

# NHSaves 2027-2029 Plan

Stakeholder Sessions: Kickoff

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9/16/2025

# What is NHsaves?

NHSaves is a collaboration of New Hampshire's electric and natural gas utilities working together to provide NH customers with information, incentives, and support designed to save energy, reduce costs, and protect our environment statewide.

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# Agenda

1

Objective & Approach

2

Policies & Market Barriers

3

Next Steps

# Current Programs

Are you familiar with our current NHSaves  
2024-2026 Plan and program offerings?

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# Current Programs

2024-2026 Plan  
(DE 23-068, Tab #1, “Plan”):

[.puc.nh.gov/VirtualFileRoom/Docket.aspx?DocketNumber=DE%2023-068](https://puc.nh.gov/VirtualFileRoom/Docket.aspx?DocketNumber=DE%2023-068)

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# EM&V Studies

Status of EM&V Studies:	Vendor	Status
Energy Star Products Impact and Process Evaluation	NMR	Planning
Energy Star Homes Impact and Process Evaluation	NMR	Planning
TRM Update Study	DNV	Planning
Home Energy Assistance Impact and Process Study	NMR	Implementation
Home Energy Performance Impact and Process Study	NMR	Implementation
Small Business Energy Solutions Impact and Process Evaluation	DSA	Implementation
Residential Non Participant Research	DNV	Implementation
Commercial & Industrial New Construction Evalaution	DSA	Implementation
Home Energy Reports Evaluation (Liberty, Unitil Only)	NMR	Complete
Commercial & Industrial Existing Building Baselines Evaluation	DSA	Complete
Commertia & Industrial Beyond Lighting	DSA	Complete
2023 Summer C&I ADR Stage 3 Evaluation Work Plan (tri-state)	DNV	Complete
Delivered Energy Insights Program PY 2023 Impact Evaluation (two state study, Eversource only)	Guidehouse	Complete
Large Business Impact & Process Evaluation	DNV	Complete
Benefits of Load Reduction	DNV	Complete

Evaluations available at:

