



ComEd[®]
Energy Efficiency Program

ComEd Portfolio Overview

March 10, 2020

Portfolio Progress for 2019 & Current Offerings

2019 By the Numbers

Portfolio Segment	Net MWh Post Ante Actuals	Net MWh Goal	% to Goal	Actual Costs \$M	Filed Budget \$M	% to Budget
Residential	318,090	259,675	122%	\$75	\$75	100%
Income Eligible	83,829	25,978	323%	\$34	\$28	121%
C&I Private	691,500	754,841	92%	\$128	\$134	96%
C&I Public	160,959	183,913	88%	\$38	\$35	109%
Third Party	104,491	90,022	116%	\$19	\$25	76%
MT & DR	-	-	-	\$5	\$4	125%
Portfolio-Level*	-	-	-	\$45	\$42	107%
Voltage Optimization	179,906	200,000	90%	-	-	-
Capital Streetlights	15,987	13,061	122%	\$8	\$9	89%
Therm Conversion	102,181	102,292	100%	-	-	-
Lighting Carryover	53,094	N/A	N/A	-	-	-
TOTAL	1,710,038	1,629,783	105%	\$351	\$351	100%

* Includes R&D, Evaluation, Education & Awareness, and Portfolio Administration



Residential Offerings Overview

» Education & Behavior

- Home Energy Reports
- Elementary Education Kits*

» Assessments & Direct Install

- Single-Family Home Energy Assessments (HEA)
- Multi-Family Assessments

» Instant Discounts & Rebates

- Lighting Discounts
- Appliance Rebates (smart thermostats, advanced power strips, and air purifiers)
- Residential HVAC & Weatherization (discontinued in 2020) Rebates
- New Construction (discontinued in 2020)

» Fridge & Freezer Recycling (FFR)

** Third Party Program*

2019 Residential Highlights

- » Customers received over 324,390 rebates, recycled over 52,371 appliances, and over 39,000 homeowners and tenants have received free direct install products from assessments
- » HER Target Rank Pilot wrapped at the end of 2019 – pilot treated 28K income eligible customers, replacing their usual report with a numerical rank between 1 – 100; customers were provided a short-term goal (target) for reducing energy consumption during the pilot, and received tips highlighting energy efficient actions; final report is anticipated at the end of Q1 2020
- » Launched online scheduling tool for Home Energy Assessment (HEA) with initial results of reduced call volume (10% of participants using online tool) and a 15% decrease in cancellations
- » Improved appliance rebate offering application processes resulting in a reduction of incomplete application from 14% to 7% and application rejection rate from 20% to 14%.
- » Decreased incentive levels (ex. smart thermostats) and measure mix with in the Residential offerings overall cost from \$0.34/kWh down to \$0.25/kWh, a 26% decrease
- » Instituted text message reminder option for FFR Launched text message initiative for Fridge & Freezer Recycling improving customer communication and service. 63.5% of participants have elected to receive text messages

2020 Residential Updates

- » Kits – Removed omnis and added other measures
- » HEA – Shifted APS to co-pay, adding 3rd smart stat option w/copay (Honeywell)
- » MF – Shifted some common area measure to include a copay and removing APS
- » Res Lighting – Added connected lighting & night lights
- » Appliance Rebates – Remove AC window units
- » HVAC – Shifted CAC measures to midstream, added tune-up measure
- » FFR – Reduced fridge & freezer incentive to \$35 and removed dehumidifiers

Res Offering	Implementer	ComEd Only/Joint
HER	Oracle	ComEd Only
Kits	Franklin	Joint
HEA	Franklin	Joint
Multi-Family	Franklin	Joint
Lighting	CLEAResult	ComEd Only
Appliances	CLEAResult	ComEd Only
HVAC	CLEAResult	ComEd Only
FFR	Reclim	ComEd Only

Income Eligible Offerings Overview

» Education

- Food Bank/Pantry*
- Kits*

» Whole Building

- Single Family Retrofits
- Multi-Family Retrofits
- Manufactured Homes Retrofits*
- Public Housing Retrofits**
- Affordable Housing New Construction
- New Manufactured Homes* (discontinued in 2020)

» Product Discounts

* *Third Party Program*

** *Also counts towards Public Sector spend requirements*



2019 Income Eligible Highlights

- » Over 75,450 income eligible households (not including Instant Discounts) participated in IE offerings in 2019
- » SF Retrofit (IHWAP)
 - In 2019, offering was expanded to 14 active agencies serving 34 counties
 - IACAA completed a staffing survey among agencies statewide to identify staffing challenges and opportunities with 80% of the agencies responding; feedback helped IACAA prepare planning workshops with CAA to prevent future disruption to production due to staff capacity
 - Representatives from 10 CAAs engaged in planning to consider modifications to the existing utility-funded offering, with the goal was to lower costs and/or achieve higher savings, while keeping customers healthy, safe, and comfortable; collaboratively designed guidelines were incorporated into 2020 planning
- » MF Retrofit (Elevate) – Has been most cost-effective IE whole building offering at \$0.31/kWh
- » Public Housing – Secured 6 new PHAs to participate
- » Product Discounts – About 30% of the energy savings achieved came through sales from independent retailers

2020 Income Eligible Updates

- » Food Bank – Reduce LED omnis by ~36% and added specialty LEDs, advanced power strips, and door sweeps
- » Kits – Reduced LED omnis by ~50% and added specialty lighting measures; exploring potential for gas utility partnership in mid-2020
- » SF & MF Retrofits – Shifted budgets to increase MF from SF to better align with market segment
- » Manufactured Homes – Based on customer feedback transitioned to new installation contractor for improved customer experience; engaging through community central offices, and neighbor-to-neighbor word of mouth within communities; exploring potential for program overlap and potential for market confusion with SF and HEA
- » Product Discounts – Removed LED omnis from big box stores, removed window AC, added dehumidifiers

IE Offering	Implementer	ComEd Only/Joint
Product Discounts	CLEAResult	ComEd Only
Affordable Housing New Construction	Slipstream	Coordinated
Single Family	Resource Innovation/CAAs/IACAA	Joint
	Franklin/Chicago Bungalow/Chicagoland Vintage	Peoples, ComEd Only
Multifamily	Resource Innovation/CAAs/IACAA	Joint
	Elevate Energy	Peoples, ComEd Only
Public Housing	Elevate Energy	Joint
Energy Saving Kits	Energy Resource Center	ComEd Only
Food Bank Distribution	CLEAResult	ComEd Only
Existing Manufactured Homes	Slipstream	ComEd Only



C&I Private and Public Overview

» Assessments & Studies

- Facility Assessments
- Small Business/Small Facilities
- Retrocommissioning
- Industrial Systems

» Incentives, Direct Install, & Kits

- | | |
|-------------------------------|---------------------------|
| • Standard | • Industrial Systems |
| • Custom | • Distressed Communities* |
| • Small Biz/Small Facilities | • Non-Profits* |
| • LED Streetlights | • Agricultural* |
| • Retrocommissioning | • Telecom* |
| • Strategic Energy Management | • Grocers* |
| • New Construction | • Small Biz Kits* |
| • CHP (discontinued in 2020) | |

