



2020 Statewide Energy Efficiency Plan Update

October 18, 2019

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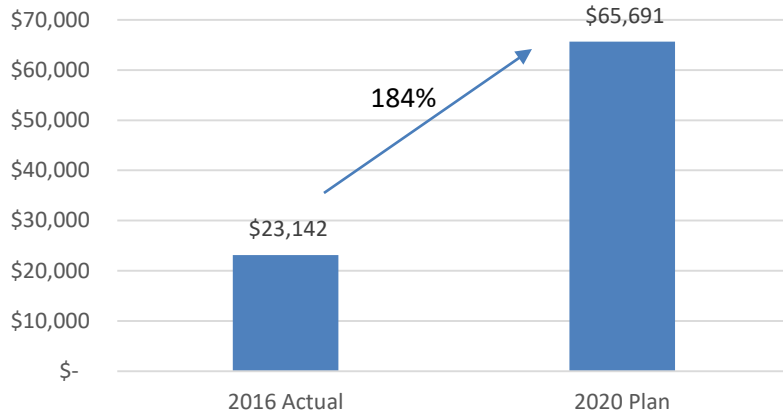


Agenda

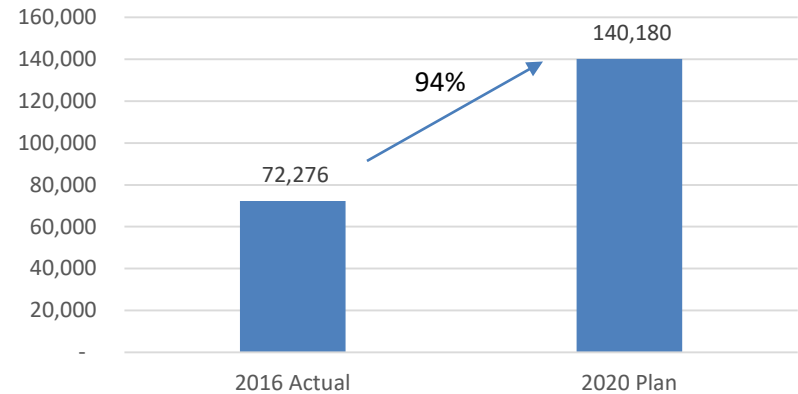
1. Highlights
2. Impacts and Foundational Programs
3. Material Changes
4. Demand Reduction
5. Financing
6. Performance Incentive
7. Marketing
8. Working Groups and EM&V
9. Looking Ahead
10. Questions

