



***ComEd CARE –***

***Proactively Targeting  
Residential Customers***

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**Association of Energy Services Professionals  
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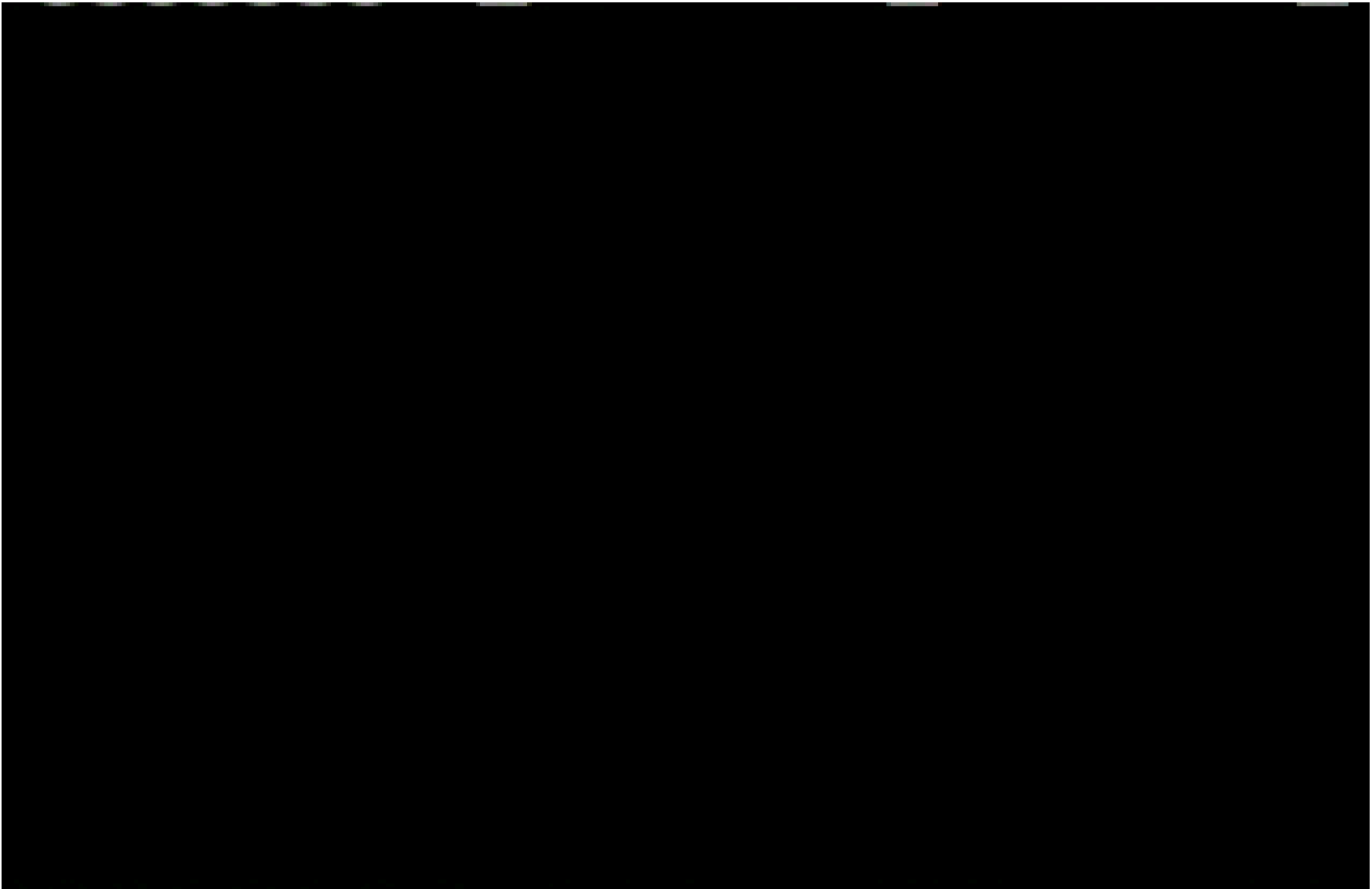


## Today's Agenda

- ✓ **The Restructured Electric Industry**
  
- ✓ **ComEd CARE (Customers' Affordable Reliable Energy)**
  - ✓ **Messages & Channels**
  - ✓ **2006 CARE Program**
  - ✓ **2007 and multi year CARE Program Expansion**
  
- ✓ **Education and Outreach:**
  - ✓ **Making Energy Efficiency Work For Our Customers**

