

<b>PROGRAM ELEMENT</b>	<b>Residential Lighting</b>
Objective	Increase the market share of ENERGY STAR qualified compact fluorescent lamp ("CFL") bulbs sold through retail sales channels by providing incentives to decrease consumer costs, as well as information and education to increase consumer awareness and acceptance of energy-efficient lighting technology. Eligible efficient lighting measures may include screw-in bulbs, pin-based table lamps, specified torchiere lighting, and light emitting diode ("LED") holiday lights. A CFL recycling educational component will promote proper bulb disposal.
Target Market	This program element is designed for residential customers purchasing bulbs through retail sales channels. All targeted customers taking delivery service from ComEd are eligible for this program regardless of their choice of supplier.
Program Duration	June 2008 through May 2011.
Program Description	<p>The Residential Lighting Program Element will establish partnerships with midstream channel actors (retailers and their suppliers) to provide customers with instant rebates at the cash register for qualifying product. Retailers will also be given the option of participating in the program's bulb recycling component, where ComEd will subsidize the recycling fee for bulbs returned to the retailer for recycling.</p> <p>A midstream program approach leverages the normal retail sales channel for CFLs, creating opportunities for cooperative promotions with retailers and manufacturers, and supporting long-term market transformation goals. Instant rebates minimize the burden on consumers, lowering barriers to participation. A midstream approach also facilitates quicker program ramp-up than upstream manufacturer buydowns, and provides more detailed data to support evaluation of program impacts. A retailer-based approach ensures that the rebate is generally more transparent to the consumer than it would be under an upstream buydown, contributing to customer satisfaction and recognition of utility efforts to help its customers save energy, and promoting greater consumer awareness of the true CFL cost. Lastly, the bulb-recycling component offers consumers a convenient disposal option, and offers a mechanism for educating consumers about the importance of proper CFL disposal.</p> <p>As there is a high degree of variability in terms of retailer requirements and preferred participation approaches for retailer-based programs, the program will incorporate a degree of flexibility to promote retailer participation, employing two primary rebate delivery mechanisms:</p> <ul style="list-style-type: none"> <li>• <b>Coupons:</b> The primary rebate approach will be an in-store coupon which the customer fills out at the time of purchase in order to receive the instant rebate. Retailers will submit completed coupons to ComEd's fulfillment agent for reimbursement of rebate expenditures, providing ComEd with tracking data for EM&amp;V purposes.</li> <li>• <b>Markdown/buydowns:</b> ComEd will also offer retailers the option of participating via a markdown/buydown approach, where ComEd pays retailer incentives up front for supplying a given quantity of bulbs. Qualifying product is listed at a lower retail price on the shelves, or marked down automatically at the register. If participating in a markdown/buydown approach, retailers must commit to providing store-level sales data for qualifying product, and providing the consumer with some indication that the product is rebated (e.g., point-of-purchase marketing such as shelf tags or other in-store signage, product stickers, or information printed on the receipt).</li> </ul>

**PROGRAM  
ELEMENT**

**Residential Lighting**

**Eligible  
Measures**

The measures listed below have been utilized for planning purposes, but ComEd reserves the right to revise eligible measures as needed in accordance with current market conditions, technology development, EM&V results, and program implementation experience.

<b>Measure</b>	<b>Incremental Measure Cost</b>	<b>Gross Annual kWh Savings</b>	<b>Coincident Peak kW Savings</b>
13-W Integral CFL	\$2	28	0.00
18-W Integral CFL	\$5	38	0.00
25-W Integral CFL	\$6	48	0.00
20-W CFL Table Lamp	\$10	41	0.00
25-W CFL Table Lamp	\$10	56	0.01
30-W CFL Table Lamp	\$10	67	0.01
55-W CFL Table Lamp	\$10	109	0.01
55-W CFL Torchiere	\$15	184	0.02
70W CFL Torchiere (2 Lamps)	\$15	172	0.02
Holiday Lights LED C7 - 25 count	\$1	26	0.00
Holiday Lights LED C9 - 25 count	\$4	36	0.00

PROGRAM ELEMENT	Residential Lighting
Implementation Strategy	<p>Key elements of the Residential Lighting Program's implementation strategy include:</p> <ul style="list-style-type: none"> <li>• <b>Retailer/manufacture recruitment:</b> ComEd will issue an RFP to solicit participation by retailers in its service territory. The RFP will specify program requirements such as product specifications and performance criteria, product stocking objectives based on anticipated rebate volume, data sharing requirements, and the option of participating in the bulb recycling component of the program. The program will sign a Memorandum of Understanding ("MOU") with selected retailers delineating roles and responsibilities and each party's commitments in support of programmatic objectives.</li> <li>• <b>Retailer education and outreach:</b> Throughout program implementation, field staff (circuit riders) will 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 CFLs; (2) that retailers have an adequate supply of instant rebate coupons at the cash registers; (3) that point-of-purchase ("POP") displays are displayed properly and that qualifying products are stocked in accordance with retailer commitments; and (4) that 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.</li> <li>• <b>Incentive processing:</b> A fulfillment agent will be retained to ensure prompt processing of retailer incentive payments. ComEd will negotiate with retailers to determine how frequently batched coupons will be submitted to the fulfillment house for processing. As prompt incentive payment is essential to retailer satisfaction and ongoing program engagement, ComEd will work with the fulfillment agent to establish processes and procedures that expedite incentive payment.</li> <li>• <b>Bulb recycling:</b> The CFL recycling component continues an existing bulb recycling pilot ComEd is running with the Illinois EPA. The CFL recycling component will be deployed initially with a small number of retailers, and expanded in later program years. The recycling service will be free to residential customers, who will be able to turn in spent bulbs at participating retailers. Retailers will be provided with bins for bulb collection, and will be given training on proper packaging and labeling of spent lamps and how to correctly seal the collection bins, as well as how to safely clean up any broken bulbs. ComEd will subsidize recycling fees or transportation costs, and will promote participating retailers in marketing efforts. Retailers will be responsible for arranging for transportation of collected bulbs to a recycling facility.</li> </ul>
Marketing Strategy	<p>In addition to informing customers about rebate availability and participating retailers, the program will employ a strong consumer education component emphasizing the benefits of replacing incandescent bulbs with CFLs, utilizing messages that resonate most with consumers (e.g., price, energy and dollar savings, longer product life), as well as information to encourage proper disposal/recycling at participating retailers. Marketing materials will leverage the ENERGY STAR brand, which enjoys a high level of consumer recognition and favorable associations. Key elements of ComEd's marketing strategy will include:</p> <ul style="list-style-type: none"> <li>• <b>Direct consumer marketing:</b> ComEd will use bill stuffers and other direct mail approaches to educate consumers about CFLs and promote rebate availability at participating retailers. Customers will be directed to the website as a primary source of information and to the Call Center as a secondary source of information.</li> <li>• <b>Cooperative advertising:</b> ComEd will co-market advertising (e.g., circulars and flyers) with participating retailers to raise awareness of incentive availability and generate sales.</li> <li>• <b>POP display materials:</b> ComEd will develop templates for point-of-purchase display materials (shelf talkers, end cap signs, window banners/posters) that participating retailers can use to educate consumers, highlight displays of qualifying product, and motivate purchases. (Though templates will be made available, some retailers have very specific requirements about in-store POP and may not be able to use program materials. The program will work with such retailers to ensure that customers receive consistent messaging about the benefits of CFLs and rebate availability.)</li> <li>• <b>Mass-market advertising:</b> During special promotions like the ENERGY STAR Change a Light Campaign, ComEd will deploy mass market advertising (television/radio/newspaper) to promote the program.</li> </ul>

**PROGRAM  
ELEMENT**

**Residential Lighting**

**Incentive  
Strategy**

The incentive levels listed below have been used for planning purposes. However, as the Residential Lighting Program evolves beyond the initial ramp-up period and ongoing EM&V activities track program performance, ComEd may adjust incentive levels based on implementation experience.

<b>Measure</b>	<b>Incentive Level per Unit</b>
13-W Integral CFL	\$1.50
18-W Integral CFL	\$1.50
25-W Integral CFL	\$1.50
20-W CFL Table Lamp	\$10
25-W CFL Table Lamp	\$10
30-W CFL Table Lamp	\$10
55-W CFL Table Lamp	\$10
55-W CFL Torchiere	\$15
70W CFL Torchiere (two Lamps)	\$15
Holiday Lights LED C7 - 25 count	\$1
Holiday Lights LED C9 - 25 count	\$1

**Milestones**

- **February 2008:** Commission approval
- **February-March 2008:** Issue implementation contractor RFP
- **March 2008:** Issue retailer/manufacturer RFP
- **April 2008:** Select implementation contractor
- **April-May 2008:** Retailer/manufacturer selection and MOU; coop advertising plans for fall promotion
- **September 2008:** Program launch
- **October 2008:** Change a Light promotions begin

PROGRAM ELEMENT	<b>Residential Lighting</b>
EM&V Requirements	<p>ComEd will work with evaluators to establish deemed savings values for incented CFL technologies. Evaluation activity will focus on verification of installation and estimates of NTG ratios. A process evaluation involving consumer and retailer surveys will be conducted to assess the CFL recycling pilot effort, which will inform the structure of the expanded initiative.</p> <p>Given limited evaluation resources, the impact evaluation will focus on those measures accounting for the majority of estimated installations and savings.</p> <p>Evaluations of market buy-down programs that do not collect participant contact information are challenging because of the difficulty in identifying where the bulbs are placed and how they are used. As a result, the energy savings for the program will be evaluated by focusing on the coupon aspects of the program. Because the coupon will be filled out in many of the stores that do not elect to use the bulk buy-down aspects of the program, the evaluator should have enough participant contact information to conduct the evaluation using participant-supplied bulb installation and measure use information gathered via a survey process. As a result, the evaluator will contact participants who have purchased one or more bulbs using a sampling approach stratified by the number of bulbs purchased to obtain a representative sample within purchase patterns.</p> <p>These participants will be contacted to obtain the baseline bulb conditions (what types of bulbs were replaced and their locations) and the CFL use conditions needed to calculate energy savings. The survey will also obtain information about storage for intended future use.</p> <p>If evaluation funds are available, a sample of participants will be asked to take part in a lighting logger study in which switching and burn hours are recorded and used to confirm energy savings. The survey will employ a battery of questions to establish free rider levels for the calculation of net to gross values.</p> <p>During the impact surveys, we would expect limited process information will be collected on the ease of purchase, the influence of the incentive on the purchase decision, and customer satisfaction with the bulb(s) under normal use conditions. Information will also be collected about relocation and lighting quality. In addition, information about the value and usefulness of the educational information will be collected. Interviews with program managers and trade allies will be conducted to assess the operational conditions of the program and to identify ways to improve the program.</p>
Administrative Requirements	<p>Most direct program administrative requirements will be handled by a third party implementation contractor. ComEd will manage the procurement of implementation services, provide overarching program design and marketing strategy, manage coordination with external stakeholders, and provide oversight of program QA/QC, tracking and reporting.</p> <p>Activities to be undertaken by the program implementation contractor include retailer/manufacturee recruitment and coordination, marketing strategy implementation, field services delivery, management/oversight of bulb recycling component, data tracking (incentive payments, customer data, retailer data, and bulb recycling volume), rebate processing and fulfillment, and reporting.</p>

**PROGRAM ELEMENT**

**Residential Lighting**

**Estimated Participation**

The following participation estimates have been used for planning purposes. However, ComEd reserves the right to adjust anticipated participation levels as necessary in accordance with current market conditions, EM&V results, and program implementation experience.