2016 vs. 2020 Electric Program

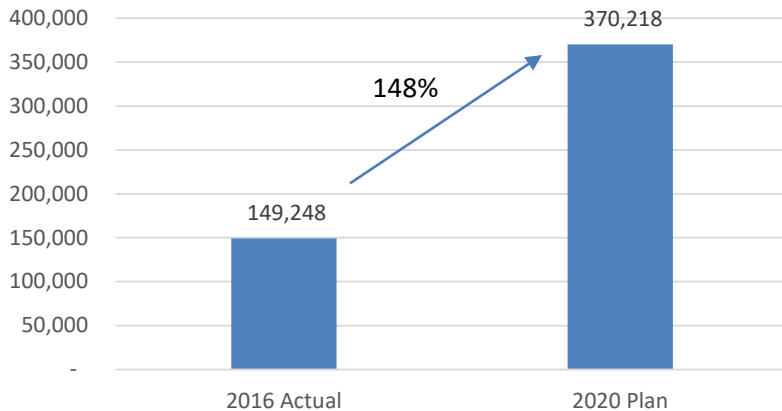
(\$000) Spending and Budgets



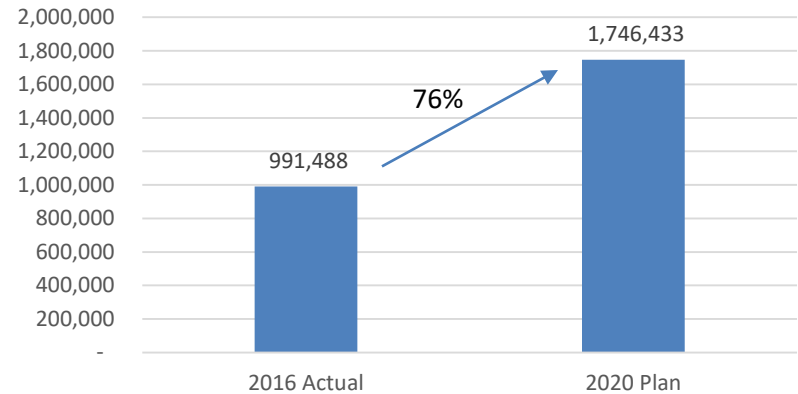
Annual MWh



Customers

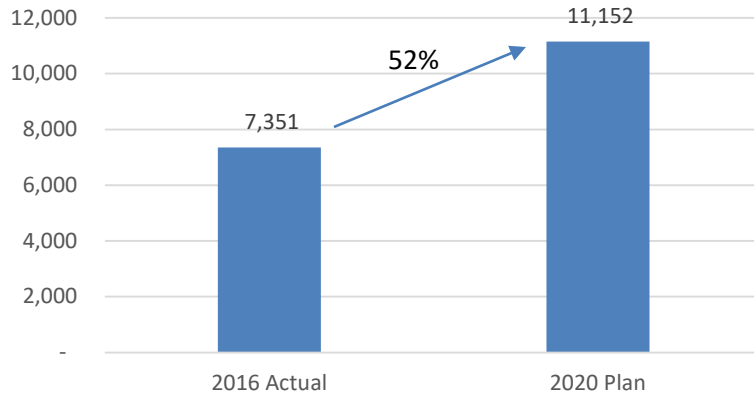


Lifetime MWh

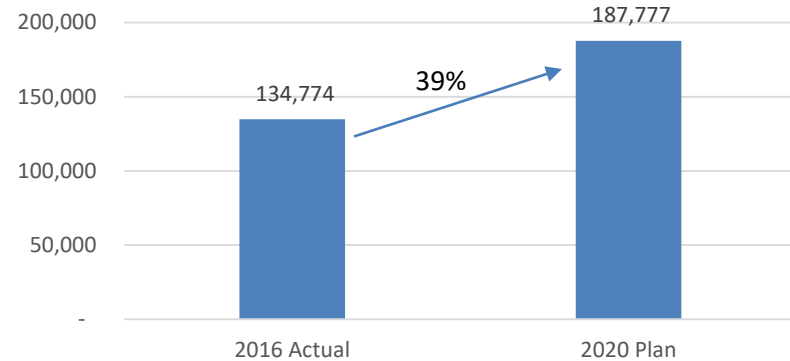


2016 vs. 2020 Gas Program Highlights

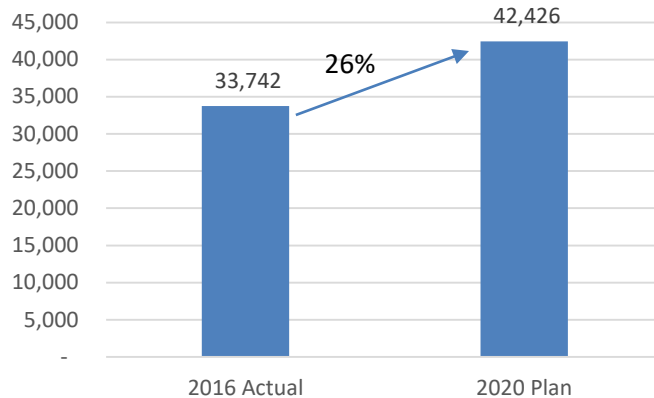
Spending



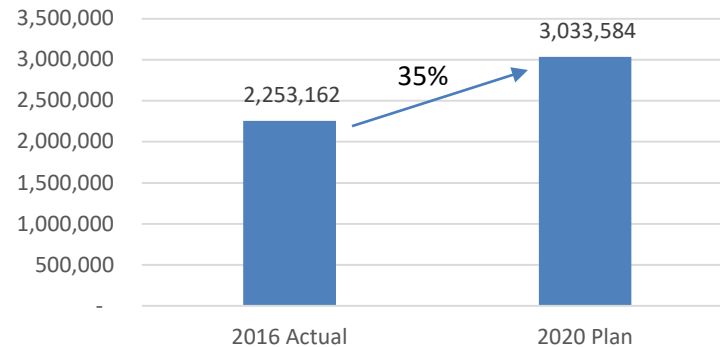
Annual MMBTU



Customers



Lifetime MMBtU



2020 Update – Positive Impacts

- Additional MMBtu Savings from Electric Programs
 - 133,553 MMBtu
- Customer Energy Cost Savings of more than \$373 million over the lifetime of measures
- Programs support 914 full-time equivalents, or 1.9 million work hours
- Reduction of more than 1.2 million tons of GHG emissions over the lifetime of measures
- Equivalent of taking 254,985 passenger vehicles off the road for one year

Building on Foundational Programs

Residential

- Income Eligible
- Home Performance with ENERGY STAR
- ENERGY STAR Homes
- ENERGY STAR Products
- Behavior Programs

Commercial, Industrial, Municipal

- Large Business Energy Solutions
- Small Business Energy Solutions
- Municipal Programs
- RFP

Education

Financing

2020 Annual Update Plan: Material Changes

Program Design Changes

Home Energy Reports

- Eversource will no longer offer Home Energy Reports and will work on alternative methods to engage with customers on usage and behavior

Commercial, Industrial and Municipal Programs

- The NH Utilities will expand their Point of Sale Distributer relationships to include additional eligible measures such as lighting, electric HVAC equipment and electric commercial kitchen equipment.

Demand Reduction

- Eversource and Unitil will continue the C&I Active Demand Reduction Initiative, adding a Bring Your Own Device option for Unitil.
- Eversource and Unitil will offer a Residential Demand Reduction Initiative.

