

## **CORE AND GAS UTILITIES 2011 MARKETING PLAN – January 28, 2011**

The Core and Gas Utilities Management team will market the energy efficiency programs in a similar manner as in the past to encourage customers to implement energy efficiency projects. Information regarding the programs will continue to be provided on the individual utility websites and the NH Saves website.

Marketing funds<sup>1</sup> are used on an as needed basis for each program. Programs that become subscribed early in the year may have remaining funds directed into rebates and services as appropriate.

### ***Residential CORE Programs***

#### **ENERGY STAR® Homes Program**

Marketing for the ENERGY STAR® Homes Program focuses on direct builder contact by program administrators and Home Energy Raters. Continuing marketing and outreach strategies include participating in trade shows such as the NH Home Builders & Remodelers Association Annual Home Show, outreach to realtor groups and HVAC contractors, presenting at home builder and home buyer seminars, promoting energy code training, and directing customers/members and builders to NHSaves and utility web sites. If appropriate and funds are available, utilities may also co-market Energy Star developments with builders via ENERGY STAR® signage at new home(s) and/or developments' construction sites.

#### **NH Home Performance with ENERGY STAR® Program**

Marketing for the NH Home Performance with ENERGY STAR® Program will focus on direct mail to eligible and interested customers/members as identified by the NHSaves.com Home Heating Index, referrals from customer service and 211NH.org, and referrals from existing customer participants. Program brochures will also be handed out at special events (e.g., home shows) and mailed out upon request. Home Energy Auditors will also market the program as necessary to meet participation goals, and the utilities may include articles in their bill inserts. While ramping this program up in 2009 and 2010, some new marketing approaches were tested that may also be used in the future, including Twitter and Facebook messages about the program, collaboration with affinity groups to include information or articles in their newsletter(s), promotion in senior citizen seminars/newsletters, working directly with towns, interviews on radio shows, and working with realtor groups. Qualified customers who enroll in this program will be notified of the on-bill financing option.<sup>2</sup>

#### **ENERGY STAR® Appliances Program**

Marketing for the ENERGY STAR® Appliances Program will be conducted by the utilities' circuit rider who will train sales staff on selling features of ENERGY STAR® appliances, and will update point-of-purchase materials and rebate forms at stores. Utilities may also include articles in newsletters and bill inserts and/or co-market with retailers on special promotions.

#### **Home Energy Assistance Program**

<sup>1</sup> Marketing funding was determined based on the projected need for each program considering past years' marketing efforts, past years' customer interest, and the cost of each line item listed in the budgets below.

<sup>2</sup> There is no separate marketing funding for RGGI On-Bill Financing. It is marketed in conjunction with the HPwES marketing efforts.

The program will be promoted in a number of ways, including direct mail, call center and website promotion, and/or distribution of brochures at Community Action Agencies (CAAs) or other social service agencies. Direct mailing of the program brochure will be used if CAA direct referrals are not adequate to meet program goals. Other marketing mediums will be investigated as needed. Utilities will work with the EAP program and CAAs to market the programs as efficiently as possible. The Energy Savers Booklet will also be given to program participants. Lastly, the CAA Energy Conference may include sponsorships by some of the utilities.

### **ENERGY STAR® Lighting Program**

Marketing for the ENERGY STAR® Lighting Program will include the NHSaves catalog, which will be handed out at events, distributed to various partner organizations, made available at utility offices, and mailed out upon request or via targeted mailings. Additionally, marketing will be provided by the utilities' circuit rider who will train sales staff on selling features of ENERGY STAR® lighting products, and will update point-of-purchase materials and rebate forms at stores. Utilities may also include articles in newsletters and bill inserts and/or co-market<sup>3</sup> with retailers on special promotions. A mini-catalogue<sup>4</sup> may be created for use in 2011/2012.

### ***Commercial and Industrial CORE Programs***

#### **New Equipment and Construction and Large C&I Retrofit Programs**

The utilities will market these programs through a number of strategies including one-on-one marketing by utility representatives, vendors, energy service providers, seminars and training sessions, and may use direct marketing in the case of specific market transformation initiatives. Marketing materials developed may include case studies.

#### **Small Business Energy Solutions Program**

In addition to the marketing being done by the other C&I Programs (see above), marketing for this program will focus on direct mail to customers/members, referrals from past participants or affinity groups, and referrals from customer service.

### **2011 CORE Utilities Marketing Budget**

<b><u>Residential</u></b>	<b>NGRID</b>	<b>NHEC</b>	<b>PSNH</b>	<b>Unitil</b>	<b>Total</b>
<b>ENERGY STAR® Homes</b>	\$2,967	\$1,150	\$7,700	\$5,000	\$16,817
- Special Events	\$1,261	\$650	\$1,200	\$2,125	
- Brochures and Mailings	\$297	\$500	\$2,000	\$500	
- Direct Mail to Builders			\$2,000		
- Co-Marketing w/Builders			\$2,500		
- Staff Labor <sup>5</sup>	\$1,409			\$2,375	

<sup>3</sup> Co-marketing with a retailer normally includes sharing expenses to promote specific products.

