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# Quarterly Report of the Program Administrators

## First Quarter, 2015

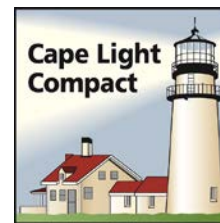
### May 14, 2015

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**QUARTERLY REPORT TO THE EEAC  
QUARTER ONE, 2015**

**May 14, 2015**

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**I. Introduction**

Pursuant to the requirements of the Green Communities Act (“GCA”), codified at G.L. c. 25, § 22(d), “The electric and natural gas distribution companies and municipal aggregators shall provide quarterly reports to the council on the implementation of their respective plans. The reports shall include a description of the program administrator’s progress in implementing the plan, a summary of the savings secured to date and such other information as the council shall determine.”

Building upon this legislative mandate, as well as the Order of the Department of Public Utilities (“Department”) in 2013-2015 Energy Efficiency Plans, D.P.U. 12-100 to D.P.U. 12-111 dated January 31, 2013, approving Three-Year Energy Efficiency Plans (the “Plans”) for each Program Administrator (“PA”), this document serves to report on PA activities throughout the Commonwealth during the first quarter of 2015.<sup>1</sup> This document presents narrative status updates regarding program implementation and specific areas of interest as requested by the Energy Efficiency Advisory Council (“EEAC” or “Council”), followed by quantitative data set forth at Attachment A.

The attached data tables show that the PAs are on track to meet 2015 goals and the three-year goals of the 2013-2015 Plan. For 2015, electric PAs are at 16% of lifetime savings, 18% of annual savings, and 19% of spending. On a three-year basis, electric PAs are at 68% of lifetime savings, 70% of annual savings, and 69% of spending. For 2015, gas PAs are at 17% of lifetime savings, 26% of annual savings, and 17% of spending. On a three-year basis, gas PAs are at 79% of lifetime savings, 81% of annual savings, and 66% of spending.

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<sup>1</sup> The PAs are required to file these Quarterly Reports with the Department of Public Utilities for informational purposes. 2010-2012 Energy Efficiency Plans, D.P.U. 09-116 – D.P.U. 09-120 and D.P.U. 09-121 – D.P.U. 09-128 (January 28, 2010).

## II. 2015 Council Priorities Update

1. *Design and Develop a Statewide Database.* The Council maintains that designing and developing a comprehensive, accessible, secure statewide database is a top priority. The DPU released Order 14-141 calling for an operational database in 2015.

**ACTION:** The PAs remain committed to a comprehensive, accessible and secure statewide database. In the first quarter of 2015, the PAs continued work on updating and improving Mass Save Data ([www.masssavedata.com](http://www.masssavedata.com)) (“MSD”), the PAs’ online statewide energy efficiency database, which improves public and stakeholder access to the extensive data reported by the PAs. MSD provides quantitative data similar to that in the PAs’ public reports, including information related to participants, expenditures, annual and lifetime savings, electric capacity, and benefits. MSD provides data on both a PA-specific and statewide basis and allows the public to download data to Excel or PDF formats. In Q1, Mass Save Data was updated to include 2015 planning numbers. Additionally in Q1, the PAs released a glossary tab and tested a monthly data tab that replicates the monthly data dashboard provided to the Council. The Program Administrators are also working on adding additional tabs, including greenhouse gas emissions reductions, geographic reporting, regulatory reporting and measure level data. The PAs plan to continue to identify other needed improvements as they work with the data in MSD in 2015.

2. *Achieve Savings and Benefits Goals during final year of the 2013-2015 Three-Year Plan, particularly in the C&I sector.* C&I savings goals were not met in 2011, 2012, and 2013, and the Council understands that the Program Administrators may fall short in 2014. The C&I electric shortfall must be accounted for in 2015 if the PAs are to meet their 2013- 2015 three-year plan goals. In addition, the Council seeks to investigate opportunities to smooth out the rate at which savings are finalized throughout the year (i.e., mitigating the “hockey stick” effect).

**ACTION:** In Q1, the Program Administrators continued to work diligently toward achieving the 2015 C&I savings and benefits goals while actively exploring opportunities to expand offerings, enhance strategies and to encourage participation throughout the year. The PAs devoted significant time in Q1 to providing trainings and vendor open houses, which help to ensure the long term success of the programs. The lighting subcommittee was very active in the first quarter of 2015. The subcommittee examined feedback from vendors and industry partners regarding the 2015 program and application form changes. The PAs also worked with industry partners and had discussions with various manufacturers and distributors regarding new products and partnering opportunities. Additionally in Q1, the natural gas subcommittee continued to work on moving Commercial Water Heaters to an Upstream delivery model due to the expectation that PAs will be able to improve penetration of the high efficiency water heater market from roughly 10% in 2014 to nearly 50% by 2018. The PAs also participated in the Council’s workshops in Q1,

which included discussions of C&I programming and the “hockey stick.” The PAs explained that the “hockey stick” is a reliably predictable phenomenon, which the PAs factor into their forecasting efforts. The PAs noted that this pattern is related to the financial and operating constraints that influence customer decision-making.

- 3. *Improve Customer Access to and Use of Energy Efficiency Programs.*** *Clearly define, standardize, measure, and benchmark participation, identify any missed opportunities, develop and implement strategies for improving customer access to existing energy efficiency programs while encouraging deeper savings with participants.*

**ACTION:** The PAs have continued to improve customer access to and use of the energy efficiency programs through program design, implementation strategies, and marketing efforts in Q1. The 2015 Mass Save Awareness campaign was launched on January 5<sup>th</sup>, with the goal of creating awareness of Mass Save by inspiring consumers to remember that reducing their monthly energy bill is absolutely possible and simple and that visiting MassSave.com is their first step and top resource to achieving savings. This campaign involves new tactics, including Native Advertising, streaming radio, and landlord association websites and newsletters. The PAs also looked at participation in Q1. In preparation for the 2016-2018 three-year energy efficiency plan (“2016-2018 Plan”), the PAs updated participant definitions for updated core initiatives in the next plan, and will continue to work on refining these definitions. The PAs are also analyzing data available in Residential and C&I Customer Profile Studies to seek to determine an approximate count of customers being served in the Commonwealth. PAs continued regular meetings of the management committees, which continue to discuss and share opportunities, strategies, and identify ways to encourage deeper savings through the programs.

- 4. *Analyze and determine council recommendation on a fully integrated and distinct Multi-family effort, and explore establishment of a new Multi-family initiative.*** *Utilize consultant support to analyze the results of creating a fully integrated and distinct Multi-family effort, possibly including a new initiative in the 2016-2018 Three-Year Plans. Evaluate and determine Council position.*

**ACTION:** The Multi-Family Working Group continued to meet regularly through the first quarter, including a special meeting related to making recommendations to improve service to multi-family properties in 2016-2018. In Q1, the PAs worked on the April 30<sup>th</sup> draft of the 2016-2018 Plan, including reviewing ways to improve the multi-family program to increase savings and improve the customer experience. PAs are committed to continued improvement of the customer’s single point of contact experience, leveraging and expanding from the success of the MMI model to further support customers, seamless program delivery, and linking rebates, incentives and services to the customer in a way that provides a comprehensive energy efficiency offer and maximizes savings. PAs are also dedicated to coordinating the residential multi-family and commercial initiatives through the

joint participation of the Multi-Family Working Group of Residential and C&I program management staff and vendors, and working together to streamline delivery of packaged, comprehensive energy efficiency services to the multi-family sector.

- 5. *Inform, review, and finalize the 2016-2018 Three-Year Plans.*** *Relay clear Council priorities and recommendations to the Program Administrators for inclusion in the 2016-2018 Three-Year Plans. Review and finalize the 2016- 2018 Three-Year Plans.*

**ACTION:** The PAs attended and participated in Council meetings in Q1, including regular monthly meetings, a public comment session, executive committee meetings, and workshops in order to learn the Council’s priorities and provide information related to those priorities in the April 30<sup>th</sup> three-year plan. On March 31, 2015, the Council adopted a “Resolution Concerning Its Priorities for the Development, Implementation, and Evaluation of the 2016-2018 Three-Year Energy Efficiency Plans.” This Resolution articulates the Council’s priorities for the 2016-2018 Plan and makes 150 specific recommendations based upon the Council workshops. The PAs closely reviewed these areas of interest and incorporated many of the themes and comments into the program designs for the April 30, 2015 draft plan. The Programs Administrators will continue to work closely with the Council, its consultants, DOER, the Attorney General, LEAN, and many other stakeholders in the coming months to revise and finalize the 2016-2018 Plan.

### **III. Gas and Electric Program Highlights**

Since the Department of Public Utilities (“Department”) approved the Gas and Electric Three-Year Energy Efficiency Plans on January 31, 2013, the Program Administrators have been proceeding with the implementation of their EEAC-endorsed 2013-2015 Plans.

In Attachment A, the PAs present quantitative cost and savings data, along with other data. The PAs will keep the EEAC apprised of significant cost and savings variances from Plan goals that become apparent as the PAs continue to implement programs over the three years of the Plan.

<b>RESIDENTIAL SECTOR</b>
<p><b>Residential Electric New Construction</b></p> <p>At the end of the first quarter of 2015, the electric PAs completed 768 units statewide. The statewide vendor continues to work closely with the PAs to forecast unit completions for the 2015 program year by working with builders and HERS Raters to maintain an accurate pipeline. Based on the current forecasts and first quarter completions, the PAs are on target to reach their 2015 goals. The PAs have continued to focus on outreach and recruitment throughout the first quarter of the year. The PAs was present at 14 events throughout the quarter while both attending and sponsoring an additional three events during this time.</p>

Currently, the PAs are working on developing and/or sponsoring additional training events throughout the rest of 2015.

### ***Gas New Construction***

During the first quarter of 2015, the gas side of the Residential New Construction core initiative continued the trend of high participation rates seen throughout 2014. At the end of March, gas PAs have had 566 unit completions through the New Construction core initiative.

As of the end of October, there were 146 communities in Massachusetts that had adopted the Stretch Energy Code.

### **RESIDENTIAL HIGH-RISE NEW CONSTRUCTION**

At the end of the first quarter of 2015, 7 projects with 480 residential units completed the High-Rise program path, including 52 low-income units, and 428 non-low income units. Recruitment efforts among the most active multi-family developers continued throughout the quarter.

### **C&I COORDINATION**

Monthly project meetings were held with C&I and residential program managers of Eversource and National Grid to review and qualify projects for participation in the High-Rise Path. The meetings are focused on identifying all cost-effective energy saving opportunities and preventing the double counting of savings for projects that have submitted custom measures.

### **Multi-Family Retrofit**

Through the conclusion of the first quarter, most PAs are expecting to meet or exceed goals.

The Multi-Family Market Integrator (“MMI”) received over 2,700 incoming calls in the first quarter, a 38% increase in volume over the same period in 2014.

The PAs also piggybacked on National Grid’s sponsorship of the Community Associations Institute – New England Chapter (“CAI-NE”) as a follow-up to a recommendation of the most recent evaluation. This opportunity provides more marketing exposure to the multi-family target market.

The Multi-Family Working Group continued to meet regularly through the first quarter. As the PAs look forward toward the next three year energy efficiency plan, feedback and collaboration with stakeholders including LEAN, EEAC Councilors, and DOER will continue to ensure that a mix of regional best practices and cutting-edge strategies are used to address the needs of the Massachusetts multi-family retrofit market.

### **Home Energy Services and HEAT Loan**

Most Program Administrators are off to a strong start with production and savings in the first

quarter of 2015.

### ***Home Energy Services (“HES”) Core Initiative***

PAs continue to review LED lighting opportunities and pricing through the competitively bid high efficiency lighting distributor. The PAs continue to look for opportunities to increase the number of LEDs offered per home during the Home Energy Assessment.

Additionally, some PAs also incorporated a Wireless Enabled Thermostat Installation Incentive to provide customers a no cost installation of their selection of one of the PA competitively procured Wireless Enabled Thermostat products.

Towards the end of the first quarter, the PAs prepared materials, incentive levels, collateral and marketing plans for the Early Boiler and Early Furnace Replacement Rebates for kickoff on April 1<sup>st</sup>.

The installation deadline for Efficient Neighborhoods+<sup>®</sup> was March 13, 2015 for some PAs.

Some of the previous enhancements continue to be offered to customers including:

- Pre-Weatherization Barriers Offer
- Cross Program Promotions
- 2-4 Unit Incentive (Renew Boston) Deeper Savings Initiative Launched (National Grid continues to offer Deep Energy Retrofit)

### ***Marketing***

Most PAs are participating in a statewide radio advertisement on Greater Media Stations running from April through September 2015 promoting Home Energy Assessments and weatherization incentives.

### ***Contractor’s Best Practices Working Group (“BPWG”)***

The BPWG continues to tackle programmatic topics to drive positive changes. Some results/discussions from the first quarter BPWG meetings include:

- Revision of the subsidized contractor marketing materials including the addition of table signs and banners
- Increased performance metrics to minimize contractor return rates
- Introduction of additional compensation for combustion safety tests that result in customers’ weatherization improvements
- Addition of a ‘Treating Ducts’ subcommittee to investigate duct sealing and duct insulation opportunities
- Review and increase to the Workforce Training subsidies PAs provide to participating contractors

## ***HEAT Loan***

Through the first quarter, HEAT Loan demand and amount financed is trending higher than the first quarter of 2014. So far, Central AC, Heating equipment and windows are the primary drivers of the HEAT Loan, with the largest dollar values financed.

## **Residential Lighting**

In early Q1, the PAs' field services and marketing vendor hosted calls with lighting partners to discuss ways to support various marketing opportunities. In addition, two new lighting partners were brought into the program.

The PAs awarded the contract for rebate processing to Energy Federation Inc. ("EFI"). Work on the transition process was started and the PAs began holding calls with EFI to work on the transition process.

In January, another successful Twitter and Facebook promotion was implemented, this time promoting an LED and advanced power strip package for \$10. In addition to Facebook and Twitter posts, this was supported by a flight of radio ads.

During February and March, the PAs ran a Twitter and Facebook promotion that offered customers the opportunity to purchase 3 TCP 10.5 watt BR30 LED Bulbs for only \$10. This was marketed as "Mass Save Kitchen Savings Packs" and was supported by Facebook and Twitter posts.

In advance of filing the first draft of the 2016-2018 Plan, the PAs continued to discuss product offerings and incentive levels.

The lighting product sponsors of Mass Save received the 2015 ENERGY STAR Partner of the Year Award in Energy Efficiency Program Delivery for their residential lighting and consumer products initiative.

## **Residential Consumer Products**

With the start of a new plan year, the PAs' field services vendor distributed the new 2015 program materials to participating retailers. Phone calls, mailings, and emails were also used to communicate the information. Many retailers were receptive to the 2015 rebate offerings and continued to work with customers to make sure their 2014 rebate purchases were submitted for processing.

The PAs also continued to support the winter peak efforts to help educate customers on ways to save energy during the winter months.

The PAs again offered an additional incentive for their Fridge Recycling program, bringing the rebate up to \$100 for customers who signed up between January 1, 2015 and February 15, 2015.



The PAs and their field services vendor have had many calls and meetings with manufacturers and distributors of pool pumps, and are working on a model to move from a downstream incentive to an upstream model.

The PAs also began discussion on implementing dehumidifier turn-in events in 2015. The PAs were notified that as a sponsoring organization of the Northeast Retail Products Initiative, they were awarded the ENERGY STAR® Partner of the Year Award in Energy Efficiency Program Delivery (Certified Products).

### **Gas Residential Heating and Water Heating**

At the close of the first quarter, most Program Administrators are on track to meet or exceed their goals.

