# Home Performance: Health, Comfort, Savings

## Mass Save Home Performance Services Results and Potential

ACCREDITED
CONTRACTOR

**Home Performance is** a holistic approach to identifying and fixing comfort and energy efficiency problems in a home.

Mass Save will gain from Home Performance Contractors to meet targets for going *deeper and broader*, and to achieve high customer satisfaction.

# Mass Save HPS Pilot: CET, Berk Gas

## **Deeper Savings, Tangible Benefits**

Improved quality of life = customer pleased

- 55% air leakage reduction
- $2,625 Mass Save rebates
- R-60 attic, advanced air sealing
- 50 units in dev = MF project ?

# Mass Save HPS Pilot: CET, WMECO

## Deeper Savings, Historic preservation

Improved durability = customer pleased

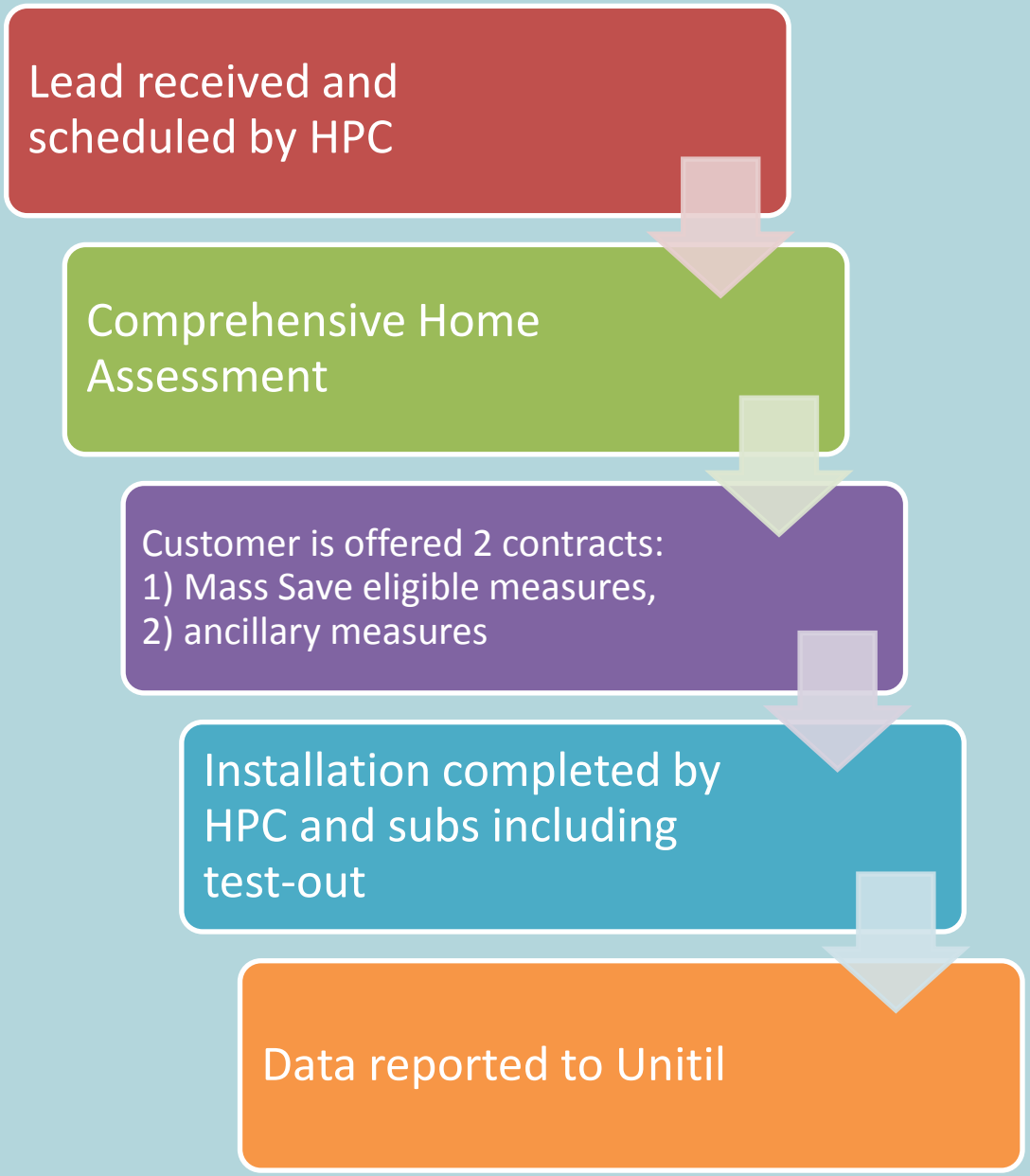
- 44% air leakage reduction
- $25k Heat Loan, $5,130 MS rebate
- Rafter slopes, spray foam, ventilation.
- Historic house ready for future

# Case Study: Unitil

WellHome provides comprehensive services to participating homeowners.

