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Customer Application Pilot Overview

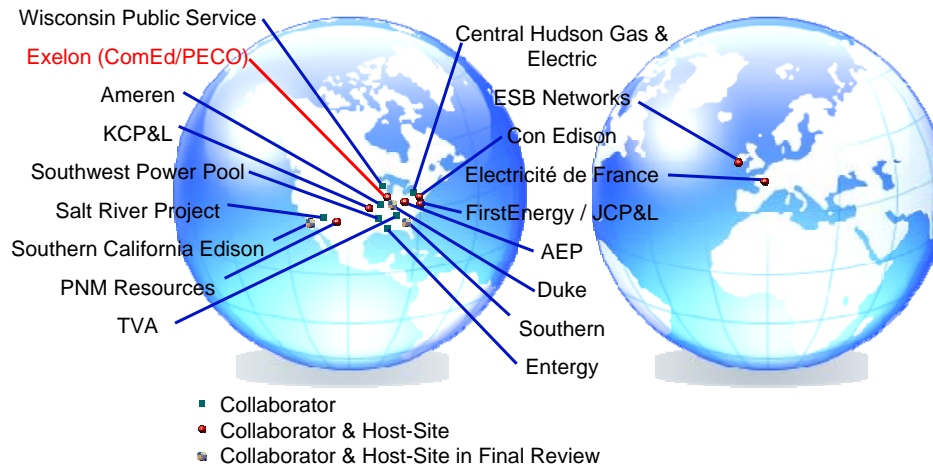
Chicago, Illinois

Matt Wakefield
Program Manager – EPRI Smart Grid Demo's

ADDRESS Meeting Hosted by EDF, Clamart, France
June 9, 2010

Smart Grid Demonstration - 18 Collaborators

8 Host-Sites Selected, 3 Host-Sites Under Final Review



Exelon (ComEd/PECO)


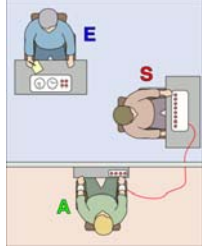

EPRI Smart Grid Demonstration Host-Site



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Evaluation Process

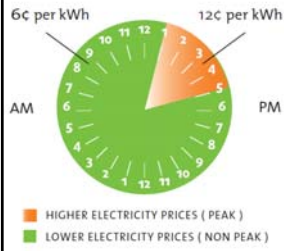
1. Design/Evaluate Conditions/Treatments	2. Conduct Controlled Evaluations	3. Produce Evaluation Report
		
<p>Customer-Centered Design and Focus Groups</p> <ul style="list-style-type: none"> • Customer Experience • Customer Education • Customer Support • Enabling Technology • Rates 	<p>Key Variables</p> <ul style="list-style-type: none"> • Rate Type • Enabling Technology Type <ul style="list-style-type: none"> – Free to Customer – Purchased by Customer 	<p>Outcomes</p> <ul style="list-style-type: none"> • Quantitative • Qualitative • Significance • Recommendations

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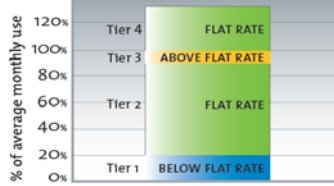
Rate Treatments

Peak and Non-Peak Times



Time of Use (TOU)

Reduce-and-Save Rate Tiers



Inverted Block Rate (IBR)

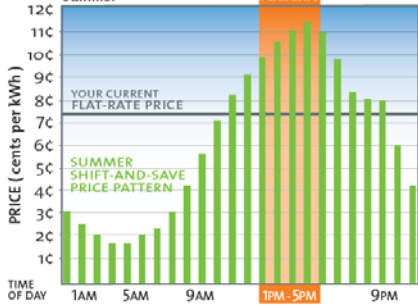
Average Hourly Shift-and-Save Prices Summer



Day Ahead Real-Time Price (DA-RTP)

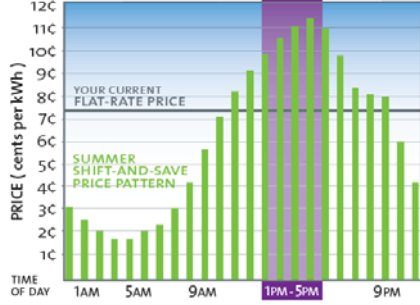
Rate Treatments, Continued

Average Hourly Shift-and-Save Prices Summer



Critical Peak Price (CPP)

Average Hourly Shift-and-Save Prices Summer



Peak Time Rebate (PTR)

Enabling Technology Variables

Evaluations – Technologies Provided for Free and for Purchase

Web	Web + IHD Basic	Web + IHD Advanced	Web + IHD + PCT
	 	 	  

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Customer Experience. Opt-in vs. Opt-out

Opt In	Opt Out
<ol style="list-style-type: none"> 1. Randomly assign customer to treatment 2. Call customer 3. Explain purpose of the research 4. Ask for participation <ul style="list-style-type: none"> • No – thank and end • Yes – add to participant list 5. Send customer materials for their assigned treatment group 6. Change customer's rate 7. Customer signs up for web access, installs IHD, etc. 8. Collect data 9. Provide method that allows customers to opt-out of the evaluation 	<ol style="list-style-type: none"> 1. Randomly assign customer to treatment 2. Send customer materials for their assigned treatment group 3. Change customer's rate 4. Provide method that allows customers to opt-out of the evaluation 5. Customer signs up for web access, installs IHD, etc. 6. Collect data

