

future energy bills. Energy efficiency tips will be included on all CARE collateral, such as brochures and flyers, and at events where CARE is promoted.

- Energy efficiency tips will focus on low-cost and no-cost ideas that can help low income customers save money immediately.
- Build energy efficiency knowledge among existing low-income advocates and organizations (such as LIHEAP and CIDA offices) so they can help communicate energy management information to their constituents.
- Host speakers bureau events for low-income customers via low-income advocates and organizations offering in-person education about energy efficiency.
- Messages will be used as a supplement to primary messaging about CARE assistance in paying electric bills. Messaging will focus on no-cost and low-cost energy-saving tips and will include:
 - In addition to the financial assistance programs ComEd offers, here are some small changes you can make to have a noticeable impact on your energy bill.
 - Adjust your refrigerator settings
 - Keep your refrigerator's coils clean
 - Use a power strip to power off unused electronics
 - Use window shades
 - Turn off lights when you leave a room
 - You've got the power to save.
 - For more no-cost and low-cost energy-saving tips, visit ComEd.com/Tips

The table below outlines some methods and tactics to be used for low income audiences:

Tactic	Strategies	Description	Audience(s)
Enhanced Speakers Bureau	<ul style="list-style-type: none"> Use CARE channels Promote directly Build knowledge among advocates 	<ul style="list-style-type: none"> Partner w/LIHEAP and CEDA offices to host Speakers Bureau presentations to low income customers Partner w/Housing Authorities to host Speakers Bureau presentations 	<ul style="list-style-type: none"> Supporting orgs Customers
Brochures	<ul style="list-style-type: none"> Use CARE channels 	<ul style="list-style-type: none"> Distribute EE brochures (leave behind packets) to all LIHEAP and CEDA offices (quantity-31,700) – complete Distribute CARE brochure w/EE tips through Meals on Wheels program 	<ul style="list-style-type: none"> Supporting orgs Customers
Workshop/webinar	<ul style="list-style-type: none"> Build knowledge among advocates 	<ul style="list-style-type: none"> Develop workshop/webinar presentation on energy management for Non-profit Assistance program (required attendance for grant recipients) Attend LIHEAP conference (end of June), partake in panel discussion on energy management 	<ul style="list-style-type: none"> Non-profit orgs LAAs
Newsletter Templates	<ul style="list-style-type: none"> Use CARE channels 	<ul style="list-style-type: none"> Short template that can be sent by supporting organizations 	<ul style="list-style-type: none"> Supporting orgs Housing Authorities
Events	<ul style="list-style-type: none"> Use CARE channels 	<ul style="list-style-type: none"> Small number of select events to generate general awareness 	<ul style="list-style-type: none"> Customers

The following table provides additional details for Speakers Bureau for low income customers:

Audience	Description	Message(s)
LIHEAP/CEDA offices	<ul style="list-style-type: none"> Hold energy management sessions for LAAs to educate them and arm them with information to share with customers Partner w/LIHEAP and CEDA offices to host Speakers Bureau presentations to low income customers Attend LIHEAP conference (end of June), partake in panel discussion on energy management 	<ul style="list-style-type: none"> Low cost/no cost tips CARE programs
Housing Authorities	<ul style="list-style-type: none"> Partner w/Housing Authorities to host Speakers Bureau presentations 	<ul style="list-style-type: none"> Low cost/no cost tips CARE programs
CNT	<ul style="list-style-type: none"> Develop workshop/webinar presentation on energy management for Non-profit Assistance program (required attendance for grant recipients) 	<ul style="list-style-type: none"> Low cost/no cost EE tips Encourage employee participation
Senior Centers	<ul style="list-style-type: none"> Host Speakers Bureau presentations to senior citizens 	<ul style="list-style-type: none"> Low cost/no cost tips CARE programs
Faith-based Organizations	<ul style="list-style-type: none"> Host Speakers Bureau presentations to low income customers 	<ul style="list-style-type: none"> Low cost/no cost tips CARE programs
Community Centers (i.e., Urban League, LUCHA, etc.)	<ul style="list-style-type: none"> Host Speakers Bureau presentations to first-time homebuyers 	<ul style="list-style-type: none"> Low cost/no cost tips CARE programs Select Smart Ideas incentives

G. Vulnerable Populations

As noted in Chapter 3(E), the Commission’s Order in Docket No. 12-0298 directed ComEd to discuss with stakeholders and Staff the methodology to define and identify “vulnerable” customers. As noted in Chapter 3(E), ComEd contacted stakeholders and Staff to

attempt to initiate discussions, but there was insufficient time to resolve the methodology to define and identify “vulnerable” customers by the filing of this modified Plan, and ComEd will work with stakeholders and Staff to include a proposal for the methodology to define and identify “vulnerable” customers in the first annual report to be submitted on April 1, 2013. For purposes of this modified Plan, ComEd will track its education metrics for low income customers as defined above in Chapter 3(E).

Subject to the barriers to tracking vulnerable populations discussed in Chapter 3(E), one approach to measuring the effectiveness of the education and outreach efforts is to conduct a tracking survey among customers (as described in detail in Section J). This survey would include demographic questions that would allow us to evaluate the response by various vulnerable populations such as seniors and low-income customers. ComEd commits to protecting consumer privacy regarding any responses to demographic questions and personnel information provided by the consumer. The survey might also ask about awareness of PTR, the use of web tools and RRTP.

H. Messaging

Messaging will be developed to support the objectives and strategies outlined earlier in this plan. One of the keys to success will be delivering the right message, to the right person, at the right time. Targeted messaging works since it does not overwhelm customers with irrelevant information, but only provides them with what they need to know at the time they need to take action. Messaging for the education and outreach plan will be targeted by audience, but will continue to include general information about advanced meters and their benefits throughout the initiative.

The messaging used for AMI deployment education and outreach initiatives will revolve around the functions and benefits of advanced meters. Themes will focus on how customers can derive value from the advanced meters; controlling costs, giving customers choice and control, and an enhanced customer experience.

There are several distinct ways that targeted, relevant messaging will be used:

- Messaging will be used to communicate the benefits of advanced meters, as a way to educate customers but also as a way to address potential negative perceptions/beliefs, ideally before they occur or become ingrained.
- Messaging will be used to communicate specific, factual information about AMI deployment details – for example, when a specific customer’s meter is being installed.
- Messaging will be used to clearly articulate the tangible customer benefits and value derived from advanced meters, RRTP and PTR.

A key purpose of the messaging is to reiterate the benefits of AMI deployment which fall into several themes, developed using secondary research and prior ComEd market research:

- Control/Empowerment
- Savings
- Reliability
- Service
- Future Preparedness

Research is underway to understand which themes, and their associated benefits statements, resonate most with customers. The research will enable us to refine the content and tone of benefit statements. Both qualitative and quantitative customer research will be conducted in three phases.