<sup>4</sup> A mini-catalogue has been created in some past years to promote specific technologies (ex. new LED desk lamps).

<sup>5</sup> Staff Labor as listed within individual programs includes an allocation for utility website, newsletter, etc.

**Home Performance w/ENERGY STAR®**

	\$2,124	\$1,150	\$13,200	\$8,000	\$24,474
- Special Events	\$266	\$500		\$1,000	
- Brochures and Mailings	\$797	\$500	\$10,000	\$3,000	
- Demo Unit	\$266			\$1,000	
- Web Updates for Home Heating Index on NHSaves		\$150	\$3,200		
- Staff Labor	\$797			\$3,000	

**ENERGY STAR® Appliances**

	\$7,105	\$4,650	\$5,853	\$22,000	\$39,608
- In-Store Point of Purchase Materials		\$2,000	\$2,000		
- Revise / Print Rebate Coupons		\$2,000	\$3,853		
- Special Events	\$323			\$1,000	
- 3rd Party Marketing	\$6,015	\$650		\$18,625	
- Staff Labor	\$767			\$2,375	

**Home Energy Assistance**

	\$1,533	\$1,000	\$15,561	\$4,000	\$22,094
- Special Events	\$240	\$400		\$625	
- Brochures	\$383	\$400		\$1,000	
- Energy Savers Guides		\$200	\$15,561		
- Staff Labor	\$910			\$2,375	

**ENERGY STAR® Lighting**

	\$18,573	\$10,000	\$256,284	\$32,500	\$317,357
- Lighting Bill Insert			\$18,000		
- Special Events	\$571			\$1,000	
- Mini Catalogs		\$2,000	\$2,000		
- Revise/Print/Mail NH Saves Catalog	\$6,572	\$3,000	\$220,284	\$11,500	
- Revise/Print Rebate Coupons		\$1,500	\$14,000		
- Special Promotions / Energy Fairs		\$2,500	\$2,000		
- 3rd Party Marketing	\$8,929	\$1,000		\$15,625	
- Staff Labor	\$2,500			\$4,375	

**Other**

	\$0	\$1,000	\$2,933	\$0	\$3,933
- NHSaves Web Site Updates		\$1,000	\$2,933		
- Staff Labor					

**Subtotal Residential**

	\$32,302	\$18,950	\$301,531	\$71,500	\$424,283
--	----------	----------	-----------	----------	-----------

<u>Commercial, Industrial, and Municipal</u>	NGRID	NHEC	PSNH	Unitil	Total
<b>New Equipment &amp; Construction</b>	\$1,000	\$1,150	\$7,000	\$8,999	\$18,149
- Special Events / Business Expos	\$302	\$850		\$2,000	
- Letters, Brochures and Mailings	\$302	\$300	\$3,000	\$2,000	
- Print 2011 Rebate Forms			\$4,000		
- Staff Labor	\$396			\$4,999	
<b>Large C&amp;I Retrofit</b>	\$4,000	\$1,150	\$7,000	\$14,132	\$26,282
- Special Events / Business Expos	\$853	\$850		\$2,000	
- Letters, Brochures and Mailings	\$853	\$300	\$3,000	\$2,000	
- Print 2011 Rebate Forms			\$4,000		
- Staff Labor	\$2,294			\$10,132	
<b>Small Business Energy Solutions</b>	\$3,151	\$1,152	\$25,086	\$13,496	\$42,885
- Special Events / Business Expos	\$283	\$850		\$1,000	
- Brochures and Mailings	\$567	\$302	\$15,086	\$2,000	
- Revise/Print/Mail NH Saves Catalog	\$850		\$10,000	\$3,000	
- 3rd Party Marketing Catalogs	\$850			\$3,000	
- Staff Labor	\$601			\$4,496	
<b>Other</b>	\$0	\$0	\$6,169	\$0	\$6,169
- NHSaves Web Site Updates			\$6,169		
- Staff Labor					
<b>Subtotal C&amp;I&amp;M</b>	<b>\$8,151</b>	<b>\$3,452</b>	<b>\$45,255</b>	<b>\$36,627</b>	<b>\$93,485</b>
<b>Grand Total</b>	<b>\$40,453</b>	<b>\$22,402</b>	<b>\$346,786</b>	<b>\$108,127</b>	<b>\$517,768</b>

### ***Residential Gas Programs***

#### **Residential High-Efficiency Heating, Water Heating, and Controls Program**

Marketing will be conducted via outreach to HVAC contractors and in coordination with the Gas Networks® Consortium's marketing efforts<sup>6</sup>.

