



2020 Business Partner Program Overview



Welcome

Nelson Medeiros
Eversource

**thank
you**

2020 NH Energy Efficiency Priorities



**DELIVER
SUPERIOR
CUSTOMER
EXPERIENCE
THROUGH
ENERGY
EFFICIENCY**



**BROADEN OUR
REACH TO
CUSTOMERS AND
BUSINESS
PARTNERS**



**EXPAND DIVERSE
ENERGY
EFFICIENCY
PARTICIPATION
PATHWAYS**



**ACTIVE
PARTNERSHIP
WITH
BUSINESSES &
INVESTING IN EE
WORKFORCE
TRAINING**



**ADVANCING
TECHNOLOGIES
THROUGH
INNOVATION,
PARTNERSHIPS,
AND STRATEGIC
INITIATIVES**



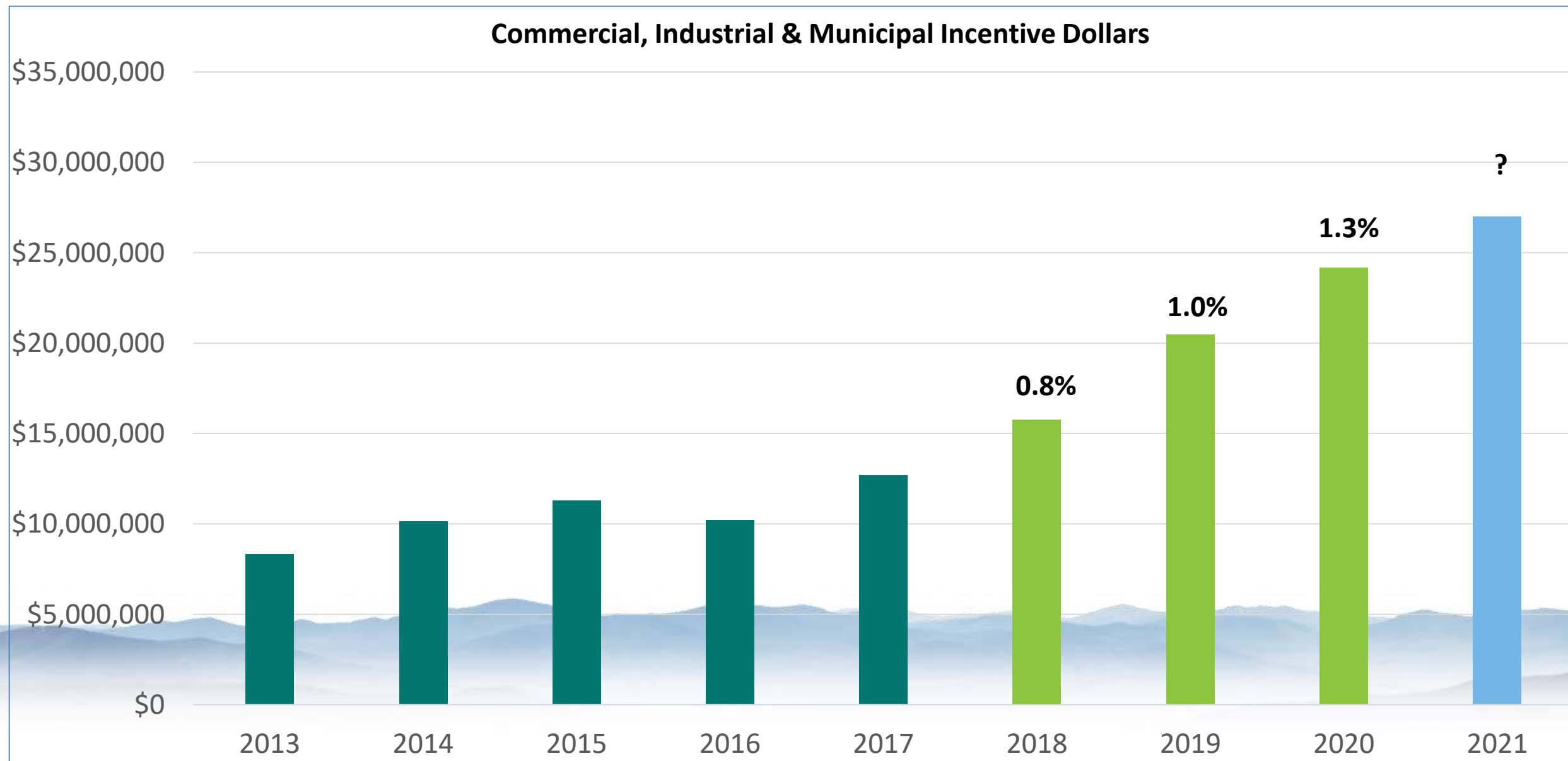
**EXPAND &
LEVERAGE STATE-
WIDE
MARKETING
EFFORTS TO
INCREASE
AWARENESS**

Goals & Strategic Direction

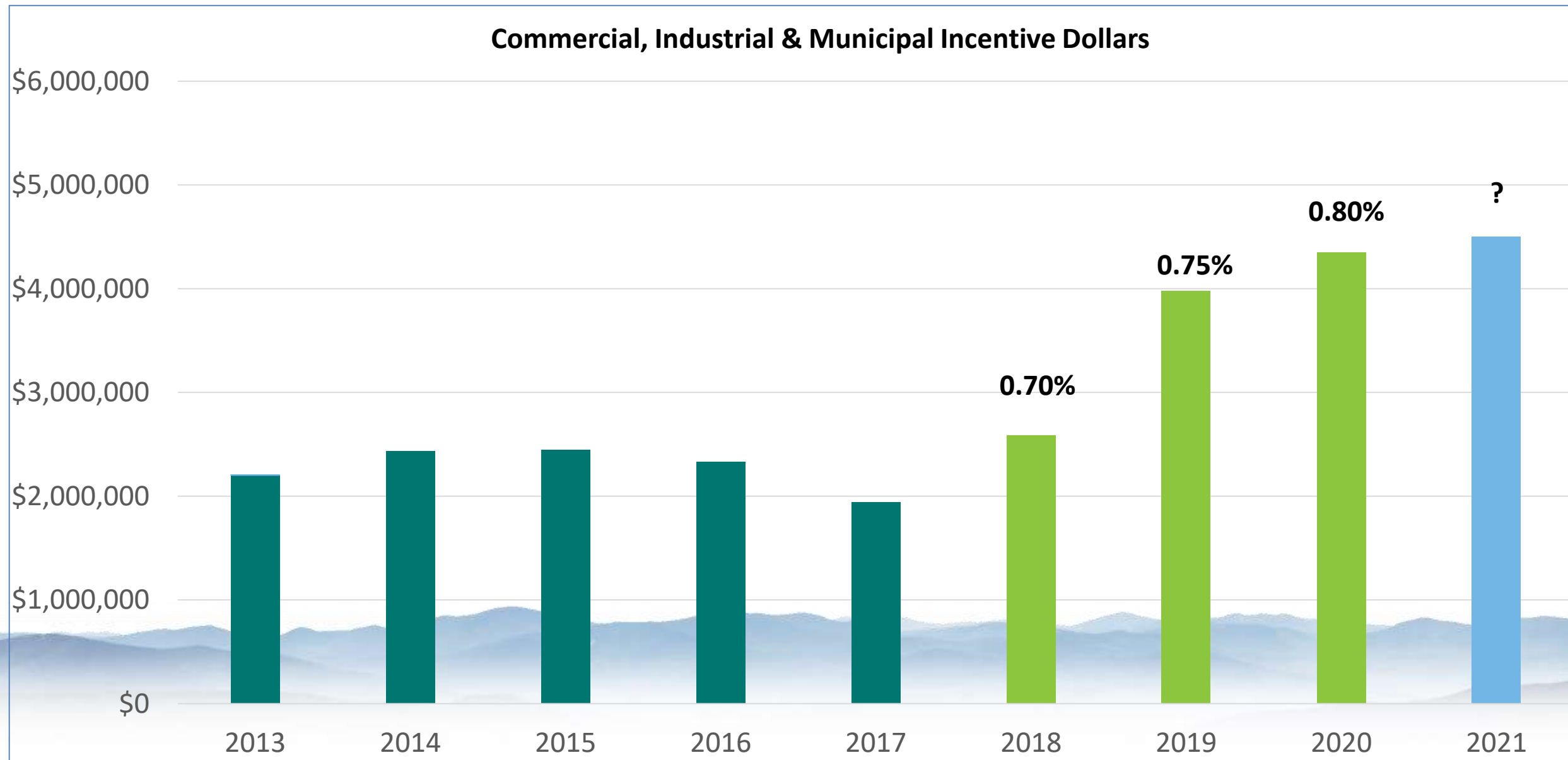
Energy Efficiency Funding
Measures Customer
Segments

