



Plan Year 7 Third Quarter Report

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

smart🥰ideas –

Smart Ideas is funded by ComEd customers in compliance with Illinois Public Act 95-0481.



EEPS Programs – Ex Ante Results

Program	Actual YTD Net MWh PY7 Results	Planning Net Target MWh	Percent of Planning Target	С	Program osts YTD (\$1,000)	An	rojected nual Costs (\$1,000)	Percent of Annual Spend	1st Year Cost/kWh
Incentives Total	114,995	254,500	45%	\$	21,977	\$	37,381	59%	
Standard	103,677	220,000	47%						
Custom (includes large C&I pilot)	5,259	25,000	21%						
Data Center Efficiency	6,059	9,500	64%						
Midstream Incentives	162,933	110,000	148%	\$	14,891	\$	14,000	106%	
Optimization Total	5,498	50,000	11%	\$	4,056	\$	11,397	36%	•
Retro-Commissioning	3,262	36,000	9%						
Industrial Systems	2,236	14,000	16%						1
New Construction	11,979	18,500	65%	\$	3,589	\$	5,995	60%	
Multi-Family Common Area	4,566	4,500	101%						
Small Business Energy Savings	79,903	50,000	160%	\$	8,451	\$	-		Values will be
C&I Other *				\$	1,059	\$	1,106	96%	reported with
C&I Subtotal	379,875	487,500	78%	\$	54,022	\$	69,880	77%	year end final
Lighting Discounts	141,024	100,000	141%	\$	13,708	\$	17,396	79%	value
Fridge & Freezer Recycling	13,214	20,000	66%	\$	4,608	\$	7,524	61%	1
Multi-Family	2,513	6,000	42%	\$	942	\$	4,379	22%	1
Home Energy Rebates	3,425	2,200	156%	\$	1,884	\$	1,705	110%	1
Home Energy Assessments	3,080	3,800	81%	\$	1,811	\$	1,365	133%	1
Elementary Energy Education	0	700	0%	\$	208	\$	433	48%	1
New Construction	244	200	122%	\$	167	\$	9	1918%	
Residential - General				\$	296	\$	677	44%	
Residential Subtotal	163,500	132,900	123%	\$	23,624	\$	33,487	71%	
CFL Carryover	75,789	83,500							
EEPS Portfolio Totals	619,163	703,900	88%	\$	77,646	\$	103,367	75%	

*Other costs include IT Infrastructure, Call Center, and General charges.



IPA Programs – Ex Ante Results

Program	Actual YTD Net MWh PY7 Results	Planning Net Target MWh	Percent of Planning Target	С	Program Costs YTD (\$1,000)	Projected nual Costs (\$1,000)	Percent of Annual Spend	1st Year Cost/kWh
Home Energy Report	136,782	271,825	50%	\$	9,099	\$ 11,000	83%	
Small Business Energy Savings	100,000	100,000	100%	\$	27,479	\$ 33,000	83%	
Small Commercial HVAC Tune-Up	0	3,324	0%	\$	-	\$ 1,024	0%	
CFL Carryover	5,368							
Third Party								Values will be
CUB Energy Saver	2,084	5,970	35%	\$	201	\$ 400	50%	reported with
One Change	0	4,360	0%	\$	278	\$ 1,267	22%	year end final
Retrofit Chicago Residential	13	1,157	1%	\$	-	\$ 543	0%	value
Shelton Solutions Great Energy Stewards	0	1,230	0%	\$	-	\$ 200	0%	
IPA Total	244,246	387,866	63%	\$	37,058	\$ 47,433	78%	
EEPS Total	619,163	703,900	88%	\$	69,195	\$ 103,367	67%	
Portfolio Total	863,410	1,091,766	79%	\$	106,253	\$ 150,801	70%	

	Actual YTD	Approved	Percent of	
	Net MWh PY7	Net Target	Approved	
Portfolio	Results	MWh	Target	
EEPS	619,163	648,029	96%	
IPA	244,246	387,866	63%	
TOTAL	863,410	1,035,895	83%	



Quarterly Program Highlights

Smart Ideas for Your Business

- ComEd presented U.S. Cellular an incentive check for \$266,334 for saving 3,308 MWh at their Schaumburg data center site.
- A new RCx offer based on lessons learned from the analytical modeling approach was launched in March and will target buildings under 150,000 square feet.

