



Third Quarter 2013 Performance

Presentation to the EEAC by the PAs

November 12, 2013



Quantitative Review

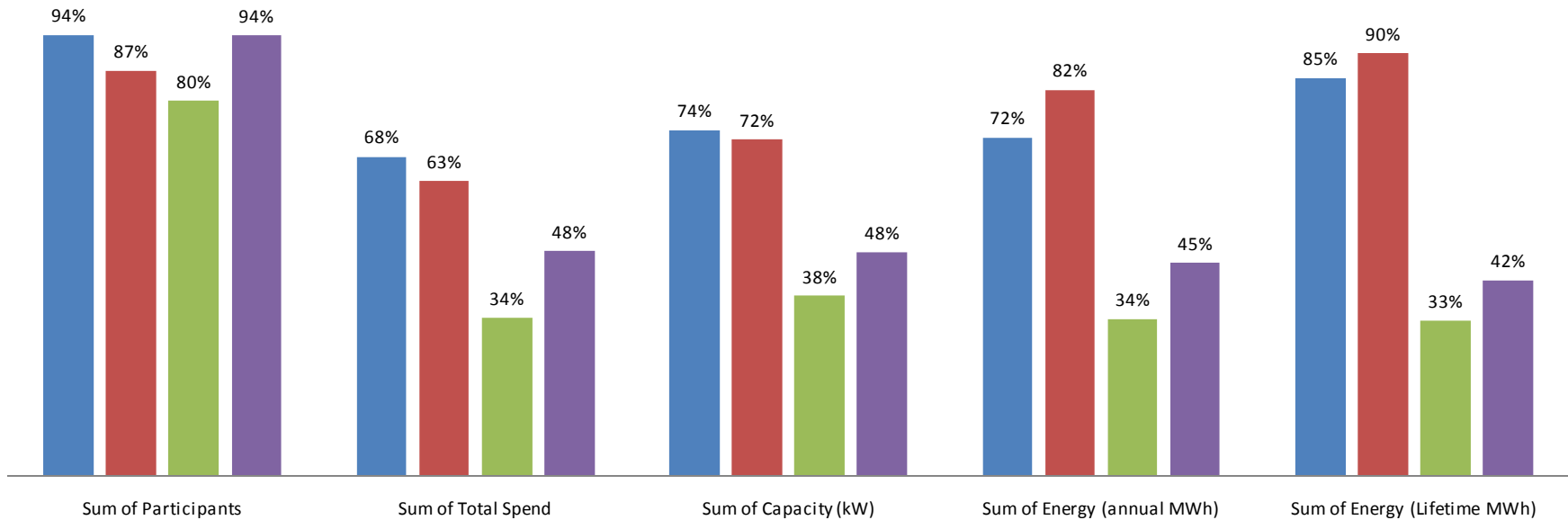




Electric Summary % of Goal

YTD Preliminary Actuals as a Percent of Plan Goal

■ Residential ■ Low-Income ■ Commercial & Industrial ■ Total

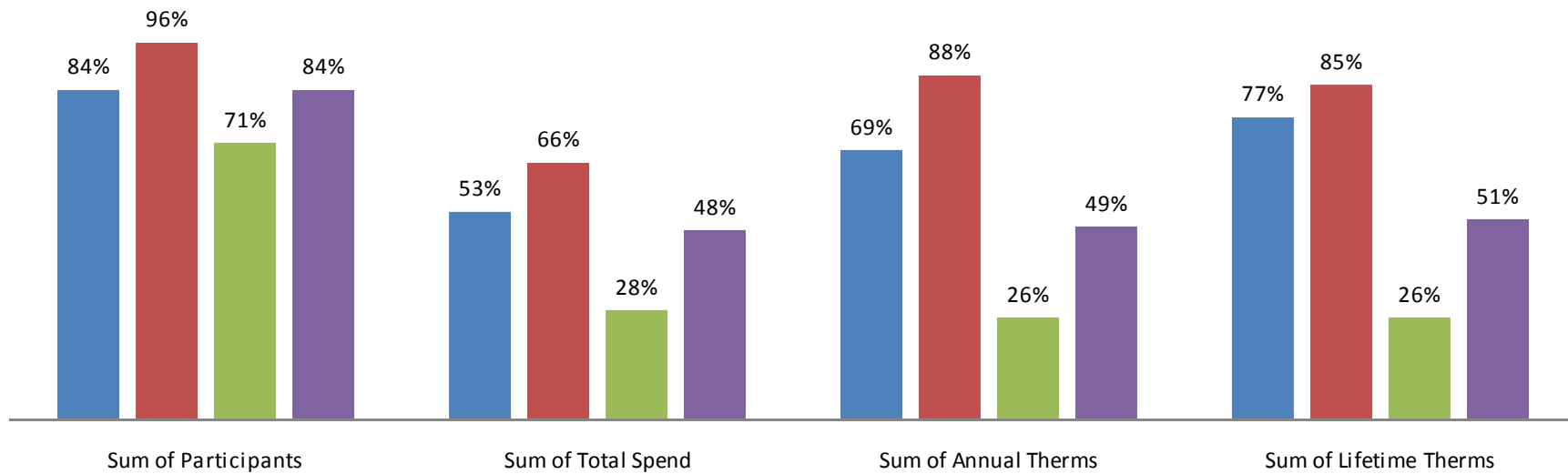




Gas Summary % of Goal

YTD Preliminary Actuals as a Percent of Plan Goal

■ Residential ■ Low-Income ■ Commercial & Industrial ■ Total





Third Quarter Statewide Overview

- Electric and gas annual savings are at 45% and 49% of goal, respectively
- Overall program performance is consistent across fuels
