5.3 Results

Table 5-3 summarizes the cost-effectiveness for various DLC technology options, assuming a 15 year device life, with the results expressed in terms of 2015 dollars. Based on the DLC pilot program parameters studied, none of the DLC technology options are cost-effective to offer to PTS customers.

Table 5-3: Cost-effectiveness of Customer-technology Combinations

Cost-effectiveness Perspective	Metric	Per Household 15 Year NPV			
		Marginal Benefits	Marginal Cost	Net Benefits	Benefit/Cost Ratio
Total Resource Cost Test	Single Family PTS only w/ AC	$78.09	$37.17	$40.92	2.10
	Single Family PTS w/ AC + AC switch	$219.65	$239.21	($19.56)	0.92
	Single Family PTS w/ AC + Thermostat	$219.65	$470.65	($251.00)	0.47
	MF PTS only w/ Room AC	$22.01	$37.17	($15.16)	0.59
	MF PTS + Room AC modlet - self-install	$65.60	$539.77	($474.17)	0.12
	MF PTS + Room AC modlet - professional install	$65.60	$653.04	($587.44)	0.10
Utility Cost Test	Single Family PTS only w/ AC	$78.09	$52.88	$25.20	1.48
	Single Family PTS w/ AC + AC switch	$219.65	$283.42	($63.77)	0.78
	Single Family PTS w/ AC + Thermostat	$219.65	$514.86	($295.21)	0.43
	MF PTS only w/ Room AC	$22.01	$41.60	($19.59)	0.53
	MF PTS + Room AC modlet - self-install	$65.60	$552.98	($487.38)	0.12
	MF PTS + Room AC modlet - professional install	$65.60	$666.24	($600.64)	0.10

5.4 Sensitivity Analysis

Nexant analyzed the key drivers of cost-effectiveness through sensitivity analysis. Sensitivity analysis is a systematic process for identifying the inputs that contribute most to key results such as the benefit cost ratio. This is typically accomplished by varying each component by a specific percentage, typically 20%, while holding all other inputs constant. Sensitivity analysis serves several functions:

- It helps identify the assumptions, inputs and program design characteristics which contribute most to net benefits;
- It helps test the robustness of the results. If a program is cost-ineffective due to small changes in the inputs, it is not very robust, particularly if those values are uncertain;
- It can help focus additional research on inputs and assumptions that drive cost-effectiveness. When inputs are highly influential, it is critical to assess the degree of uncertainty for them and determine if and how the uncertainty can be reduced; and
- It can help focus discussion and efforts on the program components that are most influential.

Figure 5-1, Figure 5-2, and Figure 5-3 summarize how the main inputs influence cost-effectiveness without any technology, with AC switches, and with PCT, respectively. The different inputs are ranked based on their degree of influence on cost-effectiveness and color coded to reflect if the input is directly or inversely related to the cost-effectiveness. Across all three single family technology options, the magnitude of demand reductions and the avoided capacity costs are the biggest drivers of cost-effectiveness. Beyond that, the key drivers of cost-effectiveness vary by technology option. For the PTS only option, recurring customer specific costs such as notifications and settlements are highly influential. This is not surprising since one-time costs related to equipment and installation is avoided. For both AC switch and PCT options, the one-time equipment and installation costs have a more substantial influence on cost-effectiveness. There are, however, important distinctions between the two. PCTs are more expensive in comparison to AC switches and have substantially higher recurring costs, mainly because PCT vendors have adopted a licensing model rather than selling the load control capability outright.

