
Switching Energy Providers and PECO Smart Ideas

March 23, 2011

Agenda

- Market Changes
- Taking Advantage of Competition
- PECO Smart Ideas for your home
- Questions



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Market Changes

Utility Functions



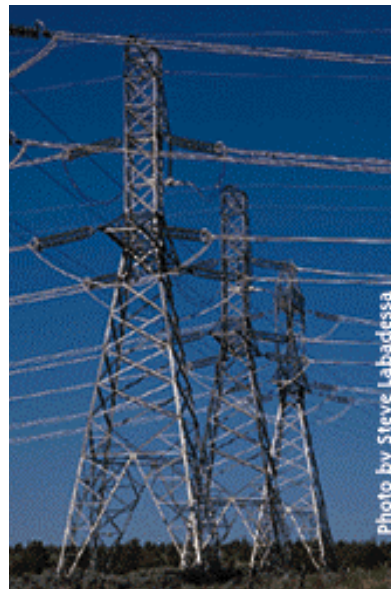
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- Before deregulation, utilities owned and operated all parts of the electric system.
- After deregulation, generation assets are separate from transmission and distribution companies.

Generation



Transmission

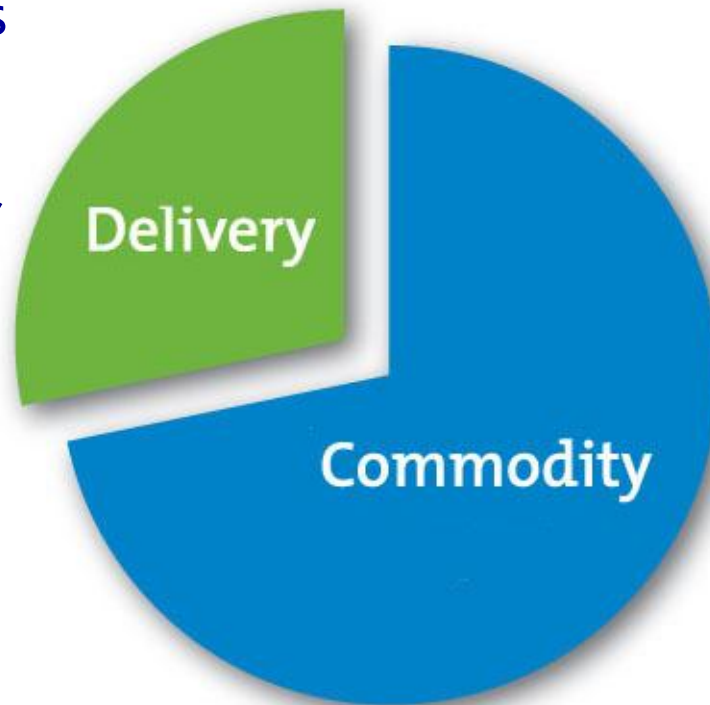


Distribution



Components of PECO Bill

PECO delivers
electricity and gas
to its customers



PECO purchases
electricity for its
customers from
generation
providers

Customers can
now purchase
electricity directly
from electric
providers

Market Changes

- Take advantage of opportunities to shop for generation
- You can potentially save money by choosing the right energy supplier for your needs or circumstances
- If you choose a competitive supplier, PECO will continue to deliver your electricity, provide reliable service and respond to outage problems
- PECO Default Service
 - PECO's average residential price to compare = 9.99 cents/kWh
 - PECO's average small commercial (GS) price to compare = 9.43 cents/kWh

Effective
4/1



Price to Compare

- Sometimes known as the “Shopping Credit”, adjusted quarterly
- Price to compare is shown in the message center portion of your bill
- Price to Compare Calculator on PECO.com
- Price to Compare includes:
 - Generation Supply Adjustment (GSA)
 - Alternative Energy Portfolio Standard (AEPS)
 - Transmission
 - Gross Receipts Tax

Your electric price to compare



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Billing Summary

Bill Date 02/10/2011
Thank you for your payment of \$411.23
Early Phase-In Credit \$11.26

Current Period Charges

Gas	\$226.67
Electric	\$196.81
Total New Charges	\$423.48
Total amount due on 03/04/2011	\$412.22

General Information

Next scheduled meter reading: **March 10, 2011**
PECO, 2301 Market St, Philadelphia, PA 19103-1380. If you have any questions or concerns, please call 1-800-494-4000 before the due date.