Smart Ideas for Your Home

- The Home Energy Assessments Program launched a neighborhood blitz with targeted messaging and outreach for Beverly, Morgan Park, and Mt. Greenwood in coordination with Peoples Gas. The blitz has received support from both utilities' EAMs, the 19th ward, and neighborhood organizations including Beverly Area Planning Association (BAPA) and 22nd District CAPS.
- The "Spell It Out for Energy" Lighting Contest winner was selected for the Residential Lighting
 program. Contestants were asked to submit their interpretation of the acronym CFL or LED. The winning entry
 was Lighting's Extraordinary Development (LED). The winners received an in-home lighting consultation and
 an LED light bulb makeover for their home.

IPA Programs

- Small Business Energy Saving Program has already met its goal of 100,000 MWh; additional savings will be realized in EEPS portfolio.
- Since 2011, the Small Business Energy Savings (SBES) program has provided energy savings products to over 20,000 customers. The size of this program is unprecedented, as this is the largest small business energy savings program in the nation.



Smart Ideas for Your Business – Commercial and Industrial

Incentives Program

Standard

- 103,677 MWh savings achieved YTD (47% of goal)
- Over 2,000 total projects completed in PY7
- Mid-Year measure rollout on January 1st with the following new measures: Energy Star commercial clothes washer, Energy Star electric griddle, Energy Star electric vat fryer, barrel wraps for injection molders and extruders, and insulated pellet dryer duct.
- Outreach is collecting reactions to the Performance Reward Program (PRP) armed with data. Scorecards were created to show where trade allies (TAs) stand in comparison to their peers. These conversations have resulted in cleaner paperwork for the processing team and an opportunity for outreach to assess their TAs with hard data

Custom

- 5,259 MWh savings achieved YTD (21% of goal) based on 53 projects
- 36,508 MWh savings (312 projects) in PY7 pipeline
- 52 Energy Management System Projects with 7-Eleven

Data Centers

- 6,059 MWh savings achieved YTD (64% of goal)
- Data center customers continue strong participation in the Technical Assistance Services.
- The pipeline ratio of renovation to new construction projects in PY7 is approximately 70/30 while PY8 is currently predicted to be 20/80.
- ComEd presented U.S. Cellular an incentive check for \$266,334 for saving 3,308 MWh at their Schaumburg data center site.



Smart Ideas for Your Business – Commercial and Industrial

Optimization Program

Retro-Commissioning (RCx)

- 3,262 MWh savings achieved YTD (9% of goal)
- Active "traditional" RCx projects are expected to generate a projected 20,000 MWh in PY7
 - o 12,500 MWh for traditional RCx projects (buildings over 400,000 square feet)
 - o 3,600 MWh for monitoring-based commissioning projects
 - o 3,900 MWh for RCx projects at mid-size buildings (between 150,000 and 400,000 square feet)
- Two "non-traditional" RCx pilots are underway that are expected to generate 3,300 MWh in PY7 & PY8:
 - Two engineering firms have been contracted to perform RCx at grocery stores using a modelingbased approach to measure and verify savings over an extended post-project monitoring period
 - An analytical model that uses whole-building interval usage data, weather trends, and other information to predict energy saving measures remotely was tested on a sample of 90 buildings
- A new RCx offer based on lessons learned from the analytical modeling approach was launched in March and will target buildings under 150,000 square feet.

Industrial Systems

- 2,236 MWh savings achieved YTD (16% of goal) based on 9 projects
- 13,686 (25 projects) in PY7 pipeline
- 32,207 (69 projects) in PY8 pipeline
- 13 customers have 2 studies underway (compressed air & industrial refrigeration or process cooling)



Smart Ideas for Your Business – Commercial and Industrial

Midstream Incentives [Business Instant Lighting Discounts (BILD)]

- 162,933 MWh savings YTD (148% of goal)
- BILD Distributor 148,564 MWh savings achieved YTD (181% of goal)
 - o 73 BILD Distributors with a total of 97 locations participated in BILD in Q3.
 - Over \$4 MM in LED incentives paid in Q3.
 - 97 Distributor locations active in Q3.
- BILD Retail 14,369 MWh savings achieved YTD (51% of goal)
 - The BILD Retail program has been sunset as of 2/28/15 due to low participation from business customers in the retail channel. The program will not be a part of PY8 portfolio.