» Instant Discounts (LED lamps, battery chargers, and packaged and split HVAC units)

* Third Party Program

2019 C&I Highlights

- » Over 10,000 private sector projects and 7,000 public sector projects have been completed
- » Standard
 - Created on-line application which reduced data entry time by 20% (~4,500 projects/yr)
 - Reduced pre-app processing time for eligible projects by an average of 18 days (from 20 to 2).
 - Reduced incentive reservation letter administration time by 33% through automation (~4,500 projects/yr)
 - 24% increase of public sector projects
- » Small Biz – Introduced on-line intake forms and reduced average incentive processing time from 14 days to 8 days
- » Instant Discounts – Grew distributor participation from 90 active distributors to 120
- » Retrocommissioning – Added to the program in 2019, virtual commissioning has grown significantly, from an initial target of 5 GWh to 9 GWh in private sector savings, and 6 GWh to 15 GWh; monitoring-based commissioning yielded the most savings, generating 16.9 GWh
- » Industrial – New Compressed Air Fix It Now component was a very significant success, 330 projects out of total 361 projects for the year; most of these customers have indicated interest in future projects due to the impact of having their leaks repaired
- » For most Third Party C&I offerings, 2019 was a start-up year, with varying degrees of savings achieved, but for the most part relationships and pipeline has been built for successful 2020

2020 C&I Updates

- » Instant Discounts – Launching commercial midstream HVAC offering
- » Standard – “Express reservation” for incentive applications <\$10K
- » Nonprofits – Already seeing strong pipeline, now focusing on non-lighting measures to stretch budget and drive down \$/kWh
- » Kits – Expanded to include public customers <100 KW
- » Outreach – Centralized management of outreach service provider network, to help with market confusion; collaborating with ComEd’s Large Customer Services Team on an LCS Engagement Strategic Initiative

Offering	Implementer	ComEd Only/Joint
Facility Assessments	ComEd	ComEd Only
Standard	ICF	ComEd Only
Custom	ICF	ComEd Only
Small Business	Nexant	ComEd Only
Small Facilities	Willdan	ComEd Only
LED Streetlights	ICF	ComEd Only
Retrocommissioning	Nexant	Coordinated
SEM	CLEAResult	Joint
	Graphet	Peoples
	Cascade	ComEd Only
New Construction	Slipstream	Coordinated
Instant Discounts	ICF	ComEd Only
Industrial Systems	Franklin	ComEd Only
Distressed Communities	360 Energy	ComEd Only
Non-Profits	Elevate	ComEd Only
Agriculture	Franklin	ComEd Only
Telecom	Franklin	ComEd Only
Grocers	CLEAResult	ComEd Only
Small Biz Kits	Franklin	ComEd Only

Research & Development Update

Overview



Team

- Mark Milby, Manager of EE R&D
- Kelly Gunn, Senior Engineer
- Steven Labarge, Senior Business Analyst
- Rick Tonielli, Senior Program Manager



Scope

- Emerging Technologies
- Market Transformation



Purpose

- Identify, test, validate and integrate the next generation of energy efficiency technologies and program delivery strategies into the ComEd EE portfolio



Goal

- Drive the evolution of the ComEd EE portfolio so that it continues to meet customer needs and energy savings targets cost-effectively

Activity update

» Active Projects:

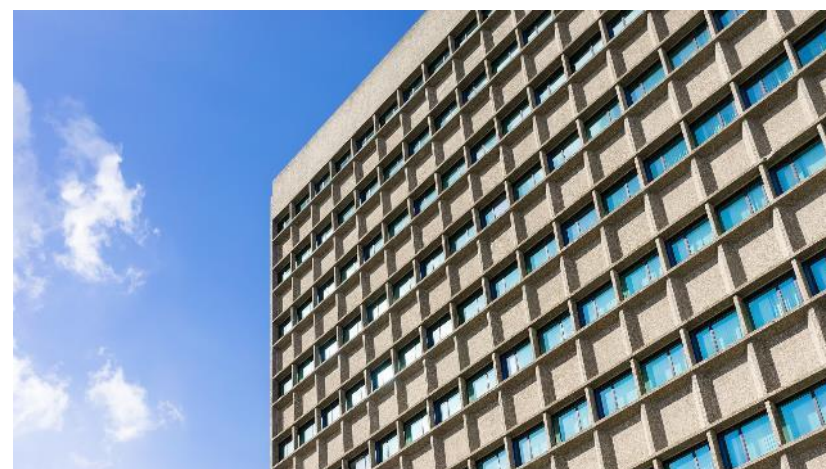
- 29 (Emerging Tech)
- 4 (Market Transformation)

» Completed Projects:

- 21 (Emerging Tech)
- 9 (Market Transformation)

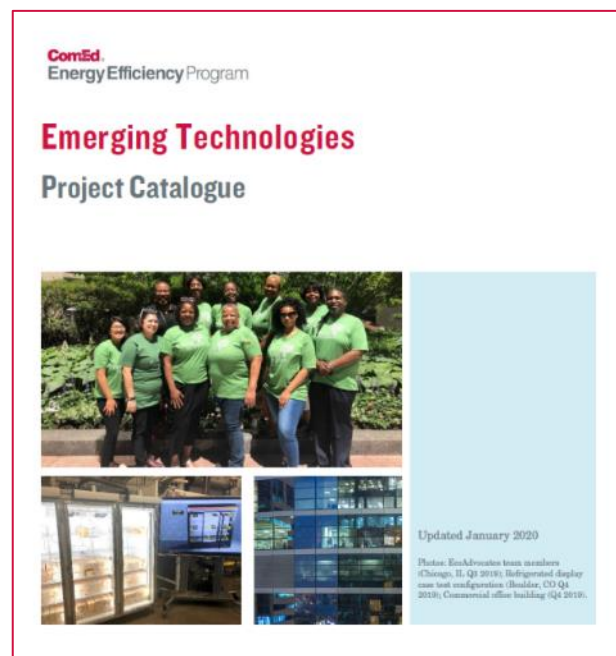
» Project Partners (active): 38

» Proposals Submitted (since 1/1/2018): 218

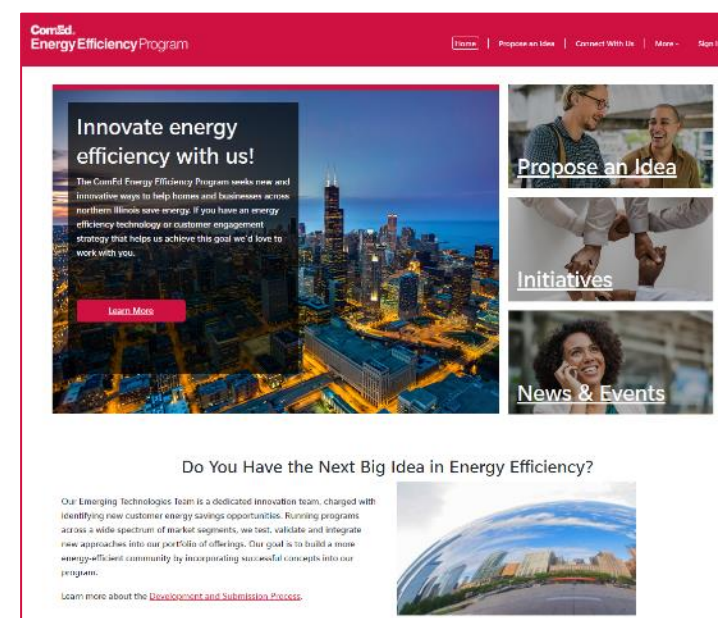


Stay updated

- » Summaries of Emerging Tech projects (including status updates) are attached to ComEd's quarterly report



