610,804 MWh
  - The Business Solutions program activity has increased.
  - The Residential Solutions program activity is steady.
    - Lighting Discounts Program has sold over 9,000,000 CFLs
    - Fridge and Freezer Recycle Rewards has picked up over 34,000 units
    - Multi-Family and Single Family Home Energy Savings Programs have retrofitted nearly 32,000 housing units
    - Clothes Washer Rebates nearly processed 10,000 units



NOTE – All MWhs Savings reported are “net” savings

## Program Highlights

### ***Prescriptive and Custom***

- Forecasted PY4 Savings; 244,000 MWh based on 4,336 active projects.
- Market research indicates that 30% of C&I customers still have T12s; they tend to be found in warehouses, smaller office buildings and retail operations.
- Average project size, while falling earlier in the year, has leveled off.

### ***Energy Efficiency Request For Incentive***

- Forecasted PY4 savings = 2,300 MWh.
- RFI marketing message has been lost in marketplace and confusing to customers.
- Program will be sunset and remaining projects transitioned to Custom.



### ***Retrocommissioning***

- PY4 forecasted savings at 35,000 MWh and 1.4 Million therms through 57 active projects.
- Held workshops with the RCx service provider to discuss continuous improvement opportunities, re-enforce standard practices, state of the program, and move current PY4 projects to completion.
- PY5 pipeline has 37 applications and 17 have been accepted. Of the 16 active projects, the forecasted savings are 8,100 MWh and 234k therms.

### ***Compressed Air***

- PY4 forecasted savings at 19,500 MWh through 19 active projects.
- Program gaining traction with 10 projects added in Q3. For 75% of all projects, service providers have chosen to combine the planning and investigation phases (fast track).
- PY5 has 16 applications of which 14 are active projects. Forecasted savings at 11,200 MWh.

## ***C&I New Construction***

- Economic uncertainty continues to impact new construction supply and demand.
- Successful incorporation of Nicor territory into the program.
- Continuing to build/maintain a multi-year comprehensive project pipeline, for both electric and gas impacts.

## ***Midstream C&I Lighting***

- Electrical Distributor Trade Ally numbers have grown substantially in the past 3 months with the number of active distributors growing from 8 in November to 14 by the end of February.
- Came within 2% of the Midstream program goal at the end of February with 221,000 units reported, program year to date.
- Began presenting changes to the Midstream program for PY5 to the electrical distribution community. Every distributor contacted is excited about the opportunity to promote the program beginning June 1 with the migration of various lighting measures from Prescriptive to Midstream and most are beginning to formulate plans to launch the program aggressively.

## ***Small Business Energy Savings***

- Executing grassroots door to door campaigns and obtaining customer's trust is key to the success of the SBES program, however, it is to some extent hindered by customers who suspect the SBES energy advisors are representing Retail Electric Providers and selling electricity.
- Small Business customers are being introduced to Gas Energy Efficiency programs through SBES program- customers seem to be more aware of ComEd Smart Ideas for your Business program.
- The Trade Allies continue to make the program successful, for this reason there has been increased focus on Trade Ally specific marketing. Additionally, it is imperative to continue to make participation in SBES program as easy as possible for small business customers and Trade Allies.

## Program Highlights

### *Lighting Discounts*

- Over 9 million bulbs sold in PY4- more than 250,000 ahead of plan
- December, as in past years, proved difficult to get key placement in stores due to promotion of seasonal products.
- Special price promotions (increased incentives) on select CFL models continue to demonstrate the power of the incentive to drive sales.
- Inventory issues with some retailers.



### *Fridge and Freezer Recycle Rewards*

- Collection of more than 8,300 units in December through February allows excellent position to meet the PY4 goal of 42,000 units but slightly off the pace of the internal 50,000 unit collection goal.
- A limited-time offer of \$50 for appointments that are scheduled by May 31 became effective on February 1. This temporary increase is intended to help drive participation in an effort to meet the internal 50,000 unit collection goal.
- January was the last period that used the dressed-up refrigerator theme on monthly bill inserts. An image of a refrigerator in a blue recycle bin that more closely ties into the name and purpose of the program began on monthly bill inserts in February. These bill inserts will be repeated through the end of PY4.



## ***Multi-Family Home Energy Savings***

- Beginning in January, specialty globe CFLs were added on a trial basis to the program-provided measures.
- Program continues to serve all-electric properties under the joint program = 1,836 units YTD.
- Marketing efforts increased to improve program awareness and enrollment.
  - Coordination with multi-family associations
  - Attendance at multi-family focused events and conferences
  - Developed additional program marketing materials

## ***Clothes Washer Rebates***

- Added select front-loading clothes washers to the program to offer customers and retailers a wider product mix.
- February bill insert increased program awareness.
- New and improved cling (displayed on mostly white clothes washers) with red as the background color, compared to the prior one with white, greatly enhanced the visibility of the \$75 rebate to customers.



## ***Home Energy Savings***

- Beginning in February, specialty globe CFLs were added on a trial basis to the program-provided measures.
- Program participation and awareness remains below goal. However, MWh goal achievement is on-track.
- Marketing efforts increased to improve program awareness and enrollment.
  - Increased the number of targeted communities for direct mail campaigns
  - Tested additional marketing tactics to include ComEd bill inserts, counter cards and social media
  - Added community-based outreach efforts within targeted communities

## ***Home Energy Reports***

- 1.2% of enrolled customers have contacted ComEd about their Home Energy Reports this program year.
- Monthly tracking indicates that customers are saving an average of 1.5-2.0%.
- Quarter 3 promotions included the Joint Home Energy Savings program as well as retailer coupons for Tide Coldwater Laundry detergent, to encourage cold water laundering, and Smart Strips to reduce vampire loads.

## ***Central AC Efficiency Services***

- Program ended as of 09/30/2011.
- Total year to date results – 2,484 net MWh saved, 9,969 Tune-ups, 1,000 Installations- 698 QIVs and 302 SEER 14.



## Joint Elementary Education Program

- ComEd partnered with Nicor to offer electric savings to existing gas program
- 63 schools participated in PY4 reaching nearly 5,000 local area 5<sup>th</sup> graders and teachers.
- Reported energy savings are still under review but are estimated at 780 MWh and 190,000 therms.
- Participants had great, positive feedback for National Energy Foundation's Think! Energy Program.



## Complete System Replacement Program

- ComEd partnered with Nicor Gas, Peoples Gas, and North Shore Gas
- Quarter Three work for the CSR program focused on launching the program into the marketplace.
- Qualified purchases on energy-efficient equipment through February: 13 for Nicor, 1 for Peoples and 2 for North Shore.
- Marketing outreach has included ComEd bill inserts, direct mail campaigns, and Trade Ally outreach events.



## Results

Portfolio Ex-Ante Net Results			
	PY4 Quarterly Results	PY4 Statutory Goal	PY4 % of Goal Achieved
Energy Saved (MWh)	540,105	610,804	88%

Portfolio Ex-Ante Results			
	PY3 Net MWh Achieved	PY3 Statutory Goal	PY3 % of Goal Achieved
Energy Saved (MWh)	583,780	458,919	127%

Portfolio Ex-Post Results			
	PY2 Net MWh Achieved	PY2 Statutory Goal	PY2 % of Goal Achieved
Energy Saved (MWh)	456,151	312,339	146%

Portfolio Ex-Post Results			
	PY1 Net MWh Achieved	PY1 Statutory Goal	PY1 % of Goal Achieved
Energy Saved (MWh)	163,717	148,842	110%

### MWh, Environmental and Economical Impact

Performance Metrics	PY4 YTD QTR Results	PY3 Ex Ante Results	PY2 Results	PY1 Results
<b>Carbon Reduction (MTs)</b>	<b>381,939</b>	<b>406,036</b>	<b>257,230</b>	<b>143,236</b>
<b>Cars removed from the road</b>	<b>74,886</b>	<b>77,670</b>	<b>49,205</b>	<b>26,238</b>
<b>Acres of trees planted</b>	<b>81,378</b>	<b>110,978</b>	<b>70,306</b>	<b>39,156</b>
<b>Number of homes powered for 1 year*</b>	<b>56,543</b>	<b>60,111</b>	<b>47,755</b>	<b>21,263</b>
<b>Portfolio Jobs**</b>	<b>178.5</b>	<b>154</b>	<b>84</b>	<b>66</b>



\* Assumes average ComEd single-family residential home with no electric space heat consumes 801 kWh monthly or 9,612 kWh annually per the filing.