C&I New Construction (NC)

- 11,979 MWh savings achieved YTD (65% of goal)
- Working with Peoples Gas and North Shore Gas to launch coordinated offering in the spring.
- NC program currently supporting 17 high-rise buildings under construction in Chicago.
- Partnered with AIA Chicago Committee on the Environment to host Architectural Energy Goals workshop.
- Scheduling webinar on Energy Modeling for Project Managers with architectural firm Solomon Cordwell Buenz.



Smart Ideas for Your Business – Commercial and Industrial

Small Business Energy Savings (SBES)

- 79,903 MWh EEPS savings YTD (160% of goal)
- SBES has already met the IPA goal, but ComEd is continuing the program. Savings beyond the goal are attributed to the EEPS portfolio.

Multi-Family Common Area

- 4,566 MWh savings achieved YTD (102% of goal)
- Program initiated in residential multi-family, but implemented via this C&I program.



Smart Ideas for Your Home – Residential

Lighting Discounts

- 141,024 MWh savings achieved YTD (141% of goal)
- Additional funding was allocated to allow incentives to continue on LEDs through the remainder of the program year.
- The "Spell It Out for Energy" Lighting Contest winner was selected. Contestants were asked to submit their interpretation of the acronym CFL or LED. The winning entry was Lighting's Extraordinary Development (LED). The winners, pictured below, received an in-home lighting consultation and an LED light bulb makeover for their home.





Smart Ideas for Your Home – Residential

Fridge and Freezer Recycle Rewards

- 13,214 MWh savings achieved YTD (66% of goal)
- More than 7,600 refrigerators and freezers were collected during the third quarter, bringing the YTD total to almost 32,000 of these units.
- The performance of this recycling effort during the past seven years has placed it on the brink of removing 250,000 older and less efficient refrigerators and freezers from continued use on the electric grid.
- A multi-channel marketing campaign that included bill inserts, digital billboards, digital online ads, and radio spots was in market during early January through the later part of March. This campaign introduced the character Frank to help encourage customers to retire their old, working refrigerator or freezer and have it recycled by ComEd.





Smart Ideas for Your Home – Residential

Joint Home Energy Rebates

- 3,425 MWh savings achieved YTD (156% of goal)
- Over 4,900 customers received rebates for energy efficient central air conditioners YTD.
- Over 600 customers received rebates for completing weatherization projects.
- Total number of Approved Contractors remained static as the program continues to have territory-wide coverage for weatherization rebates.

Joint Home Energy Assessments

- 3,080 MWh savings achieved YTD (81% of goal)
- Launched a neighborhood blitz with targeted messaging and outreach for Beverly, Morgan Park, and Mt. Greenwood in coordination with Peoples Gas. The blitz has received support from both utilities' EAMs, the 19th ward, and neighborhood organizations including Beverly Area Planning Association (BAPA) and 22nd District CAPS.
- Franklin Energy staff underwent energy efficiency and building science training, bringing their knowledge to a similar level to that of CLEAResult Energy Advisors. This is another step towards a more consistent assessment for ComEd customers territory wide, regardless of implementer or natural gas utility partner.
- As a new HEA implementer, CLEAResult had a slow start to PY7 but has since ramped up production to a steady pace and is now at 70% of their contractual goal. Franklin has achieved 79% of their contractual goal.



Smart Ideas for Your Home – Residential

Joint Multi-Family Home Energy Savings

- 2,513 MWh savings achieved YTD (42% of goal)
- Almost 10,000 residential units have received free direct installation of energy-saving products within the tenant spaces through the second quarter.
- The goal for completing this service during PY7 remains at approximately 28,000 residential units throughout the joint ComEd and Nicor Gas / North Shore Gas / Peoples Gas service territories.

Joint Residential New Construction

- 244 MWh savings achieved YTD (122% of goal)
- A total of 475 homes that are served jointly by ComEd and Nicor Gas have been completed and verified through the second quarter. These homes achieved an average net savings of over 500 kWh.
- 107 of the qualified joint new homes in PY7 have met the highest program tier with modeled savings of at least 30% greater than the current Illinois energy code.
- Held a Builder and Rater roundtable discussion at the Illinois B4 conference, resulting in the identification of program enhancements and further benefits to participants in upcoming program years.



