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# Quarterly Report of the Program Administrators

## Second Quarter, 2011

### Part 1

### July 7, 2011

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**Quarterly Report to the EEAC Part 1: Quarter 2, 2011**  
**July 7, 2011**

**I. Introduction**

Pursuant to the requirements of the Green Communities Act, codified at G.L. c. 25, § 22(d), “The electric and natural gas distribution companies and municipal aggregators shall provide quarterly reports to the council<sup>1</sup> on the implementation of their respective plans. The reports shall include a description of the program administrator’s progress in implementing the plan, a summary of the savings secured to date and such other information as the council shall determine.”

Building upon this legislative mandate, as well as the Orders of the Department of Public Utilities (“Department”) in D.P.U. 09-116 – D.P.U. 09-120 (“Electric Order”) and D.P.U. 09-121 – D.P.U. 09-128 (“Gas Order”), dated January 28, 2010 (together, the “Orders”), approving Three-Year Energy Efficiency Plans (the “Plans”) for each Program Administrator (“PA”), this document serves as the first of two documents to report on PA activities throughout the Commonwealth during the second quarter of 2011. This document presents narrative status updates regarding program and pilot implementation and specific areas of interest as requested by the Energy Efficiency Advisory Council (“EEAC”). The second document (Quarterly Report Part 2), which provides quantitative data, will be submitted in August, 2011.

The remainder of this Quarterly Report Part 1 for the Second Quarter of 2011 is organized as follows:

- Section II: Gas and Electric Program and Pilot Highlights
- Section III: Marketing, Education, and Outreach Highlights
- Section IV: Evaluation, Measurement & Verification Highlights
- Section V: Financing and Funding
- Section VI: Performance Metrics
- Section VII: Special Focus Topics

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<sup>1</sup> The Department of Public Utilities requires that these Quarterly Reports be provided to it as well for informational purposes. See Electric Order at 143-144 and Gas Order at 136.

**II. Gas and Electric Program and Pilot Highlights:**

*Summary:* Since the Department of Public Utilities approved the Gas and Electric Three-Year Energy Efficiency Plans on January 28, 2010, the Program Administrators have been proceeding with the implementation of their EEAC-endorsed 2010–2012 Plans. Of particular note in the second quarter of 2011 is the strong focus of the PAs on training and developing a strong project pipeline in order to achieve the aggressive savings goals in the Three-Year Plans.

As noted above, the PAs will present quantitative cost and savings data, along with other data, in Part 2 of this Second Quarter 2011 Quarterly Report. The PAs will keep the EEAC apprised of significant cost and savings variances from Plan goals that become apparent as the PAs continue to implement programs.

<b>Program</b>	<b>Highlight</b>
<b><i>Residential:</i></b>	
<ul style="list-style-type: none"> <li>• Residential New Construction &amp; Major Renovation</li> </ul>	<p>Tornado Recovery Efforts-CMA, National Grid and WMECO have been developing a plan in conjunction with the statewide New Construction vendor for the Residential New Construction and Major Renovation Program to provide assistance to those affected by the June 1 tornado that struck homes and businesses in Hampden and Worcester Counties. A one-page sheet was developed describing the energy efficiency services and assistance available to those rebuilding or repairing their homes or businesses, along with a toll free phone number. Through coordinated efforts, the Companies are educating Building Code Officials, Western MA Homebuilders Association and neighborhood councils on next steps to rebuilding energy efficient homes.</p> <p>The PAs continue to support the EPA ENERGY STAR® Homes label by offering trainings, technical support and marketing assistance during the transition of ENERGY STAR from Version 2, 2.5 and 3. Participants in the Program currently are not required to be ENERGY STAR compliant in order to receive incentives. The Program will be supporting the National Program by making one of the four upcoming checklists a requirement, the Thermal Enclosure Rater Checklist (TERC) is currently the only area where the PAs can show savings. The adoption of the TERC aligns the Program with the Commonwealth Stretch Energy Code and requires a higher standard insulate and air seal buildings. The JMC plans to evaluate participation of projects as they transition to Version 3. PAs will look for ways to continue to modify the Program, seeking broader and deeper energy savings during 2011.</p>

