





Appendix C-4: Program Descriptions

Program Name	Smart LED Street Lighting Program
Program Description	<p>The Smart 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 Smart Light-Emitting Diode (LED) fixtures. The program would incent early retirement of HID street lights.</p> <p>Approximately 73,000 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 Smart LED prior to the existing fixture's failure would pay an early retirement fee (including compensation for ComEd's stranded asset) 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 with smart capabilities such as dimming, remote monitoring and control, and security and safety features.</p>
Program Duration	This program would launch in June 2015 with completion as early as 2020. However, Illinois Power Agency approval during 2014 would be for the initial program duration from June 2015 through May 2017.
Collaboration	This program would be implemented internally by existing ComEd staff, no need for additional FTE's.
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 64,000 (out of about 73,000 lights in the field) 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.
Delivery Strategy	The proposed implementation plan would replace all eligible fixtures over a 5-year period, beginning with 10,000 fixtures in the first year of implementation (PY8) and 20,000 fixtures during PY9. It is anticipated that field lighting replacement would be completed by ComEd crews or crews subcontracted by ComEd.
Eligible Measures	<p>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. At program launch, incentives would be available for 100 and 175 Watt MV fixtures as well as 70 and 100 Watt HPS fixtures. Partway through PY8, additional fixtures are expected to be approved and incented, including 250 and 400 Watt MV and 150 and 250 Watt HPS fixtures.</p> <p>Figure 1: Example NEMA head</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Existing</p> </div> <div style="text-align: center;">  <p>Proposed</p> </div> </div> <p>Figure 2: Example Cobra head</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Existing</p> </div> <div style="text-align: center;">  <p>Proposed</p> </div> </div>

Program Name	Smart LED Street Lighting Program
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Program Targets The proposed implementation schedule would replace all eligible MV and HPS light fixtures within 5 years, beginning with the following implementation schedule over PY8 and PY9, with the remaining fixtures targeted in the 3 years beyond PY9:

Participation Levels

	PY8	PY9	Total
Lights Replaced	10,000	20,000	30,000

Annual Savings Targets

	PY8	PY9	Total
Energy Savings (Net MWh) ¹	5,474	10,949	38,674

¹ Net Savings based on a 90% Net-to-Gross (NTG) ratio

Program Budget

	PY8	PY9	Total
Administration, Implementation & Marketing ²	\$376,522	\$698,390	\$1,074,912
Incentives	\$4,048,619	\$7,509,572	\$11,558,191
Totals	\$4,425,141	\$8,207,962	\$12,633,103

² The Administration, Implementation and Marketing costs are estimated using PY6 Commercial Program average rates (pending the development of a detailed marketing & implementation plan).

Cost-Effectiveness Results

	Test Results
Total Resource Cost (TRC)	9.02
Utility Cost Test (UCT)	0.76
Cost of Conserved Energy (CCE)	0.059

Program Name	Residential Lighting Program
Program Description	<p>The Residential Lighting Program is designed to increase the market share of ENERGY STAR 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 Compact Fluorescent Lamps (“CFLs”) and 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> <ul style="list-style-type: none"> • 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 (e.g., 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.
Program Duration	June 2015 through May 2017, 2-year program
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> <ul style="list-style-type: none"> • Retailer/Manufacturer Recruitment: As practiced in its current program design, we will issue an RFP during each respective year 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 party’s commitments in support of programmatic objectives. • 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 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. • Incentive Processing: Consistent with the current program practice, a fulfillment agent will be retained to ensure prompt processing of vendor incentive payments. We will

