

Program Name	Accelerate Group, LLC and Citizens Utility Board (CUB) – CUB Energy Saver													
Program Description	CUB Energy Saver is a free online rewards program that incents residential households to save energy through a combination of information, incentives and community engagement. The program leverages behavioral and marketing best practices by encouraging opt-in web engagement and rewarding customers that save energy.													
Program Duration	June 2014 through May 2017, 3-year program													
Collaboration	None													
Delivery Strategy	The Energy Saver is designed to encourage participation by local communities with community residents or through competitions against other communities for energy usage reductions. This includes on-the-ground marketing, reward partnership development, energy saving team development, custom-branded community and team pages, partner incentives and ongoing marketing support.													
Target Market	This program targets residential single-family and multi-family customers in ComEd's service territory. All such targeted customers taking delivery service from ComEd are eligible for this program regardless of their choice of supplier.													
Marketing Strategy	<p>The Energy Saver is targeting markets with built-in social legitimacy, which is an important pre-requisite for effective engagement. Participation in the program comes from a combination of direct and community marketing. Direct marketing channels, including mail and e-mail, encourage customers to enroll online for savings recommendations and reward points to earn discounts at top national and local stores. Community marketing strategies include on-the-ground community outreach, and developing partnerships with local retailers and creating custom-branded community and team pages.</p> <p>The Accelerate Group, LLC (the program administrator) will work with CUB and leverage five of its outreach staff to conduct outreach events and market the Energy Saver Program at CUB events..</p> <p>The Energy Saver outreach team will focus on increasing the use of digital marketing and community based outreach beyond the traditional direct mail strategies used by other customer engagement programs to spread awareness of the program and increase participation.</p>													
Eligible Measures	<p>The program focuses on active, opt-in web engagement, with rewards and incentives given to customers that save energy.</p> <p>The types of measures undertaken by customers are primarily behavioral in nature, and can include turning off lights, adjusting air conditioning temperature setpoints, and turning off/unplugging electronic equipment when not in use. Given the design of the program and the method of measuring energy savings (which relies on customer's monthly energy consumption versus a control group), the breadth of measures actually undertaken is not known.</p>													
Program Targets	<p>Participation Levels</p> <table border="1"> <thead> <tr> <th></th> <th>PY7</th> <th>PY8</th> <th>PY9</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total Incremental</td> <td>10,000</td> <td>10,000</td> <td>10,000</td> <td>30,000</td> </tr> </tbody> </table>					PY7	PY8	PY9	Total	Total Incremental	10,000	10,000	10,000	30,000
	PY7	PY8	PY9	Total										
Total Incremental	10,000	10,000	10,000	30,000										

Program Name**Accelerate Group, LLC and Citizens Utility Board (CUB) – CUB Energy Saver****Annual Savings Targets**

	PY7	PY8	PY9	Total
Gross MWh	5,970	11,940	17,910	35,820
Net MWh	5,970	11,940	17,910	35,820
Gross MW	2.0	4.0	6.0	12.0
Net MW	2.0	4.0	6.0	12.0

Program Budget

	PY7	PY8	PY9	Total
Administration	\$100,000	\$100,000	\$100,000	\$300,000
Implementation	\$150,000	\$275,000	\$375,000	\$800,000
Incentives	\$0	\$0	\$0	\$0
Marketing and Other	\$150,000	\$225,000	\$300,000	\$675,000
Total	\$400,000	\$600,000	\$775,000	\$1,775,000