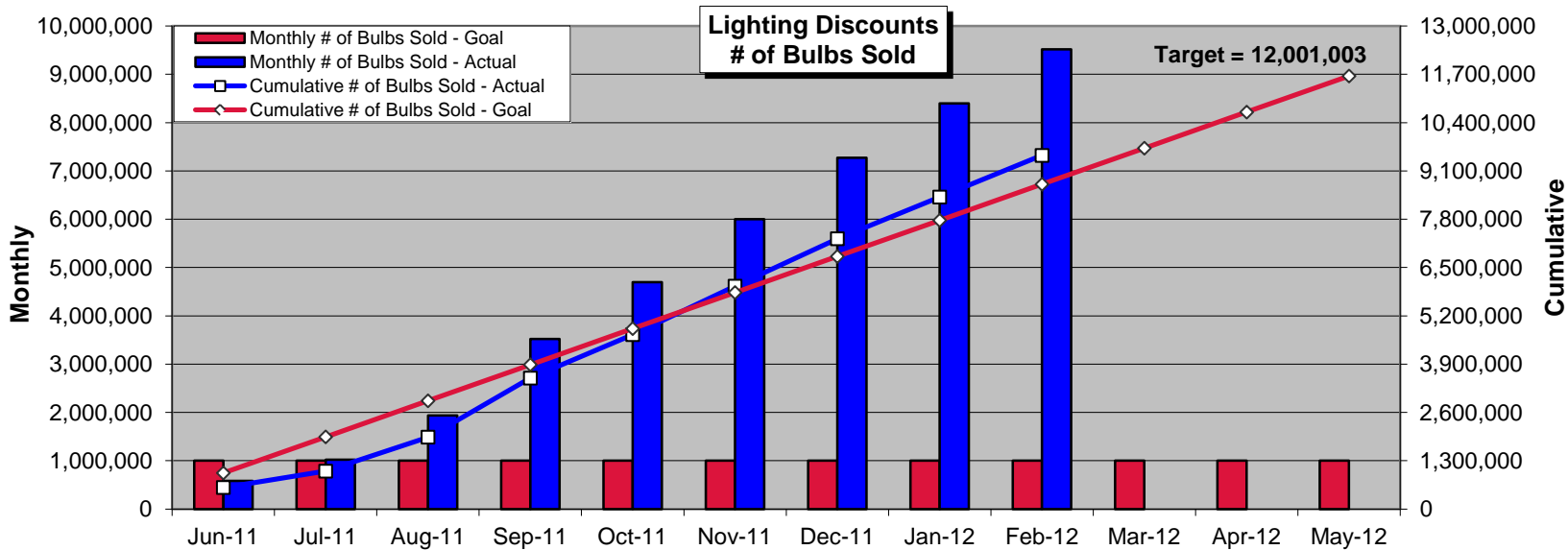
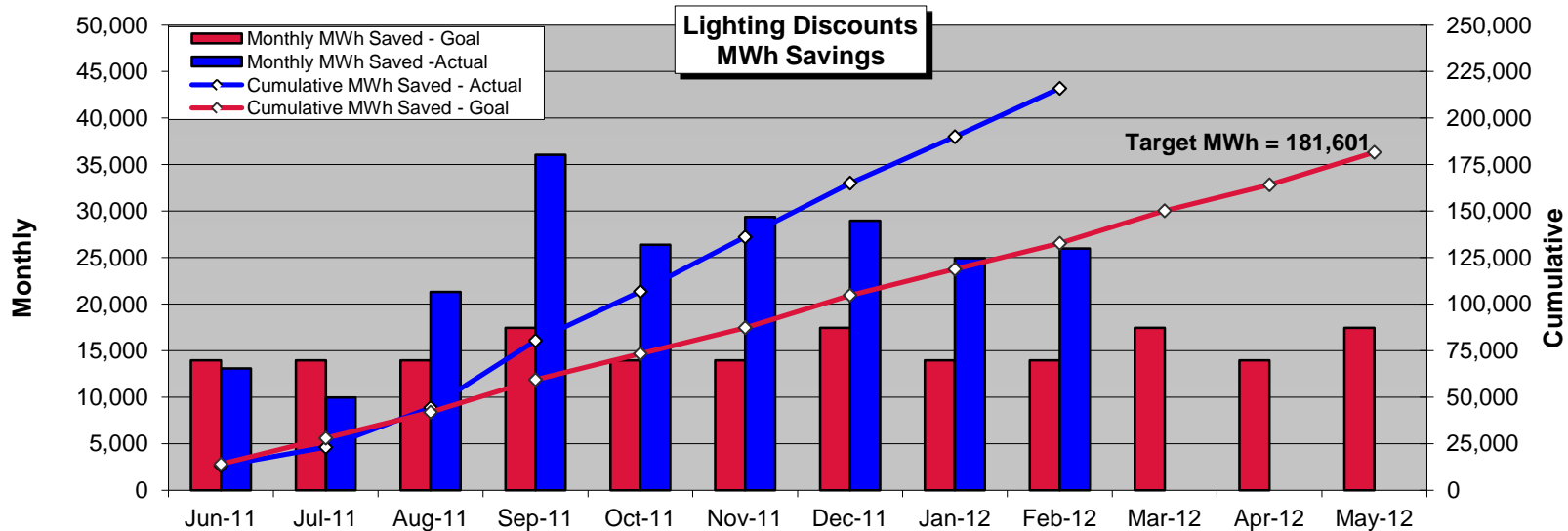
\*\* Portfolio Jobs reflect actual positions by ComEd and its contractors that are part of the Rider EDA and does not attempt to capture indirect jobs in the energy efficiency industry that may result from the ComEd portfolio.

## ComEd Documented Program Changes – YTD PY4 Q3

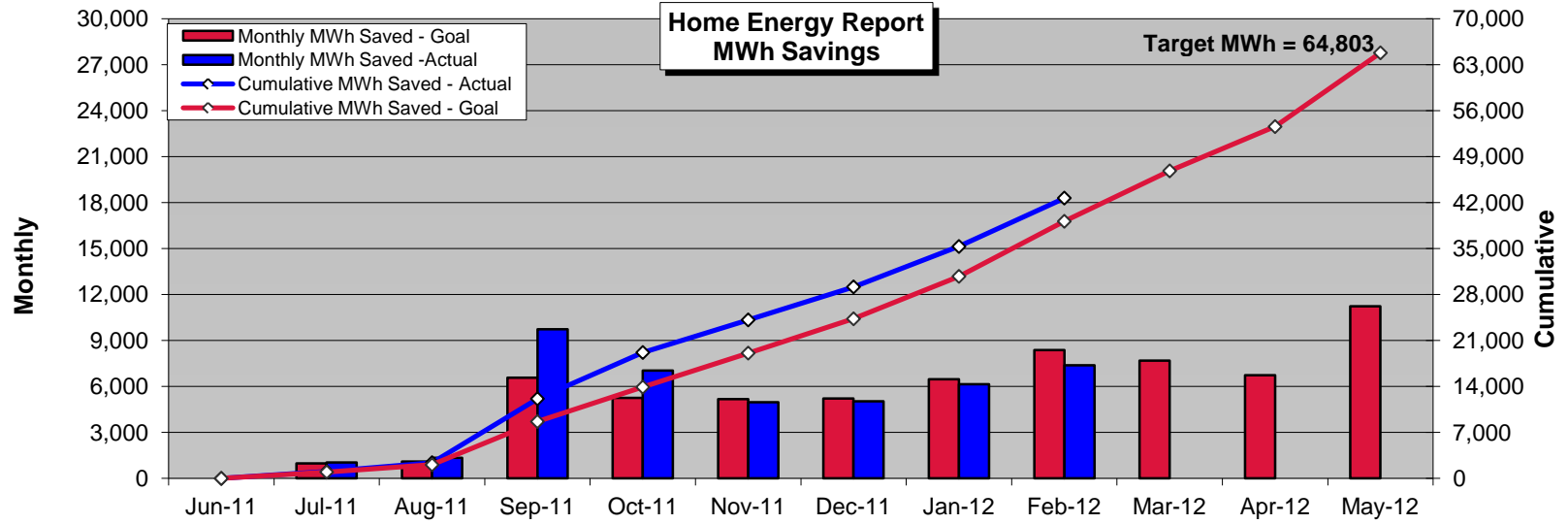
Change Number	Date Submitted	Description
EEPY4 - 001	1/3/2012	Multi-family joint program – allow installation of up to 6 CFL globe bulbs and maximum of 8 CFL(standard & globe) as pilot during PY4.
EEPY4 - 002	1/19/2012	Join with Nicor and Integrys in offering AC rebates to their prescriptive rebate program for installing 92% and 96% AFUE furnaces. AC rebates on 14.5 + SEER units, expected a to be \$400/unit through 5/31/12
EEPY4 - 003	2/17/2012	Change the Name of C&I Prescriptive Program to C&I Standard Program beginning PY5 to be consistent with Ameren and DCEO
EEPY4 - 005	2/6/2012	Implement RCx measures to customers using district cooling services. The approach to identify savings has been developed under Navigant's review