- Phase I: In December 2011 initial research was conducted via the Customer Roundtable and an e-newsletter survey. This initial research was used to guide early education and awareness communication planning, offer support for rollout of 2012 smart meter research activities, and screen out those messages that do not resonate from further, more robust research activities planned in early 2012.
- Phase II: Leveraging the findings from Phase I, a series of focus groups was conducted among customers In March 2012. Initial findings are as follows:
 - Marketing by electricity suppliers, municipality's role in choice, and outages are top-of-mind issues in electric utility space. Grid modernization is not.
 - Customers know little about the smart grid and smart meters and do not envision spending much time to inform themselves, not surprising given electricity's low-involvement category. Customers may not learn much more unless impelled by self-interest or concerns.
 - Customers will not credit claims about grid modernization's prospective benefits. ComEd will have to earn trust by improving performance, as it did prior to launching the Recommitted campaign.
 - Unsure if the smart grid and smart meter would actually benefit them and skeptical of what their actual costs would be, customers want to know "what's in it for me." ComEd will need to improve comprehension by communicating benefits rationally, not emotionally.
 - Customers expect future communications to coordinate with ComEd's physical work of improving reliability. Informational graphics help customers visualize the grid modernization work.

- Recommendation: Deliver a staged messaging approach. Offer customers messages that are rational and enhance comprehension while offering more aspirational messages to employees, legislators and community officials in the early years.
- A quantitative online study will be fielded that leverages the findings from the Phase II focus groups.
- Phase III: Awareness and education quantitative tracking research will be conducted to monitor customer awareness of AMI deployment work and assess the effectiveness of the information communicated to customers.

Over the 10-year course of the AMI deployment project, ComEd may continue to conduct research to refine messages and proof points, especially as new issues of importance emerge.

Current messages are under development and research review. Preliminary examples of messages that will be validated include:

- We're improving our customers' experience by giving them more information, more power to control their electric bills and more ways to save money.
- At ComEd, we are changing the way we operate in order to provide our customers with better service, more choices and greater control over the size of their electric bill.
- Two-way communication through smart meters will eventually mean customers won't have to call when they're without power, ComEd can restore power more quickly.

Proof points, Q&A and other information are under development and will also be validated by customer research. Preliminary examples of the information that will be used for customer education and outreach efforts are:

- What is a smart meter?
 - A smart meter is a digital electric meter that is equipped with wireless communication capabilities to allow customers to track their electricity consumption more frequently.
- How will this benefit customers?
 - With more timely information on electricity usage, customers can better manage their energy use to save money on their electric bills. Customers can take advantage of pricing plans that will include rebates to reward customers for reducing consumption during peak usage times.
- Are there other benefits?

- Eventually, smart meters will be able immediately signal to ComEd when power in a home or business has been lost, enabling ComEd to respond to outages more quickly and efficiently.
- Smart meters will make it easier to incorporate renewable energy sources, such as wind and solar power.
- When is this happening?
 - The installation of smart meters will begin in September 2012 with more than four million meters installed over a 10-year period.
 - ComEd will provide customers and local municipalities with updates prior to any improvements taking place.
- I won't get a smart meter right away. How will I benefit?
 - All customers will immediately realize savings due operational efficiencies and reduced cost. As customers receive smart meters, they will have the ability to monitor their electricity usage more frequently and enroll in new incentive programs. This new technology will help customers manage their electricity use better and reduce their monthly electric bills.
- Compared to analog meters, smart meters provide a wider range of benefits:
 - They reduce utility operating costs (e.g., manual meter reading, manual meter disconnections and reconnections, manual bill creation)
 - They help pinpoint outages and verify power restoration to allow faster outage restoration
 - They make move-in/move-out changes in service much faster and more efficient
 - They reduce unbilled electricity usage that occurs between tenants
 - They reduce electricity theft by identifying irregularities
 - They provide customers with hourly energy-usage data that can help them manage electric bills

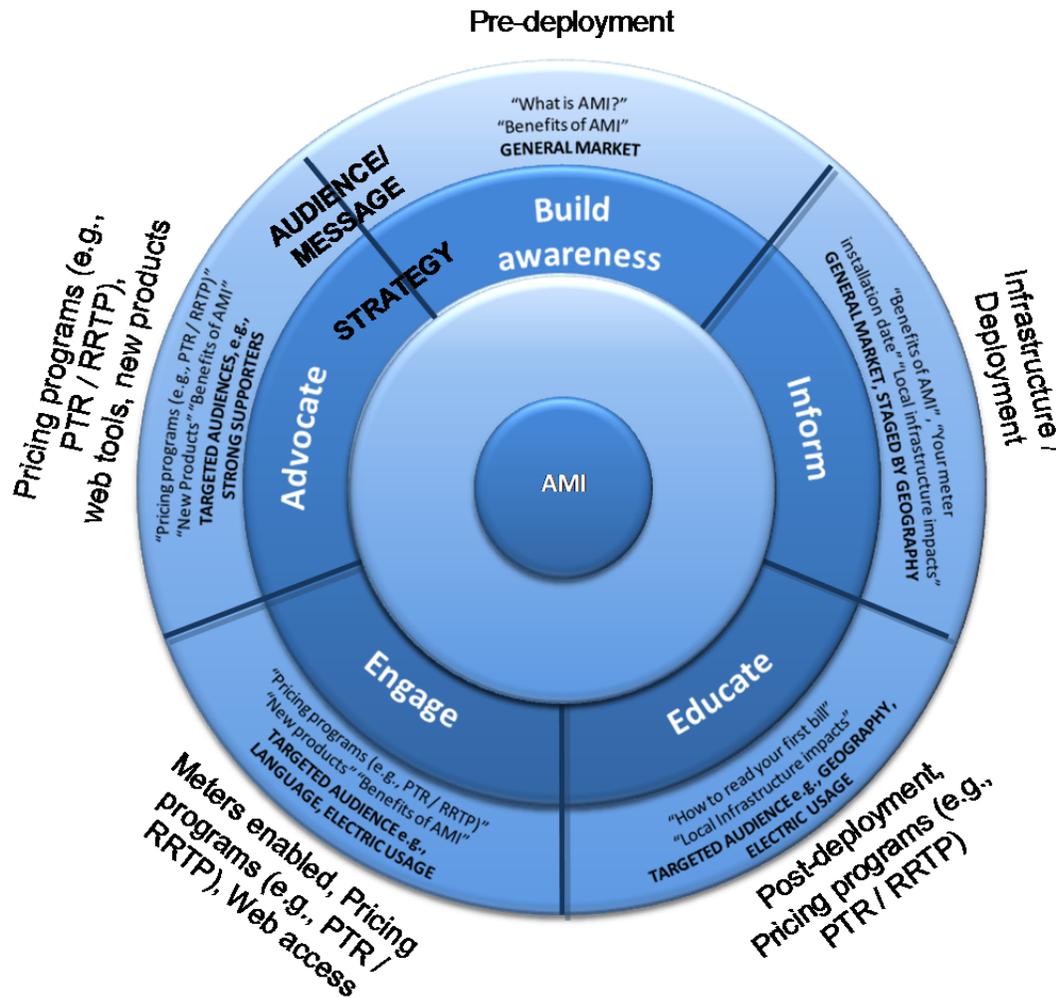
1. Staged Messaging Approach

Studies have shown that utilizing a “staged messaging approach” effectively addresses customer expectations during pre-deployment, deployment and post-deployment implementation phases. When the education and outreach campaigns focus on the “what, when and how” of the deployment and installation, implementation occurs with few issues. Staged messaging should