On March 17th, the PAs launched an updated GasNetworks.com website. The redesigned site features an enhanced look and feel, tablet and smartphone compatibility, and deeper site analytics. These analytics will be used to develop future digital marketing opportunities.

The PAs now have an improved platform to promote contractor trainings, provide tips on energy efficiency, and identify other relevant non-GasNetworks® offers (e.g., Early Heating Replacement). Rebate applications continue to be accessible online, and a revised, customer-facing video will be added to assist participants with submitting online rebate applications.

The March issue of the GasNetworks Newsletter was pushed into early Q2 so that Early Heating Replacement measure details could be included and promoted to the over 3,100 subscribers.

Throughout the first quarter of 2015, GasNetworks Field Services vendors continued their outreach efforts. Over 300 supply house visits were made to promote the program rebates, distribute rebate applications, and attend contractor counter days in Massachusetts, Rhode Island, and New Hampshire. Over 900 retail outlets were visited to promote rebates on programmable and Wi-Fi-enabled thermostats and high efficiency water heaters. Thirty-six educational tables were staffed at Lowe's and Home Depots across Massachusetts and Rhode Island.

### **Electric Residential Cooling and Heating**

COOL SMART's early air conditioning replacement measure was launched April 1, in alignment with the HES early furnace and early boiler replacement measures. Installations will continue through the end of October.

On February 24, 2015 COOL SMART and the New England chapter of Air Conditioning Contractors of America ("ACCA") held their second annual ACCA/COOL SMART Conference and Trade Show in Framingham, Mass. The event had over 200 attendees, mostly HVAC technicians. Supply Houses and several equipment manufacturers also attended.

COOL SMART trained more than 100 technicians at this event, with topics including Quality Installation Verification, Duct Diagnostics Sizing, and Duct Design.

The COOL SMART Quality Installation training started in late Q1 this year, with 9 trainings scheduled and demand for training continuing well into Q2.

CSG is developing online training for contractors, which will replace roughly half of the in-person training. This will both make it easier for contractors to learn best practices for installation and make contractor training more cost-efficient for the PAs.

## **LOW-INCOME SECTOR**

### **Low-Income Single Family**

The Low-Income Single Family budgets and savings vary by PA, but generally they are on target for the first quarter of 2015, with an expectation of meeting and/or possibly exceeding goals.

Due to less federal funding available, the PAs have noticed a higher average per unit cost for weatherization jobs and heating system replacements.

The PAs updated and revised the standard client education materials used statewide by the various CAP agencies to reflect 2015 Income Eligibility amounts.

Additionally, the PAs continue to monitor the lighting market and are working on transitioning primarily to LEDs within all bulb categories as pricing continues to decline through the High Efficiency Lighting RFP completed in 2014.

The PAs continue to participate in the Best Practices Working Group to coordinate statewide on all aspects of the Low-Income Retrofit initiatives and review any new measures for possible inclusion within the program.

### **Low-Income Multi-Family Retrofit**

The Low-Income Multi-Family budgets and savings vary by PA, but most PAs are on or ahead of target for budget and savings goals, as demand and awareness of the program is strong.

The PAs continue to utilize the WEGOWise Multi-Family Benchmarking tool to identify the least-efficient buildings among all those eligible for funding and help prioritize energy efficiency projects to make the most of the budgets.

Additionally, the PAs continue to monitor the lighting market and are working on transitioning primarily to LEDs within all bulb categories, as pricing continues to decline through the High Efficiency Lighting RFP completed in 2014.

The PAs continue to participate in the Low-Income Advisory Committee and Best Practices

Working Group to coordinate statewide on all aspects of the Low-Income Retrofit initiatives and review any new measures for possible inclusion within the program.

### **Low-Income New Construction**

Throughout the first quarter of 2015, Low-Income New Construction had 61 Low-Rise electric unit completions. The program continues to perform the targeted recruitment to the low-income market across the state that began in 2014. The PAs will be working with HERS Raters to solidify the low-income project forecast for the rest of 2015 in order to maintain a strong pipeline in the low-income new construction market.

## **COMMERCIAL AND INDUSTRIAL SECTOR**

In Q1, the Program Administrators continued to work diligently toward achieving the 2015 savings goals while actively exploring opportunities to expand offerings, enhance strategies and to encourage participation throughout the year.

### **Highlights**

***Statewide Sales Training:*** An important element of the current three-year plan is providing training, both for PA staff as well as trade allies. In keeping with that commitment, a series of energy efficiency sales training workshops were developed with the objective of improving the overall commercial effectiveness with which PAs C&I programs are delivered in Massachusetts. The sessions were held in early February in three locations spanning the entire state and were conducted by Mark Jewell who is very well known and highly regarded for his ability to provide sales training specifically in an energy efficiency context. Attendance was in excess of 300 individuals statewide.

***Vendor Open Houses:*** The PAs hosted a number of open houses for trade allies – manufacturers, distributors, contractors – to kick off 2015 and provide information regarding new and important program offerings and priorities. Events were held at various locations spanning the entire state – Dedham, Worcester, Hadley – with total attendance in excess of 200 vendors.

***EEAC Workshops:*** In collaboration with DOER, the PAs developed and presented a series of workshops, providing EEAC Councilors with an opportunity to provide input regarding priorities they believe the PAs should consider including in the 2016-2018 Plan. C&I workshops were held on January 27, 2015, February 17, 2015, and March 3, 2015 with each workshop focusing on a different program-related category, such as technology, implementation, or policy.

### **Subcommittee Activities**

The various C&I Subcommittees discussed a number of issues and areas for possible improvement during Q1. Details for each Subcommittee are as follows:

**Lighting:** The lighting subcommittee continues to be busy. Some results/discussions from the first quarter include:

- Examined feedback from vendors and industry partners regarding the 2015 program and application form changes. Some minor improvements and adjustments were discussed.
- The subcommittee reviewed and clarified the new Upstream and Prescriptive TLED (tube LED) policy. Eversource in Connecticut (formerly CL&P) currently facing legal issues regarding product exclusion.
- The subcommittee is working with several industry partners (NEEP, DLC, etc.) in order to expand the Mass Save “Advanced Lighting Network Controls Program” into a regional initiative (“CALC” - Commercial Advanced Lighting Controls).
- Several PAs met individually with various manufacturers and distributors regarding new products and partnering opportunities.
- As a newly integrated part of the Lighting Subcommittee in 2015, Upstream topics were reviewed and discussed in detail, including baseline assumptions for calculations, TLED clarification to Ecova, Lunera product removal on May 1st.
- The subcommittee began investigating possible program changes for the 2016-2018 Plan. The impacts of upcoming Energy Star, Design Lights Consortium, and MA code (IECC 2015) changes were initially identified.
- Subcommittee members prepared for LightFair 2015 in New York, and are looking to identify new lighting trends and technologies for current and future program expansion.

**Electric Non-Lighting:** Work has begun investigating the impact that the adoption of IECC 2015 codes will have on PA program offerings. This could impact the program directly as soon as January 2016, though many people familiar with the code process believe it could likely take an additional year. As such, work is underway to look at cost-effectiveness of Upstream HVAC equipment and chillers with the new codes in place.

**Natural Gas:** The Natural Gas subcommittee continued to work on moving Commercial Water Heaters to an Upstream delivery model. An RFP was developed and issued for a third party provider who will assist with design and implementation of the initiative. The PAs plan that the upstream water heater effort will be up and running by Q3 of this year, with expectations that PAs will be able to improve penetration of the high efficiency water heater market from roughly 10% in 2014 to nearly 50% by 2018. The subcommittee is also in the process of reviewing the results of PA-specific demonstration projects focused on boiler tune-ups and commercial Wi-Fi thermostats for possible deployment statewide. Finally, the C&I gas subcommittee has formally begun coordinating its discussions with the small business subcommittee because of a great deal of issue overlap that is likely to continue for the foreseeable future.

**Upstream:** An RFP for Upstream Lighting was issued in the fourth quarter of 2014. In Q1 of 2015, Ecova, the incumbent third-party program manager, was awarded the contract to continue their support of the Upstream Lighting program. Ecova presented a strong technical and commercial offer in the RFP process. On top of their existing capabilities and experience with

the program, they have added more robust data management capabilities, additional support staff, and clearly displayed concepts to work with the PA to evolve this program over the next three years.

#### **IV. Massachusetts Technology Assessment Committee**

The Massachusetts Technology Assessment Committee (“MTAC”) evaluates new technologies for inclusion in the energy efficiency programs. MTAC provides a consistent statewide venue for evaluation of new energy efficiency technologies.

MTAC approved one new technology/product during Q1, Pump Coating. Ceramic epoxy pump coatings are epoxy coatings mixed with hard ceramic particles of alumina and silica carbide in order to improve wear resistance. The coating also restores or improves pump efficiency. The technology is applicable for retrofit projects and is mainly targeted at water/waster water and industrial process plants.

The subcommittee also determined that natural gas fired engine driven water heaters and heat pumps do not need to be reviewed through MTAC and were recommended for further review through custom projects to PAs.

The subcommittee is currently reviewing three residential and two commercial technologies and expects a decision on most of these technologies by late spring.

#### **V. Marketing, Education, Outreach Highlights**

##### **Media Overview**

The 2015 Mass Save Awareness campaign was launched on January 5th. The goal of the campaign is to create awareness of Mass Save by inspiring consumers to remember that reducing their monthly energy bill is absolutely possible and simple and that visiting MassSave.com is their first step and top resource to achieving savings. Target audiences for the awareness campaign include residential, C&I, low-income, and multicultural (Spanish and Portuguese). The statewide campaign media is scheduled so that Awareness messaging is in market every week of the campaign from January 5 – November 22.

The Awareness campaign utilizes multiple media channels to build message reach and frequency with the target audiences. Channels include Digital Display, Pre-Roll Video, Native Advertising, Smartphone and Tablet advertising, mobile geo-fencing, streaming radio, Facebook, Paid Search, radio, billboards, MBTA commuter rail station and T-station posters, bus sides, business journals, chamber of commerce websites and newsletters and landlord association websites and newsletters.

The 2015 Awareness campaign includes the following new tactics: Native Advertising, streaming radio, and landlord association websites and newsletters. Native ads showcase Mass Save content within website feeds. The ads are served in a way that is organic to the website and the ads are consumed the same way that people view editorial content. Streaming radio will

expand the reach of the Mass Save campaign to desktop and mobile devices via radio apps and streaming stations.

The campaign launched on January 5<sup>th</sup> with Facebook and paid search advertising. In February, residential and C&I radio as well as business print started. The campaign ramped up in March with Digital Display, Pre-Roll Video, Native Advertising and billboards going live.

Following is a detailed summary of the media channels in market in Q1 2015.

Radio (5 weeks, Weeks of 2/16, 2/23, 3/2, 3/16, 3/23)

- Residential, Low-Income, Multicultural and Commercial & Industrial audiences; Radio spots ran in English, Spanish and Portuguese
- A mix of :30 and :60 ads run on top rated stations in the Berkshires, Boston, Cape Cod, New Bedford-Fall River, Springfield and Worcester

Digital Display (March 1 – 31)

- Geo-targeted flash banners for Residential, Commercial & Industrial and Multicultural audiences

Pre-Roll Video (March 1 – 31)

- Geo-targeted video; Residential audience

Native Advertising (March 1 – 31)

- Geo-targeted content ads; Residential audience

Facebook (January 5 – March 31)

- Geo-targeted ads; Residential audience

Paid Search (January 5 – March 31)

- Search ads on top two search networks, Residential and Commercial & Industrial audiences

Business & Chamber of Commerce Publications (February 16 – March 31)

- Ads ran in 6 business magazines and chamber of commerce newsletters

Out-of-Home Billboards (March 2 – March 31)

- Major thoroughfares in Boston, New Bedford, Pittsfield, Springfield and Worcester; Residential, Commercial & Industrial and Low-Income target audiences

## **Optimizations**

Facebook and Paid Search campaigns were monitored in Q1 to ensure that maximum impression volume and clicks were realized. On-site metrics such as average page views and average session duration were reviewed and allowed the PAs' vendor KSV to optimize ad delivery to best performing creative and keywords.

In March, KSV monitored the digital channels to ensure campaign exposure. Impression delivery, clicks and on-site metrics were monitored. KSV worked with vendors to meet and exceed energy vertical benchmarks for click-through-rate and video-completion-rate as well as to deliver engaged visitors to MassSave.com.

## **VI. Evaluation, Measurement, and Verification Highlights**

During the first quarter of 2015, the evaluation team continued to work with ongoing studies in all three research areas - Residential, Commercial & Industrial, and Special and Cross Sector. To help share best practices and streamline the evaluation process, the Program Administrators and the Council's consultants continued monthly meetings of the Evaluation Management Committee and coordination with the Residential and Commercial & Industrial Management Committees.

The following includes only studies that have reached at least the detailed scoping phase. There are other studies in the early scoping phase that are not included.

### **Residential Research Area**

Work on the following studies continued:

**Lighting Market Assessment On-Site Saturation Comparison.** The objective of this effort is to provide high-level analysis of residential lighting on-site inventories collected in Massachusetts and portions of Upstate New York completed in early 2015. This analysis will provide conclusions on differences between the Massachusetts and New York markets as well as findings from the panel visits regarding bulb replacement behavior. A preliminary memo will be complete in the second quarter of 2015, with an expanded report including purchase and storage behavior was also for later in the third quarter. Final results were worked on in the fourth quarter of 2014.

**High Efficiency Heating Equipment Impact Evaluation.** The objective of this study was to determine gross savings by assessing gas home heating and boiler hot water consumption and annual heating loads for all types of installations, the efficiency of baseline space heating equipment, and the efficiency of new space heating equipment promoted through the program. Metering equipment was installed in more than 100 homes throughout the 2014 heating season. This study was finalized in the first quarter of 2015.

**Ductless Mini-Split Heat Pump Impact Evaluation.** The objective of this study is to measure the energy usage of ductless mini-split heat pumps (DMSHPs) through the COOL SMART program. Initial results of heating savings from this study will be available in the second quarter of 2015.

**HES Program Delivery Assessment and HEAT Loan Delivery Assessment.** The objective of this study is threefold: (1) determine accurate conversion rates (installed measures: recommended measures) and other key performance metrics for HES overall, as well as for Lead Vendors (LVs) and Home Performance Contractors (HPCs) specifically; (2) explore the

effectiveness of linkages between HES and other PA programs (most notably HEHE and CoolSmart) and attempt to identify opportunities for greater and deeper savings for each program, as well as the overall residential portfolio; (3) understand the extent to which the Mass Save HEAT Loan influences customer decision-making relative to the other factors that influence participation (PA incentives, tax credits, pre-program intentions, etc.), and to explore whether the availability of the HEAT Loan has an impact on contractor pricing. Draft and final results are expected in the second quarter of 2015.

**Multifamily Process Evaluation.** The objective of this study was to assess and monitor the current state of the evolution of the Multifamily Program as a stand-alone or integrated offering with the commercial side and provide an ongoing examination of barriers, program operations, and customer experience. This study was finalized in the first quarter of 2015.

**Residential Customer Profile Study.** The objective of this study is to compile PA customer and participation data on residential customers to provide insights into levels of participation, energy consumption, and energy savings relative to consumption. The study will inform several of the other ongoing evaluation efforts. Draft results are expected in the second quarter of 2015.

**Lighting Multi-Stage Net-to-Gross.** The objective of this study is to estimate net-to-gross (NTG) ratios for key product types for which incentives were offered in the ENERGY STAR® Lighting initiative and to assess the associated strategic implications. Scoping focused on supplier interviews, point-of-sale data analysis, and self-reported purchase analysis is nearly final. This will also include a comparison of the Massachusetts area to the New York area since New York has ended their lighting program. Draft results were provided in the first quarter of 2015, and a final report is expected in the second quarter.