## Appendix- Program Results and Targets

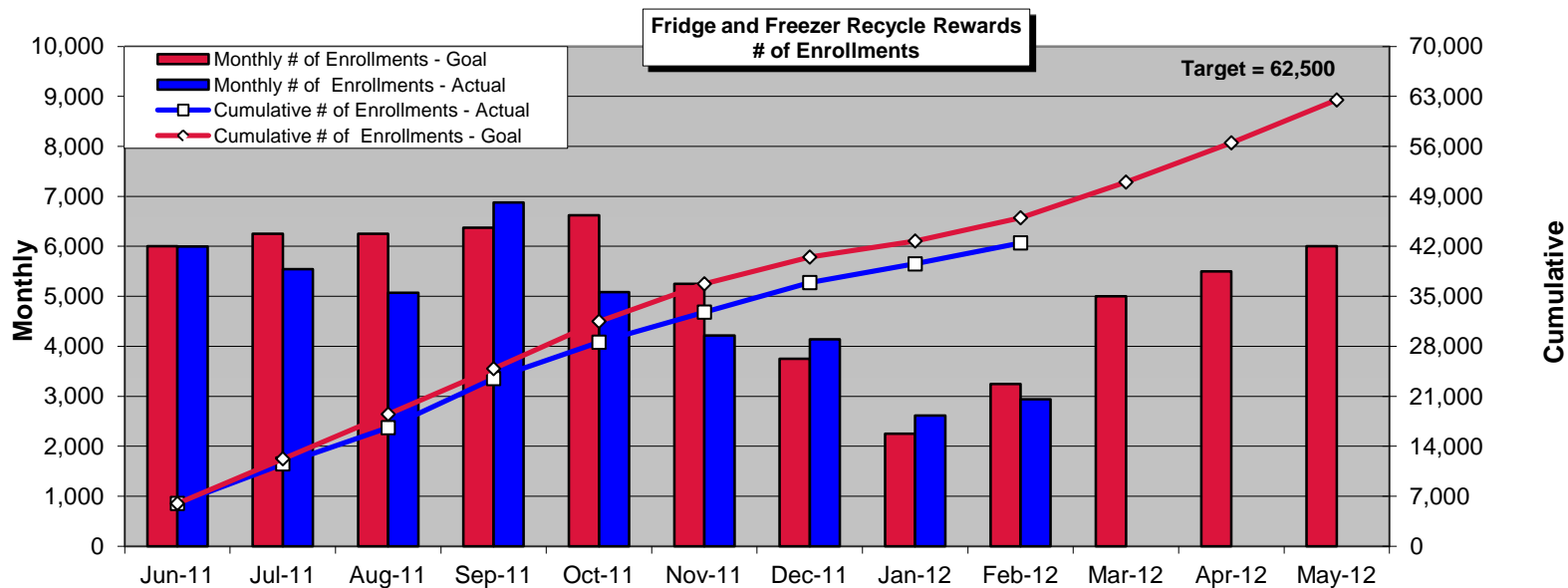
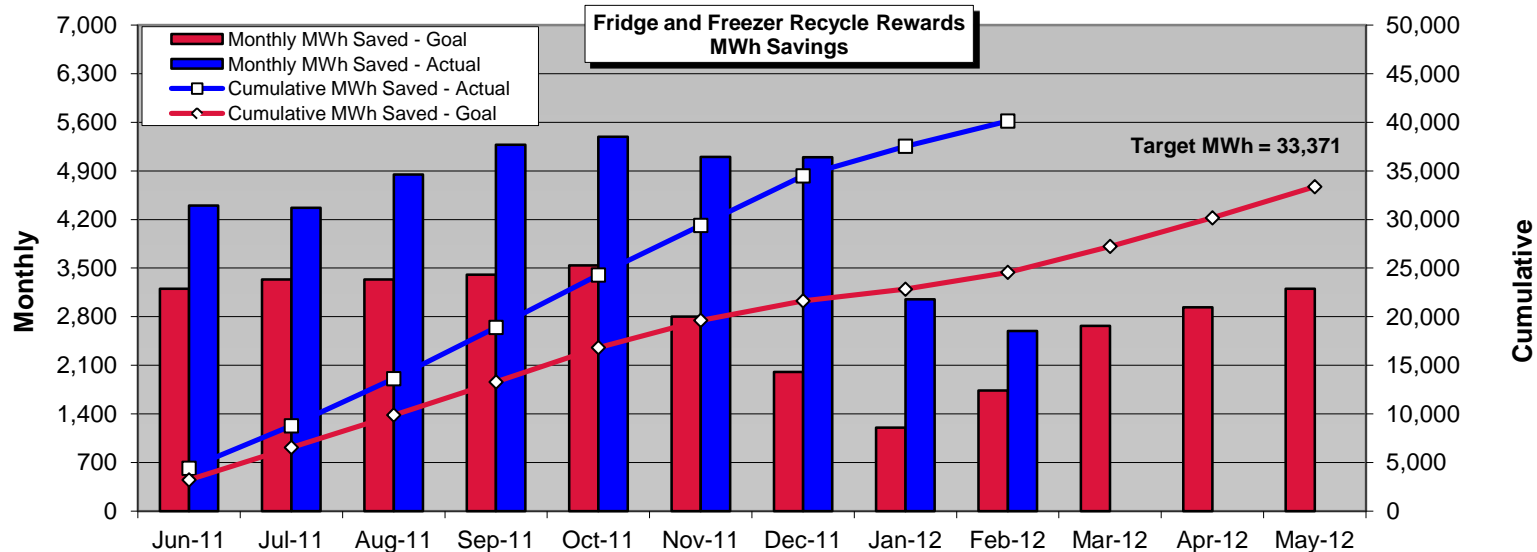
## Residential Graphs



