

Appendix C-4 – Program Descriptions

Program Name	Home Energy Reports Program
Program Description	The Home Energy Reports Program, 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.
Program Duration	June 1, 2017 - May 31, 2020
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 provide 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</p>

Program Name	Home Energy Reports Program																																							
	you're away – get a smart thermostat and start saving.																																							
Eligible Measures	<p>The Home Energy Reports provide residential customers with information on how they use energy within their households on a monthly basis. The report displays usage analytics 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 set-points, 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" data-bbox="391 978 1455 1108"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total Customers</td> <td>1,700,000</td> <td>1,700,000</td> <td>1,700,000</td> <td>5,100,000</td> </tr> </tbody> </table> <p>Annual Savings Targets</p> <table border="1" data-bbox="391 1234 1455 1570"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Gross MWh</td> <td>290,000</td> <td>52,200</td> <td>49,996</td> <td>392,196</td> </tr> <tr> <td>Net MWh</td> <td>290,000</td> <td>52,200</td> <td>49,996</td> <td>392,196</td> </tr> <tr> <td>Gross MW</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Net MW</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>						PY10	PY11	PY12	Total	Total Customers	1,700,000	1,700,000	1,700,000	5,100,000		PY10	PY11	PY12	Total	Gross MWh	290,000	52,200	49,996	392,196	Net MWh	290,000	52,200	49,996	392,196	Gross MW	0	0	0	0	Net MW	0	0	0	0
	PY10	PY11	PY12	Total																																				
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Net MW	0	0	0	0																																				

Program
Name

Home Energy Reports Program

Program Budget

	PY10	PY11	PY12	Total
Administration	\$283,750	\$290,844	\$298,115	\$872,709
Implementation	\$10,750,000	\$10,750,000	\$10,750,000	\$32,250,000
Incentives	\$0	\$0	\$0	\$0
Marketing and Other	\$250,000	\$250,000	\$250,000	\$750,000
Total	\$11,283,750	\$11,290,844	\$11,298,115	\$33,872,709

Cost-Effectiveness Results

	Test Results
TRC	1.58
UCT	1.575
CCE	\$0.024

Program Name	Residential Lighting Program
Program Description	<p>The Residential Lighting Program is an existing program that was also a part of Plans 1, 2 & 3: and a part of the IPA for PY8 & PY9. The program is designed to increase the market share of ENERGY STAR[®]-certified lighting products sold through retail sales channels by providing incentives to decrease customer costs, as well as information and education to increase consumer awareness and acceptance of energy efficient lighting technology.</p> <p>We will continue to partner with an implementation contractor who will establish partnerships with midstream channel actors (retailers and their suppliers) to provide customers with instant discounts for qualifying products.</p> <p>A midstream program approach leverages the normal retail sales channels for Light Emitting Diode lamps (“LEDs”), creating opportunities for cooperative promotions with retailers and manufacturers, and supporting long-term market transformation goals. Instant discounts minimize the burden on consumers by lowering barriers to participation. A midstream approach also facilitates quick program ramp-up and provides detailed data to support evaluation of program impacts.</p> <p>The program currently employs the following rebate delivery mechanism:</p> <p>Markdowns: This rebate approach offers instant discounts on qualifying products that are sold. Qualifying products are listed at a lower retail price on the store shelves. In the markdown approach, retailers must provide store-level sales data for qualifying products, while also providing the consumers with some indication that the product is discounted (<i>e.g.</i>, point-of-purchase marketing). Our participating retailers currently post program-identifying stickers by each product’s shelf display in addition to other point-of-sale materials.</p>
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	<p>We will work with a residential lighting implementation contractor to provide services as described in this Plan.</p> <p>Key elements of the implementation strategy include:</p> <p>Retailer/Manufacturer Recruitment: As practiced in its current program design, we will issue an RFP when needed to solicit participation by retailers and manufacturers in our service territory. The RFP will specify program requirements, such as product specifications and performance criteria, product stocking objectives based on anticipated rebate volume, and data sharing requirements. A Memorandum of Understanding (“MOU”) will be signed with selected retailers and manufacturers that delineate roles and responsibilities and each</p>

Program Name	<p>Residential Lighting Program</p>
	<p>party's commitments in support of programmatic objectives.</p> <p>Retailer Education and Outreach: Throughout current program implementation, field staff maintain regular contact with participating retailers to ensure the following: (1) retail sales staff are informed about the program offering, rebate process, and benefits of ENERGY STAR-certified lighting products; (2) the instant discounts are ringing up correctly at the cash registers; (3) point-of-purchase ("POP") displays are displayed properly and qualifying products are stocked in accordance with retailer commitments; (4) program staff are responsive to retailer concerns and issues can be addressed promptly (the program will also keep retailers informed well in advance of planned promotional activities and cooperative advertising opportunities, keeping in mind that retailers typically require at least six months of advanced planning for advertising buys and other promotional activities); and (5) field staff schedule periodic in-store product demonstrations.</p> <p>Incentive Processing: Consistent with the current program practice, a fulfillment agent will be retained to ensure prompt processing of vendor incentive payments. We will negotiate with retailers to determine how frequently store-level sales data will be submitted to the fulfillment house for processing. Since prompt incentive payment is essential to retailer satisfaction and ongoing program engagement, we will work with the fulfillment agent to establish processes and procedures that expedite incentive payments.</p>
Target Market	<p>The Residential Lighting Program targets residential customers purchasing lighting products through retail sales channels. All customers taking delivery service from ComEd are eligible for this program regardless of their choice of supplier.</p>
Marketing Strategy	<p>The overall marketing strategy will be to modify customer behavior to both purchase and install ENERGY STAR-certified lighting products in their residences. Opportunity exists to leverage customer interactions and deliver information about lighting, the benefits of energy efficiency, cost savings, and to obtain customer preferences and contact information for ongoing and future targeted initiatives.</p> <p>The marketing strategy will continue to increase awareness on the availability and viability of ENERGY STAR-certified lighting products. Marketing will utilize specific messaging, targeted campaigns, measurable sales comparisons and behavioral marketing tactics.</p> <p>Tactics will focus on point-of-purchase communications, such as in-store demos and product placement/special displays/end caps at select retail partners. Other general marketing collateral will leverage internal resourcing and use web communications to reach less penetrated customer segments. Other tactics may include: bill inserts, general consumer education and awareness, mass marketing, direct mail and electronic marketing. Wherever possible, tactics will include feedback mechanisms such as business reply cards and email collection for future messaging about energy efficiency and meaningful/actionable consumer offers. In future collateral, marketing will address issues</p>

Program Name	Residential Lighting Program													
	<p>discovered in previous Plan years including:</p> <p>Customers purchasing LEDs but waiting for other bulb types to burn out before installing them</p> <p>Long-term energy and cost savings of LEDs</p> <p>Understanding lumens and color so that customers can choose the right bulb for the application</p> <p>Proper disposal of CFLs and LEDs and available recycling locations</p> <p>Marketing materials will continue to include the ENERGY STAR brand as a trusted source of quality products.</p> <p>Key marketing messaging for this program are: (1) ENERGY STAR-certified lighting (LEDs and fixtures) generally use at least 75% less electricity than other bulb types and last about 10 times longer, and they are available in a wide range of styles & sizes; (2) switch and save; (3) don't wait for your old light bulb to burn out – replace it today and start saving; (4) look for ComEd's "Lower Price" sticker at participating retailers to identify instant discounts; (5) find participating retailers at www.ComEd.com/lightingretailers or call 855-433-2700; and (6) recycle used CFLs and LEDs at participating retailers.</p>													
Eligible Measures	<p>The eligible measures under this program are standard LEDs, specialty LEDs, and LED lighting fixtures; however, we may revise eligible measures as needed in accordance with current market conditions, technology development, EM&V results and program implementation experience. Also, educational materials on how to safely recycle CFLs and LEDs will continue to be a part of this program.</p>													
Program Targets	<p>Participation Levels</p> <table border="1" data-bbox="410 1346 1451 1520"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total Bulbs and Fixtures</td> <td>10,100,000</td> <td>9,595,000</td> <td>9,115,250</td> <td>28,810,250</td> </tr> </tbody> </table>					PY10	PY11	PY12	Total	Total Bulbs and Fixtures	10,100,000	9,595,000	9,115,250	28,810,250
	PY10	PY11	PY12	Total										
Total Bulbs and Fixtures	10,100,000	9,595,000	9,115,250	28,810,250										

Program Name**Residential Lighting Program**

Annual Savings Targets

	PY10	PY11	PY12	Total
Gross MWh	331,885	320,713	309,421	962,019
Net MWh	196,238	189,608	182,912	568,758
Gross MW	35	34	33	102
Net MW	21	20	19	60

Program Budget

	PY10	PY11	PY12	Total
Administration	\$175,000	\$179,375	\$183,859	\$538,234
Implementation	\$4,512,475	\$4,512,475	\$4,512,475	\$13,537,425
Incentives	\$32,000,000	\$32,000,000	\$32,000,000	\$96,000,000
Marketing and Other	\$1,500,000	\$1,500,000	\$1,500,000	\$4,500,000
Total	\$38,187,475	\$38,191,850	\$38,196,334	\$114,575,659

Cost-Effectiveness Results

	Test Results
TRC	8.59
UCT	1.588
CCE	\$0.034

Program Name	Upstream Pumping				
Program Description	This program incents pump distributors to sell, to contractors and installers, high-efficiency pumps primarily for residential uses (e.g., domestic hot water circulation, boiler circulators)				
Program Duration	June 2017 through May 2020				
Collaboration	ComEd may collaborate with Ameren and DCEO during final program design or after launch, if and when synergistic opportunities present themselves.				
Delivery Strategy	This program will be delivered via product distributors in northern Illinois. The program design is expected to be largely based on a similar program being offered in Vermont. This program will be actively managed by ComEd, in a manner similar to its existing midstream residential and business lighting discount programs. Final program design will be conducted during early 2017.				
Target Market	The target market for product end-use is residential, although it is possible some smaller businesses may fit eligibility requirements. The program will be targeted at pump distributors whose clients serve the residential markets. Based on vendor data (Grudfos, document to SAG, 12/11/2015), the primary beneficial application for high-efficiency pumps is hydronic heating, with an annual available market of 18,000 units. A secondary application for these pumps is domestic hot water circulation, with a market of approximately 1,100 units annually.				
Marketing Strategy	As an upstream program, the marketing and promotion of this program and its measures will be generally confined to distributors and, to the extent necessary, installing contractors who would make buying decisions on behalf of end-using customers. The marketing strategy is expected to be largely similar to those employed for ComEd’s existing midstream programs (residential and business lighting programs).				
Eligible Measures	Fractional-horsepower single-phase circulator pumps. typically for installation in residential units – eligible measure will consist of “smart pumps” that utilize high-efficiency single-phase motors and integrated controls to either cycle the motor on and off or reduce speed during hours of low need. For initial program design, energy savings of 115.7 kWh/yr for this measure are derived from the Vermont TRM.				
Program Targets	Participation Levels				
		PY7	PY8	PY9	Total
	Total Pumps	5,000	10,000	18,000	33,000

Program Name

Upstream Pumping

Annual Savings Targets

	PY7	PY8	PY9	Total
Gross MWh				
Net MWh	578,500	1,157,000	2,082,600	3,818,100
Gross MW	0.27	0.54	0.97	1.78
Net MW	0.27	0.54	0.97	1.78

Program Budget

	PY7	PY8	PY9	Total
Administration	\$100,000	\$100,000	\$100,000	\$300,000
Implementation	\$400,000	\$400,000	\$400,000	\$1,200,000
Incentives	\$600,000	\$1,200,000	\$2,160,000	\$3,960,000
Marketing and Other	\$100,000	\$100,000	\$100,000	\$300,000
Total	\$1,200,000	\$1,800,000	\$2,760,000	\$5,760,000

Cost-Effectiveness Results

	Test Results
TRC	1.06
UCT	1.06
CCE	0.121

Program Name	Small Business Energy Savings
Program Description	<p>Small Business Energy Savings (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>
Program Duration	June 2017 through May 2020
Collaboration	<p>This Program offers primarily electric-only energy savings, so it is not offered as a coordinated program. However, measures that are incentivized by both ComEd and one or more of the gas companies are flagged as such in our application documents (e.g., “Your gas company may offer an additional prescriptive or custom rebate for this measure...”). We also will continue to leverage opportunities from consumer education on this program and other joint gas program customer outreach and engagement activities.</p>
Delivery Strategy	<p>It is the responsibility of the implementation contractor to recruit select trade allies for installation of direct install and capital-intensive measures. The customer is responsible for providing the balance of installation costs for efficiency measure implementation and installation. Delivery efforts include coordinating with our C&I account managers where appropriate, developing a marketing strategy and producing the corresponding materials.</p> <p>Key elements of delivery strategy include:</p> <p>Trade ally recruitment and training: Trade allies will be a key delivery mechanism for the program element as they will be responsible for the installation of the energy efficient measures. Trade allies will be recruited via mailings, training events and personal visits to provide standard pricing for a targeted number of measures. These</p>

Program Name	Small Business Energy Savings
	<p>selected trade allies will be required to sign an agreement to provide these prices for any work they perform. During this process, minority-based enterprises (“MBE”) and women-based enterprises (“WBE”) contractors will be targeted to participate in this program.</p> <p>Customer recruitment: Over the years, the recruitment mechanism of the SBES Program has evolved to come up with the most cost-effective approach to deliver energy efficiency programs to hard-to-reach small business customers. The accepted trade allies serve as the Program’s feet-on-the-street. They are a major source of bringing new small business customers into the Program. Their efforts are complemented by the available marketing material, including co-branded documents. Customers also directly reach out to the SBES Program through the ComEd Call Center. These leads are then distributed to the Trade Ally network so that a site visit can be conducted, determining opportunities for energy savings. Word-of-mouth and customer referrals are other aspects of the Program. Trade Allies occasionally receive referrals directly from past customers and others are referred through a customer satisfaction survey after conclusion of a SBES project. To ensure that C&I customers perceive our energy efficiency programs as a seamless set of offerings, cross-referrals from other <i>Smart Ideas</i> programs will also be provided where appropriate.</p> <p>Technical assistance: The implementation contractor will provide guidance regarding program offerings and participation processes to customers and trade allies as needed to minimize confusion and barriers to participation. The trade allies are given frequent trainings to ensure that there is clear communication to the customers regarding the SBES Program. Examples of the trainings provided include: Basic Trade Ally Training that gives detailed overview of the Program at the start of the Program Year, on-site trainings, and paperwork trainings. Each trade ally is assigned a project coordinator to serve as their go-to person for anything SBES-related. The project coordinators also have weekly check-in phone calls with their trade allies to help maintain that clear line of communication and provide any needed assistance. Additionally, an Assessment Report will be offered to customers that will include a high-level walk through energy survey at no cost to the customer and will provide a report to the owner, outlining other energy efficiency improvements that could be installed. There may be some measures the trade ally will install immediately during the site survey with the customer’s permission and no cost to the customer. These will include low flow aerators and showerheads, high efficiency pre-rinse spray valves, smart strips, and controls for novelty coolers, beverage machines, and snack machines, where applicable. This will educate the small business customers while providing the benefits of the Program through the no-cost direct install measures. The customer has the option at this point to determine if they would like to go forward with the capital-intensive measures. Otherwise, the customer will just receive the Assessment Report and no-cost measures.</p> <p>Application submittal: Customers will be asked to complete an incentive application at</p>

