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September 19, 2016

VIA FEDERAL EXPRESS and  
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Board of Public Utilities  
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**RE:** Communication Plan to Promote Behind-the-Meter Solar Generation  
In the Matter of the Merger of Exelon Corporation and Pepco Holdings, Inc.  
BPU Docket No. EM14060581

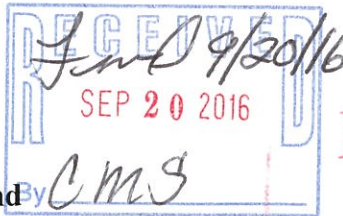
Dear Secretary Asbury:

The undersigned is Assistant General Counsel to Atlantic City Electric Company ("ACE" or the "Company") in connection with the above docketed matter.

By letter dated March 24, 2016, Exelon Corporation ("Exelon") and Pepco Holdings, Inc. ("Pepco Holdings"), as Joint Petitioners, provided notice to the Board of Public Utilities (the "Board") that the merger transaction had been completed.

Attached for filing is ACE's Communications Plan to Promote Behind-the-Meter Solar Generation for New Jersey (the "Communications Plan") in accordance with the Company's commitment in Paragraph No. I.7 of the written agreement among Exelon, Pepco Holdings and The Alliance for Solar Choice ("TASC"), dated November 16, 2015.

The Communications Plan outlines the enhanced communications ACE will engage in to proactively promote installation of behind-the-meter solar generation in its New Jersey service territory. It includes measures to utilize the Company's website and bill inserts to provide public service information useful to businesses and individuals that may be interested in installing solar generation, as well as inform customers about the capabilities of the net energy metering program.



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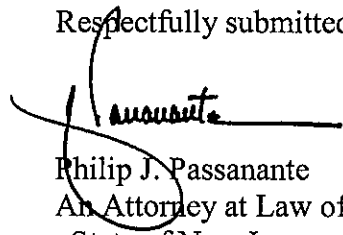
Irene Kim Asbury, Esquire  
September 19, 2016  
Page 2

ACE will share the Communications Plan with interested parties for their comment at a Solar Stakeholder Collaborative to be held at ACE's Regional Office (5100 Harding Highway, Mays Landing, New Jersey 08330) on Tuesday, October 4, 2016. Topics for discussion include current and planned communication tools and tactics, and key messages and topics to be communicated, including the overall benefits of solar. These ideas will be discussed further with the Solar Advisory Council and implemented based upon further discussion.

Three conformed copies of this correspondence and the Communications Plan are attached.<sup>1</sup>

Thank you for your cooperation and courtesies. Feel free to contact me with any questions.

Respectfully submitted,

 /jpr  
Philip J. Passanante  
An Attorney at Law of the  
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cc: Cynthia Covie, Esquire, BPU (electronic mail and overnight courier)  
Secil Uztetik Onat, BPU (electronic mail and overnight courier)  
Marisa Slaten, Esquire, BPU (electronic mail and overnight courier)  
Service List

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<sup>1</sup> This filing has been made consistent with the Board's Order Waiving Provisions of N.J.A.C. 14:4-2, N.J.A.C. 14:17-4.2(a), N.J.A.C. 14:1-1.6(c), and N.J.A.C. 14:17-1.6(d), issued on July 29, 2016 in connection with *In the Matter of the Board's E-Filing Program*, BPU Docket No. AX16020100.

# Behind-the-Meter Generation Promotion – Communications Plan for New Jersey



An Exelon Company

**Dated:** August 29, 2016

## Overview

In conjunction with the Exelon/Atlantic City Electric Company (“ACE” or “Atlantic City Electric”) Merger in New Jersey, ACE committed the following:

- Atlantic City Electric shall develop an enhanced communication plan to proactively promote installation of behind-the-meter solar generation in its New Jersey service territory.
- Included in the plan will be measures to utilize the ACE website and bill inserts to provide public service information useful to businesses and individuals that may be interested in installing solar generation as well as informing customers as to the capabilities of Atlantic City Electric’s net energy metering (“NEM”) program.
- Atlantic City Electric will share its enhanced communication plan with interested parties for their comment within six (6) months after Merger closing.

This plan outlines some of the enhanced communications that ACE will engage in to proactively promote installation of behind-the-meter solar generation, and inform customers about the capabilities of Atlantic City Electric’s NEM program in New Jersey, in support of this commitment.<sup>1</sup>

These communications will be in addition to the communications and outreach ACE has conducted in recent years to educate stakeholders about the renewable generation interconnection and NEM application process.

## Communication Objectives and Strategy

Proactively promote the installation of behind-the-meter solar generation and inform customers about Atlantic City Electric’s NEM program. The strategy will include:

- Increase ACE advocacy of solar and renewable energy throughout the service territory.
- Ensure seamless availability of information on Atlantic City Electric’s website.
- Distribute renewables-related information and NEM program information through Pepco Holdings communication channels.