Steve Elliott
Eversource

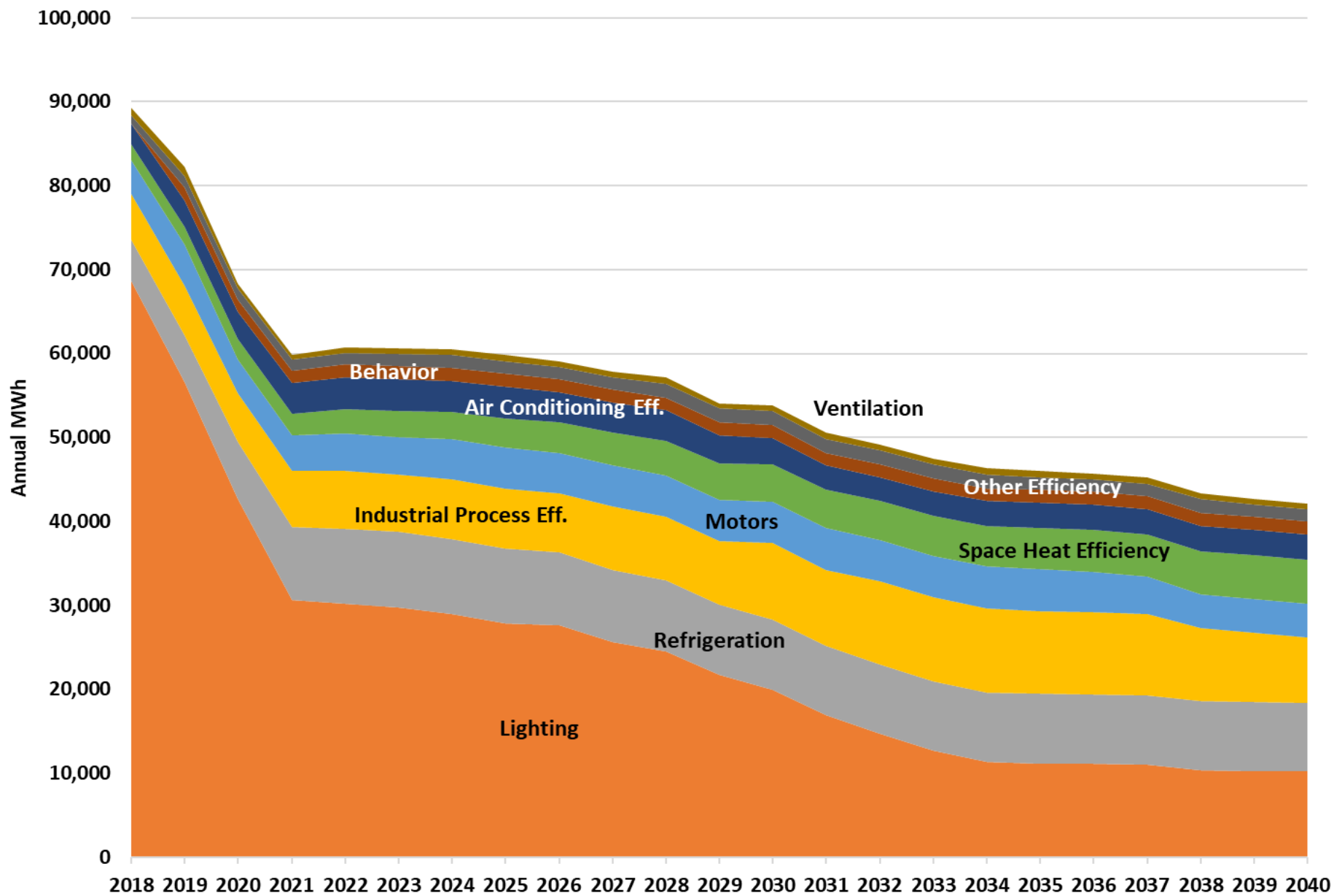
Statewide C&I Energy Efficiency Incentive Budgets - Electric



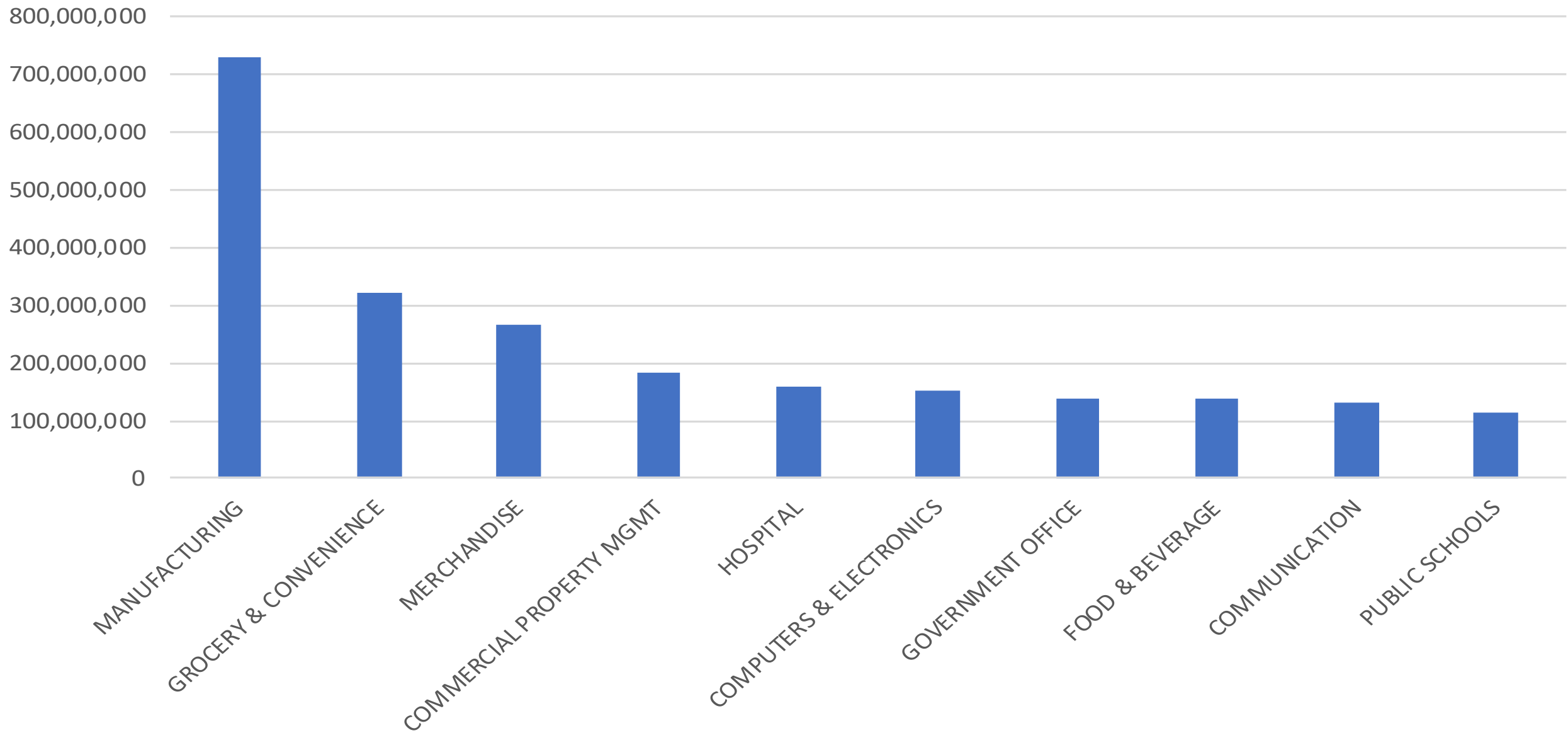
Statewide C&I Energy Efficiency Incentive Budgets - Gas



Electric C&I Annual MWh by End-use



2019 Annual KWH Usage



A scenic landscape of rolling green hills under a dramatic, cloudy sky. The hills are covered in dense green vegetation, and the sky is filled with large, dark clouds. The text "Thank you!" is overlaid in the center in a large, white, serif font.

Thank you!



Regulatory Update

Kate Peters
Eversource

Regulatory Process

The NH Public Utilities Commission provides Regulatory Oversight and Approvals for the NHTSaves programs.

Funding Sources include, System Benefits Charge, Regional Greenhouse Gas Emissions Fund and Forward Capacity Market

Regulatory Process

Planning and reporting happen through an official docket at the PUC. Current Docket is DE 17-136

Other parties can participate as intervenors in the docket

In addition to the Docket, stakeholder input is gathered through the Energy Efficiency and Sustainable Energy Board

2021-2023 Energy Efficiency Plan

EERS Committee – Stakeholder Discussions

- Meeting 2 times per month
- Major topics of discussion
 - Savings targets
 - Budgets
 - 3-year planning process

Timeline

- Draft due, April 1
- Receive Stakeholder feedback, May 1
- Indicate responses to stakeholder feedback, June 1
- Plan filed at PUC, July 1

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Strategic Partnerships

Mark Toussaint
Eversource

State of NH Water/Wastewater Partnership

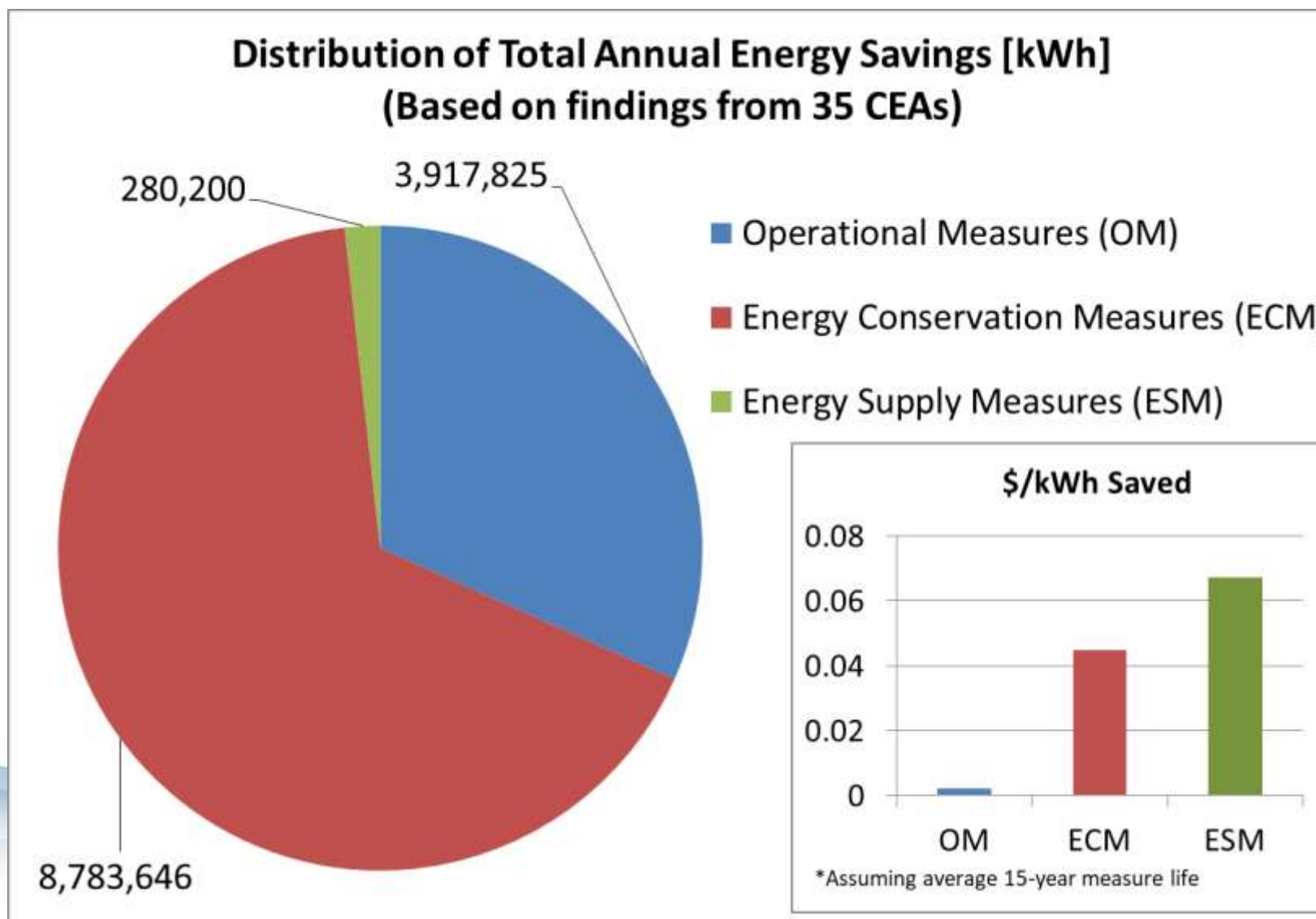
- Surveyed 36 WWTF's, 4 pumping stations, and 18 drinking water systems
- Focus on process improvements
- DES brought relationships, data and knowledge of wastewater process
- Utilities brought data, funding, and energy efficiency expertise
- 13 million kWh in potential savings – will need help from contractor community to implement!



