



# Small Business

WE ARE MASS SAVE®:



# We look forward to hearing from you

Please put all your questions into the questions section with this icon.



Q&A



# Agenda

**Where have we been?**

**Where are we going?**

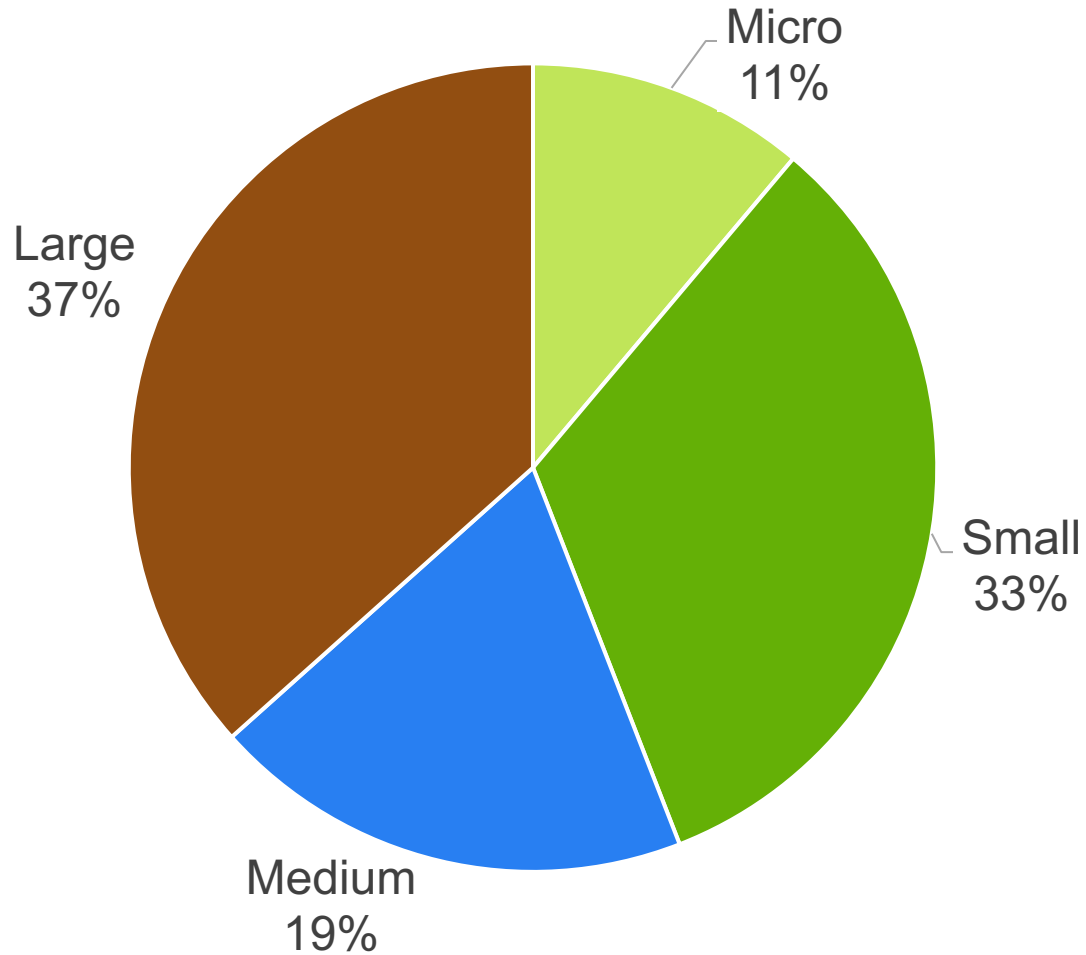
**How do we get there?**

**Defining success together**

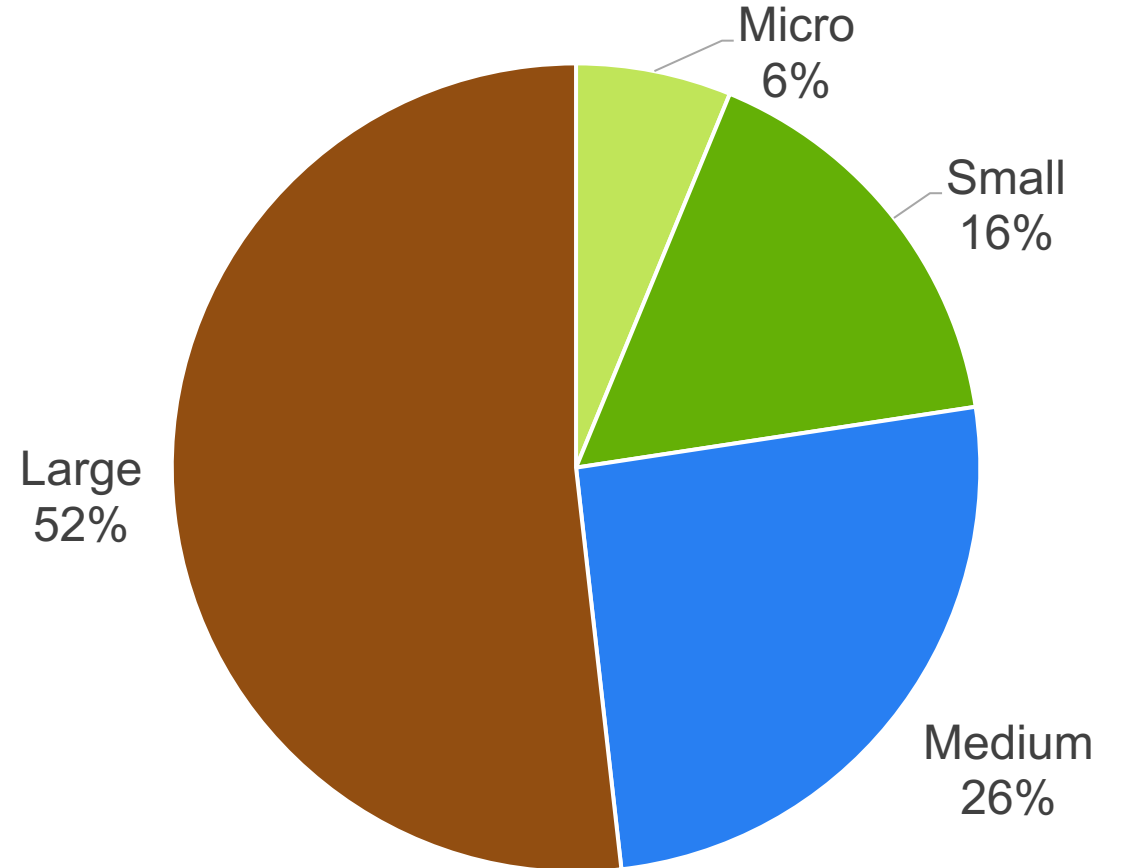
**Implementation innovation**

# Historic Small Participation by Size

Percent of Electric Savings by Customer Size



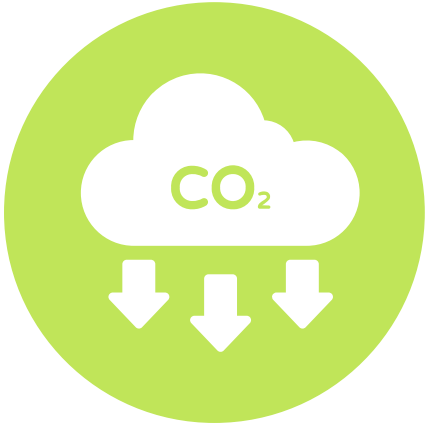
Percent of Gas Savings by Customer Size



# Where are we going?



Traditional Energy  
Efficiency



Decarbonization



Equity

# Traditional Energy Efficiency

## Comprehensive Projects

- Building Insulation
- Air sealing
- Duct sealing
- Controls
- HVAC
- Lighting
- Refrigeration
- Hot Water Reduction



## Self Serve Options – Using Own Installer

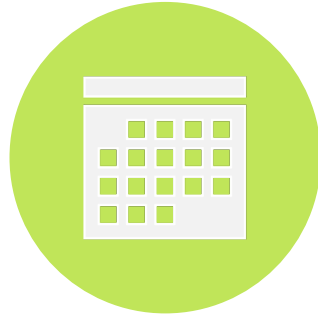
- **Instant Incentives** available for select HVAC, Foodservice, Lighting and Water Heating equipment from participating distributors
- **Incentives available through applications** for Lighting Retrofits, HVAC and Heat Pumps, Custom projects and more
- Visit [MassSave.com/Business](https://www.masssave.com/Business) for details



