



This Tool Kit has been prepared to help communities, businesses and civic organizations help their residents reduce pollution locally and save money as soon as the next billing cycle. The following tools are available:

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## Community Energy Savings Program Instructions

- 1- Email [Epytel@mayorscaucus.org](mailto:Epytel@mayorscaucus.org) or call 312-201-4506 to let us know that you are interested.
- 2- Start promoting in your community:
  - a. Run articles/classifieds in communications:
    - i. Articles (prewritten-drop in articles available) with sign up link to [www.cleanaircounts.org](http://www.cleanaircounts.org)
    - ii. 10 Myths about spending too much on your energy with sign up link to [www.cleanaircounts.org](http://www.cleanaircounts.org)
    - iii. Post information on community FaceBook or LinkedIn page
  - b. Link to sign up at Clean Air Counts website or place direct link
- 3- Host a light bulb distribution giveaway – Once 100 of your Households join the program you will be eligible to host a light bulb distribution giveaway for those households who have joined the program at the village hall or some other convenient location. If you and neighboring communities are engaged in the program you may do a consolidated event.
- 4- Publicize your pollution prevention and community savings 6 months after getting started.
- 5- Make sure that information is always readily available for your residents and small businesses so they can sign up and take advantage of savings.

# Energy Savings Program

## Frequently Asked Questions

### Executive Summary:

To enable residents and small businesses to save significantly on their electricity bills in the immediate future, the Metropolitan Mayors Caucus has created the Energy Savings Program (ESP) through its Clean Air Counts Campaign. Not only will participating residents and small businesses realize enhanced savings, they will also receive four energy-reducing compact fluorescent light bulbs (CFLs). Using CFLs will contribute toward a significant improvement in local air quality. This FAQ has been developed to provide additional background on the Energy Savings Program and answer any questions you may have. For more information, please contact Eve Pytel at [epytel@mayorscaucus.org](mailto:epytel@mayorscaucus.org) or 312-201-4506.

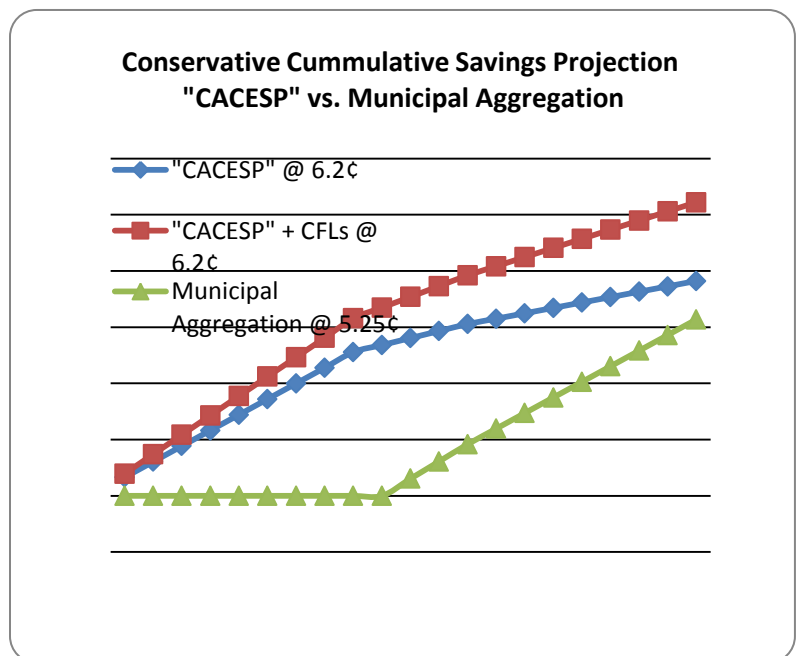
### Program Description:

On August 10, 2009, Public Act 96-0176 amended the Illinois Power Agency Act to provide for aggregation of municipal electrical load. In doing so the legislation enabled residential and small business customers to secure less costly electricity from designated Retail Electricity Suppliers. To ensure their residents gain access to lower-priced electricity, some municipalities put referenda on the April 2011 ballot for municipal aggregation. Municipal aggregation allows communities to bring together all residential and small business customers of ComEd into a group for the purpose of securing lower electricity rates.

