



Second Quarter 2014 Performance & Preliminary Year-End Forecasts

Presentation by the PAs to the EEAC

August 12, 2014





What's New This Quarter?

- Quantitative results include 2013 Plan-Year Report evaluation results
 - Lighting hours of use study, Upstream Lighting
- Benefits using 2013 AESC
- Greenhouse Gas Emissions Reductions
- Q2 data available on Mass Save Data website
- Preliminary year-end forecasts
 - By sector, by PA

Quantitative Review





2014 Comparison to 2012 and 2013 Q2 YTD

Electric

	2012		2013		2014	
Spending	\$132,650,749	27%	\$151,089,426	31%	\$163,268,513	33%
Annual MWh	376,097	34%	303,275	25%	391,953	32%
Lifetime MWh	3,344,021	28%	3,042,068	23%	3,545,021	27%
Benefits	\$589,958,717	26%	\$653,316,839	28%	761,097,605	33%

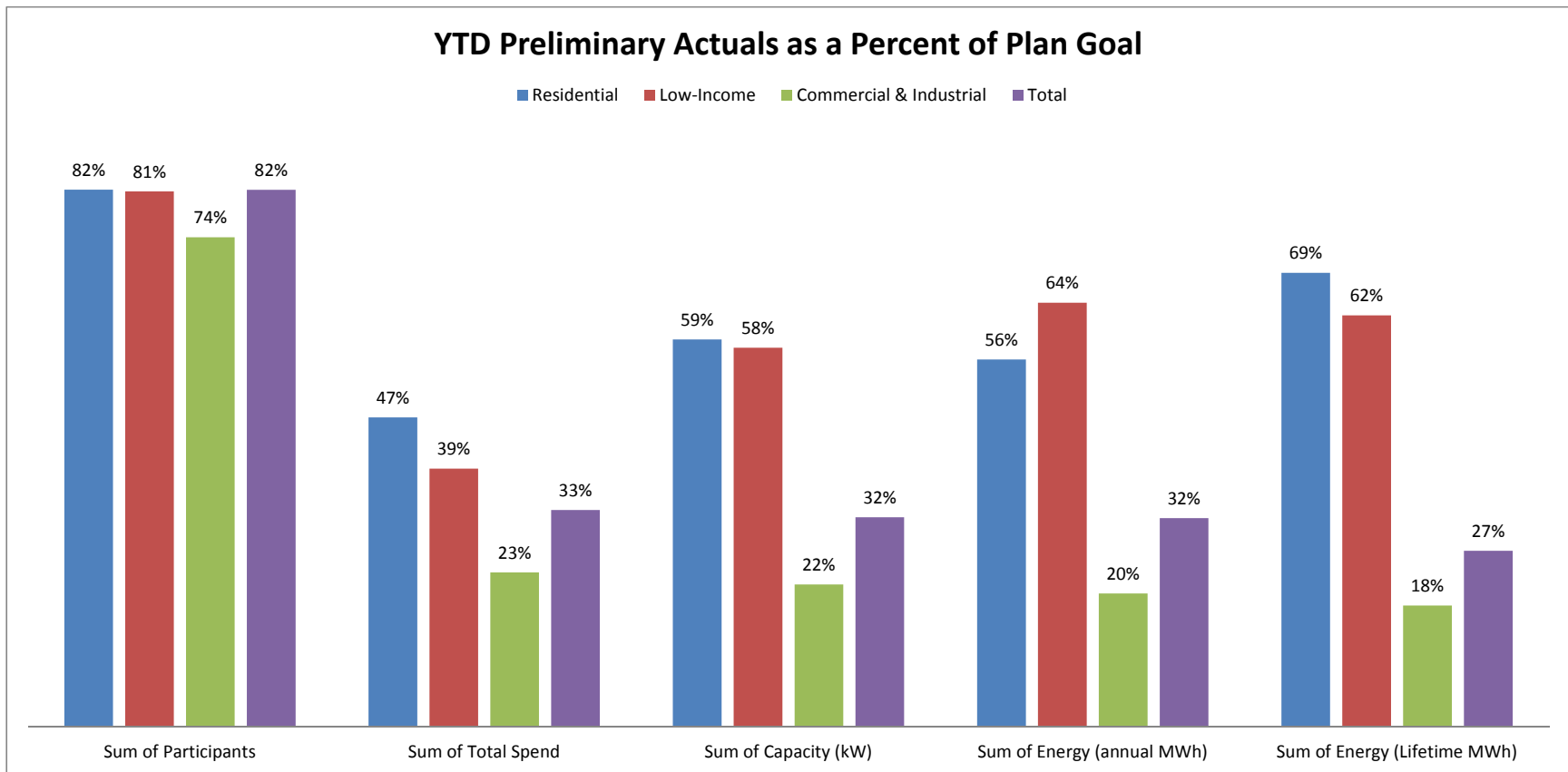
Gas

	2012		2013		2014	
Spending	\$46,973,229	36%	58,043,977	34%	\$58,426,174	33%
Annual therms	9,912,308	42%	5,964,914	26%	11,589,429	47%
Lifetime therms	97,861,531	30%	101,419,486	33%	125,772,776	40%
Benefits	\$125,316,518	35%	\$155,602,569	36%	\$209,502,560	42%

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



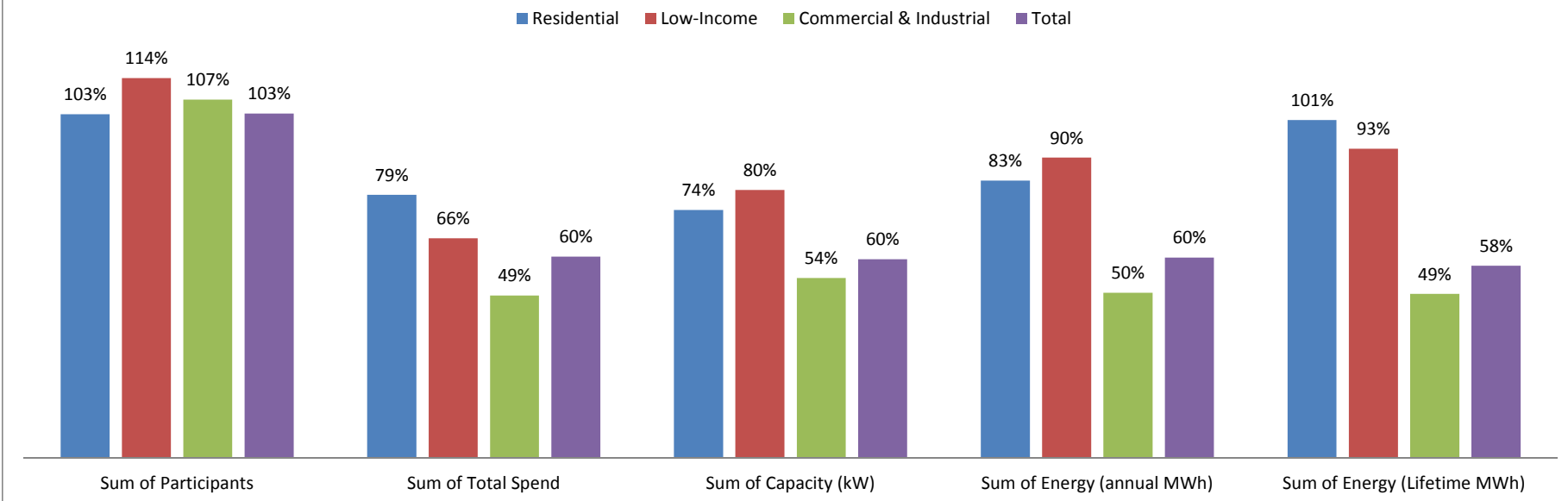
Electric Q2 Achievement Summary





Electric Cumulative Statewide % of 2013 + 2014 Planned Goal

Cumulative Statewide Achievements as Percent of 2013 & 2014 Planned Goal (18/24 Months)

