

<first name last name>
 <mailing address street address>
 <mailing address city>, <state> <ZIP>

Account #<merge account number>

Dear <first name> <last name>,

Thank you for your participation in the ComEd Residential Real-Time Pricing (RRTP) program. The information below compares your 2014 monthly bills on RRTP with what you would have paid on the ComEd fixed-price rate.

Please keep in mind that electricity prices change with the seasons, and it is normal for savings levels to vary from month to month. The goal of the program is to provide savings opportunities over the long term.

Please read the enclosed newsletter for more about the 2014 results. To see your most recent RRTP billing information, access your RRTP online account at ComEd.com/RRTP. If you have questions about the program, please contact the RRTP team at 888-202-RRTP (7787) or via email at info@ComEdRRTP.org.

YOUR PERFORMANCE RESULTS

PROGRAM-TO-DATE



<merge>
Months on RRTP



<merge>
Dollars saved



<merge>
Percent saved

2014 MONTHLY RESULTS

Month	Your Individual Results			Average Results for all Participants
	Usage (kWh)	\$ saved	% saved	% saved
January	<merge>	<merge>	<merge>	-28.4%
February	<merge>	<merge>	<merge>	-23.9%
March	<merge>	<merge>	<merge>	-15.4%
April	<merge>	<merge>	<merge>	5.0%
May	<merge>	<merge>	<merge>	-8.1%
June	<merge>	<merge>	<merge>	-6.7%
July	<merge>	<merge>	<merge>	-1.3%
August	<merge>	<merge>	<merge>	4.7%
September	<merge>	<merge>	<merge>	4.7%
October	<merge>	<merge>	<merge>	-1.3%
November	<merge>	<merge>	<merge>	2.9%
December	<merge>	<merge>	<merge>	11.0%
2014 Total	<merge>	<merge>	<merge>	-4.7%

Disclaimer: Savings comparisons are based on the ComEd fixed-price residential rate. Percent saved is based on supply costs only.

<first name> <last name>
<mailing address street address>
<mailing address city>, <state> <ZIP>

SEND US YOUR EMAIL AND STAY CONNECTED

Receive savings and program news more quickly.

Dear <first name> <last name>:

We've streamlined our communication methods to send the majority of ComEd Residential Real-Time Pricing program news and performance details via email.

Our records show that we don't have an email address on file for you.

- Please call **888-202-7787** or
- Email **info@ComEdRRTP.org** to provide us with your email address as soon as possible. Please also include the account holder's name and phone number.

Please note that going forward you will only receive your savings report annually via regular mail. Thank you for your participation in the ComEd Residential Real-Time Pricing program. If you have questions about the program, please don't hesitate to contact us.

Sincerely,

The ComEd Residential Real-Time Pricing Program Team
888-202-7787
info@ComEdRRTP.org

P.S. Visit ComEd.com/RRTP and log into My RRTP Account to see your savings details and learn how you could earn \$50 for referring a friend to the program.

YOUR PROGRAM-TO-DATE RESULTS

To receive the savings information below on a monthly basis, please send us your email address.



<merge> Months on RRTP



<merge> Dollars Saved



<merge> Percent Saved

AMI ENGAGEMENT MARKETING MATERIALS GUIDELINES

ComEd's Hourly Pricing Program - Name Update

We're always working to make programs easier to understand and use. And that begins with the name. This fall, the program name Hourly Pricing will replace ComEd Residential Real-Time Pricing in all future communications.

- New Name Switch Date: **Thursday, October 1, 2015**
- Web: **ComEd.com/HourlyPricing**
- Email: **info@ComEdHourlyPricing.com**
- Phone: **888-202-7787**

PROPER USE

- The program name is Hourly Pricing, and should be capitalized.
- When written it may be referred to as Hourly Pricing or ComEd's Hourly Pricing program.
- The program name in Spanish is "Precios por Hora" and may also be written as "Programa de Precios por Hora de ComEd".
- Do not use acronyms or abbreviations in place of the program name.

WHAT IS IT?

Thousands of households have saved on electricity with ComEd's Hourly Pricing program. Typical program participants have saved an average of more than 15 percent on their electricity supply costs compared to what they would have paid on the standard ComEd fixed-price rate.

HOW IT WORKS

ComEd's Hourly Pricing program lets you pay a rate based on hourly market prices for electricity. You can manage your costs by running appliances like the dishwasher when the price of electricity is lower, such as nights and weekends.

WHO BENEFITS

If your monthly electric bill is greater than \$50 (apartment) or \$70 (house), then Hourly Pricing could be a good option. The program can be particularly beneficial for people who heat their homes with electricity, own an electric vehicle, or are able to shift electricity use to off-peak times.

