



# Plan Year 7 First Quarter Report

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





# EEPS Programs – Ex Ante Results

Program	Actual YTD Net MWh PY7 Results	Planning Net Target MWh	Percent of Planning Target	Co	rogram osts YTD \$1,000)	Anı	rojected nual Costs (\$1,000)	Percent of Annual Spend	1st Year Cost/kWh
Incentives Total	17,193	254,500	7%	\$	4,520	\$	37,381	12%	
Standard	15,073	220,000	7%						
Custom (includes large C&I pilot)	1,256	25,000	5%						
Data Center Efficiency	864	9,500	9%						
Midstream Incentives	32,773	110,000	30%	\$	2,653	\$	14,000	19%	
Optimization Total	0	50,000	0%	\$	1,524	\$	11,397	13%	
Retro-Commissioning	0	36,000	0%						
Industrial Systems	0	14,000	0%						
New Construction	2,189	18,500	12%	\$	816	\$	5,995	14%	
Multi-Family Common Area	0	4,500	0%						
C&I Other *				\$	340	\$	1,106	31%	Values will be reported with year end final
C&I Subtotal	52,156	437,500	12%	\$	9,853	\$	69,880	14%	
Lighting Discounts	30,214	100,000	30%	\$	3,104	\$	17,396	18%	value
Fridge & Freezer Recycling	5,583	20,000	28%	\$	1,728	\$	7,524	23%	
Multi-Family	580	6,000	10%	\$	285	\$	4,379	7%	
Home Energy Rebates	594	2,200	27%	\$	502	\$	1,705	29%	
Home Energy Assessments	706	3,800	19%	\$	446	\$	1,365	33%	
Elementary Energy Education	0	700	0%	\$	-	\$	433	0%	
New Construction	40	200	20%	\$	43	\$	9	493%	
Residential - General				\$	81	\$	677	12%	
Residential Subtotal	37,718	132,900	28%	\$	6,189	\$	33,487	18%	
CFL Carryover		83,500							
EEPS Portfolio Totals	89,874	653,900	14%	\$	16,041	\$	103,367	16%	

<sup>\*</sup>C&I Other includes 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	C	Program osts YTD (\$1,000)	Projected inual Costs (\$1,000)	Percent of Annual Spend	1st Year Cost/kWh
Home Energy Report	24,728	271,825	9%	\$	6,867	\$ 11,000	62%	
Small Business Energy Savings	43,064	100,000	43%	\$	9,337	\$ 33,000	28%	
Small Commercial HVAC Tune-Up	0	3,324	0%	\$	-	\$ 1,024	0%	
Third Party								
CUB Energy Saver	0	5,970	0%	\$	210	\$ 400	53%	Values will be reported with year end final value
One Change	0	4,360	0%	\$	810	\$ 1,267	64%	
Retrofit Chicago Residential	0	1,157	0%	\$	-	\$ 543	0%	
Shelton Solutions Great Energy Stewards	0	1,230	0%	\$	-	\$ 200	0%	
IPA Total	67,791	387,866	17%	\$	17,224	\$ 47,433	36%	
EEPS Total	89,874	653,900	14%	\$	16,041	\$ 103,367	16%	
Portfolio Total	157,665	1,041,766	15%	\$	33,266	\$ 150,801	22%	

		Actual YTD	Approved	Percent of
		Net MWh PY7	Net Target	Approved
	Portfolio	Results	MWh	Target
EEPS		89,874	648,029	14%
IPA		67,791	387,866	17%
TOTAL		157,665	1,035,895	15%



# First Quarter Program Highlights

#### **Smart Ideas for Your Business**

- Standard Program Zero T12 bonus program launched, whereby businesses receive a bonus for removing all T12 lamps from a facility (installed and in stock)
- Large colocation providers still see significant demand in the Chicago Data Center market from commercial companies of various sizes, which has yielded existing data center expansion/renovation and new construction for additional capacity
- Two "non-traditional" RCx pilots are underway that are expected to generate at least 3.4 GWh in PY7
- Midstream Incentives Program incented over 183,000 LED products during Q1 and delivered over 20,000 MWh of savings