Cost-Effectiveness Results

	Test Results
TRC	1.72
UCT	1.74
CCE	\$0.045

Program Name	Conservation Services Group (CSG) – Home Energy Services for Electric Space Heat Customers																		
Program Description	CSG will provide assessments and direct installation of energy saving measures with its own Energy Advisors based upon the Home Energy Savings (HES) program design. The visit generally starts with the Energy Advisor reviewing with the customer the goal of the visit and explaining the audit process. The Energy Advisor will also provide information about direct install measures the customers may be eligible to receive during the first visit.																		
Program Duration	June 2014 through May 2017, 3-year program																		
Collaboration	None																		
Delivery Strategy	CSG will identify clusters of single family electric space heat customers in various communities. CSG's staff will work with homeowner associations, attend associations' board meetings, and provide collateral materials to educate on the program offerings. CSG may also work with participating contractors to provide a "bulk purchase" type of offer where program pricing is lowered if a certain number or percentage of the homeowners agree to proceed with work.																		
Target Market	This program targets residential single-family electric space heat customers in ComEd's service territory. All such targeted customers taking delivery service from ComEd are eligible for this program regardless of their choice of supplier.																		
Marketing Strategy	CSG recommend a targeted marketing approach that complements the ComEd brand and message, and leverages the cross marketing of other energy efficiency programs (that fall under the Smart Ideas umbrella, such as the HES Program) and consumer behavior patterns. The objective is to move consumers along their decision-making continuum – a process supported by research, particularly when it involves products and services that are socially responsible. This continuum begins with awareness of a product or service and/or social issue. It quickly moves on to understanding the implications of certain behaviors, being willing to change, and then sustaining that change over time. This approach will build on past work, chart new courses for the future, and ultimately achieve the goals for awareness and participation to attain program objectives.																		
Eligible Measures	The assessment will be offered to customers of the Home Energy Savings (HES) Program and will include the direct installation of measures as follows: CFLs, low-flow showerheads, faucet aerators, water heater pipe insulation, and water heater thermostat setback. Eligible shell measures identified at the time of the assessment will be offered to customers and will include: air sealing, attic and wall insulation and equipment replacement (ductless mini-split heat pumps). Customers who chose to implement shell measure projects will receive an incentive consistent and/or comparable with that available to single family customers in the HES Program. The incentive will be offered as an instant rebate deducted from the customer's invoice for the project.																		
Program Targets	<table border="1"> <thead> <tr> <th colspan="5">Participation Levels</th> </tr> <tr> <th></th> <th>PY7</th> <th>PY8</th> <th>PY9</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total Homes</td> <td>300</td> <td>300</td> <td>300</td> <td>900</td> </tr> </tbody> </table>				Participation Levels						PY7	PY8	PY9	Total	Total Homes	300	300	300	900
Participation Levels																			
	PY7	PY8	PY9	Total															
Total Homes	300	300	300	900															

Program Name	Conservation Services Group (CSG) – Home Energy Services for Electric Space Heat Customers
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Annual Savings Targets

	PY7	PY8	PY9	Total
Gross MWh	2,446	2,446	2,446	7,337
Net MWh	2,017	2,017	2,017	6,051
Gross MW	1.0	1.0	1.0	3.0
Net MW	1.0	1.0	1.0	3.0

Program Budget

	PY7	PY8	PY9	Total
Administration	\$0	\$0	\$0	\$0
Implementation	\$1,101,724	\$1,101,724	\$1,101,724	\$3,305,172
Incentives	\$465,371	\$465,371	\$465,371	\$1,396,113
Marketing and Other ¹	\$0	\$0	\$0	\$0
Total	\$1,567,095	\$1,567,095	\$1,567,095	\$4,701,285

Cost-Effectiveness Results

	Test Results
TRC	1.23
UCT	2.82
CCE	\$0.042

¹ Marketing costs are embedded in the Implementation Costs for this program

Program Name	Home Energy Reports
Program Description	<p>The Home Energy Report (H.E.R), currently an opt-out only program, provides select residential customers with information on how they use energy within their households on a monthly basis. The customer's home energy usage is compared to the average usage of households that are geographically located in close approximation of one another and have similar characteristics such as dwelling, heating type and size.</p> <p>ComEd intends to expand this program from the current 340,000 residential customers to 1,500,000.</p>
Program Duration	June 2014 through May 2017, 3-year program
Collaboration	None
Delivery Strategy	<p>This program involves delivery of tailored energy usage reports to participating customers, typically on a bi-monthly basis. These reports provide comparisons of the participant's consumption against a demographic peer group, and provides tips and guidance regarding how the participant can reduce energy use. The Home Energy Reports program will contract with a third-party implementation vendor through an RFP selection process to administer this program.</p> <p>As the program expands, additional call center personnel will be trained to field customer questions and manage program opt-out requests.</p>
Target Market	This program targets residential single-family and multi-family customers in ComEd's service territory. All such targeted customers taking delivery service from ComEd are eligible for this program regardless of their choice of supplier.
Marketing Strategy	<p>Recent research indicates that information campaigns are not sufficient enough on their own to get individuals to change their behavior. Behavioral marketing is defined as using human biases that are important for making decisions and incorporating those biases into marketing campaigns to make them more effective. The Home Energy Reports use behavioral marketing by focusing on social norms.</p> <p>The overall marketing strategy for Home Energy Reports will largely operate as continued education and awareness of energy efficiency, because this program is conducted on an opt-out basis. Marketing will occur through promotion of energy efficiency offerings through tips. Customers participating in the program will be reached through messages on their customized reports, digital media and additional targeted mailings based on energy reduction needs.</p> <p>Key marketing messaging for this program are: (1) reduce your energy usage – check out more <i>Smart Ideas</i> at www.ComEd.com; (2) become a more informed user of energy and how easily you can save money on your monthly expenses; (3) join in and be amongst your peers/neighbors who may be more energy efficient; (4) being more energy efficient and saving is as simple as slightly changing an existing habit or pattern; and (5) do not waste energy while you're away – set a programmable thermostat and start saving.</p>
Eligible Measures	<p>The Home Energy Report provides residential customers with information on how they use energy within their households on a monthly basis. The report displays usage analytic such as a last 2 months neighbor comparison, a 12 month neighbor comparison, a personal comparison that illustrates the customer's usage from the same time last year and specific energy tips that are based on the characteristics and usage of the household.</p> <p>The types of measures undertaken by customers are primarily behavioral in nature, and can include turning off lights, adjusting air conditioning temperature setpoints, and turning off/unplugging electronic equipment when not in use. Given the design of the program and the method of measuring energy savings (which relies on customer's monthly energy consumption versus a control group), the breadth of measures actually undertaken is not known.</p>

