

APPENDIX EXHIBIT 16

NW Regional Public Utility Behavior Based Energy Efficiency Programs
Conference Call September 29, 2011

"Western Mass Saves" Program Overview

Tony Fornuto

*Residential Program Administrator
Western Massachusetts Electric Co.*

Facilitated by Summer Goodwin, BPA



“Western Mass Saves” Program Overview

Western Mass Saves
IT'S SUMMERTIME!
WASTE ENERGY or SAVE MONEY
You could waste a lot of energy cooling your home inefficiently. Or you could practice smart cooling, saving energy and money in the process!
Saving starts with following these Summer Saving Basics, which everyone can do:

- Clean air conditioner filters
- Slightly raise the temperature setting in your air conditioner when you can
- Close blinds or shades when the sun is hitting your windows directly

LEARN MORE

Beyond these three basics, there's a lot more you can do to save energy. The Western Mass Saves website has a new LEARN section where you can learn more about saving energy this summer. Check it out when you're ready to save more!

Western Massachusetts Electric Company
Company: 508-854-1100

Western Mass Saves

WesternMassSaves.com is a FREE program that gives you personalized recommendations to save on your electric bill and rewards you based on how much you save.

You'll need your WMECo account number to sign up: 54954102010

Just for signing up, you will get 100 rewards points. You can get rewards like these immediately:

- ROKIT / CREDIT**
\$24 off \$100 or more 100 points
- FTD**
\$10 off 100 points
- SHOES.COM**
\$25 off a purchase 100 points

Rewards earned by 8/1/2010

If you had signed up for Western Mass Saves earlier, you could have saved enough energy to earn 273 rewards points.

Sign up at WesternMassSaves.com by July 31st and we'll give you these 273 rewards points anyway.

Act now to get these points and find more ways to earn points by saving. You'll need your WMECo account number to sign up: 54954102010



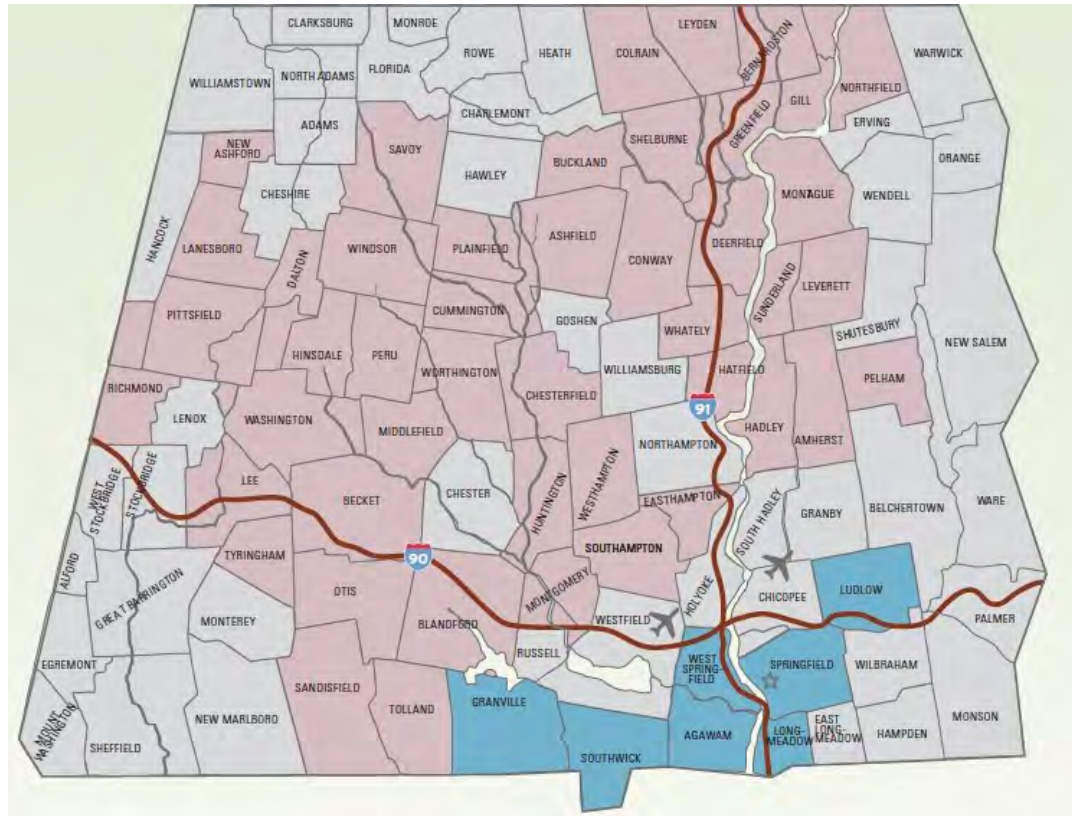
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Electric**