#### **Smart Ideas for Your Home**

- In August, the Residential Lighting program began offering in-store incentives on LEDs at major retailers such as Costco, The Home Depot, Menards, Sam's Club, Walmart and Ace Hardware
- Home Energy Assessments has been modified for PY7 for qualified new homes. The threshold has increased for the modeled savings from at least 10% to at least 20% greater than the current Illinois energy code.
- Home Energy Assessments was launched territory-wide (instead of by natural gas utility partner) to provide customers throughout the ComEd service territory a consistent offering and message

#### **IPA Programs**

- Small Business Energy Saving Program introduced EnerPath tool (iPad-based energy assessment tool) to several Trade Allies. Tool is being tested in the field and is being developed to best suit ComEd's Trade Allies
- Home Energy Reports increased from 340,000 customers to 1.7 million, with implementation through two vendors (1.5M-Opower; 200k-C3 Energy)



# Smart Ideas for Your Business - Commercial and Industrial

## **Incentives Program**

#### **Standard**

- 15,073 MWh savings achieved YTD (7% of goal)
- Zero T12 bonus program launched, whereby businesses receive a bonus for removing all T12 lamps from a facility (installed and in stock)
- New trade ally performance reward program (PRP) structure (quarterly paid rewards vs. yearly) with 145+ participating companies

#### Custom

- 1,256 MWh savings achieved YTD (5% of goal)
- 41,000 MWh savings (224 projects) in PY7 pipeline
- Projects are driven by HVAC and Lighting

#### **Data Centers**

- 864 MWh savings achieved YTD (9% of goal)
- Large colocation providers still see significant demand in the Chicago Data Center market from commercial companies of various sizes, which has yielded existing data center expansion/renovation and new construction for additional capacity
- Marketing of the closet to colocation program to mid-size commercial customers with increasing demand, yet aging IT infrastructure has gained momentum with its first project expected late Q4-2014 / early Q1-2015
- Significant reoccurring customer involvement with nearly 75% of projects in the data center pipeline from customers with multiple applications



# Smart Ideas for Your Business - Commercial and Industrial

## **Optimization Program**

## **Retro-Commissioning (RCx)**

- 0 MWh savings achieved YTD (0% of goal)
- Active "traditional" RCx projects are expected to generate a projected 25,400 MWh in PY7
  - o 17,600 MWh for traditional RCx projects (buildings over 400,000 square feet)
  - 5,500 MWh for monitoring-based commissioning projects
  - 2,300 MWh for RCx projects that will follow a streamlined process at mid-size buildings (between 150,000 and 400,000 square feet)
- Two "non-traditional" RCx pilots are underway that are expected to generate 3,400 MWh in PY7
  - Two engineering firms have been contracted to perform RCx at grocery stores using a modeling-based approach to measure and verify savings
  - 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

## **Industrial Systems**

- 0 MWh savings achieved YTD (0% of goal)
- Pipeline has 64 projects totaling 33,000 MWh forecasted savings (includes PY8)
- 28 projects (11,200 MWh) presently in either verification or implementation



# Smart Ideas for Your Business - Commercial and Industrial

## Midstream Incentives [Business Instant Lighting Discounts (BILD)]

- 32,773 MWh savings YTD (30% of goal)
- BILD Distributor 29,738 MWh savings achieved YTD (36% of goal)
  - 57 electrical distribution companies (representing over 100 individual locations) participated
  - 183,000 LED products sold in Q1, delivering over 20,000 MWh of energy savings and nearly \$1,730,000 in incentives paid
  - Added LED Exit Sign retrofit kit products to BILD for PY7, delivering over 300 MWh YTD
- BILD Retail 3,035 MWh savings achieved YTD (11% of goal)
  - The program officially rolled out at Menards this quarter. Menards now joins The Home Depot in offering instant discounts to small contractors in-store
  - Menards increases the presence of this program to 41 additional stores in the ComEd service territory

#### **C&I New Construction**

- 2,189 MWh savings achieved YTD (12% of goal)
- Partnering with USGBC-IL to host event at Motorola's new 600,000 square foot headquarters in the Merchandise Mart
- Featured in Sustainable Chicago Magazine with support of Related Midwest's 500 Lake Shore Drive project
- Received applications for eight new Whole Foods stores in the last guarter
- Outreach metrics indicate leads can take more than one year to secure application



#### **Lighting Discounts**

- 30,214 MWh savings achieved YTD (30% of goal)
- In August, the Lighting Discounts program began offering in-store incentives on LEDs at major retailers such as Costco, The Home Depot, Menards, Sam's Club, Walmart and Ace Hardware.
- The incentives being offered on LEDs range from \$2.00 to \$4.00 per bulb.
- With the start of a new program year, the Residential Lighting program introduced new in-store Point of Purchase (POP) materials highlighting the instant discounts presented by ComEd along with new ComEd branded clothing for ComEd's field representatives to improve program awareness.