U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy

State of NH Water/Wastewater Partnership



Affinity Groups

- Chambers of Commerce, trade groups, associations, etc.
- Trainings
- Customer outreach
- Technical assistance

Small Business Development Center



- SBDC is a UNH program that helps small businesses in NH succeed.
- SBDC helps market NHTSaves programs to small businesses, and makes referrals to utilities when energy questions arise.

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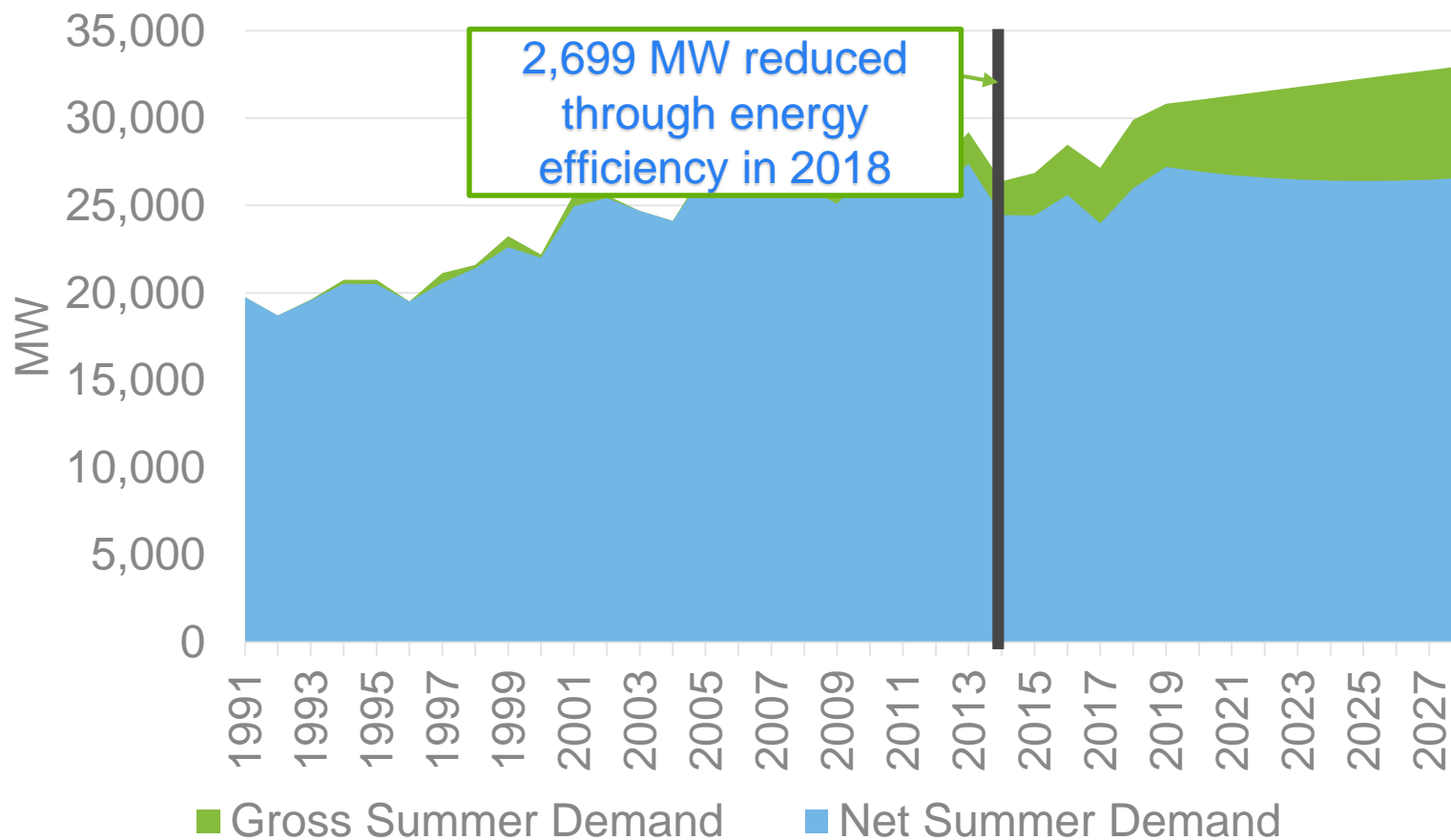
Thank you!



Active Demand Programs 2020

Joana Abreu
Eversource

NE System Demand - Actual and Forecast



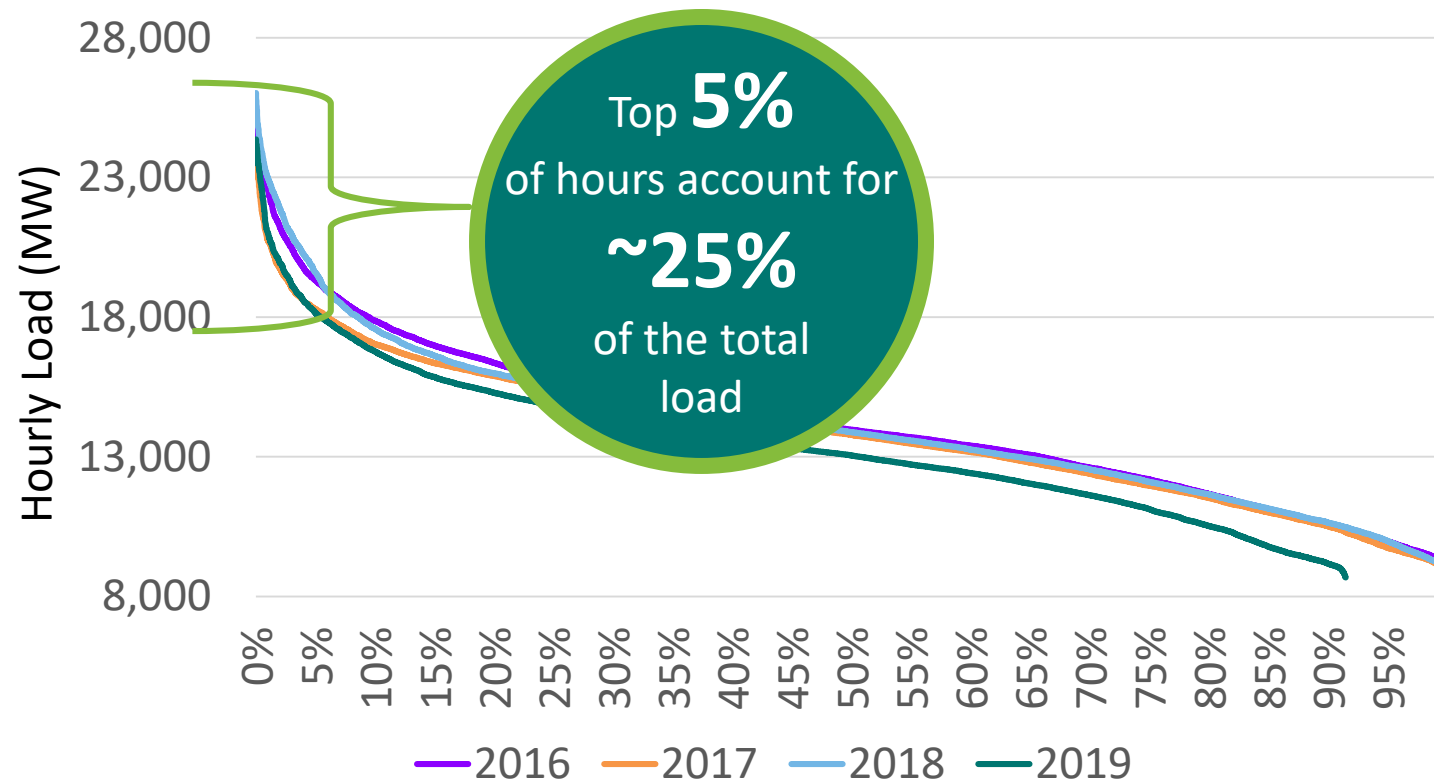
Energy Efficiency is curbing the trend

DR its not so much about how much electricity is used but when it is used.

Electricity is not made equally every hour of the day

Summer

ISO NE Load Duration Curve



Current Use Case is Focused on Reducing ISO NE Peak

Three Year energy efficiency plans are focused on reducing ISO NE system peaks



C&I and Residential Loads Contribute to Overall System Load

We need to reduce **both C&I and residential** loads in order to reduce overall regional peaks. This will help reduce capacity costs and lower the installed capacity requirement.