	<p>Based on a recent evaluation of the JMC Version 3 study, the Program has identified that projects seeking ENERGY STAR will struggle to find HVAC contractors that will be able to meet the HVAC Quality Installation Verification (QIV). The Program continues to work with EPA partners to create a training syllabus for HVAC contractors to be trained to understand the technical aspects of this Version 3 checklist.</p>
<ul style="list-style-type: none"> <li>• Electric Residential Cooling and Heating</li> </ul>	<p>The COOL Smart Program continues steady equipment rebate activity, with over 50% in the high efficiency category, and is performing ahead of rebate goals. The statewide goal for duct sealing services has already been exceeded. Several training enhancements were made aimed at achieving program goals, as well as, providing opportunities for integrated gas and electric trainings.</p> <p>A COOL Smart rebate processing RFP sponsored by all PA's was completed and awarded to Helgeson Enterprises.</p> <p>PA's continue to receive Heat Pump Water Heater Pilot Program reports and gather cost information for cost effectiveness screening.</p>
<ul style="list-style-type: none"> <li>• Gas Residential Heating and Water Heating</li> </ul>	<p>Most PA's have experienced an increase in rebates for this program which is likely attributable to volatile energy prices with homeowners upgrading gas equipment to higher efficiency models. PAs issued a joint RFP for rebate processing vendor. Contract was awarded to a new vendor in June. Demand is expected to decrease due to seasonality.</p>
<ul style="list-style-type: none"> <li>• Mass Save® and Heat Loan</li> </ul>	<p>Many PAs continue to experience a high demand for home energy assessments during Q2 due to seasonal factors and an increase in fossil fuel costs. All PAs have selected Lead Vendors and are currently transitioning to the new program design. The PAs are working on establishing a Best Practices Working Group with the contractors to ensure the constant flow of communication between all parties.</p>
<ul style="list-style-type: none"> <li>• Weatherization</li> </ul>	<p>The program continues to experience high demand. PA Lead Vendors are currently enrolling weatherization contractors in the new integrated program.</p>
<ul style="list-style-type: none"> <li>• ES Lighting</li> </ul>	<p>The Lighting Program continues to show good results for all PAs. LED fixtures continue to sell well and the PAs have begun testing different rebate levels to see how consumers react to pricing. The first ENERGY STAR® qualified LED lamps hit major stores in Q2 and also show much promise. Many PAs have already surpassed goal in both LED categories. Specialty and Hard to Reach categories are also performing well in most areas. PAs issued a joint RFP for rebate processing and awarded contract to a new vendor in June. Joint RFP for catalog fulfillment contract was</p>

	awarded to incumbent vendor. School Fundraiser finished round 1 in 2011 with high participation level and interest in planning activities in the Fall.
• ES Appliances	The program's results vary by PA. Two PA's have surpassed their refrigerator goals in Q2 while others are on target to reach goal by the end of the year. Higher tier TVs are also selling well. The Recycling Program offers the largest variance between PAs with some on target and others challenged by their goals. Computers, Monitors, Pool Pumps and Air Cleaners are still very slow moving. Inventory for higher tier Room Air Conditioners is unavailable this year; savings will need to be made up in other areas of the program. PAs issued a joint RFP for rebate processing and awarded contract to a new vendor in June.
• Multi-family Retrofit	This program continues to be a challenge for some PAs. Most electric PAs have a healthy pipeline of multi-family projects and expect to be close or exceed goal. Some gas PAs have experienced more production and success with master-metered buildings. Individually metered buildings are more difficult and do not always yield higher savings. Instant savings measures for master metered projects-C&I has agreed to offer incentives for instant saving measures including low flow shower heads and aerators in order to create uniformity in the program between the residential and commercial sides.
<b><i>Low Income:</i></b>	
• Low Income Single Family:	Most PAs are behind goal but are working closely with CAP Agencies/Lead vendors to ensure greater production in the last two quarters, other PAs are on track to reach goal. Production in this sector typically lags in the beginning with most production occurring later in the year. Some agencies will start to exhaust their ARRA funds in the next two quarters which will require the need for PA funds.
• Low-Income Multi-family Retrofit	Most PAs are behind goal for various reasons. Obstacles include: contracting issues, limited potential in the territory and long lead times. Long lead times make it difficult to predict if projects will be completed in 2011 or 2012. There are many projects in the pipeline which may bring PAs close to or above their production goals.
<b><i>Commercial and Industrial:</i></b>	
Sector Update	Pipelines range by PA however at a statewide level pipelines currently show in excess of 75% of goal with a proper upward trend. One area we are expecting to see results for in the fall is the statewide HPT8 upstream initiative. This is targeted to roll out in September and although it is not expected to have full impact until

