



Appendix D

PUC Advance Letter and Recruiting Script

NHPUC ADDITIONAL ENERGY EFFICIENCY OPPORTUNITIES STUDY
ADVANCE LETTER

Subject: Facility Site Visit Request

June 4, 2008

Dear New Hampshire Customer,

The New Hampshire Public Utilities Commission (PUC) is conducting a study to assess the potential for additional energy efficiency opportunities for utility customers in New Hampshire. While electric and gas utilities in New Hampshire have conducted energy efficiency programs for many years, the results of this study will help to guide future energy efficiency program offerings and identify any supplemental program needs. We have hired an independent consulting team, GDS Associates and RLW Analytics, Inc., to conduct this study. GDS and RLW will be contacting a randomly selected sample of large commercial and industrial customers in the next several weeks to schedule 200 site visits at New Hampshire facilities. If your facility is selected, you will be contacted by telephone by either GDS or RLW to arrange a visit to your facility.

During the site visit, a GDS or RLW engineer will conduct a short (15 to 20 minute) interview with a knowledgeable member of the facility's operations/management staff, followed by a walk through of the building(s) to collect information on various electric and fossil fuel-using equipment and features. Any site specific information collected at the visited facility will be confidential and will only be reported as a group with all of the other facilities visited.

GDS and RLW are trained professionals who will make every effort not to disrupt your business in any way during their visit. The GDS or RLW employee who visits your facility will carry a business card or other appropriate form of identification. In recognition and appreciation of your time, if your facility is contacted and you participate in a site visit, your company's name will be entered into a random drawing with all other site visit participants for a \$500 VISA gift card to be used as you wish.

This study is equally important to the New Hampshire PUC, the sponsoring electric and gas utilities, and all of New Hampshire's energy using customers. It will help guide our continued efforts to promote efficient energy use throughout our state. We thank you in advance for your cooperation in this important study.

If you have any questions or concerns, please call me (Tom Frantz) at the PUC's main office number, 603-271-2431.

Sincerely,

Tom Frantz
New Hampshire Public Utilities Commission
Director, Electric Division

New Hampshire PUC - Large C&I Potential Study - Recruitment Script

Hi my name is _____. I'm calling on behalf of the New Hampshire PUC in reference to a letter that was sent to you recently regarding an energy study that were are currently performing. Do you recall receiving this letter?

Yes → Great; as the letter stated, we are calling to hopefully schedule a time when we can come visit your facility to collect information on how energy is being used. During the visit, our auditor will collect information on gas and electric consuming equipment at your facility, including lighting, HVAC systems, and motors as well as the building envelope. In addition, we would like to perform a 20-30 minute interview with someone who can provide some basic information about the building systems and further respond to some questions related to energy efficiency in the building. In return for your time and participation, your company will be entered into a drawing for a \$500 VISA gift card. Do you have any questions about this study? (See FAQs to respond).

Would you like to schedule a visit? Date: _____ Time: _____

(Give phone number to reach you in case rescheduling or cancelling is necessary)

Is your facility a commercial or industrial business? Comm. Ind.

Does your facility have gas service? Yes No

No → The letter was sent on <Date Letter was Sent> and was addressed to <Customer Name on Letter>. Can you put me in touch with the person who may have received this letter? (If not, offer to fax a copy of the letter.)

FAQs

Who is sponsoring this study? **The New Hampshire PUC and the New Hampshire Electric and Gas Utilities.**

What is the purpose of this study? **To understand how large C&I facilities use energy so that the current portfolio of efficiency programs offered can be improved to better suit the needs of New Hampshire businesses in the future.**

What will happen during the visit? **The auditor will perform a 20-30 minute interview with someone who can provide some basic information about the building systems and further respond to some questions related to energy efficiency in the building. In addition there is a comprehensive inventory of energy using systems and equipment that will be performed over about 2 hours. All of the information that is collected at your facility will be reported in aggregate with the other facilities that are participating in this study. None of the information will be linked to your facility in any way.**

Contacts to authenticate effort: PUC, Tom Frantz