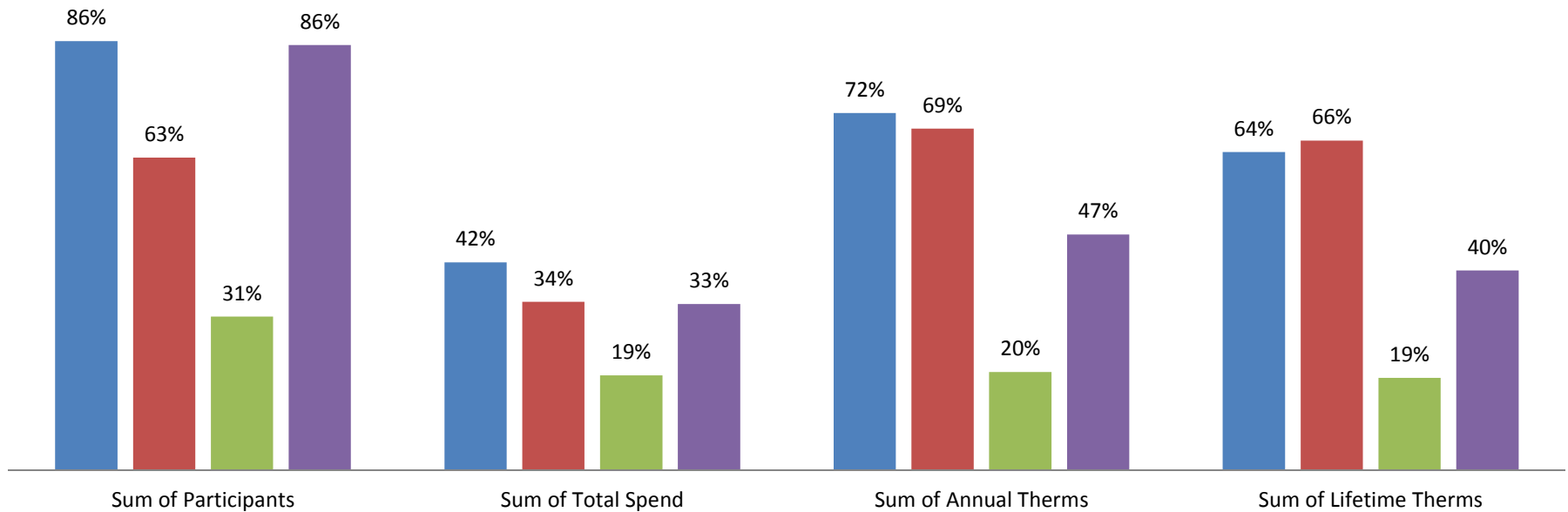




Gas Q2 Achievement Summary

YTD Preliminary Actuals as a Percent of Plan Goal

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

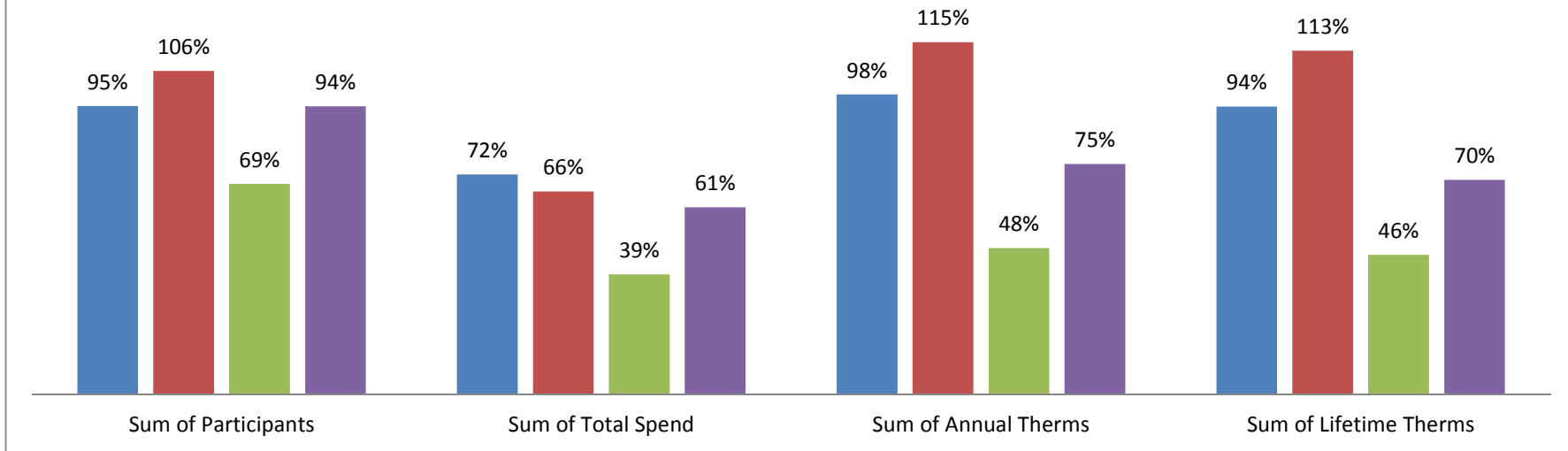




Gas Cumulative Statewide % of 2013 + 2014 Planned Goal

Cumulative Statewide Achievements as Percent of 2013 & 2014 Planned Goal (18/24 Months)

