

# Introduction to ComEd 2018 Income Eligible Program

April 3<sup>rd</sup>, 2018

# The Challenge

- ✓ The number of households in ComEd's territory that qualify as "low income" is distressing
- ✓ The "energy burden" for low income households is significantly larger than for other customers – ~13%, more than 4X that of non-low income customers
- ✓ Limitations of bill assistance programs
- ✓ These are the customers that need – and often want – EE the most, but face the biggest barriers to achieving it without tailored programs

## The Opportunity

- ✓ As a result of FEJA, ComEd and the gas utilities are now offering Income Eligible EE programs
- ✓ We are significantly ramping up annual goals:

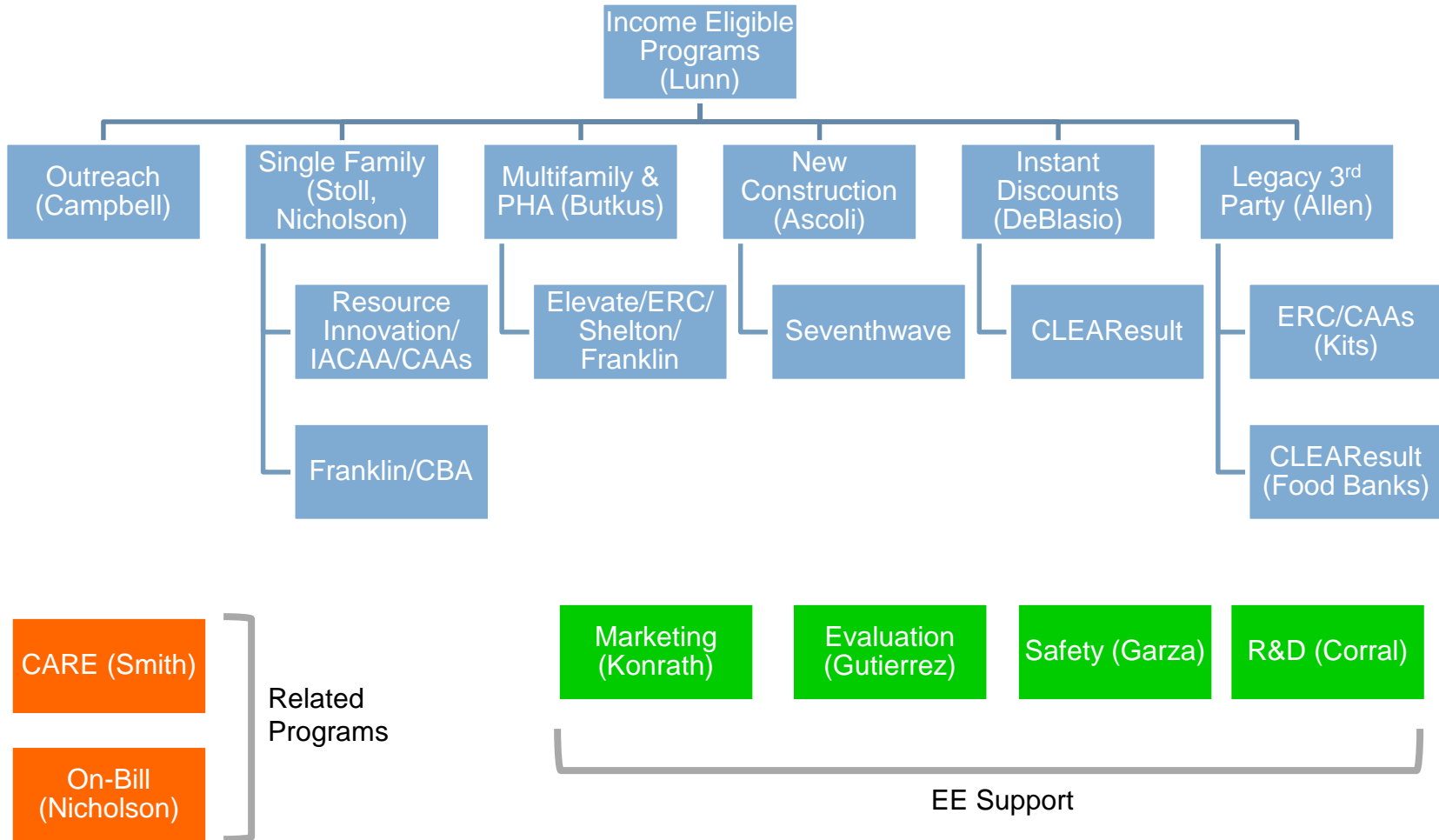
**Average of \$42 million, 93 MWh**

- ✓ Can also deliver comfort, health, safety to our customers
- ✓ Working with a wide range of implementers, CBOs, and stakeholders to achieve these goals

# Income Eligible Programs Overview

Program	DCEO PY10	ComEd 2018
Home Energy Upgrades (Single Family)	\$6.9M	\$12.12M
Multifamily Energy Upgrades	Included in figure above	\$8.70M
Public Housing Energy Upgrades	\$1.68M	\$1.8M
Affordable Housing New Construction	\$2.06M	\$2.41M
Instant Lighting Discounts	N/A	\$4.47M
Food Banks*	N/A	\$3.21M
Kits*	N/A	\$3.15M
Outreach/Marketing	N/A	\$2.6M
R&D	N/A	TBD (up to \$6M)
<b>TOTAL</b>	<b>\$10.64M</b>	<b>\$38.18M</b>

# EE Income Eligible Team



# Coordination with the Gas Utilities

Program	Implementer	ComEd	Peoples/ North Shore	Nicor
Single Family	RI/CAAs	JOINT		
	Franklin/CBA	JOINT		N/A
Multifamily	RI/CAAs	JOINT		
	Elevate	JOINT		N/A
PHA	Elevate	JOINT		
New Construction	Seventhwave	JOINT		
Instant Discounts, Food Banks, Kits		ComEd Only	N/A (electric only)	



# Home Energy Upgrades

**Qualifying customers** may receive **FREE** weatherization improvements, ENERGY STAR® certified LEDs, programmable thermostats, advanced power strips, faucet aerators, energy- and water-saving showerheads, pipe insulation and more.

## **GET FREE:**

- Energy assessment of your home
