



Energy Efficiency Program

Marketing & Outreach for the ComEd 2018 Income Eligible Programs

May 22nd, 2018



An Exelon Company

Income Eligible Programs Overview

Program	ComEd 2018
Home Energy Upgrades (Single Family)	\$12.12M
Multi-Family Energy Upgrades	\$8.70M
Public Housing Energy Upgrades	\$1.8M
Affordable Housing New Construction	\$2.41M
Instant Lighting Discounts	\$4.47M
Food Banks	\$3.21M
Kits	\$3.15M
Outreach/Marketing	\$2.6M
R&D	TBD (up to \$6M)
TOTAL	\$38.18M

Strategy

- ✓ Overarching portfolio and program-specific
- ✓ Focusing resources: high impact programs, new programs, hard-to-reach customers
 - Multi-Family
 - Lighting Discounts
 - Home Energy Upgrades
- ✓ Informed by 6 customer focus groups
- ✓ Using traditional tactics and new models
- ✓ Working with a diverse network of messengers
- ✓ Open to your feedback and ideas

Website

The screenshot shows the ComEd website interface. At the top, the ComEd logo is on the left, followed by the tagline 'powering lives'. Navigation links include 'Outage', 'Pay Bill', 'Moving', 'Español', and 'Contact Us'. A search bar and a 'Sign In' button are on the right. Below the header is a secondary navigation bar with 'My Account', 'Outages', 'Ways to Save' (highlighted), 'Smart Energy', and 'Safety & Community'. The main content area is titled 'Income Eligible' and includes a sub-header 'Home > Ways to Save: For Your Home > Income Eligible'. A sidebar on the left lists various services, with 'Income Eligible' selected. The main text describes the ComEd Energy Efficiency Program, and a photo shows a man reading to a child. A red call-to-action box contains the phone number 1-855-433-2700. A disclaimer at the bottom right states: 'Certain program restrictions apply. Program details are subject to change or cancellation due to funding limits. The ComEd Energy Efficiency Program is funded in compliance with state law.'

Some offerings allow customers to take control of their own energy costs at home while others are designed for property owners, managers and developers. Either way, eligible customers can reduce energy use and start saving.

Residential Customers +

Multi-Family Property Owners and Managers +

Public Housing Authorities +

Housing Developers +

Brochure





ComEd.
Energy Efficiency Program

ENERGY EFFICIENCY PAYS OFF!

Take advantage of **FREE** home energy upgrades, **FREE** energy-saving products, **FREE** weatherization, lighting discounts and more!

Special offers for eligible customers!

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INSTANT LIGHTING DISCOUNTS

Save on the spot! Simply visit a neighborhood retailer, look for the ComEd Lower Price sticker, and get instant discounts on ENERGY STAR certified LEDs. Replace your incandescent bulbs with these energy-saving bulbs to help reduce your energy bill.

ENERGY SAVINGS KITS

Local community agencies are always working to help ComEd customers save. Stop by your local participating agency and you may receive a **FREE Energy Savings Kit** that includes energy-efficient LEDs, power strips, faucet aerators and more. And you'll receive important educational information on energy-saving actions that can help you reduce your energy bills and save even more.

FOOD BANK LED DISTRIBUTION

ComEd supplies ENERGY STAR certified LEDs to local food pantries affiliated with Feeding America to distribute to customers. If you visit one of these food pantries, ask for your **FREE** LEDs.

LEARN MORE

 about all the Ways to Save
ComEd Energy Efficiency Program

CALL 855-433-2700
ONLINE ComEd.com/IncomeEligible

For Local Community Agencies and more contact details →

Events

✓ Large Events

- Fiesta Mayo
- Chinatown Boat Race
- Fiesta Del Sol
- Kidzfest
- Bud Billiken Parade
- Back to School
- Fiesta Boricua
- African Festival of Arts

✓ Small Workshops

- Legislator and local official meetings and district events
- Senior centers
- Stakeholder meetings

✓ We welcome your suggestions!

Neighborhood Blitzes

- ✓ Concentrated efforts in high IE density areas, to drive program participation and build momentum
- ✓ 2018 focus on Multi-Family Program
- ✓ 3 select geographic areas selected for 2018: Bronzeville, South Suburbs, Aurora/West Chicago
- ✓ Work with local officials and key organizations to help spread the word via their email and print promotion, social media messaging
- ✓ Direct mailers
- ✓ Local events and advertising

Multi-Family Campaign

- ✓ Direct Mailers
- ✓ Billboards & Transit Shelters
- ✓ Print (e.g., La Raza, El Dia, Defender, Joliet Herald, Chicago Tribune targeted)
- ✓ Digital Ads, Google Adwords & Social Media
- ✓ Events
- ✓ April – June 2018

ComEd
Energy Efficiency Program

IT PAYS TO BE **ENERGY EFFICIENT**

ComEd can make your multi-family property* more energy efficient and comfortable with a FREE assessment and FREE energy-saving upgrades in tenant units and common areas, including:

- Free weatherization
- Free ENERGY STAR® LEDs
- Boiler tune-ups
- And more

Your tenants can also save money and energy, and you'll be the resident hero you always dreamed you could be.

[LEARN MORE >](#)

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ENERGY EFFICIENCY
LIVES HERE

FOR RENT

UPGRADE YOUR MULTI-FAMILY PROPERTY:

- Free weatherization
- Free LEDs
- Boiler tune-ups
- More

ComEd
Energy Efficiency Program

Boost your property's energy savings with minimal effort

[LEARN HOW >](#)

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Lighting Discounts Campaign

- ✓ Direct Mailing
- ✓ Transit Shelter & CTA Cards
- ✓ Cinema, Television (WCIU), and Radio (e.g., WOJO, WPPN, WGCI)
- ✓ Print (e.g., El Dia, Lawndale News, Chicago Crusader)
- ✓ In-Store POP signage and events
- ✓ April – August 2018



Single-Family Campaign

- ✓ Bill Insert & ComEd Newsletter
- ✓ Transit Shelters
- ✓ Television & Print
- ✓ Digital
- ✓ Late Fall 2018

ComEd.
Energy Efficiency Program



Special offers for eligible customers!

FREE [For Real!]

Are you taking advantage?

- FREE home energy upgrades
- FREE energy-saving products
- FREE weatherization
- DEEP DISCOUNTS on LEDs

It may be easier than you think to qualify!

Visit ComEd.com/Savings4You
Call 855-433-2700

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Certain program and household income restrictions apply.
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The ComEd Energy Efficiency Program is funded in compliance with state law.

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ComEd.
Programa de Eficiencia Energética



¡Ofertas especiales para clientes elegibles!

GRATIS [¡En serio!]

¿Las estás aprovechando?

- GRATIS mejoras energéticas para el hogar
- GRATIS productos ahorradores de energía
- GRATIS climatización
- GRANDES DESCUENTOS en LEDs

¡Podría sorprenderte lo fácil que es calificar!

Visita es.ComEd.com/Savings4You
Llama al 855-433-2700

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Aplican ciertas restricciones de programas e ingresos adicionales.
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El Programa de Eficiencia Energética de ComEd está financiado en cumplimiento con la ley estatal.

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In Development & Under Consideration

- ✓ Save and Share™ app – pilot in Bronzeville
- ✓ New target audiences: customers with large arrearages, high-usage customers, homebuyers
- ✓ New channels: local departments of health & safety, municipalities, block clubs
- ✓ New tactics: hiring from the community, high school age engagement, mobile unit
- ✓ 2018 Market Research: multifamily roundtables, message testing