# Small Business Turnkey Process



Small businesses visit the Mass Save website\* to identify their Program Sponsor



Small businesses contact their Program Sponsor to schedule an energy assessment



The turnkey vendor performs a no-cost assessment, and the business gets a detailed report of all the ways they can save energy



Energy savings measures chosen by the customer are installed by our qualified vendor

\* Visit [MassSave.com/Business](https://www.masssave.com/Business) for more information



# Commercial Weatherization

Buildings  $\leq 8,000$  sf:

**Prescriptive**

- Attic insulation, wall insulation, attic air sealing

8,001 sf to 100,000 sf:

**Custom Express**

- Insulation, air sealing, weatherstripping

$> 100,000$  sf

**Custom**

- Custom weatherization projects

- Reduce barriers to participation for commercial customers
- Offer consistency to installation vendors
- Increase incentives for weatherization projects

More information can be found at [MassSave.com/ciwx](https://www.mass.gov/info-details/mass-save-commercial-weatherization-program)

# Decarbonization



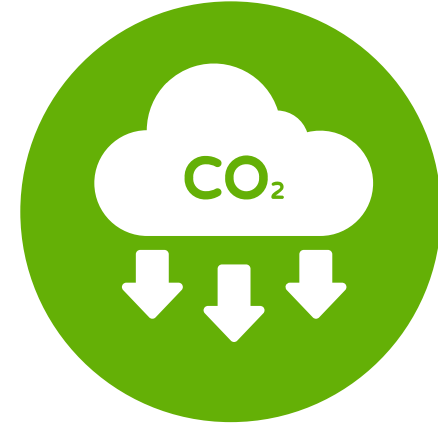
## **Weatherization**

Reduces heating and cooling loads



## **High Efficiency Electric Heating**

Shifts customers away from fossil fuels



## **Low Carbon Electric Grid**

Parallel efforts underway to reduce carbon emissions from the electric grid

# Commercial & Industrial Heat Pumps

Equipment Type	Minimum Requirements	Rebate (\$/Ton)
Air Source Heat Pump (ASHP)	Refer to <a href="https://www.mass.gov/info-details/mass-save-commercial-industrial-heat-pump-program">MassSave.com/cihpqqpl</a> for list of equipment and minimum requirements	\$2,500
Air Source Variable Refrigerant Flow Heat Pump (VRF)		\$3,500
Ground Loop Heat Pump (GLHP) or Ground Water Heat Pump (GWHP)		\$4,500



Full details on offer can be found at [MassSave.com/ciheatpump](https://www.mass.gov/info-details/mass-save-commercial-industrial-heat-pump-program)

# Equity

**Focus** on towns that have historically participated at lower rates

**Collaboration** with communities to address barriers

Targeted **Main Streets** campaigns



# How do we get there?



Workforce  
Development



Strategic  
Partnerships

# Workforce Development

Training and Development

Contractor Training Subcommittee

Workforce Partnership Grants

Supplier Diversity Activities



# Strategic Partnerships

- Community First Partnerships
- Main Street campaigns in Environmental Justice (EJ) communities
- Leverage vendor relationships to streamline Weatherization and HVAC project development



# Defining Success



Savings Goals



Key Performance Indicators



# Small Business Savings Goals

## 2022-2024 Small Business Annual Goals

Electric Energy (MWh)	264,768
Natural Gas (Therms)	2,297,215
CO2e - 2025 (Metric Tons)	47,250
CO2e - 2030 (Metric Tons)	9,113



# Key Performance Indicators

**700 Weatherization** Projects in Small Businesses in 2023

**34.1 Million** Sq. Ft. electrified across all C&I from 2022-2024

**5% increase** in savings from microbusinesses (annual usage <110,000 kWh, <8,000 therms) by 2024

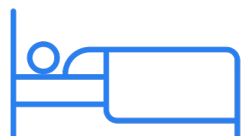


# Example



# Small Business Case Study

Project	Annual kWh Savings	Annual MMbtu Savings	Incentive
Energy Management System	58,532	-	\$116,450.00
Kitchen Hood Controls	18,291	314	\$2,720.00
Thermostats	4,520	475	\$53,144.00
Circulator Pumps	13,563	-	\$29,840.00
<b>Total</b>	<b>94,906</b>	<b>789</b>	<b>\$246,247.00</b>



This hotel was interested in having a comprehensive review completed of the facility as they are going through multiple phases of improvements over the next few years, including upgrading existing equipment and installing new equipment.

