



ComEd® Energy Efficiency Program

ComEd Small Business Energy Savings

Onward and Upward

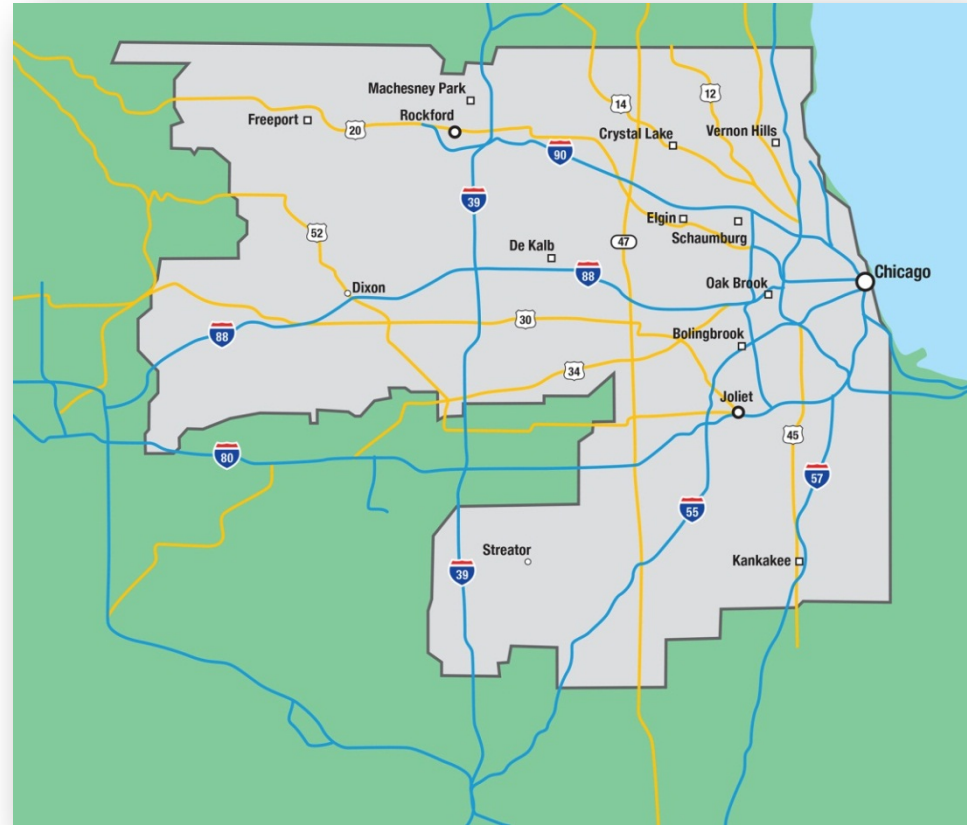
Presented by: Edward Musz



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About ComEd

- ✓ ComEd is an electric delivery company providing service to 3.8 million customers
- ✓ Service territory covers 11,411 square miles

