

Plan Year 7

Fourth Quarter Report

3/1/2015 - 5/31/2015





Quarterly Program Highlights

Smart Ideas for Your Business (SIFYB)

- Smart Ideas for Your Business programs achieved 112% of their combined PY7 goal of 436,651 MWh.
- Over 31,500 SIFYB projects were completed in PY7.
- Three SIFYB programs exceeded their PY7 goals.
- The Grocery Retro-commissioning pilot was a success with its first two participants in PY7; 18 projects are already in the PY8 pipeline.
- With the launch of its new Small Buildings offering, a greater number of customers are eligible to receive design assistance and financial incentives from the C&I New Construction Program.

Smart Ideas for Your Home (SIFYH)

- Smart Ideas for Your Home programs achieved 190% of their combined PY7 goal of 127,910 MWh.
- Excluding Lighting Discounts, over 72,000 customers participated in recycling, rebate, and assessment SIFYH programs in PY7.
- More than half of the SIFYH programs exceeded their PY7 goals.
- The Home Energy Assessment Program achieved double its PY7 goal. The Program maintained a high customer satisfaction rate and received positive feedback from customers.

IPA Programs

- The Small Business Energy Saving Program met its IPA goal of 100,000 MWh; additional savings of 61,500 MWh were attributed to the EEPS portfolio.
- The Home Energy Report Program reached 1.7 million participants with a low opt-out rate. Attrition was refilled on a continuous basis using the New Movers strategy which enrolls customers new to the ComEd service territory.

Ex-Ante Results

EEPS Ex-Ante Results

Program	Actual YTD Net MWh PY7 Results	Net MWh Goal	Percent of Goal	Program Costs YTD (\$1,000)	Rate Filing Screen (\$1,000)	1st Year Cost/kWh
Incentives Total	198,753	215,277	92%	\$ 33,402	\$ 41,134	\$ 0.17
Standard	174,736					
Custom (includes large C&I pilot)	17,035					
Data Centers	6,981					
Midstream Incentives	155,838	110,033	142%	\$ 15,064	\$ 6,421	\$ 0.10
Optimization Total	29,997	92,546	32%	\$ 7,062	\$ 11,397	\$ 0.24
Retro-Commissioning	21,017					
Industrial Systems	8,980					
New Construction	17,471	14,795	118%	\$ 5,208	\$ 5,995	\$ 0.30
Multi-Family Common Area	5,300	4,000	133%			
Small Business Energy Savings	82,505			\$ 16,663	\$ -	\$ 0.20
C&I General				\$ 1,538	\$ -	
C&I Subtotal	489,863	436,651	112%	\$ 78,937	\$ 64,948	\$ 0.16
Lighting Discounts	212,448	92,045	231%	\$ 19,737	\$ 17,396	\$ 0.09
Fridge & Freezer Recycling	16,007	26,178	61%	\$ 5,792	\$ 7,524	\$ 0.36
Multi-Family	3,935	5,512	71%	\$ 1,333	\$ 4,379	\$ 0.34
Home Energy Rebates	3,957	1,339	296%	\$ 2,593	\$ 1,705	\$ 0.66
Home Energy Assessments	4,283	2,139	200%	\$ 2,493	\$ 1,365	\$ 0.58
Elementary Energy Education	1,478	681	217%	\$ 208	\$ 433	\$ 0.14
New Construction	379	16	2372%	\$ 222	\$ 9	\$ 0.58
Residential General				\$ 761	\$ -	
Residential Subtotal	242,488	127,910	190%	\$ 33,139	\$ 32,810	\$ 0.14
CFL Carryover	75,789	83,468	91%			
EEPS Program Total	808,140	648,029	125%	\$ 112,076	\$ 97,758	\$ 0.14

IPA Ex-Ante Results

Program	Actual YTD Net MWh PY7 Results	Net MWh Goal	Percent of Goal	Program Costs YTD (\$1,000)	Rate Filing Screen (\$1,000)	1st Year Cost/kWh
Home Energy Report	215,453	271,825	79%	\$ 10,056	\$ 13,846	\$ 0.05
Small Business Energy Savings	100,000	100,000	100%	\$ 27,569	\$ 27,543	\$ 0.28
Small Commercial HVAC Tune-Up	0	3,324	0%	\$ -	\$ 1,024	\$ -
CFL Carryover	5,368					
Third Party						
CUB Energy Saver	3,736	5,970	63%	\$ 209	\$ 400	\$ 0.06
One Change	0	4,360	0%	\$ 278	\$ 1,267	\$ -
Retrofit Chicago Residential	964	1,157	83%	\$ 453	\$ 543	\$ 0.47
Great Energy Stewards	0	1,230	0%	\$ -	\$ 200	\$ -
IPA Program Total	325,521	387,866	84%	\$ 38,565	\$ 44,822	\$ 0.12
EEPS Program Total	808,140	648,029	125%	\$ 112,076	\$ 97,758	\$ 0.14
EEPS & IPA Program Total	1,133,661	1,035,895	109%	\$ 150,641	\$ 142,581	\$ 0.13

Portfolio Ex-Ante Results

Portfolio	Actual YTD Net MWh PY7 Results	Net MWh Goal	Percent of Goal	Percent of Annual Delivery
EEPS	808,140	648,029	125%	0.91%
IPA	325,521	387,866	84%	0.37%
TOTAL	1,133,661	1,035,895	109%	1.28%

Smart Ideas for Your Business – C&I

Standard

Overview: The Standard element of the C&I Incentives Program provides monetary incentives to customers on a "Standard" per-unit or per-fixture basis. Offered measures include LED, T-8 and T-5 lighting and controls, building automation systems, air- and water-cooled chillers and variable speed drives, as well as equipment with niche or targeted market applications, such as laboratory, farm and commercial food service equipment, and grocery refrigeration measures.

- **174,736 MWh savings achieved based on 2,864 projects**
- The Program stopped accepting pre-applications in March due to all funds being paid or reserved.
- A large check presentation and facility tour were held for the W Diamond Group's two lighting projects completed at their facility. Lisa Bobzian, Val Jensen, ComEd SVP of Customer Operations, Tan Tran, the LCS Manager for the customer, and representatives of the City of Des Plaines were in attendance.
- Paperwork sessions were redesigned in Q4. Trade Allies (TAs) provided positive feedback and appreciated the sessions which provided necessary information and contacts in a timely manner.
- TAs and ComEd SIFYB Program Managers attended four launch events in May that provided opportunities to network and prepare for PY8.
- PY8 begins with 2,536 projects in PY8 pipeline for potential savings of 153,123 MWh.

Custom

Overview: The Custom element of the C&I Incentives Program identifies and implements site-specific and unique cost-effective energy efficiency opportunities that are not available via the Standard element. Customized incentives based on calculated savings for specific customer projects are offered. Measures include process efficiency improvements, system



Custom (continued)

upgrades, and those measures not covered by the Standard element of the program.

- **17,035 MWh savings achieved based on 123 projects**
- The Program stopped accepting pre-applications in March due to all funds being paid or reserved.
- PY8 begins with 198 projects in PY8 pipeline for potential savings of 18,841 MWh.

Data Centers

Overview: The Data Center element of the C&I Incentives Program follows the basic tenets of the Custom Program such that all energy-saving measures that can be measured and verified via industry accepted measurement and verification techniques are eligible for incentives. Incentives are based on actual energy saved from pre-project conditions to post-project conditions. The targeted segment for this program includes data centers as a business, data centers that support businesses, and subsequent systems that support those data centers.

- **6,981 MWh savings achieved based on 14 projects**
- The new construction application and worksheet was redesigned to better align with the new construction process for data centers.
- Increasing emphasis on data center efficiency has led to various data center companies adopting internal energy reduction mandates.
- Shifting projects and outreach focus to PY8 resulted in a significant increase in Technical Assistance Service (TAS) assessments. Many PY7 projects were shifted to PY8 through natural attrition and close coordination with customers to maintain high customer satisfaction. The TAS program conversion rates also remain high. Of the ten

TAS assessments initiated in Q2/3, eight were delivered in Q4; four of the eight were converted to project applications in less than 45 days post report presentation. It is expected all ten will be under application in early PY8. Tight management of the technical service provider network enables this success.

- Due to the long time span of projects, especially new construction projects which regularly take 5+ years to fully incent, staying relevant throughout the entire process has been a challenge. This has been addressed through procedural changes and an increased documentation effort at major project milestones such that influence can be captured and conveyed throughout the entire project cycle.
- PY8 begins with 32 projects in PY8 pipeline for potential savings of 20,409 MWh.

Midstream Incentives / Business Instant Lighting Discounts (BILD)

Overview: The BILD Program provides instant incentives to C&I customers interested in purchasing efficient lighting technologies including ENERGY STAR® certified LEDs, reduced wattage linear fluorescent lamps, reduced wattage ceramic metal halide, and high efficiency electronic ballasts.

- **155,838 MWh savings achieved (142% of goal)**
- BILD Distributor - 141,791 MWh savings achieved (173% of goal) based on 2,313,363 bulbs sold
 - The BILD Distributor Program shutdown at the end of Q3.
- BILD Retail - 14,047 MWh savings achieved (50% of goal) based on 197,166 bulbs sold
 - The BILD Retail Program has been sunset as of 2/28/15 due to low participation from business customers in the retail channel. The program will not be a part of the PY8 portfolio.