2020 Annual Update Plan: Material Changes

Changes in Savings Assumptions

Home Performance with ENERGY STAR

- Updated In-Service Rates, annual kWh savings, and fuel savings for weatherization measures based on HPwES Opinion Dynamics Interim Impact Evaluation Results.

ENERGY STAR Products

- Updated kWh Realization Rate, annual kWh savings, kW savings, and Load Shape for Circulator Pumps purchased at distributors based on the CT HVAC and Water Heater Process and Impact Evaluation and CT Heat Pump Water Heater Impact Evaluation

2020 Annual Update Plan: Material Changes

Other Changes

Performance Incentive Calculation

- Updated calculation of the Performance Incentive based off the Performance Incentive Working Group report.

Avoided Cost Assumptions

- Updated the Nominal Discount Rate to the June 2019 Prime Rate.
- Updated the Inflation Rate based on the inflation rate from Q1 2018 to Q1 2019.

Peak Demand Reduction

Residential Active Demand Reduction Initiative

- Bring Your Own Device (BYOD)
 - Wi-fi thermostat or behind-the-meter battery
 - 10.7 MW Reduction during the ISO-NE Summer Peak
 - Sign-up incentive and an annual incentive for participating and allowing the program to increase the customer's thermostat set point by up to 4 degrees for 3 hours at a time, multiple times per year during summer peak periods.
 - Incentive to a customer with an installed residential battery storage system that allows the Company or its vendor to dispatch that battery some number of hours per year.

C&I Active Demand Reduction Initiative

- Continue offering incentives to enrolled C&I customers to reduce their demand at identified critical peak times.
- Unitil will include an incentive to C&I customers for average program year reduction in kW for customers thermal (ice) storage or battery storage systems.