- Performance tracking close to, but somewhat under 2012 for spending and annual savings, and very similar for lifetime savings
- Residential and low-income savings very healthy
- C&I tracking lower, but more subject to the hockey stick and more impacted by ability to close projects throughout the three year term



Comparison to 2011 and 2012 Q3

Electric

	2011		2012		2013	
Spending	\$143,573,015	35%	\$290,444,605	58%	\$231,349,395	48%
Annual MWh	363,541	40%	544,677	50%	543,083	45%
Lifetime MWh	3,536,281	34%	5,153,020	43%	5,487,667	42%

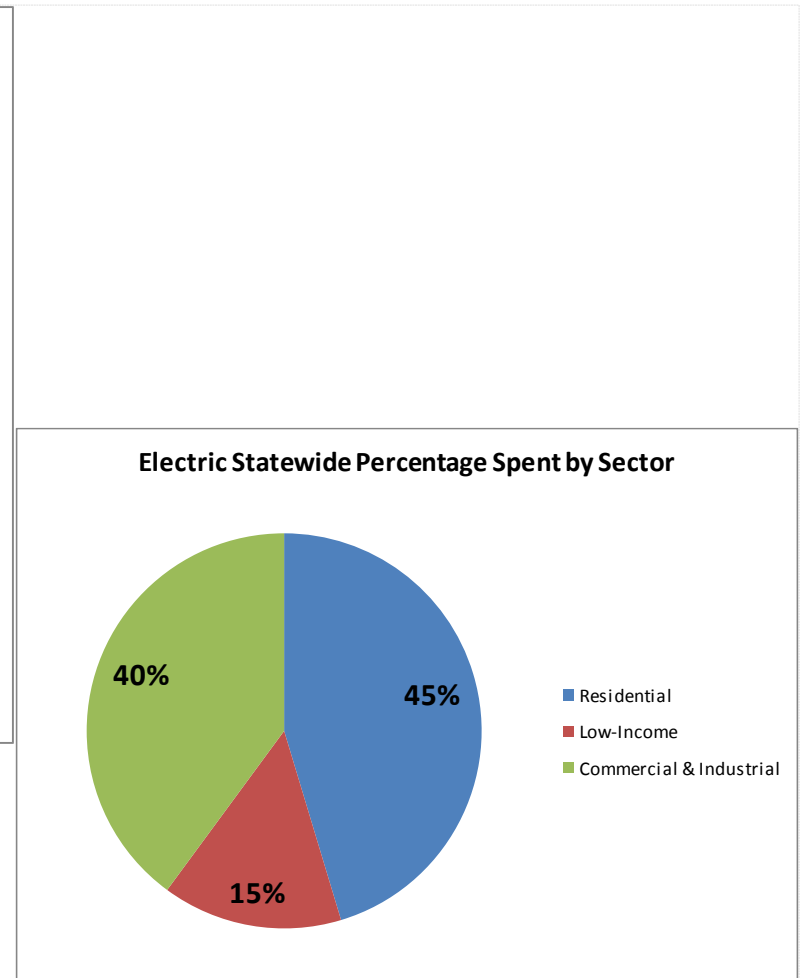
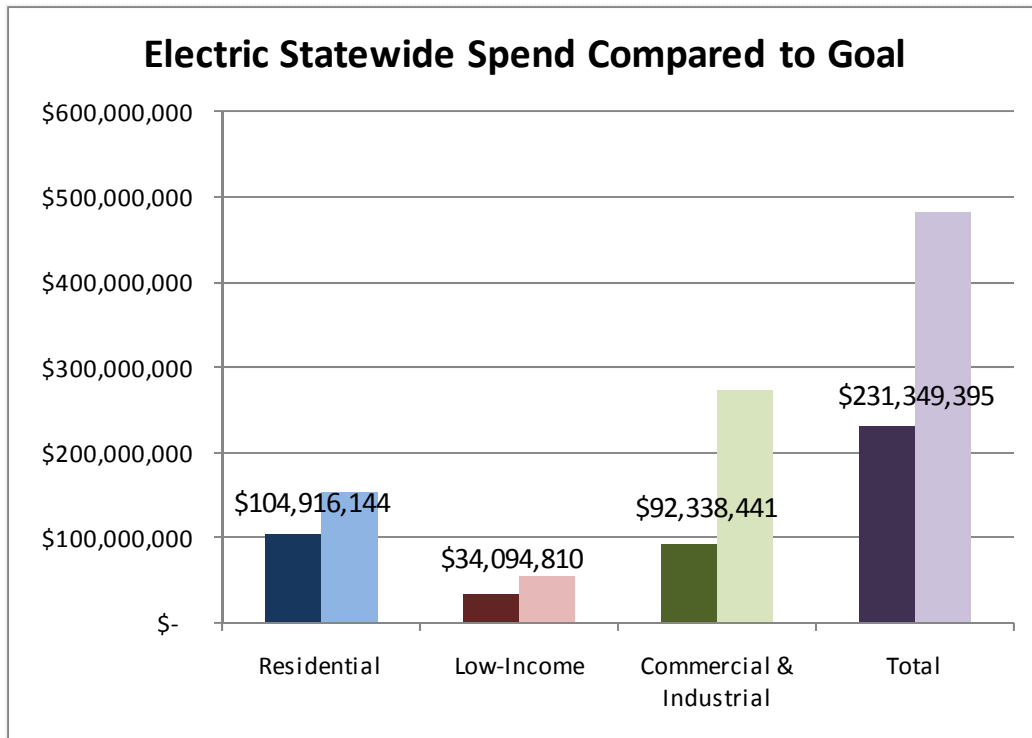
Gas