follow specific timed period outreach initiatives such as 90, 60, 30 and 7 days prior to deployment to educate and inform customers about specific activities they will experience, and reiterate initial or near-term benefits. Post installation, messages will be tailored for AMI customers to focus on pricing programs such as RRTP and PTR; others will receive general energy efficiency messaging.

The initial education and informational messages will lay the foundation for future dialogue about future benefits enabled by the technology. Promising too early or communicating misinformation can lead to lowering of expectations, and even lower future support and participation. For example, one of the first points of communication will include factual information about “what is an advanced meter”, and how the systems work.

The communication wheel below has been enhanced to include audience and messages. The messages provide an illustration of “what” will be communicated at each stage.



I. Methods

Using key lessons from the Pilot as well as best practices from other utilities, methods have been created to execute each core strategy as shown earlier in the plan. Messaging and audience segmentation will also be incorporated into these customer and small business methods.

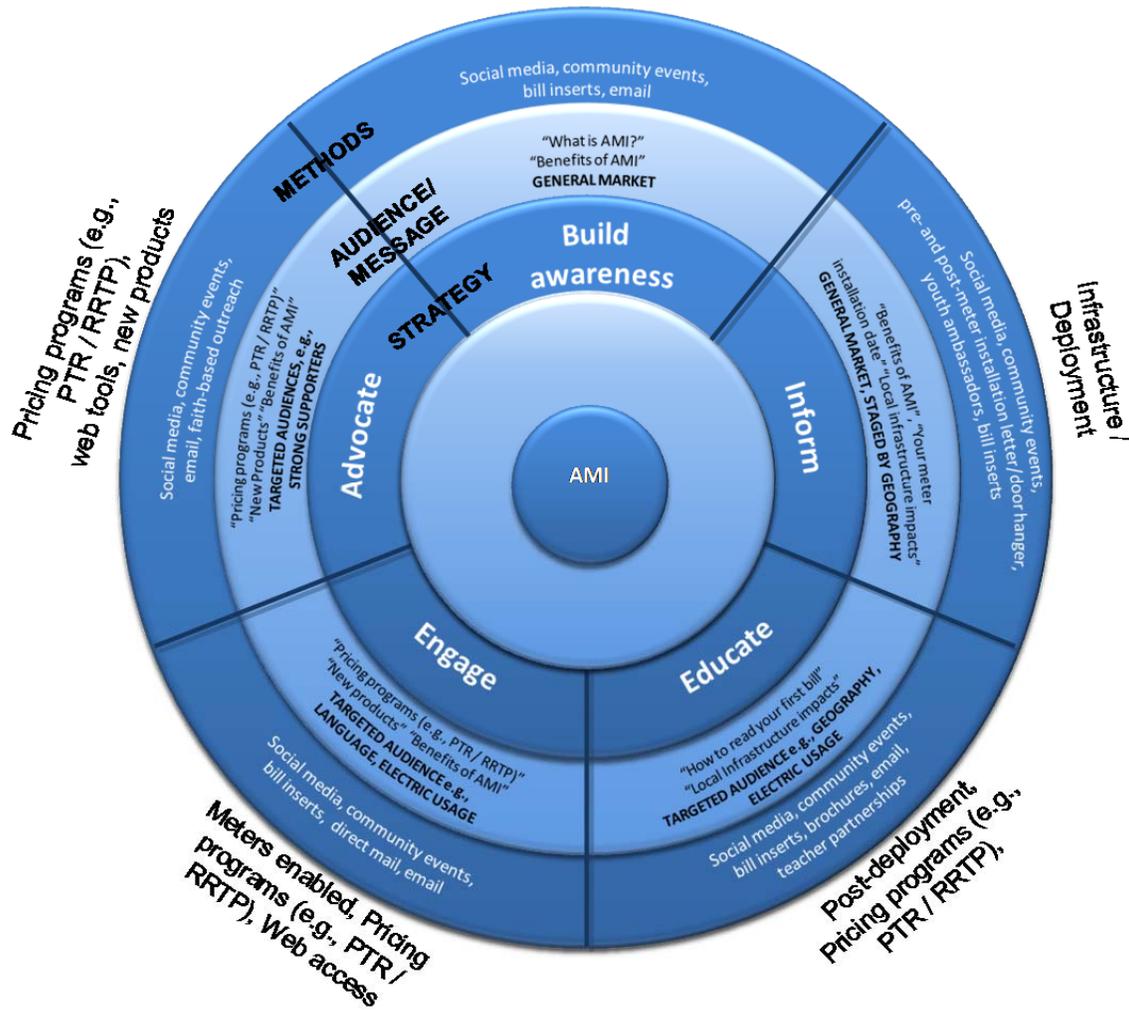
ComEd will install advanced meters on homes and businesses throughout its entire service territory on a rolling geographic basis over a 10-year period. ComEd will also offer customers the opportunity to participate in a voluntary pricing programs (such as PTR and RRTP) and take advantage of energy management tools and services on a parallel rolling geographic basis.

Given this geographic deployment plan, ComEd has the opportunity to tailor its messages about the meter exchange and the benefits of advanced meters, RRTP and PTR program participation to fit the unique characteristics of its customer base within defined geographic boundaries. Because deployment will occur over 10 years, there will be an opportunity to revise the methods and messaging based on experiences and results from the initial deployment. Details regarding timing of methods related to deployment and meter installation by geography is shown in the timeline section of this document.

