February EEAC – C&IMC 2017 Updates

February 15th, 2017

Topics

1. Statewide CHP Update
2. Measure Impacts on Portfolio and Customer Engagement
3. Customer Engagement Approaches
4. Digital Application Portal
5. Mass Save® C&I Update

Statewide CHP Update

2016 Projects and 2017 Pipeline

	Category	Count	MW	MWh (annual)	MWh (lifetime)	Incentives
STATEWIDE* TOTAL	**Under Construction for 2017 completion**	20	11.12	72,844	1,498,720	$12,769,352
	Completed/Paid 2016	13	8.69	63,717	1,266,293	$7,788,062
	TOTAL	**33**	**19.81**	**136,561**	**2,765,013**	**$20,557,414**
Program Plan	**3 Year Plan Commitment - Statewide**	-	21.43	185,282	3,593,803	$26,003,544
% of Statewide 3yr Plan	**Completed/Paid 2016 + Under Construction**	n/a	92%	74%	77%	79%

Category Definitions

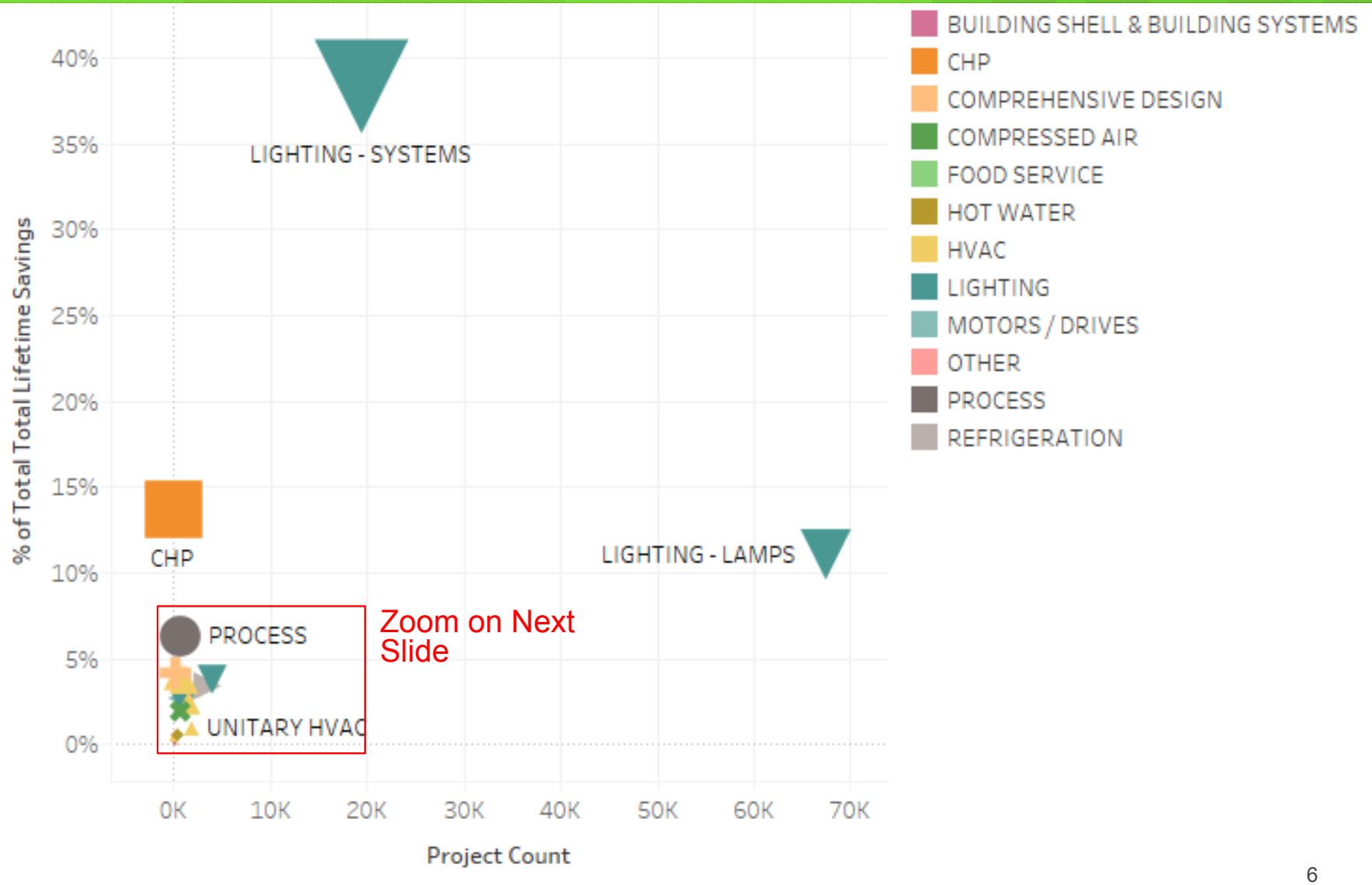
Under Construction: Customer has started work on the project (e.g., equipment has been ordered, contracts with engineers have been executed, etc.) – values weighted by probability of completion

Completed/Paid: The project has been installed and at least some incentives have been paid in 2016

*In order to protect customer privacy, data has been aggregated. Mass SaveData.com is expected to have measure level data by PA after Plan Year reports are filed.

