



NHSaves Stakeholder Meeting

Products Program

Stakeholder Feedback Follow up

January 20, 2026

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EVERSOURCE

 **Liberty**

 **NEW HAMPSHIRE
Electric Co-op**

 **Unitil**

Agenda

1

Program Presentations and Discussion (50 minutes)

Intros and Process Reminder (5 minutes)

Products (45 min: 15 min presentation + 30 min discussion)

2

EM&V Updates and Heat Pump Discussion (40 minutes)

EM&V Updates (10 minutes)

Heat Pump Discussion (30 minutes)

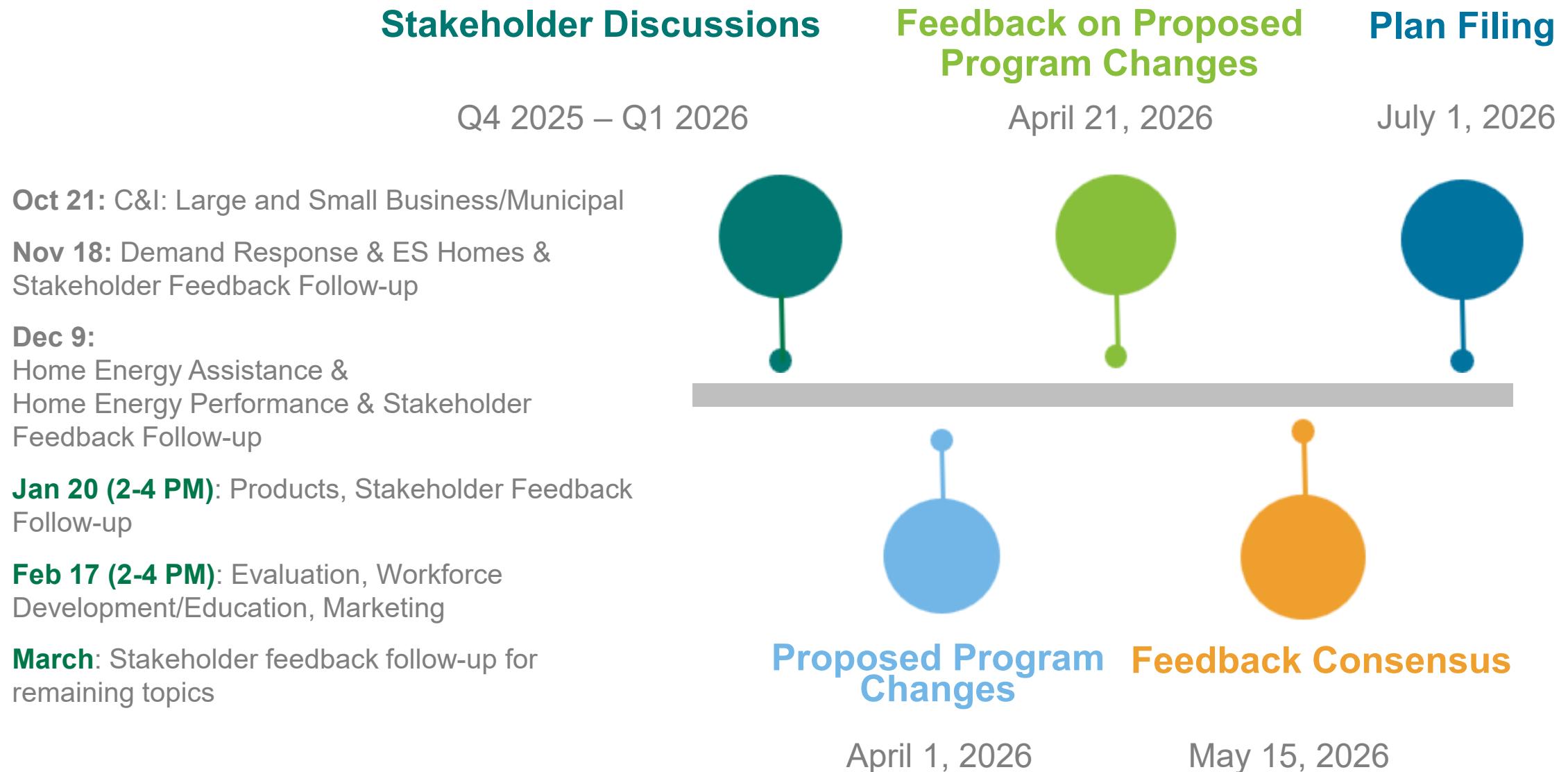
3

Stakeholder Feedback (30 minutes)