Program Name	Small Business Energy Savings
	<p>the time of the site survey and before the start of the installation of qualifying capital-intensive or direct install energy efficiency measures. This application explains Program qualification, gathers pertinent customer information, details of Program terms and conditions.</p> <p>QA/QC review: Incentive applications for all measures will be subject to a QA/QC review to ensure all required forms and documentation have been submitted and that calculation of incentive totals are correct.</p> <p>Project verification: We will reserve the right to site-verify installations prior to approval and incentive payment. Approximately 15% of all projects are inspected to verify baseline equipment and/or energy efficient equipment.</p> <p>Incentive payment: To minimize barriers to participation, we will seek to expedite incentive payments.</p>
Target Market	<p>This program is designed for small business customers, 0-100 kW monthly peak demand. All targeted customers taking delivery service from ComEd are eligible for the program regardless of their choice of supplier.</p>
Marketing Strategy	<p>The marketing strategies includes the following:</p> <p>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</p> <p>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> <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 inserts, and printed collateral.</p> <p>Key Messages:</p> <p>Simple, easy and energy efficient measures are available to your business through ComEd’s Smart Ideas Small Business Energy Savings Program</p> <p>These Energy Efficiency technologies can help you lower your energy bill</p>

Program Name	Small Business Energy Savings																																						
Eligible Measures	<p>A special focus will be placed on offering a variety of measures to be more comprehensive for the facility. The measure list for this new program will be determined by the results of the ongoing program. Direct install measures, offered at no cost to the customer, will include aerators, shower heads, pre-rinse spray valves, smart strips and controls for novelty coolers, beverage machines, and snack machines. Incented measures though this program can include upgrades to T-8 and T-5 lighting, LED retrofits and fixtures, high bay fluorescents, lighting controls, HVAC system components, electric water heaters, refrigeration system components, commercial kitchen equipment, compressed air system measures, and building envelope measures.</p>																																						
Program Targets	<p>Participation Levels</p> <table border="1" data-bbox="415 695 1382 829"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total Projects</td> <td>9,500</td> <td>10,500</td> <td>11,500</td> <td>31,500</td> </tr> </tbody> </table> <p>Annual Savings Targets</p> <table border="1" data-bbox="415 953 1382 1289"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Gross MWh</td> <td>189,009</td> <td>207,684</td> <td>228,562</td> <td>625,255</td> </tr> <tr> <td>Net MWh</td> <td>171,999</td> <td>188,992</td> <td>207,991</td> <td>568,982</td> </tr> <tr> <td>Gross MW</td> <td>42.4</td> <td>46.6</td> <td>51.3</td> <td>140.3</td> </tr> <tr> <td>Net MW</td> <td>38.6</td> <td>42.4</td> <td>46.7</td> <td>127.6</td> </tr> </tbody> </table>					PY10	PY11	PY12	Total	Total Projects	9,500	10,500	11,500	31,500		PY10	PY11	PY12	Total	Gross MWh	189,009	207,684	228,562	625,255	Net MWh	171,999	188,992	207,991	568,982	Gross MW	42.4	46.6	51.3	140.3	Net MW	38.6	42.4	46.7	127.6
	PY10	PY11	PY12	Total																																			
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Gross MW	42.4	46.6	51.3	140.3																																			
Net MW	38.6	42.4	46.7	127.6																																			

Program Name**Small Business Energy Savings**

Program Budget

	PY10	PY11	PY12	Total
Administration	\$157,500	\$161,438	\$165,473	\$484,411
Implementation	\$5,708,325	\$6,279,201	\$6,910,078	\$18,897,604
Incentives	\$41,220,000	\$45,340,000	\$49,870,000	\$136,430,000
Marketing and Other	\$371,675	\$410,799	\$449,922	\$1,232,396
Total	\$47,457,500	\$52,191,438	\$57,395,473	\$157,044,411

Cost-Effectiveness Results

	Test Results
TRC	1.49
UCT	2.13
CCE	\$0.037

Program Name	LED Street Lighting Program
Program Description	<p>The LED Street Lighting program would target municipalities with ComEd-owned high-intensity discharge (HID) street lights to replace their Mercury Vapor (MV) and High Pressure Sodium (HPS) fixtures with Light-Emitting Diode (LED) fixtures. The program would incent early retirement of HID street lights.</p> <p>Approximately 60,000 HID lighting fixtures are ComEd-owned and rented by non-competitively declared municipalities. These municipalities pay a monthly fee that recovers installed capital cost, maintenance cost and electricity cost based on a fixture-included street lighting tariff. Municipalities seeking to exchange one of these fixtures for a more efficient LED prior to the existing fixture’s failure would pay a fee (including compensation for ComEd’s stranded asset) of between approximately \$350 and \$750 per fixture, depending on the fixture type and its remaining useful life. Incentives offered under this proposed program would cover this fee, promoting early retirement of the existing HID fixtures for more efficient LED fixtures.</p>
Program Duration	June 2017 through May 2020
Collaboration	This program offers primarily electric-only energy savings, so it is not offered as a coordinated program.
Delivery Strategy	The proposed implementation plan would replace all eligible fixtures over a 3-year period. It is anticipated that field lighting replacement would be completed by ComEd crews or crews subcontracted by ComEd.
Target Market	This program would be available to non-competitively declared municipal customers with existing ComEd-owned HID outdoor street lights (fixture-included, dusk-to-dawn operation). Approximately 23,000 (remaining fixtures after completion of PY09 installation) would be eligible for the program based on availability of viable LED replacement fixtures in the market.
Marketing Strategy	The program will be marketed to municipalities primarily through outreach by ComEd External Affairs personnel. Events such as the Mayor’s Caucus will be used to present the program to municipal leaders.
Eligible Measures	Incentives would be available for ComEd-owned HID lighting fixtures rented by non-competitively declared municipalities under the fixture-included dusk to dawn rate, including both NEMA (Figure 1) and Cobra Head (Figure 2) fixtures. Incentives would be available for 100, 175, 250, and 400 Watt MV fixtures as well as 70, 100, 150, and 250 Watt HPS fixtures.

Program Name

LED Street Lighting Program

Figure 1: Existing NEMA and Cobra head



Existing NEMA head



Existing Cobra head

Figure 2: Example LED Cobra head



Proposed

Program Targets

Participation Levels

	PY10	PY11	PY12	Total
Total Fixtures	6,000	8,750	9,113	23,863

Annual Savings Targets

	PY10	PY11	PY12	Total
Gross MWh	3,740	5,455	5,682	14,878
Net MWh	3,740	5,455	5,682	14,878
Gross MW	0	0	0	0
Net MW	0	0	0	0

Program Name**LED Street Lighting Program**

Program Budget

	PY10	PY11	PY12	Total
Administration	\$0	\$0	\$0	\$0
Implementation	\$209,250	\$305,156	\$317,816	\$832,222
Incentives	\$2,250,000	\$3,281,250	\$3,417,375	\$8,948,625
Marketing and Other	\$0	\$0	\$0	\$0
Total	\$2,459,250	\$3,586,406	\$3,735,191	\$9,780,847

Cost-Effectiveness Results

	Test Results
TRC	12.94
UCT	1.10
CCE	\$0.071

Program Name	CUB Energy Saver Program
Program Description	The CUB Energy Saver Program 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 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	The CUB Energy Saver Program 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 CUB Energy Saver 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 Cub Energy Saver Program 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 the program administrator will work with CUB and leverage its outreach staff to conduct outreach events and market the Energy Saver Program at CUB events.</p> <p>The CUB Energy Saver Program 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>

Program Name	CUB Energy Saver Program																																																																				
Eligible Measures	<p>The CUB Energy Saver 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 customers' monthly energy consumption versus a control group), the breadth of measures actually undertaken is not known.</p>																																																																				
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Program Name

CUB Energy Saver Program

Cost-Effectiveness Results

	Test Results
TRC	1.67
UCT	1.671
CCE	\$.044

Program Name	Moderate Income Kit Program
Program Description	<p>The Moderate Income Kit Program is designed to encourage customer engagement through tangible and tactical behavior change methods to reduce overall energy usage from a hard-to-reach customer segment. These customers are often not able to take advantage of either income qualified or partially rebated programs; and as such, cannot always implement the measures they desire. To acquire the customers needed to participate in the program, AMCG has partnered with Direct Options (DO). DO has provided marketing services for the utility industry since 1991. Their customer engagement efforts center around the use of data and advance analytics with a focus on communicating the utility message to the individual customer. The implementation strategy the vendor is proposing for this program is based on the best practices developed from more than 25 years of experience implementing energy efficiency and demand response programs throughout North America.</p> <p>In this program, the vendor will offer a Moderate Income Kit which will include fourteen (14) ENERGY STAR[®]-certified 10-Watt (800 lumens) LED bulbs.</p>
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	<p>The customers will receive their Moderate Income Kit at their door, without filling out an incentive or rebate application, or spending money or time going to a “brick and mortar” store to purchase the LED bulbs in person. Since kits will be available online, all moderate income customers of ComEd, regardless of geographic region, will have access to these energy efficient and money saving LED bulbs. The ordering portal’s responsibly enhances the customers experience by allowing an order via a mobile device which continues to become a preferred method of online access. There will also be business reply cards that will allow customers who do not have access to a computer or smartphone to order their kit and receive the benefit.</p> <p>Once the kit is received, the customer will begin to save energy and money immediately by replacing inefficient bulbs with new, energy efficient LED bulbs. The vendor can follow-up with customers by email (where valid email addresses are available) to encourage immediate installation.</p>
Target Market	The Moderate Income Kit Program is designed to reach the hard-to-reach moderate income customer segment. These customers are often not able to take advantage of either income qualified or partially rebated programs. All such targeted customers taking delivery service from ComEd are eligible for this program regardless of their choice of supplier.

Program Name	Moderate Income Kit Program			
Marketing Strategy	To offer ComEd’s customers the ability to order their kit online, AMCG will design a secure online kit ordering website. Customers will enter at least two pieces of Personally Identifiable Information (PII), such as their last name and account number, and then the kit will be sent directly to their home. The responsibly designed website will be accessible via customers’ computers or mobile devices.			
Eligible Measures	The eligible measure for this program will include a Moderate Income Kit which will include fourteen (14) ENERGY STAR-certified 10-Watt (800 lumens) LED bulbs.			
Program Targets	Participation Levels			
	PY10	PY11	PY12	Total
Total Kits	45,000	45,000	45,000	135,000
	Annual Savings Targets			
	PY10	PY11	PY12	Total
Gross MWh	11,645	11,645	11,645	34,935
Net MWh	10,490	10,490	10,490	31,470
Gross MW	1	1	1	3
Net MW	1	1	1	3

Program Name	Moderate Income Kit Program
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Program Budget

	PY10	PY11	PY12	Total
Administration	\$0	\$0	\$0	\$0
Implementation	\$130,950	\$130,950	\$130,950	\$392,850
Incentives	\$1,544,625	\$1,544,625	\$1,544,625	\$4,633,875
Marketing and Other	\$318,825	\$318,825	\$318,825	\$956,475
Total	\$1,994,400	\$1,994,400	\$1,994,400	\$5,983,200

Cost-Effectiveness Results

	Test Results
TRC	5.58
UCT	1.416
CCE	\$.037

Program Name	Community-based LED Distribution Program
Program Description	The Community-based LED Distribution Program involves a partnership between ComEd, the Department of Commerce and Economic Opportunity and The vendor to provide ENERGY STAR [®] -certified LEDs to food banks affiliated with Feeding America. The food banks then use their network of local food pantries to distribute the bulbs to utility customers. The food banks primarily serve as a distribution center by receiving the LEDs from the manufacturer, providing temporary storage, and distributing the allocated LED quantities to the targeted food pantries.
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	In the first step of market analysis, The vendor will identify the food bank base that could realistically participate. During the program planning stage, we will work with each targeted food bank and ComEd to formulate the exact number of households served by each pantry that will be eligible for participation. The agencies will then distribute bulbs directly to ComEd customers. The vendor will offer four (4) LEDs per household.
Target Market	This program is designed to target 487,500 households / food-insecure families in the ComEd service territory during the 3-year period. The vendor will work with each targeted food bank and ComEd to formulate the exact number of households served by each pantry that will be eligible for participation. As a condition of participating in the program, food banks (on behalf of participating pantries) will agree to fairly distribute LEDs (four bulbs per household) to only ComEd customers as identified in the approved agency/pantry lists. Food pantries will also be made aware (either through direct conversation with The vendor staff or instructions from food banks) that all bulbs received must be allocated to ComEd customers in as timely a manner as possible – to ensure accurate reporting and associated energy savings. The vendor has a high confidence level that each shipment of bulbs will be distributed within a 60-day timeframe. All such targeted customers taking delivery service from ComEd are eligible for this program regardless of their choice of supplier.
Marketing Strategy	The vendor will provide an educational handout to every bulb recipient that will contain key messaging for the program, including ENERGY STAR information, where and how to use the bulbs, and recycling information. Because The vendor has designed this program to reach an underserved demographic, education is key to measure uptake and persistence. The handout will motivate customers to install the bulbs and maximize their energy savings using value propositions such as:

Program Name	Community-based LED Distribution Program																																						
	<p>By changing one bulb, you can save up to \$80 in electricity costs over the bulb’s lifetime; and</p> <p>ENERGY STAR-certified LEDs use up to 90% less energy than incandescent bulbs.</p>																																						
Eligible Measures	The eligible measure for this program will be ENERGY STAR-certified 10W A-Line LED screw based omnidirectional bulbs (4 per household).																																						
Program Targets	<p>Participation Levels</p> <table border="1" data-bbox="420 726 1390 921"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total Households</td> <td>200,000</td> <td>162,500</td> <td>125,000</td> <td>487,500</td> </tr> </tbody> </table> <p>Annual Savings Targets</p> <table border="1" data-bbox="420 1050 1390 1383"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Gross MWh</td> <td>14,408</td> <td>11,707</td> <td>9,005</td> <td>35,120</td> </tr> <tr> <td>Net MWh</td> <td>14,408</td> <td>11,707</td> <td>9,005</td> <td>35,120</td> </tr> <tr> <td>Gross MW</td> <td>1</td> <td>1</td> <td>1</td> <td>3</td> </tr> <tr> <td>Net MW</td> <td>1</td> <td>1</td> <td>1</td> <td>3</td> </tr> </tbody> </table>					PY10	PY11	PY12	Total	Total Households	200,000	162,500	125,000	487,500		PY10	PY11	PY12	Total	Gross MWh	14,408	11,707	9,005	35,120	Net MWh	14,408	11,707	9,005	35,120	Gross MW	1	1	1	3	Net MW	1	1	1	3
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Program Name**Community-based LED Distribution Program**

Program Budget

	PY10	PY11	PY12	Total
Administration	\$0	\$0	\$0	\$0
Implementation	\$0	\$0	\$0	\$0
Incentives	\$3,056,000	\$2,483,000	\$1,910,000	\$7,449,000
Marketing and Other	\$0	\$0	\$0	\$0
Total	\$3,056,000	\$2,483,000	\$1,910,000	\$7,449,000

