ACEEE 2012 National Symposium on Market Transformation

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- Statewide Programs Focusing on the Following Areas:
- Residential Lost Opportunity (New Construction)
- Residential HVAC (Coolsmart)
- Residential Retrofit 1-4 (Home Energy Services Program)
- Residential Retrofit Multifamily
- Residential Lighting and Appliances
- Low-Income Lost Opportunity
- Low-Income Retrofit 1-4
- Low-Income Retrofit Multifamily
- C&I Lost Opportunity
- Large C&I Retrofit
- Small C&I Retrofit

#### **WMECO 2012 BUDGET**

| Residential (total)                             | \$9,760,079  |
|---|--------------|
| Residential New Construction & Major Renovation | 601,119      |
| Residential Cooling & Heating Equipment         | 369,213      |
| Multi-Family Retrofit                           | 476,533      |
| MassSAVE  | 4,785,891    |
| Behavior/Feedback Program                       | 267,678      |
| ENERGY STAR Lighting                            | 2,074,834    |
| ENERGY STAR Appliances                          | 304,298      |
| Workforce Development                           | 47,529       |
| HEAT Loan Program                               | 664,585      |
| Deep Energy Retrofit                            | 118,949      |
| DOER Assessment                                 | 49,450       |
| Low Income (total)                              | \$4,355,186  |
| Low-Income Residential New Construction         | 144,260      |
| Low-Income Retrofit                             | 4,144,015    |
| Low-Income Energy Affordability Network Funding | 40,284       |
| DOER Assessment                                 | 26,627       |
| Commercial & Industrial (total)                 | \$18,499,010 |
| C&I New Construction and Major Renovation       | 5,018,787    |
| C&I Large Retrofit                              | 7,774,063    |
| C&I Small Retrofit                              | 5,506,967    |
| EEAC Consultants                                | 0            |
| DOER Assessment                                 | 114,115      |
| Sponsorships & Subscriptions                    | 85,077       |
| GRAND TOTAL                                     | \$32,614,276 |

 One statewide marketing portal for all residential, commercial and industrial Energy Efficiency Programs offered in the state.

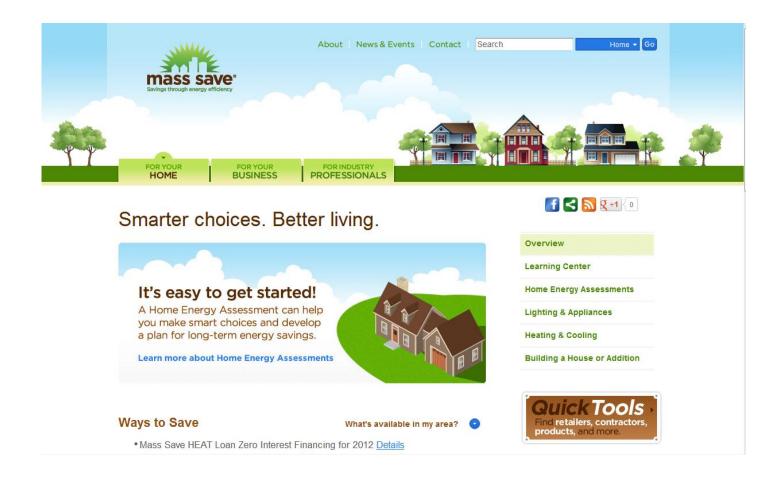


- Mass Save is an initiative sponsored by Massachusetts' gas and electric utilities and energy efficiency service providers, including Berkshire Gas, Cape Light Compact, Columbia Gas of Massachusetts, National Grid, New England Gas Company, NSTAR, Unitil, and Western Massachusetts Electric Company.
- The Sponsors of Mass Save work closely with the Massachusetts Department of Energy Resources (DOER) to provide a wide range of services, incentives, trainings, and information promoting energy efficiency that help residents and businesses manage energy use and related costs.

- > Three Entry Points
  - → "For Your Home"
  - → "For Your Business"
  - → "For Industry Professionals"



- Five Areas of Focus for Residential Customers:
  - > Learning Center
  - > Home Energy Assessments
  - Lighting and Appliances
  - > Heating and Cooling
  - > New Construction



- Home Energy Services
  - Flagship Residential Retrofit Program
  - Services provided by PA and ESP Lead Vendor or Qualified Home Performance Contractors
    - → Available rebates and incentives may include:
      - > 75% up to \$2000 toward the installation of approved insulation improvements
      - > No-cost targeted air sealing
      - > Generous rebates on qualifying energy-efficient heating and hot water heating equipment
      - > The opportunity to apply for 0% financing for eligible measures through the HEAT loan program

- WMECO Specific Programs
  - > Western Mass Saves
    - → Behavioral Based Web Platform
  - > Deep Energy Retrofit Pilot