Those towns where referenda passed will be able to provide cheaper power supply starting in October 2011. The savings are expected to be in the 20-25% range for the first year. Many other communities, attracted by lower supplier pricing, are now contemplating putting referenda on the March 2012 ballot. If passed, contracts to provide cheaper electricity in those municipalities would not be in place until August 2012.

Because ComEd is required to hedge against volatility of electricity prices in the marketplace, it purchases energy over a period of years; as a result, the greatest savings for residential customers is now, meaning that those municipalities contemplating moving forward with referenda for the March 2012 primary ballot would not be able to take advantage of the greatest savings potential. The value of the lost opportunity is more than \$1 million per day for residents and businesses in the Chicago Metropolitan Region.

In response, the Metropolitan Mayors Caucus has created an energy savings program through its Clean Air Counts Campaign to enable residents and small businesses to avail themselves of savings in the immediate future. The program allows savings as soon as the next billing cycle and provides four energy-saving CFLs, resulting in not only a significant reduction in local air pollution, but also enhanced cumulative savings of \$70 per customer through June 2013. The graph to the right illustrates the economic benefits of our program:



## FREQUENTLY ASKED QUESTIONS

1. Will this program hurt municipal aggregation initiatives already underway?  
*No. Municipalities intending to aggregate residential and small business electricity accounts must develop an aggregation plan. In that aggregation plan the community spells out when those currently on third party supply can join the aggregation. By virtue of creating an aggregation plan the municipality will provide a provision for residents that may have joined the Clean Air Counts Energy Saving Program (ESP) to join its municipality's program at some point in time.*
2. What is municipal aggregation?  
*Municipal aggregation allows communities to bring together all residential and small business customers of ComEd into a group for the purpose of securing lower electricity rates. To date, the results have resulted in near-term savings. In order to achieve savings through aggregation the municipality goes to the market to purchase electricity on behalf of its residents.*
3. Do we as a municipality have to adopt municipal aggregation to get lower rates for our residents and businesses?  
*No. You can get rates lower than ComEd's current rates by securing electricity supply from a third party through promotion of an opt-in program for your municipality. The Energy Savings Program (ESP) will guarantee a lower rate through the life of the contract unlike many other programs.*
4. What is the fastest way for residents and businesses to start to save the most money on electricity?  
*By joining the Energy Savings Program, residents and businesses can start saving money as early as their next billing cycle with guaranteed savings compared to ComEd's rates.*
5. What are the guaranteed savings?  
*Residents and businesses are guaranteed to save 18% through June 2012. The average household will save \$150 the first year (October 2011 through October 2012) from the lower electricity rate and an additional \$40 from using the four CFLs. Between June 2012 and June 2013, we can guarantee that pricing will be less than ComEd's tariff rate each month of the contract.*
6. How are the savings guaranteed?

*The third party energy supplier is guaranteeing the savings and that the price will be less than ComEd's applicable rates for each month of the contract (through June 2013).*

7. Who is the third party supplier?

*Integrus Energy Group is contracted to supply energy. Integrus is a regional leader with nearly 5,000 employees across the Midwest. Integrus Energy Group is an energy holding company based in Chicago, Illinois. Their operating subsidiaries provide natural gas and electricity in regulated and non-regulated markets. Integrus is also the parent company of Peoples Gas North Shore Gas. The company is committed to provide customers with the best value in energy and related services.*

8. How long is the contract for the Energy Savings Program?

*All ESP contracts terminate with the customers' June 2013 meter reading. After that time customers can elect one of many supply choices, including; returning to ComEd, joining a municipal aggregation (if available in their area), or continuing with a third party supplier such as Integrus.*

9. I've been told, that if many people switch to third party supply, those left on ComEd could see even higher rates. Is this true?