For questions, please contact Sarah Gulezian at Sarah.Gulezian@ElevateEnergy.org

ARTWORK SAMPLES

Headline Treatment

COMED'S HOURLY PRICING PROGRAM

HOURLY PRICING

Billboard

KAREN SAVED \$472
WITH HOURLY PRICING SINCE 2012
HOW DID SHE DO IT? VISIT COMED.COM/HOURLYPRICING

Savings are not guaranteed. For full terms and conditions visit ComEd.com/HRTP

ComEd powering lives

Spanish Ad

**¿TIENE UN MEDIDOR INTELIGENTE?
OBTENGA UNA TARIFA INTELIGENTE.**

Únase a sus vecinos de Berwyn y averigüe si el Programa de Precios por Hora es ideal para usted.

ComEd.com/HourlyPricing
888-202-7787

Este ahorro no se garantiza. Los hechos individuales varían de caso en caso según las tarifas del mercado de energía y el uso individual de electricidad. Las ofertas relacionadas con el programa Precios por Hora de ComEd que hacen referencia a un promedio de electricidad o están incluidas en un programa de acción ambiental deben estar en su momento vigentes en los términos y las condiciones de aceptación antes de inscribirse.

ComEd iluminando vidas
An Exelon Company

<first name> <last name>
<mailing address 1> <mailing address 2>
<mailing city>, <mailing state> <mailing ZIP>

Dear <first name>,

The ComEd Residential Real-Time Pricing (RRTP) program just got better. We have a new name – ComEd's Hourly Pricing program. We're always working to help make our program easier to understand and use. And that begins with our name. We're simplifying the name to Hourly Pricing, which will replace RRTP in all future communications.

No action is needed on your part. With Hourly Pricing, you'll still receive the same great program, tools, and participant support. You can now view prices and access your usage and savings information at ComEd.com/HourlyPricing.

Thank you for your participation in ComEd's Hourly Pricing program. If you have any questions please contact us at 888-202-7787 or via email at info@ComEdHourlyPricing.com.

Sincerely,



David Becker, Program Manager, ComEd's Hourly Pricing program

<first name> <last name>
<mailing address 1> <mailing address 2>
<mailing city>, <mailing state> <mailing ZIP>

Account #<merge0000000000>

Dear <first name>,

Your feedback is important to us. Each fall, we survey ComEd's Hourly Pricing program (formerly known as ComEd Residential Real-Time Pricing) participants to learn how we can better serve you.

Please complete the enclosed survey. It should only take about 10 minutes. To complete the survey online, send us an email at info@ComEdHourlyPricing.com and we will send you a unique survey link.

Complete your survey by December 31, 2015 and you'll be entered in a random drawing to win a \$100 check.

Also, now that the days are getting cooler, don't forget to make the shift to fall and winter price patterns. During the cooler months of the year, there tends to be a small price bump in the morning as people are getting ready for work and in the evening as people arrive home. Keep this price pattern in mind and shift some electricity usage to times when prices tend to be lower.

As always, thank you for your participation in ComEd's Hourly Pricing program.

Warm regards,

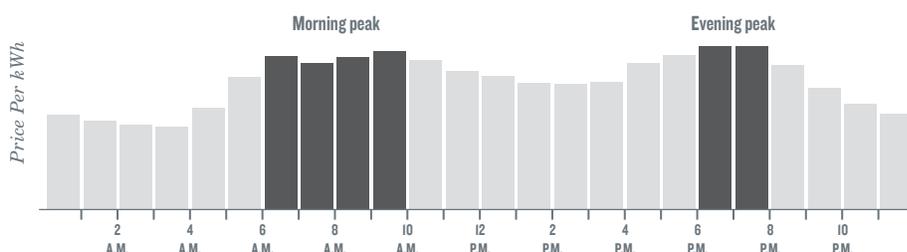


David Becker, Program Manager, ComEd's Hourly Pricing program

✂ *Cut out for quick reference guide*

DO THE COOL WEATHER SHIFT

Typical Fall, Winter, and Spring Real-time Pricing Pattern



To manage winter electricity costs, reduce usage from **6 – 10 a.m.** and **6 – 8 p.m.** on weekdays.

*Based on average prices for January 2012 through April 2015. Nonsummer months include October through May.

HOURLY PRICING PROGRAM PARTICIPANT SURVEY

FALL/WINTER 2015

Your feedback is vital to the continuous improvement of this program. Thank you for taking this survey and returning it in the envelope provided. To complete the survey online, email info@ComEdHourlyPricing.com and we will send you a link. Questions? Call us at 888-202-7787.

Complete and return the survey by December 31, 2015, and you will be entered in a drawing to win \$100.*

<first name last name>
<mailing address street address>
<mailing address city>, <state> <ZIP>

<RRTP customer ID number>

We do not have an email address on file for your account. To avoid missing savings information and tips, please provide your email address below.