	<p>2012, there is a solid expectation of ramp up impacts in 2011.</p> <p>The approach to large C/I customers utilizing multi-year plans continues to grow successfully. This top quartile approach is not only helping to breach the gap for 2011 goals but more importantly build the backlog for 2012 and beyond. Increased vendor participation has helped in quartiles 2 and 3. The fourth quartile is served primarily through direct install vendors. Ramp up in this area continues to evolve as PA's look at various new marketing efforts including data mining and variations on the Main Streets program.</p>
<ul style="list-style-type: none"> <li>• CHP</li> </ul>	<p>Market Assessment Draft Interim Report has been developed on the CHP Market Characterization which was conducted earlier this year. The PAs will adopt some of the recommendations from the report in order to effectively target market CHP eligible customers going forward.</p> <p>A literature review was conducted regarding the measure life of various CHP technologies. Based on the review, a white paper has been developed and adopted by all PAs as of June 15, 2011 outlining new measure life values pertaining to each specific technology.</p>
<p><b><i>R&amp;D and Pilots:</i></b></p>	
<ul style="list-style-type: none"> <li>• Residential Deep Energy Retrofit</li> </ul>	<p>The process evaluation has been completed. This program has had a gradual but continual increase in leads, work in progress and contracts signed. The pipeline for planning to completion is long and many customers explore doing a DER, but opt not to. Consequently, the results ratio to leads is still low and slow, but is not showing any signs of diminishing. It also includes a wider demographic appeal with one quarter of units being low or moderate income including Habitat for Humanity projects. Evaluation survey information also is showing that of those who drop out of the pilot, they go on to complete a deeper retrofit than they otherwise had planned.</p>
<ul style="list-style-type: none"> <li>• Residential New Construction-Major Renovation</li> </ul>	<p>PAs report that there are 41 active projects, with 7 projects completed year-to-date. There are approximately 27 leads still in the design and planning stage. This is the highest number of projects to be enrolled in the Pilot since its inception in 2010. PAs feel the increase is due to the requirements for renovation under both the new base and stretch codes.</p>
<ul style="list-style-type: none"> <li>• Residential New Construction-V3 ENERGY STAR® Homes</li> </ul>	<p>This pilot was completed in 2010 with the PAs continue to promote and seek training opportunities in 2011.</p> <p>Based on a recent evaluation of the JMC V3 study projects seeking ENERGY STAR® will struggle to find HVAC contractors who will be able to meet the HVAC Quality Installation Verification (QIV). The program continues to work with EPA partners to</p>

	create a training syllabus for HVAC contractors on the technical aspects of the V3 checklist.
• Residential New Construction- Multi-Family	Recruitment efforts continue for participation in this pilot.
• R&D Demonstration Pilot	ECM Circulator Pump installations to begin in July. Installing contractor has been selected and trained.
• Residential Building Practices & Demonstration	Gas usage data for 2011 is being collected for the WiFi Thermostat Pilot evaluation study. Thermal Demand Boiler Controls are being pursued as a potential new technology.
• Lighting Design (Cape Light Compact, NSTAR & National Grid)	The PAs report that there are fourteen projects participating in the 2011 Lighting Design Pilot. There has been one successful completion located in Newton, Ma. The LDP savings calculator has been altered to take into account the square footage per room rather than the entire home. The calculator determines the annual energy consumption savings (kWh) based on the total wattage and the square footage per room. The Program anticipates that there will be eight more completions during the 3 <sup>rd</sup> Quarter of 2011 and the remaining five will complete in the 4 <sup>th</sup> Quarter of 2011.
• Behavioral/Feedback	WMECo's Western Mass Saves pilot continues to sign up customers. Cape Light Compact's second phase pilot started recruitment in March 2011 and installations began in June using the Tendril Energize™ platform. National Grid has added 100,000 gas and 100,000 electric participants to its OPower Home Energy Reports program in January, for a total of 425,000 customers receiving reports. An evaluation study is ongoing.
• Residential Community-Based	Please see updates below.

### III. Marketing, Education, Outreach Highlights

#### *Marketing and Outreach:*

After successfully initiating both the Residential and Commercial and Industrial (C&I) plans in the first quarter, the second quarter was devoted to strategically executing the components for each of these plans.

For the C&I programs, the Statewide Mass Save Marketing team spent the second quarter focused on developing and delivering print ads, optimizing online presence through ongoing paid search efforts, and developing sector-specific collateral. Since the plan's commencement, eight print ads have run in 14 different publications – totaling an estimated 151,259 impressions. In developing sector-specific collateral, the Mass Save Marketing team initiated development of eight "Sector Sheets," each geared towards the priority C&I sectors outlined by the Program

Administrators and promoting the available incentives and programs, as well as a series of corresponding Case Studies. Both sets of documents will be distributed at business events and also posted to the Mass Save website.

