

CORE AND GAS UTILITIES MARKETING PLAN FOR 2012 – October 27, 2012

The Electric and Gas Utilities will market the energy efficiency programs in a similar manner as in the past to increase customer awareness and education of energy savings opportunities and to encourage customers to invest in energy efficiency projects. Information about the programs will continue to be provided on the individual utility websites and the NH Saves website.

Marketing funds 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 Electric Utility 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 Home Builders & Remodelers Association of NH's 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.

Home Performance with ENERGY STAR Program

Marketing for the NH Home Performance with Energy Star Program will focus on direct marketing tactics including direct mail and email 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. Customers are encouraged to participate in the Utilities RGGI on-bill financing program to cover the cost of the customer co-pay.

ENERGY STAR Appliance 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 the Energy Star appliances, and will update point-of-purchase materials and rebate forms at stores. Utilities may also include articles in print and electronic newsletters and bill inserts and/or co-market with retailers on special promotions.

Home Energy Assistance Program

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 print and electronic newsletters, bill inserts and/or co-market with retailers on special promotions.

Commercial and Industrial Electric Utility Programs

Large C&I Retrofit and New Equipment and Construction Programs

The utilities will market the program 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

In addition to the marketing being done by the other C&I Programs (above), marketing for this program will focus on direct mail and email to customers/members, referrals from past participants or affinity groups, and referrals from customer service. Targeted telemarketing may also be used on a case-by-case basis.

2012 CORE Utilities Marketing Budget

Residential	GRID	NHEC	PSNH	Unitil	Total
Energy Star Homes	\$1,533	\$950	\$9,384	\$5,500	\$17,367
- Special Events	\$469	\$450	\$2,500	\$2,500	
- Brochures and Mailings	\$327	\$500	\$3,500	\$1,000	
- Direct Mail to Builders	\$327		\$1,000	\$500	
- Co-Marketing w/Builders	\$246		\$2,384	\$1,500	
- Staff Labor *	\$164				
Home Performance w/Energy Star	\$1,149	\$1,050	\$16,800	\$4,353	\$23,352
- Special Events	\$383	\$500	\$3,600	\$1,500	
- Brochures and Mailings	\$383	\$400	\$10,000	\$2,553	
- Web Maintenance for Home Heating Index on NHSaves	\$255	\$150	\$3,200	\$300	
- Staff Labor *	\$128				
Energy Star Appliances	\$3,529	\$4,566	\$6,893	\$6,200	\$21,188
- In-Store Point of Purchase Materials	\$785	\$2,000	\$2,500	\$1,000	
- Revise / Print Rebate Coupons	\$980	\$2,000	\$4,000	\$1,000	
- Special Events	\$784		\$393	\$1,000	
- Partner Marketing (3rd Party)	\$588	\$566		\$3,200	
- Staff Labor *	\$392				
Home Energy Assistance	\$821	\$900	\$15,000	\$2,400	\$19,121
- Special Events	\$274	\$400	\$1,000	\$1,000	
- Brochures & Mailing	\$228	\$300		\$400	
- Energy Savers Guides	\$228	\$200	\$14,000	\$1,000	
- Staff Labor *	\$91				
Energy Star Lighting	\$2,983	\$9,500	\$182,496	\$17,000	\$211,979
- Lighting Bill Insert	\$497		\$18,000	\$2,500	
- Special Events	\$333	\$1,600		\$1,000	
- Mini-Catalogs	\$166			\$0	
- Revise/Print/Mail NHSaves Catalog	\$497	\$3,000	\$150,000	\$8,500	
- Revise/Print Rebate Coupons	\$497	\$1,500	\$13,000	\$0	
- Special Promotions / Energy Fairs	\$331	\$2,400	\$1,496	\$0	
- Partner Marketing (3rd party)	\$331	\$1,000		\$5,000	
- Staff Labor *	\$331				
Other	\$1,046	\$984	\$8,172	\$1,047	\$11,249
- NHSaves Web Site Updates	\$1,046	\$984	\$5,000	\$1,047	
- Utility Specific Programs			\$3,172		
Subtotal Residential	\$11,061	\$18,950	\$238,745	\$36,500	\$305,256

