

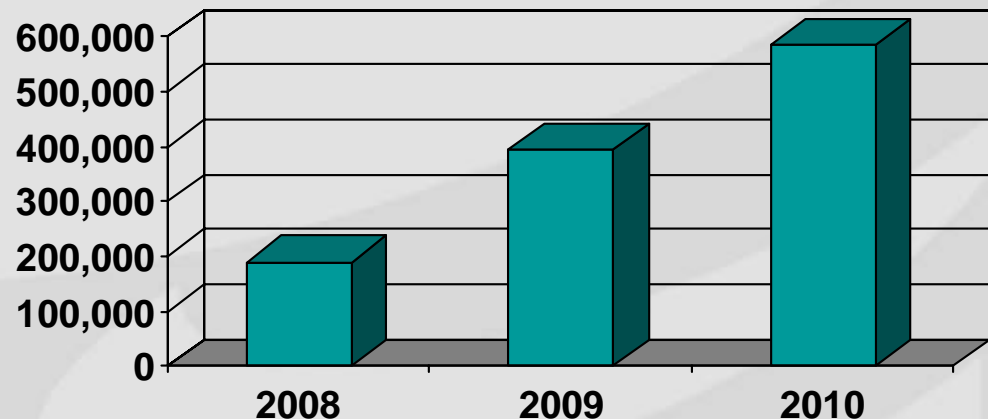
# Big Savings Fast

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## ComEd Smart Ideas<sup>sm</sup> Program

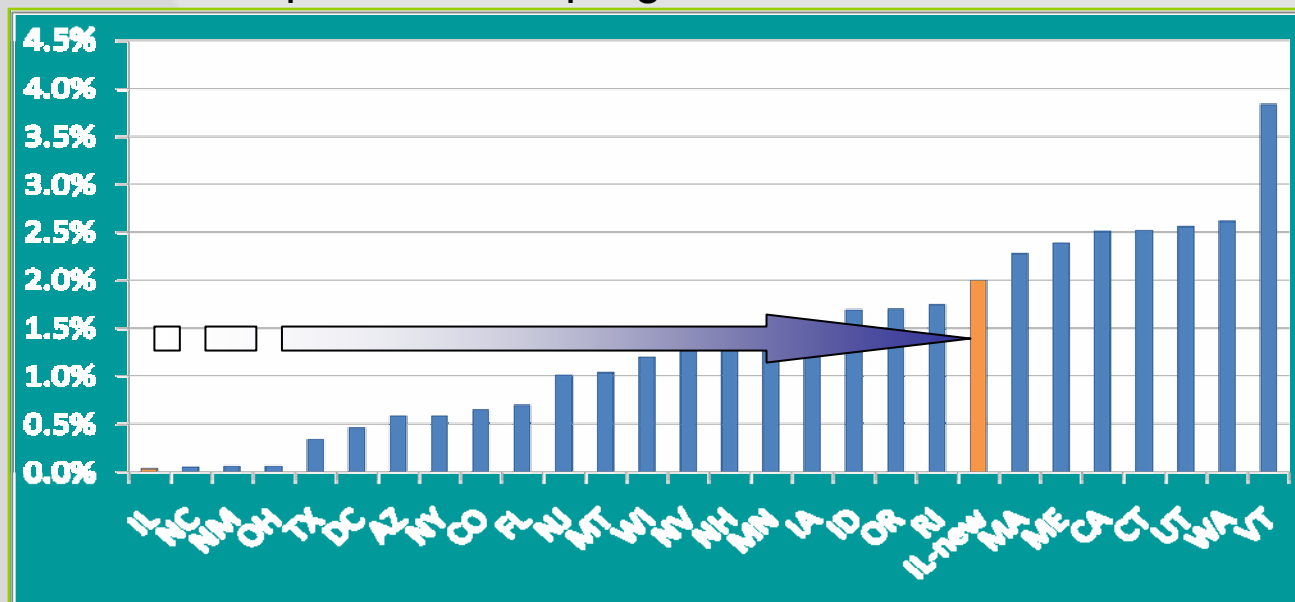
- Response to Illinois legislation mandating energy efficiency initiatives
- Three-year program targeting commercial and industrial sectors
- Goal: To achieve 1,216,000 MWh energy savings by May 2011 with incentive funds of \$51 million

**Smart Ideas for Your Business  
Energy Efficiency Goal (MWh)**



## ComEd Smart Ideas Program

- Illinois previously had little funding for energy efficiency programs
- Program represents a significant increase in the state's commitment to EE:
  - EE spending increased to 2% of ComEd's total kWh sales
  - Average state spending increased to 1.7% of revenues
- Markets were ripe for an EE program