Retro-Commissioning (RCx)

Overview: The RCx Optimization Program provides detailed engineering analysis of building operations designed to identify energy-saving operational improvements with a bundled simple payback of 18 months or less. Incentives are provided to customers who commit to implementing agreed-upon energy-saving improvements. Common measures include equipment scheduling, optimization of economizer operations, and adjustment of HVAC setpoints.

- **21,017 MWh savings achieved based on 72 projects**
- “Traditional” RCx projects generated 19,732 MWh savings in PY7
 - 13,546 MWh based on 32 traditional RCx projects (buildings over 400,000 square feet)
 - 3,776 MWh based on 13 monitoring-based commissioning (MBCx) projects
 - 2,410 MWh based on 15 RCxpress projects (buildings between 150,000 and 400,000 square feet)
- “Non-traditional” RCx pilots generated 1,285 MWh savings in PY7
 - The first two participants in the Grocery RCx pilot have completed 12 months of post-implementation monitoring of energy usage and averaged 176 MWh in savings.
 - The new RCx Building Tune-Up offer for buildings less than 150,000 square feet generated 934 MWh based on 10 projects in PY7.
- A targeted outbound calling campaign is generating leads for RCxpress and RCx Building Tune-Up. Customers who complete a brief phone survey receive a customized report highlighting opportunities for energy savings and financial incentives.
- PY8 begins with 20 RCx, 13 MBCx, 7 RCxpress, 37 RCx Building Tune-Up, and approximately 18 Grocery RCx projects in PY8 pipeline for potential savings of 39,424 MWh.

Industrial Systems

Overview: The Industrial Systems Optimization Program performs studies of compressed air, industrial refrigeration, and/or process cooling systems to locate energy efficiency opportunities. Cost of assessments is covered by the program if customer obligations are met, and financial incentives are offered for implementing measures recommended by the study.

- **8,980 MWh savings achieved based on 25 projects**
- The Program engaged customers through industry events with the Illinois Manufacturers' Association and Illinois Manufacturing Excellence Center.
- The Strategic Energy Management (SEM) pilot successfully expanded customer relationships and identified ISO project leads.
 - Study project lead times average over 450 days; this is mostly attributed to customer decisions and implementation times.
- Two new program offerings beginning in PY8, Compressed Air Express for smaller compressed air systems (<200 hp) and Leak Repair Offering, will drive consistent repairs of compressed air leaks.
- PY8 begins with 99 projects in PY8 pipeline for potential savings excess of 26,076 MWh.

C&I New Construction

Overview: The New Construction Program provides technical assistance, support for the Leadership in Energy and Environmental Design (LEED) rating system, and incentives for efficient designs and measure implementation in order to influence building design practices during the design and construction of new buildings, major renovations of existing buildings, and tenant build-outs in the C&I market.

- **17,471 MWh savings achieved (118% of goal) based on 53 projects**

New Construction (continued)

- The Program worked on the central plant at the Advocate Christ Medical Center in Oak Lawn with efficiency upgrades to the chiller plant and cooling towers. The central plant improvements will save over 2 million kWh per year, earning Advocate \$213,000 in incentives. The patient tower will be completed in PY8 and is slated to save an additional 3 million kWh per year.
- With the launch of the new Small Buildings offering, the Program is now able to provide design assistance and financial incentives to commercial buildings below 20,000 square feet and multi-family buildings below 100,000 square feet.
- PY8 begins with 105 projects in PY8 pipeline for potential savings of 26,000 MWh.
 - Great participation in PY8 and a robust PY9 pipeline is causing the Program to redesign its incentive structure for PY9 and beyond.

Small Business Energy Savings (SBES)

Overview: SBES targets customers below 100 kW peak demand usage to implement energy efficient opportunities. These customers include convenience stores, offices, garages, warehouses, restaurants, and other smaller businesses. Popular measures include linear fluorescent lamps and screw-in LEDs. New fixtures, refrigeration, HVAC, and other non-lighting measures are also included.

- **82,505 MWh EEPS savings achieved**
- Once SBES met the IPA goal, ComEd continued the program. Savings beyond the IPA goal are attributed to the EEPS portfolio.
- Please see the IPA SBES highlights for additional information.

Multi-Family Common Area

Overview: The Multi-Family Common Area Program was initiated in the residential Multi-Family Program but implemented via this C&I Program. In partnership with Nicor Gas, North Shore Gas, and Peoples Gas, the Multi-Family Common Area Program provides multi-family properties with free energy assessments and installation of energy-saving products in common area spaces. Installed measures may include CFLs, low-flow water-saving devices, programmable thermostats, and pipe insulation.

- **5,300 MWh savings achieved (133% of goal)**
- Energy-saving products were installed within 90 common area spaces in PY7.



Smart Ideas for Your Home - Residential

Lighting Discounts

Overview: The Lighting Discounts program provides instant in-store discounts to ComEd customers at participating retail stores on select ENERGY STAR® certified lighting including CFLs and LEDs.

- **212,448 MWh savings achieved (231% of goal) based on 12,237,113 bulbs sold**
 - 10,347,580 Standard CFL bulbs sold
 - 989,999 Specialty CFL bulbs sold
 - 471,710 Standard LED bulbs sold
 - 427,824 Specialty LED bulbs sold
- Field reps conducted over 340 in-store lighting demonstrations and trained more than 45,000 store associates.
- During the last quarter of PY7, CLEAResult hired and trained nine additional field reps, one program manager, and two program coordinators in preparation for PY8 to service both an enhanced Lighting Discounts program as well as a new Appliance Rebates program.

Fridge and Freezer Recycling

Overview: The Fridge and Freezer Recycling Program promotes the retirement and recycling of inefficient, working refrigerators and freezers, as well as room air conditioners, from households by offering \$35 and free pick up of the equipment.

- **16,007 MWh savings achieved (61% of goal)**
- More than 8,600 refrigerators and freezers were collected during Q4, bringing the YTD total to over 40,500 of these units.
- In March, ComEd achieved the milestone of collecting and recycling the 250,000th older and inefficient refrigerator and freezer from our customers. All units continue to be permanently removed from further use on the electric grid and are recycled in an environmentally responsible manner following U.S. Environmental Protection Agency's Appliance Disposal (RAD) guidelines.

Smart Ideas for Your Home - Residential

Fridge and Freezer Recycling (continued)

- The customer satisfaction surveying method was revised to be done by phone on a monthly basis rather than a leave-behind, mail-in card on an annual basis. This provides more regular, ongoing feedback and an improved cross-section of participants to better manage the Program.



Joint Home Energy Assessment

Overview: In partnership with Nicor Gas, North Shore Gas, and Peoples Gas, the Home Energy Assessment is a free walkthrough with an energy advisor that determines the way energy is used at home. Customers receive personalized energy-efficiency recommendations, and the following energy-saving products are installed for free: ENERGY STAR® certified CFLs, programmable thermostats, showerheads, faucet aerators, and pipe insulation.

- **4,283 MWh savings achieved (200% of goal)**
- Over 11,800 customers received assessments.
- The neighborhood blitz was successfully completed in Beverly, Morgan Park, and Mt. Greenwood neighborhoods in coordination with Peoples Gas, which resulted in 424 assessment sign ups. The blitz included tactics such as targeted mailings, outreach events, and community partnerships.
- Q4 ended with customer satisfaction survey scores averaging over 4.7 out of 5.0 with customer comments including:
 - "The technician gave a 5-star service with personality, knowledge, and service!!"
 - "This was the most informative and positive experience I have ever had with a utility company. Thank you."

Home Energy Rebates

Overview: The Home Energy Rebates Program promotes investment in long-term savings by providing incentives for the purchase and installation of high efficiency central air conditioners (≥ 14.5 SEER and ≥ 16 SEER), and weatherization, including air sealing, duct sealing, and attic and wall insulation. The weatherization portion of the Program is offered jointly with Nicor Gas.

- **3,957 MWh savings achieved (296% of goal)**
- Over 6,600 customers received rebates for energy efficient central air conditioners in PY7.
- Over 850 customers received rebates for completing weatherization projects in PY7.
- The total number of Approved Contractors remained static as the program continues to have territory-wide coverage for weatherization rebates.
- The ComEd Residential Trade Ally Network was launched. Residential specific sessions were held at each of the four launch events, resulting in the enrollment of over 50 heating and cooling contractors.

Joint Multi-Family

Overview: In partnership with Nicor Gas, North Shore Gas, and Peoples Gas, the Multi-Family Program provides multi-family properties with free energy assessments and installation of energy-saving products in tenant spaces. Installed measures may include CFLs, faucet aerators, showerheads, programmable thermostats, and pipe insulation.

- **3,935 MWh savings achieved (71% of goal)**
- Over 21,000 residential units received free direct installation of energy-saving products within tenant spaces in PY7. This includes approximately 122,000 CFLs of a variety of different wattages.