	<b>2008 Participation</b>	<b>2009 Participation</b>	<b>2010 Participation</b>
CFLs	2,505,939	4,176,565	4,935,940
Specialty (pin-based lamps/torchiere)	93,973	156,621	185,098
Holiday LED lighting	66	110	130
<b>Total</b>	<b>2,599,978</b>	<b>4,333,296</b>	<b>5,121,168</b>

**Estimated Budget**

The following budget has been used for planning purposes. However, ComEd reserves the right to adjust program budgets as necessary in accordance with current market conditions, EM&V results, and program implementation experience.

<b>Budget</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>Total</b>
<b>Total</b>	<b>\$7,190,000</b>	<b>\$12,000,000</b>	<b>\$14,200,000</b>	<b>\$33,390,000</b>

**Savings Targets**

The following savings targets have been used for planning purposes. However, ComEd reserves the right to adjust savings targets as necessary in accordance with current market conditions, EM&V results, and program implementation experience.

<b>2008</b>		<b>2009</b>		<b>2010</b>		<b>Total</b>	
<b>MWh</b>	<b>MW</b>	<b>MWh</b>	<b>MW</b>	<b>MWh</b>	<b>MW</b>	<b>MWh</b>	<b>MW</b>
75,809	7.2	126,349	12.0	149,322	14.2	351,480	33.4

**Other Program Metrics**

The principal program metrics are the annual energy and demand savings targets, and delivery at or below budgeted cost. Secondary program performance metrics include the number of participating retailers, Web hits on the CFL page, Call Center inquiries, and the number of recycled bulbs collected by participating retailers.

PROGRAM ELEMENT	Appliance Recycling																
Objective	Promote the retirement and recycling of inefficient room air conditioners and second refrigerators and freezers from households by offering a turn-in incentive and free pick-up of working equipment, as well as information and education on the cost of keeping an inefficient unit in operation.																
Target Market	This program element is designed for residential customers with working inefficient room air conditioners and working second refrigerators or freezers manufactured before 1993. All targeted customers taking delivery service from ComEd are eligible for this program regardless of their choice of supplier.																
Program Duration	June 2008 through May 2011.																
Program Description	<p>ComEd will contract with an appliance recycling company to provide turnkey implementation services that include verification of customer eligibility, scheduling of pick-up appointments, appliance pickup, recycling and disposal activities, and incentive processing. In contractor selection, preference will be given to appliance recycling companies that have recycling and disposal facilities located in Illinois, or that are willing to construct such facilities given the anticipated volume resulting from the program. Recycling and disposal practices will be designed to prevent the release of chlorofluorocarbons ("CFCs").</p> <p>Turnkey program implementation through an appliance recycling contractor will simplify program delivery, reduce ComEd's administrative costs, and ensure a streamlined participation process. The program will be designed to minimize barriers to participation by offering incentives, convenient scheduling of appointments, and cost-free pick-up of qualifying equipment.</p>																
Eligible Measures	<p>The measures listed below have been utilized for planning purposes, but ComEd reserves the right to revise eligible measures as needed in accordance with current market conditions, technology development, EM&amp;V results, and program implementation experience.</p> <table border="1" data-bbox="510 1151 1362 1406"> <thead> <tr> <th data-bbox="510 1151 804 1247">Measure</th> <th data-bbox="804 1151 1056 1247">Incremental Measure Cost</th> <th data-bbox="1056 1151 1216 1247">Gross Annual kWh Savings</th> <th data-bbox="1216 1151 1362 1247">Coincident Peak kW Savings</th> </tr> </thead> <tbody> <tr> <td data-bbox="510 1247 804 1300">Freezer Recycling</td> <td data-bbox="804 1247 1056 1300">\$25</td> <td data-bbox="1056 1247 1216 1300">1,662</td> <td data-bbox="1216 1247 1362 1300">0.26</td> </tr> <tr> <td data-bbox="510 1300 804 1353">Refrigerator Recycling</td> <td data-bbox="804 1300 1056 1353">\$50</td> <td data-bbox="1056 1300 1216 1353">1,946</td> <td data-bbox="1216 1300 1362 1353">0.30</td> </tr> <tr> <td data-bbox="510 1353 804 1406">Window AC Recycling</td> <td data-bbox="804 1353 1056 1406">\$49</td> <td data-bbox="1056 1353 1216 1406">80</td> <td data-bbox="1216 1353 1362 1406">0.04</td> </tr> </tbody> </table>	Measure	Incremental Measure Cost	Gross Annual kWh Savings	Coincident Peak kW Savings	Freezer Recycling	\$25	1,662	0.26	Refrigerator Recycling	\$50	1,946	0.30	Window AC Recycling	\$49	80	0.04
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Freezer Recycling	\$25	1,662	0.26														
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Implementation Strategy	<p>Key elements of the Appliance Recycling Program implementation strategy include:</p> <ul style="list-style-type: none"> <li>• <b>Outsourcing implementation:</b> ComEd will issue an RFP to regional/national appliance recycling companies to provide comprehensive, turnkey implementation services from eligibility verification to proper disposal and recycling of turned-in appliances.</li> <li>• <b>Customer education and recruitment:</b> ComEd will develop and implement the marketing strategy. There will be strong consumer marketing and education components emphasizing how much it costs to operate an inefficient room air conditioner or old, secondary refrigerator or freezer, as well as the availability of program incentives and pick-up services.</li> </ul>																

PROGRAM ELEMENT	Appliance Recycling								
Marketing Strategy	<p>The program will employ strong consumer education and marketing components emphasizing the savings associated with retiring old, inefficient appliances, and the importance of ensuring proper disposal and recycling. Marketing materials will also include messaging about the benefits of ENERGY STAR qualified new equipment, as some room air conditioners and secondary refrigerators and freezers will eventually be replaced with new equipment. The program will leverage ENERGY STAR promotional resources such as the national Refrigerator Retirement Promotion (July – September) and the Refrigerator Retirement Savings Calculator as part of the web content.</p> <p>Anticipated marketing materials will include:</p> <ul style="list-style-type: none"> <li>• Web content</li> <li>• Bill stuffers and other direct mail</li> <li>• Limited mass market advertising around special promotions</li> </ul>								
Incentive Strategy	<p>In addition to free pick-up of eligible equipment, this program element will provide turn-in incentives, which are estimated below for planning purposes. However, as the Appliance Recycling Program evolves beyond the initial ramp-up period and ongoing EM&amp;V activities track program performance, ComEd may revise incentive amounts as the market dictates.</p> <table border="1" data-bbox="500 888 1286 1085"> <thead> <tr> <th>Measure</th> <th>Incentive Level per Unit</th> </tr> </thead> <tbody> <tr> <td>Recycled Refrigerator</td> <td>\$25</td> </tr> <tr> <td>Recycled Freezer</td> <td>\$50</td> </tr> <tr> <td>Recycled Room AC</td> <td>\$50</td> </tr> </tbody> </table>	Measure	Incentive Level per Unit	Recycled Refrigerator	\$25	Recycled Freezer	\$50	Recycled Room AC	\$50
Measure	Incentive Level per Unit								
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Milestones	<ul style="list-style-type: none"> <li>• <b>February 2008:</b> Commission approval</li> <li>• <b>February 2008:</b> Issue appliance recycler RFP</li> <li>• <b>March-April 2008:</b> Select appliance recycling firm</li> <li>• <b>May 2008:</b> Finalize program protocols, procedures</li> <li>• <b>June 2008:</b> Program launch</li> <li>• <b>July-September 2008:</b> ENERGY STAR refrigerator retirement campaign</li> </ul>								

**PROGRAM ELEMENT**

**Appliance Recycling**

**EM&V Requirements**

The essential step in the evaluation will involve an estimate based on survey data obtained from participants. The survey data will focus on in-home use, use frequency and the environment in which the unit is stored. This information will be used to adjust the energy consumption information obtained from AHAM for each model assessed. It is projected that the first year evaluation will use a census of the units picked up to establish the energy savings levels for the program, followed by years in which a sampling approach or a census approach will be used depending on pick-up volume and the representativeness of a sample approach. The energy estimation approach will account for replaced units or the rotation of secondary units within the home because of the purchase of a new or used unit to replace the recycled unit.

The NTG ratio will be calculated using participant response information about what they would have done without the unit being picked up by the program.

If evaluation funds are available, a sample of reclaimed units representing the population of units picked up by the program will be metered on-site prior to pick-up. Participants will be provided with an additional incentive to allow metering for at least one week under normal use conditions.

The energy savings will be calculated by adjusting the AHAM data to account for efficiency degradation, (typically noted to be about 1% per year after the first year) and the expected impact of the door opening and closing while in the home use condition. If the metered sampling approach can be funded, the savings will be adjusted to account for the metered assessment.

During the survey with participants the evaluation will collect satisfaction and process data. The evaluation will also conduct process interviews with the program managers and the implementation contractor. The evaluation will provide recommendations for improving the program.

**Administrative Requirements**

ComEd will be responsible for developing the appliance recycling contractor RFP and contractor selection, developing and implementing the marketing strategy, and monitoring contractor and goal performance.

The implementation contractor will be responsible for addressing customer inquiries received directly or referred by ComEd, and for program tracking and reporting activities.

**Estimated Participation**

The following participation estimates have been used for planning purposes. However, ComEd reserves the right to adjust anticipated participation levels as necessary in accordance with current market conditions, EM&V results, and program implementation experience.

	2008 Participation	2009 Participation	2010 Participation
Recycled Freezer	1,105	2,487	3,316
Recycled Refrigerator	11,053	24,868	33,158
Recycled Room AC	1,596	3,591	4,788

**PROGRAM ELEMENT****Appliance Recycling****Estimated Budget**

The following budget has been used for planning purposes. However, ComEd reserves the right to adjust program budgets as necessary in accordance with current market conditions, EM&V results, and program implementation experience.

Budget	2008	2009	2010	Total
Total	\$2,110,000	\$4,750,000	\$6,340,000	\$13,200,000

**Savings Targets**

The following savings targets have been used for planning purposes. However, ComEd reserves the right to adjust savings targets as necessary in accordance with current market conditions, EM&V results, and program implementation experience.

2008		2009		2010		Total	
MWh	MW	MWh	MW	MWh	MW	MWh	MW
8,159	1.3	18,358	2.9	24,477	3.8	50,994	8.0

**Other Program Metrics**

The principal program metrics are the annual energy and demand savings targets, and delivery at or below budgeted cost. Secondary performance metrics will include customer outreach conducted (e.g., direct mail), customer inquiries received, and web page hits.

