First Quarter 2014 Performance

Presentation to the EEAC by the PAs

May 13, 2014
Quantitative Review
Electric Q1 Achievement Summary

YTD Preliminary Actuals as a Percent of Plan Goal

- **Sum of Participants**: 64% Residential, 29% Low-Income, 29% Commercial & Industrial, 63% Total
- **Sum of Total Spend**: 20% Residential, 16% Low-Income, 10% Commercial & Industrial, 14% Total
- **Sum of Capacity (kW)**: 24% Residential, 18% Low-Income, 11% Commercial & Industrial, 14% Total
- **Sum of Energy (annual MWh)**: 27% Residential, 26% Low-Income, 9% Commercial & Industrial, 14% Total
- **Sum of Energy (Lifetime MWh)**: 35% Residential, 29% Low-Income, 8% Commercial & Industrial, 12% Total
Gas Q1 Achievement Summary

YTD Preliminary Actuals as a Percent of Plan Goal

- Residential
- Low-Income
- Commercial & Industrial
- YTD as % of Planned

<table>
<thead>
<tr>
<th>Category</th>
<th>Residential</th>
<th>Low-Income</th>
<th>Commercial &amp; Industrial</th>
<th>YTD as % of Planned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sum of Participants</td>
<td>83%</td>
<td>21%</td>
<td>38%</td>
<td>14%</td>
</tr>
<tr>
<td>Sum of Total Spend</td>
<td>82%</td>
<td>22%</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Sum of Annual Therms</td>
<td>32%</td>
<td>26%</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>Sum of Lifetime Therms</td>
<td>25%</td>
<td>25%</td>
<td>6%</td>
<td>15%</td>
</tr>
</tbody>
</table>
Electric Cumulative Statewide % of 2013 + 2014 Planned Goal

Cumulative Statewide Achievements as Percent of 2013 & 2014 Planned Goal

- Sum of Participants: 94% Residential, 88% Low-Income, 85% Commercial & Industrial, 94% YTD as % of Planned
- Sum of Total Spend: 65% Residential, 54% Low-Income, 51% Commercial & Industrial, 65% YTD as % of Planned
- Sum of Capacity (kW): 56% Residential, 61% Low-Income, 51% Commercial & Industrial, 56% YTD as % of Planned
- Sum of Energy (annual MWh): 68% Residential, 71% Low-Income, 51% Commercial & Industrial, 68% YTD as % of Planned
- Sum of Energy (Lifetime MWh): 84% Residential, 76% Low-Income, 51% Commercial & Industrial, 84% YTD as % of Planned
Gas Cumulative Statewide % of 2013 + 2014 Planned Goal

Cumulative Statewide Achievements as Percent of 2013 & 2014 Planned Goal

- **Sum of Participants**
  - Residential: 93%
  - Low-Income: 94%
  - Commercial & Industrial: 94%
  - Total: 93%

- **Sum of Total Spend**
  - Residential: 62%
  - Low-Income: 56%
  - Commercial & Industrial: 33%
  - Total: 52%

- **Sum of Annual Therms**
  - Residential: 77%
  - Low-Income: 94%
  - Commercial & Industrial: 41%
  - Total: 61%

- **Sum of Lifetime Therms**
  - Residential: 75%
  - Low-Income: 91%
  - Commercial & Industrial: 39%
  - Total: 57%
### 2014 Comparison to 2012 and 2013 Q1 YTD

#### Electric

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spending</td>
<td>$56,162,044</td>
<td>$59,459,601</td>
<td>$70,992,942</td>
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<tr>
<td>Annual MWh</td>
<td>119,993</td>
<td>129,063</td>
<td>178,873</td>
</tr>
<tr>
<td>Lifetime MWh</td>
<td>1,323,423</td>
<td>1,307,650</td>
<td>1,626,926</td>
</tr>
</tbody>
</table>

