



THE PEOPLES GAS AND NORTH SHORE GAS ENERGY EFFICIENCY PROGRAMS

2018 Results Overview and 2019 Q1 Status Review

May 14, 2019

Agenda

1. 2018 Results Overview
2. 2019 Q1 Status Review
3. Increasing Awareness
4. 2019 Q1 Summary
5. Questions





1. 2018 Results Overview

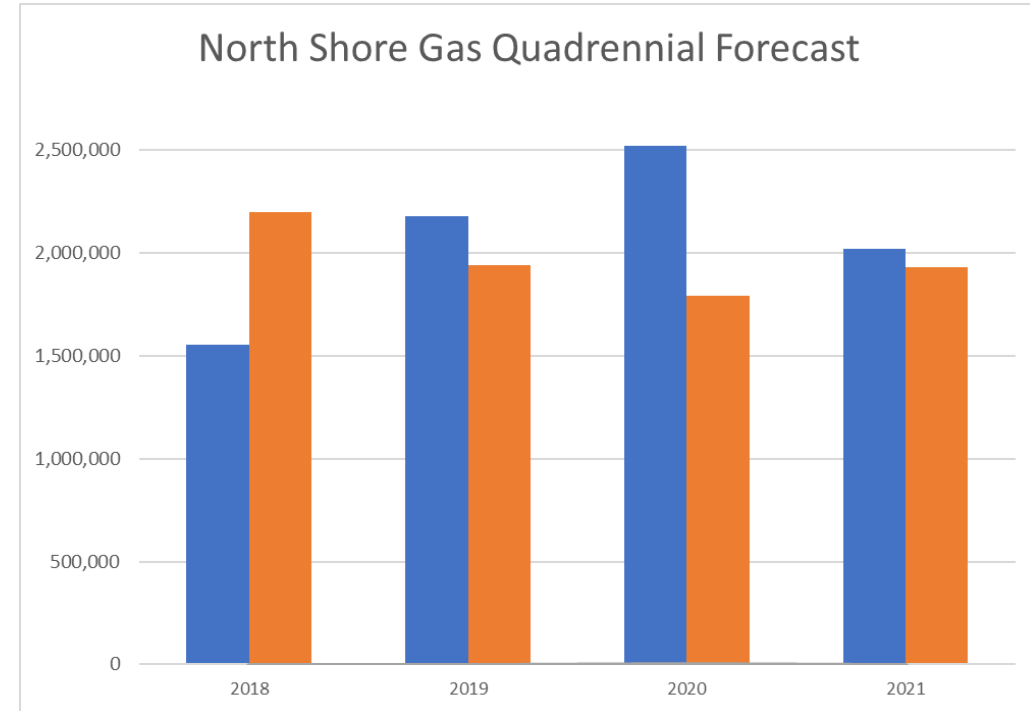
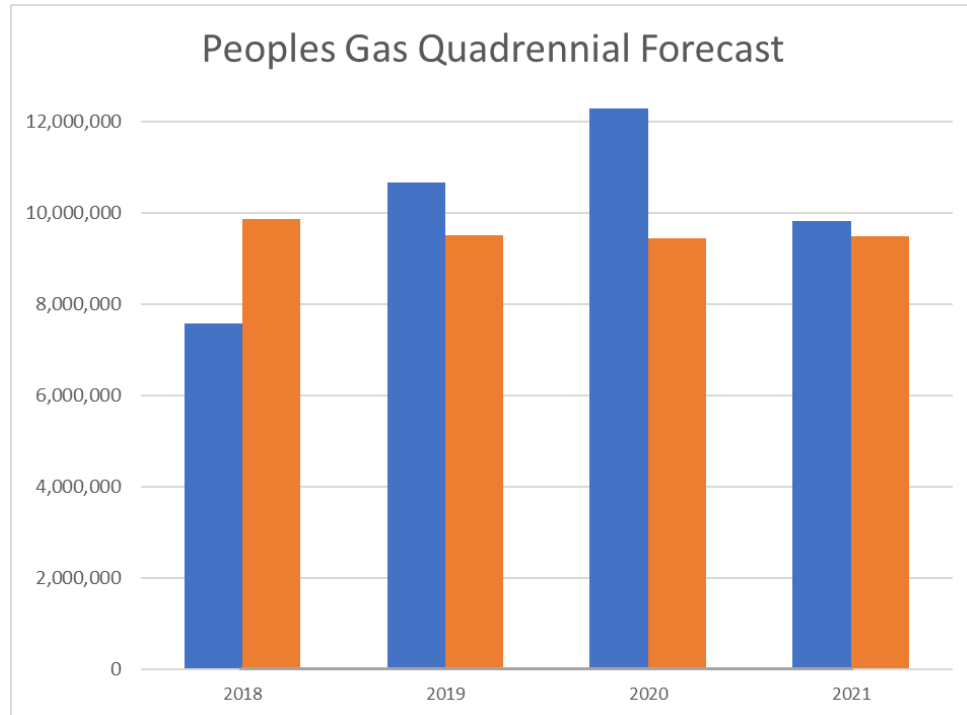
PGL Portfolio Results — 2018