Smart Ideas for Your Home – Residential

Elementary Energy Education – Super Savers

- 0 MWh savings achieved YTD (0% of goal) results will be reported in April 2015
- The Super Savers Elementary Education program launched during Q2. ComEd, Nicor Gas, Peoples Gas and North Shore Gas have partnered to offer schools the opportunity to teach 5th grade students and their families how to use less energy at home. Students will learn about valuable ways to save energy and money through in-class education. They will also receive take-home kits with energy-saving products to install at home with their families.
- Program reached full enrollment:
 - ComEd/Peoples Gas: 4,750
 - o ComEd/North Shore Gas: 770
 - o ComEd/Nicor Gas: 8,741
- Three PR events were held and received multiple channels of notoriety – newspaper, TV, online blogs, Facebook, Twitter, etc.
 - o McIntosh Elementary, Rockford IL
 - o Heffernan Elementary, Chicago IL
 - Mae Jemison Elementary, Hazel Crest IL

ComEd (pComEd Jan 28 ComEd is pleased to partner with Peoples Gas to bring the Super Savers program to Chicago Public Schools.





IPA Programs – ComEd

Small Business Energy Savings (SBES)

- 100,000 MWh savings achieved YTD (100% of goal)
- Program PY7 YTD has provided over 10,000 customers energy savings products. The size of this program is unprecedented and this is the largest small business energy savings program in the nation. Customers are excited to participate in the program, and there is already a waitlist of over 3,000 customers to participate next program year. The small business team is dedicated to providing customers a holistic and high quality experience in the program.
- Nexant is sole implementer for SBES program for entire ComEd territory. This creates a more uniform customer experience and provides Trade Allies one point of contact.
- Program is no longer joint with gas companies, allowing Trade Allies to focus on electric only measures.

Small Commercial HVAC Tune-up

• Program will begin Spring 2015



IPA Programs – ComEd

Home Energy Reports and Power Smart Reports

- 136,782 MWh savings achieved YTD (50% of goal)
- Recipient group for PY7 is 1.7 million customers (1.5M-Opower; 200k-C3 Energy)

Home Energy Reports

- Utilizing Opower's segmentation tool to target messages in a complex manner
- Driving cross-promotion to other Smart Ideas for Your Home programs
- Thanks! to past participants

Power Smart Reports

- Web portal engagement 2,471 customers opted-in
- Engaged customers remain on site nearly 4 minutes per session - smart🥰ideas'



As a member of the ComEd Power Smart community, when you save energy, you can now earn rewards.

START TODA

Reward points are earned for using less energy than you did last year. You can earn two points for every kilowatt-hour of electricity you save compared to the same month last y p to 250 points per month

Sign up online by October 31, 2014 and receive 100 reward points.

ComEd.com/PowerSmart



iffy for reward points, you must have an active ComEd account and must have i s. Reward points can be redeemed for gifts cards from a variety of local and nat



Recycle your extra fridge and save

You've saved energy with ComEd Smart Ideas® Energy Efficiency Program — Thanks!

Keep up the good work by recycling your old, working refrigerator or freezer to save up to \$150 a year. Plus, we'll send you a \$35 check!

Schedule your FREE pickup.

ComEd.com/FridgeRecycling





IPA Programs – Third Party

One Change, Commercial Power Strip Direct Install

• One Change has filed for bankruptcy, and this program has been discontinued

Elevate Energy, Retrofit Chicago All-Electric Multifamily Buildings

- 13 MWh savings achieved YTD (5% of goal)
- Comprehensive retrofits of multifamily buildings, including direct installation of low cost measures, equipment tune-ups, and comprehensive lighting and building shell retrofits
- Program has completed 18 assessments and completed two building retrofits
- Program partner, City of Chicago, continues to distribute CFL giveaways at multiple public events



IPA Programs – Third Party

The Accelerate Group, CUB Energy Saver

- 2,084 MWh savings achieved YTD (43% of goal)
- On-line behavior change platform; direct mail and community-based marketing campaigns; loyalty rewards program featuring local businesses
- The program has approximately 9,000 opt-in participants, approximately 400 of which were enrolled during PY7 Q3, with a goal of 10,000 new signups for the year

Shelton Solutions, Great Energy Stewards

- 0 MWh savings achieved YTD (0% of goal)
- Community outreach behavior change program targeting faith-based organizations
- Beginning to shift focus from participant recruitment to engagement
- Recruitment now completely focused on LIHEAP customers
- Website launched



Marketing Education and Awareness Activities

PY7 Fall Campaign

- Ran from Sept-Dec 2014
- Included TV, radio, pre-roll, digital display, and digital signage
- Participated in 61 energy efficiency events
- Interacted with approximately 8,033 customers
- Collected approximately 777 emails
- Campaign Results:
 - Generated 97,540,341 total impressions
 - Generated additional 46,359 impressions with TV spot via AdWords
 - Drove 17,111 web visits to ComEd.com/HomeSavings