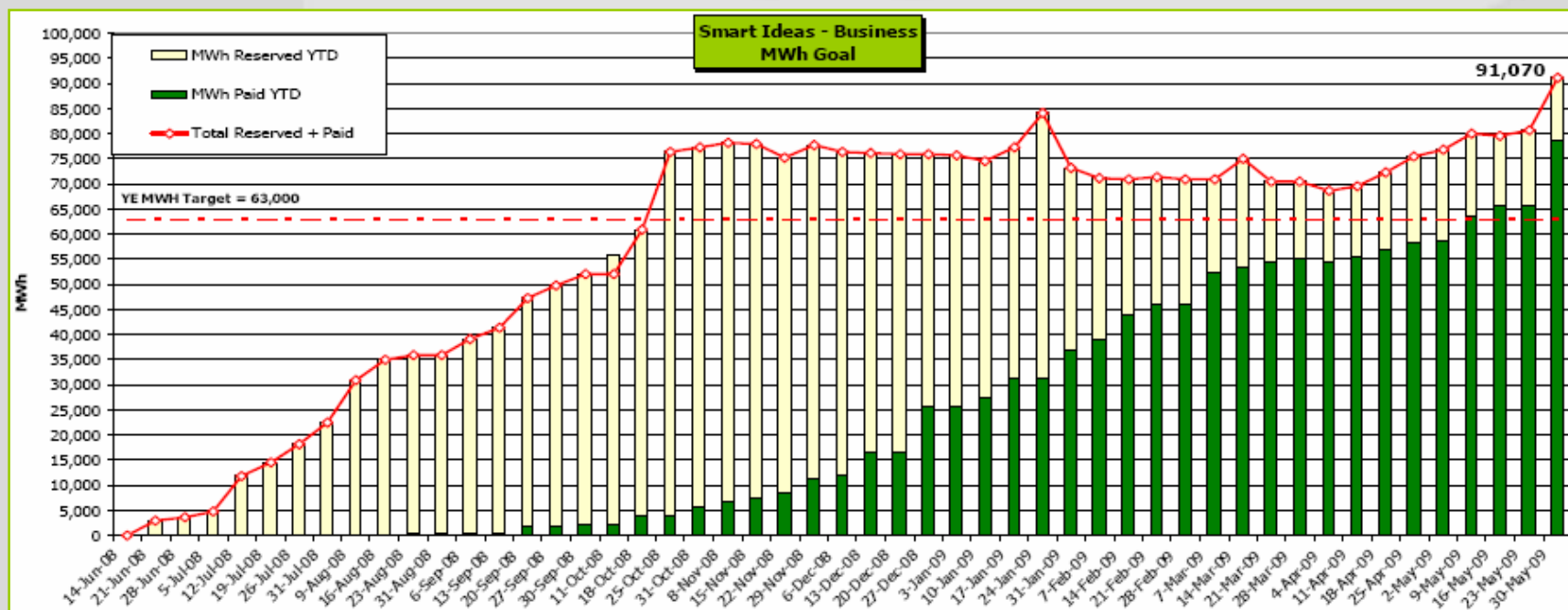
Based Upon ACEEE's 2008 State Energy Efficiency Scorecard

## Program Goals

<b>Commercial/Industrial Savings Goals (GWh)</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>Total</b>
Prescriptive Incentives	43	87	168	<b>297</b>
Custom Incentives	19	74	95	<b>189</b>
<b>Total Net Savings</b>	<b>62</b>	<b>161</b>	<b>263</b>	<b>486</b>
<b>Incentive Budget</b>	<b>\$7 million</b>	<b>\$16 million</b>	<b>\$28 million</b>	<b>\$51 million</b>

# Year 1: Response to Program Was Tremendous

- 90 million kWh saved
- \$7.7 million in incentives paid
- All of Year 1 budget was reserved in four months



## Quick Start...

- November 2007: ComEd filed its energy efficiency and demand response plan with the Illinois Commerce Commission
- Feb 2008: Approved by Commission
- Early May 2008: KEMA (implementation) and Frontier (data tracking) selected as program contractors
- June 2008: First incentive applications received

## In Four Months...

- ComEd:
  - Turned February 2008 filing into real energy savings
  - Brought on experienced consulting teams
  - Created process and framework for dramatic growth
- Few states initiate programs in less than a year – trade offs
  - Best to go with a more basic design
  - Can't leverage market feedback

## Spreading the Word

- ComEd Marketing team on the job before implementation teams were hired
- Kept message clear and simple
- Various levels of marketing material to cater to the desired audience
- Held multiple training seminars from May to June
- Delivered key components to each audience
- Events held across ComEd territory



## Quick Start Trade-Offs

- Focused approach
  - Limited prescriptive measure mix
  - Dominance of lighting measures in PY1
- Postponed some program elements
  - New construction, retro-commissioning
- Mass-marketing effort
  - Quick delivery of information but less individual attention
- Simple implementation elements avoided confusion and allowed quick launch





## Program Design and Planning

- Despite quick launch, program incorporates many of the common traits of leading programs:
  - Use of proven approaches
  - Building comprehensive portfolio
  - Comprehensive program design
  - New start-up programs
  - Establishing collaboration
- Challenges
  - Application quality
  - Flexibility