	2011		2012		2013	
Spending	\$54,241,846	51%	\$77,622,441	59%	\$81,276,065	48%
Annual therms	9,064,215	50%	13,291,378	56%	11,167,358	49%
Lifetime therms	130,907,658	47%	156,989,781	47%	155,166,764	51%

Note: percentages from year to year reflect increasing overall goals; thus, as shown above, equal or lower percentages do not necessary translate to equivalent or lower savings

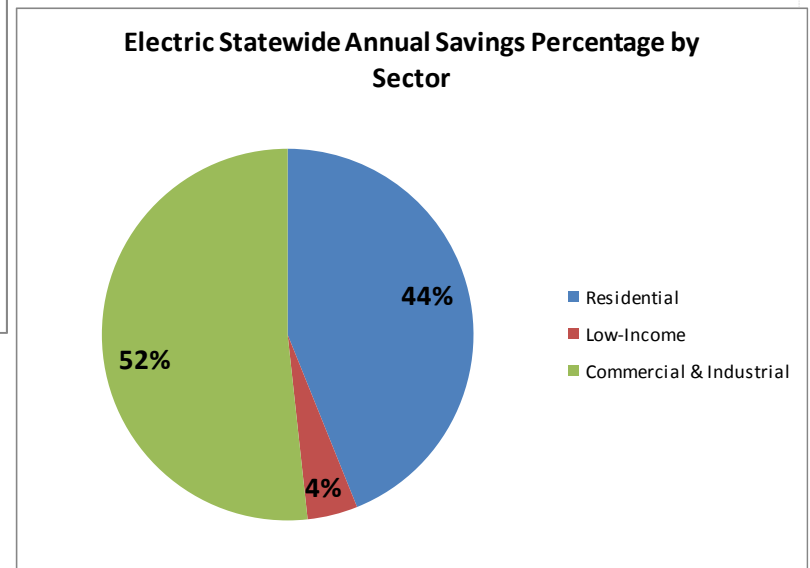
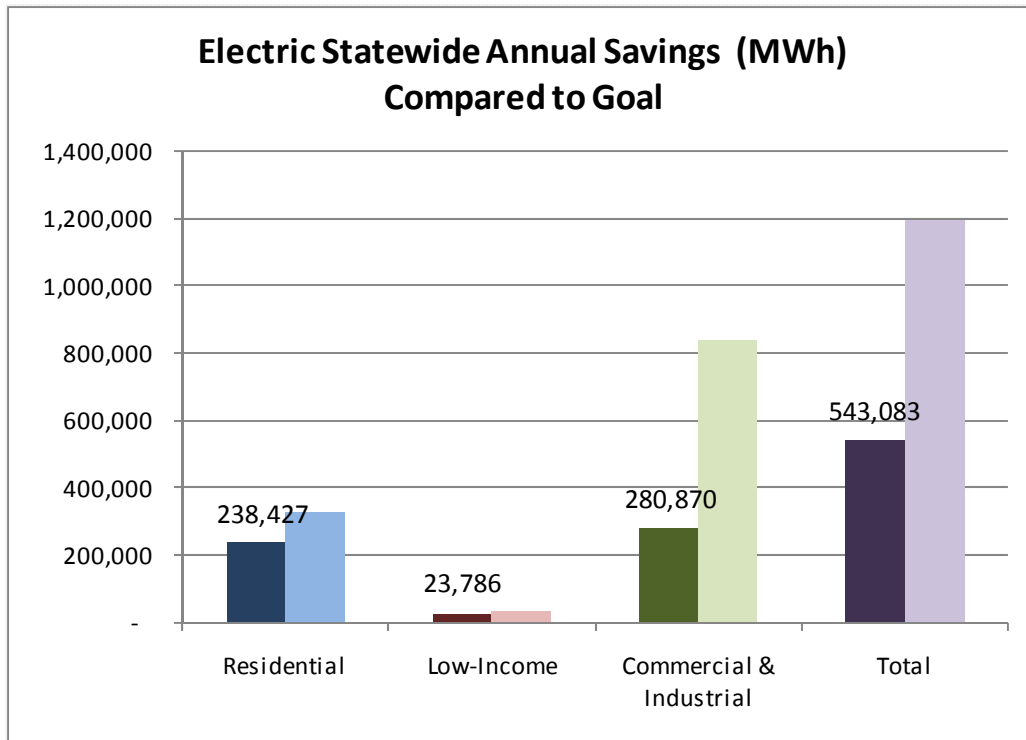


