Third Quarter Qualitative Results

Presentation to the EEAC

December 14, 2010
Highlights of the Third Quarter

- Multi-Family Market Integrator went live on July 15th.
- Financing/funding efforts continue with some successes.
- EM&V is in full swing - nearly 40 studies underway, more than 30 studies scheduled to begin.
- PAs continue to coordinate efforts, refine best practices & offer integrated services to customers.
Commercial and Industrial Market
Commercial and Industrial (C&I)

- Economy continues to affect customer uptake
- PAs are using new financing options.
- Direct Install projects have both gas and electric measures; administrative processes being refined.
- CHP (Combined Heat & Power)- PAs are close to publishing both an approved list of CHP engineers and contractors and a finalized CHP Guidebook.
C&I Working Group plans continual program design modifications; focus on…

- Long term customer engagement (multi-year work plans)
- Integrated gas and electric solutions
- Joint whole-building assessments and technical studies.
- Overcoming customer barriers
- Identifying untapped markets and emerging technologies
- Refining program marketing and delivery by testing different approaches.
- Targeting appropriate market segments for CHP using the Market Characterization Study.
Residential Market
Residential Market

- Participation rates vary due to weather and economic concerns.
- PAs continue to provide training.
- Ongoing program changes:
  - “Harder to Reach” – new marketing efforts
  - “Go Deeper” - enhanced implementation model
  - Rebate changes - highest efficiency technology
Low Income

- ARRA and DOE funding has continued to affect YTD spending and savings for many PAs.
- Non-PA funding will allow more low-income customers to be served overall.
- PAs, LEAN, and CAP agencies are working to use as much utility funding as possible by year’s end.
- Mixed results for Low Income Multi-Family Retrofit.
- Funding reallocation for some PAs reflects that the primary fuel source for most multi-family housing is natural gas.
R&D, Pilots and Other
R&D and Pilots

- Pilots continued to progress in Q3; will continue for 2011 with minor changes.
- Extensive Deep Energy Retrofit pilot marketing has increased applicants - long project timelines push 2010 targets into 2011.
- Residential New Construction – Major Renovation reports 28 active projects.
- Community based outreach pilots - audits begin in New Bedford; Chelsea and Chinatown begin soon.
The 10th Annual GasNetworks® Training for Heating Contractors was held on September 23rd at the Lantana in Randolph, MA. Over 400 heating and HVAC professionals attended this flagship event, along with over 25 exhibitors.
Other

- Statewide Marketing and Advertising continues - additional website enhancements, extensive Red Sox and HGTV Green Home campaigns, and Community Outreach events.
- PAs continue to partner with local government, businesses, and community organizations to promote the full range of energy efficiency programs and services.