<b>PROGRAM ELEMENT</b>	<b>Residential Multi-Family "All-Electric" Sweep</b>																																																																
<b>Objective</b>	Generate immediate electric energy savings by installing low-cost energy efficient products, providing rebates for more capital-intensive measures, and providing energy efficiency educational material to all-electric multifamily facility managers.																																																																
<b>Target Market</b>	Property owners and managers of all-electric multifamily residential facilities. ComEd has 155,000 all-electric multifamily units in its territory. All such targeted customers taking delivery service from ComEd are eligible for this program regardless of their choice of supplier.																																																																
<b>Program Duration</b>	June 2008 through May 2011.																																																																
<b>Program Description</b>	The Multi-Family "All-Electric" Sweep Program (the "Multifamily Program") will perform energy audits, provide direct installation of low-cost measures such as CFLs, pipe insulation, faucet aerators and low-flow showerheads, and market financial incentives available through ComEd's energy efficiency portfolio. The energy auditor will provide a summary report immediately after the site visit, which includes higher cost energy efficiency recommendations.																																																																
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Low flow shower heads	\$38	355	0.02																																																														
Occupancy sensor - wall box	\$77	214	0.18																																																														

PROGRAM ELEMENT	Residential Multi-Family "All-Electric" Sweep
Implementation Strategy	<p>An implementation contractor selected through an RFP process will deliver the program. The contractor will work with ComEd to finalize the program design, develop marketing materials, conduct program marketing and outreach activities, and provide field services in the target market (e.g., audits and installations).</p> <p>Key elements of the Multifamily Program implementation strategy include:</p> <ul style="list-style-type: none"> <li>• <b>Energy audits:</b> Property owners and managers will receive an initial visit from the implementation contractor who will perform a basic energy audit to identify opportunities for direct install and opportunities that require initial capital.</li> <li>• <b>Direct installation:</b> While onsite for the energy audit, the implementation contractor will install measures such as hot water tank insulation, CFLs, low-flow showerheads, and faucet aerators.</li> <li>• <b>Prescriptive rebates:</b> The energy audit will also identify opportunities for prescriptive rebates available through ComEd's energy efficiency program offerings (residential and small commercial HVAC and lighting).</li> <li>• <b>Measure installation:</b> If the participant is interested in purchasing prescriptive measures, the program will assist the owner/manger in selecting an installation contractor (if the implementation contractor is not qualified to do it). The installation contractor will fill out the incentive application and receive the rebate, lowering the cost to the consumer.</li> <li>• <b>Project verification:</b> For non-direct install projects, ComEd will reserve the right to site-verify installations prior to approval and incentive payment.</li> </ul>
Marketing Strategy	<p>Program managers will use various marketing methods to reach property managers and owners directly. These methods will include direct mail, bill inserts, program websites, email, advertisements and articles in trade journals, and presentations to apartment associations. The program will also engage housing associations.</p> <p>Common to all programs, customers will be directed to the website as a primary source of information and to the Call Center as a secondary source of information.</p>

**PROGRAM ELEMENT**

Incentive Strategy

**Residential Multi-Family "All-Electric" Sweep**

Direct-installation measures will be provided at no cost to the customer. Trade ally incentives will be provided to installation contractors to reduce the customer's cost for more expensive prescriptive measures.

The incentive levels listed below have been used for planning purposes. However, as the Multifamily Program evolves beyond the initial ramp-up period and ongoing EM&V activities track program performance, ComEd may adjust incentive levels based on implementation experience.

Measure	Incentive Level per Unit
18-W integral CFL	Free – direct install
DHW wrap R-4	Free – direct install
Faucet aerators	Free – direct install
Low flow shower head	Free – direct install
1 4' T8 32-W lamp w/ EB & reflector	\$13
1 8' T8 59-W lamp w/ EB & reflector	\$20
2 4' Super T8 28-W lamps w/ EB	\$13
2 4' T8 32-W lamps w/ EB	\$13
2 4' T8 32-W lamps w/ EB & occ. sensor	\$13
2 8' Super T8 59-W lamps w/ EB	\$20
Electroluminescent exit sign (new)	\$71
Electroluminescent exit sign retrofit kit	\$68
LED exit sign (new)	\$32
LED exit sign retrofit kit	\$17
Occupancy sensor - wall box	\$57

Milestones

- **February 2008:** Commission approval
- **February-March 2008:** Implementation contractor RFP and selection
- **April-May 2008:** Final program design, measure selection, and savings determination
- **June 2008:** Program launch

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**PROGRAM ELEMENT****EM&V Requirements**

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**Residential Multi-Family "All-Electric" Sweep**

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This program has three independent but coordinated component-focused evaluation efforts that need to be conducted simultaneously. These include: Audits, Direct Installs, and Rebated HVAC/Lighting. The evaluation approach for each component is as follows:

**Energy Audits**

The energy audit component will be evaluated using a participant and non-participant survey approach with multi-family ("MF") owners and operators to identify the difference between the level of recommended actions taken by participants and non-participants. This approach will automatically account for potential free rider effects, as the non-participant actions will represent the normal market behavior in the absence of the program. The energy savings from the actions taken will be reported consistent with the adopted deemed values. Where actions are not listed in the ComEd deemed values database, energy simulation modeling based on normal local weather will be used to estimate savings. Because of the cost, on-site metering and verification efforts will not be conducted. The energy savings from the actions taken will be reported consistent with the adopted deemed values. The information from the surveys along with reviews of current evaluation literature will serve as the basis for adjusting deemed values over time.

**Low-Cost Direct Installs**

The direct install evaluation will be based on the coordination of two evaluation approaches. First, program records will be reviewed to extract the listing of the installed measures and the baseline conditions associated with the direct install. These will serve as the platform from which participant surveys will be used to confirm the information in the tracking system, including the pre-installed baseline/operational conditions. In cases where the tracking system excludes baseline conditions, the survey will establish the operational and environmental conditions from which baseline conditions different from the deemed value assumptions will be adjusted. When baseline data is available in the tracking system, the baseline information from the tracking system will be adjusted to reflect the survey results in the calculation of net savings. The non-participant audit survey will also be structured to identify the level of comparable low-cost actions taken by non-participants to net out the effects of free riders for the direct install component. The information from the surveys, along with reviews of current evaluation literature, will serve as the basis for adjusting deemed values over time.

**Rebated HVAC/Lighting**

The evaluation of rebated measures will be conducted at the same time as the previous two studies so that baseline and operational use conditions associated with these measures will be covered in the participant and the non-participant surveys. Here again, the non-participant survey will serve to net-out the program-induced measures from effects associated with free riders. However, for a sample of the HVAC and lighting projects, on-site verification efforts will be used to confirm the installations and the use conditions. The evaluation results from the surveys and the on-site verification efforts will be used to adjust the assumptions behind the deemed savings estimates, where applicable, and will be used to establish new deemed values for future years.

A process evaluation should be conducted at the same time as the three studies noted above and will include interviews with program managers and service providers, reviews of program materials.

PROGRAM ELEMENT	<b>Residential Multi-Family "All-Electric" Sweep</b>																								
Administrative Requirements	<p>ComEd will be responsible for developing the implementation contractor RFP, implementation contractor selection, approving final program design and marketing strategy, and monitoring contractor and goal performance.</p> <p>Implementation contractor responsibilities include final program design, marketing materials development, program marketing and outreach activities, project management and QA/QC activities, customer and installation contractor dispute resolution, tracking and reporting, and program goal achievement.</p>																								
Estimated Participation	<p>The following participation estimates have been used for planning purposes. However, ComEd reserves the right to adjust anticipated participation levels as necessary in accordance with current market conditions, EM&amp;V results, and program implementation experience.</p> <table border="1" data-bbox="497 680 1344 772"> <thead> <tr> <th></th> <th>2008 Participation</th> <th>2009 Participation</th> <th>2010 Participation</th> </tr> </thead> <tbody> <tr> <td>Multifamily buildings</td> <td>3,300</td> <td>3,300</td> <td>3,300</td> </tr> </tbody> </table>		2008 Participation	2009 Participation	2010 Participation	Multifamily buildings	3,300	3,300	3,300																
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Estimated Budget	<p>The following budget has been used for planning purposes. However, ComEd reserves the right to adjust program budgets as necessary in accordance with current market conditions, EM&amp;V results, and program implementation experience.</p> <table border="1" data-bbox="497 957 1364 1056"> <thead> <tr> <th>Budget</th> <th>2008</th> <th>2009</th> <th>2010</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total</td> <td>\$760,000</td> <td>\$760,000</td> <td>\$760,000</td> <td>\$2,280,000</td> </tr> </tbody> </table>	Budget	2008	2009	2010	Total	Total	\$760,000	\$760,000	\$760,000	\$2,280,000														
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Savings Targets	<p>The following savings targets have been used for planning purposes. However, ComEd reserves the right to adjust savings targets as necessary in accordance with current market conditions, EM&amp;V results, and program implementation experience.</p> <table border="1" data-bbox="497 1289 1344 1430"> <thead> <tr> <th colspan="2">2008</th> <th colspan="2">2009</th> <th colspan="2">2010</th> <th colspan="2">Total</th> </tr> <tr> <th>MWh</th> <th>MW</th> <th>MWh</th> <th>MW</th> <th>MWh</th> <th>MW</th> <th>MWh</th> <th>MW</th> </tr> </thead> <tbody> <tr> <td>2,369</td> <td>0.2</td> <td>2,369</td> <td>0.2</td> <td>2,369</td> <td>0.2</td> <td>7,106</td> <td>0.5</td> </tr> </tbody> </table>	2008		2009		2010		Total		MWh	MW	MWh	MW	MWh	MW	MWh	MW	2,369	0.2	2,369	0.2	2,369	0.2	7,106	0.5
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2,369	0.2	2,369	0.2	2,369	0.2	7,106	0.5																		
Other Program Metrics	<p>The primary metrics are the energy and demand savings targets, and delivery at or below budgeted cost. ComEd will also track customer outreach activities, direct install measure installations, and installations of measures eligible for prescriptive rebates.</p>																								