**Lighting Multi-Stage Net-to-Gross.** The objective of this study is to estimate net-to-gross (NTG) ratios for key product types for which incentives were offered in the ENERGY STAR® Lighting initiative and to assess the associated strategic implications. Scoping focused on supplier interviews, point-of-sale data analysis, and self-reported purchase analysis is nearly final. This will also include a comparison of the Massachusetts area to the New York area since New York has ended their lighting program. Draft results were provided in the first quarter of 2015, and a final report is expected in the second quarter of 2015.

**Lighting Incremental Cost.** The goal of this study is to estimate the current incremental costs for LEDs when compared to halogen bulbs. The study may also be used to forecast the likely incremental costs in 2016 through 2018. The study will include A-line, medium screw-base bulbs as well as specialty models such as reflectors and candelabra bulbs. The study also seeks to obtain predictions from lighting suppliers about the market share of various bulb types in the absence of Massachusetts program incentives from 2015 through 2020. Draft results are expected in the second quarter of 2015.

**Multifamily High-Rise New Construction Baseline Assessment.** The objective of this study is to develop a baseline for construction building practices in four-story and higher multifamily buildings. The PAs, EEAC and evaluation contractor are participating in meetings to discuss the



study's scope and the best methodologies for moving forward. Draft results are expected second quarter of 2015.

**Low-Income Multifamily Impact Assessment.** The objective of this study is to provide an inventory of the methods currently used to estimate LIMF savings, explore opportunities for standardization where appropriate, assess whether all data required for evaluation are available, and develop PA-specific realization rates for appropriate measures. Draft results are expected in the third quarter of 2015.

**Cool Smart Incremental Cost.** The overall objective of this study will be to understand the changing value of the component incremental cost of central cooling equipment for both energy and demand savings. The study is currently being scoped in the first quarter of 2015.

### **Commercial & Industrial Research Area**

Work on the following studies continued:

**New Construction Data Mining – Codes & Standards Research.** This study will leverage onsite data collected in support of the 2011 Code Compliance Baseline Study to learn about the baseline for potential code compliance program measures. The final report is expected in the second quarter of 2015.

**LED Market Effects Study (Residential & Commercial).** The first round of this study will examine baseline conditions of the market for LEDs in MA. A final report was completed in the first quarter of 2015.

**Impact Evaluation of 2012 Custom HVAC Measures.** This study will provide updated realization rates based on in-field metering of a robust sample of projects completed in 2012. Results are expected in the second quarter of 2015.

**Impact Evaluation of 2012 Prescriptive Non-Lighting Measures.** This study will provide updated savings estimates for a pre-selected group of non-lighting measures. The measures will be determined during the scoping process which will include an assessment of the percent of program savings achieved by each measure as well as the precision and confidence associated with the current measure savings estimates. Results are expected in the second quarter of 2015.

**Learning From Successful Projects.** The intent of this study is to assess the characteristics of successful projects and recommend best practices that could reasonably be duplicated elsewhere. The study is currently underway and work began in the first quarter of 2014. The final report was finalized in the first quarter of 2015.

**PA Differences Assessment.** This intent of this study is to analyze and document the different factors that affect PA performance. These factors may include the percent of customers participating, the depth at which customers participate, the cost to deliver savings and the demographics and key characteristics of each PA's territory. The final report was finalized in the first quarter of 2015.

**Commercial Real Estate Market Assessment.** The intent of this study is to provide a comprehensive understanding of the complex relationship between building owners, property managers and tenants and identify specific program offerings and points in the leasing process that offer opportunities to capture energy savings. The final report was finalized in the first quarter of 2015.

**Supply Side Population Assessment.** The intent of this study is to characterize the population of market actors that serve the Massachusetts PAs' C&I customers and potentially recruit market actors for participation in future EM&V efforts. The final report was finalized in the first quarter of 2015.

**Process Evaluation of the Direct Install Program.** This study will focus on research objectives identified by PA implementation staff and other key stakeholders including EEAC consultants and could include options for deeper savings, targeting of micro-businesses, establishing savings estimates for behavioral measures, etc. The final report was finalized in the first quarter of 2015.

**EISA T-12 Phase out Research.** This study seeks to determine if lighting manufactures are still producing T12 lamps despite the phase-out initiated by the EPACT and EISA legislation and, if so, how these manufacturers are producing T12 lamps that meet the new efficacy requirements and how big a market these continuing T12 sales represent. The final report was finalized in the first quarter of 2015.

**C&I Customer On-Site Assessments.** This study is to build upon the data collected in the C&I customer telephone surveys and gather the data that will help the energy efficiency programs continue to grow and expand current offerings by providing a clearer understanding of the existing C&I building market in Massachusetts. This study is underway and the final report is expected in the fourth quarter 2015.

**Impact Evaluation of 2013 Custom Gas Measures.** This study will provide updated realization rates based on in-field metering of a robust sample of projects completed in 2013. Research began in the third quarter of 2014.

**C&I 2013 Customer Profile.** This is the third study in an annual series and will use existing program tracking and customer billing data to create a profile of C&I customers in the state based on market and participant characteristics such as size, business type and program participation rates. The final report was finalized in the first quarter of 2015.

**Impact Evaluation of 2013 Prescriptive Gas Measures.** This study will provide updated savings estimates for a pre-selected group of gas measures. The measures will be determined during the scoping process which will include an assessment of the percent of program savings achieved by each measure as well as the precision and confidence associated with the current measure savings estimates. Research began in the fourth quarter of 2014.

**Boiler Market Assessment Phase II.** Phase I of the study focused on the boiler manufacturers in Massachusetts including the estimation of market size. Phase II of the study will focus on narrowing the market size estimates from Phase I, assessing the boiler program and market in Massachusetts relative to other states, characterizing the pace of change in the market, and reviewing proposed federal regulations. The study began in the fourth quarter of 2014.

**Upstream Lighting Program “In-Storage” Lamps Follow Up.** As part of the previous impact evaluation a significant number of program bulbs were found to be “in-storage” and were counted as zero in the installation rate calculation. This study proposes revisiting sites that were found to have any “in-storage” bulbs to learn more about when and whether these bulbs were eventually installed and to calculate savings from bulbs moving from storage to sockets. The final report was finalized in the first quarter of 2015.

### **Special and Cross-Sector Research Area**

The following specific high priority studies are being scoped out and will be included with a future regulatory filing:

**Non-Energy Impacts – Low Income Health NEIs:** The proposed research is aimed at identifying and quantifying NEIs of energy efficiency measures on the health and well-being of low-income energy efficiency program participants, estimating their costs, and projecting those costs to the year 2050. The PAs are working closely with representatives from LEAN and the Department of Energy to determine how this line of research can be customized to Massachusetts circumstances.

The following specific high priority studies are currently underway and will be included with a future regulatory filing:

**Massachusetts Cross-Cutting Behavior Program Impact and Process Evaluation:** The goal of the study is to conduct an impact evaluation and follow-up process evaluation to measure the following:

Impact: (1) update of cohort-specific savings and realization rates, (2) assess appropriateness of existing experimental design, with a particular emphasis on overlapping PA programs (e.g., customers simultaneously assigned to treatment and control groups depending on PA), and (3) measure the cross-fuel savings that have not been measured to date.

Process: (1) actions customers are taking that are driving on-going savings, (2) assess the value of the reports in generating persistent savings through survey and in-depth interviews, and (3) determine whether or not customers are interested in additional program offerings or improvements based on surveys and in-depth interviews.

**Net-to-Gross – Gas C&I NTG:** The study seeks to help the PAs and the EEAC update natural gas net-to-gross (NTG) factors in the C&I sector. The last natural gas NTG study was completed in 2012, and the last electric NTG study was just completed in 2014.

**Codes & Standards Coordination/Planning:** The goal of this effort is to provide overall coordination with implementation to ensure that as implementation plans develop in this area, they are designed in such a way that the necessary data is being collected in order to evaluate the impact of such efforts along with appropriate attribution to the PAs. Recent research highlights in this area include an evaluation of Code Compliance Rates for Single Family Homes, and memos on code compliance trainings.

**Market Effects:** The goal of this study is to develop a framework for the evaluation of market effects for programs targeting reductions in residential and commercial energy use and demand. The study will help the PAs, the EEAC, and residential and commercial EM&V contractor teams to 1) understand and agree to working definitions of what market effects are, their relation to other concepts like spillover and market transformation, and what conditions could lead to them, 2) identify and prioritize specific markets that stand to be sufficiently influenced by existing or planned programs that the resulting effects could affect program value and planning, 3) develop suggested methodologically consistent approaches for assessing market effects within these markets; and 4) Identify how program administrators can improve the evaluability of market effects for the programs or parts of programs targeting these markets. Recent work has focused on developing an HVAC manufacturer panel to better understand the market and get equipment sales data. Other recent efforts have focused on centralizing the market effects data collection and interview functions.

**Net-to-Gross – Top-Down NTG Methods:** This is a two phased study to provide guidance to determine the role of top-down modeling of net energy impacts. Phase I will take place during the 2014 evaluation period. Phase II will follow the Phase I research. The Phase I study will review existing Top-Down modeling techniques and recommend specific methods to be used in MA, obtain the necessary data for employing one or more agreed approaches, implement multiple agreed-upon approaches in parallel to provide an initial demonstration of the contribution that Top-Down modeling may make to on-going evaluation efforts, and make recommendations for data that should be tracked to facilitate better Top-Down modeling in the future. Current efforts now focus around completing investigations of the stability and sensitivity of the Top Down Model, with a draft report expected in May. Future efforts are likely to be centered on further developing the Muni model (comparing electricity consumption in PA service territories with consumption in municipal service territories).

**Non-Energy Impacts – Quantifying C&I New Construction NEIs – Phase II:** The goal of this study is to quantify participant non-energy impacts (NEIs) associated with commercial and industrial new construction projects. Phase I was focused on recommending if and how to proceed with an approach for estimating NEIs in C&I New Construction. Phase II of the study is focused on using an engineering based approach to quantify the NEI values.

**Comprehensive Review of Training and Education Programs:** The goal of the study is to identify opportunities for increased BOC rebate conversion, as well as to better understand and quantify the BOC's O&M and equipment savings as reported by other studies. A draft report of this evaluation has been distributed for review and it is anticipated that a final report will be completed by the end of May.

**Comprehensive Review of Behavior and Education Programs:** The goal of the study is to provide the MA program administrators with an understanding of the landscape of behavior and education programs, focusing on innovative programs that result in quantifiable savings that can be claimed. A draft report of this evaluation has been distributed for review and it is anticipated that a final report will be completed by the end of May.

**Efficient Neighborhoods+ Initiative –Incremental Cost Assessment:** The overall goal of this research is to understand incremental costs associated with administering the Efficient Neighborhoods+ initiative. A draft memo is expected in May.

The following specific high priority studies have recently been completed and will be included with a future regulatory filing:

**Umbrella Marketing - Mass Save Statewide Campaign Post Campaign Study:** The goal of this study is to field a post-campaign survey to gauge the immediate impact of the 2014 statewide marketing campaign among residential and Commercial and Industrial (C&I) customers.

**Retro Electric DRIPE:** The PAs and EEAC Consultants were interested in learning whether estimates of electric DRIPE developed as a part of recent Avoided Cost studies were accurate. In lieu of conducting a separate evaluation, the research questions that the PAs and EEAC Consultants were interested in learning more about were answered in the 2015 Avoided Energy Supply Cost study.

## **VII. Regulatory Updates**

In Q1 the PAs engaged in several regulatory efforts. The PAs prepared the first full version of the 2016-2018 Plan during the first quarter of 2015. The 2016-2018 Plan was submitted to the Council on April 30, 2015, and included comprehensive materials, including energy efficiency data tables, regulatory background, GCA requirements, program descriptions, cost drivers, funding source descriptions, PA potential study materials, and performance incentive models.

On January 16, 2015, DOER proposed updates to the Residential Conservation Services (“RCS”) regulations to encourage broader consumer reach and better consumer protections. PAs submitted comments, including proposed revisions to the draft regulations, on March 31, 2015. PAs have engaged in follow-up discussions with DOER in May 2015.

In the first quarter of 2015, the PAs worked on a template for the Term Report, which will be due in spring/summer of 2016 for the completed 2013-2015 Plan. The Department asked the PAs to draft a straw template for the Term Report, which the PAs submitted to the D.P.U. 11-120 working group on March 2, 2015 (both narrative and Excel tables). The PAs attended and presented at a Technical Session convened by the Department on March 16, 2015. The PAs also presented on their straw template at the March Council meeting.

During Q1 several PAs also worked on mid-term modifications (“MTMs”). CLC, Berkshire, Unutil, and Eversource each prepared MTMs that were reviewed by the Council’s consultants,

the Executive Committee, and the Council, and were approved at the March 31, 2015 Council meeting. Additionally, National Grid submitted a “Category 2” MTM to the Department during Q1, which was subsequently approved.

On May 16, 2014, the DOER and DEP (collectively “Petitioners”) filed a joint petition requesting that the Department adopt a value for the avoided cost of complying with the GWSA calculated using a marginal abatement cost curve method. Method for Calculating Avoided Costs of Complying with Global Warming Solutions Act, D.P.U. 14-86. On February 13, 2015 the PAs (except for the Compact and Blackstone Gas) filed a joint reply brief asking the Department to deny the petition on the grounds that the GWSA does not impose costs on the PAs or their customers, the petitioners did not sufficiently quantify the proposed GWSA compliance value, and GHG reductions are an important byproduct, but are not a specific requirement, of energy efficiency programs implemented pursuant to the GCA.

### **VIII. Special Focus Topic: Energy Codes**

The Massachusetts Code Compliance Support Initiative delivered eight classroom trainings (five residential trainings and three commercial trainings) in the first quarter of 2015. Multiple trainings were hosted for code official organizations including Massachusetts Building Commissioners and Inspectors Association (MBCIA) and the Northeast Sustainable Energy Association (NESEA). Monthly residential webinars started in April. The volume of incoming technical assistance calls continues to increase. Significant progress was made on the Residential New Construction Field Guide in Q1, which will be delivered in the second quarter.