Email address: _____

Check "go paperless" to receive the majority of your Hourly Pricing program updates electronically rather than in the mail. (Note that this applies to Hourly Pricing communications only.)

Go paperless

Program Tools

1. How do you check hourly electricity prices?
(Check all that apply.)

- By phone recording
- On ComEd's Hourly Pricing website
- Using ComEd's Hourly Pricing enhancement to the ComEd mobile app
- I do not check prices

2. If you check prices, how often do you do so?

- Every day or almost every day
- At least once a week
- At least once a month
- Only after receiving a high price alert
- Not applicable

3. If you have downloaded the ComEd mobile app, how frequently do you use it to check prices or savings information?

- Daily
- Most days (5-6 days a week)
- Occasionally (3-4 days a week)
- Rarely (1-2 days a week)
- Never
- Did not download the app
 - Please send me directions on how to access the Hourly Pricing app enhancement

4. If you have logged into the new My Hourly Pricing Account online tool, please rate your overall satisfaction with it.

- Extremely dissatisfied
- Dissatisfied
- Neither dissatisfied nor satisfied
- Satisfied
- Extremely satisfied
- Have not logged into the new My Hourly Pricing Account online tool
 - Please send me directions on how to access My Hourly Pricing Account online tool

If you selected dissatisfied or extremely dissatisfied, please share what could be improved:

This year Hourly Pricing offered a new High Price Automation tool to help you automatically reduce electricity use during higher priced times. Using the free online toll IFTTT (If This, Then That), high price alerts can now automate actions on select home energy management systems and WiFi-enabled thermostats.

5. If you have used the new High Price Automation Tool, please rate your overall satisfaction with it.
- Extremely dissatisfied
 - Dissatisfied
 - Neither dissatisfied nor satisfied
 - Satisfied
 - Extremely satisfied
 - Have not used the High Price Automation Tool
 - Please send me directions on how to use the High Price Automation Tool

If you selected dissatisfied or extremely dissatisfied, please share what could be improved:

Electricity Use During Higher Priced Hours

6. Over this past summer, how often did you shift electricity usage away from the peak hours of 1 – 5 p.m.?
- Daily
 - Most days (5-6 days a week)
 - Occasionally (3-4 days a week)
 - Rarely (1-2 days a week)
 - Only after receiving a high price alert
 - Never
 - I have not been enrolled in Hourly Pricing during a summer month
7. How difficult or easy do you find it to shift electricity use away from high priced hours in the summer?
- Very difficult
 - Difficult
 - Neither difficult nor easy
 - Easy
 - Very easy

8. Over this past winter, how often did you shift electricity usage away from higher priced hours typically found in the morning (6 – 10 a.m.) or early evening (6 – 8 p.m.)?
- Daily
 - Most days (5-6 days a week)
 - Occasionally (3-4 days a week)
 - Rarely (1-2 days a week)
 - Only after receiving a high price alert
 - Never
 - I was not enrolled in Hourly Pricing during the winter
9. How difficult or easy do you find it to shift electricity use away from high priced hours in the winter?
- Very difficult
 - Difficult
 - Neither difficult nor easy
 - Easy
 - Very easy
 - I was not enrolled in Hourly Pricing during the winter
10. During periods of high hourly electricity prices throughout the year, what actions do you take to reduce or shift your electricity usage? (Please select all that apply.)
- I run major appliances (dishwasher, laundry machines) during lower priced hours
 - I turn off lights
 - I increase the temperature of my thermostat during summer peak hours
 - I decrease the temperature of my thermostat during winter peak hours
 - I invest in whole home energy efficiency measures like air sealing and insulation
 - I do not reduce or shift usage
 - Other (please describe):

Technology

11. Do you plan to purchase a plug-in electric vehicle in the future?
- Yes, within 1 year
 - Yes, within 5 years
 - Yes, 5 years or more
 - No
 - I don't know
 - I already have an electric vehicle. Make and model:

12. Do you plan to install solar panels in the future?
- Yes, within 1 year
 - Yes, within 5 years
 - Yes, 5 years or more
 - No
 - I don't know
 - I already have solar panels installed at my home

Program Communications

13. How best can Hourly Pricing communicate program updates and energy savings tips to you? (Please select your top three communication channels.)
- Paper mailings
 - Email
 - Webinars
 - Twitter
 - Facebook
 - Blog posts
 - Phone call
 - Video

14. How do you check your savings and electricity usage information? (Please select all that apply.)
- My Hourly Pricing Account online tool
 - Monthly savings reports by email
 - Annual savings report by mail
 - Contacting an Hourly Pricing customer support specialist
 - The Hourly Pricing enhancement to the ComEd mobile app
 - I don't know how to check my savings and electricity usage information