Electric Statewide Budgets



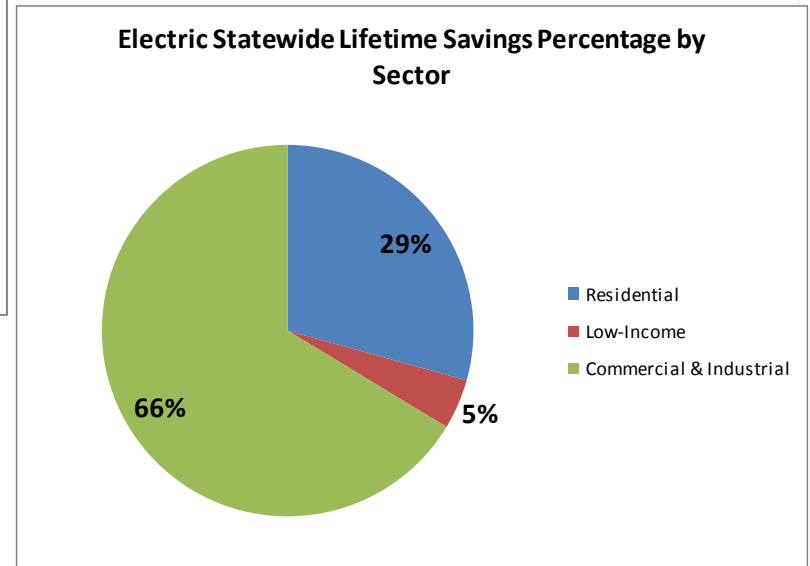
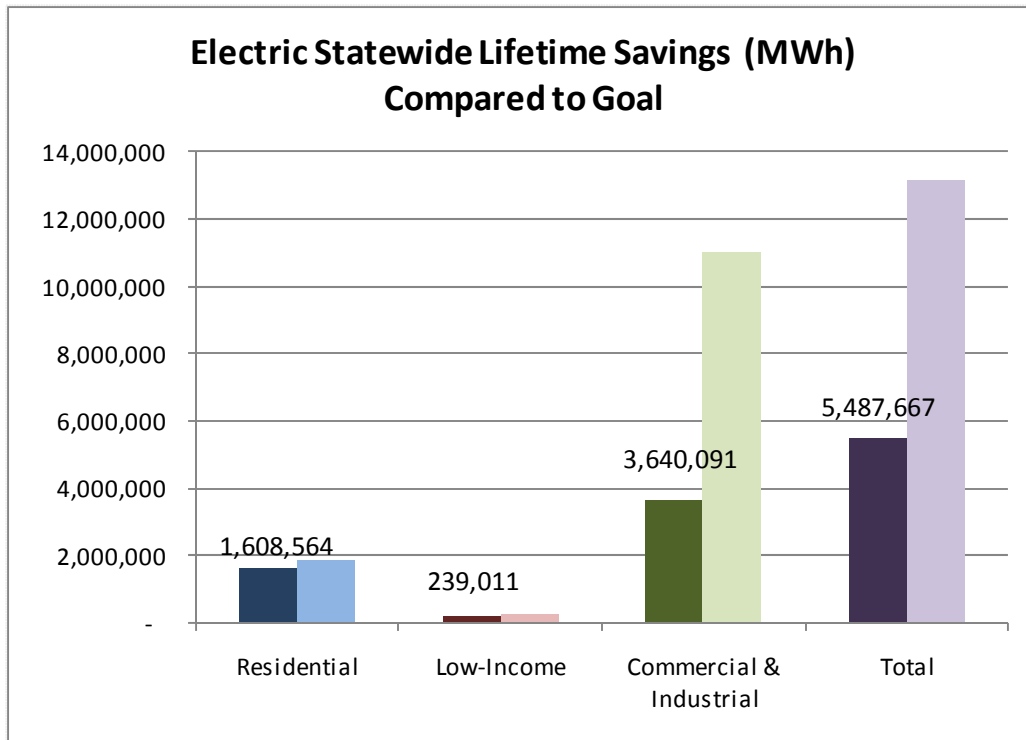