- Installation of energy-saving products, such as LEDs and thermostats
- Weatherization services
  - Air sealing, attic and wall insulation
- Health and Safety improvements

It may be easier  
than you think to  
qualify!

---



# Home Energy Upgrades

## Two Ways to Get Your Home Energy Upgrades

- **Local Community Action Agencies**
  - They'll help you apply and start you on your way to energy savings
- **Chicago Bungalow Association (CBA) Energy Savers**
  - If you own a:
    - Vintage single-family home built at least 50 years ago
    - Owner occupied
    - Located in the City of Chicago



*See list of Community Agencies and CBA contact details at [ComEd.com/IncomeEligible](http://ComEd.com/IncomeEligible)  
Eligible customers meet requirements of household income of 80% Area Median Income (AMI) or lower*



---



# Multi-Family and Public Housing Authority Energy Upgrades

Property Owners and Managers can get:

- **FREE** energy assessment of entire property
- **FREE** direct installation of energy-saving products, such as LED lighting and thermostats, in **common areas and tenant spaces**
- **FREE** installation of energy-efficient products in common areas, including a variety of lighting measures such as LED fixtures
- **FREE** weatherization services, including attic and wall insulation
- **Deeper Rebates** on HVAC, VSD motor upgrades and more



---



# Instant Lighting Discounts, Food Bank LED Distribution

## Instant Lighting Discounts

- Customers can save money and energy with expanded instant discounts on ENERGY STAR® certified LEDs at their neighborhood retailers. Find them at [ComEd.com/LightingRetailers](http://ComEd.com/LightingRetailers)



## Food Bank LED Distribution

- Food Banks affiliated with Feeding America use their local food pantries to distribute ENERGY STAR certified LEDs and some advanced power strips provided by ComEd
- Over 630 participating food pantries in ComEd region will distribute more than 1 million LEDs in 2018