Addressing Other Stakeholder Feedback

Intros and Process Reminder

Plan Development Timeline



High Level Process Notes

- 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.
- Can access materials on website:
<https://nhsaves.com/utility-partner-update/>
 - Includes Stakeholder feedback to date attributed to authors at their discretion.
 - Written feedback posted publicly on website, authors to decide if their names are posted.
 - Send feedback by 1/27 to laureng@apexanalyticsllc.com and/or stakeholdercomments@NHSaves.com



Products

2024-2026 Plan Section 4.3

[https://www.puc.nh.gov/VirtualFileRoom>ShowDocument.aspx
?DocumentId=76b6732e-95d1-4412-8956-dadff1cba1d7](https://www.puc.nh.gov/VirtualFileRoom>ShowDocument.aspx?DocumentId=76b6732e-95d1-4412-8956-dadff1cba1d7)

Products Program Overview

- Large portfolio of high efficiency products eligible for rebates or point-of-sale discounts
- Designed to be accessible to and benefit a broad cross-section of electric and gas ratepayers
- Various rebate pathways offered to make participation easy and accessible
- Replacement of inefficient or failed equipment without the need for a whole home approach
- Multi-faceted approach to engage and educate consumers, contractors, retail and distributor partners
- Increasing deployment of midstream incentives



Products Offerings

Post-Purchase Rebates

Mail-In or Online Rebate Request

Dehumidifiers
Room Air Conditioners
Room Air Purifiers
Clothes Washers
Clothes Dryers
Refrigerators
Variable Speed Pool Pumps
Heating Systems
Water Heating

Instant Rebates

E-Commerce, Retail, and Distributor Warehouses

Advanced Power Strips
Dehumidifiers
Room Air Conditioner
Room Air Purifiers
Heat Pump Water Heaters
ECM Pumps
Thermostats

Appliance Recycling

At-Home Pick-ups & Turn-in Events

Refrigerator Recycling
Freezer Recycling
Room AC Recycling*
Dehumidifier Recycling*

**Add-ons to refrigerator/freezer home pick-up or to be drop off at Statewide Turn-In Events*

Strengths and Challenges

Strengths

- Recycling offering has high customer satisfaction with both turn in events and at home pickups of fridges/freezers
- Great customer satisfaction with heat pump products, good customer experiences lead to additional participation
- Wide breadth of measures for customers - we meet customers where their needs are at
- Reaches customers, retailers, and manufacturers through multiple purchasing avenues
- Expands the reach of programs - midstream with contractors allow us to reach decision makers sooner

Challenges

- Sticker price versus cost of ownership
- Many available rebates for various kinds of equipment can cause confusion
- Improving energy codes and equipment standards require frequent qualified product list adjustments
- Online shopping (e.g. Amazon), has not able to leverage NHSaves' incentives
- Contractor education and network are resource intensive
- Confusion over changing federal and state funding



Products - Potential Changes and Considerations

- Adjusting Rebates for Heat Pumps and Heat Pump Water Heaters to enhance cost effectiveness
- Launch Retail Products Platform (RPP) for low-cost measures in white good items to encourage retailers stock more high-efficiency items
- Explore setting up an educational contractor network for HVAC and Water Heating, to promote contractor trainings as well as provide a central hub of information on the NH programs and various funding streams

- Any clarifications we can provide?
- Do you see additional opportunities for the Products program?



Evaluation Update

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

EM&V Studies

Status of EM&V Studies	Vendor	Status
Energy Star Products Impact and Process Evaluation	NMR	Feb 2026
Energy Star Homes Impact and Process Evaluation	NMR	Feb 2026
TRM Update Study	DNV	Apr 2026
Home Energy Assistance Impact and Process Study	NMR	Complete
Home Energy Performance Impact and Process Study	NMR	Complete
Small Business Energy Solutions Impact and Process Evaluation	DSA	Complete
Residential Non-Participant Research	DNV	Finalizing
C&I New Construction Evaluation	DSA	Apr 2026
Home Energy Reports Evaluation (Liberty, Unitil Only)	NMR	Complete
C&I Existing Building Baselines Evaluation	DSA	Complete
C&I Beyond Lighting	DSA	Complete
2023 Summer C&I ADR Evaluation (tri-state)	DNV	Complete
Delivered Energy Insights Program PY 2023 Impact Evaluation (two state study, Eversource only)	Guidehouse	Complete
Large Business Custom 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>