Customer Self Service - Manage Your Account 24/7
- www.peco.com/ebill - Go paperless: receive and pay your bill
- www.peco.com/service - Start, stop and transfer your service
- www.peco.com/SmartIdeas - Save energy and money
- Pay by phone with credit/debit card at 1-877-432-9384 (\$3.50 fee)

Message Center

New charges contain estimated total state taxes of \$16.21, including \$11.93 for State Gross Receipts Tax.

Your electric price to compare is \$0.0992 per kWh.

If you were on our budget billing program, your bill this month would have been \$293.00. To begin using budget billing, please pay this amount rather than the amount shown on your bill. Your account will automatically be placed on budget billing.

Taking Advantage of Competition

- Taking advantage of competition among generation suppliers can yield savings
- Electric service reliability will not change (PECO is responsible for reliable service)
- Changing suppliers is a relatively easy process – PECO follows a process called “rolling switching”, which allows customers to switch between suppliers or PECO Default Service at any time, as long as:
 - PECO has received the enrollment at least sixteen (16) days prior to the next meter reading date.
 - The Customer’s ten (10) day confirmation period has expired.
 - The Customer has not contacted PECO to dispute the Supplier selection. (Customer has been switched to supplier without authorization.)

Electric Generation Suppliers

Find a list of licensed suppliers serving your area
at: www.papowerswitch.com

Enter zip code

Enter PECO rate (Rate R or RH)

See list of suppliers and offers

Factors in making a decision

- Price
- Contract term
- Services
- Environmental offerings
- Incentives

[Find an Electric Supplier »](#)[Understand Your Choices »](#)[Clean Energy Suppliers »](#)[Questions to Ask Suppliers »](#)[Find an Electric Supplier »](#)

How to Shop for Electricity

Shop for electricity in three easy steps:

1. Calculate how much you currently pay for electricity. [Get help understanding your bill.](#)
2. Contact competitive suppliers for your area. You can do this online, or by calling the supplier. Competitive offers may not be available in all areas.
[Find suppliers for your home ▶](#)
[Find suppliers for your business ▶](#)
3. Use the shopping worksheet to find if you will save money by switching to a different to a supplier. [Download the shopping worksheet.](#)

Understanding Contracts and Terms

In addition to pricing information, you will also want to find out important information about the contract or terms of the agreement for each supplier. Some electric suppliers offer plans with no minimum contract period, while others may offer plans with a minimum term, which may be several years. Be sure to ask competitive suppliers about the contract terms, and whether there is a penalty if you cancel before the contract period ends.

[More questions you should ask suppliers ▶](#)

Fixed vs. Variable Prices

You will also want to find out if an electric supplier offers fixed or variable electric prices, and understand the advantages and disadvantages of each.

- A fixed price will remain the same, usually for a set period of time. This will give you certainty that your price will not change during the term of the agreement. However, if market prices fall you may have to wait until your contract expires to get a lower price.
- A variable price can change by the hour, day, month, etc. With this option you can save money if market prices decrease, but may have to pay more if rates go up.

As you shop for electricity, find out how and for what reasons your price can change, and select a plan that best fits your needs.

Questions to ask when evaluating suppliers:

- Is the supplier licensed by the PA Public Utility Commission?
- Is the price fixed or can it vary? If variable, what factors affect change?
- Are there any extras to the quoted price? (Gross Receipts Tax?)
- How long is the contract? Is there a fee or penalty for canceling?
- Does the supplier offer any renewable energy options?
- Will I receive one bill or two? How about budget billing?
- Does the supplier have any incentives?
- What happens if my supplier defaults on my contract?