	<p>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>												
<p>Target Market</p>	<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>												
<p>Marketing Strategy</p>	<p>The overall marketing strategy will be to modify customer behavior to both purchase and install ENERGY STAR lighting products in their residences. Opportunity exists to leverage customer interactions and deliver information about lighting, the benefits of energy efficiency, and cost savings.</p> <p>The marketing strategy will continue to increase awareness on the availability and viability of ENERGY STAR lighting products.</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, and electronic marketing. Wherever possible, tactics may include feedback mechanisms such as business reply cards and email collection for future messaging about energy efficiency and meaningful/actionable consumer offers. Future marketing collateral may address, but will not be limited to, the following:</p> <ul style="list-style-type: none"> • Long-term energy and cost savings of CFLs and LEDs • Understanding lumens and color so that customers can choose the right bulb for the application • Proper disposal of CFLs and available recycling locations <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 will include, but is not limited to: (1) ENERGY STAR lighting (CFLs, LEDs and fixtures) generally use at least 75% less electricity than incandescent bulbs and last about 10 times longer, and they are available in a wide range of styles & sizes; (2) look for ComEd's "Lower Price" sticker at participating retailers to identify instant discounts; (3) find participating retailers at www.ComEd.com/lightingretailers or call 855-433-2700; and (4) recycle used CFLs at participating retailers. Other marketing messaging will be developed as needed based upon market changes.</p>												
<p>Eligible Measures</p>	<p>The eligible measures under this program are standard CFLs, specialty CFLs, 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.</p>												
<p>Program Targets</p>	<table border="1"> <thead> <tr> <th colspan="4">Participation Levels</th> </tr> <tr> <th></th> <th>PY8</th> <th>PY9</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total (Bulbs/ Fixtures)</td> <td>10,440,000</td> <td>9,666,000</td> <td>20,106,000</td> </tr> </tbody> </table>	Participation Levels					PY8	PY9	Total	Total (Bulbs/ Fixtures)	10,440,000	9,666,000	20,106,000
Participation Levels													
	PY8	PY9	Total										
Total (Bulbs/ Fixtures)	10,440,000	9,666,000	20,106,000										

Annual Savings Targets

	PY8	PY9	Total
Gross MWh	297,421	290,087	587,508
Net MWh	223,066	217,565	440,631
Gross MW	204	199	403
Net MW	153	149	302

Program Budget

	PY8	PY9	Total
Administration	\$180,004	\$185,404	\$365,408
Implementation	\$4,092,313	\$3,986,534	\$8,078,847
Incentives	\$34,325,000	\$31,401,500	\$65,726,500
Marketing and Other	\$1,550,000	\$1,550,000	\$3,100,000
Total	\$40,147,317	\$37,123,438	\$77,270,755

Cost-Effectiveness Results

	Test Results
TRC	16.56
UCT	4.30
CCE	\$0.028

Program Name	Shelton Solutions, Inc. - Energy Stewards Program
Program Description	The Energy Stewards Program is designed to provide information and awareness around energy efficiency. This program is designed to educate, implement, track, and reward. Participants will sign up for the program and Energy Stewards will tell the participants what to do, show them how they are progressing and leave the rest up to the participants.
Program Duration	June 2015 through May 2017, 2-year program
Collaboration	None
Delivery Strategy	<p>Customers will be able to sign up for participation in the program at events, presentations, and seminars. There will also be a dedicated website with program information where customers can sign up for participation in the program. Fax and mail-in applications will also be accepted.</p> <p>The Energy Stewards Program has five (5) steps: (1) participants sign up for the program (giving the program access to their energy consumption information) agreeing to try to save 500 kWh in a year; (2) the program will provide energy consumption advise and education; (3) the program will monitor the energy consumption of the participants; (4) the program will make participants aware of their progress; and (5) the program will reward participants to reach their goal.</p>
Target Market	This program targets residential single-family and multi-family customers in ComEd's service territory. All such targeted customers taking delivery service from ComEd are eligible for this program regardless of their choice of supplier.
Marketing Strategy	<p>The Energy Steward Program is an awareness program. ComEd customers will be invited to participate in a self-competition. Participants will compete against themselves. The program challenges participants to do better. Energy use reduction information is shared with participants, but ultimately, it is up to the participants to decide how to reduce consumption. The goal is to use less and the customers can achieve their goal anyway they please. They can turn off lights. They can buy efficient appliances. They can use items more efficiently. The aim is to impact behavior by providing knowledge and the freedom to exercise that knowledge in the best way for the participant. One of the keys is that the participants can choose to reduce energy consumption without spending any money.</p> <p>Customers will be recruited for this program using a grass roots campaign. This program hinges on the fact that information disseminated via faith-based (and community-based) avenues is typically well-received and acted upon. The program will recruit customers through church announcements, bulletins and direct contact with church and community leaders. The customers can also sign up for the program using the dedicated website or in-person at a seminar, meeting, event, <i>etc.</i> The marketing and outreach tactics will be closely monitored. Program participants will be asked to share how they heard about the program. Involvement in tactics that garner large numbers of participants will be increased while involvement in tactics that do not yield the desired results will be decreased. The marketing and outreach approach will be modified as the program progresses.</p>
Eligible Measures	No particular measures will be installed through this program. 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, the breadth of measures actually undertaken is not known.