Electric Statewide Annual Savings





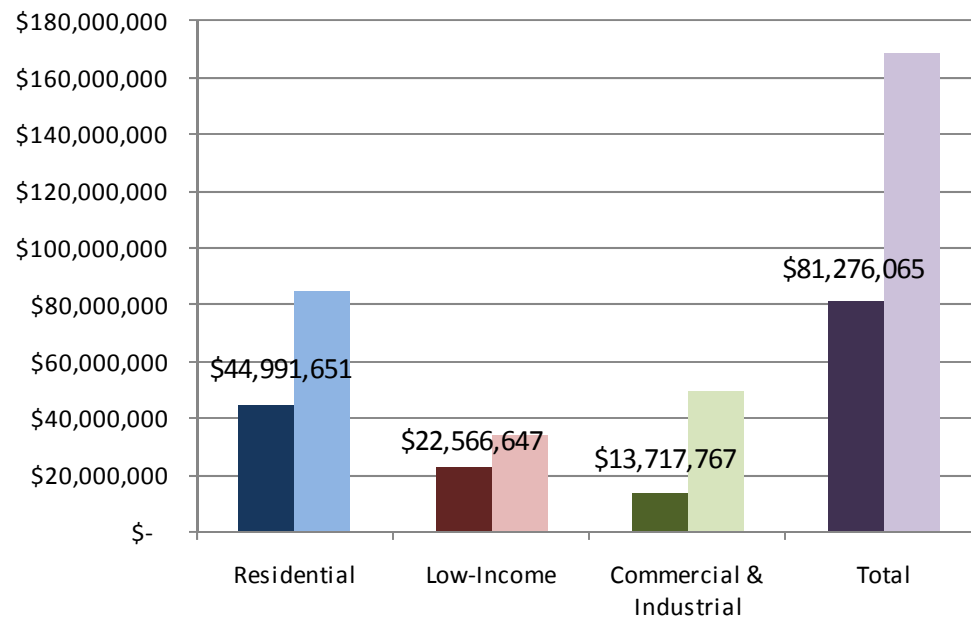
Electric Statewide Lifetime Savings



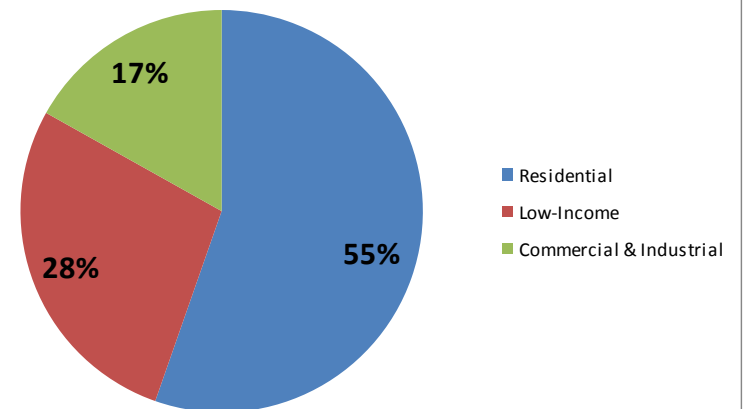


