

Trade Allies Poised for ComEd Beyond Lighting

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ACEEE Energy Efficiency as a Resource

Chicago, IL

Trade Allies Poised for ComEd: *Beyond Lighting*

- Quick Launch
 - Recruiting and training trade allies
- Legislatively mandated rules and oversubscription
 - Limited budgets and massive pent-up demand
 - Start-up and shut-down
 - Rules set up to favor lighting
- Encouraging non-lighting projects
 - Program processes and policies
 - Outreach

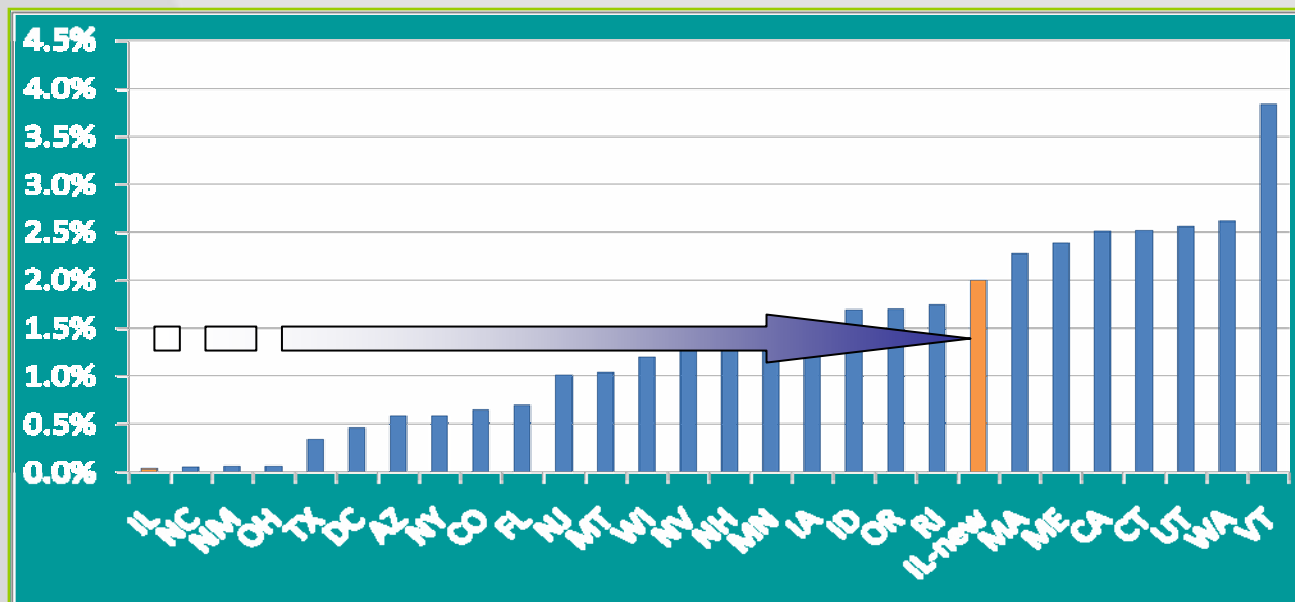
ComEd Profile

- Energy delivery company
- 3.8 Million Customers
- 11,400-square-mile territory
- Northern 1/3 of Illinois including Chicago Metro Area
- 90,000 miles of power lines
- Over 330,000 business customers



ComEd Smart Ideas Program

- Illinois previously had little funding for energy efficiency programs
- Program represents a huge increase in the state's commitment to EE:
- Markets were ripe for an EE program



Based Upon ACEEE's 2008 State Energy Efficiency Scorecard

What Does Smart Ideas for Your Business Include?