**ATTACHMENT A**  
**QUANTITATIVE REPORT**

**Q1 2015 Statewide Electric Budgets (January 1, 2015 through March 31, 2015 )**

Row Labels	Total Sum of Program Planning and Administration	Total Sum of Marketing and Advertising	Total Sum of Participant Incentive	Total Sum of Sales, Technical Assistance & Training	Total Sum of Evaluation and Market Research	Total Sum of Total Spend
<b>Electric</b>						
<b>Planned</b>	\$ 27,780,278	\$ 18,557,885	\$ 383,012,186	\$ 73,209,504	\$ 16,534,595	\$ 519,094,446
<b>Residential</b>	\$ 6,301,336	\$ 11,447,839	\$ 116,763,207	\$ 31,186,517	\$ 5,624,093	\$ 171,322,993
Residential Whole House	\$ 3,307,784	\$ 3,927,211	\$ 78,540,347	\$ 22,423,031	\$ 3,989,600	\$ 112,187,974
Residential Products	\$ 1,527,788	\$ 4,581,194	\$ 29,214,213	\$ 6,265,354	\$ 1,489,760	\$ 43,078,307
Residential Hard-to-Measure	\$ 1,465,764	\$ 2,939,434	\$ 9,008,647	\$ 2,498,132	\$ 144,733	\$ 16,056,712
<b>Low-Income</b>	\$ 3,238,860	\$ 1,088,461	\$ 40,927,999	\$ 9,648,454	\$ 2,009,355	\$ 56,913,126
Low-Income Whole House	\$ 1,825,406	\$ 823,949	\$ 40,927,999	\$ 9,633,604	\$ 1,970,023	\$ 55,180,979
Low-Income Hard-to-Measure	\$ 1,413,455	\$ 264,511	\$ -	\$ 14,850	\$ 39,332	\$ 1,732,147
<b>Commercial &amp; Industrial</b>	\$ 18,240,081	\$ 6,021,585	\$ 225,320,980	\$ 32,374,533	\$ 8,901,147	\$ 290,858,327
C&I New Construction	\$ 3,635,741	\$ 1,374,106	\$ 39,048,392	\$ 8,235,128	\$ 2,019,505	\$ 54,312,870
C&I Retrofit	\$ 11,827,253	\$ 3,503,379	\$ 186,272,588	\$ 24,139,405	\$ 6,669,641	\$ 232,412,267
C&I Hard-to-Measure	\$ 2,777,087	\$ 1,144,100	\$ -	\$ -	\$ 212,002	\$ 4,133,189
<b>Q1</b>	\$ 5,827,509	\$ 3,228,404	\$ 69,053,214	\$ 16,549,502	\$ 2,099,958	\$ 96,758,588
<b>Residential</b>	\$ 1,600,387	\$ 2,692,544	\$ 39,767,800	\$ 6,569,823	\$ 1,108,169	\$ 51,738,722
Residential Whole House	\$ 713,549	\$ 422,551	\$ 21,147,863	\$ 4,705,874	\$ 540,041	\$ 27,529,879
Residential Products	\$ 308,151	\$ 1,227,839	\$ 14,552,899	\$ 867,235	\$ 550,833	\$ 17,506,956
Residential Hard-to-Measure	\$ 578,686	\$ 1,042,154	\$ 4,067,038	\$ 996,714	\$ 17,295	\$ 6,701,888
<b>Low-Income</b>	\$ 529,497	\$ 76,988	\$ 10,443,648	\$ 2,028,470	\$ 131,541	\$ 13,210,145
Low-Income Whole House	\$ 396,000	\$ 42,532	\$ 10,443,648	\$ 2,028,470	\$ 131,450	\$ 13,042,099
Low-Income Hard-to-Measure	\$ 133,498	\$ 34,456	\$ -	\$ -	\$ 91	\$ 168,045
<b>Commercial &amp; Industrial</b>	\$ 3,697,625	\$ 458,873	\$ 18,841,766	\$ 7,951,209	\$ 860,249	\$ 31,809,721
C&I New Construction	\$ 565,204	\$ 35,590	\$ 90,619	\$ 4,293,810	\$ 219,092	\$ 5,204,315
C&I Retrofit	\$ 1,941,945	\$ 189,365	\$ 18,751,147	\$ 3,618,306	\$ 640,697	\$ 25,141,461
C&I Hard-to-Measure	\$ 1,190,475	\$ 233,918	\$ -	\$ 39,093	\$ 460	\$ 1,463,946

YTD as Percentage to Planned	Program Planning and Administration	Marketing and Advertising	Participant Incentive	Sales, Technical Assistance & Training	Evaluation and Market Research	Total Spend
<b>Electric</b>	<b>21%</b>	<b>17%</b>	<b>18%</b>	<b>23%</b>	<b>13%</b>	<b>19%</b>
<b>Residential</b>	<b>25%</b>	<b>24%</b>	<b>34%</b>	<b>21%</b>	<b>20%</b>	<b>30%</b>
1. Residential Whole House	22%	11%	27%	21%	14%	25%
2. Residential Products	20%	27%	50%	14%	37%	41%
3. Residential Hard-to-Measure	39%	35%	45%	40%	12%	42%
<b>Low-Income</b>	<b>16%</b>	<b>7%</b>	<b>26%</b>	<b>21%</b>	<b>7%</b>	<b>23%</b>
4. Low-Income Whole House	22%	5%	26%	21%	7%	24%
5. Low-Income Hard-to-Measure	9%	13%	0%	0%	0%	10%
<b>Commercial &amp; Industrial</b>	<b>20%</b>	<b>8%</b>	<b>8%</b>	<b>25%</b>	<b>10%</b>	<b>11%</b>
6. C&I New Construction	16%	3%	0%	52%	11%	10%
7. C&I Retrofit	16%	5%	10%	15%	10%	11%
8. C&I Hard-to-Measure	43%	20%	0%	0%	0%	35%



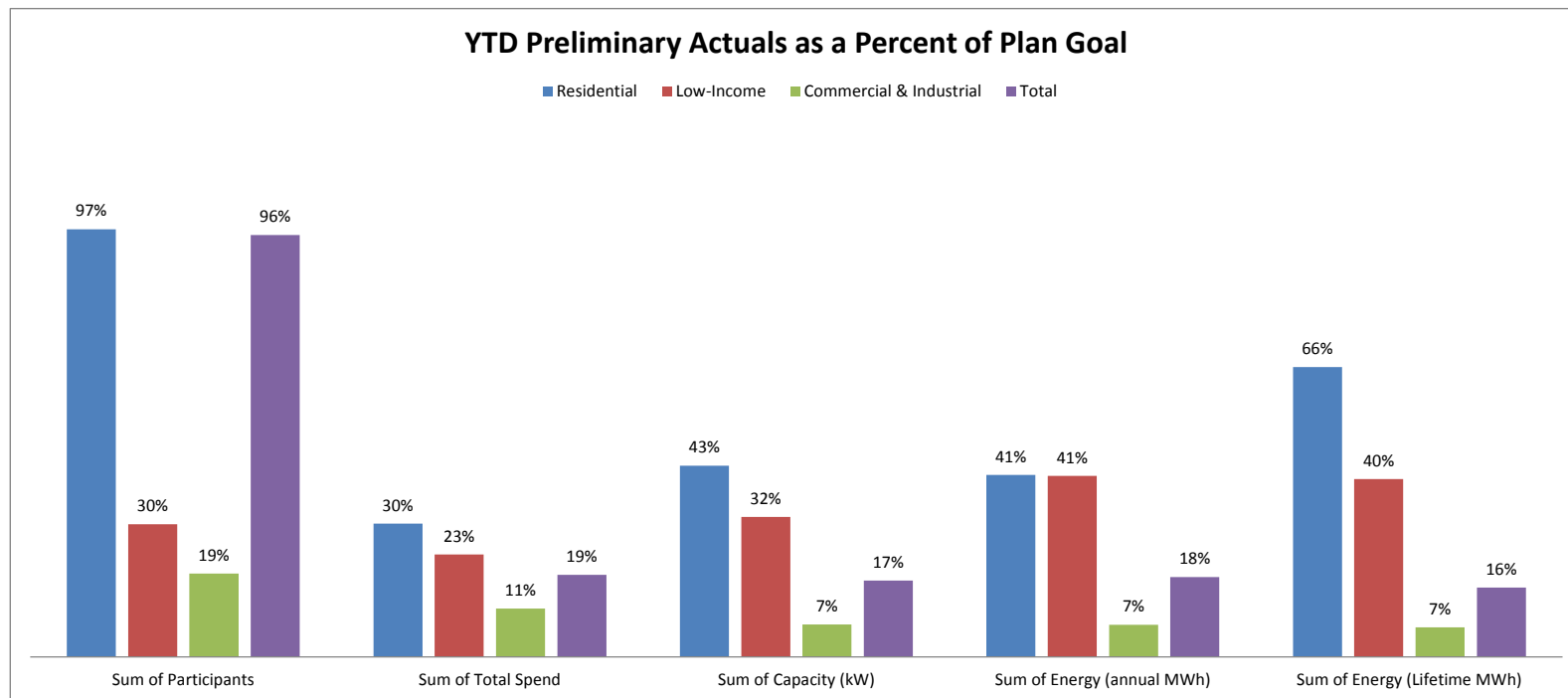
**Q1 2015 Statewide Electric Savings (January 1, 2015 through March 31, 2015 )**

	Total Sum of Participants	Total Sum of Capacity (kW)	Total Sum of Energy (annual MWh)	Total Sum of Energy (Lifetime MWh)
<b>Electric</b>				
<b>Planned</b>	2,350,052	179,574	1,274,647	13,863,793
Residential	2,306,349	47,314	380,446	1,985,571
Residential Whole House	942,277	25,839	209,363	690,144
Residential New Construction	5,119	746	4,517	47,003
Residential Multi-Family Retrofit	26,646	1,013	16,746	183,102
Residential Home Energy Services	52,800	3,444	31,701	303,640
Residential Behavior/Feedback	857,712	20,636	156,399	156,399
Residential Products	1,364,072	21,475	171,083	1,295,428
Residential Cooling & Heating Equipment	12,778	3,340	5,897	78,471
Residential Lighting	1,251,552	15,826	148,216	1,084,983
Residential Consumer Products	99,742	2,309	16,970	131,973
Low-Income	27,106	3,245	26,795	254,311
Low-Income Whole House	27,106	3,245	26,795	254,311
Low-Income New Construction	1,571	108	1,000	10,135
Low-Income Single Family Retrofit	10,646	1,649	11,485	111,720
Low-Income Multi-Family Retrofit	14,889	1,488	14,310	132,456
Commercial & Industrial	16,597	129,015	867,406	11,623,911
C&I New Construction	3,423	30,005	174,844	2,502,291
C&I New Construction	3,423	30,005	174,844	2,502,291
C&I Retrofit	13,174	99,010	692,562	9,121,620
C&I Retrofit	4,166	71,596	549,843	7,493,130
C&I Direct Install	9,008	27,414	142,720	1,628,490
<b>Q1</b>	<b>2,247,801</b>	<b>31,054</b>	<b>231,027</b>	<b>2,183,500</b>
Residential	2,236,508	20,510	156,950	1,304,320
Residential Whole House	1,047,171	8,414	67,463	337,914
Residential New Construction	708	411	1,690	23,122
Residential Multi-Family Retrofit	4,930	239	4,744	51,408
Residential Home Energy Services	12,887	3,165	21,989	224,344
Residential Behavior/Feedback	1,028,646	4,599	39,039	39,039
Residential Products	1,189,337	12,096	89,488	966,406
Residential Cooling & Heating Equipment	4,657	439	3,205	45,535
Residential Lighting	1,159,814	11,055	83,361	897,282
Residential Consumer Products	24,866	602	2,921	23,590
Low-Income	8,160	1,030	10,995	102,569
Low-Income Whole House	8,160	1,030	10,995	102,569
Low-Income New Construction	61	23	129	1,542
Low-Income Single Family Retrofit	3,281	532	3,196	31,180
Low-Income Multi-Family Retrofit	4,818	475	7,671	69,848
Commercial & Industrial	3,133	9,514	63,081	776,611
C&I New Construction	1,774	4,343	22,570	262,971
C&I New Construction	1,774	4,343	22,570	262,971
C&I Retrofit	1,359	5,171	40,511	513,639
C&I Retrofit	280	1,965	21,845	281,748
C&I Direct Install	1,079	3,206	18,667	231,891

YTD as Percentage to Planned	Participants	Capacity (kW)	Energy (annual MWh)	Energy (Lifetime MWh)
<b>Electric</b>	<b>96%</b>	<b>17%</b>	<b>18%</b>	<b>16%</b>
<b>Residential</b>	<b>97%</b>	<b>43%</b>	<b>41%</b>	<b>66%</b>
<b>Residential Whole House</b>	<b>111%</b>	<b>33%</b>	<b>32%</b>	<b>49%</b>
Residential New Construction	14%	55%	37%	49%
Residential Multi-Family Retrofit	19%	24%	28%	28%
Residential Home Energy Services	24%	92%	69%	74%
Residential Behavior/Feedback	120%	22%	25%	25%
<b>Residential Products</b>	<b>87%</b>	<b>56%</b>	<b>52%</b>	<b>75%</b>
Residential Cooling & Heating Equipment	36%	13%	54%	58%
Residential Lighting	93%	70%	56%	83%
Residential Consumer Products	25%	26%	17%	18%
Low-Income	30%	32%	41%	40%
<b>Low-Income Whole House</b>	<b>30%</b>	<b>32%</b>	<b>41%</b>	<b>40%</b>
Low-Income New Construction	4%	22%	13%	15%
Low-Income Single Family Retrofit	31%	32%	28%	28%
Low-Income Multi-Family Retrofit	32%	32%	54%	53%
<b>Commercial &amp; Industrial</b>	<b>19%</b>	<b>7%</b>	<b>7%</b>	<b>7%</b>
<b>C&amp;I New Construction</b>	<b>52%</b>	<b>14%</b>	<b>13%</b>	<b>11%</b>
C&I New Construction	52%	14%	13%	11%
<b>C&amp;I Retrofit</b>	<b>10%</b>	<b>5%</b>	<b>6%</b>	<b>6%</b>
C&I Retrofit	7%	3%	4%	4%
C&I Direct Install	12%	12%	13%	14%

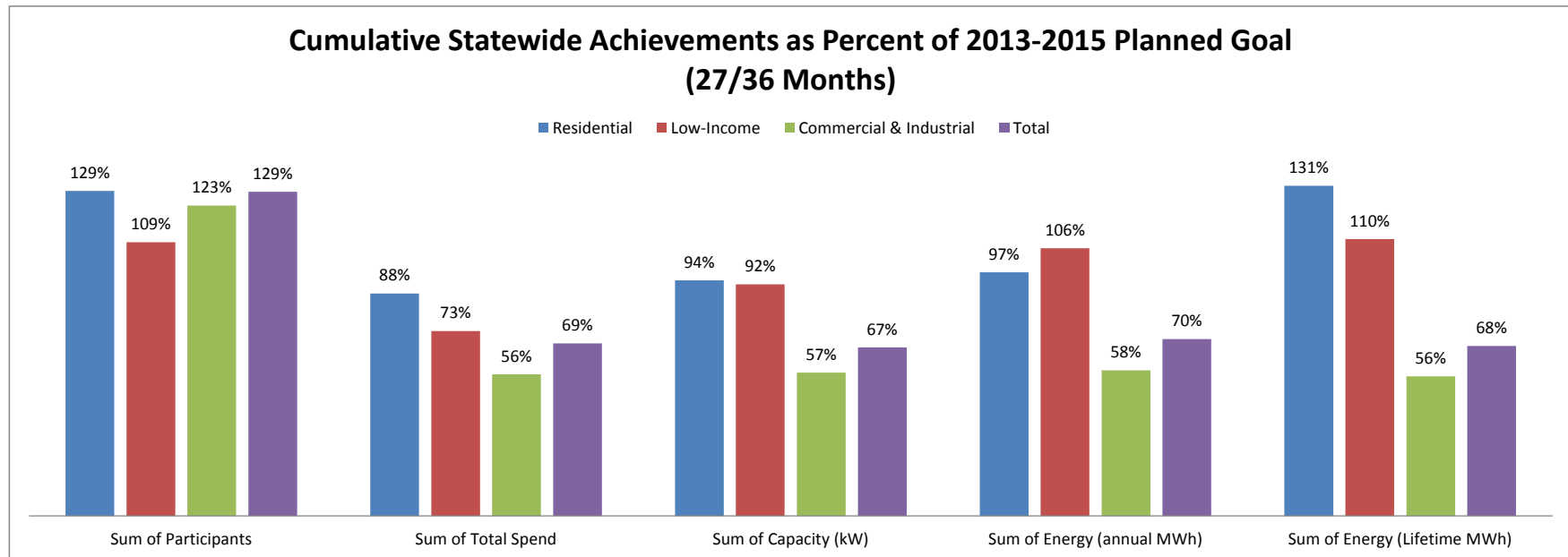
## Q1 2015 Statewide Electric Summary (January 1, 2015 through March 31, 2015 )