<b>PROGRAM ELEMENT</b>	<b>Residential – HVAC Diagnostics &amp; Tune-Up</b>																		
Objective	Obtain energy and demand savings by improving the operating performance of residential central air conditioning ("AC") units.																		
Target Market	This program element is designed for residential customers with central AC units. All targeted customers taking delivery service from ComEd are eligible for this program regardless of their choice of supplier.																		
Program Duration	June 2009 through May 2011.																		
Program Description	<p>Some estimates show that as many as 78% of central AC units are improperly charged and up to 70% have improper airflow, both of which can lead to significant performance degradation and inefficiency. ComEd's HVAC Diagnostics &amp; Tune-Up Program will build capacity among HVAC contractors to address these issues and provide a value-added service to their customers. Program marketing efforts will promote the value of these services to customers and the energy-saving benefits.</p> <p>HVAC diagnostics and tune-up services will be delivered through a network of HVAC contractors operating in ComEd's service territory that have been trained in program protocols and participation processes. A coordinated recruitment and training strategy will be used to inform contractors of opportunities and incentives available through the HVAC Diagnostics &amp; Tune-Up Program and the New HVAC with Quality Installation Program. Training will address the use of diagnostic tools to check refrigerant charge and airflow over AC system coils. Based on an analysis of the inputs provided by the technician, the tool will provide recommended charge and airflow, and the technician then makes the necessary modifications.</p> <p>Incentives will be paid to the HVAC contractor on a per job basis. The contractor has the option of passing the incentive through to the consumer in the form of a lower fee for the service, or retaining the incentive, depending on their marketing strategy.</p>																		
Eligible Measures	<p>Eligible measures include refrigerant charge and proper airflow adjustment for residential central AC units. ComEd reserves the right to revise eligible measures as needed in accordance with current market conditions, technology development, EM&amp;V results, and program implementation experience.</p> <table border="1"> <thead> <tr> <th>Measure</th> <th>Incremental Measure Cost</th> <th>Gross Annual kWh Savings</th> <th>Coincident Peak kW Savings</th> </tr> </thead> <tbody> <tr> <td>Tune-up - Multifamily</td> <td>\$38</td> <td>85</td> <td>0.16</td> </tr> <tr> <td>Tune-up - Single Family Attached</td> <td>\$134</td> <td>233</td> <td>0.42</td> </tr> <tr> <td>Tune-up - Single Family Detached</td> <td>\$173</td> <td>395</td> <td>0.64</td> </tr> </tbody> </table>			Measure	Incremental Measure Cost	Gross Annual kWh Savings	Coincident Peak kW Savings	Tune-up - Multifamily	\$38	85	0.16	Tune-up - Single Family Attached	\$134	233	0.42	Tune-up - Single Family Detached	\$173	395	0.64
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PROGRAM ELEMENT	<b>Residential – HVAC Diagnostics &amp; Tune-Up</b>
Implementation Strategy	<p>An implementation contractor selected through an RFP process will administer the program. A single contractor will implement the HVAC Diagnostics &amp; Tune-Up Program and the New HVAC with Quality Installation Program as a coordinated effort. The implementation contractor will administer the program, oversee contractor training and HVAC diagnostic/tune-up activities, and provide post-performance verification.</p> <p>Key elements of the HVAC Diagnostics and Tune-Up Program implementation strategy include:</p> <ul style="list-style-type: none"> <li>• <b>Contractor recruitment and training:</b> The implementation contractor will recruit HVAC contractors and arrange for them to participate in the required training. Contractor recruitment and training will be coordinated with ComEd's New HVAC with Quality Installation Program, so that contractors and their customers perceive the two programs as a single offering covering new and existing equipment.</li> <li>• <b>Customer recruitment:</b> The primary customer recruitment mechanism will be the direct marketing activities of participating HVAC contractors. Program information will also be posted on ComEd's website and provided through the toll-free Call Center.</li> <li>• <b>Project implementation:</b> Participating HVAC contractors will deliver diagnostic and tune-up services according to program protocols.</li> <li>• <b>Incentive application:</b> HVAC contractors will submit incentive applications for qualifying services performed. ComEd's implementation contractor will perform a QA/QC review of all applications to ensure that required information and documentation has been provided.</li> <li>• <b>Incentive payment:</b> HVAC contractors will receive a per-job incentive for approved applications.</li> <li>• <b>Project verification:</b> ComEd will reserve the right to site-verify work conducted by participating HVAC contractors prior to approval and payment of incentives.</li> </ul>
Marketing Strategy	<p>The HVAC Diagnostics &amp; Tune-Up Program is aimed at the mass market and as such will require a higher level of marketing activity to capture consumers' attention and generate sufficient project flow. Key elements of the marketing strategy will include:</p> <ul style="list-style-type: none"> <li>• <b>Direct consumer marketing:</b> To increase consumer awareness about the value of HVAC tune-up services, ComEd will market the program through bill stuffers and other direct mail approaches. Customers will be directed to the website as a primary source of information and to the Call Center as a secondary source of information.</li> <li>• <b>Mass-market advertising:</b> During special promotions ComEd will use mass-market advertising (radio/newspaper/television) to promote services provided through the program. Such promotions will leverage opportunities such as the HVAC tune-up campaign that ENERGY STAR is planning to launch in 2008.</li> <li>• <b>Cooperative advertising:</b> ComEd will co-market advertising templates (e.g., brochures and customer postcards) for participating HVAC contractors to use in their marketing efforts.</li> </ul>

PROGRAM ELEMENT	Residential – HVAC Diagnostics & Tune-Up
Incentive Strategy	<p>Incentives will be paid to participating HVAC contractors on a per job basis. Contractors will have the option of passing the incentive through to the consumer in the form of a lower fee for the service or retaining the incentive.</p> <p>As the HVAC Diagnostics &amp; Tune-Up Program evolves beyond the initial ramp-up period and ongoing EM&amp;V activities track program performance, ComEd may adjust incentive levels based on implementation experience.</p>
Milestones	<ul style="list-style-type: none"> <li>● <b>February 2008:</b> Commission approval</li> <li>● <b>July-September 2008:</b> Implementation contractor RFP and selection</li> <li>● <b>October-December 2008:</b> Final program design and protocol development</li> <li>● <b>January-May 2009:</b> Contractor recruitment/training</li> <li>● <b>June 2009:</b> Program launch</li> </ul>
EM&V Requirements	<p>The impact evaluation will employ a sampling approach to verify that the treated units have acquired the correct charges and airflow rates. The evaluator will review the program participant records pertaining to the pre-tune-up conditions and examine the tuned charge and flow rates achieved to assess and confirm the tuned-up condition. The evaluator will also review the ex ante savings assumptions and compare with the results of the field data to assess the appropriateness of the savings estimates.</p> <p>Persistence will be estimated by recording the charge and air flow rates at the time of the inspection and regressing these values against the program records for achieved charge and air-flow rates against time. In order to add time-variance points to the persistence testing, the contractor will conduct multiple examinations on the selected sample over the summer months and again during the spring to plot a tune-up erosion curve to compare with ex ante assumptions and to establish the timeline over which savings should be counted. The estimate should include considerations for normal tune-up cycles in the absence of the program based on survey responses.</p> <p>If sufficient evaluation funds are available, the evaluation contractor will install metering equipment on a sample of non-participant and participant air conditioning systems to enable a cross-sectional comparison of the performance of participating and non-participating air conditioners.</p> <p>NTG assessments will be conducted using a participant survey approach. Participants will be asked whether they were or are still on an HVAC service agreement that would have included having their units tuned-up via that agreement. It is essential, however, that participants understand the nature of that service, since most standard service agreements do not include refrigerant and airflow adjustments performed according to best practice protocols.</p> <p>The process evaluation will use interviews with program managers and service providers to assess the operations of the program. The study will also survey a sample of customers taking part in the program to determine the satisfaction with the program and to inquire about operational conditions impacting satisfaction and enrollment decisions. These issues will also be explored with the trade allies and service providers. The process evaluation will provide recommendations for program changes.</p>

PROGRAM ELEMENT	<b>Residential – HVAC Diagnostics &amp; Tune-Up</b>																								
Administrative Requirements	<p>ComEd will be responsible for developing the implementation contractor RFP, implementation contractor selection, approving final program design and marketing strategy, and monitoring contractor and goal performance.</p> <p>Implementation contractor responsibilities will include final program design and protocol development, marketing materials development, program marketing and outreach activities, management and oversight of the HVAC contractor network, QA/QC activities, tracking and reporting, and program goal achievement.</p>																								
Estimated Participation	<p>The following participation estimates have been used for planning purposes. However, ComEd reserves the right to adjust anticipated participation levels as necessary in accordance with current market conditions, EM&amp;V results, and program implementation experience.</p> <table border="1" data-bbox="518 764 1366 894"> <thead> <tr> <th></th> <th>2008 Participation</th> <th>2009 Participation</th> <th>2010 Participation</th> </tr> </thead> <tbody> <tr> <td>Tune-Ups</td> <td>0</td> <td>6,500</td> <td>16,200</td> </tr> </tbody> </table>		2008 Participation	2009 Participation	2010 Participation	Tune-Ups	0	6,500	16,200																
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Estimated Budget	<p>The following budget has been used for planning purposes. However, ComEd reserves the right to adjust program budgets as necessary in accordance with current market conditions, EM&amp;V results, and program implementation experience.</p> <table border="1" data-bbox="518 1052 1366 1150"> <thead> <tr> <th>Budget Category</th> <th>2008</th> <th>2009</th> <th>2010</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total</td> <td>\$100,000</td> <td>\$1,260,000</td> <td>\$3,1570,000</td> <td>\$4,510,000</td> </tr> </tbody> </table>	Budget Category	2008	2009	2010	Total	Total	\$100,000	\$1,260,000	\$3,1570,000	\$4,510,000														
Budget Category	2008	2009	2010	Total																					
Total	\$100,000	\$1,260,000	\$3,1570,000	\$4,510,000																					
Savings Targets	<p>The following savings targets have been used for planning purposes. However, ComEd reserves the right to adjust savings targets as necessary in accordance with current market conditions, EM&amp;V results, and program implementation experience.</p> <table border="1" data-bbox="518 1339 1366 1482"> <thead> <tr> <th colspan="2">2008</th> <th colspan="2">2009</th> <th colspan="2">2010</th> <th colspan="2">Total</th> </tr> <tr> <th>MWh</th> <th>MW</th> <th>MWh</th> <th>MW</th> <th>MWh</th> <th>MW</th> <th>MWh</th> <th>MW</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0.0</td> <td>1,802</td> <td>2.9</td> <td>4,495</td> <td>7.3</td> <td>6,297</td> <td>10.2</td> </tr> </tbody> </table>	2008		2009		2010		Total		MWh	MW	MWh	MW	MWh	MW	MWh	MW	0	0.0	1,802	2.9	4,495	7.3	6,297	10.2
2008		2009		2010		Total																			
MWh	MW	MWh	MW	MWh	MW	MWh	MW																		
0	0.0	1,802	2.9	4,495	7.3	6,297	10.2																		
Other Program Metrics	<p>The principal program metrics are the annual energy and demand savings targets, and delivery at or below budgeted cost. Secondary metrics include tracking HVAC contractor participation in training sessions, HVAC contractor performance monitoring, participation per month, kW per home and cost per kW and kWh.</p>																								

<b>PROGRAM ELEMENT</b>	<b>Residential New HVAC with Quality Installation</b>
<b>Objective</b>	Obtain energy and demand savings by promoting proper sizing and installation of new residential central air conditioning ("AC") units.
<b>Target Market</b>	Residential customers installing new central AC units. All targeted customers taking delivery service from ComEd are eligible for this program regardless of their choice of supplier.
<b>Program Duration</b>	June 2009 through May 2011.
<b>Program Description</b>	<p>There are substantial energy efficiency and peak demand reduction opportunities associated with the proper sizing and installation of new central AC systems, as well as with the installation of premium efficiency equipment. Many new central AC units are under- or, more commonly, over-sized, resulting in frequent cycling and inefficient operation of the unit. Proper sizing of the units typically is accomplished using Manual J, the residential central AC sizing protocol developed by the Air Conditioning Contractors of America ("ACCA") that uses detailed heat load calculations. Even when HVAC contractors use Manual J they can improperly apply the protocol. Quality installation of central AC units also requires calibration of the refrigerant charge and airflow, and may include duct sealing to further improve operating efficiency.</p> <p>Quality HVAC installations will be delivered through a network of HVAC contractors operating in ComEd's service territory that have been trained in program protocols and participation processes. The program will be delivered in conjunction with the HVAC Diagnostics and Tune-Up program element. The New HVAC program element will promote efficiency for new residential central AC systems through the following program components:</p> <ul style="list-style-type: none"> <li>• <b>Quality installation:</b> HVAC contractors will be trained to meet a quality installation protocol that requires the proper use of Manual J for equipment sizing, as well as calibration of refrigerant charge and airflow. Contractor incentives will be provided for documented quality installations that meet the protocol. Information about duct sealing will also be provided to contractors but will not be a required component of the installation protocol.</li> <li>• <b>Premium efficiency equipment:</b> The program will also offer a standard incentive for all equipment that exceeds a 13 SEER efficiency rating (the level of efficiency currently required under federal energy efficiency standards).</li> </ul> <p>By promoting proper sizing and quality installation practices, the program will build capacity among HVAC contractors to address these issues and provide a value-added service to their customers. Program marketing efforts will promote the value of these services to customers and the energy-saving benefits. Incentives will be paid to the HVAC contractor on a per job basis. The contractor has the option of passing the incentive through to the consumer in the form of a lower fee for the service/equipment, or retaining the incentive, depending on its marketing strategy.</p> <p>A coordinated recruitment and training strategy will be used to inform contractors of opportunities and incentives available through this program element and the AC Diagnostics and Tune-Up element.</p>

**PROGRAM ELEMENT**

**Eligible Measures**

**Residential New HVAC with Quality Installation**

ComEd reserves the right to revise eligible measures as needed in accordance with current market conditions, technology development, EM&V results, and program implementation experience. Although the table below lists only 14 SEER air conditioners are eligible units, the cost-effectiveness of higher efficiency units will be examined in the final design process.