Emerging Technology Activities

Mission: Introduce, assess and accelerate demonstration and commercialization into the ComEd service territory emerging cost-effective energy efficient technologies and services that have been verified to offer sustainable kWh and kW savings

✓ Best Energy Reduction Technologies (BERT)

- Overview: Plug load controller for businesses
- Type of test: Small in-house product test at ComEd
- Estimated completion date: Testing completed, in-house report to be released Q2 2015

✓ Bidgely

- Overview: Residential Smart Meter data disaggregation tool to assist residential customers in understanding where their energy use is occurring and how they can take control of it.
- Type of test: In field testing to 5,000 homes using Bidgely Gateway or SilverLink network
- Estimated completion date: Q1 2016

✓ EcoFactor

- Overview: Recently modified to include electric savings, this pilot was used to test the impact of smart Home Energy Management System technology in participating households.
- Type of Test: 76 thermostats in 65 homes installed over the 2013/2014 cooling/heating seasons
- Estimated Completion Date: Report with Nicor needs to be finalized by GTI; expected Q2 2015

✓ EnergyCheck Small Business Behavioral Pilot

- Overview: Customers were auto-enrolled in bi-monthly paper energy reports via postal mail, which
 included comparisons to similar businesses, targeted ways to save, and promotion of ComEd's Smart
 Ideas® programs. Customers also were provided access to a web portal at ComEd.com/EnergyCheck
 which provides additional targeted savings tips.
- Program Launch: Customers received their first report in February 2014
- Target Customer: <100 kW
- Pilot Size: 10,000 treatment, 10,000 control



Emerging Technology Activities

✓ Enmetric

- Overview: Plug load controller for businesses
- Type of test: Collaborative with DETech as well as small in-house product testing at ComEd
- Estimated completion date: Q2 2015

/ LED Streetlighting

- Overview: Allows for reduced energy consumption as well as the ability to control the fixtures (e.g. dimming) and see current operating status. Also has the ability to reduce operating costs and increase life of streetlighting.
- Type of test: Lombard and Bensenville are the participating municipalities.
- Estimated completion date: Proof of Concept starts in January 2015; IPA pilot June 2015 to May 2017

✓ Meter Genius

- Overview: A residential tool designed to assist customers in understanding Smart Meter data and inform them on ways to reduce their energy consumption.
- Type of test: In field testing to 6,400 homes
- Estimated completion date: Q4 2015

NEST Thermostat

- Overview: Nest's Rush Hour Rewards Program is a demand response program that was designed by Nest to control and curtail the Nest Thermostat when activated by ComEd. Rush Hour Rewards temperatures are automatically adjusted at peak periods to reduce a customer's electric demand.
- Pilot was completed. Navigant reports that there were average savings of about 1.39% per household during the 2014 cooling season.



Emerging Technology Activities

✓ Root3

- Overview: Web-based tool that looks at C&I central plant systems (e.g. chillers, boilers, etc.) to determine ways to optimize their operations
- Type of test: Small scale in-field, two sites have been selected with up to two more openings
- Estimated completion date: Q1 2016

Smart Meter Connected Devices (SMCD) Pilot

- Overview: Customers are able to purchase ComEd tested devices directly from manufacturers, and have their device connected to their smart meter to receive near real-time data on electric energy consumption. Primary customer benefits include: increased cost awareness of electric energy consumption, potentially reduced electric energy use due to behavioral changes, and the flexibility to choose a desired smart meter connected device.
- Program Launch: Q1 2015; through February, there have been 16 residential customer installation projects
- Target Customer: ComEd residential customers with smart meters
- Pilot Size: No specific goal, but expecting anywhere from 100 to 1,000 participants by Summer 2015

Variable Refrigerant Flow (VRF)

- Overview: HVAC technology that uses refrigerant as both the heating and cooling medium.
- Type of test: Originally going to do a demonstration of technology, but focus has changed to a market evaluation and technical review



Portfolio Variances

Residential Lighting Budget Variance

In order to continue offering incentives for LED products, the incentive portion of the Residential Lighting
program was increased by \$4.4 million. The implementation portion of the budget was increased by
\$85,000 due to incentive processing fees. Overall, the Residential Lighting program budget increased by
approximately 26 percent.