Financing

Residential

- On-bill options
 - Existing programs will continue
 - Unitil will increase maximum residential on-bill loans to \$7,500 for gas and electric
 - Unitil will increase maximum residential on-bill loans to \$15,000 for gas and electric moderate-income customers
- Third-party financing
 - 2% loans will continue being offered in partnership local lenders
 - 0% moderate-income loans will continue being offered in partnership with local lenders

Commercial

- Eversource will continue offering 0%, on-bill financing for its small business commercial financing program
- Unitil Gas is expanding its on-bill commercial program with an additional \$150,000
- NHEC introducing an on-bill financing program for small to medium businesses
- NHEC is updating its Smart Start program
- Competitive Online Loan Platform

New PI Calculation - Electric

- Portfolio Level Calculation
 - Threshold B/C of 1
- Target PI – 5.5% of actual spending
Maximum – 6.875% of actual spending

PI #	Component Title	Description	Incentive Weight	Minimum Threshold	Maximum PI Level
1	Lifetime kWh Savings	Actual/Planned Lifetime kWh Savings	35%	75%	125%
2	Annual kWh Savings	Actual/Planned Annual kWh Savings	10%	75%	125%
3	Summer Peak Demand Savings	Actual/Planned ISO-NE System-wide Summer Peak Passive kW Savings	12%	65%	125%
4	Winter Peak Demand Savings	Actual/Planned ISO-NE System-wide Winter Peak Passive kW Savings	8%	65%	125%
5	Value	Actual/Planned Net Benefits	35%	75%	125%
Total			100%		

New PI Calculation – Natural Gas

- Portfolio Level Calculation
 - Threshold B/C of 1
- Target PI – 5.5% of actual spending
Maximum – 6.875% of actual spending

PI #	Component Title	Description	Incentive Weight	Minimum Threshold	Maximum PI Level
1	Lifetime MMBtu Savings	Actual/Planned Lifetime MMBtu Savings	45%	75%	125%
2	Annual MMBtu Savings	Actual/Planned Annual MMBtu Savings	20%	75%	125%
3	Value	Actual/Planned Net Benefits	35%	75%	125%
Total			100%		

EM&V

2019 Evaluations	Vendor	Completion Date
Energy Efficiency Market Assessment	Navigant	April 10, 2019
C&I Non-Lighting Impact and Process Evaluation (Small Business, Municipal, and RGGI Retail and Large Business programs)	Cadmus Group	Draft report, July 14, 2019 Final report, Q3 2019 (est.)
Home Performance with ENERGY STAR Impact and Process Evaluation	Opinion Dynamics Corporation	Impact evaluation memo, July 31, 2019 Full report, Q4 2019 (est.)
Energy Optimization through Fuel Switching (joint with the BCBC Working Group)	Navigant	Q3 2019 (est.)
National Standard Practice Manual Cost-Effectiveness Review (joint with the BCBC Working Group)	Synapse Energy Economics, Inc.	Q3 2019 (est.)
Home Energy Assistance Impact, Process, and Low-Income NEI Evaluation	Opinion Dynamics Corporation	Q4 2019 (est.)
Crosscutting Non-Energy Impacts Study	DNV-GL	Q4 2019 (est.)

Ongoing Evaluations	Vendor	Completion Date
Bill and Rate Impact Analysis	Synapse Energy Economics, Inc.	Q2 2020 (est.)
Energy Efficiency Potential Study	Dunsky Energy Consulting	Q2 2020 (est.)
Cross-State C&I Demand Response Evaluation (joint with Massachusetts and Connecticut)	Energy & Resource Solutions	Q3 2020 (est.)

Marketing and Awareness

- Statewide umbrella marketing as well as marketing of individual programs
- Building off of existing efforts and leveraging the Market Assessment study to increase engagement and participation.

Goals + KPI's

- **Continue to grow brand awareness**
 - Reinforce sponsor attribution as part of brand story
- **Increase program participation**
 - Define and promote offerings while streamlining activation
- **Enhance website**
 - Increase engagement, UX and expand as and informational resource (Res and CIM)

Awareness + Action

Traditional and digital channels work uniquely and in parallel, reaching your varied targets and personas.

