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Plan Year 6 Fourth Quarter Report

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



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

Program Year 6 Ex-Ante Results							PY6Q4
Program	Actual YTD Net MWh PY6 Results	Plan Net Target MWh	% of Plan Target	Program Costs YTD (\$1,000)	Projected Annual Costs (\$1,000)	Percent Annual Spend	1st Year Cost/kWh
Standard	180,762	210,000	86%	\$ 31,557	\$ 31,784	99%	\$ 0.17
Commercial Real Estate *	-	5,000		\$ 555	\$ 510	109%	
Business Instant Lighting Discounts	131,221	90,000	146%	\$ 11,967	\$ 5,323	225%	\$ 0.09
Retro-commissioning	25,132	31,000	81%	\$ 4,569	\$ 5,809	79%	\$ 0.18
Custom	13,325	29,000	46%	\$ 4,405	\$ 6,340	69%	\$ 0.33
Data Centers	10,655	4,800	222%	\$ 1,001	\$ 1,200	83%	\$ 0.09
Industrial Systems	12,943	16,000	81%	\$ 4,391	\$ 6,780	65%	\$ 0.34
Small Business Energy Savings	60,809	13,400	454%	\$ 11,181	\$ 5,840	191%	\$ 0.18
New Construction	12,450	11,500	108%	\$ 4,906	\$ 5,662	87%	\$ 0.39
C&I Other **					\$ 470		
C&I Subtotal	447,295	410,700	109%	\$ 74,532	\$ 69,718	107%	\$ 0.17
Lighting Discounts	176,074	150,000	117%	\$ 13,782	\$ 15,808	87%	\$ 0.08
Home Energy Report	108,370	100,000	108%	\$ 1,788	\$ 2,466	73%	\$ 0.02
Fridge & Freezer Recycle Rewards	24,667	25,000	99%	\$ 6,817	\$ 6,625	103%	\$ 0.28
Multi-family	19,895	15,000	133%	\$ 4,815	\$ 4,882	99%	\$ 0.24
Complete System Replacement	2,731	1,900	144%	\$ 4,858	\$ 3,498	139%	\$ 1.78
Elementary Energy Education	3,171	1,900	167%	\$ 813	\$ 826	98%	\$ 0.26
Home Energy Savings (HES + HEJ)	3,851	900	428%	\$ 1,406	\$ 1,656	85%	\$ 0.37
Residential New Construction	399	25	1596%	\$ 23	\$ 20	114%	\$ 0.06
Residential Other **					\$ 1,376		
Residential Subtotal	339,158	294,725	115%	\$ 34,303	\$ 37,158	92%	\$ 0.10
Third Party Admin Programs	6,915	17,319	40%	\$ 373	\$ 1,000	37%	\$ 0.05
Residential CFL Carryover	95,185	86,000	111%				
C&I CFL Carryover	17,691	20,000	88%				
EEPS Portfolio Totals	906,245	828,744	109%	\$ 109,207	\$ 107,876	101%	

* Commercial Real Estate MWh savings included in Standard

** Costs include Marketing Database, Technical Services, Call Center, and General charges, and are allocated to programs based on participation.

IPA Programs

Program	Actual YTD Net MWh PY6 Results	Plan Net Target MWh	% of Plan Target	Program Costs YTD (\$1,000)	Projected Annual Costs (\$1,000)	Percent Annual Spend	1st Year Cost/kWh
Small Business Energy Savings	57,217	57,217	100%	\$ 19,504	\$ 19,504	100%	\$ 0.34
Energy Efficient Lighting	38,216	23,354	164%	\$ 5,231	\$ 6,597	79%	\$ 0.14
Multi-family Common Areas	23,553	17,617	134%	\$ 2,830	\$ 3,000	94%	\$ 0.12
Third Party							
One Change	3,875	3,875	100%	\$ 500	\$ 488	103%	\$ 0.13
Wildan Sustainable Schools	1,931	2,005	96%	\$ 800	\$ 801	100%	\$ 0.41
Shelton Solutions	391	1,860	21%	\$ 60	\$ 215	28%	\$ 0.15
CSG	79	3,489	2%	\$ 38	\$ 807	5%	\$ 0.48
IPA Other *				\$ 507			
IPA Total	125,261	109,417	114%	\$ 29,469	\$ 31,412	94%	\$ 0.24
EEPS Total	906,245	828,744	109%	\$ 109,207	\$ 107,876	101%	\$ 0.12
Portfolio Total	1,031,506	938,161	110%	\$ 138,676	\$ 139,288	100%	\$ 0.13

* IPA Other includes consulting charges.

Fourth Quarter Program Highlights

Smart Ideas for Your Business (SIFYB)

- Data Center Efficiency added a new measure that provides incentives to customers that move smaller data center rooms to a colocation facility.
- Business Instant Lighting Discount (BILD) has continuing success through distributor channels from both increased product offerings and an increase in participating distributors (146% of plan target).
- C&I New Construction was honored by MEEA with the 2014 Inspiring Efficiency Impact Award.

Smart Ideas for Your Home (SIFYH)

- Sales for the IPA portion (specialty bulbs) of Residential Lighting program showed strong performance, achieving 164% of savings goal and 110% of the bulb sales goal for a total of over 2.1M bulbs discounted.
- Fridge and Freezer Recycle Rewards has collected 42,000 units in PY6 & over 210,000 units since program inception.
- Elementary Education expanded its reach by adding approximately 50 schools; approx. 26,000 kits distributed in PY6.

Smart Ideas for Your Business - Commercial and Industrial

Standard Incentives (includes Commercial Real Estate)

- 180,762 net MWh savings achieved (86% of goal)
- PY6 final savings based on 3,511 projects
- PY6 Zero T12 Bonus incentives produced projects totaling over 37 GWh, nearly 15 GWh more than forecast
- PY7 begins with 1,517 applications totaling an estimated 163 GWh

Custom Incentives (includes Data Centers)

- 23,980 net MWh savings achieved (71% of goal)
- PY6 final savings based on 108 projects (91 for Custom and 17 for Data Center)
- Projects are driven by Lighting, HVAC, and Data Center
- During PY6, Data Center Efficiency added new measure that provides incentives to customers that move smaller data center rooms to a colocation facility
- PY7 begins with 224 projects totaling an estimated 51 GWh

Smart Ideas for Your Business - Commercial and Industrial

Retro-commissioning

- 25,132 net MWh savings achieved (81% of goal)
- Final savings is based on 47 retrocommissioning projects and 1 monitoring-based commissioning project
- PY7 begins with 37 RCx and 7 MBCx projects
- Additional 7 projects are following a new limited-scope RCx process introduced in PY6 that proactively provides a list of potential operational improvements and reduces reporting and meeting requirements. This streamlined process allows RCx to be performed cost-effectively at mid-sized buildings (in the range of 150,000 and 400,000 square feet), significantly expanding the potential RCx market
- Two pilot RCx offers currently underway will recognize savings in PY7
 - An RCx process tailored for grocery stores
 - An analytics-based RCx that uses whole-building interval usage and other data to remotely identify energy savings opportunities in small buildings (<150,000 square feet)