Online efforts consisted of a wide array of initiatives, ranging from ongoing optimization of keyword purchases as part of the paid search media buy, to officially launching online customer retargeting efforts. Other online efforts include the placement of banner advertisements through the Boston Business Journal's online website and the initiation of the LinkedIn Polling advertising campaign.

The team also initiated extensive marketing and communications efforts in support of the newly-launched C&I finance programs. The Program Administrators approved a comprehensive marketing and communications plan to support the Finance program, which included a paid radio advertising partnership with WBZ Radio, booth presence and media interviews at the WBZ Business Expo, and collateral and signage at NSTAR and National Grid's annual Energy Efficiency Expo at Gillette Stadium, where Mass Save had a booth presence. As part of this effort, a print ad promoting the Finance program ran in the Boston Business Journal.

In conjunction with paid advertising, the Mass Save Marketing team also initiated public relations efforts in support of C&I programs, issuing two press releases to statewide media and business press, including the 'Mass Save Trade Ally Open House' release and the 'WBX Business Expo' release.

The Residential program also continues to expand its comprehensive paid media campaign. Since the first quarter kick-off, the residential media plan has run a series of: 30 and 60 radio spots, print ads and online banner ads. The radio spots have aired on 25 radio stations across all Program Administrators' territories, and the corresponding program-specific print ads have run in over 30 publications – together more than 5 million estimated impressions. In addition to media, the Statewide Mass Save Marketing team participated in 92.9 FM's annual EarthFest Festival in Boston, along the Esplanade.

Additionally, the team is in the midst of planning and execution for a full lineup of event sponsorships planned for Third Quarter, including Pittsfield's Third Thursday's, The Big E, Barnstable County's Harvest Festival, and a Lowell Spinners game. In support of the media and event tactics, the Statewide Mass Save Marketing team continues to work with the Masssave.com Web team in an effort to streamline communications and strengthen campaign messaging and program content on the site.

Finally, public relations in support of the Residential program also continued in this quarter, with an EarthFest Media Advisory distributed to media in May and an HVAC-cooling press release being distributed to statewide media on June 29, 2011.

#### **IV. Evaluation, Measurement, and Verification Highlights**

The evaluation team continued to work during the second quarter with a focus on finalizing approximately 30 studies for the 2010 Annual Reports in all six research areas -

Residential New Construction; Non Residential Large Retrofit and New Construction; Non Residential Small Retrofit; Residential Retrofit and Low Income; Residential Retail Products; and Special Cross-Sector Studies.

### **Residential New Construction**

Final Reports were issued on the Version 3 Pilot evaluation and on the completion of the planning phase for the 2011 Baseline Study. The Massachusetts Energy Code Pilot Report (part of the DOER Code Pilot/Mini Baseline Project) was issued to the PAs, DOER and Northeast Energy Efficiency Partnerships (NEEP) and work has begun to analyze the data. A memo was issued to the PAs regarding net-to-gross factors for the 2010 Residential New Construction program. Focus Groups were conducted in June with ENERGY STAR® builders and interviews with 8 program managers in other states about new technologies will be summarized for the PAs in July. Surveys are currently being conducted with owners of ENERGY STAR homes and owners of non-ENERGY STAR homes.

### **Non Residential Large Retrofit and New Construction**

The following projects were completed: A Market Characterization of Commercial New Construction Supply Side Market Actors, A Market Characterization providing a Quantitative Profile of Commercial New Construction in the state, A Market Effects study investigating the energy savings resulting from our long term support of high efficiency high bay lighting solutions, a Market Characterization of the Chains and Franchise customers in the state, a Market Characterization of the Combined Heat and Power market in the state, an Impact Evaluation of Custom Electric Measures installed on HVAC end uses in 2009, an Impact Evaluation of Prescriptive Gas Measures installed in 2008 and 2009, an Impact Evaluation of Comprehensive Design Projects completed in 2008 and 2009, a Process Evaluation of the Comprehensive Design track, and a Characterization of the measures installed in 2010 including a road map for the future evaluation needs of the Program Administrators. The impact evaluations of custom gas measure installations, combined heat and power projects, and prescriptive variable frequency drives continued on schedule. Based on the road map of future evaluation needs, the Program Administrators have authorized the development of work plans for the following projects: A Process Evaluation of all programs delivered in this research area, an Impact Evaluation of Custom Measures installed in 2010 for measure categories not studied in the evaluations just completed or currently underway, an Impact Evaluation of Lighting measures installed in 2010, and a Market Characterization investigating the level of Code Compliance in the Commercial New Construction Market. These work plans and potential authorization of this work will be completed in the third quarter of this year. If authorized, this work is expected to commence in the third and fourth quarter of this year.