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



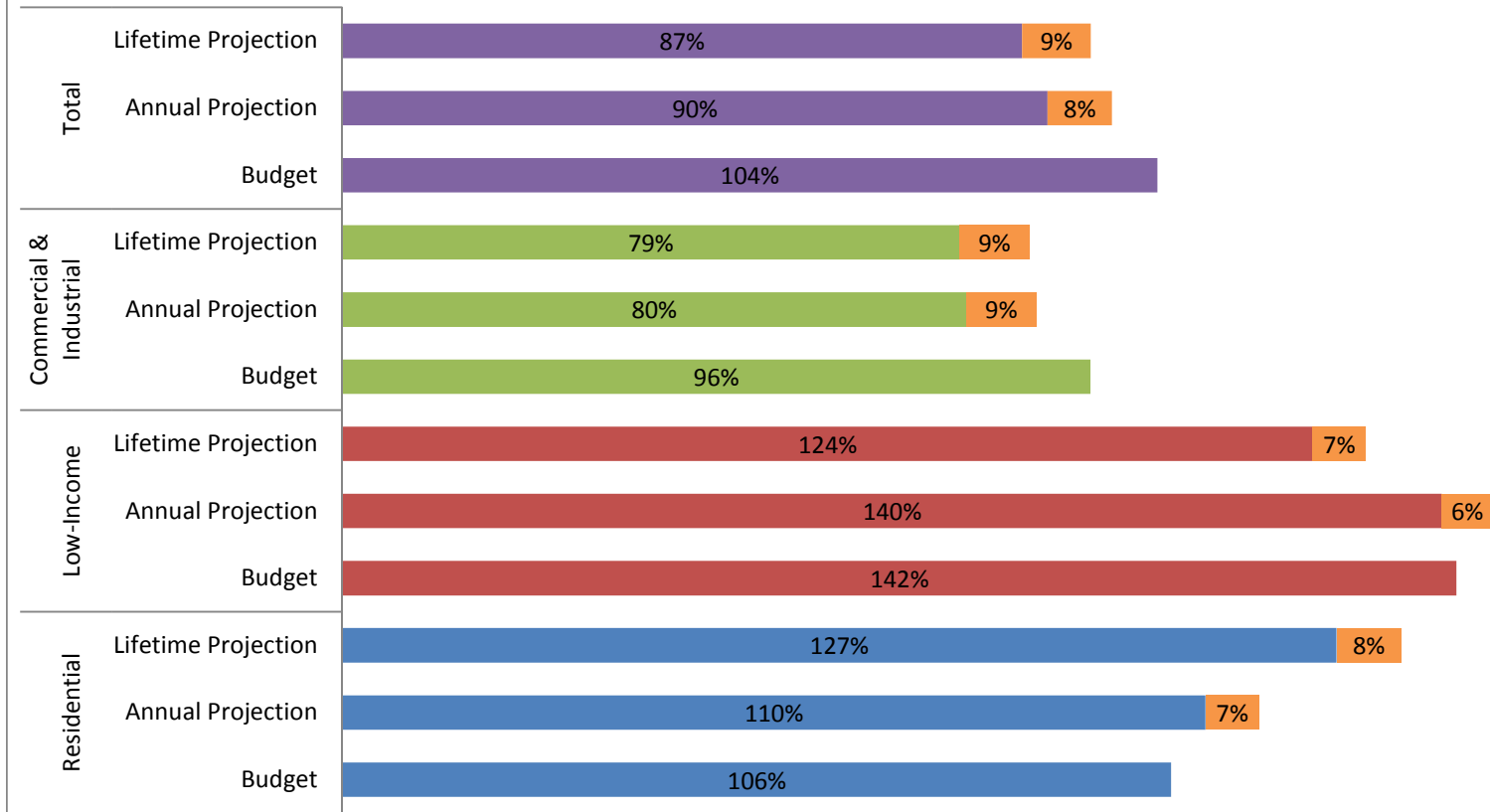
Preliminary Year-End Forecasts