Industrial Systems

- 12,933 net MWh savings achieved YTD (81% of goal)
- PY6 savings are based on 21 projects
- During PY6, Compressed Air Study streamlined process was made available to customers
- PY7 begins with 36 projects in PY7 pipeline for potential savings of 14 GWh

Smart Ideas for Your Business - Commercial and Industrial

Business Instant Lighting Discounts (BILD)

- Total BILD program achieved 131,221 net MWh (146% of goal)
- Distribution channel achieved 103,115 net MWh (206% of goal)
 - Paid incentives on over 164,000 LED lamps in Q4 and over 716,000 total for all products
 - Nearly 14 GWh of net energy saved from LED in Q4 and 34 GWh total for all products
 - Paid over \$1.4M in incentives for LED lamps in Q4 and over \$2.2M total for all products
- Retail channel achieved 28,106 net MWh (70% of goal)
 - All program field representatives participated in the Contractor Appreciation event at The Home Depot; over 20 product demonstrations were conducted
 - Although this program had a slow start, as contractors recognized the multi-pack LED offerings the program experienced a significant ramp-up that was achieved during Q4
 - Conducted a quarterly review of offerings to adjust product & incentive levels to meet market conditions
 - APT senior field representatives targeted Home Depot Pro Desk locations where sales have been below average to work with management & Pro Desk associates to increase awareness & sales in those stores
 - Signed on one new retailer for PY7; Menards will join The Home Depot as a participating retailer in our BILD-Retail program for PY7

Smart Ideas for Your Business - Commercial and Industrial

C&I New Construction

- 12,450 net MWh savings achieved (108% of goal)
- PY6 final savings is based on 68 projects
- PY7 expects to achieve 25 GWh based on 90 projects
- The warehouse and multifamily sectors are experiencing a post-recession construction surge which contributes to the robust pipeline for PY7-PY9
- Five projects currently in reservation for PY7 exceed 580,000 net kWh, including Woodward Rock Cut Campus and 111 W Wacker

Small Business Energy Savings

- 60,809 net MWh savings achieved attributed to EEPS (454% of goal)
- Additional 57,217 net MWh savings achieved for IPA allocation (100% of goal)
- The SBES program has expanded from 40 to 60 Trade Allies to meet increasing IPA requirements

Smart Ideas for Your Home - Residential

Lighting Discounts

- Exceeded the program year-end energy savings goal for both the EEPS (standard) and IPA (specialty) lighting categories while keeping the total program costs under budget
 - 176,074 net MWh savings achieved for EEPS (117% of goal)
 - 38,216 net MWh savings achieved for IPA (164% of goal). All specialty bulbs allocated to IPA program
- Bulb sales amount to 8.9M for the EEPS (standard) portion of the Residential Lighting program and 2.1M for the IPA (specialty) portion of the Residential Lighting program for PY6
- Program field representatives completed 85 in-store demonstrations during Q4 of PY6
- Signed on three new retailers for PY7; the new retailers joining the program will be Family Dollar, Pete's Fresh Market, and Habitat for Humanity Restore



Smart Ideas for Your Home - Residential

Home Energy Reports

- 108,370 net MWh savings achieved (108% of goal)
- 340,000 customers received reports in PY6
- In PY7, the program is expanding to include 1.8M customers with OPower targeting 1.5M customers and C3 targeting the remaining 300k customers; additionally, the program will move to the IPA in PY7



You've got the power to save!

For more than 32 consecutive months, you've shown your commitment to energy efficiency through this ComEd Home Energy Report, and along with other recipients have saved enough energy to power more than 16,000 homes in northern Illinois for an entire year.

We've got the ideas to help!

Flip this Home Energy Report over for energy-saving tips and incentives.

Smart Ideas for Your Home - Residential

Fridge and Freezer Recycle Rewards

- 24,667 net MWh savings achieved (99% of goal)
- Collection of over 13,000 refrigerators and freezers during Q4 pushed PY6 collections to over 42,000 total units; this result exceeded the Plan goal of 40,000 total units.
- A limited-time offer of \$50 for refrigerator and freezer collection appointments that were scheduled by March 31 (starting on January 1) used a multi-channel marketing campaign to promote this offer and helped to drive program participation.
- The results of our annual customer satisfaction survey for this program revealed that a high percentage of respondents continue to be very satisfied with both the scheduling and collection process.
- Since the program started in 2008, ComEd has collected over 210,000 refrigerators and freezers, and kept tons of materials out of landfills through recycling

smart ideas

THE POWER OF THINKING DIFFERENTLY

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ComEd will pick it up for FREE and send you \$35.*

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*See and other restrictions apply. Visit ComEd.com/FridgeRecycling for details.

Smart Ideas for Your Home - Residential

Multi-Family Home Energy Savings

- 19,895 net MWh savings achieved in PY6 (EEPS – tenant units) (127% of goal)
- 17,419 net MWh savings achieved in PY6 (IPA – common areas) (99% of goal). Costs and savings attributed to building owners (C&I customers)
- Free direct installation of energy-saving products within the tenant spaces continued to grow during Q4 throughout the joint ComEd and Nicor Gas / North Shore Gas / Peoples Gas service territories.
- Efforts throughout PY6 to assess and identify building-level incentives on qualifying electric equipment and system upgrade resulted in a significant amount of verified energy savings during Q4.
- The network of participating trade allies that offer discounted services and products grew throughout PY6.

Smart Ideas for Your Home - Residential

Home Energy Savings

- 1,218 net MWh savings achieved (135% of goal)
- Completed 1,117 retrofit projects in PY6
- Activities were focused on providing a seamless experience for customers while transitioning program implementation contractors from Conservation Services Group to CLEARresult
- Recruited a total of 25 contractors to participate in the new Air Sealing and Attic Insulation rebate offering

Home Energy Jumpstart

- 3,767 net MWh savings achieved (188% of goal)
- Installed over 80,000 CFLs in over 7,000 homes in PY6
- Launched a refer-a-friend program with a monthly raffle to encourage participants to refer friends and family to participate

Smart Ideas for Your Home - Residential

Joint Complete System Replacement

- 3,340 net MWh savings achieved (167% of goal)
- Over 10,000 customers received rebates for energy efficient central air conditioners in PY6
- Marketing efforts with gas utilities include utility bill inserts, with a majority of marketing and outreach is performed by HVAC trade allies

Joint Residential New Construction

- 399 net MWh savings achieved (1596% of goal)
- A total of 798 homes that are served jointly by ComEd and Nicor Gas were completed and verified during PY6 as being built to at least 10% greater than the current Illinois energy code; this result exceeded the goal of 750 joint homes.
- Joint certified homes achieved an average gross savings of 500 kWh.