We are here to help you manage these changes!

- You can offset this increase by using less energy
- Using less energy will save you money and it also helps the environment
- Take advantage of opportunities to shop for generation
- We are here to help you save energy and money with **PECO Smart Ideas**

What is PECO Smart Ideas?



- A suite of energy efficiency programs that help you save energy and money!
- Visit the PECO Smart Ideas Website
peco.com/SmartIdeas
- Call: 1-888-5-PECO-SAVE
(1-888-573-2672)

PECO Smart Ideas Website



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- ▶ TIPS & GUIDES
- ▶ HOME E-AUDIT
- ▶ TOOLS & CALCULATORS
- ▶ PROGRAMS & REBATES
- ▶ ONLINE STORE



Are there money-guzzling monsters lurking in your home?

Get rid of them and save. Introducing PECO Smart Ideas[®], a program that shows you how to save energy and money. Get started by taking the PECO Smart Home E-Audit. Or learn about PECO Smart Ideas rebates, cash incentives and energy saving tips.

Programs & Rebates

RESIDENTIAL

- ▶ PECO Smart Appliance Recycling
- ▶ PECO Smart Home Rebates
- ▶ PECO Smart A/C Saver
- ▶ PECO Smart Lighting Discounts
- ▶ PECO Smart Gas Efficiency Upgrade
- ▶ PECO Smart Natural Gas Conversion

BUSINESS

- ▶ PECO Smart Equipment Incentives
- ▶ PECO Smart A/C Saver
- ▶ PECO Smart Gas Efficiency Upgrade
- ▶ PECO Smart Natural Gas Conversion



PECO LOW-INCOME ENERGY EFFICIENCY

PECO offers money-saving, energy efficiency weatherization services to qualified low-income customers



PECO TALKS

PECO will come out to your event and speak on energy efficiency. View our events schedule.



PECO SMART APPLIANCE RECYCLING

WANTED: Old refrigerators and air conditioners! You can save up to \$150 a year on your energy bill.



PECO ANSWERS

Get answers, stay informed and learn strategies to help manage changing times.

+
FEEDBACK



PECO Smart Home E-Audit

- **It helps you:**
 - Understand where your energy dollars are going
 - Identify potential savings
 - Get detailed reports of your home energy use:
 - month-to-month comparisons
 - suggestions on how you can save even more

- **To run the audit you need:**
 - Your 10 digit PECO account number
 - Your 5 digit Zip Code



PECO Smart Home E-Audit

Welcome to PECO Smart Home E-Audit

Use this tool to build a virtual model of your home, see how your home uses energy, and learn ways to reduce your energy consumption.

The cost calculations in this tool are based on PECO's average price to compare, plus the transmission and distribution charges. If you have an alternative energy supplier, there may be slight differences in the costs that are shown.

*Note: If you have less than 12 months of usage, the analysis will provide estimated usage amounts.

Please Enter Your 10-digit PECO Residential Account number (without dashes): , then

SELECT

I am interested in viewing or printing a **comprehensive report** of my energy usage!

Or select a specific question below:

SELECT

Why are my energy costs different from last month or last year?

SELECT

What are the biggest and smallest contributors to my energy bill?

SELECT

What are some no-cost or low-cost recommendations to lower my energy costs?

SELECT

What are some long-term investments I can make to lower my energy costs?



PECO Smart Home E-Audit

Your Question: What are the biggest and smallest contributors to my energy bill?