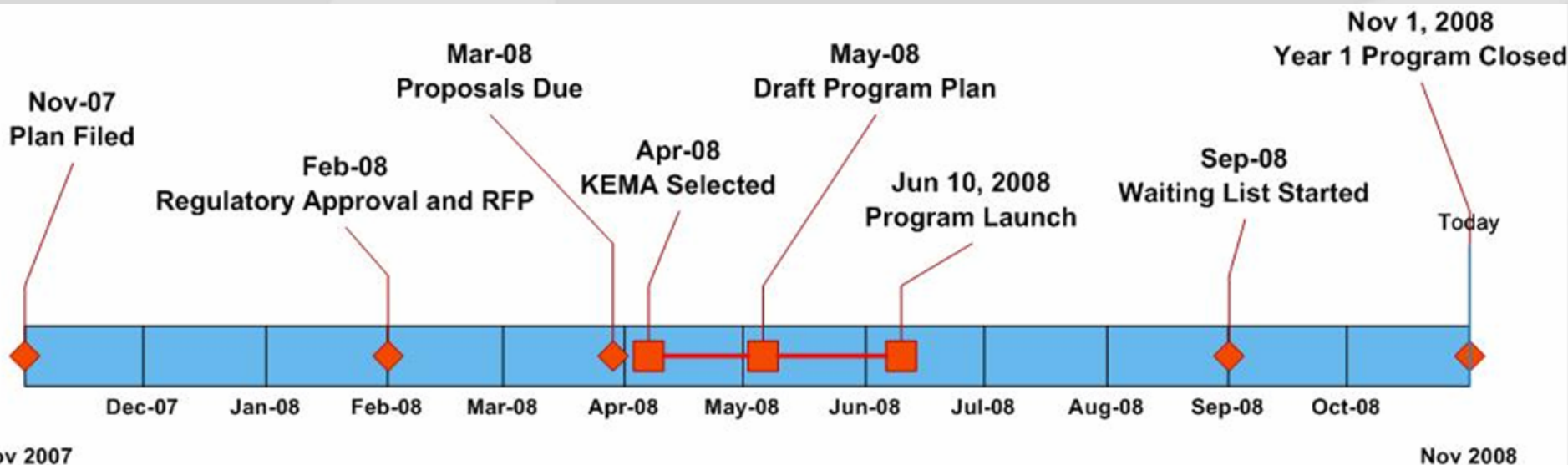
- Incentive Programs
 - Prescriptive
 - Custom
 - Retro-Commissioning
 - New Construction
- Data Services
 - Whole building energy data (ENERGY STAR)
 - Energy Insights Online
- Technical support
 - Fact sheets and case studies



Live smarter, work smarter, and save your energy cost. [Learn more »](#)

