The Ramp Up of Energy Efficiency at ComEd

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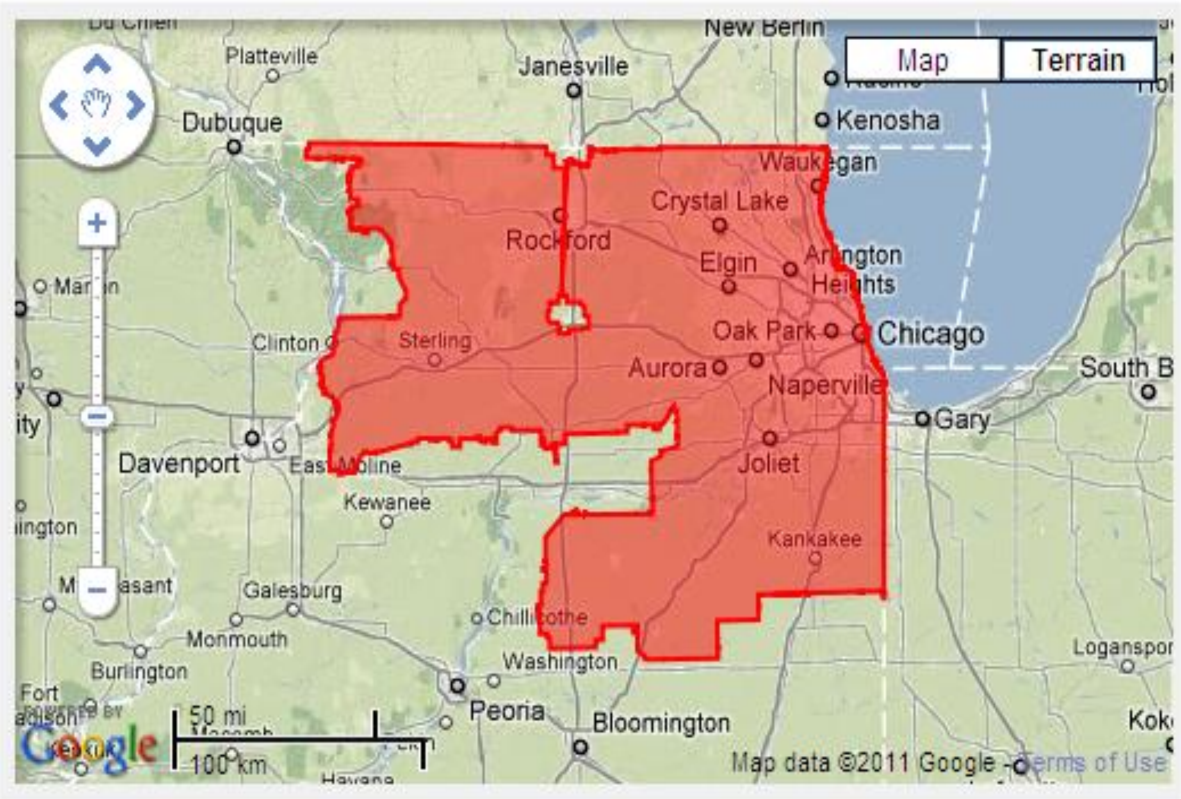
Presented at the 2013 ACEEE National Conference on Energy Efficiency as a Resource – September 2013

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

Agenda

- ✓ ComEd Introduction
- ✓ Ramp Up Description and Highlights
- ✓ Program Past-Present-Future
- ✓ Key Successes
- ✓ Challenges

