

The Energy
Efficiency
Value
Proposition



Delivering EE – Deeper, Broader, Greener, Faster

AESP 2009

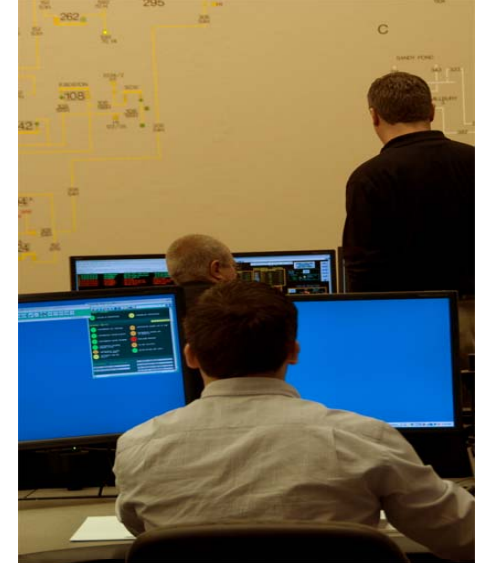
Penni McLean-Conner
Vice President, Customer Care

We face unique and challenging times

- Low fuel prices
- Sluggish economy
- Plans for rapid EE growth and expansion
- Mature programs
- Lots of new interested stakeholders
- Alignment with stimulus funding



Utilities Play A Vital Role In Reaching A Solution



- Providing programs that achieve deeper, broader penetration
- Integrating with renewable solutions
- Ramping up FAST

Deeper, Broader EE penetration

- Integrated program delivery
- Packaging of EE measures
- Messaging value propositions to consumers



Would you like
to Super Size
your order?

Many PA's Are Focused On Achieving Deeper Penetration

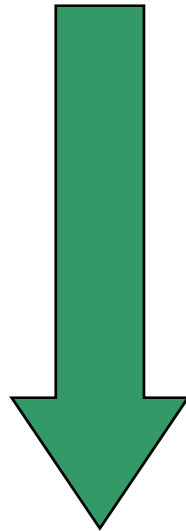
One for One
replacements



System based
programs



Integrated
programs



**Deeper
Penetration**



Multi-Family Redesign is Example of Integrated Design

- One-stop Shopping
 - Enrollment for all eligible program services (regardless of fuel source or rate class) through a single entity
- Integrated Energy Efficiency Offer
 - Consolidate measure and incentive offerings into a single package
- Seamless Delivery of Program Services
 - One party to coordinate scheduling and delivery of program services



Offer EE packages to drive deeper savings



**This home produces more
electricity than it uses.**

In MA by 2030, all
new construction
targeted at net
zero

5%

- CFL bulbs
- Air sealing & duct sealing
- Insulation
- Furnace/boiler & thermostat
- Appliances & AC
- Replacement windows
- Deep Energy Retrofit
- Onsite Renewables

**50 and
more⁰%**

Through Marketing and Outreach

- Community based efforts
- Mobile solution center
- Multi-cultural outreach
- Data mining
- Education
- Social media



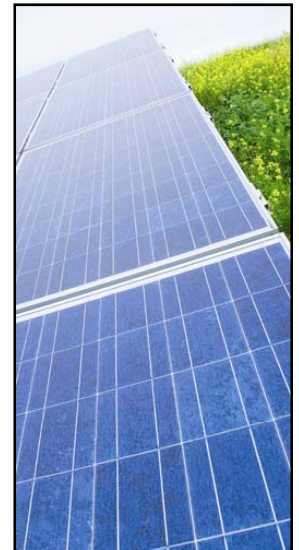
Energy Smackdown™

 Marshfield
Energy Challenge



Greener - Integrating renewables, behavior based, and DR

- Combined Heat and Power
- Renewable generation
- Solar Thermal
- Home Energy Management Systems
- Packaging with Green Power



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Faster via Advanced Delivery Models



Advanced Buildings

Simple process for comprehensive design



Office of the Future

Tenant Fit-up market



Main Streets

Micro-Small Business



Multi-Family

Capturing residential tenants and core building systems

Energy Star Homes

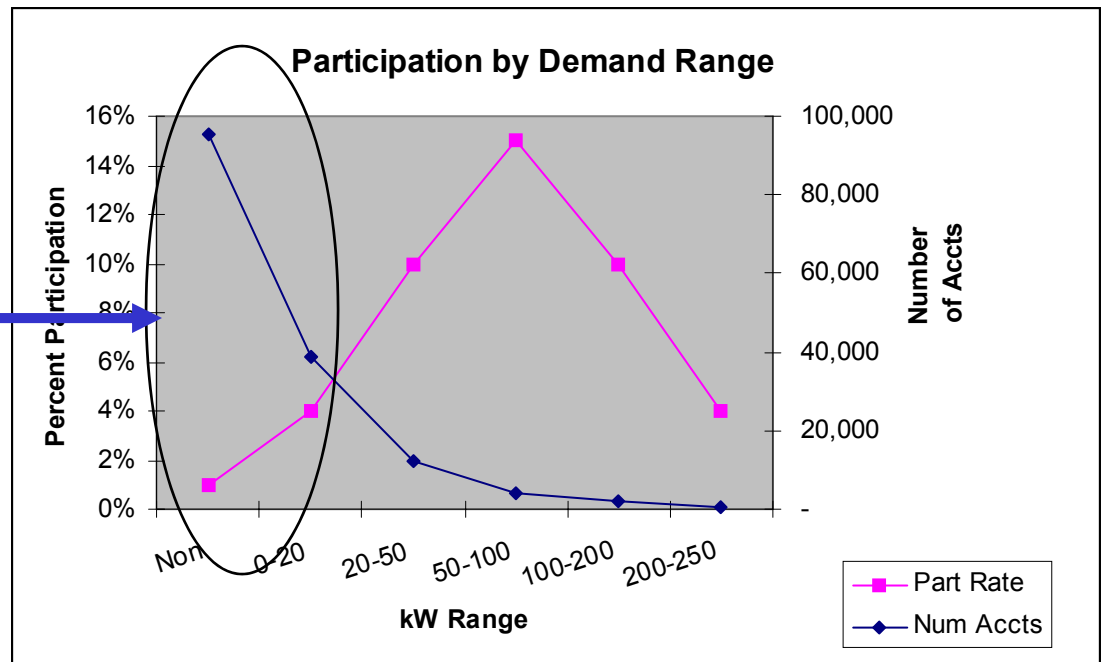
Comprehensive Design for Homes

Programs Designed For and By Customers

Faster leveraging data mining

- Existing programs with infrastructure in place
- Large market opportunity
- Limited technical issues
- High benefit cost ratios

Very small
businesses are
underserved



Energy Efficiency Growth Implications to Utilities

From

- Cost center
- Little integration with other organizations
- Focused on driving program efficiency
- Stable workforce
- Deep knowledge in traditional EE programs

To

- Profit center
- High integration with other lines of business
- Focus on rapidly increasing programs
- Rapidly expanding workforce
- New skills sets to drive innovation



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Questions

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