

Home Performance: Health, Comfort, Savings

Mass Save Home Performance Services
Results and Potential



ACCREDITED
CONTRACTOR

Home Performance is a holistic approach to identifying and fixing comfort and energy efficiency problems in a home.

Mass Save will gain from Home Performance Contractors to meet targets for going *deeper and broader*, and to achieve high customer satisfaction.

Mass Save HPS Pilot: CET, Berk Gas

Deeper Savings, Tangible Benefits



- 55% air leakage reduction
- \$2,625 Mass Save rebates
- R-60 attic, advanced air sealing
- 50 units in dev = MF project ?

Improved quality of life = customer pleased

Mass Save HPS Pilot: CET, WMECO

Deeper Savings, Historic preservation



Improved durability = customer pleased

- 44% air leakage reduction
- \$25k Heat Loan, \$5,130 MS rebate
- Rafter slopes, spray foam, ventilation.
- Historic house ready for future

Case Study:

Unitil

WellHome provides comprehensive services to participating homeowners.

Non-incentivized improvements are completed under a separate contract with the homeowner.

Average cycle time:

47 days

Average close rate:

34%

Lead received and scheduled by HPC

Comprehensive Home Assessment

Customer is offered 2 contracts:
1) Mass Save eligible measures,
2) ancillary measures

Installation completed by HPC and subs including test-out

Data reported to Unitil

Unitil Program Results and Benefits



Improved Customer Experience

- Single point of contact through entire process, one-stop shopping
- Minimized appointment wait times
- Reduced cycle times: assessment to sale to installation to test-out



Fewer Missed Opportunities

- Performance based air sealing (pay per CFM50 reduction)
- Separate contract option to clear pre-Wx barriers
- Potential to capture greater savings per program \$ spent



Reduced Administrative Overhead

- Streamlined process, from customer intake to data reporting
- 3rd party scheduling is unnecessary
- HPC investment in BPI Q/A

Benefits of HPC Services

1. Outreach
2. Outside funding
3. One point of contact for customer
4. Administrative load off the lead vendor by performing several functions
5. High conversion rates for air sealing and insulation work

Relationships with cities, employers and non-profits allows us to reach thousands of customers quickly