- » Overviews of these projects can also be found on the website www.ComEd.com/EmergingTech
- » Sign up for emails on solicitations and project updates



Update on selected R&D projects

- » New Emerging Tech pilot: Industrial Energy Management Information Systems
- » New Emerging Tech pilot: Electric Homes New Construction
- » New Emerging Tech research project: Networked Lighting Controls market survey
- » A sample of recent Emerging Tech concepts under investigation
- » New Market Transformation pilot: Retail Products Platform



Industrial EMIS

- » **Overview:** Energy Management Information Systems (EMIS) have the potential to *make energy visible* within industrial manufacturing processes to enable optimization of their unique core process energy usage.
- » **Research Question:** Can an EMIS system identify deep energy savings opportunities in core industrial processes? Can it help operators address energy efficiency opportunities beyond ComEd's existing industrial offerings, which focus primarily on the energy use of support systems such as compressed air and lighting?
- » **Details:**
 - Aiming for 4 large industrial customers and will provide multi-day facility audit
 - Utilize EMIS system to set efficiency targets and enable deep savings
 - Similar process in another state reported an average of 4% in annual facility energy savings
 - Pilot may need through most of 2021 to fully evaluate
- » **Expected Outcome:** Inform future efforts within the Industrial Systems offering, specifically the Strategic Energy Management (SEM) offering. Potential to become a large source of new, low \$/kWh savings.

Electric Homes New Construction

- » **Overview:** The legacy Residential New Construction offering was retired in 2019. This redesign will test the promotion of a new high performance, all-electric set of best practices to home builders.
- » **Research Question:** Can a new program design influence the market for all-electric new homes in northern Illinois? What barriers or concerns will builders experience?
- » **Details:**
 - Pilot design was informed by a 2019 research project that conducted builder interviews, market research and energy modeling
 - Incentive will promote to builders a bundle of high performance energy efficiency measures, including air source heat pumps, heat pump water heaters, air sealing, envelope upgrades, and smart thermostats
 - High performance all-electric market is currently small: 20-50 homes/year in ComEd service territory
 - Pilot began January 2020 and will be conducted for two years
- » **Expected Outcome:** Could lead to new program offering in residential new construction space. Will help ComEd understand the current market for, and builder perceptions around, all-electric homes. This model also presents ComEd with a unique future opportunity to integrate TOU, EV or solar offerings.

Networked Lighting Controls Research

- » **Overview:** Several industry sources forecast strong growth potential for Networked Lighting Controls (NLC), but significant customer and contractor barriers remain. To better understand opportunities to overcome these barriers, ComEd will conduct in-depth interviews and NLC market research.
- » **Research Question:** What are the current barriers to NLC adoption in ComEd's market? How can we involve more Energy Efficiency Service Providers (EESPs)? Are customers open "to NLC+" pilot opportunities?
- » **Details:**
 - This study will interview previous customers and EESPs who have installed NLC, as well as those who installed LED systems without controls to identify what barriers currently exist
 - A small number of EESPs perform a majority of NLC installs, and many service providers do not offer NLC options to customers
 - Research is planned for Q2 2020
- » **Expected Outcome:** An increased understanding of the customer and EESP barriers to NLC. New opportunities identified for the design and promotion of the Standard offering. Could help us understand now to expand NLC adoption in untapped markets.

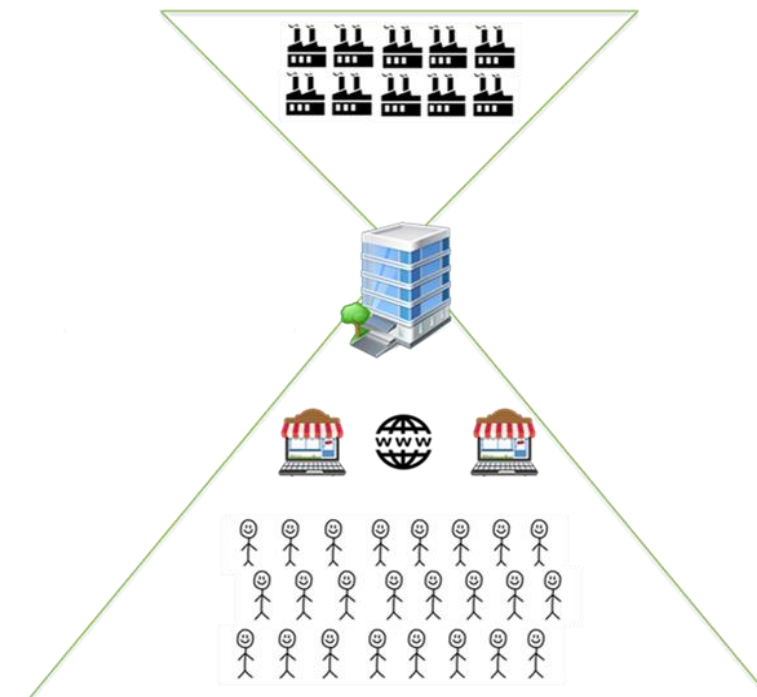
New Technologies of Recent Interest

In no particular order:

- » Adsorbent Air Cleaning – pilot in progress
- » Ductless Heat Pumps – pilot in progress
- » Switched Reluctance Motors – modeling and lab tests underway, field monitoring expected soon
- » Thermal Energy Storage – research project underway
- » Smart Valves – recruiting for pilot sites
- » Propane Refrigerant Refrigerated Display Cases – lab test planned
- » Pressure Optimization on Water Distribution Infrastructure – under consideration
- » Automated Chiller Tube Cleaning – under consideration
- » Magnetic Bearing Chiller Compressors – under consideration

ENERGY STAR® Retail Products Platform

- » **Overview:** A collaborative, national, midstream initiative of ENERGY STAR, energy efficiency program sponsors, retailer partners, and manufacturers, facilitated by US EPA.
- » **Research Question:** How can we best understand the impact of ESRPP activities and project future savings potential? Which program strategies are most impactful?
- » **Details:**
 - 15 program sponsors participated in coordinated ESRPP initiatives in 2019; ComEd joining will bring the total US market addressed to nearly 20%
 - ENERGY STAR certified models in five product categories are being promoted by program sponsor-labeled signage in more than 1,000 stores
 - Mid-stream incentives provide an opportunity to affect retail assortment and access to full-category sales data for a portfolio of consumer products; the program develops and deploys unique intervention strategies that reflect the nuance of each product
- » **Expected Outcome:** New source of long-term savings. Understanding of market transformation evaluation methods in Illinois.



