Residential Multi-Family Deeper Dive

Presentation to the EEAC

August 12, 2014
Agenda

- Customer profile
- Customer experience
- Recent process improvements
- Progress to-date
- Looking ahead
Who Does the Program Serve?

Property owners, property managers, condo associations, and residents

5+ units on the property

Residential or C&I point of entry

NOTE: The initiative does not serve multi-family facilities where at least 50% of the households have income at or below 60% of the State Median Income. Properties fitting this description are served through the Low-Income Program. Multi-family high rise/new construction buildings are served through the New Construction core initiative.
Types of Facilities by Electric PA
Types of Facilities by Gas PA

- Berkshire Gas
- Columbia Gas
- Liberty Utilities
- NGRID
- NSTAR
- Unitil

Legend:
- Other
- Mix
- CO-OP
- CONDO
- APT
## Average Facility

<table>
<thead>
<tr>
<th>Type</th>
<th>Average Square Footage</th>
<th>Average # of Units</th>
<th>Average # of Buildings</th>
</tr>
</thead>
<tbody>
<tr>
<td>APT</td>
<td>29,915</td>
<td>46</td>
<td>3</td>
</tr>
<tr>
<td>CONDO</td>
<td>37,381</td>
<td>45</td>
<td>7</td>
</tr>
<tr>
<td>CO-OP</td>
<td>62,791</td>
<td>108</td>
<td>9.5</td>
</tr>
</tbody>
</table>
Customer Experience:
The Energy Action Plan
Recent Process Improvements

- Multi-family Market Integrator (MMI)
- Expanded marketing
  - On-site at the time of installation (door-to-door, signage, educational material)
  - Targeted for specific markets and measures (e.g. condos, weatherization)
  - Retargeting properties that did not implement all measures
    - Promotes going deeper
    - Builds on positive experiences
MF Project Process: Role of the Multifamily Market Integrator (MMI)

• Provides central point of contact for customers
• Provides initial customer education/orientation
• Triage and dispatch of incoming leads
• Facilitates hand-offs between Res and CI vendors
• Assists with follow-up inquiries from active customers

MMI Calls for Multifamily Program Services

Increase between May 2013 and May 2014

40% INCREASE
## Progress To-Date

### Electric - Multi-Family Retrofit

<table>
<thead>
<tr>
<th>Year</th>
<th>Participants</th>
<th>Annual Savings (MWh)</th>
<th>Lifetime Savings (MWh)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>17,945</td>
<td>17,999</td>
<td>165,494</td>
</tr>
<tr>
<td>2013</td>
<td>29,376</td>
<td>21,134</td>
<td>200,713</td>
</tr>
<tr>
<td>Planned 2014</td>
<td>25,817</td>
<td>16,748</td>
<td>181,172</td>
</tr>
<tr>
<td>Q1 2014</td>
<td>8,085</td>
<td>4,296</td>
<td>45,425</td>
</tr>
</tbody>
</table>

### Gas - Multi-Family Retrofit

<table>
<thead>
<tr>
<th>Year</th>
<th>Participants</th>
<th>Annual Savings (Therms)</th>
<th>Lifetime Savings (Therms)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>10,373</td>
<td>429,313</td>
<td>5,834,545</td>
</tr>
<tr>
<td>2013</td>
<td>9,505</td>
<td>595,369</td>
<td>8,993,044</td>
</tr>
<tr>
<td>Planned 2014</td>
<td>8,688</td>
<td>546,385</td>
<td>9,406,167</td>
</tr>
<tr>
<td>Q1 2014</td>
<td>1,305</td>
<td>53,452</td>
<td>1,076,634</td>
</tr>
</tbody>
</table>

*Includes residential multi-family retrofit savings only. Commercial saving are allocated to commercial programs.*
Progress To-Date

2013 Plan-Year Results

- Actual electric annual and lifetime savings statewide were significantly above goal in 2013 (36% annual/26% lifetime)
- Statewide benefits for electric PAs were down in 2013 (-46%)
  - Different actual measure mix than planned
  - Some PAs planned based on historic numbers, but fewer buildings were available for services than the past due to success in the program over the last several years
  - Some PAs planned for oil and propane units with an expectation that this would be available in 2013
  - PAs faced challenges with participation from condo associations
Looking Ahead

- Review recommendations from the MF Process Evaluation
- More targeted marketing for condos
- More retargeting of properties that did not implement all measures
- Exploring new measures
  - Occupancy Sensors: Additional savings identified by adding occupancy sensors in occasionally used areas (e.g., stairwells) that require constant lighting due to building codes
  - Addressing Air Leakage by utilizing window AC sleeve covers and wall sleeve covers especially in garden-style apartments
- PAs will monitor any DOER Guidelines with respect to RCS and oil/propane