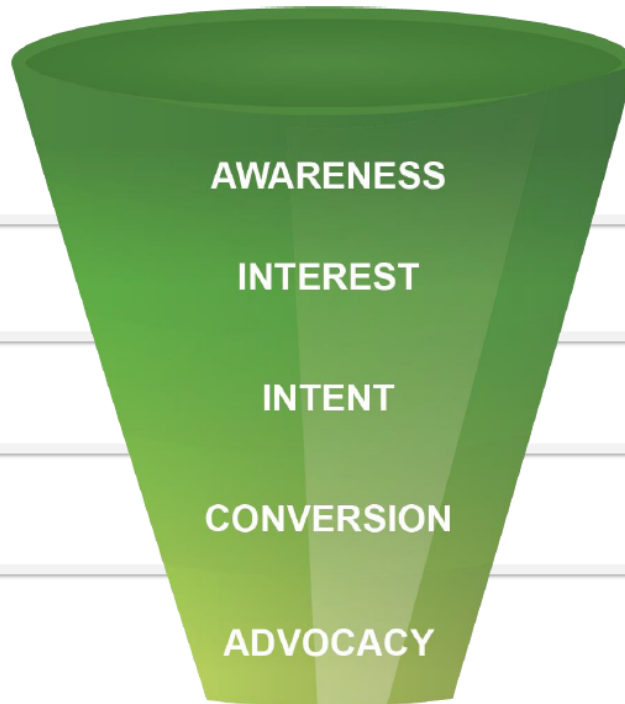


Our Prospect Journey

KPIs and keeping score

TACTICS

- TV, radio, programmatic display ads, PR
- Paid search, paid social, SEO, online presence
- Email marketing, content marketing
- Drip campaigns, enhanced conversion points
- Influencers, reputation management



RESULTS

- Expanded web traffic / visibility
- Audience definition
- Time on site, pages viewed, bounce rate
- Social follows, reactions and engagement
- Visits to key pages
- Contractor page clicks
- Sponsor clicks
- Event engagement
- Rebate submissions
- Online store purchases
- HHI Tool submissions
- eNews sign-ups
- Referrals
- Share of voice
- Positive reviews
- Social shares

QUARTER 3 CREATIVE HIGHLIGHTS

NHSaves Sponsored

By turning the air conditioning up just two degrees could save you about \$115 per year. More ways to save your money for summer fun.

Powered by: EVERSOURCE Liberty Utilities American Electric Co-op Unitil

NHSAVES.COM/BLOG
Fun in the Sun: Stay Cool without the A/C! [Learn More](#)

Like Comment Share

NHSaves Sponsored

When you save energy, you aren't just saving money – you're saving the environment, too! Together, we can help keep New Hampshire the beautiful place we love.

Powered by: EVERSOURCE Liberty Utilities American Electric Co-op Unitil

NHSAVES.COM
Saving Energy, Saving the Environment [Learn More](#)

Like Comment Share

Facebook Ads

Instagram

rhaves_860 Sponsored

rhaves_860 Tip #4: Most homes' energy bills are largely dominated by space conditioning, and...

24,234 views

rhaves_860 Tip #4: Most homes' energy bills are largely dominated by space conditioning, and...

Like Comment Share

Instagram Ads

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NHSaves Sponsored - Paid for by NHSaves

Looking to make your home more energy efficient AND comfortable? The Home-Heating Index tool is an easy, online way to see if your home qualifies for an audit that could help save you up to 20% on annual energy costs.

Click below to test your home for FREE

NHSAVES.COM
Test Your Home, Qualify for an Audit! [Learn More](#)

3 1.2K Views

Like Comment Share

Write a comment...

HHI Facebook Ad

NHSAVES Back to NHSaves.com

CHECK YOUR ELIGIBILITY

STEP 1 | Basic Information

Check Eligibility

Electric Utility: Select Utility

Zip Code: Conditioned Square Footage:

Enter Zip Co: Enter Floor Area:

How do I calculate Conditioned Square Footage?