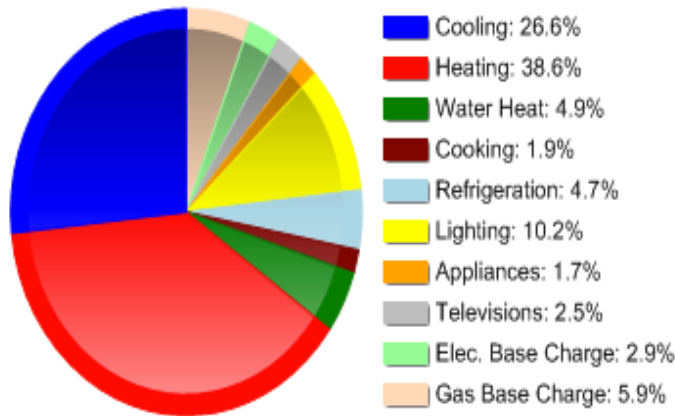
Thank you for performing an online home audit!

Your billing history is not available at this time. This analysis is only an estimated energy use and cost for a home like yours.

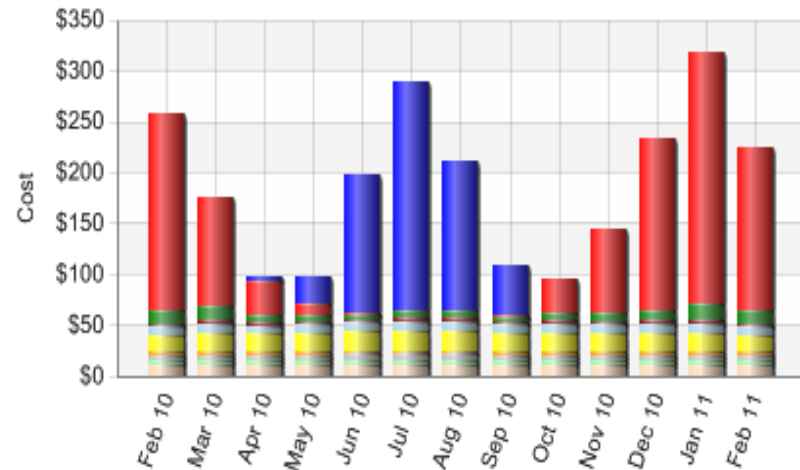
The estimated energy use and cost for a home like yours is:

Total Cost Chart **Total Cost Table**

Estimated Annual Total Cost



Estimated Monthly Total Cost



Electric

Fuel

Total



Heating Efficiency Calculator: calculate your savings and compare the fuel costs of high-efficiency and standard efficiency heating systems.



Lighting Calculator: Discover how compact fluorescent lamps (CFLs) can save you money.



Appliance Calculator: Estimate the energy costs of operating virtually any appliance in your home.



Heating Calculator: Compare the costs of heating your home with four different energy sources.

Go to peco.com/SmartIdeas and click on Tools and Calculators

Phantom Charge

- Cell phone chargers
- Microwaves
- Computers
- Televisions
- VCRs/DVD players



**Save up to
25% percent
on your
electric bill!**



PECO Smart Lighting Discounts



- PECO has cut the price on ENERGY STAR[®] qualified Compact Fluorescent Lamps (CFL) at more than 700 participating stores
- CFL recycling available at participating retail stores
- A retail and recycle locator tool is available at peco.com/SmartIdeas



