

Pelham DCF Analysis as of November 2019																	
Capital Cost w/o Take Station - Phases IA & IB & Pike										Required Return (Requested Cost of Capital)							
One time payment to TGP to build Take Station																	
Required Return (pre tax) Rate Base & Take Station																	
Take Station Annual Amortization (10 years)																	
Net Present Value (Delta yrs 1-10 & 9.08% discount rate)																	
Year	IRS MACRS Rates	IRS MACRS Table	Book Depr	Delta Book less Tax	Tax Rate	Deferred Inc Tax	Accumulated Deferred Inc Tax	Rate Base	Required Return	Property Tax	Insurance	O&M	Take Station Amortization of Initial Payment	Revenue Requirement	Projected Revenues MEP Rates	Delta Rev Req less Revenue	Risk Sharing Calculation
								1,612,698									
1	5	80,635	40,317	(40,317)	27.24%	(10,982)	(10,982)	1,561,398	\$144,110	\$31,238	\$2,761	\$4,470	\$188,589	\$411,486	\$215,892	(\$195,594)	
2	9.5	153,206	40,317	(112,889)	27.24%	(30,751)	(41,733)	1,490,330	\$138,555	\$30,244	\$2,761	\$4,582	\$188,589	\$405,048	\$215,892	(\$189,156)	
3	8.55	137,886	40,317	(97,568)	27.24%	(26,578)	(68,311)	1,423,435	\$132,291	\$28,868	\$2,761	\$4,696	\$188,589	\$397,522	\$215,892	(\$181,630)	
4	7.7	124,178	40,317	(83,860)	27.24%	(22,844)	(91,155)	1,360,274	\$126,386	\$27,572	\$2,761	\$4,814	\$188,589	\$390,439	\$215,892	(\$174,547)	(\$174,547)
5	6.93	111,760	40,317	(71,443)	27.24%	(19,461)	(110,615)	1,300,495	\$120,804	\$26,349	\$2,761	\$4,934	\$188,589	\$383,754	\$215,892	(\$167,862)	(\$167,862)
6	6.23	100,471	40,317	(60,154)	27.24%	(16,386)	(127,001)	1,243,792	\$115,516	\$25,191	\$2,761	\$5,057	\$188,589	\$377,431	\$215,892	(\$161,539)	(\$161,539)
7	5.9	95,149	40,317	(54,832)	27.24%	(14,936)	(141,937)	1,188,538	\$110,433	\$24,092	\$2,761	\$5,184	\$188,589	\$371,376	\$215,892	(\$155,484)	Total (\$503,949)
8	5.9	95,149	40,317	(54,832)	27.24%	(14,936)	(156,874)	1,133,285	\$105,416	\$23,022	\$2,761	\$5,313	\$188,589	\$365,418	\$215,892	(\$149,526)	
9	5.91	95,310	40,317	(54,993)	27.24%	(14,980)	(171,854)	1,077,987	\$100,396	\$21,952	\$2,761	\$5,446	\$188,589	\$359,462	\$215,892	(\$143,570)	Average (\$167,983)
10	5.9	95,149	40,317	(54,832)	27.24%	(14,936)	(186,790)	1,022,734	\$95,377	\$20,881	\$2,761	\$5,582	\$188,589	\$353,508	\$215,892	(\$137,616)	@ 50% (\$83,991)

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5	6.93	111,760	40,317	(71,443)	27.24%	(19,461)	(110,615)	1,300,495	\$120,804	\$26,349	\$2,761	\$4,934	\$188,589	\$383,754	\$278,999	(\$104,755)	(\$104,755)
6	6.23	100,471	40,317	(60,154)	27.24%	(16,386)	(127,001)	1,243,792	\$115,516	\$25,191	\$2,761	\$5,057	\$188,589	\$377,431	\$278,999	(\$98,432)	(\$98,432)
7	5.9	95,149	40,317	(54,832)	27.24%	(14,936)	(141,937)	1,188,538	\$110,433	\$24,092	\$2,761	\$5,184	\$188,589	\$371,376	\$278,999	(\$92,377)	Total (\$314,628)
8	5.9	95,149	40,317	(54,832)	27.24%	(14,936)	(156,874)	1,133,285	\$105,416	\$23,022	\$2,761	\$5,313	\$188,589	\$365,418	\$278,999	(\$86,419)	
9	5.91	95,310	40,317	(54,993)	27.24%	(14,980)	(171,854)	1,077,987	\$100,396	\$21,952	\$2,761	\$5,446	\$188,589	\$359,462	\$278,999	(\$80,463)	
10	5.9	95,149	40,317	(54,832)	27.24%	(14,936)	(186,790)	1,022,734	\$95,377	\$20,881	\$2,761	\$5,582	\$188,589	\$353,508	\$278,999	(\$74,509)	Average (\$104,876)
																	@ 50% (\$52,438)

Liberty Utilities, NH
ENNG – Impacts of Decoupling on Energy Efficiency
As of 11/19/2019

Summary

Attached is a detailed inventory of specific marketing and promotion activities performed in 2018 and 2019 for the Company's natural gas energy efficiency programs. Activities are differentiated between advertisements, events and training sessions performed, and further classified as relating to, a) the promotion of stricter building energy codes in the state, b) the education activities to builders, and/or c) the engagement with state and local officials and associations to promote energy efficiency.

In summary, the Company more than doubled its volume of marketing and promotion activities between 2018 and 2019, performing 211 documented tactics in 2019 (as of 11/19) as compared to 100 in 2018. The Company increased its engagement with state and local officials and associations by 109%, and increased its education activities to builders by 41%. Specific tactics the Company deployed to promote stricter building energy codes in the state stayed approximately the same (13 tactics in 2019 vs. 12 tactics in 2018), however the Company expressed public support and lobbied for the adoption of stricter building codes standards in the state, including the full adoption of the 2015 IECC standards.

In terms of general promotion of the Company's energy efficiency programs, of noteworthy recognition is the Company's implementation of a broad-based, multi-channel mass-media campaign launched in April 2019. The campaign is a natural gas-focused energy efficiency advertising effort utilizing Cable TV commercials, traditional and online radio spots, bus-wrapping and billboard advertisements that continues to run to-date on a monthly basis. This was a first-of-its kind energy efficiency marketing campaign from any of the NH utilities, which the Company intends to continue to deploy into 2020.

Lastly, in terms of any measurable impacts decoupling has had on the results of the Company's sponsored energy efficiency programs, the 2019 program year is not yet finished and the compilation of final results will not be completed until early 2020. For reference, the Company achieved 114% of its overall lifetime MMBtu savings goal in 2018.

Liberty Utilities, NH

EE Marketing Activities - Natural Gas, 2018 & 2019

As of 11/19/2019

Overall Marketing/Promotion Activities

Count of Year	Column Labels			
Row Labels	Advertisement	Event	Training	Grand Total
2018	45	25	30	100
2019	67	51	93	211
Grand Total	112	76	123	311

Promotion of Stricter Building Codes

Count of Year	Column Labels		
Row Labels	No	Yes	Grand Total
2018	88	12	100
2019	198	13	211
Grand Total	286	25	311

Education Activities to Builders

Count of Year	Column Labels		
Row Labels	No	Yes	Grand Total
2018	83	17	100
2019	187	24	211
Grand Total	270	41	311

Engagement with State/Local Officials & Associations

Count of Year	Column Labels		
Row Labels	No	Yes	Grand Total
2018	78	22	100
2019	165	46	211
Grand Total	243	68	311