Smart Ideas for Your Home - Residential

Joint Residential New Construction

Overview: In partnership with Nicor Gas, the Residential New Construction Program increases awareness and understanding among Home Energy Rating System (HERS) rating companies and home builders of the benefits of energy-efficient building practices with a focus on capturing energy efficiency opportunities available during the design and construction of new single-family homes. Incentives are provided to HERS-certified consultants that certify homes and builders who construct homes that are at least 20 percent more energy-efficient than what is currently required by the State of Illinois Energy Code.

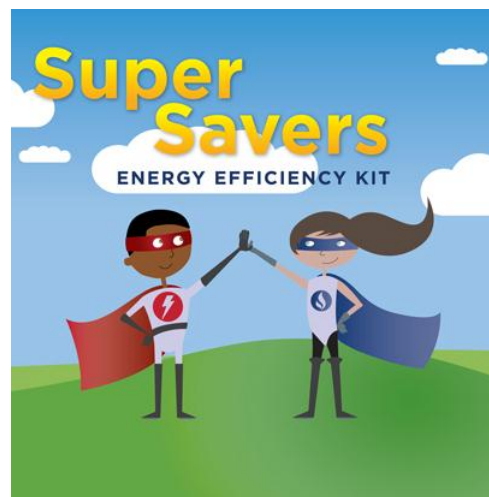
- **379 MWh savings achieved (2,372% of goal)**
- A total of 728 homes that are served jointly by ComEd and Nicor Gas were completed and verified in PY7. These homes achieved an average net savings of over 700 kWh.
- 128 of the qualified joint new homes in PY7 have met the highest program tier with modeled savings of at least 30 percent greater than the current Illinois energy code.
- A builder and rater survey identified program enhancements and training opportunities for builders, raters, and realtors on selling high-performance new homes.
- The first "Build Smart" newsletter aimed at educating builders on program relevant topics and industry updates was completed and distributed.

Joint Elementary Energy Education (Super Savers)

Overview: The Super Savers Elementary Energy Education Program launched during Q2. ComEd, Nicor Gas, North Shore Gas, and Peoples Gas have partnered to offer schools the opportunity to teach 5th grade students and their families how to use less energy at home. Students learn about valuable ways to save energy and money through in-class education. They also receive free take-home kits with energy-saving products to

install at home with their families.

- **1,478 MWh savings achieved (217% of goal)**
- Over 14,250 kits were distributed in PY7.
- Resource Action Programs (RAP) was competitively selected as a new vendor.
- Through cross-utility collaboration, a new program name, graphics, and co-branded materials were created.
- A web portal was implemented to support teacher enrollment, parent and student resources, and product installation guides.
- The Program reached full enrollment within three weeks of launch:
 - ComEd/Peoples Gas: 4,750
 - ComEd/North Shore Gas: 770
 - ComEd/Nicor Gas: 8,741
- Three PR events were held and received multiple channels of notoriety – newspaper, TV, online blogs, Facebook, Twitter, etc.
 - McIntosh Elementary, Rockford IL
 - Heffernan Elementary, Chicago IL
 - Mae Jemison Elementary, Hazel Crest IL





IPA Programs - ComEd

Small Business Energy Savings (SBES)

Overview: SBES targets customers below 100 kW peak demand usage to implement energy efficient opportunities. These customers include convenience stores, offices, garages, warehouses, restaurants, and other smaller businesses. Popular measures include linear fluorescent lamps and screw-in LEDs. New fixtures, refrigeration, HVAC, and other non-lighting measures are also included.

- **100,000 MWh savings achieved (100% of goal)**
- 11,000 customers were provided with energy-saving products in PY7. The size of this program is unprecedented, and this is the largest small business energy savings program in the nation.
- Customer Satisfaction:
 - The program has a greater than 90 percent customer satisfaction rate. Many positive customer experiences have taken place in the SBES Program with projects taking place in many noteworthy locations such as churches, non-profits, and historical buildings.
 - The program utilizes a brand new customer assessment tool which provides customers a comprehensive report of energy efficient opportunities, while also streamlining program data flow.
- Trade Ally (TA) Management:
 - With so many participants, tight processes must be in order to ensure there is a positive customer experience. TA invoice processing was streamlined to reduce incentive payment turnaround time. This was critical in eliminating TA cash flow issues.
 - A robust TA scoring system was implemented, and under-performing TAs were removed.
 - In order to have accurate project pipeline forecasting, pre-approvals are now required before a contractor begins work.

IPA Programs - ComEd

Small Commercial HVAC Tune-up (AirCare Plus)

Overview: AirCare Plus tune-ups help businesses save energy and money on their electric bills, improve HVAC system performance, and enhance indoor air quality and occupant comfort. Each tune-up includes a thorough inspection and adjustment of the HVAC unit's thermostat, economizer, refrigerant charge, coils and belts for optimal performance.

- **0 MWh savings achieved (0% of goal)**
- Program activity is dependent on weather conditions with tune-ups primarily taking place in warmer months. A late fall launch and cold spring significantly impacted production in PY7.
- In PY8, savings from large commercial participants with a demand of greater than 100 kW will be attributed to the EEPs portfolio. Small commercial participants with a demand of 100 kW or less will be attributed to IPA.

Home Energy Reports and Power Smart Reports

Overview: The Home Energy Report (HER), an opt-out only behavioral program, provides select residential customers with information on how they use energy within their households. Reports and the online portal include usage comparison to that of similar, nearby household, personalized energy efficiency advice, program promotions, and application of behavioral principles and social norm to drive adoption of energy efficient behaviors.

- **215,453 MWh savings achieved YTD (79% of goal)**
- The recipient group for PY7 was 1.7 million customers (1.5M-Opower; 200,000-C3 Energy).
- The Program achieved a low opt-out rate and high customer satisfaction through customer inquiries in PY7.

- Capabilities of Home Energy Reports were expanded, and varying methods to achieve kWh savings were tested.
- Select customers were targeted for increased awareness of Smart Ideas programs and offered a rewards program.
- Call center representatives received additional training which enhanced communication with customers.
- The New Movers strategy enrolls customers new to the ComEd service territory, creating an automatic refill of customer attrition and adding incremental savings on a continuous basis.

The graphic is a promotional flyer for ComEd's Smart Ideas program. At the top, it says 'smart ideas' with a logo. Below that, in large red letters, is 'SAVE ENERGY EARN REWARDS'. Underneath, it says 'As a member of the ComEd Power Smart community, when you save energy, you can now earn rewards.' To the right of this text is a red button that says 'START TODAY'. Below this, it explains: 'Reward points are earned for using less energy than you did last year. You can earn two points for every kilowatt-hour of electricity you save compared to the same month last year, up to 250 points per month.' Further down, it says 'Sign up online by October 31, 2014 and receive 100 reward points.' Below that is the URL 'ComEd.com/PowerSmart'. At the bottom, there are four images of gift cards: Amazon.com, Walmart, ComEd, and Oldemark. Below the gift cards, it says 'To qualify for reward points, you must have an active ComEd account and must have lived in your current home for at least 12 months. Reward points can be redeemed for gifts cards from a variety of local and national retailers.' At the very bottom, the ComEd logo is shown with the tagline 'powering lives' and 'An Exelon Company'.

IPA Programs – Third Party

The Accelerate Group – CUB Energy Saver

Overview: The CUB Energy Saver Program is a free online service that motivates ComEd customers to save energy through a pioneering combination of practical, money-saving guidance, financial rewards, and partnerships with community groups and government agencies. Participants receive monthly emails regarding: 1) their energy usage based on billing data, 2) their reward points earned from savings, 3) recommendations for additional savings, and 4) reward redemption opportunities. It leverages behavioral and marketing best practices by encouraging opt-in web engagement and rewarding customers that save energy.

- **3,736 MWh savings achieved (63% of goal)**
- The program has approximately 10,200 opt-in participants, 6,050 of which were enrolled during Q4.

Shelton Solutions – Great Energy Stewards

Overview: The Great Energy Stewards Program is a behavioral program which invites opt-in ComEd residential customers, via churches and the Community and Economic Development Association (CEDA), to participate in an energy use reduction competition against themselves. Participants are provided with a record of their energy use and energy-saving tips through email, direct mail, or social media (pending).

- **0 MWh savings achieved YTD (0% of goal)**
- There were over 4,800 participants in PY7.
- MWh savings per participant are based on PY6 evaluation results which resulted in zero reported MWh savings.
- Focus of recruitment has shifted from church and community groups to low-income customers through CEDA and Low Income Home Energy Assistance Program (LIHEAP).
- Program cost was reduced by increasing the number of participants to whom tips were emailed, which decreased direct mail costs.

An estimated 30 percent of all participants received email tips in PY7; PY8 will focus on getting more email addresses and increasing engagement through more online communication channels.

Elevate Energy – Chicago Multi-Family Retrofit

Overview: In partnership with the City of Chicago, the Chicago Multi-Family Retrofit Program provides electrically heated multi-family buildings with free energy assessments and comprehensive retrofits including direct installation of low cost measures, equipment tune-ups, and comprehensive lighting and building shell retrofits. Incentives are available for those who choose to implement more in-depth efficiency measures.