Joint Elementary Education Program

- 3,171 net MWh savings achieved (167% of goal)
- Original ComEd/Nicor PY6 program contained 21,000 kits. Expanded program with an additional 5,000 kits distributed in Jan/Feb 2014
- Program included classroom presentation to approximately 300 schools

Third Party Administration Programs - ComEd

Dent on Energy

- 486 net MWh savings achieved (37% of goal)
- Low-cost automation with monitoring and proactive control of HVAC systems run by RLD Resources
- 43 installations completed in PY6
- Program will not continue in PY7

Desktop Power Management

- 2,100 net MWh savings achieved (29% of goal)
- 15,303 installations completed in PY6
- Program will not continue in PY7

CUB Energy Saver

- 4,329 MWh savings achieved (49% of goal)
- Hybrid opt in/opt out residential efficiency program run by C3 and CUB
- 8,672 participants in PY6

Third Party Administration Programs - IPA

One Change, Simple Actions Matter

- 3,875 net MWh savings achieved (100% of goal)
- Residential CFL giveaway program for low income communities not traditionally served by Smart Ideas programs, administered by OneChange.
- Campaign was successfully completed in Q3, delivering 150,000 bulbs to 25,000 homes
- Program will not continue in PY7

Wildan Energy, Sustainable Schools Program

- 1,931 net MWh savings achieved (96% of goal)
- On-site energy assessment and direct-install program targeting private schools, administered by Willdan Energy Services. Target Market: Small Commercial – K-12 Private Schools.
- 86 schools participated during PY6
- Program will not continue in PY7

Third Party Administration Programs - IPA

Shelton Solutions, Great Energy Stewards

- 391 net MWh savings achieved (21% of goal)
- Community outreach behavior change program targeting faith-based organizations, administered by Shelton Solutions. Target Market: Residential.
- The program had 640 participants in PY6

All-Electric Home Energy Savings, Conservation Services Group

- 79 net MWh savings achieved (2% of goal)
- The All-Electric Third Party IPA program was designed to leverage the Joint Home Energy Savings (HES) program. With the transition of the Joint program implementer from Conservation Services Group to CLEAResult (formerly RSG), this program no longer has the necessary synergies to succeed
- Activities were focused on providing a seamless experience for customers while transitioning program implementation contractors from Conservation Services Group to CLEAResult
- Program will not continue in PY7

Marketing Education and Awareness Activities

Program highlights:

- Based on a 2014 JD Power report, ComEd's customer awareness of EE programs has improved. ComEd moved to 3rd quartile increasing to 41st (from 48th) among the 59 largest utilities
- Launched a high impact advertising awareness campaign that included TV, pre-roll, radio, OOH & digital display ads targeting Chicago and Rockford
- Added cinema ads in May (incremental spend of \$80K); ads ran on 666 screens across 48 theaters
- Drove nearly 24,000 web hits to ComEd.com/HomeSavings
- Campaign analytics show a 179.73% increase in visits to the Home Savings page compared to Fall 2013, as well as a 164% increase to new users when compared to Fall 2013
- There has also been 764% increase in visits year over year, as well as a 1025% increase to new users compared to last year
- Generated over 184 million total impressions



Marketing Education and Awareness Activities

- Continued to leverage energy-efficiency events as an opportunity to educate customers about energy-efficiency tips and our *Smart Ideas for Your Home* programs. In Q4, ComEd participated in 28 events (includes ComEducation and Energy Force)
- *ComEducation events included:* Chicagoland Kid's Expo, Neighborhoods Around the World, Earth Day Ogilvie/Union Station takeover events, Oak Park Earth Fest, Party for the Planet, Park Ridge Earth Day, Festival of Cultures, Just Play, Chicago Gaelic Park Irish Festival and Technical and Networking Engineering Conference



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

Current Pilots –

Agentis Business Energy Analyzer C&I Engagement and Behavioral Program

A mid to large business energy-efficiency and behavioral engagement program. Participating customers receive an energy report illustrating their energy usage compared with their peers and providing education.

- Full Launch: October 8, 2012
- Target Customer: 100-1,000 kW
- Pilot Size: 6,200 small businesses (3,100 controlled, 3,100 treatment)
- Pilot year 1 is complete (Nov 2013) and Navigant has evaluated the data and found that the savings were near 0%. Further discussions with Navigant indicated that there would need to be an order of magnitude increase in the treated and control group or consistent savings well above the 1.5% normally seen in behavioral programs to see statistically significant savings.
- For year 2, the pilot became a program and was modified to a customer engagement tool for energy-efficiency and behavioral improvements. The program was expanded to the entire population of customers >100kW. In April 2014 the new platform, incorporating both behavioral and energy efficiency recommendations, was rolled out to SIFYB outreach personnel as well as Smart Ideas Opportunity Assessments (SIOA) engineers which also included training & administrative access to all customers. In parallel, a phone outreach campaign to industrial customers (100 kW to 500 kW) has been developed with calls starting in August.

Emerging Technology Activities

Current Pilots –

EnergyCheck Small Business Behavioral Pilot

A small business pilot that targets 10,000 small business customers with demand levels of less than 100 kW. These customers were auto-enrolled into receiving bi-monthly paper energy reports via postal mail, which included comparisons to similar businesses, behavioral-based targeted ways to save for the customer's business segment, 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, energy insights and analytics.

- Program Launch: Customers received their first report in February 2014
- Target Customer: <100 kW
- Pilot Size: 10,000 treatment, 10,000 control
- To Date: Customer engagement has been lower than expected with 47 customers (0.5%) creating accounts in the online portal after receiving their first three reports and fewer than expected calls to ComEd (relative to residential) for program inquiries and business profile updates. To assess possible causes for the low online participation rate, a survey was added to the paper report and there were 154 responses. Survey identified challenges that customers may face in implementing energy efficiency measures but most were challenges that cannot be changed or influenced by the report. To help stimulate participation on the site a post card will be sent to all participants in mid August asking them to share a photo of their thermostat. All those who share a photo and log in to the web portal or have an active web account will be entered to win a \$300 gift card.

Emerging Technology Activities

Current technology evaluations –

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 (4 sites)
- Estimated completion date: September 2015

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: March 2015

Variable Refrigerant Flow (VRF)

- Overview: HVAC technology that uses refrigerant as both the heating and cooling medium.
- Type of test: In-field testing using data acquisition, modeling or both.
- Estimated completion date: TBD 2015

Best Energy Reduction Technologies (BERT)

- Overview: Plug load controller for businesses
- Type of test: Small in-house product test at ComEd
- Estimated completion date: Q4 2014