Program Name	Shelton Solutions, Inc. - Energy Stewards Program
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Program Targets

Participation Levels

	PY8	PY9	Total
Total Customers	1,700	1,700	3,400

Annual Savings Targets

	PY8	PY9	Total
Gross MWh	850	850	1,700
Net MWh	850	850	1,700
Gross MW	0	0	0
Net MW	0	0	0

Program Budget

	PY8	PY9	Total
Administration	\$0	\$0	\$0
Implementation	\$38,500	\$38,500	\$77,000
Incentives	\$90,000	\$90,000	\$180,000
Marketing and Other	\$10,000	\$10,000	\$20,000
Total	\$138,500	\$138,500	\$277,000

Cost-Effectiveness Results

	Test Results
TRC	1.51
UCT	0.53
CCE	\$0.147

Program Name	One Change (Sageview Associates) - 10-Watt LED Bulb Program										
Program Description	One Change will deploy locally hired and trained field representatives to reach ComEd single family residential customers to personally deliver four 10-watt LED bulbs door-to-door. In addition, One Change field representatives will: (1) educate ComEd customers about energy efficiency; (2) ask for customers to commit to promptly install the LEDs; and (3) If requested, deliver ComEd literature regarding its residential energy efficiency programs.										
Program Duration	June 2015 through May 2017, 2-year program										
Collaboration	None										
Delivery Strategy	The program is designed to reach residential customers who have not yet adopted CFLs and accelerate them into LED adoption. One Change will deliver savings to ComEd's customers by meeting them at their doorsteps. The free LEDs are presented as a gift to customers by trained One Change field representatives. This gift is designed to activate the principle of reciprocity to gain customer commitment to install the LEDs, as well as a willingness to learn about other energy savings ideas and answer a few short survey questions. One Change specializes in facilitating widespread, meaningful one-on-one customer engagements that lead people to take a specific desired action; in this case, actually installing the LEDs that are delivered.										
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	<p>One Change is founded upon the principles and practices of community-based social marketing; and as such, One Change incorporates numerous traditional marketing activities that are designed to generate customer awareness, stimulate interest and promoter sponsor messaging.</p> <p>One Change will deliver a fully turnkey program that encompasses virtually all programmatic elements including: project and relationship management, staffing (recruiting, background checks, training, and supervision), infrastructure (including office space, IT, hand-held tools, and transportation); procurement, inventory control, and distribution; data management and analysis; reporting; marketing, communications and liability and insurance. One Change states that their program is designed to integrate closely with ComEd's other energy efficiency programs, yet run independently with little effort on the part of ComEd employees beyond strategic planning and program oversight.</p>										
Eligible Measures	One Change will deploy locally hired and trained field representatives to reach ComEd single family residential customers to personally deliver four 10-watt LED bulbs door-to-door. In addition, One Change field representatives will: (1) educate ComEd customers about energy efficiency; (2) ask for customers to commit to promptly install the LEDs; and (3) If requested, deliver ComEd literature regarding its residential energy efficiency programs.										
Program Targets	<p>Participation Levels</p> <table border="1"> <thead> <tr> <th></th> <th>PY8</th> <th>PY9</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total Homes</td> <td>25,000</td> <td>25,000</td> <td>50,000</td> </tr> </tbody> </table>				PY8	PY9	Total	Total Homes	25,000	25,000	50,000
	PY8	PY9	Total								
Total Homes	25,000	25,000	50,000								

Program Name**One Change (Sageview Associates) - 10-Watt LED Bulb Program****Annual Savings Targets**

	PY8	PY9	Total
Gross MWh	1,412	1,412	2,824
Net MWh	1,130	1,130	2,260
Gross MW	1.0	1.0	2.0
Net MW	1.0	1.0	2.0

Program Budget

	PY8	PY9	Total
Administration	\$238,447	\$238,447	\$476,894
Implementation	\$311,253	\$311,253	\$622,506
Incentives	\$497,000	\$497,000	\$994,000
Marketing and Other	\$30,000	\$30,000	\$60,000
Total	\$1,076,700	\$1,076,700	\$2,153,400

Cost-Effectiveness Results

	Test Results
TRC	1.51
UCT	1.63
CCE	\$0.086

Program Name	The National Theater for Children (NTC) – Gas and Electric Water Heater Kits Program
Program Description	The National Theater for Children (NTC) 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 2015 through May 2017, 2-year program
Collaboration	None
Delivery Strategy	NTC to 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: <ul style="list-style-type: none"> • There is more certainty that the kit actually gets home – all in one piece • Shipping to homes increases the perceived value of the kit and program • Maximizes the installation
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 <i>The Resource Force</i> 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, NTC's Energy Education Campaign features live, educational theatre performances powered by field representative who are professional actors that are attended by every student at each school. Using NTC'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 Name	The National Theater for Children (NTC) – Gas and Electric Water Heater Kits Program
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Program Targets