15. Have you heard of the Hourly Pricing Refer a Friend program that offers both you and a friend a reward for enrolling in the program?
- Yes
 - Yes, and I've taken advantage of the program
 - No, this is the first I've heard of the program
 - No, please send me more information on how I can be rewarded with the Refer a Friend program

16. Have you heard of ComEd's Energy Efficiency Programs (ComEd.com/home-savings) that offer tips and rebates to improve your home's energy usage?
- Yes
 - Yes, and I've taken advantage of them
 - No, this is the first I've heard of them

17. Would you like to receive more information about ComEd's Energy Efficiency Programs, and other energy saving investments for your home via email?
- Yes
Email address: _____
 - No

Overall Participant Feedback

18. In general, how satisfied are you with ComEd's Hourly Pricing program?
- Extremely dissatisfied
 - Dissatisfied
 - Neither satisfied nor dissatisfied
 - Satisfied
 - Extremely satisfied

If you selected dissatisfied or extremely dissatisfied, please let us know what could be improved:

19. If you've ever communicated with an Hourly Pricing customer support specialist (via email, phone, or live chat), please rate your satisfaction with the dedicated Hourly Pricing call center. Note that this call center is distinct from the general ComEd customer service line.

- Extremely dissatisfied
- Dissatisfied
- Neither satisfied nor dissatisfied
- Satisfied
- Extremely satisfied
- Not applicable (have not contacted an Hourly Pricing customer support specialist)

If you selected dissatisfied or extremely dissatisfied, please share what could be improved:

20. What do you value most about ComEd's Hourly Pricing program?

21. How could ComEd's Hourly Pricing program be improved to work better for you?

22. Would you like to be contacted by an Hourly Pricing customer support specialist about any program questions or concerns?

- Yes, by phone
- Yes, by email
- No

23. If you would like to be contacted, please list your question below:

***RETURN YOUR SURVEY BY DECEMBER 31, 2015, FOR A CHANCE TO WIN \$100 IN A RANDOM DRAWING.**

Alternatively, you may enter the random drawing by printing the words "Hourly Pricing Random Drawing," along with your name, street address, city, state, ZIP, and phone number on a piece of paper and mailing it to the address below by December 31, 2015. One entry per Hourly Pricing account holder. Entries that are illegible, incomplete or inaccurate are void.

We look forward to hearing from you!

**ComEd's Hourly Pricing Program
Elevate Energy, Program Administrator
322 S. Green Street, Ste. 300, Chicago, IL 60607**

MAKING A DIFFERENCE WITH HOURLY PRICING

Together, Hourly Pricing participants like you have helped to:

Reduce over
22 million kWh
in energy use

Avoid over
46 million lbs.
in greenhouse gas emissions

What does that mean for your community?

That's like preventing the same emissions from a road trip that stretches:
49,853,571 miles

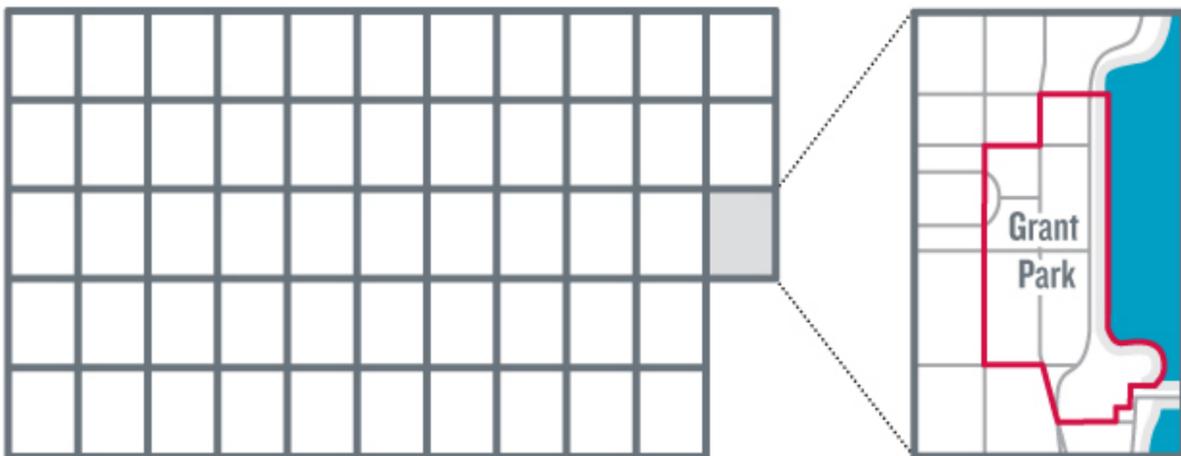


Which is equivalent to driving the length of Illinois:



You saved as much carbon as
17,163 acres
of forest do in one year.