Program	Net Therms Achieved	Therm Goal	% Therms	Program Costs YTD	Program Budget	% Budget
Business Programs Subtotal	3,484,264	4,595,110	76%	\$6,588,243	\$8,828,641	43%
Residential Programs Subtotal	3,155,782	3,789,226	83%	\$5,750,827	\$5,852,246	98%
Income Qualified Programs Subtotal	795,999	1,484,639	54%	\$8,918,949	\$8,812,867	101%
Portfolio Costs Subtotal				\$3,367,426	\$3,998,810	84%
Overall Program Results	7,436,045	9,868,975	75%	\$24,625,445	\$27,492,564	90%

NSG Portfolio Results — 2018

Program	Net Therms Achieved	Therm Goal	% Therms	Program Costs YTD	Program Budget	% Budget
Business Programs Subtotal	572,487	1,158,536	49%	\$1,227,336	\$1,657,911	74%
Residential Programs Subtotal	936,785	956,803	98%	\$1,714,311	\$1,354,619	127%
Income Qualified Programs Subtotal	36,240	81,201	45%	\$500,459	\$465,948	107%
Portfolio Costs Subtotal				\$592,627	\$662,565	89%
Overall Program Results	1,545,512	2,196,540	70%	\$4,034,733	\$4,141,043	97%

2018 Savings Goal Achievement



- PGL achieved 75% 2018 savings goal / NSG achieved 70%
- Need to achieve higher than planned therms in 2019 and 2020 to make up for 2018
- 2019 Goals: 10.6M therms in PGL and 2.2M therms in NSG

 **Original Goals**
 **Updated Forecast**



2. 2019 Q1 Status Review

PGL Portfolio Results — 2019 Q1 Snapshot

Program	Net Therms Achieved	Q1 Target	% Q1 Target	Annual 2019 Goal	% Annual Goal
Business Programs Subtotal	229,323	382,603	60%	4,927,457	5%
Residential Programs Subtotal	602,611	758,611	79%	4,760,197	13%
Income Qualified Programs Subtotal	126,812	214,464	59%	974,103	13%
Overall Program Results	958,746	1,355,678	71%	10,661,757	9%

NSG Portfolio Results — 2019 Q1 Snapshot

Program	Net Therms Achieved	Q1 Target	% Q1 Target	Annual 2019 Goal	% Annual Goal
Business Programs Subtotal	29,482	113,752	26%	1,122,335	3%
Residential Programs Subtotal	245,374	255,923	96%	1,010,246	24%
Income Qualified Programs Subtotal	27,384	9,379	292%	47,514	58%
Overall Program Results	302,240	399,054	76%	2,180,095	15%

2019 Priorities

- Enhance the **Business Programs** to achieve higher 2019 goals and build 2020-21 pipeline
 - Strengthening long term relationships with C&I and public sector customers
 - Expanding small business program into small and midsize business program to target more customer sizes and increase trade ally engagement
- Restore **Multi-Family Program** back to previous levels of success
 - Program over performed in PY4 and PY5 and was dialed back in PY6
 - Streamlining program design to increase volume by encouraging more trade ally driven projects
- Continue strong community presence to promote **Residential Programs**
 - Fresh outreach and marketing approaches to increase home energy jumpstart participation
 - Engaging HVAC and Weatherization trade allies to build home energy rebate participation
- Collaborate with existing **Income Eligible Program** partners to improve program design
 - Continue strong performance while monitoring cost-effectiveness
 - Research program enhancements and potential to diversify offerings



