



# 2023-2025 Evaluation Plan

**ComEd**

December 6, 2022

# Introduction

# Evaluation Plan Schedule

Step	Date
First Draft of 4-Year Plan	<u>October 26</u>
Presentation to IQWG	November 30
Presentation to SAG	December 6
Comments Due	December 13
Second Draft	December 20
Comments Due	January 3
Final	January 10

# The ComEd Portfolio Plan – 2023

Residential & Income Eligible Programs	Budget (Programs Only)	Persisting Net MWh Savings
Retail/Online	11%	13%
Single-Family Upgrades	9%	4%
Multifamily Upgrades	9%	2%
Product Distribution	4%	9%
Behavior – Res/IE	2%	5%
New Construction – IE	1%	0%
Contractor/Midstream Rebates	1%	1%
<b>RES/IE TOTAL</b>	<b>37%</b>	<b>33%</b>

Business & Public Sector Programs	Budget (Programs Only)	Persisting Net MWh Savings
Small Business	23%	16%
Incentives	22%	18%
Targeted Systems	8%	6%
Midstream/Upstream	4%	12%
Behavior – Bus/Pub	2%	2%
New Construction – Bus/Pub	1%	1%
Assessments	1%	0%
<b>BUS/PUB TOTAL</b>	<b>64%</b>	<b>55%</b>

Multi-Segment & Portfolio-Level Activities		
Voltage Optimization	NA	10%
Research & Development	0%	1%
Electrification	3%	1%

Source: Commonwealth Edison Company's Revised Energy Efficiency and Demand Response Plan 2022-2025. Savings include converted therms.

# Residential and IE Programs

# Structure of the Evaluation – Residential Sector Programs

Program Type	Plan 6 Program
Direct to Consumer	Single-Family Upgrades
	Multifamily Upgrades
	Behavior - Res/IE
Channels	Retail/Online
	Product Distribution
	New Construction – IE
	Contractor / Midstream Rebates

- Promoted broadly as the “**ComEd Energy Efficiency Program.**”
- Income Qualified services are embedded into ComEd’s Plan 6 Residential program.
- Evaluation reports differentiate between market rate and income eligible results.

# Residential Sector Program Components

Program Type	Program	Program Component	Savings Type
Direct To Consumer	Single-Family Upgrades	Home Energy Assessment	BOTH
		Income Eligible Upgrades	IE
		Illinois Home Weatherization Assistance Program (IHWAP)	IE
	Multifamily Upgrades	Multifamily Market Rate	MR
		Income Eligible Multifamily Upgrades	IE
		Illinois Home Weatherization Assistance Program (IHWAP)	IE
		Public Housing Upgrades	IE
Behavior - Res/IE	Home Energy Reports	MR	
Channels	Retail/Online*	IE Retail Discounts	IE
		Lighting Discounts	MR
		Appliance Rebates	MR
		Appliance Recycling	IE
		Efficient Choice	MR
	Product Distribution	School Kits	BOTH
		IE Kits	IE
		Food Bank LED	IE
	New Construction - IE	Affordable Housing New Construction	IE
	Contractor / Midstream Rebates	Contractor / Midstream Rebates	MR

# Structure of the Evaluation – Residential Sector Programs

Program Type	Plan 6 Program	Impact Evaluations			
		CY2022	CY2023	CY2024	CY2025
Direct to Consumer	Single-Family Upgrades	✓		✓	
	Multifamily Upgrades	✓		✓	
	Behavior - Res/IE	✓	✓	✓	✓
Channels	Retail/Online	✓	✓	✓	✓
	Product Distribution	✓	✓	✓	✓
	New Construction – IE	✓		✓	
	Contractor / Midstream Rebates	✓		✓	



# Residential and Income Eligible NTG Evaluation Draft Timeline

Program	Component	Net Savings Research Tasks	CY2022	CY2023	CY2024	CY2025
Contractor Midstream Rebates	N/A	Customer Free Ridership Survey		✓		
Contractor Midstream Rebates	N/A	Customer Spillover Survey		✓		
Multifamily Upgrades	MF Market Rate	Customer Free Ridership Survey		✓		
Multifamily Upgrades	MF Market Rate	Customer Spillover Survey		✓		
Product Distribution	Elementary Education Kits	Customer Free Ridership Survey			✓	
Product Distribution	Elementary Education Kits	Customer Spillover Survey			✓	
Retail/Online	Appliance Rebates	Customer Free Ridership Survey		✓		✓
Retail/Online	Appliance Rebates	Customer Spillover Survey		✓		✓
Retail/Online	Appliance Recycling	Trade Ally/Retailer Free Ridership Survey		✓		✓
Retail/Online	Appliance Recycling	Trade Ally/Retailer Spillover Survey		✓		✓
Retail/Online	Efficient Choice	Customer Free Ridership Survey		✓	✓	✓
Retail/Online	IE Retail Discounts	Free Ridership Method TBD*				
Retail/Online	IE Retail Discounts	Spillover Method TBD*				
Retail/Online	Lighting Discounts	Free Ridership Method TBD*				
Retail/Online	Lighting Discounts	Spillover Method TBD*				
Single Family Upgrades	Home Energy Assessment	Customer Free Ridership Survey			✓	
Single Family Upgrades	Home Energy Assessment	Customer Spillover Survey			✓	