That's the same size as
53 Grant Parks



Your pocketbook benefits, too.

Hourly Pricing participants have saved more than
\$14.5 million
since the program began in 2007





ComEd Residential Real-Time Pricing Program Marketing Strategy and Communication Plan for 2015

Summary and Introduction

Marketing Objectives

The overall goal of the ComEd RRTP marketing program is to increase the number of customers on ComEd's Rate BESH, hourly pricing, and provide program participants with the tools and knowledge to manage their electricity costs by shifting some of their consumption to times when the price is lower. The integrated marketing effort uses a two pronged approach to meet the program goals by targeting the following audiences:

- **Prospective customers:** enhance public awareness of the program to increase number of new enrollments
- **Current participants:** create a high level of satisfaction to retain current RRTP program participants

Enrollment goals

The goal of 2015 marketing efforts is to produce a net gain of 3,500 participants. This will bring the estimated total enrollments to 13,433 by year end.

Current marketing boundaries

The current marketing boundary policy set by ComEd for the RRTP program is:

- Unrestricted marketing to households located in communities with installed AMI meters (following final AMI communications) that do not have a current municipal aggregation contract
- Marketing activities in communities that have AMI meters but also have a current municipal aggregation contract are suspended until a meeting with municipal leadership scheduled by ComEd External Affairs managers and led by the RRTP Marketing and Outreach Coordinator is completed.

The tables on the next page identify those communities with installed AMI meters and their current status.



Non-aggregation	Aggregated, visited	Aggregated, pending visits
<ul style="list-style-type: none"> •ADDISON / TWP •ADDISON •BELLWOOD •BERKELEY •BERWYN •BLOOMINGDALE / TWP •BROADVIEW •ELMWOOD PARK •FORESTVIEW •FRANKLIN PARK •LOMBARD •MAYWOOD •MILTON TWP •NORTHLAKE •ROSELLE •SCHILLER PARK •STONE PARK •WHEATON •WINFIELD/ TWP 	<ul style="list-style-type: none"> •BROOKFIELD •CICERO •FOREST PARK •HARWOOD HEIGHTS •LA GRANGE PARK •LYONS •MELROSE PARK •NORRIDGE •NORTH RIVERSIDE •OAK PARK •RIVER FOREST •RIVER GROVE •RIVERSIDE •STICKNEY / TWP •WESTCHESTER 	<ul style="list-style-type: none"> •BENSENVILLE •CAROL STREAM •CHICAGO •ELMHURST •GLEN ELLYN •GLENDALE HEIGHTS •HILLSIDE •LEYDEN TWP •NORWOOD PARK TWP •PROVISO TWP •ROSEMONT •WARRENVILLE •WEST CHICAGO •WOOD DALE

Although the number of communities approved for full marketing (non-aggregation + aggregated, visited) is greater than the number still pending approval, the percentage of individual households in pending approval communities is more than half (53%) of the total AMI households.

Situational Analysis

Challenges

- **Restricted marketing area:** The current marketing restrictions significantly reduce the number of prospective program participants, as well as, the communication channels available for use. The exclusion of the AMI metered communities in the *aggregated, pending* visits status not only limits the number of households to which we can market but also excludes many broader Chicago area publications and advertising outlets.
- **AMI meter marketing focus:** Marketing outside the AMI footprint is not feasible due to cost and capacity issues related to meter installation.
- **Lack of program awareness:** One of the most significant marketing challenges is a lack of program awareness. All available rate options from ComEd, as well as offerings from other suppliers, are not widely understood by consumers. Market research shows that not knowing anyone else on the program is cited as a barrier to enrollment.
- **Crowded marketplace:** Messages regarding the benefits of ComEd Residential Real-Time Pricing may be diluted because of the various guaranteed fixed-rate offers from other suppliers.



- **Variable saving rates:** The individual savings rates of RRTP participants vary based on household electricity consumption patterns and seasonal weather conditions. The risk of negligible savings or potential loss is a barrier to enrollment for many households.
- **Competition with renewable energy programs:** When surveyed, many current participants indicate that the environmental benefits of the program were motivations for enrollment; however feedback garnered from outreach indicates that environmentally conscious households often prioritize renewable energy based supply options over demand response programs.
- **Programmatic limitations:** Existing program limitations, such as a 12-month billing commitment, onerous enrollment process from an alternative supplier, and not being able to offer potential participants the ability to compare their fixed-rate costs with the hourly rate, create additional barriers to enrollment.