Figure 5-1: Sensitivity Analysis—Single Family—PTS Only

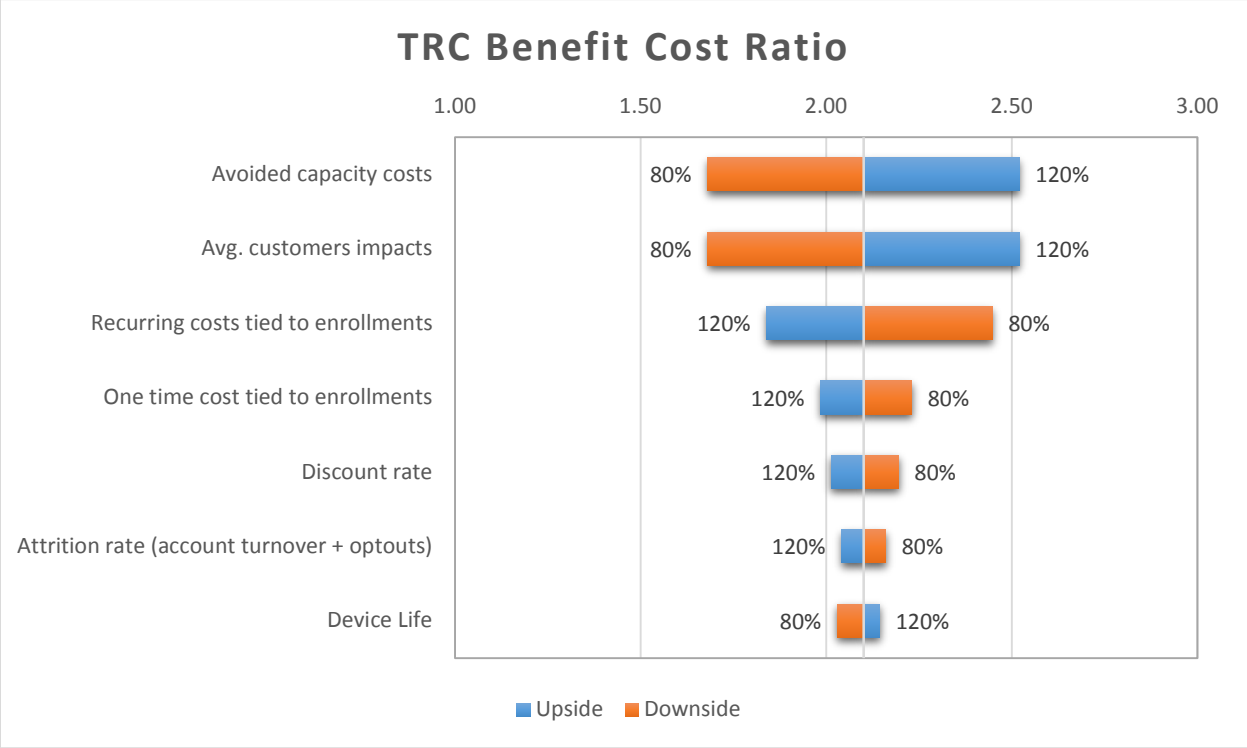


Figure 5-2: Sensitivity Analysis—Single Family—PTS with AC Switch

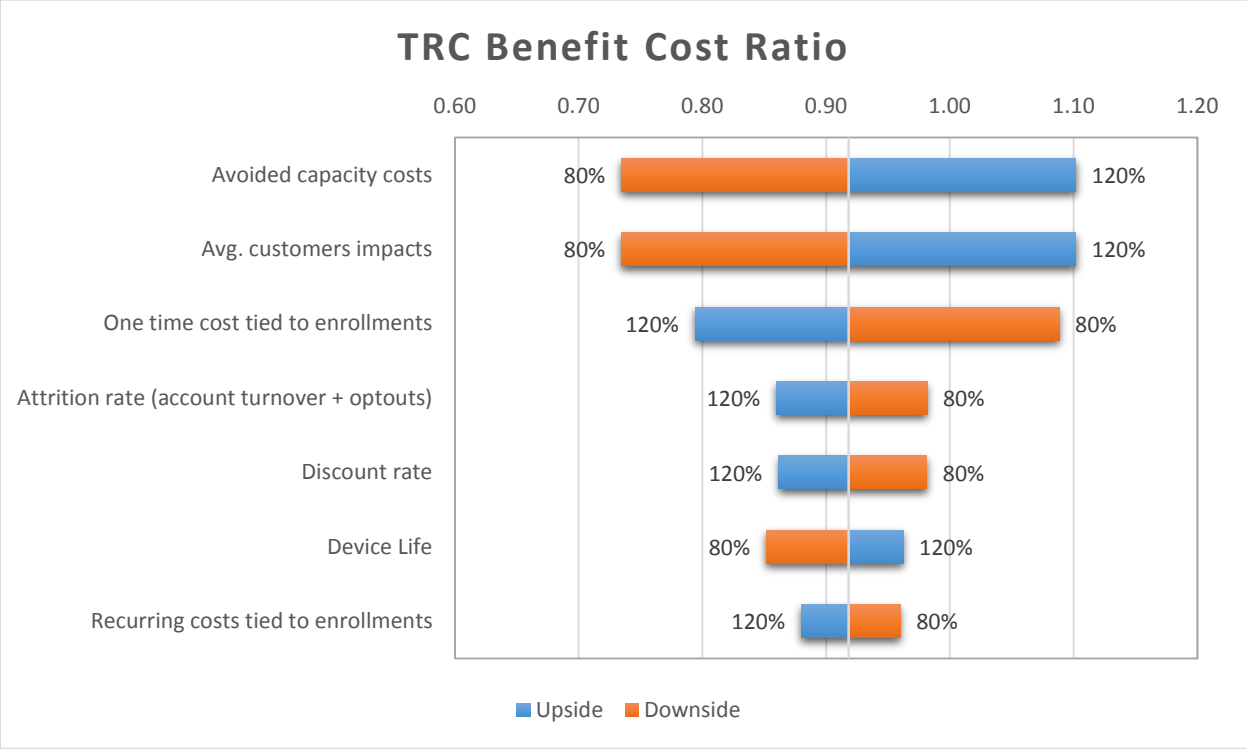


Figure 5-3: Sensitivity Analysis—Single Family—PTS with Thermostat

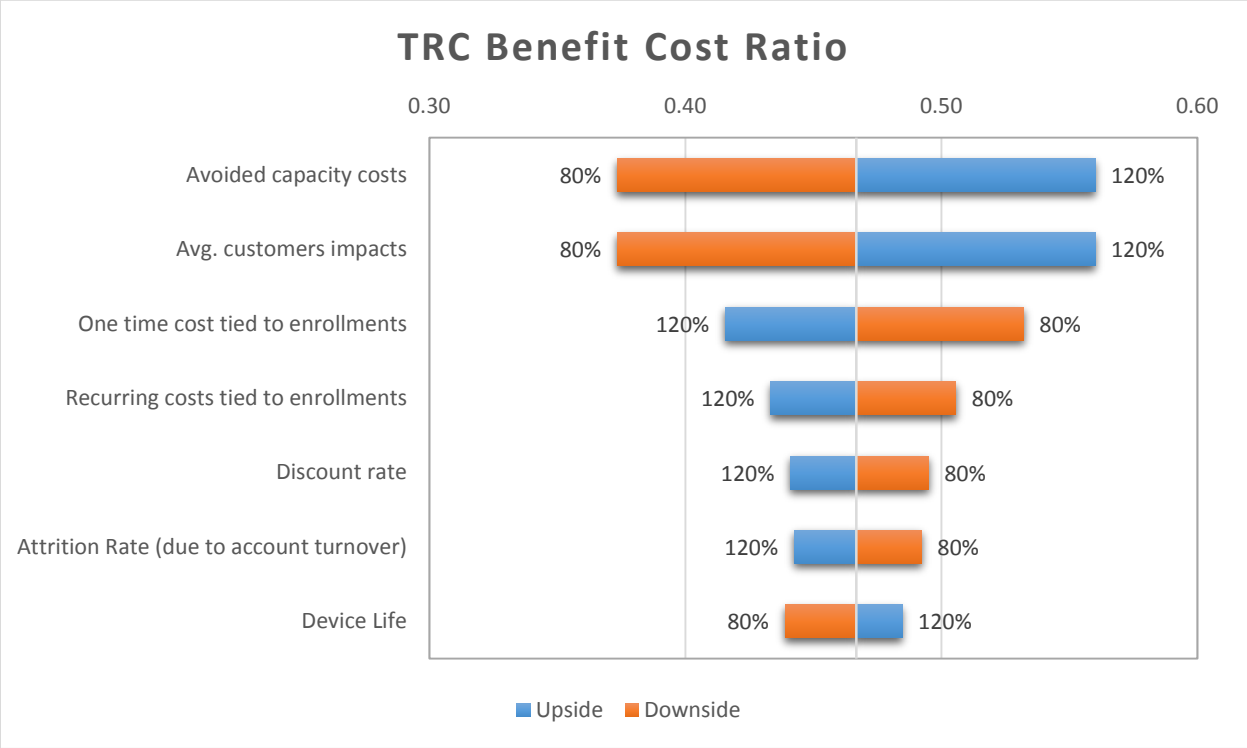
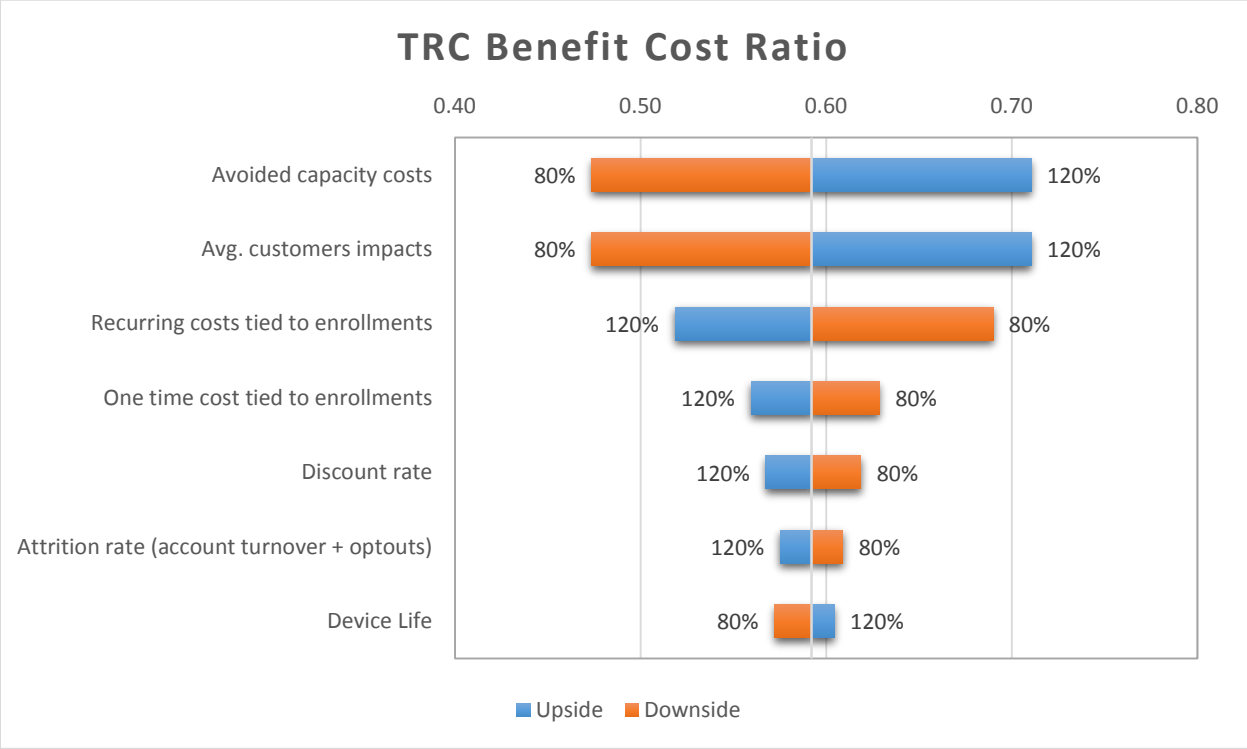


Figure 5-4: Sensitivity Analysis—MultiFamily—PTS Only



In addition to studying the relative importance of inputs for single family options, a sensitivity analysis was performed for multifamily customers without technology. Similar to the other sensitivity analyses, this group's results were most influenced by avoided capacity costs and customer impacts. Similar to the single family option with no technology, recurring costs are more important than one-time costs, and for the same reasons.