*The high-priced electricity that ComEd has already purchased will be sold to those residents receiving supply from ComEd. If many people switch, that more expensive electricity is spread over fewer customers, increasing the likelihood that they will see even higher electric rates than if no one switched.*

10. What happens with ESP next year or the year after?

*All ESP contracts terminate with the customers' June 2013 meter reading. After that time customers can elect one of many supply choices, including; returning to ComEd, joining a municipal aggregation (if available in their area), or continuing with a third party supplier such as Integrus.*

11. What if someone wants to leave the program?  
*Like most electricity supply programs, there is an early termination fee. Integrys early termination fee of \$50 is the lowest fee of any supplier charging termination fees.*
  
12. If a resident or business fails to sign up with some other program for to start July 2013 will they lose electricity or be subject to exorbitant rates for failing to proactively join another program?  
*Their electricity will stay on. Prior to the end of their contract, they will be offered continuation of service with Integrys, which they can decline. ComEd would then become the default supplier.*
  
13. Is there any scenario under which ESP program participants are worse off financially for participating in ESP?  
*No. With savings guaranteed against ComEd's rates for each month of the contract (through June 2013) there is no risk in you paying more by joining ESP.*
  
14. What are pricing periods and how do pricing periods influence the program?  
*ComEd's rates change each year in June and are posted the month before. In May 2012, we will know ComEd's prices for the year June 2012 through June 2013 and will be able to project the level of savings. Despite not knowing the ComEd's prices for the post June 2012 period, our supplier Integrys guarantees that pricing will be less than ComEd's tariff rate each month of the contract.*
  
15. What happens if people from my community join the Energy Savings Program and then my community passes a referendum to aggregate? Will ESP customers lose power? Will they be automatically converted to the aggregate program?  
*All ESP customers will have power delivered over the term of their contracts (until contract expiration in June 2013). Aggregate programs allow customers to switch over from third party supply at specific times during the aggregation contract. The contract end date for the Integrys contract was designed to make the switch easy for customers who want to switch to their municipal aggregation supply contract.*
  
16. How will people sign up for ESP?  
  
*The Clean Air Counts website ([www.cleanaircounts.org](http://www.cleanaircounts.org)) will have a link/portal to the Integrys registration page for on-line sign up. We may develop paper sign up forms, but the easiest way to sign up is on-line thorough this link.*
  
17. Will you perform credit checks?  
  
*There are no credit checks and no one is rejected. If you are a customer of ComEd, you won't be rejected from the program.*

18. Why would I promote this?

*There are two main reasons for promoting this program: 1) the ESP program results in the greatest savings for residential customers with rates that are risk-free (i.e. guaranteed to be lower than ComEd's rates); and 2) the Compact Fluorescent Light bulbs reduce energy consumption that takes the load off coal-burning power plants in and around Chicago, thereby improving local air quality where we live and work. Additionally organizations such as communities, employers and civic organizations that either sign themselves up to participate or encourage their residents/employees and members to join will receive credit for pollution reduction for the energy efficient lighting Clean Air Counts strategy thereby satisfying annual reporting requirements.*

19. How can I promote this and what assistance is available for promotion?

*Clean Air Counts will support passive and active promotion. Prewritten articles, web links and a media release will be made available to partners to promote the program. Additionally support is available for those that would like to have a kickoff celebration. Clean Air Counts staff will bring a booth, literature and be available to sign residents up for the program.*

20. If my residents join this program, who is responsible for energy supply in the case of a black out?

*In our program, as in municipal aggregation and for those currently purchasing electricity supply through ComEd, ComEd remains the company that delivers the electricity and is responsible in the case of a blackout.*

21. Will ESP participants be billed by ComEd for energy?

*Yes, participants will continue to receive one electricity bill that comes from ComEd (as it does today) and should continue to make payments to ComEd after joining the program. The only differences are that the bill will state that the energy is supplied by Integrys and the amount you pay will be significantly lower.*

22. How much money can residents save as individuals and what could that mean for my community?

*From ESP individual home owners can save over \$250 from now through June 2013. For all the residents in Northern Illinois, that equates to more than \$1 million per day in lost opportunity. That's \$1 million per day that can be put into the pockets of Illinois residents to spend in their communities.*

23. Do you have an REC program?

*RECs (Renewable Energy Certificates) are not part of the ESP program. RECs do nothing to improve the air quality in the Chicago area, which is the mission of Clean Air Counts. On the other hand, the four CFLs distributed by ESP decrease energy consumption, save users money and reduce the generation requirement for coal-burning power plants in and around Chicago.*

