

ICC Docket No. 10-0467

**Commonwealth Edison Company's Response to
People of the State of Illinois ("AG") Data Requests**

AG 8.01 – 8.08

Date Received: September 27, 2010

Date Served: October 11, 2010

REQUEST NO. AG 8.06:

Please provide a single copy of all program planning documents prepared by or for the Company since January 1, 2005 for:

- a. The Company's low-income energy efficiency program;
- b. Any Company low-income energy assistance program;
- c. Any Company customer service initiative directed primarily at low-income customers.

RESPONSE:

- a-c. ComEd objects to this data request because the term "planning documents" is vague and ambiguous and because the request is otherwise unduly burdensome. Without waiving these objections, or any of ComEd's general objections, however, ComEd provides the following attachments labeled as AG 8.06_Attach 1, AG 8.06_Attach 2, AG 8.06_Attach 3, AG 8.06_Attach 4, AG 8.06_Attach 5, AG 8.06_Attach 6, AG 8.06_Attach 7, AG 8.06_Attach 8 and AG 8.06_Attach 9.



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2010 ComEd CARE Assistance and Educational Programs

February 16, 2010
ComEd Management Committee
Informational Purposes

Rev 4

Customer Energy Assistance

Continue to educate low income customers on energy efficiency and assistance through CARE programs, including implementation of the statewide Percentage of Income Payment Program (PIPP) and Low Income Technology Pilot.

CARE legislative settlement dollars will end in 2010, but the need for energy assistance programs will continue.

2009 Legislative Success:

Rate recovery for statewide PIPP Program and Bad Debt Rider

How will ComEd sustain assistance programs in the future?

2009 Legislation (SB 1918)

Allows for partial CARE funding through 2011

2010 Rate Case/Legislative Strategy

Seek rate recovery to continue select CARE Programs beyond 2010

Develop legislative alternatives

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Financial Assistance

Residential

- Fresh Start / Percentage of Income Payment Plan
- Residential Special Hardship Programs
- Helping Hand Program
- C.H.A.M.P.

Non-Residential

- Small Business and Nonprofit Energy Assistance
- Municipal Hardship Program

Educational Programs

- Kill-A-Watt Library Program
- CARE Technology Pilot Program

Community and Partnership Programs

- Chicago Urban League
 - First time Homebuyer Training
 - NextTV Education Programs
- Helping Hand Program
- Outreach Events

CARE Matching Programs

- CHA All Clear Program

CARE 2010 Budget

2010 CARE Assistance and Educational Programs		2009 Carryover*	Revenue from ExGen Funds	Remaining GARRC Credits	Totals
Financial Assistance	Residential Special Hardship	\$ 1,379,412.00	\$ 2,500,000.00	\$ 3,438,385.00	\$ 7,317,797.00
	ComEd Fresh Start Payment Plan		\$ 5,155,000.00		\$ 5,155,000.00
	ComEd Helping Hand		\$ 1,000,000.00		\$ 1,000,000.00
	CHA - All Clear (matching program)		\$ 100,000.00		\$ 100,000.00
	Small Business and Nonprofit Energy Assistance		\$ 500,000.00		\$ 500,000.00
Community	Low Income Technology Pilot		\$ 50,000.00		\$ 50,000.00
	Kill-A-Watt Library Program		\$ 100,000.00		\$ 100,000.00
	CARE Promotion/Outreach/Materials/Collatera l		\$ 75,000.00		\$ 75,000.00
Strategic Partnerships	Chicago Urban League		\$ 20,000.00		\$ 20,000.00
CARE Matching Prgs	CARE Matching Contribution and/or Decommissioning		\$ 50,000.00		\$ 50,000.00
Baseline	CARE Baseline costs (admin, website, upgrades, tools)		\$ 450,000.00		\$ 450,000.00
Total 2010 Planned Spend		\$ 1,379,412.00	\$10,000,000.00	\$ 3,438,385.00	\$ 14,817,797.00



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Residential Special Hardship Program:

Provides one-time grants of up to \$1,000 for residential customers with household incomes up to 400 percent of the poverty level (\$88,200 for a family of four) that identify a hardship issue. Program eligibility includes customers who suffer financial hardship resulting from medical, military, senior, disability, loss of employment, family crisis, victim of property damage or criminal activity.

- **Target Customer** – Households with incomes up to 400% of the federal poverty level
- **Timeframe** – Starts January 4 and continues until funds are depleted. Reconnection of active accounts between April 1st and August 31st
- **Administered by** – Illinois Association of Community Action Agencies (IACAA) and it's 14 member Community Action Agencies (within ComEd's Service Territory)
- **2007 Results** – 6,288 grants; total program expenditures \$2.8M; average grant \$400
- **2008 Results** – 9,276 grants; total program expenditures \$3.96M; average grant \$400
- **2009 Results** – 14,694 grants; total program expenditures \$6.4M; average grant \$440 -
Contingency Credit - 54,984 participants \$15 credit ; total \$825,472
- **2010 Forecast** – 15,000 grants; \$7.3M

Reconnection Eligibility

- Not eligible if on Fresh Start Payment Plan / PIPP
- Not eligible if received Special Hardship Grant in the past of \$100 or more
- Total balance owed can be no more than \$1,000
- Account cannot be disconnected more than 20 days
- Account will be reconnected for "Non-payment" only. Other issue such as tampering, theft, unsafe conditions, etc. are not eligible for reconnection
- The account must be active, cannot be finaled or inactive.

