

# **ComEd's Small Business CFL Program-Lessons Learned**

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# ComEd Profile

- Energy delivery company
- 3.8 Million Customers
- 11,400-square-mile territory
- Northern 1/3 of Illinois including Chicago Metro Area
- 90,000 miles of power lines



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# Small Businesses

- Under 10 KW
- Monthly bills \$100-\$300
- About 130,000 customers

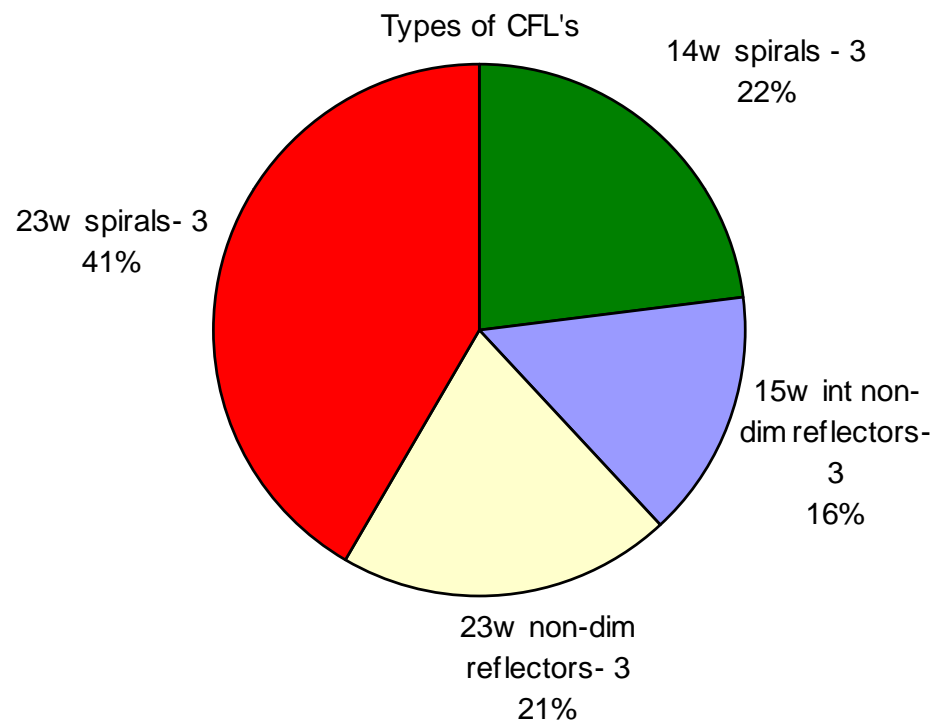
# Two Program Elements

- Direct Mail Postcard
  - Offer for 3 free CFLs
  - 4 types available
    - Spiral or reflector
    - Two wattages each (example 15 or 23 Watt)
    - Customers could choose
- Mini-catalog
  - Sent with CFL packages
  - Reducing barriers from prescriptive program

# Post-card Direct Mail Results

- 25% response rate
- 42% of respondents chose 23 W spirals
- Sent about 36,000 kits
- Un-verified gross savings of: 16,816 mWh

# CFL Selection



# Direct Mail Challenges

- Integrity of customer data
  - Data not very accurate
- Year-to-year budgeting
  - Timing of mailing and fulfillment
- Controlling customer installation
  - Only received ‘credit’ for bulbs actually installed

# Evaluation Findings

- Delta Watts
  - Difference in wattage of lamp removed and CFL installed
  - Customer self-report data suggested that the delta watts was less than program planning assumptions, however not significantly



# Evaluation Findings

- Installation Rate
  - 58% of customers interviewed by evaluators stated they had NOT installed the CFLs in their businesses
  - Only 20% stated they had installed all of them in their business
  - 37% overall installation rate

# Evaluation Findings

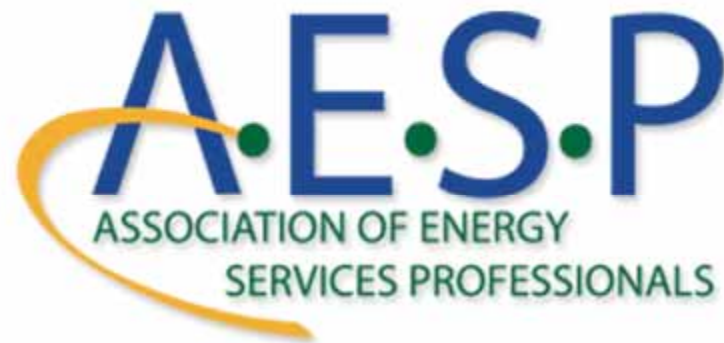
- Hours of Usage
  - Found that 30% of CFLs that WERE installed ended up in homes
  - Residential hours of use were applied
  - Lowered overall kWh savings
- High free-ridership
  - 56% free-ridership
- Total net realization
  - 13%

# Mini-catalog

- About 100 customers have ordered products
- 1000 products ordered, mostly CFLs and Exit signs
- Hasn't been evaluated

# Lessons Learned

- Scrub mailing list
- Gather contact information from individual that makes the decision
  - Don't rely on matching with the contact information in the database
  - Send product directly to person that filled out the card
- Combine with education
  - Install CFLs immediately



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