---



# Energy Savings Kits

## Energy Savings Kits

- Local community action agencies help customers become more energy efficient by providing kits to qualifying customers
- Kits include **FREE** energy-saving LEDs, advanced power strips and LED night lights, plus important educational information on energy-saving actions customers can take to reduce their energy bills



- 15 agencies will distribute **35,000 kits** in 2018



# Affordable Housing New Construction

- Targets **new construction** and **major renovation** of single- and multi-family affordable housing development
- Promotes the benefits of lower utility bills and improved comfort for income eligible households as a result of energy-efficient buildings
- Offers assistance to affordable housing developers in three ways
  - Expert technical guidance/assistance
  - Incentives for required whole-building energy efficiency
  - Education and training
- Developers must certify that a certain percentage of units will be inhabited by income eligible customers ( $\leq 80\%$  AMI)

# R&D Call For Ideas (CFI)

- ✓ CFI issued for new energy efficiency technologies and program delivery strategies, focused on IE customers
- ✓ Launched 3/8, deadline for submissions 4/5
- ✓ Areas of interest include:
  - New and improved energy efficiency measures
  - Improved program EE design and delivery
  - Improved program management strategies
- ✓ For more information:  
<http://www.comed.com/SiteCollectionDocuments/SmartEnergy/CallForIdeas.pdf?elqTrackId=BA2D7F4D852472E543EE88D39C304FBE&elq=9dfc545dbbc84032b25c0d4317dffc07&elqaid=470&elqat=1&elqCampaignId=300>
- ✓ RFP for 2019 Third Party (tested) program concepts will be forthcoming in Q2

# Marketing & Outreach Tactics

- ✓ **ComEd IE Website and Brochure**
- ✓ **ComEd Events**
  - Larger ComEd-sponsored events, small community events
  - Special-request events with presentations
- ✓ **ComEd IE Marketing Campaigns**
  - Radio, targeted digital and print ads, transit ads
- ✓ **Additional Tactics**
  - Bill inserts & direct mail
  - On-bill messaging; bill and return envelope messaging
  - EE email blast messaging (1 million customers)
  - Social media (FB and Twitter) & Google Adwords
  - In-store POP signage for lighting discounts

# Marketing & Outreach Tactics

## ✓ Neighborhood Blitz Tactic

- Select geographic areas
- Work with alderman / mayors / township officials
- Partner with key organizations to help spread the word via their email and print promotion, social media messaging
- Direct mailers
- Local events and advertising



Obtenga gratis y con descuento productos ahorradores de energía para su hogar.

PEOPLES GAS  
PROGRAMA DE AHORRO DE ENERGÍA  
ComEd  
Programa de Eficiencia Energética

Es fácil empezar a ahorrar. Durante su cita, un asesor experto en energía visitará su hogar, llevará a cabo una evaluación personalizada de energía GRATUITA e instalará productos ahorradores de energía GRATIS, entre los que se podrían incluir:

- Bombillas CFLs certificadas por ENERGY STAR®
- Cabezales de ducha certificados por WaterSense®
- LEDs especiales certificados por ENERGY STAR
- Atreadores de grifos para baños y cocinas
- Regletas avanzadas
- Aislamiento de tubería
- Termostatos programables

También puede comprar termostatos inteligentes y LEDs selectos certificados por ENERGY STAR con descuento e instalación GRATIS.

Este es un excelente servicio para la comunidad. No sólo me ayudó a encontrar nuevas maneras de ahorrar en casa, también me permitió compartir una gran oportunidad con otros vecinos para que hagan lo mismo, gratis!

— Melissa R., Spanish Coalition for Housing-Southeast

¡Empiece a ahorrar hoy!

Dueños de casas familiares, condominios y townhouses: Solo tienen que llamar al 844-367-5867 para programar su cita gratuita.

Inquilinos de departamentos: Animen al dueño o administrador de la propiedad a llamar al 855-849-8928 para programar una evaluación para su edificio.

peoplesgasrebates.com • ComEd.com/SaveEnergy