

Home Energy Report Program Year 7 (PY7)

October 28, 2014

- » Program background and objectives
- » Applying segmentation and messaging
- » Moments that matter
- » What's next
- » Q&A



The Home Energy Report (HER), an opt-out only behavioral program, provides select residential customers with information on how they use energy within their households.

Reports and online portal include:

- Usage comparison to that of similar, nearby households
- Personalized EE advice, including program promotions
- Application of behavioral principles and social norms to drive adoption of EE behaviors

All residential customers, regardless of their HER enrollment status, have access to energy management tools online where they can, among other features, view their usage data, view a library of energy saving tips and advice, and create a plan for saving.

Customer Additions

Program Waves	PY1	PY 2	PY3	PY4	PY5	PY6	PY 7	
Program Launch, 2009		50,000 Household Pilot Group						
Expansion, 2011				+ 200,000				
Expansion Refill, 2012					+ 20,000			
AMI Pilot, 2012					50,000			
Persistence Test, 2012						-27,500		
Persistence Refill, 2012						+ 20,000		
Expansion, 2013						+ 100,000		
Expansion, 2014							+1.35m	

Beginning June 2014, ComEd expanded its Home Energy Report program from 340,000 customers to 1.5 million (Opower) and 200,000 (C3 Energy)

- Expand capabilities of Home Energy Reports while achieving kWh savings.
- Test segmentation, messaging and analytics to determine the impact on savings.
- Increase awareness of *Smart Ideas* programs.
- Provide additional training and enhanced communication for Call Center Representatives.
- Explore ways to leverage AMI deployment.



ComEd Customer
123 Main St.
Chicago IL 60601

Home Energy Report

Account number: 00000000
Report period: 06/27/14–09/26/14

We are pleased to provide this personalized report to help you save energy.

Find more energy-saving opportunities, including incentives and rebates on qualifying energy-efficient purchases and services, by visiting:



Last 3 Months Neighbor Comparison

You used **21% more** electricity than your efficient neighbors.



How you're doing:

Great 😊😊

▶ **GOOD** 😊

More than average

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

Who are your Neighbors?

- All Neighbors:** Approximately 100 occupied nearby homes that are similar in size to yours (avg 2,373 sq ft) and have gas heat.
- Efficient Neighbors:** The most efficient 20 percent from the "All Neighbors" group

Recycle your old, working fridge. No moving necessary.

Older refrigerators and freezers use more electricity than newer models and could cost you up to \$150 extra a year. Recycle your old unit with ComEd, and we'll pick it up for FREE.

Even better, we'll give you \$35 for letting us take them off your hands.



Schedule your FREE pick-up:
Visit ComEd.com/FridgeRecycling
or call 855-433-2700 and mention
Promo Code FFER.

Size and other restrictions apply. Call or visit our website for details.

Your Personal Commitment

Your goal: to use 5% less electricity than last year.

Your goal progress so far:



In August, you used **17% more** than your target.
Goal runs through November 2014

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

You're not on pace to meet your goal.



Looking for ways to meet your goal?
ComEd.com/HomeSavings

Personalized tips below. For more energy-saving incentives and rebates, visit ComEd.com/HomeSavings

Quick Fix

Something you can do right now

- Find more ways to save**
Visit ComEd.com/MyAccount and click "Analyze My Usage" 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
- Learn what parts of the home typically use the most energy in our area

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

Smart Purchase

An affordable way to save more

- Keep your water heater warm**
A typical water heater stores hot water in a tank. When the tank loses heat over time, additional energy is expended to keep the water hot.

If you have an older water heater, additional insulation can cut standby heat losses by 25-45% and water heating costs by 4-9%. Specially designed water heater "jackets" can pay for themselves in a year or less.

Check your water heater owner's manual before adding the jacket.

SAVE UP TO
\$50 PER YEAR

Great Investment

A big idea for long-term savings

- Replace your old clothes washer**
ENERGY STAR® qualified clothes washers use about 20% less energy and 35% less water than non-qualified models.

New, efficient washers spin more water out of clothes, so your dryer won't have to work as hard. They can handle larger loads and are gentler on your clothes, too.

Conventional washers manufactured before 1998 are especially inefficient. If you have one, consider an upgrade soon.

SAVE UP TO
\$130 PER YEAR



runs on **OPower**®

Visit ComEd.com/MyEnergyTools for more info. | Questions? Email HomeEnergyReport@ComEd.com, or call (888) 806-2273 (Press 3, then enter 26633#)
Printed on 10% post-consumer recycled paper using water-based inks. © 2009-2014 Opower. Smart Ideas Energy Efficiency Program is funded by ComEd customers in compliance with Illinois Law. This information is based on a current snapshot of annualized YTD average monthly retail prices for ComEd electric delivery and supply service at 11.07 cents per kilowatt-hour to residential customers in Illinois using rates applicable from January 2014 through May 2014. Actual savings may vary based on usage and rates.



Power Smart Report

Report Period: Period ending 4/30/14

See how you are using energy in your home and learn simple ways to start saving today.

Account Number:
000123456789



*****Auto-Digit 5-Digit 12345
Mary Johnson
123 Broadway Street
City, State 1234567

Welcome to Savings!

Welcome to **Power Smart!** You are among a group of ComEd customers chosen to participate in this unique program that can help you save energy and money.