Participation Levels

	PY8	PY9	Total
Total Energy Kits	10,800	10,800	21,600

Annual Savings Targets

	PY8	PY9	Total
Gross MWh	1,459	1,459	2,918
Net MWh	1,220	1,220	2,440
Gross MW	1	1	2
Net MW	0	0	0

Program Budget

	PY8	PY9	Total
Administration	\$0	\$0	\$0
Implementation	\$339,200	\$280,600	\$619,800
Incentives	\$317,088	\$323,429	\$640,517
Marketing and Other	\$23,000	\$21,000	\$44,000
Total	\$679,288	\$625,029	\$1,304,317

Cost-Effectiveness Results

	Test Results
TRC	1.25
UCT	1.15
CCE	\$0.094

Program Name	CLEAResult – School Direct Install Program
Program Description	CLEAResult proposes a School Direct Install Program that combines our best practice approach to school direct installation programs and when applicable adds an innovative automated energy assessment provided by Retroficiency to uncover operational savings to meet the unique needs of ComEd’s school customers, including private educational facilities. CLEAResult will deliver a high quality customer experience that starts with a screening to guide customers cost-effectively toward energy conservation and operational measures that best fit their needs. The resulting plan of action will include direct installation of energy and cost savings measures, and may also include implementation of operational procedures and controls to optimize the efficiency of existing systems.
Program Duration	June 2015 – May 2017
Collaboration	None
Delivery Strategy	<p>To deliver the School Direct Install Program, CLEAResult will perform the activities described in the following tasks.</p> <ol style="list-style-type: none"> 1. Program Start-up and Launch – CLEAResult brings proven processes and procedures for start-up that allow us to quickly ramp up energy efficiency program services while minimizing both costs and process errors that are commonly associated with new initiatives. 2. Customer Enrollment – School customers may reach CLEAResult program staff by independently calling the dedicated toll-free number for the program, by “warm handoff” from ComEd’s Smart Ideas call center, or through our outbound outreach efforts. 3. Facility Assessment and Measure Installation – CLEAResult program staff will conduct the facility walk-through assessment, ensuring that each assessment is completed professionally, leaves the customer with a positive impression of ComEd and your branded program, and that correct data is captured accurately. 4. Customer Communications – We believe that energy efficiency programs provide utilities with an opportunity to provide customers value added services resulting in high customer satisfaction ratings. To this end, the CLEAResult 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. 5. Quality Management Process – CLEAResult offers ComEd our comprehensive Quality Management Process, which is a holistic and preventive approach designed to set clear performance standards, monitor them to proactively identify opportunities for improvement, and affect improvement on an ongoing basis. 6. Data Management and Reporting – The data collection, data management, and reporting platform we 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.
Target Market	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.

Program Name	CLEAResult – School Direct Install Program
Marketing Strategy	<p>CLEAResult will target private educational facilities in the ComEd service territory. We 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>Our 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. Our 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>CLEAResult’s marketing and outreach teams will employ tactics that have proven to be successful on school DI programs across the U.S.</p> <ul style="list-style-type: none"> • Direct Marketing - We will use direct mail, email blasts and outbound calling campaigns to drive awareness and generate leads for the school DI program. • Marketing Collateral - We will develop program applications, fact sheets, case studies and presentation materials for use by CLEAResult staff and installation crews. • 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. • Web – We will develop a program website to provide schools direct access to program information, education materials and an online signup form. • 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>We will also work with other Smart Ideas implementers to promote the program during events.</p>
Eligible Measures	Eligible measures will include refrigerated coolers, LED exit signs, vending machines, occupancy sensors, CFL Lamps and operational savings.

Program Targets

Participation Levels

	PY8	PY9	Total
No. of Projects	163	163	326

Annual Savings Targets

	PY8	PY9	Total
Gross MWh	4,097	4,310	8,407
Net MWh	4,097	4,310	8,407
Gross MW	.38	.38	.76
Net MW	.38	.38	.76

Program Budget

	PY8	PY9	Total
Administration	\$333,921	\$326,618	\$660,539
Implementation	\$631,185	\$630,712	\$1,261,897
Incentives	\$42,840	\$45,418	\$88,358
Marketing and Other	\$67,993	\$69,505	\$137,498
Total	\$1,075,939	\$1,072,354	\$2,148,292