24. Do you purchase renewable energy?

*The ESP program does not offer renewable energy – and neither does any other currently available program offered to Illinois residents. Suppliers are selling renewable energy certificates which are the “environmental attributes” associated with the generation of renewable energy and not the renewable energy itself. There is no local environmental benefit or any cost savings associated with the purchase of renewable energy certificates.*

25. Who is your vendor and how did you select them?

*The Metropolitan Mayors Caucus has partnered with Energy Choices for this program. Energy Choices is currently a vendor to the Caucus and has participated in Clean Air Counts for over five years. Over that period of time Energy Choices has graciously volunteered its expertise. Energy Choices is a highly regarded firm and trusted by Clean Air Counts members for its candor and objectivity.*

26. Why is this being offered through the Metropolitan Mayors Caucus Clean Air Counts Campaign?

*Clean Air Counts supports communities, businesses, civic organizations and residents seeking to improve air quality through voluntary programming. This program reduces smog forming emissions through its CFL giveaway. Lower energy usage reduces the levels of fossil fuels burned at power plants, which, in turn, reduces the levels of air pollutants that negatively impact ozone. In addition to being a wonderful opportunity to save money for residents that learn of the program through the municipality, it is a great opportunity that HR departments can make available to help employees save money.*

27. Does this program have environmental benefits?

*Yes. By providing CFLs to participants to use they can switch out less efficient lights and use less energy. Lower energy usage reduces the levels of fossil fuels burned at power plants in the Chicago area, which, in turn, reduces the levels of air pollutants that negatively impact ozone. According to the Energy Efficiency and Renewable Energy Network, commercial establishments consume 20% to 30% of their total energy just for lighting.*

28. There is still a great concern that the mercury in CFLs poses a major threat to public health. If a resident drops a CFL light bulb what steps should they take?

*The Environmental Protection Agency advises people not to become alarmed and to take precautions while cleaning up. They suggest airing out the room and thoroughly cleaning up – as you would for any broken glass. Instructions are available at <http://www.epa.gov/cfl/cflcleanup.html>*

29. Can a program participant opt out of receiving the CFL light bulbs and still participate in the program?  
*Yes. Participants may opt not to receive their light bulbs and instead the light bulbs will be distributed to the needy through Energy Choices Food Pantry Program. If participants don't install CFLs then they may miss out on savings from energy efficiency in their home.*
30. Can program participants financially contribute to the CFL light bulb food pantry program?  
*Yes – when participants join the program they will be given an option to contribute. Should they decide at some other point to contribute to the Food Pantry Program, they may directly contact Energy Choices to make a contribution by contacting Craig Schuttenberg [schuttenberg@energychoices.com](mailto:schuttenberg@energychoices.com).*
31. Why does Energy Choices provide CFLs to food pantries?  
*Energy Choices believe in helping those struggling to feed their families to reduce their costs by reducing their electric bill.*

## Put Cash Back Into Your Local Economy

Did you know that in Northern Illinois residents are spending 18% more by staying with ComEd than if they joined the Energy Savings Program of the Clean Air Counts Campaign? Over the next year and a half that could add up to \$250 per household. That is \$250 that residents are spending on inflated electricity costs that is not feeding the local economy and creating jobs.

Below is a table of how much money could potentially be saved and reinvested in the local economy through wide spread participation in the Energy Savings Program. The table below shows scenarios of widespread adoption where residents join in November 2011 or June 2012 and the jobs that could be created thanks to putting that money back in the hands of residents.

By adding money back into the local economy promotes jobs. Because of the way savings will impact households, it is likely that the money will be spent in the retail, food and entertainment sector where each million dollar spent can support 2.2 jobs in the retail, food or entertainment sector due to the correlation of retail sales and job creation.