Cost-Effectiveness Results

	Test Results
TRC	1.97
UCT	1.351
CCE	\$.039

Program Name	Energy Education Kits Program
Program Description	The vendor will use its unique, multiplatform approach (based in live, professional theater) to cause parents and guardians of middle school students to order energy efficiency kits throughout the ComEd territory. There will be two different kits, one for homes with electric water heaters and the other for those with gas water heaters. The program is designed to help 6th through 8th grade middle school students and their families understand the importance of wise and efficient energy use so they can develop good energy habits. The objective of the Gas and Electric Water Heater Kits Program is to encourage students and their families to take actions that can reduce their home energy usage and increase their energy efficiency.
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	<p>The vendor will deliver <i>The Resource Force Middle School Energy Education Campaign</i> into 6th, 7th and 8th grade schools in ComEd’s service territory. This program will cause the parents or guardians of middle school students to order energy efficiency kits for their homes. During the order process, they are asked whether they have gas or electric water heaters. Based on their answers, they receive by mail one of two kits – the electric water heater energy efficiency kit or the gas water heater energy efficiency kit. The content of each is designed to provide the best kWh savings at the best cost for ComEd. Having a parent or guardian personally order a kit and having it delivered to their home has a number of key advantages over shipping to the school and asking the students to take them home:</p> <p>There is more certainty that the kit actually gets home – all in one piece</p> <p>Shipping to homes increases the perceived value of the kit and program</p> <p>Maximizes the installation</p>
Target Market	This program targets residential single-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	The program is based on a multiplatform educational touring program called The Resource Force which aligns with Common Core and Illinois Next Generation Science Standards in English and Language Arts, Math and Science. It helps 6th through 8th grade middle school students and their families understand the importance of wise and efficient energy use so they can develop good energy habits. Unlike the one-grade-at-a-time curriculums for delivering kits, the vendor’s Energy Education Campaign features live,

Program Name	Energy Education Kits Program																																						
	educational theatre performances powered by field representative who are professional actors that are attended by every student at each school. Using the vendor’s unique marketing approach and ordering system, parents of these students order an energy efficiency kit that contains specific measures for their water heating environment – kits with components that deliver kWh savings in a home with an electric water heater or kits with components that deliver kWh savings in a home with a gas water heater.																																						
Eligible Measures	This program will cause the parents of middle school students to order energy efficiency kits for their homes. During the order process, they are asked whether they have gas or electric water heaters. Based on their answers, they receive by mail one of two kits – the electric water heater energy efficiency kit or the gas water heater energy efficiency kit. The content of each is designed to provide the best kWh savings at the best cost for ComEd.																																						
Program Targets	<p>Participation Levels</p> <table border="1" data-bbox="420 837 1409 972"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total Kits</td> <td>12,600</td> <td>12,600</td> <td>12,600</td> <td>37,800</td> </tr> </tbody> </table> <p>Annual Savings Targets</p> <table border="1" data-bbox="420 1094 1409 1434"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Gross MWh</td> <td>2,577</td> <td>2,577</td> <td>2,577</td> <td>7,731</td> </tr> <tr> <td>Net MWh</td> <td>2,577</td> <td>2,577</td> <td>2,577</td> <td>7,731</td> </tr> <tr> <td>Gross MW</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Net MW</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>					PY10	PY11	PY12	Total	Total Kits	12,600	12,600	12,600	37,800		PY10	PY11	PY12	Total	Gross MWh	2,577	2,577	2,577	7,731	Net MWh	2,577	2,577	2,577	7,731	Gross MW	0	0	0	0	Net MW	0	0	0	0
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Gross MW	0	0	0	0																																			
Net MW	0	0	0	0																																			

Program Name**Energy Education Kits Program**

Program Budget

	PY10	PY11	PY12	Total
Administration	\$0	\$0	\$0	\$0
Implementation	\$72,000	\$72,000	\$72,002	\$216,002
Incentives	\$942,356	\$1,017,356	\$1,017,356	\$2,977,068
Marketing and Other	\$125,000	\$125,000	\$125,000	\$375,000
Total	\$1,139,356	\$1,214,356	\$1,214,358	\$3,568,070

Cost-Effectiveness Results

	Test Results
TRC	1.95
UCT	1.043
CCE	\$.087

Program Name	Advance Power Strip Program				
Program Description	The Advance Power Strip (APS) Program is a product distribution, self-install program that will provide approximately 2,000 free energy-saving APS to residential customers in the ComEd territory each year for the 3-year period beginning June 1, 2017. The goal of the program is to reduce energy consumption while educating residential customers about the benefits of energy efficiency, specifically the APS. Participants will request the APS by providing contact information. Once the APS is distributed, the participant will take and install the APS.				
Program Duration	June 1, 2017 - May 31, 2020				
Collaboration	None				
Delivery Strategy	The program will be marketed primarily through community events and faith-based channels: CEDA/LIHEAP outreach events, church services, church bulletins, faith-based meetings, faith-based conventions, and faith-based community events. The APS will be distributed at the previously mentioned events.				
Target Market	This program targets low income residents in the ComEd territory as the major distribution channel will be CEDA/LIHEAP outreach events; however, low income status is not required for program participation. All such targeted customers taking delivery service from ComEd are eligible for this program regardless of their choice of supplier.				
Marketing Strategy	The program will be marketed primarily through community events and faith-based channels: CEDA/LIHEAP outreach events, church services, church bulletins, faith-based meetings, faith-based conventions, and faith-based community events. The APS will be distributed at the previously mentioned events.				
Eligible Measures	The eligible measure for this program is the APS (7-plug).				
Program Targets	Participation Levels				
		PY10	PY11	PY12	Total
	Total APS	2,000	2,000	2,000	6,000

Program Name

Advance Power Strip Program

Annual Savings Targets

	PY10	PY11	PY12	Total
Gross MWh	206	206	206	618
Net MWh	206	206	206	618
Gross MW	0	0	0	0
Net MW	0	0	0	0

Program Budget

	PY10	PY11	PY12	Total
Administration	\$0	\$0	\$0	\$0
Implementation	\$12,000	\$12,000	\$12,000	\$36,000
Incentives	\$42,450	\$42,450	\$42,450	\$127,350
Marketing and Other	\$16,840	\$16,840	\$16,840	\$50,520
Total	\$71,290	\$71,290	\$71,290	\$213,870

Cost-Effectiveness Results

	Test Results
TRC	.54
UCT	.610
CCE	\$.086

Program Name	Low-Income Multi-Family Efficiency Program (LIMEP)
Program Description	To provide technical assistance, capacity building, and incentives to ComEd customers residing in the United States Department of Housing and Urban Development (HUD) Section 8 Multifamily Project Based Rental Units, HUD Section 811 Supportive Housing for Persons with Disabilities, HUD Section 202 Supportive Housing for Elderly Persons, and the United States Department of Agriculture (USDA) 515 Rural Rental Housing Projects in the State of Illinois. This proposal is an expansion of the Illinois Public Housing Authority (ILPHA) Efficient Living Energy Program.
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	Each applicant will be assigned a project staff member upon application acceptance, who will be responsible for seeing the project through from start to end and assisting the applicant as needed. The project leader will collect existing and replacement equipment inventory for any funded measures, check inventory for errors, and ensure all replacement equipment meets our energy efficiency requirements. A pre-award letter will be sent to notify the applicant of the approved measures and award amount. The applicant will develop specifications for bidding on approved measures to be reviewed by project staff. Once specifications have been approved, the applicant will then obtain quotes or bids on the approved measures. Finally, a post-implementation site visit will be conducted to ensure all measures were installed properly.
Target Market	The targeted market includes HUD Section 8 Multifamily Project Based Rental Units, HUD Section 811 Supportive Housing for Persons with Disabilities, HUD Section 202 Supportive Housing for Elderly Persons, and USDA 515 Rural Rental Housing Projects in the State of Illinois. All such targeted customers taking delivery service from ComEd are eligible for this program regardless of their choice of supplier.
Marketing Strategy	Information on eligible buildings for marketing and outreach will be provided by the HUD Chicago Multifamily Hub Office and by the State of Illinois USDA Rural Development Housing Office. The program team is experienced in marketing offerings and disseminating program information to target demographic using group presentations, individualized meetings and web based outreach. Group strategies to provide program information and market on-site technical assistance services include Lunch and Learn sessions and two low-income Trade Ally Programs to be conducted during the program year. The Lunch and Learn sessions will be developed specifically for the low-income building managers. Potential topics include available programs, building benchmarking, measures and verification, resident energy consumption behavioral patterns, and smart grid technologies. A one-day ComEd Trade Ally Program which will focus on the low-income community will be held. This event will provide information on low-income housing and

Program Name	Low-Income Multi-Family Efficiency Program (LIMEP)																																			
	<p>community development programs. It will be designed to meet the specific needs of the low-income affordable housing community. DCEO Trade Alley energy efficiency professionals trained to deliver energy efficient building solutions will be invited to participate. Topics will be identified by service delivery needs such as (specific types of measures) and current issues (deployment of smart meters, smart technologies, and on-demand pricing).</p> <p>Individualized meetings will consist of face-to-face meetings and numerous teleconferences with potential customers and other constituents regarding any program questions. Presentations may be delivered to state and federal agencies, Illinois Association of Housing Authorities, Illinois Housing Council, Illinois NAHRO and National NAHRO, and other entities as requested and needed. Print material dissemination may include press releases for newspapers, association newsletters, and regional publications to announce program accomplishments in order to attract publicity and generate additional program interest. The use of case studies and webinars will also be explored.</p>																																			
Eligible Measures	The eligible measures for this program will include LED bulbs and fixtures, fluorescent delamping, high performance and reduced wattage T8, LED exit signs, beverage and snack machine controls, faucet aerators, showerheads, PTAC, PTHP, single-package and split system unitary air conditioners and other custom measures.																																			
Program Targets	<p>Participation Levels</p> <table border="1" data-bbox="420 1180 1409 1312"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total Retrofits</td> <td>35,375</td> <td>35,375</td> <td>35,375</td> <td>106,125</td> </tr> </tbody> </table> <p>Annual Savings Targets</p> <table border="1" data-bbox="420 1438 1409 1774"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Gross MWh</td> <td>5,686</td> <td>5,686</td> <td>5,686</td> <td>17,058</td> </tr> <tr> <td>Net MWh</td> <td>5,686</td> <td>5,686</td> <td>5,686</td> <td>17,058</td> </tr> <tr> <td>Gross MW</td> <td>1</td> <td>1</td> <td>1</td> <td>3</td> </tr> <tr> <td>Net MW</td> <td>1</td> <td>1</td> <td>1</td> <td>3</td> </tr> </tbody> </table>		PY10	PY11	PY12	Total	Total Retrofits	35,375	35,375	35,375	106,125		PY10	PY11	PY12	Total	Gross MWh	5,686	5,686	5,686	17,058	Net MWh	5,686	5,686	5,686	17,058	Gross MW	1	1	1	3	Net MW	1	1	1	3
	PY10	PY11	PY12	Total																																
Total Retrofits	35,375	35,375	35,375	106,125																																
	PY10	PY11	PY12	Total																																
Gross MWh	5,686	5,686	5,686	17,058																																
Net MWh	5,686	5,686	5,686	17,058																																
Gross MW	1	1	1	3																																
Net MW	1	1	1	3																																

Program Name**Low-Income Multi-Family Efficiency Program (LIMEP)**

Program Budget

	PY10	PY11	PY12	Total
Administration	\$0	\$0	\$0	\$0
Implementation	\$550,076	\$550,076	\$550,077	\$1,650,229
Incentives	\$1,958,607	\$1,958,607	\$1,958,607	\$5,875,821
Marketing and Other	\$50,000	\$50,000	\$50,000	\$150,000
Total	\$2,558,683	\$2,558,683	\$2,558,684	\$7,676,050

Cost-Effectiveness Results

	Test Results
TRC	1.81
UCT	1.044
CCE	\$.064

Program Name	Low Income Kit Energy (LIKE) Program
Program Description	The Low Income Kit Energy (LIKE) Program provides income-qualified customers with a kit containing energy-saving devices and educational information on additional energy-saving actions they can take to reduce their energy bills.
Program Duration	June 1, 2017 – May 31, 2020
Collaboration	None
Delivery Strategy	The Illinois LIKE Program delivery mechanism is centered on the hand-delivery of the kits by 13 Community Action Agencies in the ComEd territory. The program will proportionally distribute the kits to each Community Action Agency based on the population served (number of households that seek assistance every year). Utilizing an already active network of Community Action Agencies to reach a wide audience of customers is a more time efficient, cost-effective strategy than direct mailing or doorknob hanging. The main objective of this program is to expand the reach of energy efficiency services to additional extremely low to very low income customers.
Target Market	The target population is low income customers living in single-family and small multi-family housing that are currently underserved by existing energy efficiency programs, including those offered by the Department of Commerce and Economic Opportunity. More specifically, the target market is extremely low income to very low income ComEd customers living at or below 150% of the federal poverty level. In Illinois approximately 1,096,000 households have incomes below 150% of the poverty level (the number under 80 AMI is slightly larger). Around 43% live in single family housing and another 21% in 2-4 unit housing. In ComEd’s territory, 490,000 low income households live in such housing units. Those households are the target for this program. The LIKE program is expected to reach 150,000 households in this target market over the duration of the 3-year program. Since this program has a multi-year proposed implementation schedule and most of the customers return to the Community Action Agencies for assistance every year, eligibility will be restricted to those customers who have not received a free energy kit from the LIKE program in previous years. All such targeted customers taking delivery service from ComEd are eligible for this program regardless of their choice of supplier.
Marketing Strategy	The program will be advertised via direct marketing by the Community Action Agencies. During the customers’ application for energy assistance programs and relief from the Low Income Home Energy Assistance Program (LIHEAP), the Community Action Agencies will communicate the availability of the program to eligible customers. Messaging and communication scripts will be developed by the Energy Resource Center (ERC) with the help of specialized agencies hired as subcontractors. Community Action Agencies’ staff that will come in contact with customers will be trained on the messaging, focusing on the benefits of the energy efficiency measures contained in the kits. Program participation will be closely monitored and tracked to allow continuous assessment and necessary

Program Name	Low Income Kit Energy (LIKE) Program																																							
	adjustments. Additionally, a website/landing page will be used to provide educational and installation materials.																																							
Eligible Measures	Each LIKE energy kit will include a Tier 2 Advance Power Strip, four (4) 9W or lower LEDs, two (2) 18W LEDs, an LED night light, and for households with electric hot water, low flow faucet aerators for the kitchen and bathroom and a low flow showerhead. LEDs, LED night lights, low flow aerators and low flow showerheads have all been proven energy savers. The Tier 2 Advance Power Strip is a newer technology that shuts off power when household electronics are no longer in use, reducing the “vampire” current. It has the added benefit of electrical surge protection.																																							
Program Targets	<p>Participation Levels</p> <table border="1" data-bbox="396 858 1393 993"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total Kits</td> <td>50,000</td> <td>50,000</td> <td>50,000</td> <td>150,000</td> </tr> </tbody> </table> <p>Annual Savings Targets</p> <table border="1" data-bbox="396 1117 1382 1455"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Gross MWh</td> <td>19,859</td> <td>19,859</td> <td>19,859</td> <td>59,577</td> </tr> <tr> <td>Net MWh</td> <td>19,859</td> <td>19,859</td> <td>19,859</td> <td>59,577</td> </tr> <tr> <td>Gross MW</td> <td>3</td> <td>3</td> <td>3</td> <td>9</td> </tr> <tr> <td>Net MW</td> <td>3</td> <td>3</td> <td>3</td> <td>9</td> </tr> </tbody> </table>						PY10	PY11	PY12	Total	Total Kits	50,000	50,000	50,000	150,000		PY10	PY11	PY12	Total	Gross MWh	19,859	19,859	19,859	59,577	Net MWh	19,859	19,859	19,859	59,577	Gross MW	3	3	3	9	Net MW	3	3	3	9
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Program Name