Enclosed you will find your first Power Smart Report. Take a closer look to see how your home's electricity usage stacks-up compared to other homes like yours. You will also find tips on how you can start saving energy and money.

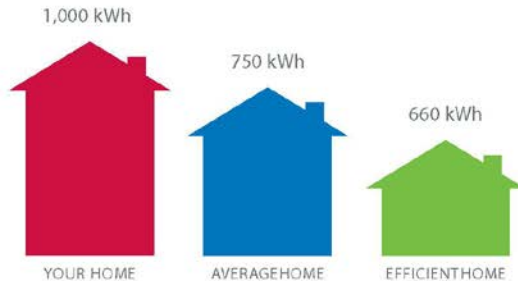
For more info about your household's energy usage, along with personalized ways to save, visit ComEd.com/PowerSmart.

Compare your home to similar homes in your neighborhood.

You could save up to **XX%** on your electric bill by taking steps to be more efficient.

See the back of this Report for simple ways to start saving today.

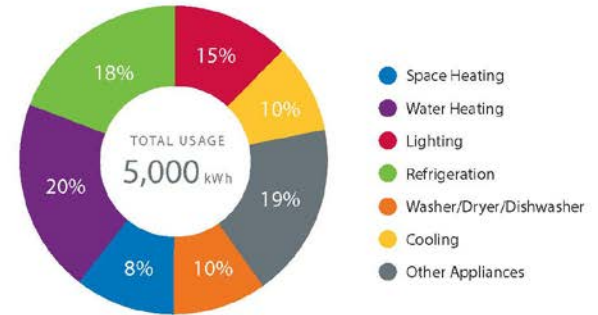
Which homes are you compared to? The electricity usage of your home over the last three months is compared to nearby homes of similar size, based on square footage. In order to be considered an "Efficient Home" you must be in the lowest 25th percentile of energy usage.



To update your home's profile and get more saving tips, visit ComEd.com/PowerSmart.

See where your energy is going.

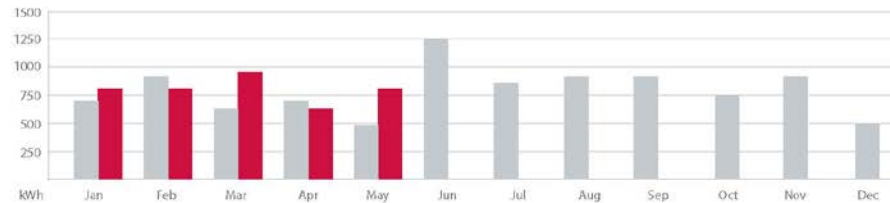
In the past twelve months, you've used approximately 5,000 kWh of electricity. The chart on the right can help you understand how it's being used.



Your electricity usage in each category has been estimated based on Illinois benchmark data along with your household electricity consumption over the past 12 months.

Track your monthly electricity usage.

See how your monthly electricity usage stacks-up compared to last year. ● 2013 Electricity Usage ● 2014 Electricity Usage



This chart has been adjusted to compare your year-over-year electricity usage by calendar month, and may be slightly different from your ComEd billing statement.

START SAVING THIS SUMMER

This time of year, it's all about keeping your cool. These simple tips can make a big impact on your electric bill.

BULB TRANSPLANT



Replace your old-school bulbs with better, more efficient models – CFLs, LEDs, and halogens – your savings will continue to bloom for years to come.

KEEP YOUR AIR CONDITIONER IN MINT CONDITION



Your air conditioner works hard—doesn't it deserve a little pampering? Regularly replacing your filters, keeping your A/C clean and free of debris, and having an annual checkup offers mint conditioning—without spending a mint.

78° IS THE NEW 75°



By turning your thermostat up just a few degrees in the summer, you can lower your electric bill while keeping your home cool and comfortable.

Questions about your report? Email us at PowerSmart@ComEd.com or call 1-888-906-2273 (Press 2, then enter 266333).
Printed using water-based inks. This program is funded by ComEd customers in compliance with Illinois law. This information is based on a current snapshot of annualized YTD average monthly retail prices for ComEd electric delivery and supply services at 11.07 cents per kilowatt-hour to residential customers in Illinois using rates applicable from January 2013 through May 2014.
Individual cost savings are not guaranteed and will vary month-to-month based on weather, market/energy pricing and usage habits.

To update your home's profile and get more saving tips, visit ComEd.com/PowerSmart.

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- » Applying segmentation and messaging