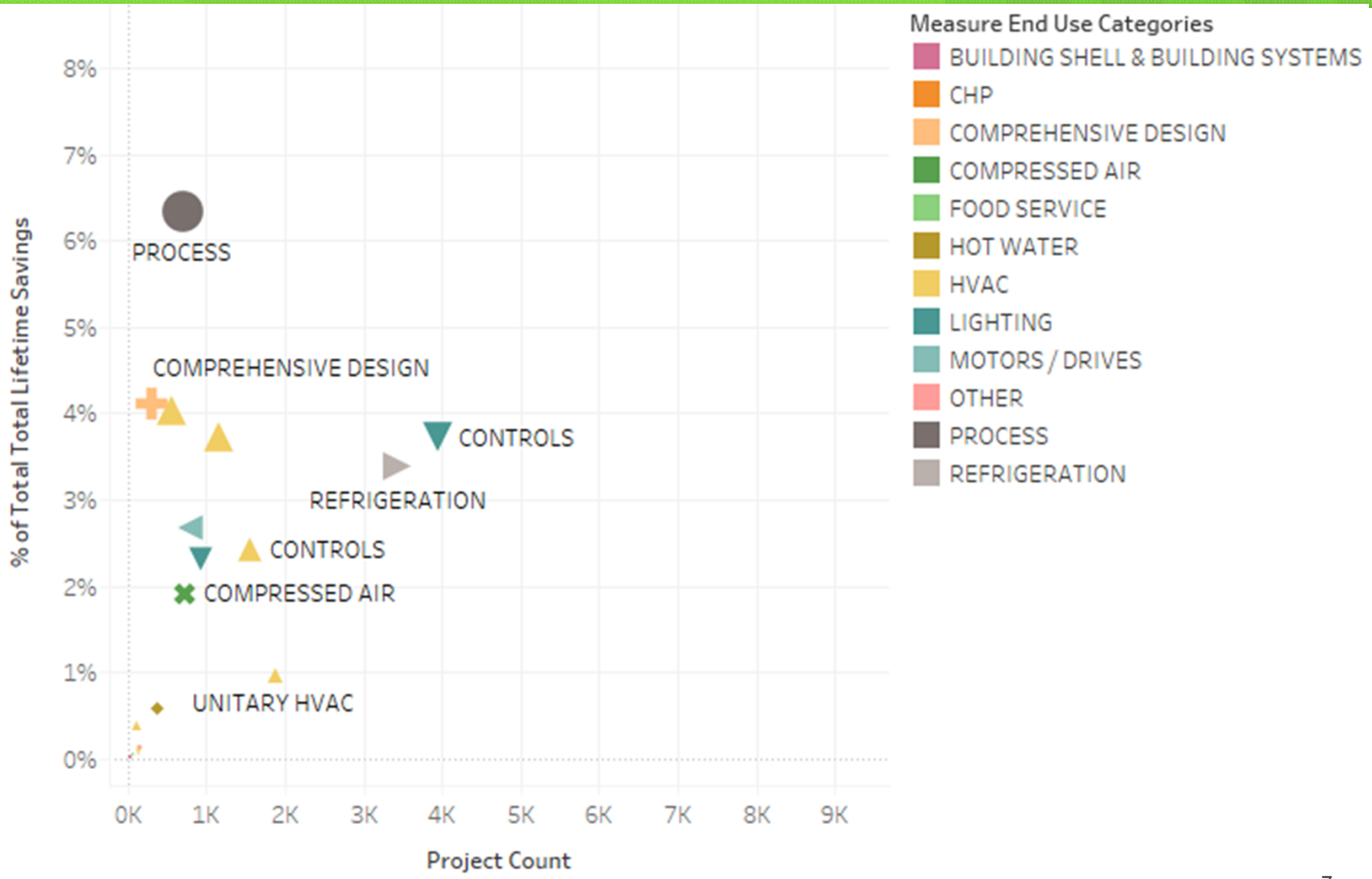
Measure Impacts on Portfolio and Customer Engagement