Portfolio Results

Portfolio Results Energy Saved MWh								
Program Year	Net MWh Achieved	ComEd Goal	% of Goal Achieved					
PY1								
Ex Post	163,717	148,842	110%					
PY2								
Ex Post	472,132	312,339	151%					
PY3								
Ex Post	626,715	458,919	137%					
PY4								
Ex Post	944,142	610,804	155%					
PY5								
Ex Post	953,454	827,575	115%					
PY6								
Ex Ante including IPA	1,025,958	896,849	114%					
PY7								
Q3 Ex Ante including IPA	863,410	1,035,895	83% YTD					

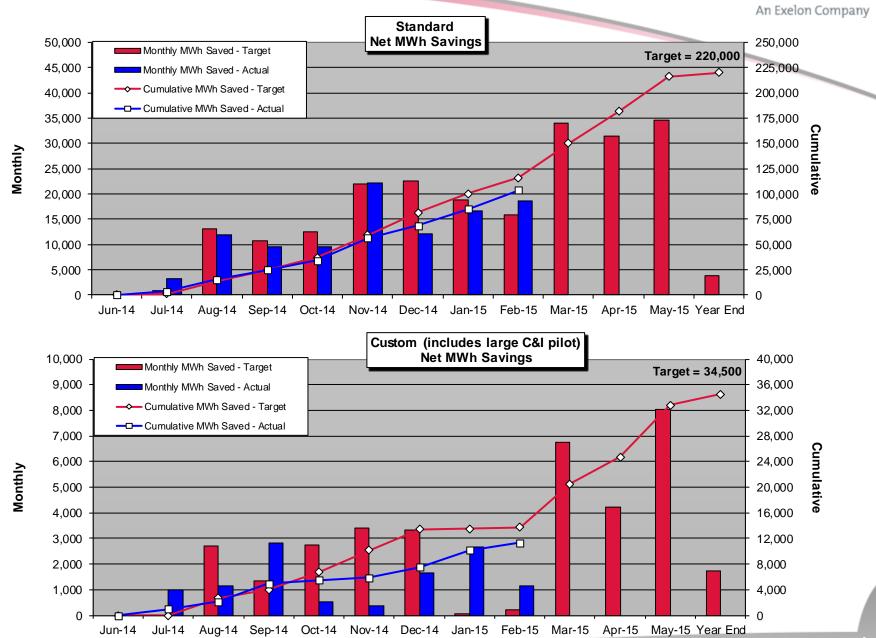


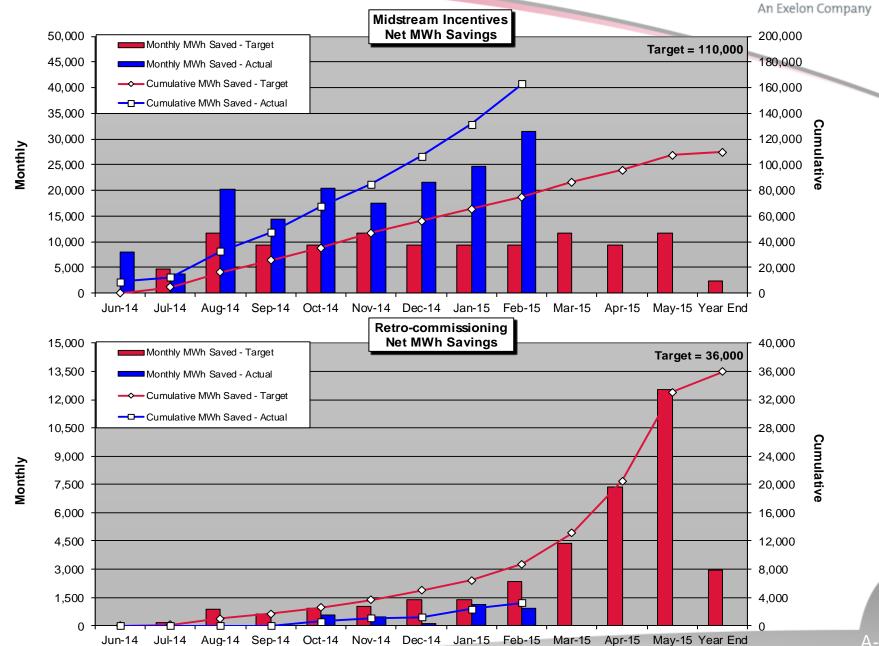
Portfolio Results

Performance Metrics (Equivalents)	PY7 Q3	PY6 Ex Ante	PY5	PY4	PY3	PY2	PY1
Net MWh	863,410	1,025,958	953,454	944,142	626,715	472,132	163,717
Carbon reduction (tons)	591,880	784,222	654,975	630,999	443,186	257,230	143,236
Cars removed from the road	124,606	139,492	128,420	123,719	86,895	49,205	26,238
Acres of trees planted	485,148	151,584	139,553	134,445	94,428	70,306	39,156
Number of homes powered for 1 year*	93,808	107,408	98,883	93,415	65,611	47,755	21,263
Portfolio jobs**	234	234	196	179	154	84	66