Liberty Utilities, NH											
EE Marketing Activities - Natural Gas, 2018 & 2019											
As of 11/19/2019											
Launch Date	Year	Advertising, Event or Training?	Type/Location of Tactic	Title of Tactic	Details	Key Audiences/Participants	EE Measures Promoted	Market Segment	Promotion of Stricter Building Codes?	Education to Builders?	State/Local Officials & Associations?
1/18/2018	2018	Advertisement	Email Newsletter	Building Automation Systems: 7 Common Mistakes	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	No	No
1/18/2018	2018	Advertisement	Email Newsletter	Saving Energy From the Comfort of Your Couch	Monthly E-Newsletter	LU Customers and Residential Gas Online Traffic	All EE measures	Residential	No	No	No
2/1/2018	2018	Advertisement	Email	Energy Audit e-blast	Home Performance with ENRGY STAR benefits/opportunities e-blast to 53,885 subscribers	Residential gas customers	Whole house weatherization and efficiency	Residential	No	No	No
2/1/2018	2018	Advertisement	Bill insert sent to 71,500 natural gas customers	Home Performance with ENERGY STAR & Visual Audit Bill Insert	HPWES/Visual Audit bill insert educating customers on program benefits and enrollment	LU residential natural gas customers	Air sealing, insulation, Instant Savings Measures, visual audit, and 2% & 0% financing	Residential	No	No	No
2/9/2018	2018	Event	Concord	Business & Industry Association Small Business Day	Business to Business energy discussions with NHSaves staff at Exhibitor table	Small business owners and managers, chambers of commerce, business associations	LU's electric and gas measures	C&I	No	No	No
2/14/2018	2018	Advertisement	Direct Mail	Energy Audit Mailer	Home Performance with ENRGY STAR benefits/opportunities mailer to 46,568 residential gas customers	Residential gas customers	Whole house weatherization and efficiency improvements, 2%	Residential	No	No	No
2/15/2018	2018	Advertisement	Email Newsletter	3 Options for Multiple Boiler Control	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	No	No
2/15/2018	2018	Advertisement	Email Newsletter	Quiz: How Energy Efficient Are You?	Monthly E-Newsletter	LU Customers and Residential Gas Online Traffic	All EE measures	Residential	No	No	No
2/16/2018	2018	Training	Laconia	Building Operator Certification	Building Operator Training on all energy savings	Business Facility Managers and Staff	All EE measures	C&I	No	No	No
2/28/2018	2018	Event	Durham	NH Association of School Business Officials- Facilities Masters Conference	School Facilities Managers' topics of interest	Northern New England school facilities managers	All EE measures	C&I	No	No	Yes
3/2/2018	2018	Training	Laconia	Building Operator Certification	Building Operator Training on all energy savings	Lakes Region Community College, facility managers	All EE measures	C&I	No	No	No
3/12/2018	2018	Event	Keene	NH Energy Week	Business to Business energy discussions with NHSaves staff at Exhibitor table	Keene government officials, community leaders, energy/business professionals	All EE measures	C&I	No	No	No
3/12/2018	2018	Event	Concord	NH Energy Week	Business to Business energy discussions at Exhibitor table	Non-profits, energy and business professionals	All EE measures	C&I	No	No	No
3/16/2018	2018	Training	Laconia	Building Operator Certification	Building Operator Training on all energy savings	Business Facility Managers and Staff	All EE measures	C&I	No	No	No
3/20/2018	2018	Advertisement	Email Newsletter	5 Ways to Make Your Meetings Short (and Save Energy)	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	No	No
3/20/2018	2018	Advertisement	Email Newsletter	5 Ways to Save While Spring Cleaning	Monthly E-Newsletter	LU Customers and Residential Gas Online Traffic	All EE measures	Residential	No	No	No
4/3/2018	2018	Training	Plymouth	Grafton Regional Development Corp.	small business EE workshop	Grafton small businesses	All EE measures	C&I	No	No	No
4/3/2018	2018	Event	Plymouth	Grafton Regional Development Corp.	small business EE workshop	Grafton small businesses	All EE measures	C&I	No	No	No
4/4/2018	2018	Event	Concord	Mill Brooke School Tour	NEEP Healthy Schools presentation	School administrators	All EE measures	C&I	No	No	Yes
4/10/2018	2018	Advertisement	Email	Visual Audit e-blast	Highlights and benefits of Visual Audit program sent to 53,007 subscribers	Residential gas customers	Wi-Fi T-Stats, low flow devices, pipe wrap,	Residential	No	No	No
4/10/2018	2018	Event	Concord	REPA-NH (Residential Energy Professional Associations)	EE program presentation	Energy performance professionals	All EE measures	C&I	No	No	No
4/14/2018	2018	Event	Wilton	EE at Souhegan Sustainability Fair	EE Table/Booth Setup	Home owners	Benefits of purchasing ENERGY STAR certified products and appliances and available rebates	Residential	No	No	No
4/19/2018	2018	Event	Concord	State Employee Manager Presentation	EE program presentation	State employees (managers)	All EE measures	C&I	No	No	Yes
4/19/2018	2018	Advertisement	Email Newsletter	Can HVAC Upgrades Improve Worker Performance?	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	No	No
4/19/2018	2018	Advertisement	Email Newsletter	Liberty is Offering FREE Energy Saving Products	Monthly E-Newsletter	LU Customers and Residential Gas Online Traffic	All EE measures	Residential	No	No	No
4/25/2018	2018	Event	Pelham	Town of Pelham Open House	EE Table/Booth Setup	Town officials and residents	All EE measures	C&I	No	No	Yes
4/26/2018	2018	Event	Greenland	EE at Lowe's Spring Pro Event	EE Table/Booth Setup	Home owners	Benefits of purchasing ENERGY STAR certified products and appliances and available rebates	Residential	No	No	No
5/2/2018	2018	Event	Concord	NHBSR Spring Conference	Business to Business energy discussions with NHSaves staff at Exhibitor table	Businesses supporting sustainable/socially responsible operations	All EE measures	C&I	No	No	No
5/3/2018	2018	Training	Manchester	Energy Codes and Zero Energy Homes Training	EE program presentation	Residential home builders, municipal officials, architects, people building homes	Reduced energy loads, high efficiency building shells, mechanical systems, domestic hot water, renewables	Residential	Yes	Yes	No
5/3/2018	2018	Training	Manchester	Energy Codes and Zero Energy Homes Training	EE program presentation	Residential home builders, municipal officials, architects, people building homes	Reduced energy loads, high efficiency building shells, mechanical systems, domestic hot water, renewables	Residential	Yes	Yes	No
5/11/2018	2018	Event	Pembroke	NH State Employee Conference	EE Table/Booth Setup	State employees	All EE measures	C&I	No	No	Yes

As of 11/19/2019											
Launch Date	Year	Advertising, Event or Training?	Type/Location of Tactic	Title of Tactic	Details	Key Audiences/Participants	EE Measures Promoted	Market Segment	Promotion of Stricter Building Codes?	Education to Builders?	State/Local Officials & Associations?
5/12/2018	2018	Event	Nottingham	Nottingham Earth Day Festival	EE Table/Booth Setup	Home owners	Benefits of purchasing ENERGY STAR certified products and appliances and available rebates, refrigerator and freezer recycling program	Residential	No	No	No
5/16/2018	2018	Event	Concord	NHDES Pollution Prevention Training	EE Presentation for Businesses at NHDES	New Hampshire businesses in pollution prevention	All EE measures	C&I	No	No	Yes
5/17/2018	2018	Training	Atkinson	Energy Codes and Zero Energy Homes Training	EE program presentation	Residential home builders, municipal officials, architects, people building homes	Reduced energy loads, high efficiency building shells, mechanical systems, domestic hot water, renewables	Residential	Yes	Yes	No
5/17/2018	2018	Training	Atkinson	Energy Codes and Zero Energy Homes Training	EE program presentation	Residential home builders, municipal officials, architects, people building homes	Reduced energy loads, high efficiency building shells, mechanical systems, domestic hot water, renewables	Residential	Yes	Yes	No
5/17/2018	2018	Advertisement	Email Newsletter	Innovations Fuel Process Heating Efficiency	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	No	No
5/17/2018	2018	Advertisement	Email Newsletter	Infographic: Tips for Cool Summer Savings	Monthly E-Newsletter	LU Customers and Residential Gas Online Traffic	All EE measures	Residential	No	No	No
5/24/2018	2018	Training	Center Harbor	Button Up Workshop	EE program presentation	1 1/2 hour presentation about improving the energy efficiency of your home. It covers energy saving tips and NHSaves energy efficiency programs	Improve the energy efficiency of your home, basic building science principles, examples of whole house weatherization measures, energy audits and weatherization, rebates	Residential	No	No	Yes
6/1/2018	2018	Event	Loudon	Green Your Fleet	EV event with NHDES-4 utility tables	Businesses interested in electric cars and trucks	All EE measures	C&I	No	No	Yes
6/19/2018	2018	Advertisement	Email Newsletter	Improve Health & Comfort with Gas-Fired Dehumidification	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	No	No
6/19/2018	2018	Advertisement	Email Newsletter	5 Ways to Save While Doing Laundry	Monthly E-Newsletter	LU Customers and Residential Gas Online Traffic	All EE measures	Residential	No	No	No
7/2/2018	2018	Advertisement	Online Key Word Search Ads	Pay Per Click Text Ads	Program Awareness and recognition: 7/2 through 8/20	Residents of NH	All EE measures	Residential	No	No	No
7/2/2018	2018	Advertisement	Social Media	Paid Facebook Ad (Boosted Posts)	Program Awareness and recognition: 7/2 through 8/20	Demo: Adults 25+, NH homeowners	All EE measures	Residential	No	No	No
7/2/2018	2018	Advertisement	Social Media	Programmatic Native	Targeting Tactics: Combination of targeting those searching for relevant content related to saving on energy, cutting costs, etc. as well as retargeting those who visit the website: 7/2 through 8/20	Demo: Homeowners 25+ Geo: New Hampshire	Energy efficiency tips	Residential	No	No	No
7/13/2018	2018	Advertisement	Direct Mail	Keene Energy Audit Mailer	Home Performance with ENERGY STAR informational letter sent to 710 residential customers	New Residential Keene customers	Whole house weatherization and efficiency improvements, 2%	Residential	No	No	No
7/18/2018	2018	Advertisement	Email	Gas Home Performance Summer Promotion e-blast	Home Performance with ENERGY STAR promo for 75% rebate or 0% financing sent to ~ 57,000 subscribers	Residential gas customers	Whole house weatherization and efficiency	Residential	No	No	No
7/19/2018	2018	Advertisement	Email Newsletter	5 Ways to Save During Non-Business Hours	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	No	No
7/19/2018	2018	Advertisement	Email Newsletter	Remodeling? Build In Energy Efficiency	Monthly E-Newsletter	LU Customers and Residential Gas Online Traffic	All EE measures	Residential	No	No	No
8/6/2018	2018	Event	Concord	NEC Roundtable with AIA	NH American Institute of Architects energy discussion	TNC/Warren Street Architects	All EE measures	C&I	No	No	No
8/16/2018	2018	Advertisement	Email Newsletter	Video: Improve Comfort & Reduce Costs with Circulating Fans	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	No	No
8/16/2018	2018	Advertisement	Email Newsletter	Smarter Living with Smart Thermostats	Monthly E-Newsletter	LU Customers and Residential Gas Online Traffic	All EE measures	Residential	No	No	No
8/25/2018	2018	Training	Remote	Code Webinar - LES/NHSaves	Code Webinar - GDS/DES/NHSaves	Business owners and managers	All EE measures	C&I	Yes	Yes	No
8/27/2018	2018	Advertisement	Online Key Word Search Ads	Programmatic Native	EE Tips Promotion from 8/27 through 10/22	Demo: Homeowners 25+ Geo: New Hampshire	Targeting Tactics: Combination of targeting those searching for relevant content related to saving on energy, cutting costs, etc. as well as retargeting those who visit the website	Residential	No	No	No

