



RESIDENTIAL PRODUCTS
MTM REQUEST

November 15, 2017

Electric Residential Products MTM

Higher than Expected Demand

Spending @ 100%

As of the end of the 3rd Quarter 2017, Unitil has spent 100% of its 3-year Residential Products program budget, and requests approval of an additional \$590K, equivalent to 67% of the approved 3-year budget, in order to meet the higher than planned demand in the program. Core drivers of this increase in activity is demand for upstream high efficiency lighting products and HVAC equipment offerings.

Annual Savings > 100%

Increased Demand has led to increased annual savings. Actual measure mix is favoring shorter-lived measures, so lifetime savings and benefits are not quite as robust

Program	Approved Three Year Plan Budget	2016-2018 Projected (2016 Actual + 2017 Projected + 2018 Estimate)	Additional Budget Requested for Approval	Percent Change from Approved Three Year Plan Budget
Resi Products	\$883,109	\$1,473,109	\$590,000	67% increase

The Company is making no request to change any other approved values in the Plan – not to PI, savings or benefits goals

Activity Drivers

- Residential ENERGY STAR® Lighting initiative
 - More independent retailers participating in the initiative
 - Upstream promotions and targeted points of entry.
 - More promotions for Retail partners
 - Increased participation and competition from manufacturers.
- Residential Electric Heating & Cooling initiative,
 - Upstream offering for ECM circulator pumps has been well adopted by the HVAC and plumbing industry
- Creative Statewide Marketing Approaches
 - The approaches include increasing social media activity, forming local retail partnerships and holding events, and sponsoring retail point-of-purchase promotions

Expected Impact on Savings and Benefits

Unitil Electric 2016-2018												
	ANNUAL SAVINGS (MWh)			LIFETIME SAVINGS (MWh)			BENEFITS (LIFETIME \$000s)			BUDGET (\$000s)		
	2016-18 Approved	2016-18 w/ Proposed Adjustment	% Of Goal	2016-18 Approved	2016-18 w/ Proposed Adjustment	% Of Goal	2016-18 Approved	2016-18 w/ Proposed Adjustment	% Of Goal	2016-18 Approved	2016-18 w/ Proposed Adjustment	% Of Goal
	(a)	(b)	(b)/(a)	(d)	(e)	(e)/(d)	(g)	(h)	(h)/(g)	(j)	(k)	(k)/(j)
Res Sector	5,004 MWh	7,259 MWh	145%	44,762 MWh	56,545 MWh	126%	\$16,206,956	\$17,607,980	109%	\$4,557,726	\$5,147,726	113%
Res Products	3,148 MWh	5,404 MWh	172%	23,073 MWh	34,856 MWh	151%	\$2,756,879	\$4,157,902	151%	\$883,109	\$1,473,109	167%
Portfolio	25,052 MWh	27,308 MWh	109%	282,610 MWh	294,393 MWh	104%	\$55,765,238	\$57,166,261	103%	\$14,517,493	\$15,107,494	104%

This is for informational purposes only to indicate estimated savings and benefits expected to be realized from the increase in funding. The Program is anticipated to remain cost-effective.