#### Fridge and Freezer Recycle Rewards

- 5,583 MWh savings achieved YTD (28% of goal)
- Activity was steady and strong throughout the first quarter, with over 12,700 refrigerators & freezers collected.
   This performance provides a solid foundation towards reaching the Plan goal for PY7 of 40,000 total units.
- A multi-channel marketing campaign that included bill inserts, digital billboards, and radio spots was in market throughout most of the first quarter. This campaign continued to highlight free pick up and a \$35 reward offer in order to drive customers to have their old, working refrigerator or freezer recycled by ComEd.





## **Joint Multi-Family Home Energy Savings**

- 580 MWh savings achieved YTD (10% of goal)
- Free direct installation of energy-saving products within tenant spaces throughout the joint ComEd and Nicor Gas / North Shore Gas / Peoples Gas service territories continues as the main focus of this program.
- The goal for PY7 is to complete this service at approximately 28,000 residential units, with over 4,000 of these being completed during the first quarter.

#### **Joint Residential New Construction**

- 40 MWh savings achieved YTD (20% of goal)
- The program requirement has been modified for PY7 for qualified new homes. The threshold has increased for the modeled savings from at least 10% to at least 20% greater than the current Illinois energy code.
- A total of 115 homes that are served jointly by ComEd and Nicor Gas were completed and verified during the first quarter. These homes achieved average savings of about 575 kWh per home.



#### **Joint Home Energy Rebates**

- 594 MWh savings achieved YTD (27% of goal)
- Marketing activities included updating messaging of Home Energy Rebates as an umbrella offering of all prescriptive rebates. Rebates currently offered include central air conditioners and weatherization
- Launched standalone central air conditioner rebate application from previous joint CSR offering
- Over 1,000 customers received rebates for energy efficient central air conditioners
- Signed agreements with 24 contractors, providing territory wide coverage for weatherization rebates
- Approved 49 weatherization projects

#### **Joint Home Energy Assessments**

- 706 MWh savings achieved YTD (19% of goal)
- Launched Home Energy Assessments territory-wide (instead of by natural gas utility partner) to provide customers through the ComEd service territory a consistent offering and message
- The program still has 2 implementers based on the natural gas utility partner, but both assessments are free, include direct install products and a customized report
- With the launch of a new implementer in the Nicor Gas territory, Q1 post-launch activities focused on field observations with ComEd completing 5 field observations
- Completed 276 home energy assessments in the Nicor Gas territory
- In the Peoples Gas and North Shore Gas territory, ComEd estimated a PY7 average install rate of 11 CFLs / home; Q1 actual average is higher at 14.5 CFLs per home which puts the program above savings forecast



# **Elementary Education Program – Super Savers**

- 0 MWh savings achieved YTD (0% of goal) results not reported until end of year
- Working with new vendor, Resource Action Programs
- Partnering with Nicor Gas, Peoples Gas and North Shore Gas
- Program enrollment begins Q2; fall program with spring flexibility





# IPA Programs - ComEd

## **Small Business Energy Savings**

- 43,064 MWh savings achieved YTD (43% of goal)
- 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.
- SEEL outreach initiative is focusing on developing customer base in select Chicago neighborhoods. These neighborhoods have seen historically low program participation.
- EnerPath tool (iPad-based energy assessment tool) has been introduced to several Trade Allies. The tool is being tested in the field and is being developed to best suit ComEd's Trade Allies.

