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Massachusetts and Rhode Island C&I Midstream Foodservice Program

Presented By:

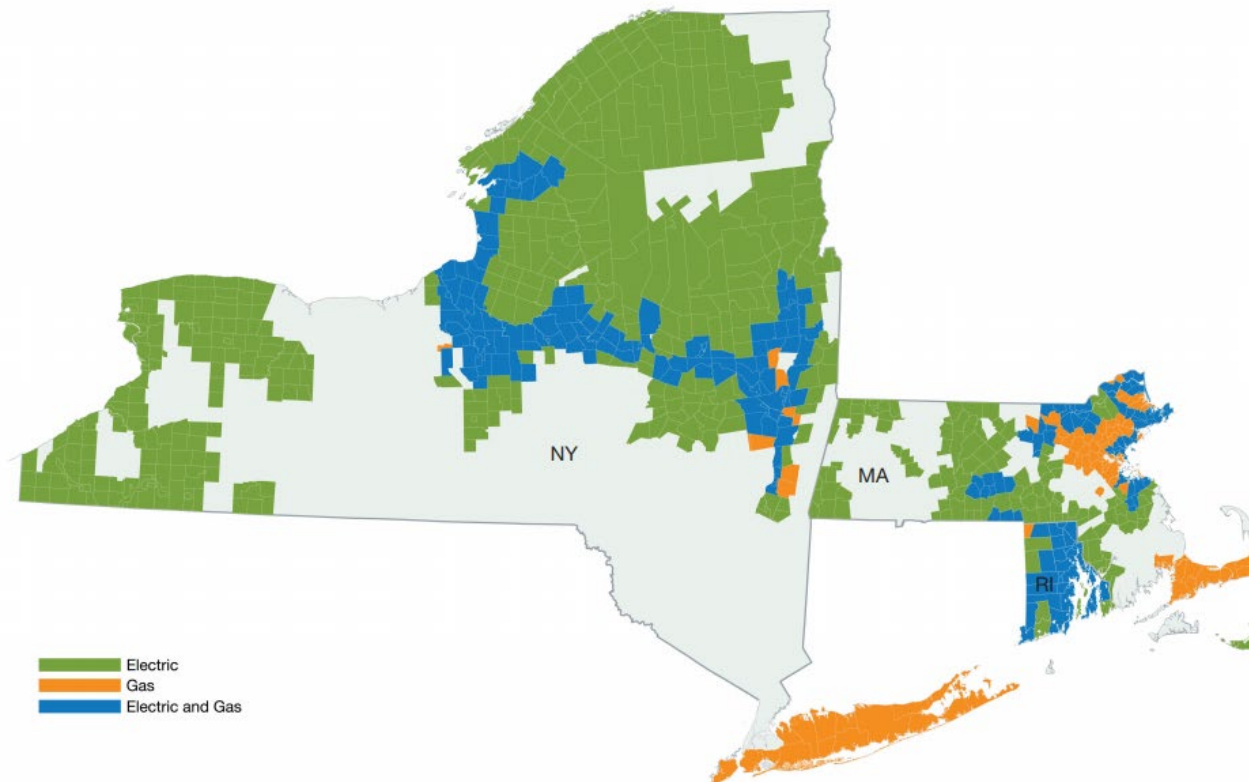
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May 20, 2019



- Investor Owned Utility (IOU) serving New York, Massachusetts, and Rhode Island, providing 3.5 million residential and commercial customers with natural gas and 3.4 million customers with electricity.
- Implements many residential and commercial energy efficiency programs funded through charges on customer utility bills.