Non-incentivized improvements are completed under a separate contract with the homeowner.

Average cycle time:
47 days
Average close rate:
34%



# Unitil Program Results and Benefits

## Improved Customer Experience

- Single point of contact through entire process, one-stop shopping
- Minimized appointment wait times
- Reduced cycle times:  assessment to sale to installation to test-out

## Fewer Missed Opportunities

- Performance based air sealing (pay per CFM50 reduction)
- Separate contract option to clear pre-Wx barriers
- Potential to capture greater savings per program $ spent

## Reduced Administrative Overhead

- Streamlined process, from customer intake to data reporting
- 3rd party scheduling is unnecessary
- HPC investment in BPI Q/A

# Benefits of HPC Services

1. Outreach
2. Outside funding
3. One point of contact for customer
4. Administrative load off the lead vendor by performing several functions
5. High conversion rates for air sealing and insulation work

# Relationships with cities, employers and non-profits allows us to reach thousands of customers quickly

## City & Regional Partners

Boston

Brookline

Worcester

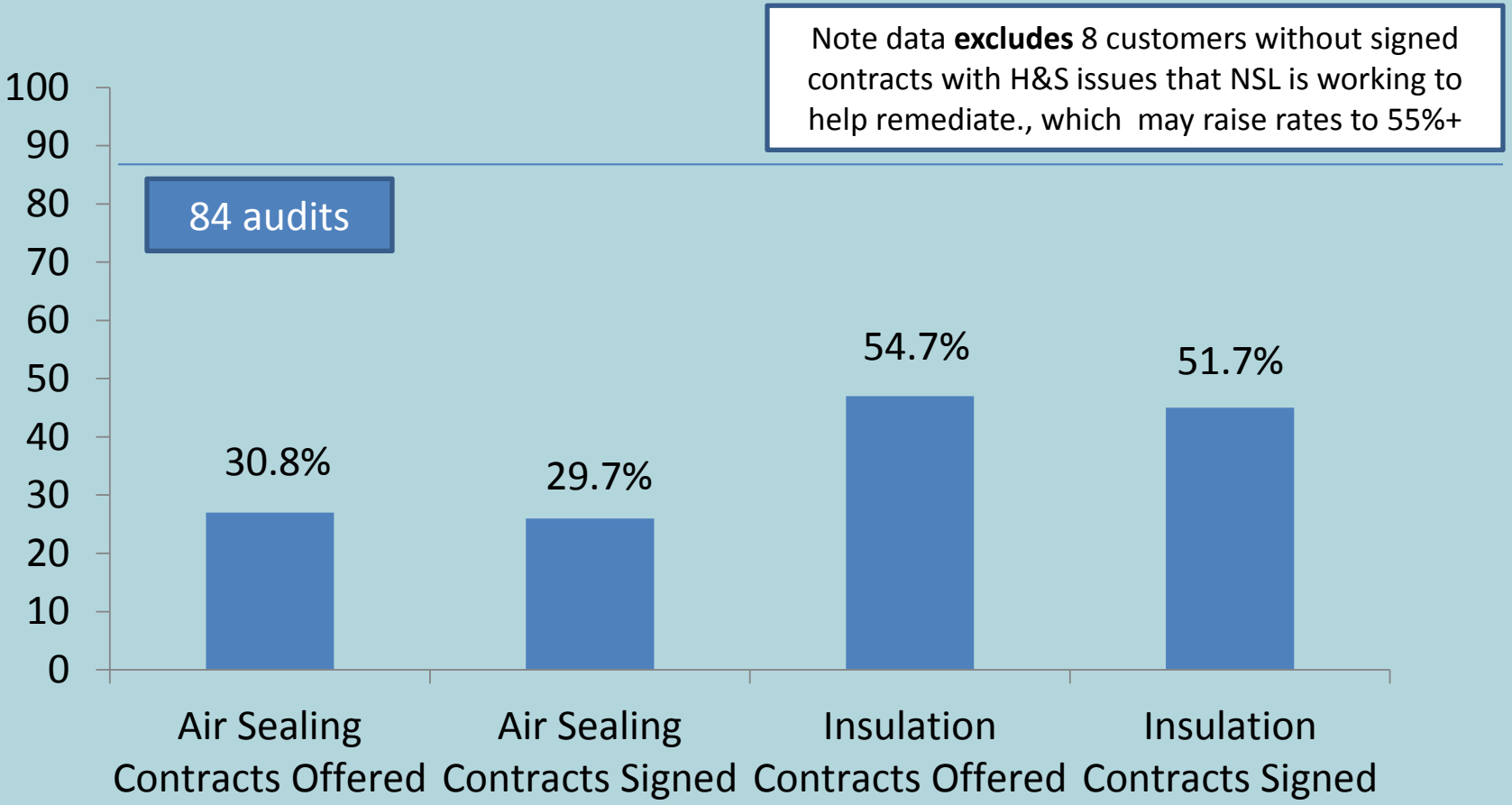
MA state grant for work in Greenfield & Franklin County