Low Income Kit Energy (LIKE) Program

Program Budget

	PY10	PY11	PY12	Total
Administration	\$0	\$0	\$0	\$0
Implementation	\$945,872	\$995,872	\$995,872	\$2,937,616
Incentives	\$5,110,500	\$5,110,500	\$5,110,500	\$15,331,500
Marketing and Other	\$100,000	\$50,000	\$50,000	\$200,000
Total	\$6,156,372	\$6,156,372	\$6,156,372	\$18,469,116

Cost-Effectiveness Results

	Test Results
TRC	2.16
UCT	1.455
CCE	\$.048

Program Name	Public Sector Advanced LED
Program Description	The vendor proposes an Advanced LED Lighting with Controls Program that will facilitate the rapid identification and implementation of LED lighting and the targeted use of multi-level controls for public sector facilities in ComEd’s territory. The vendor will promote, manage, and deliver initial measurement and verification (M&V) for the proposed Advanced LED Lighting with Controls Program through a network of approved service providers (lighting trade allies) that will target buildings with substantial lighting opportunities (under 50% of current lights can be LED). Based on our past program experience, we estimate roughly 95% of all existing public sector buildings still use older incandescent, HID, T-12 and T-8 systems with little or no controls and can reduce electric use by 15-20% through advanced LED lighting and targeted control solutions.
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	The Program will be primarily marketed and delivered through a pool of pre-approved lighting trade allies, as well as a coordinated outreach marketing effort conducted by the Program Staff. The Program will rely on these pre-approved lighting trade allies to identify quality leads from their existing client base and relationships. The pre-qualified lighting trade allies will be responsible for doing a detailed lighting audit of the building that shall include a room by room lighting schedule, light survey with before and after wattages and savings, incentive levels, cost estimates, payback periods and return on investment that will be used by Program Staff to build the CSF. The lighting trade ally will also implement all available direct install measures at the time of the lighting audit.
Target Market	The proposed Advanced Lighting Program will solely target public facilities that have less than 100 kW demand.
Marketing Strategy	The vendor will market and deliver the Public Sector Advanced LED Lighting with Controls Program primarily through a pool of pre-approved lighting trade allies as well as email and telephone marketing by Program Staff. The Program will rely on these lighting trade allies to identify quality leads from their existing client base and relationships. Additionally, Program Staff will perform outreach to ComEd customers with whom we have a pre-existing relationships and we will provide an approved service provider list for interested parties to choose from. 360EG enjoys great relationships with a wide-range of public sector organizations thanks to our previous work and has been heavily involved in state-wide organizations like the Illinois Parks and Recreation Association (IPRA) and Illinois Association of School Board Officials (IASBO) which will facilitate easy outreach and connections about the program.
Eligible Measures	The eligible measures for this program include new LED fixtures, LED lamps, and advanced multi-level controls.

Program Name	Public Sector Advanced LED				
Program Targets	Participation Levels				
		PY10	PY11	PY12	Total
	Total Sites	250	250	250	750
	Annual Savings Targets				
		PY10	PY11	PY12	Total
	Gross MWh	4,740	4,740	4,740	14,219
	Net MWh	4,740	4,740	4,740	14,219
	Gross MW	0.36	0.36	0.36	1.08
	Net MW	0.36	0.36	0.36	1.08
	Program Budget				
	Administration	\$0	\$0	\$0	\$0
	Implementation	\$614,734	\$614,734	\$614,734	\$1,844,203
	Incentives	\$1,375,266	\$1,375,266	\$1,375,266	\$4,125,797
	Marketing and Other	\$10,000	\$10,000	\$10,000	\$30,000
	Total	\$2,000,000	\$2,000,000	\$2,000,000	\$6,000,000

Program Name

Public Sector Advanced LED

Cost-Effectiveness Results

	Test Results
TRC	1.05
UCT	1.28
CCE	\$0.045

Program Name	AC Tune-up Program
Program Description	The vendor’s AC Tune-up Program (AirCare Plus) delivers HVAC savings to commercial customers by focusing on packaged rooftop HVAC units and split-systems, the majority of which are poorly maintained and operating inefficiently. AirCare Plus brings such units back up to optimal working condition by addressing them as holistic systems, including their economizer, thermostat, refrigerant system, scheduling and drive belts.
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	The vendor will launch a comprehensive, formal contractor recruiting program. The team will perform the recruitment carefully and thoughtfully to ensure high-quality contractors participate in the program, to set clear expectations of contractor performance, and to capitalize on opportunities to strengthen contractor and customer relationships when possible. This program will leverage a network of qualified, local contractors, whom will be equipped with an iManifold toolkit and application. This tool will serve as the primary data collection and diagnostic tool. Contractors will engage with their customers or with customers referred by a utility representative. The contractor explains the process, presents the AirCare Plus marketing material, and enrolls these customers in 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 will be performed. After the work is completed, The vendor conducts a quality control review of the data, comparing it to targets and past program results. Field inspections are performed based on abnormal data or poor contractor performance.
Target Market	Small to medium sized businesses at or below 100 kW peak demand
Marketing Strategy	Marketing and outreach efforts will focus on increasing existing contractor participation, identifying new potential contractors, and enhancing direct-to-customer outreach. Marketing and outreach will: Serve as the educational resource for contractors. Providing tools, resources and information to educate contractors and encourage participation. In addition, case studies will supplement training and key messages to promote the value of the program. Establish and strengthen the contractor network. Using targeted outreach to expand the existing network in ComEd’s service territory and establish new connections in the market.
Eligible	The primary measure in this program is a tune-up of an RTU, including refrigerant

Program Name	AC Tune-up Program																																						
Measures	<p>charge calibration.</p> <p>Incentives will be set at 75% of incremental measure costs (IMC)</p> <p>Unit cooling capacity will be 7.5 tons on average</p> <p>Certain portions of the RTU population will have subsystems appropriate for additional measures, assumed to be at the following percentages:</p> <p>Economizers: 75%</p> <p>Thermostats: 100%</p> <p>Belt-driven motors: 80%</p> <p>Refrigerant systems: 100%</p>																																						
Program Targets	<p>Participation Levels</p> <table border="1"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total Customers</td> <td>2,197</td> <td>2,197</td> <td>2,197</td> <td>6,591</td> </tr> </tbody> </table> <p>Annual Savings Targets</p> <table border="1"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Gross MWh</td> <td>20,343</td> <td>20,343</td> <td>20,343</td> <td>61,028</td> </tr> <tr> <td>Net MWh</td> <td>18,308</td> <td>18,308</td> <td>18,308</td> <td>54,925</td> </tr> <tr> <td>Gross MW</td> <td>4.85</td> <td>4.85</td> <td>4.85</td> <td>14.54</td> </tr> <tr> <td>Net MW</td> <td>4.36</td> <td>4.36</td> <td>4.36</td> <td>13.09</td> </tr> </tbody> </table>					PY10	PY11	PY12	Total	Total Customers	2,197	2,197	2,197	6,591		PY10	PY11	PY12	Total	Gross MWh	20,343	20,343	20,343	61,028	Net MWh	18,308	18,308	18,308	54,925	Gross MW	4.85	4.85	4.85	14.54	Net MW	4.36	4.36	4.36	13.09
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Program Name

AC Tune-up Program

Program Budget

Administration	\$0	\$0	\$0	\$0
Implementation	\$1,951,287	\$2,004,203	\$2,058,845	\$6,014,336
Incentives	\$2,091,500	\$2,091,500	\$2,091,500	\$6,274,500
Marketing and Other	\$148,106	\$150,516	\$153,067	\$451,688
Total	\$4,190,893	\$4,246,219	\$4,303,412	\$12,740,524

Cost-Effectiveness Results

	Test Results
TRC	1.66
UCT	1.47
CCE	\$0.049

Program Name	Luminaire Level Lighting Control
Program Description	<p>The vendor’s proposed Luminaire Level Lighting Control (LLLC) Program will move the small commercial market toward advanced LED lighting and lighting controls solutions. LLLCs, a subset of advanced lighting controls, can offer a more simplified and accessible cost and level of functionality that is more appropriate for the small commercial market. The measures are particularly well-suited to the small commercial market if the process is simplified, streamlined and optimized for the trade allies who serve the market.</p> <p>We will maximize available savings and customer benefit on every project by leveraging the unique and granular control capabilities of these systems. Compared to current solutions, LEDs with LLLCs save more energy, reduce maintenance costs, improve the working environment with superior lighting, increase satisfaction with dynamic and personal control, and eliminate the opportunity cost of settling for a less efficient system over the life of the measures.</p> <p>As the technology continues to develop and costs decrease, The vendor will work with Navigant and ComEd to will deploy LLLCs with a broader array of customers and work to expand measure savings opportunities beyond lighting and lighting controls.</p>
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	<p>Before each program year, we will update our market analysis to identify the geographies and market segments in ComEd’s service territory that contain sufficient remaining savings potential and the small commercial customers most likely to participate in the LLLC Program. As technology evolves, The vendor will work with Navigant and ComEd to leverage the best available lighting controls technology in the market to deliver the deepest savings across both lighting and non-lighting end uses to the broadest possible array of customers. The vendor’s engineering team will actively support evaluation, measurement and verification (EM&V) activities to facilitate deeper market and measure penetration.</p> <p>Then, together with our manufacturer partners, we will provide our network of local TSPs with updated and enhanced training and marketing and sales collateral to help them promote the program each year. Ongoing training equips our TSPs to enroll customers in the program, perform energy assessments and properly install and commission the measures in customers’ facilities. TSP-specific training will include energy efficiency sales strategies and encourage them to use their existing relationships and knowledge of the local small commercial market to recruit participants. Through the TSPs, we provide customers with documentation and training on the capabilities, operation and maintenance of the systems</p> <p>The vendor will provide each TSP with a customized version of our internally developed, tablet-based field assessment software, and one-on-one training on this software. TSPs</p>

Program Name	Luminaire Level Lighting Control
	<p>will use this tool to support customers through a streamlined program participation process that includes:</p> <ul style="list-style-type: none"> Performing walk-through facility assessments Educating the customer about, and making recommendations for, advanced lighting control systems (ALCSs) Generating a project proposal Securing the customer’s commitment by obtaining their signature on the project proposal
Target Market	<p>The LLLCs Program will target a subset of ComEd’s small commercial and industrial (C&I) customers with a peak demand of 100 kW or below. Offices and warehouses are the principal target facility types that make up that subset since those are currently the best candidates for LLLCs based upon their occupancy patterns, but as technology improves and costs drop, additional facility types and applications will become cost-effective targets for the Program.</p>
Marketing Strategy	<p>Marketing and outreach efforts will focus on helping existing TSPs grow their participation, identifying new potential TSPs, and enhancing direct-to-customer outreach. Additionally, we will target new potential TSPs to expand the geographical reach of the program across ComEd territory, as needed in PY10-12 through a market segmentation analysis. Marketing and outreach will focus on the following tactics:</p> <ul style="list-style-type: none"> Serve as the Educational Resource for TSPs: We will provide tools, resources and information to educate and inform TSPs to encourage participation. We will provide case studies to supplement training and provide an engaging way to promote the value of the program. Establish and Strengthen Regional and National Alliances: We will use a targeted outreach approach to expand our existing networks in ComEd’s territory and establish new connections in the market. This will include targeted outreach to potential TSPs outside of the Chicagoland area using existing manufacturer and supply chain relationships as a referral source. Direct Marketing to Customers: Each year we will update our market participation and segmentation data to target small commercial customers with the highest propensity to participate. Since office buildings are a key market segment, marketing and outreach will continue to build relationships with property management. Direct marketing efforts, such as direct mail or email, will precede outreach activities to provide a strategic process for identifying leads and follow-up tactics.
Eligible	<p>LLC Program measures consist primarily of advanced and underutilized lighting and integrated lighting controls measures. These LLC systems are true ALCSs that share the</p>

Program Name	Luminaire Level Lighting Control																																							
Measures	<p>following characteristics:</p> <p>Single multi-type sensor with both occupancy and photocell control</p> <p>Distributed intelligence via an onboard controller, which allows it to operate independently from centralized control systems</p> <p>Continuous dimming capabilities</p> <p>Networking capabilities (wired or wireless) to facilitate diagnostics, maintenance, measurement and verification (M&V), and more stable/flexible networking functions; most also offer software user interfaces</p> <p>All proposed LLLC systems will be LED-based</p> <p>Before each program year, The vendor will work with Navigant and ComEd to update eligible measures to leverage the best available lighting controls technology, incorporating cost-effective non-lighting measures specifically enabled by ALCS (e.g. HVAC/DCV control, Plug Load Control, and lighting ADR), to deliver the deepest possible savings with each installation.</p>																																							
Program Targets	<p>Participation Levels</p> <table border="1" data-bbox="418 1035 1382 1167"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total Facilities</td> <td>744</td> <td>702</td> <td>662</td> <td>2,108</td> </tr> </tbody> </table> <p>Annual Savings Targets</p> <table border="1" data-bbox="418 1289 1382 1631"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Gross MWh</td> <td>16,802</td> <td>16,001</td> <td>15,105</td> <td>47,907</td> </tr> <tr> <td>Net MWh</td> <td>15,122</td> <td>14,401</td> <td>13,594</td> <td>43,116</td> </tr> <tr> <td>Gross MW</td> <td>4.29</td> <td>4.05</td> <td>3.81</td> <td>12.15</td> </tr> <tr> <td>Net MW</td> <td>3.86</td> <td>3.65</td> <td>3.43</td> <td>10.94</td> </tr> </tbody> </table>						PY10	PY11	PY12	Total	Total Facilities	744	702	662	2,108		PY10	PY11	PY12	Total	Gross MWh	16,802	16,001	15,105	47,907	Net MWh	15,122	14,401	13,594	43,116	Gross MW	4.29	4.05	3.81	12.15	Net MW	3.86	3.65	3.43	10.94
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Program Name**Luminaire Level Lighting Control**

Program Budget

Administration	\$0	\$0	\$0	\$0
Implementation	\$1,574,889	\$1,595,345	\$1,612,224	\$4,782,459
Incentives	\$4,435,960	\$4,205,812	\$3,966,713	\$12,608,485
Marketing and Other	\$152,064	\$150,192	\$148,278	\$450,535
Total	\$6,162,913	\$5,951,349	\$5,727,216	\$17,841,478