smart  ideas

Quick Launch



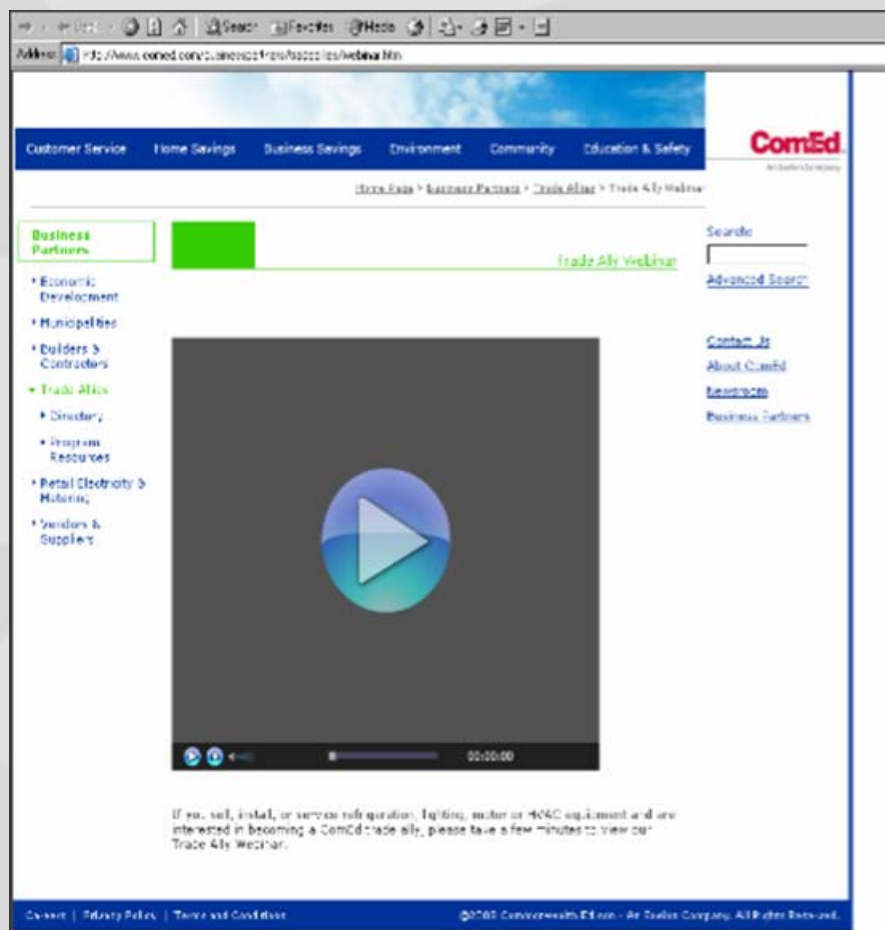
Trade Ally Workshops

- Prior to program launch
- Held in multiple locations in service territory
- Plenary session and technology-specific breakouts
- Early in the morning

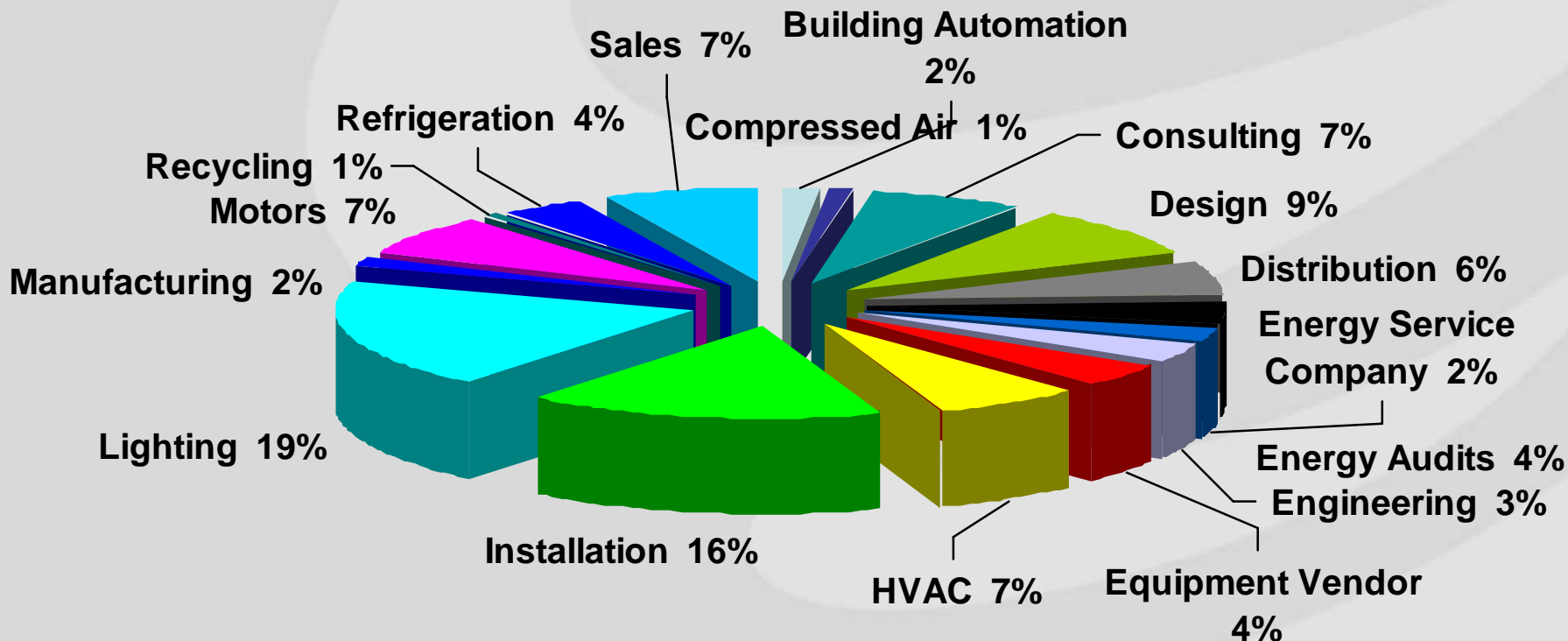


Webinars

- Initial webinar posted to web to train future trade allies
- As many as 120 attendees at webinars
- Other topics included
 - How to fill out an application
 - Process for waitlisted projects
 - Other updates