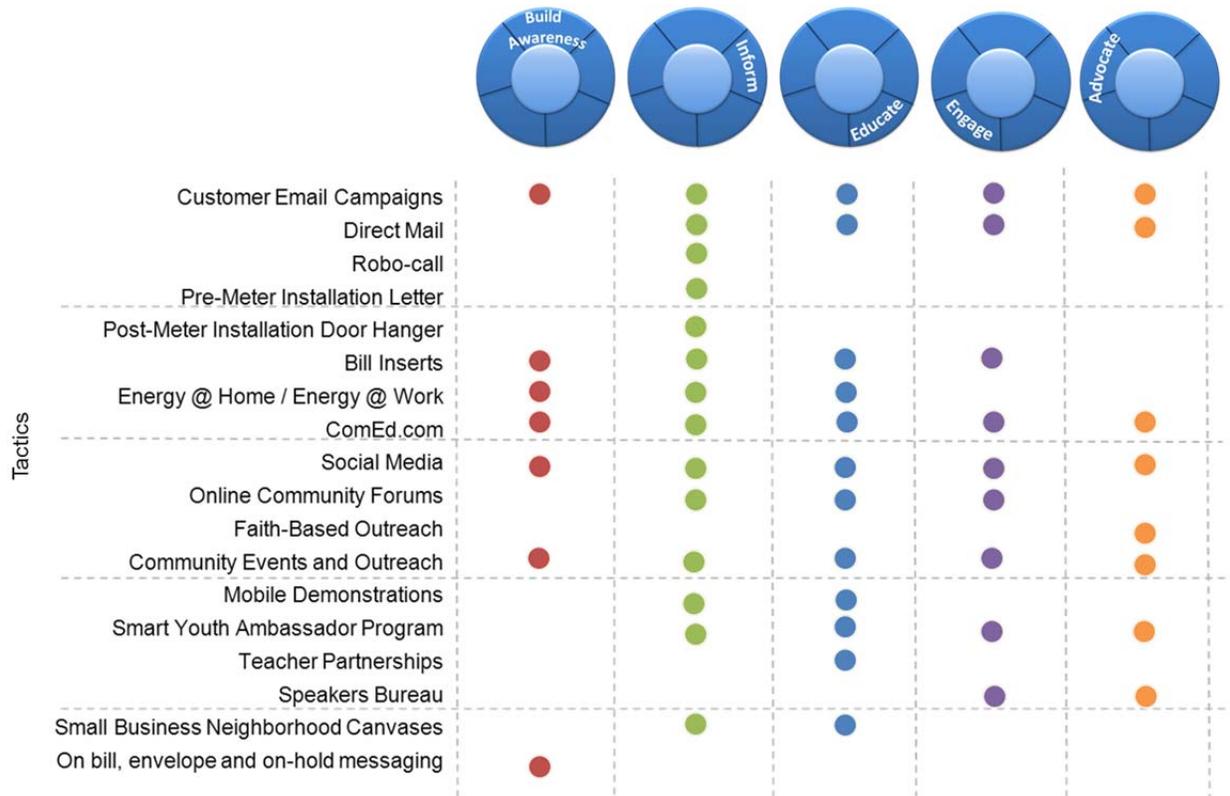
This plan will be executed in a collaborative fashion with other internal ComEd departments as well as external vendors and partners.

The communication wheel shown earlier in this Chapter has been enhanced to include methods. The methods below provide an illustration of “how” messages will be communicated at each stage of deployment and to support each strategy. Messages shown will be modified based on research results and throughout the stages of deployment to avoid message fatigue. The methods shown in this communication wheel are illustrative (not comprehensive) of the methods that will be used at each stage.

Pre-deployment



A summary of methods by strategy is shown in the chart below, with details following.



1. Build Awareness

Building awareness is the first step in the education and outreach process. ComEd will promote AMI benefits and progress through paid and earned media.

Communication Topics and Targeting

Building awareness within ComEd’s service territory will occur prior to meter deployment and before much infrastructure work has begun, so communication messages will cover general topics such as:

- Value of AMI meters
- What is an advanced meter?
- Benefits of AMI “what’s in it for me?”
- How can I manage my energy information differently?
- Access to energy information and budget tools, including information specifically for customers without internet access

- Program progress/timeline
- Low-income customer assistance programs

Methods

Specific methods to support the Build Awareness strategy include:

- Customer email campaigns
- Direct mail
- Bill inserts, brochures, fact sheets
- Energy @ Home / Energy @ Work
- Updates on ComEd.com
- Social media including Facebook, Twitter, YouTube and blogs
- Community events and outreach
- No cost messaging including bill messaging, on-hold messaging and envelope messaging

2. Inform

This strategy involves informing customers about the benefits of AMI, RRTP and PTR. Informing customers will occur prior to and during meter deployment.

Communication Topics and Targeting

Customers within 2012 meter deployment areas may have already received specific information about grid modernization occurring in their area. Beyond those affected customers, the general market will also be informed about topics including:

- Benefits of AMI “what’s in it for me?”
- Customer commitment details
- Program progress/timeline/milestones
- Your meter installation date is approaching – for customers in affected geographies
- Coming soon – the ability to manage electricity use more effectively using PTR and other pricing programs such as RRTP.

Methods

Specific methods to support the Inform strategy include:

- Customer email campaigns
- Pre-meter installation letter
- Post-meter installation door hanger
- Unable to Complete installation (UTC) door hanger
- Bill inserts, brochures, fact sheets
- Energy @ Home / Energy @ Work
- ComEd.com
- Social media
- Online community forums
- Community events and outreach
- Mobile demonstrations
- Smart Youth Ambassador Program
- Small business neighborhood canvasses

3. Educate

As customers become aware and informed about AMI deployment, they are more receptive to education about implementation plan activities and the benefits of advanced meters. At this stage, deployment has occurred and customers have received their new meters. Infrastructure improvements are underway as well, so customers are ready to start the education process.

Communication Topics and Targeting

Several communication topics will be covered to educate customers about AMI deployment and how it will benefit them:

- How to read your first bill – to customers on a rolling basis as their new meters are activated
- Get acquainted with your advanced meter

- Access your usage details online and via personal mobile devices as new meters are activated
- Local infrastructure impacts
- Benefits of AMI “what’s in it for me?”
- Call to action: visit web to view data, analyze usage, and sign up for a voluntary pricing program (e.g., PTR or RRTP)

Messages about the bill and accessing usage data online will be targeted to specific geographies as the new meters are activated and as information becomes available. In addition, these messages and methods may be further customized by amount of electric usage or by type of home (single family or multi-family).

Methods

Specific methods to support the Educate strategy include:

- Customer email campaigns
- Direct mail
- Bill inserts, brochures, fact sheets
- Energy @ Home / Energy @ Work
- ComEd.com
- Social media
- Online community forums
- Community events and outreach
- Mobile demonstrations
- Smart Youth Ambassador Program
- Teacher partnerships
- Neighborhood canvases to small businesses

4. Engage

Engaging customers will occur as customers are continually exposed to advanced meter messages and improvements. This strategy focuses on how customers can use the advanced meters and become engaged through the tools facilitated by the advanced meter. At this stage, deployment has occurred and meters have been verified and are now fully functioning. PTR/RRTP and other web tools will be strongly promoted.