Measure	Incremental Measure Cost	Gross Annual kWh Savings	Coincident Peak kW Savings
<b>14 SEER (11.99 EER) Split-System AC</b>			
Multifamily	\$40	64	0.04
Single Family, Attached	\$141	165	0.11
Single Family, Detached	\$182	300	0.25
<b>Refrigeration Charge</b>			
Multifamily	\$38	85	0.16
Single Family, Attached	\$134	233	0.42
Single Family, Detached	\$173	395	0.64
<b>Sizing</b>			
Multifamily	\$50	29	0.06
Single Family, Attached	\$100	95	0.18
Single Family, Detached	\$100	174	0.27

PROGRAM ELEMENT	<b>Residential New HVAC with Quality Installation</b>
Implementation Strategy	<p>An implementation contractor selected through an RFP process will administer the program. A single contractor will implement the New HVAC and the AC Diagnostics and Tune-Up elements as a coordinated effort. The implementation contractor will administer the program element, oversee contractor training and quality HVAC installation activities, and provide post-performance verification.</p> <p>Key elements of the New HVAC Program implementation strategy include:</p> <ul style="list-style-type: none"> <li>• <b>Contractor recruitment and training:</b> The implementation contractor will recruit HVAC contractors and arrange for them to participate in the required training that will address proper sizing and quality installation protocols. Contractor recruitment and training will be coordinated with ComEd's AC Diagnostics and Tune-Up element, so that contractors and their customers perceive the two programs as a single offering covering new and existing equipment.</li> <li>• <b>Customer recruitment:</b> The primary customer recruitment mechanism will be the direct marketing activities of participating HVAC contractors. Program information will also be posted on ComEd's web site and provided through the toll-free Call Center.</li> <li>• <b>Project implementation:</b> Participating HVAC contractors will ensure proper equipment sizing and provide quality installation services according to program protocols.</li> <li>• <b>Incentive application:</b> HVAC contractors will submit incentive applications for qualifying services performed, as well as for any premium efficiency equipment installed. ComEd's implementation contractor will perform a QA/QC review of all applications to ensure that required information and documentation has been provided.</li> <li>• <b>Incentive payment:</b> HVAC contractors will receive a per-job incentive for approved applications.</li> <li>• <b>Project verification:</b> ComEd will reserve the right to site-verify work conducted by participating HVAC contractors prior to approval and payment of incentives.</li> </ul>
Marketing Strategy	<p>The New HVAC program element is aimed at the mass market and as such will require a higher level of marketing activity to capture consumers' attention and generate sufficient project flow. Key elements of the marketing strategy will include:</p> <ul style="list-style-type: none"> <li>• <b>Direct consumer marketing:</b> To increase consumer awareness about the value of proper sizing, quality HVAC installations, and premium efficiency equipment, ComEd will market the program element through bill stuffers and other direct mail approaches. Customers will be directed to the website as the primary source of information and the Call Center as a secondary source of information.</li> <li>• <b>Mass market advertising:</b> During special promotions ComEd will deploy mass market advertising (radio/newspaper/television) to promote services provided through the program element.</li> <li>• <b>Cooperative advertising:</b> ComEd will develop co-branded advertising templates (e.g., brochures and customer postcards) for participating HVAC contractors to use in their marketing efforts.</li> </ul>

PROGRAM ELEMENT	Residential New HVAC with Quality Installation
Incentive Strategy	<p>Incentives will be paid to participating HVAC contractors on a per job basis. Contractors will have the option of passing the incentive through to the consumer in the form of a lower fee for the service, or retaining the incentive.</p> <p>As the New HVAC program element evolves beyond the initial ramp-up period and ongoing EM&amp;V activities track program performance, ComEd may adjust incentive levels based on implementation experience.</p>
Milestones	<ul style="list-style-type: none"> <li>• <b>February 2008:</b> Commission approval</li> <li>• <b>July-September 2008:</b> Implementation contractor RFP and selection</li> <li>• <b>October-December 2008:</b> Final program design and protocol development</li> <li>• <b>January-May 2009:</b> Contractor recruitment/training</li> <li>• <b>June 2009:</b> Program launch</li> </ul>
EM&V Requirements	<p>This program focuses on creating and meeting the demand for higher efficiency air conditioning and for properly sized unit installs.</p> <p>The first part of the evaluation will involve the implementation of a market practice baseline of the sizing and installation practices of participating and non-participating trade allies. These interviews will focus on how trade allies size units and their use of Manual J or similar practices. The purpose of the interview will be to establish the market baseline relative to the degree to which proper sizing is occurring by trade allies in general, and by program partners. The baseline interview will focus on pre-program practices and the extent to which those practices are used in the market. If there are sufficient evaluation resources, the evaluation will include an on-site verification effort in which a sample of newly retrofit and new-installs will be examined by the evaluation team and used to adjust the self-reported baseline practices.</p> <p>Periodically this interview will be repeated with both participants and non-participants to track changes in the market caused by this program element. As the program's influences are quantified via the baseline tracking interviews, the energy consumption and demand differences in the movement of the market baseline practice and the participant practice will be estimated using weather-adjusted building modeling approaches of the two scenarios.</p> <p>For participants (trade allies and customers) who install more energy efficient equipment, interviews and tracking system reviews will be conducted to determine the SEER level that would have been installed without the program and the SEER level that was installed as a result of the program to get at the net SEER unit installs that are caused by the program and the SEER rating differences. This data will then be modeled to reflect the typical difference between the pre- and post-program net changes in unit decisions, practices and energy consumption. If added funding is available, participating households will be surveyed to obtain use information that will be used to calibrate the models.</p> <p>The process evaluation will be conducted at the same time as the impact study. This will involve reviews of the program materials, interviews with program managers and interviews with participating and non-participating trade allies and end-use customers. The process evaluations will focus on trade ally and customer satisfaction, and on the effectiveness of all training activities.</p>

PROGRAM ELEMENT	<b>Residential New HVAC with Quality Installation</b>																								
Administrative Requirements	<p>ComEd will be responsible for developing the implementation contractor RFP, implementation contractor selection, approving final program design and marketing strategy, and monitoring contractor and goal performance.</p> <p>Implementation contractor responsibilities will include final program design and protocol development, marketing materials development, program marketing and outreach activities, management and oversight of the HVAC contractor network, QA/QC activities, tracking and reporting, and program element goal achievement.</p>																								
Estimated Participation	<p>The following participation estimates have been used for planning purposes. However, ComEd reserves the right to adjust anticipated participation levels as necessary in accordance with current market conditions, EM&amp;V results, and program implementation experience.</p> <table border="1" data-bbox="525 762 1367 890"> <thead> <tr> <th></th> <th>2008 Participation</th> <th>2009 Participation</th> <th>2010 Participation</th> </tr> </thead> <tbody> <tr> <td>New AC units</td> <td>0</td> <td>17,460</td> <td>43,572</td> </tr> </tbody> </table>		2008 Participation	2009 Participation	2010 Participation	New AC units	0	17,460	43,572																
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Other Program Metrics	<p>The principal program metrics are the annual energy and demand savings targets, and delivery at or below budgeted cost. Secondary metrics include tracking HVAC contractor participation in training sessions, HVAC contractor performance monitoring, participation per month.</p>																								

<b>PROGRAM ELEMENT</b>	<b>Residential Advanced Lighting Package</b>																
Objective	The goal of this program element is to increase builder and consumer awareness and understanding of the benefits of energy-efficient building practices, with a focus on capturing lighting energy efficiency opportunities that are available during the design and construction of new homes.																
Target Market	The program element will serve buyers of newly constructed homes by targeting home builders and promoting the installation of energy efficient lighting. All targeted customers taking delivery service from ComEd are eligible for this program regardless of their choice of supplier.																
Program Duration	June 2009 through May 2011.																
Program Description	To secure lighting energy efficiency opportunities in new home construction projects, the program element will provide home builders with incentives, education and training, and marketing assistance to promote new homes that include the ENERGY STAR Advanced Lighting Package ("ALP"). The ALP designation applies to lighting packages for new home construction that consist of a minimum of 60% ENERGY STAR qualified hard-wired fixtures and 100% ENERGY STAR qualified ceiling fans where installed. This program element will also work with lighting manufacturers, distributors, and retailers to promote stocking of qualified fixtures and replacement bulbs.																
Eligible Measures	<p>The measures listed below have been used for planning purposes, but ComEd reserves the right to revise eligible measures as needed in accordance with current market conditions, technology development, EM&amp;V results, and program implementation experience.</p> <table border="1"> <thead> <tr> <th>Measure</th> <th>Incremental Measure Cost</th> <th>Gross Annual kWh Savings</th> <th>Coincident Peak kW Savings</th> </tr> </thead> <tbody> <tr> <td>ALP - Multifamily</td> <td>\$225</td> <td>1,341</td> <td>0</td> </tr> <tr> <td>ALP - Single Family, Attached</td> <td>\$375</td> <td>2,236</td> <td>0</td> </tr> <tr> <td>ALP - Single Family, Detached</td> <td>\$450</td> <td>2,683</td> <td>0</td> </tr> </tbody> </table>	Measure	Incremental Measure Cost	Gross Annual kWh Savings	Coincident Peak kW Savings	ALP - Multifamily	\$225	1,341	0	ALP - Single Family, Attached	\$375	2,236	0	ALP - Single Family, Detached	\$450	2,683	0
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**PROGRAM ELEMENT**

**Residential Advanced Lighting Package**

**Implementation Strategy**

An implementation contractor selected through an RFP process will administer the program element. Key elements of the ALP element implementation strategy include:

- **Builder recruitment:** The primary recruitment effort will target home builders in ComEd's service territory, with recruitment occurring through individual contact as well as through group outreach events for home builder associations. The program element will offer builder education and training covering the differences between screw-in ENERGY STAR bulbs and hard-wired fixtures, program participation processes and protocols, as well as the market differentiation benefits that builders may gain from promoting the ALP in their residential new construction. Builders and other trade allies participating in the program element will receive regular communications about program activities and changes to ensure they are informed and engaged participants.
- **Lighting supplier outreach:** This program element will also work with lighting supply channels (manufacturers reps, distributors, showrooms, and retailers) to ensure adequate stocking of qualified product and replacement bulbs, and to facilitate opportunities for lighting suppliers to support builder participation in the program (e.g., cooperative marketing, competitive pricing packages, training/education).
- **Customer recruitment:** The primary customer recruitment mechanism will be the sales and marketing efforts of builders that are promoting the ALP. ComEd and its implementation contractor will assist builders in marketing to consumers by providing templates and other marketing tools, as well as seek out cooperative mass market advertising opportunities in newspapers, home buyer guides, and other advertising vehicles.
- **Technical assistance:** The program implementation contractor will provide guidance regarding program offerings and participation processes to builders and other trade allies as needed to minimize confusion and barriers to participation.
- **Application submittal:** Builders will submit incentive applications and required documentation after ALP installation has been completed. Incentive forms and participation processes will be kept simple and straightforward to minimize barriers to participation.
- **QA/QC review:** Incentive applications will be subject to a QA/QC review to ensure all required forms and documentation have been submitted (e.g., data on the total number of fixtures per home, model numbers for installed ENERGY STAR qualifying equipment), and that calculation of incentive totals are correct.
- **Project verification:** ComEd will reserve the right to site-verify installations prior to approval and incentive payment.