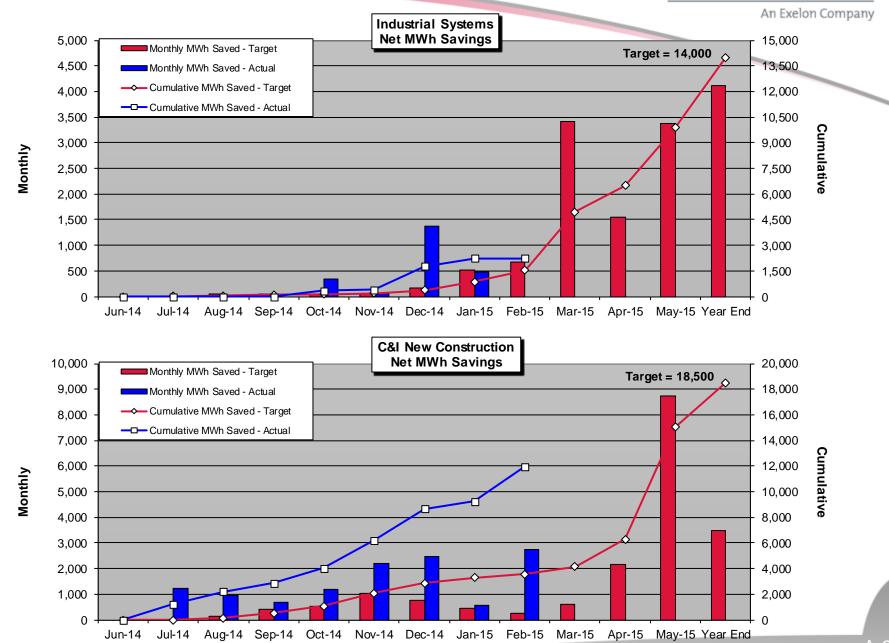


* Assumes average ComEd single-family residential home with no electric space heat consumes 801 kWh monthly or 9,612 kWh annually per the filing.
 ** Portfolio Jobs reflect actual positions by ComEd and its contractors that are part of the Rider EDA and does not attempt to capture indirect jobs in the energy efficiency industry that may result from the ComEd portfolio. This number is updated once per year and is not updated for the current year until Q4.