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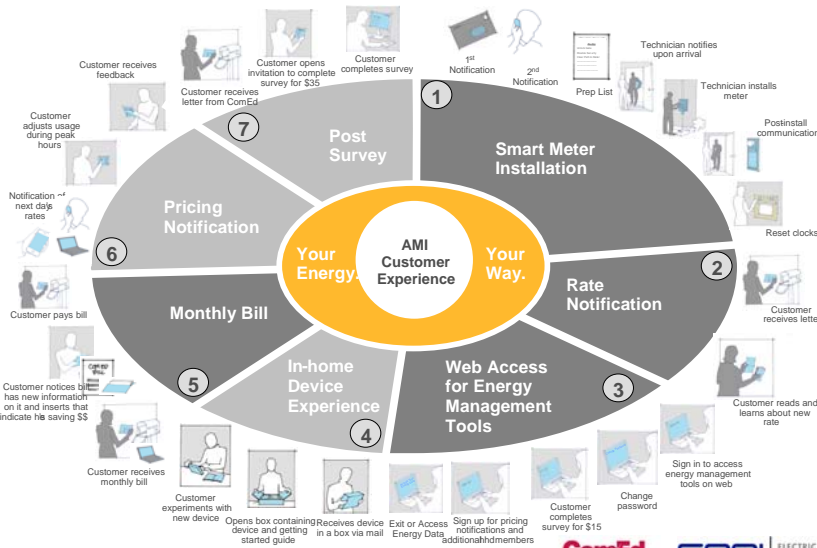
Control & Treatment Groups - Example Matrix

~8500 Customers in Test from Pool of ~120,000

		Enabling Technology Type				
		None	Web Only	Web + IHD Basic	Web + IHD Advanced	Web + IHD + PCT
Rate Types	Flat Rate					
	Time of Use (TOU)					
	Inverted Block Rate (IBR)					
	Critical Peak Price (CPP)					
	Peak Time Rebate (PTR)					
	Day Ahead – Real Time Price (DA – RTP)					

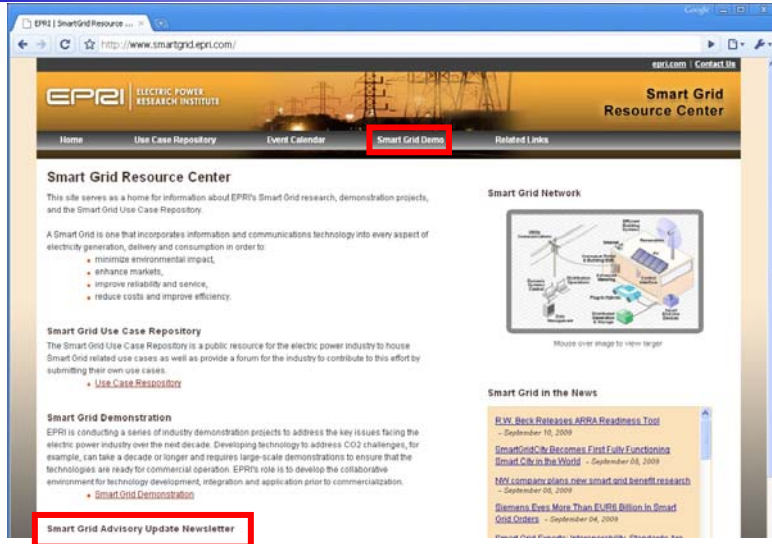
Control Groups
Treatment Groups

AMI Customer Experience Model



EPRI Smart Grid Resource Center – Public Updates

www.smartgrid.epri.com



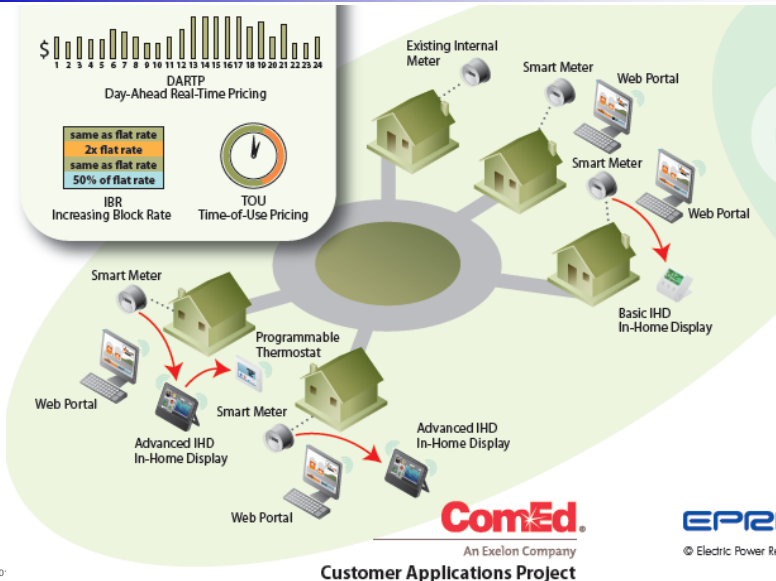
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ComEd CAP – Questions? (Note: Cropped Image)

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