- **964 MWh savings achieved (83% of goal)**
- Over 5,850 units were retrofitted in PY7.
- The City of Chicago continues to leverage existing distribution channels and public events to provide thousands of free energy efficiency products to residents.
- Elevate Energy began the distributing smart strips and eliminated the direct install of water saving measures, opting to focus on the promotion of attic insulation and air sealing and lighting improvements.
- Program participation started off slow and was just getting to full steam at the conclusion of PY7. Elevate Energy had to split a large project that was started in PY7 and completed in PY8. This has contributed to a large pipeline for the two remaining program years.
- PY8 begins with 3,160 units in the PY8 pipeline for potential savings of 683 MWh and 50 projects.

One Change – Commercial Power Strip

- **0 MWh savings achieved YTD (0% of goal)**
- One Change has filed for bankruptcy, and this program has been discontinued.



Marketing Education & Awareness

PY7 Winter Campaign – The Power of Retirement

- Ran from August 2014 to December 2015
- Included TV, radio, pre-roll, digital display, and outdoor signage
- Generated 97,540,341 total impressions
- Generated additional 21,885 impressions with TV spot via AdWords

PY7 Spring Campaign – Too Cool Could Cost You

- Ran from March to May 2015
- Included TV, radio, pre-roll, digital display, and outdoor signage
- Generated 111,243,796 total impressions
- Generated additional 38,638 impressions with TV spot via AdWords

PY7 General Outreach

- Participated in 129 energy efficiency events
- Interacted with approximately 11,670 customers
- Collected approximately 822 emails
- Drove 23,822 unique page visits to ComEd.com/HomeSavings





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

LED Streetlighting

Overview: Provides energy efficiency lighting with the ability to control the fixtures (e.g., dimming), monitor current operating status, and reduce energy consumption, which reduces operating costs and increases the life of street lighting.

- **486 MWh savings achieved in PY7**
- Type of test: Lombard and Bensenville are the participating municipalities.
- Proof of Concept began January 2015. IPA program will run from June 2015 through May 2017.

NEST Thermostat Rush Hour Rewards

Overview: 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 at peak periods to reduce a customer's electric demand.

- **78 MWh savings achieved in PY7**
- The Energy Efficiency-funded pilot was completed in September 2014 with 3,250 participants. Navigant reports that there were average savings of about 1.39% per household during the 2014 cooling season.
- The pilot will continue as a Demand Response pilot in PY8 with 2,990 participants.

Enmetric

Overview: Plug load controller for businesses

- **12 MWh savings achieved in PY7**
- Type of Test: Collaborative with DETech as well as small in-house product testing at ComEd
- The pilot was completed in March 2015. Research supported the launch of smart-strips to the Home Energy Assessment Program in PY8.

Emerging Technology Activities

EcoFactor

Overview: Recently modified to include electric savings, this pilot was used to test the impact of smart Home Energy Management System technology in participating households.

- **11 MWh savings achieved in PY7**
- Type of Test: 76 thermostats installed in 65 homes over the 2013/2014 cooling and heating seasons
- The pilot was completed in April 2015.

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 using Bidgely Gateway or SilverLink network
- Estimated Completion Date: Q1 2016

EnergyCheck Small Business Behavioral Pilot

Overview: Customers were auto-enrolled in bi-monthly paper energy reports via postal mail, which included comparisons to similar businesses, targeted ways to save, 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.

- Program Launch: Customers received their first report in February 2014.
- Target Customer: <100 kW
- Pilot Size: 10,000 treatment, 10,000 control
- The pilot was completed in February 2015.

Best Energy Reduction Technologies (BERT)

Overview: Plug load controller for businesses

- Type of Test: In-house product test at ComEd
- The pilot was completed in April 2015.

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: Q1 2016

Variable Refrigerant Flow (VRF)

Overview: Evaluation of HVAC technology that uses refrigerant as both the heating and cooling medium

- Type of Test: Demonstration of technology was the original intention, but focus has changed to a market evaluation and technical review.

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, two sites selected with up to two more openings
- Estimated Completion Date: Q4 2016

Smart Meter Connected Devices Service (SMCD)

Overview: Customers are able to purchase ComEd tested smart devices directly from manufacturers and have their smart device connected to their smart meter to receive near real-time data on electric energy consumption. Primary customer benefits include increased cost awareness of electric energy consumption, potentially reduced electric energy use due to behavioral changes, and the flexibility to choose a desired smart meter connected device.

- Service Launch: December 2014
- Target Customer: ComEd residential customers with smart meters
- Pilot Size: Expecting anywhere from 65 to 200 participants by Summer 2015
- 65 customers have been successfully commissioned into the SMCD service.

Portfolio Variances

The programs below have budget variances of +/- 20%.
Please see page 3 for additional information.

Smart Ideas for Your Business Budget Variances

- Large C&I Pilot
 - Included in Incentives on page 3
- Midstream Incentives (BILD) (+135%)
- Optimization (-38%)
 - Includes Retro-Commissioning and Industrial Systems
- Small Business Energy Savings (not budgeted in EEPS)

Smart Ideas for Your Home Budget Variances

- Fridge & Freezer Recycling (-23%)
- Multi-Family (-70%)
- Home Energy Rebates (+52%)
- Home Energy Assessment (+83%)
- Elementary Energy Education (-52%)
- Residential New Construction (+2444%)

IPA Budget Variances

- Home Energy Report (-27%)
- PECEI - Small Commercial HVAC Tune-Up (AirCare Plus) (no activity)
- The Accelerate Group -CUB Energy Saver (-48%)
- One Change - Commercial Power Strip (-78%)
- Shelton Solutions - Great Energy Stewards (no activity)

Portfolio Results

ComEd 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	949,392	827,575	115%
PY6			
Ex Post	1,118,649	896,849	125%
PY7			
Ex Ante including IPA	1,133,661	1,035,895	109%

ComEd Environmental and Economic Impact

Performance Metrics (Equivalents)	PY7 Q4	PY6	PY5	PY4	PY3	PY2	PY1
Net MWh	1,133,661	1,118,649	949,392	944,142	626,715	472,132	163,717
Carbon reduction (tons)	777,142	845,306	654,975	630,999	443,186	257,230	143,236
Cars removed from the road	163,608	161,441	128,420	123,719	86,895	49,205	26,238
Acres of trees planted	637,001	628,566	139,553	134,445	94,428	70,306	39,156
Number of homes powered for 1 year*	123,170	121,539	98,883	93,415	65,611	47,755	21,263
Portfolio jobs**	260	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. This number is updated once per year and is not updated for the current year until Q4.



Portfolio Results

DCEO Energy Saved (MWh)

DCEO	PY1	PY2	PY3	PY4	PY5	PY6	PY7 Ex Ante
ComEd Goal	39,887	81,352	125,158	109,198	114,634	115,258	97,625
Net MWh	17,714	34,075	54,130	106,475	99,583	80,782	N/A

Budget v. Actual

Expenditures

Expenditures	PY1	PY2	PY3	PY4	PY5	PY6	PY7
EEPS*	\$ 27,356,150	\$ 52,071,858	\$ 75,691,133	\$ 106,673,405	\$ 107,354,964	\$ 124,096,016	\$ 128,249,370
IPA	\$ -	\$ -	\$ -	\$ -	\$ 31,329	\$ 29,469,183	\$ 38,698,516
DCEO	\$ 6,949,809	\$ 11,471,616	\$ 28,659,011	\$ 35,049,987	\$ 33,565,649	\$ 31,563,417	\$ 33,728,435
Total	\$ 34,305,960	\$ 63,543,474	\$ 104,350,144	\$ 141,723,392	\$ 140,951,943	\$ 185,128,616	\$ 200,676,321

EEPS	PY1	PY2	PY3	PY4	PY5	PY6	PY7
Plan Budget	\$ 29,900,000	\$ 61,778,000	\$ 95,911,000	\$ 120,943,446	\$ 121,570,242	\$ 122,075,407	\$ 117,750,001
Spending Screen	\$ 29,900,000	\$ 60,056,000	\$ 91,811,022	\$ 120,312,967	\$ 119,271,119	\$ 116,765,205	\$ 117,900,001
Actual	\$ 27,356,150	\$ 52,071,858	\$ 75,691,133	\$ 106,673,405	\$ 107,354,964	\$ 124,096,016	\$ 128,249,370