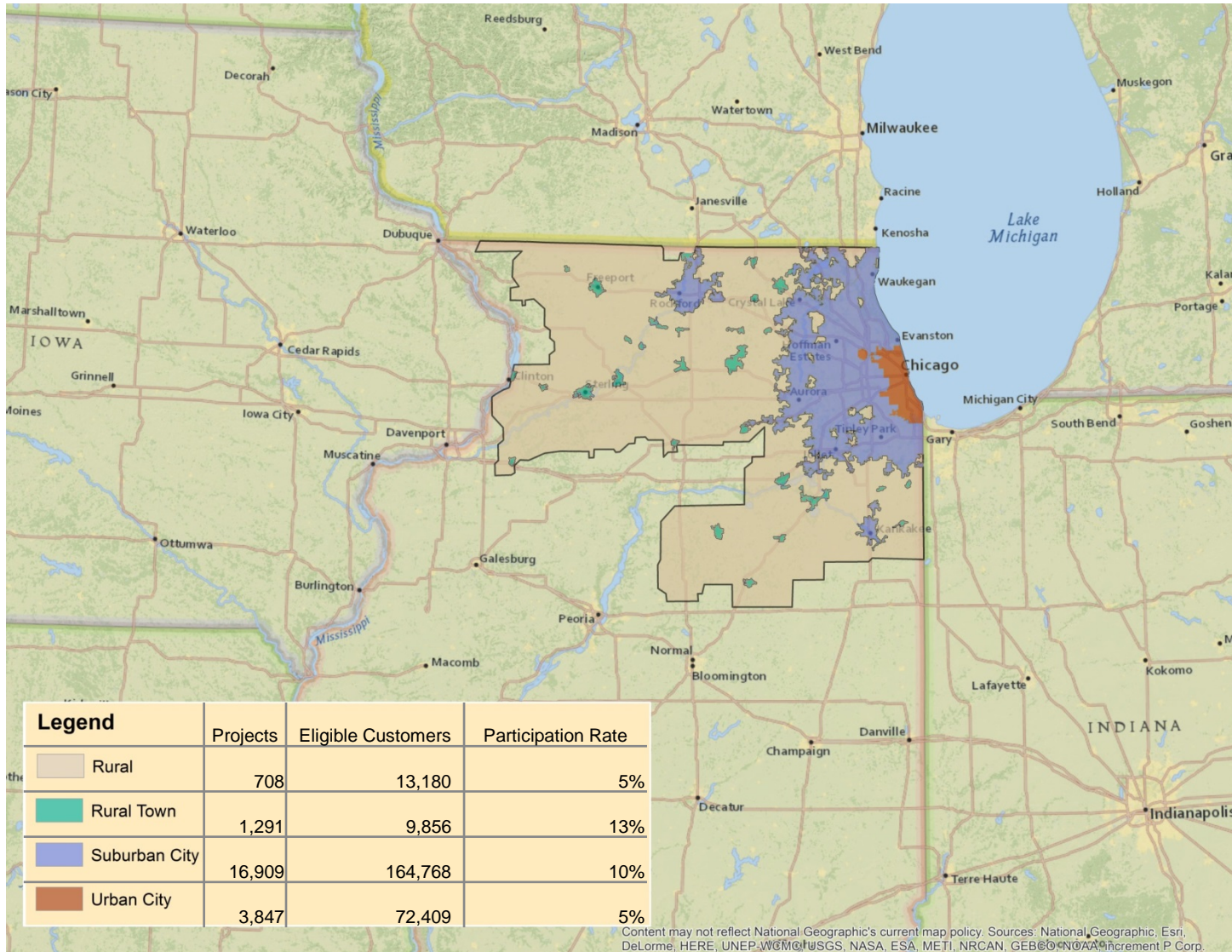


Origin of Energy Efficiency Programs

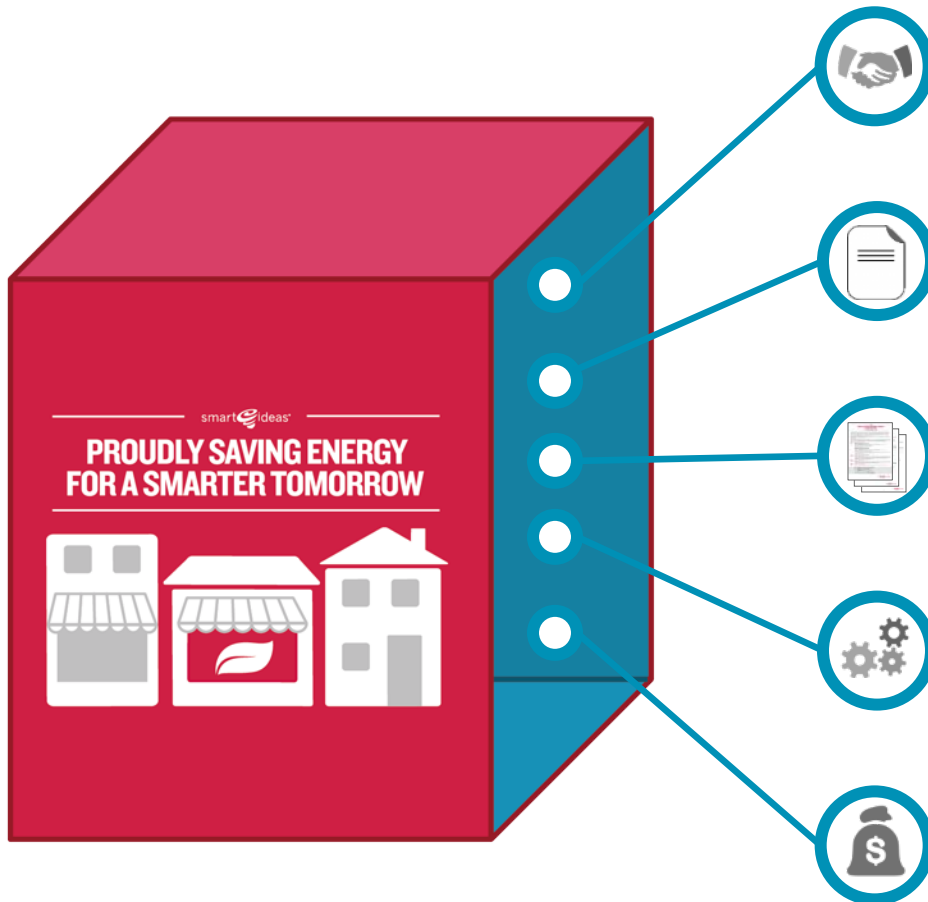
- ✓ Part of Illinois energy legislation passed in 2007
- ✓ Investor-owned electric companies required to reduce end-user energy consumption
 - **ComEd**
 - **Ameren Illinois**
- ✓ Illinois Power Agency (IPA) for Small Business customers (<100 kW)



ComEd Customer Demographics



SBES Customer Experience



Choose an Energy Expert

Select SBES Trade Ally

Free Energy Assessment

Trade Ally will complete free assessment and provide a recommendations report.

Program Application

Select energy efficiency improvements and sign the application.