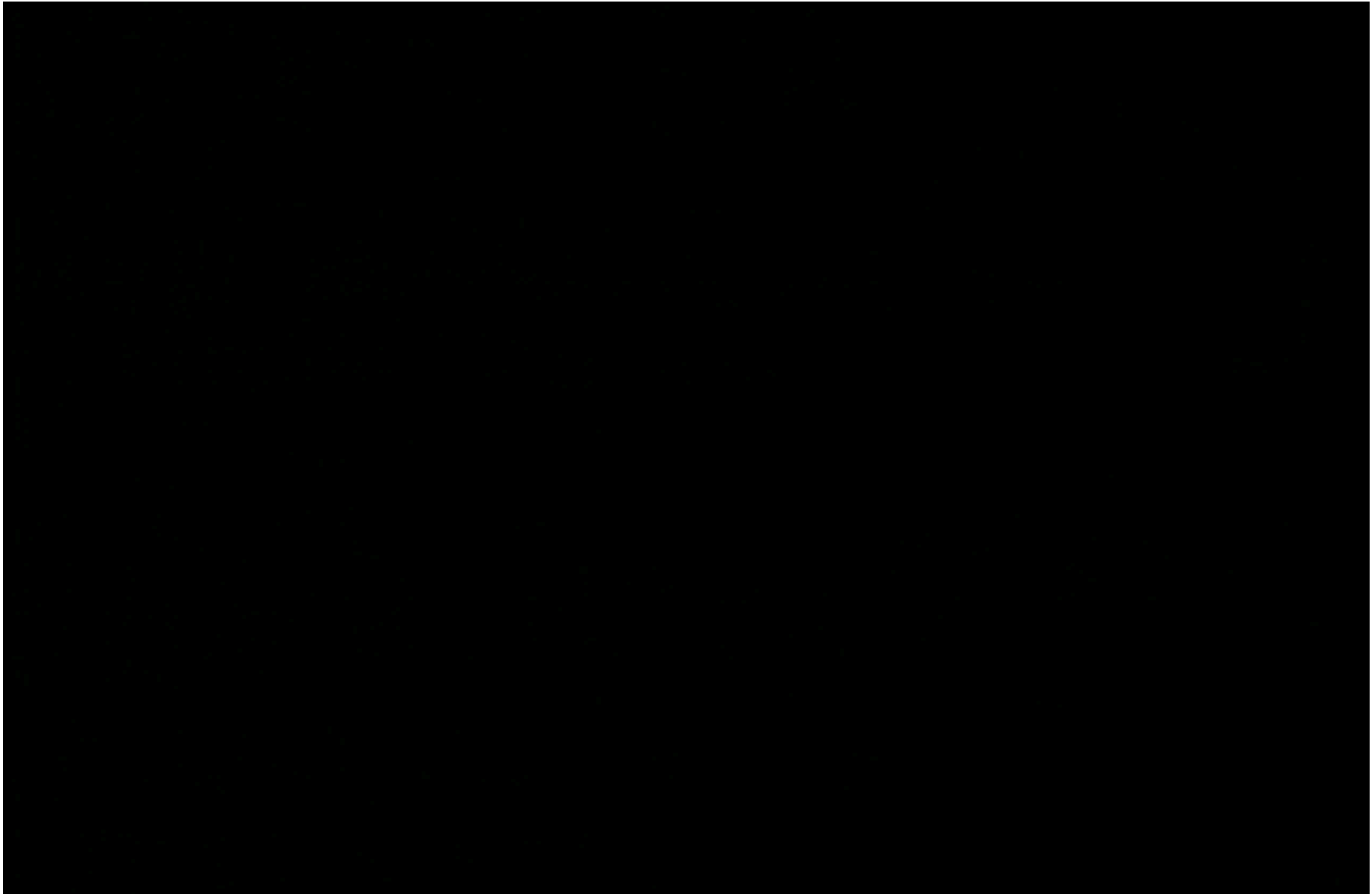
## *Frank Clark, C.E.O. informs customers*

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# *Introducing CARE*

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## In 1997, the Illinois General Assembly Restructured the Electric Industry