## **Small Commercial HVAC Tune-up**

Program will begin Spring 2015

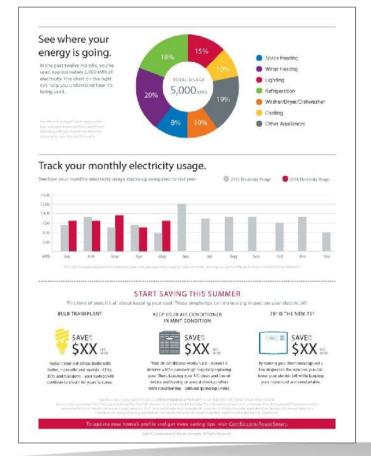


# IPA Programs - ComEd

## **Home Energy Reports and Power Smart Reports**

- 24,728 MWh savings achieved YTD (9% of goal); Opower savings only, too early to report C3 savings
- Current size of the recipient group for PY7 is 1.7 million customers (1.5M-Opower; 200k-C3 Energy)
- Home Energy Reports (Opower) launched June 1; Power Smart Reports launched mid-August (C3 Energy)







# IPA Programs – Third Party

## One Change, Commercial Power Strip Direct Install

- 0 MWh savings achieved YTD (0% of goal)
- Power Strip giveaways to businesses, including community-based targeting and on-site education
- Delivered in partnership with Sageview Associates
- Open to marketing of Smart Ideas additional offers
- 1-year program with a participation goal of 25,000 businesses

## **Elevate Energy, All-Electric Multifamily Buildings**

- 0 MWh savings achieved YTD (0% of goal)
- Comprehensive retrofits of multifamily buildings, including direct installation of low cost measures, equipment tune-ups, and comprehensive lighting and building shell retrofits
- Delivered in partnership with the City of Chicago
- 3-year program, with a participation goal of 270 buildings



# IPA Programs - Third Party

#### The Accelerate Group, CUB Energy Saver

- 0 MWh savings achieved YTD (0% of goal)
- Continuation of PY5 & PY6 third-party program
- On-line behavior change platform; direct mail and community-based marketing campaigns; loyalty rewards program featuring local businesses
- 3-year program, with a participation goal of 30,000 new signups

## **Shelton Solutions, Great Energy Stewards**

- 0 MWh savings achieved YTD (0% of goal)
- Continuation of PY6 IPA third-party program
- Community outreach behavior change program targeting faith-based organizations
- Personal savings goals; advice, monitoring and incentives
- 1-year program with a participation goal of 3,000 participants



# Marketing Education and Awareness Activities

#### **General**

- Launched summer advertising campaign; media buy included radio, pre-roll, digital display, cinema ads & digital signage (Boston/Doobie Brothers Concert, Blues Fest & Taste of Chicago)
  - Ad campaign generated over 29 million in total impressions
  - Drove 31,263 web visits to ComEd.com/HomeSavings
  - Achieved 36,286 clicks
  - o Overall CPC \$1.01
- Google Adwords garnered 932,380 impressions and 2,361 web clicks to ComEd.com/Tips and ComEd.com/EnergyEfficiencyProducts

(:15) Pre-roll



Digital Display



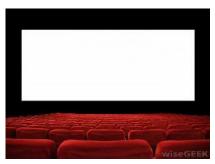








Cinema



Digital Signage - Blues Fest



(:30) Sec Radio Jingle





## Marketing Education and Awareness Activities

#### **General**

 Generated 5,414 direct interactions and collected 1,098 e-mails from EE and Municipal Outreach event activations (June-August)





- Email Marketing (June-Aug 2014) achieved a 16.8% open rate (industry average 14%)
  - o 950,000 emails sent to 320,000 residential subscribers
- Energy@Home
  - Published June , July and Aug monthly issues to ComEd.com/Energy@Home
  - o 7,000 unique page visits to the website and a total of 500 English PDF downloads



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 -**

#### **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 and energy insights.

- Program Launch: Customers received their first report in February 2014
- Target Customer: <100 kW</li>
- 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 inquires and business profile updates. To asses possible causes for the low online participation rate, a tear off survey with a return envelope 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 has been sent out to all participants asking them to share a photo of their thermostat. All those who share a photo & log in to the web portal or have an active web account will be entered to win a \$300 gift card.

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#### **Smart Meter Connected Devices (SMCD) Pilot**

The purpose of this pilot is to provide additional value to the smart meter program being deployed to ComEd customers. Customers will be able to purchase ComEd tested devices directly from manufacturers, and then have their device connected to their smart meter in order to receive near real-time data on electric energy consumption. In this pilot, ComEd will also test the impact on customer behaviors and electric consumption due to the increase in awareness of the amount of electric energy consumed. It is currently assumed that customers will experience a measureable decrease in their electric consumption and become more efficient users of energy in their homes. The initial phases of the pilot will concentrate on in home display devices; however, as the pilot is introduced to the public, it is intended to include multiple types of smart meter connected devices. Primary customer benefits include: increased cost awareness as it relates to electric energy consumption, potentially reduce electric energy use due to behavioral changes, and have the flexibility to choose a smart meter connected device that fits their budget and lifestyle.