Gas Statewide Budgets

Statewide Gas Spend Compared to Goal

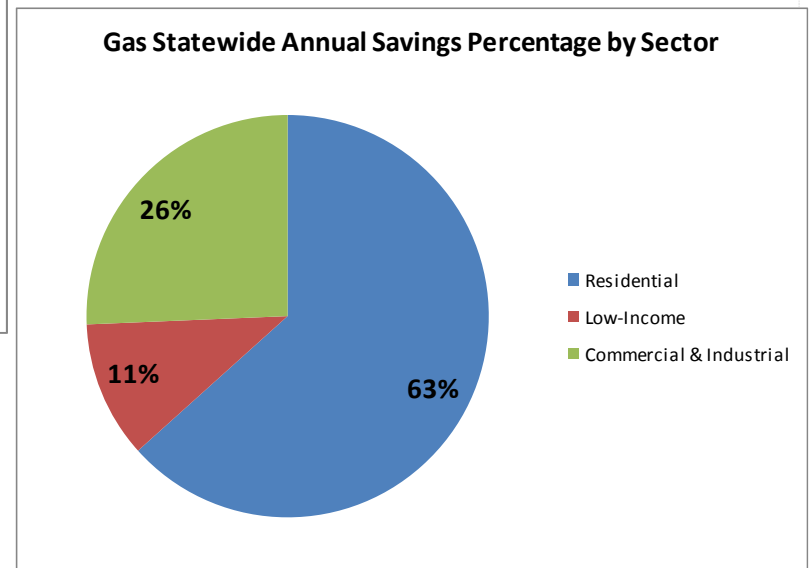
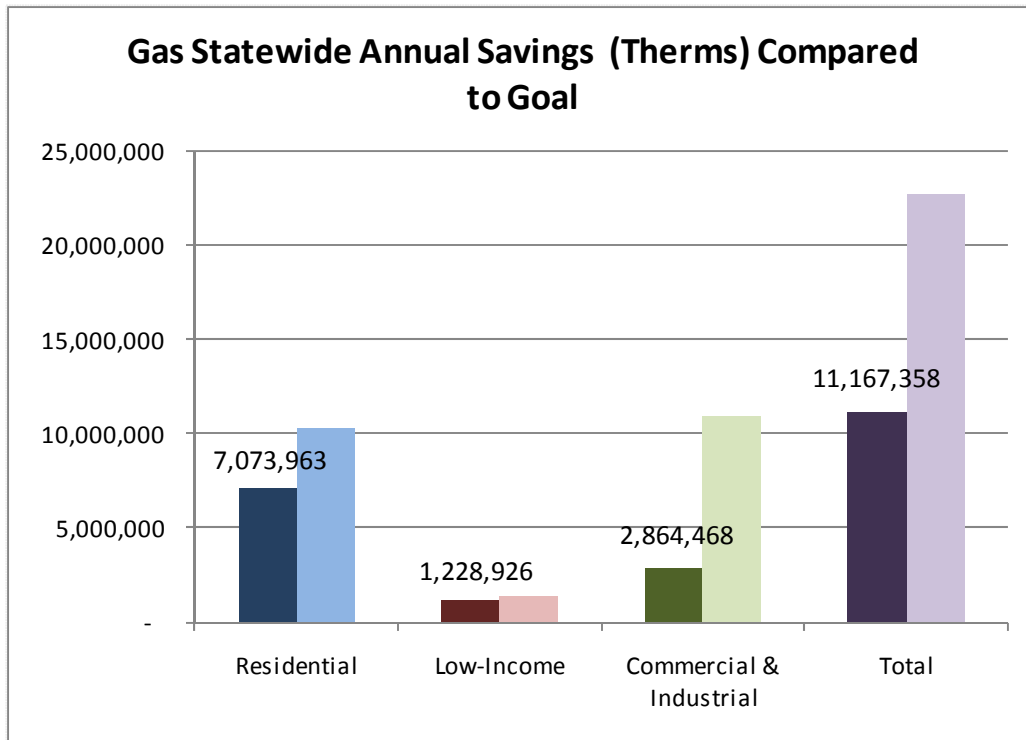