Sensitivity analyses for multifamily options with technology were not conducted because those customer-technology options were exceedingly cost ineffective. Adjusting the inputs for those options would not yield attractive results without making unreasonably large adjustments.

5.5 Conclusions

The cost-effectiveness analysis indicates that DLC technology options are not currently cost-effective to offer to PTS customers based on current costs, benefits, demand reductions, and recruitment practices.

6 Conclusions

The ComEd DLC pilot provided significant insight into the value of providing enabling technology in conjunction with the PTS program for single family and multifamily customers. Findings from this evaluation address three primary topics: 1) the influence of offering enabling technology on PTS enrollment rates; 2) whether the presence of enabling technology increased the magnitude of load reductions for PTS participants; and 3) whether the incremental benefits of the technology offset its costs.

Customer acceptance rates from the five treatment groups were analyzed to evaluate the influence of offering enabling technology on PTS enrollment rates. Across the five groups, the average acceptance rate was 4.1%. Ultimately, the offer of an enabling technology did not increase acceptance rates for any of the treatment groups. There was no difference in overall acceptance rates with or without technology for single family customers, regardless of whether the offer was an AC switch or a PCT. For multifamily customers, the offer of technology actually resulted in a lower overall acceptance rate of 3.3% compared to an acceptance rate of 5% from the customers offered PTS without any enabling technology.

Results from the surveys conducted among pilot participants indicate customers with and without technology are very satisfied with the PTS program. While satisfaction in the program is high across all test and control groups, customers with DLC technology are more likely to very satisfied with the PTS program compared to those without technology. While a majority of customers took action to save energy during PTS hours, those with DLC technology were less likely than those without to take action, suggesting some degree of reliance on the technology to save during the events. Consistent with high levels of satisfaction, a majority of participants indicate a high likelihood of recommending the program to family or friends and a high proportion indicate a willingness to participate in the future.

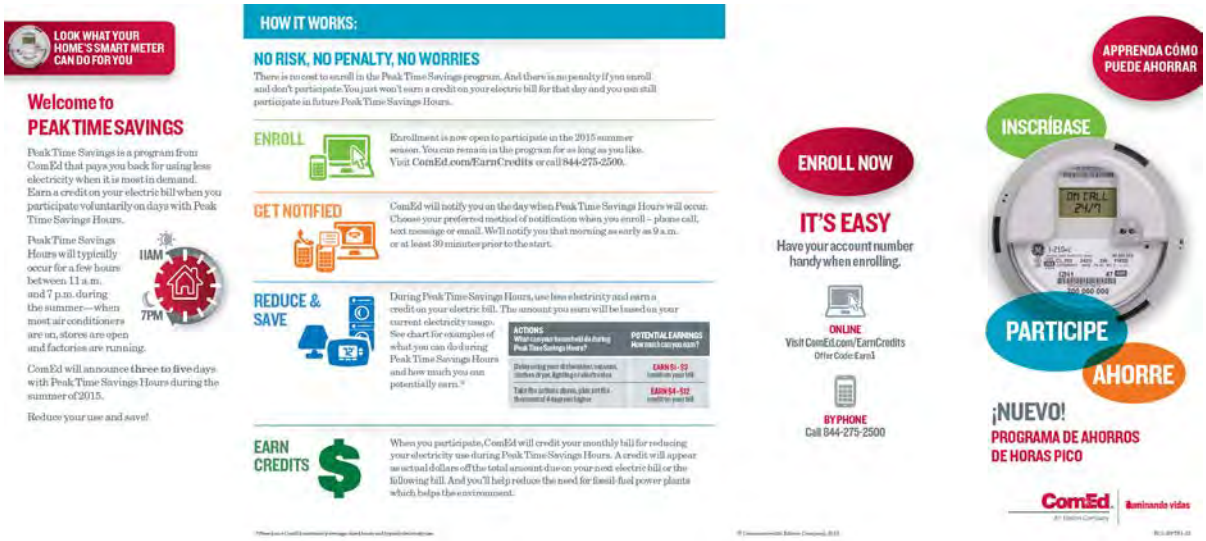
Both single and multifamily customers with no enabling technology reduced loads on average by roughly 9%. The load reduction for Group 3, which had a PCT that cycled the central AC, had an average load reduction of almost 24% and an absolute load reduction of 0.51 kW, which is more than 3 times larger than Group 2 and about 2.8 times larger than Group 1. Given the similarity in loads across the three groups during the hours when events are typically called, it is almost certainly safe to assume that the majority of the difference in load reductions between Groups 1 and 2 and Group 3 is due to the enabling technology. Put another way, it is probably reasonable to assume that the enabling technology, whether a switch or a PCT, increases load reductions by 2.5 to 3 times compared with single family customers with central AC that did not accept the enabling technology.

The average load reduction for multifamily customers with window AC is similar to single family customers in percentage terms but is quite small, 0.05 kW per participant. Adding plug-in load control devices nearly triples the absolute load reduction and more than doubles it in percentage terms.

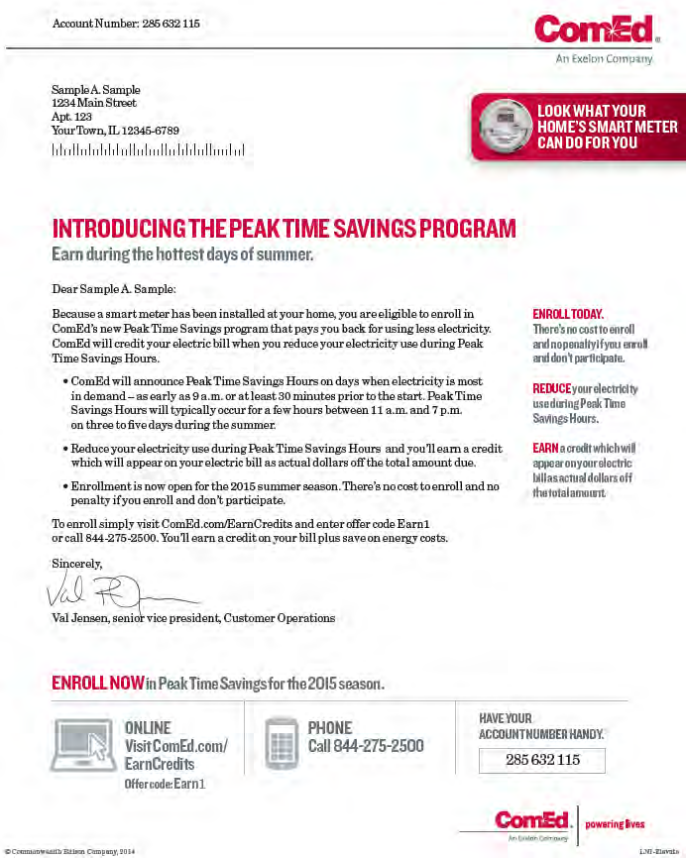
Appendix A Samples of Direct Mail Marketing Materials

A.1 Treatment Group 1

Recruitment Brochure



Recruitment Letter


Account Number: 285 632 115

ComEd
An Exelon Company

Sample A. Sample
1234 Main Street
Apt. 123
Your Town, IL 12345-6789

LOOK WHAT YOUR HOME'S SMART METER CAN DO FOR YOU

INTRODUCING THE PEAK TIME SAVINGS PROGRAM

Earn during the hottest days of summer.