As of 11/19/2019	Launch Date	Year	Advertising, Event or Training?	Type/Location of Tactic	Title of Tactic	Details	Key Audiences/Participants	EE Measures Promoted	Market Segment	Promotion of Stricter Building Codes?	Education to Builders?	State/Local Officials & Associations?
	9/12/2018	2018	Training	Meredith	Residential Code Workshop	EE program presentation	Residential home builders, municipal officials, architects, people building homes	Reduced energy loads, high efficiency building shells, mechanical systems, domestic hot water, renewables	Residential	Yes	Yes	No
	9/13/2018	2018	Training	Manchester	The Granite Group Heating Trade Show	Heating Systems Supply House and Heating Contractors show	Plumbing, heating, cooling, water & propane supplies specialists	All EE measures	C&I	No	Yes	No
	9/13/2018	2018	Event	Manchester	The Granite Group Heating Trade Show	Heating Systems Supply House and Heating Contractors show	Plumbing, heating, cooling, water & propane supplies specialists	All EE measures	C&I	No	Yes	No
	9/18/2018	2018	Training	Gorham	Residential Energy Code Training	EE program presentation	Residential home builders, municipal officials, architects, people building homes	Reduced energy loads, high efficiency building shells, mechanical systems, domestic hot water, renewables. Guest speaker Joe Harnois of Harber	Residential	Yes	Yes	Yes
	9/18/2018	2018	Training	Gorham	Residential Energy Code Training	NHSaves Presentation	Residential home builders, municipal officials, architects, people building homes	Reduced energy loads, high efficiency building shells, mechanical systems, domestic hot water, renewables. Guest speaker Joe Harnois of Harber	Residential	Yes	Yes	No
	9/20/2018	2018	Training	Portsmouth	North East Electric Distributors Tradeshow	Electric Supply House and Electrical Contractors show	Electrical distributors, electricians	All EE measures	C&I	No	Yes	No
	9/20/2018	2018	Event	Portsmouth	North East Electric Distributors Tradeshow	Electric Supply House and Electrical Contractors show	Electrical distributors, electricians	All EE measures	C&I	No	Yes	No
	9/25/2018	2018	Advertisement	Email Newsletter	Smart Thermostats: 5 Benefits for Your Business	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	No	No
	9/25/2018	2018	Advertisement	Email Newsletter	Fall for Energy Savings	Monthly E-Newsletter	LU Customers and Residential Gas Online Traffic	All EE measures	Residential	No	No	No
	9/27/2018	2018	Event	Canaan	Mascoma Valley Energy and Sustainability Expo	Energy related event	Upper Valley town energy committees, building professionals, community members	Weatherization, high efficiency heating	C&I	No	Yes	Yes
	9/29/2018	2018	Training	Caanan	Button Up Workshop	EE program presentation	1 1/2 hour presentation about improving the energy efficiency of your home. It covers energy saving tips and NHSaves energy efficiency programs	Improve the energy efficiency of your home, basic building science principles, examples of whole house weatherization measures, energy audits and weatherization, rebates	Residential	No	No	Yes
	10/1/2018	2018	Advertisement	Online Key Word Search Ads	Pay Per Click Text Ads	Promote content via ongoing Pay-Per-Click campaign	Residents of NH	All EE measures	Residential	No	No	No
	10/1/2018	2018	Advertisement	Social Media	Paid Facebook & YouTube (Boosted Posts)	Program Awareness and recognition	Demo: Adults 25+, NH homeowners	All EE measures	Residential	No	No	No
	10/1/2018	2018	Advertisement	Social Media	Facebook- Adults 25+ alternative homeowner behavior targeting	Video, Banners, Quiz	Demo: Adults 25+, alternative homeowner behavior targeting	All EE measures	Residential	No	No	No
	10/1/2018	2018	Advertisement	Social Media	Instagram - Adults 25-40 Estimated Audience Size: 130,000	Video, Banners, Quiz	Demo: Adults 25-40 Estimated Audience Size: 130,000	All EE measures	Residential	No	No	No
	10/1/2018	2018	Advertisement	Social Media	YouTube - Adults 18+ Estimated Views: 270,000 - 655,000	(-06) / (:15) Videos	Demo: Adults 18+ Estimated Views: 270,000 - 655,000	All EE measures	Residential	No	No	No
	10/2/2018	2018	Training	Newmarket	Button Up Workshop	NHSaves Presentation to Newmarket Energy and Environment Advisory Committee, The Newmarket Area Centennial Lions Club and Jonny Boston's International, Plymouth Area Renewable Energy Initiative	1 1/2 hour presentation about improving the energy efficiency of your home. It covers energy saving tips and energy efficiency programs	Improve the energy efficiency of your home, basic building science principles, examples of whole house weatherization measures, energy audits and weatherization, rebates	Residential	No	No	Yes
	10/10/2018	2018	Training	Hampton	Residential Energy Code Training	EE program presentation	Residential home builders, municipal officials, architects, people building homes	Reduced energy loads, high efficiency building shells, mechanical systems, domestic hot water, renewables. Guest speaker Jeffrey Cantara, Solar Design Specialist of ReVision	Residential	Yes	Yes	Yes
	10/10/2018	2018	Training	Hampton	Residential Energy Code Training	EE program presentation	Residential home builders, municipal officials, architects, people building homes	Reduced energy loads, high efficiency building shells, mechanical systems, domestic hot water, renewables. Guest speaker Jeffrey Cantara, Solar Design Specialist of ReVision	Residential	Yes	Yes	No

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	10/16/2018	2018	Training	West Lebanon	C&I Codes Training Workshop	EE program presentation	Builders, architects, contractors and sub-contractors	Building codes	C&I	Yes	Yes	Yes
	10/18/2018	2018	Advertisement	Email Newsletter	Coming Up For Air: Improving Combustion Efficiency	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	No	No
	10/18/2018	2018	Advertisement	Email Newsletter	Slide Show: Simple Steps to Winter Savings & Comfort	Monthly E-Newsletter	LU Customers and Residential Gas Online Traffic	All EE measures	Residential	No	No	No
	10/22/2018	2018	Training	Canterbury	Button Up Workshop	EE Presentation to Canterbury Town Energy Committee, Plymouth Area Renewable Energy Initiative	1 1/2 hour presentation about improving the energy efficiency of your home. It covers energy saving tips and energy efficiency programs	Improve the energy efficiency of your home, basic building science principles, examples of whole house weatherization measures, energy audits and weatherization, rebates	Residential	No	No	Yes
	10/22/2018	2018	Advertisement	Radio	Radio Program Awareness	30 second spot on WHOM, NHPR, WXR, WFNX, WXR, WLK	Residential customers	All EE measures	Residential	No	No	No
	10/24/2018	2018	Advertisement	Social Media	Visual Audit promotion via Facebook and Twitter channels	Highlights and benefits of Visual Audit program	Facebook and Twitter followers	Wi-Fi T-Stats, low flow devices, pipe wrap,	Residential	No	No	No
	10/29/2018	2018	Advertisement	Internet Radio	Pandora	(:30) Audio	Demo: Adults 25+ and home owners, apartment/condo renters & owners Estimated Reach: 113,799	All EE measures	Residential	No	No	No
	10/30/2018	2018	Training	Manchester	GDS C&I Codes	Building Energy Codes Workshop	Builders, architects, contractors and sub-contractors	Building codes	C&I	Yes	Yes	Yes
	10/30/2018	2018	Training	Concord	NHSAA Conference	Overview of EE programs: NH School administrators association of School Business Officials (NHASBO)	School superintendents	Lighting, HVAC and weatherization	C&I	No	No	Yes
	11/1/2018	2018	Training	Holderness	Button Up Workshop	EE Presentation to Holderness Energy Committee, Squam Lakes Association, Plymouth Area Renewable Energy Initiative	1 1/2 hour presentation about improving the energy efficiency of your home. It covers energy saving tips and energy efficiency programs	Improve the energy efficiency of your home, basic building science principles, examples of whole house weatherization measures, energy audits and weatherization, rebates	Residential	No	No	Yes
	11/2/2018	2018	Event	Concord	Advanced Manufacturing Conference	NHMEP Governor's Conference	Politicians, energy professionals, business professionals, manufacturing professionals	All EE measures	C&I	No	No	No
	11/5/2018	2018	Event	Nashua	NHRLA Annual Dinner	Upgrade Table and Full Page Ad	Restaurant and Lodging Association	All EE measures	C&I	No	No	No
	11/8/2018	2018	Training	Laconia	Button Up Workshop	EE Presentation to Lakes Region Community College, Plymouth Area Renewable Energy Initiative	1 1/2 hour presentation about improving the energy efficiency of your home. It covers energy saving tips and energy efficiency programs	Improve the energy efficiency of your home, basic building science principles, examples of whole house weatherization measures, energy audits and weatherization, rebates	Residential	No	No	Yes
	11/14/2018	2018	Event	Manchester	NHMA Annual Conference	New Hampshire Municipal Association	Municipal officials	All EE measures	C&I	No	No	Yes
	11/15/2018	2018	Advertisement	Email	Black Friday Promo for ecobee and Nest Wi-Fi T-Stats	E-blast for Ecobee and Nest manufacturer discounts with Utility rebate special to 64,559 subscribers	Residential gas customers	Wi-Fi T-Stats	Residential	No	No	No
	11/15/2018	2018	Event	Manchester	NHMA Annual Conference	New Hampshire Municipal Association	Municipal officials, other non-profits	All EE measures	C&I	No	No	Yes
	11/16/2018	2018	Training	Manchester	Compressed Air Training	LU EE and CES Event	Compressed air installers	All EE measures	C&I	No	No	No
	11/16/2018	2018	Event	Concord	LES Conference	EE Workshop and 1 pitch to the group	Politicians/lobbyists, non-profits, energy and business professionals	All EE measures	Residential	No	No	Yes
	11/20/2018	2018	Advertisement	Email Newsletter	ABC's of Boiler Control	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	No	No
	11/20/2018	2018	Advertisement	Email Newsletter	Revealed! 6 Hidden Sources of Home Energy Loss	Monthly E-Newsletter	LU Customers and Residential Gas Online Traffic	All EE measures	Residential	No	No	No
	11/26/2018	2018	Advertisement	Email	Black Friday Promo for ecobee and Nest Wi-Fi T-Stats	E-blast for Ecobee and Nest manufacturer discounts with Utility rebate special to 64,559 subscribers	Residential gas customers	Wi-Fi T-Stats	Residential	No	No	No
	11/27/2018	2018	Training	Rindge/Fitzwilliam	Button Up Workshop	EE presentation	1 1/2 hour presentation about improving the energy efficiency of your home. It covers energy saving tips and energy efficiency programs	Improve the energy efficiency of your home, basic building science principles, examples of whole house weatherization measures, energy audits and weatherization, rebates	Residential	No	No	No

