

**GREENHOUSE GAS EMISSIONS REDUCTION FUND  
Quarterly Progress Report Form**

Organization Name: Retail Merchants Association of New Hampshire  
 Program Title: RMANH Energy Efficiency Program  
 Program Contact: Joseph Lajewski, Program Manager 225-9748  
 Reporting Period: 10/01/2011 - 12/31/2011

- 1) Summary of work completed during this reporting period.  
 a) Provide a summary of activities relevant to this grant using Exhibit A of your contract as an outline. Include summaries of work completed by all project partners.  
 b) List quantitative actions in table format below (see directions for more details)

**Table 1: Activity Summary**

Activity	2011 Q1*	2011 Q2	2011 Q3	2011 Q4	Total Year 2011
<i>1. Program marketing &amp; partnership efforts targeting Berlin, Nashua, Plymouth, Manchester</i>	<i>A campaign was completed in Plymouth, working with PAREI and the Better Buildings Program.</i>	<i>A postcard enrollment campaign was mailed to 752 RMANH members throughout NH.</i>	<i>Established formal Joint program with BetterBuildings and held several events. Manchester: Tri-city Expo, Joint Sustainability Committee, communicating with Manchester EDC.</i>	<i>Plymouth and Nashua BB luncheons, Grocers Assoc Fall Conference Presentation and Booth, BIA events, Manchester Joint Sustainability</i>	
<i>2. New member enrollment. Goal: 50</i>	<i>8 new members have been enrolled in the following areas: Hanover, Peterborough, Bedford, Plymouth and Rumney.</i>	<i>2 new members have enrolled in the following locations: Keene and Salem.</i>	<i>26 enrolled throughout NH. Major focus in Berlin</i>	<i>39 enrolled throughout NH</i>	<i>75 enrolled</i>
<i>Phase 1 Starts (Contract submitted)</i>	<i>8</i>	<i>2</i>	<i>26</i>	<i>39</i>	<i>75</i>
<i>Phase 1 Complete (Report issued)</i>	<i>4</i>	<i>3</i>	<i>16 **5 audits paid for without RMANH EEP funds</i>	<i>43 **3 audits paid for without RMANH EEP funds ***12 projects skipped Phase 1</i>	<i>66 **8 audits paid for without RMANH EEP funds ***12 projects skipped Phase 1</i>
<i>3. Transition businesses to Phase 2 energy audit. Goal: 20</i>	<i>No progress.</i>	<i>1</i>	<i>0</i>	<i>36</i>	<i>37</i>

Phase 2 Starts (Contract submitted)	0	1 Rumney	0	36	37
Phase 2 Complete (Report issued)	0	0	6 **5 audits paid for without RMANH EEP funds	12 **3 audits paid for without the RMANH EEP funds	18 **8 audits paid for without the RMANH EEP funds
Phase 3 Starts (Contract submitted or project start)	2:Barons-Laconia, Seasonal Specialty	2: Dorr, Persian Rugs	2: Young's, Rumney Animal Hospital	5: Pemi-Laundry, Laperle's, Barons-Salem, Carons, Union Block	11
Phase 3 Complete (Construction completed)	1:Seasonal Specialty	2: Barons-Laconia, Dorr	0: **2 projects are almost complete	5: Persian Rugs, Young's, RAH, Laperles, Carons	8
4. Expand program alliances with one trade association	No progress.	No progress.	4-Grocers Association, NH Auto Dealers, Green Alliance, BetterBuildings	4-DRED, NH Made, Manchester Joint Sustainability committee, NHBSR	
5. Five Civic leadership events beginning June, 2011	N/A	No progress. Baron's event scheduled for after Labor Day.	Scheduled multi-layered event at young's restaurant. Outreach to local business community, area Local Energy Committees and UNH community. Program will also include restaurant employees. Presented to NH' Grocers Association annual meeting about RMANH EEP	Held Youngs project unveiling event. Teamed up with GDS/LRCC for auditor mentoring field training	
6. Five Customer education programs with displays.	No progress.	Visual display poster installed at Barons Major Brands in Laconia.	Developed new in-store display with rack card. Installed at Door and Youngs.	Working on Toolkit with GA and WorkWaste	
7. Program expansion through four educational events.	No progress.	No progress.	BetterBuilding Luncheons, North Country Energy Fair, Young's event will be multileveled and will allow for an educational component and will invite one-to-one business follow up.	Youngs event, Green Alliance after Hour event, 2 BetterBuilding Luncheon events, Presented at the Fall Grocers Event, <a href="#">NHBSR social</a> , Partnered with LRCC and UNHM to give students hands on practical experience.	