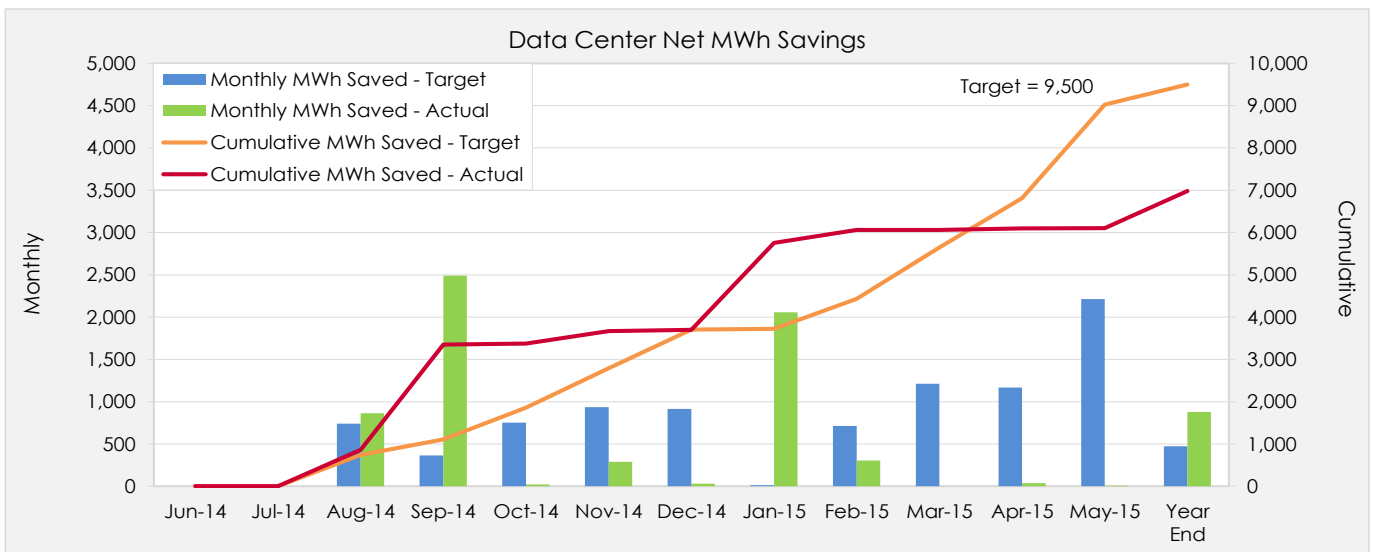
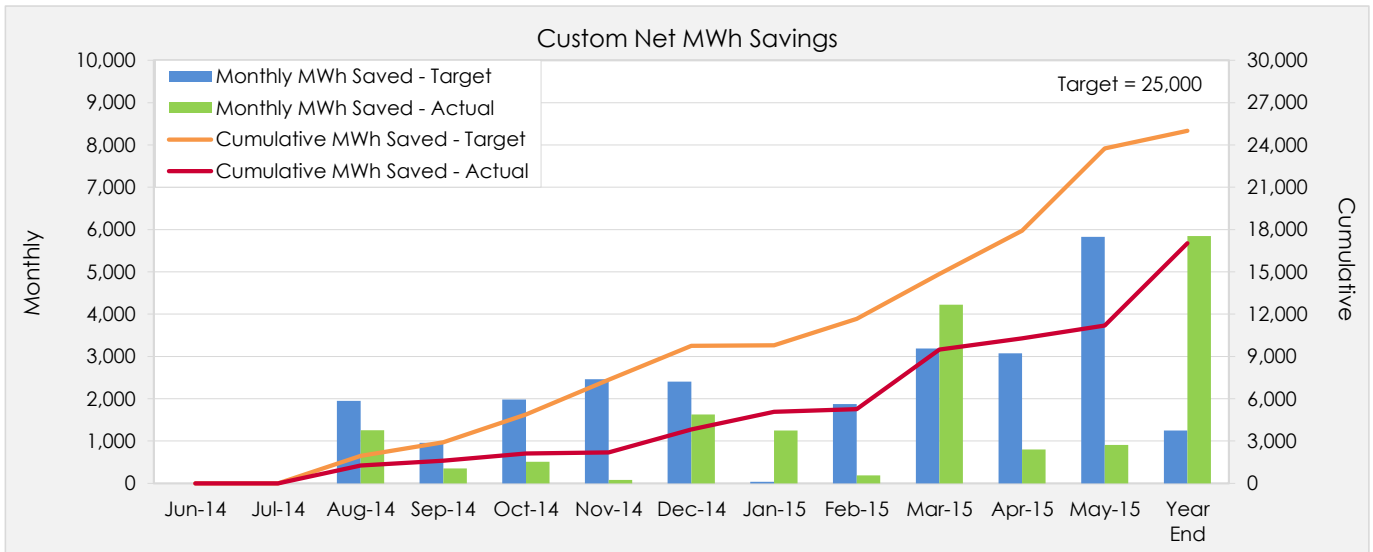
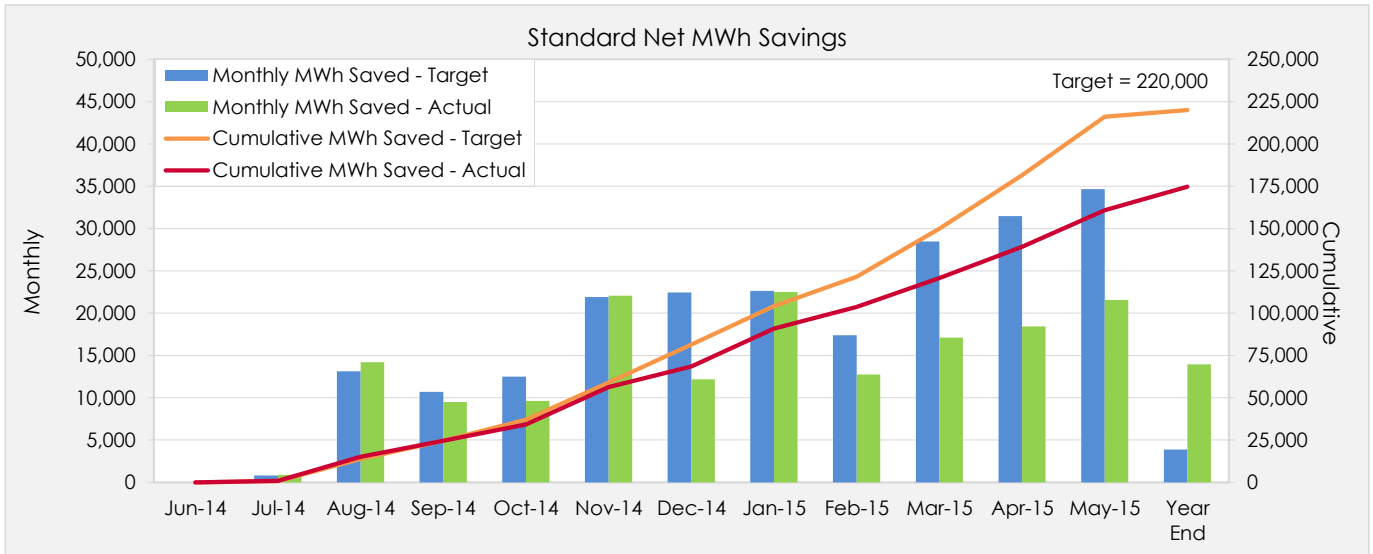
IPA	PY1	PY2	PY3	PY4	PY5	PY6	PY7
Plan Budget					\$ -	\$ 31,412,493	\$ 44,822,291
Spending Screen					\$ -	\$ 31,412,493	\$ 44,822,291
Actual					\$ 31,329	\$ 29,469,183	\$ 38,698,516

DCEO	PY1	PY2	PY3	PY4	PY5	PY6	PY7
Plan Budget	\$ 9,500,000	\$ 19,783,000	\$ 30,724,000	\$ 40,039,149	\$ 40,523,414	\$ 40,691,802	\$ 39,250,000
Spending Screen	\$ 9,500,000	\$ 19,200,000	\$ 29,270,150	\$ 39,522,619	\$ 39,703,706	\$ 38,871,735	\$ 39,250,000
Actual	\$ 6,949,809	\$ 11,471,616	\$ 28,659,011	\$ 35,049,987	\$ 33,565,649	\$ 31,563,417	\$ 33,728,435