As of 11/19/2019	Launch Date	Year	Advertising, Event or Training?	Type/Location of Tactic	Title of Tactic	Details	Key Audiences/Participants	EE Measures Promoted	Market Segment	Promotion of Stricter Building Codes?	Education to Builders?	State/Local Officials & Associations?
	11/28/2018	2018	Training	Lee	Button Up Workshop	EE presentation	1 1/2 hour presentation about improving the energy efficiency of your home. It covers energy saving tips and energy efficiency programs	Improve the energy efficiency of your home, basic building science principles, examples of whole house weatherization measures, energy audits and weatherization, rebates	Residential	No	No	No
	11/28/2018	2018	Training	Warren	Button Up Workshop	EE presentation	1 1/2 hour presentation about improving the energy efficiency of your home. It covers energy saving tips and energy efficiency programs	Improve the energy efficiency of your home, basic building science principles, examples of whole house weatherization measures, energy audits and weatherization, rebates	Residential	No	No	No
	11/28/2018	2018	Training	Bedford/Hillsborough	Button Up Workshop	EE presentation	1 1/2 hour presentation about improving the energy efficiency of your home. It covers energy saving tips and energy efficiency programs	Improve the energy efficiency of your home, basic building science principles, examples of whole house weatherization measures, energy audits and weatherization, rebates	Residential	No	No	No
	12/19/2018	2018	Advertisement	Email Newsletter	Boiler Maintenance: 5 Critical Practices for Optimizing Efficiency	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	No	No
	12/19/2018	2018	Advertisement	Email Newsletter	Is EE on Your Holiday Gift List?	Monthly E-Newsletter	LU Customers and Residential Gas Online Traffic	All EE measures	Residential	No	No	No
	12/28/2018	2018	Advertisement	Direct Mail	Home Energy Assistance/Visual Audit Mailer	HEA Mailer detailing program benefits sent to 3,443 low income gas customers	LU natural gas customers coded under the low income rate	Air sealing, insulation, heating systems, appliances, Instant Savings Measures, visual audit	Residential	No	No	No
	1/1/2019	2019	Advertisement	Bill Insert	House Feeling Drafty? (NH Saves residential offerings for 2019)	LU delivered to all Gas Customers	LU Gas & Electric Customers	All EE measures	Residential	No	No	No
	1/8/2019	2019	Event	Concord	Business After Hours - Concord NH Chamber	Business to Business networking	Small business owners and General Contractors	All EE measures	C&I	No	Yes	No
	1/13/2019	2019	Advertisement	Social media	Franklin School project case study	Facebook/Twitter	Local Commercial Online Traffic	All EE measures	C&I	No	No	No
	1/17/2019	2019	Training	Webinar	Virtual NHTSaves Button Up Workshop	Weatherization webinar with Q&A session to panel and staff	NH Residents	Weatherization	Residential	No	No	No
	1/17/2019	2019	Advertisement	Email Newsletter	What's the Difference? Direct vs. Indirect Gas-Fired Heaters	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	No	No
	1/17/2019	2019	Advertisement	Email Newsletter	Infographic: Breaking Down Home Energy Use	Monthly E-Newsletter	LU Customers and Residential Gas Online Traffic	All EE measures	Residential	No	No	No
	1/18/2019	2019	Advertisement	Social media	Online Marketplace Promotion - Smart Thermostat	Facebook/Twitter	LU Customers and Local Residential Online Traffic	Smart Thermostats	Residential	No	No	No
	1/22/2019	2019	Event	City Hall, Concord	Concord 100% Renewable Energy Strategic Plan Stakeholder Committee Meeting	Discussions on all things energy related.	Non-profits, energy and business professionals	All EE measures	C&I	Yes	Yes	Yes
	1/23/2019	2019	Advertisement	Social media	HPwES Program promotion	Facebook/Twitter	Local Residential Online Traffic	Weatherization	Residential	No	No	No
	1/24/2019	2019	Advertisement	Social media	Smart Thermostat promotion	Facebook/Twitter	Local Residential Online Traffic	NHTSaves Gas	Residential	No	No	No
	1/30/2019	2019	Training	Nashua	Training w/Wm Contractor Turn Cycle Solutions	Surveyor/OTTER	Contractor	HPwES	Residential	No	No	No
	1/31/2019	2019	Advertisement	Social media	Online Marketplace promotion of Smart Thermostats	Facebook/Twitter	Local Residential Online Traffic	All EE measures	Residential	No	No	No
	1/31/2019	2019	Advertisement	Social media	HPwES Program promotion	Facebook/Twitter	Local Residential Online Traffic	HPwES	Residential	No	No	No
	2/1/2019	2019	Training	Keene State College	1-Day Building Operator Class	Building Operator Training on all energy savings	Business Facility Managers and Staff	All EE measures	C&I	No	No	No
	2/5/2019	2019	Event	State Legislative Office	State Legislative Office - Hearing on HB318	Summary presentation of company's EE programs and efforts ongoing to promote to customers	State Legislature	All EE measures	Residential and C&I	No	No	Yes
	2/7/2019	2019	Advertisement	Social media	Free Energy Savings Measures	Facebook/Twitter	Local Residential Online Traffic	HPwES	Residential	No	No	No
	2/8/2019	2019	Event	Barley House	Concord Chamber of Commerce Local Government Affairs	Business to Business networking	Non-profits, energy and business professionals	All EE measures	C&I	Yes	Yes	Yes
	2/13/2019	2019	Event	Concord	Business After Hours Networking & Promotion event	Business to Business networking	Small business owners and General Contractors	All EE measures	C&I	No	Yes	Yes
	2/13/2019	2019	Training	Roundabout Diner, Portsmouth	1-Day Building Operator Class	Building Operator Training on all energy savings	Business Facility Managers and Staff	All EE measures	C&I	No	No	No
	2/15/2019	2019	Advertisement	Social media	Smart Thermostat promotion	Facebook/Twitter	Local Residential Online Traffic	Smart Thermostats	Residential	No	No	No
	2/15/2019	2019	Training	Concord	14th Annual Small Business Day - NHBIA	Learn about small business solutions	Small business managers	All EE measures	C&I	No	No	No
	2/19/2019	2019	Advertisement	Social media	Energy Efficiency Online Tools	Facebook/Twitter	Local Residential Online Traffic	All EE measures	Residential	No	No	No
	2/20/2019	2019	Advertisement	Nashua	State of the City Breakfast - Nashua Chamber of Commerce	Update on economic activity with networking following presentation	Business Leaders	All EE measures	C&I	No	Yes	Yes
	2/21/2019	2019	Training	Concord	AIA-NH	Business to Business networking	Architects and General Contractors	All EE measures	C&I	No	No	No
	2/21/2019	2019	Advertisement	Email Newsletter	Video: Maximize Boiler Control with an EMS	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	No	No

