

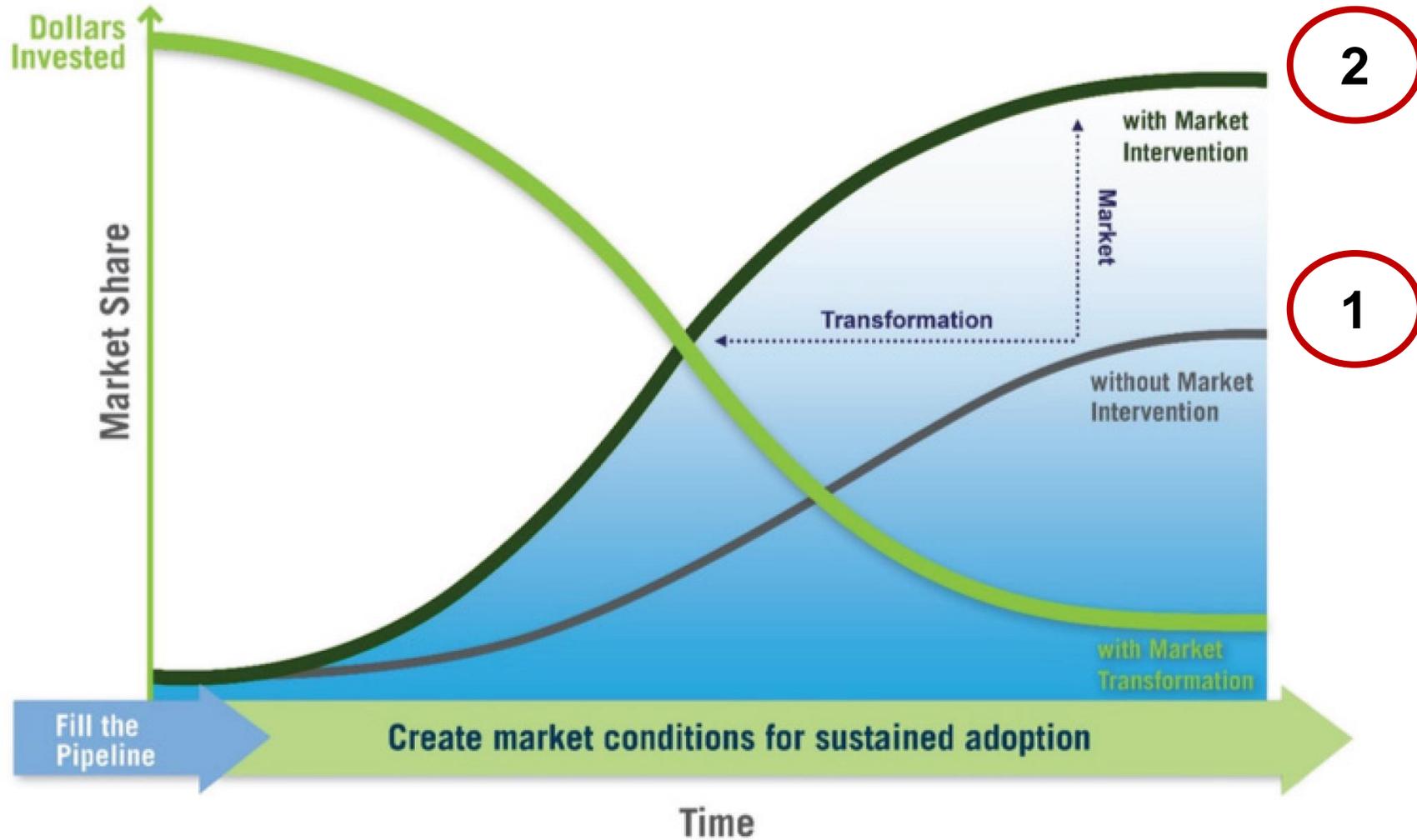
Market Transformation 2020 – ComEd Next Steps

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What is the Next Step for the ComEd Market Transformation Program Opportunity?

- ✓ **The Market Transformation Guidelines Work Paper is now in the Illinois TRM**
- ✓ **What else is needed to claim savings for Market Transformation?**
- ✓ **ComEd 2020 Goal: Be able to develop Market Transformation program options that are comparable to other portfolio options**
- ✓ **What information is needed to do this?**

The Market Baseline



What Information is Needed to Adequately Characterize a Market Transformation Program Opportunity?

3. How will market progress be measured?

- If sales of efficient and baseline equipment are to be tracked, how will this data be obtained?

- What are the interim goals from the MT Logic model and how will those be measured?

4. How will attribution be determined?

How Are Market Transformation Programs Different?

Traditional Program

- ✓ Program intent is to affect a customer decision
- ✓ Tracking and attribution focus on the individual transaction
- ✓ Gross Savings are the sum of incented measure installs

Market Transformation Program

- ✓ Program intent is to affect an entire market
- ✓ Tracking and attribution focus on the entire market
- ✓ Gross Savings are for all market installs above market baseline

What is the Market Transformation Program Opportunity?

