

C&I Update – Launched this year

July 2019

- Active Demand Reduction
- Equipment & Systems Performance Optimization (ESPO)
- Upstream Kitchen Equipment
- Nonprofit Marketing Development with PowerOptions

Active Demand Reduction – Summer 2019 Recruitment

Electric PAs Launched Active Demand Reduction Offerings



Program Parameters

Devices

Residential
Thermostat
Direct Load
Control

- 13 to 17 events per summer
- 3 hours per event
- **\$25 for signing up**
- **\$20 per year for staying in the program**



C&I
Targeted
Dispatch

- 3 - 8 events per summer
- 3 hours per event
- **\$35/kW-summer**
- Eversource only: Targeted Storage
\$100/kw-summer



Resi & C&I
Daily Dispatch

- 30 - 60 events per summer,
- 2 - 3 hours per event
- **\$225/kW-summer - Residential**
- **\$200/kW-summer – C&I**

Per Order:
Demonstration for 2019
– expect to reach full
offering for 2020



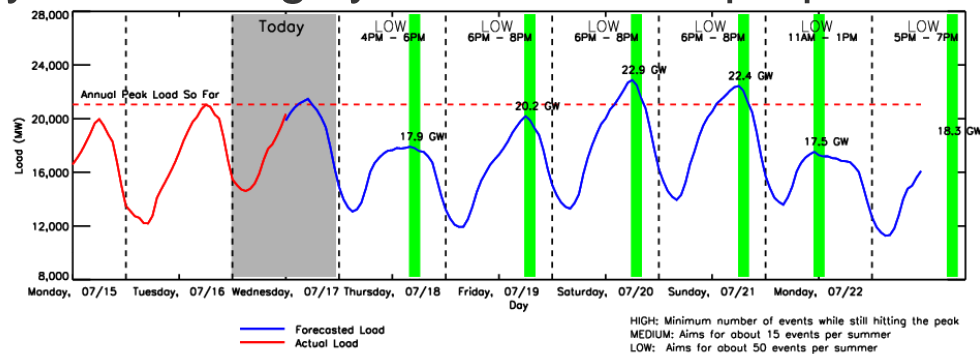
Ready for Summer 2019



- Recruited customers to be ready to respond to events for June 1

PA	Sector	Dispatch Type	Participants	Unit	Projected Performance MW	2019 Filed Performance MW
National Grid	Resi	DLC	9,300 tstats		6.5	5.2
National Grid	C&I	Targeted	414 accts		82.0	66.0
Eversource	Resi	DLC	4,478 tstats		3.1	2
Eversource	C&I	Targeted	172 accts		36.5	30
Eversource	C&I	Storage - Daily	1 Accts		.5	0.5
Eversource	C&I	Storage - Targeted	2 accts		1.7	0.5
Unitil	Resi	DLC	29 tstats		0.020	0.093
Unitil	C&I	Targeted	3 accts		0.675	0.2

- Developed and refined forecasting and backend systems to be ready to call events for June 1
- Dynamically forecasting system load and prepared to call events



Equipment & Systems Performance Optimization (ESPO) Launch



HVAC
and Process
Controls
Tuning

Behavioral
and
O&M



Workforce
Development

Continuous
Performance

For all C&I – Small, Medium and Large

Innovation framework drives success from one plan to the next

- 2016-2018 3YP Plan – PAs leverage SEM research and proven innovation framework to identify opportunity and develop offering redesign architecture—
- 2019-2021 3YP— **C&I Strategic Enhancements:** *Expedited Paths to HVAC Optimization including Operations & Maintenance Savings and Retro-Commissioning*
 - Commitment = offering to market by end Q2 2019
 - **Officially launched May 2019!**