**Marketing Strategy**

The ALP program element will incorporate a two-track marketing strategy: one track will be aimed at reaching and recruiting builders through account managers, and a second track, ideally designed and implemented jointly with builders, will raise consumer awareness of the advantages of the ALP. Program marketing efforts will leverage ENERGY STAR tools and resources for promoting the ALP.

Builder recruitment will be leveraged with the account managers and through local builders' group meetings. Lighting supply channel actors (particularly manufacturers' reps and distributors) will be leveraged to support builder outreach efforts. The consumer marketing strategy typically involves a cooperative print, radio and sometimes television campaign to raise awareness of the availability of the ENERGY STAR ALP. In addition, some program funds might be used for cooperative advertising with builders. Outreach to lenders, realtors and appraisers will be included in the strategy.

PROGRAM ELEMENT	<b>Residential Advanced Lighting Package</b>
Incentive Strategy	<p>The following expectations and assumptions have been used for planning purposes, with actual incentive levels to be determined during the detailed implementation plan development.</p> <p>Builder incentives will be offered to offset the incremental cost of including the ALP in new home construction. A base incentive will be offered for each new home that includes the ALP, plus a per-fixture incentive. This scaled approach is used to ensure that the ALP is an attractive option for builders, even for homes with a large number of fixtures.</p> <p>As the ALP program element evolves beyond the initial ramp-up period and ongoing EM&amp;V activities track program element performance, ComEd may adjust incentive levels based on implementation experience.</p> <p>Incentives are expected to be in the range of \$100 per home. Final incentive levels will be set during final program design.</p>
Milestones	<ul style="list-style-type: none"> <li>• <b>February 2008:</b> Commission approval</li> <li>• <b>July-September 2008:</b> Implementation contractor RFP and selection</li> <li>• <b>October-December 2008:</b> Final program design and protocol development</li> <li>• <b>January-May 2009:</b> Builder recruitment and training</li> <li>• <b>June 2009:</b> Program launch</li> </ul>
EM&V Requirements	<p>The primary risk of this evaluation rests with the establishment of a baseline condition and the identification of the program-induced changes to the building practices. A set of baseline conditions based on the more energy-efficient current building codes or standard practice will be developed for use in estimating the energy savings of ALP Program projects. A statistically significant number of implemented projects will be evaluated to confirm savings persistence.</p> <p>The primary evaluation approach will employ one-on-one detailed interviews with participating and non-participating builders to determine their baseline practice regarding the use of lighting fixtures in their standard practice projects. This effort will be supplemented by an on-site verification sample of examinations to confirm the baseline conditions associated with participating builders. Interviews and on-site inspections will be used to establish a standard market baseline condition relative to the measures covered from which program incented installs can be compared. The difference between the standard market conditions and the program incented measures will be used to estimate program impacts. The NTG adjustment factor will be incorporated into the evaluation methodology by determining the baseline levels of efficient lighting installation expected without the program. As a result, there will be no need to conduct additional NTG assessments.</p> <p>The process evaluation will consist of interviews with program managers, participating and non-participating builders, and trade allies to assess the effectiveness of outreach, training and marketing efforts.</p>
Administrative Requirements	<p>ComEd will be responsible for developing the implementation contractor RFP, selecting the implementation contractor, approving final program design and marketing strategy, and monitoring contractor and goal performance.</p> <p>Implementation contractor responsibilities include final program element design, marketing materials development, program marketing and outreach activities, project management and QA/QC activities, customer and builder dispute resolution, tracking and reporting, and program goal achievement.</p>

PROGRAM ELEMENT	<b>Residential Advanced Lighting Package</b>																								
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Estimated Budget	<p>The following budget has been used for planning purposes. However, ComEd reserves the right to adjust program budgets as necessary in accordance with current market conditions, EM&amp;V results, and program implementation experience. Initial budget levels are set based on conservative estimates of participation given the current housing market slump and uncertainty over builder response. If ComEd sees significant response, it intends to ramp up spending accordingly within overall budget constraints.</p> <table border="1"> <thead> <tr> <th>Budget Category</th> <th>2008</th> <th>2009</th> <th>2010</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Total</td> <td>\$0</td> <td>\$28,900</td> <td>\$57,900</td> <td>\$86,800</td> </tr> </tbody> </table>	Budget Category	2008	2009	2010	Total	Total	\$0	\$28,900	\$57,900	\$86,800														
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MWh	MW	MWh	MW	MWh	MW	MWh	MW																		
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Other Program Metrics	<p>The principal program metrics are the annual energy and demand savings targets, and delivery at or below budgeted cost. Secondary metrics include time-to-approve and time-to-pay. ComEd will monitor cost per kWh saved and cost-effectiveness. The program will also track marketing and outreach activities conducted.</p>																								

<b>PROGRAM ELEMENT</b>	<b>Single Family Home Energy Performance</b>																		
<b>Objective</b>	Improve the efficiency of all-electric single family homes by offering a comprehensive package of low-cost retrofit measures, and providing information about other energy savings opportunities that are eligible for incentives through ComEd's residential energy efficiency programs.																		
<b>Target Market</b>	This program element is designed for existing all-electric single-family homes. All targeted customers taking delivery service from ComEd are eligible for this program regardless of their choice of supplier.																		
<b>Program Duration</b>	June 2009 through May 2011.																		
<b>Program Description</b>	<p>The Home Energy Performance program element is a home diagnostic and improvement initiative that could evolve into a more comprehensive Home Performance with ENERGY STAR Program. This initial implementation phase focuses on resource acquisition in the single-family all-electric home market.</p> <p>An implementation contractor identifies and trains local firms that can provide comprehensive diagnostic and improvement services. Participating contractors will provide customers with an energy audit, a number of low cost direct install measures (e.g., CFLs, pipe insulation, tank wrap, showerheads, and faucet aerators) at the time of the audit, and a comprehensive list of other energy efficiency opportunities with estimated costs, savings, and incentive amounts. Audit software will be used to conduct onsite energy savings analysis and provide the instant summary report with recommendations for the customer. Contractors will coordinate with other ComEd residential program elements such as AC Diagnostics and Tune-Up.</p>																		
<b>Eligible Measures</b>	<p>The measures listed below have been utilized for planning purposes, but ComEd reserves the right to revise eligible measures as needed in accordance with current market conditions, technology development, EM&amp;V results, and program implementation experience.</p> <table border="1"> <thead> <tr> <th>Measure</th> <th>Incremental Measure Cost</th> <th>Gross Annual kWh Savings</th> <th>Coincident Peak kW Savings</th> </tr> </thead> <tbody> <tr> <td>DHW wrap R-4</td> <td>\$20</td> <td>193</td> <td>0.00</td> </tr> <tr> <td>Hot water pipe insulation</td> <td>\$29</td> <td>215</td> <td>0.00</td> </tr> <tr> <td>Low flow shower heads</td> <td>\$76</td> <td>532</td> <td>0.00</td> </tr> </tbody> </table> <p>The initial measure screening did not include DOE-2 analysis of an electrically-heated home given the low penetration of electric heat in the service territory. A more detailed analysis of measure cost-effectiveness will be prepared for this program prior to implementation and it is likely that additional measures will prove to be cost effective.</p>			Measure	Incremental Measure Cost	Gross Annual kWh Savings	Coincident Peak kW Savings	DHW wrap R-4	\$20	193	0.00	Hot water pipe insulation	\$29	215	0.00	Low flow shower heads	\$76	532	0.00
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**PROGRAM ELEMENT**

**Implementation Strategy**

**Single Family Home Energy Performance**

An implementation contractor selected through an RFP process will deliver this program element. This contractor will manage implementation but is not expected to actually deliver the in-home services. The contractor will work with ComEd to finalize the program design, develop marketing materials, conduct program marketing and outreach activities, oversee delivery contractor training and implementation activities, and provide post-performance verification.

Key elements of the Home Energy Performance program element implementation strategy include:

- **Home energy analysis software:** ComEd will work with the implementation contractor to select and develop appropriate home energy analysis software. The software must be capable of storing and downloading each analysis to enable tracking and verification. (Onsite reporting capability will likely depend on the availability of utility bills.)
- **Contractor recruitment and training:** The implementation contractor will recruit insulation and weatherization contractors and other trade allies interested in offering comprehensive home energy performance services to their customers, and arrange for them to participate in the required training. Contractors will be required to sign a participation agreement, and abide by all program protocols and reporting requirements.
- **Customer recruitment:** The primary customer recruitment mechanism will be the direct marketing activities of participating contractors. However, ComEd or its implementation contractor will also conduct direct marketing to customers using direct mail, bill stuffers, and door hangers. Program information will also be posted on ComEd's website and provided through the toll-free Call Center.
- **Home energy survey:** Participating trade allies will provide energy assessments for interested customers for a nominal fee (the remainder of the audit cost will be subsidized by the program). During the audit and with the customer's approval, the contractor will install up to five CFLs in specific areas, faucet aerators, low-flow showerheads, pipe insulation, and water heater blankets on electric water heaters where needed. The audit will be designed to estimate potential energy savings due to infiltration and heat loss through walls and attics. In addition, if a central air conditioner is present, the assessment will include identification of the age and size of the unit and the last service date, as well as an assessment of duct leakage and insulation. The report will be presented to the customer with recommendations for upgrades and information about available rebates.
- **Implementation:** If the customer elects to proceed with any of the audit recommendations that are eligible for implementation incentives through the Home Energy Performance Program or other ComEd program elements (e.g., AC Diagnostics and Tune-Up and Appliance Recycling), the home performance contractor will conduct the work or arrange for the work to be conducted with a qualified contractor.
- **Project verification:** ComEd will reserve the right to site-verify installations prior to approval and incentive payment.