- Program Launch: Still pending, but expected December 2014
- 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



#### 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: November 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 in 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



#### Current technology evaluations (cont.) -

#### ✓ 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
- Estimated completion date: Q4 2015 / Q1 2016

#### ✓ 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: TBD 2015

#### ✓ LED Streetlighting

- Allows for reduced energy consumption as well as the ability to control the fixtures (e.g. dimming) and see current operating status
- Has the ability to reduce operating costs and increase life of streetlighting
- Proof of Concept starts in November 2014; IPA pilot starts in June 2015 through May 2017

#### ✓ NEST Thermostat

- 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 around peak energy periods to reduce a customers electric demand.



# Portfolio Variances

The following program budgets have changed by more than 20%:

Program	Change
C&I Midstream Incentives	118%



# Portfolio Results

Portfolio Results Energy Saved MWh								
Program Year	<b>Net MWh Achieved</b>	<b>ComEd Goal</b>	% 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								
Q1 Ex Ante including IPA	157,665	1,041,766	15% YTD					



# Portfolio Results

Performance Metrics (Equivalents)	PY7 Q1	PY6 Ex Ante	PY5	PY4	PY3	PY2	PY1
Net MWh	157,665	1,025,958	953,454	944,142	626,715	472,132	163,717
Carbon reduction (tons)	120,516	784,222	654,975	630,999	443,186	257,230	143,236
Cars removed from the road	21,437	139,492	128,420	123,719	86,895	49,205	26,238
Acres of trees planted	23,295	151,584	139,553	134,445	94,428	70,306	39,156
Number of homes powered for 1 year*	16,506	107,408	98,883	93,415	65,611	47,755	21,263
Portfolio jobs**	234	234	196	179	154	84	66





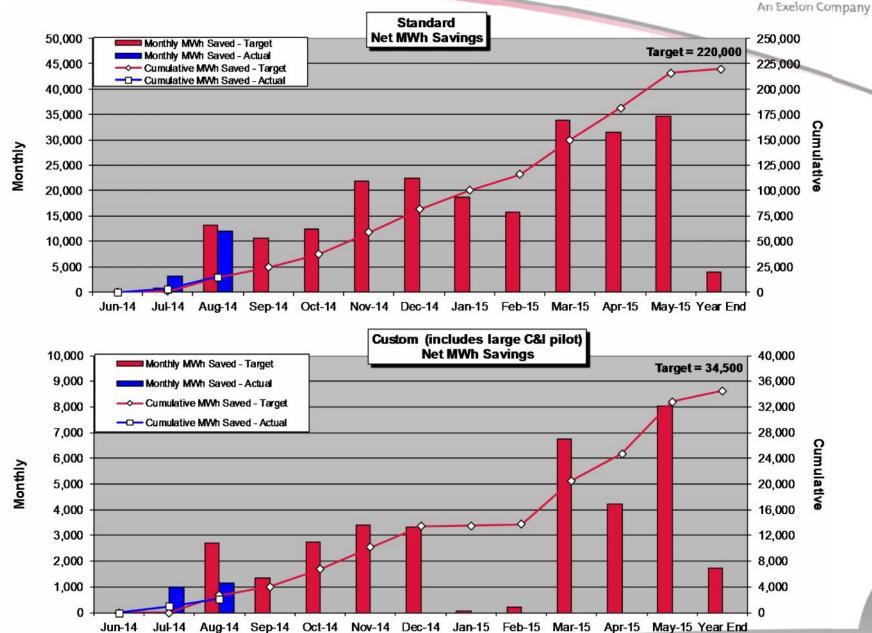


- \* Assumes average ComEd single-family residential home with no electric space heat consumes 801 kWh monthly or 9,612 kWh annually per the filing.