Introduction: ComEd Territory



3.8 Million Customers including Chicago, 6000 employees

Introduction: The Basics

✓ **Plan Requirements**

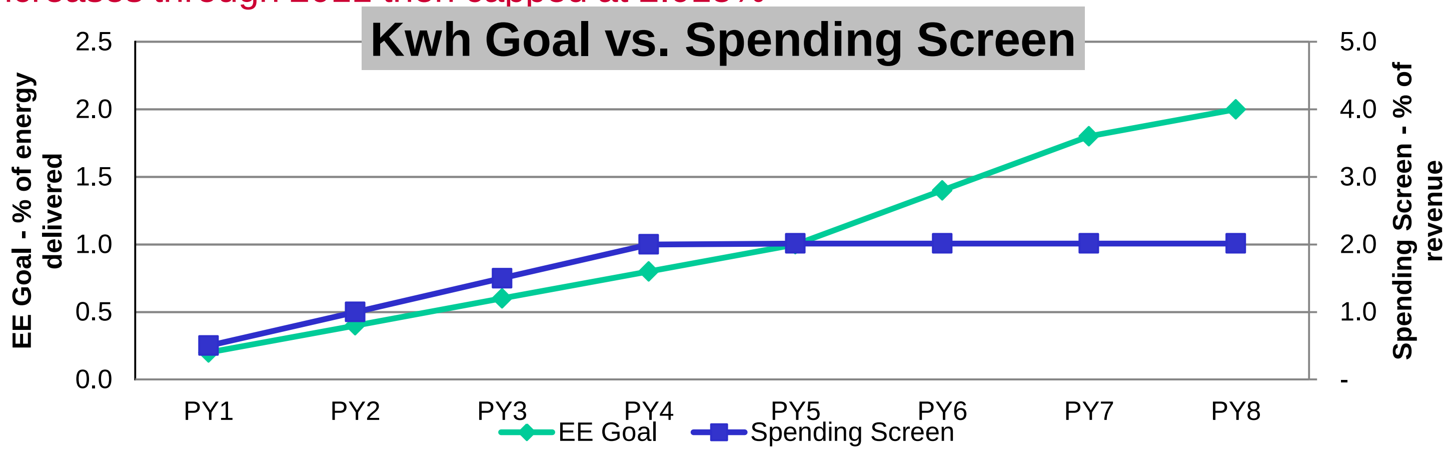
- Required to file new Energy Efficiency Plan every three years – since 2008
- Currently in plan year 6 ("PY6") – Last year of 2nd Plan
- Next Plan – Filed this month

✓ **Energy Efficiency Programs**

- kWh target - a percentage of the projected energy (kWh) for all delivery customers for the preceding year
- 75% of portfolio implemented by ComEd / 25% of portfolio implemented by State Department of Commerce and Economic Opportunity ("DCEO")

✓ **Spending Screen Constraint Cap**

- Increases through 2011 then capped at 2.015%



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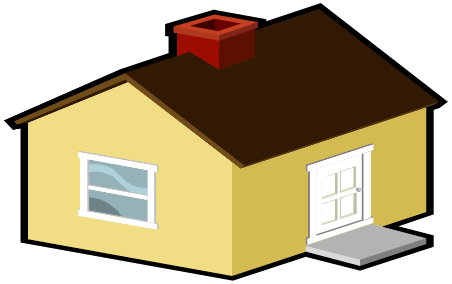
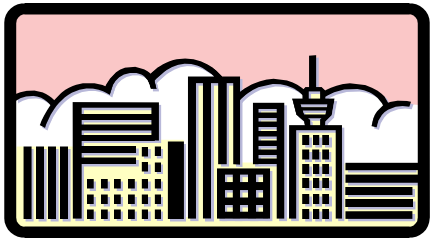
ComEd and DCEO manage different portions of the energy efficiency portfolio

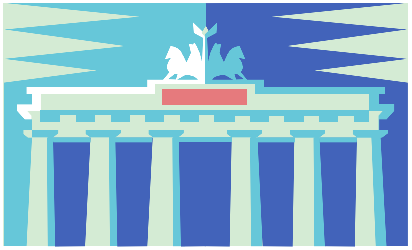
- Funding Split: 75% for ComEd programs and 25% for DCEO programs.
- Sector Split: ComEd – Private Sector; DCEO- Public Sector and Low-Income.



