

# Residential Energy Upgrades: In Search of the “Easy Button”

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**Western Massachusetts  
Electric**

A Northeast Utilities Company

# Residential Energy Upgrades: In Search of the “Easy Button”

- 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

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## WMECO 2012 BUDGET

|   |                     |
|---|---------------------|
| <b>Residential (total)</b>                      | <b>\$9,760,079</b>  |
| 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              |
| <b>Low Income (total)</b>                       | <b>\$4,355,186</b>  |
| 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              |
| <b>Commercial &amp; Industrial (total)</b>      | <b>\$18,499,010</b> |
| 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              |
| <b>GRAND TOTAL</b>                              | <b>\$32,614,276</b> |

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



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- 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.

# Residential Energy Upgrades: In Search of the “Easy Button”

- Three Entry Points

- “For Your Home”

- “For Your Business”

- “For Industry Professionals”

# Residential Energy Upgrades: In Search of the “Easy Button”

The screenshot shows the Mass Save website homepage. At the top, there is a navigation bar with links for "About", "News & Events", and "Contact", along with a search box and a "Go" button. The Mass Save logo is prominently displayed on the left, featuring a stylized sun and the tagline "Savings through energy efficiency". Below the navigation bar, there are three main categories: "FOR YOUR HOME", "FOR YOUR BUSINESS", and "FOR INDUSTRY PROFESSIONALS". A social media sharing bar includes icons for Facebook, Twitter, RSS, and Google+, with a "16" count. The main content area is titled "The Power to Choose Savings through energy efficiency" and includes a welcome message: "Welcome to Mass Save®. We offer hundreds of ways to manage your energy costs, enhance the value of your home or business, and protect our planet." Below this, there are three sub-sections: "For Your Home" (Houses, condominiums, apartments, and income-eligible residences), "For Your Business" (Commercial, industrial, municipal, and multi-family buildings and properties), and "For Industry Professionals" (Contractors, building/facility managers, architects, and developers). An illustration of a city street with various buildings is shown to the right. At the bottom, there are three promotional banners: "Home Energy Assessment" (From attic to basement, we can show you how to save energy), "We're #1 in Energy Efficiency!" (with a map of Massachusetts), and "0% Financing on Qualified Energy".

About | News & Events | Contact | Search  Entire Site [Go](#)

**mass save**  
Savings through energy efficiency

FOR YOUR HOME | FOR YOUR BUSINESS | FOR INDUSTRY PROFESSIONALS

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## The Power to Choose

### Savings through energy efficiency

Welcome to Mass Save®. We offer hundreds of ways to manage your energy costs, enhance the value of your home or business, and protect our planet.

- ▶ **For Your Home**  
Houses, condominiums, apartments, and income-eligible residences.
- ▶ **For Your Business**  
Commercial, industrial, municipal, and multi-family buildings and properties
- ▶ **For Industry Professionals**  
Contractors, building/facility managers, architects, and developers

1 2 3 4

**Home Energy Assessment**  
From attic to basement, we can show you how to save energy.

**We're #1 in Energy Efficiency!**

**0% Financing on Qualified Energy**

# Residential Energy Upgrades: In Search of the “Easy Button”

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



# Residential Energy Upgrades: In Search of the “Easy Button”

mass save®  
Savings through energy efficiency

About | News & Events | Contact | Search [Go] Home [Go]

FOR YOUR HOME | FOR YOUR BUSINESS | FOR INDUSTRY PROFESSIONALS

Smarter choices. Better living.

**It's easy to get started!**  
A Home Energy Assessment can help you make smart choices and develop a plan for long-term energy savings.  
[Learn more about Home Energy Assessments](#)

**Overview**  
Learning Center  
Home Energy Assessments  
Lighting & Appliances  
Heating & Cooling  
Building a House or Addition

**QuickTools**  
Find retailers, contractors, products, and more.

**Ways to Save** What's available in my area? [v]  
• Mass Save HEAT Loan Zero Interest Financing for 2012 [Details](#)

# Residential Energy Upgrades: In Search of the “Easy Button”

- 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

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