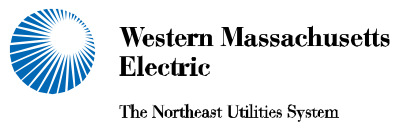
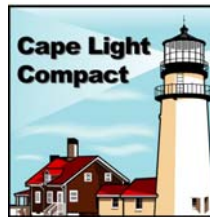


Energy Efficiency 2010-2012 Planning

March 10, 2009



Agenda

1

Opportunity

2

Deeper Savings

3

Seamless Customer Experience

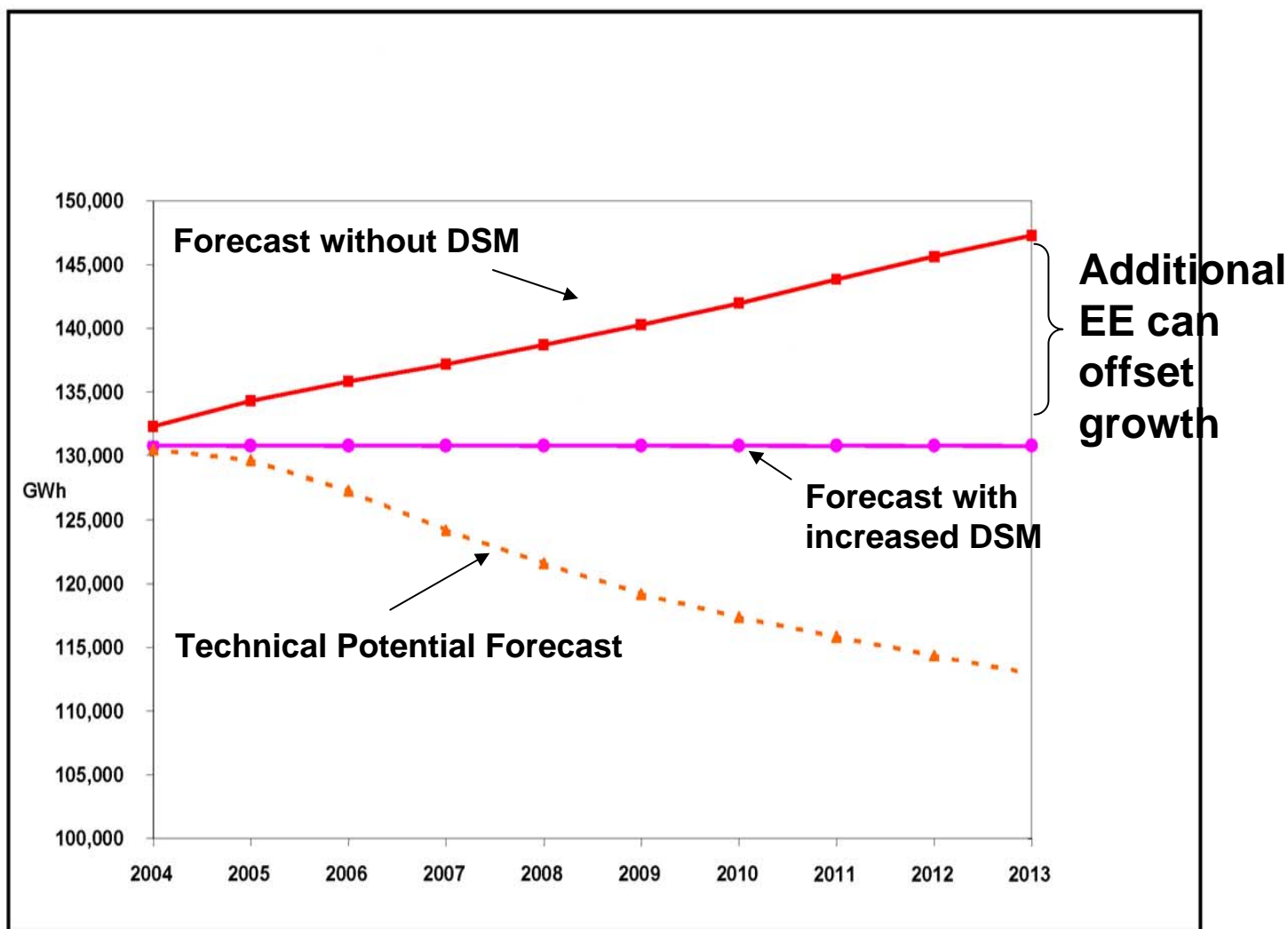
4

