

2011 Gas Utilities Marketing Budget

<u>Residential</u>	NGRID NH	Northern	Total
Residential High Efficiency Heating, Etc. Equipment	\$48,592	\$15,000	\$63,592
- Special Events	\$4,859	\$1,500	
- Gas Networks	\$14,578	\$4,500	
- Brochures and Mailing	\$8,099	\$2,500	
- Retraining Contractors	\$6,479	\$2,000	
- Staff Labor	\$14,578	\$4,500	
Home Performance w/ENERGY STAR®	\$0	\$7,400	\$7,400
- Special Events		\$1,000	
- Brochures and Mailing		\$2,000	
- Demo Unit		\$1,000	
- Staff Labor		\$3,400	
Income Eligible	\$5,641	\$4,400	\$10,041
- Special Events	\$2,641	\$2,000	
- Staff Labor	\$3,000	\$2,400	
New Home Construction w/ENERGY STAR®	\$5,000	\$0	\$5,000
- Special Events	\$676		
- Brochures and Mailing	\$1,351		
- Demo Unit	\$676		
- Staff Labor	\$2,297		
Energy Audit w/Home Performance	\$36,534	\$0	\$36,534
- Special Events	\$5,000		
- Brochures and Mailing	\$21,534		
- Staff Labor	\$10,000		
Building Practices and Demonstration	\$3,750	\$0	\$3,750
- Special Promotions	\$1,750		
- Staff Labor	\$2,000		
<i>Subtotal Residential</i>	\$99,517	\$26,800	\$126,317

<u>Commercial & Industrial</u>	NGRID NH	Northern	Total
New Equipment & Construction	\$34,875	\$7,875	\$42,750
- Special Events / Business Expos	\$4,429	\$1,000	
- Brochures and Mailing	\$8,857	\$2,000	
- Gas Networks	\$4,429	\$1,000	
- Contractor Retraining	\$4,429	\$1,000	
- Staff Labor	\$12,732	\$2,875	
Large C&I Retrofit	\$58,625	\$4,680	\$63,305
- Special Events / Business Expos	\$12,527	\$1,000	
- Brochures and Mailings	\$25,053	\$2,000	
- Staff Labor	\$21,045	\$1,680	
Small Business Energy Solutions	\$9,349	\$6,932	\$16,281
- Special Events / Business Expos	\$1,349	\$1,000	
- Brochures and Mailings	\$2,697	\$2,000	
- Staff Labor	\$5,303	\$3,932	
Multi-Family Retrofit	\$0	\$4,998	\$4,998
- Special Events / Business Expos		\$1,000	
- Letters, Brochures and Mailing		\$1,417	
- Staff Labor		\$2,581	
<i>Subtotal C&I&M</i>	\$102,849	\$24,485	\$127,334
<i>Grand Total</i>	\$202,366	\$51,285	\$253,651

* includes an allocation for utility website, newsletter, etc.

Home Performance with Energy Star is included in Energy Audit with Home Performance for National Grid NH

NH Gas Utilities Marketing Budget			
<u>Residential</u>	NGRID NH	Northern	Total
Residential High Efficiency Heating, Etc. Equipment	\$48,592	\$15,000	\$63,592
Home Performance w/ENERGY STAR®	\$0	\$7,400	\$7,400
Income Eligible	\$5,641	\$4,400	\$10,041
New Home Construction w/ENERGY STAR®	\$5,000	\$0	\$5,000
Energy Audit w/Home Performance	\$36,534	\$0	\$36,534
Building Practices and Demonstration	\$3,750	\$0	\$3,750
Subtotal Residential	\$99,517	\$26,800	\$126,317
<u>Commercial & Industrial</u>	NGRID NH	Northern	Total
New Equipment & Construction	\$34,875	\$7,875	\$42,750
Large C&I Retrofit	\$58,625	\$4,680	\$63,305
Small Business Energy Solutions	\$9,349	\$6,932	\$16,281
Multi-Family Retrofit	\$0	\$4,998	\$4,998
Subtotal C&I&M	\$102,849	\$24,485	\$127,334
Grand Total	\$202,366	\$51,285	\$253,651

NH Gas Utilities Marketing Spent				
Note	Residential	NGRID NH	Northern	Total
1	Residential High Efficiency Heating, Etc. Equipment	\$9,449	\$0	\$9,449
2	Home Performance w/ENERGY STAR®	\$2,215	\$8,936	\$11,151
3	Income Eligible	\$1,021	\$0	\$1,021
4	New Home Construction w/ENERGY STAR®	\$19	\$0	\$19
5	Energy Audit w/Home Performance	\$3,479	\$0	\$3,479
6	Building Practices and Demonstration	\$798	\$0	\$798
	Subtotal Residential	\$16,981	\$8,936	\$25,917
Commercial & Industrial				
		NGRID NH	Northern	Total
7	New Equipment & Construction	\$9,669	\$2,304	\$11,974
8	Large C&I Retrofit	\$4,490	\$9,890	\$14,380
9	Small Business Energy Solutions		\$12,197	\$12,197
10	Multi-Family Retrofit	\$0	\$0	\$0
	Subtotal C&I&M	\$14,159	\$24,391	\$38,550
	Grand Total	\$31,140	\$33,327	\$64,467

Notes

- 1 Rebate form created
- 2 Brochure created, printed
- 7 Rebate form created
- 8 Email blasts to 7,000 gas heat customers

Spent

NH Gas Utilities Marketing Balance			
Residential	NGRID NH	Northern	Total
Residential High Efficiency Heating, Etc. Equipment	\$39,143	\$15,000	\$54,143
Home Performance w/ENERGY STAR®	(\$2,215)	(\$1,536)	(\$3,751)
Income Eligible	\$4,620	\$4,400	\$9,020
New Home Construction w/ENERGY STAR®	\$4,981	\$0	\$4,981
Energy Audit w/Home Performance	\$33,055	\$0	\$33,055
Building Practices and Demonstration	<u>\$2,952</u>	<u>\$0</u>	<u>\$2,952</u>
Subtotal Residential	\$82,536	\$17,864	\$100,400
Commercial & Industrial	NGRID NH	Northern	Total
New Equipment & Construction	\$25,206	\$5,571	\$30,776
Large C&I Retrofit	\$54,135	(\$5,210)	\$48,925
Small Business Energy Solutions	\$9,349	(\$5,265)	\$4,084
Multi-Family Retrofit	<u>\$0</u>	<u>\$4,998</u>	<u>\$4,998</u>
Subtotal C&I&M	\$88,690	\$94	\$88,784
Grand Total	\$171,226	\$17,958	\$189,184