Trade Allies and Services



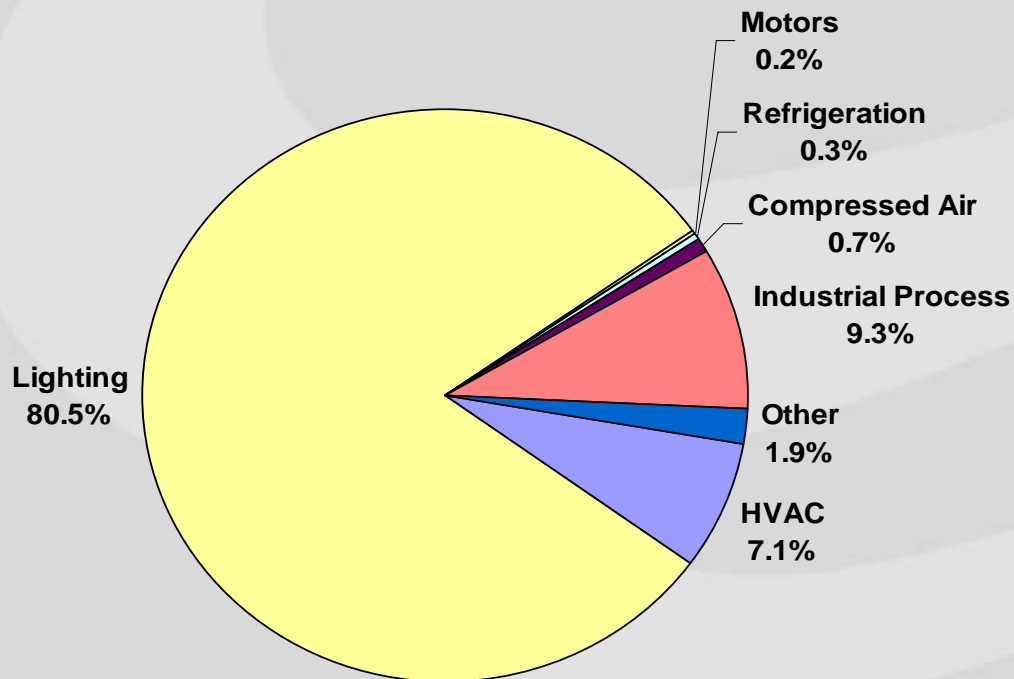
Legislatively-Mandated Rules

- Year-to-year budgeting
 - Incentive must be paid the year the project is completed
- Fiscal year runs June-May
 - Sales cycle for HVAC (Cooling measures) is in the winter-by then we're oversubscribed
 - Large customer projects (large HVAC) can't get into the capital planning budget
 - kWh goals (no demand component) favors long hours of operation
- Incentive budgets started low and ramp up over years
 - Large service territory
 - Lots of pent-up demand

Legislatively-Mandated Rules

- Split between ComEd and Illinois Department of Commerce and Economic Opportunity
 - 25/75% split of funding and goal
 - ComEd works with private sector DCEO works with public sector (government/schools etc)
- Program start-up and shut-down favors lighting projects
 - Quicker implementation-less planning time
 - Scalability
 - Quicker paybacks

Resulting technology mix



Oversubscription

- Creates customer and trade ally satisfaction problems
- Interferes with the trade ally business cycle
- Creates a 'dead zone'
 - Customers hold back on projects until funding becomes available again
- Leads to a high percentage of lighting projects
 - Gives advantage to projects that are quicker to implement
 - Reservations were limited to 90 days to keep funds as fluid as possible

Oversubscription

Year 1

- Program launched in June
- Fully subscribed in September-started a waiting list
- Waiting list grew to 250 applications-cut off in October
- Incentive budget: \$7 million
- Incentives requested: \$15 million