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%

Portfolio Results

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

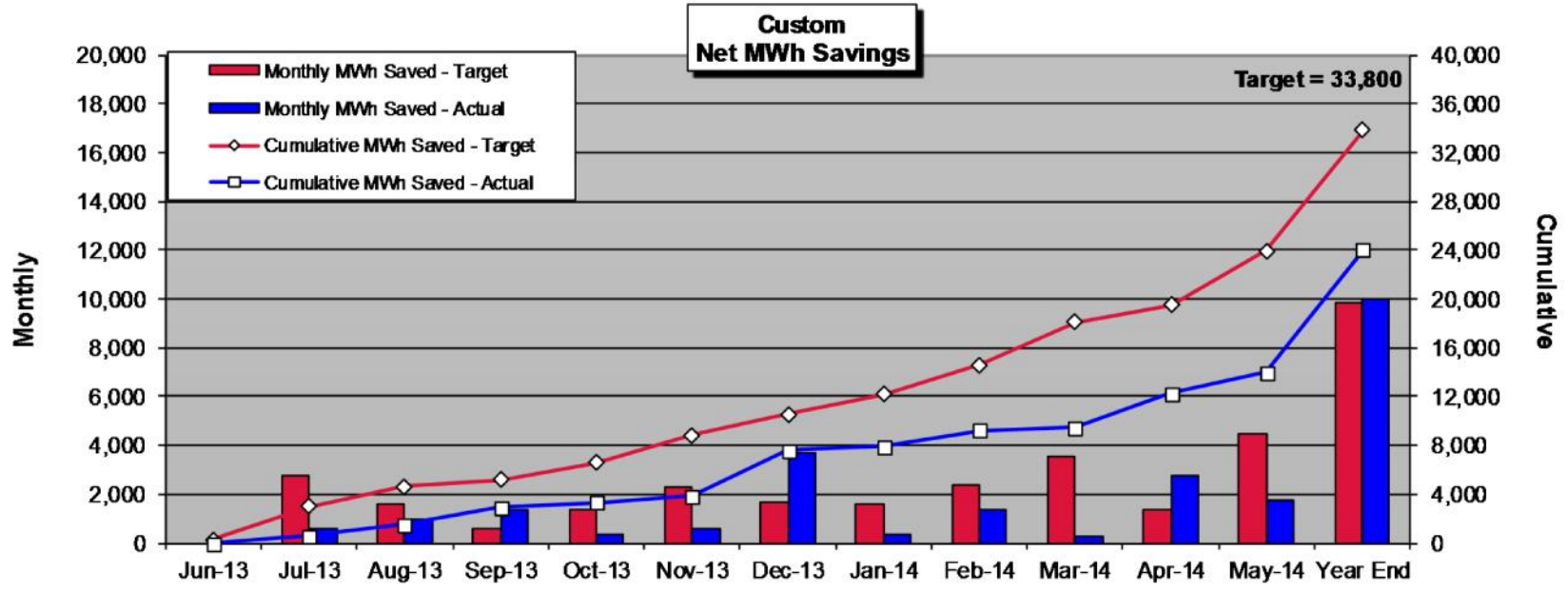
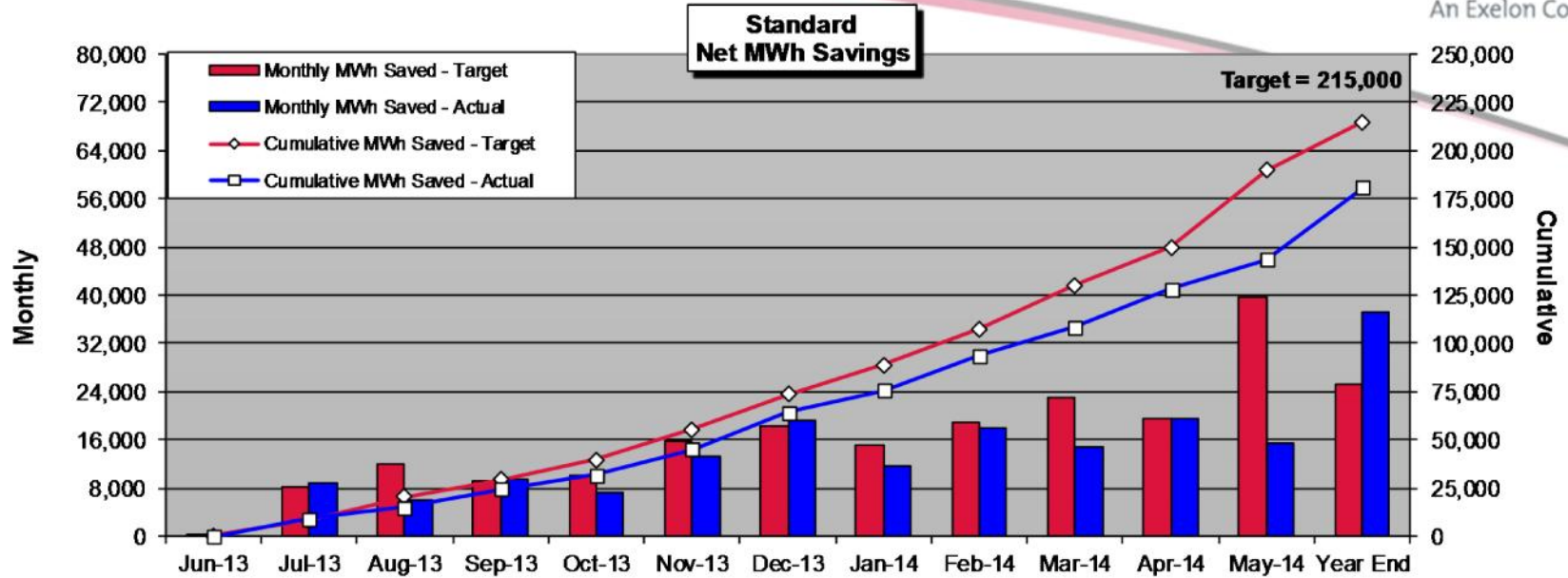


* Assumes average ComEd single-family residential home with no electric space heat consumes 801 kWh monthly or 9,612 kWh annually per the filing.
 ** Portfolio Jobs reflect actual positions by ComEd and its contractors that are part of the Rider EDA and does not attempt to capture indirect jobs in the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