# Smart Ideas For Your Home – YTD Results

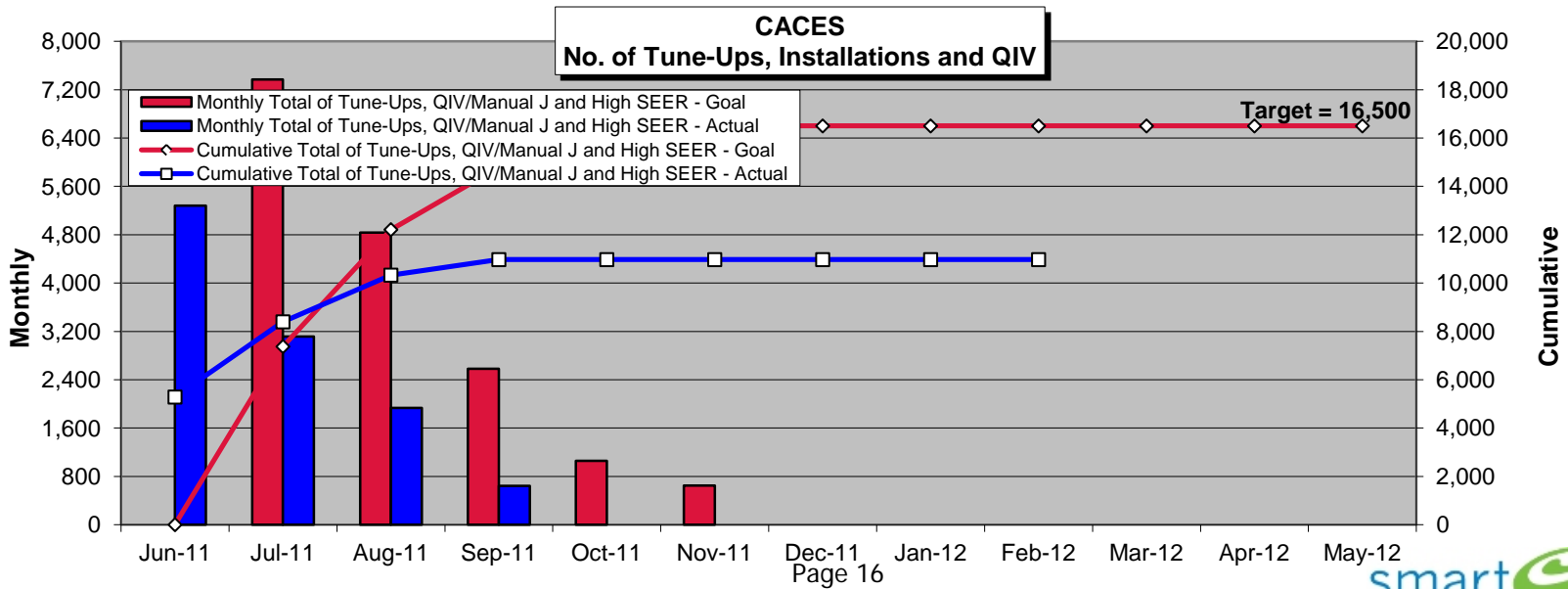
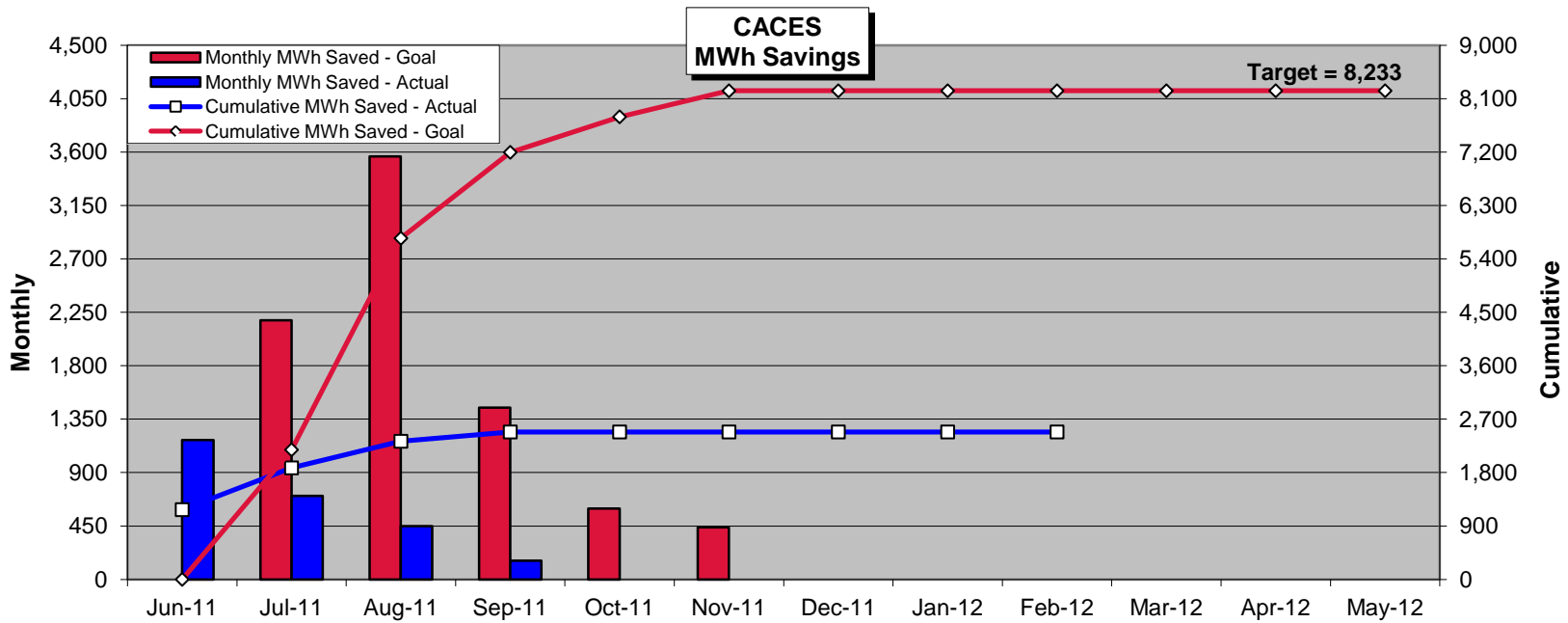