#### **Home Performance with ENERGY STAR® Program and Energy Audit with Home Performance Program**

This program will be marketed similarly to the NH Home Performance with ENERGY STAR® Program described above in the CORE Programs section.

#### **Income Eligible Program**

<sup>6</sup> Allocations of expenses for marketing are based on the quantity of customers served by a gas utility participating in Gas Networks® divided by all customers of gas utilities in MA, ME, and NH that participate in Gas Networks.

This program will be marketed similarly to the Home Energy Assistance Program described above in the CORE Programs section.

**New Home Construction with ENERGY STAR® Program**

This program will be marketed similarly to the ENERGY STAR® Homes program described above in the CORE Programs section.

**Residential Building Practices and Demonstration Program**

Marketing of the Building Practices and Demonstration Program will be through networking with industry, developing or offering new and underutilized natural gas energy efficiency technologies, as well as, other interested organizations, such as, the Office of Energy and Planning Renewal Energy Program, the New Hampshire Sustainable Energy Association (NHSEA) and the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED).

***Commercial and Industrial Gas Programs***

**New Equipment and Construction Program**

Marketing will be conducted via outreach to HVAC contractors and in coordination with the Gas Networks Consortium's marketing efforts.

**Large C&I Retrofit Program**

This program will be marketed similarly to the Large C&I Retrofit and New Equipment and Construction Programs described above in the CORE Programs section.

**Small Business Energy Solutions and Multi-Family Retrofit Programs**

This program will be marketed similarly to the Small Business Energy Solutions Program described above in the CORE Programs section.

**2011 Gas Utilities Marketing Budget**

<b><u>Residential</u></b>	<b>NGRID NH</b>	<b>Northern</b>	<b>Total</b>
<b>Residential High Efficiency Heating, Etc. Equipment</b>	<b>\$48,592</b>	<b>\$15,000</b>	<b>\$63,592</b>
- 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 <sup>7</sup>	\$14,578	\$4,500	

<sup>7</sup> includes an allocation for utility website, newsletter, etc. as indicated in each program as listed.

<b>Home Performance w/ENERGY STAR®<sup>8</sup></b>	\$0	\$7,400	\$7,400
- Special Events		\$1,000	
- Brochures and Mailing		\$2,000	
- Demo Unit		\$1,000	
- Staff Labor		\$3,400	
<b>Income Eligible</b>	\$5,641	\$4,400	\$10,041
- Special Events	\$2,641	\$2,000	
- Staff Labor	\$3,000	\$2,400	
<b>New Home Construction w/ENERGY STAR®</b>	\$5,000	\$0	\$5,000
- Special Events	\$676		
- Brochures and Mailing	\$1,351		
- Demo Unit	\$676		
- Staff Labor	\$2,297		
<b>Energy Audit w/Home Performance</b>	\$36,534	\$0	\$36,534
- Special Events	\$5,000		
- Brochures and Mailing	\$21,534		
- Staff Labor	\$10,000		
<b>Building Practices and Demonstration</b>	\$3,750	\$0	\$3,750
- Special Promotions	\$1,750		
- Staff Labor	\$2,000		
<b><i>Subtotal Residential</i></b>	<b>\$99,517</b>	<b>\$26,800</b>	<b>\$126,317</b>

**Commercial & Industrial**

	NGRID NH	Northern	Total
<b>New Equipment &amp; Construction</b>	\$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	

<sup>8</sup> Home Performance with Energy Star is included in Energy Audit with Home Performance for National Grid NH

<b>Large C&amp;I Retrofit</b>	\$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	
<b>Small Business Energy Solutions</b>	\$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	
<b>Multi-Family Retrofit</b>	\$0	\$4,998	\$4,998
- Special Events / Business Expos		\$1,000	
- Letters, Brochures and Mailing		\$1,417	
- Staff Labor		\$2,581	
<b>Subtotal C&amp;I&amp;M</b>	<b>\$102,849</b>	<b>\$24,485</b>	<b>\$127,334</b>
<b>Grand Total</b>	<b>\$202,366</b>	<b>\$51,285</b>	<b>\$253,651</b>

### ***General Items Applying to all Utilities***

#### **Sponsorships and Tradeshows**

The utilities will sponsor several energy efficiency and related events that take place in NH. The energy efficiency programs will be promoted at tradeshows and related events, which may include the NH Home Builders & Remodelers Association Annual Home Show, NHSEA Home Energy Conference, BIA Energy Seminar, Clean Air Cool Planet Local Energy Committee Conference, etc.

#### **NH Saves Website**

The utilities will update the NHSAVES.com web and charge these costs as common marketing costs for all programs.

#### **Budget Updates within Programs**

The utilities may shift items within this marketing budget based on actual costs and/or changes in program demand.