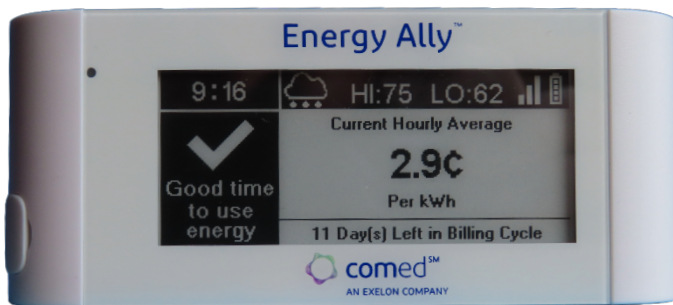


# Energy Ally Pilot Evaluation

Release Date

December 20, 2024



Prepared For

Commonwealth Edison Company

Prepared By

Apex Analytics

## Acknowledgements

This project was developed as part of the Customer Innovation Technologies within ComEd Customer Innovation under internal project number CIT-0008. Apex Analytics produced this report for the Customer Innovation Team with overall guidance and management from Ana Villarreal. The team acknowledges the support of Liz Kelley from Illume Advising. For more information on this project, contact [Customer.Innovation@ComEd.com](mailto:Customer.Innovation@ComEd.com).

## Legal Notice

In support of ComEd's mission as your electric utility company, ComEd engages in numerous research projects focused on improving energy efficiency opportunities for customers. This report describes one such project. It is posted only for general customer awareness. It is not technical guidance and cannot be copied in full or part or reused in any form or manner. It cannot be relied upon. We make no representation, nor by providing this example do we imply, that its content is correct, accurate, complete or useful in any manner—including the particular purpose to which it relates.

## 1.0 Executive Summary

Commonwealth Edison (ComEd) provides several technology-based offerings to enable residential customers to better understand their energy use, allowing customers to make changes that can help to manage their electricity bills. ComEd's Energy Ally offering empowers customers with limited or no access to broadband internet connectivity to participate in programs such as Residential Hourly Pricing, save energy, and help reduce bills.

Participating customers receive an E-ink in-home display device that connects to the ComEd paging network to provide alerts and messaging for programs. Two messaging options were available for customers; most customers are on the standard flat rate and receive the Budget Trend Alert (a daily update reflecting their energy consumption to date for the billing cycle and a comparison with their consumption during the same month in the prior year). The display also includes information regarding the number of days remaining in the billing cycle and a forecast for the day's weather. Customers on ComEd's Residential Hourly Pricing rate receive a different type of notification that updates the current price on a 15-minute basis. Based on customer feedback, improvements were made to the device in the new model run in 2023, which included a clock (a.m./p.m.) along with easier to understand symbols related to energy savings or missing data. In addition to the current hourly price, the display also includes an icon that indicates if the price is higher or lower than normal, the number of days left in the billing cycle and the daily weather forecast.

Customers were able to enroll in the program over the phone in response to a recruitment email. All customers targeted for recruitment were income eligible customers, so devices were provided at no cost. The initial target was to deploy 1,000 devices per year for four years. The program launched in June 2022, and roughly 1,170 customers had enrolled as of July 2024. All marketing was done via email with marketing campaigns mainly in 2022 for the launch of the pilot and in early 2023. For the remainder of 2023 and 2024, there were no marketing campaigns. A majority of participants enrolled in Budget Trend alerts. Conversely, fewer than 200 enrollees enrolled in Hourly Pricing alerts.

Key objectives of this evaluation were to:

- Estimate energy savings attributable to ComEd's Energy Ally Pilot;
- Gain insights into the participants' experience on the pilot, determine if any adjustments were needed and identify any barrier to enrollment; and
- Conduct a cost effectiveness analysis of the pilot.

The energy savings analysis found that:

- Between January 2023 and August 2024, Energy Ally customers saved 0.5 kWh per day, or about 2.4%.
- Customers generated higher savings during the summer months (when baseline consumption was higher).

Findings from customer surveys indicated that:

- While both groups provided positive feedback on the device, Hourly Pricing participants consistently provided more positive ratings than Budget Trend participants.
- Hourly Pricing customers reported that they looked at their devices more frequently. They also reported greater overall satisfaction ratings and were more likely to recommend the device.