



Third Quarter Qualitative Results

Presentation to the EEAC

December 14, 2010



Highlights of the Third Quarter

- Multi-Family Market Integrator went live on July 15th.
- Financing/funding efforts continue with some successes.
- EM&V is in full swing - nearly 40 studies underway, more than 30 studies scheduled to begin.
- PAs continue to coordinate efforts, refine best practices & offer integrated services to customers.

Commercial and Industrial Market





Commercial and Industrial (C&I)

- Economy continues to affect customer uptake
- PAs are using new financing options.
- Direct Install projects have both gas and electric measures; administrative processes being refined.
- CHP (Combined Heat & Power)- PAs are close to publishing both an approved list of CHP engineers and contractors and a finalized CHP Guidebook.

Commercial and Industrial (C&I)

- C&I Working Group plans continual program design modifications; focus on...
 - Long term customer engagement (multi-year work plans)
 - Integrated gas and electric solutions
 - Joint whole-building assessments and technical studies.
 - Overcoming customer barriers
 - Identifying untapped markets and emerging technologies
 - Refining program marketing and delivery by testing different approaches.
 - Targeting appropriate market segments for CHP using the Market Characterization Study.

Residential Market



- Participation rates vary due to weather and economic concerns.
- PAs continue to provide training.
- Ongoing program changes:
 - “Harder to Reach” – new marketing efforts
 - “Go Deeper” - enhanced implementation model
 - Rebate changes - highest efficiency technology

- ARRA and DOE funding has continued to affect YTD spending and savings for many PAs
- Non-PA funding will allow more low-income customers to be served overall.
- PAs, LEAN, and CAP agencies are working to use as much utility funding as possible by year's end.
- Mixed results for Low Income Multi-Family Retrofit.
- Funding reallocation for some PAs reflects that the primary fuel source for most multi-family housing is natural gas.

R&D, Pilots and Other





R&D and Pilots

- Pilots continued to progress in Q3; will continue for 2011 with minor changes.
- Extensive Deep Energy Retrofit pilot marketing has increased applicants - long project timelines push 2010 targets into 2011.
- Residential New Construction – Major Renovation reports 28 active projects.
- Community based outreach pilots - audits begin in New Bedford; Chelsea and Chinatown begin soon.



The 10th Annual GasNetworks[®] Training for Heating Contractors was held on September 23rd at the Lantana in Randolph, MA. Over 400 heating and HVAC professionals attended this flagship event, along with over 25 exhibitors.

- Statewide Marketing and Advertising continues - additional website enhancements, extensive Red Sox and HGTV Green Home campaigns, and Community Outreach events.
- PAs continue to partner with local government, businesses, and community organizations to promote the full range of energy efficiency programs and services.