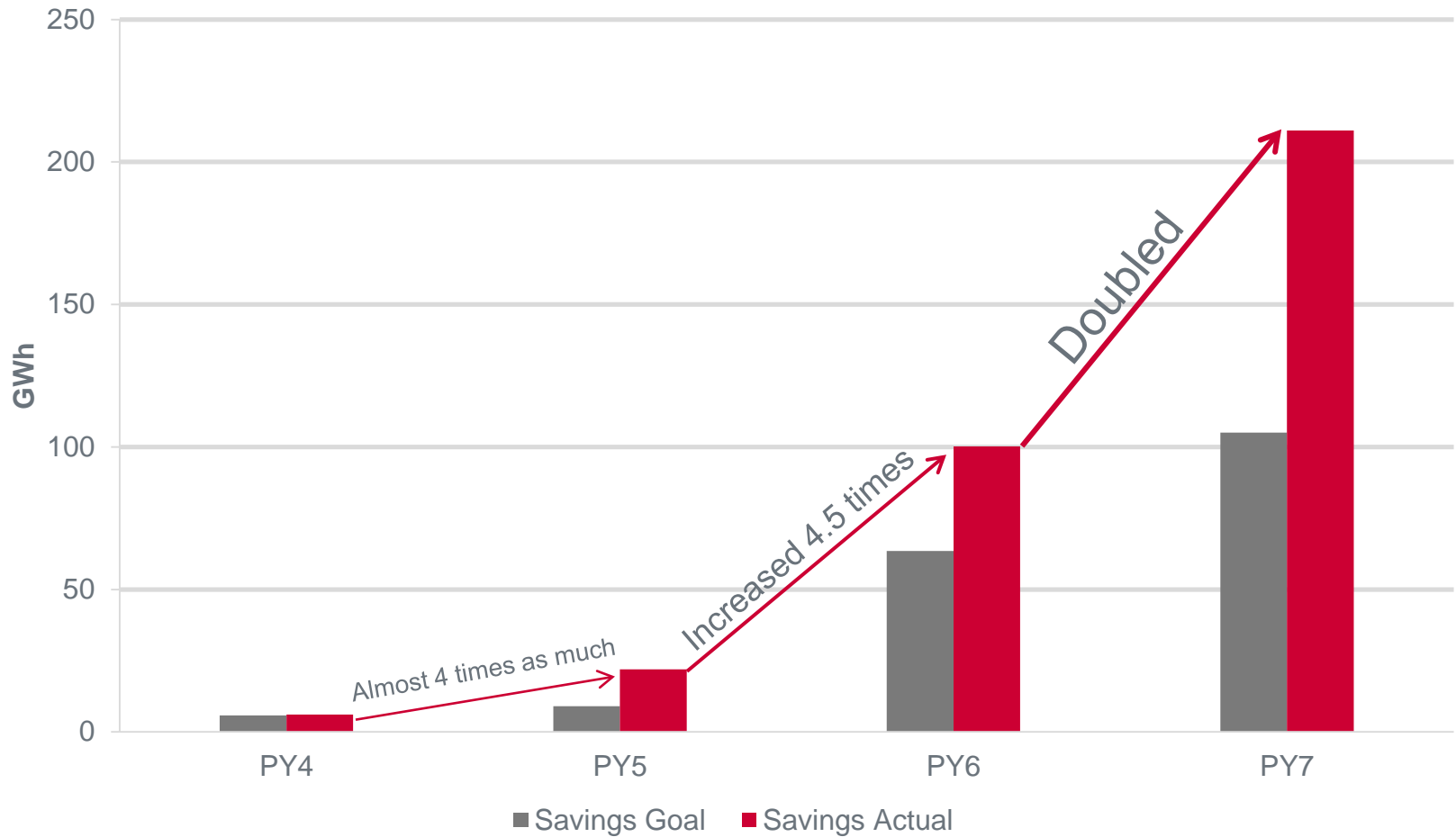
Install Equipment

Trade Ally makes process hassle-free by completing incentive paperwork.

Instant Incentives Applied

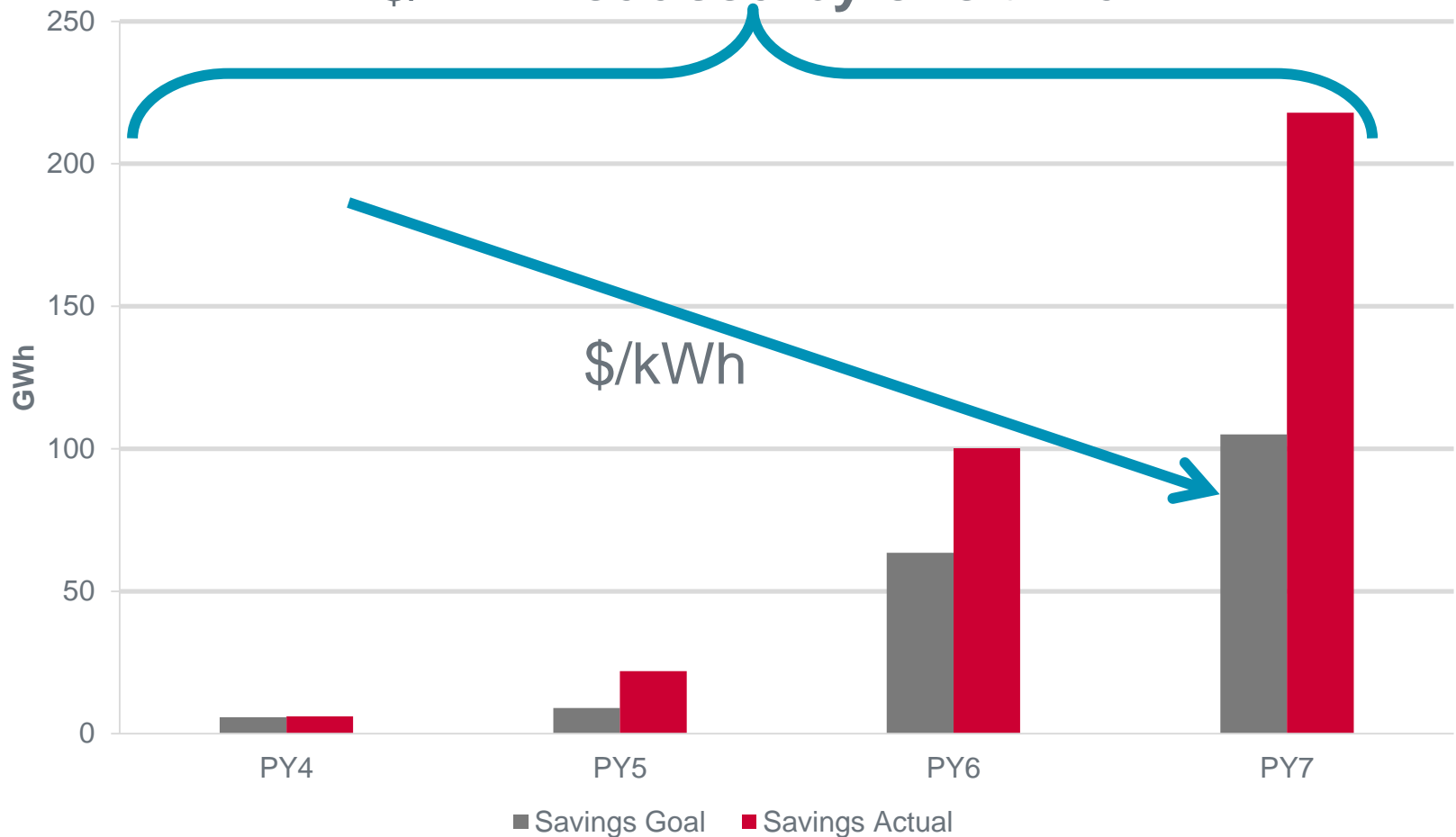
Small business only pays the balance after the incentives are applied.