Demand Response Goals

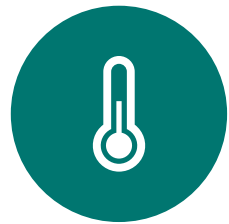
In MA, there is a portion of performance incentive that is directly tied to demand response, and is paid out at a higher rate than traditional energy efficiency

Peak Load Reduction Commitments in Each State*

STATE	2019	2020	2021
MA	30 MW	60 MW	100 MW
CT	7 MW	35 MW	40 MW
NH	5 MW	7 MW	TBD

DR Programs are Designed to Control Assets and Pay Incentives to Customers

RESIDENTIAL



Thermostat



13 -17 events/summer



Battery



30 - 60 event/ summer



Electric Vehicle



2 - 8 events/summer



Target Dispatch

3 - 8 events/summer



Daily Dispatch

30 - 60 event/ summer



Winter Dispatch

5 events/winter



C&I

Summary of C&I Incentives

Curtailment Incentive are split between CSP & Customer

Initiative	Program	Season	Incentive	Dispatch Strategy	Key Partners
Curtailment	Targeted Load Curtailment	Summer	\$35 / kW-Season	Targeted Summer	Limited to contracted Curtailment Service Providers (CSP): Cpower, Enel X, & Voltus
	Targeted Load Curtailment	Winter	\$25 / kW-Season	Targeted Winter	
	Metering	Both	\$1,500 One-Time		
Storage	Targeted Dispatch	Summer	\$100 / kW-Season	Targeted Summer	Open to all developers/manufacturers who meet qualifications. Examples: AMS, Stem, Tesla, NEC, Ameresco ect.
	Daily Dispatch	Summer	\$200 / kW-Season	Daily Summer	
	Targeted Dispatch	Winter	\$50 / kW-Season	Targeted Winter	

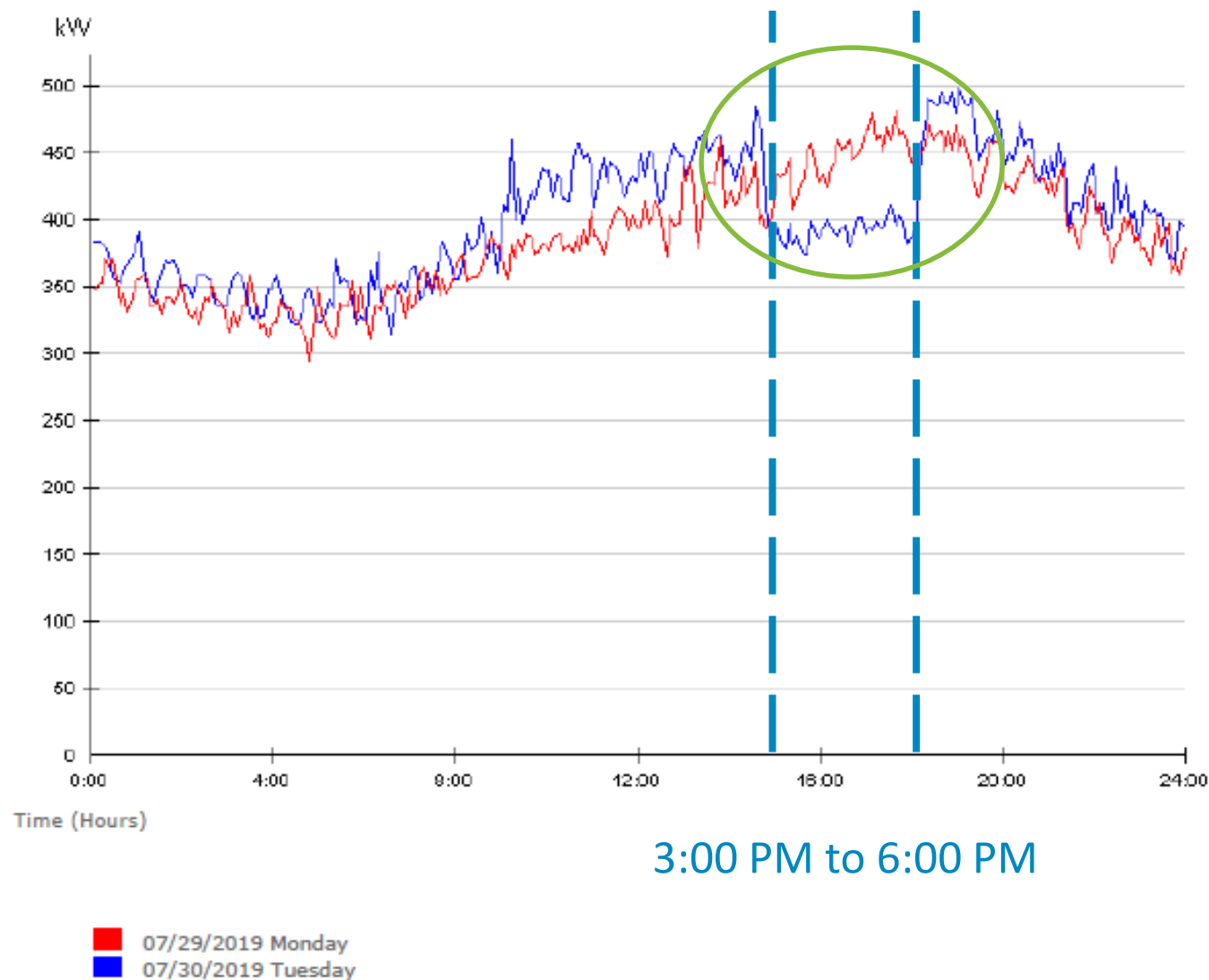
Real Estate - Multifamily

Building Management System automation



Real Estate - Multifamily

**Direct impact on
the customer's bill if
bill has an ICAP tag**



CSP Introductions

	1 (844) 996-4743 Eversource@CPowerEnergyManagement.com
	1 (617) 535-7482 EversourceNE@enel.com
	1 (415) 463-4236 EversourceNE@voltus.co

How to Participate

- Go to eversource.com and find “Demand Response” in the “[Save Money and Energy](#)” for more information
- Email: connectedsolutions@eversource.com
- Contact a CSP
- Apply

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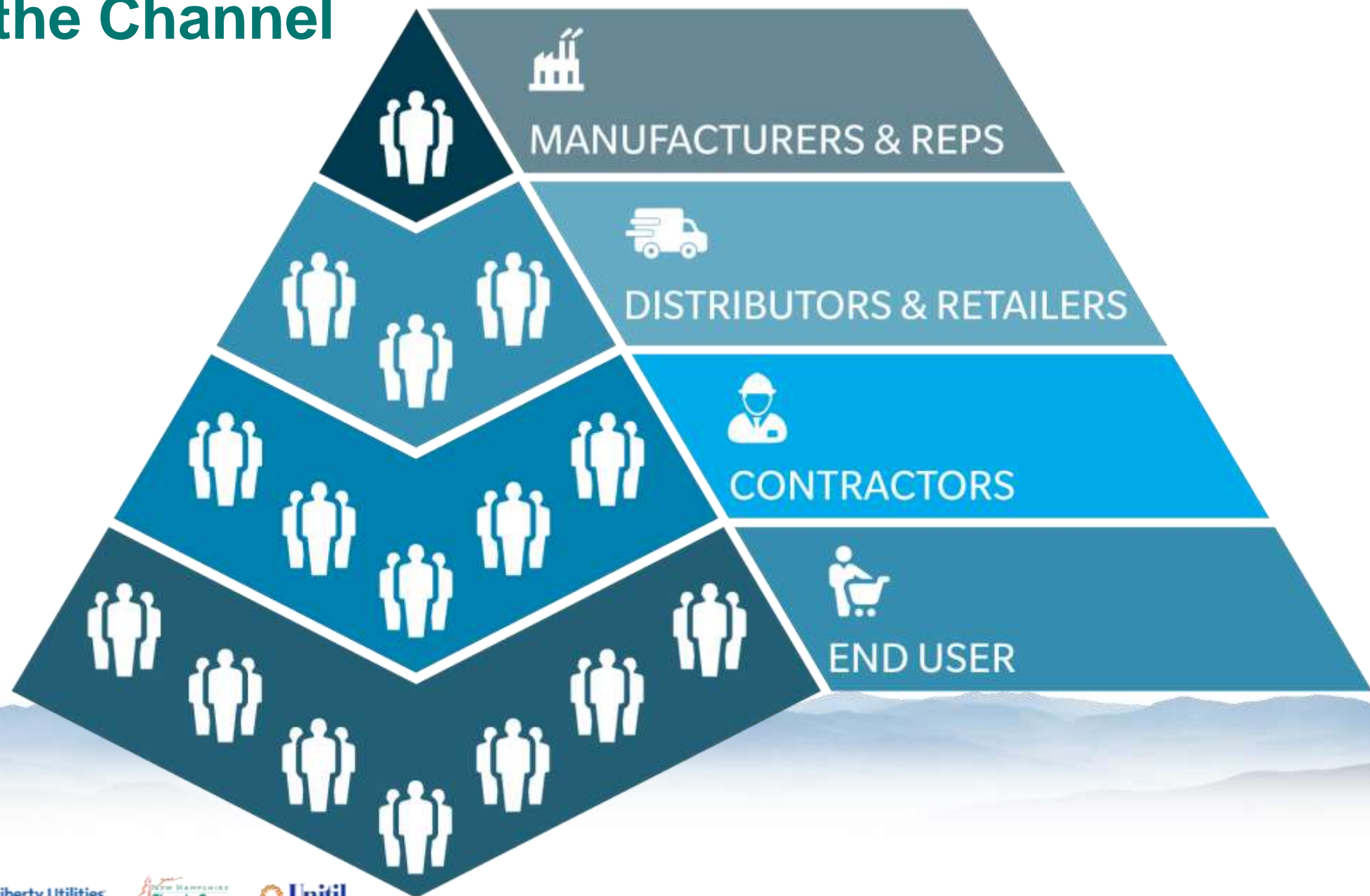


Midstream Initiatives

Erin Engelkemeyer
Eversource

Shonté Davidson
Eversource

Leverage the Channel



Midstream Strategy

1. **Stocking:** Encourage investment to increase equipment availability
2. **Upselling:** Turn high efficiency into a sales strategy
3. **Influence** the most sales possible
4. **Align** Program goals with Market goals