### **Non-Residential Small Retrofit**

The team completed the lighting fixture impact study and a process study of first year statewide program integration, involving interviews with program staff, implementation vendors, program participants and non-participant customers. Field work for the lighting controls study continued, as well as market assessment/data mining efforts. Toward the end of the second quarter the evaluation team met to plan work for the remainder of this year. In addition to completing the lighting controls study, a follow on impact evaluation of the lighting fixture study was agreed upon, focusing on summer months for demand purposes.

### **Residential Retrofit and Low Income**

Process evaluation reports for Brushless Fan Motors, Mass Save, Low Income and the Deep Energy Retrofit pilot are final. Work continues on the Multifamily Potential study. In addition evaluations are being finalized for Mass Save and Gas Weatherization Net to Gross and a Mass Save Non Energy Impact Study. Evaluation planning is underway for the 2011 evaluation cycle, including evaluating several 2011 pilots which include ECM, Solar DHW and WiFi Thermostats.

### **Residential Retail Products**

Evaluation work has been finalized on the appliance turn-in impact evaluation and residential lighting process and impact evaluations.

### **Special and Cross-Cutting**

The C&I Free Ridership and Spillover studies for electric were completed, and the gas results should be available in time to inform planning for 2012. Additionally, the team has been working with the evaluation contractors to research comparable net-to-gross ratios for programs not covered by a current MA study in order to develop "best available" estimates for the Annual Reports.

## **V. Financing and Funding**

The PA's are currently offering the following products through local and regional lenders:

<b>Sector</b>	<b>Product</b>	<b>Min Loan Amt</b>	<b>Max Loan Amt</b>	<b>Max Term (mo)</b>
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

The Mass Save Financing program has attracted over 40 local and regional Lenders to participate, providing access to capital to customers throughout the state. The PAs developed a marketing awareness campaign using print, radio and public relation campaign for the new financing products. Local lenders have also started to develop lender specific marketing campaigns for financing and energy efficiency for both Residential and C&I customers. The Mass Save Financing program has lent over \$11 million to Residential customers since the beginning of the year. Additional outreach to C&I customers is underway to increase the adoption of C&I loans.

National Grid also continued its efforts to find a complementary source of funds from third party lenders, as well as the formation of a loan loss reserve fund that would help provide a source of capital accessible to all Massachusetts utilities.

## **VI. Performance Metrics**

On April 15, 2011, after comprehensive negotiations, the PAs, DOER, LEAN and ENE jointly requested that the Department of Public Utilities approve a Memorandum of Agreement (“MOA”) for the respective requests for Mid-Term Modifications (“MTM”) to each PAs’ Three-Year Energy Efficiency Plan, filed on October 29, 2010. Section 2.14 of the MOA and Attachment B set forth the proposed final 2011 performance incentive metrics, as approved by the EEAC on April 12, 2011. Department action on the MOA, and the performance metrics included in the MOA, is pending and accordingly it is premature to comment on the status of achievement of the, as yet not approved, metrics.

## **VII. Special Focus Topics**

### **A. Training**

Over 100 companies participated in the QIV training this year, including 70 who are new to COOL Smart. Participating HVAC distributors, many who host COOL Smart trainings, enhanced program marketing and outreach efforts, to more heating and cooling contactors. A new System Design 101 class was developed to integrate all aspects of proper HVAC performance and design procedures. This course addresses the procedures needed to complete calculations required to comply with the MA Building and Sheet Metal Codes, select heating and cooling equipment for efficiency and comfort and proper designed ductwork. Duct Diagnostics 101 was also offered where approximately 50% of the companies who attended were new to COOL Smart.

The Gas PAs conducted two GasNetworks® educational training sessions for local inspectors and plumbing, heating, and HVAC contractors. The first training event was held on May 10 in Worcester and the second was held in Pittsfield on May 19. Topics included current plumbing and gas Board news, venting and CO regulations, mandatory continuing education, GasNetworks rebate information, among others.

