

MCA Proposed Template for ComEd CHP Marketing and Outreach Program

Illinois EE SAG Meeting

November 16, 2015

BACKGROUND

- In its Approval of ComEd's 2014-2016 EE Plan, the ICC ordered ComEd to initiate review of a CHP Incentive program "as soon as possible."
- The SAG approved the Program Template for the ComEd CHP Pilot Program in the Fall of 2014 and finalized the TRM Workpaper for this program on February 13, 2015.
- In the CHP Program Template, ComEd stated that:

"The Program will be actively promoted through existing program channels and outreach efforts. The Program will also encourage the CHP developer network to identify and obtain participants."
- This Template is designed to ensure active promotion and outreach efforts by ComEd and to define the elements of a robust marketing program for the ComEd CHP Pilot Program.

MCA Member Feedback

November 2015

“We brought ComEd/Leidos into discussions with a potential customer in Chicago to get some type of commitment regarding incentive level and terms. This was back in September/October. We didn't get a satisfactorily clear response and the project is indefinitely on hold, the owner deeming the incentive too risky to count on in the project economics.

“Subsequently, we have asked for clarity and some published source of information because we feel the program could, if structured and administered effectively be a game changer for smaller CHP in ComEd territory. We want to know if it is worthwhile to expand our presence here. With the current lack of reliable information we cannot justify expending resources here to develop projects.”

Proposed Marketing Program Elements

- Develop a CHP application and other ComEd marketing materials
 - No Marketing Materials Available to Date
- Host trainings for trade allies to review program materials and requirements;
 - Minimal training and no written descriptions of the program given to trade allies
- Develop a dedicated webpage for the CHP Pilot Program on the ComEd website
 - No website page or information on the program incentives or parameters online
- ComEd outreach to ComEd Large C & I customers.
 - None to date; Relying entirely on trade allies
- ComEd hosted CHP Pilot Program workshops and webinars for potentially interested customers
 - None to date
- Send bill inserts describing the CHP Pilot Program to Large C & I customers
 - None to date

EXAMPLES OF ROBUST MARKETING PROGRAMS FOR CHP INCENTIVE PROGRAMS

- *ComEd sister company BGE has been robustly marketing its CHP program for several years now – describing the full program and providing webinars and guidance materials. It generated 13 projects in its first year alone.*

<http://www.bgesmartenergy.com/business/chp>.

- *For another example, Dayton Power & Light just this last Spring set up a CHP incentive program and quickly had a vibrant webpage in place.*

<http://www.dpandl.com/save-money/business-government/custom-rebates/chp-rebates/>

- *In the same timeframe, DCEO has marketed its Illinois public sector CHP program and awarded a first round of projects.*

<http://www.illinois.gov/dceo/whyillinois/KeyIndustries/Energy/Pages/CHPprogram.aspx>

COMED'S CURRENT WEBPAGES

COMED'S CURRENT WEBPAGE FOR CUSTOM PROGRAMS REFERENCING CHP

(This is all there is for CHP.)

- https://www.comed.com/documents/business-savings/py8_programmatrix.pdf?FileTracked=true

COMED'S CURRENT WEBPAGE FOR OTHER BUSINESS PROGRAMS

(Note links to dedicated webpages for each program.)

- <https://www.comed.com/BUSINESS-SAVINGS/PROGRAMS-INCENTIVES/Pages/default.aspx>

Proposed Schedule

Present at the December 2015 SAG Meeting:

Written Program Materials

Draft Design of Webpage

Draft of Customer Outreach Programs

January 1, 2016

Written materials available

Webpage active