- » Moments that matter

- » What's next

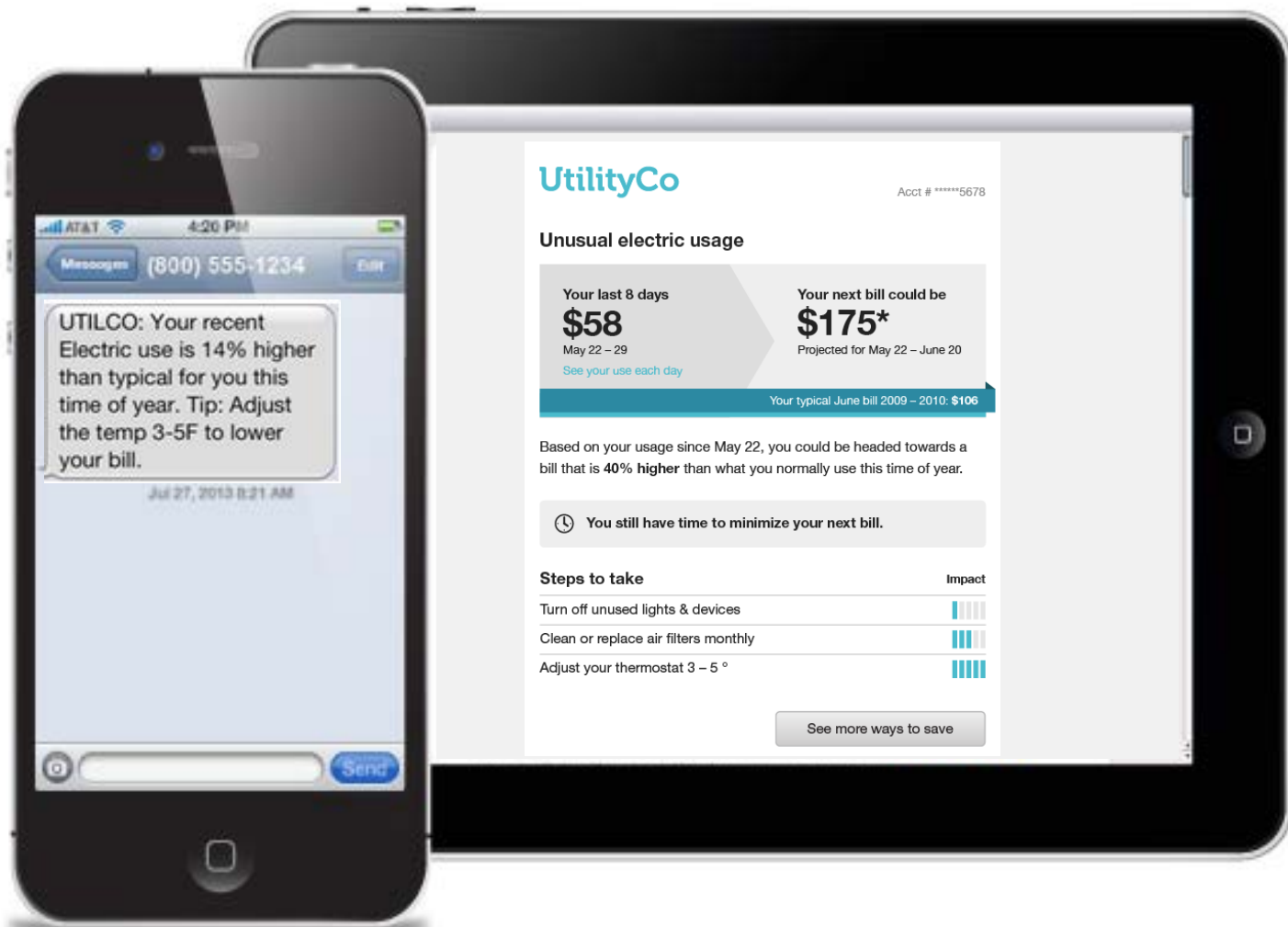
- » Q&A

Opower Customer Journeys

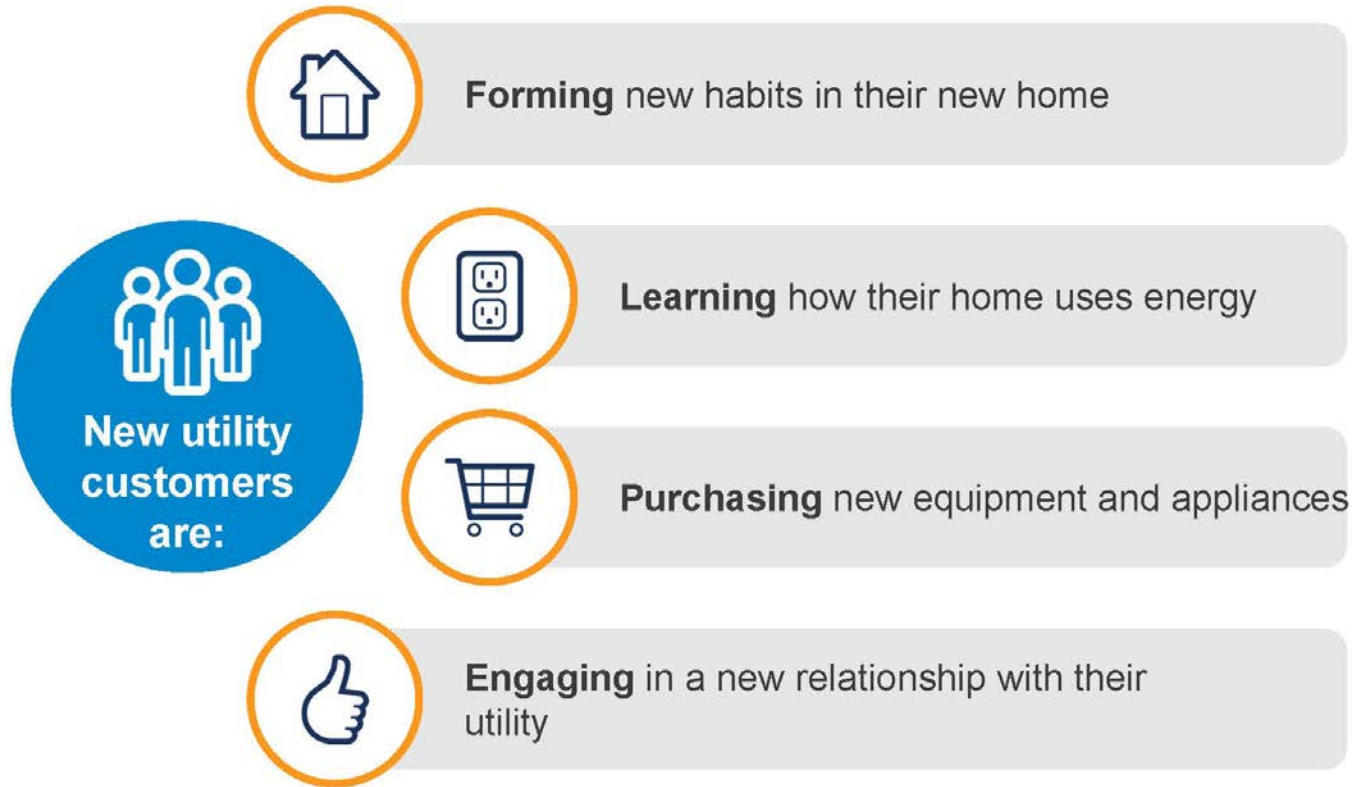
- New Movers
- SIFYH Past Participants
- Low-income customer messaging
- AMI customers – UUAs/WAMIs