Dear Sample A. Sample:

Because a smart meter has been installed at your home, you are eligible to enroll in ComEd's new Peak Time Savings program that pays you back for using less electricity. ComEd will credit your electric bill when you reduce your electricity use during Peak Time Savings Hours.

- ComEd will announce Peak Time Savings Hours on days when electricity is most in demand – as early as 9 a.m. or at least 30 minutes prior to the start. Peak Time Savings Hours will typically occur for a few hours between 11 a.m. and 7 p.m. on three to five days during the summer.
- Reduce your electricity use during Peak Time Savings Hours and you'll earn a credit which will appear on your electric bill as actual dollars off the total amount due.
- Enrollment is now open for the 2015 summer season. There's no cost to enroll and no penalty if you enroll and don't participate.

To enroll simply visit ComEd.com/EarnCredits and enter offer code Earn1 or call 844-275-2500. You'll earn a credit on your bill plus save on energy costs.

Sincerely,

Val Jensen, senior vice president, Customer Operations

ENROLL TODAY. There's no cost to enroll and no penalty if you enroll and don't participate.

REDUCE your electricity use during Peak Time Savings Hours.

EARN a credit which will appear on your electric bill as actual dollars off the total amount.

ENROLL NOW in Peak Time Savings for the 2015 season.

ONLINE
Visit ComEd.com/EarnCredits
Offer code: Earn1

PHONE
Call 844-275-2500

HAVE YOUR ACCOUNT NUMBER HANDY.
285 632 115

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An Exelon Company

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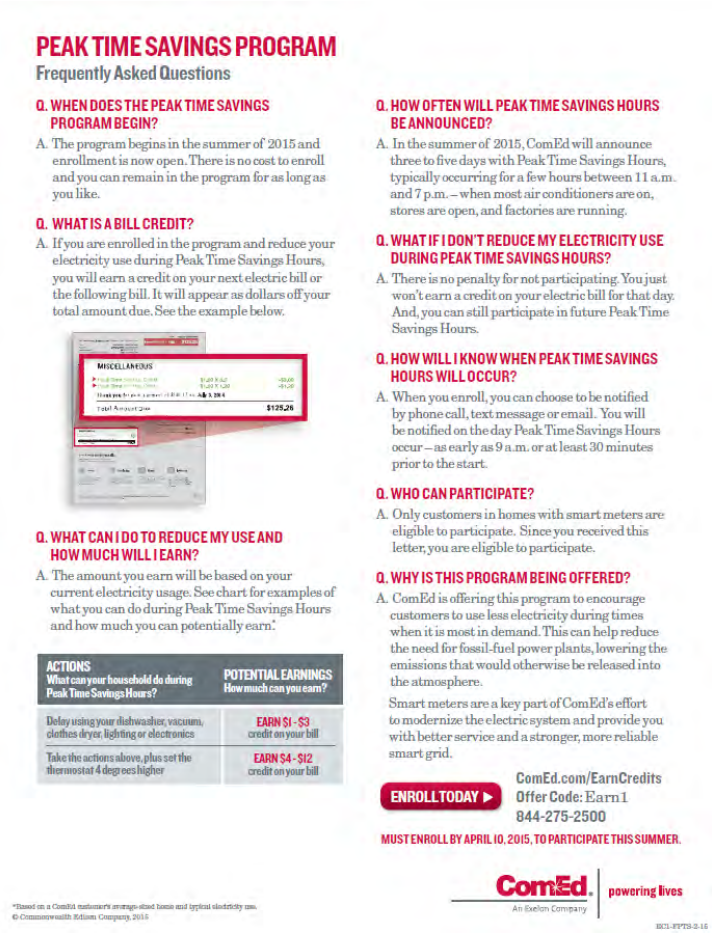
FAQ



PEAK TIME SAVINGS PROGRAM

Frequently Asked Questions

Q. WHEN DOES THE PEAK TIME SAVINGS PROGRAM BEGIN?

A. The program begins in the summer of 2015 and enrollment is now open. There is no cost to enroll and you can remain in the program for as long as you like.

Q. WHAT IS A BILL CREDIT?

A. If you are enrolled in the program and reduce your electricity use during Peak Time Savings Hours, you will earn a credit on your next electric bill or the following bill. It will appear as dollars off your total amount due. See the example below.

Q. WHAT CAN I DO TO REDUCE MY USE AND HOW MUCH WILL I EARN?

A. The amount you earn will be based on your current electricity usage. See chart for examples of what you can do during Peak Time Savings Hours and how much you can potentially earn.*

ACTIONS What can your household do during Peak Time Savings Hours?	POTENTIAL EARNINGS How much can you earn?
Delay using your dishwasher, vacuum, clothes dryer, lighting or electronics	EARN $1 - $3 credit on your bill
Take the actions above, plus set the thermostat 4 degrees higher	EARN $4 - $12 credit on your bill

Q. HOW OFTEN WILL PEAK TIME SAVINGS HOURS BE ANNOUNCED?

A. In the summer of 2015, ComEd will announce three to five days with Peak Time Savings Hours, typically occurring for a few hours between 11 a.m. and 7 p.m. – when most air conditioners are on, stores are open, and factories are running.

Q. WHAT IF I DON'T REDUCE MY ELECTRICITY USE DURING PEAK TIME SAVINGS HOURS?

A. There is no penalty for not participating. You just won't earn a credit on your electric bill for that day. And, you can still participate in future Peak Time Savings Hours.

Q. HOW WILL I KNOW WHEN PEAK TIME SAVINGS HOURS WILL OCCUR?

A. When you enroll, you can choose to be notified by phone call, text message or email. You will be notified on the day Peak Time Savings Hours occur – as early as 9 a.m. or at least 30 minutes prior to the start.

Q. WHO CAN PARTICIPATE?

A. Only customers in homes with smart meters are eligible to participate. Since you received this letter, you are eligible to participate.

Q. WHY IS THIS PROGRAM BEING OFFERED?

A. ComEd is offering this program to encourage customers to use less electricity during times when it is most in demand. This can help reduce the need for fossil-fuel power plants, lowering the emissions that would otherwise be released into the atmosphere.

Smart meters are a key part of ComEd's effort to modernize the electric system and provide you with better service and a stronger, more reliable smart grid.

ENROLL TODAY ▶ ComEd.com/EarnCredits
Offer Code: Earn1
844-275-2500

MUST ENROLL BY APRIL 10, 2015, TO PARTICIPATE THIS SUMMER.