Cost-Effectiveness Results

	Test Results
TRC	2.47
UCT	2.92
CCE	\$0.032

Program Name	School Direct Install
Program Description	The vendor will deliver the School Direct Install program focused on private educational institutions through our best practice approach to school direct installation programs. The vendor will continue to deliver a high-quality customer experience that starts with a screening to guide customers toward energy conservation and operational measures that best fit their needs. The resulting plan of action will include direct installation of energy and cost-saving measures, including thermostat measures when applicable, and may also include operational process improvement and controls to optimize the efficiency of existing systems.
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	<p>To deliver the School Direct Install Program, the vendor will perform the activities described in the following tasks.</p> <p>Program Start-up and Launch – the vendor brings processes and procedures for start-up, and because the program design is already in place and the program is fully operational, the vendor expects to quickly ramp up services while minimizing costs and process errors that are commonly associated with implementing new initiatives.</p> <p>Recruiting, Screening and Enrolling Trade Ally Contractors – Trade Ally Recruitment and Screening: the vendor will recruit carefully and thoughtfully to select a high-quality network of preferred lighting and HVAC contractors for the School Direct Install program. The vendor will ensure that trade allies, servicing as program representatives, have the necessary training to successfully represent the program.</p> <p>Customer Enrollment – School customers reach the vendor program staff by calling the program’s dedicated toll-free number, “warm handoffs” from ComEd’s Smart Ideas call center, or through our outbound outreach efforts.</p> <p>Facility Assessment and Measure Installation – the vendor program staff will conduct the facility walk-through assessment, ensuring that each assessment is completed professionally, leaves the customer with a positive impression of the program, and that correct data is captured accurately. During the facility walk-through assessment, the vendor’s energy assessor will look for additional potential savings through improvements in operational procedures and controls</p> <p>Customer Communications – the vendor believes that energy efficiency programs provide utilities with an opportunity to provide customers with value-added services resulting in high customer satisfaction ratings. The vendor places a high priority on responsiveness to customer concerns and questions, providing creative solutions to reduce energy bills, and offering clear communications about program offerings..</p>

Program Name	School Direct Install
	<p>Quality Management Process – The client will receive a comprehensive approach to quality management. The process takes a holistic and preventive approach to set clear performance standards upfront, monitor them to proactively identify opportunities for improvement, and affect improvement on an ongoing basis.</p> <p>Data Management and Reporting – The data collection, data management, and reporting platform the vendor will use for ComEd’s School Direct Install Program is a Microsoft Dynamics platform we customized for energy efficiency program data management and measures tracking.</p>
Target Market	<p>This program is designed for all private educational facilities with demand less than 100 kW. All targeted customers taking delivery service from ComEd are eligible for the program regardless of their choice of supplier.</p>
Marketing Strategy	<p>The vendor will target private educational facilities in the ComEd service territory. The vendor will compile target customer lists through a variety of means, including:</p> <ul style="list-style-type: none"> Customer lists available from ComEd Discussions with utility key account managers (as appropriate) Publicly available databases of educational facilities <p>The outbound communications will target key decision makers, including school principals, district administrators, business managers and facility managers.</p> <p>MESSAGING:</p> <p>Schools are looking for proof statements that their investment in time and resources will deliver tangible results. The marketing messages will highlight the following:</p> <ul style="list-style-type: none"> Schools are under constant pressure to reduce operating costs and energy efficiency projects can help them achieve this goal Energy-saving technologies are available at no cost to schools in the ComEd service territory Installation of energy-saving improvements can lead to significant cost savings and improved learning environments for students <p>CUSTOMER RECRUITMENT:</p> <p>The vendor’s marketing and outreach teams will employ tactics that have proven to be successful on school DI programs across the U.S.</p> <p>Direct Marketing – the vendor will use direct mail, email blasts and outbound calling campaigns to drive awareness and generate leads for the school DI program.</p>

Program Name	School Direct Install																																							
	<p>Marketing Collateral – the vendor will develop program applications, fact sheets, case studies and presentation materials for use by The vendor staff and installation crews.</p> <p>Educational Materials –We will develop classroom educational materials for participating schools that include information on how teachers can incorporate energy efficiency education into their curriculum.</p> <p>Web – We will develop a program website to provide schools direct access to program information, education materials and an online signup form.</p> <p>Events – We will promote the program at select events where key decision makers are likely to attend, such as the Illinois Association of School Boards and the Illinois Association of School Administrators.</p> <p>The vendor will also work with other Smart Ideas implementers to promote the program during events.</p>																																							
Eligible Measures	Eligible measures will include LEDs, LED exit signs, vending machines, occupancy sensors, thermostats, smart strips, aerators, economizer tune-ups, and operational savings.																																							
Program Targets	<p>Participation Levels</p> <table border="1" data-bbox="415 1045 1382 1178"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total Customers</td> <td>390</td> <td>300</td> <td>300</td> <td>990</td> </tr> </tbody> </table> <p>Annual Savings Targets</p> <table border="1" data-bbox="415 1304 1382 1640"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Gross MWh</td> <td>3,830</td> <td>2,913</td> <td>2,913</td> <td>9,656</td> </tr> <tr> <td>Net MWh</td> <td>3,639</td> <td>2,767</td> <td>2,767</td> <td>9,173</td> </tr> <tr> <td>Gross MW</td> <td>1.43</td> <td>1.10</td> <td>1.10</td> <td>3.63</td> </tr> <tr> <td>Net MW</td> <td>1.36</td> <td>1.04</td> <td>1.04</td> <td>3.45</td> </tr> </tbody> </table>						PY10	PY11	PY12	Total	Total Customers	390	300	300	990		PY10	PY11	PY12	Total	Gross MWh	3,830	2,913	2,913	9,656	Net MWh	3,639	2,767	2,767	9,173	Gross MW	1.43	1.10	1.10	3.63	Net MW	1.36	1.04	1.04	3.45
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Program Name

School Direct Install

Program Budget

Administration	\$0	\$0	\$0	\$0
Implementation	\$471,976	\$474,695	\$479,015	\$1,425,685
Incentives	\$747,206	\$573,598	\$573,598	\$1,894,402
Marketing and Other	\$79,457	\$68,605	\$69,876	\$217,937
Total	\$1,298,639	\$1,116,897	\$1,122,488	\$3,538,024

Cost-Effectiveness Results

	Test Results
TRC	2.08
UCT	2.07
CCE	\$0.049

Program Name	Assisted Living/Senior Housing
Program Description	The vendor will provide a full-service energy efficiency program focused on identifying and implementing electric measures that are proven to reduce whole facility usage, with a focus on peak load reductions in senior housing and assisted living facilities.
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	<p>The vendor’s analysts will conduct comprehensive building energy assessments and inform building owners/management of potential electric efficiency opportunities that can benefit from ComEd incentives. The vendor will work with building owners and asset managers to collect contractor bids, assemble financing and incentive packages for energy retrofits, and complete the work with necessary QA/QC inspections.</p> <p>The vendor will develop and implement a project management plan that is specific to this program and includes the aforementioned activities. Elevate Energy has a robust Project Management and Quality Management framework which includes processes, tools, and training to ensure project deliverables are thoroughly planned, executed, and vetted. Documentation and management of buildings is maintained in the Salesforce CRM system. The plan will ensure the delivery of project goals within the approved project parameters.</p>
Target Market	This program is designed to target assisted living facilities and senior housing with a peak demand of 100 kW or below.
Marketing Strategy	<p>The vendor’s team has a three-pronged marketing strategy for reducing energy use in senior and assisted living housing: leverage existing building owner relationships, conduct direct outreach to new owners, and engage partners who will refer owner contacts to the vendor.</p> <p>Existing building owners: the vendor has touched roughly 5 percent of the assisted living market in Illinois through our multifamily buildings program. We will tap these existing relationships as a first step in identifying prospective eligible buildings.</p> <p>Conduct direct outreach to new owners: the vendor will conduct targeted outreach in the form of phone calls and emails to owners with ideal assisted living and/or senior buildings, with whom Elevate does not already have an existing relationship.</p> <p>Engaging partners: The vendor’s team will conduct outreach through strategic partners that are conduits of information for owners and managers of assisted living and senior properties. We will identify new partners that reach our identified target market, work with them to identify the most logical customer touch points, and develop communications to reach customers.</p>

Program Name	Assisted Living/Senior Housing																																																																				
Eligible Measures	The eligible measures for this program include HVAC drives and controls, HVAC systems, occupancy controls, refrigeration and vending machine controls, LED interior/exterior lighting, HPT8 lighting and ceiling/attic insulation.																																																																				
Program Targets	<p>Participation Levels</p> <table border="1"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total Measures</td> <td>2,306</td> <td>2,306</td> <td>2,306</td> <td>6,918</td> </tr> </tbody> </table> <p>Annual Savings Targets</p> <table border="1"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Gross MWh</td> <td>1,143</td> <td>1,143</td> <td>1,143</td> <td>3,427</td> </tr> <tr> <td>Net MWh</td> <td>1,086</td> <td>1,086</td> <td>1,086</td> <td>3,257</td> </tr> <tr> <td>Gross MW</td> <td>0.16</td> <td>0.16</td> <td>0.16</td> <td>0.48</td> </tr> <tr> <td>Net MW</td> <td>0.15</td> <td>0.15</td> <td>0.15</td> <td>0.46</td> </tr> </tbody> </table> <p>Program Budget</p> <table border="1"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Administration</td> <td>\$0</td> <td>\$0</td> <td>\$0</td> <td>\$0</td> </tr> <tr> <td>Implementation</td> <td>\$290,690</td> <td>\$290,690</td> <td>\$290,690</td> <td>\$872,070</td> </tr> <tr> <td>Incentives</td> <td>\$219,535</td> <td>\$219,535</td> <td>\$219,535</td> <td>\$658,605</td> </tr> <tr> <td>Marketing and Other</td> <td>\$62,262</td> <td>\$62,262</td> <td>\$62,262</td> <td>\$186,787</td> </tr> <tr> <td>Total</td> <td>\$572,487</td> <td>\$572,487</td> <td>\$572,487</td> <td>\$1,717,462</td> </tr> </tbody> </table>					PY10	PY11	PY12	Total	Total Measures	2,306	2,306	2,306	6,918		PY10	PY11	PY12	Total	Gross MWh	1,143	1,143	1,143	3,427	Net MWh	1,086	1,086	1,086	3,257	Gross MW	0.16	0.16	0.16	0.48	Net MW	0.15	0.15	0.15	0.46		PY10	PY11	PY12	Total	Administration	\$0	\$0	\$0	\$0	Implementation	\$290,690	\$290,690	\$290,690	\$872,070	Incentives	\$219,535	\$219,535	\$219,535	\$658,605	Marketing and Other	\$62,262	\$62,262	\$62,262	\$186,787	Total	\$572,487	\$572,487	\$572,487	\$1,717,462
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Program Name

Assisted Living/Senior Housing

Cost-Effectiveness Results

	Test Results
TRC	0.80
UCT	1.04
CCE	\$0.067

Program Name	Park District Lighting Retrofits
Program Description	<p>There are more than 230 park districts with more than 700 facilities in ComEd territory. Park districts fall under public sector uses served by the Illinois Department of Commerce energy efficiency programs. While there is currently a public sector aggregation program that targets public facilities in general, there is no program specifically targeting park districts. Our research suggests this is an underserved market with deep electric savings potential. Our team proposes an expanded efficiency program for lighting retrofits at park district facilities in ComEd territory, “Park District Lighting Retrofits.”</p> <p>This full-service energy efficiency program will help park district managers make energy-saving improvements that dramatically reduce energy use. Our team will work directly with municipal staff and leadership and through industry organizations to identify facilities with highest energy use intensity, conduct a lighting analysis, prioritize cost-effective retrofits, access financial incentives, and ensure construction quality control. We understand the decision-making processes of local government agencies, and our dedicated team of experts will work with them at every step to achieve deep savings results.</p>
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	<p>The Metropolitan Mayors Caucus (The Caucus) website will host program information, guidelines and a link to an online application form, which will be hosted and managed by the vendor. The vendor will coordinate the specific components of the website with ComEd. General maintenance will be performed to keep content and the online enrollment form up-to-date. The enrollment information will seamlessly flow into Elevate’s Customer Relationship Management (CRM) database, Salesforce. The vendor will review applications and verify eligibility per program guidelines. Elevate Energy uses the Salesforce CRM platform to track customer interactions. Customer information, including communication history, project details, proposals, and savings estimates are stored and easily retrieved in Salesforce. The vendor will coordinate with the Caucus to keep track of its interactions with stakeholders and potential applicants. Once an application is accepted, park district facilities will be scheduled for lighting assessments utilizing existing scheduling procedures within 10 business days, calendars permitting. The vendor will coordinate this first phase of program service delivery with its subcontractor. Both the vendor and its sub will perform lighting assessments to identify energy-saving opportunities. The team has an existing pool of trade allies who are qualified to install the measures, and this pool may be expanded as needed.</p>
Target Market	The program will focus on working with the park district facilities with a peak demand of 100 kW or below.

Program Name	Park District Lighting Retrofits																																						
Marketing Strategy	<p>Led by The Caucus, the team will tailor our targeted marketing strategy to identify priority areas for outreach to park district facilities. Marketing materials will be developed to outline and communicate the opportunity to potential applicants. The Caucus will utilize its existing communication channels to promote the program to its members, including municipalities, Councils of Government, and other associations, government agencies, and professional groups. The Caucus will leverage its relationship with the two park district associations in Illinois—the Illinois Association of Park Districts (IAPD) and the Illinois Park and Recreation Association (IPRA)— to promote the program and facilitate customer recruitment. Once possible applicants are identified, the technical team will be engaged and the projects will turn over to the assessment phase.</p>																																						
Eligible Measures	<p>We propose to engage local park districts in the implementation of lighting retrofits focusing on LED technologies, both indoor and outdoor. The program will also include targeted high efficiency lighting retrofits for these type of facilities, including conversion of T12 to high performance T8, reduced wattage T8, LED troffers, as well as de-lamping, bi-level controlled fixtures, LED exit signs and outdoor LED lighting.</p>																																						
Program Targets	<p>Participation Levels</p> <table border="1" data-bbox="415 953 1386 1125"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total Park Districts</td> <td>10</td> <td>25</td> <td>40</td> <td>75</td> </tr> </tbody> </table> <p>Annual Savings Targets</p> <table border="1" data-bbox="415 1251 1386 1587"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Gross MWh</td> <td>375</td> <td>909</td> <td>1,412</td> <td>2,696</td> </tr> <tr> <td>Net MWh</td> <td>344</td> <td>837</td> <td>1,305</td> <td>2,485</td> </tr> <tr> <td>Gross MW</td> <td>0.03</td> <td>0.07</td> <td>0.11</td> <td>0.21</td> </tr> <tr> <td>Net MW</td> <td>0.02</td> <td>0.06</td> <td>0.09</td> <td>0.17</td> </tr> </tbody> </table>					PY10	PY11	PY12	Total	Total Park Districts	10	25	40	75		PY10	PY11	PY12	Total	Gross MWh	375	909	1,412	2,696	Net MWh	344	837	1,305	2,485	Gross MW	0.03	0.07	0.11	0.21	Net MW	0.02	0.06	0.09	0.17
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Program Name

Park District Lighting Retrofits

Program Budget

Administration	\$0	\$0	\$0	\$0
Implementation	\$152,520	\$223,400	\$284,600	\$660,520
Incentives	\$87,800	\$213,575	\$333,200	\$634,575
Marketing and Other	\$44,662	\$46,807	\$47,540	\$139,009
Total	\$284,982	\$483,782	\$665,340	\$1,434,104

