



Mass Save® Home Energy Services Update

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- 2) 2011 Pricing Overview
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Contractor Participation/HES Summary

- The transition to the redesigned program model began in May 2011
- Contractor participation numbers as of March 2012 are strong
 - 107 unique Participating Contractors statewide
 - 90 Independent Installation Contractors (IICs)
 - 17 Home Performance Contractors (HPCs)
 - Some of the previous participating Gas Weatherization contractors chose to expand their business models by becoming HPCs

Preliminary 2011 HES Results		
	Participant Goal	Budget Spent
Electric	107%	87%
Gas	109%	77%



Measure Pricing

- Mid 2011 measure pricing was reviewed through market research and contractor input
 - PA response: measure pricing adjustments made (e.g., NSTAR and National Grid increases by over 9%)
- Consideration for extraordinary installation circumstances
 - PA response: Additional adjustments made via contractor input:
 - 3rd floor exterior wall installation
 - Balloon frame installations

Best Practices Working Group (BPWG)

- The BPWG was established to serve as a forum to provide an open line of communication between Contractors, PAs, and Lead Vendors
- Monthly meetings facilitate collaboration and discussion of program related topics for the purpose of driving progressive and positive programmatic results

Members:

- 5 Independent Installation Contractors
- 4 Home Performance Contractors
- 4 Program Administrator representatives
- 4 Lead Vendor representatives
- 1 Meeting Administrator/Scribe
- 1 Independent 3rd Party Facilitator



BPWG Participating Contractors

- Once again, total of 9 Participating Contractors represented on the BPWG
- BPWG Contractors were voted as representatives by their peers
- BPWG contractors represent a variety of company sizes, years in the industry, and experience with the Mass Save Program

Best Practices Working Group Participating Contractors	
McEachern Insulation	IIC
Rogers Insulation Specialists	IIC
Mclaughlin Weatherization	IIC
Carbonneau Insulation	IIC
Dolphin Insulation	IIC
Total	5
Next Step Living	HPC
Homeworks Energy	HPC
Greentek	HPC
Energia	HPC
Total	4
Total Contractors	9

Measure Pricing

- In progress – development of a formal and streamlined process for contractors to submit suggestions for measure pricing adjustments
 - Enables consideration of market conditions (e.g., materials increases) and special installation circumstances
- Comprehensive measure pricing review planned for mid 2012

Permit Fees

- Contractor concerns of time and expense for pulling permits
 - PA response: Permit Acquisition provision as a result of contractor input
 - (E.g., NSTAR and National Grid instituted a \$75 permit fee allowance)
 - Permit fee allowance determined by analysis of average permit fees in NSTAR service territory

Customer Acquisition Costs

- PA response: Numerous PAs have implemented contractor incentives
 - E.g., NSTAR and National Grid implemented a Customer Acquisition Incentive
 - First phase implemented from 11/1/11 – 2/29/12
 - \$100 incentive to contractors who brought customers into the program and work resulted in the implementation of insulation projects with a value of \$1500 or more
 - Currently discussing the introduction of a second phase of an incentive offering

Lead Vendor Process Enhancements

(NSTAR & National Grid)

- Expanded service territory options provided to IICs to ease travel requirements
- Expedited payments for HPC weatherization invoicing
- Numerous programmatic and software trainings
- Continuous one-on-one HPC administrative support including office site visits
- Currently rolling out HPC Customer Eligibility/Scheduling Portal for HPCs

Marketing Support

- All participating IICs and HPCs are listed on the Mass Save website
- PAs developed HPC and IIC brochures and flyers provided to contractors to assist with customer acquisition
 - Contractors have the ability to add their company logo to the flyer to make it more company branded

IIC & HPC Collateral Examples



Save on energy costs and keep your home comfortable all year long

Schedule an appointment to determine your home's weatherization needs



Christopher Smith
Energy Auditor / Contractor
1234 Main Street
Anytown, Anywhere 01010
Tel: 500-000-0000



Insulation and Air Sealing for Your Home

The walls, foundation, and attic of your home combine to form the boundary between your living space and the temperatures outside. Installing adequate insulation and sealing air leaks will reduce heat loss in colder months and will keep your home cooler in the summer. Adding insulation may save enough energy to pay for itself within a few years, and continue to save you money for as long as you live in the home.

We can provide you with the weatherization services needed to improve the energy efficiency of your home. Call today and we will evaluate your weatherization opportunities.

