

**GREENHOUSE GAS EMISSIONS REDUCTION FUND
Quarterly Progress Report Form**

Organization Name: Retail Merchants Association of New Hampshire
 Program Title: RMANH Energy Efficiency Program
 Program Contact: Julie Karaba, Program Manager 225-9748
 Reporting Period: 4 /01 /2011 - 6 /30 /2011

- 1) Summary of work completed during this reporting period.
 a) Provide a summary of activities relevant to this grant using Exhibit A of your contract as an outline. Include summaries of work completed by all project partners.
 b) List quantitative actions in table format below (see directions for more details)

Table 1: Activity Summary					
<i>Activity</i>	<i>2011 Q1*</i>	<i>2011 Q2</i>	<i>2011 Q3</i>	<i>2011 Q4</i>	<i>2012 Q5</i>
<i>1. Program marketing & partnership efforts targeting Berlin, Nashua, Plymouth, Manchester</i>	<i>A campaign was completed in Plymouth, working with PAREI and the Better Buildings Program.</i>	<i>A postcard enrollment campaign was mailed to 752 RMANH members throughout NH.</i>			
<i>2. New member enrollment. Goal: 50</i>	<i>8 new members have been enrolled in the following areas: Hanover, Peterborough, Bedford, Plymouth and Rumney.</i>	<i>2 new members have enrolled in the following locations: Keene and Salem.</i>			
<i>3. Transition businesses to Phase 2 energy audit. Goal: 20</i>	<i>No progress.</i>	<i>1</i>			
<i>Phase 1 Starts (Contract submitted)</i>	<i>8</i>	<i>2</i>			
<i>Phase 1 Complete (Report issued)</i>	<i>4</i>	<i>3</i>			
<i>Phase 2 Starts (Contract submitted)</i>	<i>0</i>	<i>1 Rumney</i>			
<i>Phase 2 Complete (Report issued)</i>	<i>0</i>	<i>0</i>			

<i>Phase 3 Starts (Contract submitted)</i>	<i>1</i>	<i>2 Guild and Nashua</i>			
<i>Phase 3 Complete (Construction completed)</i>	<i>1</i>	<i>2 Laconia and Guild</i>			
<i>4. Expand program alliances with one trade association</i>	<i>No progress.</i>	<i>No progress.</i>			
<i>5. Five Civic leadership events beginning June, 2011</i>	<i>N/A</i>	<i>No progress. Baron's event scheduled for after Labor Day.</i>			
<i>6. Five Customer education programs with displays.</i>	<i>No progress.</i>	<i>Visual display poster installed at Barons Major Brands in Laconia.</i>			
<i>7. Program expansion through four educational events.</i>	<i>No progress.</i>	<i>No progress.</i>			
<i>8. Create program for merchants to adopt.</i>	<i>Started framework for EZGREEN – RP, a low-cost, no-cost emission reduction program for merchants. Will consist of printed guide, checklist, participation sticker or window poster and customer cards.</i>	<i>No further progress beyond concept documents.</i>			
<i>9. Develop one guide for distribution on the EEP.</i>	<i>Guide being developed in line with the creation of EZGREEN - RP</i>	<i>No progress.</i>			

10. Develop a pledge of awareness.	Waiting for approval. To be included with launch of EZGREEN – RP	Certificates and participation stickers are being developed by the graphic designer. Will be launched before EZGREEN, beginning with existing program members.			
11. Adjust the rebate pool & audit subsidy market.	No progress.	Significant time was put in to creating a wind-down plan designed to meet customer rebate expectations in the event of a RGGI repeal.			

* Please break out activities for the month of December, 2010.

- 2) List projected annual energy savings by fuel type for all completed energy efficiency projects during this reporting period (see Reporting Instructions for more details.)

Fuel	2011 Q1*	2011 Q2	2011 Q3	2011 Q4	2012 Q5
Oil (Gallons)					
Electric (kWh)	29716*	95856			
Natural Gas (Therms)	156*	2083			
Propane (Gallons)					

* Anticipated annual energy savings for projects completed the month of December, 2010.

- 3) Please list total hours worked on the project as required by your contract.

2011 Q1*	2011 Q2	2011 Q3	2011 Q4	2012 Q5
*361 hours Dec. 1330 hours Qtr. 1691 hours total	1315 hours			

* Please break out total labor hours for the month of December, 2010.

- 4) Explain any obstacles encountered or any milestones not reached. *Note any problems or delays. If you have a deviation from the plan, contact the PUC before proceeding and document approved action.*

This has been a challenging time period, as we continue to field questions and concern from business owners who are unsure if grant funding will be available when they are ready to begin work on their projects. This is the biggest obstacle to program recruitment at this time, as we are hesitant to enroll members in our program where we tell them they have the opportunity for a rebate, and then due to circumstances beyond our control, the funding is not there. For this first quarter, we adopted a strategy to continue working with the members we have in play, while networking with other contacts we can call on if we are allowed to move forward into the spring and summer months. This has also allowed us to develop some of the more programmatic components of this year's grant.