Program Name	Home Energy Reports				
Program Targets	Participation Levels				
		PY7	PY8	PY9	Total
	Total Customers	1,500,000	1,500,000	1,500,000	4,500,000
	Annual Savings Targets				
		PY7	PY8	PY9	Total
	Gross MWh	271,825	337,751	351,498	961,074
	Net MWh	271,825	337,751	351,498	961,074
	Gross MW	79	99	103	281
	Net MW	79	99	103	281
	Program Budget				
		PY7	PY8	PY9	Total
	Administration	\$174,761	\$180,004	\$185,404	\$540,169
	Implementation	\$13,670,833	\$13,670,833	\$13,670,833	\$41,012,499
	Incentives	\$0	\$0	\$0	\$0
	Marketing and Other	\$0	\$0	\$0	\$0
Total	\$13,845,594	\$13,850,837	\$13,856,237	\$41,552,668	
Cost-Effectiveness Results					
		Test Results			
	TRC	1.90			
	UCT	1.92			
	CCE	\$0.039			

Program Name	Shelton Solutions Inc. - Energy Stewards																		
Program Description	The Energy Stewards Program is designed to provide information and awareness around energy efficiency. This program is designed to educate, implement, track, and reward. Participants will sign up for the program and Energy Stewards will tell the participants what to do, show them how they are progressing and leave the rest up to the participants.																		
Program Duration	June 2014 through May 2015, 1-year program																		
Collaboration	None																		
Delivery Strategy	<p>Customers will be able to sign up for participation in the program at events, presentations, and seminars. There will also be a dedicated website with program information where customers can sign up for participation in the program. Fax and mail-in applications will also be accepted.</p> <p>The Energy Stewards Program has five (5) steps: (1) participants sign up for the program (giving the program access to their energy consumption information) agreeing to try to save 500 kWh in a year; (2) the program will provide energy consumption advise and education; (3) the program will monitor the energy consumption of the participants; (4) the program will make participants aware of their progress; and (5) the program will reward participants to reach their goal.</p>																		
Target Market	This program targets residential single-family and multi-family customers in ComEd's service territory. All such targeted customers taking delivery service from ComEd are eligible for this program regardless of their choice of supplier.																		
Marketing Strategy	<p>Customer will be recruited for this program using a grass roots campaign. This program hinges on the fact that information disseminated via faith-based (and community-based) avenues is typically well received and acted upon. The program will recruit customers through church announcements, bulletins and direct contact with church and community leaders. The marketing and outreach approach will be modified as the program progresses.</p> <p>The Energy Steward Program is an awareness program. ComEd customers will be invited to participate in a self-competition. Participants will compete against themselves. The program challenges participants to do better. Energy use reduction information is shared with participants, but ultimately, it is up to the participants to decide how to reduce consumption.</p>																		
Eligible Measures	No particular measures will be installed through program. The types of measures undertaken by customers are primarily behavioral in nature, and can include turning off lights, adjusting air conditioning temperature setpoints, and turning off/unplugging electronic equipment when not in use. Given the design of the program, the breadth of measures actually undertaken is not known.																		
Program Targets	<table border="1"> <thead> <tr> <th colspan="5">Participation Levels</th> </tr> <tr> <th></th> <th>PY7</th> <th>PY8</th> <th>PY9</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total Customers</td> <td>3,000</td> <td>0</td> <td>0</td> <td>3,000</td> </tr> </tbody> </table>				Participation Levels						PY7	PY8	PY9	Total	Total Customers	3,000	0	0	3,000
Participation Levels																			
	PY7	PY8	PY9	Total															
Total Customers	3,000	0	0	3,000															