Year 2

- Program launched in June
- Incentive budget: \$16 million
- \$12 million reserved/paid by mid September
- Will likely become fully subscribed by mid-October

Encouraging non-lighting projects

- Allowing more flexibility in reservations going between program years
 - Allowing reservations now for program year three
 - Longer lead-time projects
 - Projects can start when customer is granted a reservation
 - Project needs to be completed in year three in order to be paid from year three budget
- Setting non-lighting incentives at a slightly higher incentive cost/kWh

Encouraging non-lighting projects

- Trade Ally recruitment efforts targeted to non-lighting allies
 - Special emphasis on HVAC allies
 - Working with manufacturers and through their distribution channels
- Account manager lunch-n-learns
 - Opportunity for ComEd account managers to learn about a wide variety technologies
 - HVAC
 - Compressed Air
 - Motors

Looking to the future-Proposed ideas

- Trade Ally recognition
 - Tiering based on quality
 - Not number of projects
- Program year three kickoff event
 - Bringing trade allies and customers together
 - Emphasis on “all the things you can do”
 - Lighting still important but we want to open customer eyes to things they may not be considering

Communication

- Website
 - FAQ's
 - Fund-o-meter
- Webinars
- Letters
- Customer E-Newsletter
 - Bi-monthly Sent to large commercial and industrial customers
- Email Blasts
- Individual outreach

efficiency equipment upgrades and other improvements.

New Construction

Explore ComEd services and incentives that can support a facility expansion or new construction project.

Small Business

See how our Smart Ideas for Your Business program is designed to support your success.

All Electric Upgrade

Benefit from this energy-efficiency initiative if you have both electric space heating and electric water heating.



Become a Trade Ally. If you sell energy products or services, you can be a ComEd Trade Ally Partner.

MORE!

Incentive Funds Paid and Reserved in Millions



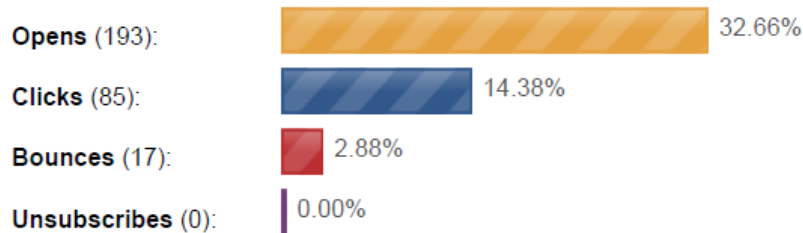
Projected GWh Saved

1 5 4 . 4

Trade Ally E-Newsletter

- Bi-monthly
- Sent to all Trade Allies and contractors affiliated with projects
- Click through rate:

Overall Performance



smart ideasSM for your business

ComEd[®]
An Exelon Company

The Wire

In this issue:
[Program Update](#) — Program Numbers as of September 10, 2009
[Web Site](#) — Your Information Resource
[LED Specification Update](#) — ComEd Defines LED Standards for Custom Projects
[Spotlight](#) — *Smart Ideas* Delivers Big Savings at the Merchandise Mart in Chicago
[Upcoming Events](#) — More Training Opportunities from ComEd's *Smart Ideas* Program

Program Update

Program Numbers as of September 10, 2009

ComEd's *Smart Ideas for Your Business*SM program is well on its way to making its goals for the second year of our program: 221,000 MWh saved and up to \$16 million awarded in incentives.

As of September 10, 2009...

	Number of Projects	MWh Saved	Incentives in Millions
In Review	320	34,945	\$2.696
Reserved/Paid	1,111	178,586	\$11.605
Total Applications	1,431	213,531	\$14.303

Wrap up

- New program should expect a lot of lighting projects at the beginning
 - Important to helping you meet your goals
 - Good economic decisions for customers
 - Cost effective for programs
- As you gain more experience you can start to diversify your portfolio
 - Learn what the barriers are to non-lighting projects
 - Adjust policies and incentives
 - Empirical data to drive future program design and policies
- Importance of communication with trade allies

Contact Information

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Thank you!