

## Berkshire Gas MTM Consultant Question Responses - July 2018

Can Berkshire supply information to indicate it is reaching market saturation?

Please note that while the values for the Potential Study relied on statewide study numbers due to smaller Berkshire-territory samples, Berkshire has experts that have been working in Energy Efficiency for over 25 years and through that experience the Company knows its territory very well. Additionally, the gas PAs statewide are seeing a decline in the Products program spending. Given the size of Berkshire and the moratorium, the decline in the Company's service territory is more pronounced. We have provided the statewide data in the PowerPoint slides.

Why did hot water savings and participation exceed Plan estimates, but not boilers? Wouldn't one expect to see similar trends?

Hot water savings and participation actually did not exceed plan estimates for the term. Actual savings in 2016 for water heating equipment exceeded plan estimates due to the addition of new measure (tankless unit) savings that were not considered in the plan, but were offered with the Company's philosophy of consistently looking for new, cost-effective measures to offer customers. The company planned for far more Boilers than Water Heaters and cannot be compared one for one to determine a trend.

What did Berkshire do to reach out to contractors, builders, and distributors to encourage efficient space heating equipment sales? Did it consider any change in incentives?

Please see attached PowerPoint for specific examples of Berkshire's outreach and marketing efforts. The Company maintains contact with its products circuit rider vendor that provides monthly reports and visits contractors and supply houses on a regular basis in order to get a sense of trends. Another outreach focus has been on customers and Home Energy Assessments that lead to a measure mix that includes heating systems. Also, in November 2017, HVAC contractors were identified and offered to enroll in a new program which allows for HVAC contractors to offer HVAC incentives and rebates without going through a home assessment. Berkshire continues to find ways to work with contractors and distributors and will be offering a new contractor incentive during summer 2018.

Has Berkshire attempted to increase thermostat sales at retail, particularly Wi-Fi units, to make up for some of the lost space heating equipment sales?

Yes. Berkshire approved the higher \$125 incentive for customers while the statewide incentive changed to \$100 for certain manufacturer types in order to continue to encourage Wi-Fi retail sales. Berkshire has sought to increase thermostat sales and has seen success in Wi-Fi thermostats, but thermostats are not a large savings item and therefore cannot nearly "make up" for decrease in heating equipment uptake. Also, the Company notes that it does seek to offer all cost-effective measures, so it would pursue Wi-Fi Tstats aggressively regardless of adoption rate of heating equipment.

What was the total marketing spend on the program with Mass Save and other marketing efforts?

Please see attached PowerPoint for details about Term Marketing budgets and efforts.