Heat Pumps and NH Saves



Marketplace for Heat Pumps

- Desire efficient market transformation
- “Fuel Switching” refers to the practice of shifting from one source fuel to another (i.e., from oil boiler to electric heat pumps)
- “Lost Opportunity” refers to the opportunity to intervene at the point of decision between a standard efficiency and high efficiency equipment
- NE Heat Pump Accelerator (federally funded, run by DES in NH) and HEAR (federally funded, run by NH DOE) promoting market transformation of residential heating – i.e., fuel switching

Heat Pumps and NHSaves



NHSaves Program Design

- Targets "Lost Opportunity" : we claim efficiency gains between standard & high efficiency heat pumps
- NH HP rebates are *much lower* than other states
- Programs that promote fuel switching claim MMBtu *savings* and kWh *penalties*
- Performance Incentive rewards utilities for saving ELECTRICITY, with less emphasis on fossil fuels
- Fuel switching can result in significant ENERGY savings, but *negative* ELECTRICITY savings
- A maximum of 35% of NHSaves energy savings (portfolio wide for each electric utility) can come from fossil fuels

Recent EM&V Updates for Products

1

Current Study in the field (NMR)

Impact and Process

2

Assess How Savings are Calculated
Assess Customer Satisfaction

3

Draft report expected mid-February 2026
Final report expected March 2026

Products Evaluation

Impact Evaluation

- Review measure-level savings algorithms and demand impact factors (heavy focus on Heat Pumps)
- Assess baselines against which savings are measured
- Assess In-Service rate (Heat Pumps, Pool Pumps, Air Purifiers)
- Assess free-ridership & spillover for Heat Pumps, Gas HVAC, HPWH and other measures
- Assess interactive effects of recycling measures and new equipment (dehumidifiers, refrigerators, A/Cs)
- Develop adjustments to algorithms and impact factors

Process Evaluation

- Describe current program design, delivery channels and processes
- Measure customer satisfaction with process, incentives, equipment included in program
- Review marketing and outreach strategies and identify possible barriers
- Explore contractor experiences with program
- Compare results to previous evaluation and neighboring jurisdictions
- Make recommendations for improvement

Stakeholder Feedback

ADR Stakeholder Feedback

Other State Activities

Q. Quick summaries of other programs in other states – what's being offered for other customer groups – number of customers and curtailment in those states.

A. We have included this information in this meeting invite.

Support Active Demand Response and Battery Storage Solutions

Q. ConnectedSolutions offerings with battery storage support both active demand response to lower peak demand on the grid and provide back-up power capability to residents in NH. This is especially important due to the increase in electrification measures (growing heat pump and EV adoption) and more frequent weather-related outages events. In addition, battery storage systems provide an opportunity to upgrade older / replace end of life fossil fuel fired back-up power systems, reducing emissions.

A. Utilities are assessing cost-effectiveness of battery storage in NH. Eversource has previously supported batteries through NH ConnectedSolutions and is considering reintroducing batteries as eligible measures. Eversource also supports batteries through its Clean Energy Fund.

Other Stakeholder Feedback

On-Bill Financing

Q. The absolute numbers of households participating in on-bill financing seem quite low in 2024 and 2025, indicating a need for better communication of on-bill financing options and/or expanding the options themselves.

A. While the goal of the programs is acquiring EE projects, not a number of loans, we recognize and understand the importance of customers having access to financing to help where projects may not otherwise proceed. In addition to on-bill financing, there are additional financing options including but not limited to third-party financing through NHSaves and private financing. That said, we are exploring our suite of financing options, including the potential expansion of financing to include measures within the Products Program, such as heat pumps.

HEA vs. HEP Differences

Q. We recommend a side-by-side comparison (i.e., table) of the HEA and HEP programs so that utility customers interested in incentives for their homes (rental units) can get a better understanding of which NHSaves program they are eligible, and which one provides more targeted incentives to their home.

A. Since these programs are available based on income level, customers cannot be qualified for both HEA and HEP. That said, the Utilities are exploring how to better communicate with renters, who have different barriers than homeowners and can potentially qualify for either program based on income.



Questions & Discussion

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Next Steps

- Send written feedback on process/approach by Tuesday, 1/27 using the feedback matrix. (<https://nhsaves.com/utility-partner-update/>)
- February Meeting: Tuesday, 2/17 2-4PM
- Agenda will cover Evaluation, Workforce Development/Education, and Marketing
 - If needed, please review 2024-2026 Plan as a refresher prior to the meeting:
<https://www.puc.nh.gov/VirtualFileRoom/ShowDocument.aspx?DocumentId=76b6732e-95d1-4412-8956-dadff1cba1d7>

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