Plan 6 Areas of Interest

Opportunities

» Portfolio Structure

- Combine/condense number of programs where possible, to provide a more straightforward customer experience and streamline internal administrative processes

» Existing Offerings Design

- Third Party Programs
- Income Eligible
 - Contemplating the use of energy burden as a metric to incorporate in the design and impact measurement of programs
 - Refine programs to align with IE customer traits, while being mindful of communication style and content
 - Pooling resources to deliver comprehensive and streamlined programs and increase program cost-effectiveness
 - Strengthen community partnerships
- Streetlights potential through 2025?
- Voltage Optimization
- Maximize online channels

Opportunities (cont.)

» New opportunity areas under consideration

- Upstream strategy (including midstream)
- Market Transformation (Retail Products Platform, BOC, CFSE)
- Lighting (general strategy, interconnected/networked commercial lighting)
- Identify and leverage new measures through a productive R&D pipeline
- Synthesize, utilize and incorporate new baseline and potential study findings
- Potential for energy savings from water
- Better leverage financing mechanisms, e.g., OBF, ESPC, and PACE

Q&A? Thank You!

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Appendix

2019 Income Eligible By the Numbers

Section 8-103B/8-104 (EEPS) Program	Net Energy Savings Achieved (MWh)*	Approved Net Energy Savings Goal (MWh) *	% Savings Achieved Compared to Approved Savings Goal	Program Costs YTD	2019 Approved Budget	% of Costs YTD Compared to Approved Budget
Income Qualified Programs						
Food Bank/Pantry Distribution	61,524	2,981	2064%	\$ 4,556,501	\$ -	N/A
Income Eligible Kits/Energy Savings Kits IE/UIC Low Income	16,776	1,085	1545%	\$ 4,071,590	\$ -	N/A
Single-Family Retrofits (IHWAP+IEMS)	10,685	6,985	153%	\$ 13,838,777	\$ 13,736,029	101%
Multi-Family Retrofits (IHWAP+IEMS)	4,936	4,877	101%	\$ 10,950,815	\$ 9,076,770	121%
Public Housing Retrofits	3,186	1,826	175%	\$ 2,130,418	\$ 2,108,656	101%
Affordable Housing New Construction	2,028	1,345	151%	\$ 2,006,382	\$ 1,769,596	113%
Third Party New Manufactured Homes	0	N/A	N/A	\$ 589,257	\$ -	N/A
Third Party Existing Manufactured Homes	337	N/A	N/A	\$ 806,462	\$ -	N/A
Income Eligible Product Discounts	66,180	12,771	518%	\$ 5,910,795	\$ 6,191,362	95%
Income Eligible Outreach	N/A	N/A	N/A	\$ 976,848	\$ 1,000,000	98%
Income Qualified Programs Subtotal	165,652	27,804	203%	\$ 45,837,846**	\$ 33,882,412	135%

* Does not include converted therms

** Does not include IE R&D costs or IE Portfolio Administration costs

Income Qualified EE Advisory Committee North
Response to *IQ-N Consolidated Memos 2019 vF2- Final*
March 3, 2020

Designing programs that acknowledge IQ customer traits
Strengthening community partnerships and delivering programs

How and what has changed...in alignment with feedback

Designing programs that acknowledge IQ customer traits

- Incorporating direct customer feedback into program design
- Pooling resources to deliver comprehensive & streamlined programs
- Being mindful of communication style and content

Strengthening community partnerships and delivering programs

- Partnering with influential, social service community networks
- Supporting grassroots campaign efforts
- Sharing data to understand and mend gaps in program delivery

CEDA has found the ComEd/CEDA partnership under FEJA to be extremely beneficial to our clients and community. This partnership has allowed CEDA to increase single-family production by roughly 47% and Multi-Family by roughly 20% . This partnership has also allowed CEDA to expand our service offerings to a new demographic not historically served by CEDA. This collaboration has been a huge success with many lessons learned that have created positive outcomes for the stakeholders. --

John Pady, Director of Weatherization

"The Chicago Bungalow Association deeply values our partnership with ComEd through the Single Family Retrofit Program offering. Over the past two years, our relationship has deepened and strengthened as we work with ComEd to deliver meaningful energy upgrades to Income Qualified residents throughout Chicago. We especially appreciate the opportunity to partner with ComEd on solutions to overcoming barriers to program participation, which will enable us to serve more residents together." – Mary Ellen Guest, Executive Director CBA



How We Reach Customers

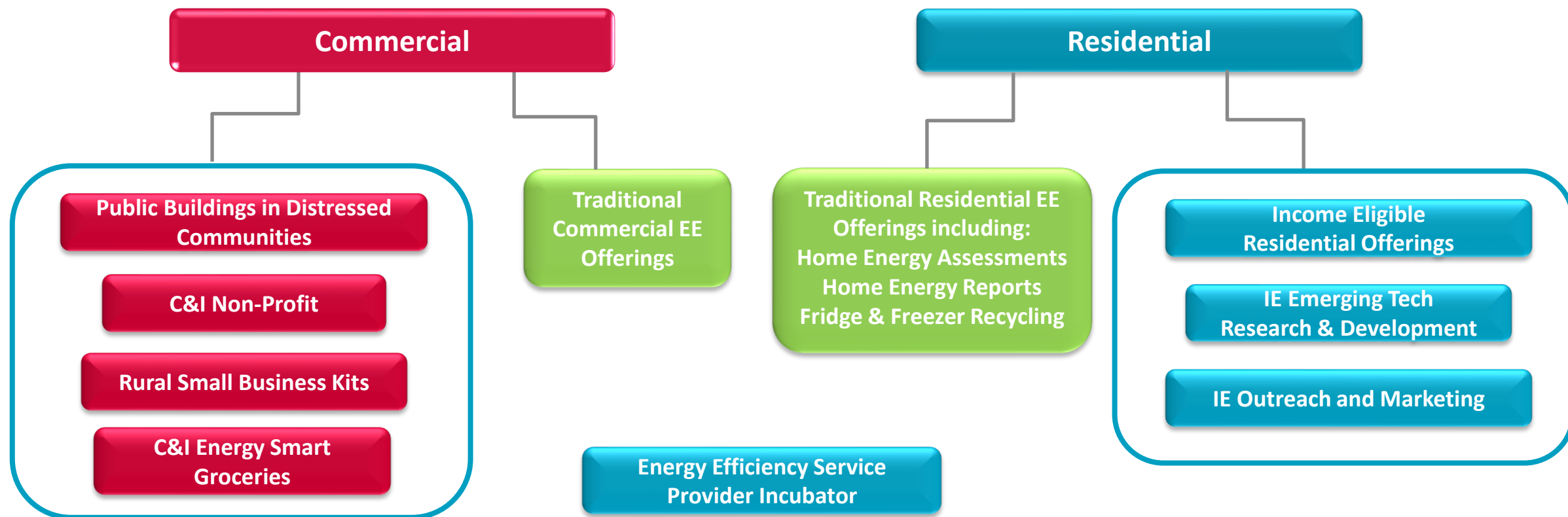
Partner with influential, social service community networks

We have multiple ways that we engage customers both directly and indirectly.