Cost-Effectiveness Results

	Test Results
TRC	1.06
UCT	2.32
CCE	.0287

Program Name	Matrix - K-12 Private Schools and Colleges Program
Program Description	The primary program strategy of this program is to assist private educational establishments which include private pre-schools and K-12 schools, private colleges and trade/technical schools market segments implement both low-cost/no-cost and capital intensive measures, and demonstrate the feasibility of proven and emerging technologies that will help these facilities realize both short-term and long-term energy savings in a cost effective manner.
Program Duration	June 2015 – May 2017
Collaboration	None
Delivery Strategy	<p>Our proposed program is designed to have a comprehensive approach that integrates many implementation features and elements that have been proven successful in the past. These elements include the following:</p> <ul style="list-style-type: none"> • Benchmarking - We will perform benchmarking for participating facilities using energy consumption data and benchmarking parameters such as type of facility, number of students, facility size and weather zone. • Reinvestment - All participating facilities that receive services through the program must sign an agreement that all generated savings from free services will be reinvested into capital investment measures that are deemed cost effective • Energy Audit - Our staff will conduct energy audits to identify low-cost/no-cost measures, short-term capital investment measures and long-term projects that require very significant capital cost and/or long payback period. • Demand Response - In the energy audit performed at the facility, all demand response opportunities will be investigated. Feasible measures will be discussed with the facility and planned for implementation. • No-Cost/Low-Cost Direct Implementation - Our staff will implement no-cost/low-cost measures identified through the audit free of charge to the facility. • Technical Assistance - Our staff will provide technical assistance to implement cost effective capital investment measures. • Funding Assistance - Our staff will assist the schools to secure financial loans or grants for facility improvements. • Demonstration Projects - Participating establishments that can demonstrate strong intent to move forward with particular measures involving innovative energy efficient technologies may receive highly subsidized demonstration project(s) to showcase the technology's efficacy. • Case Studies - Our staff will prepare case studies to document success stories from this program. The case studies can benefit this and future programs in many ways. They can be used as marketing tools to convince other establishments that energy efficiency is a viable method to reduce operational costs. • Awards and Recognition - The program will provide awards and recognition to participating schools and colleges that have successfully implemented energy efficiency projects and achieved significant energy savings. • Student and Staff Participation - Successful programs in the educational market segment emphasize the need to integrate student and staff participation. • Program Website - A program website will be created to provide information for program

Program Name	Matrix - K-12 Private Schools and Colleges Program
	<p>participants. The website will contain program information as well as general energy efficiency information.</p> <p>Based on our experience implementing the school energy efficiency program, we anticipate a strong interest from private educational facilities, particularly due to the lack of previous programs that are specifically targeting them as participants. After enrollment, we will work closely with the school administrators to come up with the most effective financial and implementation strategy that can help the facilities move forward quickly.</p> <p>We anticipate a quick delivery of services after enrollment, particularly because we understand that many establishments will be relying on savings from the low-cost/no-cost measures. Our program is designed to overcome the funding barrier by introducing a funding structure that relies on revenues generated through low-cost/no-cost and demand response measures delivered to participating facilities at no charge.</p>
Target Market	This program is designed for all private educational facility customers 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.
Marketing Strategy	<p>We will employ various marketing channels, such as mailings, follow-up calls, website referrals, face-to-face visits, and scheduled meetings with the decision makers.</p> <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. 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>We will encourage word-of-mouth marketing by providing special incentives for schools that successfully refer us to other program candidates. These incentives may be in the form of expedited service and/or bonus rewards for successful projects. We expect to use some of the marketing budget to support these incentives.</p> <p>Another strategy we have employed previously is holding seminars for facility managers and school administrators. To encourage participation, free items will be provided, such as lunch, and/or free informational classes. We will hold these events regionally and invite all facility managers via written or phone invitations. At the seminars, our staff will present the program, and sign up interested schools. As there are no upfront costs to participating, we anticipate a strong participation rate. Program marketing materials will be prepared to assist our marketing efforts. Materials to be prepared include program brochures, flyers, and short case studies. The quantity of marketing materials will be determined at the beginning of the program, and will be prepared on as needed basis to minimize waste. The following program features will be emphasized:</p> <ul style="list-style-type: none"> • Participating facilities do not need to commit upfront investments. • Participating facilities receive an array of free services, including energy audits, benchmarking and energy tracking. • The program is available on a first-come-first-basis, and participant slots are expected to fill up quickly. • Average schools have saved \$10,000 or more in utility savings by implementing no-cost/low-cost services. <p>After program kick-off, our staff will hold discussions with ComEd Program Manager (PM) to identify third-party and core programs that may cross-cut this program's participants. We will then coordinate with the identified programs to arrive at joint marketing efforts wherever applicable.</p>