As of 11/19/2019												
Launch Date	Year	Advertising, Event or Training?	Type/Location of Tactic	Title of Tactic	Details	Key Audiences/Participants	EE Measures Promoted	Market Segment	Promotion of Stricter Building Codes?	Education to Builders?	State/Local Officials & Associations?	
2/21/2019		2019 Advertisement	Email Newsletter	5 Ways to Start Saving Energy Today	Monthly E-Newsletter	LU Customers and Residential Gas Online Traffic	All EE measures	Residential	No	No	No	
2/22/2019		2019 Advertisement	Social Advertisement	Energy Efficiency Online Tools	Facebook/Twitter	Local Residential Online Traffic	All EE measures	Residential	No	No	No	
2/27/2019		2019 Training	Durham	NH Association of School Business Officials-Facilities Masters Conference	School Facilities Managers' topics of interest	Northern New England school facilities managers	All EE measures	C&I	No	No	No	
3/1/2019		2019 Advertisement	Bill Insert	Free Energy-Saving Equipment (Visual Audit)	LU delivered to all Gas Customers	LU Gas Customers	All EE measures	Residential	No	No	No	
3/1/2019		2019 Training	Puritan Back Room	1-Day Building Operator Class	Building Operator Training on all energy savings	Business Facility Managers and Staff	All EE measures	C&I	No	No	No	
3/8/2019		2019 Training	Doubletree by Hilton, Manchester	New Hampshire State Home Show	Education outreach to contractors and industry associations	NH Residents, Contractors, and Industry Associations	All EE measures	Both	No	No	Yes	
3/12/2019		2019 Event	Concord	Business After Hours - Concord NH Chamber	Business to Business networking	Small business owners and General Contractors	All EE measures	C&I	No	No	Yes	
3/14/2019		2019 Training	Common Man, Plymouth	1-Day Building Operator Class	Building Operator Training on all energy savings	Business Facility Managers and Staff	All EE measures	C&I	No	No	No	
3/22/2019		2019 Advertisement	Email Newsletter	Save Energy With Efficient Water Heating	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	No	No	
3/22/2019		2019 Advertisement	Email Newsletter	Home Appliances: The Biggest Energy Users	Monthly E-Newsletter	LU Customers and Residential Gas Online Traffic	All EE measures	Residential	No	No	No	
3/25/2019		2019 Training	Pease Tradeport in Portsmouth, NH	Energy Week Event: NH Energy Roundtable	How companies are addressing their energy needs, featuring leading experts & company representatives	Non-profits, energy and business professionals	All EE measures	C&I	No	No	Yes	
3/26/2019		2019 Advertisement	Social media	General EE Post - NH SAVES Partnership	Facebook/Twitter	Local Residential Online Traffic	All EE measures	Residential	No	No	No	
3/26/2019		2019 Training	OracleDyn in Manchester	Energy Week Event: Emerging Energy Needs Forum	Discussion on the emerging energy needs in NH's largest city & modern approaches to meeting those needs	Non-profits, energy and business professionals	All EE measures	C&I	No	No	Yes	
3/27/2019		2019 Training	NH CIBOR - Bedford NH	NHCIBOR Statewide Meeting	Discussion about current commercial, industrial and municipal opportunities in the state	Commercial lenders, commercial brokers, and other interested parties	All EE measures	C&I	No	No	No	
3/27/2019		2019 Training	City Hall	City of Concord	100% Renewable Energy Strategic Plan Stakeholder Committee Meeting	Non-profits, energy and business professionals	All EE measures	C&I	No	No	Yes	
3/27/2019		2019 Training	Salt Hill Pub in Newport	Energy Week Event: NH Energy Roundtable	Discussion on the emerging energy needs in NH's largest city & modern approaches to meeting those needs	Non-profits, energy and business professionals	All EE measures	C&I	No	No	Yes	
3/28/2019		2019 Training	Grappone Conference Center in Concord	Energy Week Event: NH Energy Breakfast	Discussion with a major offshore wind developer & panel of high-level representatives discussing how the regional grid, energy users, utilities, & generators	Non-profits, energy and business professionals	All EE measures	C&I	No	No	Yes	
3/28/2019		2019 Training	Carriage House, Kimball Jenkins Estate in Concord	Energy Week Event: Awards Ceremony & Reception	NH Energy Awards for Business, Municipal, & Legislative Energy Champions	Non-profits, energy and business professionals	All EE measures	C&I	No	No	Yes	
3/28/2019		2019 Training	Currier Museum of Art	AIA NH Design Awards	35th Annual Excellence in Design Awards	Non-profits, energy and business professionals	All EE measures	C&I	No	No	Yes	
4/1/2019		2019 Advertisement	WGIR AM Radio	Weatherization Radio Advertisement - Winter & Summer Campaign	iHeart Media: recurring radio spot placement from April through December 2019	LU Customers and Local Commercial and Residential Online Traffic	All EE measures	Residential	No	No	No	
4/2/2019		2019 Training	White Birch Brewing in Nashua	Energy Week Event: NH Energy Roundtable	Local energy stories from businesses & municipalities	Non-profits, energy and business professionals	All EE measures	C&I	No	No	Yes	
4/11/2019		2019 Event	Holiday Inn Concord NH	State of the City - Concord Chamber of Commerce	Update on economic activity with networking prior and following presentation	Non-profits, energy and business professionals	All EE measures	C&I	No	No	Yes	
4/11/2019		2019 Training	LAARS Manufacturing	ASHRAE CHP Event	Combined heat and power technology, tour of boiler manufacturing facility	Engineers, Manufacturers, distributors	All EE measures	C&I	No	No	No	
4/11/2019		2019 Training	Nashua	Turn Cycle Solutions	Surveyor/OTTER	Residential Electric Customers	HPwES	Residential	No	No	No	
4/15/2019		2019 Advertisement	Social media	Video about HPwES program	Facebook/Twitter	Local Residential Online Traffic	HPwES	Residential	No	No	No	
4/17/2019		2019 Event	Concord City Wide Community Center	Concord Young Professionals Concord Chamber of Commerce	Business to Business networking	Non-profits, energy and business professionals	All EE measures	C&I	No	No	Yes	
4/19/2019		2019 Training	NH Healthcare Association	NHSHFM Monthly Meeting	Building commissioning for healthcare facilities	Healthcare facilities managers, contractors, general contractors	All EE measures	C&I	No	No	No	
4/22/2019		2019 Advertisement	Social media	Earth Day - Thermostat Rebate	Facebook/Twitter	Local Residential Online Traffic	Smart Thermostats	Residential	No	No	No	
4/22/2019		2019 Advertisement	E-blast	Smart Thermostats Make Saving Energy Easier	Questline	Local Residential Online Traffic	Smart Thermostats	Residential	No	No	No	
4/22/2019		2019 Event	Applebee's Nashua	Turn Cycle Solutions	EE program participation and identification of resources	Weatherization contractor	Weatherization	C&I	No	No	No	
4/22/2019		2019 Advertisement	Email Newsletter	Boilers: Repair or Replace?	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	No	No	
4/22/2019		2019 Advertisement	Email Newsletter	Go Green This Earth Day	Monthly E-Newsletter	LU Customers and Residential Gas Online Traffic	All EE measures	Residential	No	No	No	
4/24/2019		2019 Training	FW Webb	Commercial Energy Codes Training	EE program participation and identification of resources	Business Facility Managers and Staff	All EE measures	C&I	Yes	No	No	
4/24/2019		2019 Training	NH CIBOR - Bedford NH	NHCIBOR Statewide Meeting	Discussion about current commercial, industrial and municipal opportunities in the state	Commercial lenders, commercial brokers, and other interested parties	All EE measures	C&I	No	No	No	
4/30/2019		2019 Training	Londonderry	P&M	Wx 101	Residential Electric Customers	HPwES/HEA	Residential	No	No	No	
5/1/2019		2019 Advertisement	Bill Insert	Income Eligible EE Programs & New NH Saves Logo	LU delivered to all Gas Customers	LU Gas Customers	HEA	Residential	No	No	No	
5/1/2019		2019 Advertisement	Cable Television	Weatherization Cable TV Advertisement - Winter & Summer Campaign	Comcast: recurring Cable TV spot placement from April through December 2019	LU Customers and Local Commercial and Residential Online Traffic	HPwES	Residential	No	No	No	
5/1/2019		2019 Advertisement	Digital Billboard	Weatherization Digital Billboard Advertisement - Winter & Summer Campaign	Outfront Media: recurring digital billboard placement from May through December 2019	LU Customers and Local Commercial and Residential Online Traffic	HPwES	Residential	No	No	No	
5/1/2019		2019 Advertisement	Community Billboard	Weatherization Community Billboard Advertisement - Winter & Summer Campaign	Outfront Media: recurring community billboard placement from May through December 2019	LU Customers and Local Commercial and Residential Community	HPwES	Residential	No	No	No	