*Based on a ComEd customer's average-sized home and typical electricity use.
© Commonwealth Edison Company, 2015

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A.2 Treatment Group 2

Recruitment Brochure

LOOK WHAT YOUR HOME'S SMART METER CAN DO FOR YOU

Welcome to PEAK TIME SAVINGS

Peak Time Savings is a program from ComEd that pays you back for using less electricity when it is most in demand. Earn a credit on your electric bill when you participate voluntarily on days with Peak Time Savings Hours.

Peak Time Savings Hours will typically occur for a few hours between 11 a.m. and 7 p.m. during the summer—when most air conditioners are on, stores are open and factories are running.

11AM 7PM

ComEd will announce three to five days with Peak Time Savings Hours during the summer of 2015.

Reduce your use and save!

HOW IT WORKS:

NO RISK, NO PENALTY, NO WORRIES

There is no cost to enroll in the Peak Time Savings program. And there is no penalty if you enroll and don't participate. You just won't earn a credit on your electric bill for that day and you can still participate in future Peak Time Savings Hours.

ENROLL

Enrollment is now open to participate in the 2015 summer season. You can remain in the program for as long as you like. Visit ComEd.com/EarnCredits or call 844-275-2500.

GET NOTIFIED

ComEd will notify you on the day when Peak Time Savings Hours will occur. Choose your preferred method of notification when you enroll – phone call, text message or email. We'll notify you that morning as early as 9 a.m. or at least 30 minutes prior to the start.

REDUCE & SAVE

During Peak Time Savings Hours, use less electricity and earn a credit on your electric bill. The amount you earn will be based on your current electricity usage. See chart for examples of what you can do during Peak Time Savings Hours and how much you can potentially earn.*

ACTIONS What can your household do during Peak Time Savings Hours?	POTENTIAL EARNINGS How much can you earn?
Delay using your dishwasher, vacuum, clothes dryer, lighting or electronics	EARN $1 - $3 credit on your bill
Take the actions above, plus set the thermostat 4 degrees higher	EARN $4 - $12 credit on your bill

EARN CREDITS

When you participate, ComEd will credit your monthly bill for reducing your electricity use during Peak Time Savings Hours. A credit will appear as actual dollars off the total amount due on your next electric bill or the following bill. And you'll help reduce the need for fossil-fuel power plants which helps the environment.

ENROLL NOW

IT'S EASY

Have your account number handy when enrolling.

ONLINE
Visit ComEd.com/EarnCredits
Offer Code: Peak2

BY PHONE
Call 844-275-2500

APPRENDA CÓMO PUEDE AHORRAR

INSCRÍBASE

PARTICIPE

AHORRE

¡NUEVO!
PROGRAMA DE AHORROS DE HORAS PICO

ComEd. Iluminando vidas

Recruitment Letter

Account Number: 285 632 115

ComEd
An Exelon Company

Sample A. Sample
1234 Main Street
Apt. 123
Your Town, IL 12345-6789

LOOK WHAT YOUR HOME'S SMART METER CAN DO FOR YOU

INTRODUCING THE PEAK TIME SAVINGS PROGRAM

Earn during the hottest days of summer.

Dear Sample A. Sample:

Because a smart meter has been installed at your home, you are eligible to enroll in ComEd's new Peak Time Savings program that pays you back for using less electricity. ComEd will credit your electric bill when you reduce your electricity use during Peak Time Savings Hours.

- ComEd will announce Peak Time Savings Hours on days when electricity is most in demand – as early as 9 a.m. or at least 30 minutes prior to the start. Peak Time Savings Hours will typically occur for a few hours between 11 a.m. and 7 p.m. on three to five days during the summer.
- Reduce your electricity use during Peak Time Savings Hours and you'll earn a credit which will appear on your electric bill as actual dollars off the total amount due.
- Enrollment is now open for the 2015 summer season. There's no cost to enroll and no penalty if you enroll and don't participate.

To enroll simply visit ComEd.com/EarnCredits and enter offer code Peak2 or call 844-275-2500. You'll earn a credit on your bill plus save on energy costs.

ENROLL TODAY. There's no cost to enroll and no penalty if you enroll and don't participate.

REDUCE your electricity use during Peak Time Savings Hours.

EARN a credit which will appear on your electric bill as actual dollars off the total amount.

Sincerely,

Val Jensen, senior vice president, Customer Operations

P.S. See the enclosed Optional Technology insert for a more convenient way to automatically save during Peak Time Savings Hours.

ENROLL NOW in Peak Time Savings for the 2015 season.

ONLINE
Visit ComEd.com/EarnCredits
Offer code: Peak2

PHONE
Call 844-275-2500

HAVE YOUR ACCOUNT NUMBER HANDY.
285 632 115

ComEd powering lives

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LCAC

Optional Technology Insert – Central AC Cycling Switch

PEAK TIME SAVINGS OPTIONAL TECHNOLOGY

NEVER MISS A SAVINGS OPPORTUNITY

Save conveniently and automatically with optional technology.

ComEd powering lives
An Exelon Company

PEAK TIME SAVINGS + TECHNOLOGY

A more convenient way to save energy.

If you live in a single-family home with a working central air conditioner, you can take advantage of an additional Peak Time Savings opportunity.

- **During Peak Time Savings Hours**, ComEd will wirelessly adjust your air conditioner through a device installed on your air conditioner.
- The device will be provided and installed by an authorized ComEd contractor **at no cost to you**.
- **ComEd will send a signal to your air conditioner** through the device during Peak Time Savings Hours.
- **The device will raise the temperature by a few degrees when Peak Time Savings Hours occur** so you never miss a savings opportunity. The fan will remain running to circulate cool air.
- **If you choose not to participate on that day simply call ComEd.** You can always participate next time. **You are always in control.**

Enroll today and arrange for your free installation.

ComEd.com/EarnCredits | 844-275-2500
Offer code: Peak2

YOU MUST ENROLL BY APRIL 10, 2015, TO PARTICIPATE THIS SUMMER.

ECAC-3-15

FAQ

PEAK TIME SAVINGS PROGRAM

Frequently Asked Questions

Q. WHEN DOES THE PEAK TIME SAVINGS PROGRAM BEGIN?

A. The program begins in the summer of 2015 and enrollment is now open. There is no cost to enroll and you can remain in the program for as long as you like.

Q. WHAT IS A BILL CREDIT?

A. If you are enrolled in the program and reduce your electricity use during Peak Time Savings Hours, you will earn a credit on your next electric bill or the following bill. It will appear as dollars off your total amount due. See the example below.

Q. WHAT CAN I DO TO REDUCE MY USE AND HOW MUCH WILL I EARN?

A. The amount you earn will be based on your current electricity usage. See chart for examples of what you can do during Peak Time Savings Hours and how much you can potentially earn.*

ACTIONS What can your household do during Peak Time Savings Hours?	POTENTIAL EARNINGS How much can you earn?
Delay using your dishwasher, vacuum, clothes dryer, lighting or electronics	EARN $1 - $3 credit on your bill
Take the actions above, plus set the thermostat 4 degrees higher	EARN $4 - $12 credit on your bill

*Based on a ComEd customer's savings-sized home and typical electricity use.
© Commonwealth Edison Company, 2015

Q. HOW OFTEN WILL PEAK TIME SAVINGS HOURS BE ANNOUNCED?

A. In the summer of 2015, ComEd will announce three to five days with Peak Time Savings Hours, typically occurring for a few hours between 11 a.m. and 7 p.m. – when most air conditioners are on, stores are open, and factories are running.

Q. WHAT IF I DON'T REDUCE MY ELECTRICITY USE DURING PEAK TIME SAVINGS HOURS?

A. There is no penalty for not participating. You just won't earn a credit on your electric bill for that day. And, you can still participate in future Peak Time Savings Hours.