Technology and Processes

5

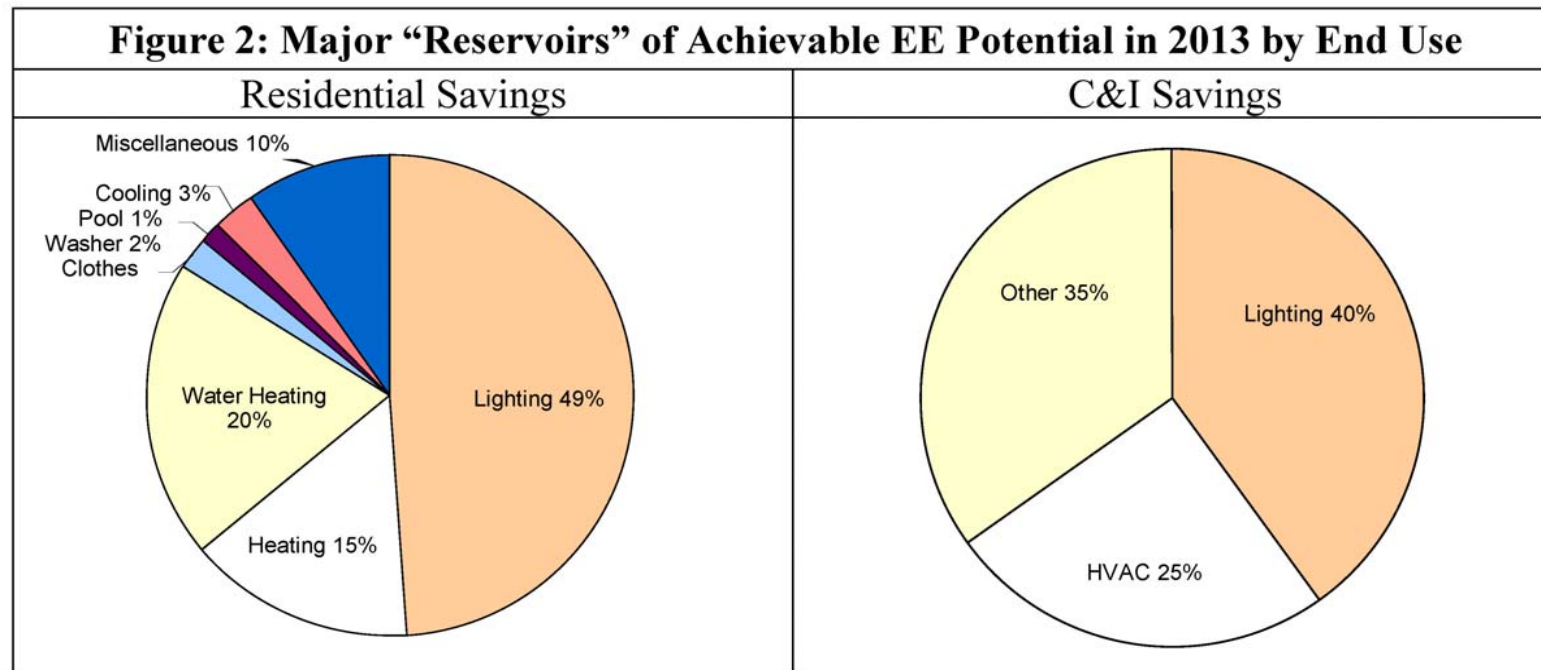
Marketing and Outreach

EE Strategies can offset NE Forecasted Energy Requirements



Source: Economically Achievable Energy Efficiency Potential in New England, Prepared by Optimal Energy for NEEP, May 2005