City & Regional Partners



Boston

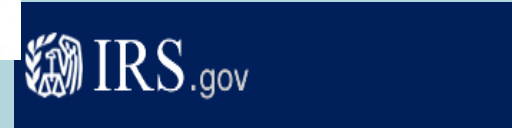


Brookline



Worcester

Sample Institutional Partners



MA state grant for work in Greenfield & Franklin County

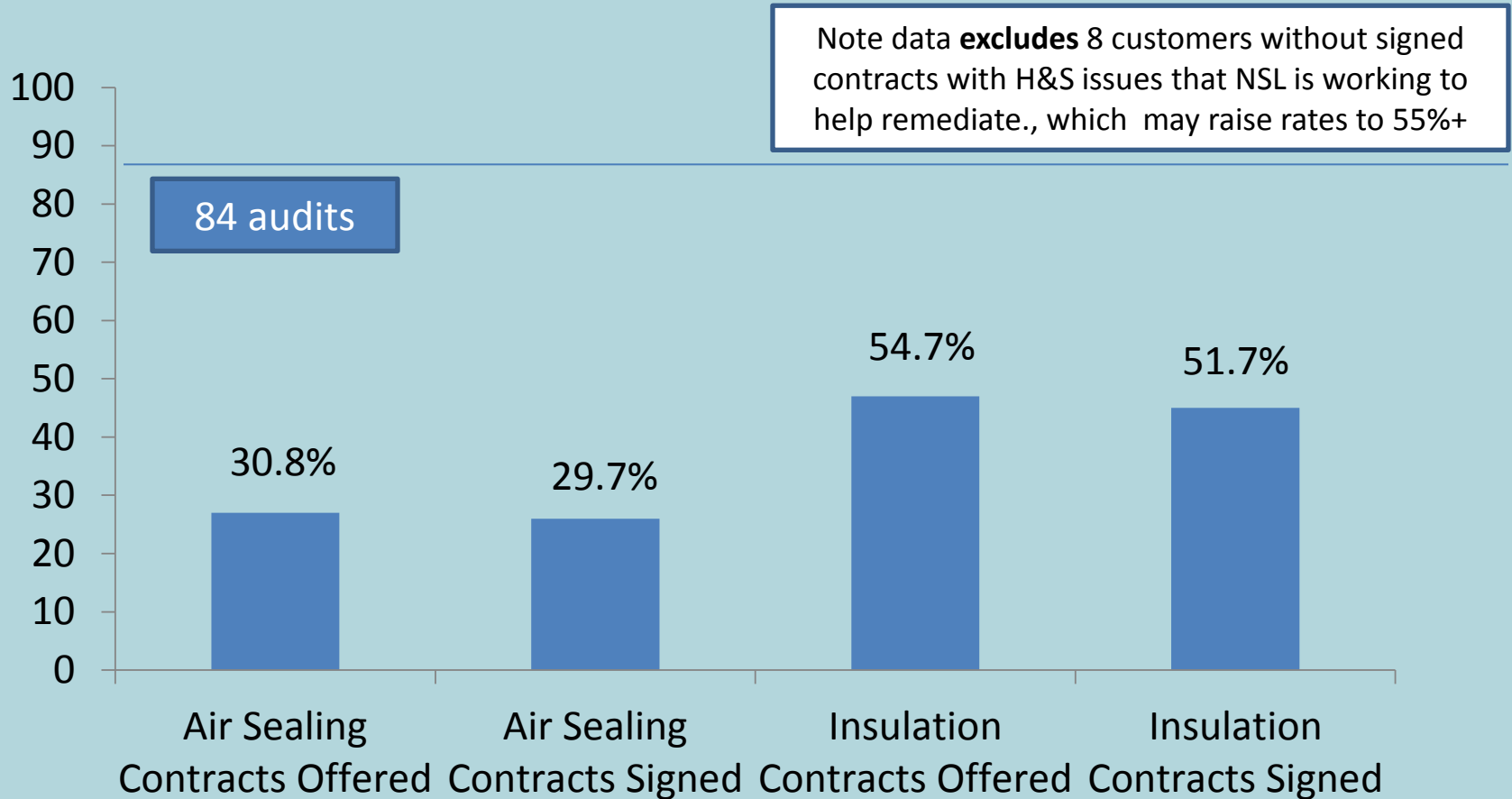


New Bedford

Mass Save Renew Boston Stats

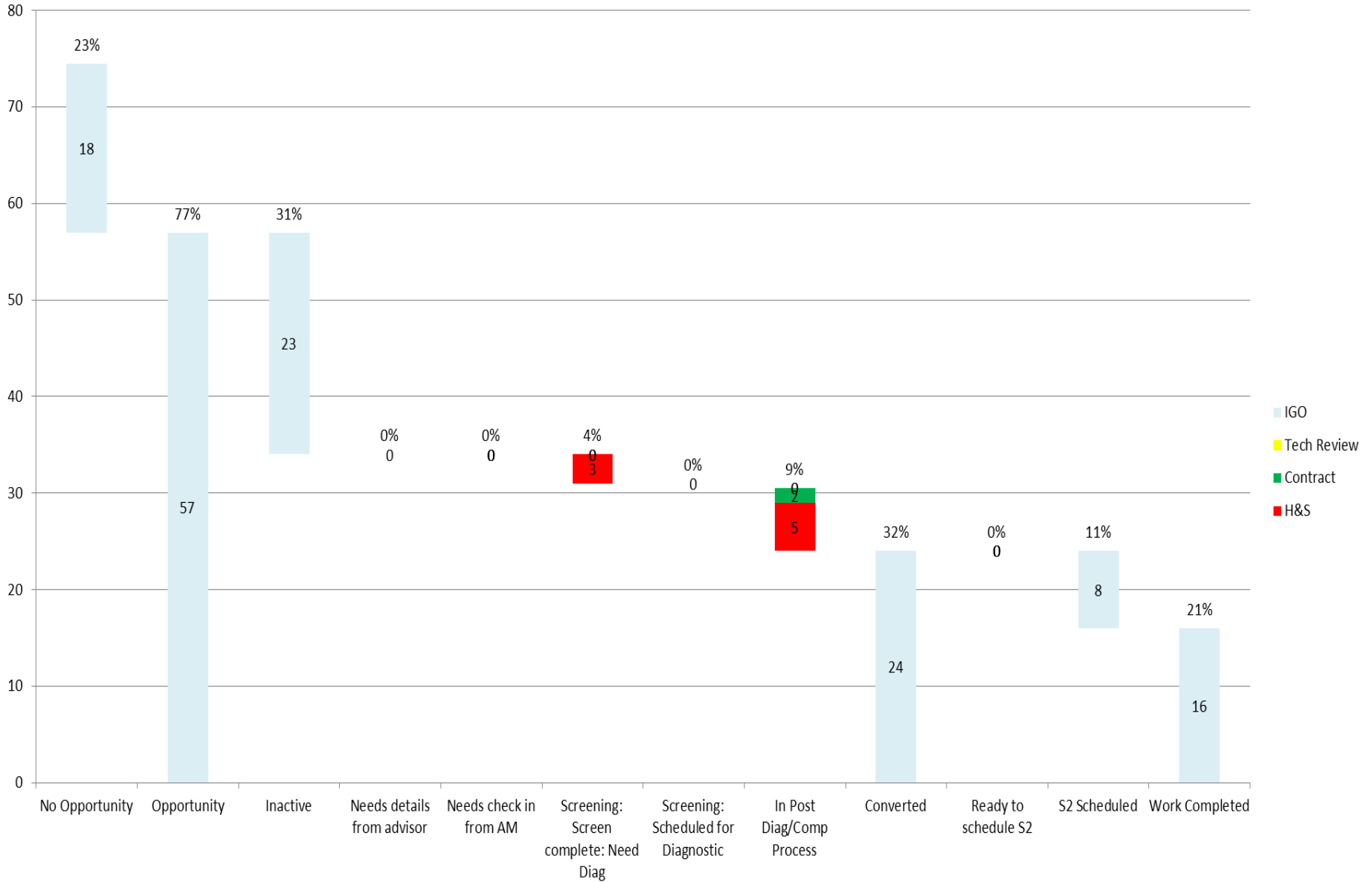
*Sept 1 – Nov 1 2010**

*(*shows customers who have had time to get through the program)*



Source: NSL Internal Database; includes income verified only

"Steady State" Mass Save Non Renew Boston Conversion Breakdown 09/01/2010-11/15/2010



3/8/2011

Home Performance Successes

customer satisfaction * health, comfort, savings
deeper savings * funds leveraged
creative outreach * scalability

Opportunities for Mass Save 2011-2012

* non-MS measures, deeper savings * Mass Save
leads * harmonize with LdVndr systems