C3 Energy EE Mindsets

- Affluent Suburban Greens
- Budget Constrained EE Advocates
- EE Indifferent Comfort Seekers
- EE Tech Enthusiasts



Welcome to your new home!

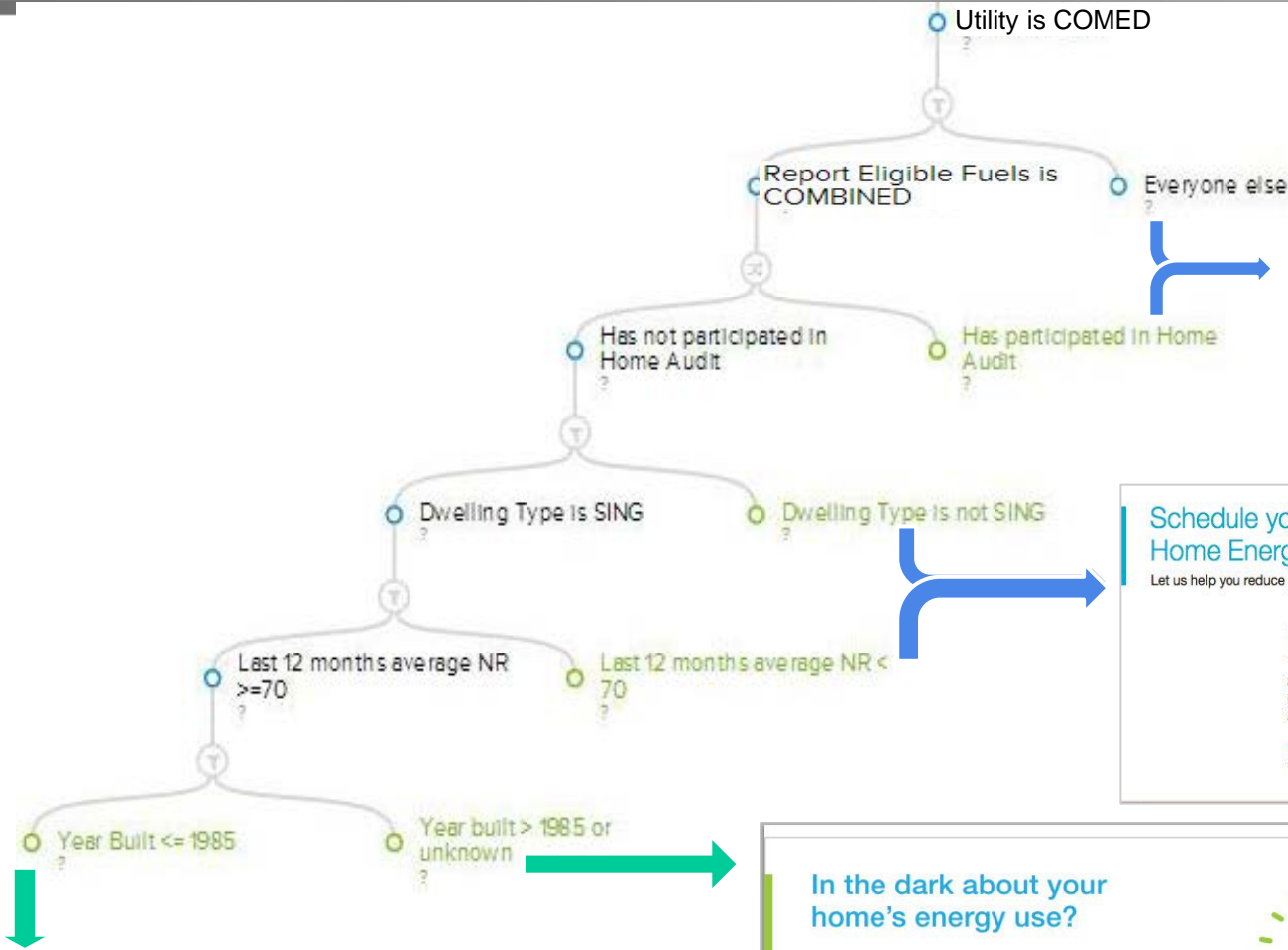


- Targets new customers
- Rolling enrollment

Key phrases such as “start fresh”, “form new habits” and “take actions to be more efficient”