Expected Savings and Economic Impacts				
Number of Households per Community	Savings based on signup		Jobs	
	1-Nov-11	1-Jun-12	Early engagement	Late engagement
1,000,000	\$ 250,000,000.00	\$100,000,000.00	550	220
50,000	\$ 12,500,000.00	\$ 5,000,000.00	27.5	11
30,000	\$ 7,500,000.00	\$ 3,000,000.00	16.5	6.6
25,000	\$ 6,250,000.00	\$ 2,500,000.00	13.75	5.5
20,000	\$ 5,000,000.00	\$ 2,000,000.00	11	4.4
15,000	\$ 3,750,000.00	\$ 1,500,000.00	8.25	3.3
10,000	\$ 2,500,000.00	\$ 1,000,000.00	5.5	2.2
5,000	\$ 1,250,000.00	\$ 500,000.00	2.75	1.1
1,000	\$ 250,000.00	\$ 100,000.00	0.55	0.22
500	\$ 125,000.00	\$ 50,000.00	0.275	0.11
100	\$ 25,000.00	\$ 10,000.00	0.055	0.022
Assumes that each Million creates 2.2 jobs based on additional retail spending				

\*For the past 19 years, the levels of Real Retail and Food Services Sales and Total Nonfarm Payrolls have had a +0.96 correlation.

## Sample Press Release

### FOR IMMEDIATE RELEASE

**Press contact:** Eve Pytel, cell: 773-344-1739, [epytel@mayorscaucus.org](mailto:epytel@mayorscaucus.org)

### ENERGY SAVINGS PROGRAM TO REDUCE ENERGY RATES AND POLLUTION SAVING AVERAGE HOUSEHOLD \$250

Chicago, IL (October 4, 2011) – [Your Community], The Metropolitan Mayors Caucus Clean Air Counts Campaign and Energy Choices kicks off Energy Savings Program to help residents and businesses immediately take advantage of low energy rates while reducing smog forming pollution.

“This program is what we need to help residents hard hit in a sluggish economy save money. Residents from my community now have the option to save \$250 off their electric bill and reduce pollution. Having extra money to spend will take some of the pressure off residents and promote job growth.” Said [official]. “If all eligible households in Illinois signed up STARTING in October we could start putting \$1.9 million PER DAY back into the local economy.”

On September 19<sup>th</sup> the Metropolitan Mayors Caucus Executive Board unanimously approved plans to offer the money-saving, pollution-busting program through its Clean Air Counts program.

“The Energy Savings Program allows our residents to save money as soon as they get their first bill after signing up. In addition, all participating households are entitled to 4 CFL light bulbs so that not only are participants paying less for energy, they are also using less energy. Reducing energy use is central to the mission of the Clean Air Counts program,” said [elected official].

The program is designed such that residents and businesses can easily switch over at [www.cleanaircounts.org](http://www.cleanaircounts.org). Residents should have their ComEd Bill in hand when they go to the website, because the bill includes important information for signing up, such as their account number. The Energy Savings Program package includes the option of either receiving 4 compact fluorescent light bulbs or choosing to donate them to Energy Choices’ program that distributes the high efficiency bulbs at Chicago area food pantries. “Energy Choices believes in helping those struggling to feed their families to lower their living costs by reducing their electric bill,” said Craig Schuttenberg, Vice President of Energy Choices.

Clean Air Counts is a program of the Metropolitan Mayors Caucus and is made possible through the support of The Chicago Community Trust, John D. and Catherine T. MacArthur Foundation, and the U. S. Environmental Protection Agency.

## Pay Less for Energy through the Clean Air Counts Energy Savings Program

What can save you up to \$250 over two years and reduce pollution? The Clean Air Counts Energy Savings Program, of course. Sign up now at [www.cleanaircounts.org](http://www.cleanaircounts.org)

The Energy Savings Program (ESP) allows you to pay less for your energy guaranteed through 2013 by providing energy at a lower cost. The only differences are that your ComEd bill will state that the energy is supplied by Integrys and the amount you pay will be significantly lower.

In addition to paying less, all households will be able eligible to receive 4 CFL light bulbs. These light bulbs use a 25% of the energy than 60 watt bulbs and can last up to 10 times longer. If installed the 4 CFLs will save you \$40 this year.

To get the maximum cost benefit from these bulbs, they should be used in fixtures that are left on for hours at a time – like outdoor lanterns or security floodlights, hallways, landings, or your most lived-in rooms.