Communication Topics and Targeting

ComEd will strive to ensure all customers are informed about the new web tools and pricing programs, however not all customers will be able or willing to actually utilize every tool available. Methods and communications may be customized by language, electric usage, and type of home, and how customers will access the web tools (online or mobile). If additional behavioral data is available, this will also be used to further target customers most likely to be interested and receptive to engage in the new tools. Specific topics that will be communicated include:

- Benefits of PTR and RRTP
- How to view usage
- New innovative products and services
- Benefits of AMI “what’s in it for me?”
- Program progress/timeline/milestones

Methods

Specific methods to support the Engage strategy include:

- Customer email campaigns
- Direct mail
- Bill inserts
- ComEd.com
- Social media
- Online community forums
- Community events and outreach
- Smart Youth Ambassador Program

- Speakers bureau

5. Advocate

Personal learning comes from communication with friends, family, neighbors and co-workers. ComEd will encourage customers who realize the value of new tools and programs to talk to others about becoming active users and strong supporters.

Communication Topics and Targeting

Customers will receive messaging promoting ComEd's pricing programs (PTR/RRTP), web tools and new products. Additional behavioral data, if available, will be used to further target customers and small businesses. Specific topics communicated will include:

- ComEd's customer ePortal
- Use of a Home Area Network (HAN)
- Use of energy management tools
- Use of ancillary or supplemental energy management tools via other retailers
- Savings earned through PTR and RRTP
- Benefits of AMI "what's in it for me?"
- Program progress/timeline/milestones

As customers learn more about these tools and benefits, they will become empowered and supportive and naturally advocate concerning the benefits of AMI.

Methods

Specific methods to support the Advocate strategy include:

- Customer email campaigns
- Bill inserts, brochures, fact sheets
- Direct mail
- ComEd.com
- Social media
- Community events and outreach

- Smart Youth Ambassador Program
- Speakers' bureau
- Outreach to faith-based organization and environmental non-profits

6. Additional Information about Methods

Some methods require additional detail and explanation, provided below.

ComEd.com

ComEd's website will be used as a repository of content related to the AMI deployment program as a supplement to the information being disseminated through other channels. This will include general advanced meter details and customer benefits, as well as deployment and infrastructure details. ComEd will provide information from the website, in the form of hyperlinks and documents, to customers and others who wish to have more information about the program. In addition, customers and others will be able to go to a specific page on ComEd's site to obtain information in the form of fact sheets, frequently asked questions ("FAQs"), testimonials, videos and more. Customers will also have access to the energy management tools via ComEd.com and via mobile applications.

Online Community Forums

Online Community Forums will be used as another channel to inform and educate customers about AMI meters. ComEd would seek out or create specific "online communities" of like-minded customers that have a particular interest in smart grid, advanced meters, energy efficiency or new technologies. ComEd could post content in these forums to help customers learn more in an interactive environment.

Influential Moms and Parents Online Forums

Moms today are on the cutting edge of technology and are constantly seeking new tools to help them carry out their duties more efficiently and effectively in the home. A 2010 Forbes study found that 61% of women influence household technology buying decisions, and that nearly half want more green choices. ComEd will develop content appropriate blogs to engage these groups and initiate conversations pertaining to AMI. Blogs may include Mom Central, a national social media and blog network that engages influential moms to become brand ambassadors and evangelists for leading products and services.

Environmental Nonprofit Groups

We will also look to establish a dialog with environmental non-profit groups such as National Resources Defense Council, Environmental Defense Fund and Global Green USA. We will also identify and engage in a conversation with local green community groups such as Illinois Solar Energy Association, and the Sierra Club. By harnessing their credibility and

influence, we will help advance the smart grid in Illinois by reaching consumers through authentic and trusted advocates for environmental issues.

Community Events and Outreach

Education and outreach will be performed at community events throughout the course of AMI deployment. These events include festivals, fairs, and other events. Multi-cultural outreach activities will also be included. We will be mindful of languages spoken in specific geographies where events will be attended, and tailor the event staff and collateral to these and other cultural nuances. Event staff will be equipped with toolkits including FAQs, fact sheets, talking points, etc. in order to effectively communicate with customers regarding the benefits of the new meters. Interactive devices, brochures and fact sheets will be available to facilitate customer engagement. As part of community outreach, faith-based organizations will be engaged to discuss AMI benefits among their congregations through one-on-one conversations, hosted coffee hours, and distribution of educational leave-behind displays. Additional details are in development.

The **Mobile Demonstration Units** and the **ComEd Classroom** will support the ComEd education outreach program by providing customers with a hands-on opportunity to learn more about the advanced meter capabilities and energy efficiency.

Games

By building the games in an iPad application, the units can be used in combination with a kiosk to allow for higher visibility and branding at large events or as standalone assets at small events. This strategy allows for an equally effective experience, whether the event is large or small.

Follows is a description of two of the games to be deployed at events and also sit on ComEd.com and ComEd's Facebook page. The **Smart Home** game will focus on smart meters and Energy Efficiency. With the installation of Smart Meters, customers will be able to see exactly how they are using energy and where there are potential savings opportunities. In the Smart Home demonstration, players will interact in a fun and engaging way. They will learn exactly how the AMI Meter benefits them and how they can reduce energy use to save money.

HOW IT WORKS:

- The game begins in a “house” where the Smart Meter has recently been installed.
- As the months/climates change, players must manage a number of factors to minimize energy use including heating/cooling costs, lighting, television and computer use, while balancing their family's happiness at the same time (i.e., temperature is comfortable, they can watch TV when they want to, etc.).
- In order to maintain the balance of energy efficiency and family happiness, players must constantly check their energy usage while monitoring their family's happiness meter shown within the game.

- By referring to the meter, players will be able to see which electronics draw the most energy and can then make the necessary decisions/adjustments to use less energy, including unplugging the vacuum while the blender is running or turning off lights, etc.
- The more the players reduce their energy consumption in the cold and hot weather months, the larger the rebate they will receive at the end of the game. This rebate will be exchanged for an increase in their point total.
- Players can also determine how much electricity each appliance/electronic item draws by scrolling over the star located at these locations. *Smart Ideas for Your Home* tips and facts will also pop up to guide players through the experience and help them make the best decisions.
- Once time expires, the player's score will be posted on the screen. The top five highest scores at the end of each event day will receive a premium prize. The collection of contact information at the beginning of the game allows for identification of the winner and easy delivery of the prize when applicable.
- To replicate the onsite event experience, customers are able to access the Smart Home game from the ComEd Facebook page

The **Energy Efficiency** game will focus on providing customers with an opportunity to test and add to their energy efficiency knowledge.

HOW IT WORKS:

- Customers will attempt to answer a series of trivia questions relating to energy efficiency. If they don't know the answer, they can click "Hint" to receive an info-morsel to help them answer the question correctly.
- Based on the number of questions answered correctly, customers will receive a "score" in the form of a name identifying their level of energy efficiency knowledge (i.e., "Congratulations! You are an energy expert!").
- To further their commitment, customers will then be encouraged to sign a pledge showing their dedication to becoming more energy efficient by incorporating ComEd's "nudges" into their everyday lives. This pledge, along with their level of energy efficiency knowledge, will be uploaded and shared via their Facebook wall.
- Once posted on Facebook, friends can also sign up to take the pledge agreeing to ComEd's "nudges" for becoming more energy efficient.