  \*\* 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
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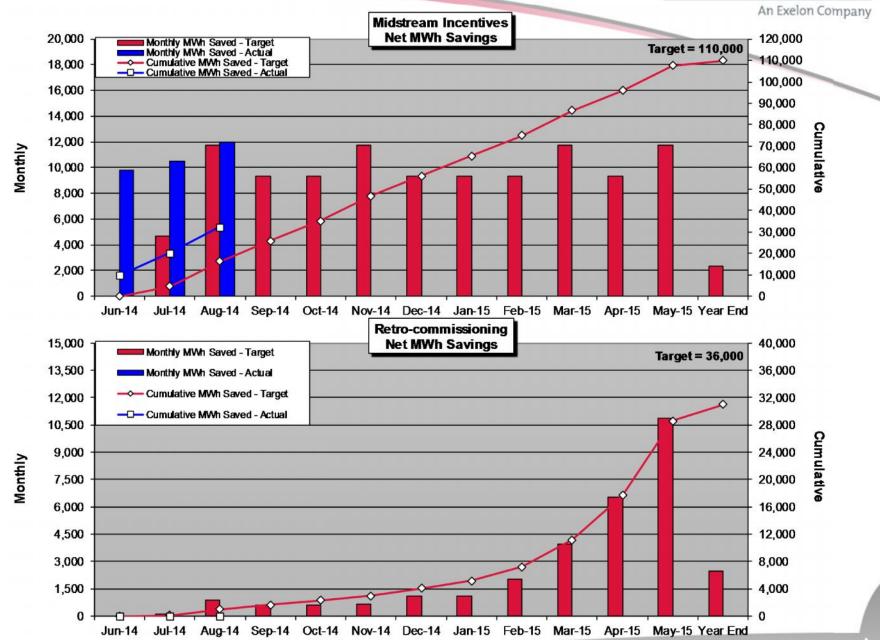
## **Smart Ideas For Your Business – YTD Results**