Benefits of energy-efficient lighting practices include:

- Reduced emissions of nitrogen oxide, carbon dioxide, and sulfur dioxide into the environment for better air quality
- Improve electricity system reliability
- Reduced electrical and cooling loads in buildings
- Lower electricity costs (roughly 10-15%)
- Lower maintenance costs
- More appropriate lighting levels
- Natural lighting is aesthetically pleasing

Sign up to reduce your energy costs and find out how you can make Clean Air Count by visiting [www.cleanaircounts.org](http://www.cleanaircounts.org). Make your home and/or community a leader at making our air cleaner, our quality of life better and our home climate more inviting.

Clean Air Counts is a six-county Chicago regional initiative of the Metropolitan Mayors Caucus, the U.S. Environmental Protection Agency – Region V, City of Chicago and Illinois EPA. It seeks significant reductions in smog-forming pollutants and energy consumption.

Clean Air Counts is made possible through the support of The Chicago Community Trust, John D. and Catherine T. MacArthur Foundation, and the U. S. Environmental Protection Agency.

## Myths and Facts about Buying Residential Energy Purchase



Myth: All households in Northern Illinois must purchase electrical energy from ComEd.

Fact: Since 2010 residential customers have had the opportunity to purchase electricity from third party suppliers rather than ComEd. In most cases this has saved households money on their electric bill.

Myth: ComEd has the best priced energy that a household can buy.

Fact: Third party electricity, if purchased correctly, can cost 20% less than ComEd's current price resulting in significant savings. The Energy Saving Program (ESP) guarantees that you save every month over ComEd's rates through June 2013, when this round of contracting ends.

Myth: Purchasing energy through a third party provider, such as the ESP, will cause ComEd not to respond to power outages at my house.

Fact: It doesn't matter to ComEd who supplies your electrical energy. ComEd remains the meters, wires and billing company and will respond just as they have in the past to power outages. They have to treat all customers equally.

Myth: Purchasing energy through a program from a third party provider, such as the ESP, requires a credit check.

Fact: Some programs require credit check – but not the ESP. The ESP does not require a credit check and no current ComEd customer will be rejected for any reason.

Myth: Purchasing power from a third party provider requires providing very personal information, such as one's social security number.

Fact: This may be true with some third party suppliers, but the ESP requires only the information contained on your ComEd bill, your email address and phone number, so our supplier can get in touch with you if necessary.

Myth: Because the energy-saving CFLs contain mercury and they put my family at risk.

Fact: Homes are not at risk if CFLs are handled with the proper care. For comparison, a mercury thermometer has 100 times the mercury as one CFL. While the amount of mercury in a CFL is very little,

they should still be disposed of correctly and recycled if possible. See ([http://www.energystar.gov/ia/partners/promotions/change\\_light/downloads/Fact\\_Sheet\\_Mercury.pdf](http://www.energystar.gov/ia/partners/promotions/change_light/downloads/Fact_Sheet_Mercury.pdf))

Myth: Choosing a reputable third party electricity provider is difficult and time consuming.

Fact: Joining the ESP is easy. You sign up on line ([www.integrysenergy.com/](http://www.integrysenergy.com/) XXXX – when Integrys tells us) and it only takes about 5 minutes. Please have your ComEd bill in hand as you will need your ComEd account number.

Myth: It takes four to eight months to switch electricity supply for my house and start saving on my bill.

Fact: If your community is investigating municipal aggregation, you won't experience any savings until August 2012 at the earliest. On the other hand, with the ESP you can start saving as soon as your next ComEd billing period. You'll save the most per month from now through June 2012. As a result, joining the ESP now maximizes your household savings.

Myth: As more people switch to third party supply, ComEd's rates will drop.

Fact: Actually, ComEd's rates may rise as more people switch to third party supply. ComEd has committed expensive power purchases well above today's market rates. If enough people switch to third party supply, rates for those customers still with ComEd will rise because the expensive electricity supply is spread over fewer customers.

Myth: Switching to third party supply results in receiving multiple bills each and every month, including one from the electricity supplier.

Fact: While this is true with some suppliers, the ESP's provider, Integrys Energy Services, incorporates their charges in the same, familiar monthly bill you receive from ComEd. The only difference is that you will be paying less each and every month than if ComEd was your electricity supplier. This not only makes keeping track of which bills to pay easier, but it also allows you to see how much you are saving each month.