Program Name**Shelton Solutions Inc. - Energy Stewards****Annual Savings Targets**

	PY7	PY8	PY9	Total
Gross MWh	1,500	0	0	1,500
Net MWh	1,230	0	0	1,230
Gross MW	0	0	0	0
Net MW	0	0	0	0

Program Budget

	PY7	PY8	PY9	Total
Administration	\$0	\$0	\$0	\$0
Implementation	\$40,000	\$0	\$0	\$40,000
Incentives	\$150,000	\$0	\$0	\$150,000
Marketing and Other	\$10,000	\$0	\$0	\$10,000
Total	\$200,000	\$0	\$0	\$200,000

Cost-Effectiveness Results

	Test Results
TRC	1.97
UCT	0.49
CCE	\$0.146

Program Name	Small Business Energy Services (SBES)
Program Description	Provide small business customers with cost-effective turn-key energy efficiency retrofit services. Generating energy savings by direct installation of low-cost energy efficient products and also providing incentives for more capital-intensive measures to maximize energy efficiency opportunities.
Program Duration	June 2014 through May 2017, 3-year program
Collaboration	Program will be jointly delivered with the local gas companies People's Gas, North Shore Gas and Nicor Gas.
Delivery Strategy	<p>SBES will be promoted through multiple channels including trade allies, program outreach staff, and key partners. Trade allies will be the primary means of promoting SBES and obtaining participants. ComEd will support the trade allies by providing formal marketing/outreach guidance and co-branded promotional materials. The trade allies role will expand to conduct and collect all of the customer information. They will also complete the direct installs selected by the customer and arrange to install the retrofit measures that the customer would like to complete.</p> <p>Furthermore, trade allies will be given extensive marketing support, which will make sure that they have the needed materials and messaging needed to advertise the program.</p> <p>Additionally trade ally support will include establishing, maintaining, and leveraging relationships with local business groups, media, and government organizations to promote program awareness and drive participation. Joint outreach and marketing initiatives conducted with key partners will be part of a cost-effective means of reaching large numbers of potential SBES participants. These partnerships include ComEd External Affairs Managers (EAMs), Chambers of Commerce, small business organizations, and other ComEd Smart Ideas implementing contractors.</p> <p>Lastly, the SBES Geo-Targeted program will be offered to select towns to assist with Energy Efficiency awareness and program recruitment. This effort will be based upon the model established and vetted with Pilot I and Pilot II implemented by ComEd in 2013. The selected towns will be engaged through local media, local governments, and other local community organizations; all SBES eligible customers will receive emails and postcards. SBES trade allies will conduct in-person outreach to answer customer questions and conduct energy assessments.</p>
Target Market	This program is designed for small business customers. All targeted customers taking delivery service from ComEd are eligible for the program regardless of their choice of supplier.
Marketing Strategy	<p>The marketing strategies includes the following:</p> <ul style="list-style-type: none"> • Supplement the direct-install efforts of the implementation contractor by developing trade ally relationships in local communities that can deliver education, training and EE technologies to small C&I customers • Promote free subscription to Energy Insights Online to cultivate energy usage understanding and energy efficiency mentality • Educate and leverage existing resources (e.g., trade allies, ComEd external affairs managers, call center) to their greatest potential to achieve broad-based awareness at the lowest possible cost <p>Materials and tactics for trade ally marketing would include program materials and marketing collateral, sale tools, outreach, and training. Materials and tactics for marketing to customers would include direct mail, telemarketing, outreach events, newsletters, bill insets, and printed collateral.</p> <p>Key Messages:</p> <ul style="list-style-type: none"> • Simple, easy and FREE energy efficiency measures are available to your business through ComEd's Smart Ideas Small Business Energy Services incentive • These Energy Efficiency technologies can help you lower your energy bill

Program Name	Small Business Energy Services (SBES)				
Program Targets	Participation Levels				
		PY7	PY8	PY9	Total
	Total Sites	16,000	16,000	16,000	48,000
	Annual Savings Targets				
		PY7	PY8	PY9	Total
	Gross MWh	105,263	140,000	175,789	421,052
	Net MWh	100,000	133,000	167,000	400,000
	Gross MW	29.7	39.6	49.7	119.0
	Net MW	28.3	37.6	47.2	113.1
	Program Budget				
		PY7	PY8	PY9	Total
	Administration	\$174,761	\$180,004	\$185,404	\$540,169
	Implementation	\$20,994,187	\$29,049,773	\$37,350,404	\$87,394,364
	Incentives	\$4,041,618	\$4,122,450	\$4,204,899	\$12,368,967
	Marketing and Other	\$2,332,687	\$3,227,753	\$4,150,045	\$9,710,485
	Total	\$27,543,253	\$36,579,980	\$45,890,752	\$110,013,985
	Cost-Effectiveness Results				
			Test Results		
		TRC	2.32		
		UCT	3.58		
		CCE	\$0.025		

