First Quarter 2014 Performance

Presentation to the EEAC by the PAs

May 13, 2014
Quantitative Review
Electric Q1 Achievement Summary

YTD Preliminary Actuals as a Percent of Plan Goal

- **Sum of Participants**: 64% Residential, 29% Low-Income, 29% Commercial & Industrial, 63% Total
- **Sum of Total Spend**: 20% Residential, 16% Low-Income, 14% Commercial & Industrial
- **Sum of Capacity (kW)**: 24% Residential, 18% Low-Income, 14% Commercial & Industrial
- **Sum of Energy (annual MWh)**: 27% Residential, 26% Low-Income, 14% Commercial & Industrial, 9% Residential, 14% Commercial & Industrial
- **Sum of Energy (Lifetime MWh)**: 35% Residential, 29% Low-Income, 8% Residential, 12% Commercial & Industrial
Electric Cumulative Statewide % of 2013 + 2014 Planned Goal

Cumulative Statewide Achievements as Percent of 2013 & 2014 Planned Goal

- Sum of Participants: Residential 94%, Low-Income 88%, Commercial & Industrial 85%, YTD as % of Planned 94%
- Sum of Total Spend: Residential 65%, Low-Income 54%, Commercial & Industrial 51%, YTD as % of Planned 51%
- Sum of Capacity (kW): Residential 56%, Low-Income 42%, Commercial & Industrial 51%, YTD as % of Planned 51%
- Sum of Energy (annual MWh): Residential 68%, Low-Income 71%, Commercial & Industrial 44%, YTD as % of Planned 51%
- Sum of Energy (Lifetime MWh): Residential 84%, Low-Income 76%, Commercial & Industrial 44%, YTD as % of Planned 50%
Cumulative Statewide Achievements as Percent of 2013 & 2014 Planned Goal

- **Sum of Participants**: 93%, 94%, 114%, 93%
- **Sum of Total Spend**: 62%, 56%, 33%, 52%
- **Sum of Annual Therms**: 77%, 94%, 41%, 61%
- **Sum of Lifetime Therms**: 75%, 91%, 39%, 57%

The chart shows the percentage achievements for Residential, Low-Income, Commercial & Industrial, and Total categories in the gas sector for the years 2013 and 2014.
### Electric

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
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<tbody>
<tr>
<td>Spending</td>
<td>$56,162,044</td>
<td>$59,459,601</td>
<td>$70,992,942</td>
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<td>Annual MWh</td>
<td>119,993</td>
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<td>Lifetime MWh</td>
<td>1,323,423</td>
<td>1,307,650</td>
<td>1,626,926</td>
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### Gas

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<thead>
<tr>
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<th>2012</th>
<th>2013</th>
<th>2014</th>
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<tr>
<td>Spending</td>
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<td>$23,757,322</td>
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<td>Annual therms</td>
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<td>Lifetime therms</td>
<td>40,371,460</td>
<td>49,849,017</td>
<td>46,552,446</td>
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**Note:** percentages from year to year reflect increasing overall goals; thus, as shown above, equal or lower percentages do not necessarily translate to equivalent or lower savings.
Electric Annual Savings

Electric Statewide Annual Savings (MWh) Compared to Goal

- Residential: 96,972
- Low-Income: 7,105
- Commercial & Industrial: 74,795
- Total: 178,873
Electric Lifetime Savings

Electric Statewide Lifetime Savings (MWh) Compared to Goal

- Residential: 680,595
- Low-Income: 74,931
- Commercial & Industrial: 871,400
- Total: 1,626,926
Gas Annual Savings

Gas Statewide Annual Savings (Therms) Compared to Goal

- Residential: 3,744,706
- Low-Income: 372,243
- Commercial & Industrial: 697,312
- Total: 4,814,261
Gas Lifetime Savings

Gas Statewide Lifetime Savings (Therms) Compared to Goal

- Residential: 30,282,986
- Low-Income: 6,961,771
- Commercial & Industrial: 9,307,689
- Total: 46,552,446
Statewide Gas Spend Compared to Goal

- Residential: $19,324,790
- Low-Income: $4,953,927
- Commercial & Industrial: $3,948,101
- Total: $28,226,819
Qualitative Review
Council Priorities- Highlight on Priority 2

Priority: Achieve C&I Savings and Benefits Goals

- Focus in Q1 on CHP, segmentation, deeper savings, new technology, additional vendors, productivity
- Actively exploring strategies to expand offerings, enhance strategies and to encourage consistent participation throughout the year
- Additional efforts in Q1 for C&I savings achievement included: consistent statewide municipal initiative, small business training in Western Mass, Main Street deployments, and CLC’s full scale installation of its LED streetlight initiative
Council Priorities- Highlight on Priority 3

Priority: Improve Customer Access to and Use of Energy Efficiency Programs

- 2014 Mass Save Awareness Campaign was launched in the first quarter- designed to raise awareness
  - Very successful social media promotion focused on omni-directional LED bulbs and advanced power strips
- Continued focus on financing
  - Info on financing adding to all C&I application forms
  - PAs working with DOER to offer financing for added measures via ARRA funding
- Sustained effort on EM&V assists with reaching deeper savings opportunities
- Reaching customers through Efficient Neighborhoods+ SM
The committee worked to upgrade and promote the MTAC section of the Mass Save website with the expectation that this will increase submissions of new product applications and technologies.

The committee evaluated seven new technologies/products in Q1, including: plug load devices, kitchen hood heat recovery, opaque insulation, process and HVAC controls.

RTU controller technology that was approved as a custom energy efficiency measure in March 2013 continues to garner interest among the trade allies and customers, with PAs noticing a steady increase in the number of projects implementing this technology.

MTAC collaborating and engaged in knowledge sharing with other committees, such as a utility RD&D Policy Working Group at Connecticut Light and Power, helping to ensure consistency and expedite disposition time.
2014 Mass Awareness Campaign was launched in first quarter, communicating that anyone can lower energy bills, and that visiting MassSave.com is the first step; campaign is designed for all sectors, in several languages, and for multiple media channels

Work on optimization of digital channels to drive traffic to site and provide relevant information to customers

MassSave.com is now mobile device friendly

The Residential Education Working Group staffed a booth at the National Science Teachers Association’s Annual Convention and promoted the PAs’ NEED teacher trainings and PA specific offerings