STEP 2 | Annual Heating Fuel Usage

Only the amount of fuel used to heat your home for the last 12 months

Electricity (kWh):

Enter Usage Value:

Natural Gas (Therms):

Enter Usage Value:

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NHSaves HHI Tool

NHSAVES Back to NHSaves.com

CHECK YOUR ELIGIBILITY

STEP 1 | Basic Information

Electric Utility

Select Utility:

Zip Code: Conditioned Square Footage:

Enter Zip Co: Enter Floor Area:

How do I calculate Conditioned Square Footage?

STEP 2 | Annual Heating Fuel Usage

Only the amount of fuel used to heat your home for the last 12 months

Electricity (kWh):

Enter Usage Value:

Natural Gas (Therms):

Enter Usage Value:

NHSaves 19 followers 6d

Small businesses struggle to save money every day. Here's how one New Hampshire business is saving big annually with energy-efficient upgrades.

TAPPING INTO ENERGY EFFICIENCY

Bascorn Maple Farms
Astead, NH

Sweet Success for Maple Syrup Business

<http://nhsaves.com>

Like Comment Share

LinkedIn Small Business Ad

QUARTER 3 CREATIVE HIGHLIGHTS

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LIVE
Free. Smart.

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New Hampshire Electric Co-op Unittel

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Air Conditioners

Powered by:
EVERSOURCE Liberty Utilities
New Hampshire Electric Co-op Unittel

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Pool Pumps


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LED Light Bulbs

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YOUR SOURCE FOR ENERGY EFFICIENCY

 Learn how you can save energy and money

Powered by:
EVERSOURCE Liberty Utilities
New Hampshire Electric Co-op Unittel

Animated Banner Ads

Carrier 3:00 PM

Imagine Dragons Radio

NHsaves 

Your Source for Energy Efficiency

NRGY SAV3R
NHsaves

LIVE FREE. LIVE SMART.

 Learn how to save energy and money

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Your station will be right back... [Why Ads?](#)

Pandora Ads



Plan Ahead and Save!

Here are 10 ways to reduce energy usage and save money.

[Learn More](#)

www.NHsaves.com



Plan Ahead and Save!

Here are 10 ways to reduce energy usage and save money.

[Learn More](#)

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Native Article #2

QUARTER 3 CREATIVE HIGHLIGHTS

GET A \$30 REBATE

Recycle your old, working refrigerator and freezer and receive free pickup and a \$30 rebate from your NHsaves utility partner.*

You'll save on energy usage and help keep these materials out of landfills by recycling them into new products.

Refrigerators or freezers must be:

- In working condition
- Owned by the resident
- Minimum of 10 cubic feet



NHsaves
Your Source for Energy Efficiency

*Offer available to New Hampshire residential customers with a valid utility account with Eversource, Liberty Utilities, New Hampshire Electric Energy or Unitil.

To schedule a pickup, call 877-880-4763 or visit nhsaves.com/recycle

Powered by: **EVERSOURCE** **Liberty Utilities** **NEW HAMPSHIRE ELECTRIC ENERGY** **Unitil**

Refrigerator Recycling Flyer

HELPING MUNICIPALITIES BE MORE ENERGY EFFICIENT



NHsaves
Your Source for Energy Efficiency

PURCHASING AND CONSTRUCTION
Purchase construction projects, equipment, and energy efficient equipment. We offer equipment leasing, rebates, and financing. We also offer energy audits and energy efficiency training. We also offer energy efficiency training and energy audits for your project.

FINANCING
We offer financing options to help you pay for your project. We offer energy efficiency financing and energy efficiency financing. We also offer energy efficiency financing and energy efficiency financing.

UTILITY OF FINANCING
We offer financing options to help you pay for your project. We offer energy efficiency financing and energy efficiency financing. We also offer energy efficiency financing and energy efficiency financing.