Cost-Effectiveness Results

	Test Results
TRC	0.69
UCT	0.79
CCE	\$0.065

Program Name	Agricultural Energy Efficiency
Program Description	The vendor is pleased to provide a proposal for an Agricultural Energy Efficiency Program to ComEd (CoAg) with the goal of achieving energy savings from ComEd small commercial farm customers, with an initial focus on dairy, swine, equine and poultry production farms. The approach is designed to achieve energy efficiency within the hard to reach small commercial farm customers.
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	The CoAg Program will begin with the proactive customer engagement of agricultural producers in ComEd's service territory. With the initial engagement, agricultural Energy Advisors will identify the individual customer needs and energy consumption history to determine whether the best service can be provided by technical support on a specific energy consuming system, or through the creation of a comprehensive agricultural energy management plan that meets the American Society of Agricultural and Biological Engineers (ASABE) S612 audit standards. The energy management plan will review all energy consuming functions at the farm and determine the optimal improvements to reduce energy consumption. The decision to complete an agriculture energy management plan is primarily dependent on whether the individual farm is willing to pay for the detailed technical report to utilize to apply for federal funding through the National Resources Conservation Services (NRCS) Environmental Quality Incentive Program (EQIP) for support of the energy management plan and installation of the energy efficiency improvements.
Target Market	The CoAg Program will initially focus on working with the dairy, poultry, equine, and swine with a peak demand of 100 kW or below. Other agricultural market segments include grain, greenhouse and aquaculture.
Marketing Strategy	<p>The geographic scope of the marketing and outreach effort will ensure that the targeted segments of the agricultural market throughout ComEd's service territory are made aware of the program and how to access more information or participate. Effective marketing will occur through segmentation of the market into key groups, and tailoring messages to meet the needs and priorities of the different agricultural audiences.</p> <p>The marketing effort will position CoAg as a partner in helping Illinois' agricultural community operate more profitably by making the installation of cost-effective energy efficiency upgrades affordable. The messaging developed by the vendor will address the primary benefits of energy efficiency relevant to this market – lowering operating costs – and emphasize how the program will help agricultural customers overcome the biggest barrier to energy efficiency action, which is often the cost of the project. Messages will highlight topics of importance to producers, particularly how energy efficiency can improve production and increase revenues while saving money.</p>

Program Name	Agricultural Energy Efficiency																																																															
Eligible Measures	The eligible measures for this program include standard measures currently offered through the ComEd Standard Program and CoAg measures including but not limited to: Energy free livestock water and geotube, lighting, ventilation, plate coolers, HE water heaters, glazing materials and high pressure fogging or misting.																																																															
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Program Name

Agricultural Energy Efficiency

Cost-Effectiveness Results

	Test Results
TRC	1.39
UCT	1.68
CCE	\$0.036

Program Name	Small Commercial Lit Signage
Program Description	The vendor is pleased to provide this proposal for a Small Commercial Lit Signage Direct Install Program (“Lit Signage Program”) with the goal of achieving energy savings from small commercial customers, focusing on lit signage, billboards, drive thru menu boards, wayfinding and architectural lighting. The Lit Signage Program will reach eligible small commercial customers directly to provide an easy, cost effective method to upgrade existing signage and billboard lighting to more energy efficient options, saving businesses time and money, while generating savings.
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	Eligible customers will receive a low-cost lighting assessment from an approved Small Business Energy Advisor (SBEA) or local Small Business Trade Ally (SBTA). Using the internet and iPad-based Energy SnapShot tool, which has been used for other successful small business programs – and will be used in the PY9 ComEd Small Commercial Lit Signage Program – the assessor will identify eligible lighting opportunities and highlight potential energy savings. Customers will be provided a report outlining the recommended measures, project cost, and savings in both kWh and monthly energy costs. Customers will be able to choose the measures to install, and have the work done by an approved local contractor (SBTA) at a reduced cost. The program will pay the incentive directly to the SBTA and customers will be invoiced the difference by the SBTA.
Target Market	This program is designed to focus on lit signage and billboards for small commercial customers (100 kW or less peak electric load).
Marketing Strategy	<p>The primary goals of the marketing strategy are to encourage small commercial customers to engage in energy efficiency. The geographic scope of the marketing and outreach effort will help ensure the targeted segments of the market are made aware of the program and how to access more information or participate.</p> <p>The marketing effort will highlight how Illinois’ small commercial customers can operate more profitably through the installation of affordable energy efficient signage lighting. Marketing efforts will be targeted specifically to appropriate market segments, including: chain restaurants, particularly fast food locations with drive thru menu boards; banks; small retail and services; offices; gas stations and convenience stores; hotels/motels; and churches, among others. In addition, marketing will be directed to advertising associations such as: Outdoor Advertising Association of Illinois; Advertising Association Federation; and the Chicago Advertising Federation.</p>
Eligible	The Lit Signage Program will target small facilities with signage lighting, as well as billboards. Based on market research, the program expects to replace or retrofit

Program Name	Small Commercial Lit Signage			
Measures	predominantly HID fixtures, including metal halide and high pressure sodium, halogen spotlights, and fluorescent fixtures			
Program Targets	Participation Levels			
	PY10	PY11	PY12	Total
Total Customers	3,450	4,300	4,830	12,580
	Annual Savings Targets			
	PY10	PY11	PY12	Total
Gross MWh	20,005	24,450	27,774	72,230
Net MWh	18,005	22,005	24,997	65,007
Gross MW	0	0	0	0
Net MW	0	0	0	0
	Program Budget			
Administration	\$0	\$0	\$0	\$0
Implementation	\$1,570,369	\$1,919,304	\$2,180,235	\$5,669,908
Incentives	\$2,928,350	\$3,580,275	\$4,069,550	\$10,578,175
Marketing and Other	\$32,048	\$39,169	\$44,495	\$115,712
Total	\$4,530,767	\$5,538,748	\$6,294,280	\$16,363,795

Program Name

Small Commercial Lit Signage

Cost-Effectiveness Results

	Test Results
TRC	1.36
UCT	1.10
CCE	\$0.030

Program Name	DVC for HVAC and Kitchen
Program Description	This program will deliver energy savings to small restaurants by installing high-end controls such as our in-house developed Demand Based HVAC Ventilation Fan Controls and Demand Based Ventilation Fan Controls for Kitchen Exhaust Fans. The proposed program will be a continuation, as well as an expansion, of the current Demand Based Ventilation Fan Control Program (DBVFC) that the vendor is presently implementing for PY8-9. In contrast to our innovative DBVFC, the Demand Based Ventilation for Kitchen Exhaust Fans (DBV-KE) has been a part of the energy efficiency movement for a long time. However, this measure had not been introduced as a program due to its cost and specialized installation requirements. The recent advances in this technology have made what was once an expensive and complicated measure to install more accessible, economically feasible and applicable to small businesses.
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	<p>In the course of the marketing campaign, the vendor will begin facility audits for the customers that have been screened and identified as qualified and install the no-cost measures, as applicable. The vendor will schedule energy assessments among program participants. The auditors will also go door-to-door and visit small businesses in the vicinity of the scheduled sites and perform audits of those business facilities.</p> <p>The vendor will review the scope of work with the customer based on the energy audit report. We will discuss the facility's current energy use and propose an energy-efficiency installation plan. The vendor will then confer with the customer to select measures preferred by the customer. Once the customer agrees to the scope of work and signs the Customer Agreement, the vendor staff schedule installation time, at a time that is convenient for the customer.</p> <p>The installations will be assigned to the appropriate Trade Ally (installation subcontractor), based on the measure type and proximity to the site. All installation work performed under the program will be in compliance with federal, state, and local codes, and will meet or exceed the quality standards defined by ComEd for similar products and offerings.</p>
Target Market	The proposed program will target restaurants with a monthly demand of 100 kW or less. Typically, these businesses are located in clusters such as strip malls, shopping centers, downtown areas, and commercial districts. Close proximity will minimize marketing and travel costs for the program.
Marketing Strategy	This program is specifically designed for hard-to-reach and underserved small businesses. This market is considered hard-to-reach primarily due to their unresponsiveness towards conventional marketing methods such as advertising and organized events. Small business owners are generally savvy and receptive regarding

Program Name	DVC for HVAC and Kitchen													
	<p>ways to reduce their costs while improving the quality of service they offer their customers. Small businesses can be sold on energy efficiency if they are shown how improving their energy use contributes to improving other facets of their business, such as the comfort of their customers and the productivity of their employees. Until recently energy costs have not been significant enough to be noticed by small business owners. In the present economic climate, energy costs are substantial and need to be reduced. Small customers do have energy-efficiency options, but have not implemented measures to any great extent. There is still a need to work with them to improve energy efficiency.</p> <p>Our program uses a Three-Channel Initial Customer Outreach Process, which is a targeted and direct approach to get the attention of small business owners. During this initial outreach, the program is introduced to the small business operator and an energy audit is scheduled; this leads to the face-to-face meetings with the customers. Once the surveyors are completed the scheduled energy survey, they canvass the neighborhood and market the program door-to-door. Our staff will be fluent in several languages and are well trained in communicating with customers.</p>													
Eligible Measures	<p>The two program measures are briefly described below:</p> <p>Demand Based Ventilation Fan Controls (DBVFC) is our in-house developed measure. The DBVFC saves energy by turning the HVAC fan motor off at the time of low occupancy, thereby reducing the need to heat or cool unnecessary outside air brought into the building, as well as reducing fan use.</p> <p>Demand Based Ventilation for Kitchen Exhaust Fans (DBV-KE) has been a part of the energy efficiency movement for a long time. Kitchen exhaust fans traditionally run at a constant rate, regardless of whether or not cooking activities are taking place. By installing a variable speed drive along with smoke, temperature and steam sensors to detect when the stations are being used, we can automatically adjust the fan speed to respond to the real-time needs of the kitchen staff.</p>													
Program Targets	<p>Participation Levels</p> <table border="1" data-bbox="418 1493 1382 1623"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total Sites</td> <td>362</td> <td>579</td> <td>509</td> <td>1,450</td> </tr> </tbody> </table>					PY10	PY11	PY12	Total	Total Sites	362	579	509	1,450
	PY10	PY11	PY12	Total										
Total Sites	362	579	509	1,450										

Program Name**DVC for HVAC and Kitchen**

Annual Savings Targets

	PY10	PY11	PY12	Total
Gross MWh	4,207	6,731	5,890	16,827
Net MWh	3,786	6,058	5,301	15,145
Gross MW	0.25	0.40	0.35	1.01
Net MW	0.23	0.36	0.32	0.91

Program Budget

Administration	\$0	\$0	\$0	\$0
Implementation	\$99,998	\$159,997	\$139,997	\$399,992
Incentives	\$699,985	\$1,119,977	\$979,980	\$2,799,942
Marketing and Other	\$199,995	\$319,993	\$279,994	\$799,982
Total	\$999,978	\$1,599,967	\$1,399,971	\$3,999,916

Cost-Effectiveness Results

	Test Results
TRC	3.91
UCT	1.98
CCE	\$0.029

Program Name	Gas Station/Convenience Store
Program Description	This program targets gas stations and small convenience stores that are ComEd electric customers. The program consists of a comprehensive portfolio of measures, resulting savings in areas of Lighting, particularly canopy lighting, and Refrigeration. Through this program, the vendor will bring energy efficiency improvements in a turnkey manner to these small customers who most likely would not respond to the standard rebate programs offered by utilities. Thus the proposed program presents no competition to the existing standard rebate program.
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	The vendor will be responsible for all aspects of program implementation, including marketing the program, scheduling and performing energy audits of the facilities, and providing savings reports to the customer. After the customers signs the Customer Participation Agreement, the installation of selected measures will be coordinated. The vendor staff will also perform post-installation inspections at the installed sites, resolve any customer issues, track project data and report to ComEd.
Target Market	This program targets gas stations and small convenience stores that are ComEd electric customers with a monthly demand of 100 kW or less.
Marketing Strategy	<p>This program is specifically designed for hard-to-reach and underserved small businesses. This market is considered hard-to-reach primarily due to their unresponsiveness towards conventional marketing methods such as advertising and organized events. Small business owners are generally savvy and receptive regarding ways to reduce their costs while improving the quality of service they offer their customers. Small businesses can be sold on energy efficiency if they are shown how improving their energy use contributes to improving other facets of their business, such as the comfort of their customers and the productivity of their employees. Until recently energy costs have not been significant enough to be noticed by small business owners. In the present economic climate, energy costs are substantial and need to be reduced. Small customers do have energy-efficiency options, but have not implemented measures to any great extent. There is still a need to work with them to improve energy efficiency.</p> <p>Our program uses a Three-Channel Initial Customer Outreach Process, which is a targeted and direct approach to get the attention of small business owners. During this initial outreach, the program is introduced to the small business operator and an energy audit is scheduled; this leads to the face-to-face meetings with the customers. Once the surveyors are completed the scheduled energy survey, they canvass the neighborhood and market the program door-to-door. Our staff will be fluent in several languages and</p>

Program Name	Gas Station/Convenience Store			
	are well trained in communicating with customers.			
Eligible Measures	The program consists of a comprehensive portfolio of measures, resulting savings in areas of Lighting, particularly canopy lighting, and Refrigeration.			
Program Targets	Participation Levels			
	PY10	PY11	PY12	Total
Total Sites	228	365	323	916
	Annual Savings Targets			
	PY10	PY11	PY12	Total
Gross MWh	5,578	8,926	7,810	22,314
Net MWh	5,021	8,033	7,029	20,082
Gross MW	0.75	1.20	1.05	3.00
Net MW	0.68	1.08	0.94	2.70
	Program Budget			
Administration	\$0	\$0	\$0	\$0
Implementation	\$124,994	\$199,991	\$174,992	\$499,977
Incentives	\$874,959	\$1,399,934	\$1,224,942	\$3,499,835
Marketing and Other	\$249,988	\$399,981	\$349,983	\$999,952
Total	\$1,249,941	\$1,999,906	\$1,749,917	\$4,999,764

Program Name

Gas Station/Convenience Store

Cost-Effectiveness Results

	Test Results
TRC	1.34
UCT	1.92
CCE	\$0.032

Program Name	Private Schools
Program Description	The vendor will provide comprehensive energy efficiency services to private preschools and K-12 schools, private colleges and trade/technical schools market segments. The primary objective of the program is to help these facilities realize both short-term and long-term energy savings in a cost effective manner. The services provided through the program will encompass all aspects of project implementation, starting from strategic planning; identification of potential measures through energy audits; delivery of low-cost/no-cost measures. The program will involve all energy end-uses that can be found in an educational environment, including but not limited to: lighting, HVAC, controls and refrigeration. It is important to note that one of the measures proposed for this program is the HVAC Occupancy Controller.
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	<p>The vendor will employ local energy assessment staff (surveyors) and marketers to perform the audits and market the program door-to-door. The vendor will educate and train the staff to ensure consistent, quality delivery of the services and maintain records of all such education and training. The vendor, with ComEd, will establish minimum qualifications to be met by each energy efficiency surveyor. The vendor will maintain records of surveyor qualifications.</p> <p>The vendor energy auditors will be equipped with portable electronic tablets capable of capturing surveyed customers' signatures. The audit information will be entered into the tablet and transferred to our CTS database.</p> <p>The vendor will review the scope of work with the customer based on the energy audit report. We will discuss the facility's current energy use and propose an energy-efficiency installation plan. The customers will be educated about their energy efficiency opportunities. We will also discuss the projected energy savings based on the building type and region. The vendor will then confer with the customer to select measures preferred by the customer.</p> <p>At this time vendor staff will encourage the customer to proceed with enrollment and receive the energy efficient equipment. In those cases where the customer does not want to proceed with all of the recommended measures, our staff will work with the customer to identify the most effective measures that customer is willing to install. When the customer needs more time to think and make their decision, we will make follow-up calls, send the Customer Agreement, (again, if needed) and enroll them at a later date.</p>
Target Market	The proposed program will private pre-schools, K-12 schools, colleges, vocational and trade schools with a monthly demand of 100 kW or less.