Launch Date	Year	Advertising, Event or Training?	Type/Location of Tactic	Title of Tactic	Details	Key Audiences/Participants	EE Measures Promoted	Market Segment	Promotion of Stricter Building Codes?	Education to Builders?	State/Local Officials & Associations?
5/1/2019	2019	Advertisement	Streaming Radio - Pandora	Weatherization Streaming Radio Advertisement - Winter & Summer Campaign	iHeart Media: recurring online streaming radio advertisement from May through December 2019	LU Customers and Local Commercial and Residential Online Traffic	HPwES	Residential	No	No	No
5/1/2019	2019	Training	Marriott Courtyard Concord NH	NHBSR Spring Conference	EE program participation and identification of resources	Business Facility Managers and Staff	All EE measures	C&I	No	No	No
5/2/2019	2019	Event	Fitzmeyer & Tocci	Trade Ally Meeting with Fitzmeyer & Tocci	EE program participation and identification of resources	Full service mechanical engineering firm	All EE measures	C&I	No	No	No
5/3/2019	2019	Event	A.W.Rose Construction	Trade Ally Meeting with A.W. Rose Construction	EE program participation and identification of resources	General contractor trade ally	All EE measures	C&I	No	Yes	No
5/3/2019	2019	Event	Jay Lee, Berkshire Hathaway	Commercial Lender Trade Ally	EE program participation and identification of resources	Commercial Broker	All EE measures	C&I	No	No	No
5/6/2019	2019	Training	City Hall, Concord	Concord 100% Renewables Listening Session	Discussions on all things energy related.	Non-profits, energy and business professionals	All EE measures	C&I	No	No	Yes
5/9/2019	2019	Training	Mill Brook Primary School	ASHRAE Monthly Meeting	EE program participation and identification of resources	Local engineer trades association	All EE measures	C&I	No	No	No
5/10/2019	2019	Training	Newton	Invictus	EE Program overview	Spray Foam Insulation Contractor and Residential Gas Customers	HPwES	Residential	No	No	No
5/10/2019	2019	Training	Pembroke Readiness Center	2019 State Energy Conference	EE program participation and identification of resources	State facilities staff and administrators	All EE measures	C&I	No	No	Yes
5/14/2019	2019	Event	Manchester	EI NHSaves program participation and identification of resources	EE program participation and identification of resources	Contractor EEI Representatives	All EE measures	C&I	No	No	No
5/14/2019	2019	Training	Havenwood Heritage Heights	Concord Chamber Business After Hours	EE program participation and identification of resources	Non-profits, energy and business professionals	All EE measures	C&I	No	No	Yes
5/15/2019	2019	Advertisement	Social media	VA Energy Saving Measures and Visual Audit	Facebook/Twitter	Local Residential Online Traffic	Weatherization	Residential	No	No	No
5/16/2019	2019	Training	Franklin	Franklin WWTP Award and Tour	EE program participation	State and municipal staff, and facilities personal	All EE measures	C&I	No	No	Yes
5/17/2019	2019	Event	Lakes Region Chamber of Commerce	EE programs overview presentation	Infrastructure Seminar	State and municipal staff, and facilities personal	All EE measures	Residential	No	No	Yes
5/20/2019	2019	Training	Concord	Turn Cycle Solutions	Blower door training	Contractor	HPwES	Residential	No	No	No
5/21/2019	2019	Advertisement	Email Newsletter	Free Software Calculates Energy Savings of Steam System Insulation	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	No	No
5/21/2019	2019	Advertisement	Email Newsletter	5 Ways to Get Your Home Ready for Summer	Monthly E-Newsletter	LU Customers and Residential Gas Online Traffic	All EE measures	Residential	No	No	No
5/22/2019	2019	Advertisement	Email	Promotion of visual audit offering	Monthly e-newsletter focus	Local Residential Online Traffic	Visual audit	Residential	No	No	No
5/28/2019	2019	Advertisement	Email	Promotion of HPwES program	Monthly e-newsletter focus	Local Residential Online Traffic	HPwES	Residential	No	No	No
5/30/2019	2019	Event	6 Eastpoint Dr., Hooksett	Eckhardt & Johnson	EE Program Participation	HVAC Contractor	All EE measures	C&I	No	No	No
6/1/2019	2019	Training	Various Locations	Commercial Equipment Heating Equipment Dealer Visits in June	Commercial Equipment Heating Equipment Dealer Visits in June	Deluca Brothers, Kittredge Equipment, NH Restarant Equipment, Perkins/Gordon Food Service, Pitco	Commercial Food Service Equipment (CFSE) rebate program	C&I	No	No	No
6/1/2019	2019	Advertisement	Bus Wrap	Weatherization Bus Wrap Advertisement - Winter & Summer Campaign	ATA Outdoor Media: recurring bus wrap advertisement from June through December 2019	LU Customers and Local Commercial and Residential Online Traffic	HPwES	Residential	No	No	No
6/5/2019	2019	Advertisement	Email	Fathers Day Thermostat Rebate	Special smart thermostat promotion	Local Residential Online Traffic	Smart Thermostats	Residential	No	No	No
6/5/2019	2019	Training	Derry	Derry Solar Summit	Promotion of EE programs to attendees	Derry Netzero Task Force/municipal staff, and Derry/Londonderry businesses	All EE measures	Both	No	No	Yes
6/6/2019	2019	Event	Concord Chamber of Commerce	EE programs overview presentation	Promotion of EE programs to attendees	State and municipal staff, and facilities personal	All EE measures	C&I	No	No	No
6/6/2019	2019	Training	Concord Chamber of Commerce	Pinnacle Awards	Promotion of EE programs to attendees	State and municipal staff, and facilities personal	All EE measures	Both	No	No	Yes
6/6/2019	2019	Training	Associated Builders & Contractors	ABC Innovation in Education	Municipal Project Focus	Architects, Municipal Staff and General Contractors	All EE measures	C&I	No	Yes	Yes
6/12/2019	2019	Event	Manchester	Oliver Mechanical	Promotion of EE programs to attendees	HVAC Contractor	All EE measures	C&I	No	No	No
6/13/2019	2019	Training	AIA-NH	AIA COTE Summit	Review of EE program eligibility to attendees	NH architects	All EE measures	C&I	No	Yes	No
6/18/2019	2019	Advertisement	Facebook/Twitter	Fathers Day Thermostat Rebate	Facebook/Twitter	Local Residential Online Traffic	Smart Thermostats	Residential	No	No	No
6/18/2019	2019	Event	Londonderry	Walter F. Morris Company	Promotion of EE programs to attendees	Manufacturers Rep	All EE measures	C&I	No	No	No
6/18/2019	2019	Training	Charlestown	Claremont Spray Foam	Mobile home weatherization	Residential Electric Customers	HEA	Residential	No	No	No
6/18/2019	2019	Advertisement	Email Newsletter	Thermostats: What's the Difference?	Monthly E-Newsletter	LU Customers and Residential Gas	All EE measures	Residential	No	No	No
6/19/2019	2019	Training	Newton	Invictus	Surveyor/OTTER	Residential Electric Customers	HPwES	Residential	No	No	No
6/20/2019	2019	Training	Net Zero Task Force	Derry Muni Meeting	Review of EE program eligibility to attendees	Municipal Staff	All EE measures	Both	No	No	Yes
6/21/2019	2019	Training	Municipal Energy Staff,	Sierra Club Municipal Conference	Review of EE program eligibility to attendees	Muni Staff	All EE measures	Both	No	No	Yes
6/26/2019	2019	Advertisement	Facebook/Twitter	HPwES Video - A/C Unit	Facebook/Twitter	Local Residential Online Traffic	HPwES	Residential	No	No	No
6/26/2019	2019	Event	Business and Economic	NH BEA Meeting	Promotion of EE programs to attendees	State Staff	All EE measures	C&I	No	No	No
6/26/2019	2019	Training	Business and Economic	NH BEA Meeting	Promotion of EE programs to attendees	State Staff	All EE measures	Both	No	No	Yes
6/27/2019	2019	Advertisement	Email	Independence Day Thermostat Rebate Special	Special smart thermostat promotion	Local Residential Online Traffic	Smart Thermostats	Residential	No	No	No
6/27/2019	2019	Event	6 Eastpoint Dr.,	Eckhardt & Johnson	Promotion of EE programs to attendees	HVAC Contractor	All EE measures	C&I	No	No	No
6/28/2019	2019	Advertisement	Social media	Facebook/Twitter: HPwES Video - A/C Unit	Facebook/Twitter	Local Residential Online Traffic	HPwES	Residential	No	No	No
6/28/2019	2019	Advertisement	Social media	Facebook/Twitter: 4th of July promo - Google	Facebook/Twitter	Local Residential Online Traffic	Smart Thermostats	Residential	No	No	No
7/2/2019	2019	Event	CENH Home Office	Clean Energy NH Open House	Networking event	Contractors, manufacturer, distributor, city officials, Architects, engineers	All EE measures	C&I	No	No	Yes
7/2/2019	2019	Advertisement	Social media	4th of July promo - Google Home mini and NEST thermostat Rebate	Facebook/Twitter	Local Residential Online Traffic	Smart Thermostats	Residential	No	No	No
7/2/2019	2019	Training	CENH Home Office	Clean Energy NH Open House	Networking event	Contractors, manufacturer, distributor, city officials, Architects, engineers	All EE measures	C&I	No	Yes	Yes