- **Tenants and Homeowners**—Single family
- **Property owners and management firms**—Multi family
- **Public Housing Authorities**
- **Developers**—Affordable Housing Construction
- **Retailers, Education Institutions, Food Pantries**—Instant Discounts, Kits, Food Bank LED
- **Community Action Agencies (CAAs)**—IHWAP, EE Kits
- **Associations and non-profit organizations**—Outreach
- **Influencers and Stakeholders**
 - **External:** Attorney General's Office (AG), Citizens Utility Board (CUB), Elected Officials, Illinois Housing Development Authority (IHDA), Illinois Housing Council, Income Qualified North Advisory Committee
 - **Internal:** External Affairs Managers (EAMs), Large Customer Service Managers (LCS), Revenue Management/ Bill Assistance (CARE)

ComEd Energy Efficiency Program - How We Serve Customers



ComEd Energy Efficiency Program – Income Eligible Offerings

Income Eligible (IE) Outreach and Education

Designing programs that acknowledge IQ customer traits

Income Eligible Offerings



IE Emerging Tech and R&D



From June through December 2017, ComEd offered four income-qualified programs, including:

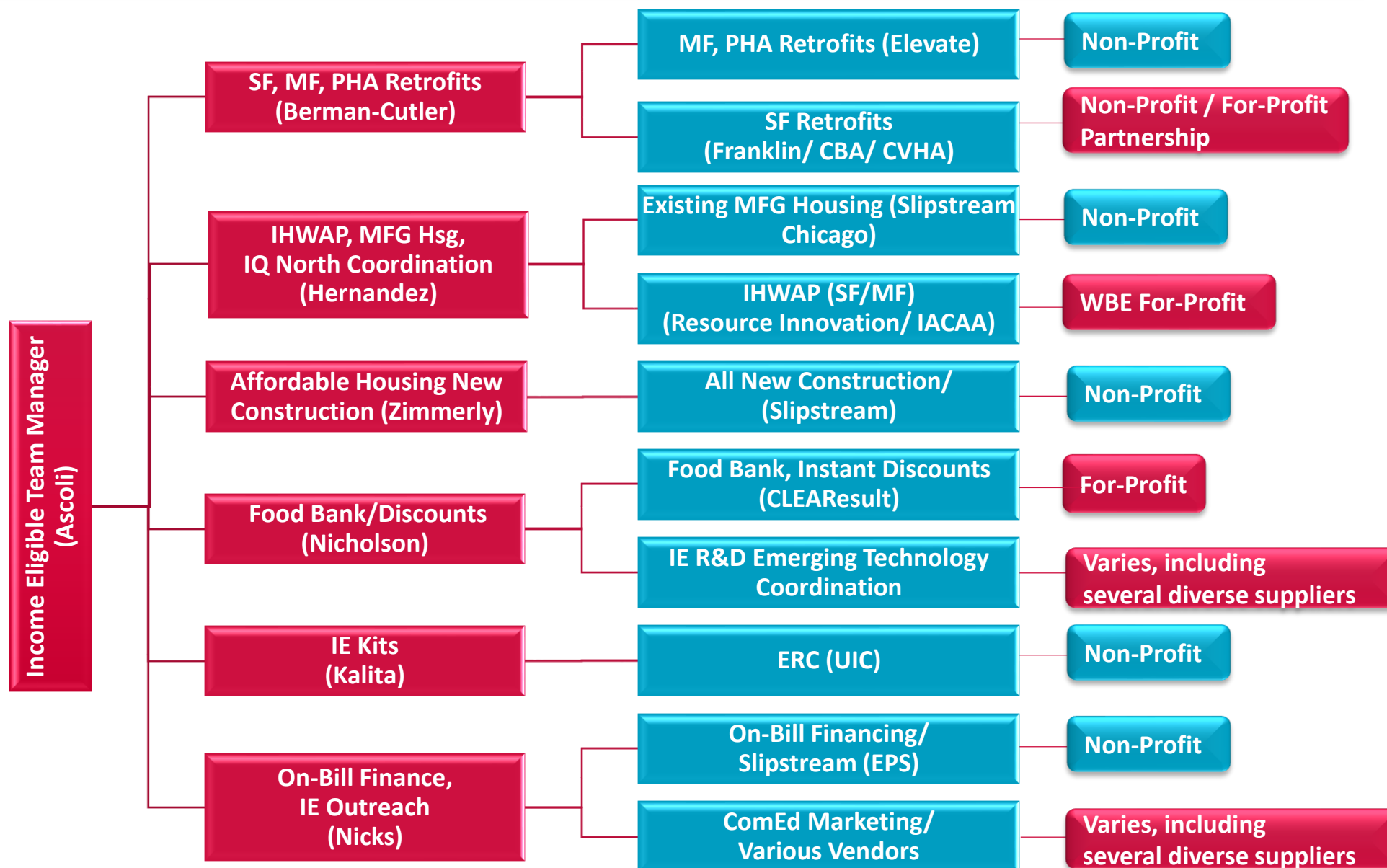
- 1) Single-Family Retrofits,
- 2) Multi-Family Retrofits,
- 3) Affordable Housing New Construction,
- 4) Public Housing Authority Program.

Those programs have continued to be offered and new programs are now offered, including:

- 5) Income Eligible Instant Discounts
- 6) Food Bank LED Distribution
- 7) Income Eligible Kits
- 8) Existing Manufactured Homes

Along with an On Bill Financing Option and R&D Emerging Tech.

ComEd Energy Efficiency Program – Income Eligible Team



Income Eligible Single-Family Retrofits

Overview:

The program offers assessments, direct installation of energy-saving products, replacement of inefficient equipment/systems, and technical assistance to support implementation and, as needed, resolve health and safety issues.

To qualify, customers must own a single-family home in the ComEd service territory and meet a household income at or below 80% Area Median Income (80% AMI). Single-family home tenants who receive electric delivery service from ComEd, and that are income eligible, may also participate by asking the property manager, landlord, or home-owner to enroll the property into the program. This program offers free participation.

Partner with influential, social service community networks

Chicago Bungalow Association (CBA) & Chicagoland Vintage Home Association (CVHA):

Program is continuing to serve bungalows in Chicago (CBA); and 50+ year-old homes in select communities including Oak Forest, Midlothian, Lansing and Posen (CVHA).

2020 pilot in development to help meet the gap on health & safety needs of income-eligible customer homes which otherwise prevent weatherization/EE work. More to come in a future meeting.

IHWAP Single Family Retrofit: The program targeted marketing for two new community action agencies (DuPage County Department of Human Services and Community Contacts Incorporated) seeking additional pipeline for both IHWAP braided and utility-only projects. The resultant newsletter piece showcases local clients who benefited from the program and will be followed up by a targeted mailer.



Income Eligible Single-Family Retrofits (cont.)

Pool resources to deliver comprehensive & streamlined programs

"The temperature in my home is consistent now. No cold spots or drafty places, especially upstairs! My home is warmer and more comfortable."