Program Name	Private Schools													
Marketing Strategy	<p>To successfully recruit facility managers and school administrators, a personalized one-to-one marketing approach is necessary. Decision-makers at these facilities usually do not respond well to a mass marketing approach due to their very busy schedule. Our staff, which is comprised of many professionals in the area of program administration, engineering and applied sciences, understands that facility managers are highly technical and knowledgeable individuals in their disciplines. We will use only staff members who have intimate knowledge of educational facilities and experience working with school administrators to communicate with the decision-makers and market the program. We expect to use a combination of telephone calls and in-person meetings as our primary recruitment method. Once we have their attention, we use marketing materials to get our message across.</p> <p>Our program uses a Three-Channel Initial Customer Outreach Process, which is a targeted and direct approach to get the attention of the decision maker at the educational facility. This can be challenging as this role varies from location to location. In some cases it is facilities director, in others the principal, it can even be a parent who is a volunteer.</p> <p>During the initial outreach, the program is introduced to the private schools facilities manager or principal and an energy audit is scheduled; this leads to the face-to-face meetings with the customers. Our staff will be fluent in several languages and are well trained in communicating with customers.</p>													
Eligible Measures	Eligible no-cost/low-cost measures will include Lighting such as linear LEDs, LEDs, occupancy sensors, occupancy thermostats and vending machine occupancy sensors.													
Program Targets	<p>Participation Levels</p> <table border="1" data-bbox="415 1335 1382 1465"> <thead> <tr> <th data-bbox="415 1335 647 1398"></th> <th data-bbox="647 1335 829 1398">PY10</th> <th data-bbox="829 1335 997 1398">PY11</th> <th data-bbox="997 1335 1190 1398">PY12</th> <th data-bbox="1190 1335 1382 1398">Total</th> </tr> </thead> <tbody> <tr> <td data-bbox="415 1398 647 1465">Total Sites</td> <td data-bbox="647 1398 829 1465">154</td> <td data-bbox="829 1398 997 1465">246</td> <td data-bbox="997 1398 1190 1465">215</td> <td data-bbox="1190 1398 1382 1465">615</td> </tr> </tbody> </table>					PY10	PY11	PY12	Total	Total Sites	154	246	215	615
	PY10	PY11	PY12	Total										
Total Sites	154	246	215	615										

Program Name**Private Schools**

Annual Savings Targets

	PY10	PY11	PY12	Total
Gross MWh	2,605	4,169	3,648	10,422
Net MWh	2,371	3,794	3,319	9,484
Gross MW	0.76	1.22	1.07	3.05
Net MW	0.70	1.11	0.97	2.78

Program Budget

Administration	\$0	\$0	\$0	\$0
Implementation	\$62,499	\$99,999	\$87,499	\$249,997
Incentives	\$437,495	\$699,992	\$612,493	\$1,749,980
Marketing and Other	\$124,999	\$199,998	\$174,998	\$499,995
Total	\$624,993	\$999,989	\$874,990	\$2,499,972

Cost-Effectiveness Results

	Test Results
TRC	2.24
UCT	2.85
CCE	\$0.032

Program Name	Savings Through Efficient Products
Program Description	<p>Savings Through Efficient Products (STEP) began as a Department of Commerce & Economic Opportunity (the Department) program in 2012 and, since then, has offered free, cost effective, and easy-to-install energy efficiency measures to qualifying Illinois public facilities. The Department uses STEP to engage hard-to-reach facilities that have not participated in Illinois Energy Now program pipeline, empowering these facilities to take further steps towards efficiency. STEP is also available to public buildings that have participated in Illinois Energy Now as a way to further engage and educate customers.</p> <p>For the first time, in EEPS Electric Program Year 9 (PY9) the vendor has expanded STEP as a stand-alone, pay-for-performance program in ComEd territory through the Illinois Power Agency (IPA). The vendor’s IPA program fits into the energy efficiency program landscape in Illinois by allowing an existing program to serve additional public sector facilities that have a peak a demand of 100 kW or less that may not currently qualify for the Department’s STEP program. The vendor will target such facilities that could not be served by the Department (due to insufficient or unavailable funds to meet customer demand) to realize cost effective energy savings consistent with TRM guidelines and to promote partners’ incentive programs, ensuring increased and persistent savings. Based on the current model, the vendor plans to continue this PY9 expansion of STEP into EEPS Electric Program Year 10-12 (PY10-12).</p>
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	<p>The IPA-funded STEP program will begin with an onsite walkthrough facility needs assessment (“walkthrough”) to identify efficient measure upgrade opportunities. The STEP Walkthrough Engineer meets with a representative of the facility (usually the building’s facility or energy manager) to conduct an initial walkthrough to document the viability of, and need for, STEP measures. Engineers use a standardized STEP Walkthrough Collection Form, administered quickly and conveniently through a tablet-based form to track counts of approved measures. The STEP Walkthrough Collection Form will secure the following data: public facility contact information, facility occupancy data, desired location of measures, location-specific details such as base flow rate or baseline kWh of existing measures, and the number of measures per location. All walkthroughs will be completed by Energy Resources Center (ERC) engineers. The free energy-saving measures, funded by IPA, will then be shipped to the facility for self-installation. The participating facility self-installs all measures, achieving immediate and cost effective energy savings and submits installation verification (used by the vendor to quantify savings via an Illinois TRM-based program savings dashboard).</p>
Target Market	<p>The targeted public facilities would include schools, park and recreation centers, forest preserves, government administration facilities, penitentiaries, juvenile detention centers, fire stations, libraries, city halls and 911 centers with peak load of 100 kW or</p>

Program Name	Savings Through Efficient Products																																						
	less.																																						
Marketing Strategy	<p>The vendor will recruit public sector participants with a peak electricity demand at or below 100 kW via targeted phone, mail and email communications and event-based outreach. The vendor will leverage its strong connections to Illinois public facilities and existing partnerships to reach out to active districts and to recruit other public facilities in their vicinity. Furthermore, the vendor will work to identify geographic clusters of eligible and interested facilities within ComEd’s territory in order to manage costs. These sweeps will allow the vendor to provide education, resources and energy saving measures to hundreds of facilities efficiently. The vendor will again successfully engage its network of statewide public facility partners to drive participation in partner programming. The vendor will submit all marketing materials to ComEd for review before launching the STEP PY10-12 program. It is anticipated the marketing approach and materials will mirror the products approved for PY9, thus enabling a swift and efficient program launch.</p>																																						
Eligible Measures	<p>Measures provided include LED exit signs, vending machine controls, switch-mount occupancy sensors, screw-in PAR38 LED bulbs (primarily for outdoor applications), LED A-lamps, and—for facilities with electric water heating—low-flow faucet aerators, low-flow showerheads, and kitchen pre-rinse green nozzles.</p>																																						
Program Targets	<p>Participation Levels</p> <table border="1" data-bbox="418 1102 1385 1234"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total Customers</td> <td>200</td> <td>200</td> <td>200</td> <td>600</td> </tr> </tbody> </table> <p>Annual Savings Targets</p> <table border="1" data-bbox="418 1360 1385 1696"> <thead> <tr> <th></th> <th>PY10</th> <th>PY11</th> <th>PY12</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Gross MWh</td> <td>2,249</td> <td>2,249</td> <td>2,249</td> <td>6,748</td> </tr> <tr> <td>Net MWh</td> <td>2,159</td> <td>2,159</td> <td>2,159</td> <td>6,478</td> </tr> <tr> <td>Gross MW</td> <td>0.75</td> <td>0.75</td> <td>0.75</td> <td>2.26</td> </tr> <tr> <td>Net MW</td> <td>0.72</td> <td>0.72</td> <td>0.72</td> <td>2.17</td> </tr> </tbody> </table>					PY10	PY11	PY12	Total	Total Customers	200	200	200	600		PY10	PY11	PY12	Total	Gross MWh	2,249	2,249	2,249	6,748	Net MWh	2,159	2,159	2,159	6,478	Gross MW	0.75	0.75	0.75	2.26	Net MW	0.72	0.72	0.72	2.17
	PY10	PY11	PY12	Total																																			
Total Customers	200	200	200	600																																			
	PY10	PY11	PY12	Total																																			
Gross MWh	2,249	2,249	2,249	6,748																																			
Net MWh	2,159	2,159	2,159	6,478																																			
Gross MW	0.75	0.75	0.75	2.26																																			
Net MW	0.72	0.72	0.72	2.17																																			

Program Name**Savings Through Efficient Products**

Program Budget

Administration	\$0	\$0	\$0	\$0
Implementation	\$325,760	\$344,586	\$364,541	\$1,034,886
Incentives	\$396,097	\$407,980	\$420,219	\$1,224,296
Marketing and Other	\$73,524	\$77,226	\$81,147	\$231,897
Total	\$795,381	\$829,791	\$865,907	\$2,491,079

Cost-Effectiveness Results

	Test Results
TRC	2.13
UCT	1.71
CCE	\$0.054

Program Name	DCEO MBCx
Program Description	The vendor MBCx approach follows a five step process to engage participants through a series of energy use analysis reporting, demonstration of energy saving activities, and personalized Energy Advisor assistance. The objectives of the program are to help DCEO facilities better understand their energy usage relative to operations, identify energy saving opportunities, develop an action plan to implement low/no-cost behavioral energy reduction measures, document actions taken by participants to realize opportunities, and provide post-implementation monitoring and verification (M&V) of net energy savings achieved. This process and program is designed to be cyclical in nature with the objective to accomplish at least one full cycle with each participant which includes multiple activities to take advantage of the identified energy saving opportunities.
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	The delivery of this program may include on-site and/or virtual engagement. If the participant elects to receive a free programmable thermostat or adjustments to their existing programmable thermostat then the vendor will perform the work on-site. However, the majority of behavioral program work will be completed virtually. Information gathered from this audit, and any possible on-site visit by the vendor, will be used by the Energy Advisor to gain some context as to any behavioral saving opportunities. Each Energy Advisor will be assigned specific accounts whom they will work with on an ongoing cyclical basis in order to build a relationship with the participant. All communication between the Energy Advisor and facility manager will take place by webinar, phone and email.
Target Market	DCEO eligible facilities whose demand is less than 100 kW is the target market for this program.
Marketing Strategy	Though the vendor have experience working across all types of public institution buildings, our marketing efforts are geared toward libraries, municipal office buildings, law enforcement centers, city halls, recreational centers, and public works buildings. Furthermore, public DCEO buildings are also a great fit for the Behavioral Program because they, 1) have assigned facility managers that are responsible for managing the building cost effectively, 2) have significant non-operating hour periods typically from 7am to 6pm and on weekends, 3) control systems such as programmable thermostats and building automation systems, 4) are very focused on reducing variable costs, and 5) are part of larger organizations which expedites enrollment and market reach at reduced costs.
Eligible	The proposed program delivers three measures: programmable thermostat install,

Program Name	DCEO MBCx			
Measures	programmable thermostat adjustment, and custom activity energy savings.			
Program Targets	Participation Levels			
	PY10	PY11	PY12	Total
Total Customers	907	1,042	1,200	3,149
	Annual Savings Targets			
	PY10	PY11	PY12	Total
Gross MWh	7,526	8,657	9,658	25,841
Net MWh	7,250	8,339	9,322	24,910
Gross MW	0.76	0.87	1.00	2.63
Net MW	0.76	0.87	1.00	2.63
	Program Budget			
Administration	\$0	\$0	\$0	\$0
Implementation	\$1,945,433	\$2,160,548	\$2,389,575	\$6,495,556
Incentives	\$116,250	\$133,800	\$144,200	\$394,250
Marketing and Other	\$617,275	\$592,275	\$592,275	\$1,801,825
Total	\$2,678,958	\$2,886,623	\$3,126,050	\$8,691,631

Program Name

DCEO MBCx

Cost-Effectiveness Results

	Test Results
TRC	0.55
UCT	0.69
CCE	\$0.081

Program Name	Small Biz MBCx
Program Description	The vendor’s MBCx approach follows a five step process to engage participants through a series of energy use analysis reporting, demonstration of energy saving activities, and personalized Energy Advisor assistance. The objectives of the program are to help businesses better understand their energy usage relative to operations, identify energy saving opportunities, develop an action plan to implement low/no-cost behavioral energy reduction measures, document actions taken by participants to realize opportunities, and provide post-implementation monitoring and verification (M&V) of net energy savings achieved. This process and program is designed to be cyclical in nature with the objective to accomplish at least one full cycle with each participant which includes multiple activities to take advantage of the identified energy saving opportunities.
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	The delivery of this program may include on-site and/or virtual customer engagement. If the participant elects to receive a programmable thermostat or adjustments to their existing programmable thermostat then the vendor will perform the work on-site. However, the majority of MBCx behavioral program work will be completed virtually. Information gathered from this audit, and any possible on-site visit by the vendor, will be used by the Energy Advisor to gain some context as to any behavioral saving opportunities. Each Energy Advisor will be assigned specific accounts whom they will work with on an ongoing cyclical basis in order to build a relationship with the participant. All communication between the Energy Advisor and business participant will take place by webinar, phone and email.
Target Market	ComEd’s small business commercial customers whose demand is less than 100 kW is the target market for this program. This program proposal does not include Department of Commerce customer segments which will be addressed in a separate proposal.
Marketing Strategy	Though the vendor has experience working across all verticals of the commercial market, our marketing efforts are geared toward commercial real-estate (i.e. general office space), medical offices, banks, churches, and hotels. These commercial industry verticals are targeted because they typically have a combination of several operating and building characteristics the vendor has found beneficial to program success. These include 1) significant non-operating hour periods from 6pm to 6am or on weekends, 2) control systems such as programmable thermostats and building automation systems, 3) are focused on variable costs, and 4) are part of larger organizations which expedite enrollment and market reach at reduced marketing costs. Among these market sectors, healthcare facilities may represent the strongest target for enrollment.
Eligible	The proposed program delivers three measures: programmable thermostat install,

Program Name	Small Biz MBCx				
Measures	programmable thermostat adjustment, and custom activity energy savings.				
Program Targets	Participation Levels				
		PY10	PY11	PY12	Total
	Total Customers	1,428	1,640	1,890	4,958
	Annual Savings Targets				
		PY10	PY11	PY12	Total
	Gross MWh	9,854	11,338	12,786	33,978
	Net MWh	9,518	10,951	12,366	32,834
	Gross MW	1.03	1.19	1.36	3.58
	Net MW	1.03	1.19	1.36	3.58
	Program Budget				
Administration	\$0	\$0	\$0	\$0	
Implementation	\$2,639,107	\$2,943,411	\$3,271,864	\$8,854,382	
Incentives	\$177,500	\$204,450	\$223,450	\$605,400	
Marketing and Other	\$701,384	\$676,384	\$676,384	\$2,054,152	
Total	\$3,517,991	\$3,824,245	\$4,171,698	\$11,513,934	

Program Name

Small Biz MBCx

Cost-Effectiveness Results

	Test Results
TRC	0.71
UCT	0.69
CCE	\$0.083

Program Name	Rural Kits
Program Description	The vendor offers an innovative program designed to serve some of the hardest to reach customers in ComEd territory: rural small business customers. The vendor proposes to specifically target small businesses in rural counties within the ComEd service territory. This solution provides a streamlined approach, making it easy for customers to begin enjoying the benefits of energy efficiency measures. The Rural Small Business Energy Efficiency Kits Program will offer customers the opportunity to order kits of energy efficiency measures.
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	<p>The Rural Small Business Energy Efficiency Kits Program will offer customers the opportunity to order kits of energy efficiency measures as easily as they order other supplies for their businesses. The kits will be delivered directly to their facilities and contain measures most useful to their types of business.</p> <p>The program will make it easy for customers to order kits through convenient and familiar options:</p> <p>Pre-printed, postage-paid Business Reply Mail postcards</p> <p>Program-specific toll-free telephone line, answered in Franklin Energy’s existing Chicago office. Calls will be answered by highly qualified customer service personnel trained to handle kit ordering procedures, as well as general inquiries related to the program, kit products and their installation.</p> <p>Program specific website, developed and maintained by the vendor, which will promote the program and provide guidance to customers who want to order energy kits for their business.</p>
Target Market	This program is designed to target rural businesses with a peak demand of 100 kW or below. The program will target the types of small business with the greatest potential to save energy with the self-install measures: restaurants, other retail facilities, and offices with electric hot water and building heating.
Marketing Strategy	The vendor will deliver the Rural Small Business Energy Efficiency Kits Program to market through a strong direct marketing strategy with key emphasis on niche target markets of customers within ComEd’s rural service territory. This approach presents the opportunity to offer greater customer value through a more customized and personalized approach for product and service offerings and distribution processes tailored to meet the needs of ComEd’s customers. It also provides the program with an opportunity to increase customer engagement and loyalty.