Statewide Gas Percentage Spent by Sector



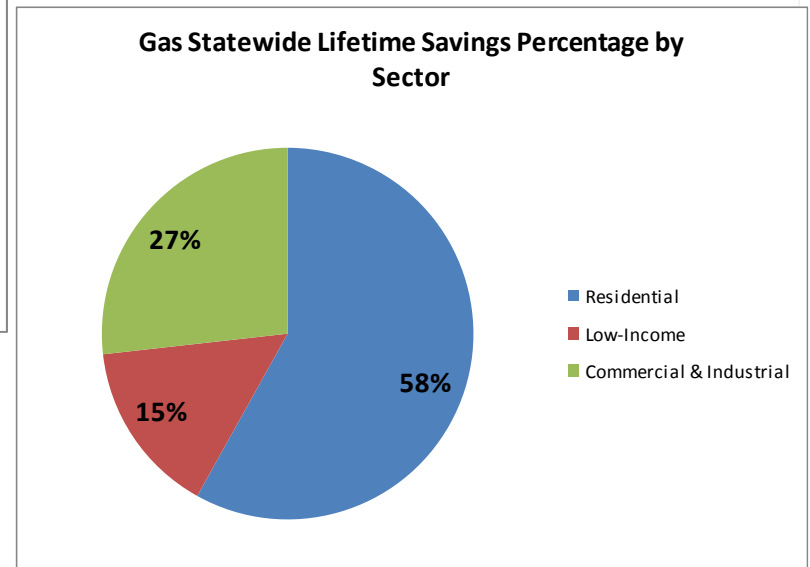
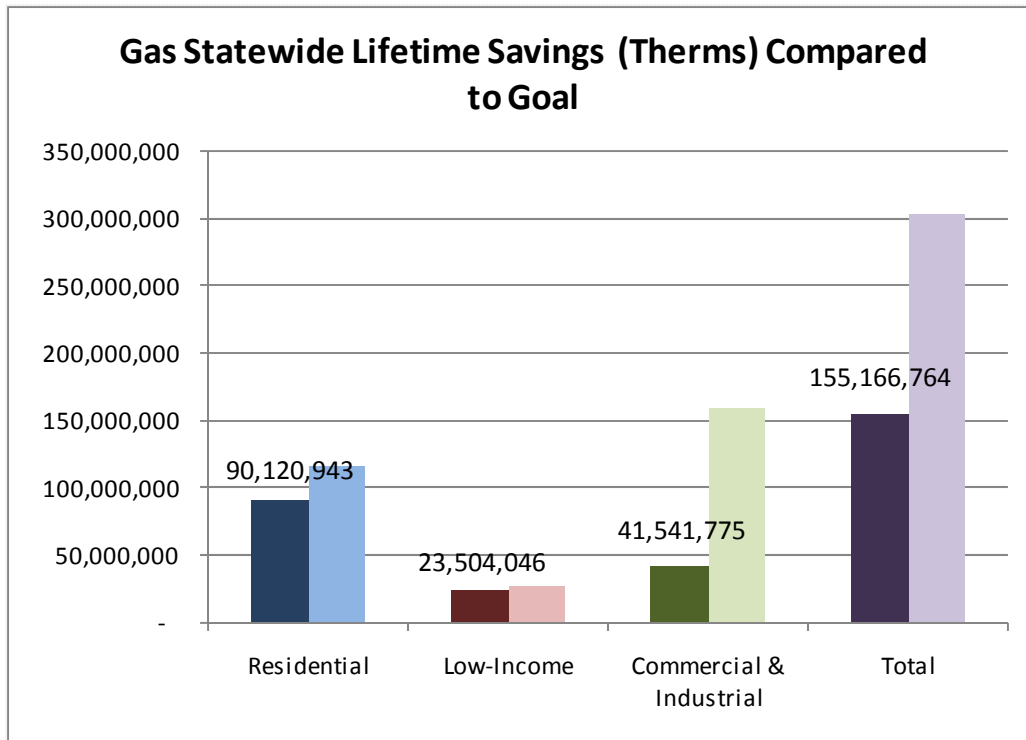