Joyce G., CBA program participant

- IHWAP offering is Joint with Nicor Gas, Peoples Gas, and North Shore Gas; CBA offering – Joint with Peoples Gas; exploring potential for partnership with Nicor through additional channels
- The Illinois Association of Community Action Agencies (IACAA) completed a staffing survey among agencies statewide to identify staffing challenges and opportunities with 80% of the agencies responding. Feedback helped IACAA prepare planning workshops with CAA to prevent future disruption to production due to staff capacity.
- DuPage County completed their first ever project through this program and adding another agency to the growing network of CAA's come participating in this program
- Agencies ramped up their efforts significantly in the last three months of the year, completing 38% of their production (by project) for the year in Q4. Tazwood Community Services, Inc. completed their first production for 2019 in Q4, serving customers in Woodford and Tazwood Counties in central Illinois. In total, 14 agencies serving 34 counties participated in this program in 2019.
- All 15 CAAs serving ComEd customers engaging with the program implementer in 2020

Incorporate direct customer feedback into program design

- Representatives from ten community action agencies engaged in a planning exercise in November 2019 to consider modifications to the existing utility-funded retrofits through this program. The goal was to make changes that would yield lower costs and/or higher savings while keeping customers healthy, safe, and comfortable. These collaboratively designed guidelines were incorporated into 2020 planning.

"The program is a blessing and something I recommend to others. My home is much more comfortable and my utility bills are significantly lower."

Jackie H., CBA program participant



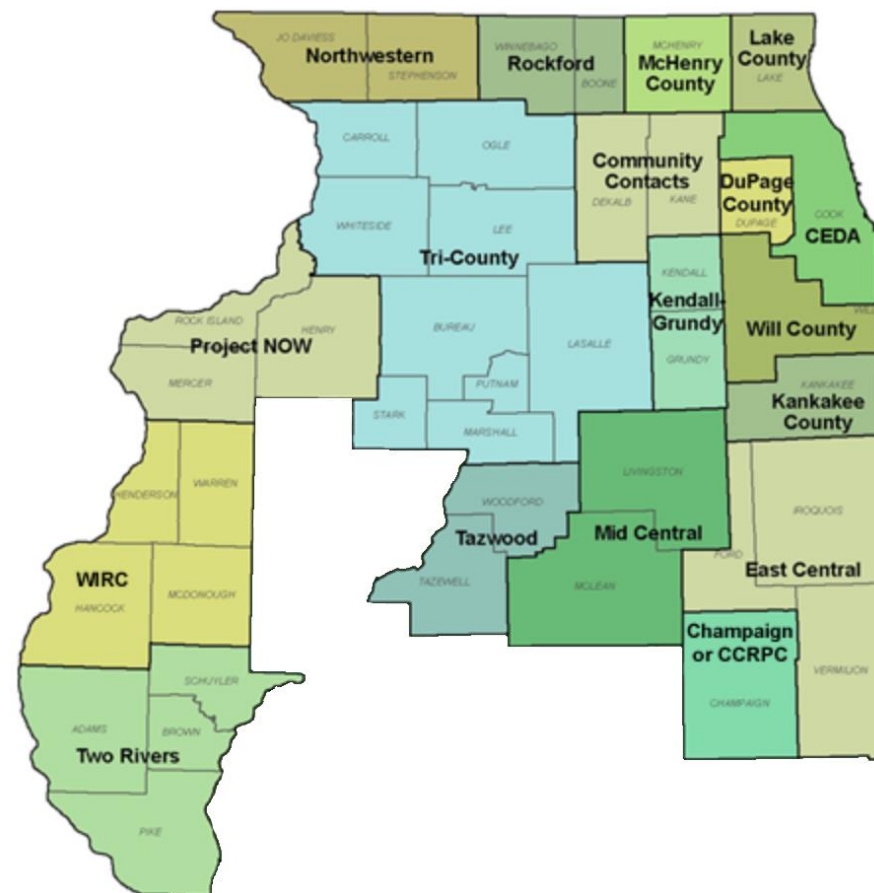
Collaboration through Community Action Agencies

15 of 15 Agencies Participating (Representing 33 Counties)

- Community Action Partnership of Lake County
- Community Contacts, Inc.
- Community & Economic Development Association of Cook County
- DuPage County Department of Community Services
- East Central Illinois Community Action Agency*
- Kankakee County Community Services*
- Kendall-Grundy Community Service*
- McHenry County Housing Authority
- Mid Central Community Action, Inc.
- Northwestern Illinois Community Action Agency
- Project NOW
- Rockford Human Services Department
- Tazwood Community Services, Inc
- Tri-County Opportunities Council
- Will County Center for Community Concerns

'The Power of Partnerships'

Will County Center for Community Concerns
Trinity Services; Cornerstone Services



'From Zero to 49'

Community Action Partnership of Lake County

'Customers Served, Customer Service'

Community and Economic Development Association of Cook County, Inc. (CEDA)

*Pending signed agreements for 2020, but engaged.

Income Eligible Multi-Family Retrofits

Overview:

The program is a one-stop-shop for multi-family building owners and managers whose buildings serve income-eligible residents, including energy assessments, direct installation of energy-saving devices, and replacement of inefficient equipment/systems at no or very limited cost.

To qualify, customers must reside ComEd service territory and meet a household income at or below 80% Area Median Income Residents

Pool resources to deliver comprehensive & streamlined programs

- IHWAP and PHA offerings are Joint with Nicor Gas, Peoples Gas, and North Shore Gas; Income Eligible Multi-Family Savings (Elevate) offering is joint with Peoples Gas and North Shore Gas
- ComEd 2020 budget 2020 adjusted to match customer demographics (higher level of funding for MF vs. SF)
- 10 of 15 community action agencies are now considering IHWAP multifamily projects from 3Q19 into 2020; this is the largest number to date for this program.

Partner with influential, social service community networks

- McHenry County Housing Authority and Will County Center for Community Concerns completed their first-ever IHWAP multi-family projects with this program in Q4
- The energy efficiency retrofit at 243 E 32nd St in Bronzeville (October 2019). This is a 183-unit Chicago Housing Authority property and, through air sealing, domestic hot water plant improvement, boiler replacement, and new LEDs and efficient rooftop exhaust fans.



Something to (ice) scream about'

- Kendall-Grundy Community Action
 - Saratoga Tower



Kendall-Grundy Community Action

Income Eligible Energy Savings Kits

Overview:

The Income Eligible Kits Program delivers 50,000 energy efficiency kits every year to income eligible customers. The kits include (4) 9-watt LED bulbs, (2) 15-watt LED bulbs, (1) LED Night Light, (1) tier 1 advanced power strip, (1) low-flow kitchen aerator, (1) low-flow bathroom aerator, and (1) low-flow showerhead and general guidelines for energy savings.

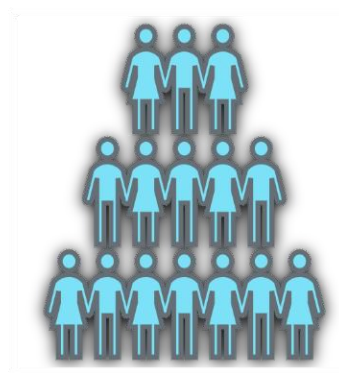
To qualify, customers must receive electric delivery from ComEd and meet a household income at or below 80% Area Median Income (80% AMI).