Classroom

A portion of the space will be allocated to the ComEd Classroom (for demonstration areas with sufficient space). Here, customers can learn and ask questions about smart meters

from live ComEd experts. Customers will receive a premium (t-shirt, plugs for sockets, screen cleaner, seeds) for participation;

Signage, brochures and collateral (interchangeable given demographic) will supplement the experience and provide additional information

Social Media Integration

To drive traffic to ComEd's Facebook and website page, customers will have access to all mobile demonstration unit content and games online. This provides an added touch point and an opportunity to direct customers to additional online resources where they can learn more about smart meters.

All games will be highly integrated into social media platforms such as Facebook, with the ability to post game results, view leader boards and challenge friends to play.

To drive viral buzz and generate more awareness during the live events and beyond, prizes and sweepstakes will be integrated into each game.

Text-to-Talk

The Text-to-Talk display enables one-to-one communication by providing customers without Internet access a platform to text in their questions, concerns and feedback about Grid Modernization and Smart Meters directly to a ComEd representative. While some customers are currently able to text in power outage reports, the Text-to-Talk program takes it one step further by encouraging two-way dialog.

Smart Youth Ambassador Program

As part of the Customer Education and Outreach Plan, ComEd will utilize a Smart Youth Ambassador Program to help turn ComEd customers into advocates. The ambassador program will consist of primarily high-school students who reside within ComEd's service territory. The goal of the program will be to educate customers on energy efficiency and smart meters and dispel myths and concerns customers may have, ultimately creating advocates for energy management.

This program will be executed in collaboration with Faith in Place, The Chicago Urban League and ComEd. It will support the Smart Meter rollout schedule as determined by ComEd.

- Seventy students ages 15-19 will work from four sites (three Faith in Place partner congregations and The Urban League) located throughout the ComEd service territory.
- Students will participate in predetermined ComEd events scheduled during the summer.
- A core group of 15 students will continue through the school year with Faith in Place, and will provide the core of the summer 2013 Smart Youth Ambassador program.

- The program will also include a career day at ComEd, in which the youth will be invited to consider the different career options open to them in the field of energy and energy conservation. Career Day may include all 70 youth on a single day or be divided into smaller groups on different days, based on the needs of ComEd to coordinate.
- Each summer student will receive a stipend of \$800.
- Faith in Place will perform background checks on the students and supervisors.
- A photo authorization and a hold harmless agreement will be signed by each young person or their parent or guardian.
- On completion of the summer project, there will be a culminating celebration for all 70 youth at The Urban League.

Small Business Neighborhood Canvases

In addition to attending local events the local marketing teams will conduct Neighborhood Canvassing by delivering messaging and collateral to customers through local businesses where customers live.. These locations will include libraries, community centers, grocery stores and more. The neighborhood canvassing efforts also include creating partnerships with local restaurants to allow ComEd to include collateral on food packaging (ie. Pizza box). The collateral serves a dual purpose: 1. provides ComEd messaging about Smart Meters, and 2. Invites customers to a ComEd social at a local community center or church. As an added incentive for residents to attend the social and as a marketing opportunity for the local restaurant they will provide food for all to enjoy.

Teacher Partnerships

Through Teacher Partnerships, ComEd will educate students and teachers on advanced meters and PTR and how they address our energy challenges. Using a list of teachers interested in energy efficiency (collected from past energy efficiency work), ComEd will distribute emails to teachers soliciting interest in advanced meters and PTR, offering ways they can get involved. Options for their involvement include classroom involvement, teacher education, environmental student club participation, and events at the school. Packets of information will be provided to interested teachers for them to use when creating curriculum and student activities.

Speakers Bureau

The Speakers Bureau program already in place will be used as a method to engage communities in ComEd AMI deployment. ComEd receives regular requests from external affairs and local communities and organizations to attend an event and provide a speaker. Events are generally well attended and serve as another opportunity to provide information about AMI deployment. In addition, an enhanced Speaker's Bureau will target low-income customers through events hosted at low-income advocate organizations such as LIHEAP, offering them education on energy management tips and tools.

Faith-Based and Environmental Non-Profit Outreach

A key component of advocacy involves leveraging existing, influential non-virtual networks to share information among customers and discuss the benefits of ComEd’s AMI and PTR programs. ComEd will provide these organizations with information such as fact sheets, talking points, research and testimonials about energy management and its benefits. Through this work, we hope to develop a network that becomes informed and tells others about the benefits of AMI deployment and its programs, products and services.

J. Metrics

ComEd will include metrics to measure the effectiveness of customer education and outreach. This will measure the use of community organizations, and awareness of AMI and customer engagement and experiences. ComEd’s key metrics will measure the following:

- Awareness of AMI technology and benefits (Awareness and Education study).
- Understanding of AMI technology (Customer Experience/Engagement Research and Customer Experience Tracking).
- Number of community outreach events and number of attendees (Event Tracking)
- Number of articles that appear in local media (traditional media tracking)
- Number of articles in internal newsletter
- Number of meter installations complaints/claims (Rapid Response Situational Assessments)
- Number of installation appointments (tracked by AMI deployment team)
- Number of customer organizations contacted
- Number of customer communication methods deployed
- Number of advocates and ambassadors informed
- Number of surveys completed at events

These metrics are outlined in the following chart:

Metric Category	Key Metric	Calculation	Results Year Y	Comment
Awareness and Education	Awareness and understanding of AMI technology and benefits (survey metric)	3rd party survey	x%, verbatims, etc	
Customer Experience and Engagment	Understanding of AMI technology (Customer Experience/Engagement Research and Customer Experience Tracking).	3rd party survey	x%, verbatims, etc	
Community Outreach	# of community events and # of direct interactions	Event Tracking	Conducted XX, Interactions YY	
Local Media	# of articles that appear in local media	Traditional media tracking; articles that appear as a result of press releases	xx	
Internal Media	# of articles in internal newsletter	Count of articles in newsletter	xx	
Customer Experience and Engagement	Meter Installations complaints/claims (Rapid Response Situational Assessments)	Count of installation complaints	xx	
Customer Experience and Engagement	# installation appointments (tracked by AMI deployment team)	Count of installation appointments	xx	
Community Outreach	# of customer organizations contacted	Count of number of organizations	XX	
Community Outreach	# of customer communication methods deployed	Count of number of items	XX	
Awareness and Education	# of advocates and ambassadors informed	Count of number of ambassadors	XX	
Awareness and Education	# of surveys completed at events	Count of number of surveys completed	XX	

The measures listed above will be tracked through the metrics listed in the table below to account for the \$27.7 million in customer education planning over the next ten years. The following table gives an example for year 2012.

