



Mass Save[®] Home Energy Services Follow Up

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National Grid
July 2013





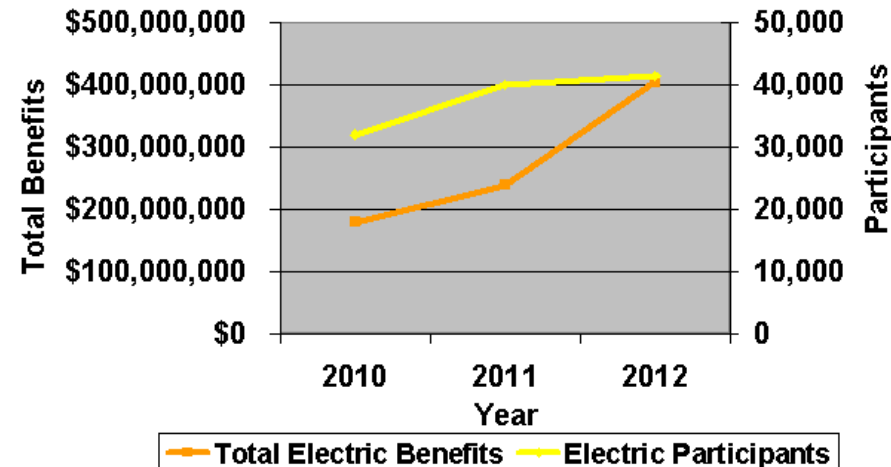
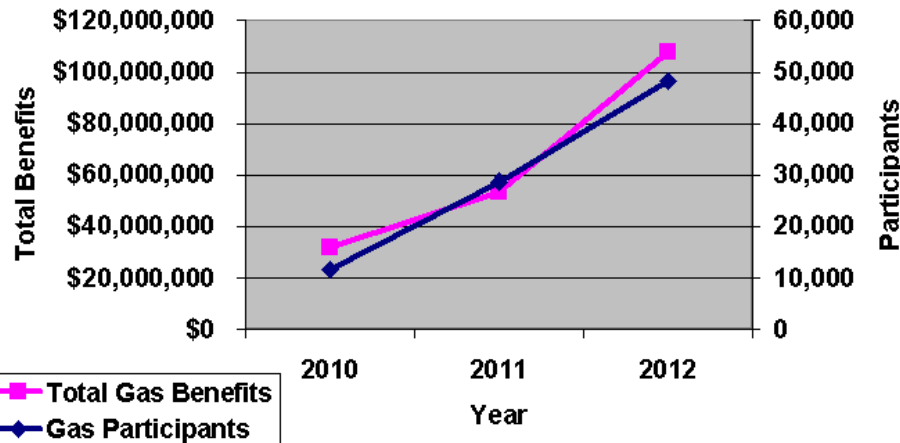
Key Program Statistics

STATEWIDE GAS

Year	Number of Participants	Annualized Savings (MMBTU)	Benefits	Benefits / Participant
2010	11,582	128,667	\$31,791,567	\$2,745
2011	28,728	155,455	\$53,282,494	\$1,855
2012	48,152	350,593	\$107,914,704	\$2,241

STATEWIDE ELECTRIC

Year	Number of Participants	Annualized Savings (MWh)	Benefits	Benefits / Participant
2010	32,029	35,679	\$179,827,654	\$5,615
2011	40,081	35,468	\$238,768,087	\$5,957
2012	41,467	40,771	\$404,423,426	\$9,753



**2012 numbers are preliminary. Finals will be included in the 2012 Annual Reports.

Key Program Definitions

- **Participant:**

- Electric: A participant is defined as a unique electric account served under this program.
- Gas: A participant is defined as a unique gas account served under this program