- ✓ Market Transformation programs offer a high payoff, high risk investment alternative that could result in significant long-term (2022-2030) savings.**
- ✓ What risks can be controlled vs. what risks can be assumed?**
- ✓ We want to be able to choose the MT programs that benefit the portfolio**
- ✓ Four potential Market Transformation Programs**

Four Potential ComEd 2020 Market Transformation Programs

Program	Does this work as a traditional program?	Baseline Established?	Decision Timeframe
Commercial Food Service	Yes	Underway	Mid 2020
Building Operator Certification	Possibly	Underway	2020
Code Compliance Program	Unlikely	Underway	Early 2020
Retail Products Platform	No	Planned	2020

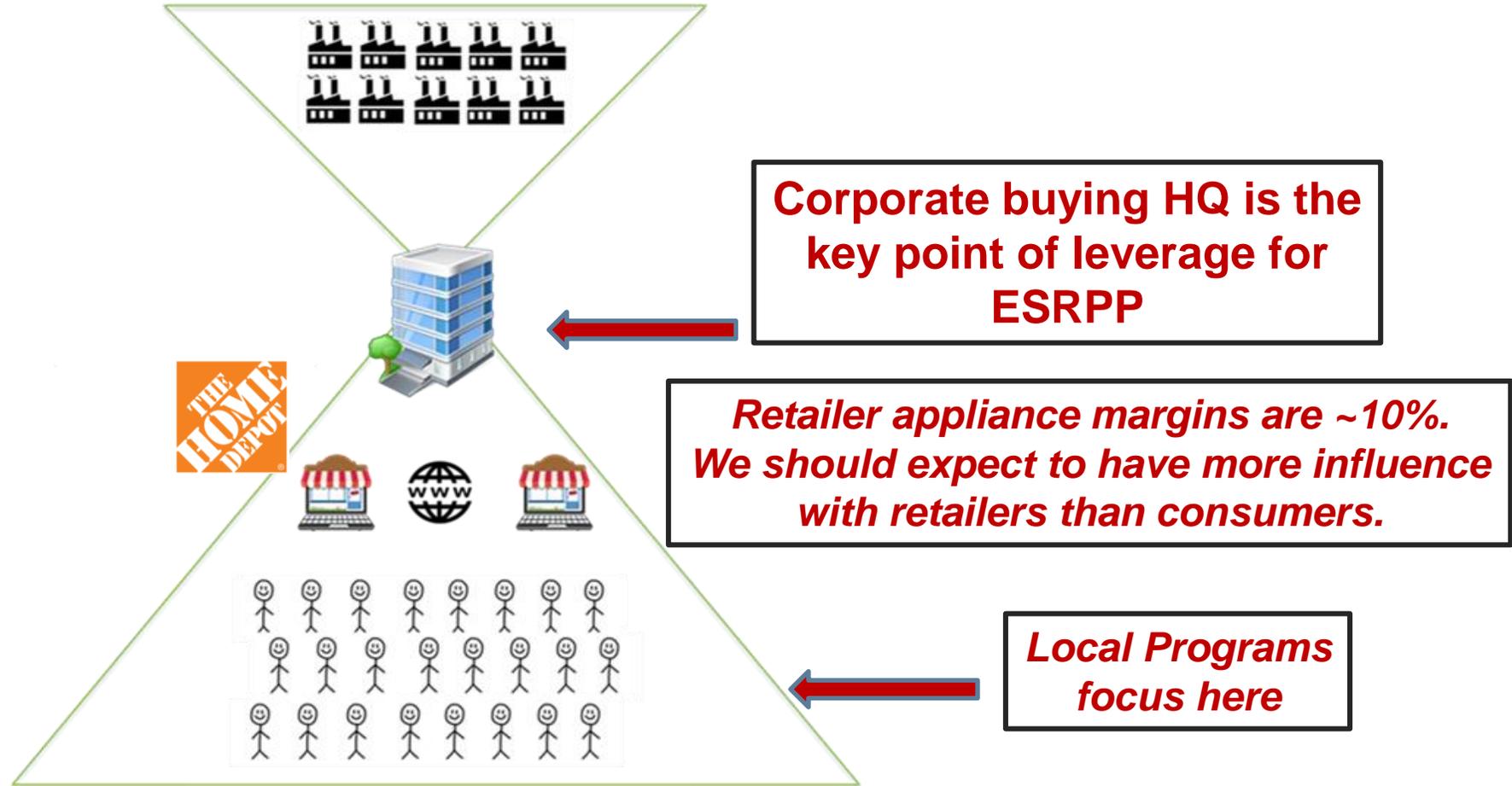
Retail Products Platform

- **A National Upstream Program with Manufacturers and National Retailers**
 - **Managed by NEEA**
 - **Consortium of 8-12 utilities**
 - **Utility RPP Program Evaluations are only now establishing savings**
 - **Focuses on EE Leverage with National Retailers**

Determining Optimal Channel Leverage

Retail Products Platform

Product Flow



Retail Products Platform

- ✓ **It can be tracked separately and operated alongside ComEd's Residential Products Program**
- ✓ **The Baseline needs to be established a priori**
 - **We need to be clear on ComEd's incremental impacts**
- ✓ **Late 2019 Decision on 2020-21 Program**

Summary

ComEd will be seeking Evaluator and Stakeholder input on 2020 Market Transformation Initiatives

✓ **Market Baselines**

✓ **Logic Models**

✓ **Attribution**

The SAG MT Subcommittee will be the venue