MAEEP Chiller Training was held on May 4, 2011 in Westborough, MA. There were 43 participants who learned more about the U.S. Department of Energy’s Chilled Water System Analysis Tool, Energy Conservation Opportunities in Chilled water Systems and Central Plant Optimization.

MAEEP Industrial Refrigeration Seminar took place on June 1, 2011 in Acton, MA. There were 29 attendees who learned about industrial refrigeration systems and energy saving opportunities associated with them.

MAEEP CHP Training June 14, 2011 in Westborough, MA was held with 46 people in attendance who learned about CHP basics, updates on permitting, regulations, tax issues and state/PA incentive offerings.

MAEEP Labs 21 Training on June 30, 2011 in Westwood at NSTAR was two-part training. The first half of the day focused on designing low energy HVAC systems for new and

existing labs/clean room facilities. The second half of the session focused on commissioning these and other laboratory systems.

Massachusetts Office of Technical Assistance sponsored 2 Energy Efficiency Workshops on June 7<sup>th</sup> in Tewksbury and June 8<sup>th</sup> in Holyoke. The workshops and facility tours were designed to educate MA business about energy efficiency, technologies and incentives. PAs provided support at these workshops by presenting information and answering customer questions.

## **B. Community Based Outreach**

A Hard-to-Reach/Hard-to-Serve Charette was held in Q2 to discuss how best to reach and serve customers within the 60-120% of state median income demographic. The charrette was attended by nearly 40 participants including representatives from the PAs, Lead Vendors, community groups, contractors providing services, and members of the EEAC.

Since shifting focus away from Chinatown proper and incorporating a new income verification process through Renew Boston, the outreach organization, the Chinese Progressive Association (CPA), has reached a number of customers with weatherization opportunities. Weatherization and lighting jobs have begun to get scheduled and completed in both 1-4 family and multi-family buildings. The CPA employs a variety of outreach methods including phone-banking, word of mouth networking, events, and neighborhood canvassing. To date eight customers residing in 1-4 family buildings have completed weatherization upgrades with a growing number in queue for scheduling. Three multi-family properties have been served.

Although the New Bedford CMI pilot formally concluded in April, the PA continues to explore opportunities for refining Mass Save program delivery with the City and local partners. Heating system replacements were proposed for nearly 60% of customers who received home energy assessments residing in 1-4 family buildings. Sixteen customers completed weatherization jobs through referrals by the local community group which continues to work with customers who have weatherization opportunities and pre-weatherization barriers by providing no-cost electrical and heating system assessments and funding for addressing pre-weatherization barriers.

The Chelsea CMI pilot continues to schedule customers for home energy assessments in 1-4 family and multi-family buildings. A number of customers in both building types have been identified as having opportunities.

The Chelsea CMI continued in Q2. The four 5-20 unit goal is almost met with three properties receiving insulation proposals as a result of the pilot outreach efforts.

The Chelsea and Chinatown CMI efforts received recognition from Community Labor United in May.

CMA has engaged The Center for EcoTechnology (CET) to assist in outreach efforts for small businesses in two towns in CMA territory. Outreach efforts will vary by town. One strategy will include clustering businesses either by type, geography or industry sector and utilizing existing channels of communication to engage businesses one-on-one about CMA's energy efficiency programs. Smaller businesses often don't have the time or resources to focus on energy efficiency so CET will act as an educator and liaison through the process. The second strategy involves CMA/CET becoming more active in a local Chamber of Commerce.

### **C. Codes & Standards**

Heschong Mahone Group (HMG) was awarded the Codes and Standards Bid on April 22, 2011. HMG will be providing background research on code, coordination with stakeholders and various code activities, program planning for initiatives, integration of codes and standards initiatives with incentive Programs and designing a methodology to quantify energy savings through codes and standards. HMG will develop a long term strategic plan for the PAs to follow.

### **D. 2011 Mid-Term Modification Matters**

As stated above, on April 15, 2011, the PAs, DOER, LEAN and ENE jointly filed for approval with the Department an MOA intended to resolve all issues related to the 2011 MTMs for each PAs' Three-Year Energy Efficiency Plan, which MTMs were filed on October 29, 2010. The PAs answered discovery requests in their respective MTM Department proceedings regarding the MOA. The Department solicited and received comments on the MOA from interested parties. Reply comments from PAs and other parties to comments submitted on July 1, 2011 by the Attorney General are due July 15, 2011. A definitive Order from the Department is not anticipated until after these reply comments are submitted and reviewed by the Department. The PAs will continue to keep the EEAC abreast of any material developments in these MTM dockets.