Launch Date	Year	Advertising, Event or Training?	Type/Location of Tactic	Title of Tactic	Details	Key Audiences/Participants	EE Measures Promoted	Market Segment	Promotion of Stricter Building Codes?	Education to Builders?	State/Local Officials & Associations?
7/11/2019	2019	Advertisement	Social media	Special Rebates for Gas Customers	Facebook/Twitter	Local Residential Online Traffic	All EE measures	Residential	No	No	No
7/11/2019	2019	Event	Walter F. Morris Company	Joint NHSaves - Walter Morris Flyer	Marketing Meeting	Marketing Staff	All EE measures	C&I	No	No	No
7/11/2019	2019	Event	Londonderry	Promotion of EE programs to attendees	Promotion of EE programs to attendees	Marketing Staff	All EE measures	C&I	No	No	No
7/16/2019	2019	Advertisement	Facebook/Twitter	HPwES Summer Promotion	Facebook/Twitter	Local Commercial and Residential Online Traffic	HPwES	Residential	No	No	No
7/16/2019	2019	Advertisement	Email Newsletter	A Whole Building Approach to EE	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	No	No
7/16/2019	2019	Advertisement	Email Newsletter	Video: 5 Ways to Save with Smart Home Technology	Monthly E-Newsletter	LU Customers and Residential Gas Online Traffic	All EE measures	Residential	No	No	No
7/16/2019	2019	Advertisement	Email Newsletter	HVAC Systems: 4 Hidden Energy Costs	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	No	No
7/18/2019	2019	Training	Johnson's (Northwood)	Lunch meeting w/ Yankee Thermal Imaging	Review of EE program eligibility to attendees	Jamie Polchies- estimator/auditor	All EE measures	C&I	No	No	No
7/19/2019	2019	Event	RBG office	Promotion of EE programs to attendees	Promotion of EE programs to attendees	Don Perrin	All EE measures	C&I	No	No	Yes
7/19/2019	2019	Training	RBG office	Meeting with State of NH	Review of EE program eligibility to attendees	Don Perrin	All EE measures	C&I	No	No	Yes
7/23/2019	2019	Event	Londonderry	USGBC Summer Meet-up	Networking event with LEED professionals	Builders, architects, and designers	All EE measures	C&I	No	Yes	Yes
7/23/2019	2019	Training	Concord	Rotary Presentation	Power point presentation for the Concord Rotary	Business owners and municiple leaders	Focus on commercial	Both	No	No	Yes
7/23/2019	2019	Training	Concord	Rotary Presentation	Power point presentation for the Concord Rotary	Business owners and municipal leaders	Focus on commercial	Both	No	No	Yes
7/24/2019	2019	Event	Bedford NH	NH CIBOR Statewide Meeting	Promotion of EE programs to attendees	Commercial brokers, bankers,	All EE measures	C&I	No	No	No
7/24/2019	2019	Event	New Canaan	Dave Gooding Company	Educating manufactures rep. on the NHSaves	Trade Ally Contact	All EE measures	C&I	No	No	No
7/24/2019	2019	Training	Bedford NH	NH CIBOR Statewide Meeting	Promotion of EE programs to attendees	Commercial brokers, bankers,	All EE measures	C&I	No	No	No
7/25/2019	2019	Event	F.W. Webb -	Vendor Counter Day	Tabling the F.W. Webb counter and speaking with	Potential Trade Allies	Heating Systems	C&I	No	No	No
7/26/2019	2019	Event	Gilford	NHSHFM Summer Outing	Networking event with Hospital staff and general	Hospital Facilities Directors, and general	All EE measures	C&I	No	No	No
7/26/2019	2019	Event	Sunapee	CENH Summer Outing	Networking event with Clean energy membership	Trade Ally Contacts and customers	All EE measures	C&I	No	No	Yes
7/31/2019	2019	Training	Concord	LU Gas audit	Audit of Heritage Harley Davidson	LU Gas Customer	Gas Audit	C&I	No	No	No
8/1/2019	2019	Event	Bedford	Fulcrum Trade Ally Meeting	Meeting With Fulcrum	General contractor trade ally	All EE measures	C&I	No	No	No
8/2/2019	2019	Advertisement	Email	Promotion of visual audit offeing	Promotion of visual audit offering	LU Customers and Local Residential Online Traffic	Visual audit	Residential	No	No	No
8/2/2019	2019	Event	Manchester	Second Wind Water Systems	Meeting with Secondwind Water Systems	Specialty services trade ally	All EE measures	C&I	No	No	No
8/2/2019	2019	Training	New Canaan	Dave Gooding Company	Educating manufactures rep. on the NHSaves program	Trade Ally Contact	All EE measures	C&I	No	No	No
8/3/2019	2019	Training	Windham	Meeting with The Dubay Group	Meeting to review 42 Nashua Road project	Engineer	All EE measures	C&I	No	No	No
8/5/2019	2019	Training	Social media	Explanation of the Energy Audit Process	Facebook/Twitter	Local Residential Online Traffic	HPwES	Residential	No	No	No
8/8/2019	2019	Training	Derry	NHCIBOR Summer Mixer	Meeting with the commercial realtors and lenders group in central NH	see previous.	All EE measures	C&I	No	No	No
8/8/2019	2019	Training	Manchester	HPwES Energy Audit	On-Boarding Discussion	Invictus	HPwES	Residential	No	No	No
8/13/2019	2019	Training	Concord	REPA - Update on building Codes	Update on newly adopted 2015 building codes with amendments	Energy efficiency companies, and facilities managers	All EE measures	C&I	Yes	No	No
8/14/2019	2019	Event	Concord	Key Account Building Walk-through	Meet with Jason Teaster, facilities director for NH Hospital.	Key Account	All EE measures	C&I	No	No	No
8/14/2019	2019	Event	Concord	Meeting with Peter Mikolaczuk of Air Purchases/Engel HVAC	NHSaves Program	Territory Manager-HVAC	All EE measures	C&I	No	No	No
8/14/2019	2019	Training	Concord	Breakfast Club meeting	Networking	Commercial lender, HVAC distributor, other members	All EE measures	C&I	No	No	No
8/15/2019	2019	Event	Manchester	Meeting with Freudenberg-NOK	EE program presentation	Kevin Smith, Facilities Manager	All EE measures	C&I	No	No	No
8/15/2019	2019	Training	Lebanon	New Hampshire Society for Healthcare Facilities Managers Seminar	Seminar focused on large energy projects with NH hospitals	Hospital facilities staff	All EE measures	C&I	No	No	No
8/16/2019	2019	Training	Concord	NHSaves Presentation at North Branch	EE program presentation	Program managers, president	All EE measures	C&I	No	No	No
8/20/2019	2019	Training	Concord	ABC Party in the Park	Associated Builders and Contractors summer event	Builders, trade contractors, property management companies	All EE measures	C&I	No	Yes	No
8/21/2019	2019	Training	Manchester	Business After Hours- Manchester COC	TF Moran BAH	Manchester COC, TF Moran, Builders	All EE measures	C&I	No	Yes	Yes
8/27/2019	2019	Training	Concord	Lunch meeting with Anne Copp- Commercial Realtor	EE program training	Anne Copp, Commercial realtor	All EE measures	C&I	No	No	No
8/28/2019	2019	Training	Derry	Meeting with Derry Econ Dev	EE program training	Bev Donovan, Econ Dev Manager	All EE measures	Both	No	No	No
8/28/2019	2019	Training	Concord	Breakfast Club meeting	EE program presentation	Commercial lender, HVAC distributor, other members	All EE measures	C&I	No	No	No
8/28/2019	2019	Advertisement	Email Newsletter	Simple Steps to Lower Natural Gas Bills	Monthly e-newsletter distribution - 08/29/19	LU Customers and Local Commercial Online Traffic	All EE measures	C&I	No	No	No
8/29/2019	2019	Advertisement	Email Newsletter	Smart Thermostats Make Saving Energy Easier	Monthly e-newsletter distribution - 04/12/19	LU Customers and Local Residential Online Traffic	All EE measures	Residential	No	No	No
9/1/2019	2019	Advertisement	Bill Insert	Promotion of low-coset Energy Savings Measures	LU delivered to all Gas Customers	LU Gas Customers	Visual audit	Residential	No	No	No
9/1/2019	2019	Advertisement	Email	Promotion of low-coset Energy Savings Measures	LU delivered to all Gas Customers with email addresses	LU Gas Customers	Visual audit	Residential	No	No	No
9/10/2019	2019	Event	Nashua	Meeting with Horizon and Invictus	HPwES/Energy Audit	Horizon and Affiliates	HPwES/HEA	Residential	No	No	No
9/10/2019	2019	Training	Nashua	Invictus HPwES Energy Audit	EE Program training	Invictus	HPwES/HEA	Residential	No	No	No
9/10/2019	2019	Training	Concord	Concord Professionals Breakfast Club meeting	Networking	Commercial lender, HVAC distributor, other members	All EE measures	C&I	No	No	No
9/11/2019	2019	Training	Concord	Plan NH Business After Hours	Networking	Contractors, etc.	All EE measures	C&I	No	No	No
9/11/2019	2019	Event	Concord	Concord Professionals Breakfast Club Meeting	Networking	Commercial lenders, HVAC distributors, and other members	All EE measures	C&I	No	No	Yes
9/11/2019	2019	Event	Concord	Plan NH Business After Hours	Networking	Commercial lenders, HVAC distributors, and other members	All EE measures	C&I	No	No	Yes
9/12/2019	2019	Event	Randolph, MA	GasNetworks Annual Conference	Conference and Networking	HVAC techs, contractors, etc.	All EE measures	C&I	Yes	No	Yes
9/12/2019	2019	Event	Manchester	Granite Group Trade Show	Conference and Networking	HVAC techs, contractors, etc.	All EE measures	C&I	Yes	No	No