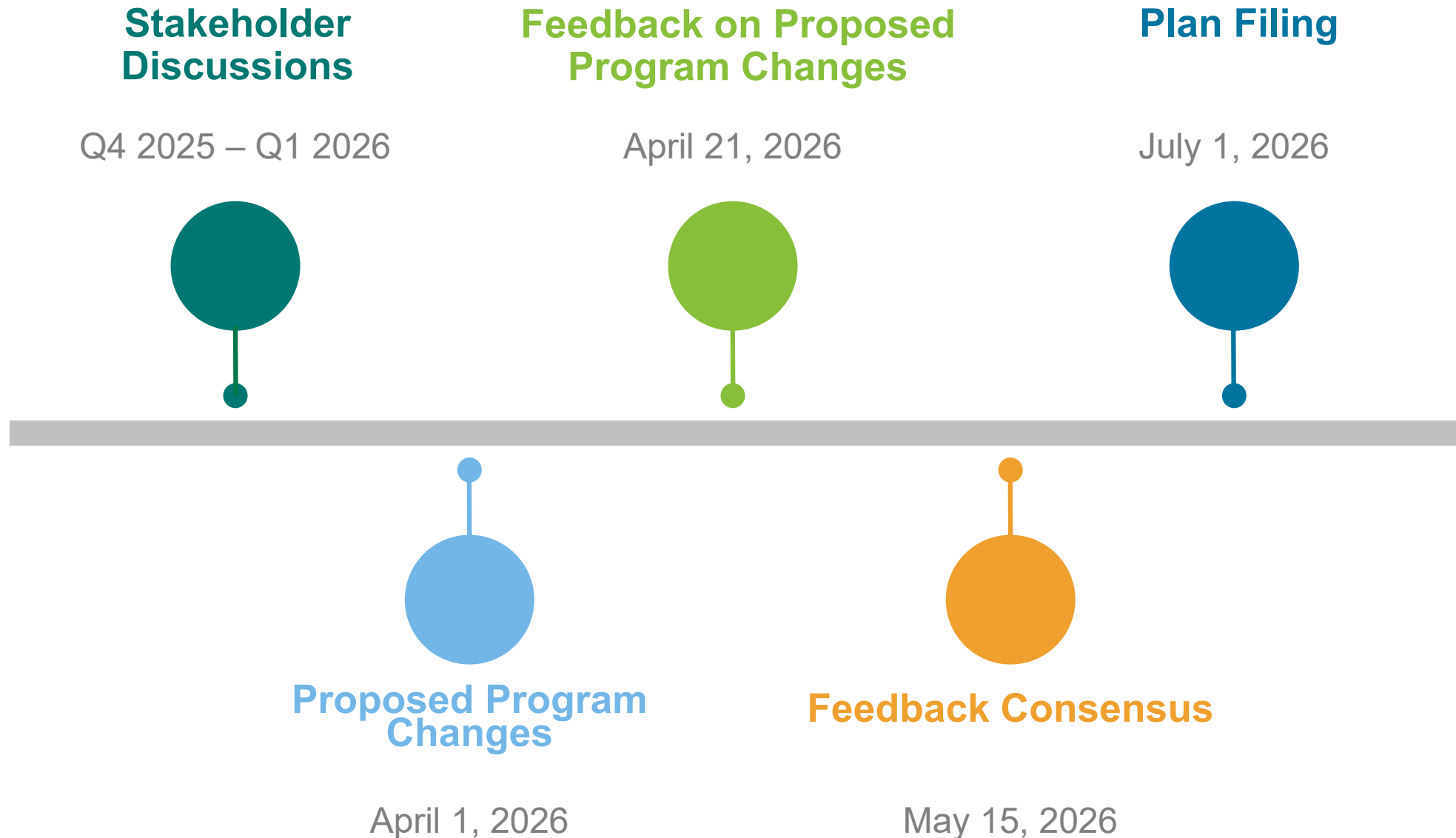
<https://www.energy.nh.gov/energy-information/completed-monitoring-evaluation-studies>

# Objective & Approach

**Objective:**  
**Develop and file**  
**a 2027-2029 Plan**  
**that is supported**  
**by all**  
**stakeholders**



# Plan Development Timeline



# Participation Considerations



We genuinely want your feedback. You may have different experiences and perspectives to add to the discussion.

This is a safe space for discussion and ideas. We are not recording conversations nor holding anyone to what is conveyed during these sessions.

Come prepared to discuss the agenda, and feel free to attend or skip meetings based on your availability and interest in specific areas.

# Access to Meeting Materials



Relevant information & meeting materials will be made available at a dedicated NHSaves webpage (forthcoming).

Please check [here](#) for updates and documentation.

# Meeting Attendance

Participation in meetings is open to all interested parties and info be posted to the dedicated NHSaves webpage.

If you know of individuals who would benefit from being included, please email Marc to request their addition:

[Marc.Lemenager@eversource.com](mailto:Marc.Lemenager@eversource.com)



# Facilitation Notes



**Apex team** is helping to make meetings efficient and effective for stakeholders, including:

**Prep:** Setting agendas, reviewing materials, sending to stakeholders ahead of the meeting.

**Facilitation:** Keeping time, watching the chat and raised hands, taking notes, maintaining parking lot and documenting follow ups.

We'd like your discussion during the topic areas, feel free to raise hand, stop the slide change, etc.

**Follow-up:** Collecting, maintaining and gathering responses to stakeholder comments, tracking follow-ups and notes.

# Written Comments/ Stakeholder Matrix

Please provide written feedback following each meeting in the prescribed format.

Utilize Excel template to ensure accuracy and efficiency for tracking all comments.

All comments will be posted to the site. To maintain anonymity, names/organization will be removed from publicly posted version.