Program Name	One Change – Small Commercial Power Strip Program
Program Description	One Change is a small commercial program that will offer two TrickleStar power strips directly to targeted small business customers that have the highest plug loads and standby times. The participants will be identified using a targeting analysis approach.
Program Duration	June 2014 through May 2015, 1-year program
Collaboration	None
Delivery Strategy	<p>One Change utilizes a community-based social marketing (CBSM) approach to deliver this program that relies on personally delivering and installing sponsored items and messaging directly to utility customers. CBSM uses simple actions like installing a power strip to stimulate conversations and information sharing between neighbors, colleagues and friends. This purposely builds momentum at the community level. It also breaks down barriers and changes recipients' self perceptions. Taking the first simple step makes them increasingly likely to make informed choices in the future and to adopt additional measures. Key targeted delivery include:</p> <ul style="list-style-type: none"> • Review already analyzed utility data, completed in current program year • Identification of up to three market research questions to drive future savings opportunities to be carried to the door by One Change in targeted communities • Delivery of TrickleStar advanced power strips to each targeted business in the targeted communities • Co-marketing of up to three follow on offer collateral items (to be supplied by ComEd or desired vendor) • Solicitation and tracking via One Change iChange app of three follow on insights to provide on offer targeting insights • Wrap up, strategic analysis of data collected at door to make insights readily shareable to other vendors in ComEd's portfolio with a goal of driving cost effective portfolio.
Target Market	Small business at or below 100 kW peak demand
Marketing Strategy	<p>A targeting methodology will be used to determine the most appropriate areas and businesses for targeting with smart power strips. One Change plans to target businesses in zip codes that have higher plug loads and longer standby timers by using business information available in a current third party commercial data set. This analysis will</p> <ul style="list-style-type: none"> • Find the geographic areas and pinpoint the business types best suited to the targeted One Change engagement effort • Identify the business owners or key decision makers most appropriate for targeted personal conversation using purchased third party databases and community engagement tactics. • Review ComEd's current programs to refine the secondary ask after the power strip installation • Identification of up to three market research questions to drive future savings opportunities to be carried to the door by One Change in targeted communities. <p>One Change will then utilize a community-based social marketing approach and numerous traditional marketing activities designed to engage the public, generate awareness and interest and promote sponsor messaging. In cooperation with ComEd this program aims to:</p> <ul style="list-style-type: none"> • Educate commercial customers on the benefits and uses of power strips • Raise awareness of energy efficiency and Energy Star program • Encourage future purchase of energy efficient, Energy Star products • Engage business customers in a positive manner • Increase the likelihood that targeted customers will adopt additional energy efficiency measures <p>Key components of the marketing strategy may include:</p>

Program Name	One Change – Small Commercial Power Strip Program																																							
	<ul style="list-style-type: none"> • Earned Media - In cooperation with ComEd, seek positive media coverage of the program as a means of promoting its objectives and establishing credibility within the community • Paid Media - Where appropriate, make strategic advertising purchases in local newspapers • Direct Mail Advertising – To increase receptivity to a face-to-face visit, use targeting research to develop a mailing that notifies customers of the coming visit • Community Engagement – Leverage relationships in the business community to mobilize business, and community leaders to speak with their constituents about the coming campaign. • Business to Business engagement – Door-to-door promotion is a core element of the success of this program. Field representatives are recruited and trained by One Change to act as agents of change in conversations with consumers and businesses at the doorstep. One Change representatives focus on obtaining commitment to take the first simple actions and inform businesses of the benefits of installing the measures • Web, social and electronic media – Feature ComEd utility program on One Change corporate website. Approved sponsor messages and other ComEd energy efficiency programs can also be highlighted and cross-promoted. 																																							
Eligible Measures	2 TrickleStar power strips																																							
Program Targets	<p>Participation Levels</p> <table border="1" data-bbox="415 1071 1382 1171"> <thead> <tr> <th></th> <th>PY7</th> <th>PY8</th> <th>PY9</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total Strips</td> <td>50,000</td> <td>N/A</td> <td>N/A</td> <td>50,000</td> </tr> </tbody> </table> <p>Annual Savings Targets</p> <table border="1" data-bbox="415 1262 1382 1577"> <thead> <tr> <th></th> <th>PY7</th> <th>PY8</th> <th>PY9</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Gross MWh</td> <td>5,130</td> <td>N/A</td> <td>N/A</td> <td>5,130</td> </tr> <tr> <td>Net MWh</td> <td>4,360</td> <td>N/A</td> <td>N/A</td> <td>4,360</td> </tr> <tr> <td>Gross MW</td> <td>0.54</td> <td>N/A</td> <td>N/A</td> <td>0.54</td> </tr> <tr> <td>Net MW</td> <td>0.46</td> <td>N/A</td> <td>N/A</td> <td>0.46</td> </tr> </tbody> </table>						PY7	PY8	PY9	Total	Total Strips	50,000	N/A	N/A	50,000		PY7	PY8	PY9	Total	Gross MWh	5,130	N/A	N/A	5,130	Net MWh	4,360	N/A	N/A	4,360	Gross MW	0.54	N/A	N/A	0.54	Net MW	0.46	N/A	N/A	0.46
	PY7	PY8	PY9	Total																																				
Total Strips	50,000	N/A	N/A	50,000																																				
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Net MW	0.46	N/A	N/A	0.46																																				