Smart Ideas For Your Business- YTD Results



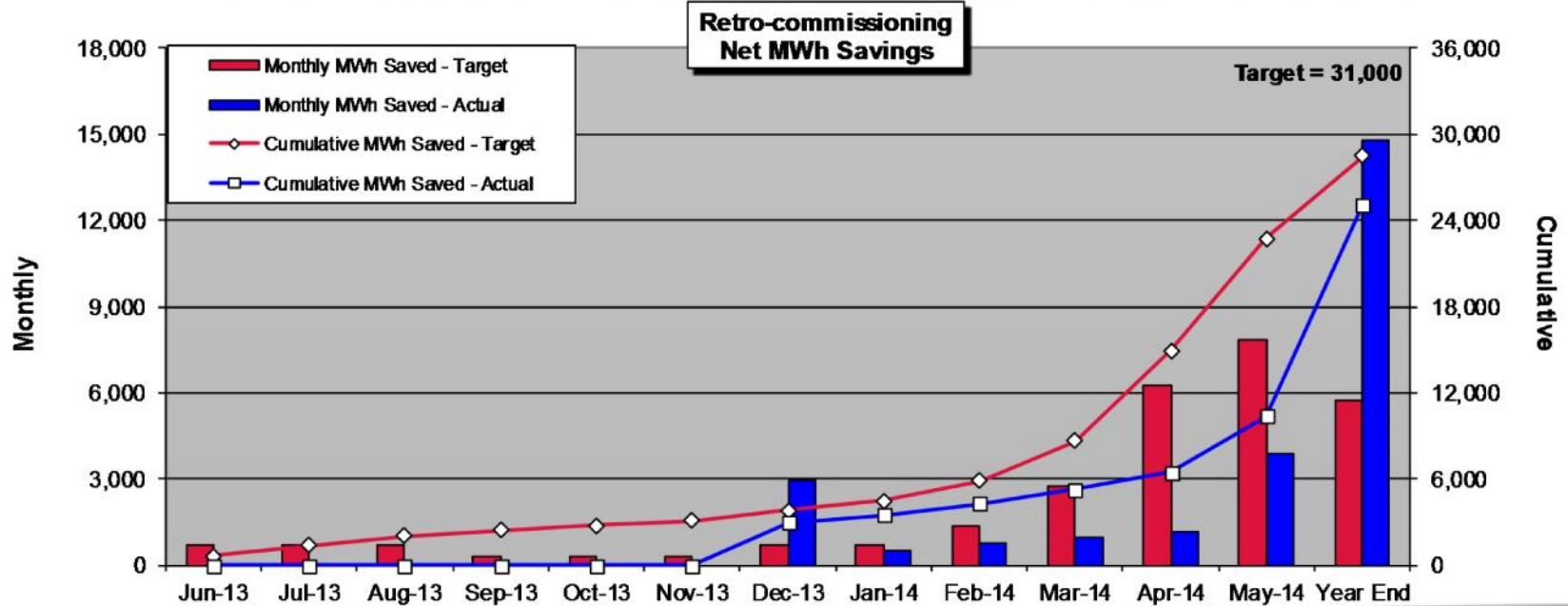
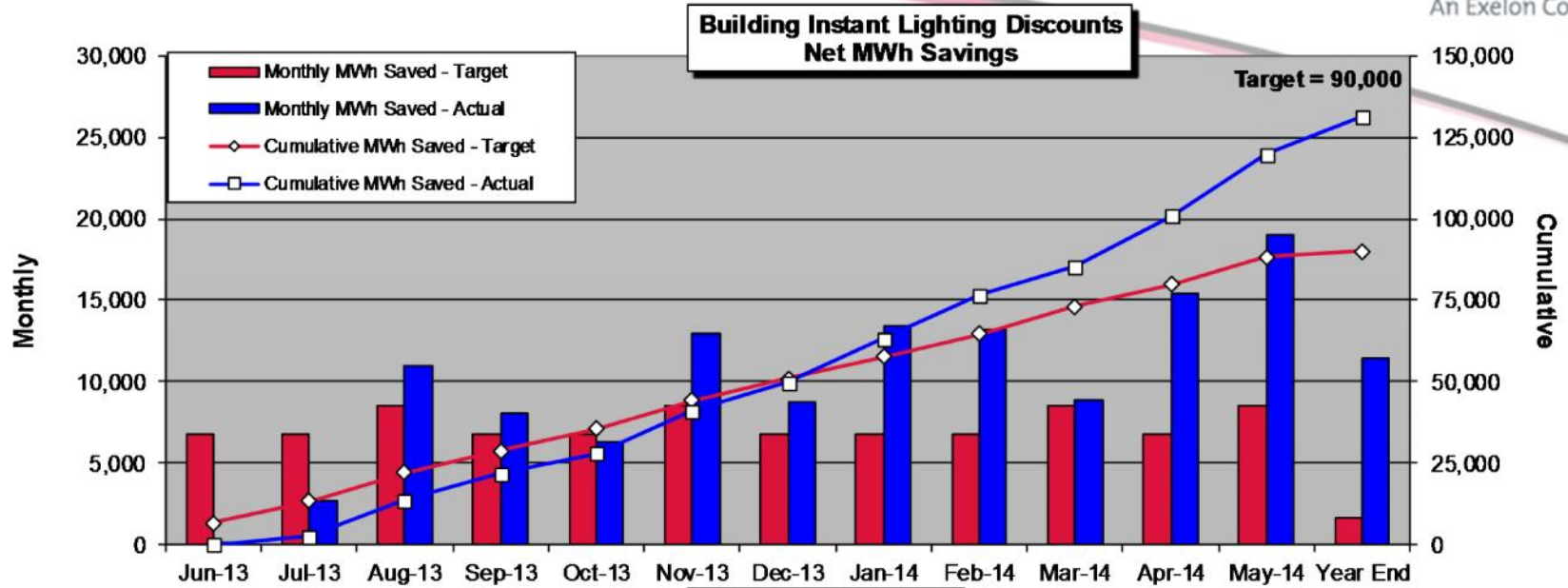
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Smart Ideas For Your Business- YTD Results



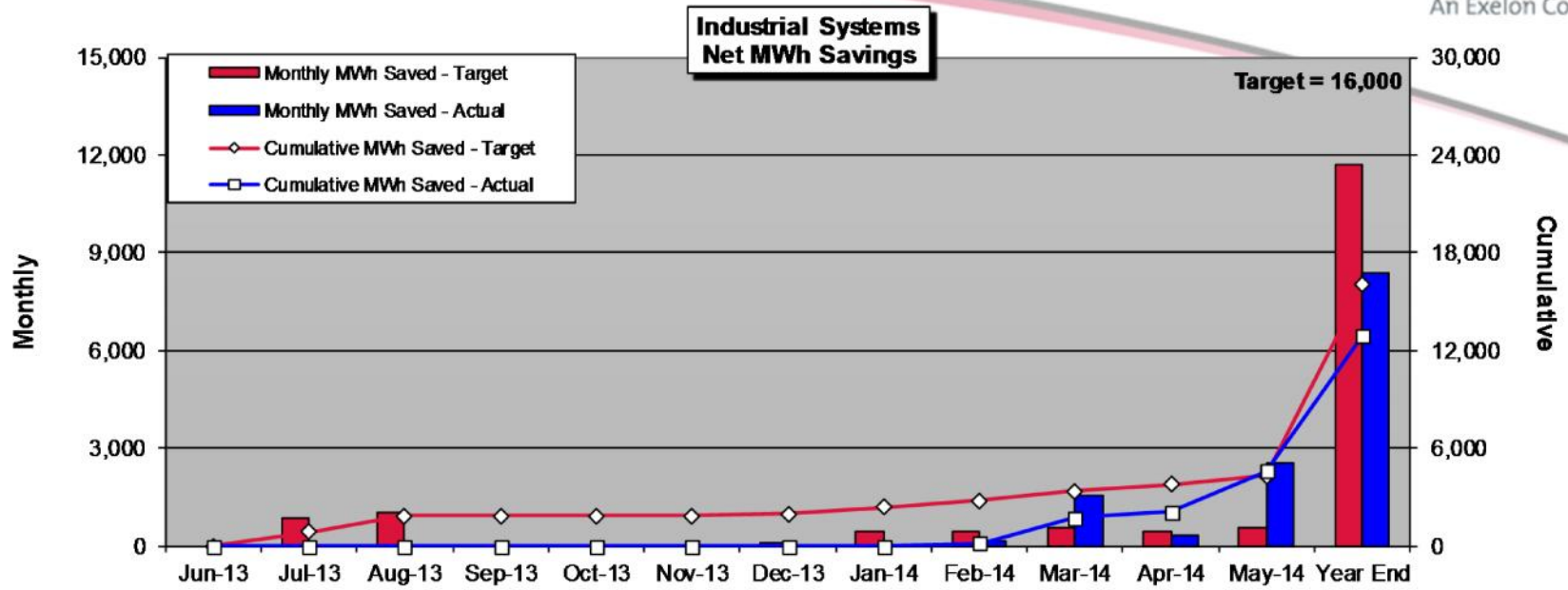
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Smart Ideas For Your Business- YTD Results



