

**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: Joseph Lajewski, Program Manager 225-9748  
 Reporting Period 7/01/2011 - 9/30/2011

- 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**

| Activity   | 2011 Q1*   | 2011 Q2  | 2011 Q3   | 2011 Q4 | 2012 Q5 |
|--|--|--|---|---------|---------|
| <i>1. Program marketing &amp; 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>Established formal Joint program with BetterBuildings and held several events. Manchester: Tri-city Expo, Joint Sustainability Committee, communicating with Manchester EDC.</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>26 enrolled throughout NH. Major focus in Berlin</i>   |         |         |
| <i>Phase 1 Starts (Contract submitted)</i>   | <i>8</i>   | <i>2</i>   | <i>26</i>   |         |         |
| <i>Phase 1 Complete (Report issued)</i>  | <i>4</i>   | <i>3</i>   | <i>16<br/>**5 audits paid for without RMANH EEP funds</i>   |         |         |
| <i>3. Transition businesses to Phase 2 energy audit. Goal: 20</i>                                    | <i>No progress.</i>  | <i>1</i>   | <i>0</i>  |         |         |
| <i>Phase 2 Starts (Contract submitted)</i>   | <i>0</i>   | <i>1 Rumney</i>  | <i>0</i>  |         |         |
| <i>Phase 2 Complete (Report issued)</i>  | <i>0</i>   | <i>0</i>   | <i>6<br/>**5 audits paid for without RMANH EEP funds</i>  |         |         |

|   |   |   |  |  |  |
|---|---|---|--|--|--|
| <i>Phase 3 Starts<br/>(Contract submitted or project start)</i> | <i>1</i>  | <i>2 Guild and Nashua</i>   | <i>2 Durham, Rumney,</i>   |  |  |
| <i>Phase 3 Complete<br/>(Construction completed)</i>            | <i>1</i>  | <i>2 Laconia and Guild</i>  | <i>0<br/>**2 projects are almost complete</i>  |  |  |
| <i>4. Expand program alliances with one trade association</i>   | <i>No progress.</i>   | <i>No progress.</i>   | <i>4-Grocers Association, NH Auto Dealers, Green Alliance, BetterBuildings</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>Scheduled multi-layered event at young's restaurant. Outreach to local business community, area Local Energy Committees and UNH community. Program will also include restaurant employees. Presented to NH' Grocers Association annual meeting about RMAEE program.</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>Developed new in-store display with rack card. Installed at Door and Youngs.</i>  |  |  |
| <i>7. Program expansion through four educational events.</i>    | <i>No progress.</i>   | <i>No progress.</i>   | <i>BetterBuilding Luncheons, North Country Energy Fair, Young's event will be multileveled and will allow for an educational component and will invite one-to-one business follow up.</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>Researching partnering with another association/organization that already has such a program in place such as Green Alliance, NRLA. Effort is being retooled. Step one will be to survey Phase III members to assess how best to use success stories to outreach to other businesses, employees and customers</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>   | <i>New marketing materials are being designed to include a single core narrative and be able to be assembled into a package.</i>   |  |  |

|   |   |   |  |  |  |
|---|---|---|--|--|--|
|   |   |   | <i>EXGREEN program being re-tooled.</i>  |  |  |
| <i>10. Develop a pledge of awareness.</i>                     | <i>Waiting for approval. To be included with launch of EZGREEN – RP</i> | <i>Certificates and participation stickers are being developed by the graphic designer. Will be launched before EZGREEN, beginning with existing program members.</i> | <i>No Progress- As part of retooling of EZGREEN effort, participation “pledge and store identification is being reevaluated</i>  |  |  |
| <i>11. Adjust the rebate pool &amp; audit subsidy market.</i> | <i>No progress.</i>   | <i>Significant time was put in to creating a wind-down plan designed to meet customer rebate expectations in the event of a RGGI repeal.</i>                          | <i>2010 rebate levels and Phase II match rates will continue into 2011 projects. Increasingly, projects are emerging with less need for Phase I audits, which as allow more detail to be completed in Phase II for less customers investment</i> |  |  |

\* 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.)

