



**Marketing and Education
Programs Update for EEAC
March 9, 2010**



Commercial & Industrial Programs

- Gas and Electric
 - Statewide programs have been finalized
 - Consistent Incentives across the state
 - Integration efforts underway
 - Expanded list of qualifying equipment for prescriptive rebates
- Marketing
 - Vendor Rollout Mtgs underway (Feb 25, Mar 3 ..)
 - Combined presentations with program specific breakputs
- Electric Programs
 - Stimulus program likely
 - Increased incentives for select measures
 - Limited time offer (allows PAs to manage dollars)
 - CHP Program has been finalized – Vendor Roll-out (Feb 26)
 - Incentive from Electric Pas
 - Gas PA's to assist w/project leads and implementation



Residential Programs

- **RCS:**
 - Redesign Underway
 - Creative Marketing mid-April run
 - Contractor Participation Process
- **Low Income:**
 - New measures (smart strips, more)
 - Target Hard To Reach
- **Deep Energy Retrofit Pilot**
 - Application Process Up and Ready to Go



Residential Programs

- ENERGY STAR® Homes:
 - Three tiers: \$325-\$8,000 per unit
 - Version III Pilot – Testing throughout the state with ENERGY STAR's New standards
- Major Renovation Pilot:
 - 500 sq ft or more for addition
 - Incentives up to \$2,000
 - Plans Review of new (proposed) and existing
 - Program through ENERGY STAR Homes Vendor



Multi-Family Retrofit

- RFP on the street for Multi-Family Market Integrator (MMI)
- Offering small C&I and residential measures, looking at the whole building
- Incentives like insulation, lighting (C&I and Residential), heating systems
- Statewide Program
- Intersection of LI, Residential, and C&I



ENERGY STAR® Lighting

- Upstream buydowns (continuing) – refocus to hard to reach and specialty (big savings)
- In-store coupons (continue to be available)
- Catalog
- Hard-to-reach RFP (non-retail) on the street – many door-to-door School Fundraisers
- LED downlights (\$30/unit)



ENERGY STAR® Products

- ESTAR Refrigerators and Freezers \$50 – Full Year
- Room Air Conditioners – Upstream - \$30 - Seasonal
- Pool Pumps – \$250 average – split incentive – coming soon
- Smart Strips – Upstream - \$10
- TVs – Upstream - \$20
- PCs and Monitor – coming soon \$20 and \$10
- Room Air Cleaners - \$20 – on site
- 2nd Refrigerator Recycling – April launch - \$50



COOL SMART (HVAC)

- Customer incentive = same as last year (\$300 - \$500)
- NEW contractor incentives in packages (early replacement) up to \$1000 (to push more quality installation)

Heat Pump Water Heater Pilot

- Monitoring for a full year
(temperature, moisture, savings)
- National Grid, NSTAR and CLC
- Testing new technology





STATEWIDE WEBSITE LIVE 2/25/2010

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For more information, please contact your Program Administrator(PA) at:

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