- » Program background and objectives
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- » What's next
- » Q&A

Opower Segmentation Tool



Schedule your Home Energy Audit

Let us help you reduce your energy use and save money. For just \$70, you'll receive:

- Same-day energy improvements** averaging \$70 in value
- A thorough assessment** by a UtilityCo-authorized energy specialist
- Instant energy savings** plus rebates for additional upgrades

To schedule your appointment, visit UtilityCo.com/audit or call 1-800-555-5555.

Does Magnum P.I. do Home Energy Audits?

He might know why homes like yours, built before 1985, often use more electricity than newer homes. In fact, your home used more energy than **7 out of 10** of your neighbors last winter.

If your **Neighbor Rank** puzzles you, it's time to bring in the experts. Get a comprehensive Home Energy Audit — a \$400 value — for just \$100. Plus, you'll be eligible for up to \$2,750 in home improvement rebates. All clues point to savings — case closed.

Invest in your home this winter.
Visit UtilityCo.com/audit or call 1-800-555-5555 to schedule an audit.

In the dark about your home's energy use?

Your home could be the reason you used more energy than **7 out of 10** of your neighbors last winter.

Get a comprehensive Home Energy Audit — a \$400 value — for just \$100. Plus, you'll be eligible for up to \$2,750 in home improvement rebates. With insights like these, you can make smart investments in your home every time you turn on the lights.

Get started today!
Visit UtilityCo.com/energyaudit or call 1-800-555-5555 to schedule an appointment.

The screenshot shows the 'Current' version of the Opower website. The navigation bar includes links for MY BILL, MY USAGE, MY PROGRAMS, MY SERVICE, OUTAGE INFO, and MY PROFILE, along with a Log Out button. The main content area is titled 'View My Bill' and is divided into several sections:


- My Bill:** Issue Date: 9/5/2014, Account Balance: \$0.00, Due Date: 9/29/2014, Last Payment Date: 9/15/2014, Last Payment Amount: \$148.76, Account Status: Active, Billing Preferences: None, Meter Read Window: 10/01/2014 - 10/08/2014. Includes buttons for 'Download Bill' and 'Pay Now'.
- Account Information:** Account Number: 9086357001, Service Address: 8109 SAWMILL CREEK DR, DARIEN, IL 60581.
- Save Money Now:** A green dollar sign icon and text: 'We can help you take control of your electric bill and begin saving money in less than 10 minutes. Get energy saving tips, learn about great incentives and rebates – even build a plan to help you save. Take the first step and start saving today.' Includes a 'Use Tools' button.
- Usage Information:** Text: 'Stay on top of your bill. Keep an eye on your current energy usage.' Includes a 'View Usage' button.

Current

Post-integration

The screenshot shows the 'Post-integration' version of the Opower website. The navigation bar is more prominent, including a 'FAQs' link. The main content area is titled 'Account Summary' and includes:

- My Profile:** Status: Active, Account: 3382918329, Address: 327 Michigan Ave, Chicago, IL 606012, Phone: (312) 555 - 9876, Email: john.smith@email.com. Includes an 'Edit' button.
- My Bill:** Current Balance: \$50.31, Past Due: \$31.10. Includes buttons for 'View My Bill' and 'Pay Bill'.
- Billing Options:** AutoPay: Not Enrolled, Budget Bill: Enrolled (Unenroll), E-Bill: Enrolled (Unenroll).
- Outage Information:** Report an outage, Check outage status, Sign up for outage alerts, View Outage Map.
- Total Amount Due:** by 3/5/13 \$81.41. Below this, a message says 'Thank you for your \$43.21 payment on 1/5/13'.
- My Bill Usage / Neighborhood Comparison:** A bar chart comparing energy usage (kWh) for 'All Neighbors' (123 kWh), 'Efficient Neighbors' (87 kWh), and 'You' (73 kWh). A gauge shows 'Great' performance, indicating 'You used 39% less than your efficient neighbors.' The period is 2/3/2013 - 3/1/2013.
- Take ComEd On The Go:** Three promotional banners for the mobile app, each with a 'Get the app' button and an image of the app on a smartphone.


Welcome Jennifer Murray [LOGOUT](#)

[HOME](#)
[WAYS TO SAVE](#)
[REWARDS](#)
[PROFILE](#)
[HOME REPORT](#)

Electricity
7,663 kWh

Energy Use
Analysis

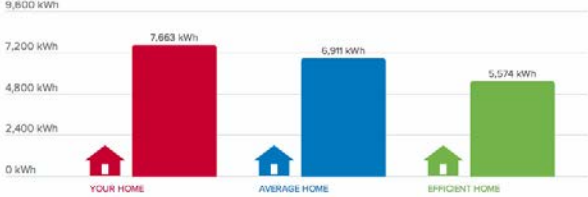
Potential Savings
\$128_{yr}

Reward Points
100

Annually
Monthly

ANNUAL ELECTRICITY USAGE

You could save up to 27% on your electricity bill by taking steps to be more efficient. Last 9 months



354 Superior Dr, Bloomingdale, IL, 60108
Save energy and earn rewards!
 Learn more.
Earn 200 points for completing your Home Profile.
 Learn about ways to save.