Electric Portfolio – Total Savings vs. # of Projects



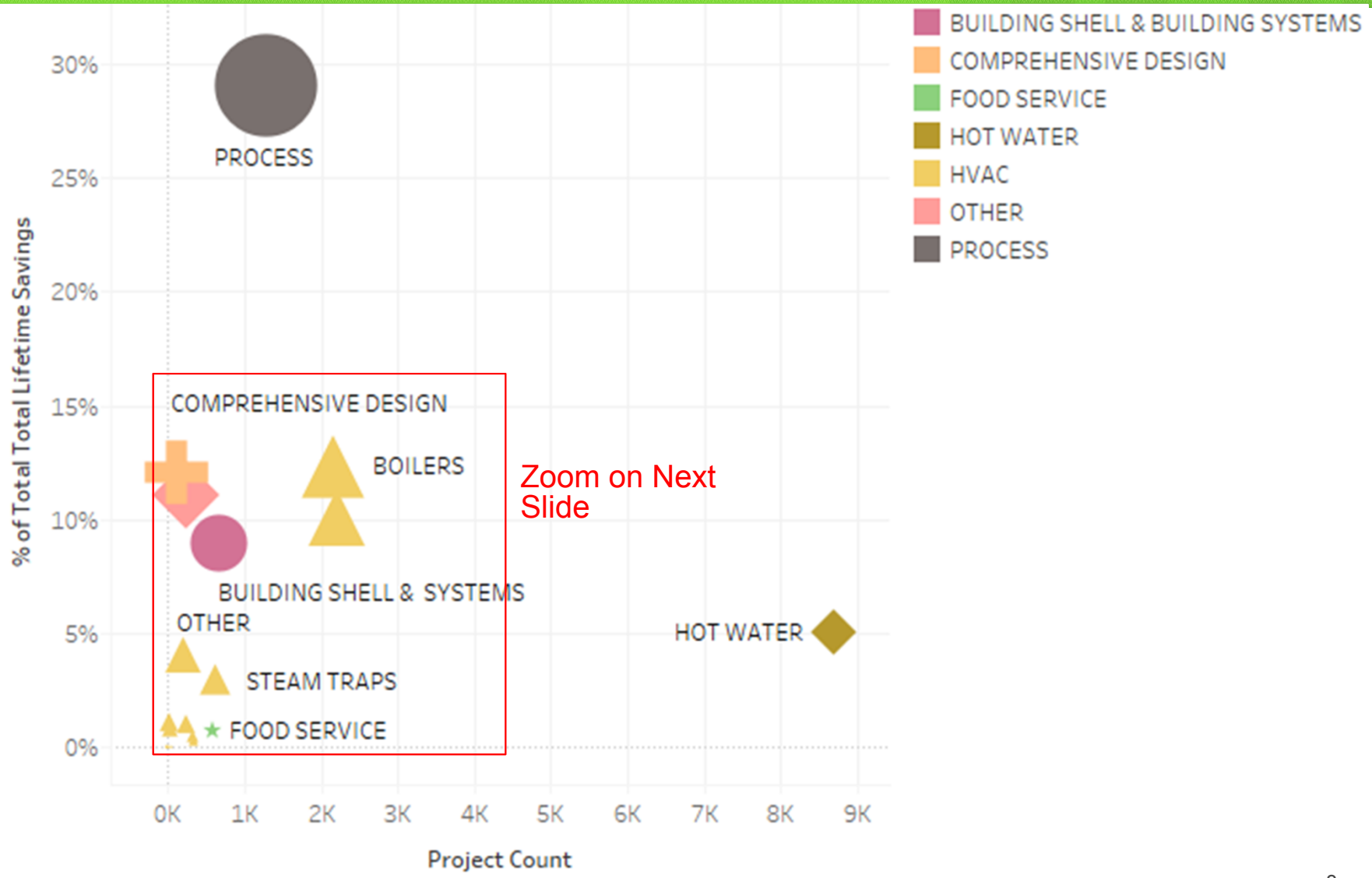
Source: DNVGL – Statewide Participation Data 2013-2015