# Structure of the Evaluation – Residential and Income Eligible Programs

Program Type	Plan 6 Program	Notes
Direct to Consumer	Single-Family Upgrades	<ul style="list-style-type: none"> <li>Includes whole building weatherization services.</li> </ul>
	Multifamily Upgrades	<ul style="list-style-type: none"> <li>Includes whole building weatherization services.</li> <li>Public Housing savings distinguished from other multifamily savings.</li> </ul>
	Behavior - Res/IE	
Channels	Retail/Online	<ul style="list-style-type: none"> <li>Separate samples depending on the measure type or program component implementation strategy. E.g., Efficient Choice will have a separate approach.</li> </ul>
	Product Distribution	<ul style="list-style-type: none"> <li>Separate samples depending on the distribution strategy.</li> </ul>
	New Construction - IE	<ul style="list-style-type: none"> <li>Includes whole building weatherization services.</li> </ul>
	Contractor / Midstream Rebates	

# Residential & Income Eligible Pilots and Market Transformation Programs

Pilots and MT Programs with <u>expected evaluated savings in 2023</u>		Pilot	MT Prog
<b>All Sectors</b>			
Advanced Codes & Building Performance Standards			✓
<b>Residential &amp; Income Eligible</b>			
ENERGY STAR Retail Products Platform			✓
IQ Whole Home Electrification*		✓	
Heat Pump Water Heaters		✓	
Variable Speed Heat Pump as AC Replacement		✓	
*Savings to be claimed through existing Single-Family program			

Pilots and MT Programs with <u>Evaluation Support</u>		Pilot	MT Prog
<b>Residential &amp; Income Eligible</b>			
Air Source Heat Pump Contractor Training		✓	
Communities of the Future Next Generation HVAC Demonstration		✓	

Source: ComEd Emerging Technologies Team

# Program Co-Delivery Research

Guidehouse is providing ComEd market research on potential program and pilot design options that co-deliver DSM programs to residential, commercial, or industrial customers. ComEd plans to use this research to inform internal discussion regarding the creation of combined programs in their portfolio. This research will serve as an entry point into deeper research, if further desired by ComEd, into successful program designs and strategies that utilize this combined approach.

## Research Objectives

Identify and describe existing program or pilot offerings at other utilities that co-deliver a combination of energy efficiency, demand response, EV, battery storage, renewable energy programs, etc. to utility customers. Specific to IQ households, programs combining financial assistance and energy services.

## Tasks

1. Background research
2. Interviews with utility contacts
3. Synthesize and report findings

# IE Multifamily Research

- IE non-impact evaluation research to support ComEd’s compliance with the Plan 6 Stipulation Agreement.
- **Research** is designed to gain insights from multiple ComEd IE program stakeholders including members of the Income Qualified Advisory Group North, Community Based Organizations, Community Action Agencies, IE program implementers, and multifamily building owners and managers.
- **Purpose:** develop recommendations leading to increased IE program participation.

Research Activities	Description
IE Stakeholder Interviews	Interview IE local champions and stakeholders in ComEd’s service territory to gain their insights on best practice recommendations that could increase IE program participation
IE Non-participating Multifamily Building Owner and Manager Interviews	Identify awareness of ComEd’s IE programs, participation barriers, and opportunities to identify and serve non-participating multifamily buildings
IE Program Outreach Best Practice Research	Identify peer utility best practices to engage IE populations

“Evaluation of Customer Engagement and Targeted Energy Efficiency Delivery Efforts: ComEd will direct its independent evaluator to perform one or more process evaluations of the Customer Engagement and Mapping of Assistance Needs and Targeting Delivery of Weatherization Services efforts described above during the Plan 6 Period and will share the results at a joint SAG and Committee meeting.”

(Source: revised Stipulation Agreement, February 28, 2022, section IV.A.6.c)

# Questions, Feedback



# Your Guides

**Charles Maglione**  
**Partner**

[cmaglione@guidehouse.com](mailto:cmaglione@guidehouse.com)

703-431-1983

**Jeff Erickson**  
**Director**

[jeff.erickson@guidehouse.com](mailto:jeff.erickson@guidehouse.com)

608.616.4962

**Adam Knickelbein**  
**Director**

[Adam.knickelbein@guidehouse.com](mailto:Adam.knickelbein@guidehouse.com)

303.493.5483

**Rachel Marty**  
**Associate Director**

[rachel.marty@guidehouse.com](mailto:rachel.marty@guidehouse.com)

303.728.2523

**Nishant Mehta**  
**Associate Director**

[nishant.mehta@guidehouse.com](mailto:nishant.mehta@guidehouse.com)

608.616.5823

**Neil Curtis**  
**Associate Director**

[neil.curtis@guidehouse.com](mailto:neil.curtis@guidehouse.com)

802.526.5119