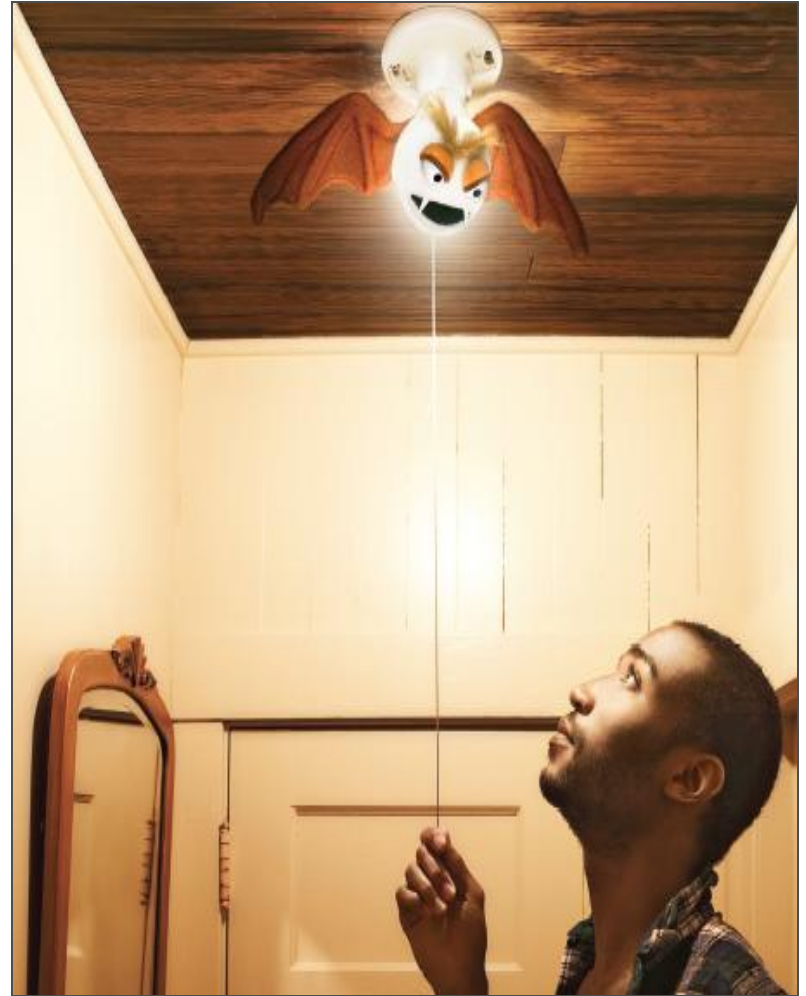
Save now with
PECO discounted CFLs!
www.peco.com/SmartIdeas

  
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**Look for PECO's CFL
Discounts sticker!**

PECO Smart Lighting Discounts

- **Compact Fluorescent Lamps (CFLs):**
 - Use up to 75% LESS energy
 - Last up to 10 times longer
 - Save an average of \$30 on lighting costs over the lifetime of each bulb



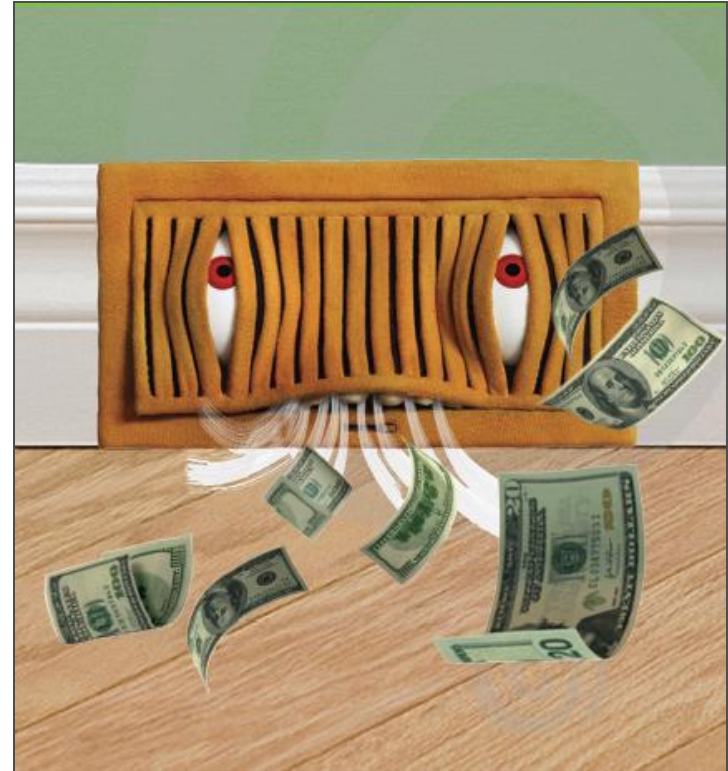
Your old fridge can use twice as much electricity as an ENERGY STAR[®] appliance.

