
NH Energy Efficiency Resource Standard

Three-Year Program Plan





Review of
Small Commercial
Nicole Carpenter
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Desired Outcomes (Overall, Not Program Specific)

- Increase program yields
 - Serve more customers
 - Increase customer savings
 - Further develop and expand NH's product and service provider infrastructure
 - Result in sustained, orderly market development
 - Stimulate private investment and the use of new financing approaches
 - Increase awareness of the job creation and economic development impacts of EE
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Characteristics of a Successful Small Commercial Program

- Provides customer value and generates MWH and MMBTU with sustainable acquisition costs
 - Accessible to and utilized by wide range of customer types
 - market diversity
 - new and repeat customers
 - Creates partnerships or infrastructure that can be further developed as needs, goals, and budgets grow
 - All see value in the program – customers, service providers, utilities, PUC
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Best Practices for Achieving Success, and Why

- Include a suite of offerings from single prescriptive measures to more comprehensive offerings
 - Create multiple entry points for customers
 - Provide options to the customer based on their time, interest, and budget
 - More comprehensive offerings may include items like turn-key audits/implementation, deep retrofits, building commissioning, custom projects, etc.
 - Leverage business, community, or service provider partnerships to promote and/or implement energy efficiency improvements to many customers
 - Build upon existing relationships and service work of other entities engaged with given small customers
 - Single prescriptive measures such as Exterior HID LED Bollard Retrofits, RTU Controllers, refrigeration fan motors and fan motor controls, kitchen exhaust hood controls, etc. can be promoted by various trade allies making it easier for them to make a sale and customers to know about various opportunities.
 - Look at commercial customers in aggregate by parent company and assign an account executive to ones that meet larger KW thresholds.
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Suggestions for NH

- **Develop a scope/checklist of common energy efficiency opportunities**
 - Allows for customers to manage their own audit and implementation process if they desire
 - Allows for DIY and engaged small business owners or volunteers to get involved
 - Provides a reference for vendors, contractors of common good energy improvements to utilize
 - **Develop targeted outreach and measure technology focus each quarter, 6-months, or year for a given customer market**
 - Small commercial market is large and diverse
 - Build partnerships and awareness a customer segment at a time
 - **Expand turn-key and prescriptive offerings**
 - Plug-load controls (computer settings, IT controls, accessory equipment)
 - RTU Controllers (VFDS on supply fan and return fans)
 - VFDS on hot water circulating loops
 - Time Of Day scheduling (AMI data provides great feedback)
 - More efficient refrigeration fan motors (ECM and Q-Sync)
 - **Consider going upstream for LED lighting and other common widespread measures**
 - **Make data accessible to interested customers and parties where possible**
 - AMI data
 - Performance of energy efficiency measures for trade allies and end users
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