A Northeast Utilities Company

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Service Territory and Target Area



Service Territory

- Customers: 182,000+ residential
- Communities: 59 cities and towns
- Service area: 1,500 square miles

Target Area (initial)

- Treatment territory includes 8 communities:
 - Agawam
 - Amherst/Pelham
 - Easthampton
 - Ludlow
 - Montgomery
 - Springfield
 - Sunderland
 - West Springfield



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Program Overview

Multi-channel approach to capture broad and deep savings

- Ø Direct mail
- Ø Targeted email communication
- Ø Advanced web experience
- Ø Local community teams, contests and prizes

More savings & less cost through deep customer engagement

- Ø Direct recruitment of customers online for ongoing engagement through personalized savings recommendations and information
- Ø Rewards given to customers based on energy saved

Aggregate and individual savings tracked on a monthly basis using best practice bill analysis with comparison control groups



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Using Direct Mail as a Tool for Engagement

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ENERGY SAVINGS REPORT
Report Period: 2/1/11 - 6/1/11

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Your Energy Savings Report helps you understand your home's energy use and shows you how to save money on your electric bill.

Sample A. Sample
123 Any Street
Anytown, USA 12345-6789

Sign up with your account number to learn more!
www.WesternMassSaves.com
WMECO account number: 999999999999

How Your Energy Use Compares to Your Neighbors
This graph shows average monthly electric use from February through April.

Category	Usage (kWh)
EFFICIENT NEIGHBORS	425 kWh
NEIGHBORS	520 kWh
YOU	375 kWh

HOW YOU'RE DOING:

- BREAK
- GOOD
- ROOM TO IMPROVE

WHO ARE YOUR NEIGHBORS?

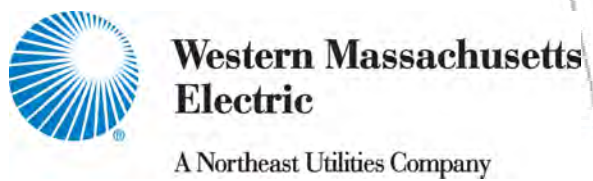
- Neighbors** (blue bar): nearby homes of about the same size as yours that have metered electricity and natural gas service.
- Efficient Neighbors** (green bar): the most efficient 20% from the "Neighbors" group.

Neighbor Comparison - Last 12 Months

You used **26% LESS** energy than your neighbors. This could save you about **\$343 LESS** per year.

Complete the recommendations on the other side to improve for the next report in July.

You can stop receiving these mailings by calling (877) 755-8342 and giving your account number: 8888888888. An energy recommendation is not a guarantee.
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Using Direct Mail as a Tool for Engagement



Benchmark Mailer-
"Usage Comparison"
resulting in a
0.51% conversion
rate



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Energy Savings: Direct Mail Impact

Verified kWh savings (%)	est. 0.98% as of 6/15
Projected annual kWh savings (%)	est. 1-2%
Households	59,019 / 99,019*
Conversion to online	0.2 – 5.9%
Opt-out rate	0.1% (61 total)

* "Households" receiving mail at least once



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Contact Info:

Tony Fornuto

Western Massachusetts Electric Co.

Telephone: 413.787.9329

Email: fornuaj@nu.com



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