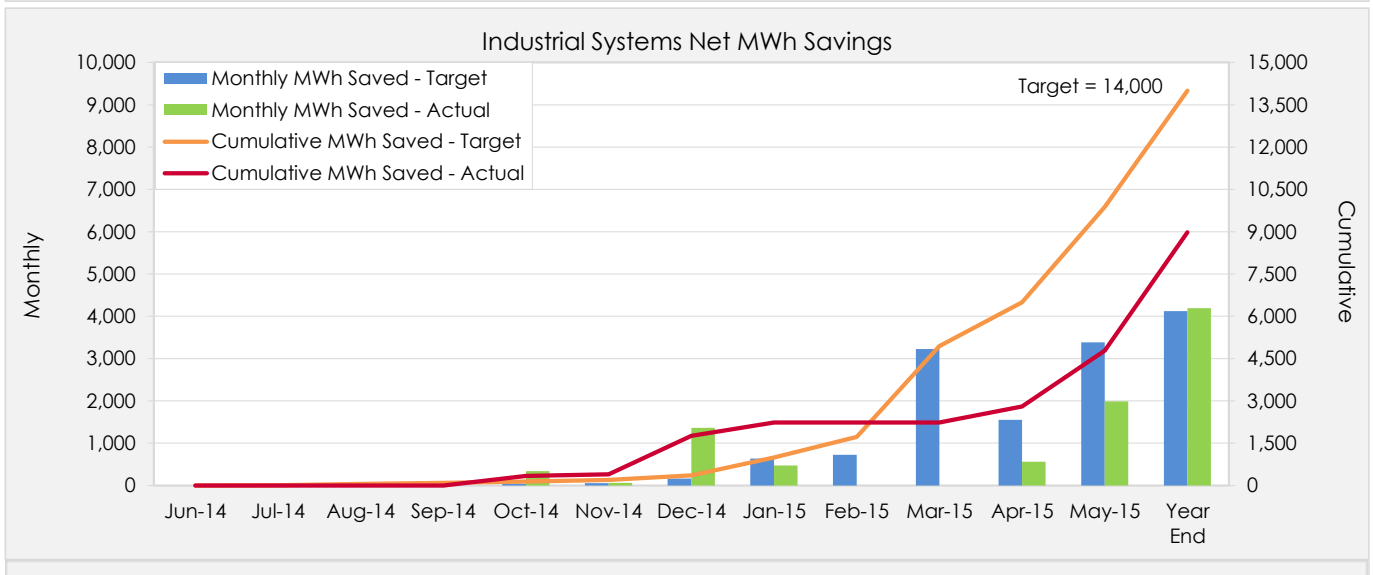
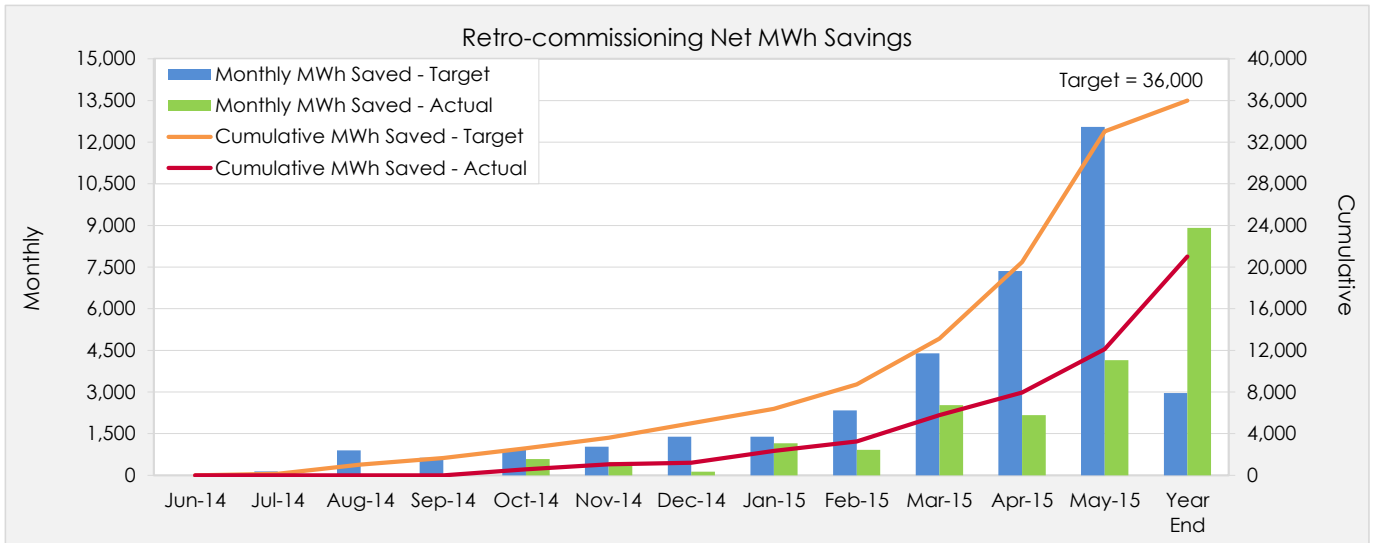
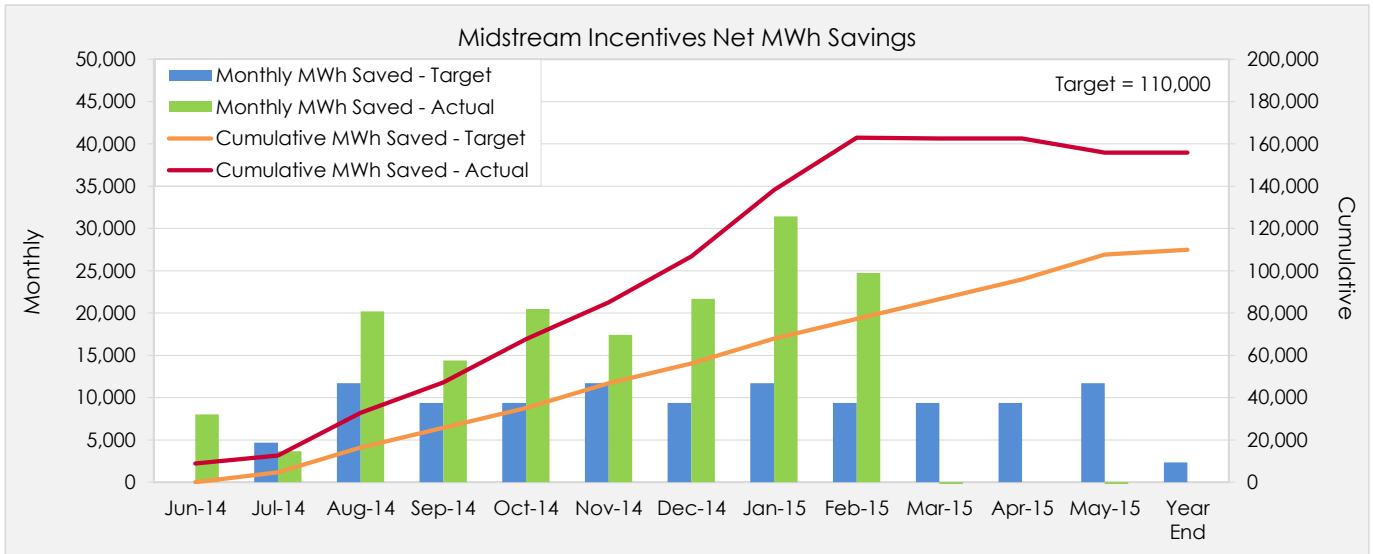
*EEPS Expenditures

EEPS Expenditures	PY1	PY2	PY3	PY4	PY5	PY6	PY7
C&I Programs	\$ 12,093,550	\$ 23,957,908	\$ 35,764,723	\$ 54,033,210	\$ 55,573,971	\$ 74,531,783	\$ 78,936,840
Residential Programs	\$ 8,808,641	\$ 19,881,908	\$ 27,853,019	\$ 36,334,199	\$ 34,792,236	\$ 34,302,783	\$ 33,139,184
Third Party Programs	\$ -	\$ -	\$ -	\$ 1,039,262	\$ -	\$ 372,642	\$ -
Demand Response	\$ 476,028	\$ 819,145	\$ 1,083,329	\$ 1,310,922	\$ 1,253,218	\$ 1,197,008	\$ 1,120,771
Education/Marketing	\$ 1,685,307	\$ 1,649,418	\$ 2,957,998	\$ 4,498,945	\$ 4,409,895	\$ 4,133,504	\$ 4,447,934
R&D/Emerging Tech	\$ 628,267	\$ 1,026,174	\$ 1,387,102	\$ 974,156	\$ 1,142,049	\$ 1,849,544	\$ 1,613,561
Portfolio Admin	\$ 2,464,359	\$ 2,359,629	\$ 2,959,915	\$ 2,002,949	\$ 3,478,203	\$ 1,576,545	\$ 976,472
Labor	\$ -	\$ -	\$ -	\$ 2,749,232	\$ 3,214,657	\$ 1,927,888	\$ 4,682,625
M&V	\$ 1,200,000	\$ 2,377,679	\$ 3,621,029	\$ 3,557,036	\$ 3,262,259	\$ 4,071,757	\$ 3,221,247
On-Bill Financing	\$ -	\$ -	\$ 64,018	\$ 173,494	\$ 228,477	\$ 132,562	\$ 110,736
Total	\$ 27,356,150	\$ 52,071,861	\$ 75,691,133	\$ 106,673,405	\$ 107,354,964	\$ 124,096,016	\$ 128,249,370