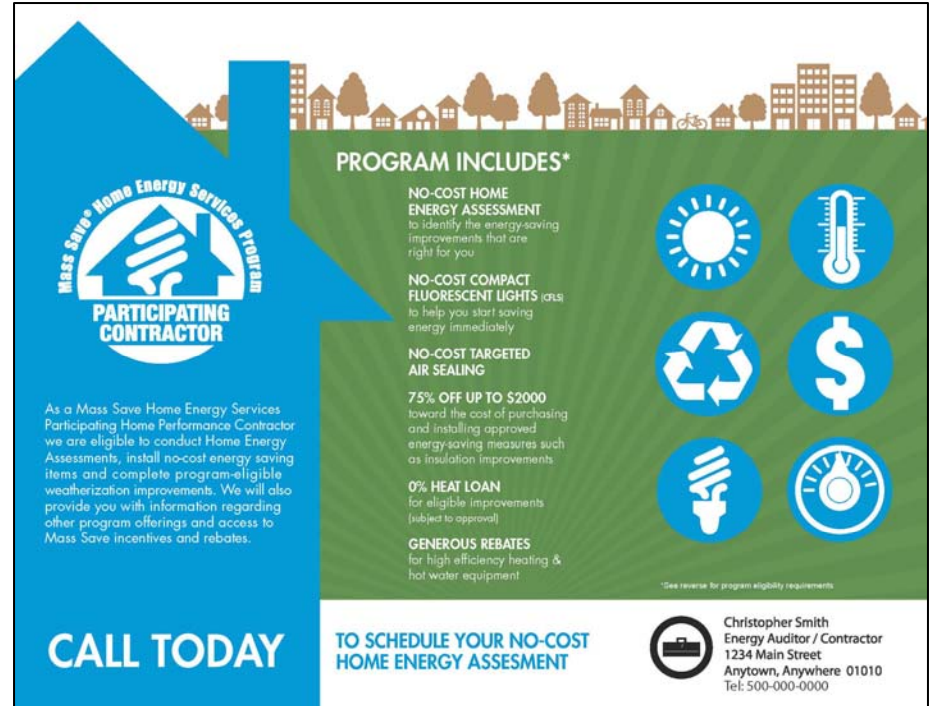


As a Participating Independent Installation Contractor in the Mass Save Home Energy Services Program, we can help you access generous rebates and incentives to help you save on program-eligible weatherization improvements.

You may be eligible to receive:*

- No-cost targeted air sealing
- 75% off up to \$2,000 toward the installation of approved insulation improvements
- 0% financing offered through the HEAT Loan Program







* Customers must meet program eligibility requirements to participate. Some restrictions apply and offers are subject to change or cancellation. Eligibility for rebates/incentives is based on findings from the Home Energy Assessment. Insulation incentive covers 75% of the cost, up to \$2000, for qualified measures. HEAT Loan financing is subject to approval from a participating lender.



Mass Save Home Energy Services Program
PARTICIPATING CONTRACTOR

PROGRAM INCLUDES*


- NO-COST HOME ENERGY ASSESSMENT** to identify the energy-saving improvements that are right for you
- NO-COST COMPACT FLUORESCENT LIGHTS (CFLs)** to help you start saving energy immediately
- NO-COST TARGETED AIR SEALING**
- 75% OFF UP TO \$2000** toward the cost of purchasing and installing approved energy-saving measures such as insulation improvements
- 0% HEAT LOAN** for eligible improvements (subject to approval)
- GENEROUS REBATES** for high efficiency heating & hot water equipment

*See reverse for program eligibility requirements

CALL TODAY

TO SCHEDULE YOUR NO-COST HOME ENERGY ASSESSMENT



Christopher Smith
Energy Auditor / Contractor
1234 Main Street
Anytown, Anywhere 01010
Tel: 500-000-0000

“This program has offered us advertising and marketing tools that we would otherwise not have at our disposal.”

Workforce Development

- PAs continue their commitment to supporting the training and development of participating contractors
- Weatherization Boot Camps continue:
 - 529 Technicians have been trained
- Additional training assistance offered:
 - Combustion Safety Training
 - Weatherization Crew Chief Training
 - Building Analyst Training

Closing Remarks

- The PAs have enjoyed participating on the BPWG and being involved in collaborative conversations resulting in positive programmatic changes
- PAs look forward to continuing the relationship with contractors, and leveraging their insights, while providing energy savings and excellent customer service



Christine McEachern

McEachern Insulation



Company History

- 23 years of Industry Experience
- McEachern Insulation incorporated in 2000
- Owner operated company based in Braintree
- 5 employees, 2 crews and 2 trucks





Impact of Mass Save on Business

“We had a record year in 2011 participating in the Mass Save Program. We serviced more customers than ever before!”

- Involved with the low income weatherization program, primarily ABCD, TRI CAP and QCAP.
- Participating National Grid and NSTAR contractor for over 12 years
- Worked as an independent contractor in the Gas Weatherization Program

Impact of HES Program on Business

“Overall, the customer feedback we have received about the program has been excellent”

- Customers benefit from the new design by receiving the 75% instant incentive and can take advantage of free air sealing
- Customers have the freedom to select the contractor of their choice
- Customers like the set pricing
- Customers have been happy with the overall level of customer service from the first phone call to schedule the audit with the Lead Vendor to the last phone call from us after the job is complete to make sure they were 100% satisfied.

Overall Communication Flow

- The BPWG is a forum where real change is happening
- It is a collaborative effort between IIC's, HPC's, PA's and Lead Vendors
- The BPWG has established a formal structure for communication
 - All contractor feedback, positive or negative, is encouraged and solicited via email to form the agenda
 - Contractors can bring their issues, suggestions, ideas and general feedback, so we can continue to improve the program and watch it grow

BPWG Process for Resolution

- The pre-established agenda is reviewed and discussed
- Previously assigned action items are revisited and final resolution is established
- Meeting minutes are sent to all Participating Contractors and placed on the contractor website portal

“It is my opinion that this group has made great strides in a short period of time. Communication from the contractors is key for the BPWG to be successful but the contractors need to be reasonable, rational and realistic in their approach”



Thank you!

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