Residential Solutions



Business Solutions



Public and Low-Income Solutions

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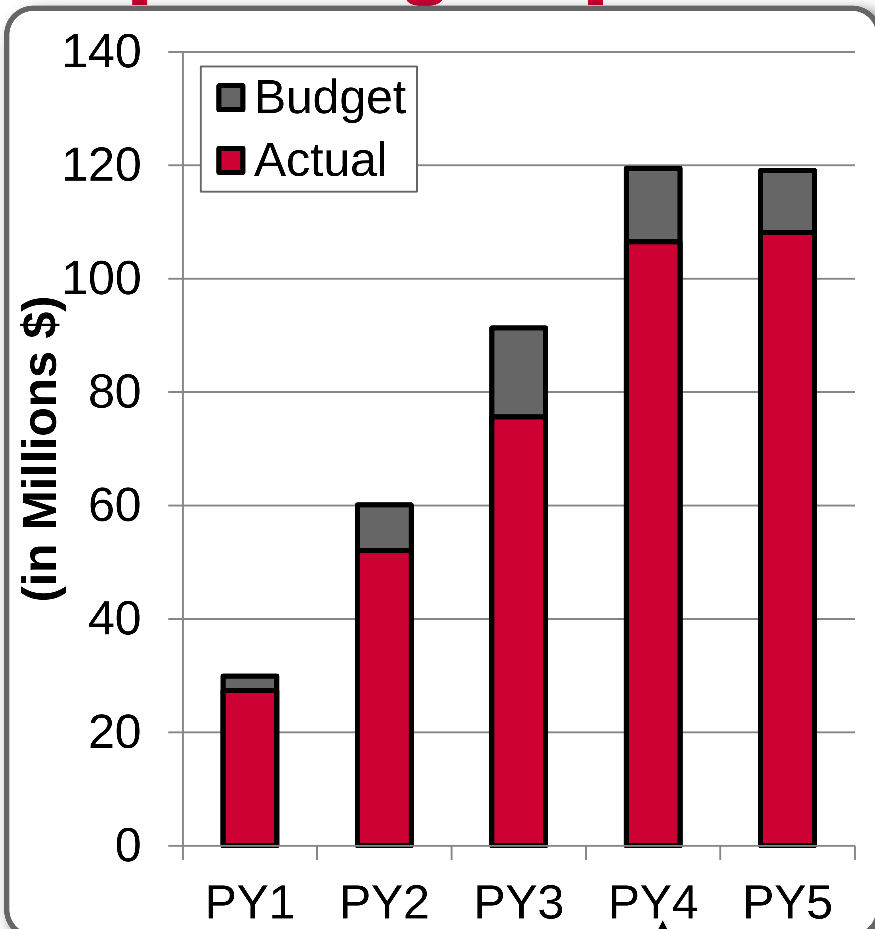
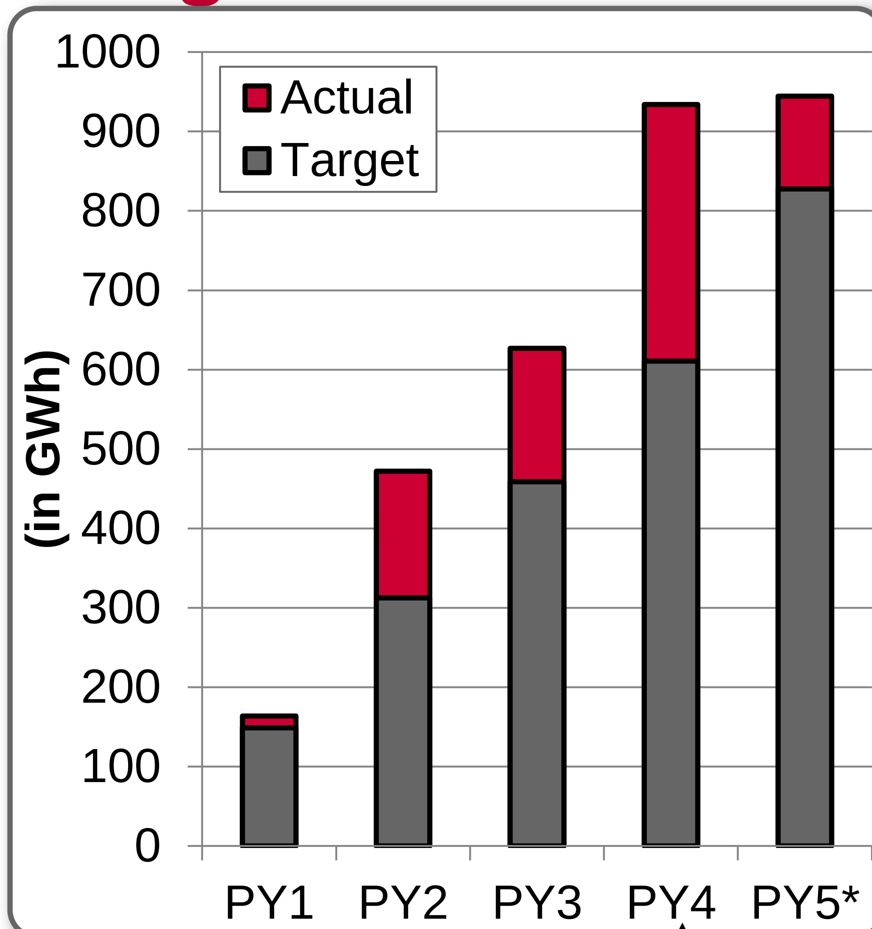
DCEO