8. Create program for merchants to adopt.	Started framework for EZGREEN – RP, a low-cost, no-cost emission reduction program for merchants. Will consist of printed guide, checklist, participation sticker or window poster and customer cards.	No further progress beyond concept documents.	Researching partnering with another association/organization that already has such a program in place such as Green Alliance, NRLA. Effort is being retooled. Step one will be to survey Phase III members to assess how best to use success stories to outreach to other businesses, employees and customers	Working on Toolkit with GA and WorkWaste	
9. Develop one guide for distribution on the EEP.	Guide being developed in line with the creation of EZGREEN - RP	No progress.	New marketing materials are being designed to include a single core narrative and be able to be assembled into a package. EXGREEN program being re-tooled.	Working on Toolkit with GA and WorkWaste	
10. Develop a pledge of awareness.	Waiting for approval. To be included with launch of EZGREEN – RP	Certificates and participation stickers are being developed by the graphic designer. Will be launched before EZGREEN, beginning with existing program members.	No Progress- As part of retooling of EZGREEN effort, participation “pledge and store identification is being reevaluated	Researching partnering with another association/organization that already has such a program in place such as Green Alliance or Manchester Chamber	
11. Adjust the rebate pool & audit subsidy market.	No progress.	Significant time was put in to creating a wind-down plan designed to meet customer rebate expectations in the event of a RGGI repeal.	2010 rebate levels and Phase II match rates will continue into 2011 projects. Increasingly, projects are emerging with less need for Phase I audits, which as allow more detail to be completed in Phase II for less customers investment	Changed the rebate cap from \$75,000 to \$30,000 effective for the projects enrolled after 11/4/11. Discussed with PUC the potential need to move funds from the Loan Loss Reserve fund to the rebate pool to better utilize the funds and support the larger than expected conversion rate.	

\* Please break out activities for the month of December, 2010.

2) List projected annual energy savings by fuel type for all completed energy efficiency projects during this reporting period (see Reporting Instructions for more details.)

<b>Table 2: Projected Energy Savings Summary</b>					
<i>Fuel</i>	2011 Q1*	2011 Q2	2011 Q3**	2011 Q4***	2011 Total

Oil (Gallons)				171	171
Electric (kWh)	29716*	95856		81458	207030
Natural Gas (Therms)	156*	2083		3802	6041
Propane (Gallons)				2623	2623

\* Anticipated annual energy savings for projects completed the month of December, 2010.

Q3 –several projects were started and underway in the 3<sup>rd</sup> quarter but not completed. Data will be included in quarter that the entire work scope is completed.

Q4--Youngs, Persian Rugs, Rumney Animal Hospital, Laperle’s Projects, and Carons are completed.

\*\*\*Data from the Young’s and Persian Rugs project has not been reported yet by Jordan has not been included as the recalculation of the installed measures have not been compiled. This information is posing somewhat challenging to obtain from Jordan. Caron was performed by Building Diagnostics and Bill is out for medical issues. **I will be looking to contract with GDS to provide this information, but it will not be able to be provided at this time. When I receive the data I will resubmit the report with the data included**

8/13/12 revision: Added the energy savings that was not included in original reporting

3) Please list total hours worked on the project as required by your contract.

2011 Q1*	2011 Q2	2011 Q3**	2011 Q4	2011 Total
*361 hours Dec. 1330 hours Qtr. 1691 hours total	1315 hours	**953 hours	1082 hours	*361 hours Dec 2010 4680 Hours**

\* Please break out total labor hours for the month of December, 2010.