Electric Portfolio – Total Savings vs. # of Projects - Zoomed



Source: DNVGL – Statewide Participation Data 2013-2015

Gas Portfolio – Total Savings vs. # of Projects



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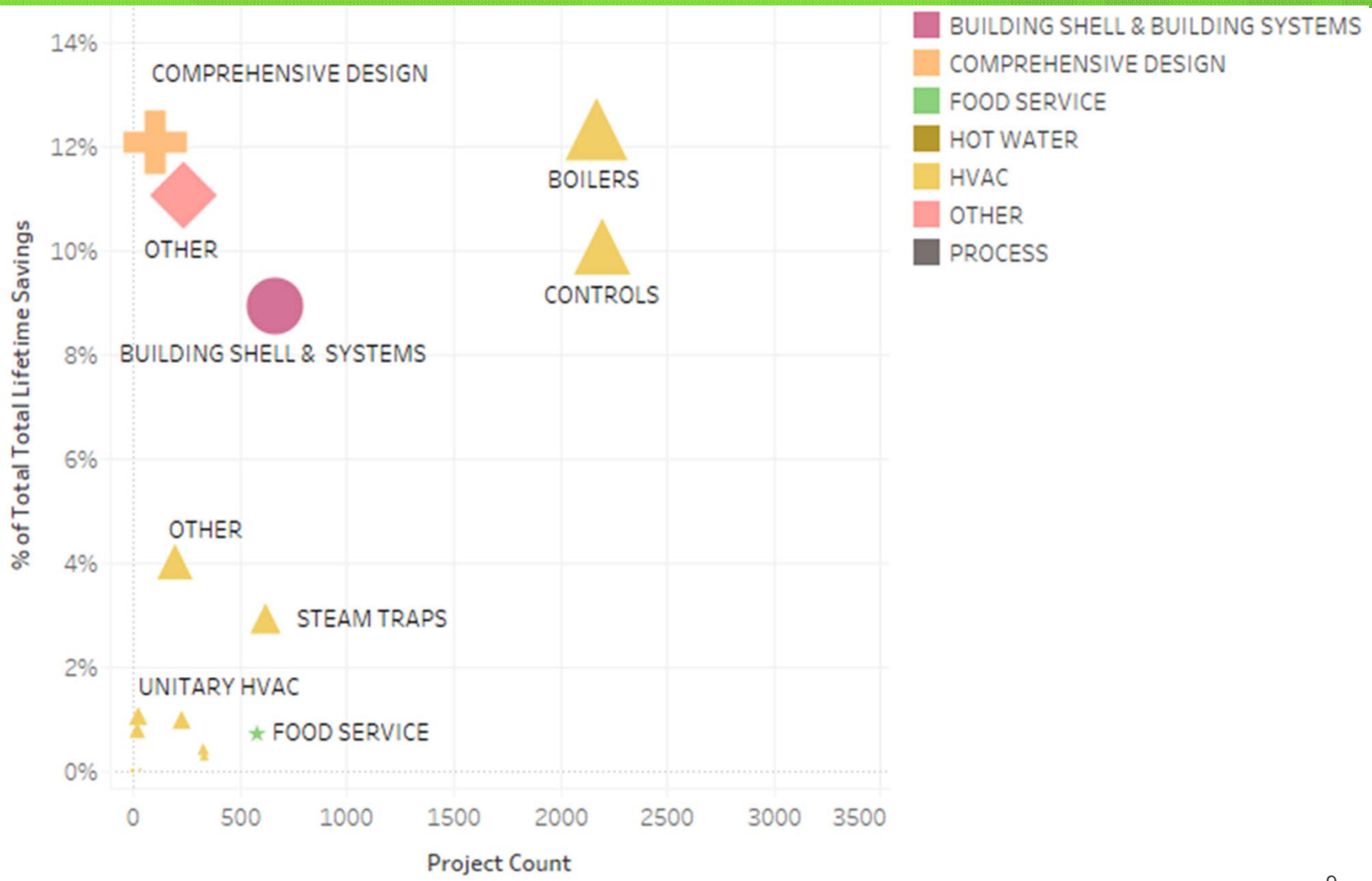
Gas Portfolio – Total Savings vs. # of Projects - Zoomed



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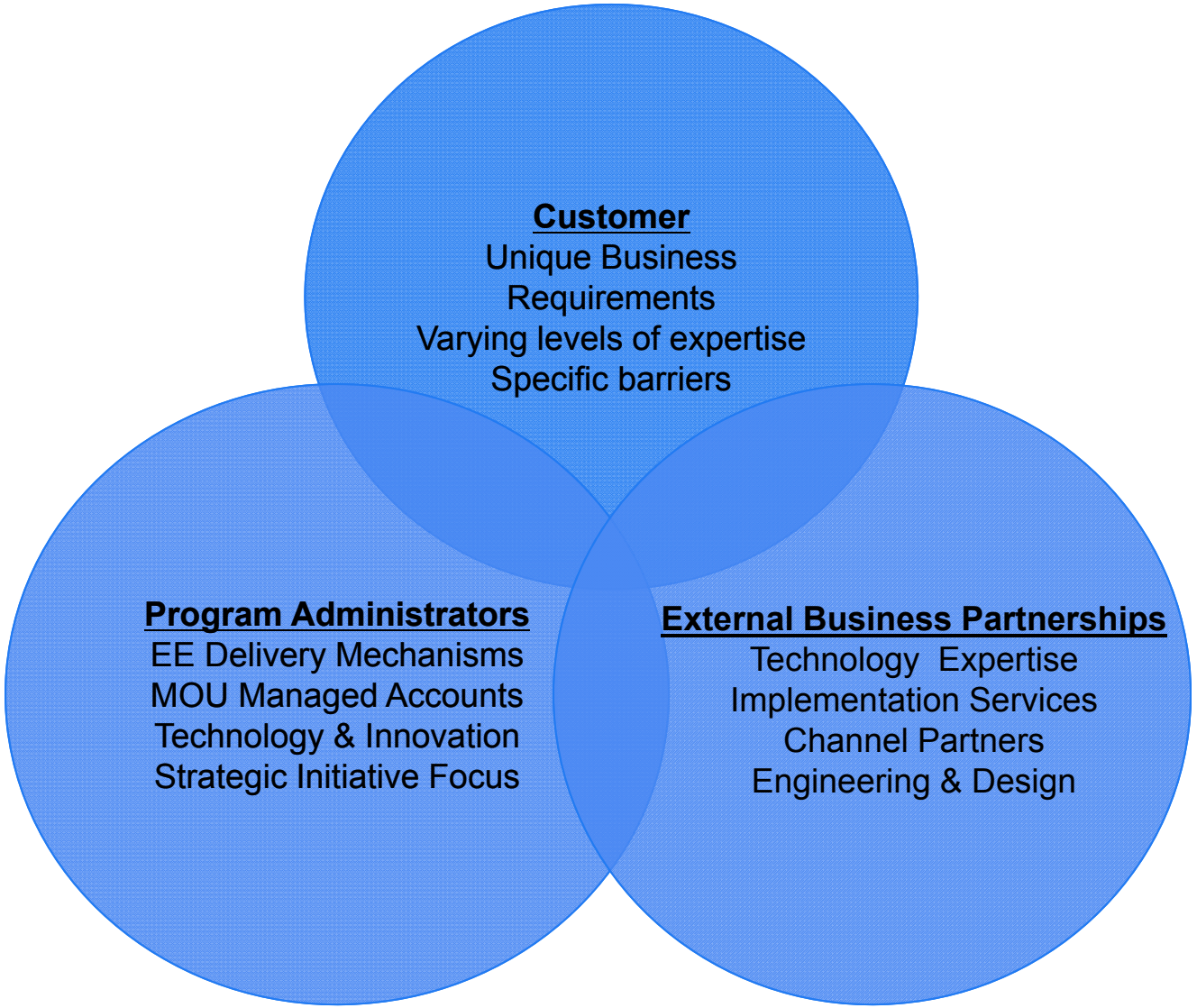
Engaging Customers and Driving Performance