Program Name	Rural Kits			
Eligible Measures	These kits will contain products particularly selected for specific business types, including restaurants, other retail, and offices. For example, a restaurant kit will contain sink aerators, a pre-rinse spray valve, and LED bulbs, while an office kit will include an Advanced Power Strip, bathroom and kitchen aerators, and LED bulbs.			
Program Targets	Participation Levels			
	PY10	PY11	PY12	Total
Total Kits	3,750	3,750	3,750	11,250
	Annual Savings Targets			
	PY10	PY11	PY12	Total
Gross MWh	1,242	1,242	1,242	3,727
Net MWh	1,118	1,118	1,118	3,354
Gross MW	0.23	0.23	0.23	0.69
Net MW	0.21	0.21	0.21	0.63
	Program Budget			
Administration	\$0	\$0	\$0	\$0
Implementation	\$224,360	\$224,360	\$224,360	\$673,080
Incentives	\$215,179	\$215,179	\$215,179	\$645,537
Marketing and Other	\$152,151	\$152,151	\$152,151	\$456,453
Total	\$591,690	\$591,690	\$591,690	\$1,775,070

Program Name

Rural Kits

Cost-Effectiveness Results

	Test Results
TRC	2.97
UCT	1.23
CCE	\$0.048

Program Name	Enhanced Building Optimization
Program Description	The Public Sector Enhanced Building Optimization Program will focus on facilities that have under-maintained RTUs/split systems and have not taken part in the SEDAC mini retro-commissioning program so that an aggressive use of tune-ups and optimization measures will cost-effectively maximize kWh saved. The Program will provide a free comprehensive tune-up including adding a cogged v-belt for all RTUs/split systems larger than 5 tons that meet the under-maintained requirements. Beyond the tune-up, the Approved Trade Ally/SEDAC will perform a free optimization investigation to quickly identify and when available given the cost, implement direct install optimization opportunities.
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	<p>ComEd customer participants will go through the following program operational process:</p> <p>Program Process for Participating Facilities</p> <p>Discuss Enhanced Building Optimization Program with SEDAC staff or one of our pre-approved HVAC contractors.</p> <p>Fill out our Application with assistance from vendor staff or a pre-approved HVAC contractor including the ComEd Account Number. (Applications are accepted on a rolling basis)</p> <p>Pre-Screening call with vendor Staff.</p> <p>Once the Application has been approved by SEDAC staff as eligible, the pre-approved HVAC contractor and the vendor will contact the facility to schedule a time for the site visit.</p> <p>Client must allow the vendor staff and pre-approved HVAC contractor to have reasonable access to the building for walkthroughs.</p> <p>HVAC contractor will perform tune-ups and implement approved direct-install optimization measures for the customer. For those measures not eligible for direct install, the HVAC Contractor will collect the required information for SEDAC.</p> <p>If required, vendor staff put together a Customer Selection Form (CSF) listing the measures identified, energy savings, incentives and paybacks for quick submittal to client.</p> <p>Customer may implement additional optimization measures either in-house, through the HVAC contractor or with an additional contractor.</p>

Program Name	Enhanced Building Optimization
	<p>Customer/HVAC contractor will submit Verification Form and additional documentation to the vendor for all projects.</p> <p>The vendor will review documentation and reimburse customer/HVAC contractor upon release of funds by ComEd</p> <p>The Vendor may issue a follow-up survey to all program clients to gauge satisfaction with services and program process.</p>
Target Market	<p>The proposed Public Sector Enhanced Building Optimization Program will serve public sector (peak demand < 100 kW) buildings in the ComEd utility territory. The targeted public entities will focus on but are not limited to:</p> <ul style="list-style-type: none"> Municipality Buildings K-12 School Park Districts Government Libraries Community Colleges Universities Counties Townships
Marketing Strategy	<p>The vendor will market and deliver the Public Sector Enhanced Building Optimization Program both by utilizing a pool of pre-approved HVAC contractors as well as email and telephone marketing by SEDAC staff. The Program will rely on these HVAC contractors to identify quality leads from their existing client base and relationships as well as SEDAC staff to tap into their large public sector network. For clients that come in from Program Staff outreach, SEDAC will provide an approved HVAC contractor trade allies list from which they can choose from. SEDAC enjoys great relationships with a wide-range of public sector organizations thanks to our previous work and has been heavily involved in state-wide organizations like the Illinois Parks and Recreation Association (IPRA) and Illinois Association of School Board Officials (IASBO) which will facilitate easy outreach and connections about the program.</p> <p>SEDAC will put together targeted marketing materials that can be used by approved trade allies in their outreach. All materials will be approved by ComEd prior to distribution. SEDAC may also hold workshops and use other outreach tools such as e-blasts and social media messaging that have been so effective to reach public sector</p>

Program Name	Enhanced Building Optimization			
	clients in the past.			
Eligible Measures	The eligible measures for this program will include those that are required for tuning up pre-approved RTUs/Split systems such as: cleaning of evaporator coils, brush and/or blow out condenser coils, clean economizer screens, install filters, etc.			
Program Targets	Participation Levels			
	PY10	PY11	PY12	Total
Total Sites	200	200	200	600
	Annual Savings Targets			
	PY10	PY11	PY12	Total
Gross MWh	12,422	12,422	12,422	37,267
Net MWh	11,801	11,801	11,801	35,403
Gross MW	3.73	3.73	3.73	11.19
Net MW	3.54	3.54	3.54	10.63
	Program Budget			
Administration	\$0	\$0	\$0	\$0
Implementation	\$1,468,276	\$1,468,276	\$1,468,276	\$4,404,828
Incentives	\$1,011,724	\$1,011,724	\$1,011,724	\$3,035,172
Marketing and Other	\$20,000	\$20,000	\$20,000	\$60,000
Total	\$2,500,000	\$2,500,000	\$2,500,000	\$7,500,000

Program Name

Enhanced Building Optimization

Cost-Effectiveness Results

	Test Results
TRC	2.10
UCT	2.12
CCE	\$0.032

Program Name	Senior/Assisted Living
Program Description	The Senior and Assisted Living (SAL) program is intended to offer an energy efficiency approach that not only provides energy savings but better safety and security through interior and exterior lighting upgrades. The program also offers HVAC, refrigeration and control upgrades in occupant rooms and common areas to provide deeper energy savings. The marketing approach would focus on the safety and quality of life benefits of upgrading to LED technology.
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	<p>The proposed program will target eligible senior, independent living, nursing homes and assisted living facilities throughout the ComEd service territory. Our approach is based on product, installation and Trade Ally business knowledge which leads to greater acceptance from Trade Allies and greater program engagement.</p> <p>The program will use the Energy SnapShot assessment tool to gather customer information including hours of operation, utility rate, presence and age of refrigeration, and HVAC equipment. The resulting Energy SnapShot assessment report will provide the customer with options related to energy efficiency upgrades. The customer will make their decision based on payback, savings and need.</p> <p>Once a customer decides to move forward with a project, the program generates a work order for the Trade Ally. The work order shows all measure details including total program incentives, total customer costs including copays and any equipment or material costs. This is another opportunity for the customer to further understand the program specifics. Once work is completed, the work order is sent back to the program via email or fax with customer and trade ally signature. It is then processed for payment by the program.</p>
Target Market	The target market for the SAL program is all Senior Living, Assisted Living, Nursing Homes and Memory Care facilities throughout the entire ComEd service territory. There may be state-owned facilities that will also be targeted if allowed. Marketing efforts will also be conducted through groups like Argentium (formerly The Assisted Living Federation of America).
Marketing Strategy	<p>This program will be marketed through program energy advisors and Trade Allies supported by targeted marketing efforts. With a very targeted set of customers like we are pursuing the most effective way to reach them will be through in-person visits.</p> <p>Part of the Trade Ally incentive payment works as a marketing tool. The goal of the program is to achieve energy savings with a high level of customer satisfaction. By incentivizing the Trade Allies at a slightly higher level per measure installed we can encourage them to market the program directly to their existing and prospective customers. In our experience we have found that this sales/marketing approach</p>

Program Name	Senior/Assisted Living																																																																				
	<p>achieves great results.</p> <p>Program Energy Advisors will visit targeted senior living centers, retirement communities, etc. to inform them about the program and how their facility can benefit from participation. These leads will then be handed to Trade Allies to complete the assessments and installation. Due to the fact that the program is very targeted to a specific customer type, broad marketing is not needed. The pinpoint, targeted marketing we are using will lead to greater participation.</p>																																																																				
Eligible Measures	The program will offer incentives for Trade Ally installation of the following types of measures in the HVAC, plug load, lighting and refrigeration																																																																				
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Program Name

Senior/Assisted Living

Cost-Effectiveness Results

	Test Results
TRC	1.30
UCT	1.31
CCE	\$0.035

Program Name	Faith-Based Organizations				
Program Description	The proposed program targets faith-based organizations as key agents of change and empowerment in the communities in which they serve. Importantly, increasing numbers of faith-based organizations recognize the potential of energy efficiency programs to lower operating costs and, in turn, release financial resources for its core mission of serving the spiritual, social, and economic needs of individuals, families, and community.				
Program Duration	June 1, 2017 - May 31, 2020				
Collaboration	None				
Delivery Strategy	The vendor, using its Whole-Enterprise Approach to sustainable energy management, will work with participants to implement a targeted mix of O&M, no-cost/low-cost/high impact energy reduction measures, and capital projects.				
Target Market	The Program will focus on working with the faith base organization with a peak demand of 100 kW or below.				
Marketing Strategy	The vendor has already worked with over fifty (50), large faith-based organizations. The organizations were identified using the vendor’s extensive marketing database and personal network of faith-based organizations. Further, “delighted” faith-based customers have been a ready resource for customer referrals. The vendor will augment its customer database with customer data information provided by ComEd.				
Eligible Measures	The eligible measures for this program include: Economizer Repair and Optimization, Vending Machine Occupancy Sensors, Retrofit/Replace/Relamp Halogen/T12/T8 Lighting, Retrofit Exit Signs, and Operational Improvements.				
Program Targets	Participation Levels				
		PY10	PY11	PY12	Total
	Total Facilities	27	27	27	81

Program Name

Faith-Based Organizations

Annual Savings Targets

	PY10	PY11	PY12	Total
Gross MWh	1,522	1,522	1,522	4,566
Net MWh	1,035	1,035	1,035	3,105
Gross MW	0.39	0.39	0.39	1.16
Net MW	0.26	0.26	0.26	0.79

Program Budget

Administration	\$0	\$0	\$0	\$0
Implementation	\$91,541	\$91,541	\$91,541	\$274,623
Incentives	\$277,490	\$277,490	\$266,461	\$821,441
Marketing and Other	\$20,650	\$20,650	\$20,650	\$61,950
Total	\$389,681	\$389,681	\$378,652	\$1,158,014

Cost-Effectiveness Results

	Test Results
TRC	2.82
UCT	2.19
CCE	\$0.040

Program Name	New Construction
Program Description	<p>The vendor’s consulting utilizes the Net Energy Optimizer (NEO), which is a web-based comparative energy modeling tool. NEO provides energy savings calculations, including the integrated effect of multiple measures for buildings. Monetary incentives are available to owners and design teams to encourage program participation, create efficiency measures, and promote the implementation of measures that exceed current energy standards. Through direct outreach, customers will be educated on the program, incentive levels, and potential efficiency options relative to their building designs. During participation, customers will increase their knowledge of the program and its benefits while also learning how to make more informed energy efficiency decisions. Through verification, customers will realize energy and cost savings as forecasted from the technical analysis.</p>
Program Duration	June 1, 2017 - May 31, 2020
Collaboration	None
Delivery Strategy	<p>The program delivery approach will provide a collaborative approach to facilitate an interactive program process for the design team and customer, beginning early in design, to facilitate active participation with their energy modeling options. The analysis methodology provides fast, accurate, and cost-effective whole building results. Within the proposed program service, incremental construction costs for energy measures will be provided, allowing design teams a real-time look at payback information during the consulting process. Finally, all project participants in the program will be field verified to ensure that measures are installed as indicated.</p>
Target Market	<p>This program is designed for all business customers with demand less than 100 kW and fall outside of the ComEd New Construction eligibility size requirements. All targeted customers taking delivery service from ComEd are eligible for the program regardless of their choice of supplier.</p>
Marketing Strategy	<p>The program will target architecture and engineering firms as well as developers and contractors (the “A/E/C” market); those responsible for the design and construction of commercial facilities and subsequent renovations. While building owners are the customers in direct contact with ComEd, A/E/C contacts are the most effective and efficient source for new projects since they work on multiple buildings simultaneously. They are also able to provide schedule and design information needed to qualify projects and are the trusted advisors to their customers.</p> <p>The first marketing efforts will be to reach out to the A/E/C contacts with whom the vendor has worked on projects in Illinois and in surrounding states. Direct calls, emails, in-person visits, and speaking engagements with professional organizations, will provide program education and make contacts to enroll eligible projects. The value proposition is focused on convenient, free energy design assistance to plan for efficiency in the design stages along with incentives for implementation. Messaging will also focus on the whole-building approach, during design, when savings can be impacted the most.</p>

Program Name	New Construction																																																															
Eligible Measures	Incentives will be based on whole-building energy analysis and achievement of whole-building performance above baseline conditions. Monetary incentives are available to owners and design teams to encourage program participation, create cost-effective efficiency measures, and promote the implementation of measures that exceed current energy standards.																																																															
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Program Name

New Construction

Cost-Effectiveness Results

	Test Results
TRC	3.54
UCT	3.15
CCE	\$0.028