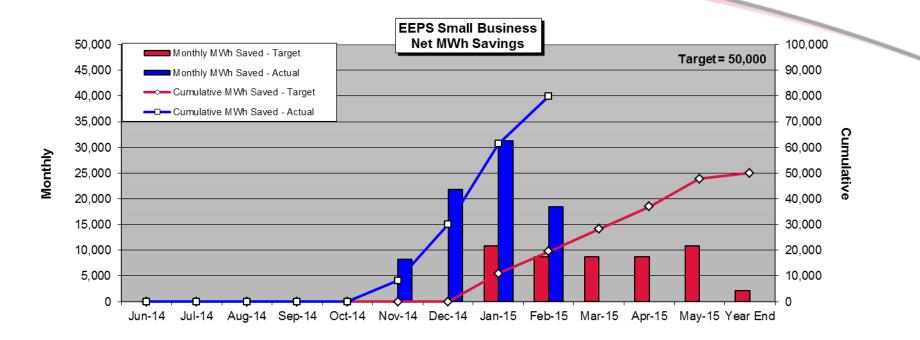


A-2

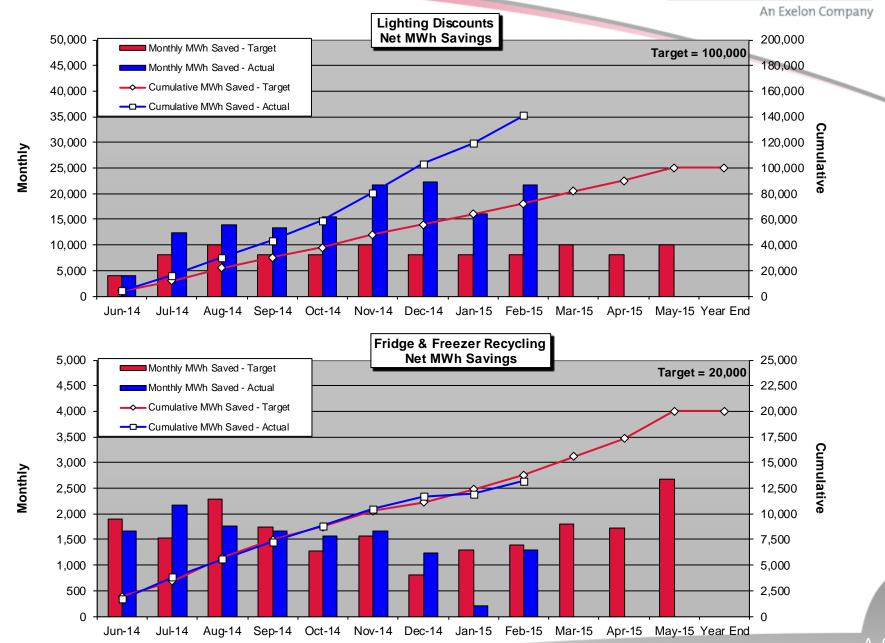




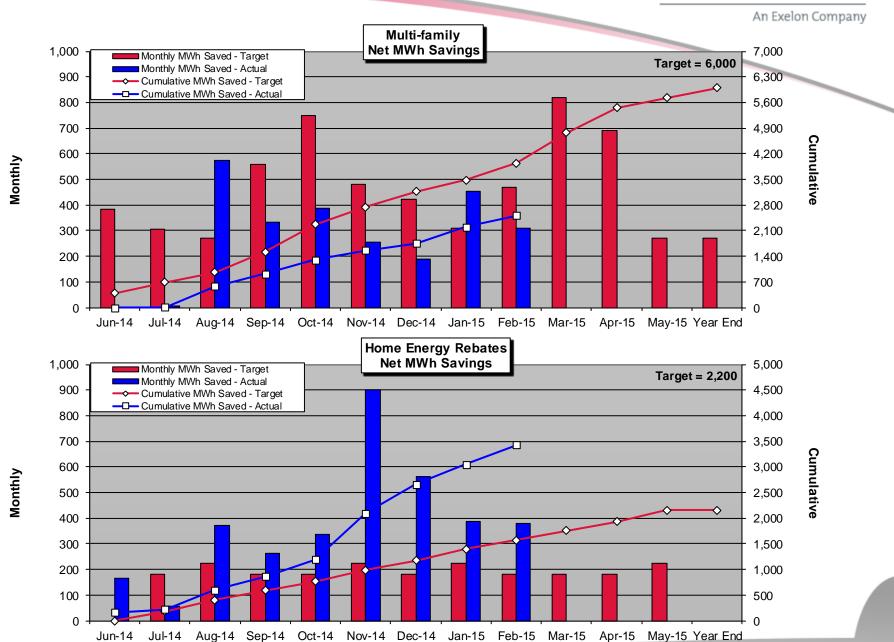
An Exelon Company



Smart Ideas For Your Home – YTD Results



Smart Ideas For Your Home – YTD Results

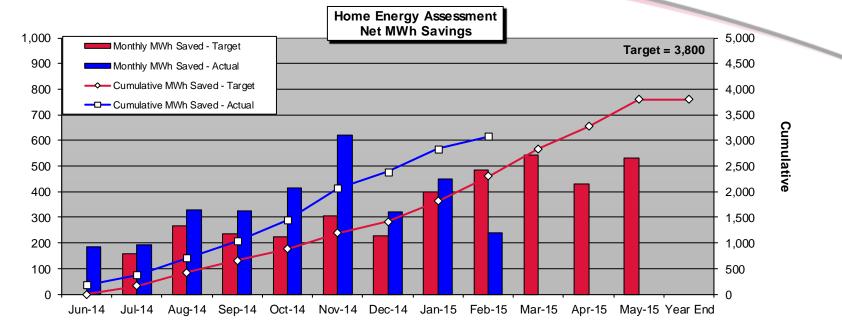


A-6

Smart Ideas For Your Home – YTD Results



An Exelon Company



Monthly

A-7

IPA Programs (Managed by ComEd) – YTD Results