#### Gas

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spending</td>
<td>$19,051,345</td>
<td>$23,757,322</td>
<td>$28,226,819</td>
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<tr>
<td>Annual therms</td>
<td>2,640,960</td>
<td>3,030,918</td>
<td>4,814,261</td>
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<tr>
<td>Lifetime therms</td>
<td>40,371,460</td>
<td>49,849,017</td>
<td>46,552,446</td>
</tr>
</tbody>
</table>

**Note:** Percentages from year to year reflect increasing overall goals; thus, as shown above, equal or lower percentages do not necessarily translate to equivalent or lower savings.
Electric Annual Savings

Electric Statewide Annual Savings (MWh) Compared to Goal

- Residential: 96,972
- Low-Income: 7,105
- Commercial & Industrial: 74,795
- Total: 178,873
Electric Lifetime Savings

Electric Statewide Lifetime Savings (MWh) Compared to Goal

- Residential: 680,595
- Low-Income: 74,931
- Commercial & Industrial: 871,400
- Total: 1,626,926
Electric Spend

Electric Statewide Spend Compared to Goal

<table>
<thead>
<tr>
<th>Category</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>$33,159,464</td>
</tr>
<tr>
<td>Low-Income</td>
<td>$8,795,077</td>
</tr>
<tr>
<td>Commercial &amp; Industrial</td>
<td>$29,038,401</td>
</tr>
<tr>
<td>Total</td>
<td>$70,992,942</td>
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</tbody>
</table>
Gas Lifetime Savings

Gas Statewide Lifetime Savings (Therms) Compared to Goal

- Residential: 30,282,986
- Low-Income: 6,961,771
- Commercial & Industrial: 9,307,689
- Total: 46,552,446
Gas Spend

Statewide Gas Spend Compared to Goal

- Residential: $19,324,790
- Low-Income: $4,953,927
- Commercial & Industrial: $3,948,101
- Total: $28,226,819
Qualitative Review
Council Priorities- Highlight on Priority 2

Priority: Achieve C&I Savings and Benefits Goals

- Focus in Q1 on CHP, segmentation, deeper savings, new technology, additional vendors, productivity
- Actively exploring strategies to expand offerings, enhance strategies and to encourage consistent participation throughout the year
- Additional efforts in Q1 for C&I savings achievement included: consistent statewide municipal initiative, small business training in Western Mass, Main Street deployments, and CLC’s full scale installation of its LED streetlight initiative
Council Priorities- Highlight on Priority 3

Priority: Improve Customer Access to and Use of Energy Efficiency Programs

- 2014 Mass Save Awareness Campaign was launched in the first quarter- designed to raise awareness
  - Very successful social media promotion focused on omni-directional LED bulbs and advanced power strips
- Continued focus on financing
  - Info on financing adding to all C&I application forms
  - PAs working with DOER to offer financing for added measures via ARRA funding
- Sustained effort on EM&V assists with reaching deeper savings opportunities
- Reaching customers through Efficient Neighborhoods+ SM
The committee worked to upgrade and promote the MTAC section of the Mass Save website with the expectation that this will increase submissions of new product applications and technologies.

The committee evaluated seven new technologies/products in Q1, including: plug load devices, kitchen hood heat recovery, opaque insulation, process and HVAC controls.

RTU controller technology that was approved as a custom energy efficiency measure in March 2013 continues to garner interest among the trade allies and customers, with PAs are noticing a steady increase in the number of projects implementing this technology.

MTAC collaborating and engaged in knowledge sharing with other committees, such as a utility RD&D Policy Working Group at Connecticut Light and Power, helping to ensure consistency and expedite disposition time.
Statewide Marketing and Education

2014 Mass Awareness Campaign was launched in first quarter, communicating that anyone can lower energy bills, and that visiting MassSave.com is the first step; campaign is designed for all sectors, in several languages, and for multiple media channels.

Work on optimization of digital channels to drive traffic to site and provide relevant information to customers.

MassSave.com is now mobile device friendly.

The Residential Education Working Group staffed a booth at the National Science Teachers Association’s Annual Convention and promoted the PAs’ NEED teacher trainings and PA specific offerings.