| <i>Fuel</i>                 | <i>2011 Q1*</i> | <i>2011 Q2</i> | <i>2011 Q3**</i> | <i>2011 Q4</i> | <i>2012 Q5</i> |
|-----------------------------|-----------------|----------------|------------------|----------------|----------------|
| <i>Oil (Gallons)</i>        |                 |                |                  |                |                |
| <i>Electric (kWh)</i>       | <i>29716*</i>   | <i>95856</i>   |                  |                |                |
| <i>Natural Gas (Therms)</i> | <i>156*</i>     | <i>2083</i>    |                  |                |                |
| <i>Propane (Gallons)</i>    |                 |                |                  |                |                |

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

Q3 –several projects were started and underway in the 3<sup>rd</sup> quarter but not completed. Data will be included in quarter that the entire work scope is completed.

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

| <i>2011 Q1*</i>   | <i>2011 Q2</i>    | <i>2011 Q3**</i>   | <i>2011 Q4</i> | <i>2012 Q5</i> |
|---|-------------------|--------------------|----------------|----------------|
| <i>*361 hours Dec.<br/>1330 hours Qtr.<br/>1691 hours total</i> | <i>1315 hours</i> | <i>**953 hours</i> |                |                |

\* 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 30<sup>th</sup>). 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.

Q3 The program has been ramped up into high gear during the Third Quarter now that the uncertainty of the RGGI repeal is over. We have had a large number of inquiries for participation in our program from building owners of mixed retail/commercial with rental apartments above. This continues to be a significant area of opportunity and interest. Since it has been recently approved (Mid Oct) for the program to service these businesses, this will help achieve targeted goals.

Newly formed partnerships with BetterBuildings, Grocers, Auto Dealers, and Green alliance have already yielded positive results. Although there is significant ground to be made up from the first 6 months of the year, the 3rd quarter has shown tremendous progress. In the fourth quarter we will put a focus on moving the large number of phase 1's from the 3<sup>rd</sup> quarter into phase 2.

\*\*Julies hours from are unaccounted for as she is no longer with the program and did not have documentation for us to base her hours on.

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) (*done-Grocers Assoc, Green Alliance, Auto Dealers*)
- Collaborate with Better Buildings program (*done 7/18/11*)
- Coordinate with Pay4Performance program (*done*)
- Advertise in LEC newsletter/CACP
- Hold webinar through MyEnergyPlan.net
- Contact year one members and invite them back (*done*)
- NH State Liquor Commission – do they need assistance (*meeting scheduled for 10/20/11*)
- NHBR article (*have had meeting with NHBR, looking at December issue possibility*)
- NHPR web advertising (*may not be cost beneficial*)

- Green Energy Times advertising
- Weekly facebook posts (done)
- Work with auditors to qualify program members aka: P4P (done: GDS, LighTec, Jordan, and reviewing several others)
- 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

Q3-Program enrollment, advancement into Phase 2 and into implementation will continue to be the focus for the next quarter to close the gap from the first 6 months of the year.

We are in the process of developing short video clips (about 5 minutes) of the completed projects to be posted online and burned to cd's to educate businesses owners of the energy efficiency opportunities. This will allow them to see another business that has gone through the audit and implementation process.

#### **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.

Q3-The goal for the 4<sup>th</sup> quarter will be to enroll another 10-15 businesses into phase 1 and transition 15 into Phase 2. We expect to have another 3-5 businesses complete P3 in the 4<sup>th</sup> quarter from the work that had been accomplished in Q3.

#### **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).

Q3- Event is scheduled for Young's Restaurant on 11/1/11. This will be a project unveiling as well as an educational and marketing event. Educational display board designed for Young's.

Educational display board designed for Dorr

Educational video being developed on implemented projects—should be completed Q4

Several Luncheon events with BetterBuilding that were open to the public to educate on the opportunities in efficiencies.

- 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.

Q3- A formal partnership has been established with all three BetterBuildings communities to provide audits and community education and outreach. This concerted effort during the 3<sup>rd</sup> quarter has yielded tremendous results. The program has been successfully leveraging non-EEP funding to facilitate the audit process.

- 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

**Third Quarter:**

Young's Case Study

Dorr Case Study

Dorr Project Poster

E-Newsletter

Baron's Major Brands Op-ed

Two RMANH newsletters

- 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.**