Customer Eligibility

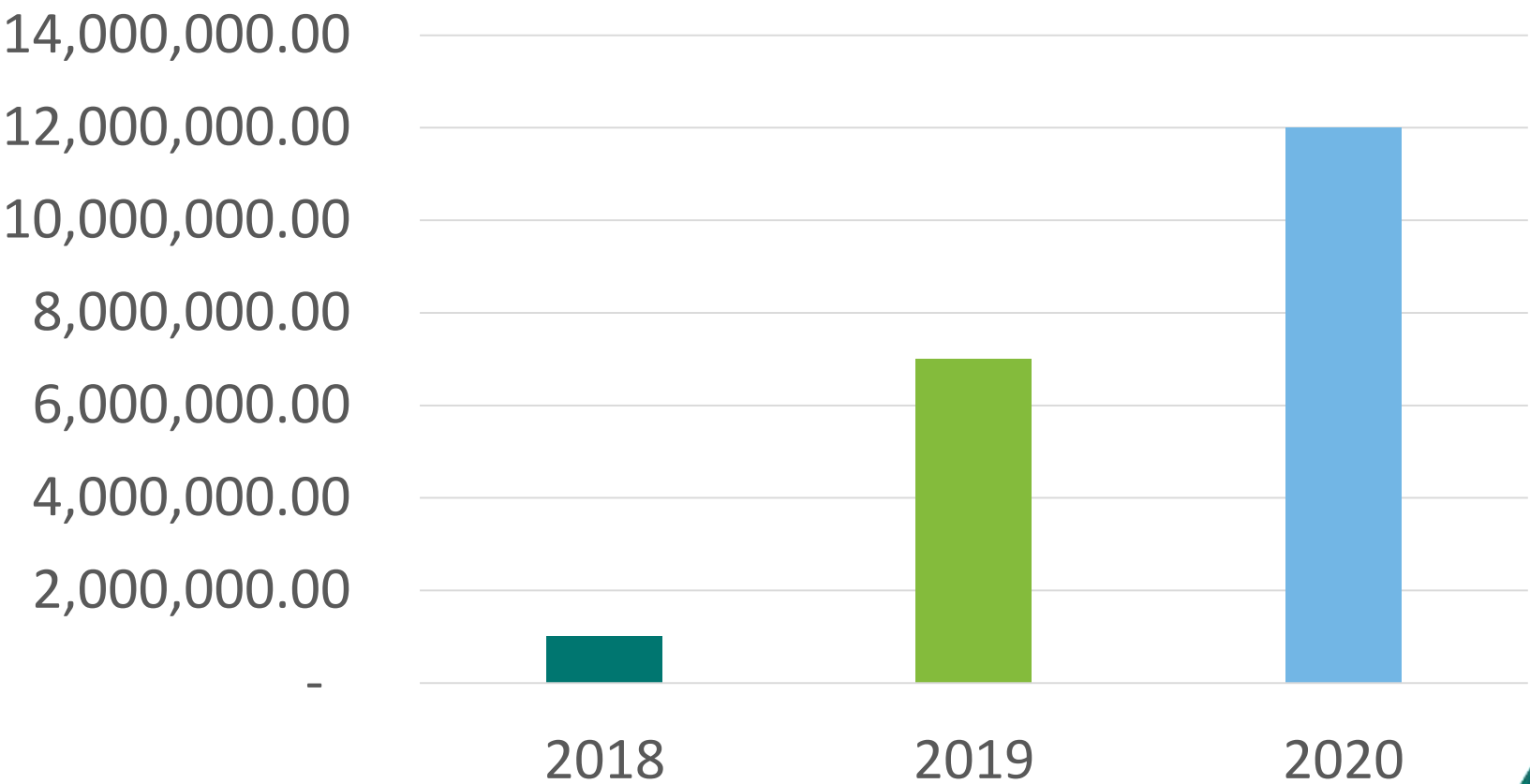
- Commercially-metered electric customers
- Customers already receiving an incentive for eligible equipment through another channel are NOT eligible

What is Midstream Lighting?

- Point of Sale Incentive is passed from the distributor, through the contractor, to the end-user.
- Instant Incentive allows ease of participation
- Streamline incentive offering



Upstream Lighting 2019



Foodservice and HVAC Summary

The C&I Midstream Foodservice and HVAC Initiatives partner with dealers and distributors to offer monetary incentives on high-efficiency electric sales to commercial and industrial customers in New Hampshire.

INITIATIVE DURATION

January 1, 2020 - June 30, 2022

HVAC & Foodservice Midstream Eligible Equipment

- VRF Systems
- Dual Enthalpy Economizer Controls
- ECM Pumps
- Heat Pumps / Mini Splits
- High-Efficiency Condensing Units
- Electric and Gas Foodservice Equipment
 - Incentive charts coming soon!

Initial Program Collateral and Marketing Materials

Example from Gas program

Customer Eligibility Form (Foodservice)

Customer Flyer

Distributor Flyer

Equipment Stickers / Hang-Tags

Showroom Banners

INSTANT REBATES! POINT-OF-SALE FOODSERVICE INITIATIVE



Get an instant rebate up to \$1,000 on high-efficiency foodservice equipment!

The Sponsors of NH Saves have partnered with foodservice equipment dealers to offer Instant Rebates to non-residential, natural gas customers within Liberty Utilities and Until territories for the purchase and installation of energy-efficient natural gas foodservice equipment.

Earn Lifetime Savings With High-Efficiency

Major cooking appliances account for almost 35% of the average restaurant's energy expenditures. High-efficiency equipment can decrease these energy costs by as much as 75% compared to standard efficiency equipment.

To learn more, visit nhsaves.com

Qualifying Foodservice Equipment

For a full list of eligible equipment models, select the corresponding equipment lists at www.energystar.gov/productfinder or www.caenergywise.com/rebates

Foodservice Equipment	Rebate per Unit
Combination Oven	\$1,000
Convection Oven	\$1,000
Conveyor Oven	\$1,000
Fryer	\$1,000
Griddle	\$500
Pre-Rinse Spray Valve	\$50
Rack Oven	\$1,000
Steamer	\$1,000

Powered by:



Contact Us

Lighting

Energy Solutions	Eversource
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HVAC & Food Service

Energy Solutions	Eversource
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Project Financing

Joe VanGombos
Unitil

Financing Program Overview

Qualified efficiency projects leverage incentives to reduce the total cost, but the NHSaves utilities also have project financing that can lead to minimal capital outlay.

0% OBF

On-bill financing available with company-specific qualifications

Third-party Financing

Speak with facility owner and utility efficiency representative to understand terms and contingencies for available third-party financing.

Gas and Electric Financing Available.

0% OBF

Speak with utility efficiency representatives for company-specific opportunities and process.

Financing Project Example

Cost of recommended energy efficiency improvement	\$10,000
Unitil Incentive (up to 35% of project cost, subject to budget availability and other caps	\$3,500
Customer Contribution	\$6,500
Monthly payment added to electric bill @ 36 months (from 24-120 months)	\$180.55

Amount	Loan Repayment Period
\$500 up to \$2,000.00	24 months
>\$2,000.01 up to \$3,000.00	36 months
>\$3,000.01 up to \$4,000.00	48 months
>\$4,000.01 up to \$5,000.00	60 months

Net Positive Cash Potential

Financing Project Example

Cost of recommended energy efficiency improvement	\$10,000
Unitil Incentive (up to 35% of project cost, subject to budget availability and other caps)	\$3,500
Customer Contribution	\$6,500
Monthly payment added to electric bill @ 36 months	\$180.55

Amount Financed:	\$6500
Term:	36 Months
Monthly Payment:	\$180.55
Monthly Energy Cost Savings:	\$250
Net Monthly Cash:	\$69.45

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Workforce Development Opportunities

Joe Lajewski
NH Electric Co-op

Building Operator Certification

CORE

BOC 1001 Energy Efficient Operation of Building HVAC Systems
BOC 1002 Measuring and Benchmarking Energy Performance
BOC 1003 Efficient Lighting Fundamentals
BOC 1004 HVAC Controls Fundamentals
BOC 1005 Indoor Environmental Quality
BOC 1006 Common Opportunities for Operational Improvement

SUPPLEMENTAL CLASSES (1 offered per course series)

BOC 1007 Facility Electrical Systems
BOC 1008 Operation & Maintenance Practices for Sustainable Buildings
BOC 1010 Energy Efficient Ventilation Strategies and High Performance Heating and Cooling Equipment
BOC 1011 Energy Efficient Ventilation Strategies and Energy Savings through Energy Recovery
BOC 1012 High Performance Heating and Cooling Equipment and Energy Savings through Energy Recovery
BOC 1013 Smart Buildings Fundamentals

Earn Your Building Operator Certification at Lakes Region Community College

**Spring 2020
Feb 21 - May 15
8 Fridays**

- Reduce operating costs
- Improve building performance
- Earn the nationally recognized BOC certificate

**NHSaves Tuition Awards to Eligible Candidates
EXPERIENCE • HANDS-ON • ENERGY**

LAKES REGION
Continuously Learning
379 Belmont Rd. Laconia, NH
(603) 524-3207 www.lrcc.edu/energy

NHSaves
Your Source for Energy Efficiency

EVERSOURCE **Liberty Utilities** **New Hampshire Electric Co-op** **Unitil**

Building Operator Certification I

CORE

- BOC 2001 Building Scoping for Operational Improvements
- BOC 2002 Optimizing HVAC Controls for Energy Efficiency
- BOC 2003 Introduction to Building Commissioning
- BOC 2004 Water Efficiency for Building Operators
- BOC 2005 Project Peer Exchange: Present Your Final Report

SUPPLEMENTAL CLASSES (2 offered per course series)

- BOC 202 Advanced Electrical Systems Diagnostics
- BOC 211 Motors in Facilities
- BOC 213 Mastering Electric Control Circuits
- BOC 215 Electric Motor Management
- BOC 216 Enhanced Automation and Demand Reduction



To be offered in the Fall of 2020

Certified Energy Manager (CEM)

- Individual who optimizes the energy performance of a facility, building or industrial plant.
- Systems integrator for electrical, mechanical, process and building infrastructure, analyzing the optimum solutions to reduce energy consumption in a cost effective approach.
- Team leaders and help to develop and implement their organizations' energy management strategies.



Energy Code Trainings

- Both Commercial and Residential Codes
- Review the new 2015 International Energy Conservation Code (IECC), with amendments which took effect on September 15, 2019



2019 Energy Code Workshop Series

Please join us this fall for the 2019 Energy Code Workshop series, sponsored by NHsaves, that will explore the key changes to energy code in New Hampshire, including practical examples and alternative compliance paths. The Workshop will also highlight the New Hampshire-specific amendments and what you need to know to comply with, and cost effectively exceed, the 2015 code.



RESIDENTIAL CODE SERIES

September 24, 2019: 8:30 am to 2:30 pm
FW Webb Company Distribution Center
10 Webb Drive, Londonderry, NH 03053

PRIMARY SPEAKER
Bruce Bennett
Principal at
GDS Associates

Nearly 20 years
experience in the
residential building
construction industry.