Send all written comments to Apex and CC Marc:

[laureng@apexanalytics.com](mailto:laureng@apexanalytics.com)

[Marc.Lemenager@eversource.com](mailto:Marc.Lemenager@eversource.com)



An overhead photograph of six people sitting around a rectangular wooden table in a meeting room. They are engaged in a discussion, with some looking at documents and others at each other. The table is covered with papers, a laptop, and some beverages. The room has a grey tiled floor and white chairs.

# Draft Timing of Meeting Topics

Details, frequency & timing of future meetings communicated in advance.

**Sept 16th:** Kick Off

**Oct:** C&I: Large and small business/Municipal - Oct 21 2-4pm

**Nov:** ADR & ES Homes - Nov 18 2-4pm

**Dec:** HEA & HEP - Dec 9 2-4pm

**Jan:** Products

**Feb:** Evaluation, Workforce Development/Education, Marketing

**March:** Open slot for follow ups / requested topics

**April:** Proposed program changes

Please let us know in your written feedback if you have additional topics, issues with the proposed dates/times or other recommended changes.

# Policies & Market Barriers

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# “SBC Statute” RSA 374-F:3 VI-a

Granite  
State Test  
(GST)

Defined BC Test  
Update existing  
parameters

Predetermined  
Funding

Set level plus  
annual CPI-W  
adjustment

Electric 65%  
Requirement

Each electric  
utility's planned  
electric system  
must be at least 65  
percent of its  
overall planned  
annual energy  
savings

# “RGGI Statute” RSA 125-O:23

## Predetermined RGGI Funding

\$1 from each  
allowance to EE  
Update existing  
parameters

## Minimum Municipal Funding

Up to \$2M annually  
for Municipal  
customers  
Open to all towns,  
including those not  
served by utilities