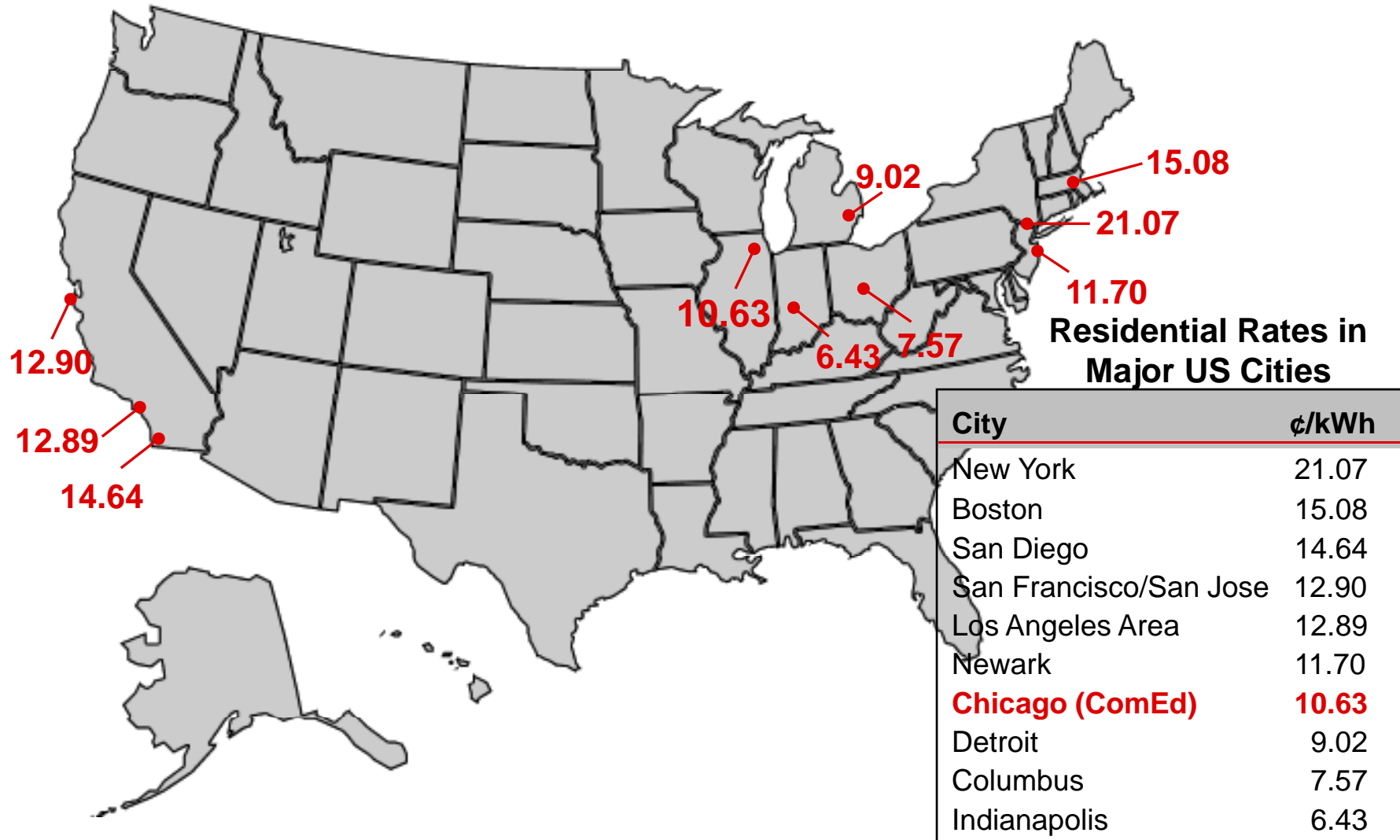
### Here's how the industry was restructured.

- ✓ Residential electric rates were cut by 20 percent and frozen for nearly 10 years.
- ✓ ComEd no longer owns generation plants.
- ✓ Today, ComEd buys power on the open market.
- ✓ Fuel costs to generate electricity are rising. That's one reason electricity rates rose 21 percent nationally from 2000 to 2005.

## ComEd's New Rates

- ✓ In January 2007, the ICC-approved supply and delivery service rates went into effect.
- ✓ Average residential customer bills are now about 24 percent higher.
- ✓ Much of the increase is due to higher electricity costs, which ComEd passes on to customers with no mark up.

## ComEd Rates Among Lowest in Major Cities



## ComEd CARE – A multi-million dollar program to assist customers with the transition to new rates in 2007

**CARE (Customers' Affordable Reliable Energy) provides customers information, tools and assistance to reduce their energy use and save money.**





## 2006 Customer Outreach

### *Residential*

- ✓ Residential Brochure, "2007 Residential Rate Changes", also in Spanish
- ✓ "Looking for ways to save money on your electricity bill" , also in Spanish
- ✓ "Your 2007 bill is changing!", December bill insert
- ✓ "Important changes to your electric bill", January bill insert
- ✓ ComEd CARE Residential Rate Phase-In Program, separate mailing, letter and brochure, sent in January
- ✓ "Understanding your new electric bill", February bill insert

### *Municipal Outreach*

- ✓ Communications from the External Affairs Department to Municipalities :
- ✓ Letter sent to Village Mayors / Managers on rate changes and rate estimates for 2007.
- ✓ Information faxed on January 3, 2007 to Village Mayors / Managers offices regarding billing time frames