2019 Business Programs

2019 Business Program Strategies

- Public Sector Bundling
 - Procurement process limits customer flexibility to participate in EE
 - Bundles similar measures across multiple buildings
 - Increased incentives for larger projects to allow flexibility in procurement
- Partner Engagement
 - EnVinta
 - Lead generation calling campaign targeting NSG public sector and midsize customers
 - Graphet Data Mining
 - Strategic Energy Management cohort of industrial customers working to identify EE measures and create long-term energy-saving practices
 - Resource Innovations
 - Public Sector outreach focusing on CFO level engagement to drive capital projects in public sector and state/federal government



Small and Midsize Business Program Launch

- Program redesigned to better target midsized accounts
 - Increased customer therm usage limit from 150K to 400K
 - Building on success from previous years where program focuses on larger customers/projects
- Launched in late March
 - New streamlined application – easier to participate and less paperwork
- Expanding the Partner Trade Ally (PTA) network
 - No-cost measures offered in PTA now apply to more customers, with higher usage
 - Lead generation – PTAs to identify 3 project leads for each assessment
 - Goal to expand participating TAs from 15 to 25 by end of Q2
- Hosted customer focus group session on May 1st for manufacturers, medical, and commercial real estate



The logo for GOLUB features the word 'GOLUB' in a white, bold, sans-serif font, centered within a dark blue rectangular background.



2019 Residential Programs

Q1 Program Highlight: Multi-Family Program

- Q1 2019 Focus Areas
 - Balancing project mix
 - Identifying larger projects while managing a more consistent smaller project flow
 - Focusing on Key Measures
 - Steam traps
 - Build pipeline throughout Q1 by testing steam traps January through Mid-April
 - Pipe insulation (Steam, DHW, Hydronic)
 - Program and trade ally driven projects
 - Boiler tune-ups
 - Add-on measure that can be covered 100% by the Partner Trade Ally rebate



Q1 Program Highlight: Multi-Family Program Engagement

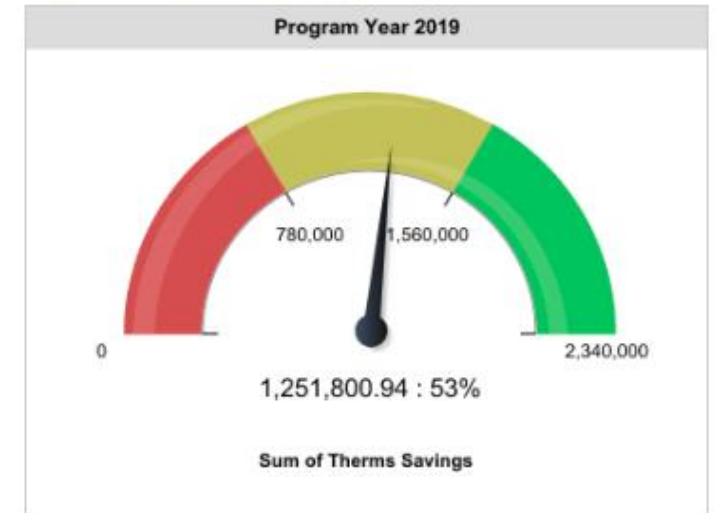
- Trade Ally Engagement
 - Trade Ally Draft
 - Reengaging inactive or past trade allies
 - Providing enhanced trade ally support
 - Measure Bonus
 - Offering a DHW and hydronic pipe wrap bonus
- Customer Engagement
 - Targeting Specific Customers
 - Reengaging past customers
 - Prioritizing property management companies and large portfolios of buildings