Gas Statewide Annual Savings





Gas Statewide Lifetime Savings



Qualitative Review





Council Priorities- Highlight on Priority 1 (Goals and Program Success)

- Progress: PAs monitored progress toward goals, including reviewing pipeline, identifying gaps, and considering and deploying new strategies to achieving goals
- Management committees: RMC, C&IMC, LI Best Practices continued to identify and share best practices
- C&I Sector: Particular emphasis on C&I sector, including focus on CHP, segmentation, deep savings, new technology, increased staff, adding vendors, and improving productivity



Council Priorities- Highlight on Priority 6 (Evaluation Efforts)

- Continued Research: Continued work in all research areas
- Evaluation Strategic Plan: EMC prepared 2013-2014 Evaluation Strategic Plan to describe the evaluation planning process, planned and in-progress study, and align evaluation plan with program planning
 - Collaborative process among PAs, Council's consultants, evaluation vendors
- Avoided Energy Supply Cost Study: Finalized on July 12, 2013 after extensive review with the AESC regional Study Group



Statewide Marketing

- Marketing campaigns in Q3:
 - Increased digital banner ads, including geo-targeted ads and ads on weather.com
 - Radio ads on 26 top-rated stations in English, Spanish, and Portuguese
 - Print campaigns targeting C&I, and new creative for billboards, bus signage, and MBTA
- MassSave.com
 - PAs worked to develop new architecture for refreshed, more user-friendly C&I section
 - Converting website to a mobile friendly design
- Social Media
 - Strong presence on Facebook and Twitter



Statewide Education

- Statewide Education Group convened its first meeting on July 22nd with PAs and DOER in attendance
- Primary focus is to promote energy awareness to school students in grades K-12 and offer teacher resources
- Working group will meet monthly
- Teacher workshops were initiated in Q3



Program Highlights- Residential Whole House

- Home Energy Services
 - New enhancements continued to be implemented in Q3, including:
 - Pre-Weatherization Barrier Offer
 - Early Boiler Replacement Rebate
 - Efficient Neighborhoods+ Initiative
 - 2-4 Unit Incentive
 - Contractors Best Practices Working Group held elections to elect a new committee of HPC and IIC representatives
- Multi-Family Retrofit
 - Multi-Family Market Integrator receive a monthly average of over 500 incoming calls in Q3
- Residential New Construction
 - Additional outreach and recruitment efforts in Multi-Family Project Pipeline in Q3- integrated residential and C&I efforts



Program Highlights- Residential Products

- **Gas Residential Heating and Water Heating**
 - 13th Annual GasNetworks conference held on September 26th
 - Trade ally training continued throughout the quarter
- **Electric Residential Cooling and Heating**
 - Strong results for equipment sales and QI efforts
 - An additional 9 QIV trainings held in Q3, training 81 technicians
- **Residential Lighting**
 - Statewide, LEDs have already surpassed goal
- **Residential Consumer Products**
 - PAs continue to promote TopTen USA to interested retailers and have developed a retail FAQ



Program Highlights- Low Income

- **Single-Family (1-4)**
 - Best Practices Working Group finalized standardized client education materials
 - PAs noticing higher per unit cost for weatherization jobs and heating systems- based on less federal funding
- **Multi-Family (5+)**
 - PAs continue to use benchmarks obtained from WegoWise multi-family benchmarking tool for prioritizing facilities.
- **Low-Income New Construction**
 - Meeting was held in Q3 with reps from Boston Local Initiatives Support Corporation, Citizens Housing and Planning Association, and CDCs and housing authorities



Program Highlights - C&I

- **Division of Capital Asset Management and Maintenance**
 - Many smaller projects got underway in Q3, with audits at dozens of sites throughout Massachusetts
 - Nearly 40 of these projects applied for PA incentives
 - PAs working with larger and more comprehensive projects
- **Main Streets Delivery Model**
 - In Q3, two additional PAs began development of testing efforts
- **Commercial Real Estate**
 - A research plan was developed in Q3
 - One-on-one interviews with senior leaders, both building owners and property managers
 - Research output to include data on key barriers and opportunities
 - Interview guide was finalized in Q3



Massachusetts Technical Assessment Committee (“MTAC”) Update

- During Q3, the combined electric and gas MTAC evaluated six residential and C&I technologies, recommending several for custom applications
- MTAC added new members in Q3
- MTAC members attended the CL&P Technical Assessment & Coordination Committee to promote the sharing of technologies, processes, and lessons learned