PA Strategic Approaches & Impacts



MA Business Customers

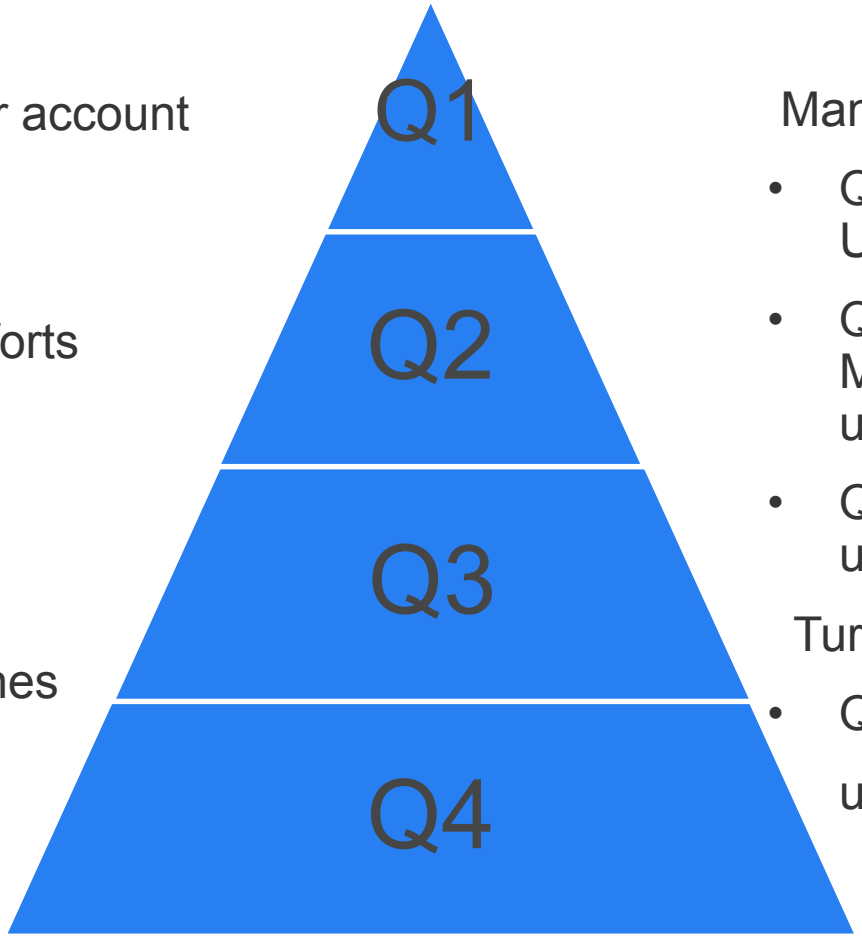
One on one customer account management

Technology based efforts

Strategic Initiatives

Specialized Approaches

Point of Purchase



Managed Accounts

- Q1 – Largest Energy Usage Customers
- Q2 – Large & Medium/Large energy usage customers
- Q3 – Medium energy usage customers

Turn-key Services

- Q4 – Small energy usage customers

The MOU Approach

- **MOU is tool within the Managed Account strategy structure**
- **Unique to a specific customer business requirement**
  - Reinforce corporate sustainability platforms & assisting in achievement of goals
  - Provides visibility to capital offset and supporting resources
  - Creates marketing opportunities to bolster “green credentials” (important in many markets)
- **Long-term relationship allows for greater degree of coordinated planning**
  - Energy optimization advising for multi-year planning

MOU Approach Customer Impact

- **Industrial MOU Customer Insight**
- On second 3-year MOU agreement
  - Focus on increasing energy efficiency
    - Compressed air and chiller plant optimization.
  - MOU leading to manufacturing process energy optimization
  - **Results:**
    - Willingness to add energy to their manufacturing score cards
    - Actively exploring measuring energy and energy cost by process line
    - Behavior and culture impacts to operators and procedures
      - Optimizing energy

