



# C&I Working Group Sept '22 Survey Results

WE ARE MASS SAVE®:



# C&IWG Surveys sent:

Surveys sent: 9,400

Respondents: 680

Percentage of respondents: 7.2%



## Question 12:

Q12 - How large is your company?

#	Answer	Count	%
1	Under 10 employees	357	75%
2	Under 50 employees	71	15%
3	Under 500 employees	26	5%
4	Over 501 employees	23	5%
	Total	477	

## Question 13:

Q13 - What is your primary business?

#	Answer	Count	%
10	Other, please specify:	198	42%
4	Real Estate	79	17%
1	Retail	41	9%
3	Accommodation & Food Services (Restaurants & Hotels)	30	6%
6	Healthcare	28	6%
2	Professional Scientific & Technical Services	28	6%
9	Construction	27	6%
8	Manufacturing	26	5%
5	Education	15	3%
7	Municipality	4	1%
	Total	476	



## Question 14:

Q14 - What is your role in your organization?

Owner (incl.owner/president)	182			
Manager	32			
President/Vice President	25			
Property Manager	8			
Pastor	3			
CFO, Accounting, Facility manager, director, supervisor, partner,...				

# Question 15:

## Q15 - Eversource

Q15 What proportion of your operational expenses are utility costs?				
#	Answer	Count	%	
1	Small proportion	122	34%	
2	Moderate proportion	137	38%	
3	Large proportion	63	18%	
4	Don't know / unsure	37	10%	
	Total	359		

## National Grid

Q15 - What proportion of your operational expenses are utility costs?			
#	Answer	Count	%
1	They are small relative to other costs and not much of a concern	37	38%
3	They are a significant cost burden for us and require attention	31	32%
2	They are very large, but we are able to manage them and pass the costs along to our customers	22	22%
4	Don't know / unsure	8	8%
	Total	98	

## Question 1:

Q1 - The Mass Save programs are funded primarily by a surcharge on your electric and natural gas bills. Were you aware that Mass Save programs are funded by this surcharge?

#	Answer	Count	%
1	Yes, I was aware	287	42%
2	No, I was not aware	393	58%
	Total	680	100%

## Question 2:

Q2 - How familiar are you with the Mass Save programs/offerings?

#	Answer	Count	%
1	I have participated in Mass Save programs for electricity	173	28%
2	I have participated in Mass Save programs for natural gas	23	4%
3	I have participated in Mass Save programs for both electricity and natural gas	88	14%
4	I have participated in Mass Save programs, but I am not sure if my energy savings were specific to electricity or natural gas	45	7%
5	I am familiar with Mass Save programs but have not participated	113	18%
6	I have heard of the Mass Save programs, but I am not familiar with them	101	16%
7	I have not heard of Mass Save or the programs offered by the electric and natural gas utilities and energy efficiency service	76	12%
	Total	619	



## Question 3:

Q3 - What were the primary motivations for participating in the Mass Save programs?  
Select all that apply

#	Answer	Count	%
2	Electric or natural gas bill savings	238	72%
3	Incentives and/or rebates	207	63%
1	Internal or statewide GHG (greenhouse gas) reduction goals	65	20%
	Other environmental benefits (not related to carbon		
4	emissions)	48	15%
5	Other, please specify:	16	5%
6	Don't know (Eversource only)	1	0%
	Total	329	

## Question 3:

Q3 - What were the primary motivations for participating in the Mass Save programs?  
Responses to other, please specify:

get a return on our MassSave related billing charges

safe money and energy

windows/ insulation

draft reduction

New inside thermostat

never got paid for having the work done sent paper work denied

vermiculite removal

Solar

A warmer home

Environmental concerns including the ability of the average person to afford participating

old house,very leaky

Encourage and educate customers to save

Being greener & lowering my carbon footprint

required

energy savings

New energy efficient boilers

## Question 4:

Q4 - How did you learn about Mass Save offerings? Select all that apply.

#	Answer	Count	%
8	Friend/Family	78	24%
5	Email	75	23%
6	Bill inserts	72	22%
11	Contractor	53	16%
7	Direct mail	52	16%
12	Website	51	16%
1	TV	32	10%
3	News articles	30	9%
4	Social Media	19	6%
10	Store or retailer	17	5%
9	Utility employee	17	5%
2	Radio	13	4%
13	Newsletter	7	2%
14	Other, please specify:	22	7%
15	Don't know / unsure	24	7%
	Total	329	

## Question 4:

Q4 - How did you learn about Mass Save offerings? Select all that apply. Other, please specify

used them at many properties I have managed
for business i knew about it from my home audit.
utility reps informed me at first
adv- I am 53, many ways
home inspector
15 years ago. Not sure
work
You came to us, I don't recall if the people who
reached out worked for Eversource or not
Tenants
work in the building industry
Plumber
internet research
Barrett Plumbing Falmouth
by the diocese of springfield
Condo manager
We implement projects though utility programs
sign @ GrahamBuilt
Adverts in local newspaper
masstaxconnect website
Long time in business
farmers market table



## Question 5:

Q5 - In thinking about your experience with the Sponsors of Mass Save, how satisfied were you with your experience?

#	Answer	Count	%
1	Very satisfied	143	45%
2	Somewhat satisfied	101	32%
3	Neither satisfied nor dissatisfied	28	9%
4	Somewhat dissatisfied	24	8%
5	Very dissatisfied	22	7%
	Total	318	

## Question 6:

Q6 - Based on your experience with the Mass Save program, what, if anything, can be improved? Please fully explain.

- ~ 200 responses provided
  - Wide range of responses
  - Some related to homes
  - Some related to contractors
  - Some related to measures
  - Some happy/ fine/ none

## Question 7:

Q7 - Throughout your experience with the Sponsors of Mass Save, have you engaged with more than one Sponsor?

#	Answer	Count	
1	Yes	85	27%
2	No	133	43%
3	Don't know / unsure	93	30%
	Total	311	

## Question 8:

Q8 - If yes, can anything be improved in program delivery to make it more consistent across the different Sponsors? Please fully explain.

- >100 responses
  - > 30 were N/A (based on Q7 response)
  - Wide range of responses



## Question 9:

Q9 - Have you participated in a technical assistance (TA) study? For example, have you had a third-party assist you with estimating project energy savings involving monitoring and verification of process equipment?.

# Answer	Count	%
1 Yes	31	10%
2 No	232	76%
3 Don't know / unsure	41	13%
Total	304	

## Question 10:

Q10 - In thinking about your experience with the technical assistance study, how satisfied were you with your experience?

#	Answer	Count	%
1	Very satisfied	11	30%
2	Somewhat satisfied	10	27%
3	Neither satisfied nor dissatisfied	6	16%
4	Somewhat dissatisfied	3	8%
5	Very dissatisfied	7	19%
	Total	37	

## Question 11:

Q11- Based on your experience with a technical assistance study, what, if anything, can be improved? Please fully explain.

Poor communication. we are all the time trying to find out what the status is with our application?

Improve communication for one maybe there short staffed?

No

N/A

We did the feasibility study to change from florescent lighting to led. With MassSave paying half of the cost of switching it was still going to cost me over \$40K to implement. Only due to the pandemic was I able to get it 100%

The technical assistance that I have received accurately measures energy efficiency and allows all parties to understand how the New England energy process works.

didnt really get anything out of it

See previous answers.

No

No.

Gave me new ideas

The variation in vendor quality can be an issue. Some are excellent, while others are less so.