Program Growth

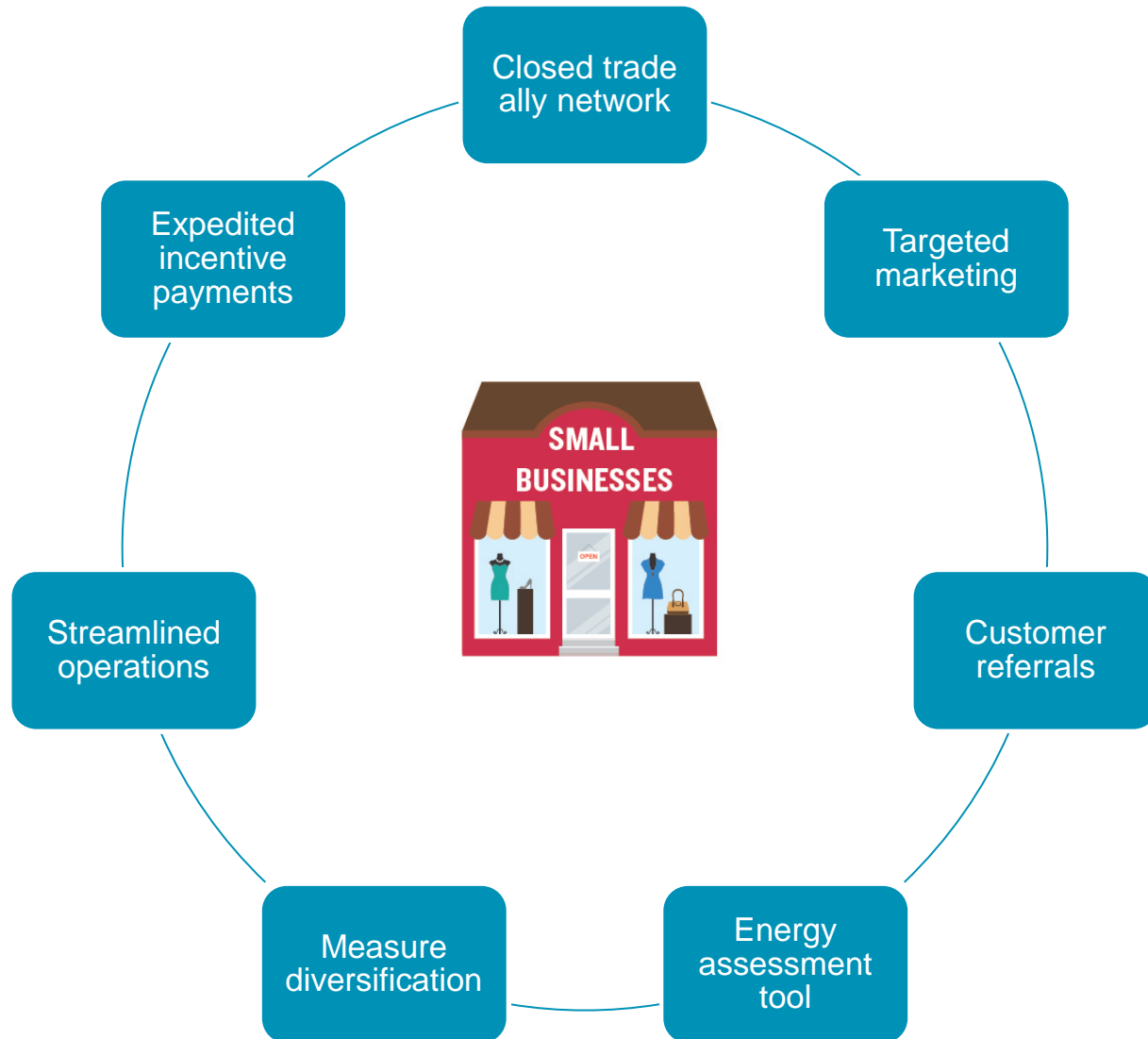


Program Growth

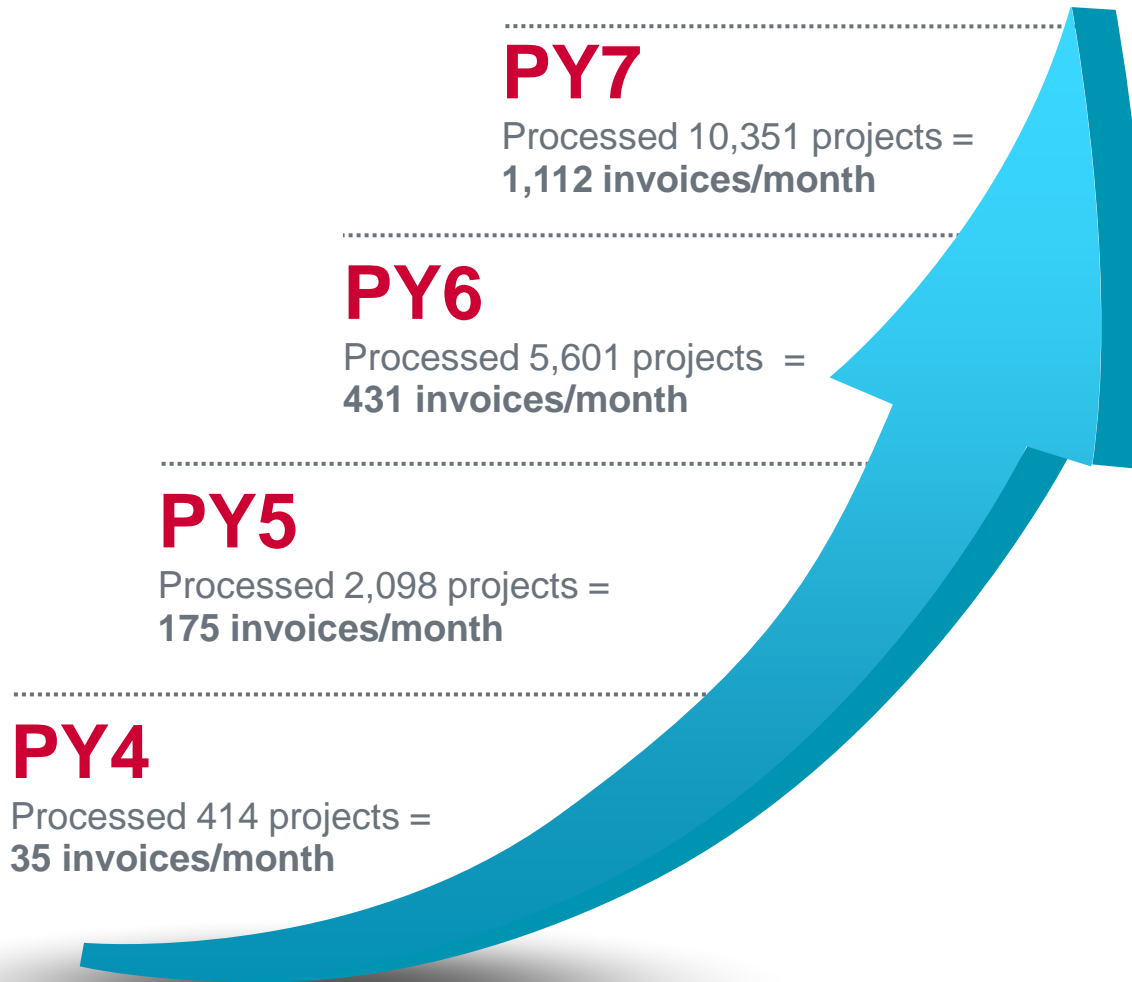
36 times as much savings
\$/kWh reduced by one third



Key Strategies



Streamlined Operations



Energy Assessment Report

smart ideas

SMALL BUSINESS ENERGY SAVINGS ASSESSMENT REPORT

John Smith • ABC Incorporated
123 Chicago Boulevard Chicago, IL 60661

Financial Benefit

Project costs can be difficult to cover. That is why ComEd Small Business Energy Savings (SBES) provides instant incentives to reduce the cost of your project upfront. The table below shows your project cost before and after your instant incentives.