# Smart Ideas For Your Home – YTD Results

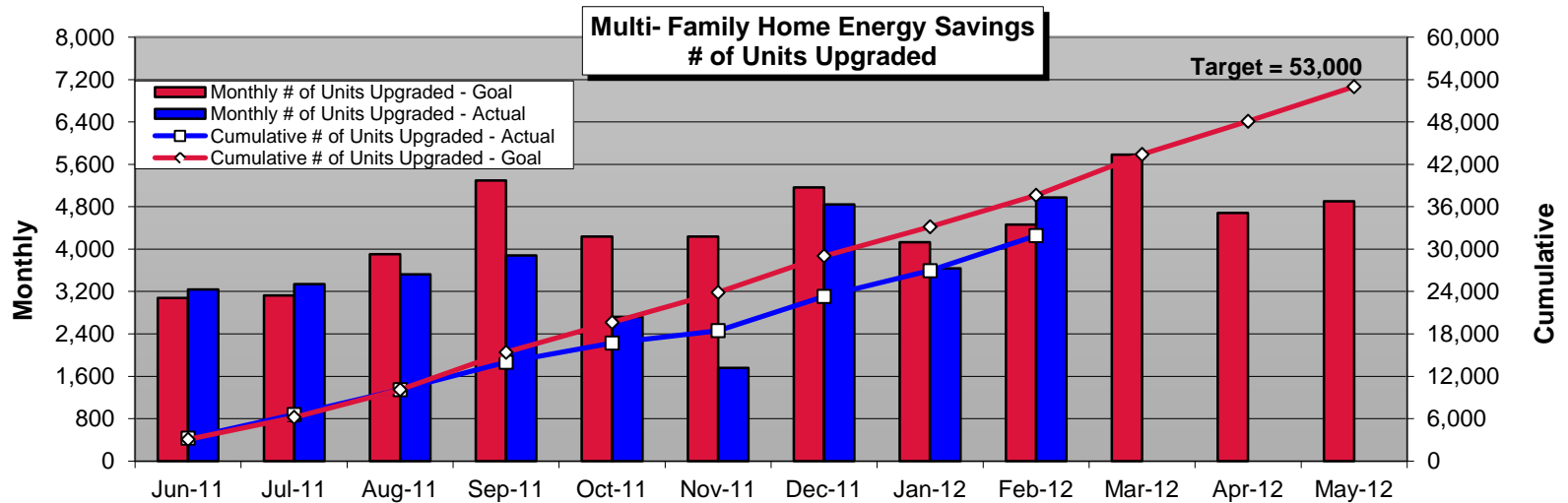
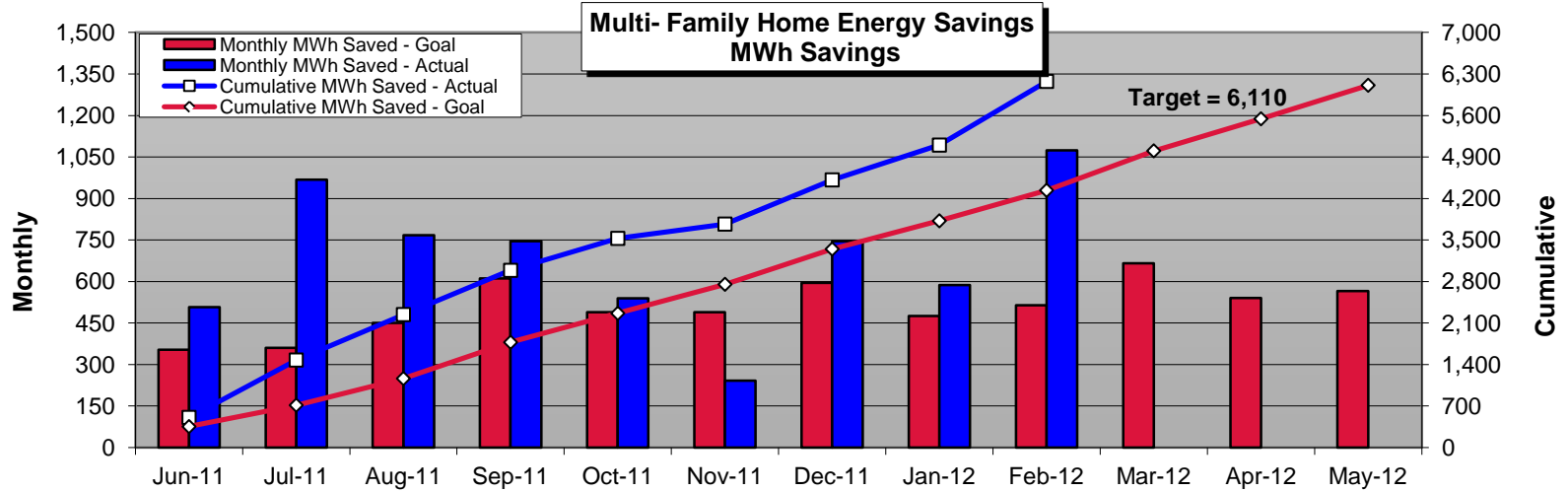




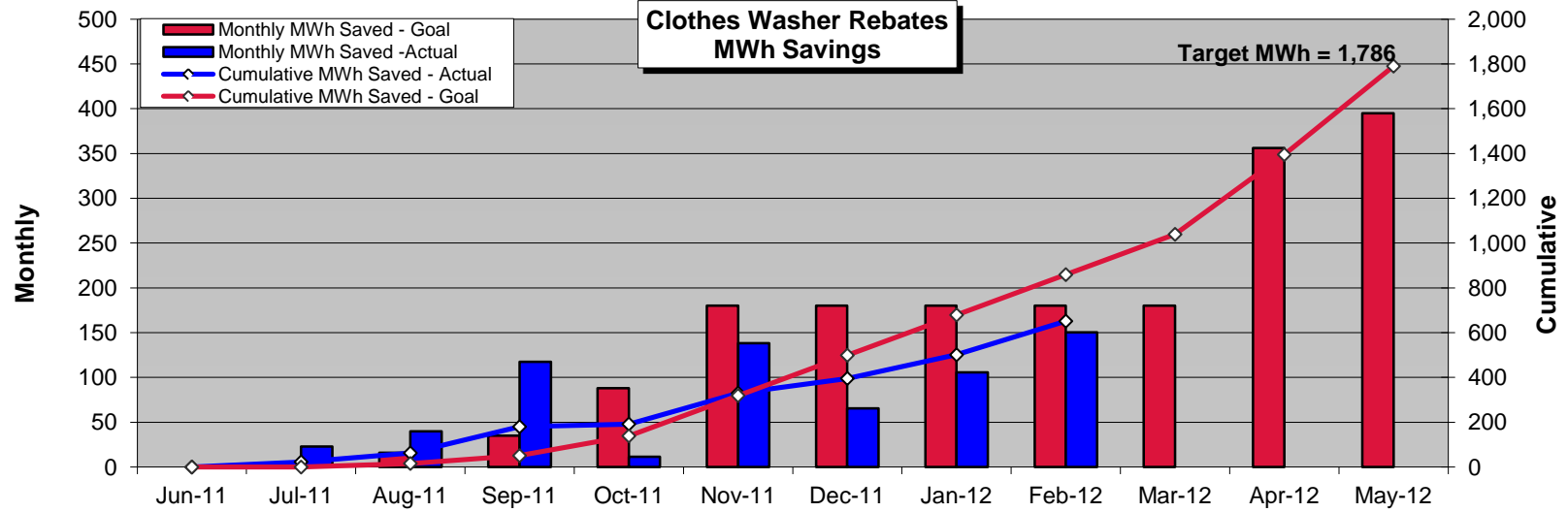
# Smart Ideas For Your Home – YTD Results