- PECO will pickup your old working refrigerator or freezer and give you:
 - \$35 rebate
- Rebate check is mailed 4–6 weeks after pickup
- 95% of the components are recycled



PECO Smart Home Rebates

- Your old heating and cooling equipment may be wasting your money if it is 10 or more years old
- This equipment accounts for up to 60 percent of your home energy usage
- PECO will give you up to \$400 when you replace your old HVAC system with new, qualified energy efficient equipment



Your new equipment can save you up to 30 percent on your energy bills!

PECO Smart Home Rebates



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New rebate amounts effective 3/1/11

QUALIFYING APPLIANCES AND EQUIPMENT	
Appliance	Rebate
ENERGY STAR Clothes washer	\$50
ENERGY STAR Dishwasher	\$25
ENERGY STAR Refrigerator	\$50
ENERGY STAR Freezer	\$50
ENERGY STAR Room A/C	\$25
ENERGY STAR Dehumidifier	\$10
Equipment	Rebate
High Efficiency Electric Water Heater <small>(.93 EF* or higher)</small>	\$25
Central Air Conditioning <small>(14.5 SEER**)</small>	\$150
ENERGY STAR Central Air Conditioning <small>(15 SEER**)</small>	\$225
ENERGY STAR Central Air Conditioning <small>(16 SEER**)</small>	\$300
Air-Source Heat Pump <small>(14.5 SEER**)</small>	\$250
ENERGY STAR Air-Source Heat Pump <small>(15 SEER**)</small>	\$325
ENERGY STAR Air-Source Heat Pump <small>(16 SEER**)</small>	\$400
ENERGY STAR Heat Pump Water Heater	\$300
Whole-house Fan	\$90
ENERGY STAR Geothermal Heat Pump	\$217 per ton

* Energy Factor ** Seasonal Energy Efficiency Ratio

Choose ENERGY STAR and SAVE

- Purchase ENERGY STAR qualified home electronics to save money and energy!
- ENERGY STAR qualified TVs use up to 40% less energy
- ENERGY STAR qualified monitors use 20% less energy
- ENERGY STAR qualified computers use between 30%–65% less energy



PECO[®]
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**SAVE MONEY
BY SAVING ENERGY.**

With ENERGY STAR[®] qualified electronics you save money and energy without losing quality or performance.

smart ideas[®]
for your home

see Customer Specialist for details

Look for ENERGY STAR
qualified electronics at your
local electronics retailer!
See store specialist for details

PECO Smart A/C Saver

- Earn credits of up to \$30 a month on your electric bill for the months of June through September
- Credit is applied to your July through October bills
- A device is mounted on the outside of your home near your central air conditioning unit
- The device remotely manages your central air conditioning system during high peak demand periods
- Your system's fan still runs during events



Regardless of who
your electric supplier
is, you can still enroll!

Additional Incentives and Financing Resources

Residential

- **Energy Works**
 - Home energy audit rebate and low interest loan program (**4.9 and 0.99 percent interest rates available**) designed for homeowners in the five county area to help them reduce energy consumption, increase comfort and save money on utility bills
- **Keystone Help**
 - Pennsylvania's Special Low Rate, Low Payment Financing Program for Energy Efficiency Home Improvements
- **Pennsylvania Incentives for Renewables and Efficiency**
 - Comprehensive source of information on state, local, utility, and federal incentives that promote renewable energy and energy efficiency
- **Consumer Energy Tax Incentives**
 - Significant tax credits for energy efficiency home improvements from the American Recovery and Reinvestment Act
- **Energy Efficient Mortgages Program**
 - Helps homebuyers or homeowners save money on utility bills by enabling them to finance the cost of adding energy-efficiency features to new or existing housing as part of their FHA-insured home purchase or refinancing mortgage

Thank You!