Full Cost of All Improvements	\$2,772
Total Instant Incentives	\$1,822
Total Customer Cost	\$950

Your total project discount is:



66% off

Your payback is cut down to:

1.6 years



Your yearly electric savings could be:



\$593.81

Annual Energy Benefit


The figure below shows your electricity use over the last year and your estimated electricity use after installing all recommended improvements.

Before	19,700 kWh/yr
After	11,700 kWh/yr

Annual Environmental Benefit



1.0
Less cars driven per year



560
Gallons of gasoline saved



0.2
Tree seedlings grown for 10 years

Prepared by: Bob Green • Green Co. • 455-884-5495 • Bob@GreenCo.com

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ENERGY SAVINGS STEPS

ComEd Small Business Energy Savings (SBES) is helping you invest in energy-saving improvements that are designed with your small business in mind. ComEd SBES. Your free energy assessment and instant incentives save energy and money.

Use your SBES Trade-In Incentives as a cost-effective tool as you invest in energy-saving improvements.

and enjoy energy savings.

your benefit. Refer to your application for more information. This letter is not a contract.

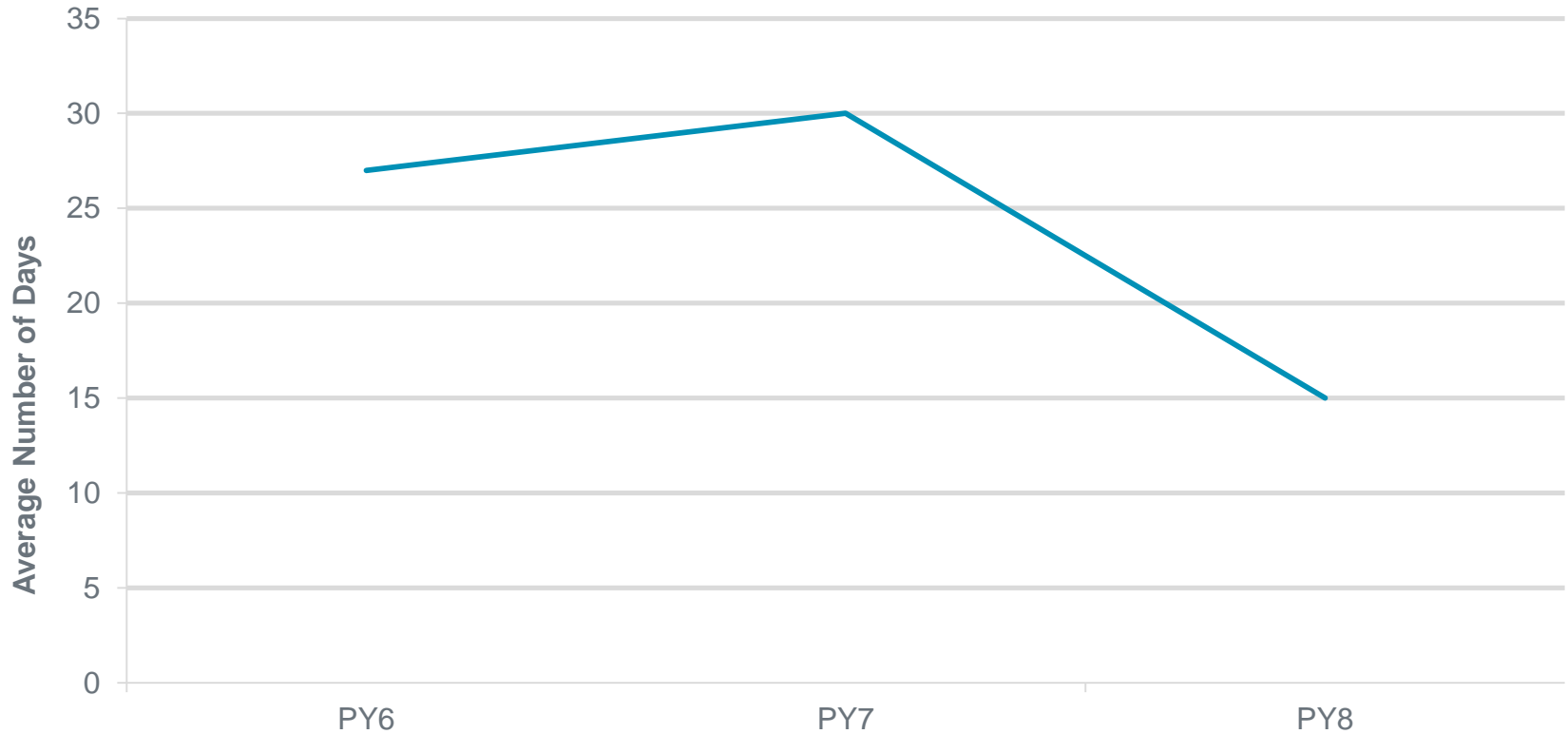
ComEd, our key person acting on their behalf, is not responsible for the accuracy of the information, estimates, methods, or results provided. It is intended to provide a general overview of the program and is not a contract.