Program strengths

- Currently, ComEd RRTP is the only hourly electricity pricing option available to ComEd residential customers.
- The program offers customers another opportunity to potentially save money on their bills relative to ComEd's fixed-price rate.
- The program offers customers the ability to take greater control of their electricity costs by shifting their usage to off-peak times.
- Participation in the RRTP program creates an engaged segment of ComEd customers who are very satisfied.
- The ComEd RRTP program is a tangible way for customers to immediately benefit from smart meters.
- The program incentivizes off-peak charging and can lower the overall cost of car ownership for electric vehicle owners.
- Participants have access to detailed information about their hourly electricity usage and costs and can access real-time prices and view their individual bill savings with the RRTP bill comparison tool.
- The program offers excellent customer service and the RRTP call center specialists have deep knowledge of the program, smart grid, and the electricity marketplace in general.
- Societal benefits of hourly pricing include reduced need to operate peaker plants and less strain on the grid during peak hours.
- Load Guard, a service offered to all ComEd RRTP participants, is available to help control electricity costs associated with a central air conditioner use. With Load Guard, RRTP participants choose the price level at which Load Guard automatically moderates their central AC usage during high-priced hours.



Marketing Approach

Elevate Energy will implement a marketing campaign that addresses three primary initiatives:

- Strategically expand the reach of education and marketing to larger, more diverse audiences
- Provide incentives that remove barriers and encourage participation and engagement
- Make the program more visible, universally understood, and facilitate easier participation

The tactics specific to the above initiatives will be supplemented with broader media approaches as well as continued outreach to special groups for which RRTP is an excellent fit and have the potential to grow over time, such as the electric vehicle and solar communities.

Throughout the process of planning and implementing the marketing campaign, Elevate Energy will work closely with ComEd to ensure the RRTP marketing activities are coordinated with ComEd's other communications activities, specifically collaborating with the marketing, external affairs and e-channels departments. Elevate Energy will provide all draft marketing materials to ComEd for review and approval in order to ensure consistent messaging and branding. Results (response rates, call center inquiries, website traffic, enrollment requests) will be tracked and reported to ComEd as promotions are implemented. Elevate Energy will analyze results and solicit ComEd feedback in order to adjust or expand marketing efforts as needed in order to reach the program goals.

Target Audience

The ComEd RRTP marketing boundaries are defined geographically to encompass ComEd residential customers and community leaders who are located within the current AMI deployment footprint.

Additionally, within the marketing area the program focuses on enrolling customers who are most likely to benefit from ComEd RRTP. This includes customers who: 1) use at least the minimum amount of electricity demonstrated to produce savings on the program (350 kWh per month for apartment/condo residents and 500 kWh per month for single family home owners), 2) can tolerate some variation in hourly prices and in their bills, and 3) are able to take some simple steps to adjust how and when they use electricity.

Specific groups within this segmentation include customers who heat their home with electricity, electric vehicle owners, supersaver households interested in reducing electricity bills, energy conservationists, environmentally conscious consumers and early adopters of new home energy management technology.

Strategies and Tactics

Strategy: Strategically expand the reach of education and marketing to larger, more diverse audiences

To achieve the enrollment goals, outreach must be expanded beyond small organizations within single communities. Instead, outreach should be focused on entire communities or organizations with large



membership bases spanning multiple communities within the AMI marketing boundaries. Communities and organizations would be chosen based on their alignment with the RRTP target audience or participant demographic profile.

Tactics:

- **Municipal Aggregation:** Design an RRTP proposal that could be considered as an alternative to third-party suppliers when municipalities seek electricity aggregation contract bids. Also, work with municipalities returning to ComEd after their municipal aggregation contract expires to enroll a large number of participants as smart meters are being deployed.
- **Fundraising Promotions:** Leverage the fundraising needs of organizations by providing opportunities to raise money through promoting RRTP to their membership. Digital media promotional materials (website content or email solicitations) would be provided to the organization to publish online or distribute to their membership. Fundraising dollars would be given for each RRTP enrollment or smaller amounts for each visit to the RRTP website.

Strategy: Provide incentives that remove barriers and encourage participation and engagement

Feedback from potential participants through the RRTP call center and information garnered from market research has identified a number of barriers to program participation (as mentioned in the Situational Analysis – Challenges section above). Determining ways to overcome these barriers and encourage potential participants to enroll in the program and current participants to refer others to the program is vital to growing RRTP. Smaller scale pilot promotions with incentives or program features aimed at the barriers identified will be tested to gauge the response rates and cost per enrollment. Those incentives and program features whose response rates show promise with a reasonable cost per enrollment will be scaled up as appropriate.