MA & RI Midstream Program Service Territory

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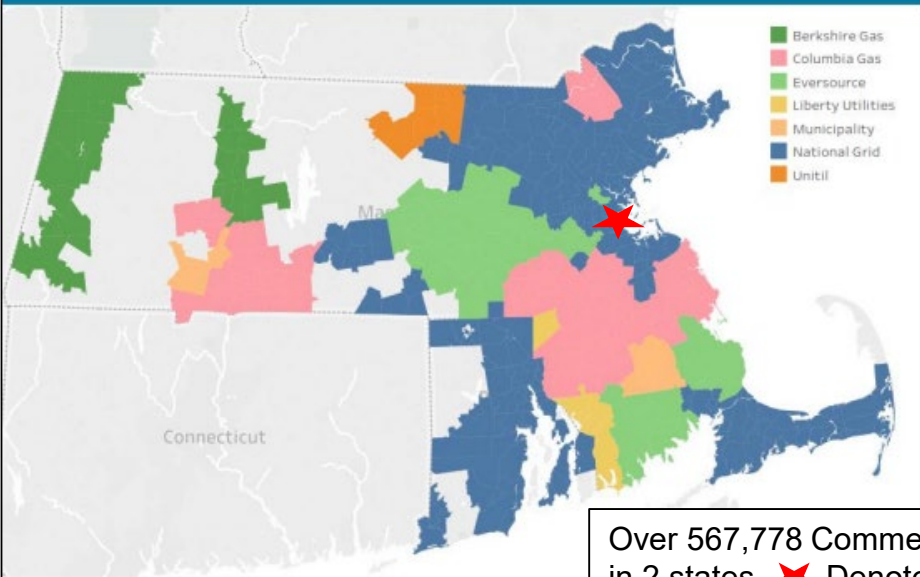
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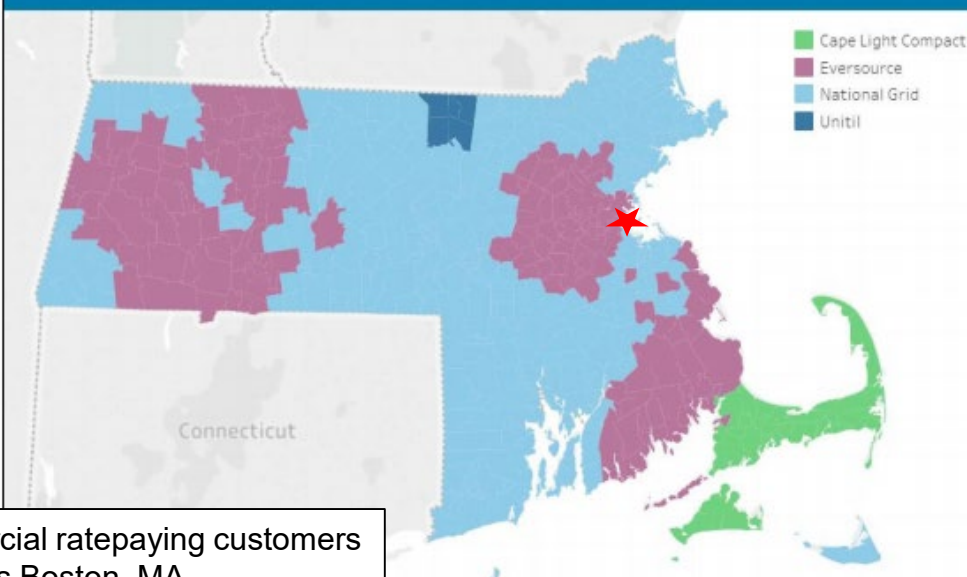
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RHODE ISLAND

Massachusetts & Rhode Island Natural Gas Territory



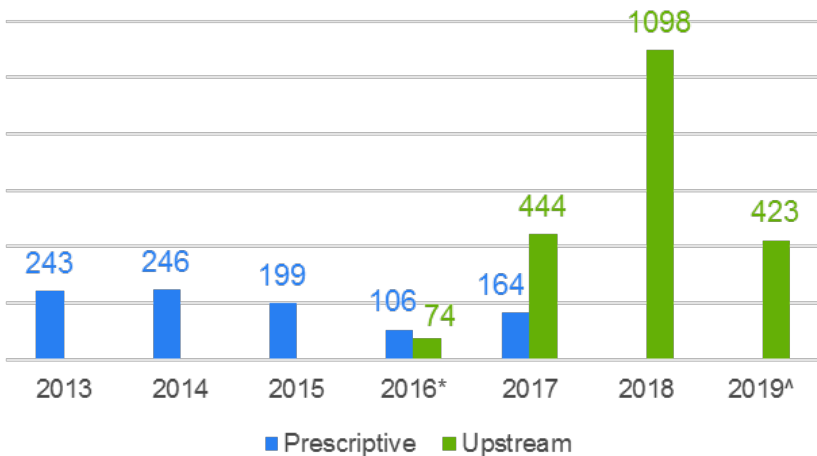
Massachusetts & Rhode Island Electric Territory