PROGRAM ELEMENT	Single Family Home Energy Performance
Marketing Strategy	<p>The Home Energy Performance Program is aimed at all-electric households, and as such will require a targeted marketing approach to capture consumers' attention and generate sufficient project flow. Key elements of the marketing strategy will include:</p> <ul style="list-style-type: none"> <li>● <b>Targeted consumer marketing:</b> To increase consumer awareness about the value of home performance services, ComEd will market the program through a direct mail campaign. Customers will be directed to the website as the primary source of information and the Call Center as a secondary source of information.</li> <li>● <b>Mass-market advertising:</b> During special promotions, ComEd will use mass market advertising (radio/newspaper/television) to promote services provided through the program.</li> <li>● <b>Cooperative advertising:</b> ComEd will develop co-branded advertising templates (e.g., brochures and customer postcards) for participating home performance contractors to use in their marketing efforts.</li> </ul>
Incentive Strategy	<p>Because there are multiple pathways to home energy improvement, the program will employ a two track incentive structure:</p> <ul style="list-style-type: none"> <li>● Direct install measures, including CFLs and aerators, where 100% of the incentive goes to the customer.</li> <li>● Incentives based on the incremental cost of more capital-intensive energy efficiency improvements.</li> </ul> <p>Because ComEd has not yet evaluated the savings associated with a broader set of measures for an electrically heated house (e.g., insulation and other infiltration measures), specific incentive levels cannot be set at this time.</p>
Milestones	<ul style="list-style-type: none"> <li>● <b>February 2008:</b> Commission approval</li> <li>● <b>March-May 2008:</b> Implementation contractor RFP and selection</li> <li>● <b>June-December 2008:</b> Final program design, measure selection, and savings determination</li> <li>● <b>January-May 2009:</b> Contractor recruitment and training</li> <li>● <b>June 2009:</b> Program launch</li> </ul>

**PROGRAM ELEMENT**

**Single Family Home Energy Performance**

**EM&V Requirements**

This program element focuses on installing low-cost and no-cost measures and incenting higher cost measures as recommended by an on-site energy audit.

The evaluation effort will employ two separate but coordinated strategies associated with the level of services received. For the low-cost and no-cost direct install services that cannot be picked up in a billing analysis, the evaluation will review the program tracking system and the audit reports to identify installed technologies and environmental conditions associated with energy consumption (e.g., water temperature, showers or baths per day, energy-related demographic profiles). The evaluation will then use participant interviews to confirm the installation and continued use of the installed measures. The interviews will also inquire about the use conditions associated with the energy savings. This will include questions about the hours of use for the installed CFLs, continued use of the aerators and shower heads and the continued use of the other installed measures. The interviews will also include NTG question to allow the estimation of free riders. The results from the interviews will be used in conjunction with engineering estimation to derive per unit impacts.

For the more comprehensive and higher impact measures that typically require trade ally support, the evaluation will use base-load and weather sensitive billing analysis approaches to identify savings achieved. The analysis will employ the use of a comparison group consisting of new enrollees into the program for the comparison group pre- and post-participation period, with the post-program condition being the period after major measures are installed for all participants. The installation and confirmation of the measures will also be confirmed via interviews with the participants. During these interviews, environmental and use conditions will be obtained for use in adjusting the results of the billing analysis.

The interviews with the participants will also include process evaluation questions on the program and the services provided. In addition, the process evaluation will interview program managers and implementation contractors to assess the delivery approach and operations.

**Administrative Requirements**

ComEd will be responsible for developing the implementation contractor RFP, selecting the implementation contractor, approving final program design and marketing strategy, and monitoring contractor and goal performance.

Implementation contractor responsibilities include final program design, marketing materials development, program marketing and outreach activities, project management and QA/QC activities, customer and installation contractor dispute resolution, tracking and reporting, and program goal achievement.

**Estimated Participation**

The following participation estimates have been used for planning purposes. However, ComEd reserves the right to adjust anticipated participation levels as necessary in accordance with current market conditions, EM&V results, and program implementation experience.

	2008 Participation	2009 Participation	2010 Participation
Homes	0	1,981	3,481

**PROGRAM ELEMENT****Single Family Home Energy Performance****Estimated Budget**

The following budget has been used for planning purposes. However, ComEd reserves the right to adjust program budgets as necessary in accordance with current market conditions, EM&V results, and program implementation experience.

Budget Category	2008	2009	2010	Total
Total	\$0	\$565,000	\$995,000	\$1,560,000

**Savings Targets**

The following net savings targets have been used for planning purposes. However, ComEd reserves the right to adjust savings targets as necessary in accordance with current market conditions, EM&V results, and program implementation experience.

2008		2009		2010		Total	
MWh	MW	MWh	MW	MWh	MW	MWh	MW
0	0.0	1,407	0.0	2,473	0.0	3,880	0.0

**Other Program Metrics**

The principal program metrics are the annual energy and demand savings targets, and delivery at or below budgeted cost. Secondary metrics include tracking customer and contractor outreach activities, contractor participation in training sessions, contractor performance monitoring, participation per month, savings per home, and cost per kWh.

PROGRAM ELEMENT	<b>Residential Demand-Response – Nature First Program Expansion</b>
Objective	Increase the amount of demand-response ("DR") for the Nature First Program to eligible customers in order to achieve the statutory DR goal, which is to reduce peak demand by 0.1% over the prior year for eligible customers.
Target Market	This program element will be targeted at eligible residential customers with central air conditioning and who own their own home.
Program Duration	June 2008 through May 2011.
Program Description	Nature First is ComEd's air conditioning cycling program that allows ComEd to cycle on and off a participant's home central air conditioner condenser, so it safely uses less electricity on the hottest days of the year. The air conditioner's fan remains powered to circulate air so the participant's home stays comfortable. By letting ComEd install a control switch on the side of a participant's home or directly on the air conditioner's compressor panel, the participant helps ComEd to manage electric demand and use resources more efficiently.
Implementation Strategy	<p>ComEd will administer the Nature First Program expansion. ComEd currently uses a number of vendors and contractors to assist in the implementation of the program. Some of the key elements in the program expansion include the following items:</p> <ul style="list-style-type: none"> <li>• <b>Customer Recruitment:</b> Eligible customers will need to be recruited to participate in the program.</li> <li>• <b>Switch Installation:</b> Participants who sign up for the program will have a direct load control switch installed on the air conditioning compressor(s) at their home.</li> <li>• <b>Demand Response Implementation:</b> After a switch is installed at a participant's home the serial number of the switch will be entered into the DR software so that it can be activated during a DR event.</li> <li>• <b>Project verification:</b> ComEd performs quality control inspections of the direct load control switches that are installed. ComEd also performs load research studies to measure and verify the load reduction from the Nature First switches.</li> </ul>
Marketing Strategy	Acquisition of participants will occur through promotion of the Nature First Program by means such as direct mail, bill inserts, trade shows and through various website communications.

PROGRAM ELEMENT	Residential Demand-Response – Nature First Program Expansion															
Incentive Strategy	<p>The incentive a participant receives depends on which of two options they choose.</p> <ul style="list-style-type: none"> <li>The 50% Option: At the 50% option, ComEd can cycle off the unit weekdays from noon to 8 p.m. for a maximum of 15 minutes every half hour for no more than a six-hour period. Under this option, the participant will receive a \$5 per month credit on the June, July, August and September billing statements – even if ComEd does not activate the program.</li> <li>The 100% Option: At the 100% option, ComEd can cycle off the unit any weekday from noon to 8 p.m. for a maximum of one continuous three-hour period. Additionally, a 100% option customer could, at ComEd's choice, be cycled off the same as a 50% option customer. Under this option, the participant will receive a \$10 per month credit on the June, July, August and September billing statements – even if ComEd does not activate the program.</li> </ul>															
Milestones	<ul style="list-style-type: none"> <li><b>February 2008:</b> Commission approval</li> <li><b>March-May 2008:</b> Program implementation planning</li> <li><b>June 2008:</b> Begin acquisition of program participants</li> <li><b>June 2008-May 2009:</b> Acquire new participants and install new Nature First switches</li> <li><b>May 2009:</b> Installation of 2008 Nature First switches completed</li> </ul>															
EM&V Requirements	<p>The key EM&amp;V issue is verification of the load reduction, both in terms of the reduction per control point as well as the signal success rate which affects the average reduction across control points. ComEd will work with the third party M&amp;V contractor to design and execute appropriate analyses of a statistically valid set of sites to verify the per unit load reductions.</p>															
Administrative Requirements	<p>ComEd will be responsible for developing and executing the implementation plan. ComEd will work with vendors and contractors to ensure the goals of the program are accomplished.</p>															
Estimated Participation	<table border="1" data-bbox="674 1182 1257 1335"> <thead> <tr> <th></th> <th>2008</th> <th>2009</th> <th>2010</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Annual Number of Participants</td> <td>8,092</td> <td>7,695</td> <td>6,896</td> <td>22,682</td> </tr> <tr> <td>Annual Number of Switches</td> <td>8,674</td> <td>8,249</td> <td>7,392</td> <td>24,315</td> </tr> </tbody> </table> <p>The following is a projection of the number of participants and the number of direct load control switches needed in order to meet the goals of the program during the first three years.</p> <p>However, ComEd reserves the right to adjust anticipated participation level as necessary in accordance with current market conditions, EM&amp;V results, and program implementation experience.</p>		2008	2009	2010	Total	Annual Number of Participants	8,092	7,695	6,896	22,682	Annual Number of Switches	8,674	8,249	7,392	24,315
	2008	2009	2010	Total												
Annual Number of Participants	8,092	7,695	6,896	22,682												
Annual Number of Switches	8,674	8,249	7,392	24,315												
Estimated Budget	<p>The following budget has been used for planning purposes. However, ComEd reserves the right</p> <table border="1" data-bbox="698 1608 1232 1703"> <thead> <tr> <th></th> <th>2008</th> <th>2009</th> <th>2010</th> </tr> </thead> <tbody> <tr> <td>Total Incremental (\$M)</td> <td>0.8</td> <td>1.0</td> <td>1.2</td> </tr> </tbody> </table> <p>to adjust program budgets as necessary in accordance with current market conditions, EM&amp;V results, and program implementation experience.</p>		2008	2009	2010	Total Incremental (\$M)	0.8	1.0	1.2							
	2008	2009	2010													
Total Incremental (\$M)	0.8	1.0	1.2													

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**PROGRAM ELEMENT****Residential Demand-Response – Nature First Program Expansion**

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Demand Response  
Reduction Goals

<b>2008 Goal</b>	<b>2009 Goal</b>	<b>2010 Goal</b>
11.7	11.1	10.0

The projected demand response reduction for the eligible customers is shown below:

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### ***3.4.2. Business Solutions***

The **Business Solutions** program offers a complementary set of energy management options to commercial and industrial ("C&I") customers. A wide variety of individual technology or device incentives will be available, but the objective of the Business Solutions program over time is to move customers towards comprehensive solutions. Customers can enter the program through any individual program element, although ComEd will encourage customers to use the building benchmarking services available as a first step toward adoption of "whole building" perspective on energy management. ComEd will provide building energy consumption data needed for benchmarking to building owners and, based on the level of consumer interest, may move toward automated data transfer for benchmarking.