Support grassroots campaign efforts

- Partnership with Green Home Experts (GHE). GHE employs people with disabilities and special needs to assemble and manage inventory of 50,000 kits yearly.
- Operation Warmth The UIC-ERC Team participated in Operation Warm 2019 by distributing 2,000 energy savings kits to under resourced families.
- Distributed over 7,500 LED Holiday Lights at Operation Warmth and 5 other outreach events.
- Program works with over 85 different organizations
- Dedicated Phone Line and Email

Pool resources to deliver comprehensive & streamlined programs

- Exploring potential for partnership with gas utilities beginning mid-2020



Income Eligible Instant Discounts

Overview:

Income Eligible Instant Discounts* provides deeper in-store discounts to ComEd residential customers at participating retail stores on select ENERGY STAR® certified lighting, and other energy saving products:

- LEDs, LED trim kits, and LED integrated fixtures
- ENERGY STAR certified appliances such as air purifiers
- Instant in-store discounts are also available on advanced power strips.

*Instant product discounts (as opposed to rebates) are offered to minimize the burden on the target market by lowering barriers to participation.

Designing programs that acknowledge IQ customer traits

- Expanded Lighting Discounts
- Added air purifiers to available products
- Continuing to provide in-store demonstrations and education events in local IE area retailers



Food Bank LED Distribution

Overview:

Through our Food Bank LED Distribution offering, we distribute to ComEd residential customers through three (3) Feeding America Food Banks and their network of approximately 800 food pantries within the ComEd service territory, ENERGY STAR® certified products including:

- LED light bulbs
- 11W LED recessed fixtures, and
- Advanced power strips (only be distributed at college food pantries)

In addition, through tabled food pantry distribution events we distribute:

- LED Night lights, and
- Door Sweeps

Support grassroots campaign efforts

- In Q4 the Food Bank program distributed over 47,000 7W candelabra 4-packs to food pantries. Customers were ecstatic, as this is the first alternate bulb offering since distributing A19s in 2018. The medium base candelabra option offers customers more flexibility in replacement options for their inefficient bulbs.
- ComEd and CLEAResult collaborated to participate in the Food Bank's first turkey give-away and volunteer event. Greenlite (product manufacturer for Food Banks offering) partnered with ComEd EE by donating \$2,500 on behalf of the Food Bank Program to Fraternite Notre Dame Food Pantry, to help provide turkeys and Thanksgiving meals to nearly 350 families on Chicago's west side.





LED Food Pantry Distribution and Giving Back

Existing Manufactured Homes Retrofits

Overview:

The manufactured homes offering targets income-eligible residents of existing manufactured homes in the ComEd service territory. Eligible customers will receive FREE products and services to help improve the comfort, safety, and energy efficiency of their homes. Upon approval, an appointment will be scheduled for a program technician to visit the home and complete the work

Incorporate direct customer feedback into program design

- Moved implementation from Wisconsin-based delivery to local implementation
- Based on customer experience feedback transitioned to new installation contractor for improved customer experience
- Engaging through community central offices, and neighbor-to-neighbor word of mouth within communities
- Exploring potential for program overlap and potential for market confusion with IHWAP single-family, and ComEd Home Energy Assessments



Be mindful of communication style and content

Continuing to focus on energy efficiency workforce development as a priority – to grow jobs and provide a conduit for local communication and services within our communities.

The ComEd Energy Efficiency Diverse Incubator Program is designed to educate and train diverse contractors and distributors, many located within our income eligible communities, on ComEd's Energy Efficiency Portfolio offerings; provide back-office training and support to cohort members; assist in certifications and project financing training and applications; and, identify, address and resolve barriers to building a successful business in the energy efficiency industry.

The program's goal is to provide these services to enable diverse contractors and distributors to join the ComEd Energy Efficiency Service Provider (EESP) Network, represent the portfolio to customers and complete energy efficiency projects by leveraging existing workforce development frameworks, community-based agency partnerships and support from the ComEd Energy Efficiency Program Implementation Contractors.

- Diverse company (Walker Miller) contracted for 2020 ComEd incubator program
- In 2019, EE department established a goal of a 10% increase in supplier diversity spend.
- Participated in the Bronzeville "Microgrid Job fair and Showcase" (9/15/18). Over 21 companies attended on behalf of EE.
- Held discussions with representatives from the Safer Foundation in an effort to hire participants from the program and/or partner with Reconstruction Technology Partners.
- Connected Chatham Business Association with a representative from MEEA to assist with providing training opportunities for BPI certification.

Workforce Development Connection

Emerging Tech R&D 2018- 2021

Designing programs that acknowledge IQ customer traits

- | | |
|---|----------------|
| • Affordable Multifamily Passive House | New Technology |
| • Breathe Easy | Program Design |
| • Ductless Heat Pumps | New Technology |
| • Energy Efficiency in 2 Unit Buildings | Program Design |
| • Healthy Homes | Program Design |
| • Income Eligible Paging Display | New Technology |
| • Income Eligible Program Design | Program Design |
| • Home Energy Reports Target Rank | Program Design |
| • Energy Efficiency in 2 Unit Buildings | Program Design |

Share data to understand and mend gaps in program delivery

- | | |
|---|----------|
| • Income Eligible High User Customer Needs Assessment | Research |
| • Data Analysis, Market Research and Segmentation | Research |
| • Energy Efficiency Needs Assessment for Public Housing Authorities | Research |

Be mindful of communication style and content

- | | |
|--|----------|
| • EcoAdvocates | Outreach |
| • BIT Neighborhood | Outreach |
| • Savings for Income Eligible Seniors | Outreach |
| • Street Operating System (SOS) | Outreach |
| • Chicago IE <i>Multifamily</i> Benchmarking | Outreach |
| • Save n' Share App (L3 Agency) | Outreach |

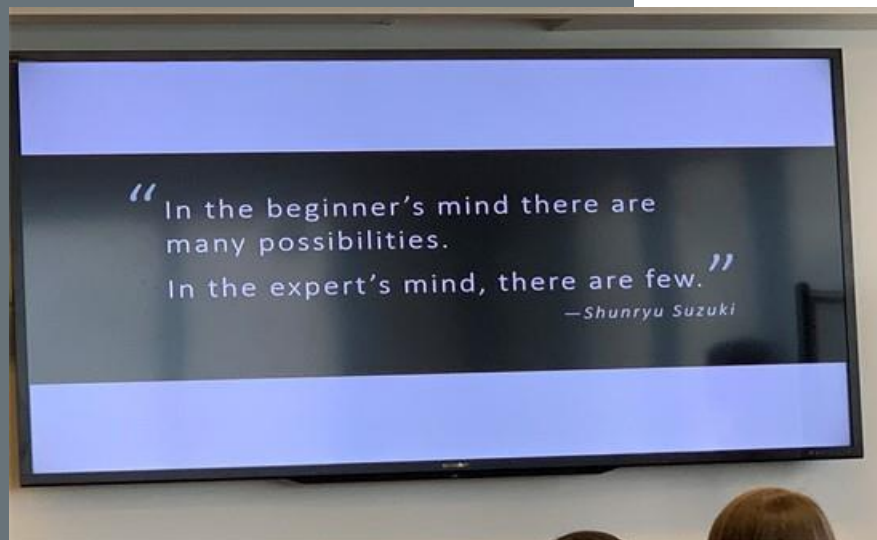
Design Thinking-

Income Eligible Awareness Campaigns

Be mindful of communication style and content

- Design thinking* exercise held on November 15, 2019. The goal was to assist with developing customer education and outreach strategy that is much different than traditional awareness campaigns we've done in the past. We partnered with our implementation contractors, community based organizations, internal and external stakeholders to offer candid insights into how ComEd can better engage customers, get them excited about EE and know how these enhancements can improve their quality of life.
- As a direct result we are re-envisioning our communication style, the timing of customer communication, and growing channels for customer education and awareness beyond the traditional boundaries of utility marketing