## Minimum HEA Funding

At least 15% of  
RGGI EE funding  
to income-eligible

# Other Notable Items

## Economic Conditions

Cost increases

Consumer  
spending down

Tariffs

## Federal Changes

Tax credit phase  
outs

Potential  
elimination of  
Energy Star

Other federal  
funding changes

## Other Notable Items (cont.)

2024-2026  
Plan

Current information  
on all our programs

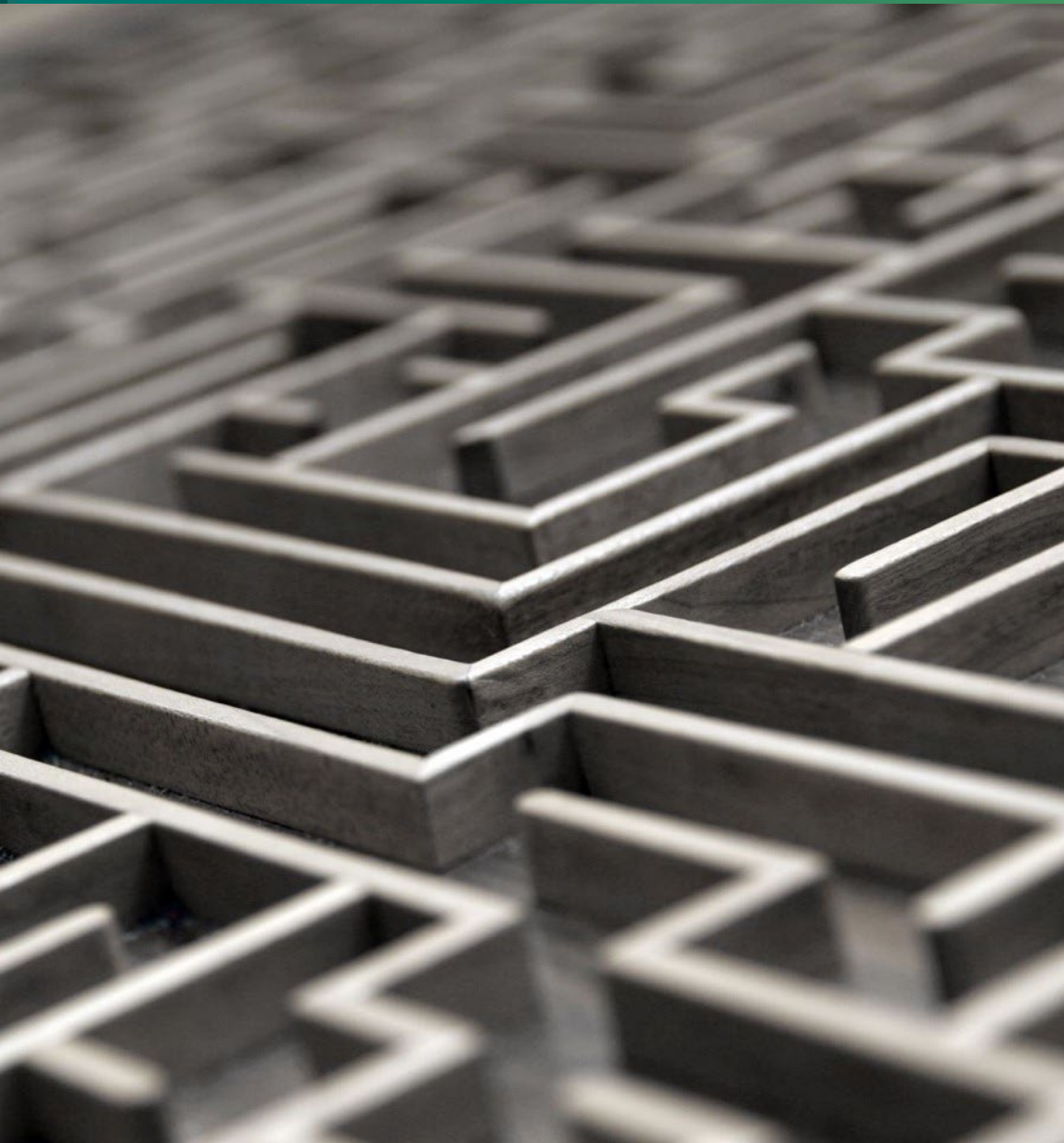
[puc.nh.gov/VirtualFileRoom/Docket.aspx?DocketNumber=DE%2023-068](https://puc.nh.gov/VirtualFileRoom/Docket.aspx?DocketNumber=DE%2023-068)

2025  
HB 690

NHDOE will  
investigate NH's  
withdrawal from  
ISO-NE

2025  
HB 504

Reinforces our  
program framework  
of addressing  
market barriers



## Overcoming Market Barriers

The NHSaves energy efficiency programs enable customers to pursue investments in efficiency of their homes and businesses that would otherwise not be pursued due to market barriers such as information and upfront cost. Through a combination of education, technical support, comprehensive installation services, attractive financing options, and reduced payback periods, the NHSaves suite of programs put efficient measures on a more level playing field with other investments available to customers.



# Some Market Barriers We Address

Upfront  
Cost Bias

Incomplete  
Information

Inadequate  
Access

Insufficient  
Training

# Upfront Cost Bias

## (1 of 4)

Market Barrier	Program Interventions	Program Objectives
Incremental price difference between standard and high efficiency goods and services	<ol style="list-style-type: none"><li>1. Provide rebates to give effective price signals to help cover incremental first cost</li><li>2. Offer low-interest or interest-free loans to allow customers to finance their portion of energy efficiency investment</li><li>3. Provide information about alternative sources of funding for their high-efficiency investments (state and federal rebates or tax credits)</li><li>4. Provide information/training/pro-formas about the importance of looking at life-cycle costs on website and in communication</li></ol>	<ol style="list-style-type: none"><li>1. Customers consider operating costs and not just price tag when making purchase/investment decisions</li><li>2. Market penetration of high efficiency equipment and services increases, allowing the transition to market-based measure offering</li></ol>