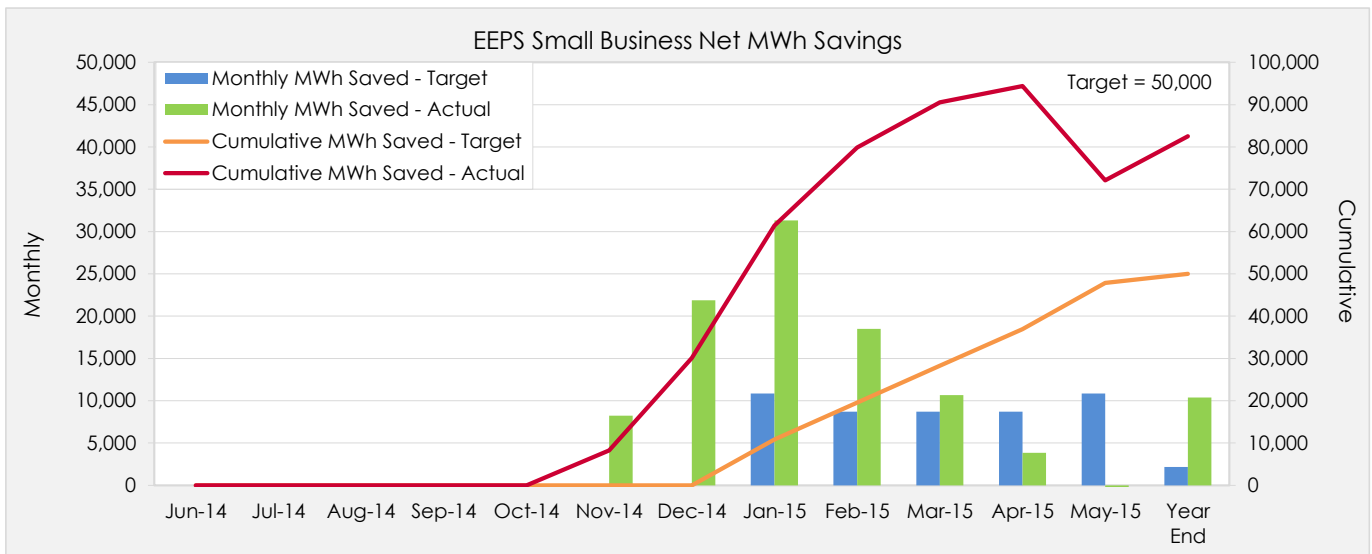
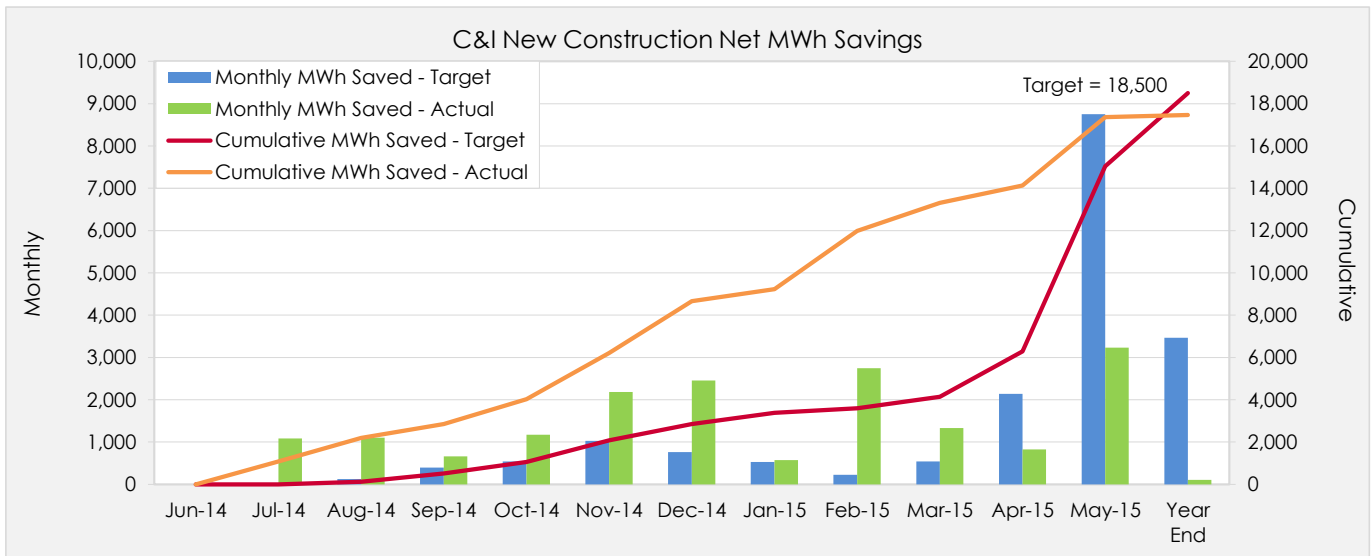
Smart Ideas for Your Business – YTD Results



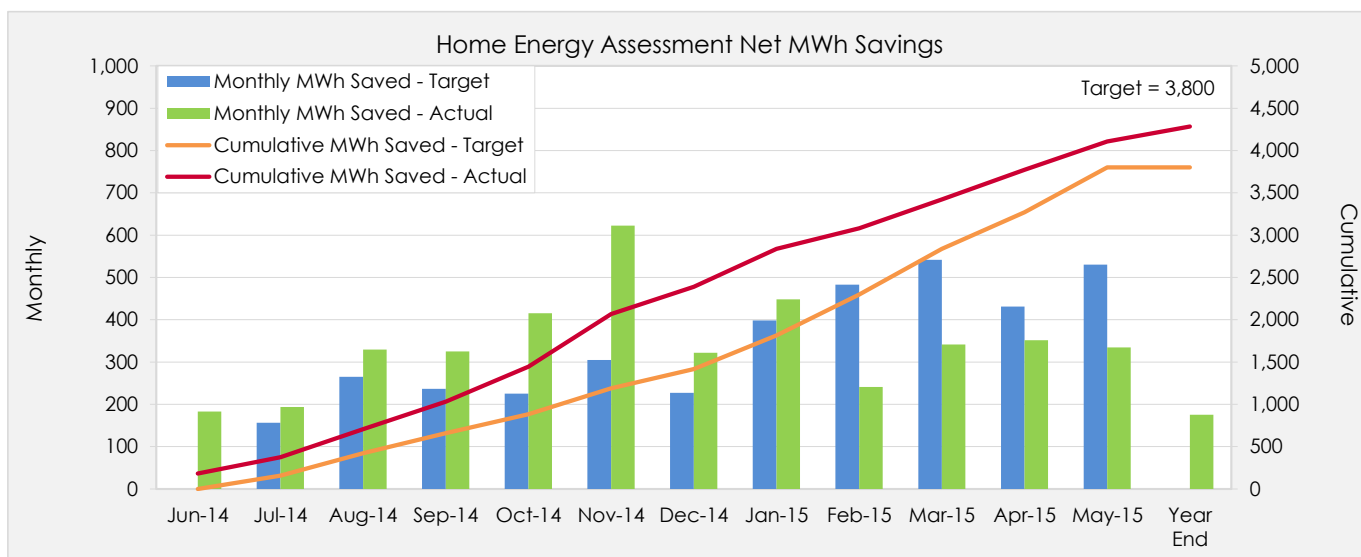
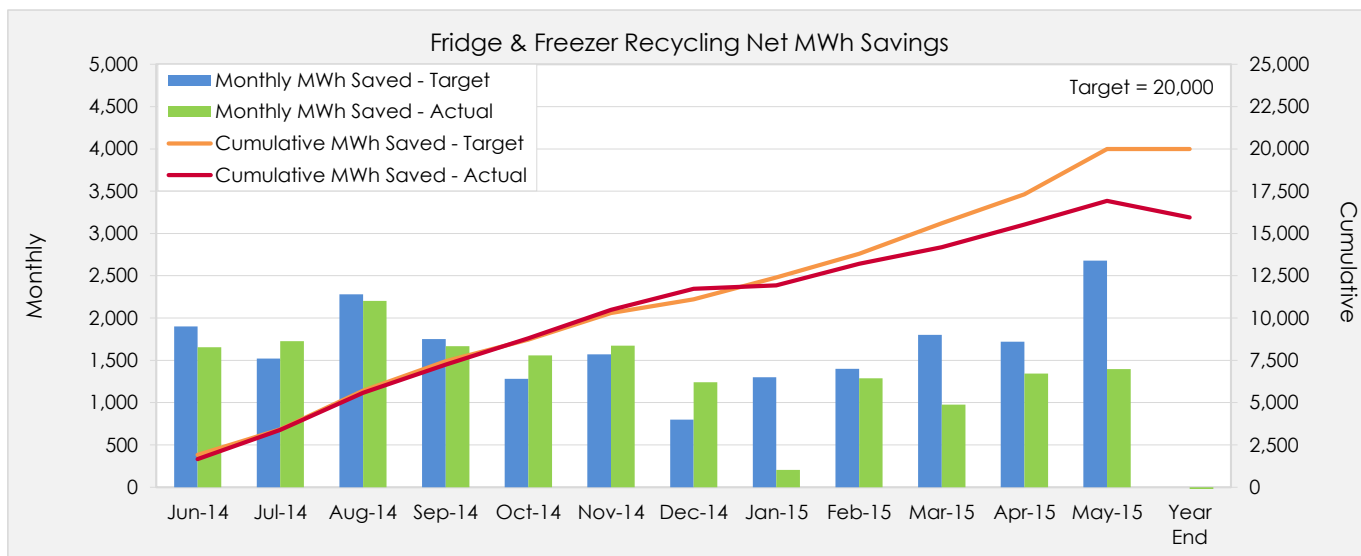
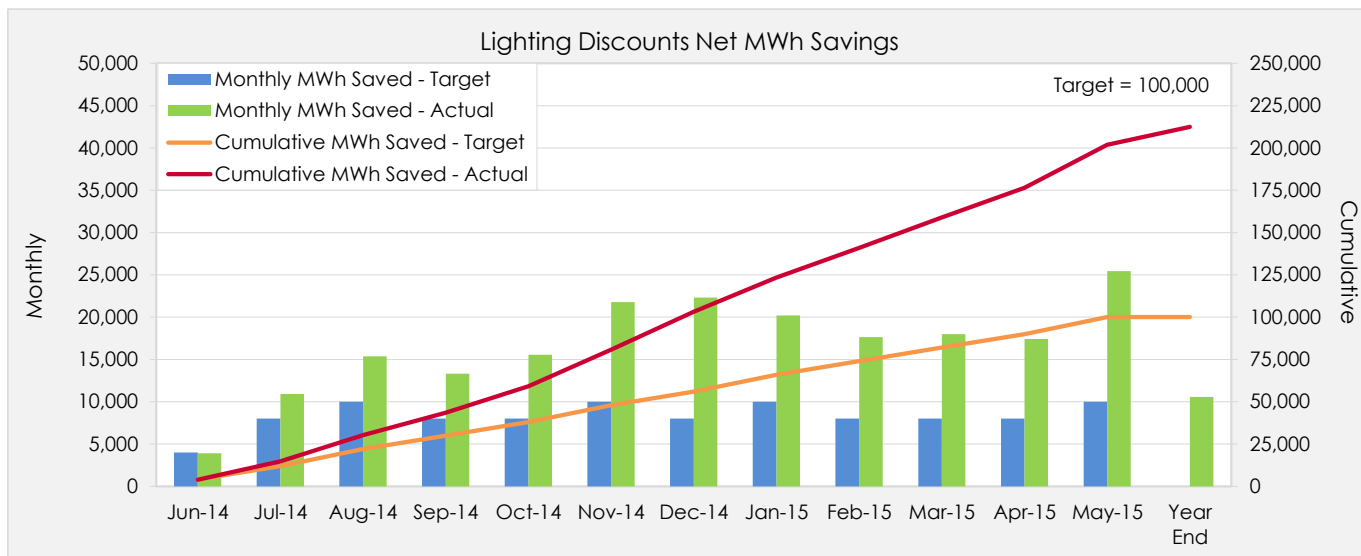
Smart Ideas for Your Business – YTD Results