Q. HOW WILL I KNOW WHEN PEAK TIME SAVINGS HOURS WILL OCCUR?

A. When you enroll, you can choose to be notified by phone call, text message or email. You will be notified on the day Peak Time Savings Hours occur – as early as 9 a.m. or at least 30 minutes prior to the start.

Q. WHO CAN PARTICIPATE?

A. Only customers in homes with smart meters are eligible to participate. Since you received this letter, you are eligible to participate.

Q. WHY IS THIS PROGRAM BEING OFFERED?

A. ComEd is offering this program to encourage customers to use less electricity during times when it is most in demand. This can help reduce the need for fossil-fuel power plants, lowering the emissions that would otherwise be released into the atmosphere.

Smart meters are a key part of ComEd's effort to modernize the electric system and provide you with better service and a stronger, more reliable smart grid.

ENROLL TODAY ▶ ComEd.com/EarnCredits
Offer Code: Peak2
844-275-2500

MUST ENROLL BY APRIL 10, 2015, TO PARTICIPATE THIS SUMMER.

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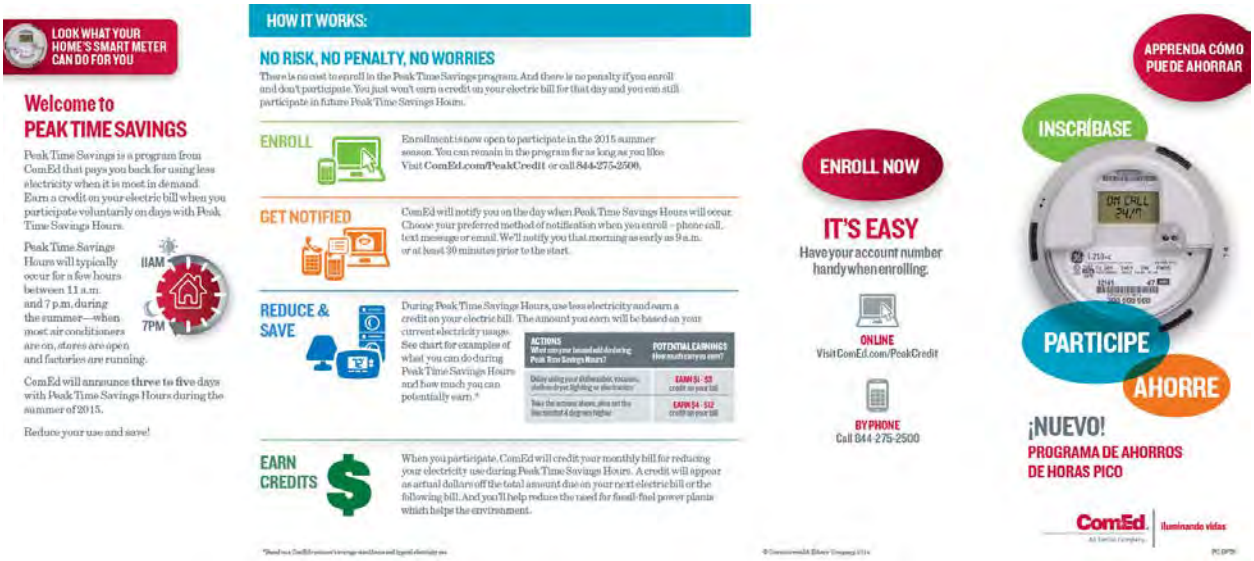
EC2-FPTS-2-15

A.3 Treatment Group 3

Recruitment Brochure



Recruitment Letter

Account Number: 285 632 115

ComEd
An Exelon Company

Sample A. Sample
1234 Main Street
Apt. 123
Your Town, IL 12345-6789

LOOK WHAT YOUR HOME'S SMART METER CAN DO FOR YOU

INTRODUCING THE PEAK TIME SAVINGS PROGRAM

Earn during the hottest days of summer.

Dear Sample A. Sample:

Because a smart meter has been installed at your home, you are eligible to enroll in ComEd's new Peak Time Savings program that pays you back for using less electricity. ComEd will credit your electric bill when you reduce your electricity use during Peak Time Savings Hours.

- ComEd will announce Peak Time Savings Hours on days when electricity is most in demand – as early as 9 a.m. or at least 30 minutes prior to the start. Peak Time Savings Hours will typically occur for a few hours between 11 a.m. and 7 p.m. on three to five days during the summer.
- Reduce your electricity use during Peak Time Savings Hours and you'll earn a credit which will appear on your electric bill as actual dollars off the total amount due.
- Enrollment is now open for the 2015 summer season. There's no cost to enroll and no penalty if you enroll and don't participate.

To enroll simply visit ComEd.com/PeakCredit or call 844-275-2500. You'll earn a credit on your bill plus save on energy costs.

ENROLL TODAY. There's no cost to enroll and no penalty if you enroll and don't participate.

REDUCE your electricity use during Peak Time Savings Hours.

EARN a credit which will appear on your electric bill as actual dollars off the total amount.

Sincerely,

Val Jensen, senior vice president, Customer Operations

P.S. See the enclosed Optional Technology insert for a more convenient way to automatically save during Peak Time Savings Hours.

ENROLL NOW in Peak Time Savings for the 2015 season.

ONLINE
Visit ComEd.com/PeakCredit

PHONE
Call 844-275-2500

HAVE YOUR ACCOUNT NUMBER HANDY.
285 632 115

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1JCT

Optional Technology Insert – Wi-fi Thermostat

PEAK TIME SAVINGS OPTIONAL TECHNOLOGY

NEVER MISS A SAVINGS OPPORTUNITY

PEAK TIME SAVINGS + TECHNOLOGY

A more convenient way to save energy.

If you live in a single-family home with a working central air conditioner and Wi-Fi, you can take advantage of an additional Peak Time Savings opportunity.

- **During Peak Time Savings Hours**, ComEd will wirelessly adjust your air conditioner through a Wi-Fi-enabled thermostat device.
- A Honeywell programmable thermostat will be provided and installed by an authorized ComEd contractor **at no cost to you**. Ask about a thermostat upgrade option when you enroll.
- **ComEd will send a signal to the thermostat to raise the temperature by a few degrees** when Peak Time Savings Hours occur so you never miss a savings opportunity. You can choose to run the fan on your air conditioner to continue to circulate cool air.
- **If you choose not to participate on that day, you can override the ComEd signal** by simply changing the setting on your thermostat. You can always participate next time. **You are always in control.**

Save conveniently and automatically with optional technology.

ComEd. An Exelon Company | powering lives

Enroll today and arrange for your free installation.

ComEd.com/PeakCredit | 844-275-2500

YOU MUST ENROLL BY APRIL 10, 2015, TO PARTICIPATE THIS SUMMER.

IPCT-2-15

FAQ

PEAK TIME SAVINGS PROGRAM

Frequently Asked Questions

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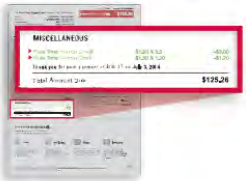

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Smart meters are a key part of ComEd's effort to modernize the electric system and provide you with better service and a stronger, more reliable smart grid.

ENROLL TODAY ▶ ComEd.com/PeakCredit 844-275-2500

MUST ENROLL BY APRIL 10, 2015, TO PARTICIPATE THIS SUMMER.