Tactics:

- **Renewable Energy Credits:** Test an offering of renewable energy credits (RECs) to an environmentally-minded community or environmental grassroots organization. Elevate Energy would purchase renewable energy credits using marketing funds to offset a percentage of the electricity usage for any individuals who enrolled in RRTP from this test promotion.
- **Smart Meter Coordinated Incentives:** Through ComEd smart meter materials or coordinated materials (postcard, email, supplemental door hanger); offer individuals, who sign up for RRTP shortly after their smart meter is installed, a monetary incentive.
- **Refer a Friend:** Expand the *Refer a Friend* campaign to further encourage existing participants to promote the program. Offer an incentive to both the referring existing participant and the newly recruited participant. The soon-to-be implemented online referral system will provide current participants with an easier, more automated process for referring people to RRTP and will be integrated into the enhanced RRTP participant dashboard on the website. An increase in the incentive amount from \$20 to \$50 will be tested with the launch of the referral system and enhanced dashboard. Current participants will be made aware of the new incentive and referral



system through an email campaign. *Refer a Friend* will continue to be marketed with the program in marketing and customer communication materials where appropriate.

- **Shadow bills:** Prospective participants frequently ask how much they could save with ComEd RRTP. Provide customers with smart meters a comparison between what they are currently paying on a fixed rate to what they could have paid on the ComEd RRTP program. This shadow bill option will be offered when requested by the customer, either by phone, email, or using the “My Energy Tools” portal.
- **Remove 12 Billing Period Commitment:** Actively pursue removal of the 12 billing period legal requirement.

Strategy: Make the program more visible, universally understood, and facilitate easier participation.

As mentioned in the Situational Analysis section, program awareness has not reached a level at which smart meters and hourly pricing have become synonymous. Increasing the visibility of the program within current ComEd channels and wherever individuals encounter information on electricity options will significantly improve the level of awareness.

The inherent complexity of market based dynamic rates presents challenges in communicating the program to potential participants. In order to offset this complexity, the other components of the program should be made more easily understood and participation in the program made simpler.

Tactics:

- **Tighter coordination with existing ComEd channels:** Increase the visibility of RRTP within existing ComEd promotional channels, smart meter communications, website, Smart Ideas materials, and Peak Time Savings materials. Include RRTP as an alternative to the fixed-rate in all new service communications. Where RRTP is mentioned, make language and messaging simpler and more consistent. Include RRTP promotion at ComEd events, such as AMI educational workshops or webinars.
- **Name Change:** Changing the program name to ComEd Hourly Pricing simplifies the name and also more plainly communicates the structure of the rate and how it differs from the standard, fixed-rate. A shorter name that clearly states the key program differentiation would significantly improve the ability to market the program.
- **RRTP Ambassadors:** Provide incentives, tools, and opportunities which encourage current participants to spread word of the program within their social network. Plan events where participants can share their experiences with one another and RRTP outreach coordinators so they feel part of a greater community and gain confidence in talking about the program. Use giveaways to encourage participants to attend the event and as rewards for participating in the program.
- **Default enrollees to a single High Price Alert threshold:** The current enrollment process requires new participants to select one or more high price alert thresholds which can be a lengthy and confusing undertaking. Defaulting new participants to a high price alert threshold



would shorten and simplify the enrollment process. Research should be conducted to re-evaluate the effectiveness of the current high price alert threshold structure (ten and fourteen cents for real-time prices and fourteen cents for day-ahead prices) before setting a default.

- **Streamlined enrollment process:** The amount of data collected on the enrollment form, although beneficial, can be somewhat daunting and may cause individuals to delay enrolling in R RTP. The amount of information requested at the time of enrollment should be reviewed to determine whether it serves significant benefit. Elevate will also assess the cost-benefit analysis of implementing an online screening tool that may facilitate enrollment.

Supplemental Strategy: Educate and engage electric vehicle community

Residential Real-Time Pricing is an excellent rate option for customers who own electric vehicles (EVs). EV owners can take advantage of off-peak charging to lower the overall costs of vehicle ownership. While electric vehicle owners currently make up a small portion of the customer base, there is potential for growth as these vehicles become more common. Early adopters of electric vehicles are likely to be engaged with the concept of hourly electricity pricing and have the potential to become program ambassadors.

- **Leverage trusted EV messengers:** Utilize existing EV messengers (e.g. certified charging station installers, Department of Commerce and Economic Opportunity) to educate and enroll electric vehicle owners.
- **Connect with electric vehicle dealerships:** Meet with dealers to educate them about the advantages of R RTP for EV customers and encourage them to share the benefits with EV owners. Develop point of sale materials, including a dealer packet.
- **Work with municipalities:** Connect with municipalities that have expressed an interest in promoting electric vehicles to educate community leaders about R RTP and its benefits for EV owners.
- **Work with owners:** Connect with networks or associations of electric vehicle owners and encourage them to share information about the rate advantages of R RTP with other owners.