October 1, 2019: 8:30 am to 2:30 pm
The Exeter Inn
90 Front Street, Exeter, NH 03833

October 10, 2019: 8:30 am to 2:30 pm
Church Landing at Mill Falls/Laker Room
312 Daniel Webster HWY, Meredith, NH 03253



COMMERCIAL CODE SERIES

October 8, 2019: 8:30 am to 2:30 pm
FW Webb Company Distribution Center
10 Webb Drive, Londonderry, NH 03053

PRIMARY SPEAKER
Matthew Siska
Principal at
GDS Associates

Architectural Engineer
with nearly 17 years of
experience in the
commercial
construction industry.

October 15, 2019: 8:30 am to 2:30 pm
Woodstock Inn Brewery
135 Main Street, North Woodstock, NH 03262



New Hampshire has officially adopted the 2015 I-Codes

Join our code workshop series to learn about the latest changes. This deep dive into the code standards will include an examination of the energy impacts and non-energy benefits of building to ENERGY STAR® standards, as well as an overview of the rating process and 2019 incentive levels.

SECURE YOUR SPOT! REGISTER NOW!

codeworkshops2019.eventbrite.com



Partner with
FW WEBB COMPANY

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

Eversource Energy
780 N. Commercial Street, PO Box 330
Manchester, NH 03105

**New codes take effect
on September 15, 2019!**

1 Day Trainings

- Variety of topics from general to specific
- DLC Advanced Lighting Control Systems (ALCS) Training
- HVAC/Heat Pump
- Compressed Air Optimization

What do YOU need?

ENERGY EFFICIENCY FOR COMMERCIAL BUILDING MANAGERS

Reduce building operating expenses and solve energy problems with this 1-day intensive training, in four locations around New Hampshire:

Register Now for One of These Dates:

Friday, Feb. 1	Keene State College, Keene
Wed, Feb. 13	Roundabout Diner, Portsmouth
Friday, Mar. 1	Puritan Backroom, Manchester
Thu, Mar. 14	The Common Man, Plymouth

Suitable for facility managers, COOs, sustainability officers and energy budget managers.

Thanks to NHSaves sponsorship, this \$160 program is only \$20* for qualified participants. Includes continental breakfast, lunch and course materials.

*\$40 co-pay within 5 days of the training

Register for any of the four dates at:
lrccwfd.eventbrite.com



More information at:
www.lrcc.edu/energy/energy-training-schedule

8:00 am – 4:00 pm program:

- Benchmarking, demand reduction and retrocommissioning
- LED lighting
- Air sealing, insulation and IAQ
- NHSaves commercial, industrial and municipal incentives
- Cold climate heat pumps
- Efficient motors and compressed air

By Andy Duncan, PhD, who has over 15 years teaching and implementing energy efficiency in NH, including BOC, CEM and BPI programs.



Collaborations



- Northern New England Facility Masters
- DES/DOE Wastewater Treatment Facilities
- Distributor Outreach Events
- NH Architects Lunch n' Learns
- NH Manufacturing Extension Partnership
- Lakes Region Community College

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New Construction & Major Renovations

Joe VanGombos
Unitil

New Construction Program Overview

New equipment and construction incentives are offered to businesses or towns building a new facility, undergoing a major renovation, or replacing failed (end-of-life) equipment.

- Prescriptive Incentives
- Custom Incentives
- Whole Building Energy Modeling

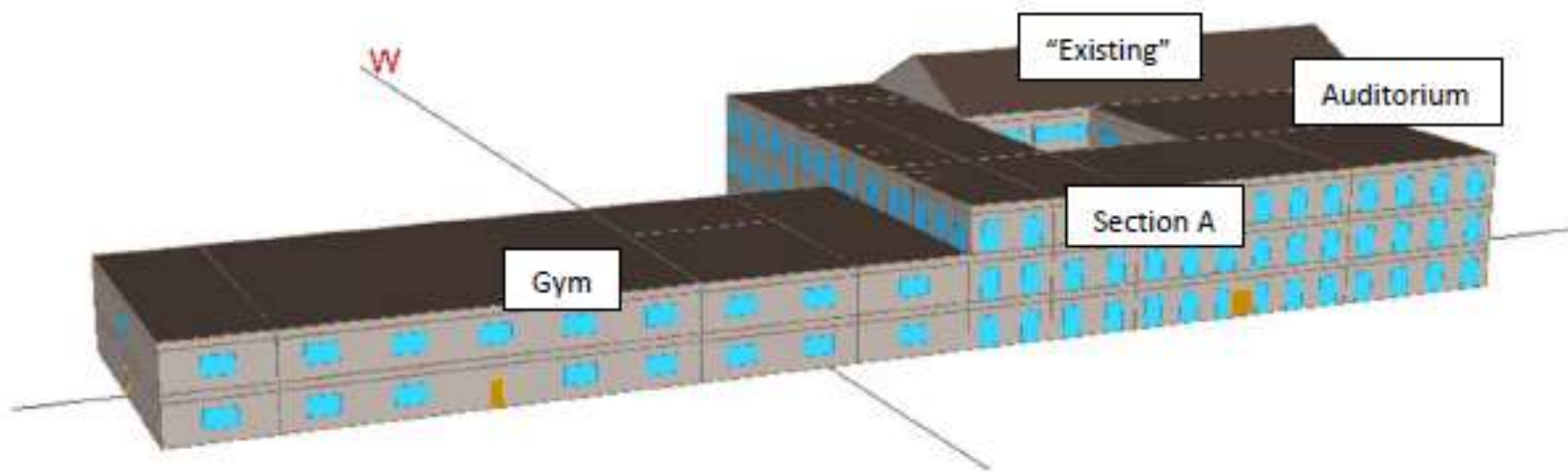
Whole Building Energy Modeling

- Best path for larger facilities, generally >20,000 square feet.
- Engage during Design Phase to maximize efficiency integration and energy savings.

Table 1 – Summary of Modeled Savings

Whole Building Energy Savings	Electric Savings (kWh)	Gas Savings (therms)	Avoided CO ₂ (tons) ¹
Hampton Academy School	-3,080	9,916	50

Figure 1 – 3D view of Hampton Academy School eQUEST Model



Whole Building Energy Modeling

Incremental Cost

Energy Efficiency Measure	Incremental Cost
EEM 1- Envelope	\$78,746
EEM 1- Condensing Boilers	\$141,138
EEM 1- HE HVAC	\$133,483
EEM 1- BAS	\$2,400
TOTAL	\$355,767

Whole Building Energy Modeling

Proposed and Allowable Watts for LED Lighting

Location	Proposed Watts	Allowable Watts	kWh Savings
Interior			
Phase I	36,683	84,025	104,153
Phase II	5,292	84,898	175,132
Exterior	2,980	3,923	3,715
TOTAL	44,955	172,845	283,000

Note: Assumes hours of operation are 2,200 hours/year for interior lighting and dusk to dawn for exterior lighting

Whole Building Energy Modeling

Summary of Energy Efficiency Measure Savings

Energy Efficiency Measure	Electric Savings (kWh)	Gas Savings (therms)	Avoided CO ₂ (tons) ²
EEM 1- Envelope	6,560	1,574	13
EEM 1- Condensing Boilers	-3,300	4,496	21
EEM 1- HE HVAC	-10,630	2,429	5
EEM 1- BAS	4,290	1,417	11
TOTAL	-3,080	9,916	50

Prescriptive Incentives



- Chillers
- Compressed Air
- Heating, Ventilation and Air Conditioning
- Lighting and Controls
- Electric Motors
- Variable Frequency Drives
- Water Heating Equipment
- Refrigeration
- Food Service Equipment

Custom Application

Energy Efficiency Measure:	
ex: Replacing two Air Compressors/receiver with new compressors	
Base Case or Code Compliant Equipment:	
ex: two Modulating 50 hp Air Compressors, 400 gallon receiver	
Total Base Case or Code Cost	\$
Proposed Energy Efficient Equipment/Measures	
ex: two new 75 hp VFD Air Compressors, 1060 gallon receiver	
Total Energy Efficiency Cost	\$

NEW EQUIPMENT & CONSTRUCTION CUSTOM INCENTIVE WORKSHEET																																						
For approved and qualified projects not covered by Prescriptive Incentives																																						
PROJECT DESCRIPTION																																						
Energy Efficiency Measure:																																						
ex: Replacing two Air Compressors/receiver with new compressors																																						
Base Case or Code Compliant Equipment:																																						
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Total Base Case or Code Cost	\$																																					
Proposed Energy Efficient Equipment/Measures																																						
ex: two new 75 hp VFD Air Compressors, 1060 gallon receiver																																						
Total Energy Efficiency Cost	\$																																					
Project Type:		<input type="checkbox"/> Electric Only <input type="checkbox"/> Gas Only <input type="checkbox"/> Dual Fuels Additional Info: _____																																				
INCREMENTAL PROJECT COST AND INCENTIVES																																						
Energy Efficiency Project Cost	\$	Estimated Incentive*	\$																																			
Base Case Project Cost	- \$	Incentive* 75%	\$																																			
Energy Efficiency Incremental Project Cost	\$	Incentive* 1 Yr	\$																																			
Benefit Cost =																																						
* Incentive shall not exceed the lesser of 75% of the incremental project cost or buy down to 1 year pay-back. Incentive is calculated by Utility Representative. Customer Caps may apply.																																						
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Summer (kW)																																						
Winter (kW)																																						
<table border="1"> <thead> <tr> <th>Dec</th> <th>Jan</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> </tr> </tbody> </table>			Dec	Jan																																		
Dec	Jan																																					
Oil		Gallons																																				
LP		Gallons																																				
Kerosene		Gallons																																				
Wood		Cords																																				
Pellets		Tons																																				
Water		Gallons																																				
kW Savings (5-7PM, M-F, less holidays)																																						

Incentive Approval Process

Section A: CUSTOMER INFORMATION			
Customer Name	Electric Account Number	Rate	Application Number
Facility Address	City	State	Zip Code
Service Location Identification		Email	
Mailing Address (if different from above)	City	State	Zip Code

Section B: CONTRACTOR INFORMATION		
Contact Person/Title	Telephone Number	
Please Assign Payment to Contractor. Customer Signature:	Additional Information	
Contractor Name	Contact Person/Title	
Mailing Address	City	
Email	Telephone Number	Additional Information

Section C: DOCUMENT APPROVALS			
PRE-INSTALLATION INSPECTION			
Utility Signature	Date		
PRE-APPROVAL OFFER			
Technical Review - Utility Signature		Date	
Utility Signature	Date	Amount of Incentive Offer (\$)	Offer Valid Through:
<p>By signing and dating below, customer accepts this Incentive offer and agrees to the Utility Terms and Conditions available from your Utility. Pursuant to a Commission order, customers also agree that the utility alone may capture all kW and kWh savings and any ISO-NE capacity payments resulting from this energy efficiency project. This agreement is contingent upon continued approval and authorization by the Commission to recover said amounts from the System Benefits Charge. The Incentive, in conjunction with all other sources of funding, cannot exceed the total project cost.</p>			
Customer Signature:		Date:	
POST-INSTALLATION INSPECTION			
Utility Signature	Date	Incremental Project Cost (\$)	Amount of Incentive (\$)
Customer Signature	Date		

A scenic landscape of rolling green hills under a dramatic, cloudy sky. The hills are covered in dense green vegetation, and the sky is filled with large, dark clouds. The text "Thank you!" is overlaid in the center in a large, white, sans-serif font.

