

SAG Proposed New Program Idea Template

Draft: 11/9/15

Due Date: _____

Proposed New Program Idea Template	
<p>Program Name* (or Measure name)</p>	<p><i>ComEd CHP Pilot Program Marketing & Customer Outreach Program</i></p>
<p>Program / Measure Description*</p>	<p><i>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.</i></p> <p><i>In the CHP Program Template, ComEd stated that:</i></p> <p><i>"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."</i></p> <p><i>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.</i></p> <p><i>As a minimum, the ComEd Marketing Program to be developed pursuant to this template would include the following:</i></p> <ul style="list-style-type: none"> <i>● Develop a CHP application and other ComEd marketing materials describing the elements of this program for use by trade allies in marketing the program which insure accurate and consistent representation of the program;</i> <i>● Host trainings for trade allies to review program materials and requirements;</i> <i>● Develop a dedicated webpage for the CHP Pilot Program on the ComEd website which identifies all program parameters and customer eligibility requirements, describes all available incentives, including all custom program incentives, provides a list of Com Ed trained trade allies for the CHP Pilot Program with their contact information, and includes links to program applications and other written program materials;</i> <i>● ComEd outreach to ComEd Large C & I customers, including ComEd account services representatives identification of assigned accounts that could potentially benefit from CHP Pilot Program and engagement in direct discussions with each customer at least once to provide information about the CHP Pilot Program and assess interest, which with the customer's consent, could be provided to the trade allies. This outreach might include - ComEd hosted CHP Pilot Program workshops and webinars for potentially intersted cusomters which would include introductions to the trade allies.</i> <i>● Send bill inserts describing the CHP Pilot Program to Large C & I customers who might potentially be interested in learning more about this program, including links to the CHP Pilot Program webpage and information on upcoming workshops and webinars.</i>

Background*	<p>By way of example:</p> <ul style="list-style-type: none"> ● 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
Program / Measure Duration*	<p>The program duration for the ComEd CHP Pilot Program is June 2014 through May 2017. This marketing program should commence as quickly as possible to implement the previously approved program. ComEd should expedite all of the above marketing activities to ensure a successful program in 2016-2017. ComEd should provide a schedule of activities for SAG review at the December 2015 meeting.</p>
Estimated Budget*	<p>Funding for this marketing program is minimal and should have been included in the previously approved budget for the ComEd CHP Pilot Program.</p>
Estimated Participation (Optional)	<p>See ComEd CHP Pilot Program Template.</p>
Savings Targets*	<p>See ComEd CHP Pilot Program Template.</p>
Collaboration*	<p>See ComEd CHP Pilot Program Template.</p>

Delivery Strategy*	<p>See ComEd CHP Pilot Program Template.</p>
Target Market*	<p>As stated in the ComEd CHP Pilot Program Template: “This Program will target larger C&I customers in the ComEd service territory, generally those customer above 1000 kW in demand. Smaller CHP projects, although not qualifying for Feasibility Study and Interconnection co-funding, are nonetheless eligible for ComEd custom program energy savings incentives under the Smart Ideas for Your Business program.”</p>
Marketing Strategy*	<p>As a minimum, the ComEd Marketing Program to be developed pursuant to this template would include the following:</p> <ul style="list-style-type: none"> ● Develop a CHP application and other ComEd marketing materials describing the elements of this program for use by trade allies in marketing the program which insure accurate and consistent representation of the program; ● Host trainings for trade allies to review program materials and requirements; ● Develop a dedicated webpage for the CHP Pilot Program on the ComEd website which identifies all program parameters and customer eligibility requirements, describes all available incentives, including all custom program incentives, provides a list of Com Ed trained trade allies for the CHP Pilot Program with their contact information, and includes links to program applications and other written program materials; ● ComEd outreach to ComEd Large C & I customers, including: <ul style="list-style-type: none"> ● ComEd account services representatives’ identification of assigned accounts that could potentially benefit from CHP Pilot Program and engagement in direct discussions with each customer at least once to provide information about the CHP Pilot Program and assess interest. ● ComEd hosted CHP Pilot Program workshops and webinars for potentially interested customers which would include introductions to the trade allies. ● Send bill inserts describing the CHP Pilot Program to Large C & I customers who might potentially be interested in learning more about this program, including links to the CHP Pilot Program webpage and information on upcoming workshops and webinars.
Eligible Measure(s)*	<p>See ComEd CHP Pilot Program Template.</p>
Program Tracking (if applicable)*	<p>See ComEd CHP Pilot Program Template.</p>

Cost per Energy Saved	<i>See ComEd CHP Pilot Program Template.</i>
Replacement*	<i>The ComEd CHP Pilot Program Template states, "Program costs will be included in the C&I Incentives Program costs." Therefore, the marketing costs for this existing program should already be included in the ComEd budget.</i>
Appendices*	