Opportunity for redesign- what was



Prior Retro-commissioning Project Pathway

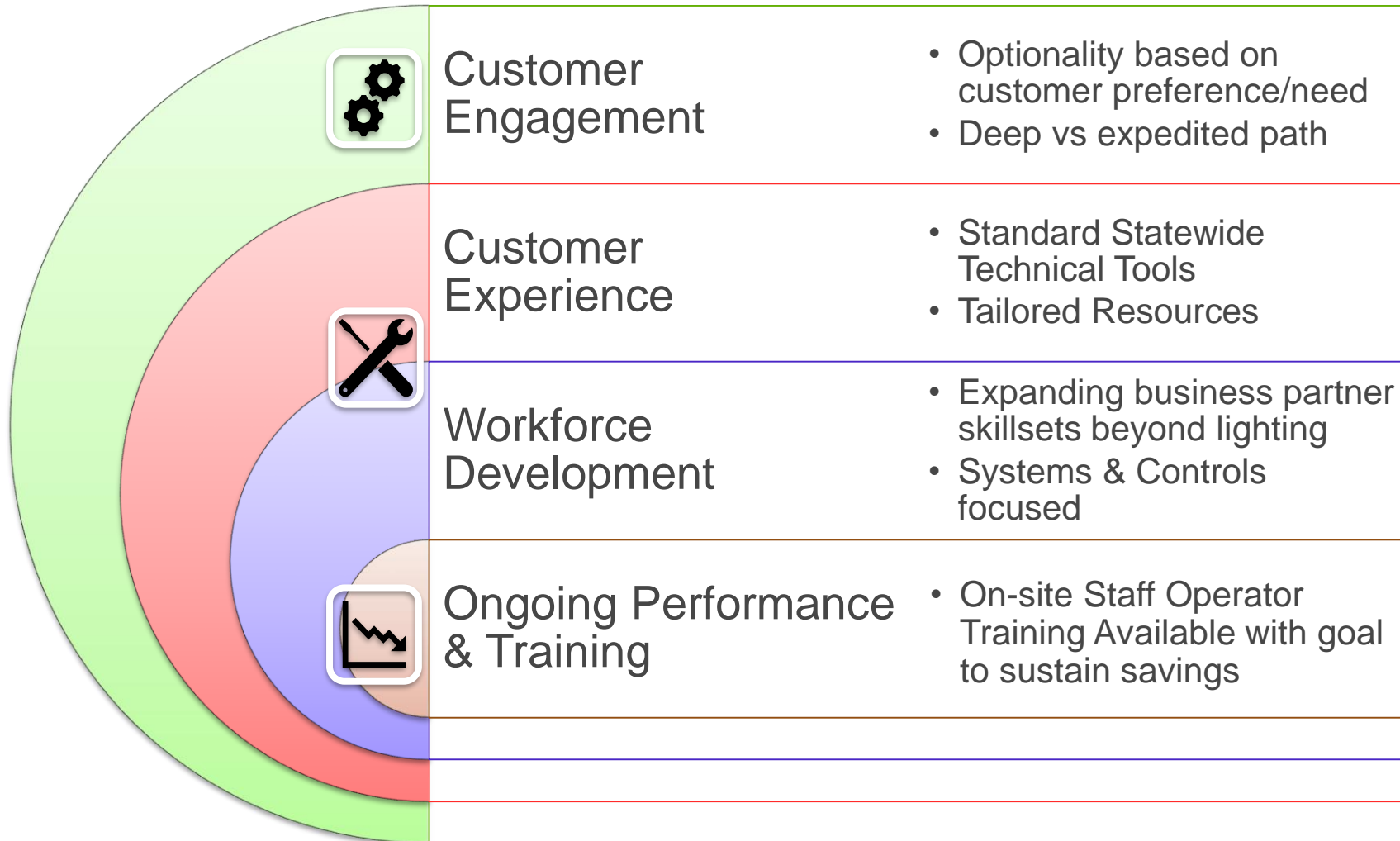


- **Single pathway option**
- **Engagement barriers identified**
- **Participation minimal**
- **P4P Model mismatched with RCx opportunities**

Pay for Performance (P4P)