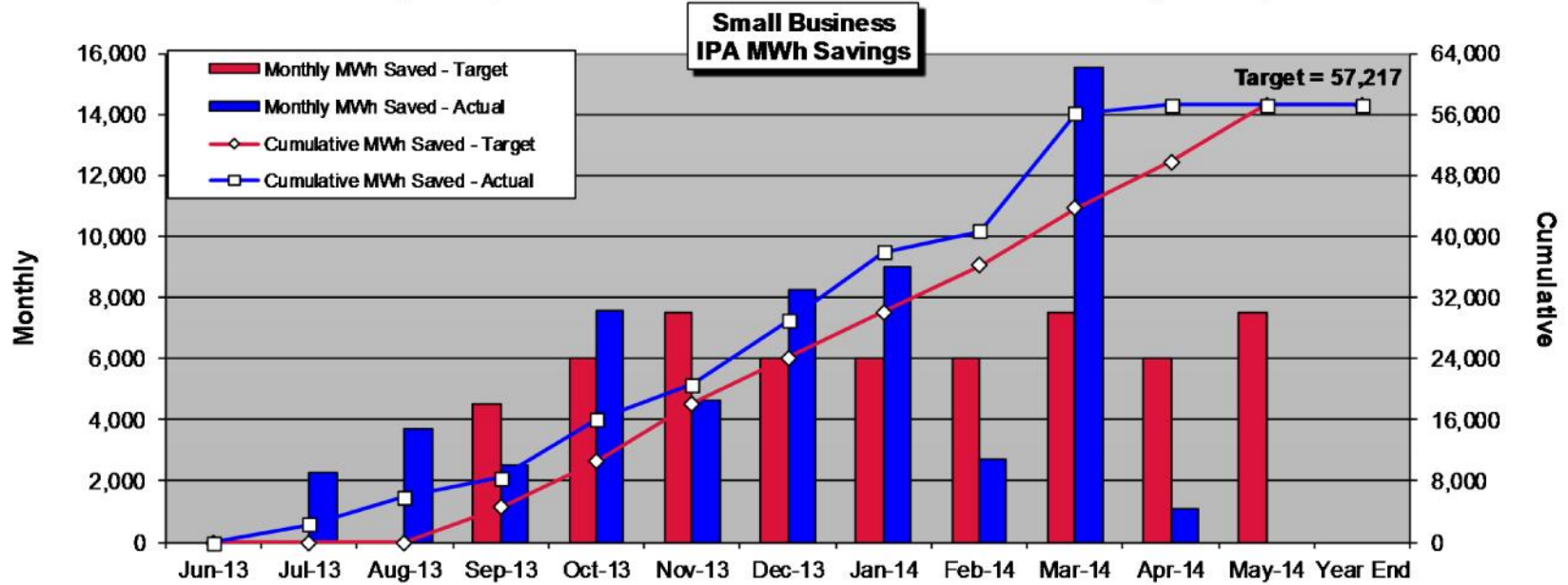
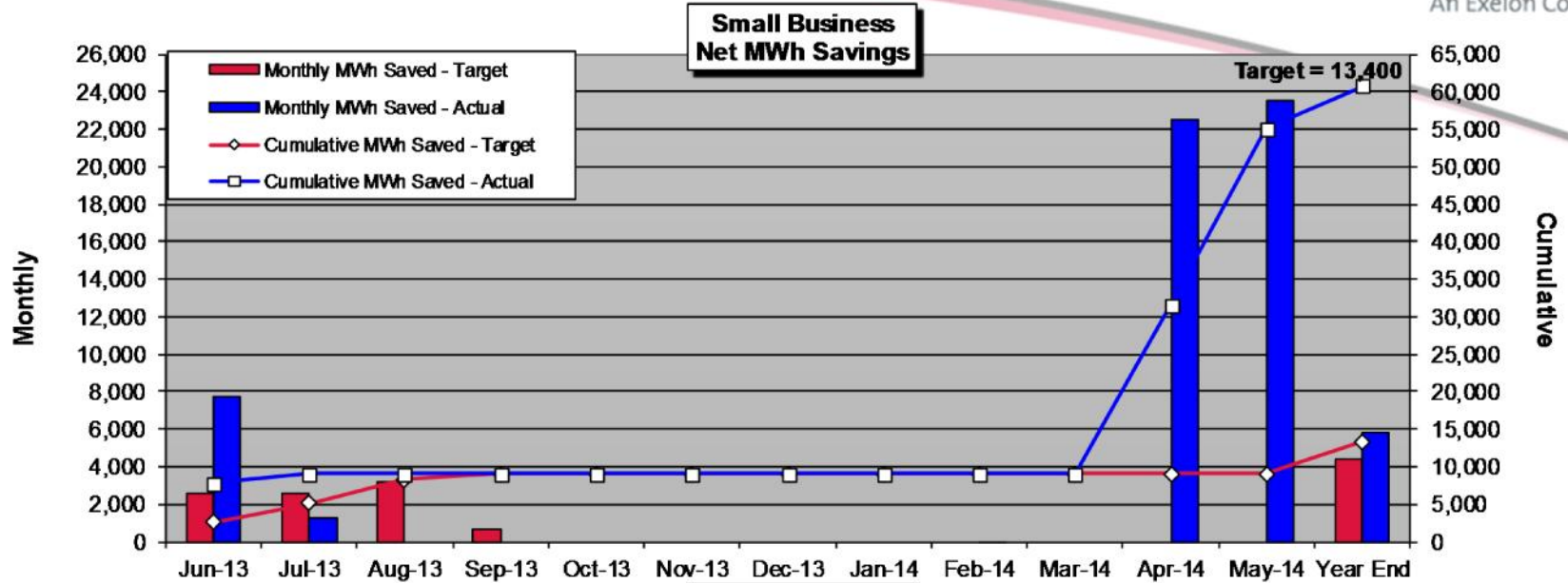
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Smart Ideas For Your Business- YTD Results