Program Name	One Change – Small Commercial Power Strip Program
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Program Budget

	PY7	PY8	PY9	Total
Administration	\$281,190	N/A	N/A	\$281,190
Implementation	\$113,400	N/A	N/A	\$113,400
Incentives	\$720,500	N/A	N/A	\$720,500
Marketing and Other	\$151,910	N/A	N/A	\$151,910
Total	\$1,267,000	N/A	N/A	\$1,267,000

Cost-Effectiveness Results

	Test Results
TRC	1.05
UCT	1.06
CCE	\$0.0523

Program Name	PECI – AirCare Plus Small Commercial HVAC Tune-Up Program
Program Description	AirCare Plus is a direct install HVAC tune-up program that focuses on packaged rooftop units (RTU) which are poorly maintained and operating inefficiently. Trade allies will utilize a custom analytical tool that will populate software with field data and perform fault detection and diagnostics to guide technicians through the service.
Program Duration	June 2014 through May 2017, 3 year program
Collaboration	None
Delivery Strategy	<p>PECI will launch a comprehensive, formal contractor recruiting program. The team will perform the recruitment and ensure that high-quality contractors will participate in the program. Clear expectations of contractor performance will be set. Stages of the program will include:</p> <ul style="list-style-type: none"> • Program customization and launch – Peci will begin by customizing the AirCare Plus program for ComEd which will include measure savings estimation and documentation, incentive design, program policy design, marketing collateral development and more. • Contractor training – Contractors will complete a multi-day training that includes both in-office and rooftop components. This training covers program features and requirements, tools and the RTU repairs and upgrades • Customer engagement – Contractors engage with their customers or with customers referred by a utility representative. The contractor explains the work that will be performed, presents the AirCare Plus marketing material and enrolls these customers into the program. Technicians service the RTUs per customer agreements with guidance from the program's custom RTU diagnostic tool. Depending on the unit condition and eligibility, a number of measures may be performed. These include scheduling, thermostat replacement, economizer control upgrades and repairs, belt retrofitting, coil clearing and refrigerant charge adjustment. • QA/QC – After the work is performed, Peci conducts a quality control review of the data, comparing them to targets and past program results. Field audits are performed randomly and selectively based on abnormal data or poor contractor performance. • Incentives paid and savings claimed – Once Peci has performed these checks, Peci pays contractors for the completed measures. Finally, a data file and invoice will be periodically submitted to ComEd for review and payment.
Target Market	Small to medium sized businesses at or below 100kW peak demand
Marketing Strategy	<p>PECI will deploy two marketing strategies: (1) Direct marketing to customers, and (2) Contractor outreach. Peci has prepared marketing materials to address the variable demographic nature of the small business environment.</p> <p>Direct to Customer Marketing:</p> <ul style="list-style-type: none"> • Program brochure (pre-enrollment) – These materials will be utilized by the contractors when talking to potential customers and can be customized to include information on other ComEd Smart Ideas programs • Program expectation cards (post-enrollment) – Contractors will use these materials to set expectations for service components and timelines once customers have enrolled in the program • Program tune-up checklist and energy savings reports (post-service) – Contractors will follow through with customers post-service, providing service details • Target the major players – A list of the most desirable customers based on energy savings and participation potential will be developed and those customers will be targeted. • Website – A website will be created specific to ComEd's AirCare Plus program. This website will not only include program information for customers and contractors but will also serve as a vehicle for customer submissions via web-to-lead forms that feed directly into to customer resource management system, if applicable.