WHAT WE DO
With an array of low-cost, no-cost and capital project options, we can help:

- Reduce energy consumption and operating expenses
- Upgrade equipment
- Lower maintenance costs
- Improve work environment and worker comfort
- Reduce harmful greenhouse gas emissions
- Free up so dollars for other projects.


TO GET STARTED
To get started, contact your utility partner. We offer energy efficiency financing and energy efficiency financing. We also offer energy efficiency financing and energy efficiency financing.

UTILITY	PHONE NUMBER
EVERSOURCE	(603) 224-2234
LIBERTY UTILITIES	(603) 224-2234
NEW HAMPSHIRE ELECTRIC ENERGY	(603) 224-2234
UNITIL	(603) 224-2234

Powered by: **EVERSOURCE** **Liberty Utilities** **NEW HAMPSHIRE ELECTRIC ENERGY** **Unitil**

Municipalities Flyer

NATURAL GAS COMMERCIAL, INDUSTRIAL PROGRAMS AND INCENTIVES



NHsaves
Your Source for Energy Efficiency

Whether you're constructing a new building, expanding your existing facility, installing new equipment or replacing aging equipment, our partners at NHsaves offer financial incentives and programs to help cover the incremental cost of energy efficient systems.

WHAT TYPE OF PROJECT DO YOU HAVE?

- NEW EQUIPMENT AND CONSTRUCTION**
New construction and equipment projects, including new buildings, new equipment, and new equipment. We offer energy efficiency financing and energy efficiency financing.
- REPLACEMENT OF EQUIPMENT**
Replacement of equipment, including new buildings, new equipment, and new equipment. We offer energy efficiency financing and energy efficiency financing.

TECHNICAL ASSISTANCE
We offer technical assistance to help you with your project. We offer energy efficiency financing and energy efficiency financing.

FOR MORE INFORMATION, CONTACT US
Call us at 877-880-4763 or visit nhsaves.com. We offer energy efficiency financing and energy efficiency financing.

Powered by: **Liberty Utilities** **Unitil**

Natural Gas Flyer



NHsaves
Sponsored

Whether you like to freeze in the AC or prefer a natural breeze, we have the perfect solution for you to stay cool this summer. Swipe to find yours!

WHAT IS YOUR SUMMER-SAVVY COOLING SOLUTION?

- Would you rather spend your summer indoors or outdoors?
 - Invest in an ENERGY STAR® certified room air conditioner
- Would you rather drive with the windows down or the AC on?
 - Wash your car with a water-saving car wash
- Do you like to cool your house fans?
 - Invest in an ENERGY STAR® certified room air conditioner
 - Wash your car with a water-saving car wash

NHsaves
Your Source for Energy Efficiency

Powered by: **EVERSOURCE** **Liberty Utilities** **NEW HAMPSHIRE ELECTRIC ENERGY** **Unitil**

Instagram Carousel Ad

Marketing Success to build upon

1. Growing Awareness in the NH Market

2019 Total Campaign Impressions:

- Digital: Over 8.5 million
- Print: 251,917
- Radio: 854,700
- Billboard: 2,607,128

2. **Total website visitors have increased 103%** compared to the previous year.

3. **The paid search campaign has earned a 748% higher than average conversion rate*** and has generated 89% of the digital campaign's conversions.

Working Groups and EM&V

- Benefit Cost Working Group
 - Energy Optimization Study
 - National Standards Practice Manual Process
- EM&V
 - TRM Development

Evaluation	Vendor	Completion Date
Bill and Rate Impact Analysis	Synapse Energy Economics, Inc.	Q2 2020 (est.)
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Looking forward to 2021-2023

- Opportunity for new program goals and objectives
- Stakeholder process
- Draft April 1, 2020
- Plan submission July 1, 2020

A landscape photograph of rolling green hills and mountains under a cloudy sky. The hills are covered in dense green vegetation. The sky is filled with soft, white clouds. The overall color palette is dominated by various shades of green and blue. The word "Questions?" is overlaid in the center of the image in a light blue, sans-serif font.

Questions?