MA ENERGY EFFICIENCY ADVISORY COUNCIL

→ CONSULTANT TEAM

2022 SMALL BUSINESS TURNKEY

▶ April 12, 2023

www.ma-eeac.org

OUTLINE

- **What is the Small Business Turnkey subprogram?**

- **Targets in current Plan and Term Sheet**
  - Savings and Benefits
  - Measure Mix
  - Equity – a 2022 Council Priority

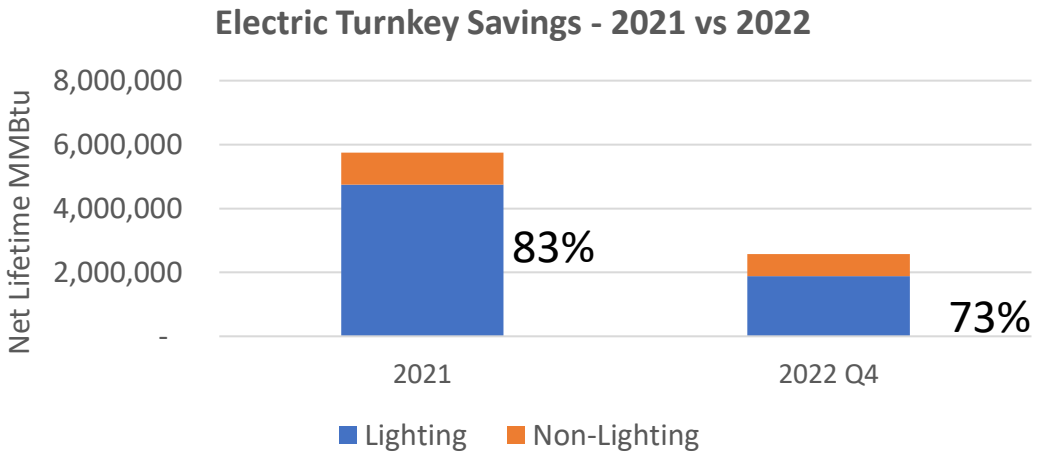
- **Progress and Next Steps**
  - Includes key considerations as look to 2025-2027 Plan

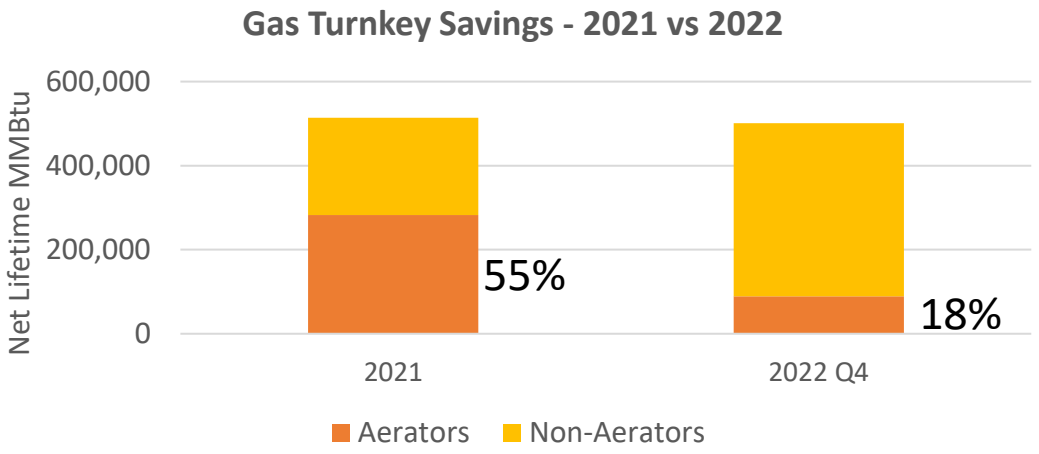
SMALL BUSINESS TURNKEY

- **Offered by all PAs for businesses with annual usage below**
  - 1.5M kWh in electricity for largest PAs, 1M kWh for Unitil
  - 40,000 Therms of natural gas
- **Participation Pathway**
  - Contact PA for no-cost energy assessment
  - Turnkey vendors conduct assessment, install simple measures at that first visit, and recommend larger suite of additional efficiency measures
  - Vendors return to install additional measures
  - PAs provide significant reimbursement of project costs
- **Marketing under the Mass Save brand by PAs and third party, plus these implementation contractors**