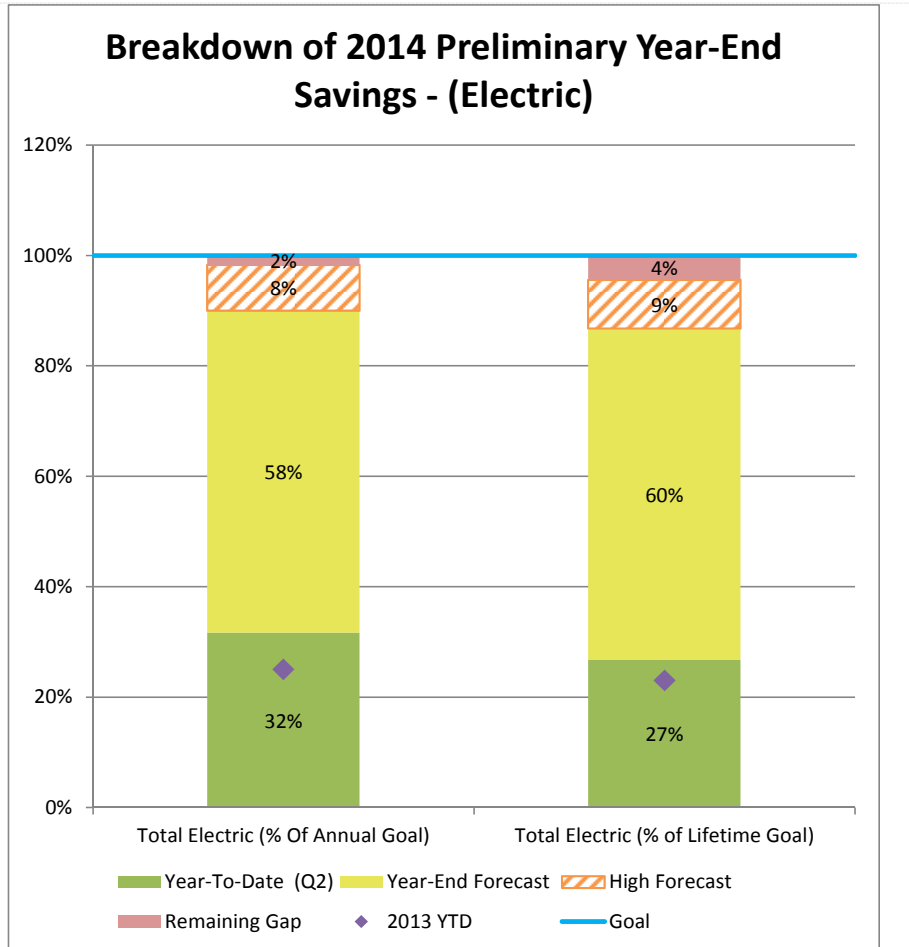
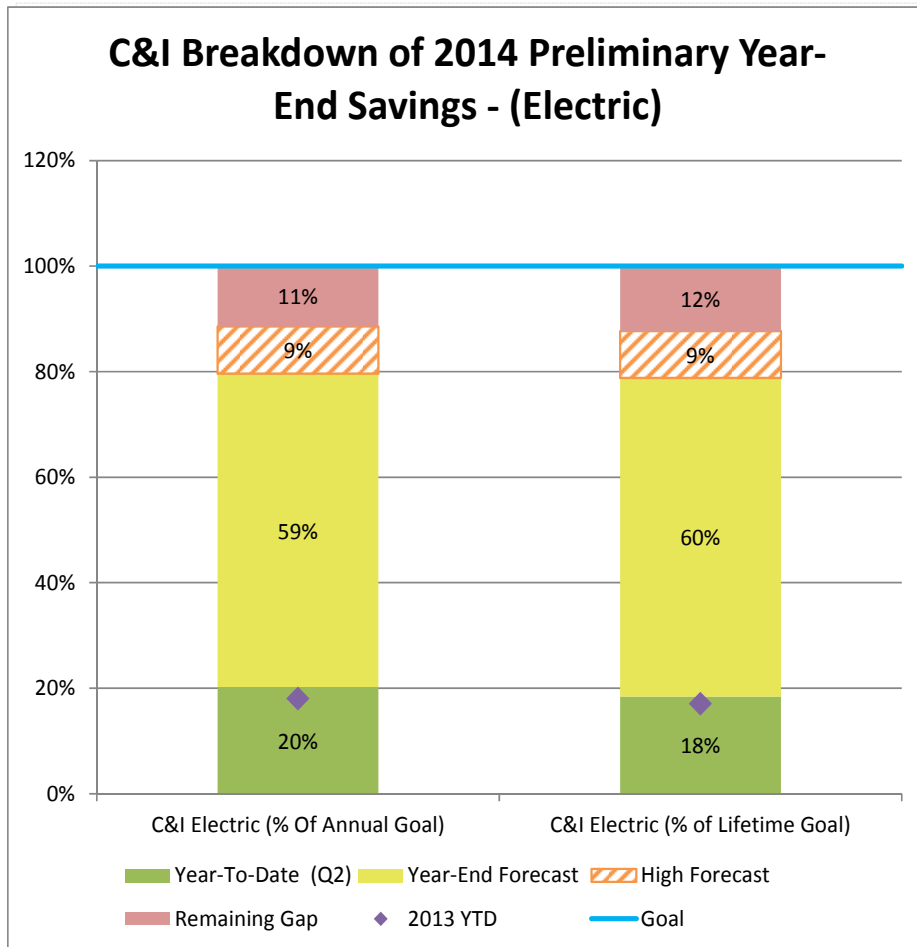
Statewide Electric Preliminary Year-End Forecasts