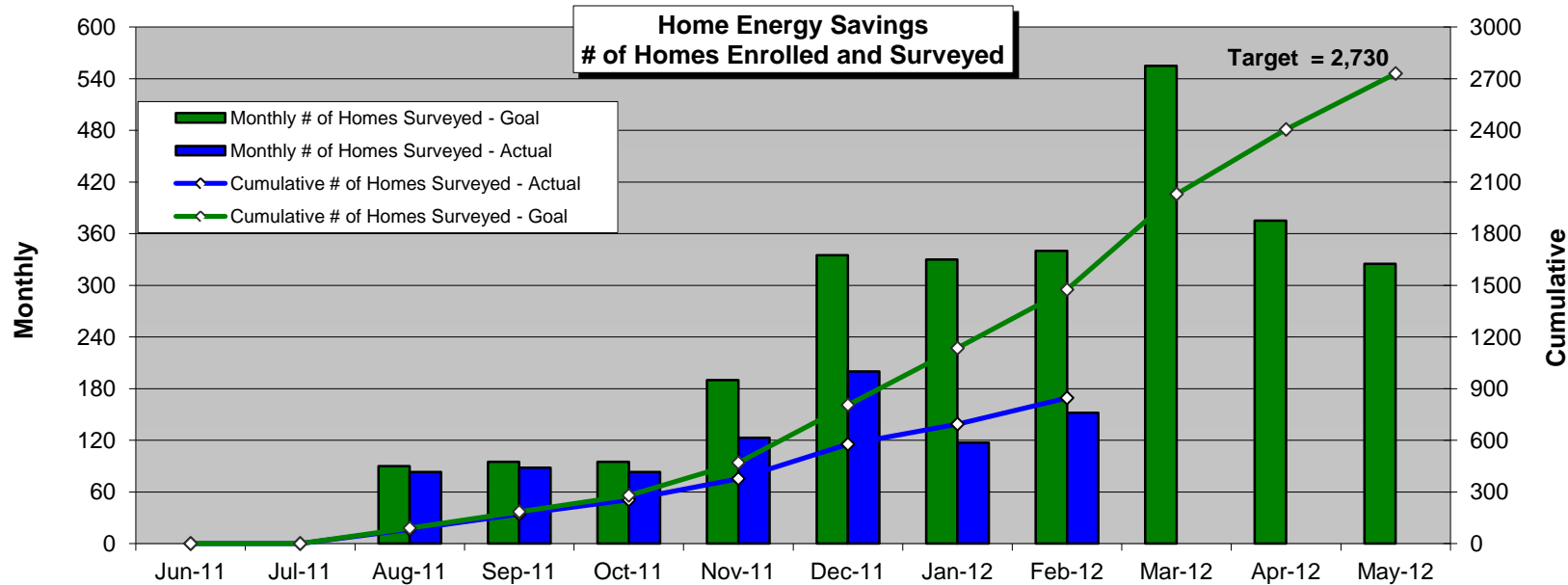
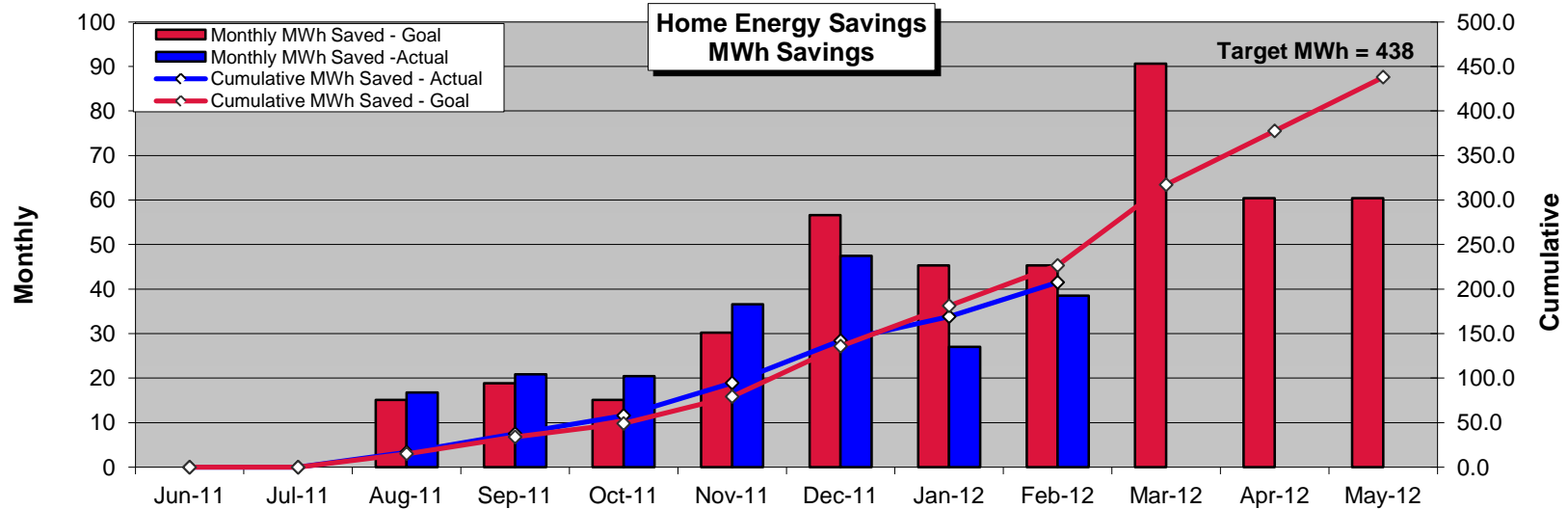
# Smart Ideas For Your Home – YTD Results



# Smart Ideas For Your Home – YTD Results

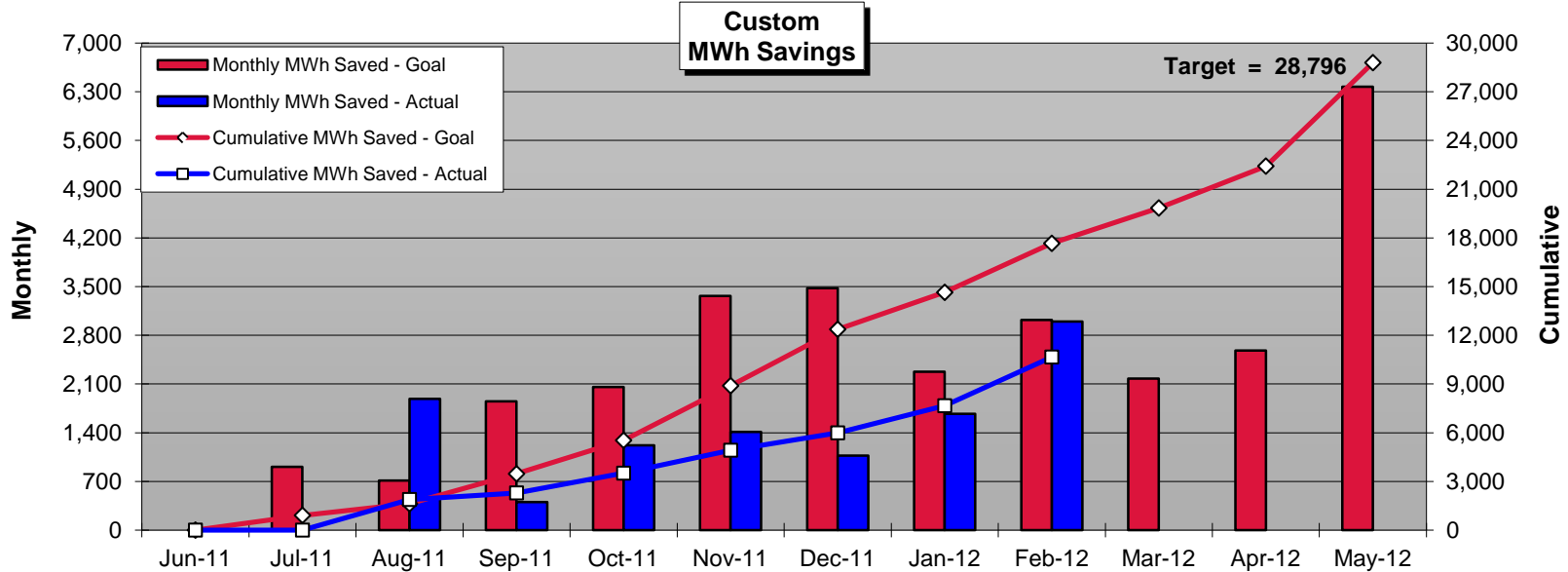
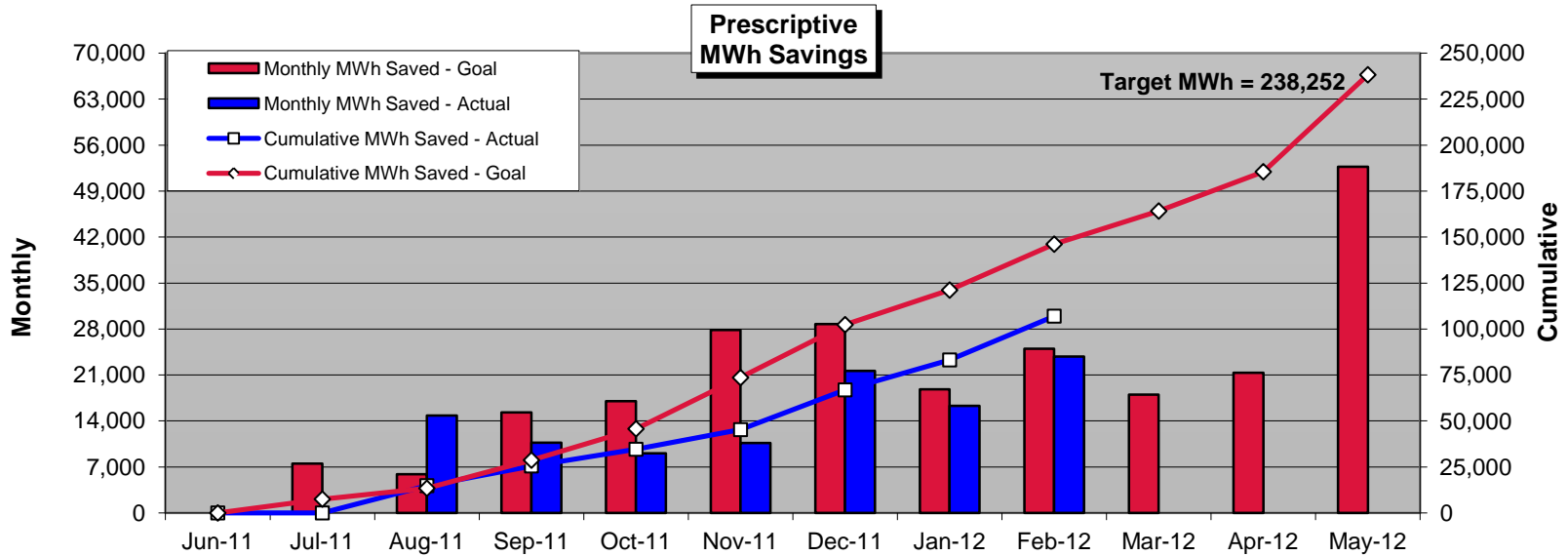