Q1 Program Highlight: Multi-Family Results

- Q1 Results
 - Realized and pipeline therm savings already exceeding 2018 results
 - Partnering with major property management companies
 - Pangea, Supera, WPD, MLC, Winnemac Properties, CH Ventures and Hunter Properties
 - Assessing 30 buildings for Hyde Park Properties (aka Pioneer)
 - BTU, SPI, DHW PI (steam traps to be completed in fall)
- Q2 Priorities
 - Convert pipeline therms to realized savings
 - Assess larger portfolios and build upon early success
 - Continue enhancing customer and trade ally support and communications

Realized and Pipeline Therms to Goal





Income Eligible Programs

2019 Income Eligible Programs

- Continuing to implement programs offered in 2018
- On track to meet or exceed income eligible budget targets
- Researching potential income eligible pilots and program enhancements to diversify offerings in future years
- Participating in the IQ North Program Feedback Working Group





3. Increasing Awareness

Community Engagement

Community Events

- Program attended nearly 70 customer-facing events during Q1
- Generated more than 780 customer leads for home energy jumpstart alone

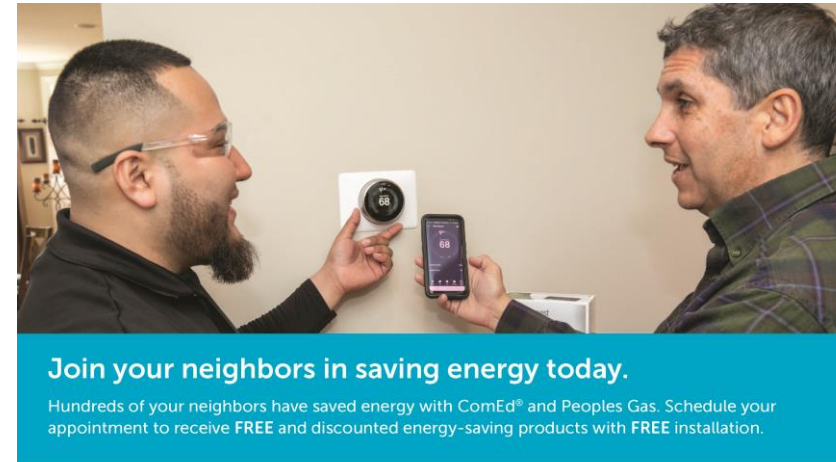
Weatherization Research Project

- Held PGL and NSG customer focus groups (eight total)
- Feedback will help us better understanding how to communicate and deliver weatherization programs
- Compiling our key findings for discussion and future action items



Northwest Blitz Activities

- Launched in conjunction with ComEd in the Northwest Chicago area
- Featured PGL community partner John Garrido as our testimonial; filmed a direct install in his home as it was occurring and featured him in our partner postcard
- Exploring Metra train integrated marketing/event executions in the area
- Partnering with local community groups in the Northwest Chicago area to increase their exposure to the program



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Terms and conditions apply.
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ComEd Energy Efficiency Program PEOPLES GAS ENERGY EFFICIENCY PROGRAM



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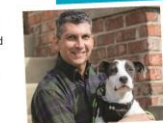
During your appointment, a specially-trained energy advisor will come to your home and perform a FREE personalized energy assessment and install FREE energy-saving products that may include:

- Programmable Thermostats
- ENERGY STAR® Certified LEDs
- Advanced Power Strips*
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- Pipe Insulation

 ENERGY STAR certified smart thermostats are available at a discount and include free installation.

*Advanced power strips are available for free to eligible customers but do not include installation.

ComEd Energy Efficiency Program PEOPLES GAS ENERGY EFFICIENCY PROGRAM



“It was a great experience! The energy advisor was friendly, patient, knowledgeable and professional. More people should participate!”

— John G. JEFFERSON PARK

For more information, visit ComEd.com/Assessment or peoplesgasdelivery.com/jumpstart

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4. 2019 Q1 Summary

2019 Q1 Takeaways

- Executing key strategies in multi-family, business programs, and income eligible programs to achieve higher 2019 savings goals
- Integrating and researching program enhancements for public sector, small and midsize business, and income eligible programs to address customer needs, drive savings, and maximize portfolio cost effectiveness
- Working closely with customers and trade ally network to convert pipeline and leads to completed projects in 2019

Thank you!