Program Name	Matrix - K-12 Private Schools and Colleges Program																																																														
	Possible joint marketing activities include: distribution of marketing materials, joint presentation to target audience, and periodic referrals via email. In addition to printed materials, we will also set up a program website where potential participants can find out more information about the program. Links to other ComEd programs will also be made available on the website.																																																														
Eligible Measures	Eligible no-cost/low-cost measures will include Lighting such as T8, T5, LED and CFLs, occupancy sensors and LED exit signs. Cost-effective capital measures will be identified through the energy audit.																																																														
Program Targets	<p>Participation Levels</p> <table border="1"> <thead> <tr> <th></th> <th>PY8</th> <th>PY9</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>No. of Projects</td> <td>85</td> <td>85</td> <td>170</td> </tr> </tbody> </table> <p>Annual Savings Targets</p> <table border="1"> <thead> <tr> <th></th> <th>PY8</th> <th>PY9</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Gross MWh</td> <td>6,523</td> <td>6,523</td> <td>13,046</td> </tr> <tr> <td>Net MWh</td> <td>5,545</td> <td>5,545</td> <td>11,089</td> </tr> <tr> <td>Gross MW</td> <td>1.4</td> <td>1.4</td> <td>2.8</td> </tr> <tr> <td>Net MW</td> <td>1.2</td> <td>1.2</td> <td>2.4</td> </tr> </tbody> </table> <p>Program Budget</p> <table border="1"> <thead> <tr> <th></th> <th>PY9</th> <th>PY9</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Administration</td> <td>\$87,712</td> <td>\$87,712</td> <td>\$175,424</td> </tr> <tr> <td>Implementation</td> <td>\$745,531</td> <td>\$745,531</td> <td>\$1,491,062</td> </tr> <tr> <td>Incentives</td> <td>\$0</td> <td>\$0</td> <td>\$0</td> </tr> <tr> <td>Marketing and Other</td> <td>\$155,932</td> <td>\$155,932</td> <td>\$311,864</td> </tr> <tr> <td>Total</td> <td>\$989,175</td> <td>\$989,175</td> <td>\$1,978,350</td> </tr> </tbody> </table> <p>Cost-Effectiveness Results</p> <table border="1"> <thead> <tr> <th></th> <th>Test Results</th> </tr> </thead> <tbody> <tr> <td>TRC</td> <td>1.67</td> </tr> <tr> <td>UCT</td> <td>4.26</td> </tr> <tr> <td>CCE</td> <td>\$0.018</td> </tr> </tbody> </table>				PY8	PY9	Total	No. of Projects	85	85	170		PY8	PY9	Total	Gross MWh	6,523	6,523	13,046	Net MWh	5,545	5,545	11,089	Gross MW	1.4	1.4	2.8	Net MW	1.2	1.2	2.4		PY9	PY9	Total	Administration	\$87,712	\$87,712	\$175,424	Implementation	\$745,531	\$745,531	\$1,491,062	Incentives	\$0	\$0	\$0	Marketing and Other	\$155,932	\$155,932	\$311,864	Total	\$989,175	\$989,175	\$1,978,350		Test Results	TRC	1.67	UCT	4.26	CCE	\$0.018
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Program Name	Matrix – Demand Based Ventilation Fan Controller Program
Program Description	The Demand-Based Ventilation Fan Controller (DBVFC) optimizes the operating time of an HVAC supply air fan, which provides conditioned outside and return air to the building space. The supply air fan can be controlled to provide sufficient fresh air and air circulation while saving energy with the DBVFC device. This device saves energy in two ways: 1) by turning the fan motor off when it is not needed and 2) by reducing the energy needed to heat or cool only the necessary amounts of the outside air brought into the building.
Program Duration	June 2015 – May 2017
Collaboration	None
Delivery Strategy	<p>The program will contain marketing campaigns (mailings, fliers, follow-up calls, face-to-face meetings with decision makers, etc.), energy assessments of the targeted facilities, direct installation of the DBVFC device, post-installation inspections and customer satisfaction surveys.</p> <p>From our previous experience implementing DCV Programs for Entertainment Centers (PG&E & SCE), which utilizes a somewhat different technology from the one proposed here, we know that the main Customer Market Barriers are 1) lack of adequate funds for the measure; and 2) lack of understanding of this and similar technologies. The main strategies that we will employ to overcome these barriers are 1) offer the built-in program incentive for the measure; and 2) provide clear explanation of the proposed technology to the facility engineer, who then can convince the decision maker of the program's merits.</p> <p>The delivery/installation of this measure will be as follows:</p> <ol style="list-style-type: none"> 1) For each system with demand control ventilation, at least one CO₂ sensors shall be installed per 10,000 ft² of the space floor area. When a zone or a space is served by more than one sensor, a signal from any sensor indicating that CO₂ is near or at the set point within a space, shall trigger an increase in ventilation to the space. 2) CO₂ sensors shall be located in the room within 3 feet and 6 feet above the floor or at the anticipated height of the occupants' heads. 3) Demand ventilation controls shall maintain CO₂ concentrations at less than or equal to 600 ppm plus the outdoor air CO₂ concentration in all rooms with CO₂ sensors. 4) Outdoor air CO₂ concentration shall be assumed to be 400 ppm. 5) When the system is operating during hours of expected occupancy, the controls shall maintain system outdoor air ventilation rates at no less than the required rate.
Target Market	This program is designed for all restaurants and fitness center customers 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.
Marketing Strategy	<p>We will employ various marketing channels such as mailings, follow-up calls, website referrals, face-to-face visits, and scheduled meetings with the decision makers.</p> <p>Matrix is in a unique position of having prior working relationships with most of the target customers (chain facilities), as we have implemented energy-efficiency programs for these customer segments in previous program cycles. Individually-owned facilities will be marketed using a face-to-face approach. Conversely, chain-owned facilities we will market the program to the corporate-level officers. Matrix will request a meeting with the facility owner or a corporate officer and their service-and-maintenance engineer. In such scheduled meetings, we will present the program benefits and emphasize the reduction in their electric bills, as well as the available program incentives.</p> <p>We know from experience that once the program and its benefits are explained to the customers, we can gain their commitment to proceed with the installation of the cost-effective DBVFC measure that produces new and persistent energy savings. Efficiency incentives, as an important program</p>