<u>Commercial, Industrial, and Municipal</u>	GRID	NHEC	PSNH	Unitil	Total
New Equipment & Construction	\$487	\$950	\$7,000	\$1,500	\$9,937
- Special Events / Business Expos	\$115	\$650	\$2,500	\$1,200	
- Letters, Brochures and Mailings	\$115	\$300	\$2,000	\$300	
- Print 2012 Rebate Forms	\$200		\$2,500		
- Staff Labor *	\$57				
	\$487				
Large C&I Retrofit	\$1,947	\$950	\$7,000	\$1,300	\$11,197
- Special Events / Business Expos	\$458	\$650	\$2,500	\$1,000	
- Letter, Brochures and Mailings	\$458	\$300	\$2,000	\$300	
- Print 2012 Rebate Forms	\$802		\$2,500		
- Staff Labor *	\$229				
Small Business Energy Solutions	\$1,589	\$961	\$27,166	\$10,172	\$39,888
- Special Events / Business Expos	\$354	\$659	\$4,000	\$2,000	
- Letters, Brochures and Mailings	\$268	\$302	\$13,166	\$1,700	
- Revise/Print/Mail NHSaves Catalog	\$625		\$10,000	\$3,972	
- 3rd Party Marketing Catalogs	\$179			\$2,500	
- Staff Labor *	\$163				
Other	\$628	\$591	\$9,743	\$628	\$11,590
- NHSaves Web Site Updates	\$628	\$591	\$4,000	\$628	
- Utility Specific Programs			\$5,743		
Subtotal C&I&M	\$4,651	\$3,452	\$50,909	\$13,600	\$72,612
Grand Total	\$15,712	\$22,402	\$289,654	\$50,100	\$377,868
* includes an allocation for utility website, newsletter, etc.					

Residential Gas Utility Programs

New Home Construction with Energy Star Program

This program will be marketed similarly to the Energy Star Homes program described above in the Electric Utilities Programs section.

Home Performance with Energy Star Program and Energy Audit with Home Performance Program

This program will be marketed similarly to the Home Performance with Energy Star Program described above in the Electric Utilities Programs section.

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. Direct marketing tactics including direct mail and email may also be leveraged where necessary to targeted customer segments.

Income Eligible Program

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

Building Practices and Demonstration

This program will be marketed on a case-by-case basis, depending upon the particular demonstration project(s) and the scale of the effort/pilot and will rely primarily on direct marketing tactics if necessary.

Commercial and Industrial Gas Utilities 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 Electric Utilities Programs section.

Small Business Energy Solutions and Multi-Family Retrofit Programs

These programs will be marketed similarly to the Small Business Energy Solutions Program described above in the Electric Utilities Programs section.

2012 Natural Gas Utilities Marketing Budget

Residential	GRID NH	Northern	Total
Income Eligible	\$3,486	\$1,525	\$5,011
- Special Events	\$2,963	\$1,525	
- Staff Labor *	\$523		
Residential High Efficiency Heating, Etc. Equipment	\$29,700	\$9,875	\$39,575
- Special Events	\$7,315	\$1,500	
- Gas Networks	\$5,970	\$4,400	
- Brochures and Mailing	\$5,969	\$2,000	
- Retraining Contractors	\$5,969	\$1,975	
- Staff Labor *	\$4,477		
New Home Construction w/ Energy Star	\$3,213	\$3,034	\$6,247
- Special Events	\$963	\$1,200	
- Brochures and Mailing	\$643	\$1,834	
- Direct Mail to Builders	\$482	\$0	
- Co-Marketing w/Builders	\$643		
- Staff Labor	\$482		
Home Performance w/Energy Star	\$0	\$3,375	\$3,375
- Special Events		\$1,375	
- Brochures and Mailing		\$2,000	
- Demo Unit		\$0	
- Staff Labor *			
Res. Building Practices and Demo	\$2,191	\$0	\$2,191
- Brochures and Mailing	\$1,862		
- Staff Labor *	\$329		
Energy Audit w/Home Performance and Weatherization	\$21,981	\$0	\$21,981
- Special Events	\$8,792		
- Brochures and Mailing	\$9,892		
- Staff Labor *	\$3,297		
Other	\$147	\$350	\$497
- NHSaves Web Site Updates	\$147	\$350	
Subtotal Residential	\$60,718	\$18,159	\$78,877

<u>Commercial, Industrial, and Municipal</u>	GRID NH	Northern	Total
Large C&I Retrofit	\$22,413	\$1,100	\$23,513
- Special Events / Business Expos	\$6,724	\$600	
- Brochures and Mailings	\$12,327	\$500	
- Staff Labor *	\$3,362		
New Equipment & Construction	\$37,588	\$1,000	\$38,588
- Special Events / Business Expos	\$7,448	\$500	
- Brochures and Mailing	\$13,187	\$500	
- Gas Networks	\$5,651		
- Contractor Retraining	\$5,651		
- Staff Labor *	\$5,651		
Small Business Energy Solutions	\$6,008	\$1,157	\$7,165
- Special Events / Business Expos	\$1,803	\$657	
- Brochures and Mailings	\$3,304	\$500	
- Staff Labor *	\$901		
Multi-Family Retrofit	\$0	\$417	\$417
- Special Events / Business Expos		\$0	
- Letters, Brochures and Mailing		\$417	
- Staff Labor *			
Other	\$88	\$350	\$438
- NHSaves Web Site Updates	\$88	\$350	
Subtotal C&I&M	\$66,097	\$4,024	\$70,121
Grand Total	\$126,815	\$22,182	\$148,997

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

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.