New Hampshire’s Energy Efficiency Programs

The First 19 Months
- June 2002 through December 2003 -

March 18, 2004
Topics

- Goals: How Did We Do?
- How Were the Funds Spent?
- Program Potpourri
## Our Goals…What We Promised

<table>
<thead>
<tr>
<th>Impact Area</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifetime Kilowatt-hours Saved</td>
<td>765,000,000 kWh</td>
</tr>
<tr>
<td>Customers Served</td>
<td>47,000</td>
</tr>
<tr>
<td>Economic Impact – Dollars Saved</td>
<td>$83,000,000</td>
</tr>
<tr>
<td>Total Emissions Reduction</td>
<td>579,590 tons</td>
</tr>
</tbody>
</table>
Lifetime KWH Savings

<table>
<thead>
<tr>
<th>Goal</th>
<th>Outcome</th>
<th>Percent of Goal</th>
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<tbody>
<tr>
<td>765 million kWh</td>
<td>1,368 million kWh</td>
<td>179%</td>
</tr>
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</table>

- **Outcome**
  - Core Programs: 1,277
  - Utility Specific Programs: 91
  - Grand Total: 1,368 million kWh

- **Results**
  - enough energy to power city of Concord for 3.6 years
  - results achieved within original budget of $23.5 million
Customers Served

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<th>Percent of Goal</th>
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<tr>
<td>47,000 customers</td>
<td>59,699 customers</td>
<td>127%</td>
</tr>
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</table>

- **Outcome**
  - Core Programs 59,130
  - Utility Specific Programs 569
  - Grand Total 59,699 customers

- Reached customers in every city and town served by the NH utilities
- 15% of NH households received services
- Core Programs served 57,813 residential customers & 1,317 businesses
- Many others received educational benefits
  - Customer seminars, school programs, lighting catalog
Economic Impact – Dollars Saved

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<tr>
<th>Goal</th>
<th>Outcome</th>
<th>Percent of Goal</th>
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<tr>
<td>$83.0 million</td>
<td>$145.9 million</td>
<td>176%</td>
</tr>
</tbody>
</table>

- **Outcome**
  - Core Programs: $136.2
  - Utility Specific Programs: $9.7
  - Grand Total: $145.9 million

- The energy saved will reduce customers’ electric bills by $145.9 million – freeing up those dollars to help fuel the NH economy.

- Energy efficiency is a sound investment - returning more than 6 times the original cost of the programs.
Wise Investment: A Penny Saved…

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<th>Goal</th>
<th>Outcome</th>
<th>Percent of Goal</th>
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<tr>
<td>3.0¢/kWh saved</td>
<td>1.7¢/kWh saved</td>
<td>143%</td>
</tr>
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</table>

- Each kWh saved cost just 1.7¢, as compared to the average retail price of 10.7¢ - a great value for consumers.
Environmental Impact – Emission Reductions

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<td>579,590 tons</td>
<td>1,036,277 tons</td>
<td>179%</td>
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○ Outcome
  - Core Programs: 967,517 tons
  - Utility Specific Programs: 68,760 tons
  - Grand Total: 1,036,277 tons

○ Emissions Reduction
  - SO\(_x\)-: 6,839 tons
  - NO\(_x\)-: 1,368 tons
  - CO\(_2\)-: 1,028,070 tons

○ Equivalent to the annual emissions of more than 215,000 cars
## Summary of Delivered Results

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<tr>
<th>Impact Area</th>
<th>Outcome</th>
<th>Equivalent Result</th>
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<tbody>
<tr>
<td>Lifetime Kilowatt-hours Saved</td>
<td>1,367,780,265 kWh</td>
<td>Energy required to serve the city of Concord for 3.6 years</td>
</tr>
<tr>
<td>Customers Served</td>
<td>59,699</td>
<td>15% of the households in NH</td>
</tr>
<tr>
<td>Economic Impact – Dollars Saved</td>
<td>$145,942,154</td>
<td>6-fold return on investment</td>
</tr>
<tr>
<td>Total Emissions Reduction</td>
<td>1,036,277 tons</td>
<td>Equivalent to taking more than 215,000 cars off the road</td>
</tr>
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Low Income Collaboration

- Projected
  - Customers: 1,274 kWh: 53.0 million

- Actual
  - Customers: 1,362 kWh: 68.5 million

- Leveraged program funds to attract an additional $375,000 federal & state dollars

Customer Benefits Total $2.7 Million
How The Funds Were Spent

- Customers received more than 75% in direct benefits
  - rebates, technical assistance & efficiency audits

- Total administration was just over 6%

Total Expenditures: $23.2 Million
Monitoring & Evaluation

- **Baseline Evaluations**
  - ENERGY STAR® Homes
  - C&I New Construction

- **Process & Impact Evaluations**
  - Home Energy Assistance Process Evaluation
  - ENERGY STAR® Lighting Process & Impact Evaluation
  - Pay-As-You-Save Process Evaluation

- **Other Efforts**
  - Cost Benefit Model Review
  - Common Assumptions Report
  - Avoided Energy Supply Cost Update
  - Quarterly Reporting Preparation
Website & Statewide Call Center

www.nhsaves.com
1-866-266-2420 (toll free)
Statewide Retailer Network

- Established network of 158 retailers throughout NH
- Served 53,410 customers
- Other benefits
  - trained sales force
  - promotion of Energy Star lighting & appliances
  - consumer education
ENERGY STAR®
Appliance Sales as a % of Total Sales

- Refrigerators #1 *
  - NH: 63.2%
  - National Avg: 25.6%

- Room Air Conditioners #3
  - NH: 50.8%
  - National Avg: 23.1%

- Clothes Washers #3
  - NH: 54.5%
  - National Avg: 28.8%

- Dishwashers #36
  - NH: 56.9%
  - National Avg: 50.8%

*NH’s national ranking
Source: D&R International
In Summary –
NH Energy Efficiency Programs…

- Saved **1,368 million lifetime kWh** – enough energy to power Concord for 3.6 years
- Served almost **60,000 customers** – 15% of NH households
- Saved **$145.9 million** – a 6-fold return on investment
- Reduced emissions by over **1 million tons** – like taking more than 215,000 cars off the road