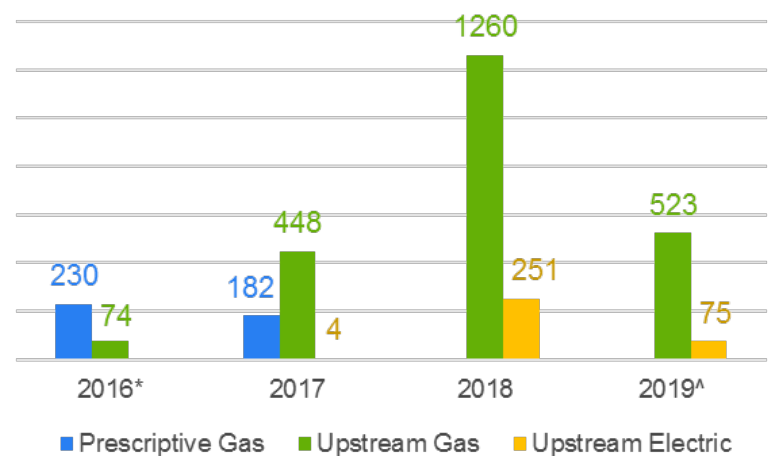
Over 567,778 Commercial ratepaying customers in 2 states. ★ Denotes Boston, MA

- Influence high efficiency cooking equipment market transformation
- Reach more customers
- Historically low mail-in rebate participation:

MA & RI Gas Convection Ovens & Fryers



MA & RI Total Gas & Electric Kitchen Equipment



* Midstream only offered May-December in 2016.

^ YTD through April 22, 2019. In 2016, gas fryers and convection ovens were only offered in National Grid & Eversource service territories.

Note: prescriptive gas and electric rebates are still available in 2018 and 2019. Participation data wasn't available and most are funneled into the Midstream program.

➤ Program Format:

- ◆ Instant rebate applied at point of sale.
- ◆ Additional dealer “spiff” paid per unit to the participating dealer. Amount varies by product and energy savings claimed.
- ◆ Example:

QUALIFIED PRODUCT	REBATE PER UNIT	DEALER SALES SPIFF
Combination Oven	\$1,000	\$100
Convection Oven	\$500	\$50
Dishwasher High Temp - Door Type	\$250	\$25
Dishwasher High Temp - Multi Tank Conveyor	\$100	\$25

- ◆ ENERGY STAR® QPL used

➤ Qualified Measures Include:

- ◆ Gas and electric ovens, fryers, griddles, etc.
- ◆ Electric ice machines, dishwashers, freezers, refrigerators, etc.

➤ Program Website: [MassSave.com/Instant-Rebates](https://www.masssave.com/Instant-Rebates)

2018 MA & RI Savings and Spend Achieved Through Midstream			
Gross Annual kWh	Gross Annual Therms	Number of Units	Total Incentives and Spiffs
567,834	464,928	1,511	\$1,420,025.00

2019 MA & RI Percent (%) to Goal Through March	
Gross Annual kWh	Gross Annual Therms
43%	76%

➤ Successes:

- ◆ Reaching More Customers:
 - Small + Large customers now participating: small restaurants to large universities
- ◆ Market Transformation:
 - Dealers have said they are stocking ENERGY STAR qualified equipment instead of used and/or non-qualifying products
 - Significant increase in participation compared to prescriptive

➤ Opportunities:

- ◆ Program Awareness/Marketing:
 - Point of sale signage, direct mail campaigns, dealer staff sales promotions, public website, etc
 - Creates company / program attribution

- Sponsor Participation:
 - ◆ Develop a simple process for how to handle municipal electric/gas towns that don't pay into the energy efficiency fund
 - ◆ Neighboring utilities not participating... try to convince them!
- Overlap with Mail-In Program:
 - ◆ "Double dipping" prevention methodology developed

- How much data to collect at the point of sale
- What format to collect data in
- Other successful marketing tactics
- National Account project engagement

Thank you!

Feel free to reach out with questions:

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