Supplemental Strategy: Utilize broader but cost-efficient marketing channels

Continue to employ broader marketing channels such as newspapers, digital ads and direct mail which provide a smaller but steadier base of enrollments.

- **Earned media:** Work with ComEd's communications team to conduct media outreach in target communities. Place stories in local media outlets in coordination with direct mailings and other efforts to maximize visibility. Extend earned media efforts to include outreach to blogs and other online media that are likely to be read by potential R RTP customers.
- **Utilize R RTP ambassadors as spokespeople:** Identify participants who are happy with the program and feature them in news releases, program materials, and advertisements. Encourage satisfied participants to share their experience on the program through blogs or by submitting letters-to-the-editors to local papers. Invite satisfied participants to participate in workshops or events held by the Residential Real-Time Pricing team.



- **Paid media:** Place ads in select digital media, including online news publications targeting communities in the AMI footprint. Ensure that ad placement is coordinated with other ComEd media buys to ensure consistent messages and branding.
- **Direct mail:** As direct mail has not historically been a cost effective marketing tactic, any mailings will be targeted to specific communities and customer groups. Within those groups, only those customers most likely to benefit from Residential Real-Time Pricing, based on electricity usage, will be included in the mailings. Also, to increase their effectiveness, direct mailings will be coordinated with other communication efforts, such as bill inserts and media coverage. Mailings targeting ZIP codes with a high percentage of Spanish speakers will include bilingual materials. Spanish speaking staff at Elevate Energy will also be available to assist customers by phone.
- **Bill insert:** RRTP bill inserts have traditionally been distributed with all customers' paper bills twice a year. However, in an effort to pursue more cost effective tactics with better response rates, one bill insert is tentatively planned for 2015. Prior to October, an evaluation of the primary strategies presented in this plan will be conducted and compared to the historic bill insert response rates to determine whether to proceed with the October insert.

Messaging

- **Benefits of smart meter:** Tighten the connection between smart meters and hourly pricing so that they become synonymous. Highlight the benefits that smart meters coupled with hourly pricing enable.

Like peanut butter and jelly, smart meters and hourly pricing go hand in hand. Hourly pricing lets you make the most of your smart meter to manage usage, save money and help your community realize the benefits of increased reliability and efficiency, as well as supporting more sustainable energy generation.

- **Savings:** The savings message has the broadest appeal. Continue to promote the long-term savings potential of the program in specific, familiar ways. Messages that set specific savings expectations continue to be the preferred statement by the largest group of surveyed respondents. Messages that imply savings through familiar mechanisms (wholesale, nights and weekends) are also preferred, although less so than specific savings expectations.

Since the start of the ComEd RRTP program, participants have saved an average of 20%.

- **Join the club:** Establish a social norm of program participation. Prospective participants cited not knowing anyone on the program as a barrier to enrollment. Highlight saving success stories and participant community.

Thousands of ComEd customers like you have saved on electricity by joining the ComEd RRTP program.

- **Control:** The program offers customers tools that can help them control costs.



The ComEd RRTP program provides tools and information that can help participants manage their energy usage and take greater control of their electricity costs.

- **Trust:** Highlight Elevate Energy’s nonprofit energy advisor role and association with ComEd provides credibility.

This is a ComEd program. It is regulated by the Illinois Commerce Commission and administered by a nonprofit organization dedicated to helping you save on electricity. Elevate Energy is a nonprofit organization that will help you decide if you are a good fit for the program.

- **Service:** Leverage the fact that the Elevate Energy team provides high quality customer service.

With Residential Real-Time Pricing, you get personal, helpful, customer service delivered by RRTP specialists.

- **Future vision:** Appeal to the desire to be an early adopter and part of an energy smart future.

By participating in the ComEd Residential Real-Time Pricing program you are helping to achieve a smarter energy future which provides benefits not only to yourself but also to your community and the environment.

- **You can feel good about your choice:** Appeal to the desire to reduce energy and help the community.

As a Residential Real-Time Pricing participant, you are helping the environment and your community while you save money.

Measures of Success

The following metrics will be used to track the success of the marketing campaigns:

Primary:

- # of enrollments
- # of EV owners enrolled
- # of ambassadors mobilized
- # of current participant referrals
- # of program enhancements launched
- # of integrated promotions with ComEd
- Cost of customer acquisition
- Promotion response rates
- Report of strategic partners acquired

Secondary:

- # of hits on RRTP website FAQ and blog
- # of inquiry live chats, brochure requests, and calls to call center
- # of testimonials
- # of events with public officials
- # of news stories published



- # of blog mentions
- # of letters to the editor published
- # of participants in program workshops and webinars
- # of space heat customers enrolled
- # of emails of prospective and current participants