Tactic	Target	Budget for 2012	Direct Interactions / Impressions*	Clicks	Organizations contacted	Premiums Given away	Articles internal newsletter	Enrollments	Surveys Collected	Emails Collected	Cost/per Interaction (CPI)
Energy management Education & Outreach events + interactive items	General Market (residential)	\$337,500	xx	n/a	n/a	xx	n/a	n/a	xx	xx	
Speakers' Bureau	General Market (residential)	\$5,000	xx	n/a	xx	n/a	n/a	n/a	xx	n/a	
Youth Ambassador program	Faith based organizations & End customers	\$111,000	xx	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
Faith Based and Low Income outreach	Faith based organizations & low income populations	\$31,500	xx	n/a	xx	n/a	n/a	n/a	n/a	n/a	
Email Marketing	General Market (residential)	\$8,500	xx	xx	n/a	n/a	n/a	n/a	xx	n/a	
Energy @ Home & Bill inserts	General Market (residential)	\$145,000	xx	n/a	n/a	n/a	xx	n/a	n/a	n/a	
Direct Mail for PTR & web tools	General Market (residential)	\$95,000	xx	xx	n/a	n/a	n/a	xx	n/a	n/a	
Videos & Brochures	General Market (residential)	\$75,000	xx	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
Online and Social Media outreach	General Market (residential)	\$17,500	xx	xx	n/a	n/a	n/a	n/a	n/a	n/a	
Teacher Partnership	General Market (residential)	\$20,000	xx	n/a	xx	n/a	n/a	n/a	n/a	n/a	
Municipal Toolkit & Experiential marketing materials	Municipalities, Legislators, Community Leaders	\$106,500	xx	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
Municipal Events Speakers Bureaus Townhalls	Municipalities, Legislators, Community Leaders and constituents	\$61,000	xx	n/a	n/a	n/a	n/a	n/a	n/a	na	
Municipal online web	Municipalities, Legislators, Community Leaders and constituents	\$0	n/a	xx	n/a	n/a	n/a	n/a	n/a	n/a	
Outreach materials/interactive items	Municipalities, Legislators, Community Leaders and constituents	\$25,000	xx	n/a	n/a	xx	n/a	n/a	n/a	na	
Awareness tracking	Market research	\$137,500	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
Customer Experience + Message testing	Market research	\$200,000	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
FTE's (4 people)	Staff	\$ 381,358	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
	Summary	\$1,757,358									

The Messaging section outlines qualitative and quantitative customer research that launched in December 2011 and follow-on research that is planned to commence in early 2012 to test and refine the content and tone of messages and benefit statements to potentially communicate to customers. This research will be used to develop a preliminary set of benefit statements that resonate most favorably with customers, supporting ComEd's overarching objective stated earlier.

An extensive program of primary and secondary market research will be employed to assist ComEd's AMI deployment initiatives and to measure the success of customer education and outreach efforts. Prior to conducting each primary research project, a research plan will be prepared to include the following elements:

- Explanation of the need for the research
- Description of specific research objectives
- Description of the intended uses of research findings
- Discussion of the research methodology
- Examples of topics and questions to be included in questionnaires and discussion guides
- Project timeline

- Estimated budget requirements

An integrated set of research projects has been identified as necessary to support meter deployment and PTR initiatives (broadly characterized as the installation of advanced digital two-way communicating meters, and the offer of a peak time rebate pricing program). These projects are designed to:

- Measure and track the success of customer education and outreach efforts
- Better understand customers and their evolving needs and service expectations
- Assess customer interest in, and the viability of, the PTR pricing program and other services and tools enabled by the presence of an advanced digital meter

1. Secondary Research

Secondary research is often based on information from studies previously performed by government agencies, industry organizations, trade associations, and other organizations. U.S. Census Bureau information and studies made available by other energy companies are examples of secondary market research. Secondary research data are typically easy to find and either free or available at a relatively low cost. For the purposes of this Plan, past ComEd primary market research and actual ComEd data, such as from public events and sponsorships, will be classified as secondary research.

Several forms of secondary research will be employed to support the objectives of this Plan.

1. Traditional Media Tracking – Monitor traditional media channels to capture reactions and feedback from customers and external stakeholders on matters pertaining to reliability improvement initiatives, advanced digital meters, and the PTR pricing program.
2. Audience Reach and Frequency Tracking – Measure the number of customers exposed to information in the media about the AMI deployment initiative as well as the number of exposures from each major communications channel.
3. Social Media Tracking – Monitor social media channels to capture reactions and feedback from customers and external stakeholders on matters pertaining to reliability improvement initiatives, advanced digital meters, and the PTR pricing program and to engage customers to allay concerns, dispel misconceptions, and foster positive impressions.
4. Benchmarking / Best Practices Assessments – Canvas the education and outreach efforts undertaken by other energy companies to capture lessons learned and best practices.

5. Macro-Environmental Assessments – Track broad, environmental developments to understand impacts on customers and how those impacts could shape or affect our communications messages.
6. Rapid Response Situational Assessments – Monitor the number and intensity of rapid response situations and how and how well they are handled.
7. Events Tracking – Track the number and types of events sponsored by the company, the number of people attending each event, and feedback from attendees.
8. Existing Body of Research – Build upon existing and newly completed research, such as segmentation research and customer satisfaction research, to guide future research efforts and jumpstart message platform development.

2. Primary Research

Primary market research typically refers to custom quantitative and qualitative research methods.

Quantitative research methods involve large numbers of randomly-selected respondents and yield results that are representative of the total population under study. Data collection methods commonly include telephone-administered surveys, mail surveys, web-based surveys or some combination of these methods. By contrast, qualitative research methods involve a small number of respondents and yield results that are viewed as directional, not conclusive. Common methods include focus groups led by a trained moderator and in-depth one-on-one interviews conducted in person or by phone by a highly skilled professional interviewer. ComEd anticipates employing an integrated body of primary research to support the company's AMI deployment initiatives and to assess and measure the success of customer education and outreach efforts.

A number of prospective primary research projects are outlined below. Recognizing this early stage of developing a multi-year research program of work, a partial list of preliminary research objectives and intended uses of research findings are also listed. Importantly, for cost management purposes, it may be possible to group individual projects into a single research project.

1. Message Testing Research – Employ qualitative and quantitative research techniques to define and hone the content and tone of communications messages.