Values					
Row Labels	Sum of Participants	Sum of Total Spend	Sum of Capacity (kW)	Sum of Energy (annual MWh)	Sum of Energy (Lifetime MWh)
<b>Electric</b>					
<b>Planned</b>	2,350,052	519,094,446	179,574	1,274,647	13,863,793
Residential	2,306,349	171,322,993	47,314	380,446	1,985,571
Low-Income	27,106	56,913,126	3,245	26,795	254,311
Commercial & Industrial	16,597	290,858,327	129,015	867,406	11,623,911
<b>Q1</b>	<b>2,247,801</b>	<b>\$ 96,758,588</b>	<b>31,054</b>	<b>231,027</b>	<b>2,183,500</b>
Residential	2,236,508	\$ 51,738,722	20,510	156,950	1,304,320
Low-Income	8,160	\$ 13,210,145	1,030	10,995	102,569
Commercial & Industrial	3,133	\$ 31,809,721	9,514	63,081	776,611
<b>YTD as % of Planned</b>	<b>96%</b>	<b>19%</b>	<b>17%</b>	<b>18%</b>	<b>16%</b>
Residential	97%	30%	43%	41%	66%
Low-Income	30%	23%	32%	41%	40%
Commercial & Industrial	19%	11%	7%	7%	7%



## Cumulative Statewide Electric Summary (January 1, 2013 through March 31, 2015 )

Values					
Row Labels	Sum of Participants	Sum of Total Spend	Sum of Capacity (kW)	Sum of Energy (annual MWh)	Sum of Energy (Lifetime MWh)
<b>Electric</b>					
<b>Planned</b>	6,858,617	1,496,975,555	530,621	3,706,432	40,279,049
Residential	6,726,690	487,957,883	135,871	1,074,808	5,830,295
Low-Income	82,473	165,973,663	9,823	83,391	779,384
Commercial & Industrial	49,454	843,044,009	384,927	2,548,232	33,669,371
<b>Q1</b>	<b>8,840,494</b>	<b>\$ 1,027,617,265</b>	<b>355,604</b>	<b>2,605,950</b>	<b>27,198,771</b>
Residential	8,689,792	\$ 431,598,196	127,185	1,041,359	7,651,651
Low-Income	89,695	\$ 121,902,425	9,040	88,756	857,966
Commercial & Industrial	61,007	\$ 474,116,644	219,379	1,475,836	18,689,154
<b>YTD as % of Planned</b>	<b>129%</b>	<b>69%</b>	<b>67%</b>	<b>70%</b>	<b>68%</b>
Residential	129%	88%	94%	97%	131%
Low-Income	109%	73%	92%	106%	110%
Commercial & Industrial	123%	56%	57%	58%	56%

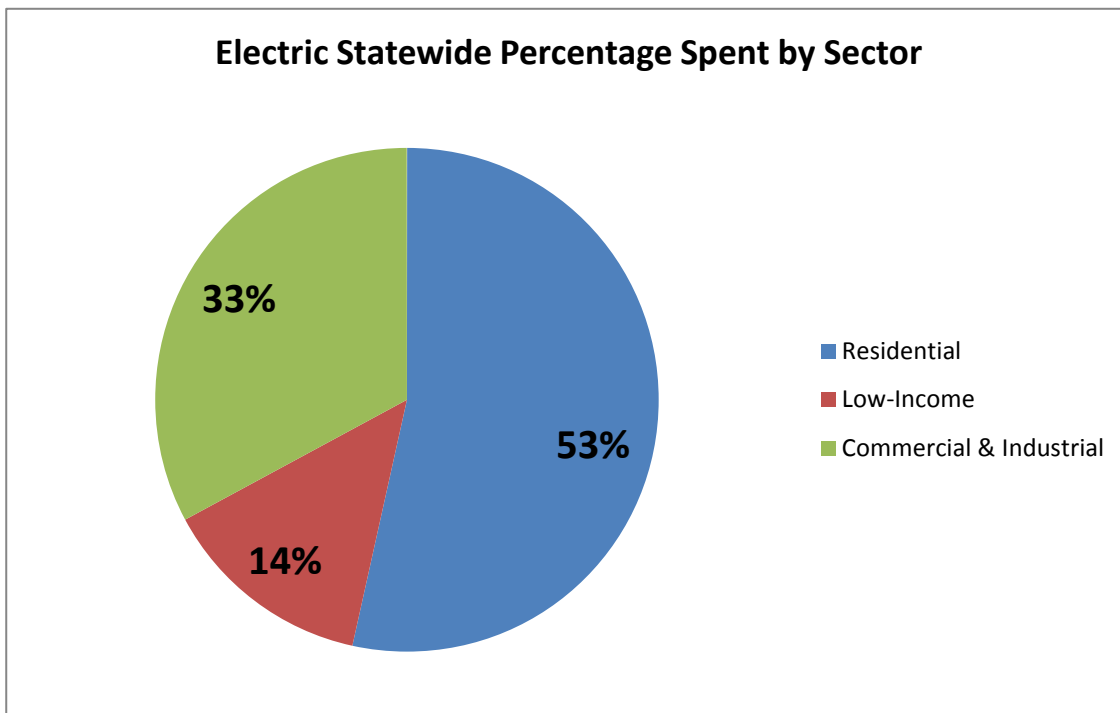
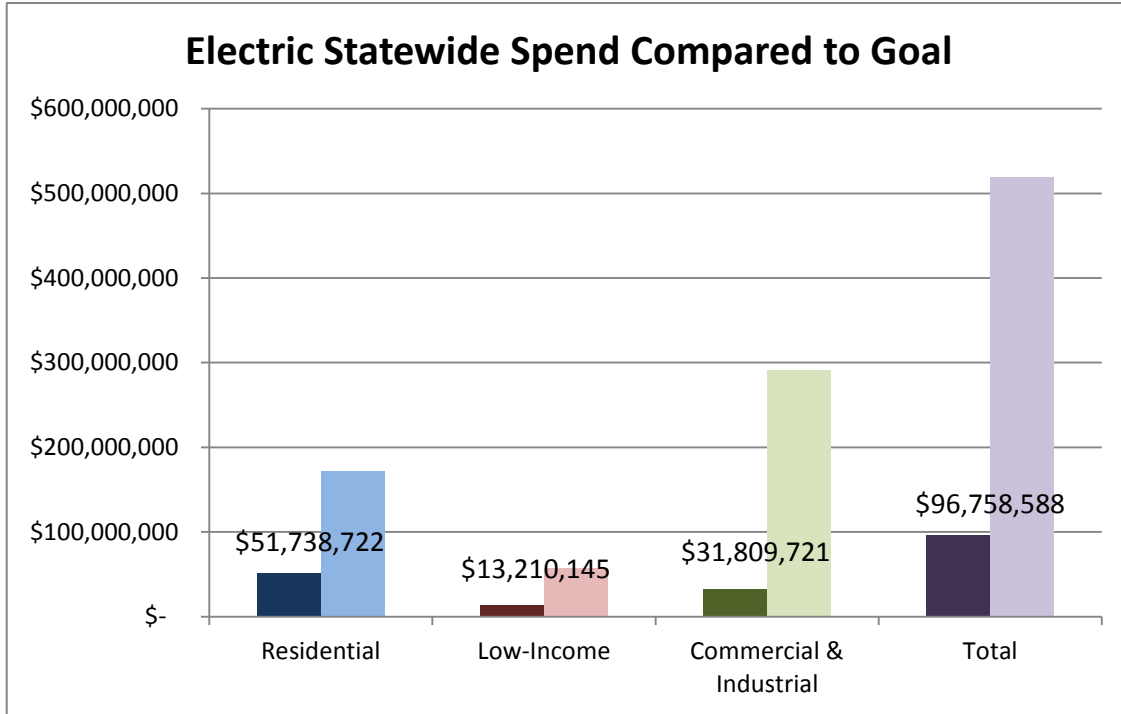


**Q1 2015 Statewide Electric Summary by PA (January 1, 2015 through March 31, 2015 )**

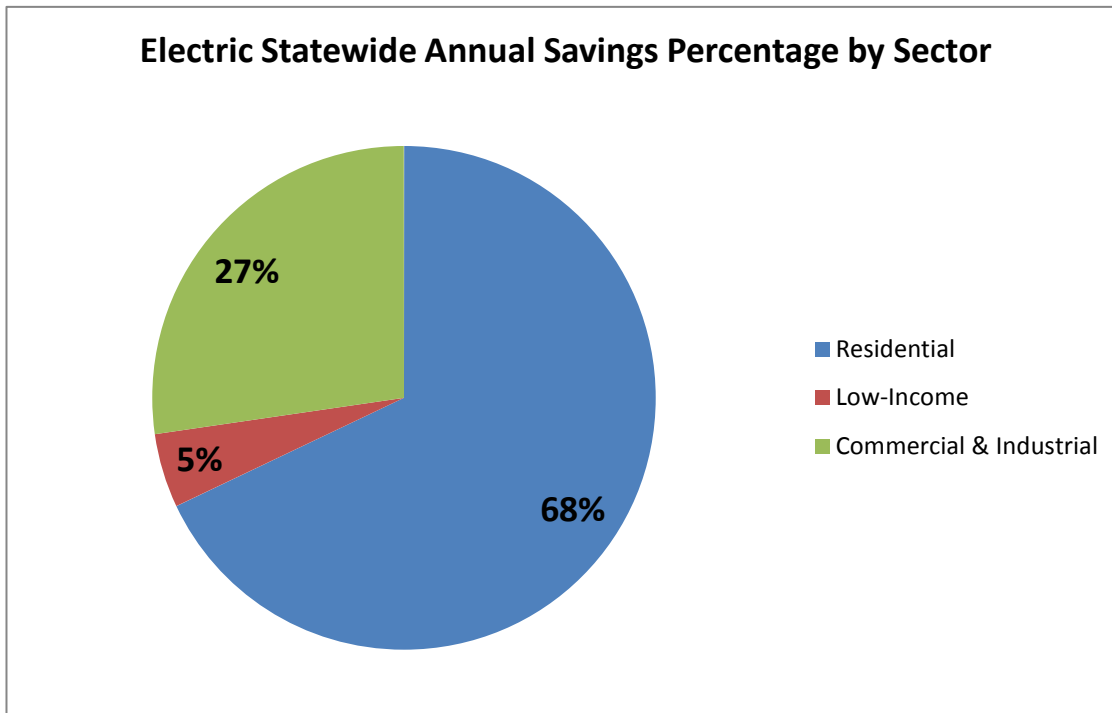
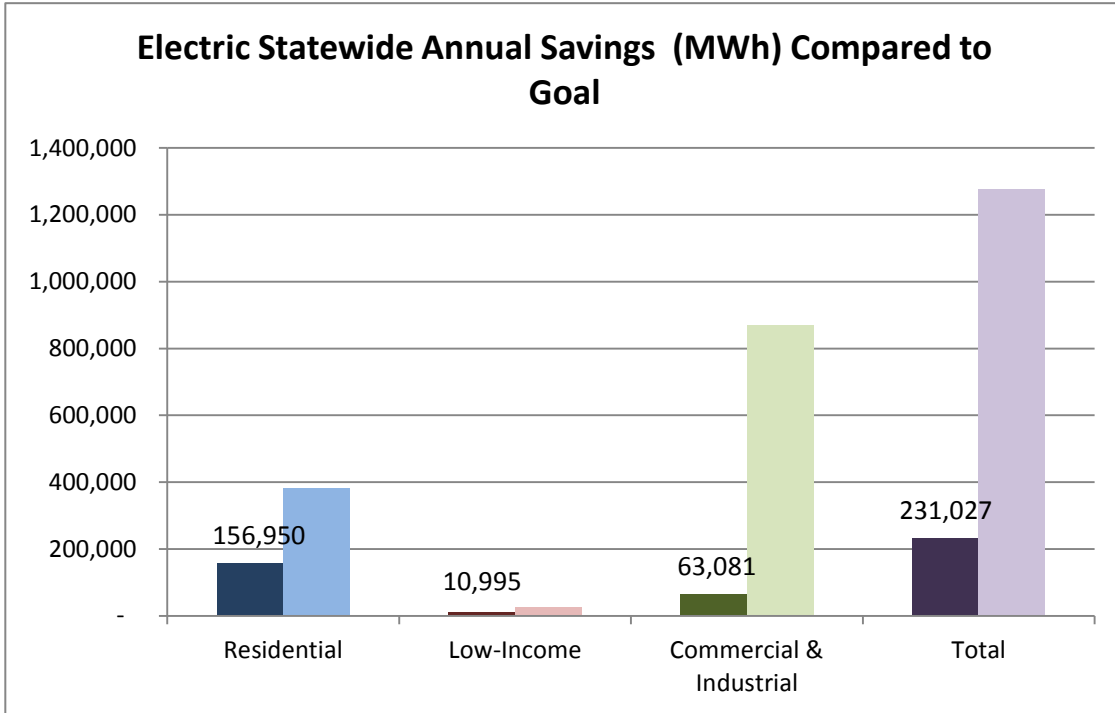
Sum of Energy (Lifetime MWh)	Column Labels						Grand Total
Row Labels	National Grid	UNITIL	CLC	Eversource (NSTAR)	Eversource (WMECO)		
<b>Electric</b>							
<b>Planned</b>	6,073,835	99,121	385,265	6,311,704	993,869		13,863,793
Residential	921,079	8,716	156,226	709,393	190,158		1,985,571
Residential Whole House	339,450	1,432	72,291	216,650	60,322		690,144
Residential New Construction	24,485	490	3,069	17,007	1,952		47,003
Residential Multi-Family Retrofit	95,684	358	21,197	61,566	4,297		183,102
Residential Home Energy Services	105,733	584	47,326	108,924	41,073		303,640
Residential Behavior/Feedback	113,547		699	29,153	13,000		156,399
Residential Products	581,629	7,284	83,935	492,743	129,836		1,295,428
Residential Cooling & Heating Equipmen	27,164	359	12,326	32,438	6,184		78,471
Residential Lighting	494,393	5,721	57,629	411,199	116,041		1,084,983
Residential Consumer Products	60,072	1,204	13,980	49,106	7,611		131,973
Residential Hard-to-Measure							
Low-Income	112,763	3,323	14,330	87,052	36,843		254,311
Low-Income Whole House	112,763	3,323	14,330	87,052	36,843		254,311
Low-Income New Construction	4,615	249	292	3,872	1,107		10,135
Low-Income Single Family Retrofit	51,294	873	11,615	35,177	12,761		111,720
Low-Income Multi-Family Retrofit	56,854	2,201	2,423	48,003	22,975		132,456
Low-Income Hard-to-Measure			-				-
Commercial & Industrial	5,039,993	87,082	214,709	5,515,258	766,869		11,623,911
C&I New Construction	1,068,586	11,439	72,284	1,213,001	136,981		2,502,291
C&I New Construction	1,068,586	11,439	72,284	1,213,001	136,981		2,502,291
C&I Retrofit	3,971,407	75,643	142,425	4,302,257	629,888		9,121,620
C&I Retrofit	3,489,788	50,735	67,240	3,631,644	253,724		7,493,130
C&I Direct Install	481,619	24,908	75,185	670,614	376,164		1,628,490
C&I Hard-to-Measure							
<b>Q1</b>	<b>813,011</b>	<b>15,770</b>	<b>176,710</b>	<b>937,235</b>	<b>240,773</b>		<b>2,183,500</b>
Residential	518,735	8,973	102,839	514,110	159,662		1,304,320
Residential Whole House	121,319	2,349	42,101	134,148	38,198		337,914
Residential New Construction	14,218	70	3,020	5,207	607		23,122
Residential Multi-Family Retrofit	28,654	588	8,064	13,402	701		51,408
Residential Home Energy Services	53,307	1,491	31,017	106,071	32,459		224,344
Residential Behavior/Feedback	25,140		-	9,468	4,430		39,039
Residential Products	397,416	6,825	60,739	379,962	121,464		966,406
Residential Cooling & Heating Equipmen	12,627	613	6,276	16,141	9,878		45,535
Residential Lighting	375,713	5,977	53,044	353,743	108,803		897,282
Residential Consumer Products	9,076	235	1,419	10,078	2,782		23,590
Residential Hard-to-Measure			-				-
Low-Income	37,975	181	5,351	43,028	16,034		102,569
Low-Income Whole House	37,975	181	5,351	43,028	16,034		102,569
Low-Income New Construction	476		0	1,065			1,542
Low-Income Single Family Retrofit	9,418	181	4,802	10,097	6,681		31,180
Low-Income Multi-Family Retrofit	28,081	-	548	31,865	9,353		69,848
Low-Income Hard-to-Measure			-				-
Commercial & Industrial	256,301	6,616	68,520	380,097	65,077		776,611
C&I New Construction	60,205	4,439	23,808	151,885	22,633		262,971
C&I New Construction	60,205	4,439	23,808	151,885	22,633		262,971
C&I Retrofit	196,095	2,176	44,712	228,212	42,444		513,639
C&I Retrofit	132,778	387	24,552	96,461	27,570		281,748
C&I Direct Install	63,317	1,790	20,160	131,751	14,873		231,891
C&I Hard-to-Measure			-				-