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Expedited Incentive Payments

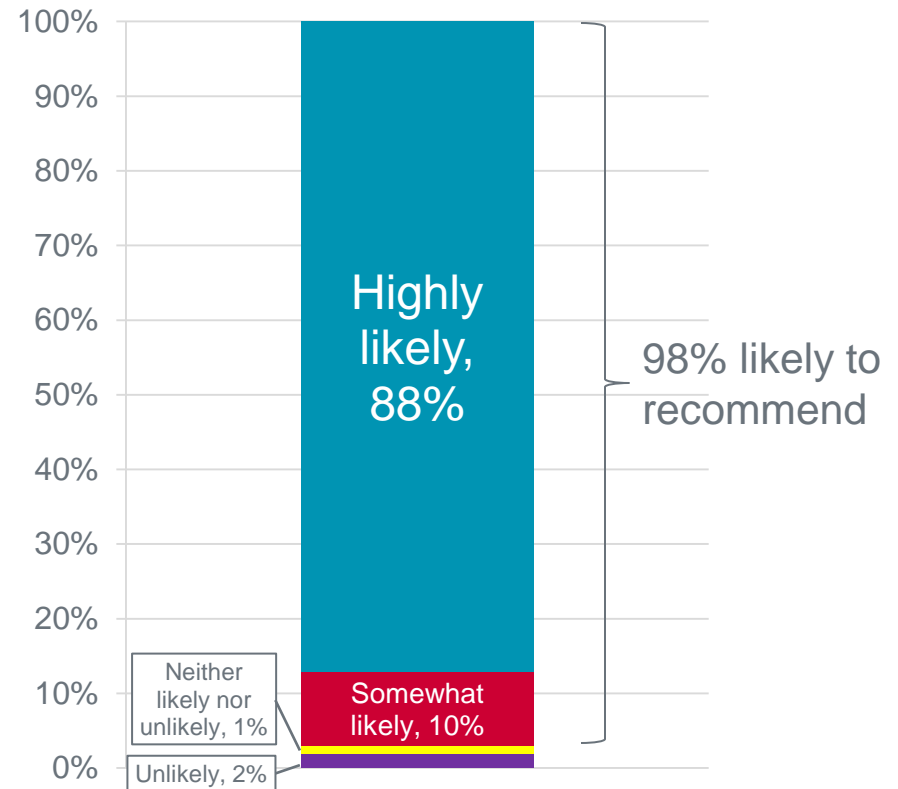
Invoice Turn-around Time



Customer Referrals





Likelihood to Recommend SBES



Targeted Marketing

- ✓ Campaigns targeted specific customers to participate in limited-time offers
- ✓ Conversion rate from assessment to project of 92%



**GET 100% OFF
HIGH-EFFICIENCY LIGHTS
IF YOUR BUSINESS IS IN CHICAGO HEIGHTS**

Designed with your small business in mind, the Small Business Energy Savings (SBES) program offers free energy assessments and incentives up to 75 percent off the cost of recommended electric-saving projects.

For a limited time, small business owners in Chicago Heights, Illinois can qualify for up to 100 percent off high-efficiency indoor fluorescent lighting from ComEd's Smart Ideas for Your Business®. Eligible customers can also receive up to 75 percent off the cost of other high-efficiency indoor lighting, outdoor lighting and other improvements to help your business save on energy costs.

TO QUALIFY, YOUR CHICAGO HEIGHTS BUSINESS MUST:

RESIDE IN ZIP CODE 60411	+	GET A FREE ASSESSMENT BY MARCH 24, 2014	+	SELECT IMPROVEMENTS WITHIN 21 DAYS OF ASSESSMENT
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Don't miss out on this limited-time opportunity to brighten up your business, become more energy efficient and improve your bottom line.

Get your free energy assessment by **March 24, 2014** to qualify.

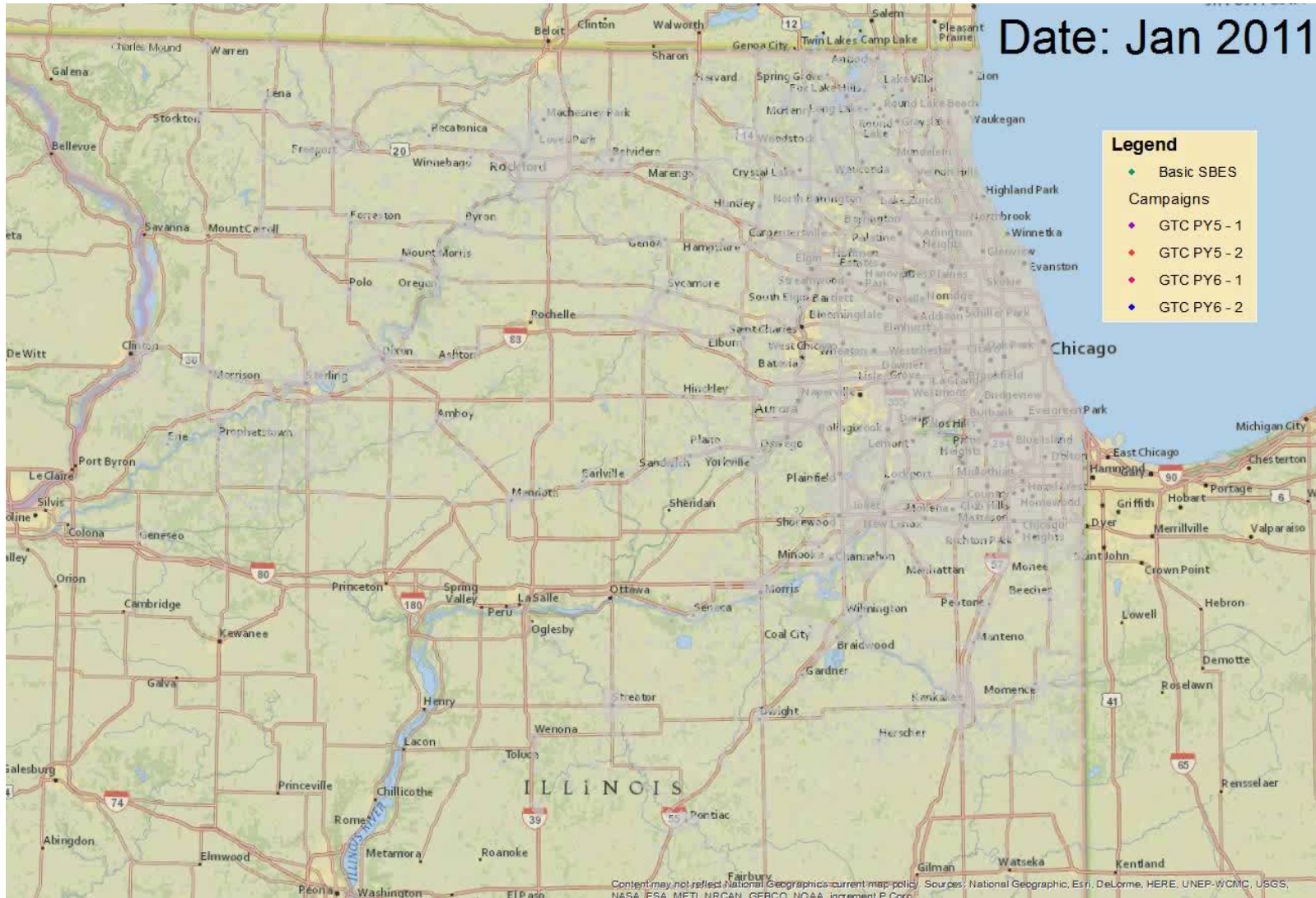
Call American Lighting Efficiency Corp. today. Turn over for full contact information.