Research Objectives:

- To gather customer perceptions and reactions to the company's more recent advertising and marketing messages related to AMI deployment and smart grid
- To assess the appeal of existing messages and themes, particularly with respect to dimensions of trust, believability and credibility

- To explore customer reactions to message themes pertaining to AMI deployment
- To test alternative benefit statements pertaining to AMI deployment and identify those that have the greatest appeal to customers
- To hone the content and tone of messages and benefit statements to potentially communicate to customers
- To test the appeal of advertisements and marketing communications materials
- To refine the content of advertisements and marketing communications materials

Intended Uses of Research Findings:

- To develop a message platform compatible with a value proposition that appeals to customers
- To help develop the key messages and benefit statements to communicate to customers on AMI deployment benefits of advanced digital meters, and the peak time rebate pricing program
- To help shape the development of advertisements and marketing communications materials

2. Awareness / Education Tracking Research – Employ a tracking survey to monitor customer awareness of the company’s main communications messages pertaining to AMI deployment and to assess the effectiveness of those communications in shaping attitudes and behaviors.

Research Objectives:

- To measure customer awareness of the company’s general AMI deployment plans, events and initiatives
- To measure customer awareness of the benefits of AMI
- To measure customer understanding and the appeal of AMI benefits
- To measure awareness of other messages and events that are not supported by ComEd
- To measure customers’ attitudes and beliefs regarding AMI
- To measure customers’ expressed intent to enroll in the PTR pricing program or to engage in other potential services enabled by advanced digital meters
- To measure the perceived value of the investment in AMI

Intended Uses of Research Findings:

- To uncover obstacles to the effectiveness of the company's communications to customers
 - To track the effectiveness of the company's communications in breaking through to customers with respect to awareness and resonance
 - To establish a basis for making mid-course adjustments in the messages communicated to customers
3. Customer Experience / Engagement Research – Employ qualitative research techniques to identify the optimal customer experience, such as dynamic pricing offer, as defined by customers, to incorporate into education and outreach activities.

Research Objectives:

- To identify the requirements for driving customer acceptance of the company's AMI deployment plans, particularly with respect to offering a PTR pricing program option
- To assess customer receptivity to having a digital meter and taking advantage of the PTR pricing program
- To understand customers' expectations, preferences and priorities around having a digital meter and participating in the PTR pricing program
- To capture customers' anticipated and expected touch-points in the experience of having a digital meter and participating in the PTR pricing program

Intended Uses of Research Findings:

- To identify the most critical touch-points in the customer experience
 - To define and map the experience most preferred by customers
 - To help shape the company's processes and programs to deliver a positive customer experience
4. Customer Experience / Engagement Tracking Research – Employ quantitative research techniques to measure and track customer satisfaction with new customer experiences and to use the findings to help calibrate activities and ensure a positive customer experience.

Research Objectives:

- To measure satisfaction with the PTR pricing program, ranging from the initial program offer through program stages of program participation and engagement

Intended Uses of Research Findings:

- To monitor the company's performance in managing the PTR pricing program
 - To support any needed course corrections in the administration and implementation of the meter exchange process and the PTR pricing program
5. Motivational Research – Employ qualitative research techniques to identify underlying motivators for customers to engage in the PTR pricing program or any other service enabled by two-way communicating digital meters.

Research Objectives:

- To uncover customers' underlying motivations for enrolling in the PTR pricing program or taking advantage of other services enabled by advanced digital meters
- To understand the benefits of PTR pricing as defined by customers
- To understand customers' decision to enroll in the PTR pricing program relative to other options that could achieve customers' goals

Intended Uses of Research Findings:

- To support the development of a messaging strategy in support of the company's PTR pricing program
- To help develop specific messages to communicate to prospective PTR pricing program customers that align with their needs

3. Data Collection Tool

ComEd will evaluate employing its Customer Roundtable as a vehicle for engaging customers in market research.

Customer Roundtable – Employ the existing Customer Roundtable program to enable a dedicated focus on topics pertaining to advanced digital meters, and the PTR pricing program and related information tools and services. Facilitated by an experienced moderator, the Customer Roundtable offers unique advantages:

- Provides a forum for a free, two-way exchange of information between customers and ComEd
- Enables the exploration of a myriad of topics of mutual interest to the company and participating Roundtable customers

- Provides an opportunity for ComEd executives and managers to hear first-hand customers’ thoughts, opinions and reactions to topics pertaining to AMI
- Secures session-to-session progressive feedback from customers
- Allows probing on specific issues and, more importantly, allows ComEd managers to secure immediate, honest feedback on their answers to customers’ questions
- Offers an opportunity to request participating customers to do “homework” prior to a session to jumpstart the discussion
- Focuses on solutions to problems and issues, going beyond probing

K. Timeline

The following section contains a timeline to deploy end customer and employee education and outreach methods through Q4 2013 of the AMI deployment program. The tasks within the timelines are segmented into months, with cells of varying colors. The color of each cell indicates the ComEd team responsible for executing each task. If a cell is white, that means the specific task has no activity for that month or that the month can be used as contingency.

Audience/Activity	2012											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
End Customers												
Traditional												
Customer Email Campaigns						Blue		Blue		Blue		
Direct Mail										Blue		
Robo-Call								Blue	Blue	Blue	Blue	Blue
Pre-Meter Installation Letter								Blue	Blue	Blue	Blue	Blue
Post-Meter Installation Door Hanger								Blue	Blue	Blue	Blue	Blue
Bill Inserts					Blue	Blue		Blue			Blue	
Bill messaging						Blue		Blue		Blue		
Envelope messaging							Blue				Blue	
Energy @ Home / Energy @ Work							Blue			Blue		
On-Hold Messaging								Blue	Blue	Blue	Blue	Blue
ComEd.com								Blue	Blue	Blue	Blue	Blue
Non-Traditional												
Social Media								Blue	Blue	Blue	Blue	Blue
Online Community Forums								Blue			Blue	
Faith-Based Outreach								Blue		Blue		
Outreach												
Community Events and Outreach								Blue	Blue	Blue	Blue	Blue
Smart Youth Ambassador Program								Blue	Blue	Blue	Blue	Blue
Teacher Partnerships									Blue			
Speakers Bureau										Blue		
Small Business Neighborhood Canvases										Blue	Blue	Blue
Research												
Value-focused quantitative research												
Exploratory qualitative message testing research		Blue	Blue	Blue	Blue				Blue			
Awareness tracking						Blue						

Figure 37 - 2012 End Customer Methods Timeline

Audience/Activity	2013											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
End Customers												
Traditional												
Customer Email Campaigns												
Direct Mail												
Robo-Call												
Pre-Meter Installation Letter												
Post-Meter Installation Door Hanger												
Bill Inserts												
Bill messaging												
Envelope messaging												
Energy @ Home / Energy @ Work												
On-Hold Messaging												
ComEd.com												
Non-Traditional												
Social Media												
Online Community Forums												
Faith-Based Outreach												
Outreach												
Community Events and Outreach												
Smart Youth Ambassador Program												
Teacher Partnerships												
Speakers Bureau												
Small Business Neighborhood Canvasses												
Research												
Value-focused quantitative research												
Exploratory qualitative message testing research												
Awareness tracking												

Figure 38 - 2013 Customer Methods Timeline