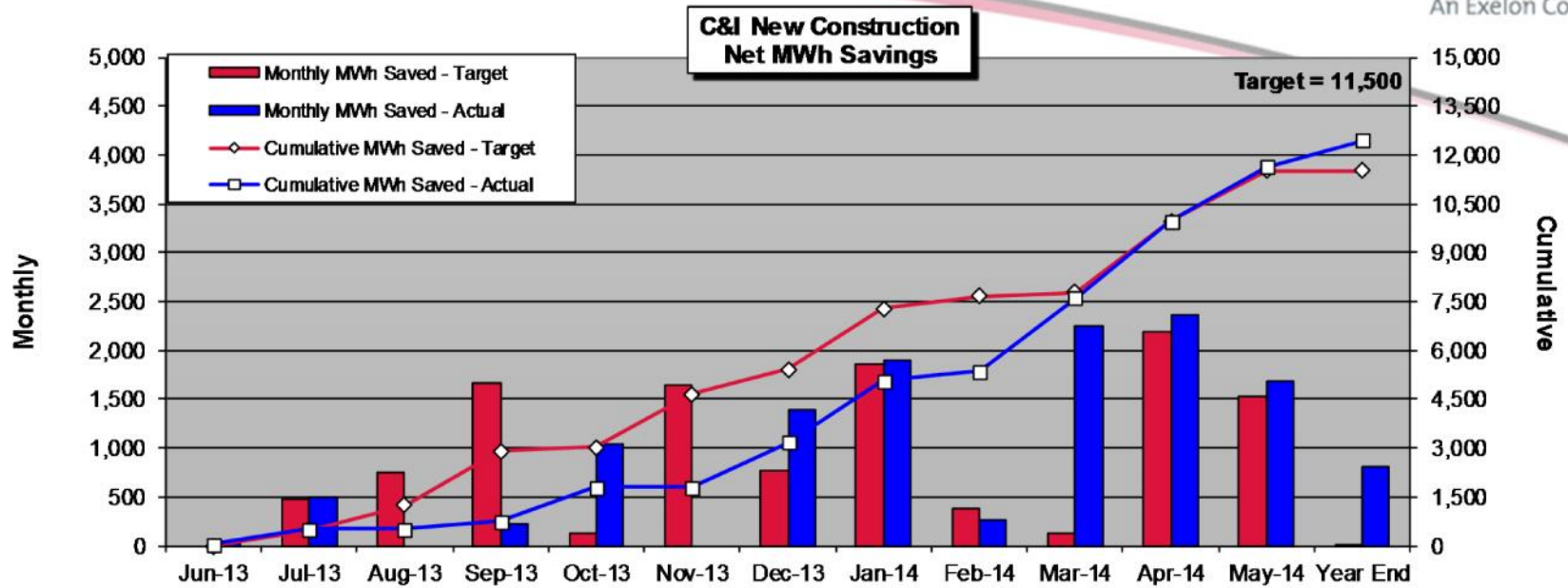
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Smart Ideas For Your Business- YTD Results



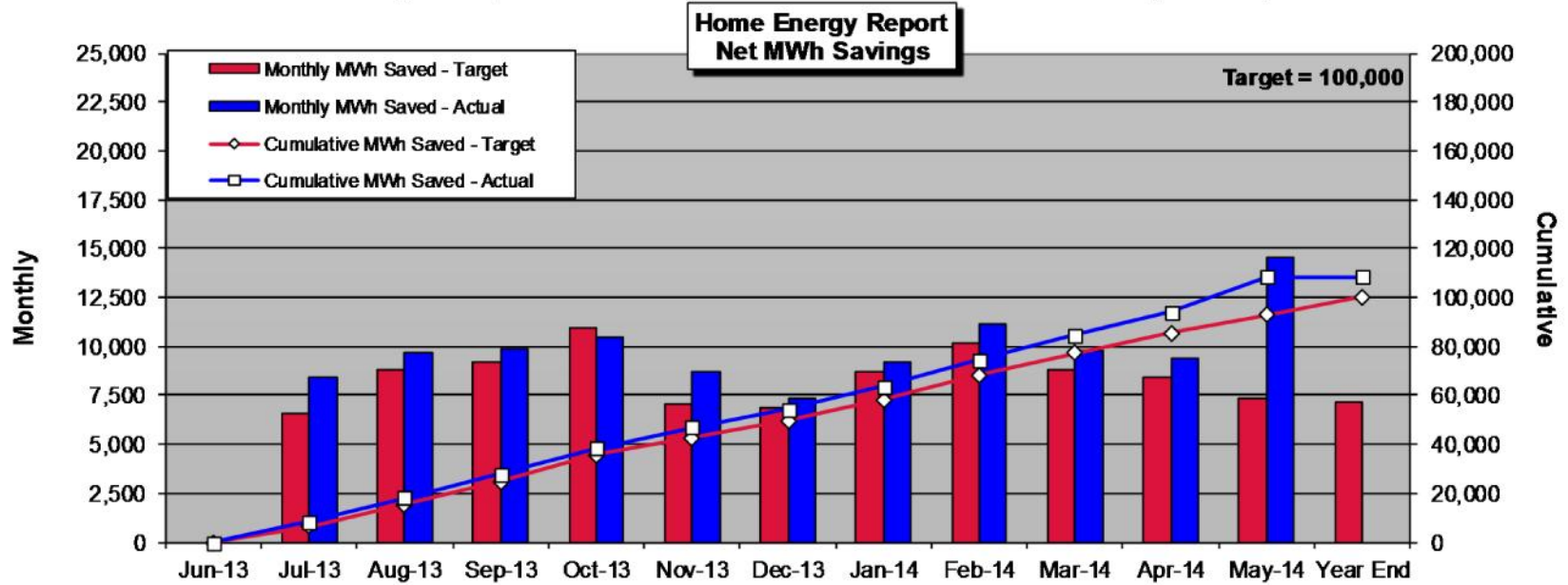
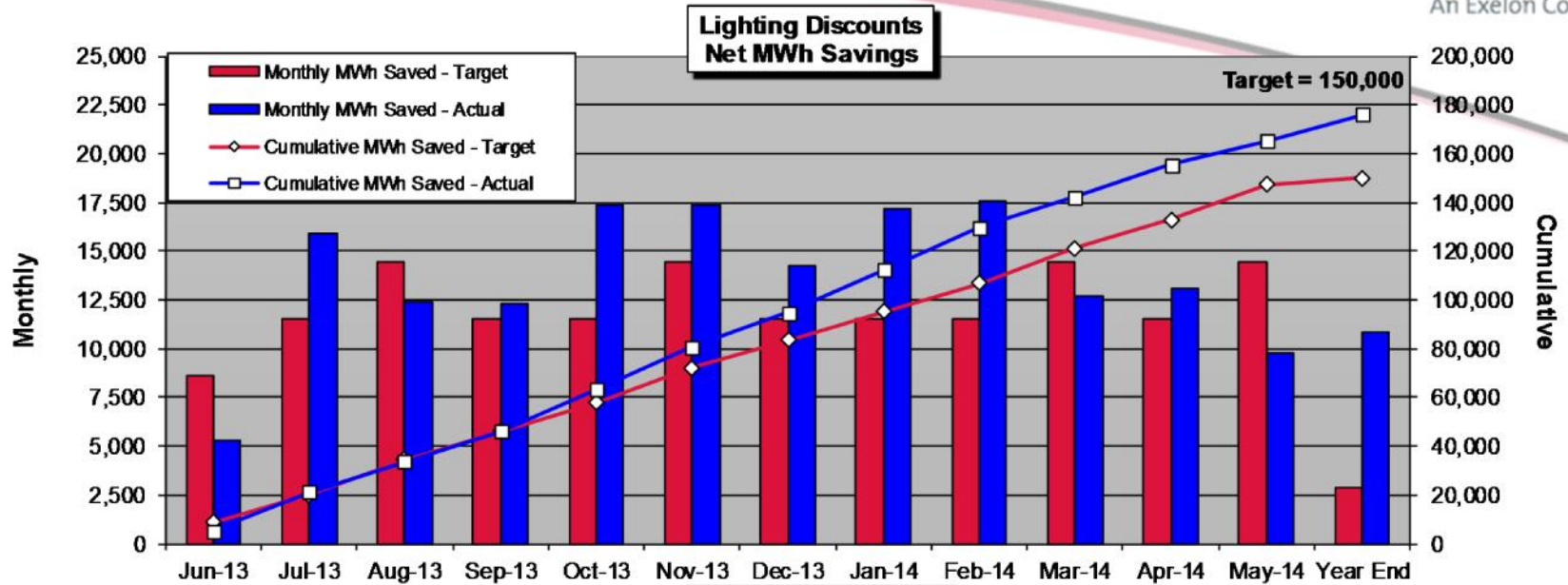
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Smart Ideas For Your Home – YTD Results