ComEd. powering lives
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4 campaigns and more than 3,500 projects

Impact of Targeted Marketing Campaigns

Date: Jan 2011



Closed Trade Ally Network

Contractors interested in becoming a Trade Ally must:

**Have high
customer
satisfaction**

**Pass background
checks**

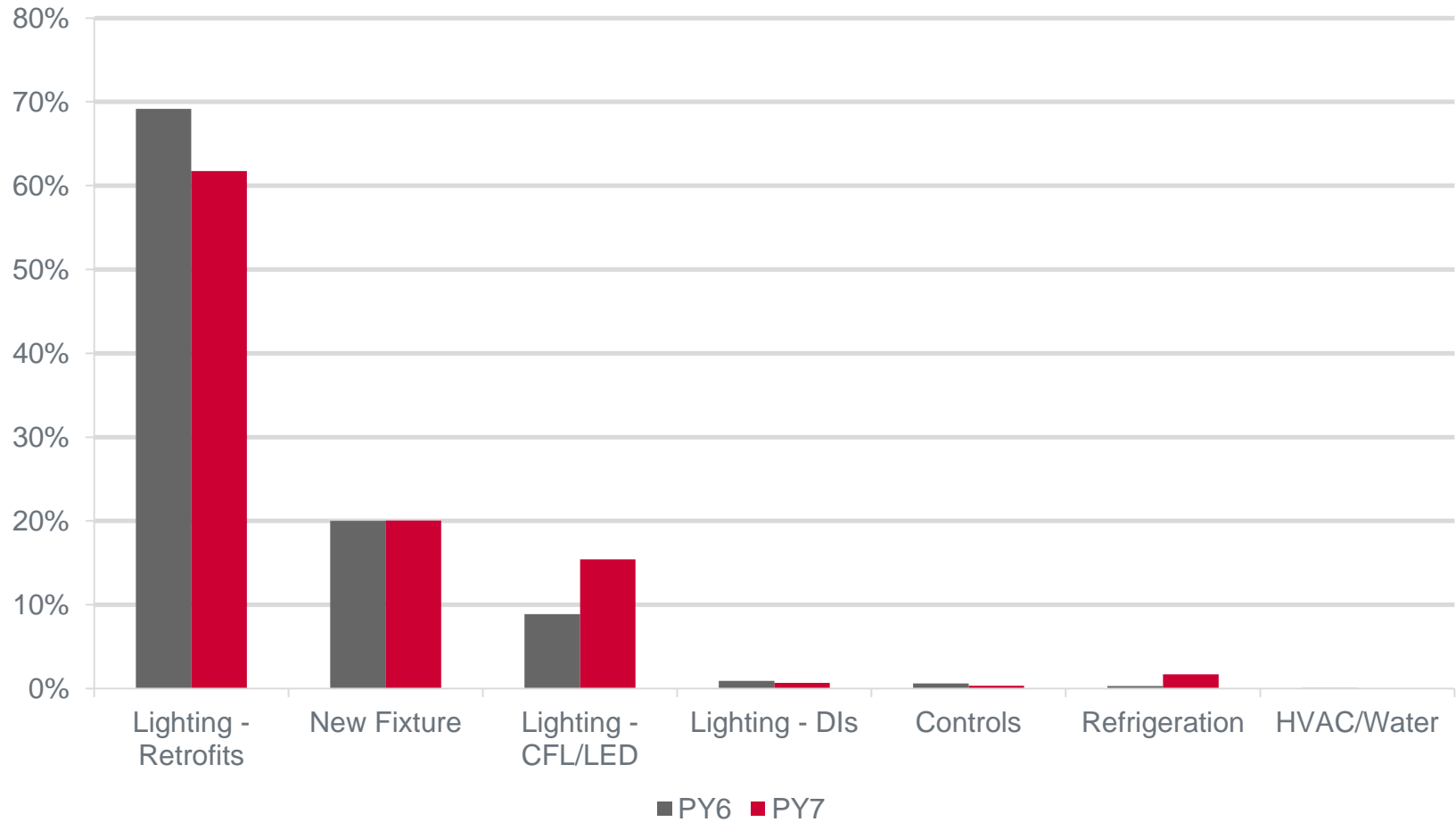
**Demonstrate
quality work**

**Submit
quality
paperwork**

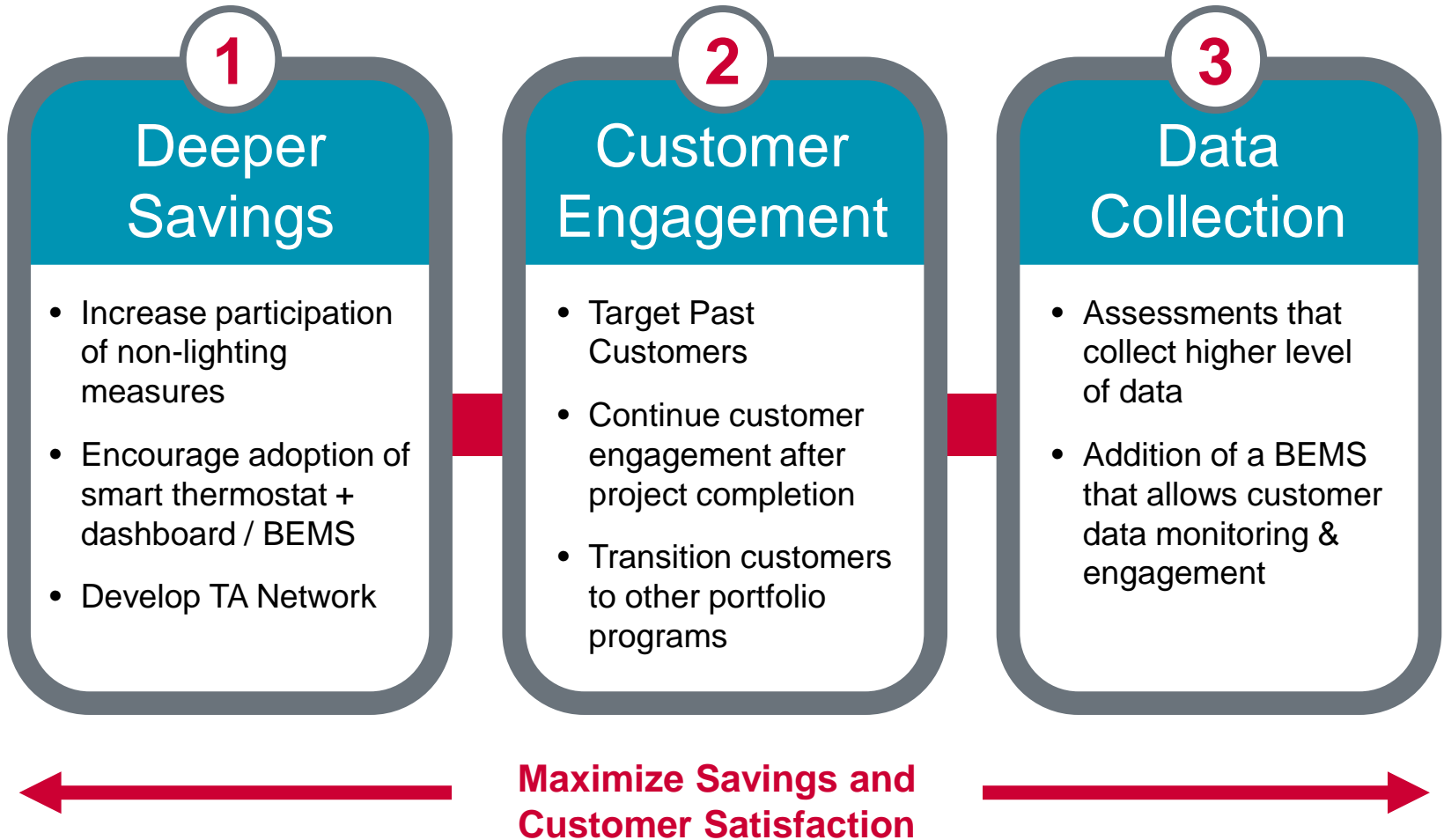
Complete the RFP
process

