



# 2011 Q1 Qualitative Results

*Presentation to the EEAC*

*April 12, 2011*





# Highlights of the First Quarter

- Focus
  - training
  - pipeline
- Launch of energy efficiency financing program
- 2011 marketing campaign launched
- EM&V continues
- Selection of lead vendors

# Residential Market





# Residential Market

- New Construction
  - varying degrees of demand
- Rebate Programs
  - strong Q1
  - impact of Federal Tax Credit reduction?
- Home Energy Assessments
  - demand is up
- Program Design Changes
  - meetings with weatherization contractors



# Residential Market

- Lighting -
  - LED interest high
- Appliance program
  - refrigerator turn-in continues to drive
- Multifamily
  - interest is growing



# Residential Market

- Low Income Single Family:
  - slow to moderate production in Q1
- Low Income Multifamily:
  - continued ramp up
  - interest is high
  - Q2 and Q3 expectations

# Commercial and Industrial Market





# Commercial and Industrial Market

- Focus
  - identifying major projects
  - increased gas & electric integration
- Incentives to Customers
  - select programs have increased incentives
- Combined Heat & Power
  - training continues
  - data collection underway

# Training, Marketing & Outreach



- Increased focus on training
  - share knowledge
- Quality Installation
- Over 200 trained in COOL Smart program
- Sponsored trainings with MAEEP
  - Fundamentals of Compressed Air Systems
  - Energy Effective Lighting
  - Technologies, Applications & Mass Save Program Update.
- Managing Energy In Wastewater Facilities – one day course
- Lunch & Learn
  - “Lighting the Way”
  - sponsored jointly with IES



# Marketing & Outreach

- Finalized 2011 statewide Mass Save marketing plan
  - includes Residential and Commercial target audiences
  - year long radio and print campaigns
  - drive consumers to [MassSave.com](http://MassSave.com)
  - ads will highlight recent C&I success stories
- C&I trade ally open houses
  - five events
  - over 500 total attendees
  - topics covered many programs

# R&D and Pilots



- Deep Energy Retrofit:
  - process evaluation underway
  - increased interest
- New Construction - Multifamily: optimistic forecast
- New Construction - Major Renovation: 35 projects
- Behavioral Feedback
  - pilots underway at WMECo, NSTAR Gas, CLC, and National Grid
- Community Based
  - efforts underway in Allston, Brighton, Boston's South End, New Bedford, Chelsea, and Pittsfield.

# Financing





# Financing

- Available now
- Most extensive in the nation
- Over 40 lending institutions

Sector	Product	Min Loan Amt	Max Loan Amt	Max Term (mo)
Owner Occupied Residential	Micro	\$500	\$2,000	24
	Standard	\$2,001	\$15,000	84
	Extended	\$15,001	\$25,000	84
Non-Owner Occupied Residential	Standard	\$5,000	\$25,000	84
C&I, Multi-family, Non-Profits	Standard	\$5,000	\$25,000	84
	Large	\$25,001	\$100,000	84