New Bedford

## Sample Institutional Partners

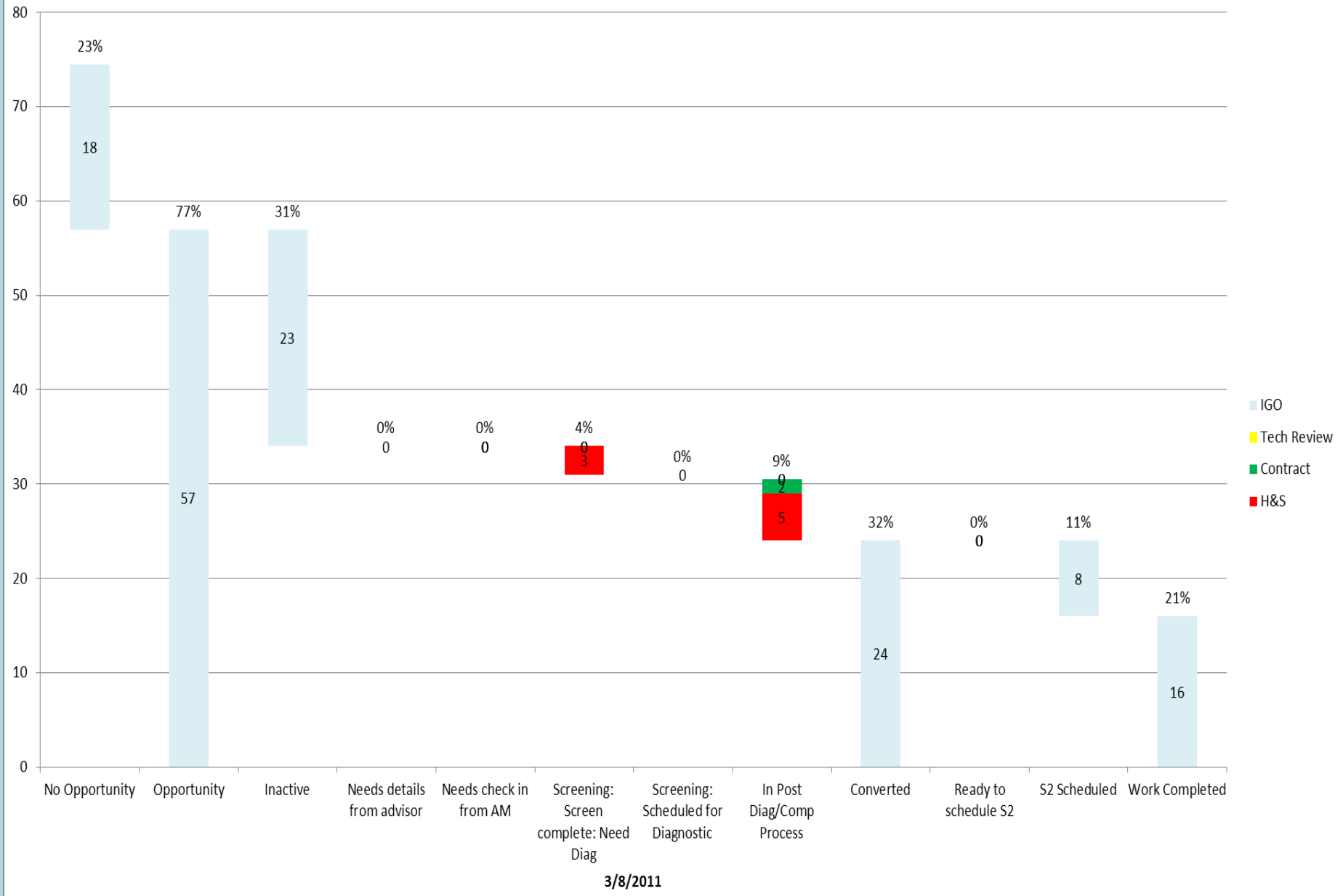
# Mass Save Renew Boston Stats

## *Sept 1 – Nov 1 2010** *(*shows customers who have had time to get through the program)*




Source: NSL Internal Database; includes income verified only

# "Steady State" Mass Save Non Renew Boston Conversion Breakdown 09/01/2010-11/15/2010




3/8/2011

## Home Performance Successes

customer satisfaction * health, comfort, savings
deeper savings * funds leveraged
creative outreach * scalability

## Opportunities for Mass Save 2011-2012

* non-MS measures, deeper savings * Mass Save leads * harmonize with LdVndr systems