<b>PROGRAM ELEMENT</b>	<b>Prescriptive Incentives</b>
Objective	Offer comprehensive incentives for the installation of energy efficiency measures, motivating nonresidential customers to select high efficiency equipment when making purchasing decisions. The Prescriptive Incentives element is a key component of the comprehensive set of "energy solutions" that will be available to nonresidential customers under ComEd's energy efficiency portfolio.
Target Market	This program is designed for nonresidential customers seeking to improve the efficiency of existing facilities. All targeted customers taking delivery service from ComEd are eligible for this program regardless of their choice of supplier.
Program Duration	June 2008 through May 2011.
Program Description	<p>The principal objective of the Prescriptive Incentives element is to provide an expedited, simple solution for nonresidential customers interested in purchasing efficient technologies that can produce verifiable savings. The program can be ramped up quickly, and primarily targets discrete retrofit opportunities such as lighting and HVAC systems. Streamlined incentive application and verification and quality control processes will be employed to facilitate ease of participation and minimize the time required for incentive payment.</p> <p>Relationships with trade allies (equipment vendors and installation contractors) will be a key strategy for promoting prescriptive incentive availability to customers. Additional leads are expected from DCEO's market transformation programs – Smart Energy Design Assistance Program and Large-customer Energy Analysis Program. If needed to boost participation, trade ally incentives may also be used for limited-time promotions.</p>
Eligible Measures	<p>Prescriptive Incentive element measures will include energy-efficient equipment which has broad application in nonresidential sectors such as compact fluorescent, T-8, and T-5 lighting, lighting and vending machine controls, premium efficiency motors, and variable frequency drives, as well as equipment with niche or targeted market applications such as commercial food service equipment and grocery refrigeration measures.</p> <p>ComEd reserves the right to revise eligible measures as needed in accordance with current market conditions, technology development, EM&amp;V results, and program implementation experience.</p>
Implementation Strategy	<p>An implementation contractor selected through an RFP process will administer the program element. Efficiency measure implementation and installation will be the responsibility of the customer. ComEd Account Managers will help to market the program and identify potential candidate customers for participation.</p> <p>Key elements of the Prescriptive Incentive element implementation strategy include:</p> <ul style="list-style-type: none"> <li>• <b>Trade ally recruitment and training:</b> Trade allies (installation contractors) will be a key delivery mechanism for the program element as they promote participation and available incentives to their customers. Trade allies will be recruited to participate in training sessions to inform them about program incentives, participation processes, and requirements. Trade allies actively participating in the Prescriptive element and other program offerings will receive regular communications about program activities and changes to ensure they are informed and engaged participants.</li> <li>• <b>Customer recruitment:</b> Customers will be recruited by Program marketing and outreach activities, ComEd Account Manager referrals, and trade allies. To ensure that nonresidential customers perceive ComEd's energy efficiency programs as a seamless set of offerings, cross-referrals from other programs will also be provided where appropriate.</li> <li>• <b>Technical assistance:</b> The program implementation contractor will provide guidance regarding program offerings and participation processes to customers and trade allies as</li> </ul>

PROGRAM ELEMENT	Prescriptive Incentives
	<p>needed to minimize confusion and barriers to participation.</p> <ul style="list-style-type: none"> <li>● <b>Application submittal:</b> Customers will submit incentive applications and required documentation after installation of qualifying energy efficiency measures has been completed.</li> <li>● <b>QA/QC review:</b> Incentive applications 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.</li> <li>● <b>Project verification:</b> ComEd will reserve the right to site-verify installations prior to approval and incentive payment.</li> <li>● <b>Incentive payment:</b> To minimize barriers to participation, the Program will seek to expedite incentive payment.</li> </ul>
Marketing Strategy	<p>The Prescriptive Incentives element will be marketed to customers, trade allies, industry professionals and energy service companies. ComEd Account Managers and External Affairs Managers will be trained and provided with program collateral. The Business Customer Service Center will be a secondary source of information.</p> <ul style="list-style-type: none"> <li>● <b>Customer marketing:</b> marketing efforts will include general ComEd advertising, direct mail and other targeted marketing methods, training presentations, participation in trade shows and trade association events and personal contact by ComEd Account Managers for managed accounts. Some market segments covered by prescriptive incentives (i.e., food service, grocery) will require additional or specific targeted marketing and outreach.</li> <li>● <b>Trade ally marketing:</b> Outreach and training will be provided for trade allies, industry professionals and energy services companies that have business motivations for promoting Prescriptive incentives to their customers.</li> <li>● <b>Cooperative marketing:</b> ComEd will seek to leverage trade ally advertising by pursuing cooperative marketing opportunities.</li> <li>● <b>Web:</b> A clear web presence for the program will be established across all program elements.</li> </ul>
Incentive Strategy	<p>For measures where the energy savings can be predicted reliably using simple threshold criteria, the Prescriptive Incentive element will provide standard per-measure incentives that offset the incremental cost of energy-efficient equipment. Tiered incentive approaches will be used to promote investment in premium efficiency equipment and multi-measure projects (such as occupancy sensors combined with lighting retrofits, or projects that address more than one end use such as lighting and HVAC). Incentive bonuses may be offered for limited-time promotions to increase uptake of non-lighting measures. ComEd reserves the right to establish a per-project incentive cap for Prescriptive Incentive projects during final program design.</p> <p>As the Prescriptive Incentive element evolves beyond the initial ramp-up period and ongoing EM&amp;V activities track program performance, ComEd may adjust incentive levels based on implementation experience.</p>
Milestones	<ul style="list-style-type: none"> <li>● <b>February 2008:</b> Commission approval</li> <li>● <b>March-April 2008:</b> Implementation contractor RFP and selection</li> <li>● <b>April-May 2008:</b> Final program design, measure selection, and savings determination</li> <li>● <b>June 2008:</b> Program launch</li> </ul>
EM&V Requirements	

**PROGRAM ELEMENT**

**Prescriptive Incentives**

The evaluation approach will be contingent on the evaluation resources available to the study and the results of an evaluation planning approach that focuses the evaluation resources on the programs with the most savings and highest risk of being inaccurate. This program element has less risk of eroded savings estimates (compared to other programs in the portfolio) because of the technologies included and the target market. Therefore, deemed savings values will be used for some measures such as lighting, lighting controls, and motors. Verification of measure installation will be made for a statistically significant sample of projects.

The evaluation approach for this program element will employ a sampling strategy that focuses the evaluation sample to reflect the types of projects recorded in the tracking system. The primary evaluation approach will employ on and off-site verification assessments to confirm the projects are installed and used under conditions that provide the expected savings. Because these are typically well understood projects in which the as-installed-and-used conditions drive the savings analysis, it is expected that few if any International Performance Measurement and Verification Protocol ("IPMVP") metering or monitoring assessments will be conducted. However, in some instances for which ex ante and deemed savings estimates may be determined to be unreliable because of specific participant conditions, focused but limited metering or monitoring or billing analysis approaches may be conducted. The evaluation contractor will also assess assumed baseline conditions via interviews with participants and the findings from the on and off-site verification efforts. Interviews with participants will also be conducted to establish the program element's NTG ratios.

**Administrative Requirements**

ComEd will be responsible for developing the implementation contractor RFP, implementation contractor selection, approving final program design and marketing strategy, and monitoring contractor and goal performance. ComEd Account Managers will market the program to managed accounts.

Implementation contractor responsibilities include working with ComEd on final program design, marketing materials development, program marketing and outreach activities, project management and QA/QC activities, customer and contractor dispute resolution, tracking and reporting, and program goal achievement.

**Estimated Participation**

The following participation estimates have been used for planning purposes. However, ComEd reserves the right to adjust anticipated participation levels as necessary in accordance with current market conditions, EM&V results, and program implementation experience.

	2008 Participation	2009 Participation	2010 Participation
T-8 Retrofits	116,043	236,165	391,582
CFL Bulbs	212,610	229,847	413,840
LED Exit Signs	1,396	2,792	5,410
Motors	544	1,089	2,110
Commercial Refrigeration	2,198	4,396	8,517
Food Service	88	175	339
HVAC Measures	451	1,001	1,677

**Estimated Budget**

The following budget has been used for planning purposes. However, ComEd reserves the right to adjust program budgets as necessary in accordance with current market conditions, EM&V results, and program implementation experience.

Budget Category	2008	2009	2010	Total
Total	\$6,970,000	\$13,900,000	\$27,000,000	\$47,900,000

**PROGRAM ELEMENT**

**Prescriptive Incentives**

**Savings Goals**

The following savings goals have been used for planning purposes. However, ComEd reserves the right to adjust savings goals as necessary in accordance with current market conditions, EM&V results, and program implementation experience.

2008		2009		2010		Total	
MWh	MW	MWh	MW	MWh	MW	MWh	MW
43,255	12.3	86,510	24.7	167,613	47.8	297,379	84.8

**Other Program Metrics**

The principal program metrics are the annual energy and demand savings goals, and delivery at or below budgeted cost. Secondary metrics include time-to-approve and time-to-pay, relative contribution of end uses (e.g., lighting, HVAC, and motors) to total savings, and customer complaint resolution. ComEd will monitor costs per kWh saved and cost-effectiveness.

The program will also track marketing and outreach activities such as trade ally outreach events/trainings conducted, customer outreach conducted, and trade shows attended.

PROGRAM ELEMENT	Custom Incentives
Objective	Support nonresidential customers in identifying and implementing site-specific and unique cost-effective energy efficiency opportunities through measures not addressed by ComEd's Prescriptive Incentives element. Many commercial and industrial projects involve multiple measures with interactive effects, process improvements or complex measures for which deemed savings or simple savings algorithms combined with prescriptive incentives are not appropriate. This program will offer customized incentives based on calculated savings for specific customer projects.
Target Market	The Custom Incentives element is designed for nonresidential customers seeking to improve the efficiency of existing facilities through the implementation of energy efficiency measures not covered by ComEd's Prescriptive Program incentives. All targeted customers taking delivery service from ComEd are eligible for this program element regardless of their choice of supplier.
Program Duration	September 2008 through May 2011.
Program Description	<p>Over the long term, ComEd's energy efficiency portfolio is structured to provide a seamless set of energy solutions to nonresidential customers—from prescriptive incentives to retrocommissioning services to technical assistance and incentives to promote energy efficient facility design and construction. The Custom Incentives element is key to that strategy, providing incentives and technical assistance to aid in the evaluation and implementation of energy efficiency retrofit opportunities not covered by the Prescriptive Incentives element.</p> <p>The Custom element will provide financial assistance to customers to support implementation of high-efficiency opportunities that are available at the time of new equipment purchases, facility modernization, and industrial process improvement.</p> <p>The program element includes a number of technical assistance components to assist customers in the comprehensive evaluation of energy efficiency opportunities, including:</p> <ul style="list-style-type: none"> <li>● Comprehensive audits or studies to assist customers in identifying efficiency opportunities and analyzing associated costs and savings.</li> <li>● Information and referrals to other portfolio initiatives such as efforts to facilitate energy benchmarking for commercial facilities.</li> </ul> <p>ComEd anticipates approving and co-funding with customers a limited number of studies as part of this program element. The anticipated co-funding percentage is 50% of the pre-approved study cost with a maximum co-funding amount of \$15,000 per study. Studies that may be considered for this funding include feasibility studies, investment-grade energy audits and design studies. As an additional inducement for the customer to move to implementation, if the customer implements measures which achieve over 50% of the identified savings, it may be eligible to receive a partial or full refund for its share of the study cost.</p> <p>Additional leads are expected from DCEO's market transformation programs – Smart Energy Design Assistance Program and Large-customer Energy Analysis Program.</p> <p>ComEd's program implementation contractor will conduct an internal review of all custom incentive applications to verify savings calculations and ComEd will reserve the right to site-verify data prior to approval and incentive payment.</p>
Eligible Measures	Any cost-effective electrical energy efficiency measure that is not covered by Prescriptive Program element incentives or incentives provided through other programs in ComEd's energy efficiency portfolio.
Implementation Strategy	ComEd or an implementation contractor selected through an RFP process will administer the program. Participation will be driven primarily by referrals from ComEd Account Managers and through direct outreach by ComEd or the implementation contractor. Energy studies and project QA/QC review and verification will be performed by the implementation contractor or third-party engineering consultants. Efficiency measure implementation and installation will be the