Year	YTD as Percentage to Planned						Grand Total
	National Grid	Unitil	CLC	Eversource (NSTAR)	Eversource (WMECO)		
<b>Electric</b>	<b>13%</b>	<b>16%</b>	<b>46%</b>	<b>15%</b>	<b>24%</b>		<b>16%</b>
<b>Residential</b>	<b>56%</b>	<b>103%</b>	<b>66%</b>	<b>72%</b>	<b>84%</b>		<b>66%</b>
<b>1. Residential Whole House</b>	<b>36%</b>	<b>150%</b>	<b>58%</b>	<b>62%</b>	<b>83%</b>		<b>49%</b>
1a. Residential New Construction	58%	14%	98%	31%	31%		49%
1b. Residential Multi-Family Retrofit	30%	164%	38%	22%	16%		28%
1c. Residential Home Energy Services	50%	255%	66%	97%	79%		74%
1d. Residential Behavior/Feedback	22%	0%	0%	32%	34%		25%
<b>2. Residential Products</b>	<b>68%</b>	<b>94%</b>	<b>72%</b>	<b>77%</b>	<b>94%</b>		<b>75%</b>
2a. Residential Cooling & Heating Equipme	46%	171%	51%	50%	160%		58%
2b. Residential Lighting	76%	104%	92%	86%	94%		83%
2c. Residential Consumer Products	15%	19%	10%	21%	37%		18%
<b>3. Residential Hard to Measure</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>		<b>0%</b>
<b>Low-Income</b>	<b>34%</b>	<b>5%</b>	<b>37%</b>	<b>49%</b>	<b>44%</b>		<b>40%</b>
<b>4. Low-Income Whole House</b>	<b>34%</b>	<b>5%</b>	<b>37%</b>	<b>49%</b>	<b>44%</b>		<b>40%</b>
4a. Low-Income New Construction	10%	0%	0%	28%	0%		15%
4b. Low-Income Single Family Retrofit	18%	21%	41%	29%	52%		28%
4c. Low-Income Multi-Family Retrofit	49%	0%	23%	66%	41%		53%
<b>5. Low Income Hard to Measure</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>		<b>0%</b>
<b>Commercial &amp; Industrial</b>	<b>5%</b>	<b>8%</b>	<b>32%</b>	<b>7%</b>	<b>8%</b>		<b>7%</b>
<b>6. C&amp;I New Construction</b>	<b>6%</b>	<b>39%</b>	<b>33%</b>	<b>13%</b>	<b>17%</b>		<b>11%</b>
6a. C&I New Construction	6%	39%	33%	13%	17%		11%
<b>7. C&amp;I Retrofit</b>	<b>5%</b>	<b>3%</b>	<b>31%</b>	<b>3%</b>	<b>7%</b>		<b>6%</b>
7a. C&I Retrofit	4%	1%	37%	3%	11%		4%
7b. C&I Direct Install	13%	7%	27%	20%	4%		14%
<b>8. C&amp;I Hard to Measure</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>		<b>0%</b>

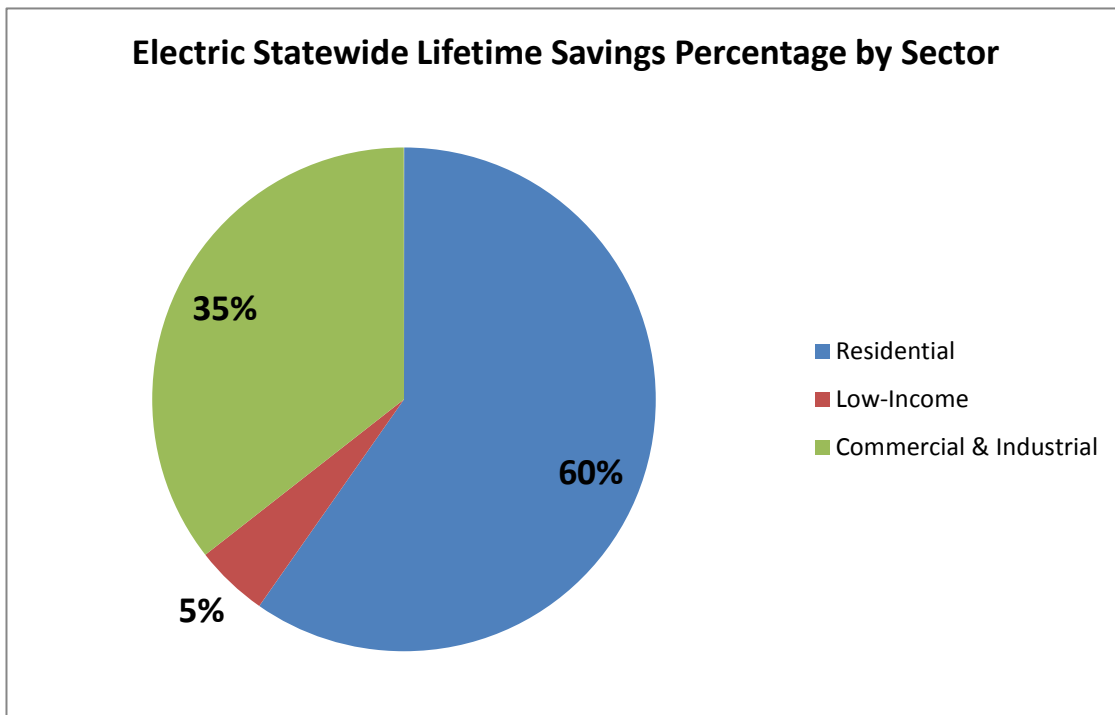
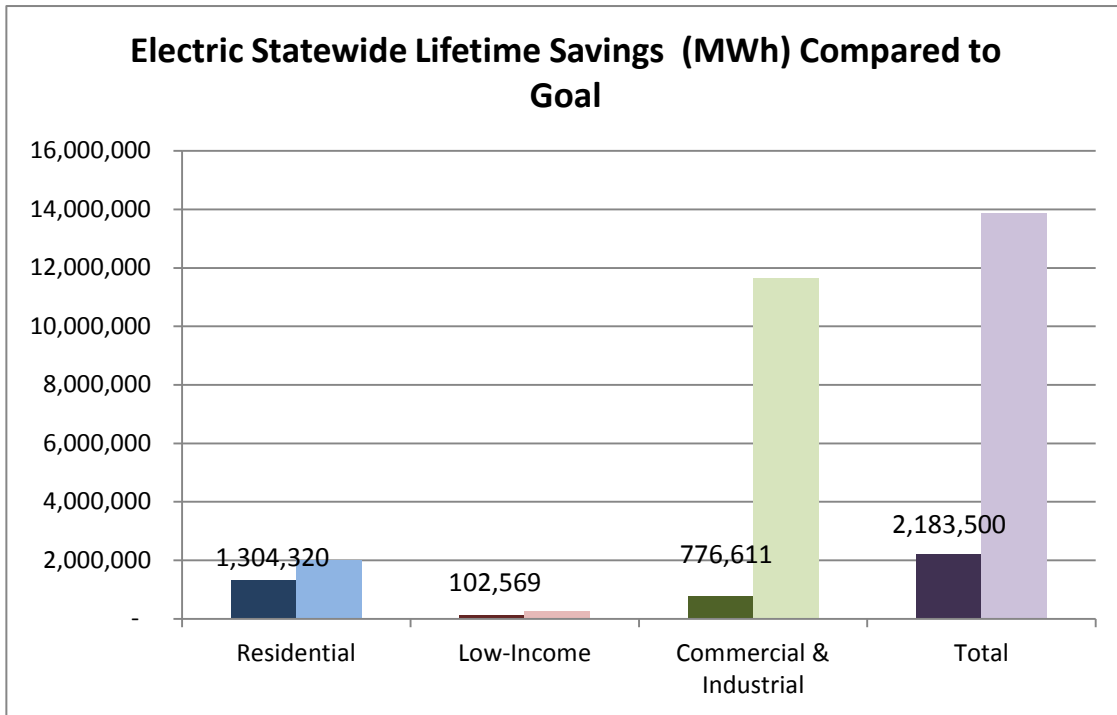
# ELECTRIC STATEWIDE BUDGETS, Q1 2015



# ANNUAL ELECTRIC STATEWIDE SAVINGS, Q1 2015



# LIFETIME ELECTRIC STATEWIDE SAVINGS, Q1 2015



**Q1 2015 Statewide Gas Budgets (January 1, 2015 through March 31, 2015 )**

Row Labels	Total Sum of Program Planning and Administration	Total Sum of Marketing and Advertising	Total Sum of Participant Incentive	Total Sum of Sales, Technical Assistance & Training	Total Sum of Evaluation and Market Research	Total Sum of Total Spend
<b>Gas</b>						
<b>Planned</b>	\$ 9,305,105	\$ 9,597,556	\$ 125,519,945	\$ 28,260,545	\$ 7,471,000	\$ 180,154,151
Residential	\$ 4,434,388	\$ 4,966,226	\$ 60,372,476	\$ 15,324,174	\$ 3,674,412	\$ 88,771,676
Residential Whole House	\$ 2,496,871	\$ 1,775,568	\$ 39,658,983	\$ 12,913,226	\$ 2,453,835	\$ 59,298,483
Residential Products	\$ 1,064,668	\$ 2,269,323	\$ 19,554,963	\$ 2,081,045	\$ 1,100,485	\$ 26,070,484
Residential Hard-to-Measure	\$ 872,850	\$ 921,335	\$ 1,158,530	\$ 329,903	\$ 120,092	\$ 3,402,710
Low-Income	\$ 2,313,491	\$ 2,100,426	\$ 25,375,586	\$ 6,499,530	\$ 1,554,952	\$ 37,843,985
Low-Income Whole House	\$ 1,474,949	\$ 1,924,470	\$ 25,375,586	\$ 6,499,530	\$ 1,519,671	\$ 36,794,205
Low-Income Hard-to-Measure	\$ 838,542	\$ 175,956	\$ -	\$ -	\$ 35,281	\$ 1,049,779
Commercial & Industrial	\$ 2,557,226	\$ 2,530,904	\$ 39,771,883	\$ 6,436,841	\$ 2,241,636	\$ 53,538,490
C&I New Construction	\$ 826,503	\$ 945,881	\$ 15,537,829	\$ 1,893,684	\$ 820,793	\$ 20,024,689
C&I Retrofit	\$ 1,337,630	\$ 1,082,593	\$ 24,234,054	\$ 4,499,194	\$ 1,361,662	\$ 32,515,133
C&I Hard-to-Measure	\$ 393,093	\$ 502,431	\$ -	\$ 43,963	\$ 59,181	\$ 998,668
<b>Q1</b>	<b>\$ 1,909,897</b>	<b>\$ 1,151,983</b>	<b>\$ 21,299,802</b>	<b>\$ 4,852,452</b>	<b>\$ 784,716</b>	<b>\$ 29,998,851</b>
Residential	\$ 999,261	\$ 688,682	\$ 14,191,813	\$ 2,738,456	\$ 365,243	\$ 18,983,454
Residential Whole House	\$ 501,108	\$ 205,239	\$ 7,179,916	\$ 2,488,044	\$ 242,244	\$ 10,616,551
Residential Products	\$ 195,001	\$ 245,922	\$ 6,719,694	\$ 200,115	\$ 101,110	\$ 7,461,842
Residential Hard-to-Measure	\$ 303,152	\$ 237,521	\$ 292,203	\$ 50,297	\$ 21,888	\$ 905,062
Low-Income	\$ 399,768	\$ 153,294	\$ 4,549,298	\$ 1,145,270	\$ 104,231	\$ 6,351,862
Low-Income Whole House	\$ 291,132	\$ 35,431	\$ 4,549,298	\$ 1,145,270	\$ 103,580	\$ 6,124,982
Low-Income Hard-to-Measure	\$ 108,636	\$ 117,863	\$ -	\$ -	\$ 381	\$ 226,880
Commercial & Industrial	\$ 510,868	\$ 310,008	\$ 2,558,692	\$ 968,725	\$ 315,242	\$ 4,663,535
C&I New Construction	\$ 166,115	\$ 131,212	\$ 1,883,655	\$ 381,518	\$ 110,249	\$ 2,672,750
C&I Retrofit	\$ 287,105	\$ 132,862	\$ 675,037	\$ 595,025	\$ 204,197	\$ 1,894,225
C&I Hard-to-Measure	\$ 57,649	\$ 45,933	\$ -	\$ (7,818)	\$ 797	\$ 96,561

YTD AS PERCENTAGE OF Planned	Program Planning and Administration	Marketing and Advertising	Participant Incentive	Sales, Technical Assistance & Training	Evaluation and Market Research	Total Spend
<b>Gas</b>	<b>21%</b>	<b>12%</b>	<b>17%</b>	<b>17%</b>	<b>11%</b>	<b>17%</b>
Residential	23%	14%	24%	18%	10%	21%
1. Residential Whole House	20%	12%	18%	19%	10%	18%
2. Residential Products	18%	11%	34%	10%	9%	29%
3. Residential Hard-to-Measure	35%	26%	25%	15%	18%	27%
Low-Income	17%	7%	18%	18%	7%	17%
4. Low-Income Whole House	20%	2%	18%	18%	7%	17%
5. Low-Income Hard-to-Measure	13%	67%	0%	0%	1%	22%
Commercial & Industrial	20%	12%	6%	15%	14%	9%
6. C&I New Construction	20%	14%	12%	20%	13%	13%
7. C&I Retrofit	21%	12%	3%	13%	15%	6%
8. C&I Hard-to-Measure	15%	9%	0%	-18%	1%	10%



