COVID-19 Implementation Update

MA Energy Efficiency Advisory Council
July 15, 2020
Agenda

- Back to Work Procedures & Protocols
- Customer Attitudes & Preferences
- Impacts and Expectations
- Priority Activities

- Appendix
  - COVID-19 Activity Summary
Back to Work Procedures & Protocols

- Health & Safety Training
  - Residential – June 2
  - Multifamily/C&I – June 11

- Health & Safety Requirements
  - PPE, QA/QC process, COVID positive notification process
  - Developed by industry experts
  - Incorporates feedback loop with contractor community
  - Adjustments/accommodations made continuously (e.g., masks, coveralls)

- Experience to Date
  - Resumption of on-premise activity
    - Residential – June 1 - exterior weatherization, June 15 – interior weatherization
    - C&I – mid-June
Customer Attitudes & Preferences

Recent Survey Results\textsuperscript{1,2}

- 73% of consumers are not comfortable going back to “regular” out-of-home activities.
- 51% of households believe finances will be impacted 4 or more months.
- 65% believe the economic recovery will take at least 6 more months and stagnate thereafter at best.
- 40% of consumers becoming more mindful of where they spend money.
- 31% of consumers switching to less expensive products to save money.
- 43% MA businesses say COVID-19 has had a large negative effect.
- 45% of MA businesses believe it will take more than 6 months before business returns to normal level of operations (9% believe it will never return to normal).

Implications for Energy Efficiency

- Increased financial constraints -- reluctance to invest in energy efficiency.
- Increased H&S concerns -- reluctance to allow on premise activity and increased interest in operational changes that increase energy usage.

\textsuperscript{2} US Census Bureau, Small Business Pulse Survey, June 29, 2020.
## Impacts and Expectations

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<thead>
<tr>
<th>Impacts</th>
<th>Expectations</th>
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<tr>
<td>1/3 of year under “suspension”</td>
<td>Currently managing pent up demand (pre-suspension audits/assessments</td>
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<td>Maximized available opportunities through virtualization and enhanced</td>
<td>Not enough time remaining this year to fully recoup lost productivity</td>
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<td>incentives</td>
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<td>Increased cost of savings in near-term</td>
<td>Still evaluating the long-term impact – depends heavily on shifting</td>
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<td>Customer economic concerns an increasing barrier</td>
<td>consumer/business attitudes and economic impacts and priorities</td>
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<td>Could see future shift in delivery models to accommodate customer</td>
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<td>preferences / concerns</td>
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Priority Activities

- **Residential**
  - Enhanced financial supports
    - 100% incentives for recommended weatherization work
    - Increased incentives for refrigerator and freezer recycling
  - Re-prioritizing opportunities
    - Customer marketing and outreach on open weatherization contracts
    - Customer outreach around increased time at home and ways to save through cooling opportunities and other summer savings tips

- **Commercial & Industrial**
  - Enhanced financial supports
    - 100% incentives for small business direct install measures
    - Increased incentives for many upstream products including food service, HVAC (A/C, HP), and lighting
  - Re-prioritizing opportunities
    - Harvesting stalled pre-suspension opportunities
    - Helping customers mitigate increased energy usage from HVAC system or operational changes (ESPO)
APPENDIX: COVID-19 Activity Summary

- **MassSave.com COVID-19 Related Page Views**
  - COVID-19 Updates ~9,000
  - Contractor Resources ~1,600
  - Webinars and Events ~1,225
  - Customer Resources ~1,850

- **Residential**
  - 7,760 Virtual Home Energy Assessments (VHEAs)
  - 5,798 VHEAs with weatherization recommended
  - 3,801 weatherization jobs in pipeline

- **Commercial & Industrial**
  - ~ 530 Small Business Virtual Energy Assessments (VEAs) completed
    - ~400 new contracts from the VEAs – 75% conversion rate
    - ~800 additional new Small B contracts as a result of enhanced incentive offering
  - ~ 500 Large C&I Virtual Pre-/Post-inspections
Thank you