# Smart Ideas For Your Home – YTD Results

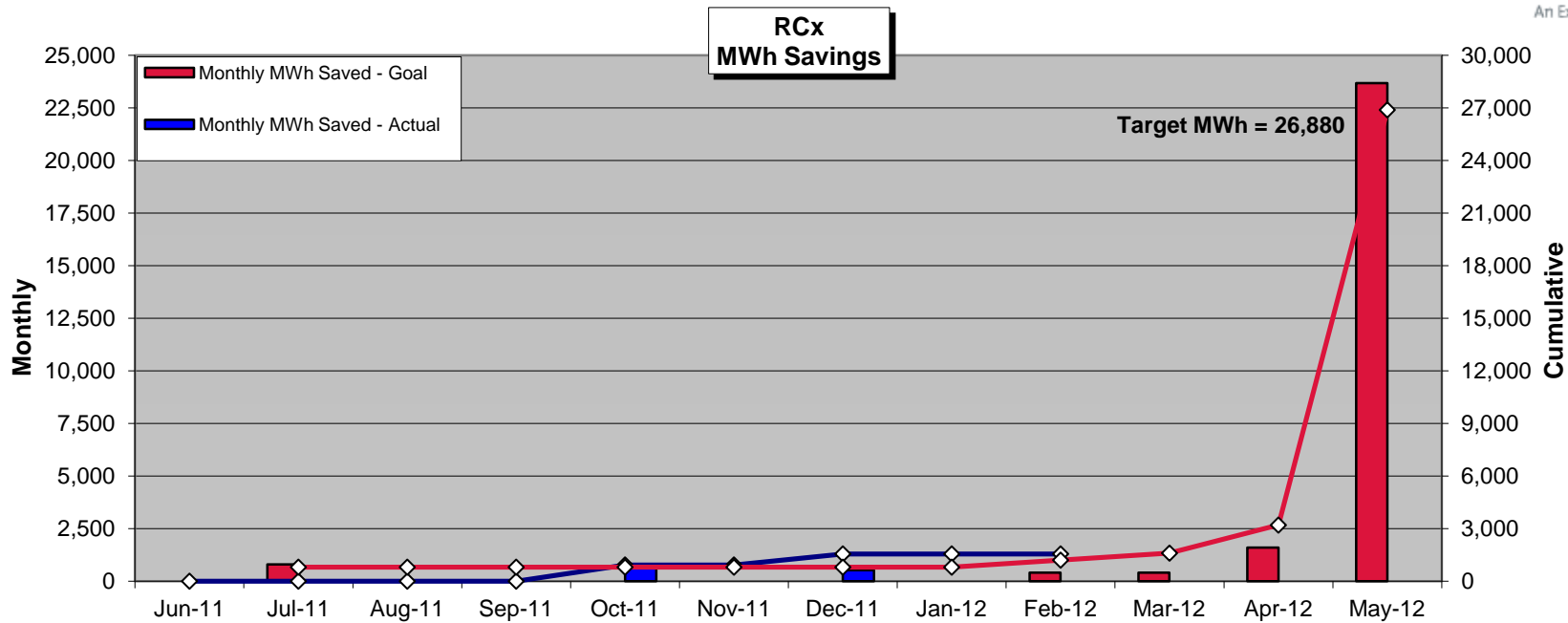


# Smart Ideas For Your Business- YTD Results

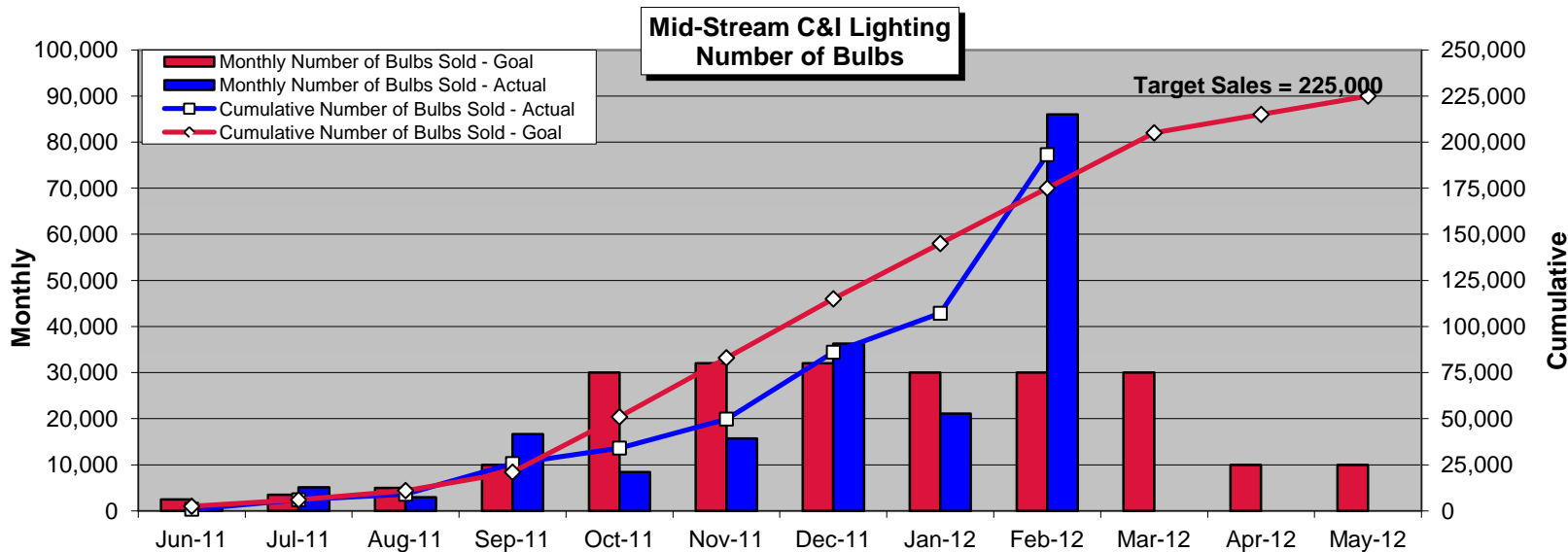
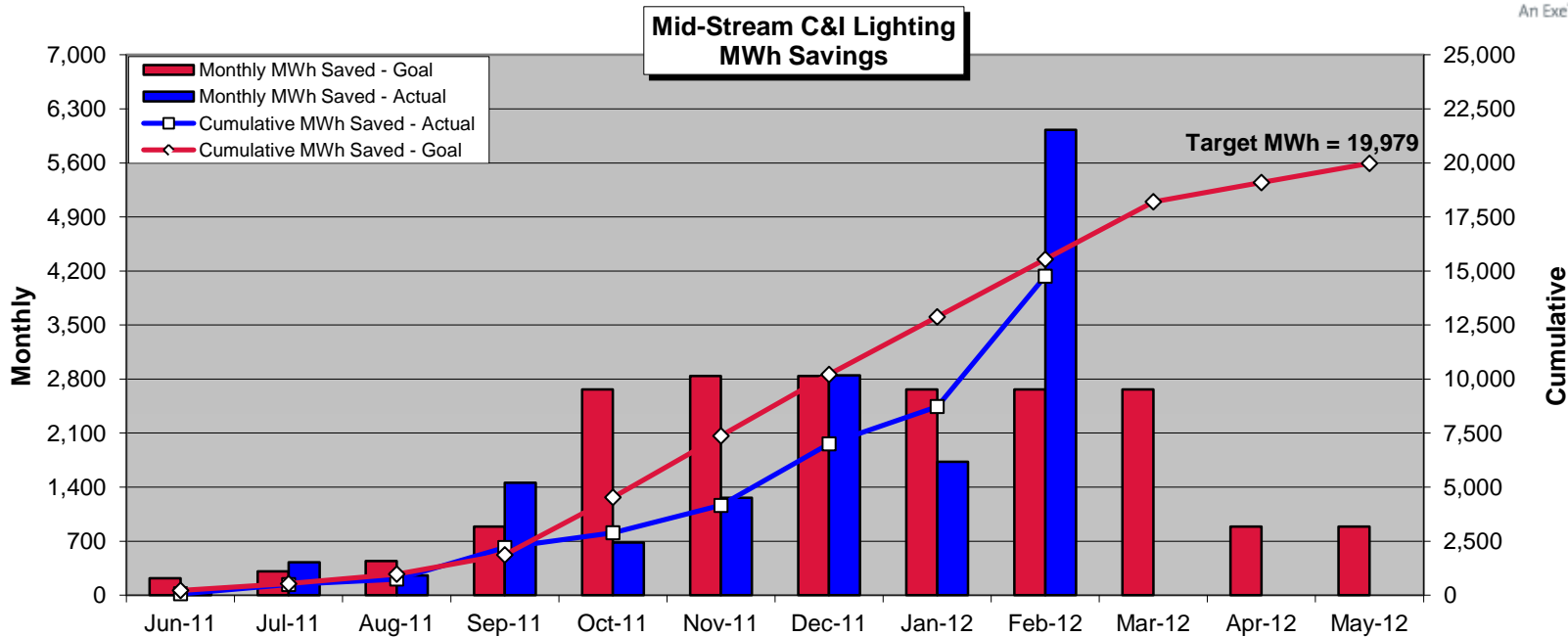
## Commercial and Industrial Graphs