Appendix

smart  ideas[®]
for your business

1-888-5-PECO-SAVE (1-888-573-2672)

www.peco.com/SmartIdeas

- Opportunity to offset installation costs
- Opportunity to save money on electric bills
- More money for your business, non-profit, or institution



PECO Smart Equipment Incentives

OVERVIEW

BUSINESS TYPE

INCENTIVES

PROGRAM LIBRARY

FIND CONTRACTORS



PECO SMART IDEAS FOR YOUR BUSINESS

Energy. It illuminates your facility, powers your operations and keeps your staff and customers comfortable and safe.

Small and large businesses, government, institutions, non-profits and multi-unit buildings are all eligible for valuable PECO incentives for energy-efficient design, improvements and equipment upgrades. Choose from the following to help you chart your course toward an energy efficient future.

UNIQUE SOLUTIONS FOR YOUR BUSINESS

PECO has energy-efficient solutions designed to serve your distinct needs. Choose the category that best describes your organization:

- [Commercial & Industrial Businesses](#)
- [Government Agencies, Institutions & Non-Profits](#)
- [Multi-Unit Buildings](#)

VALUABLE INCENTIVES

Incentives are available for energy-efficient design, improvements and equipment upgrades. Choose the incentive category you are interested in:



DOWNLOAD INCENTIVE APPLICATION

[\(PDF\)](#) [\(Excel\)](#)



FIND A CONTRACTOR



BECOME A TRADE ALLY



PROGRAM LIBRARY



POLICIES AND PROCEDURES



FAQ'S



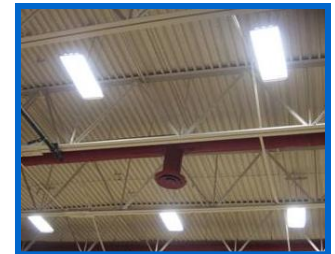
ADDITIONAL RESOURCES

- **PECO Smart Equipment Incentives available now**
 - Incentives retroactive to July 1, 2009
 - Financial incentives to support the installation of high efficiency equipment
 - Prescriptive measures: menu-based with predetermined savings and incentive levels
 - Custom measures: per kWh or KW saved
 - Technical Assistance Incentives – partial reimbursements for qualified energy studies

PECO Smart Equipment Incentives

Lighting can account for 30–60% of your annual electricity costs

- Today's new lighting options are designed to save energy and money
 - CFLs: 75% savings, < 6months payback
 - T12 to T8 or T5, 30–40% savings
 - Occupancy sensors: 20–60% savings
 - LED lighting
 - Day lighting controls
 - LED exit signs
 - Exterior and garage HID
 - Interior HID



Prescriptive HVAC Measures

- HE Unitary and Split AC Systems
- HE Air- and Ground-Source Heat Pumps
- HE Air- and Water-Cooled Chillers
- HE Room AC
- HE Package Terminal AC and Heat Pumps
- Occupancy Sensor
- Energy Management System



Other Prescriptive Measures

REFRIGERATION AND COOKING

- Strip Curtains on walk-in coolers and freezer
- Anti-Sweat Door Heater Controls
- Evaporator Fan Controls
- Night Covers for refrigerated display cases
- High Efficiency Ice Makers
- LED Refrigeration Case Lighting
- ENERGY STAR[®] Solid & Glass Door Freezers
- ENERGY STAR Refrigerated Vending Machines
- EC Motor for Walk-in and Reach-in Refrigerated Cases



Additional Incentives and Financing Resources

Business

- **Energy Works/GreenWorks Loan Fund**
 - Low interest loans to support energy efficiency retrofits and new construction projects for Philadelphia and surrounding county based businesses and non-profits
- **TRF Non-Profit Energy Savings Program**
 - Loans for energy efficiency improvements and energy conservation practices
- **PA Commonwealth Financing Authority Clean Energy Program**
 - Loans and grants to companies, small business, and select non-profit & government organizations
 - Clean energy projects – buildings, equipment and land development activities
- **PA Sunshine Solar Program**
 - Rebates for solar installations for small business
- **Energy Star Benchmarking Tool**
 - Evaluate & assess building energy use