*Based on a ComEd customer's average-used home and typical electricity use.
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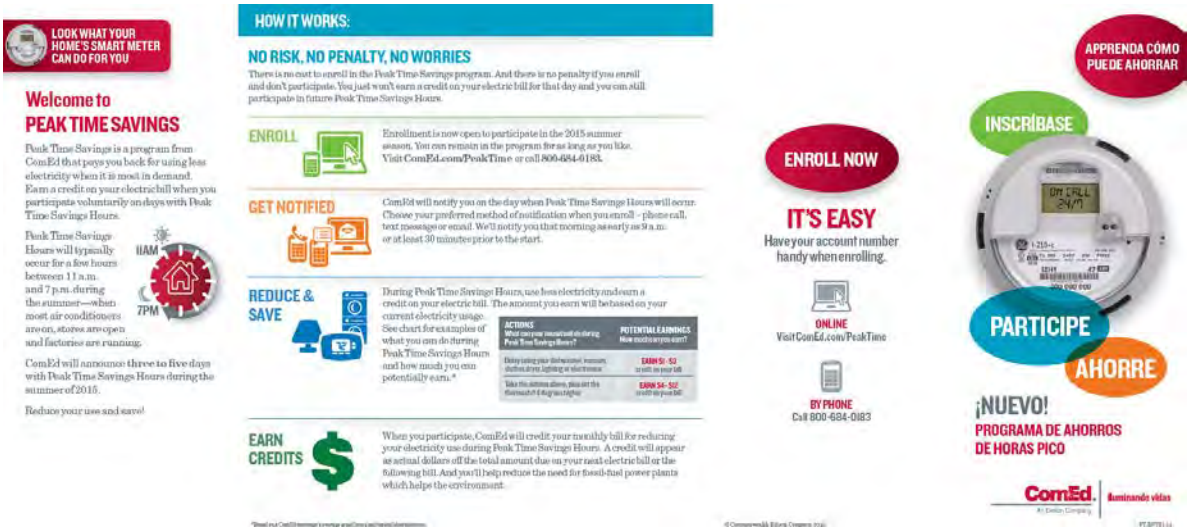
PC-PPTS-2-15

A.4 Treatment Group 4

Recruitment Brochure



Recruitment Letter

Account Number: 285 632 115

ComEd.
An Exelon Company

Sample A. Sample
1234 Main Street
Apt. 123
Your Town, IL 12345-6789

LOOK WHAT YOUR HOME'S SMART METER CAN DO FOR YOU

INTRODUCING THE PEAK TIME SAVINGS PROGRAM

Earn during the hottest days of summer.

Dear Sample A. Sample:

Because a smart meter has been installed at your home, you are eligible to enroll in ComEd's new Peak Time Savings program that pays you back for using less electricity. ComEd will credit your electric bill when you reduce your electricity use during Peak Time Savings Hours.

- ComEd will announce Peak Time Savings Hours on days when electricity is most in demand – as early as 9 a.m. or at least 30 minutes prior to the start. Peak Time Savings Hours will typically occur for a few hours between 11 a.m. and 7 p.m. on three to five days during the summer.
- Reduce your electricity use during Peak Time Savings Hours and you'll earn a credit which will appear on your electric bill as actual dollars off the total amount due.
- Enrollment is now open for the 2015 summer season. There's no cost to enroll and no penalty if you enroll and don't participate.

To enroll simply visit ComEd.com/PeakTime or call 800-684-0183. You'll earn a credit on your bill plus save on energy costs.

Sincerely,

Val Jonson, senior vice president, Customer Operations

ENROLL TODAY. There's no cost to enroll and no penalty if you enroll and don't participate.

REDUCE your electricity use during Peak Time Savings Hours.

EARN a credit which will appear on your electric bill as actual dollars off the total amount.

ENROLL NOW in Peak Time Savings for the 2015 season.

ONLINE
Visit ComEd.com/PeakTime

PHONE
Call 800-684-0183

HAVE YOUR ACCOUNT NUMBER HANDY
285 632 115

ComEd | powering lives

FAQ

PEAK TIME SAVINGS PROGRAM

Frequently Asked Questions

Q. WHEN DOES THE PEAK TIME SAVINGS PROGRAM BEGIN?

A. The program begins in the summer of 2015 and enrollment is now open. There is no cost to enroll and you can remain in the program for as long as you like.

Q. WHAT IS A BILL CREDIT?

A. If you are enrolled in the program and reduce your electricity use during Peak Time Savings Hours, you will earn a credit on your next electric bill or the following bill. It will appear as dollars off your total amount due. See the example below.

Q. WHAT CAN I DO TO REDUCE MY USE AND HOW MUCH WILL I EARN?

A. The amount you earn will be based on your current electricity usage. See chart for examples of what you can do during Peak Time Savings Hours and how much you can potentially earn.*

ACTIONS What can your household do during Peak Time Savings Hours?	POTENTIAL EARNINGS How much can you earn?
Delay using your dishwasher, vacuum, clothes dryer, lighting or electronics	EARN $1 - $3 credit on your bill
Take the actions above, plus set the thermostat 4 degrees higher	EARN $4 - $12 credit on your bill

Q. HOW OFTEN WILL PEAK TIME SAVINGS HOURS BE ANNOUNCED?

A. In the summer of 2015, ComEd will announce three to five days with Peak Time Savings Hours, typically occurring for a few hours between 11 a.m. and 7 p.m. – when most air conditioners are on, stores are open, and factories are running.

Q. WHAT IF I DON'T REDUCE MY ELECTRICITY USE DURING PEAK TIME SAVINGS HOURS?

A. There is no penalty for not participating. You just won't earn a credit on your electric bill for that day. And, you can still participate in future Peak Time Savings Hours.

Q. HOW WILL I KNOW WHEN PEAK TIME SAVINGS HOURS WILL OCCUR?

A. When you enroll, you can choose to be notified by phone call, text message or email. You will be notified on the day Peak Time Savings Hours occur – as early as 9 a.m. or at least 30 minutes prior to the start.

Q. WHO CAN PARTICIPATE?

A. Only customers in homes with smart meters are eligible to participate. Since you received this letter, you are eligible to participate.

Q. WHY IS THIS PROGRAM BEING OFFERED?

A. ComEd is offering this program to encourage customers to use less electricity during times when it is most in demand. This can help reduce the need for fossil-fuel power plants, lowering the emissions that would otherwise be released into the atmosphere.

Smart meters are a key part of ComEd's effort to modernize the electric system and provide you with better service and a stronger, more reliable smart grid.

ENROLL TODAY ▶ ComEd.com/PeakTime 800-684-0183

MUST ENROLL BY APRIL 10, 2015, TO PARTICIPATE THIS SUMMER.