The outcome of a pending RGGI repeal effort and its unknown effect on future project work continued to be the biggest obstacle to program recruitment and project implementation, as we worked with business owners to answer the "what-ifs" and arrange for project funding. Many business owners were reluctant to enroll in a program whose longevity and source of funding was questionable. RMANH was hesitant to guide members into a program which entailed them to invest money into a phase 2 audit, without the opportunity for a project rebate. Additionally, given the time requirements for a phase 1/phase 2 transition, there was little room in the second quarter time period to market to business owners the benefits of the program, as they would likely be finishing up their phase 2 process just as the program was to end (June 30th). Nonetheless, we continued to work with our existing projects, to reassure our customers that we would do our best to reserve available funds for their projects, and encouraged them to move into the project implementation phase. We were successful in completing two projects and starting a third. A fourth project is currently on hold, a result of delays in the Community Loan Fund approval process.

5) Summarize work to be completed next quarter.

Communications & Marketing:

Focus in the next quarter will be in the areas of Manchester and the Seacoast. Meetings will be scheduled with local Chambers of Commerce and LEC's to increase awareness about the program. We will launch the EZGREEN – Retail Program (EZGREEN - RP), a low-cost/no-cost approach to reducing greenhouse gas emissions without deep retrofits. The program will consist of a user's guide, participant checklist, resource guide, pledge of energy awareness, and sticker/placard identifying the business as a participating "EZGREEN – RP Business".

The third quarter entails faithful execution of an aggressive marketing plan, as outlined below. Final development of the energy pledge campaign and EZ Green program will continue, although will not be the central focus, as program enrollment will become the focus prior to the October/December holiday retail season slow-down.

Six Month Marketing Plan

- Postcard campaign (*done 6/23/11*)
- Membership agreement with other trade organizations (2)
- Collaborate with Better Buildings program
- Coordinate with Pay4Performance program
- Advertise in LEC newsletter/CACP
- Hold webinar through MyEnergyPlan.net
- Contact year one members and invite them back
- NH State Liquor Commission – do they need assistance
- NHBR article
- NHPR web advertising
- Green Energy Times advertising
- Weekly facebook posts
- Work with auditors to qualify program members aka: P4P
- NH Real Estate Investment Group solicitation
- Hold energy events with local business groups in Manchester, Concord, Nashua, Berlin, Portsmouth, Keene
- Hold energy events with Hannah Grimes, WREN, and NHMade

Program Enrollment:

Our goal will be to enroll 13 businesses in Phase 1 of the program, and transition 6 businesses to Phase 2 of the program.

In May, we will be finishing a retrofit project in Laconia.

In June, we will be starting two retrofit projects, located in Nashua and Durham respectively.

Our goal will be to enroll 25 businesses in Phase 1 of the program, and transition 10 businesses to Phase 2 of the program.

In July/August, we will be starting a project in Durham, NH; we will be completing a project in Nashua, NH.

Education Programs & Events:

We will schedule the first civic leadership event in June to take place at the site of the Laconia project. This event will educate location management and staff on the benefits of energy efficiency.

We will develop a customer education program for the Laconia project, using a before and after display. We will also provide examples of the energy efficient building materials that were used in the project. This display will be installed in June, used in conjunction with the civic leadership event.

- A customer education program will be designed for the Dorr Woolin project in Guild, NH.
- A customer education program will be designed for the Persian Rug Gallery project in Nashua, NH.
- An “Energy After Hours” event is scheduled at Baron’s Laconia in September.
- An “Energy After Hours” event will be scheduled at Persian Rug Gallery (TBD).

- 6) If applicable, in a section labeled *Beyond the Contract* (or some other well defined title), please report other activities, partnerships, funding or other synergies that have occurred as a result of this funding.

Beyond the Contract:

Outreach efforts and partnering opportunities with PAREI and Better Buildings – Plymouth have occurred as a result of this funding. These programs interface with business members that may be a better fit for our program, depending on the size and scale of their retrofit project. Through combined marketing, all three programs benefit. RMANH hopes to have similar success with Better Buildings programs in Nashua and Berlin.

RMANH continues to find opportunity through the Better Buildings program. Program referrals have also come to us from the Enterprise Energy Fund.

We have also developed support relationships with local Economic Development councils, supplying program materials or delivering a presentation for their business events.

- 7) If applicable, please include brochures, workshop announcements, or other materials developed to promote your grant activities. Attachments (and other documentation) are appreciated.

Promotional/Program Materials:

First Quarter:

Press Release 12-9-2010
Press Release 3-22-2011
E-Newsletter December 2010
E-Newsletter January 2011
E-Newsletter March 2011
Bogacz Case Study

Second Quarter:

E-Newsletter June 2011
Baron’s Major Brands Case Study
Baron’s Major Brands Project Poster

Press Release 6-28-2011
Postcard Mail Campaign

- 8) Complete the Invoicing form which includes your Budget vs. Actual Expenditures. *(Save this worksheet for future reporting as we will want to see your quarterly expenditures as the project continues.)* **You are required to submit budget vs. actual with each invoice.**