## Education: Getting the Word Out to Customers

### *CARE Program: Multiple Education Channels*

- ✓ Bill – brief messages on bill
- ✓ Bill inserts
- ✓ Individual mailings
- ✓ [Energy@Home](#) Newsletter
- ✓ Call Center: Voice Recording Unit (“VRU”) messages play on customer 800 number
- ✓ Public awareness campaign via TV, radio and print advertising
- ✓ Community outreach programs, which include providing energy efficiency and assistance information at meetings/seminars, fairs and festivals, legislative and municipal offices and libraries
- ✓ CARE Web site – **NEW!**

## New Channel: CARE Web site to help save money

Visit [www.ComEdCARE.com](http://www.ComEdCARE.com) or call 888-806-CARE (2273)



- ✓ **ComEd Energy Doctor** – Get answers from our in-house energy expert
- ✓ **Energy Efficiency Tips** – Offers practical solutions to lower your bills
- ✓ **Online Energy Audit** – Free, interactive energy analysis customized to your home or business
- ✓ **Energy Efficiency Catalog** – Purchase discounted energy efficient products



## CARE Web site update

- ✓ More than 111,000 customers have visited our site, about 100,000 unique visitors and more than 11,000 returning visitors
- ✓ Approximately 6,895 visitors to the Online Energy Audit tool for residential & non-residential customers.
  - ✓ 334 visitors completed the audit
- ✓ Approximately 138 questions submitted to the Energy Doctor.
- ✓ 21,117 hits to online web store with 3,119 orders and 28,024 energy efficiency products sold
- ✓ Approximately 25 Outreach energy efficiency seminars conducted.
- ✓ 2006 Program Evaluation – Conducting an *independent third party evaluation of the 2006 CARE program. The report will be complete in a June 2007 timeframe*



## 2006 Energy Efficiency Programs

### 2006 ENERGY STAR® Compact Fluorescent Light Bulb Program

- ✓ Customers purchased over 1.2 million CFL bulbs in October 2006 through a ComEd sponsored program that discounted the bulbs by about \$2 each.
- ✓ LIHEAP participants received a coupon for 4 free CFL bulbs which could translate to over 59,000 CFLs distributed.

### Online Energy Store

- ✓ Online Energy Store, at [www.ComEdCARE.com](http://www.ComEdCARE.com), offers CFLs and other energy-saving products at a 20% discount to ComEd customers.
- ✓ Customers who complete an online home energy analysis qualify to receive a one-time \$10 discount at the Online Energy Store.

## Energy Efficiency – 2006 Showcase of Homes

Visit [www.ComEdCARE.com](http://www.ComEdCARE.com) to view the Energy Efficiency Showcase Videos

- ✓ Includes energy saving tips and how-to videos customized for individual homes.
- ✓ Resource for customers who are looking for ways to make energy and money saving improvements to their homes.
- ✓ Homes featured are expected to save 20-35 percent on their energy bills as a result of the energy efficiency improvements.

## CARE – 2006 Low-Income Assistance

- ✓ **ComEd has contributed \$3 million to the Low Income Home Energy Assistance Program (LIHEAP) since 2005.**
- ✓ **Free Light Bulbs**
  - LIHEAP participants received a coupon for 4 free CFL bulbs in October 2006.
- ✓ **Window Air Conditioner Exchange Program**
  - Last year, almost 1,200 LIHEAP participants received a new energy efficient **ENERGY STAR®** window air conditioning unit in exchange for their old one.

## CARE 2007 Programs – Rate Phase in Assistance



### Residential Rate Stabilization Plan

- ✓ ComEd's plan gives customers the choice to pay the increases over time.
- ✓ Enrollment is open now through August 2007. Enrollment information is available at [www.ComEdCARE.com](http://www.ComEdCARE.com) or at 888-208-9298.



## CARE 2007 – Assistance Programs

### Power Up Program

- ✓ On February 20, 2007 ComEd announced that it is providing \$1 million to create the Power Up Program.
- ✓ Power Up provides an energy assistance grant of up to \$400 to households not eligible for LIHEAP, whose incomes are between 150 percent and 200 percent of the federally determined poverty level.
- ✓ For information on where to apply, call the CEDA Energy Hotline (800) 571-CEDA (2332).

## Residential Demand and Price Response Programs

### Programs offered:

- ✓ **Nature First** - Residential central air conditioning cycling program that pays customers to reduce their summer air conditioning usage during times of high electricity consumption.
- ✓ **Residential Real Time Pricing (RRTP)** - Provides customers the opportunity to purchase electricity based on variable market-based hourly electricity prices. Enroll by calling **866-WATTSPOT** for an enrollment kit.



## Take Control of Your Energy Bills and Save Money

- ✓ CARE is also about helping customers understand their energy usage so they can take control of their energy bills and save money.
- ✓ Information and tips on why usage is increasing, what products draw the most electricity, and what to do to reduce electricity, are included in various customer bill inserts, in newsletters and online.

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**888-806-CARE (2273)**



# Questions?