SBES Trade Ally

Energy Conservation Measures



Looking Ahead – Comprehensive Retrofits



One Small Business Story: SCARCE



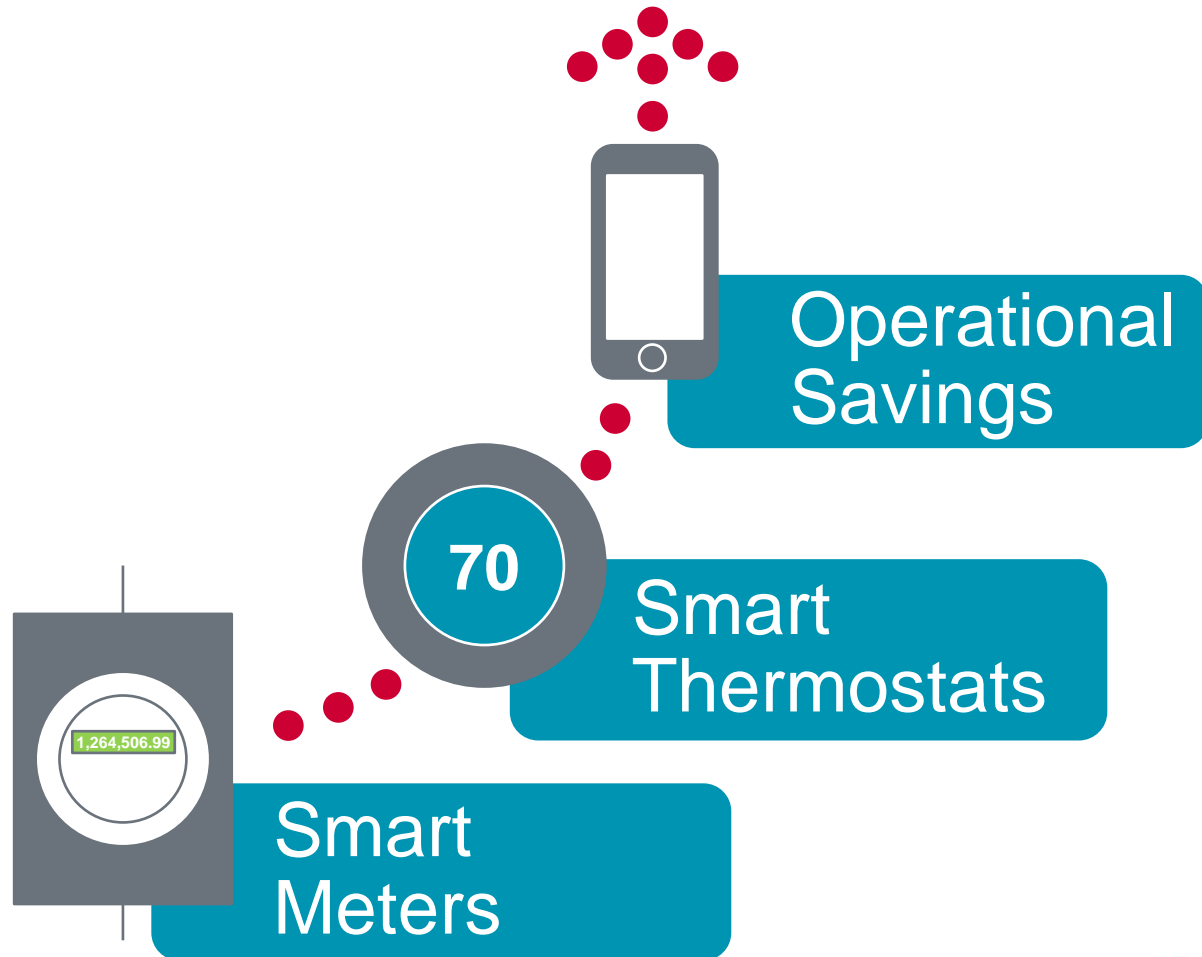
Promoting energy savings/conservation using Energy Bike project

Well-lit library which provides books to kids all over the world



Onward and Upward

Utility of the future





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Thank You

Questions or comments?



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