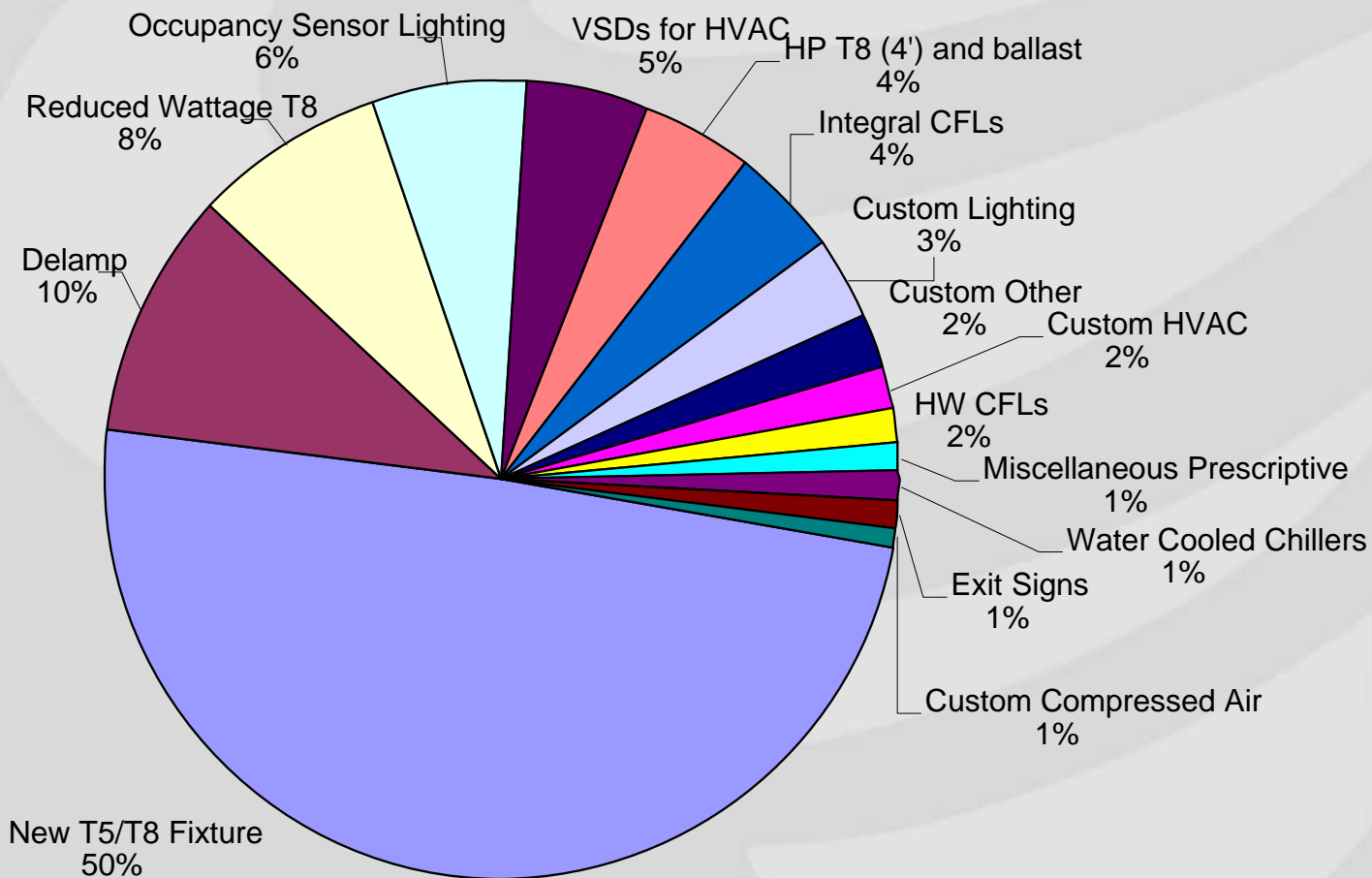


## Results: Huge Interest in Program

- Over 700 applications received
- Wait list started in early Sept 2008
- Program stopped taking applications in November



## Results: Measures



## Conclusions

- Rush to launch led to overall success:
  - Response shows message was successfully delivered to markets
  - Savings goals were met
  - More energy efficiency projects are in the pipeline
- Success demonstrated the importance of collaboration and teamwork
  - Adaptive management
- Suspending applications created many issues:
  - Loss of momentum
  - Mixed market messages
  - Marketing other technologies beyond lighting
- Strong communication and message control is crucial



## Looking Forward

- Program Year 2 challenges:
  - Doubling of incentive and saving expectations
  - Need to branch into other technologies
  - Changed economic climate
- Adjustments
  - Incentive levels
  - Increased caps for custom projects
- Measure Additions
  - LED
  - Kitchen ventilation
- Outreach
  - Trade Allies
  - Customers
  - Refined marketing efforts



**Thank you!**  
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