Program Name	Matrix – Demand Based Ventilation Fan Controller Program
	element, will contribute greatly in committing interested customers. We are confident in effectiveness of our marketing plan because of the success we had with efficiency programs in other utility territories around the country that have targeted similar customer segments.
Eligible Measures	Incentives will be based on installation of a demand based ventilation fan controller.

Program Targets

Participation Levels

	PY8	PY9	Total
No. of Projects	412	413	825

Annual Savings Targets

	PY8	PY9	Total
Gross MWh	6,491	6,491	12,982
Net MWh	5,517	5,517	11,035
Gross MW	2.0	2.0	4.0
Net MW	1.7	1.7	3.4

Program Budget

	PY8	PY9	Total
Administration	\$111,648	\$111,648	\$223,296
Implementation	\$930,402	\$980,402	\$1,910,804
Incentives	\$0	\$0	\$0
Marketing and Other	\$198,486	\$198,486	\$396,972
Total	\$1,290,536	\$1,240,536	\$2,531,072

Cost-Effectiveness Results

	Test Results
TRC	2.85
UCT	8.86
CCE	\$0.012

Program Name	Sodexo/Roth – HVAC Demand Control Ventilation Program
Program Description	Sodexo/Roth proposes the development and implementation of a HVAC demand controlled ventilation program for small business customers.
Program Duration	June 2015 – May 2017
Collaboration	None
Delivery Strategy	Sodexo/Roth will work with both the utility and existing program deliver partners to ensure a seamless addition of our proposed program to the current program offerings. We will use our current call center for customer questions, inquiries, and assistance with applications to participate in our proposed program. All customers will be routed to the call center, operated in Youngstown, Ohio, where they will first speak with a customer service representative (CSR) to determine next steps. If a technical resource is needed, the CSR will then transfer the customer to one of the program technical review specialists (TRSSs). As appropriate, inquiries for follow up will be routed to one of our local staff members for customer assistance.
Target Market	This program is designed for business customers in certain market segments with demand less than 100 kW. The market segments that will be eligible for this program include: office buildings, educational facilities, (including auditoriums) and movie theaters. All targeted customers taking delivery service from ComEd are eligible for the program regardless of their choice of supplier.
Marketing Strategy	<p>The implementation approach will include direct customer outreach and facility assessments, energy management support and training, trade ally outreach and continual engagement, market segmentation and targeting, engagement of all sector stakeholders such as trade associations, and the use of sub-marketing training and marketing materials.</p> <p>Marketing Approach:</p> <ul style="list-style-type: none"> • Network with Established, Key Program Allies - As a nationwide HVAC service provider, Sodexo/Roth maintains relationships with numerous, highly qualified HVAC contractors throughout the ComEd service territory. We can quickly communicate, train, educate and engage these program allies to understand the program offerings and identify and approach the desired market segments for implementation of the DCV program measure. • Market Research, Analysis, and Segmentation - We will identify target audiences, understand drivers, segment the market, and develop targeted messaging that ultimately results in defining the key program markets and identifies major win themes to encourage program participation. With research and analysis, we will develop an effective marketing and communications plan to ensure efficient use of resources and program success. That knowledge will be incorporated into the overall Marketing Plan that will be the blueprint of our marketing effort. • Strategic Marketing and Communications - Our team will identify strategic initiatives and develop campaigns to reach targeted market segments. Working with the existing ISP, we will deliver a portfolio of complementary and reinforcing marketing and outreach strategies that will inform and motivate program participation.
Eligible Measures	The eligible measure for this program will be Demand Controlled Ventilation technology for HVAC.