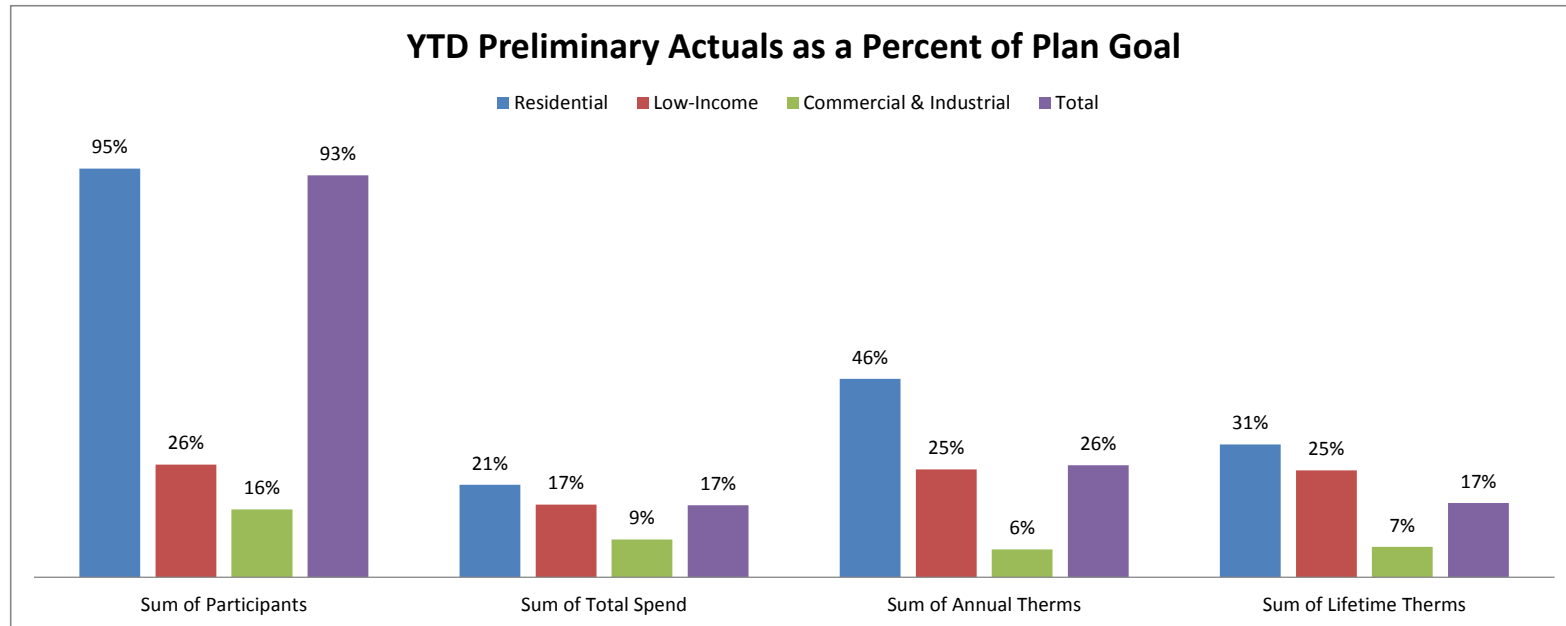
**Q1 2015 Statewide Gas Savings (January 1, 2015 through March 31, 2015 )**

	Total Sum of Participants	Total Sum of Annual Therms	Total Sum of Lifetime Therms
<b>Gas</b>			
<b>Planned</b>	572,756	24,951,085	320,982,418
Residential	560,562	11,605,485	115,703,916
Residential Whole House	531,812	9,649,097	79,083,614
Residential New Construction	1,794	326,191	7,654,901
Residential Multi-Family Retrofit	9,045	572,517	9,906,372
Residential Home Energy Services	35,290	2,901,292	55,673,244
Residential Behavior/Feedback	485,683	5,849,097	5,849,097
Residential Products	28,749	1,956,387	36,620,302
Residential Heating & Water Heating	28,749	1,956,387	36,620,302
Low-Income	7,009	1,486,113	29,327,841
Low-Income Whole House	7,009	1,486,113	29,327,841
Low-Income Single Family Retrofit	2,521	839,279	17,108,297
Low-Income Multi-Family Retrofit	4,488	646,834	12,219,544
Commercial & Industrial	5,185	11,859,487	175,950,661
C&I New Construction	1,790	3,970,000	79,559,845
C&I New Construction	1,790	3,970,000	79,559,845
C&I Retrofit	3,395	7,889,487	96,390,816
C&I Retrofit	2,217	7,553,114	93,156,710
C&I Direct Install	1,178	336,373	3,234,106
<b>Q1</b>	<b>532,437</b>	<b>6,455,864</b>	<b>55,120,612</b>
Residential	529,798	5,325,934	35,516,700
Residential Whole House	519,759	4,495,969	21,134,533
Residential New Construction	569	247,036	5,937,884
Residential Multi-Family Retrofit	1,391	55,556	976,999
Residential Home Energy Services	12,356	536,297	10,562,570
Residential Behavior/Feedback	505,443	3,657,080	3,657,080
Residential Products	10,039	829,965	14,382,167
Residential Heating & Water Heating	10,039	829,965	14,382,167
Low-Income	1,826	370,001	7,251,697
Low-Income Whole House	1,826	370,001	7,251,697
Low-Income Single Family Retrofit	600	141,439	2,816,238
Low-Income Multi-Family Retrofit	1,226	228,562	4,435,459
Commercial & Industrial	813	759,930	12,352,215
C&I New Construction	255	445,104	9,114,153
C&I New Construction	255	445,104	9,114,153
C&I Retrofit	558	314,826	3,238,062
C&I Retrofit	348	268,038	2,758,794
C&I Direct Install	210	46,788	479,268

YTD AS PERCENTAGE OF Planned	Participants	Annual Therms	Lifetime Therms
<b>Gas</b>	<b>93%</b>	<b>26%</b>	<b>17%</b>
<b>Residential</b>	<b>95%</b>	<b>46%</b>	<b>31%</b>
<b>Residential Whole House</b>	<b>98%</b>	<b>47%</b>	<b>27%</b>
Residential New Construction	32%	76%	78%
Residential Multi-Family Retrofit	15%	10%	10%
Residential Home Energy Services	35%	18%	19%
Residential Behavior/Feedback	104%	63%	63%
<b>Residential Products</b>	<b>35%</b>	<b>42%</b>	<b>39%</b>
Residential Heating & Water Heating	35%	42%	39%
Low-Income	26%	25%	25%
<b>Low-Income Whole House</b>	<b>26%</b>	<b>25%</b>	<b>25%</b>
Low-Income Single Family Retrofit	24%	17%	16%
Low-Income Multi-Family Retrofit	27%	35%	36%
Commercial & Industrial	16%	6%	7%
<b>C&amp;I New Construction</b>	<b>14%</b>	<b>11%</b>	<b>11%</b>
C&I New Construction	14%	11%	11%
<b>C&amp;I Retrofit</b>	<b>16%</b>	<b>4%</b>	<b>3%</b>
C&I Retrofit	16%	4%	3%
C&I Direct Install	18%	14%	15%

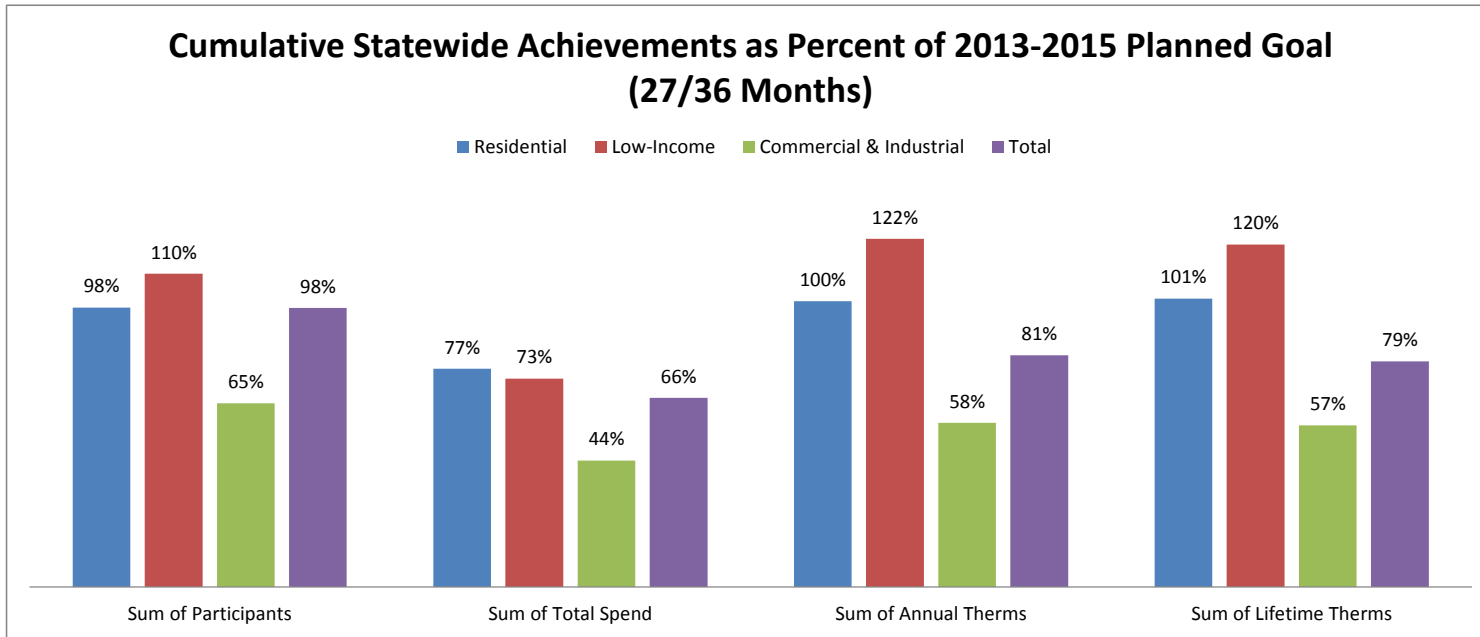
## Q1 2015 Statewide Gas Summary (January 1, 2015 through March 31, 2015 )

Row Labels	Values			
	Sum of Participants	Sum of Total Spend	Sum of Annual Therms	Sum of Lifetime Therms
<b>Gas</b>				
<b>Planned</b>	572,756	\$ 180,154,151	24,951,085	320,982,418
Residential	560,562	\$ 88,771,676	11,605,485	115,703,916
Low-Income	7,009	\$ 37,843,985	1,486,113	29,327,841
Commercial & Industrial	5,185	\$ 53,538,490	11,859,487	175,950,661
<b>Q1</b>	<b>532,437</b>	<b>\$ 29,998,851</b>	<b>6,455,864</b>	<b>55,120,612</b>
Residential	529,798	\$ 18,983,454	5,325,934	35,516,700
Low-Income	1,826	\$ 6,351,862	370,001	7,251,697
Commercial & Industrial	813	\$ 4,663,535	759,930	12,352,215
<b>YTD as % of Planned</b>	<b>93%</b>	<b>17%</b>	<b>26%</b>	<b>17%</b>
Residential	95%	21%	46%	31%
Low-Income	26%	17%	25%	25%
Commercial & Industrial	16%	9%	6%	7%



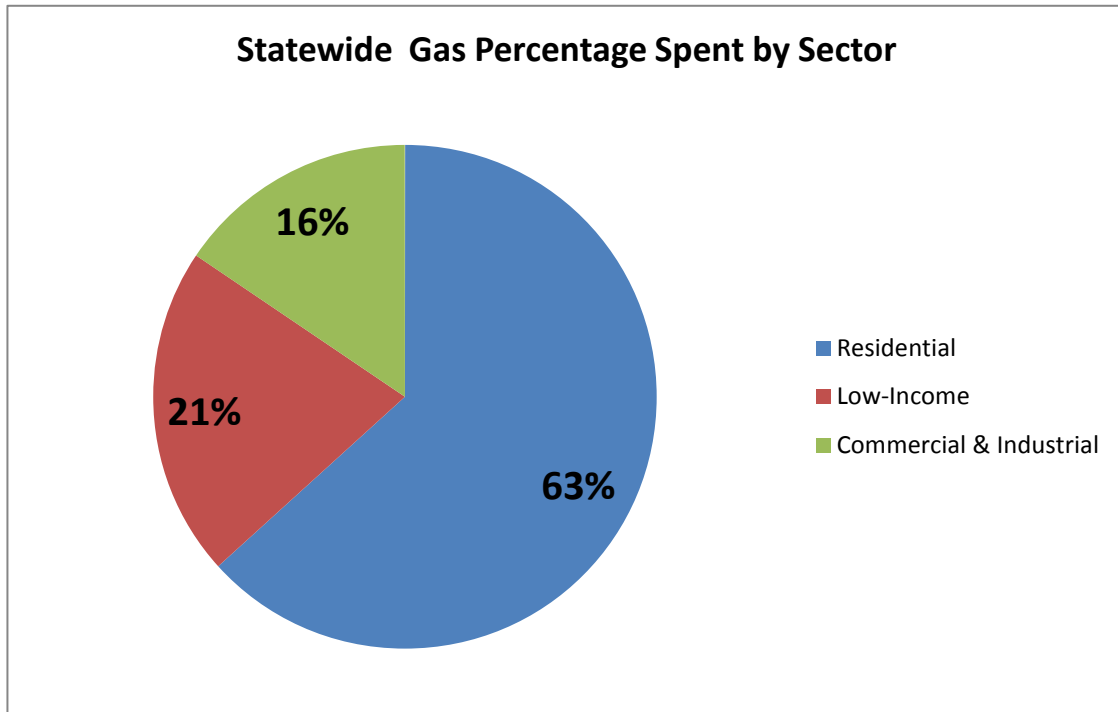
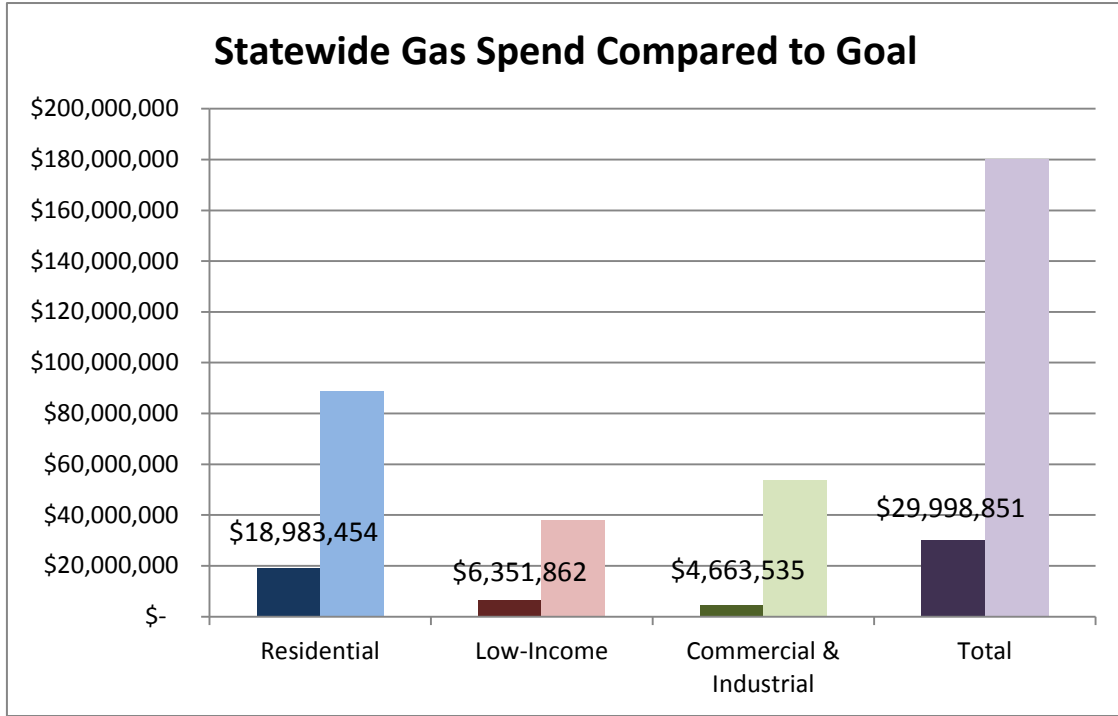
## Cumulative Statewide Gas Summary (January 1, 2013 through March 31, 2015 )