- Partnership is instrumental to corporate energy targets
  - Sustainability goal of reducing energy intensity (per unit production) by 20% by 2020

Technology Focused Efforts

- **Providing expertise and participation pathways through technology focused strategic initiatives,**
  - Across all customer types and in some cases sectors,
  - Innovations and technology strategies filters down from Q1 down to smaller usage customers,
- **High Performance Labs**
  - Impactful in multiple sectors
  - University, Biotech, Hospital
- **Waste Heat Recovery**
  - if heat is a by product, it is probably being wasted
  - tapping into boilers, air compressors, to process (ovens, kilns), to sophisticated engines and systems
- **CHP**
  - delivered across multiple sectors and customer energy usage sizes, access to expertise and facilitating a complex and high risk EEM

Strategic Initiatives – Targeted Focus

- **Providing expertise and participation pathways through targeted engagement**
  - Channel approach to customers with common requirements,
  - Advising Energy efficiency measures in a particular business space,

- **Sustainable Office Design**
  - Targeting tenants in CRE space
  - Across many sectors and customer types
- **Industrial Sector Initiative**
  - Expertise specific or specialized to systems
  - Comprehensive solutions for multi-year impacts,
- **Grocery Initiative**
  - Targeted set of EEM that carry across common customers
  - Technology and engineering expertise
  - Diverse delivery with channel partners to engage customer

Specialized Approaches

- **Providing expertise and participation pathways through specialized turn-key or directed initiatives and/or strategies**
- Immediately overcome participation barriers through coordinated efforts through the small business program delivery mechanism

  - **Franchise Model**
    - Top down approach to impact specific business needs
    - Volume customer impacts
    - Consistent implementation and communication
  - **Main Streets**
    - Impacts to micro small customer
    - Heavy resource commitment & coordinated efforts
    - Costly to deliver

  Upstream Program
    - Point of purchase, at the counter, where the customer has a choice
  - Broaden Reach: Across all customer types, sizes, sectors, etc

Digital Application Portal

DAP Solution Overview

- Purpose: DAP provides Massachusetts Business customers a fully digital means to apply for incentives, replacing the existing paper based system.

- Expectation: An increase in program participation rates, and overall customer satisfaction.

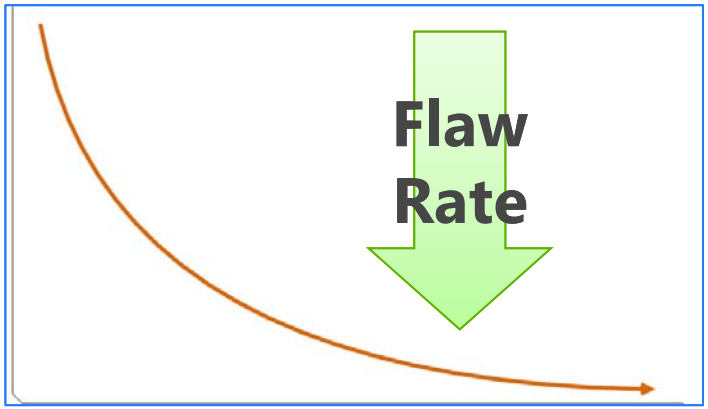
Provides:

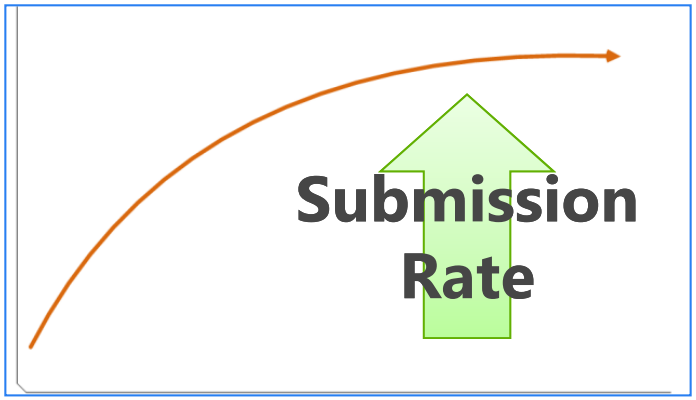
- ✓ Statewide Solution
- ✓ Streamline in the participation process
- ✓ Further the customer experience with an intuitive participation pathway
- ✓ Better data quality and consistency
- ✓ Decrease end-to-end application processing time
- ✓ New visibility into customer behavior - enabling process improvements

DAP Solution Benefits

Increased Application Accuracy

- Intelligent routing of applications to the appropriate Program Administrator
- Auto-population of known information
- Step by step guidance through the application process
- Ensuring Accuracy and Completion of Applications





Increased Submission Rates

- Ease of use - Enhanced customer experience (Amazon.com)
- Anytime / Anywhere Mobile Accessibility