Program Name	Sodexo/Roth – HVAC Demand Control Ventilation Program			
Program Targets	Participation Levels			
		PY8	PY9	Total
	No. of Projects	800	800	1,600
	Annual Savings Targets			
		PY8	PY9	Total
	Gross MWh	5,600	5,600	11,200
	Net MWh	5,096	5,096	10,192
	Gross MW	1.2	1.2	2.4
	Net MW	1.1	1.1	2.2
	Program Budget			
	PY8	PY9	Total	
Administration	\$210,000	\$210,000	\$420,000	
Implementation	\$50,000	\$0	\$50,000	
Incentives	\$611,520	\$611,520	\$1,223,040	
Marketing and Other	\$10,000	\$10,000	\$20,000	
Total	\$881,520	\$831,520	\$1,713,040	
Cost-Effectiveness Results				
	Test Results			
TRC	6.11			
UCT	10.5			
CCE	\$0.014			

Program Name	Weidt Group - New Construction Program (Net Energy Optimizer)
Program Description	The Weidt Group will utilize a web-based modeling tool called the Net Energy Optimizer (NEO) to provide energy savings calculations, including the integrated effect of multiple measures for commercial buildings with less than 20,000 sf and multifamily buildings less than 100,000 sf for multifamily that fall outside of the ComEd New Construction eligibility requirements. NEO provides design teams the ability to compare the energy consumption and incentive impacts of design decisions including mechanical system selection, HVAC efficiency upgrades, outdoor air strategies, envelope insulation, glazing, lighting design and daylighting.
Program Duration	June 2015 – May 2017
Collaboration	None
Delivery Strategy	This program will have a toll-free number that will be staffed during business hours by a receptionist that will direct calls to the appropriate staff member. The program will have an enrollment website with information about the program process and requirements and emails will be answered by the end of the following business day.
Target Market	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.
Marketing Strategy	<p>Our first marketing efforts will be to reach out to these design firms via calls, emails, and in-person visits to describe the program to them and ask them if they have any eligible projects. We will also offer to provide “lunch and learns” to architecture and engineering firms, as well as through professional organizations such as AIA and ASHRAE.</p> <p>We envision using several methods to reach prospective projects, such as:</p> <ul style="list-style-type: none"> • Advertisement in local and regional trade media • Attending local AIA and ASHRAE conferences • Lunch and learns through firms and speaking engagements through professional organizations • Earned media in magazines highlighting successful projects that participated in the program <p>These tactics will be included as part of the program marketing plan, which will detail the marketing and outreach activities to be completed during each program year.</p>
Eligible Measures	Incentives will be based on whole-building energy analysis and achievement of whole-building performance above baseline conditions.

Program Targets

Participation Levels

	PY8	PY9	Total
No. of Projects	25	50	75

Annual Savings Targets

	PY8	PY9	Total
Gross MWh	3,241	6,482	9,723
Net MWh	2,107	4,213	6,320
Gross MW	.96	1.9	2.9
Net MW	.62	1.2	1.8

Program Budget

	PY7	PY8	Total
Administration	\$88,222	\$176,444	\$264,666
Implementation	\$188,222	\$176,444	\$364,666
Incentives	\$323,481	\$646,963	\$970,444
Marketing and Other	\$75,000	\$75,000	\$150,000
Total	\$674,925	\$1,074,851	\$1,749,776

Cost-Effectiveness Results

	Test Results
TRC	1.25
UCT	4.95
CCE	\$0.012