Program Name	PECI – AirCare Plus Small Commercial HVAC Tune-Up Program																																																																				
	<p><u>Contractor Outreach</u></p> <p>PECI will launch a comprehensive, formal contractor recruiting program. To recruit contractors, the team will reach out to local industry groups to advise the program and find interested contractors.</p> <p>After the initial marketing phase, Peci will move to more of a mass approach to reach a wider audience using collateral developed in compliance with ComEd's branding guidelines.</p>																																																																				
Eligible Measures	<p>The primary measure in this program is a tune-up of an RTU, including refrigerant charge calibration.</p> <ul style="list-style-type: none"> • Incentives will be set at 75% of incremental measure costs (IMC) • Unit cooling capacity will be 7.5 tons on average • Certain portions of the RTU population will have subsystems appropriate for additional measures, assumed to be at the following percentages: <ul style="list-style-type: none"> ○ Economizers: 30% ○ Thermostats: 100% ○ Belt-driven motors: 80% ○ Refrigerant systems: 100% 																																																																				
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Program Name	PECI – AirCare Plus Small Commercial HVAC Tune-Up Program
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Cost-Effectiveness Results

	Test Results
TRC	1.78
UCT	1.76
CCE	\$0.024

Non-Qualifying Programs

Seven proposals met the minimum requirements of the RFP. The proposals not meeting the minimum requirements included:

M2 (Multifamily): This bid competed with the Smart Ideas Comprehensive Multifamily program, targeting similar buildings with a less comprehensive offering. This proposal was limited to lighting upgrades in common areas, while the Smart Ideas offering provides comprehensive solutions, including in-unit direct installations, common area upgrades of lighting and additional measures, and comprehensive building shell and equipment retrofits. In addition, the Smart Ideas offering is delivered in concert with natural gas utilities, offering more comprehensive solutions to building owners and residents.

M3 : This bid was unresponsive in that it did not include a number of items required by the form of submission (including general materials, full budget proposal, full cost-effectiveness data, schedule, and firm experience). The bid also included no discussion of a pay-for-performance fee structure and appeared to rely on incentives from other Smart Ideas programs.

B2 : This bid was withdrawn.

B4 : This was nonresponsive in that it did not provide data sufficient for calculating cost-effectiveness results. The bid also competed with the Smart Ideas Small Business Energy Services program, offering a similar delivery structure without a clear approach for targeting underserved customers.

B5 (Small Business DI): This bid competed with the Smart Ideas Small Business Energy Services program, offering a substantially identical delivery structure. While the bid targeted certain market segments, there is no indication that the targeted markets are underserved by the Smart ideas offering.

B6 : This bid competed with the s Small Business Energy Services program, offering a substantially identical delivery structure. While the bid targeted certain market segments, there is no indication that the targeted markets are underserved by the Smart ideas offering.

B7 : This bid competed with the Smart Ideas Small Business Energy Services program, offering a substantially identical delivery structure without a clear approach for targeting underserved customers.

B8 : This bid was unresponsive in that it did not provide the information needed to calculate cost-effectiveness results. The bid was also not structured as a stand-alone program, but instead relied on incentives offered by other Smart Ideas offerings.

B9 (Commercial Office): This bid competed with the Smart Ideas Commercial Real Estate program, offering a substantially identical delivery structure without a clear approach for targeting underserved customers.