Statewide Electric Spend & Savings Preliminary Year-End Projections, 2014





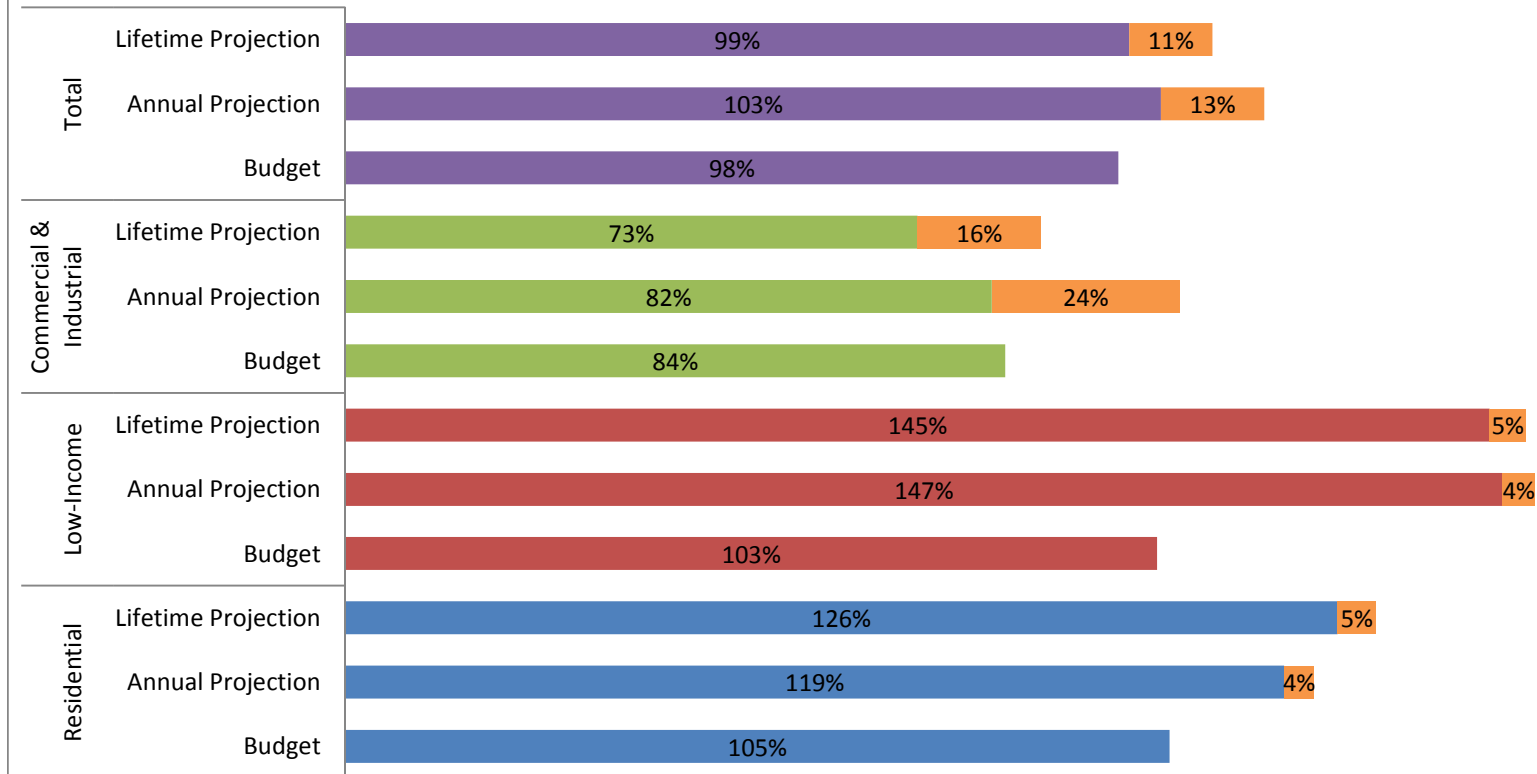
Statewide Electric Preliminary Year-End Forecasts