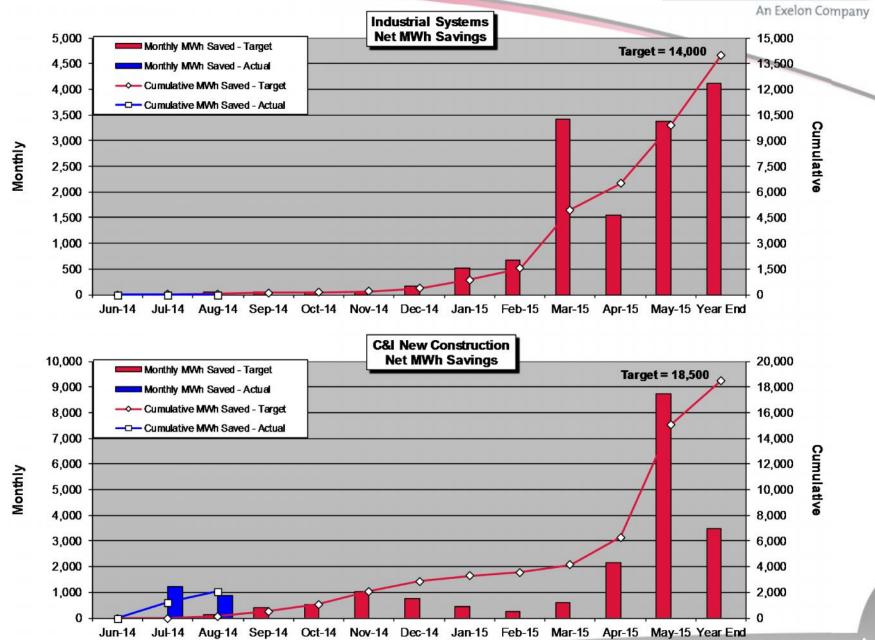
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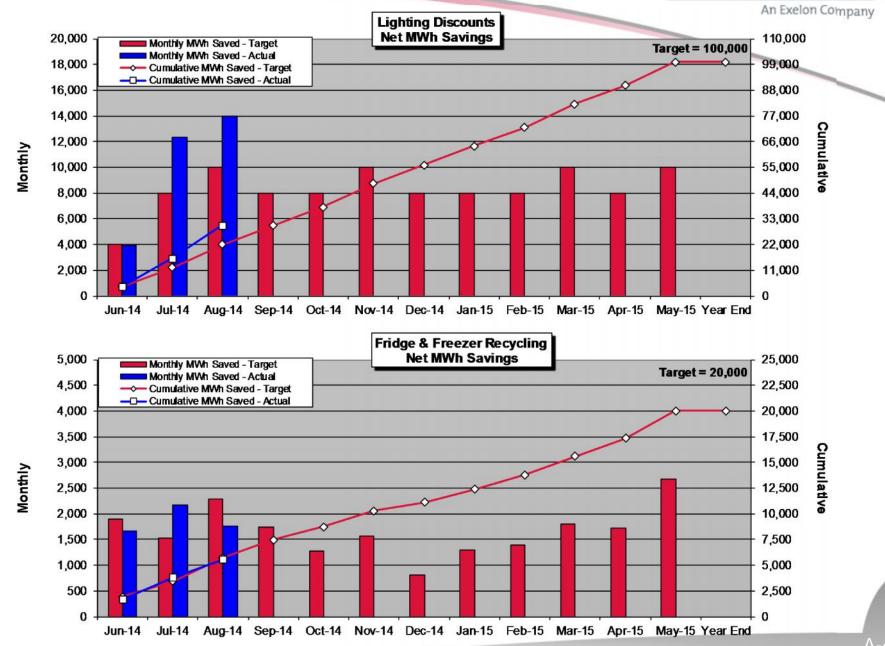
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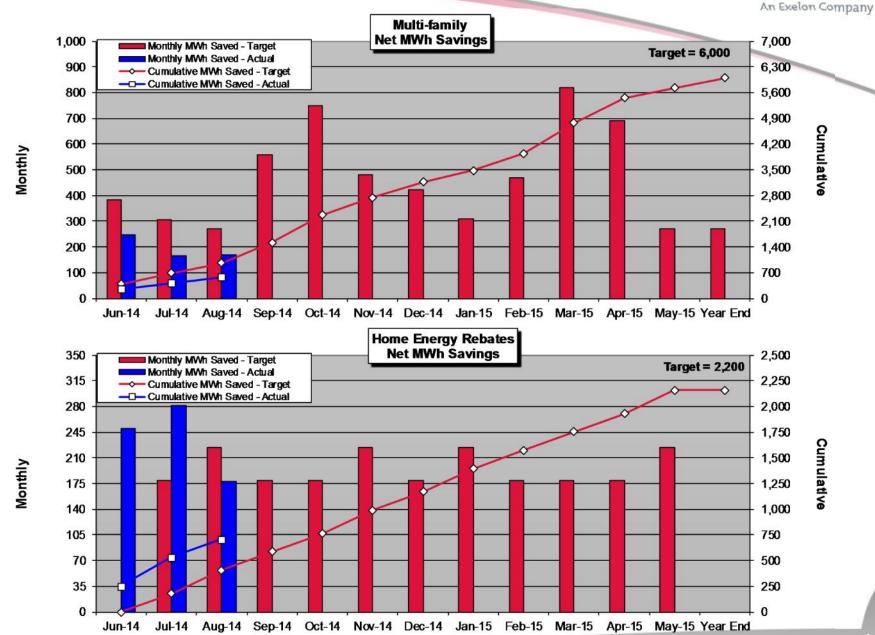
## **Smart Ideas For Your Home – YTD Results**





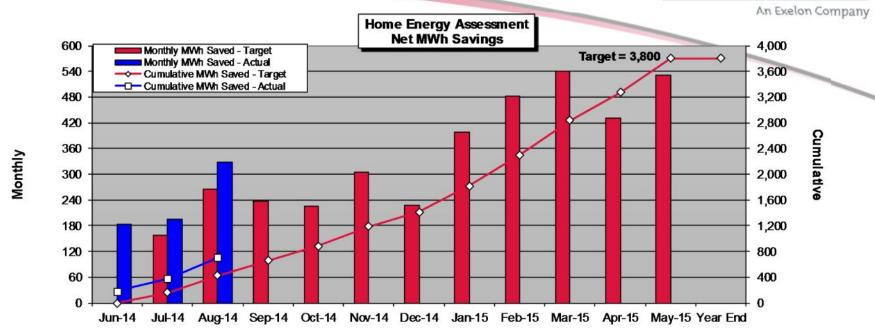
## **Smart Ideas For Your Home – YTD Results**





# **Smart Ideas For Your Home – YTD Results**





## IPA Programs (Managed by ComEd) - YTD Results