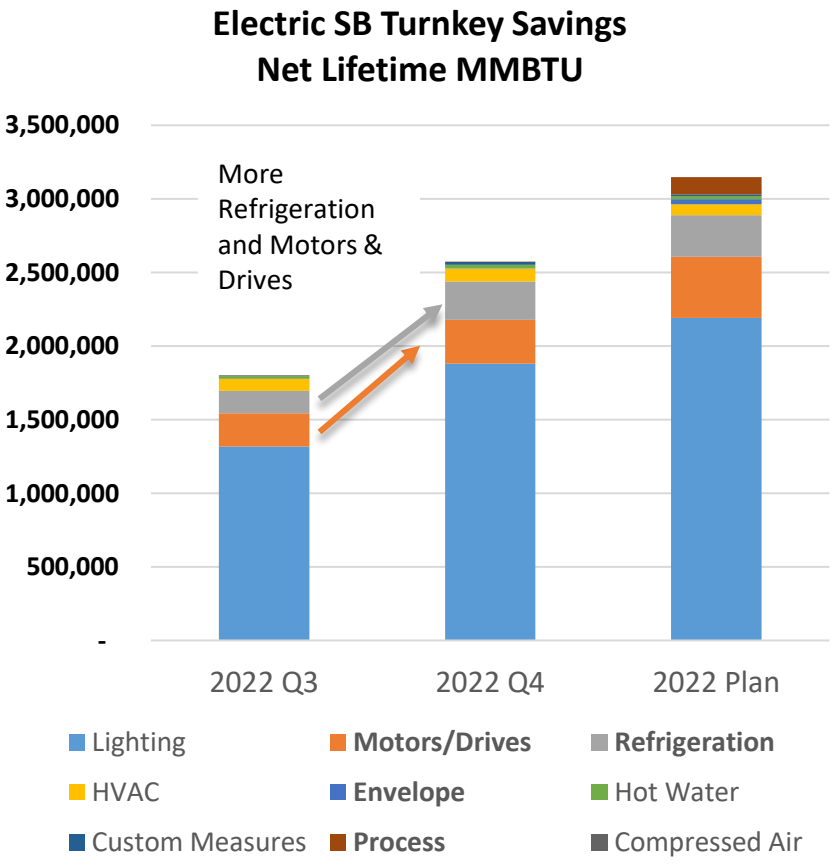
KPI #6 – PRIOR TO 2022

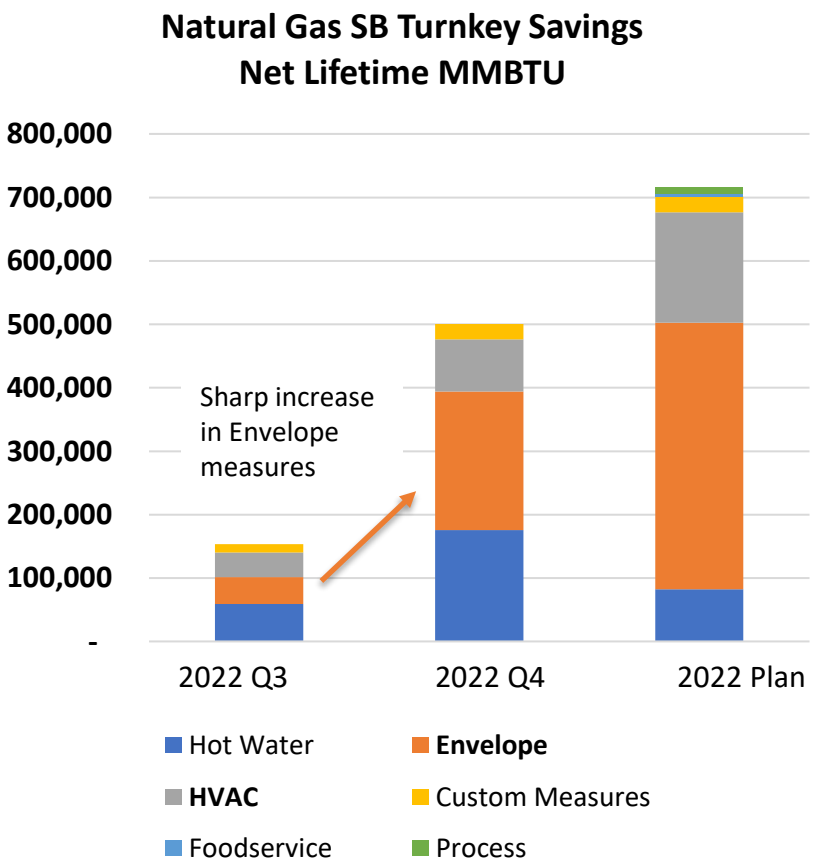
- Level of detail provided in previous Plan quarterly reporting
- Progress was noted as expanding beyond those predominant measures for each fuel type