Incentives paid after confirmation of savings with limited or no upfront support

Enhancements and Innovations to HVAC & Process Controls Offerings



SIMPLE, SINGLE MEASURES

COMPREHENSIVE TUNING –SINGLE SYSTEMS or HOLISTIC



Low Cost Tuning Measures

Cond. Water Reset

Chilled Water Reset

Clean Cond. Coils

Reduce Defrost

Economizer Tuning

Leak Repair

Pressure Reduction

Targeted Systems Tuning

Chiller Plants

Refrigeration

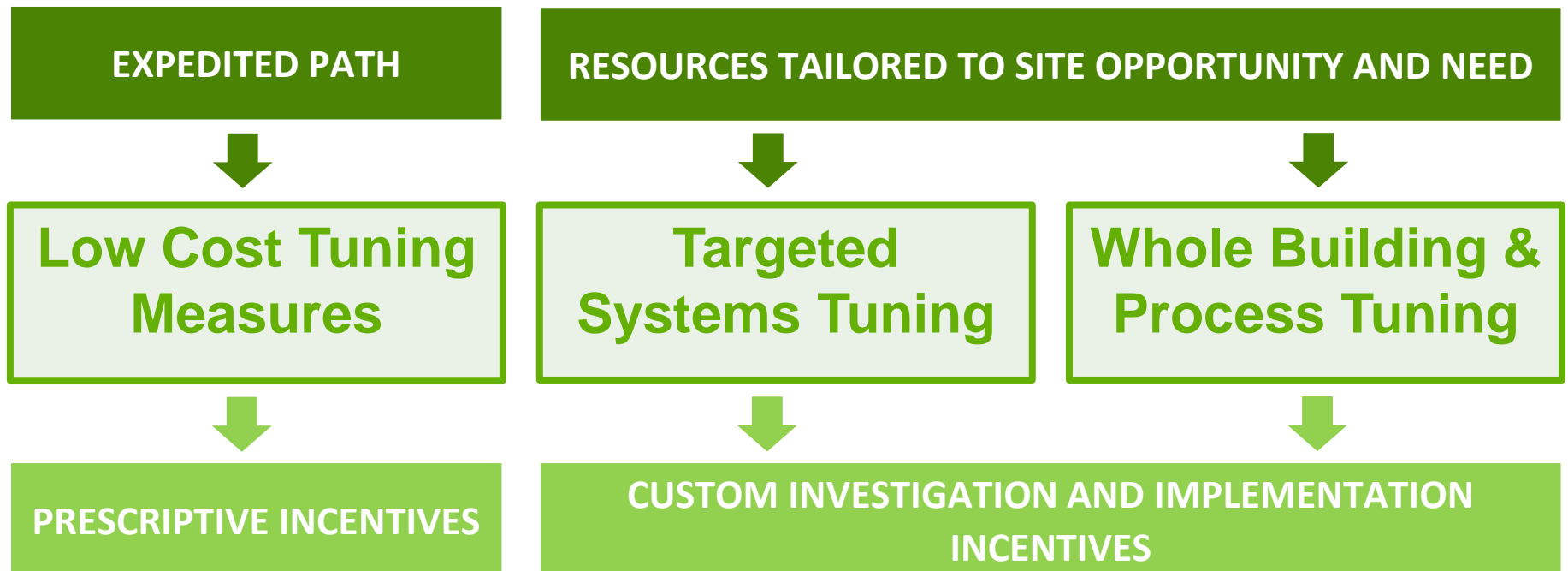
RTUs/AHUs

Compressed Air

Whole Building & Process Tuning

All Building Systems
All Plant Processes

Early PA intervention and customer screening methodology drives appropriately scoped and sized resource allocation and guidance for customers to choose the right pathway



Coordinated, Statewide Launch



2019-2021 3YP

OFFERING LAUNCH

February

Internal PA
Staff
Training

March

Market
Announc-
ement -
Business
Partner
Open
Houses

April

MAEEP
RCx &
MBCx
Training

May

PA ENG
Team
Training

June

Workforce
Program
Training

July

Customer
Marketing
and
Outreach

Mass Save
Website &
Application
Launch

TA
Vendor
Training

Upstream Kitchen Equipment

Changes in 2019



- Columbia Gas began upstream participation in April
- Statewide offering now for all electric and natural gas PA's
- Refrigerators and Freezers added beginning April 1st
 - Incentives from \$100-\$250 depending on volume of unit
- Adding High Efficiency Condensing Units for refrigeration starting August 1st
 - Target audience: foodservice and small grocer/convenience stores

Nonprofit Marketing Development with PowerOptions

PA/PowerOptions Activity to Date



- DPU order states: “The Department encourages the PAs to work with PowerOptions to determine if improved marketing strategies will better reach the non-profit community.” Order at 43
- The PAs and PowerOptions have met three times
- The PAs and PowerOptions have discussed the overlaps of customers, services, and segments and identified areas of collaboration
- Jointly identified two discrete subsegments of the expansive nonprofit segment that we can target together for a tailored marketing approach that complements existing efforts
 - Senior Living Centers
 - Over 250 in Massachusetts
 - Community Health Centers
 - 52 Centers across 300 access site
- PowerOptions and PAs to reach out to all customers in these two target business segments (not just PowerOptions/MNN membership customers)

Initial Targeted Marketing Details



- Why these segments
 - They are generally small to med -sized C&I customers
 - Many with 24/7 load and end uses well beyond just lighting (on-site labs, cafeterias, laundry, large & small HVAC needs, and EMS)
 - PowerOptions survey data indicates they have opportunity to do more energy efficiency
 - PowerOptions survey data indicates why they haven't done more energy efficiency
 - Insufficient time and expertise
 - Limited to no access to capital
- How will we reach these segments
 - PowerOptions Member communications - direct mailings, emails, calls, in-person meetings
 - Use Existing relationships with membership organizations - Commonwealth Purchasing Group (MA League of Community Health Centers), Leading Age of MA
 - Campaign – postcard, email, social media, webinar (co-hosted w/PAs)
 - Case Studies
 - Social media
 - Tradeshows
- Next Steps
 - Develop project outline & schedule



Thank You