Thank you!



Marketing

Jennifer Gray
Eversource

Marketing Journey and Objectives

2018

Brand Refresh

Brand Essence: “Inspired”

Brand Descriptor:
“Your Source for Energy
Efficiency”

Brand and digital platform
activation

2019

Campaign Activation

Theme: “Live Free, Live
Smart”

Introduce integrated
marketing campaign: Balance
emotional appeal, attribution,
engagement and conversion

Update POP materials and in-
store presence

Activate new HHI tool and
other online conversion points

Brand 2.0

- (1) **Build brand** through a focused creative and media strategy and the next iteration of “Live Free, Live Smart.”
- (2) **Maximize sponsor attribution** as part of an authentic brand story
- (3) **Enhance website** as an informational resource
- (4) Define and promote **program offerings** as part of consumer journey

Our Brand Architecture



Contractor Partnerships

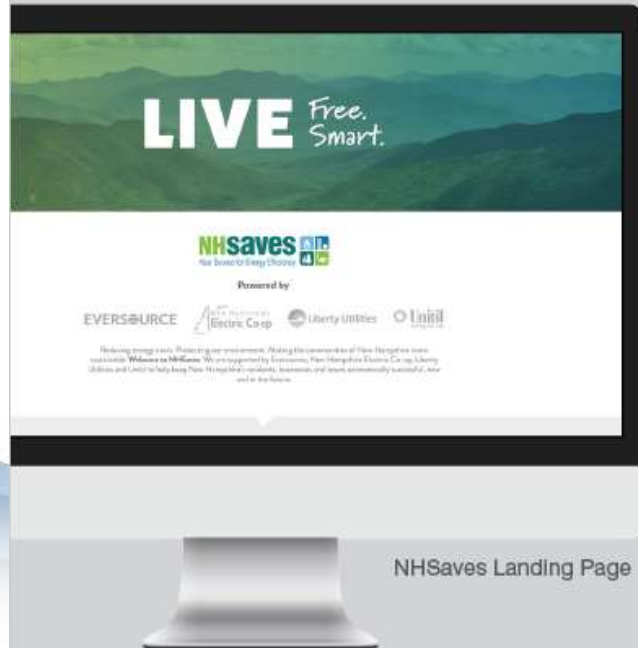
QUARTER 1 & 2 CREATIVE HIGHLIGHTS



CIM Print Ad



Residential Print Ad



NHSaves Landing Page



Energy Saving Flip Cards



Live Free Video

Tradeshow Banners



QUARTER 1 & 2 CREATIVE HIGHLIGHTS



Pocket Folders



Brand Videos



Billboard



Cut Your Energy Bill!

Try these 8 ways to make your home summer-ready and save big on your next energy bill!

Learn More

www.NHSaves.com



Weatherize and Save!

Weatherizing your home for summer months keeps cool air in, hot air out and leads to big savings.

Learn More

www.NHSaves.com



Native Article #1

NH Saves Brand Guidelines

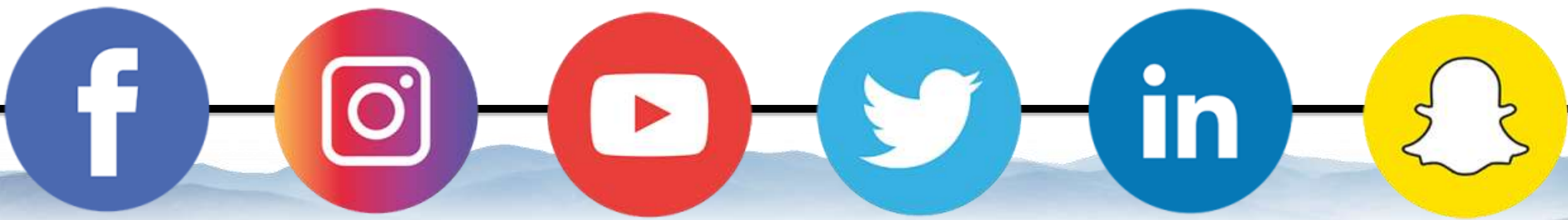


Social Guidelines Summary

Many of our partners help promote programs through social media, as an effective way to reach community members.

When appropriate, NH Saves and Sponsors will share, re-tweet, mention and/or comment on community partners' social media posts

Partners build positive brand associations through content promotion



Social Best Practices

Be consistent:

Even if it's only two or three times a week, post content on a regular basis.



Customer testimonials



Benefits of products or services offered



How your company utilized energy efficiency working with others in the community



Upcoming events, workshops, or other learning opportunities



Give customers a behind the scenes look at your business and current energy efficiency initiatives

Social Best Practices



Whenever possible, use hashtags and tag community partners to extend the reach of your posts!

Hashtags enter your content into larger, “trending” conversations

Tagging community partners gives them the opportunity to share your content, ensuring their followers see your message

Social Best Practices

KEEP IT POSITIVE

Rather than using language that discusses “wasted money” or “high utility bills,” focus on the **positive**, such as the money and energy savings NH Saves programs can provide to customers.

EXAMPLE



DO: Upgrade your water heater to save energy and money during the winter months. Eligible customers can save on the cost of new equipment with rebates of up to \$700!



DON'T: Don't waste money this winter! A high-efficiency water heater will cut the costs on your high utility bills.



A scenic landscape of rolling green hills under a dramatic, cloudy sky. The hills are covered in dense green vegetation, and the sky is filled with large, dark clouds. The text "Thank you!" is overlaid in the center in a large, white, sans-serif font.

Thank you!



Feedback from Contractors



Lunch



Closing Remarks



Thank you for attending the first New Hampshire Business Partner Program Overview!

Breakout sessions will begin in just a few minutes.



Lighting Roundtable

Powered by:

EVERSOURCE



What is Upstream Lighting?

- Point of Sale Incentive is passed from the distributor, through the contractor, to the end-user.
- Instant Incentive allows ease of participation
- Streamline incentive offering



Incentive Chart

Eversource NH Express Incentives

Commercial and Industrial Upstream Lighting Initiative

Product Incentive Table

Effective for sales beginning January 1, 2020

Product	Type	Incentive	Min Customer Contribution	Pre-Approval Limit ¹	Qualified Products List (QPL) ²
LED Lamp	A-Line	\$2	\$1	No Limit	ENERGY STAR®
	PAR20/BR20/R20	\$4	\$1		ENERGY STAR
	PAR30/BR30/R30	\$5	\$1		ENERGY STAR
	PAR38/BR40/R40	\$6	\$1		ENERGY STAR
	PAR16/MR16/GU10/R14/R16	\$3	\$1		ENERGY STAR
	Decorative	\$3	\$1		ENERGY STAR
	G24 LED	\$3	\$2		DLC
LED Downlight	< 25W Recessed Downlight and Retrofit Kit	\$15	\$10	200	ENERGY STAR
	≥ 25W Recessed Downlight and Retrofit Kit	\$20	\$10	200	ENERGY STAR
TLED (Type A Only)	2 ft	\$3	\$2	200	DLC
	3 ft	\$3	\$2	200	DLC
	4 ft	\$3	\$2	200	DLC
	8 ft	\$3	\$2	200	DLC
	T8 U-bend	\$3	\$2	200	DLC
	T5 and T5HO LED	\$3	\$2	200	DLC
Stairwell LED Kits	Low output w/ sensor	\$75	\$20	100	DLC
	Mid output w/ sensor	\$100	\$20	100	DLC
Troffers	1x4 LED Standard Fixture	\$15	\$20	100	DLC
	1x4 LED Premium Fixture	\$25	\$20	100	DLC
	1x4 LED Standard Fixture w/ Controls	\$20	\$25	100	DLC
	1x4 LED Premium Fixture w/ Controls	\$30	\$25	100	DLC
	2x2 LED Standard Fixture	\$25	\$20	100	DLC
	2x2 LED Premium Fixture	\$35	\$20	100	DLC
	2x2 LED Standard Fixture w/ Controls	\$30	\$25	100	DLC
	2x2 LED Premium Fixture w/ Controls	\$40	\$25	100	DLC
	2x4 LED Standard Fixture	\$30	\$20	100	DLC
	2x4 LED Premium Fixture	\$35	\$20	100	DLC
	2x4 LED Standard Fixture w/ Controls	\$30	\$25	100	DLC
	2x4 LED Premium Fixture w/ Controls	\$40	\$25	100	DLC

¹The approval required for quantities exceeding the limit per site. Apply for pre-approval at <https://www.eversource.com/energy-solutions>

²The product(s) must appear on the associated Qualified Products List (QPL) and meet the criteria outlined in the 2020 Measure Eligibility Criteria document.

Updated 12/30/19

Eversource NH Express Incentives

Commercial and Industrial Upstream Lighting Initiative

Product Incentive Table

Effective for sales beginning January 1, 2020

Product	Type	Incentive	Min Customer Contribution	Pre-Approval Limit ¹	Qualified Products List (QPL) ²
Linear Ambient	Surface Mounted Fixture	\$35	\$10	100	DLC
LED High/Low Bay	20-99W	\$80	\$20	100	DLC
	100-199W	\$120	\$20	100	DLC
	≥ 200W	\$160	\$20	100	DLC
	20-99W w/ Controls	\$100	\$20	100	DLC
	100-199W w/ Controls	\$125	\$20	100	DLC
	≥ 200W w/ Controls	\$160	\$20	100	DLC
	Mogul Interior Low Bay	\$50	\$10	100	DLC
	Mogul Interior High Bay	\$70	\$10	100	DLC
Parking Garage	Parking Garage 20-99W Standard	\$75	\$20	100	DLC
	Parking Garage 20-99W Premium	\$100	\$20	100	DLC
	Parking Garage 100-199W Standard	\$100	\$20	100	DLC
	Parking Garage 100-199W Premium	\$125	\$20	100	DLC
LED Exterior Fixture	<20W	\$20	\$10	100	DLC
	20-99W	\$40	\$10	100	DLC
	100-199W	\$70	\$10	100	DLC
Exterior Mogul Lamp	≥ 200W	\$100	\$10	100	DLC
	Exterior Mogul Lamps	\$50	\$10	100	DLC

EVERSOURCE

For more information, please contact the Eversource NH Express Incentives implementation team at NHlighting@energy-solution.com or (617) 245-4104.