Statewide Gas Preliminary Year-End Forecasts

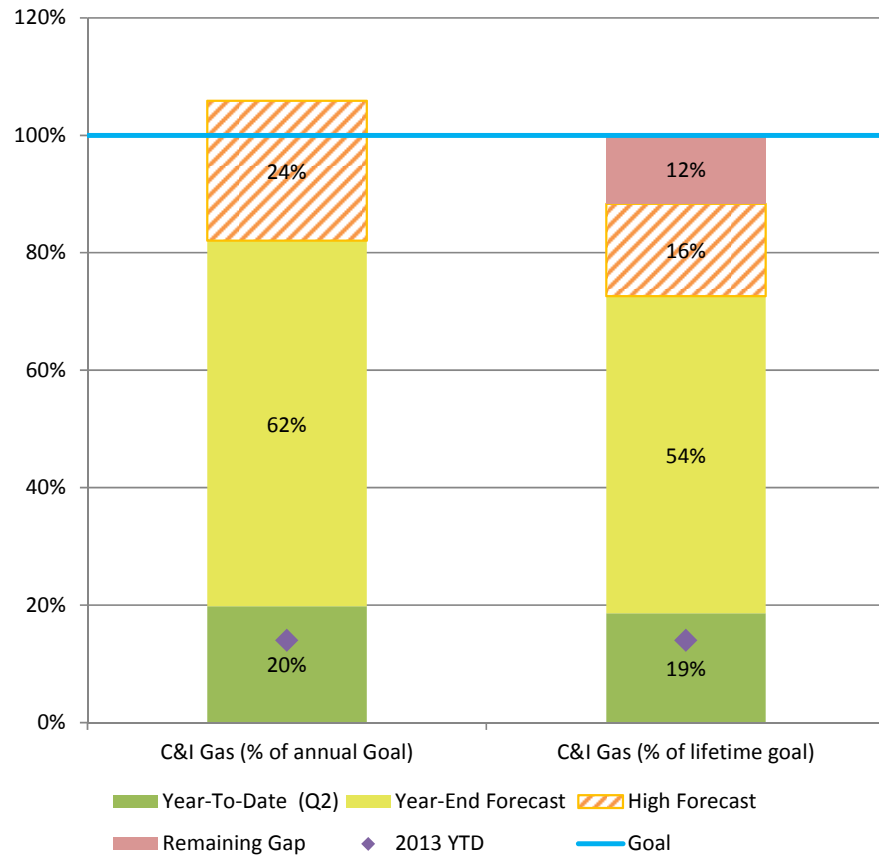
Statewide Gas Spend & Savings Preliminary Year-End Projections, 2014