Your usage is compared to nearby homes of similar size, by square footage. An Efficient Home is in the lowest 25th percentile of usage.

[Contact Us](#)

FIND MORE WAYS TO SAVE


How would you prefer to receive your Power Smart Report for your home?

By email
 By mail
 By both email and mail
 I do not want to receive future Power Smart Reports


[Skip](#) [Next](#)

[View your home profile](#)


Featured Rewards




\$5 Amazon.com Gift Card
500 points



Chill's \$5 gift card
500 points



The Home Depot \$25 gift card
2,500 points




Walmart \$5 gift card
500 points

Your Energy Savings Plan

4 Recommendations | \$128 in savings | 510 lbs CO₂ savings

Recommendations	Category	Cost	Savings	Payback
Install CFLs	Appliances	\$12.00	\$71.10/yr	2 months
Use a Smart Power Strip	Appliances	\$0	\$31.23/yr	Immediate
Turn Off Coffee Maker After Brewing	Appliances	\$0	\$6.86/yr	Immediate
Raise A/C Thermostat	Cooling	\$0	\$18.88/yr	Immediate


Welcome Jennifer Murray [LOGOUT](#)

[HOME](#)
[WAYS TO SAVE](#)
[REWARDS](#)
[PROFILE](#)
[HOME REPORT](#)

Electricity
7,663 kWh

Energy Use
Analysis

Potential Savings
\$128_{yr}

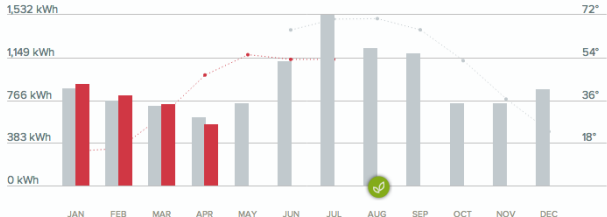
Reward Points
100

Annually
Monthly

SHOW LAST YEAR
 COMPLETED ACTIONS
 WEATHER

MONTHLY ELECTRICITY USAGE

You used 58 kWh less this April than last April. Jan 2013 - Dec 2014



Earn points and rewards for saving electricity!
 You could save on your electricity bill by taking one of the following actions:

- Install CFLs
- Use a Smart Power Strip
- Turn Off Coffee Maker After Brewing

*Earning points requires at least 13 months of usage data from the same residence. Points expire after 12 months.

■ This year ■ Last year

[Contact Us](#)

FIND MORE WAYS TO SAVE


How would you prefer to receive your Power Smart Report for your home?

By email
 By mail
 By both email and mail
 I do not want to receive future Power Smart Reports


[Skip](#) [Next](#)

[View your home profile](#)


Featured Rewards




\$5 Amazon.com Gift Card
500 points



Chill's \$5 gift card
500 points



The Home Depot \$25 gift card
2,500 points



Walmart \$5 gift card
500 points

Your Energy Savings Plan

4 Recommendations | \$128 in savings | 510 lbs CO₂ savings

Recommendations	Category	Cost	Savings	Payback
Install CFLs	Appliances	\$12.00	\$71.10/yr	2 months
Use a Smart Power Strip	Appliances	\$0	\$31.23/yr	Immediate
Turn Off Coffee Maker After Brewing	Appliances	\$0	\$6.86/yr	Immediate
Raise A/C Thermostat	Cooling	\$0	\$18.88/yr	Immediate

ComEd Power Smart. You've Got the Power to Save.

From: **ComEd Power Smart** <help@comedpowersmart.com>
 Date: **October 20, 2014**
 To: **John Smith** <john.smith@gmail.com>
 Subject: **ComEd Power Smart. You've Got the Power to Save.**

smart ideas

KNOWLEDGE IS POWER BE POWER SMART

Compare your electricity usage to last year, view a breakdown of how you're using it, and get customized tips to help you save. These are just a few of the things you can do at ComEd.com/PowerSmart.

Visit the Power Smart website today, and get the facts about your home's energy usage. [START SAVING TODAY](#)

TRACK YOUR MONTHLY ELECTRICITY USAGE

● 2013 Usage ● 2014 Usage

Month	2013 Usage (kWh)	2014 Usage (kWh)
Jan	650	800
Feb	850	800
Mar	650	950
Apr	700	600
May	450	800
Jun	950	800
Jul	850	800
Aug	900	800
Sep	900	750
Oct	700	750
Nov	900	750
Dec	500	500

This chart contains year-over-year electricity usage for a sample ComEd user. To view your monthly electricity usage, please go to the Power Smart website at ComEd.com/PowerSmart.

Earn reward points each month by saving energy*. Redeem your reward points for great gift cards like these.

ComEd.com/PowerSmart

Customer engagement campaign – email and printed inserts

smart ideas

SAVE ENERGY EARN REWARDS

As a member of the ComEd Power Smart community, you have NEW incentives to reduce your energy use — REWARDS.*

Simple actions can have a big impact on your electric bill. Sign-up online to earn rewards for saving energy.