DAP Multi-PA Solution Design

Massachusetts Program Administrators sharing ownership of the DAP solution

Shared hosting platform for the DAP solution

Solution provider of DAP code that operates on Salesforce

Timeline & Current Progress

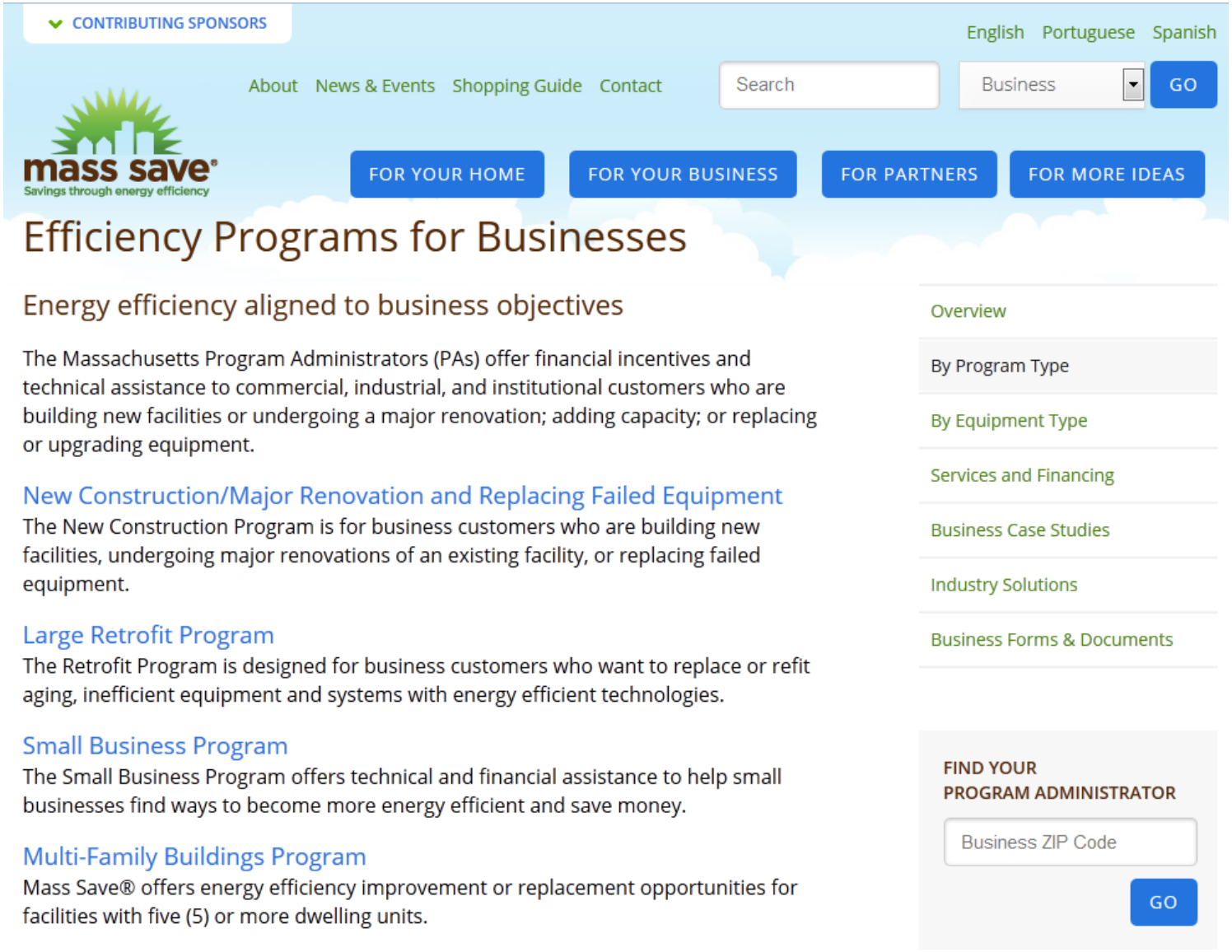
- November 2016 – Project Kickoff
- December 2016 through January 2017 – Blueprint Phase
- Milestone Phases reviewed each month through June 2017
- Functional testing February through July 2017