* Design Thinking is essentially a process for creative problem solving. It's an iterative process which seeks to understand users, challenge assumptions, redefine problems and create innovative, sustainable solutions to prototype, test and eventually implement.



Be mindful of communication style and content

2020 Marketing Updates

Be mindful of communication style and content

¿Necesita ayuda para pagar su factura de energía?

Los programas ComEd CARE brindan asistencia a clientes elegibles con el pago de sus facturas de energía.

Programa para clientes residenciales con dificultades especiales

Subvenciones disponibles una vez cada dos años para los clientes residenciales elegibles más necesitados con un saldo vencido*

Póngase en contacto con su oficina local de LIHEAP para aplicar.

877-411-9276

ComEd.com/CARE

CHAMP

ComEd ayuda a miembros de las Fuerzas Armadas de los EE.UU. activos y veteranos

- Subvenciones disponibles una vez cada dos años para miembros elegibles de las Fuerzas Armadas de los EE.UU. activos y veteranos con un saldo vencido*
- Arreglos para pagos diferidos
- Cancelación de cargos por pagos retrasados
- Planes de pago presupuestado
- Reducción del depósito



Programa de asistencia para organizaciones sin fines de lucro con dificultades especiales

Subvenciones disponibles una vez cada dos años para organizaciones sin fines de lucro y basadas en la fe.

- Debe estar registrada como una organización sin fines de lucro 501(c)(3)

Consulte cómo podemos ayudar.
888-806-CARE (2273)

ComEd.com/CARE

*Los montos de las subvenciones pueden variar mientras haya fondos disponibles.

AGENCIAS COMUNITARIAS LOCALES

Una agencia comunitaria local ayudará a determinar su elegibilidad para **mejoras y kits de energía para el hogar** en función de los ingresos y número de personas en su hogar. Comuníquese con una agencia cercana para ver cómo pueden ayudarlo y cómo puede ahorrar.

CONDADO DE LAKE
Community Action Partnership of Lake County
847-249-4330

CONDADOS DE KANE Y DEKALB
Community Contacts, Inc.
847-697-8800

CONDADO DE COOK
Community and Economic Development
Association of Cook County, Inc.
800-571-2332

CONDADO DE DUPAGE
DuPage County Department of Community Services
630-407-6500

CONDADOS DE FORD Y WROQUERS
East Central Illinois Community Action Agency
217-554-9110

CONDADO DE KANKAKEE
Kankakee County Community Services, Inc.
815-933-7883 ext. 6

CONDADOS DE KENDALL Y GRUNDY
Kendall Grundy Community Action
815-941-3262 ext. 2

CONDADO DE McHENRY
McHenry County Housing Authority
815-338-7752

CONDADOS DE LYNNSTON
Mid Central Community Action, Inc.
309-829-0691 ext. 4

CONDADOS DE JO DAVISS Y STEPHENSON
Northwestern Illinois Community Action Agency
815-232-3141

CONDADOS DE HENRY Y ROCK ISLAND
Project NOW, Inc.
309-759-6391

CONDADOS DE BOONE Y WINNEBAGO
Rockford Human Services Department
844-710-6919

CONDADO DE WOODFORD
Tazwood Community Services, Inc.
309-266-9941

CONDADOS DE BUREAU, CARROLL, LASALLE, LEE, MARSHALL, OGLE, PUTNAM Y WHITESIDE
Tri-County Opportunities Council
800-323-5434

CONDADO DE WILL
Will County Center for Community Concerns
815-722-0722

Si es propietario y ocupa una casa unifamiliar antigua construida hace al menos 50 años, y su casa está ubicada en la ciudad de Chicago, la **CHICAGO BUNGALOW ASSOCIATION** puede ayudarlo a obtener las mejoras de energía para su hogar. Llame al 312-675-0300 ext. 14 para obtener más información.

MEJORAS ENERGÉTICAS PARA CASAS MULTIFAMILIARES

Los propietarios y gerentes de casas multifamiliares pueden comunicarse con ComEd para obtener más información acerca de la elegibilidad y los pasos siguientes acerca de las evaluaciones energéticas GRATUITAS y los incentivos.

OBTENGA MÁS INFORMACIÓN acerca del Programa de Eficiencia Energética de ComEd.
¡Le sorprenderá saber que reunir los requisitos es más fácil de lo que piensa!

LLAME AL 855-433-2700 O POR INTERNET ComEd.com/IncomeEligible

Aplicar restricciones y condiciones. Las ofertas están sujetas a cambio.
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El Programa de Eficiencia Energética es financiado de acuerdo a la ley estatal.

ComEd. An Exelon Company **iluminando vidas**



¡Usted podría ser elegible para recibir ofertas especiales!

ComEd.
Programa de Eficiencia Energética

¡LA EFICIENCIA ENERGÉTICA PAGA!

Aproveche:

- Mejoras energéticas GRATUITAS en el hogar
- Productos ahorradores de energía GRATUITOS
- Climatización GRATUITA
- Descuentos inmediatos en la tienda, y más

ComEd. An Exelon Company **iluminando vidas**

ComEd. Energy Efficiency Program



WAYS TO
SAVE FOR YOUR HOME

Q&A...in alignment with feedback

Designing programs that acknowledge IQ customer traits

- Incorporating direct customer feedback into program design
- Pooling resources to deliver comprehensive & streamlined programs
- Being mindful of communication style and content

Strengthening community partnerships and delivering programs

- Partnering with influential, social service community networks
- Supporting grassroots campaign efforts
- Sharing data to understand and mend gaps in program delivery

'At Elevate Energy, part of our mission is to ensure that clean and efficient energy reach those who need it the most. We are proud to partner with Commonwealth Edison (ComEd), Peoples Gas, and North Shore Gas to implement the joint Income Eligible Multifamily Energy Savings program and with ComEd, Peoples Gas, North Shore gas, and Nicor Gas to implement the joint Public Housing Energy Savings program. With ComEd's partnership, these programs have more visibility, a deeper reach, and added resources to help bring the benefits of energy efficiency to more and more homes.'

-Anne Evens, Chief Executive Officer, Elevate Energy