Ramp Up: Performance Versus Spending Caps and Savings Goals





Gas company efficiency program launched

*Under review pending final verification by independent evaluator

Portfolio Ramp Up: Some Numbers

	PY1	PY2	PY3	PY4	PY5*
MWh Saved	163,716	472,132	626,715	943,704	944,529
$ Spent (Millions)	28,786,779	53,581,967	77,212,490	108,911,907	108,771,667
$/kWh Saved	0.176	0.113	0.123	0.115	0.115
FTEs	79	140	158.5	178.5	195.25
Appliances Recycled	11,979	25,735	41,024	50,237	43,621
Standard Bulb Sold	2,026,706	7,377,518	9,893,196	11,419,752	9,189,795
Specialty Bulb Sold	964,633	864,618	1,217,723	1,097,670	1,153,453
Units Retrofitted	4,119	4,737	50,145	48,568	44,221
C&I Project Count	483	1,960	4,476	4,971	4,669

*Under review pending final verification by independent evaluator

Potential – Are We There Yet?

Total Achievable Potential, by Scenario and Year

	2013	2014	2015	2016	2017	2018
Incremental Savings Forecast – GWh						
Maximum achievable potential	1,122	1,438	1,602	1,865	1,956	2,111
Program achievable potential	766	868	827	846	828	846
Incremental Savings Forecast - % of load						
Maximum achievable potential	1.3%	1.6%	1.7%	2.1%	2.1%	2.4%
Program achievable potential	0.9%	1.0%	0.9%	1.0%	0.9%	1.0%
Program Costs (Millions, Real 2013 $)						
Maximum achievable potential	$265	$349	$426	$487	$488	$527
Program achievable potential	$125	$137	$139	$146	$152	$157

Study conducted by ICF/ODC

Residential Energy Efficiency Offering

Past: PY1-PY3

- ✓ Lighting Discounts
- ✓ Fridge and Freezer Recycling
- ✓ Multi-family (All Electric)
- ✓ CACES
- ✓ Home Energy Savings (All Electric)
- ✓ Home Energy Report – 50k

Present: PY4-PY6

- ✓ Lighting Discounts
- ✓ Fridge & Freezer Recycling
- ✓ Multi-family
- ✓ Single Family
- ✓ Home Energy Report – 340k
- ✓ Complete System Replacement (HVAC)
- ✓ Elementary Energy Education
- ✓ New Construction

Future of Residential Programs

- ✓ Lighting Program: Decrease in CFL, increase in LEDs.
- ✓ Appliance Recycling: Steady for at least the next plan
- ✓ Behavioral: Increase Home Energy Reports – 1.5 million customers. Shift focus to interval data as AMIs are deployed
- ✓ Leverage gas utility programs as much as possible.