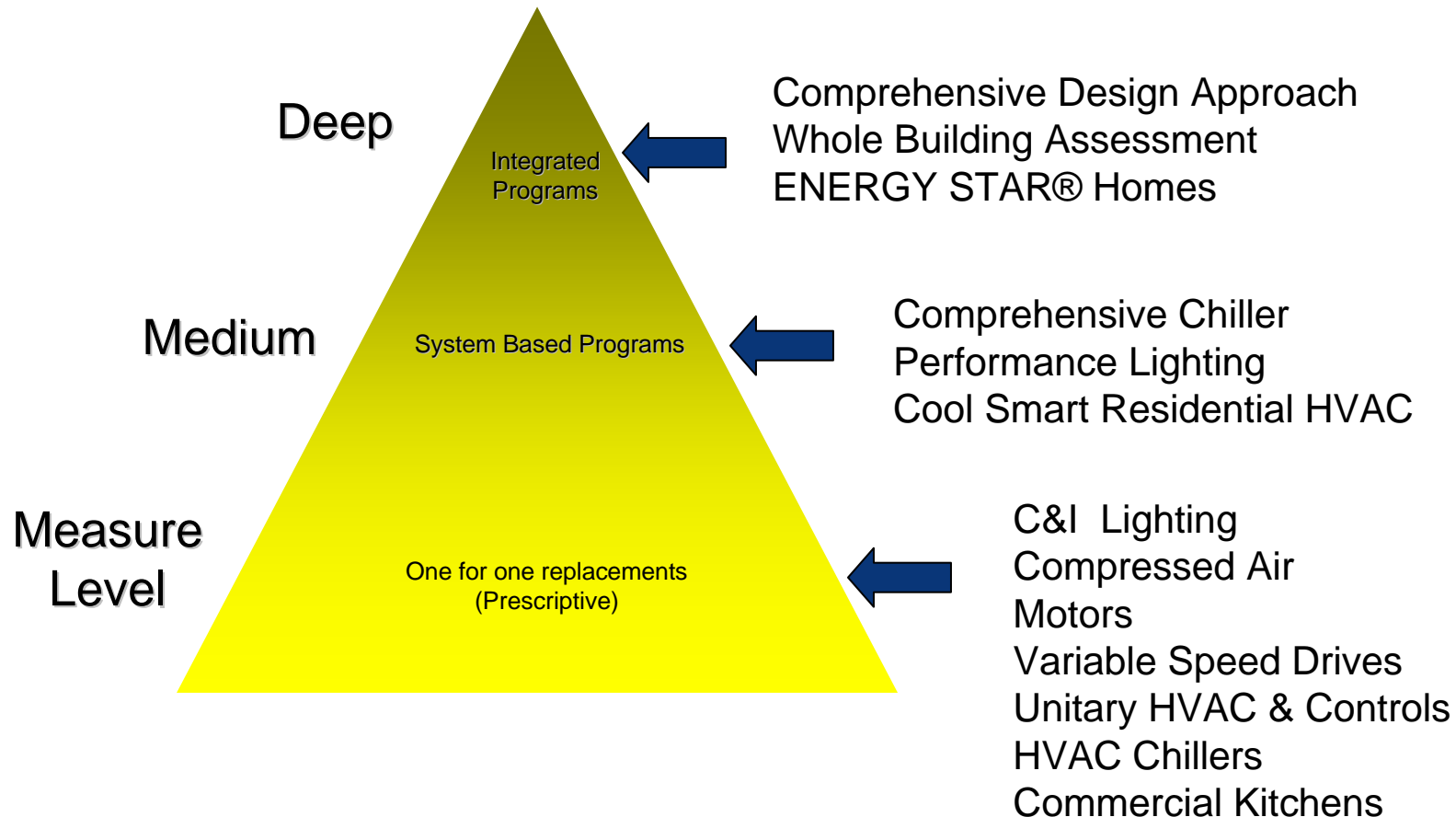
Those EE Strategies will leverage reservoirs of potential



Source: Economically Achievable Energy Efficiency Potential in New England, Prepared by Optimal Energy for NEEP, May 2005

Market Assessment and Planning are need to tap EE Reservoirs

Redesigning Approach to Increase Penetration



Customers face barriers in their journey

Customer Intake Information:

- Utility
- Rate for units
- Rate for common area
- Funding Source
- Delivery Mechanism
- Process
- Measures
- Incentives

Customer Perception:

- Confusing
- Varying Program Value
- Options Complex

Benefits to preserve:

- Knowledge of territory
- Customer Relationships
- Energy Expert
- Solution Provider