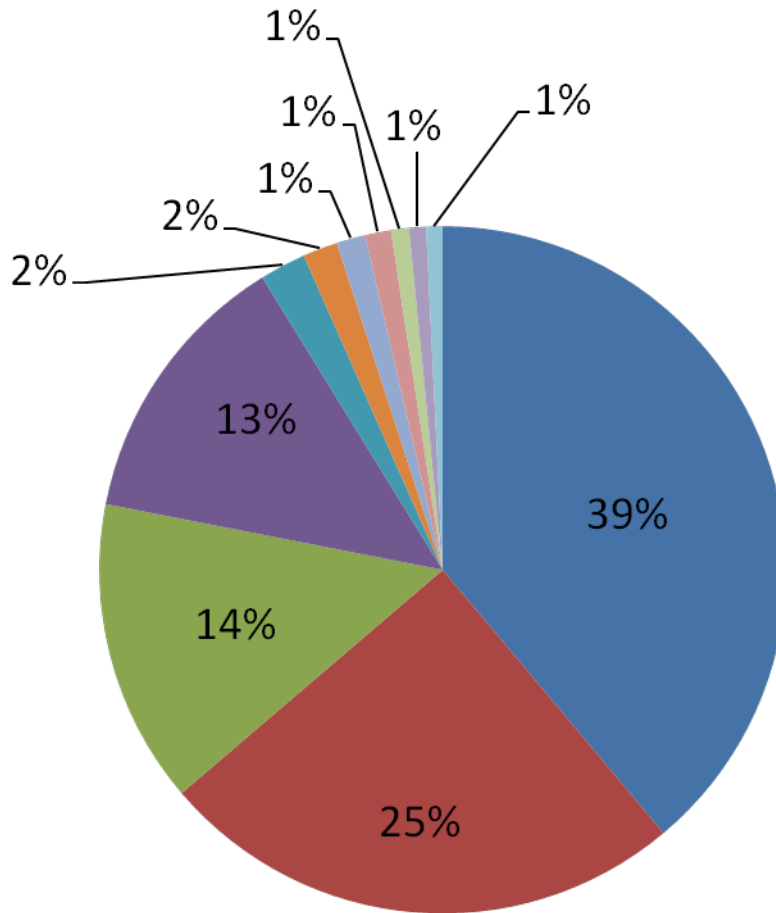
- **Implementation:**

- Installation of any applicable measure as recommended by energy specialist and approved by customer

- **Major Measure Installation:**

- Weatherization, Heating and Hot Water Equipment, Cooling Equipment

Program Marketing Best Practices



**Customer Intake "How Hear"
by Marketing Medium**

- Direct Mail
- Internet/Banner Ad
- Radio
- Bill Insert/Message
- Newspaper Ad
- Email Message
- Event/Outreach
- TV Ad
- Billboard
- PR Newspaper Article
- Others

Sample: 483 customers



Broad Based Marketing

**GET ON BOARD
WITH HOME ENERGY SAVINGS**

**SAVE 75%
on insulation
improvements,
up to \$2,000!**

Get started with a **NO-COST** Home Energy Assessment
866-527-SAVE (7283)
Visit MassSave.com/Onboard for more information and savings opportunities.

mass save NSTAR nationalgrid

Customers must meet program eligibility requirements to participate. Eligibility for rebates & incentives is based on findings from the Home Energy Assessment for qualified measures. Some restrictions apply and offers are subject to change or cancellation.

Put a little sizzle in your savings with generous rebates and incentives on home energy improvements!

- 75% off insulation, up to \$2,000
- Rebates on heating & hot water equipment
- No-cost, targeted air sealing
- 0% financing opportunity
- Much more!

**Schedule a No-Cost Home Energy Assessment
866-527-SAVE | MassSave.com**

Eligibility requirements & restrictions apply

mass save nationalgrid NSTAR


Internet Banner Ads

Billboards



Transit Ads

Radio

 **Click icon to play sample ad**

Word Of Mouth Remains #1 Source of Leads

- Reinforces importance of excellent customer service and quality work
- Also points to importance of contractor network:
 - As mentioned in previous presentation, PAs provide highly subsidized sales and marketing training and marketing collateral to contractors, as requested in contractor surveys.
 - Brochures, post cards, lawn signs, soon to be digital content



**Energy Savings
in Process!**

Participating Contractor Company
617-123-1234

 PARTICIPATING CONTRACTOR





 **This Home
is Saving
Energy!**

Participating Contractor Company
617-123-1234
ContractorCompany.com

 PARTICIPATING CONTRACTOR

EARLY BOILER REPLACEMENT REBATE

Available May 1, 2013 to August 31, 2013



Due to the success of the 2012 program, National Grid and NSTAR will again offer incentives to customers to proactively upgrade their aging boiler.