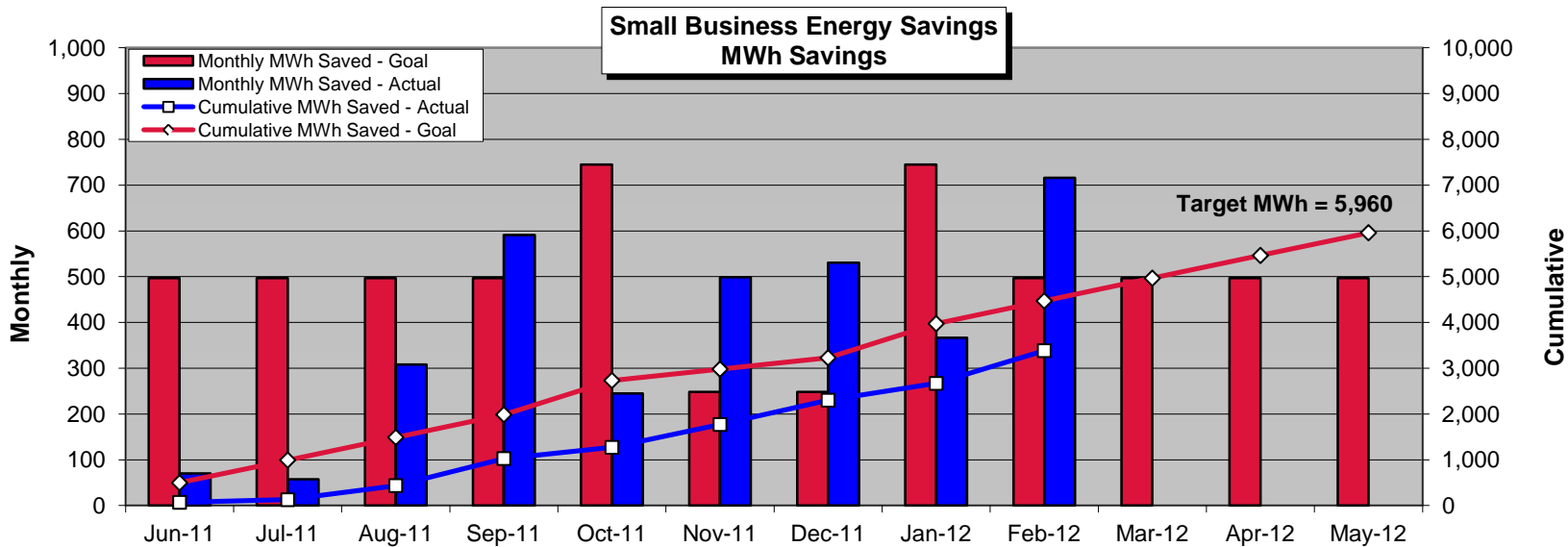
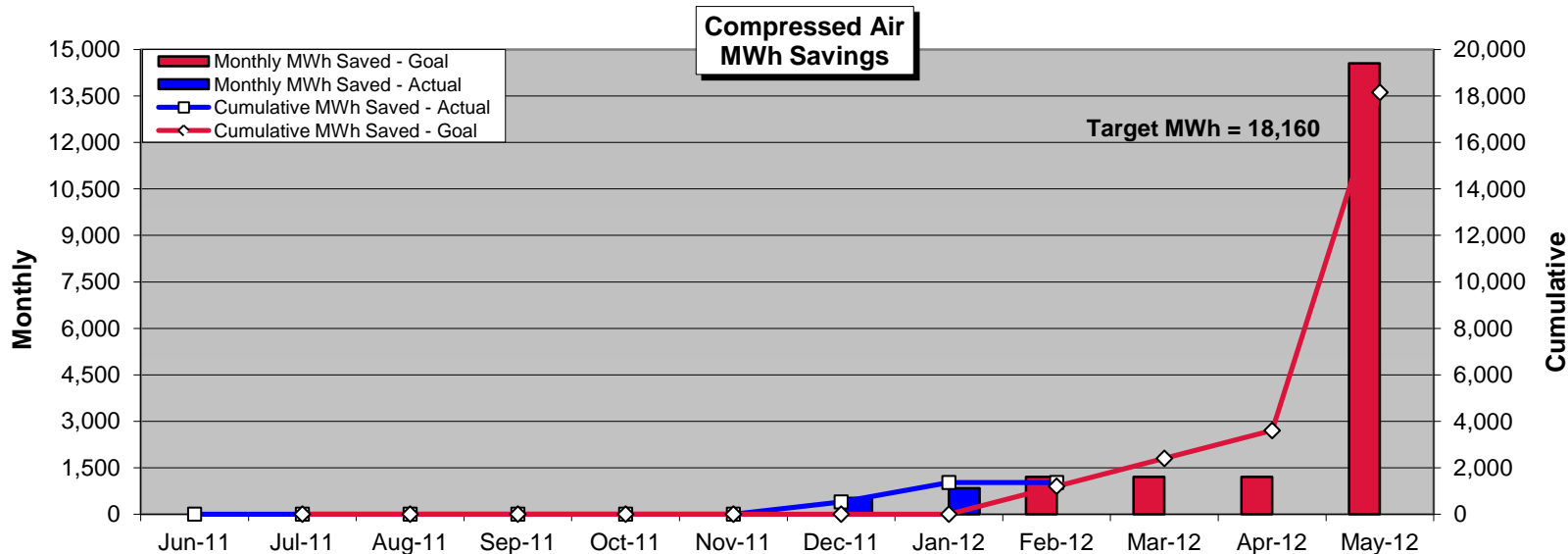
# Smart Ideas For Your Business- YTD Results



# Smart Ideas For Your Business- YTD Results



# Smart Ideas For Your Business- YTD Results





# Smart Ideas For Your Business- YTD Results