ComEd Fresh Start Payment Plan / Statewide Percentage of Income Payment Plan

This payment plan provides monthly credits to any active LIHEAP-approved electric space-heating customer. Additionally, LIHEAP approved space-heating customers whose total income is at or below 100% of the federal poverty level may also qualify to participate in the Fresh Start Arrearage Reduction Program. This program provides monthly credits of up to \$150 a month through April or when funds are depleted. Customer arrearages are credited after six months of successful on-time payments.

Based on available funding, ComEd may offer the Fresh Start Arrearage Reduction Program to customers with the Life Support Equipment Designation. Final decisions will be made in March.

NEW!

The Percentage of Income Payment Plan (PIPP) is a statewide assistance program that will replace the interim Fresh Start Payment Plan, beginning later in 2010.

- **Fresh Start Pilot Program Launched** – November 2009; Commitment to spend \$5M
- **2009 Pilot Grants** – 11,949 customers enrolled; 30,699 grants applied
- **2009 Arrearage Reduction Program** – 123 participants enrolled
- **2009 Results** – \$613,476.92 grants: \$845,497 total program expenditure
- **2010 Program** – PIPP Pilot will launch in 3rd-4th Quarter of 2010
- **2011 Program** – Statewide Program will launch in September 2011

ComEd Helps Activated Military Personnel (C.H.A.M.P.)

A program to assist activated members of the Military, National Guard and Reserve who have been called to active duty with managing their electric service bills. Eligible Military participants are offered a wide variety of services and benefits including a one-time cash stipend of up to \$300 based on need, deferred billing arrangements, extended due dates, cancellation of late charges, a deposit reduction or waiver and budget payment plan options.

- **Target Customer** – Deployed Military Personnel
- **Timeframe** - Ongoing
- **Administered by** – Revenue Management / CARE Team
- **2007 Results** – 86 Participants
- **2008 Results** – 43 Participants
- **2009 Results** – 36 Participants
- **2010 Forecast** – 45 Participants

Helping Hand Program

To incentivize customers to call ComEd to resolve their outstanding balances before being disconnected. This program provides ComEd the opportunity to improve receivables, reduce bad debt and strengthen our image as a socially responsible company. Qualifying customers must have a disconnection notice, identify a financial hardship and have household incomes less than 400% of the poverty level.

2010 customer option:

Customers with a disconnect notice or recently disconnected can make a 50% payment to their outstanding balance and ComEd CARE will credit the remaining balance through the Helping Hand program. The credits will be applied 10-14 days after the payment is applied to confirm that it has cleared their financial institution.

Customers unable to participate in the Helping Hand program will be provided information on options to avoid disconnection including:

- Residential Special Hardship
 - Payment plans
 - Budget billing
 - LIHEAP* (for eligible customers)
 - CHAMP
-
- **Target Customer** – Residential customers with pending disconnections
 - **Timeframe** – One-time offering. Target March 2010
 - **Administered by** – CARE Team
 - **2009 Results** – 95 customers; \$6063 grants applied
 - **2010 Forecast** – 5,000 Participants

Low Income Technology Pilot

The ComEd CARE Low Income Technology Pilot provides low-income customers, not eligible for LIHEAP, with real-time energy usage and cost information. The goal is to educate low-income customers to take control of their energy consumption and become more energy efficient. The notion being tested is that consumers will reduce discretionary usage when they are educated on and become more conscientious of the effects of their actions as it relates to energy usage.

- **Target Customer** – Households with incomes up to 200% of the poverty level, not eligible for LIHEAP. Four test groups – technology and education, technology only, education only and a control group
- **Timeframe** – Launched June 2009
- **Administered by** – CARE Team
- **2009 Results** – 300 participants
- **2010 Forecast** – Program to wrap up in Oct 2010; Final Program report in Nov 2010

Non-Residential Assistance Programs

Small Business and Nonprofit Energy Assistance Program:

Provides a one-time variable grant up to \$1,500 for non-residential customers who use less than 100 KW and demonstrate a special circumstance or hardship. The maximum grant will be the lesser of 30% of their annual electrical bill (with RES – 30% of the annual delivery portion) or \$1,500.

- **Target Customer** – Both bundled and unbundled customers, small businesses \leq 100 kW, customers: Churches, Daycare, Disability Centers, Senior Centers, Learning Institutions, Youth Centers

- **Hardship Criteria** –

- Extended Extreme Weather Temperatures
- Damage to Business Property
- Victimized by Vandalism or Other Criminal Activity
- Unexpected Reduction in Funding
- Other Special Situations evaluated on a case by case basis

- **Timeframe** – June 1 – September 1 or until funds are exhausted.