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*Based on a ComEd customer's average-sized home and typical electricity use.
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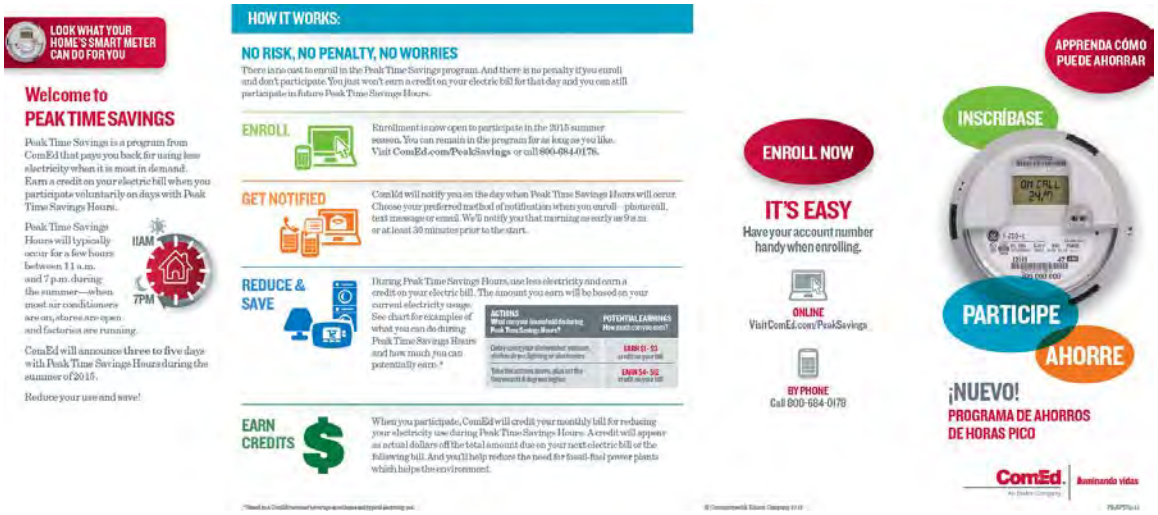
A.5 Treatment Group 5

Recruitment Brochure



LOOK WHAT YOUR HOME'S SMART METER CAN DO FOR YOU

Welcome to PEAK TIME SAVINGS

Peak Time Savings is a program from ComEd that pays you back for using less electricity when it is most in demand. Earn a credit on your electric bill when you participate voluntarily on days with Peak Time Savings Hours.

Peak Time Savings Hours will typically occur for a few hours between 11 a.m. and 7 p.m. during the summer—when most air conditioners are on, stores are open and factories are running.

11AM 7PM

ComEd will announce three to five days with Peak Time Savings Hours during the summer of 2015.

Reduce your use and save!

HOW IT WORKS:

NO RISK, NO PENALTY, NO WORRIES

There is no cost to enroll in the Peak Time Savings program. And there is no penalty if you enroll and don't participate. You just won't earn a credit on your electric bill for that day and you can still participate in future Peak Time Savings Hours.

ENROLL

Enrollment is now open to participate in the 2015 summer season. You can remain in the program for as long as you like. Visit ComEd.com/PeakSavings or call 800-684-0178.

GET NOTIFIED

ComEd will notify you on the day when Peak Time Savings Hours will occur. Choose your preferred method of notification when you enroll – phone call, text message or email. We'll notify you that morning as early as 9 a.m. or at least 30 minutes prior to the start.

REDUCE & SAVE

During Peak Time Savings Hours, use less electricity and earn a credit on your electric bill. The amount you earn will be based on your current electricity usage. See chart for examples of what you can do during Peak Time Savings Hours and how much you can potentially earn.*

ACTIONS What can you household do during Peak Time Savings Hours?	POTENTIAL EARNINGS How much can you earn?
Delay using your dishwasher, washer, clothes dryer, lighting or electronics	EARN $1 - $3 credit on your bill
Take the actions above, plus set the thermostat 4 degrees higher	EARN $4 - $6 credit on your bill

EARN CREDITS

When you participate, ComEd will credit your monthly bill for reducing your electricity use during Peak Time Savings Hours. A credit will appear as actual dollars off the total amount due on your next electric bill or the following bill. And you'll help reduce the need for fossil-fuel power plants which helps the environment.

*Based on a ComEd internal survey on actions and typical electric use.

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ENROLL NOW

IT'S EASY

Have your account number handy when enrolling.

ONLINE
Visit ComEd.com/PeakSavings

BY PHONE
Call 800-684-0178

APPRENDA CÓMO PUEDE AHORRAR

INSCRÍBASE

PARTICIPE

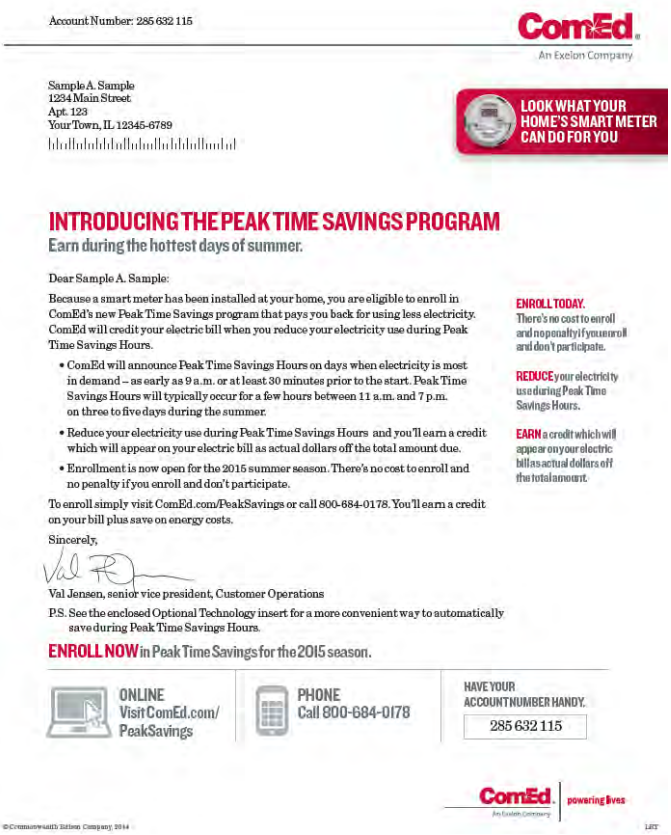
AHORRE

¡NUEVO!

PROGRAMA DE AHORROS DE HORAS PICO

ComEd. An Exelon Company. Iluminando vidas

Recruitment Letter



Account Number: 285 632 115

ComEd. An Exelon Company

Sample A. Sample
1234 Main Street
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Sincerely,

Val Jensen, senior vice president, Customer Operations

P.S. See the enclosed Optional Technology insert for a more convenient way to automatically save during Peak Time Savings Hours.

ENROLL TODAY. There's no cost to enroll and no penalty if you enroll and don't participate.

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ENROLL NOW in Peak Time Savings for the 2015 season.

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HAVE YOUR ACCOUNT NUMBER HANDY.
285 632 115

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LETT

Optional Technology Insert – Wi-Fi Enabled Plug-in Device

PEAK TIME SAVINGS
OPTIONAL TECHNOLOGY

NEVER MISS A SAVINGS OPPORTUNITY

PEAK TIME SAVINGS + TECHNOLOGY

A more convenient way to save energy.

If you live in an apartment or condominium with a working window air conditioner, you can take advantage of an additional Peak Time Savings opportunity.

- **During Peak Time Savings Hours**, ComEd will wirelessly adjust your air conditioner through a plug-in device and accompanying thermostat.
- The device and thermostat will be provided by ComEd **at no cost to you**. Simply plug the device into a wall outlet, then plug your air conditioner into the device. You can control your air conditioner from the thermostat—and your smart phone!
- **ComEd will send a signal to your air conditioner** through the device during Peak Time Savings Hours.
- **The device will raise the temperature by a few degrees when Peak Time Savings Hours occur** so you never miss a savings opportunity.
- **If you choose not to participate on that day, you can override the ComEd signal** through the thermostat. You can always participate next time. **You are always in control**.

Save conveniently and automatically with optional technology.

ComEd. An Exelon Company | powering lives

The device and remote will be shipped to your home for self-installation.

Enroll today and receive your free device.
ComEd.com/PeakSavings | 800-684-0178

YOU MUST ENROLL BY APRIL 10, 2015, TO PARTICIPATE THIS SUMMER.

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PEAK TIME SAVINGS PROGRAM

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