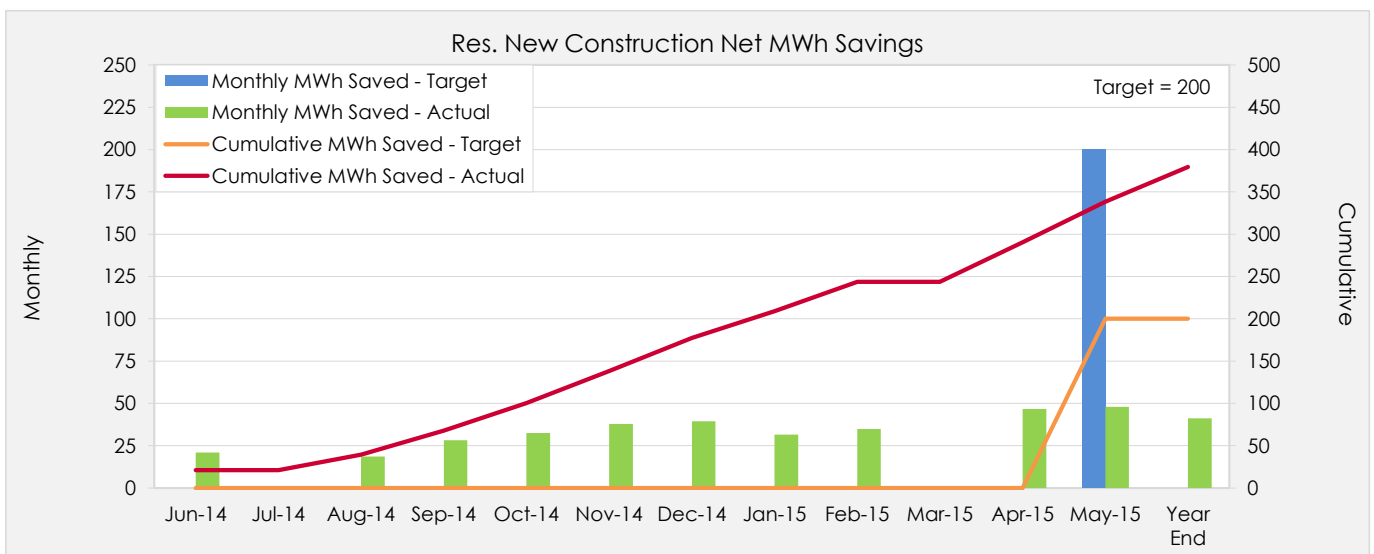
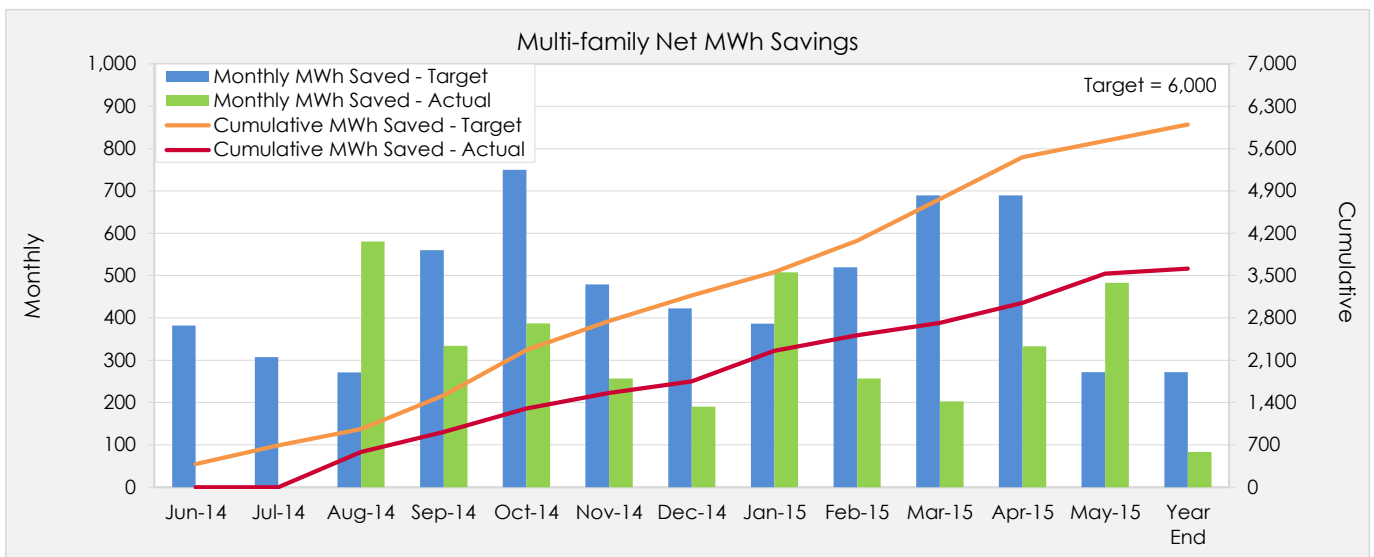
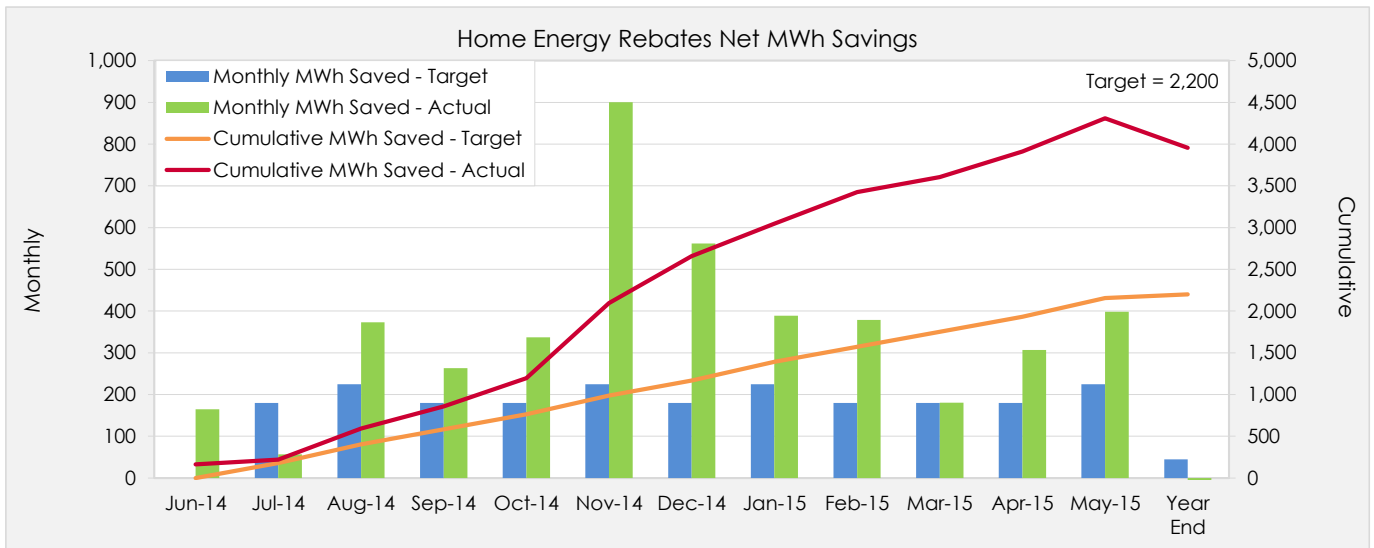
Smart Ideas for Your Business – YTD Results



Smart Ideas for Your Home – YTD Results



Smart Ideas for Your Home – YTD Results



IPA Programs (Managed by ComEd) – YTD Results