## Timeline

- Merger close plus six (6) months, i.e., September 23, 2016 –share this plan with interested parties
- Merger close plus seven (7) months, i.e., October 24, 2016 – incorporate comments received
- Merger close plus eight (8) months, i.e., November 23, 2016 – adjust plan and the added communication tactics begin to be rolled out

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<sup>1</sup> Similar plans are being developed for each of Pepco Holdings’ utilities.

## Behind-the-Meter Generation Promotion -- Communications Plan

### Audiences

- Customers interested in behind-the-meter solar generation
- Contractors who sell and install behind-the-meter solar generation in New Jersey
- New Jersey Board of Public Utilities (the “Board” or “BPU”) Staff
- Participants in BPU Docket No. EM1406058
- Solar industry associations and stakeholder community in New Jersey

### Key Content Themes

- Solar topics to communicate, with input from stakeholders:
  - Benefits of solar generation<sup>2</sup>
    - Saves energy costs, primarily through net metering
    - Protects the planet, through decreased greenhouse gas emissions
    - Increases property values, by adding a premium to the sales price of homes with solar generating systems
    - Creates jobs; more than 142,000 American jobs in the U.S. solar industry in 2013
    - Others
  - Things to consider when considering solar
  - Solar industry information
  - Partnering stakeholder grant opportunities
  - Solar science
  - Eligibility to interconnect
  - Solar generation estimator tool
  - Restricted Circuit Map now available online
  - Acceptable Inverters List now available online
  - Self-service now available through Online NEM Application Portal and Request Customer Usage module
  - Interconnection application process advances
  - Compliance with 20-day issuance of Authorization to Operate after receipt of the interconnection application Part II
- Formation of Atlantic City Electric Solar Advisory Council
  - Duties and benefits
  - Sign up
- For more information, visit [atlanticcityelectric.com/GPC](http://atlanticcityelectric.com/GPC)

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<sup>2</sup> <http://energy.gov/energysaver/articles/what-can-solar-do-you>

## Behind-the-Meter Generation Promotion -- Communications Plan

### Communication Tactics

- New Jersey BPU informational filing of this plan
  - File by September 23, 2016
- Post information on Atlantic City Electric's Green Power Connection ("GPC") websites
  - Updates ongoing, with topics to include:
    - Benefits of solar generation
    - Merger commitment information
      - Restricted Circuit Map quarterly updates
      - Acceptable Inverter List quarterly updates
    - Details of the DOEE Solar Affordable Solar low-income grant program for 2016 and other grant programs
    - Targeted components of the United States Department of Energy Clean Energy Savings for All Initiative announced July 19, 2016
    - "Is Solar Right for You?" information
    - Online solar generation estimator tool
    - Storage information
- Atlantic City Electric Bill Inserts
  - Scheduled for December 2016, April 2017, October 2017, and continuing
  - Topics to be determined prior to publication
- Solar Stakeholder Collaborative Meeting
  - Scheduled for October 4, 2016, at ACE's Regional Office, Mays Landing, New Jersey
  - Invitees:
    - BPU Staff
    - Participants in BPU Docket No. EM14060581
    - New Jersey solar community
    - Solar and renewable contractors in New Jersey
  - High-level agenda:
    - This enhanced communication plan, with comments invited from attendees
    - Recent and proposed changes to interconnection application process, with comments invited from attendees
- GPC Webinars
  - Scheduled for November 2016, January 2017, March 2017, May 2017, September 2017
  - Two webinars each round:
    - Monday noon-1:00
    - Thursday 3:00-4:00
  - Educate on new NEM programs, interconnection process advances and other topics in the Key Content section above
- Industry Conference Presentations or Sponsorships
  - Present topic of interest to the audience
  - Consider sponsorship
    - MDV-SEIA Solar Focus Conference, November 16 - 17, 2016, Washington, D.C.
    - National Town Meeting on Smart Grid, July 25 - 27, 2017, Washington, D.C.
    - SEPA Utility Solar Conference, April 24 - 26, 2017, Tucson, AZ
    - Others as identified

## Behind-the-Meter Generation Promotion -- Communications Plan

- Community Outreach Events
  - Table at events as identified, to share information on solar and the renewable generator interconnection process
  - Scheduled:
    - Building Energy Summit, March 2017
    - Earth Day Events, April 22, 2017
    - Others as identified
  
- Face-to-Face Meetings
  - Meet with contractors
    - Gather comments on ACE's renewable small generation interconnection process
    - Educate on interconnection processes, available grants, and industry opportunities
  
- Atlantic City Electric Solar Advisory Council
  - Meet twice a year to review and offer comments on renewable interconnection processes
    - Scheduled: March 2017 and September 2017
  - Seek comments via email on topics to promote, plus review proposed bill inserts before they are published

In the Matter of the Merger of Exelon Corporation  
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BPU Docket No. EM14060581

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