Implemented by:



¹The approval required for quantities exceeding the limit per site. Apply for pre-approval at <https://www.eversource.com/energy-solutions>

²The product(s) must appear on the associated Qualified Products List (QPL) and meet the criteria outlined in the 2020 Measure Eligibility Criteria document.

Updated 12/30/19

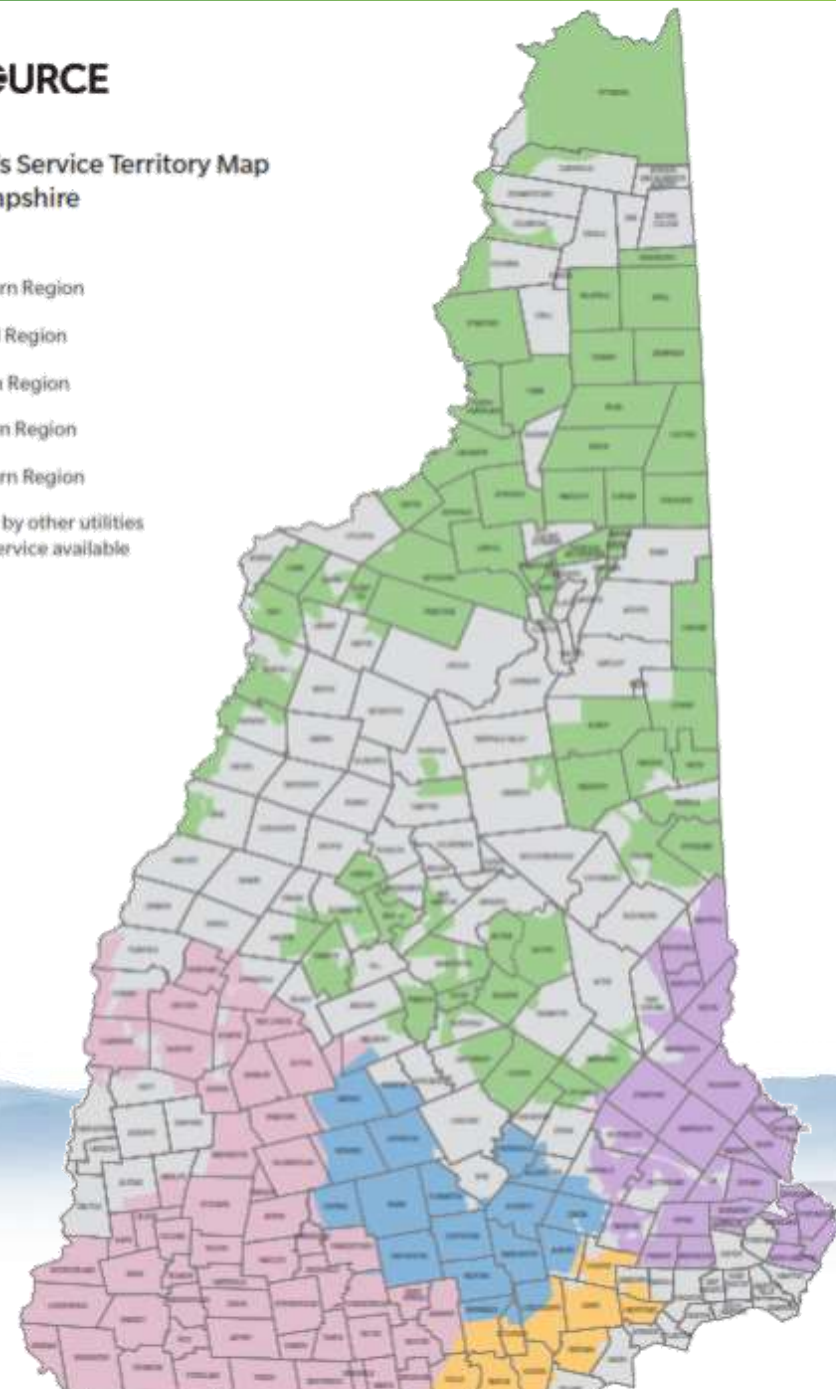


Eligible Customers

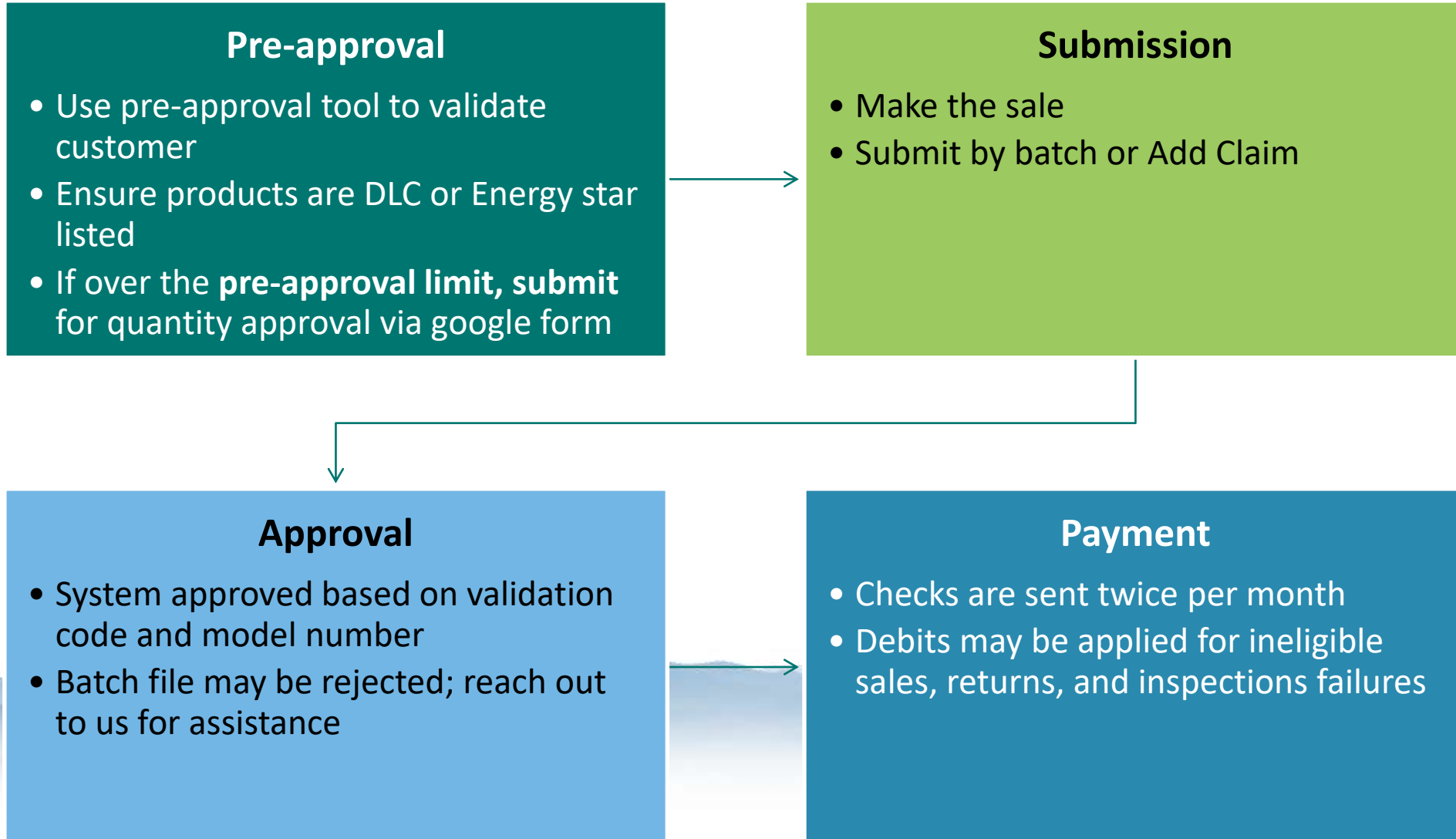
- Customer status
 - Commercially metered Eversource customer

EVERSOURCE

Eversource's Service Territory Map in New Hampshire



Project Submission Process



Notification of Incentive Requirement

Invoice to Purchaser of Qualified Product must include the following language to acknowledge the Purchaser's receipt of the Incentives:

“Incentive provided by Eversource NH Express Incentives”.

Invoice must also include the dollar amount of incentives that have been applied per model number.

Verification Requirements

- Accurate customer name, address, and install within 30 days of purchase are required
- All submission are subject to post-inspection and verification.
- Inspections occur within 30-60 days of the invoice date
- If the inspector does not find the claimed products installed on site Energy Solutions will reach out to the distributor to discuss re-inspections or reclaiming incentives

WHY?

- Verification results impact the longevity of the program



Denied Project Submissions

Incentives may be denied or debited for several reasons (in order of frequency):

- Inspections failure
- Installed in residential locations
- Installed outside of Eversource service area
- Ineligible model

How to maximize incentive and savings

Controllable products in Upstream C&I program currently:

- Troffers with Controls
- High/Low Bays with Controls

Additional controlled products in the near future

Offering trainings to your sales team and contractors.. **CALL US!**

Marketing Materials

Marketing material available for all participating partners.

Contact Energy Solutions.

Lets Talk

- What do you feel has the biggest opportunity for growth (either product or business segment)?
- What is your level of interest in selling products with integrated controls?
- Do you feel you are informed enough to participate in the program as much as possible? What are the knowledge gaps?
- How could we provide more support to your sales team? What about your admin team?
- What program changes would you like to see through 2020 and beyond?



Contact Us

Energy Solutions	Eversource
<p>Madison Corbeil</p> <p>617-245-4104</p> <p>mcorbeil@energy-solution.com</p>	<p>Erin Engelkemeyer</p> <p>781-441-8344</p> <p>erin.engelkemeyer@eversource.com</p>