REBATE DETAILS & CUSTOMER ELIGIBILITY REQUIREMENTS

EARLY BOILER REPLACEMENT REBATE

Available May 1, 2013 to August 31, 2013



Direct your customers to schedule their Mass Save® Site Visit by calling 866-527-SAVE (7283).

CUSTOMER ELIGIBILITY REQUIREMENTS

- Applicant must be a residential customer of a Mass Save Sponsor.
- Applicant must be a Massachusetts resident and have a valid driver's license.
- Applicant must be the owner of the boiler to be replaced.
- Applicant must be a resident of the Town of Adams.
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See reverse side for equipment, registration and rebate details.

sponsored by:



Sponsored by:

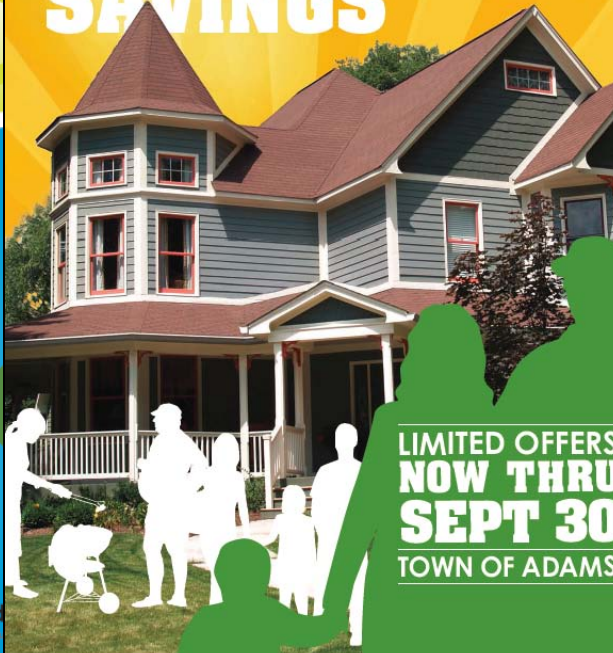


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Mass Save's Efficient Neighborhoods Plus Presents:

YOUR TICKET TO HOME ENERGY SAVINGS

ALL ACCESS INCENTIVES & REBATES



LIMITED OFFERS NOW THRU SEPT 30 TOWN OF ADAMS



1-855-ENE-PLUS



new

ENERGY-EFFICIENCY INCENTIVES

FOR BOSTON DUPLEXES & TRIPLE-DECKERS

Revitalize Your Entire Building

now

WITH RENEW BOSTON

SEE REVERSE FOR MORE DETAILS

june 2013

BPWG Successes 2012-2013

- Development of Group Bylaws
- Prioritization of Group Goals
- Streamlining of Customer Required actions for HES and HEAT loan participation across the state
- Formation of monthly contractor call to communicate BPWG items
- Sharing of Contractor Employee Recognition and Incentives
- Addition of “What’s New in the Industry” portion to the meetings
- Regular PA Updates on pipeline and marketing campaigns

Lead Vendor Process Improvements:

- Improved Energy Specialist / Contractor Communication:
 - Energy Specialist field staff shadowing IICs jobs to improve job scopes
 - Customer FAQ list developed by IICs posted on Mass Save site.
- LVs allocated more resources to field support of contractors on site.
 - Job Shadowing, single point of contact
 - One on one combustion safety training in response to survey of contractor training needs
- Established a process to allow contractors more freedom in adjusting the work scope on the job as necessary, reducing costly time spent on approval of change orders.

EM&V: Highlights and Future Plans

- What was evaluated in 2012?
 - Impact evaluation
 - Air sealing and insulation realization rates (reconciles difference between billing analysis and vendor reported savings)
 - Pre-weatherization initiative
 - HPC process evaluation
- What do PAs see as highlights from most recent HES evaluation?
 - More accurate reporting of all measure savings in 2012 Annual Report
 - Higher gas savings and realization rates in 2012 evaluation compared to 2011
 - Preliminary differences between Lead Vendor and HPC savings
 - PA's standardized a pre-weatherization offering based on recommendations
- What are future HES evaluation plans?
 - Deeper dive into differences between Lead Vendors and HPC savings
 - Revisit realization rate task before the end of the next 3-year plan
 - Efficient Neighborhoods+
- More detail to follow in upcoming Ralph Prah presentation