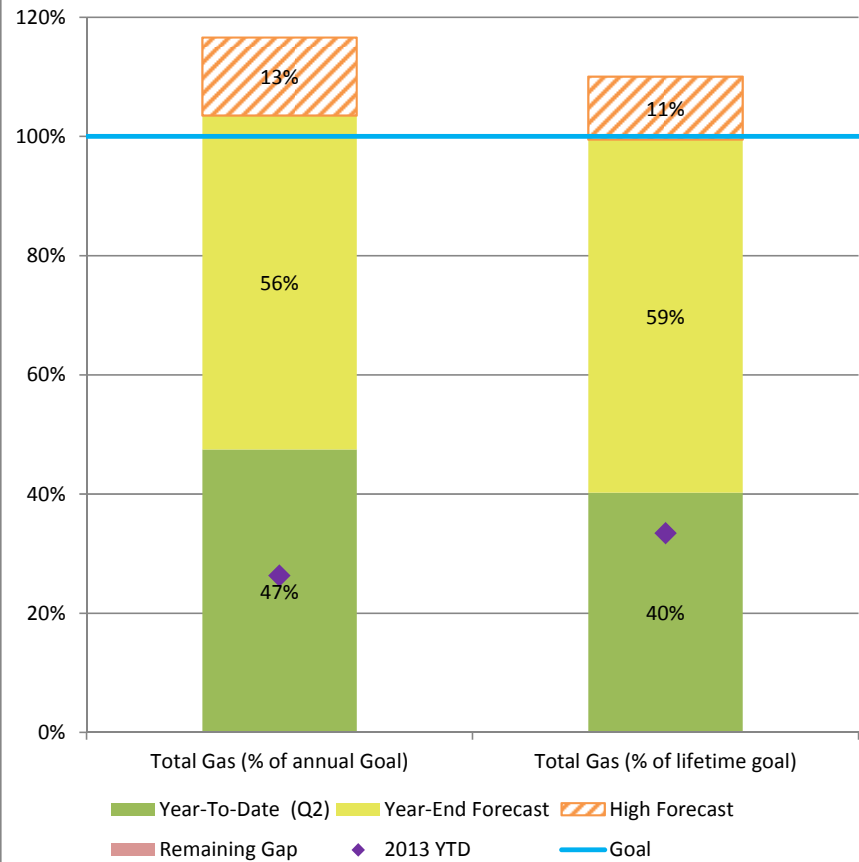


Statewide Gas Preliminary Year-End Forecasts

C&I Breakdown of 2014 Preliminary Year-End Savings - (Gas)



Breakdown of 2014 Preliminary Year-End Savings - (Gas)



Qualitative Review



Council Priorities- Highlight on Priority 2



Priority: Achieve
C&I Savings and
Benefits Goals

- Emphasis on increasing breadth and depth of participation through targeted approaches, including segment based and technology based approaches
- PAs exploring vendor driven delivery and enhanced marketing strategies
- Efforts continued in many initiatives/segments, including Commercial Real Estate, Grocery, LED Street Lighting, Building Performance, Retro-Commissioning
- Upstream efforts, continue with consideration of adding gas measures and a review process to make more lighting technologies available

Council Priorities- Highlight on Priority 3

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

- The Mass Save Awareness Campaign ramped up in Q2, with a diverse mix of media and innovative strategies
- Updates to MassSave.com in Q2
- PAs planned for the second launch of Efficient Neighborhoods+, which includes seven areas and added incentives
- HEAT Loan continued to be in high demand - trending higher than YTD 2013
- PAs have engaged customers through varied sales promotions and contractor incentives



Massachusetts Technology Assessment Committee (“MTAC”)

MTAC

- Further improvements made to MTAC section of the Mass Save

New Technologies

- Approved the Green Cooling Tower Solution technology (harnesses hydraulic energy to drive a hydro-turbine, which turns a fan shaft and fan blades on the unit; uses water pressure already available within the recirculating cooling system to run the fan)

Engagement

- Actively collaborating and engaged in knowledge sharing with other committees such as a utility RD&D Policy Working Group at Connecticut Light and Power; knowledge sharing helps ensure consistency and expedites disposition time



Statewide Marketing and Education

Awareness

- Mass Save awareness campaign included radio and online advertising for residential, low-income, and C&I, in several languages, with targeted efforts

Media

- Vendor continued to monitor and optimize all digital channels and ad creative to maximize exposure and media spend efficiencies

VOC Survey

- Completed categorization and analysis of the 2013-2014 Voice of the Customer (VOC) survey feedback

Statewide Education

- Statewide Education staffed a booth at the National Science Teachers Association's Annual Convention and sponsored a teacher training at the Museum of Science; NSTAR and the Compact held the NEED Youth Awards Ceremony at the Massachusetts State House