Row Labels	Values			
	Sum of Participants	Sum of Total Spend	Sum of Annual Therms	Sum of Lifetime Therms
<b>Gas</b>				
<b>Planned</b>	1,682,828	523,270,039	72,016,442	937,202,886
Residential	1,647,281	260,460,226	33,504,078	351,323,511
Low-Income	20,494	108,181,298	4,322,928	85,197,521
Commercial & Industrial	15,053	154,628,515	34,189,435	500,681,854
<b>Q1</b>	<b>1,649,883</b>	<b>\$ 347,700,704</b>	<b>58,626,602</b>	<b>743,027,120</b>
Residential	1,617,614	\$ 199,743,075	33,631,798	356,027,489
Low-Income	22,552	\$ 79,233,323	5,286,995	102,475,233
Commercial & Industrial	9,717	\$ 68,724,306	19,707,808	284,524,399
<b>YTD as % of Planned</b>	<b>98%</b>	<b>66%</b>	<b>81%</b>	<b>79%</b>
Residential	98%	77%	100%	101%
Low-Income	110%	73%	122%	120%
Commercial & Industrial	65%	44%	58%	57%

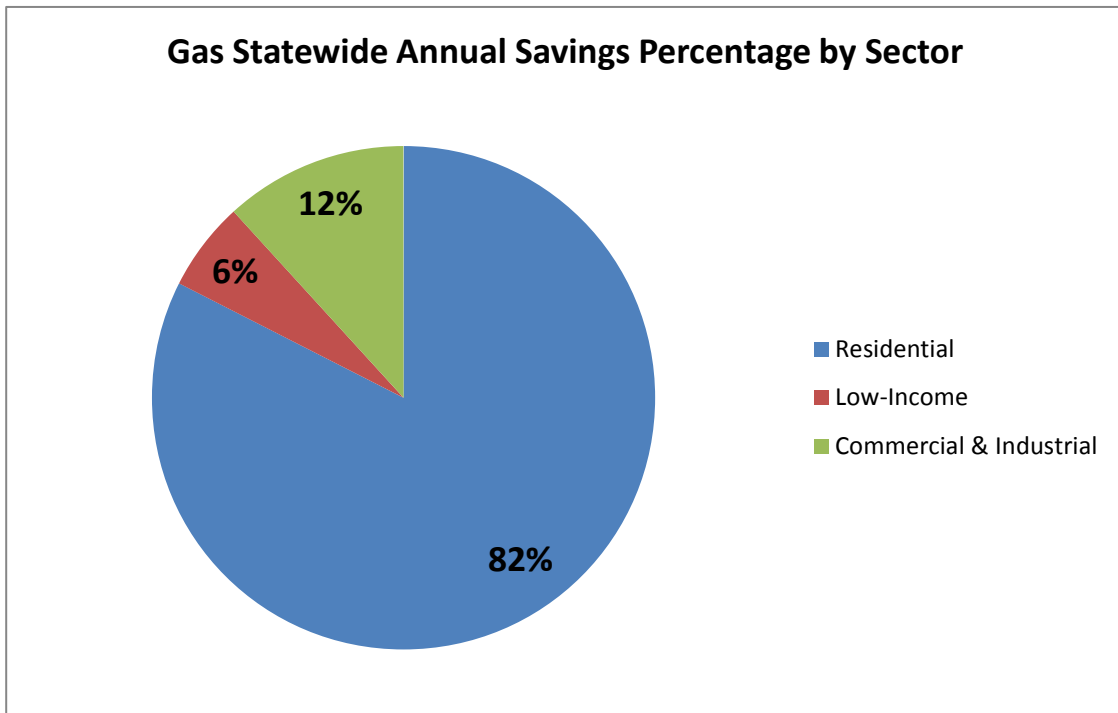
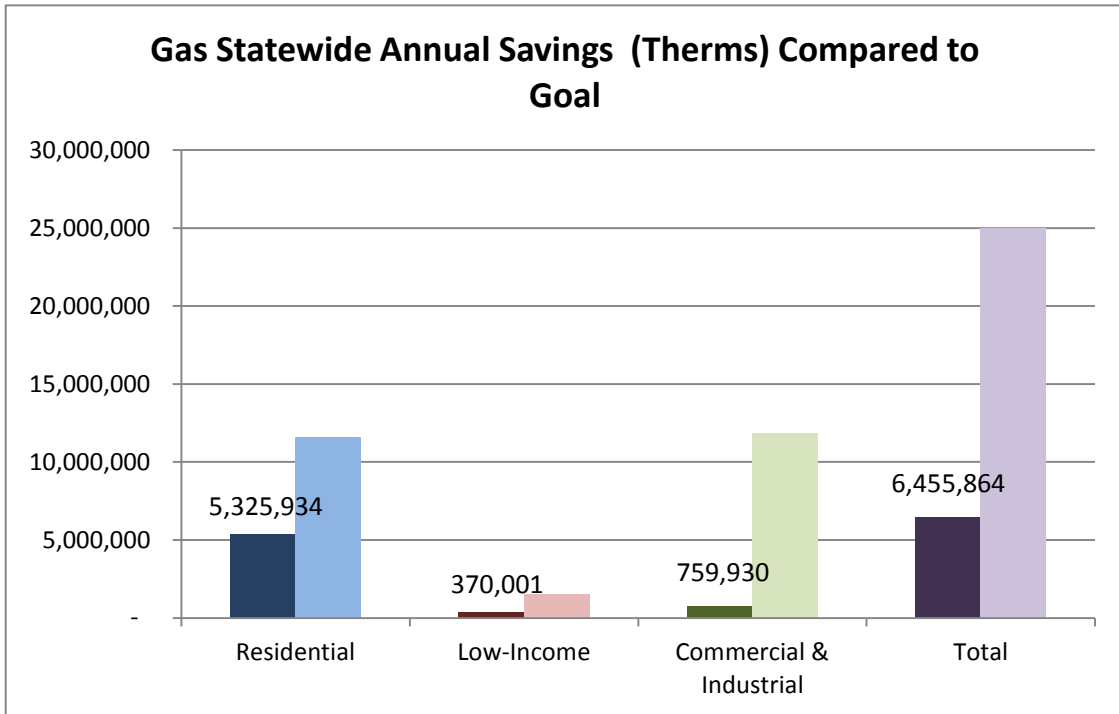




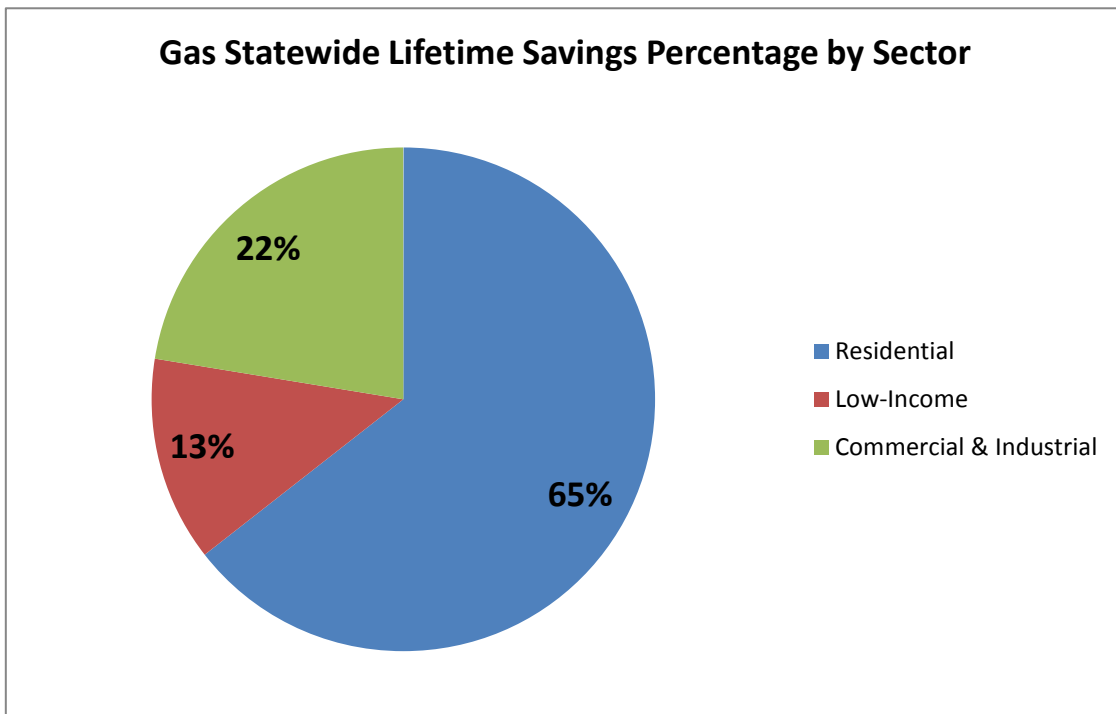
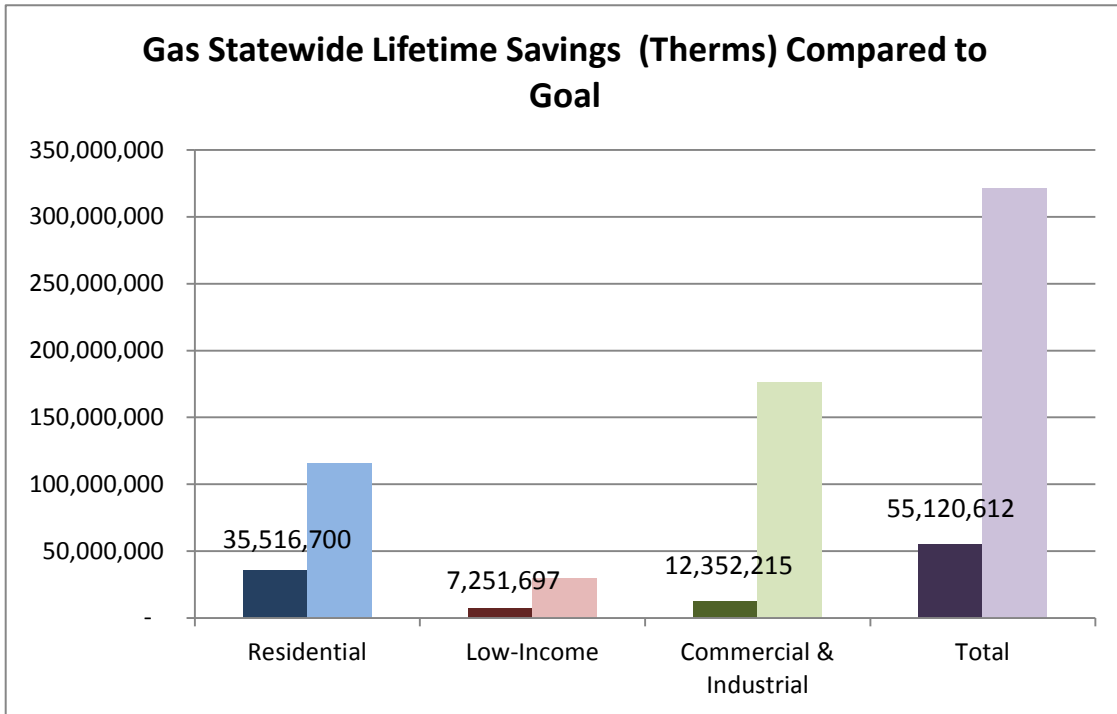
# GAS STATEWIDE BUDGETS, Q1 2015



# ANNUAL GAS STATEWIDE SAVINGS, Q1 2015

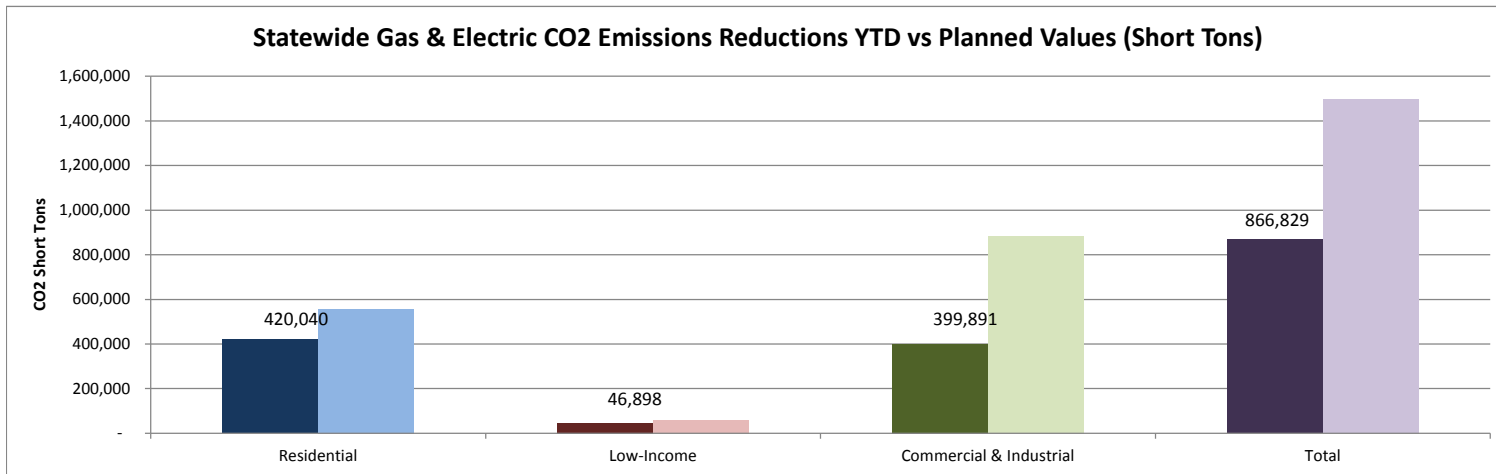


# LIFETIME GAS STATEWIDE SAVINGS, Q1 2015



## Cumulative Statewide Gas & Elec CO2 Emissions Reductions Summary (January 1, 2013 through March 31, 2015 )

Row Labels	Sum of Energy (annual MWh)	Sum of Annual Therms	Sum of Annual Oil (MMBTU)	Sum of NOX	Sum of SO2	Sum of CO2
<b>Planned</b>	<b>2,477,252</b>	<b>28,110,890</b>	<b>723,655</b>	<b>595</b>	<b>1,563</b>	<b>1,498,627</b>
Residential	716,226	22,264,575	701,676	172	452	555,724
Low-Income	56,930	2,993,914	152,709	14	36	59,156
Commercial & Industrial	1,704,096	2,852,401	(130,729)	409	1,075	883,747
<b>Q1</b>	<b>1,303,465</b>	<b>26,487,677</b>	<b>503,040</b>	<b>313</b>	<b>822</b>	<b>866,829</b>
Residential	533,575	18,764,294	439,669	128	337	420,040
Low-Income	44,770	2,668,434	102,006	11	28	46,898
Commercial & Industrial	725,120	5,054,949	(38,635)	174	457	399,891



Please note that the PAs are working with DEP to try to determine the best method for properly and precisely capturing the full impact of energy efficiency measures on GHG emissions. As part of this process, the PAs have included this table on Emissions Reductions, based on continuing discussions with the DEP, and using new factors proposed by DEP, which are based on annual gas, oil, and electric savings. The PAs look forward to discussing these proposed factors with DEP and are committed to ensuring that the full impact of energy efficiency measures on GHG emissions are captured.