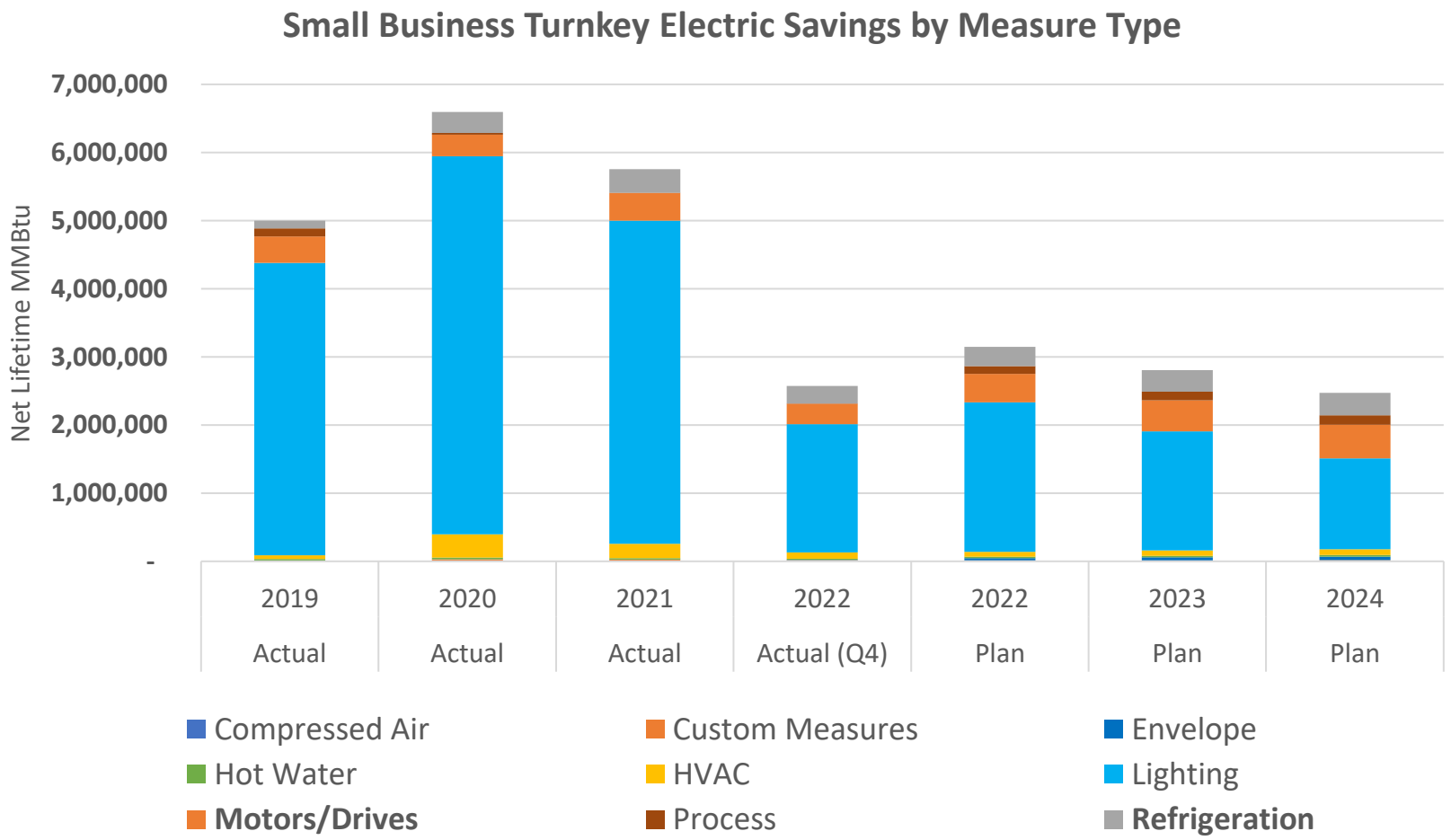
C&I SMALL BUSINESS TURNKEY KPI #6





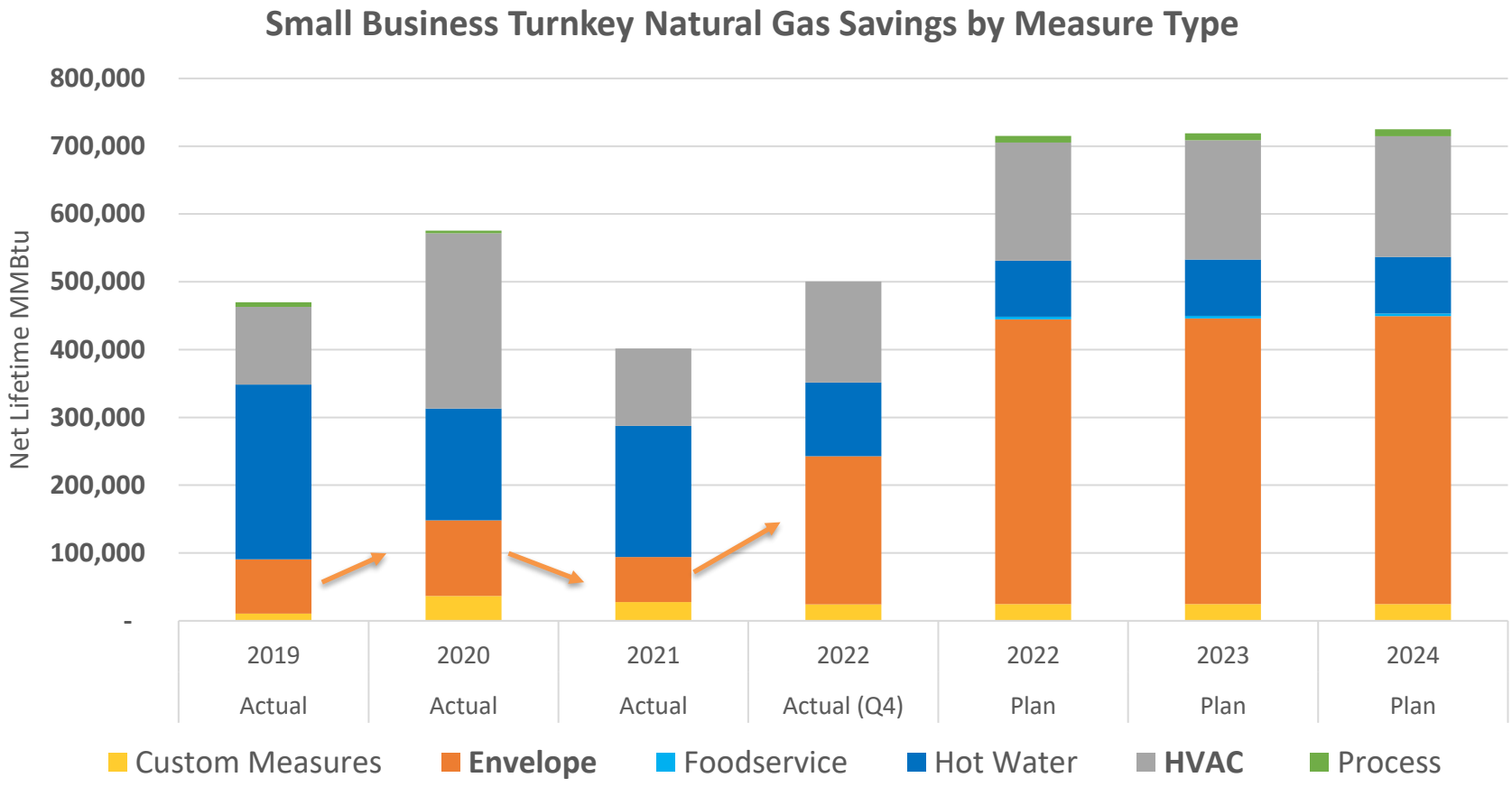
- **This KPI provides the only measure-level insight currently available quarterly for C&I.**