# Identifying Barriers



Informational  
Challenges



Organizational  
Challenges

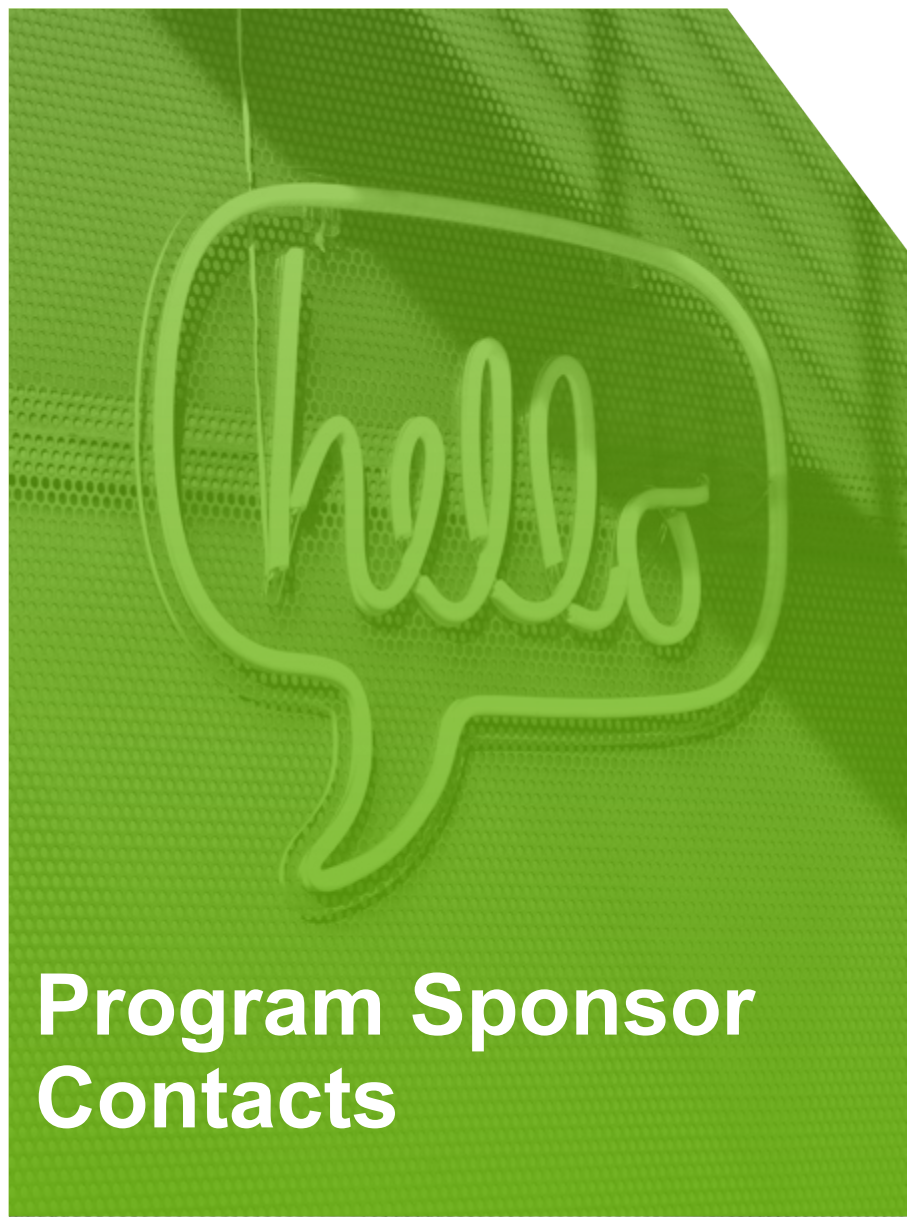


Operational  
Challenges



Economic  
Challenges

**Questions?**



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# Thanks for listening.

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