B10 (Nonprofit): This bid competed with a similar marketing channel included in the Smart Ideas portfolio, offering substantially identical services without a clear approach for targeting underserved customers.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1																			
2																			
3																			
4																			
5		Behavior		Power Strips	Single Family Retrofit	Multifamily			Low Cost Measures		HVAC Tune Up	Small Business DI					Comprehensive		
6		R1	R2	R3	R4	M1	M2	M3	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	
7		Residential	Residential	Residential	Residential	Multifamily	Multifamily	Multifamily	Business	Business	Business	Business	Business	Business	Business	Business	Business	Business	
8			Church Networks	Lower Income Communities	SF Electric Heat	MF Electric Heat	Multifamily Common Area	Multifamily	Targeted Businesses		HVAC Tune Up	Small Grocery/C-Stores Strip Mall	Small Grocery/C-Stores	Small Business	C-Stores	Small Business	Larger Business	Office	Nonprofit
9		Web-Based Behavior	Behavior Change	Door-to-door Power Strips	Direct Install/ Building Shell	Comprehensive	Direct Install Lighting	Comprehensive	Door-to-door Power Strips	Kits	HVAC Tune Up	Direct Install	Direct Install	Direct Install / Retrofit	Direct Install	Direct Install	Comprehensive	Comprehensive	Comprehensive
10	Passes TRC			No		No	No			No		No					No		
11	Provides Energy Savings incremental to other programs						No										No		
12	Does not Compete against existing programs											No	No		No	No	No	No	No
13		Extension of existing CUB Energy Saver administered by C3 Energy (formerly Efficiency 2.0). Web-based behavior; community outreach.	Information and awareness. Outreach with focus on lower income communities. Tie to African Methodist Episcopal (AME) Churches.	Door-to-door community outreach extending PY6 proposal from CFL to power strips.	Leverages joint HES program with Nicor to focus on electric heat homes. Audits, direct installation measures, weatherization projects, equipment replacement (heat pumps).	Expansion of Energy Savers Program. Retrofit electrically heated MF buildings within City of Chicago.	Multy-family common area direct install lighting, reaching hard-to-capture market through residential building management firms and building engineers.	Targeted energy sustainability training and direct implementation assistance to multi-family building owners and tenants. Target 6-Flat buildings.	Expand residential program to target commercial customers to directly install two Trickle Smart Power Strips.	Businesses are sent up to two kits per account. Separate kits for businesses with electric water heat.	Commercial tune-up program focusing on packaged rooftop HVAC units, with a 7.5 ton average unit cooling capacity.	Outreach and direct assistance to identify and implement cost opportunities in target markets. Also target small industrial entities (less than 100 kW).	Turn-key audit and installation program. Door-to-door marketing. Savings from non-lighting measures constitute over 25% of total program savings.		Gas Stations & Convenience Stores audits and direct install, offering 0% interest financing and fixed-price EEMs.	Assessments and direct installation, with predefined followup packaged installed by contractors. GOLD and A La Carte packages. Provide guidance, support, and resources.	Execute identified projects not yet implemented due to external barriers on decision makers. Provide guidance, support, and resources.	Turn-key audit, installation, and post-install inspection. Target hard-to-reach short term commercial leases (<5 yr) through Green Leases.	Retrofit/performance management for non-profit buildings. Program will offer financing, incentives, contractors.

Overlap With ComEd Smart Ideas

				Competition with Smart Ideas				Notes
				Directly Competing SI Program	Can Target Markets be Isolated?	Does Bidder Target Different/ Underserved Market?	Passes SI Overlap Screen	
Behavior	R1		Web-based behavior	Home Energy Reports	✓		✓	Although Home Energy Reports is growing, customers can be isolated.
	R2		Behavior through community outreach	None		✓	✓	Community outreach attracts different.
Power Strips	R3		Door-to-door smart strip	Online Store		✓	✓	Program targets underserved communities.
Single Family Retrofit	R4		Electric heat SF retrofit	Home Energy Savings	✓		✓	Electric heat can be isolated as separate target market.
Multifamily	M1		Electric heat MF retrofit	Multifamily Home Energy Savings	✓		✓	Electric heat buildings within City of Chicago can be isolated as separate target market.
	M2		MF common area lighting	Multifamily Home Energy Savings	✗	✗	✗	Small business proposals directly compete with ComEd expanded MF program. (By targeting only common area electric measures, proposal is less comprehensive than ComEd/Nicor/Integritys offerings.)
	M3		MF through property manager training	Multifamily Home Energy Savings	✗	✗	✗	Small business proposals directly compete with ComEd expanded MF program. (Utilivate also has weak proposal overall.)
Low Cost Measures	B1		Door-to-door smart strip	None			✓	
	B2		Direct mail kits	None			✓	
HVAC Tune Up	B3		HVAC tune up	None			✓	
Small Business DI	B4		Small business (C-Stores/ Grocery/Strip Mall)	Small Business Energy Savings	✗	✗	✗	Small business proposals directly compete with ComEd expanded SBES program. (ISTC also very weak proposal overall.)
	B5		Small business (C- Stores/ Grocery)	Small Business Energy Savings	✗	✗	✗	Small business proposals directly compete with ComEd expanded SBES program.
	B6		Small business (C-Stores)	Small Business Energy Savings	✗	✗	✗	Small business proposals directly compete with ComEd expanded SBES program. (SmartWatt proposal also fails TRC.)
	B7		Small business	Small Business Energy Savings	✗	✗	✗	Small business proposals directly compete with ComEd expanded SBES program.
Comprehensive	B8		Facilitation services	Various C&I programs	✗	✗	✗	Proposal is market channel for existing programs.
	B9		Leased office market	Commercial real estate market channel	✗	✗	✗	
	B10		Nonprofit market	Nonprofit market channel	✓		✓	Can coexist if existing contract with CNT is terminated and replaced with this IPA bid.