

Home Comfort

free and easy with programmable thermostats

A better-living idea brought to you
by **Con Edison**.

www.conEd.com/cool
1 (866) 521-8600



This offer is available only to residential and residential religious customers with central air-conditioning in Con Edison's service area.

Residential Direct Load Control

- Eligible residential customers must have an operational central air-conditioning (cac) system.

And

- Agree to allow Con Edison to adjust the operation of their cac unit during NY-ISO EDRP or local network events.

Residential Direct Load Control



- Recruitment
 - Direct Mail
 - Print advertisement
 - Telemarketing
- Installations
 - 5,268 thermostats

Marketing

	Cumulative		Westchester		Staten Island		Queens		Brooklyn		Bronx		Manh
	Week		Week		Week		Week		Week		Week		Week
	11/13/2002	Ending	Cum	Ending	Cum	Ending	Cum.	Ending	Cum.	Ending	Cum.	Ending	Cum.
MARCOM													
Direct Mail		3282		1272		1240		450		232		62	
Telemarketing	139	2474		755		1249	139	470		0		0	
Friend/Neighbor	11	577	3	133	6	357	1	55	1	27		4	
Other	3	495	1	174	2	227		54		24		10	
Pennysaver	82	480	81	466		10		1		0	1	3	
Marketeer	72	428		7	72	420		1		0		0	
NY Daily News		351		68		147		65		45		22	
Door Hanger		351		41		142		129		36		2	
Staten Island Advance - Insert		309		1		306		1		0		0	
Con Edison Customer News	1	212		92	1	69		28		13		6	
West. Journal News - Insert		165		159		6		0		0		0	
Con Edison Website		115		30		33		17		15		5	
Westchester Journal News		101		99		1		0		0		1	
Staten Island Advance		88		1		84		0		2		1	
NY Daily News - Insert		49		7		13		12		11		5	
Circular Bag	17	49		0		0	16	46	1	1		1	
Employee Letter		43		15		18		5		2		3	
Newsday Insert		2						2					
Keyspan		2								1		1	
Total	325	9573	85	3320	81	4322	156	1336	2	409	1	126	0

Installations

					Installs		MW	
	Leads	Applications	Field Visits	Customers	Thermostats	Reduction		
Operating Area								
Westchester	3,320	3,295	1,927	1,601	2,138		2.57	
Staten Island	4,322	4,293	2,748	2,098	2,248		2.70	
Queens	1,336	1,319	722	484	545		0.65	
Brooklyn	409	394	294	190	237		0.28	
Bronx	126	121	82	51	71		0.09	
Manhattan	60	43	30	15	29		0.03	
Total	9,573	9,465	5,803	4,439	5,268		6.32	

Impact Analysis

August 14 EDRP Event		Hr. ending	Hr. ending	Hr. ending	Hr. ending	Hr. ending		
		hour14	hour15	hour16	hour17	hour18	Average	Total
Number of installations	1,752							
Baseline Duty Cycle (August 13th)		0.6380	0.6930	0.7260	0.7490	0.7380	0.7088	
EDRP Event Day Duty Cycle		0.3810	0.4460	0.4800	0.5260	0.5410	0.4748	
Per unit kW load reduction w/ overrides		1.1643	1.1385	1.0733	0.9789	0.8593	1.0428	
Cumulative overrides		4.9%	9.3%	14.9%	21.7%	27.1%	13.0%	
Free Riders		4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	
Total kW load reduction w/ overrides		2,040	1,995	1,880	1,715	1,505	1,827	
Total kWh saved w/ overrides								9,135