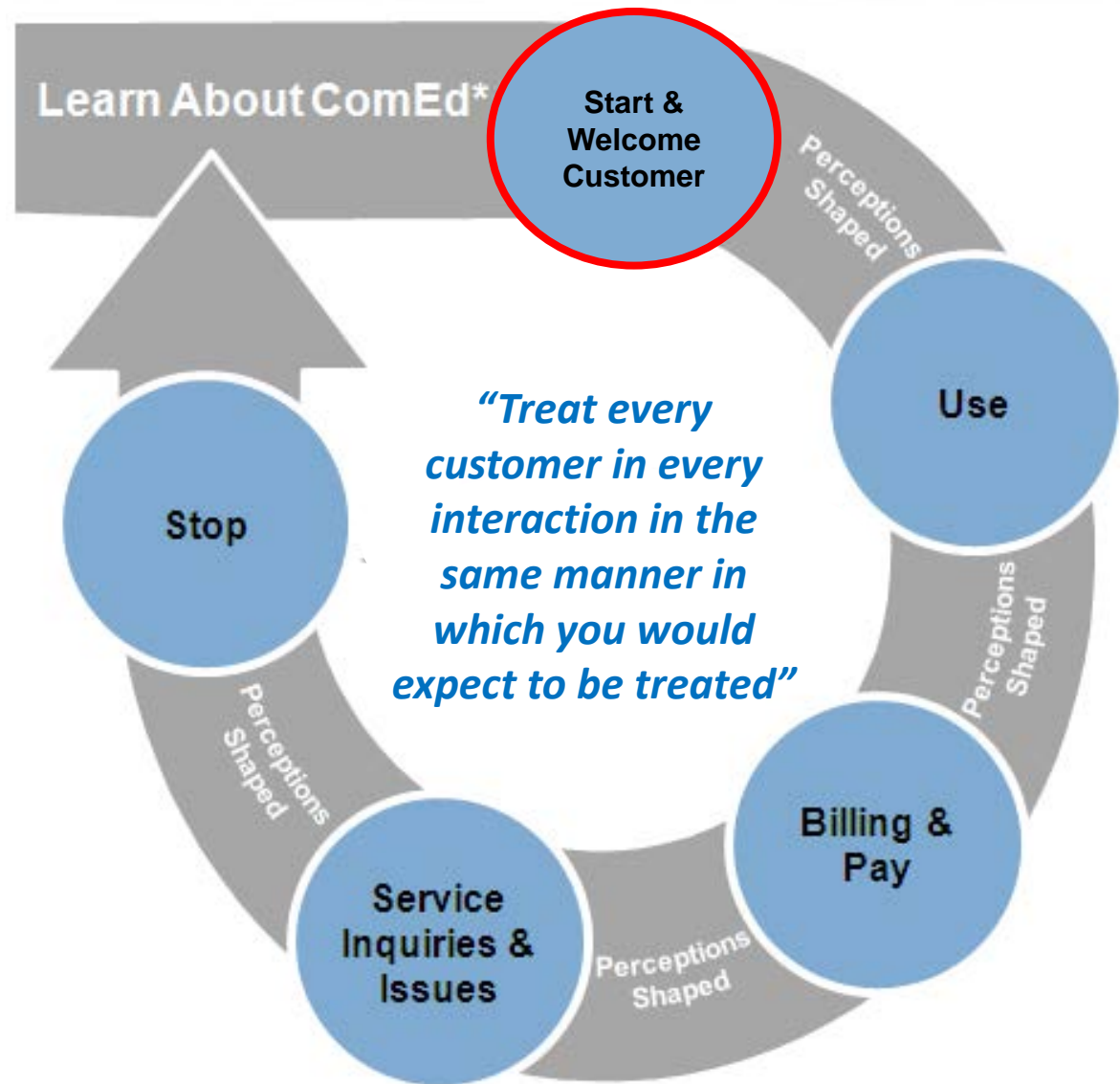
Earn Rewards Today:
ComEd.com/PowerSmart

ComEd. powering lives
An Exelon Company

- » Program background and objectives
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» Appendix

Our vision is to demonstrate to customers that ComEd values their business and will strive to earn their trust while providing an easy, efficient, welcoming experience when starting service with us.



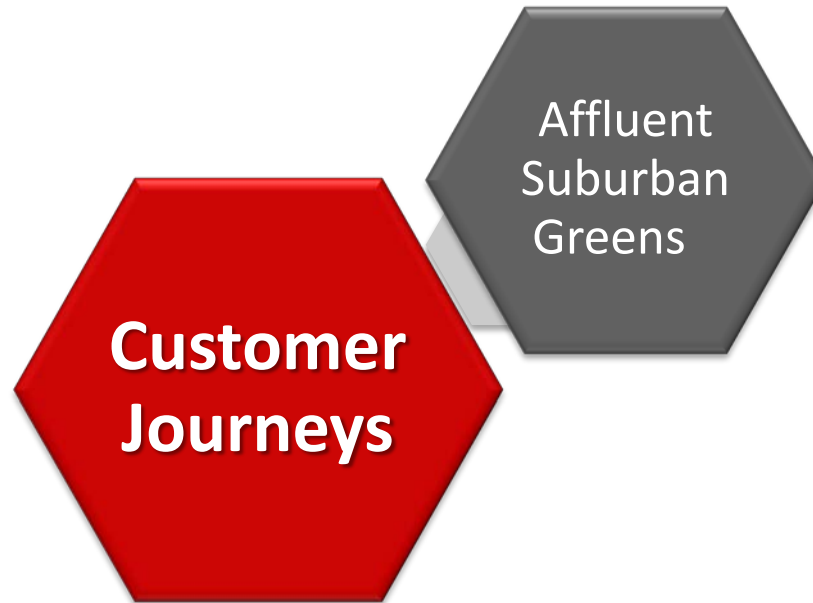
Enhancements	Desired Outcome
Communicate regularly with CSRs and supervisors.	Form an ongoing relationship with CSR team.
Meet with call center face-to-face on a regular occurrence.	Hold informational meetings with CSR team to address questions and concerns.
Provide talking points for FAQs.	Help customers understand information highlighted on HERs, avoid opt-outs.
Share custom modules with CSRs.	Provide upcoming report features so CSRs view information customers receive.
Provide ongoing training sessions and refreshers.	Keep HER information top of mind in efforts to best serve the customer.