To Win, all Stakeholder Concerns must be Addressed

Seamless Customer Experience - Information

- Importance of Streamlining
 - Central Repository of Information
 - Statewide numbers and websites for customers
 - Increased and Enhanced Coordination Among Program Administrators, specifically between gas and electric
- Website Integration Project
 - Residential
 - to be completed in 2009
 - C&I Phase II
 - In progress

EE Three Year Plans will address integration issues

GasNetworks Strategies Support a Rapid EE Expansion

Scoping Study Completion (comprehensive examination of all efficiency technologies)

- Comprehensive System Design
- CHP
- Retrofit vs. Replacement Programs
- Solar Thermal

Existing programs

- High Efficiency Equipment Rebates
- ENERGY STAR® Product Rebates
- Efficient Commercial Foodservice
- Continuing Extensive Training and Education Efforts
 - Integrated website

GasNetworks already offers carefully coordinated and integrated programs across the state.

Mining Deeper Savings - Residential

- MassSAVE Enhancements
 - Increased CFL penetration, LED Field Testing
 - Integration of Audit-Air Sealing program design
 - Significant increases in heating and water heating incentives
 - Promotion of new technologies (e.g., combined heat & hot water units, Micro-CHP)
 - Increased marketing of 0% loan and Energy Pay and Save Pilot
- New Construction
 - New HERS Tier Levels – going well beyond code
 - Focus on Net Zero Homes – new incentive package
- Lighting
 - Increased focus increasing availability of specialty bulbs
 - Expansion of retailer partnerships (e.g. Wal-Mart)
 - National LED Research and Development

Mining Deeper Savings - Residential

- Residential HVAC
 - Focus on growing quality installation contractor infrastructure
 - Expand upstream partnerships with HVAC manufacturers/distributors
 - Focus on seamless gas & electric HVAC equipment rebates
 - Expanded efficiency thresholds and increases in natural gas equipment rebates
- Deep Retrofit
 - Demonstrate and evaluate deep energy retrofits in existing homes via incentives and technical support services
- Low Income
 - Expanding infrastructure
 - Continue Gas & Electric Integration Best Practices

Mining Deeper Savings – C&I

- C&I Comprehensive Retrofit
 - Promote ‘deep dives’ into buildings
 - Model after comprehensive new construction
 - Whole Building Assessments
 - Energy Benchmarking
 - Increase participation and incentives based on
 - Quantity of measures
 - Interactive affects
 - Percentage reduction of total building load
- Deep Energy Efficiency Pilots
 - Large Multifamily
 - Comprehensive Retrofit

Mining Deeper Savings – C&I

- C&I New Construction
 - Increased Outreach
 - Architects, Design Engineers
 - Build Strategic Relationships
 - Property Development Companies
 - Increase whole building assessment
- Expand Existing Capacity
 - Technical providers
 - Energy Engineers
 - Project expeditors
 - Engage Workforce Development
 - Expand Trade Allies and Outside Market Providers

Leveraging Technology and Processes - Residential

- LED lighting... *coming fast*
- Super high efficiency gas heating & water heating
- Combined high efficiency central a/c installations with new quality installation standards
- Micro-CHP
- Deep Retrofit
- Integrated delivery: EE-Renewable-Demand Response
- Net Zero construction practices
- *On the horizon...*
 - Home Energy Management Systems
 - E.g., Energy Hub – “puts house in sleep mode”, DR enabled
 - Smart Energy Monitoring pilot project

Leveraging Technology and Processes - C&I

- Integrated EE delivery
 - Include Energy Efficiency, Demand Response, Renewable Energy
 - Energy Audits to include DR and PV evaluation
- Combined Heat and Power
 - Ensure system performance
 - Provide reduction in green house gas
- Advanced Lighting Guidelines
 - Web based searchable format – DOE lighting tool
- Advanced Commercial Building Codes
 - Getting to Fifty
 - Zero Energy Pilot
- Office of the Future
 - Maximize integrated efficiency opportunity during tenant fit-up
- US Green Building Council
 - Provide LEED sustainable design strategies & services
 - Support solar thermal technologies

Marketing and outreach

- By Sector
- Community based outreach
- Multi-cultural outreach
- Professional Communities
- Training & Education
 - Programs
 - Strategies and Access
 - Measurement
 - Implementation
 - Quality Control
 - Special Topics



Energy Smackdown™