# Incomplete Information

## (2 of 4)

Market Barrier	Program Interventions	Program Objectives
<p>Lack of customer awareness related to:</p> <ul style="list-style-type: none"> <li>• benefits of energy efficiency</li> <li>• existence of high-efficiency alternatives</li> <li>• where to purchase high-efficiency equipment/quality installation</li> <li>• how and when to reduce demand during system peaks</li> </ul>	<ol style="list-style-type: none"> <li>1. Promote energy-efficient options in store/online/at point of purchase</li> <li>2. Use NHSaves and/or ENERGY STAR product labeling at point of purchase</li> <li>3. Keep information on NHSaves website up-to-date.</li> <li>4. Provide customers access to pre-vetted online marketplace for energy efficiency goods and services.</li> <li>5. Send Home Energy Reports directly to customers through mail and email</li> <li>6. Provide information to target audience at trade and home shows</li> <li>7. Marketing by utility partners, contractors and retailers</li> <li>8. Engage and train contractor network to improve understanding of/familiarity with new, high-efficiency technologies</li> <li>9. Provide information to target customer audience through case studies, one-on-one contact, technical assistance, and building assessments</li> <li>10. Refer customers to turnkey service providers</li> </ol>	<ol style="list-style-type: none"> <li>1. Customers learn to look for and demand high-efficiency options</li> <li>2. Market sales of high efficiency equipment and services increases</li> <li>3. System peak usage is reduced</li> </ol>

# Inadequate Access

## (3 of 4)

Market Barrier	Program Interventions	Program Objectives
<p>Midstream (retailers/ distributors) fail to stock high efficiency products.</p> <ul style="list-style-type: none"><li>• Lower turnover</li><li>• Stocking cost</li><li>• Lack of awareness/ experience</li></ul>	<ol style="list-style-type: none"><li>1. Provide retailer training and recruitment in midstream program offering</li><li>2. Communicate attributes of emerging or improving high-efficiency equipment stock</li><li>3. Provide proper price signals to retailers who stock/ sell targeted equipment</li><li>4. Market available incentives to customers</li></ol>	<ol style="list-style-type: none"><li>1. Greater availability/ visibility of high-efficiency equipment at point of sale</li><li>2. Engaged and motivated retailers committed and rewarded for selling high-efficiency products</li><li>3. Market share of high-efficiency equipment and services increases</li></ol>

# Insufficient Training (4 of 4)

Market Barrier	Program Interventions	Program Objectives
Building trades lack sufficient cadre of trained personnel, awareness, experience, or commitment to high efficiency practices	<ol style="list-style-type: none"><li>1. No-cost training in best practices provided to builders and trade allies</li><li>2. Incentives provided for meeting Energy Star Homes standards and other measures and practices above-energy code or appliance standards</li><li>3. Case studies developed and promoted to highlight exceptional builders and homes.</li><li>4. Collaboration with professional associations to promote the program and the benefits of high-efficiency homes</li></ol>	<ol style="list-style-type: none"><li>1. Build competence and confidence in high-efficiency building practices</li><li>2. Improve the industry standard practice in building design</li><li>3. Reward and celebrate builders and other professionals who demonstrate commitment to high-efficiency building design</li><li>4. Capture opportunity at time of building/renovation for energy savings over the life of a building or home</li><li>5. Increase the industry standard practice for high-efficiency design/build/renovation</li></ol>



# Next Steps

# Next Steps



- Send written feedback on process/approach by **Sept 23** in prescribed format
- October tentative date: **October 21, 2 pm – 4 pm.**
  - Agenda will cover **C&I and Municipal Programs**
- If needed, please review Sections 3.2, 3.3, and 3.4 of our 2024-2026 Plan (Tab 1 in the below link) as a refresher prior to the meeting:  
[puc.nh.gov/VirtualFileRoom/Docket.aspx?DocketNumber=DE%2023-068](https://puc.nh.gov/VirtualFileRoom/Docket.aspx?DocketNumber=DE%2023-068)

# Questions & Discussion

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