- **Administered by** – Community Energy Cooperative

- **2007 Results** – 163 grants, total program costs \$ 500k

- **2008 Results** – 269 grants, total program costs \$ 370k

- **2009 Results** – 2,840 grants, total program costs \$3.7M

- **2010 Forecast** - \$250,000 on Municipalities and \$250,000 on Small Business

New! Municipal Pilot

Provide CARE dollars to develop a comprehensive municipal and residential assistance plan to support the poorest communities. Included in this plan will be a one-time opportunity for municipals to obtain a Non-Residential Special Hardship grant for accounts pending disconnection.

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Strategic Partnerships

Chicago Urban League

ComEd is positioned to work with the Chicago Urban League First time Homebuyer Program and NextTV Segments. Potential Commitment \$25,000.

Energy Efficiency Training & Counseling – ComEd presents an energy efficiency curriculum with the Chicago Urban League to renters, seniors, and homeowners. These workshops are held at the Urban League Headquarters, in conjunction with a First Time Home Buyers class. For 2010, approximately 2 workshops per month are planned. A ComEd representative will present the energy curriculum and provide attendees with an energy kit. Commitment \$5,000.

NextTV – ComEd CARE will participate in three segments of CUL's NextTV, a weekly news and entertainment program focused on Chicago's African American Community. 2009 episodes included two home makeovers from the First-Time Home Buyers class. 2010 episodes may include T.E.D. (in home displays), AMI Pilot and Smart Ideas Refrigerator Recycling Center. Commitment \$15,000. Air time funded by ComEd Corporate Contributions.



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CHA – All Clear Program

CHA leaseholders who owe \$500 or less to ComEd are eligible for the All Clear program. If an eligible leaseholder pays half of the bill owed, ComEd and CHA will pay the remainder and all finance fees and late charges will be forgiven.

- **Target Customer** – CHA households with incomes up to 150% of the poverty level
- **Timeframe** – Begins February - April 2010.
- **Program Commitment** – \$100,000 CARE, CHA matches \$100,000
- **Administered by** – ComEd and Chicago Housing Authority
- **2008 Results** - 1468 grants
- **2009 Results** – 1752 grants
- **2010 Forecast** – 1500 grants

Library Kill-A-Watt Meter Program

ComEd is partnering with Illinois libraries, schools and local municipalities within our service territory in an effort to help customers monitor their energy use. Libraries and schools will be offered free Kill-A-Watt Meters, courtesy of ComEd CARE. Participating schools and libraries will make the meters available for students and patron to check-out, to educate consumers and students about energy conservation.

- **Timeframe** – January – February 2010
- **2010 Forecast** – 5,000 meters; \$100,000

CARE Matching Contribution:

This program will be funded until it can be properly decommissioned. IT costs will be incurred to remove the project from bill redesign, inform customers and disable functionality in CIMS.

- **Target Customer** - All customers who contribute
- **Timeframe** – Begin after CMC decision
- **Administered by** – ComEd
- **2007 Results** - \$ 14,091 Customer Contribution, \$ 14,091 ComEd Match
- **2008 Results** - \$ 40,332 Customer Contribution, \$ 40,332 ComEd Match
- **2009 Results** - \$ 47,000 Customer Contribution, \$ 57,000 ComEd Match
- **2010** – Program will be decommissioned, \$50,000 ComEd Match

Key Changes for 2010 CARE Program

New Programs

- Fresh Start Payment Plan/Percentage of Income Payment Plan (PIPP)
- Kill-A-Watt Library Program
- Helping Hand Program –redesigned
- Municipal Hardship Program

Transition CARE Programs to Marketing, Smart Ideas or other funding mechanism

- NEED – energy efficiency teacher workshops
- Moore Syndications – Louie the Lightning Bug Promotion Materials
- Culver Energy Efficiency Curriculum
- Online Store and Online Audit Tool

Discontinued Programs

- Summer Assistance Program
- Electric Space Heat Winter Credit
- Power Up CARE Matching Program
- HFS/DCEO Weatherization Program – refunded 2009 contribution
- Chicago Weatherization Program
- BOMA Legislative Funding

Key Messages for 2010

- ComEd is an innovative leader at providing customers with energy assistance, information, and tools to reduce their energy usage.
- ComEd has an ongoing commitment to provide financial support and resources to customers who need help paying their bills.

Strategies

- Develop sustainable assistance programs through the Percentage of Income Payment Plan and seek rate recovery to continue CARE Programs beyond 2010.
- Work with Revenue Management on programs that can potentially modify customer behavior and reduce bad debt.

Objectives

- Position ComEd as a community partner and thought leader for innovative energy assistance program.
- Educate customers about ComEd's energy efficiency and financial assistance programs.
- Transition low income programs to modify behaviors; break the disconnection – reconnection cycle.
- Empower customers to become active participants in reducing energy usage.
- Comply with the provisions of SB 1592 relating to electric rate relief and SB 1918 relating to implementation of the statewide Percentage of Income Payment Plan.