KPI #6 OVER TIME - ELECTRIC



- **With annual report data we can compare measure-level progress over time.**

KPI #6 OVER TIME – NATURAL GAS



- **With annual report data we can compare measure-level progress over time.**

IMPLEMENTATION CHALLENGES & PROGRESS

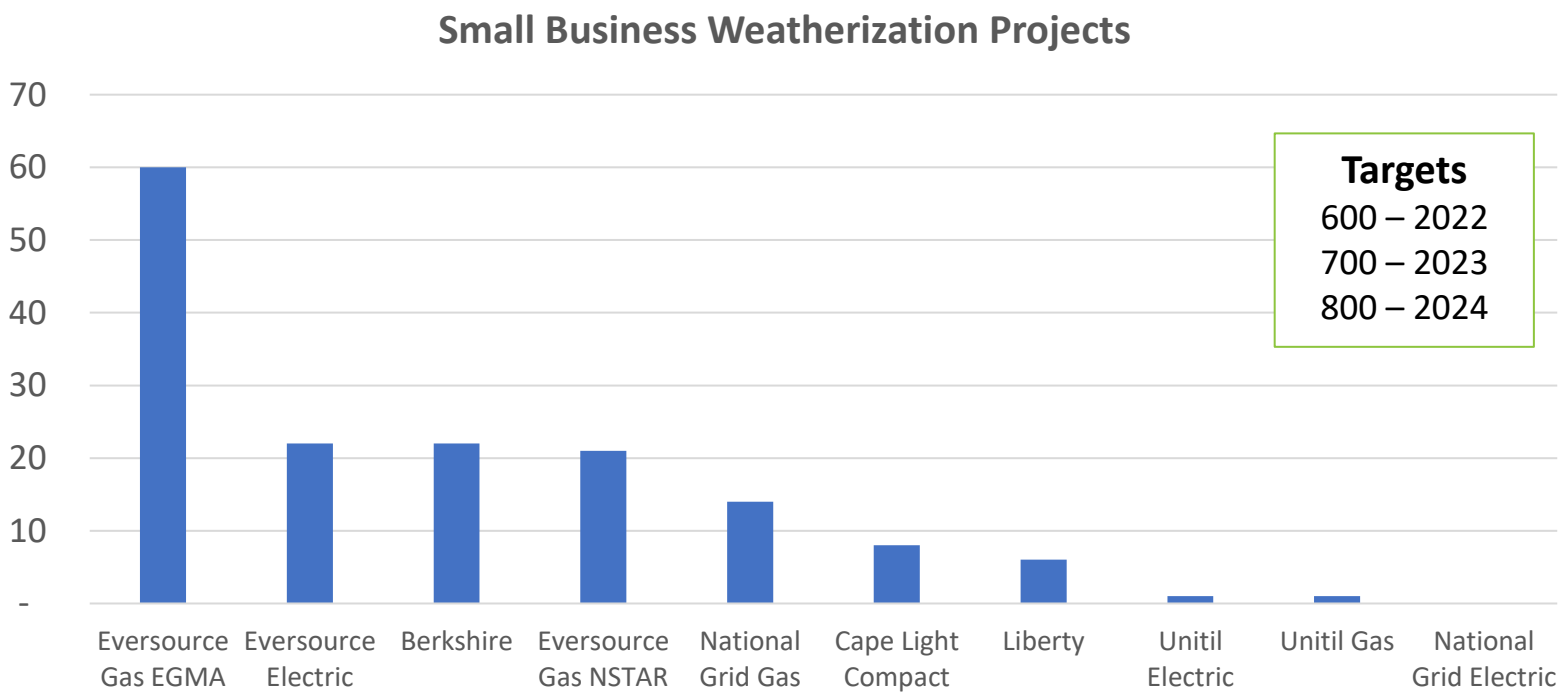
- **Challenges**
  - Behind Plan targets in most categories
  - Slow uptake of non-lighting measures
  - Turnkey vendor network historically focused on lighting
  - Enhanced weatherization offering launched in late 2022
    - rollout primarily through the vendors
    - too late for impact during 2022-2023 winter

- **Progress during 2022**
  - Vendor training for comprehensive measure lists
  - New vendor metrics and compensation for non-lighting and natural gas projects
  - National Grid small business refrigeration data added to KPI#6
  - Growing engagement in Environmental Justice Communities

EQUITY – 2022 COUNCIL PRIORITY

Small Business Weatherization

- Target: Complete 2100 small business weatherization projects during the three-year Term and report results annually
- Results: 155 completed of 600 planned for 2022



KEY TAKEAWAYS

- **Data are rich source of information regarding portfolio performance and equity efforts**
  - Heavy lift for PAs, effort is appreciated
  - Provides insight to need for even greater focus
    - Completing more projects
    - Training and motivating the vendors
    - Expand marketing of Small Business offerings beyond vendors
  - Planting seed now for this level of detail in other C&I offerings
- **Progress toward specific targets needs to continue to ramp up for small business customers, especially in EJ communities**
  - No direct tracking of Main Streets events with any resulting projects
  - More weatherization projects needed
  - Encouraged by efforts through 2022 to lay foundation for stronger performance in next two years

THANK YOU

Questions?