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	9/16/2019	2019	Event	Manchester	New Contract Response	Total Climate Control	Horizon and Affiliates	HPwES	Residential	No	No	No
	9/16/2019	2019	Event	Various Locations	2019 Energy Code Workshop Series	Eventbrite Registration - Commercial and Residential Code Series Discussions in September and October	Residential and Commercial Contractors	All EE measures	C&I	Yes	Yes	No
	9/17/2019	2019	Advertisement	Email Newsletter	Take Building Performance to the Next Level	Article: Take Building Performance to the Next Level	LU Customers and Local Commercial Online Traffic	All EE measures	C&I	No	Yes	No
	9/17/2019	2019	Advertisement	Email Newsletter	INFOGRAPHIC: Preparing for a Home Energy Audit	INFOGRAPHIC: Preparing for a Home Energy Audit	LU Customers and Local Residential Online Traffic	All EE measures	Residential	No	No	No
	9/17/2019	2019	Event	Concord	NH School Administrators Conference	Energy Summit	Directors of Buildings and Grounds	All EE measures	C&I	No	No	Yes
	9/18/2019	2019	Advertisement	Social media	Special Rebates for Gas Customers	Facebook/Twitter	LU Customers and Local Commercial and Residential Online Traffic	All EE measures	Residential	No	No	No
	9/18/2019	2019	Training	Concord	NH School Administrators Conference	Conference & Networking Day 2	Director of Buildings & Grounds	All EE measures	C&I	No	No	No
	9/23/2019	2019	Event	Concord	NH Energy Summit	Energy Summit	Energy Industry Professionals	All EE measures	C&I	No	No	Yes
	9/24/2019	2019	Training	FW Webb Company Distribution Center, 10 Webb Dr., Londonderry	2019 Energy Code Workshop Series	Exploring changes to energy code in NH	Residential Building Construction Industry	All EE measures	Residential	Yes	Yes	No
	9/24/2019	2019	Event	Derry	Chamber Business Before Hours	Presentation of EE programs	Chamber members and President of Chamber	All EE measures	C&I	No	No	Yes
	9/25/2019	2019	Advertisement	Social media	Helping Schools and Towns Save through Rebates & Incentives	Facebook/Twitter	LU Customers and Local Commercial and Residential Online Traffic	All EE measures	C&I	No	No	No
	9/25/2019	2019	Training	Concord	Meeting with Matt Moore- CCSNH	EE Programs training	Dir of Capitol Improvement Projects	All EE measures	C&I	No	No	No
	9/26/2019	2019	Event	Concord	Associated Builders and Contractors	Business after Hours - Young Professional Group - ABC	Contractors, HVAC techs, engineers, etc.	All EE measures	C&I	No	Yes	No
	9/26/2019	2019	Training	Manchester	Tri-City Expo	Expo- walked around to vendors	Contractors, property management companies, etc.	All EE measures	C&I	No	No	No
	9/26/2019	2019	Training	Concord	ABC YPG BAH	Business After Hours- Young Professional Group- ABC	Contractors, HVAC techs, engineers, etc.	All EE measures	C&I	No	No	No
	9/27/2019	2019	Training	Hooksett	NHSaves Lunch & Learn	PROCON Lunch & Learn	Project managers, estimators, etc.	All EE measures	C&I	No	No	No
	9/30/2019	2019	Event	Manchester	Jones Boy New Contract Response	New Contract	Horizon and Affiliates	HPwES/HEA	Residential	No	No	No
	10/1/2019	2019	Advertisement	Bill Insert	How EE can help your energy bill	LU delivered to all Gas Customers	LU Gas Customers	All EE measures	Residential	No	No	No
	10/1/2019	2019	Training	The Exeter Inn, 90 Front St., Exeter	2019 Energy Code Workshop Series	Exploring changes to energy code in NH	Residential Building Construction Industry	All EE measures	Residential	Yes	Yes	No
	10/1/2019	2019	Training	Concord	State of NH Employee Training	Energy Efficiency	Project managers, estimators, etc.	All EE measures	C&I	No	No	No
	10/2/2019	2019	Training	Concord	NHSaves Lunch & Learn	HL Turner	Project managers, estimators, etc.	All EE measures	C&I	No	No	No
	10/5/2019	2019	Event	669 Union St., Manchester	NHSaves Button Up	UU Fellowship Hall	Homeowners, general public	All EE measures	Residential	No	No	No
	10/8/2019	2019	Training	FW Webb Company Distribution Center, 10 Webb Dr., Londonderry	2019 Energy Code Workshop Series	Exploring changes to energy code in NH	Commercial Construction Industry	All EE measures	C&I	Yes	Yes	No
	10/9/2019	2019	Event	Goffstown	Key Account Meeting	Key Account Meeting with Mike Lencki, Hillsborough County Nursing Home	Purchasing Manager	All EE measures	C&I	No	No	No
	10/9/2019	2019	Training	Concord	Breakfast Club meeting	Networking	Commercial lender, HVAC distributor, other members	All EE measures	C&I	No	No	No
	10/10/2019	2019	Advertisement	Social media	What does weakening EPA regulations mean?	Facebook/Twitter	LU Customers and Local Commercial and Residential Online Traffic	All EE measures	Residential and C&I	Yes	No	No
	10/10/2019	2019	Event	Dracut	Key Account Meeting	Key Account Meeting with Bob Norkiewicz, Brox Industries	Plant Manager	All EE measures	C&I	No	No	No
	10/10/2019	2019	Training	Church Landing at Mill Falls/Laker Room, 312 Daniel Webster Hwy, Meredith	2019 Energy Code Workshop Series	Exploring changes to energy code in NH	Residential Building Construction Industry	All EE measures	Residential	Yes	Yes	No
	10/10/2019	2019	Training	Concord	Concord Chamber: Building Forum	Discussion about developments in the capital city area	COC members, city officials, architects	All EE measures	C&I	No	Yes	Yes
	10/11/2019	2019	Training	Lebanon	Meeting with Atlantic Electrical Distributors	NH Saves Program	Distribution Representatives	All EE measures	C&I	No	No	No
	10/15/2019	2019	Advertisement	Email Newsletter	INFOGRAPHIC: Getting Your Facility Ready for Winter	Monthly E-Newsletter	Gas Key Accounts	All EE measures	C&I	No	No	No
	10/15/2019	2019	Advertisement	Email Newsletter	Photo Essay: Energy Saving Tips for Fall	Monthly E-Newsletter	LU Customers and Local Commercial and Residential Online Traffic	All EE measures	Residential	No	No	No
	10/15/2019	2019	Training	Woodstock Inn Brewery, 135 Main Street, North Woodstock, NH	2019 Energy Code Workshop Series	Exploring changes to energy code in NH	Commercial Construction Industry	All EE measures	C&I	Yes	Yes	No
	10/16/2019	2019	Training	Concord	CYPN- Concord Young Professionals	CYPN Networking Night	Young Professionals in various industries, met Steve Duprey, local developer	All EE measures	C&I	No	No	No
	10/16/2019	2019	Training	Nashua	Turn Cycle Solutions	Surveyor/OTTER	Contractor and New Staff	All EE measures	Residential	No	No	No
	10/17/2019	2019	Training	Hartford, VT	Landlords Energy Efficiency Conference	Meeting of commercial and residential landlords	commercial and residential landlords	All EE measures	Both	No	No	No
	10/18/2019	2019	Training	Nashua	NH Society of Healthcare Facility Managers (NHSHFHM)	Gave overview of technically assistance funding to NH hospital facility managers.	Hospital facility managers	All EE measures	C&I	No	No	No
	10/23/2019	2019	Training	Portsmouth	NHSaves Lunch & Learn	TMS Architects - AIA lunch and learn series	Architects	All EE measures	C&I	No	Yes	No
	10/24/2019	2019	Event	95 Canal Street, Nashua, NH	BAE Systems Energy Expo	Table at Expo to present NHSaves	BAE Employees	All EE measures	Residential	No	No	no
	10/25/2019	2019	Training	Lebanon	Tracy St Multi-Family Ribbon Cutting	Official opening of first net zero affordable housing development in NH	Developer, Contractor, funders, Government Reps	All EE measures	C&I	No	No	Yes
	10/31/2019	2019	Training	Concord	Advanced Manufacturing Conference	NHMEP Governor's Conference	Politicians, energy professionals, business professionals, manufacturing professionals	All EE measures	C&I	No	No	Yes

As of 11/19/2019												
Launch Date	Year	Advertising, Event or Training?	Type/Location of Tactic	Title of Tactic	Details	Key Audiences/Participants	EE Measures Promoted	Market Segment	Promotion of Stricter Building Codes?	Education to Builders?	State/Local Officials & Associations?	
11/1/2019	2019	Advertisement	Bill Insert	Home Feeling Drafty? We Can Help!	LU delivered to all Gas Customers	LU Gas Customers	All EE measures	Residential	No	No	No	
11/5/2019	2019	Training	Weatherize Guyz, Derry, NH	Contractor meeting with Horizon	Surveyor/OTTER	Contractor and LU Vendor	HPwES	Residential	No	No	No	
11/8/2019	2019	Training	Invictus Spray, Newton, NH	Contractor meeting with Horizon	Support for HPwES Program Development	Contractor and LU Vendor	HPwES	Residential	No	No	No	
11/13/2019	2019	Training	Airport Holiday Inn, Manchester	Efficient Heating and Cooling for Commercial Building Managers	Learn how to control energy costs and maximize EE Incentives	Lakes Region Community College Training for Facility Managers, COOs, building operators and sustainability officers	All EE measures	C&I	No	No	No	
11/15/2019	2019	Advertisement	Email Newsletter	Busted! 3 Common Myths About Home Heating	Monthly E-Newsletter	LU Customers and Residential Gas Online Traffic	All EE measures	Residential	No	No	No	
11/15/2019	2019	Advertisement	Email Newsletter	Energy Smart Boiler Maintenance	Monthly E-Newsletter	LU Customers and C&I Gas Online Traffic	All EE measures	C&I	No	Yes	No	
11/18/2019	2019	Training	Turn Cycle Solutions, Concord, NH	Field Training with Horizon	Energy Audit and work order review; identifying health and safety hazards, thermal imaging and worst case spillage testing.	Contractors and LU Vendor	All EE measures	Residential	No	Yes	No	
11/19/2019	2019	Training	Common Man, Concord	Energy Efficiency for Restaurants and Hospitality	Learn how to control energy costs and maximize NHSaves Incentives	Lakes Region Community College Training for Facility Managers, COOs, building operators and sustainability officers	All EE measures	C&I	No	No	No	

WNA Tracking 2018-2019							
Date	Call Type	Inquiry Details	Follow Up	Representative	Additional Comments	F.A.Q.'s Reference	Resolved
13-Nov	Inquiry	Hard to Understand	N/A	M.Grant	Thinks we should just increase the customer charge year round and that might make more sense to the customers	What is the main purpose of decoupling?	Complete
13-Nov	Inquiry	What is this program?	N/A	J.Roberts	Wanted to know more about the program, understands and found interesting?	What is Revenue decoupling?	Complete
21-Nov	Inquiry	Why this program?	N/A	J.Brouillet	Why this program? Why not increase the customer charge year round? No follow up need- preferred the customer charge increase	Are there any added benefits to decoupling?	Complete
30-Nov	Inquiry	What is this program?	N/A	J.Brouillet	Questions on how the program works	How does decoupling work?	Complete
5-Dec	Inquiry	What is this program?	N/A	K.Burroughs	When reviewing usage for November, during high bill complaint, questioned the credit on account	How will this affect my bill?	Complete
6-Dec	Inquiry	Why this program?	N/A	N.Soucy	Concerned that the credits/debits are based on usage and not a flat rate for budgeting purposes	Is my bill still based on how much gas I use?	Complete
6-Dec	Inquiry	What is this program?	N/A	A.Cook-Dodge	Customer wanted more information on what the program was about	What is Revenue decoupling?	Complete
6-Dec	Complaint	When will it start?	Supervisor Call Back	A.Cook-Dodge	Wanted to know why it was on one bill and not another. See breakdown on tab A10 by Joanne Iovinc		Complete
7-Dec	Inquiry	What is this program?	N/A	D.Duchaine	Wanted to know when this started and if other companis are participating too	Is decoupling a new concept?	Complete
11-Dec	Inquiry	What is this program?	N/A	D.Pisco	Why do I have this charge on the bill? Will I always get it?	How will this affect my bill?	Complete
12-Dec	Inquiry	What is this program?	N/A	A.Cook-Dodge	Curious as to why he had a credit on his account	What is Revenue decoupling?	Complete
12-Dec	Inquiry	Why this program?	N/A	A.Cook-Dodge	How long will the program last?	How will this affect my bill?	Complete
10-Dec	Inquiry	What is this program?	N/A	A.Maggio	Wanted to know more about the program, happy with credit	What is Revenue decoupling?	Complete
18-Dec	Inquiry	What is this program?	N/A	K.Ripaldi	Asked why he had a credit on his bill	How will this affect my bill?	Complete
3-Jan	Inquiry	Hard to Understand	N/A	A.Maggio	Didn't see the charge on the bill, walked customer through the fact that it was the credit. Referred to website for additional details aswell.	What is Revenue decoupling?	Complete
16-Jan	Inquiry	What is this program?	N/A	A.Maggio	wanted to know why there was a credit on his bill that he has never seen before	How will this affect my bill?	Complete
16-Jan	Inquiry	What is this program?	N/A	A.Maggio	wanted to know more about the program and why he had a credit on his account	What is Revenue decoupling?	Complete
12-Feb	Inquiry	Why this program?	N/A	A.Cook-Dodge	Wanted to know what the charges on the bill were	What is Revenue decoupling?	Complete
1-Mar	Inquiry	What is this program?	N/A	J.Roberts	Wanted to know why he got a credit on his bill?	What is Revenue decoupling?	Complete

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