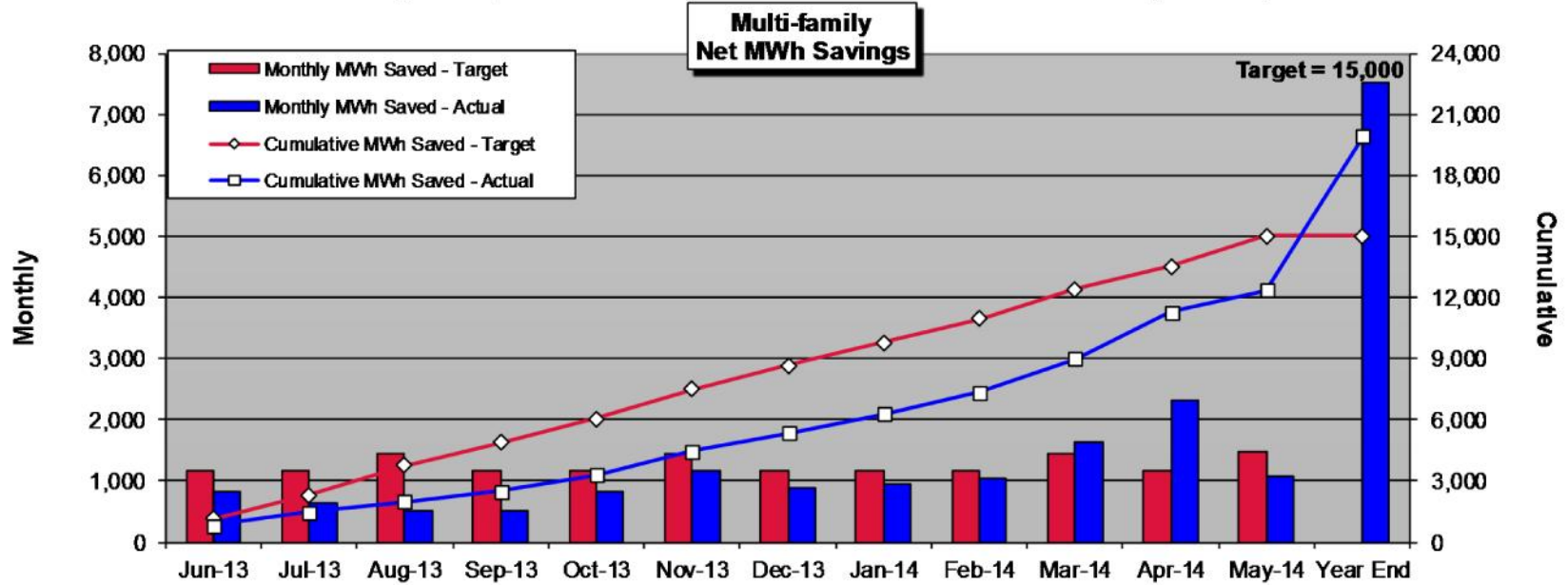
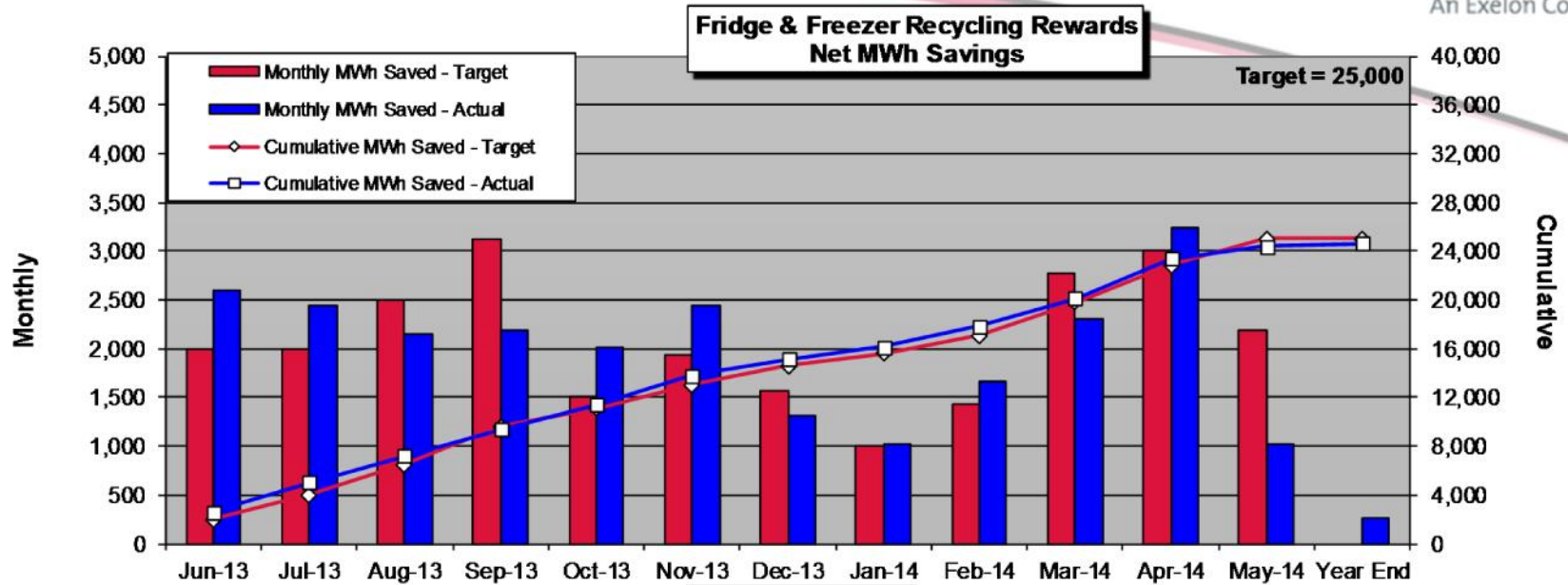
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