Affluent Suburban Greens

"We care, and we have the means to act."

- 29% customer base, mostly suburban
- High income and highly educated
- Home owners
- High energy usage
- Politically moderate but lean liberal



Messaging includes:

- Emphasize that peers behave in an environmentally friendly way
- Frame efficiency in environmental terms
- Stay on offense

Recycle for rewards

Thousands of ComEd customers like you have recycled their old, working refrigerator or freezer, keeping them out of landfills and saving up to \$150 a year in electricity costs.

Do your part: We'll pick up your working unit for FREE and send you a \$35 reward.

Schedule your FREE pick up today.  ComEd.com/FridgeRecycling  (855) 433-2700

Size and other restrictions apply. Call or visit our website for details.



Mention
Promo Code
FFER

The power to save is at your fingertips

All the tools you need to reduce energy waste are a click away. Log into My Energy Tools today to track your energy use, update your profile, view personalized energy-saving tips, and see how your actions can make a difference.



Visit ComEd.com/MyAccount today.

ComEd

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EE Skeptics

“Saving energy doesn’t really make much of a difference.”

- 19% customer base, mostly suburban
- Above average income, average education
- Home owners
- Highest energy usage
- The most politically conservative segment



Messaging includes:

- Prioritize comfort and well-being
- Frame inefficiency as wasteful
- Feature choices and taking control

Personalized tips below. For more energy-saving incentives and rebates, visit ComEd.com/HomeSavings

Great Investment

A big idea for long-term savings

- Choose an efficient freezer**
A stand-alone freezer costs more to run than most other appliances. You could save up to 10% on its energy costs when you choose a cost-efficient freezer.

Look for an ENERGY STAR® qualified unit — these are up to 10% more efficient than conventional models.

Chest freezers and freezers with manual defrost are other

Quick Fix

A way to prevent waste now

- Reduce your water heater's temperature**
Lowering your water heater's temperature from 140°F to 120°F can reduce water heating costs by up to 10% and keep your home safe by preventing scalding.

Check the owner's manual for safety instructions before making any changes to your water heater's settings.

After lowering the temperature

Smart Purchase

An affordable way to save more

- Avoid costly air leaks**
Gaps and cracks between the inside and outside of your home can allow cool air to escape. This forces your cooling system to work harder, increases energy costs, and makes your home less comfortable.

To find leaks, try to follow drafts to their source. Check where different materials meet, like between the foundation and walls, between the chimney and siding, and where gas and electricity lines exit your house.

Seal any small cracks you find with caulk and larger ones with polyurethane foam.

SAVE UP TO
\$325 PER YEAR

Program your thermostat for comfort

When you're home: To cool your home, we recommend setting your thermostat between 74 and 78 degrees Fahrenheit, or at the highest temperature that is comfortable for you.

When you're away: We recommend setting your thermostat to raise the temperature 10-15 degrees Fahrenheit, so you can avoid wasting money cooling your home when you're away.



Don't miss money-saving tips for your home. Visit ComEd.com/Tips for ideas.

Low Energy Users

Growth of the program now reaches high, medium and low users

- Identified as low propensity to save
- Email is more cost-effective



Messaging includes:

- Encourage paperless HERs
- Call-to-action to utilize online energy management resources

- » Program background and objectives
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Past Program Participants

"You've got the power to save."

- More than 300,000 identifiable customers have participated in Smart Ideas programs



Messaging includes:

- "Thank you" for participating
- Continue your savings
- We've missed you

Past Program Participants



Refrigerator
Recycling



Lighting
Discounts



Home Energy
Assessment



Home Energy
Rebates



Energy Efficiency
Loan



Central AC
Cycling



Multi-Family
Efficiency



Nest Thermostat
Rebate

Low Income Customers

“Saving money is top of mind.”



Messaging includes:

- Education and awareness of EE
- Low-cost, no-cost tips
- Saving is easy, offer manageable solutions

- More than 40,000 customers received assistance in last 12 mos.
- Below average income
- Struggle financially
- Renters
- Low awareness of EE

- Targets new customers
- Rolling enrollment begins July/Aug 2014
- Introduces HER as a tool that provides actionable insights



Messaging includes:

- Key phrases such as “start fresh”, “form new habits” and “take actions to be more efficient”
- Uses supportive phrases to sympathize with customers who are going through a transitional phase

New Movers

“Learn how to save energy in a new space.”