Business Programs

Past: PY1

- ✓ Widget/Standard
- ✓ Custom ($/kWh Saved)
- ✓ New Construction
- ✓ 2 Pilots
  - Compressed Air
  - Retro-commissioning

Present: PY6

- ✓ Standard
- ✓ Custom
- ✓ Retro-commissioning
- ✓ Compressed Air
- ✓ Process Cooling
- ✓ Small Business Energy Savings
- ✓ Commercial Real Estate
- ✓ Data Centers
- ✓ Business Instant Lighting Discounts
- ✓ New Construction
- ✓ Industrial Systems

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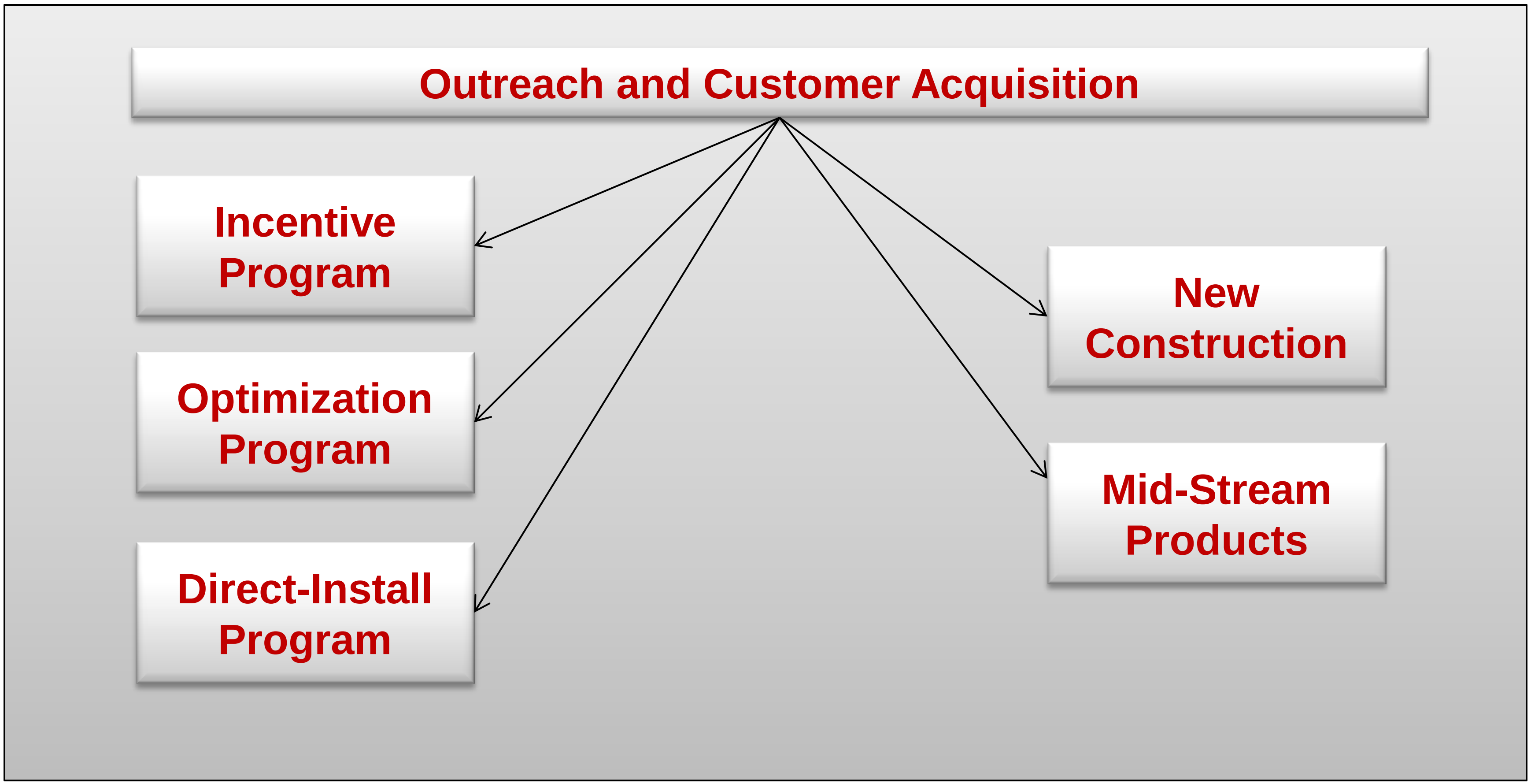
✓ The C&I program moved from a simple, “one size fits all” approach to a more expansive, complex, and comprehensive suite of offerings…