Mass Save® C&I Update

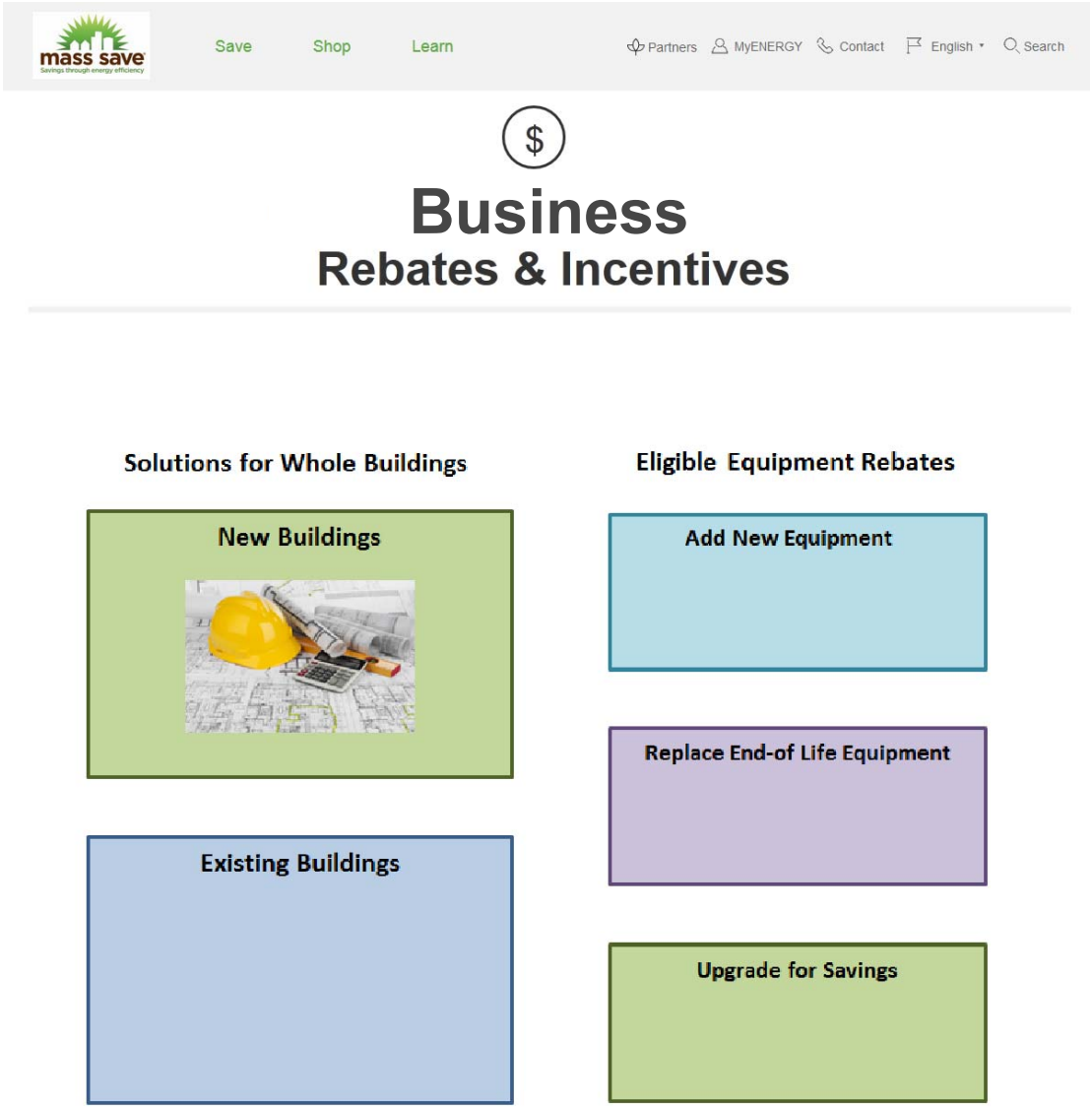
Project Goals & Objectives

- **Provide a customer-centric experience** – align content structure and hierarchy with customer needs, leverage user information
- **Streamline and simplify content** – consolidate content to most relevant topics, remove duplicate pages
- **Optimize for mobile** – embrace a responsive web design and development approach to ensure a positive experience on all devices
- **Lead with action driven navigation** – adjust primary content buckets to promote the primary user actions of Saving, Learning, and Shopping
- **Leverage Sitecore Personalization** – leverage technology to display targeted, relevant content to users based on their characteristics and behavior, such as location, referring site, or previous visits

C&I Sections of the Site



New Approach



Whole Building Approach

New Buildings

Existing Buildings

Equipment Approach

Add New

Replace End-of-Life

Upgrade for Savings

New Features

CONTENT DEVELOPED BY SUBCOMMITTEES

Whole Building Approach

New Construction Subcommittee

- New Buildings
- Mass Save® Whole Building Policy

Small Business Subcommittee

- Existing Buildings

Business Partners

Workforce Development Subcommittee

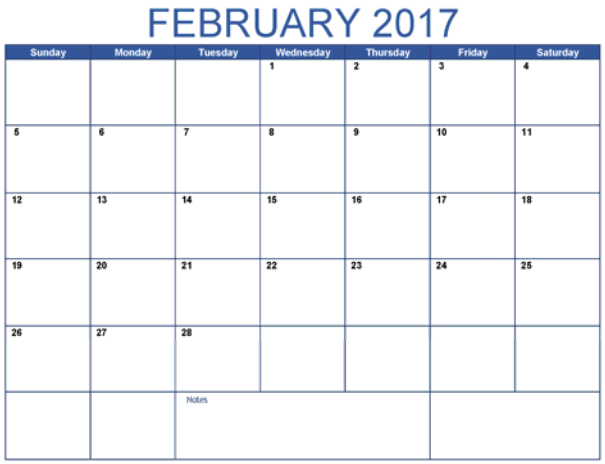
- Interactive Training Calendar, in line with 3YP commitment
- Toolbox section

MTAC

- Referred Technologies Layout

Timeline

- Content Freeze began February 1, 2017 for existing website



- Rightpoint working on content February through May 2017

Thank you