



Program Administrator Behavior Initiative Update

January 27, 2021

WE ARE MASS SAVE®:



Behavior Initiative Introduction



- The primary goal of the Residential Behavior core initiative is to encourage customers to engage in behavior that will result in energy conservation or demand reduction
- All PAs implemented a Home Energy Report (“HER”) model in 2019-2021
- As the Plan noted, there is limited flexibility in influencing the design, which can be challenging to implement cost-effectively when there are smaller populations available for treatment
- PAs are continuing to look at ways to influence customer behavior through HER models and other approaches

Looking to the Future



- PAs reviewing approaches to cost-effectively influence behavior, including testing strategies and learning from each other
- The design and success of a behavior program depends on many factors, including data systems, PA size, and fuel type
- Behavior programs can be tailored for individual PAs and territories because behavior programs are experienced individually by customers (unlike, e.g., HVAC rebates, which are straightforward)
- This gives the PAs an opportunity to test and compare different approaches, which all PAs can benefit from. We can test things like:
 - How to balance behavioral savings vs. program promotion
 - Optimizing costs and effectiveness by adjusting frequency and channels for delivering messages
 - Innovations in program design, new behavioral prompts, etc. that can increase effectiveness
 - Tying behavioral programs more tightly to other customer experiences, like VHEAs



PA Updates

- Continued focus on optimizing behavioral savings, cross-promotion of other programs, and costs
- Some recent activities and updates
 - Adjusted messaging and tips for COVID
 - Created comparison specific to customers with PV
 - Increased pace of targeted cross promotion
 - Renter-focused messaging

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ConnectedSolutions uses energy-storage battery systems to reduce energy use when energy demand on the grid is highest. You can participate by adding a battery to your existing solar PV system. Then, National Grid sends a signal directly to your battery to send power back to the grid during peak periods. And, you can still use the battery for backup power when power isn't available from the grid.

When you join, you'll help relieve stress on the grid and earn money—an average-sized battery that participates fully can earn you more than \$1,200 in the first year.



Get started today at ngrid.com/mabatteries.

National Grid – Cont.



- Looking ahead
 - Testing optimization of electronic and print reports
 - Better integration of other data sources – helps improve targeted outreach
 - Potential integration with statewide online assessment
 - Single-click experiences – targeted data collection
 - Experimenting with personalized videos

- Launched new Delivered Energy Insights emails on January 20, 2021
 - Personal usage comparison
 - Set usage expectation for next bill
 - EE tip
- Collaborated with EEAC consultants and evaluation contractors on experimental design
 - Statistically significant savings should be observable by end of 2021
- MA recipients = 212K electric, 68K gas
- Next steps: begin to incorporate additional customization based on service type, heating fuel, and EE opportunity within the home

Account number: *****0213

Your Electric Usage January Bill

Last Year

417
kWh

2021

+10%

650
kWh



Your usage last year for
February
575 kWh

Ways to Save



Switch outdoor lights to LED bulbs

Changing your outdoor porch or post lamp to an LED light bulb, especially one with a motion sensor, can save from keeping it on indefinitely and help reduce electric expenses.

Cape Light Compact



- Launched behavior reports in August 2019
 - Reports needed refinement and were put on pause in October 2019

- Re-launched revised reports in 2020
 - Reports went out to customers in the Spring of 2020
 - Sensitive to COVID-19 (stopped comparisons for several cycles, focused on ways people can save)

- For 2021, comparison reports will continue to be issued

- Savings will be assessed to determine if the program will continue

- Launched Behavior (Home Energy Reports) in Q1 2019
 - Electric and Gas HER's sent out in conjunction with NH Behavior Program to leverage costs across territories
 - Anticipated cost effectiveness over the three-year term
- As of Year-End 2020 MA Electric Remains Cost-Effective
 - MA Gas Initiative not cost effective at end of Year 1 - implemented remediation strategy with vendor i.e., expanded outreach, added rolling enrollment; added an additional marketing module to increase participation and savings potential.
 - Gas Initiative not C/E at end of 2020; discontinue gas HERs reports in 2021
 - Approximately 800 residential gas-only customers
 - Customers eligible to receive Electric HERs reports from National Grid
- 2021 Electric customers will continue to receive HERs
- Continue to use as a marketing tool to cross promote residential initiatives
- Current approach and alternatives will be assessed during 2021 to determine if the initiative/approach should be modified

Liberty



- Offer launched in Dec 2019 - 24,483 customers
 - The offering is the traditional behavioral messaging related to gas usage through reports outlining the customer's usage and offering tips on how they can reduce their gas usage.
- Since launch, the behavior offering has not been cost-effective for a number of reasons
 - Far fewer eligible participants who opted to receive HERs via email
 - Warmer weather than expected in 2020
 - Possibly COVID-19 pandemic, customers staying home
- All of these factors resulted in minimal savings for 2020 and significantly impacted the cost-effectiveness of the initiative
- Based on the lack of energy savings in 2019 & 2020 Liberty will be suspending its behavior offer in 2021

Liberty is transitioning to SAP in Q2 - with this rollout our customers will be able to access a customer engagement platform called Smart Energy Water (SEW).

Liberty will consider opportunities available through SEW

Berkshire Gas



- Program launched in 2014 for the 2014-2015 Heating Season
 - 2017-2018 – Four paper reports sent between September and January and four email reports sent October through April to 11,000 participants total
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 - 2019-2020 – Paper Reports were mailed to 9,940 Participants from November-April
- The results from 2019-2020 program yielded savings of less than 1% of planned savings
- The 2020-2021 plan values were identical to the previous year and even if treatment size was increased, statistically significant savings would not be realized
- Given the lack of savings and cost of continuing the efforts, Berkshire is suspending the effort and will explore other ways to more effectively alter behaviors

As part of a company-wide initiative, Berkshire Gas will incorporate an Energy Manager Platform later this year. We will leverage this platform to continue to influence customer behavior

Thank you

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