PY1 PY2 PY3 PY4 PY5 PY6+

Launch	Growth	Maturation
Widget Based	System Based	Market Based
One Size Fits All	Segment by Size	Segment by Industry
Utility Channels	Leverage Trade Allies	Rely on Providers
Mass Markets	Targeted Marketing	One on One Marketing
Operational	Marketing / Awareness	Pipeline Management
Brochures	Awareness Ads	Targeting Specific Customers
Waitlist	Bonuses	Customer Solutions

Sustainable Results

The Future of C&I Programs: Time to Simplify and Streamline



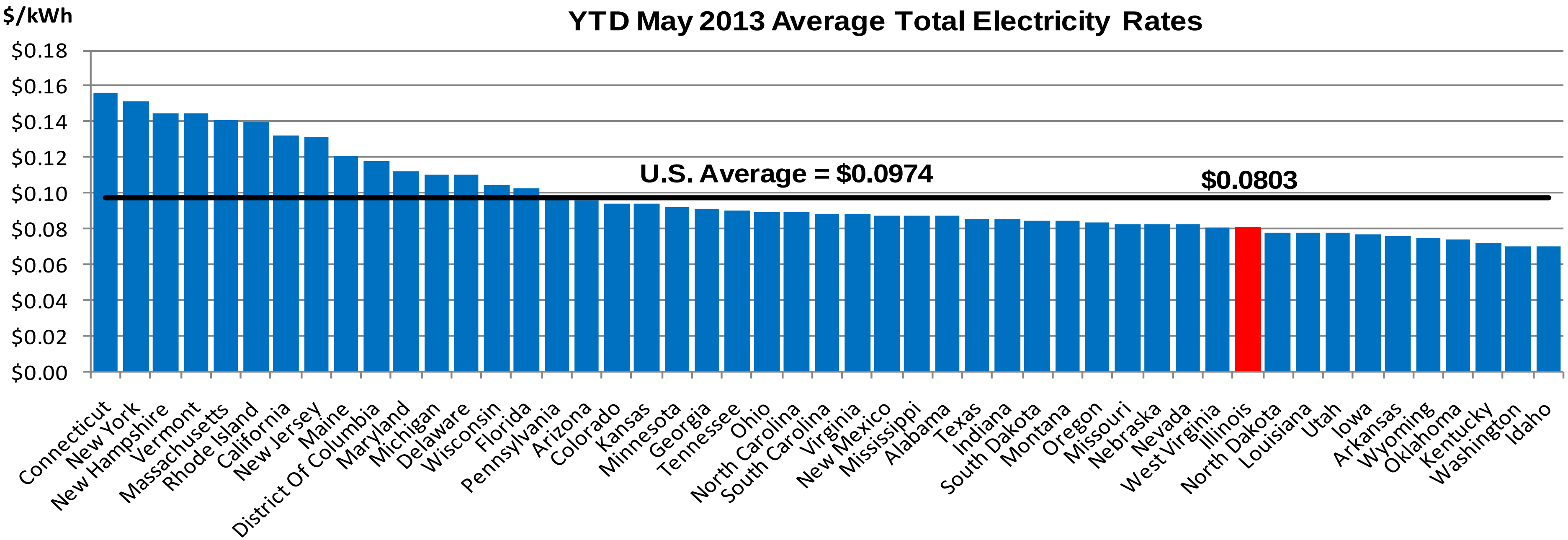
Key Successes

- ✓ Coordination with the gas utilities
- ✓ Collaboration with local Stakeholder Advisory Group
- ✓ Tight program management and control
- ✓ Market development (trade allies, distributors, service providers)
- ✓ QA/QC and Continuous Improvements
- ✓ Selective Acquisition Strategies
- ✓ Leveraging Big Data

Challenges

- ✓ Energy Prices
- ✓ Coordination with gas companies
- ✓ Evaluation
- ✓ Contractual relationships with the market
- ✓ Customer Awareness

Illinois’ Electricity Rates Compare Favorably Nationwide



Source: U.S. Energy Information Administration (EIA)

Illinois total retail rates are 18% less than the national average and rank 39th among the lower 48 states and D.C.

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Conclusion/Questions?