

The Massachusetts Energy Efficiency 3 Year Plan 2010-2012 Planning June 23, 2009

Residential Retrofit Program Redesign



Program Objective

- **Comprehensive approach**
 - Easy, clear and compelling
 - All components work together to achieve deeper savings
 - One program experience
 - Ability to identify and inform customers of all available energy savings opportunities
 - Increase the number of contractors and vendors
 - Quality control

Program Design

- **Bold redesign of the program**
 - Offers a consistent statewide audit/data package
 - Defines the process and expectations
 - Identifies customers interest in investing in their future energy costs
 - Provides prompt customer service
 - Identifies opportunities and challenges of installing measures that can provide deeper savings

Program Design

- **Bold redesign of the program** *(continued)*
 - Provides sufficient incentives and addresses multiple financing needs
 - Presents a path to Zero Net Energy
 - Collects customer data for future targeted marketing
 - Monitors customers to ensure implementation is achieved
 - 3rd Party Quality Control Inspections

Increase Contractor Participation

- **Develop a clear structure for a sustainable workforce**
 - Promote and support contractor training and education
 - Establish a broader workforce knowledgeable in proper installation techniques
 - Develop performance standards for contractors and vendors
 - Explore how specific technical training requirements can be introduced to training programs across the state

Increase Contractor Participation

- **Develop a clear structure for a sustainable workforce** *(continued)*
 - Provide contractors and vendors with feedback from third party Quality Control Vendor
 - Work toward “best practices” approach where all aspects of building systems are addressed
 - Increase training requirements over time
 - Establish a central database of authorized contractors
 - **Emphasis customer satisfaction**

Expanded Incentives

- **Opportunities to achieve deeper savings**
 - Provide free air and duct sealing
 - Consider increasing the incentive
 - HEAT Loan
 - Package measures
 - *Solar domestic hot water with other measures*
 - Allow for alternative/new technologies
 - *Spray foam*
 - Provide information on Federal and State tax credits
 - Explore new programs and ability to deliver savings
 - *Pay and Save Pilot*

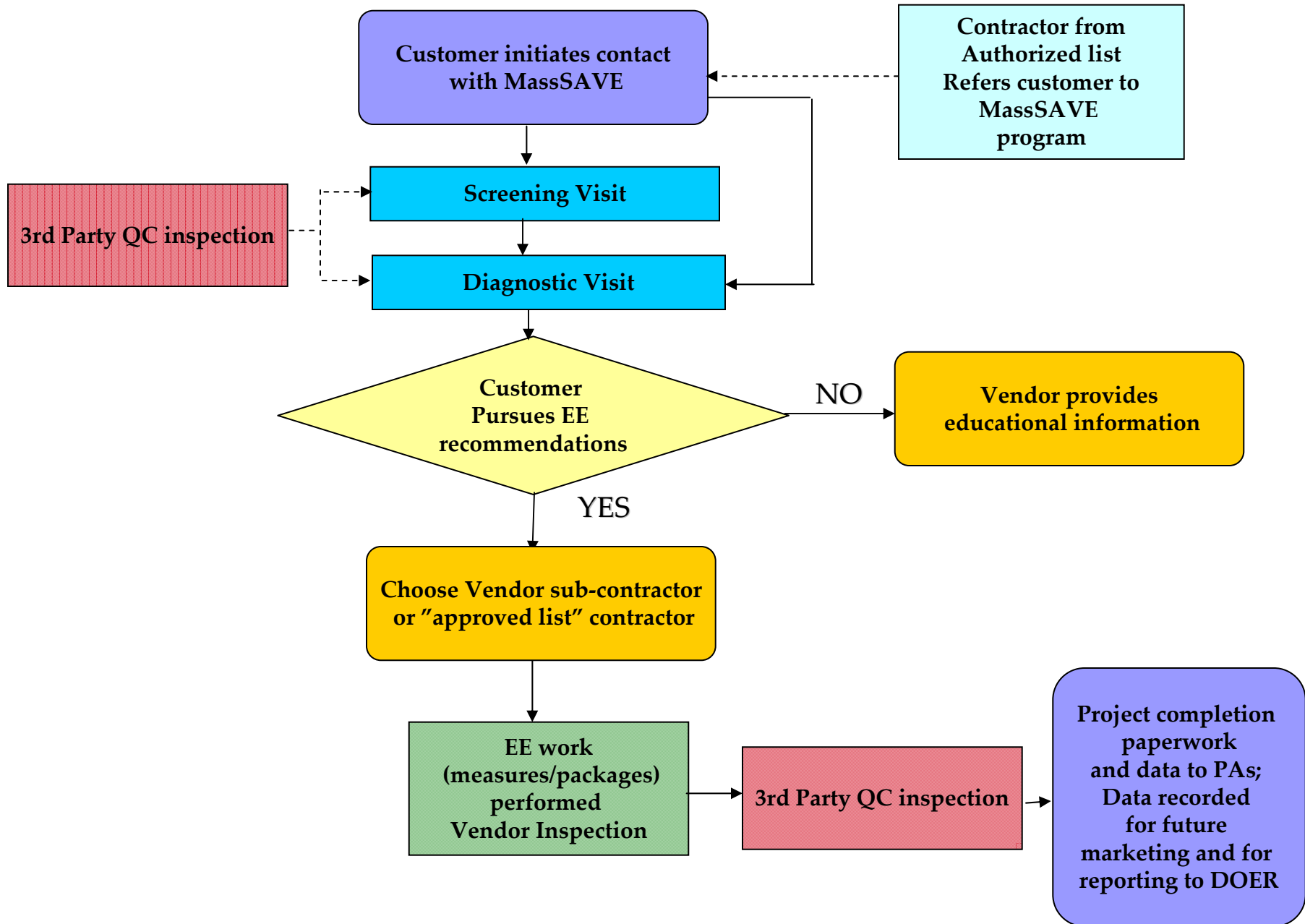
Management and Vision

- **Actively manage the program and provide a roadmap to promote the near zero vision by:**
 - Building relationships with industry to expand customer reach
 - Expanding measures to put customers on the **path to zero net energy**
 - *SDHW, CHP, LED's, renewables and Deep Energy Retrofits*
 - Investigating ways to **eliminate barriers**
 - *Knob and tube wiring and other construction related repairs*
 - Assisting customers in implementing measures over a **multi-year** period
 - Continuing to achieve **deeper savings** through integrating programs

Roadmap for Program Design

- **Expanding Infrastructure**
 - New Contractors/Vendors
 - Marketing
 - Education
- **Financial Motivators**
 - Review incentive structure and level
 - Financing options
 - *Energy Pay and Save (EPS)*
 - *Heat Loan*
 - *Other*
- **“Best Practices”**
 - Explore the possibility of a redefined management committee to advance best practices

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Thank you for the
opportunity to make this
presentation