4) Explain any obstacles encountered or any milestones not reached. *Note any problems or delays. **If you have a deviation from the plan, contact the PUC before proceeding and document approved action.***

This has been a challenging time period, as we continue to field questions and concern from business owners who are unsure if grant funding will be available when they are ready to begin work on their projects. This is the biggest obstacle to program recruitment at this time, as we are hesitant to enroll members in our program where we tell them they have the opportunity for a rebate, and then due to circumstances beyond our control, the funding is not there. For this first quarter, we adopted a strategy to continue working with the members we have in play, while networking with other contacts we can call on if we are allowed to move forward into the spring and summer months. This has also allowed us to develop some of the more programmatic components of this year’s grant.

The outcome of a pending RGGI repeal effort and its unknown effect on future project work continued to be the biggest obstacle to program recruitment and project implementation, as we worked with business owners to answer the “what-ifs” and arrange for project funding. Many business owners were reluctant to enroll in a program whose longevity and source of funding was questionable. RMANH was hesitant to guide members into a program which entailed them to invest money into a phase 2 audit, without the opportunity for a project rebate. Additionally, given the time requirements for a phase 1/phase 2 transition, there was little room in the second quarter time period to market to business owners the benefits of the program, as they would likely be finishing up their phase 2 process just as the program was to end (June 30<sup>th</sup>). Nonetheless, we continued to work with our existing projects, to reassure our customers that we would do our best to reserve available funds for their projects, and encouraged them to move into the project implementation phase. We were successful in completing two projects and starting a third. A fourth project is currently on hold, a result of delays in the Community Loan Fund approval process.

Q3 The program has been ramped up into high gear during the Third Quarter now that the uncertainty of the RGGI repeal is over. We have had a large number of inquiries for participation in our program from building owners of mixed retail/commercial with rental apartments above. This continues to be a significant area of opportunity and interest. Since it has been recently approved (Mid Oct) for the program to service these businesses, this will help achieve targeted goals.

Newly formed partnerships with BetterBuildings, Grocers, Auto Dealers, and Green alliance have already yielded positive results. Although there is significant ground to be made up from the first 6 months of the year, the 3rd quarter has shown tremendous progress. In the fourth quarter we will put a focus on moving the large number of phase 1's from the 3<sup>rd</sup> quarter into phase 2.

\*\*Julies hours from July are unaccounted for as she is no longer with the program and did not have documentation for us to base her hours on.

Q4 Tremendous progress has been made during the past quarter as the efforts from Q3 and newly formed partnerships are paying off. With 35 level 2 audits started in the 4<sup>th</sup> quarter we were almost able to double our goal for the entire year. The majority of these reports will be completed by the end of January which will allow for projects to start implementation towards the end of the 1<sup>st</sup> quarter and into the 2<sup>nd</sup> quarter of 2012.

We have established new partnerships with several auditors on a trial basis to ensure that we have the capacity to meet our goals for 2012 as well as deliver a consistent product.

#### Summary of Work for year ended 2011

P1 enrolled	75	Goal	50	= 150% of goal
P2 transitioned	37	Goal	20	= 185% of goal

#### Potential challenges:

Funding for projects—With the work that we have done to target businesses, we are expecting a much larger conversion rate than originally expected. The conversion rate from phase 2 into implementation may be greater than 50% compared to the 20% originally projected. This created the challenge of ensuring that there is enough project funding rebates to continue to incentivize businesses to enroll in the program and then move into implementation. We have identified two major actions to help mitigate this concern. The first is that we have significantly lowered the rebate cap from \$75,000 to \$30,000. Although this would only affect a few potential projects, it will free up funds to help implement many additional smaller projects, and will still allow a project up to \$150,000 to receive a full 20% rebate. The second is that we have requested to be able to move funds from the unused Loan Loss Reserve Fund to the rebate pool as needed. We want to ensure that we do not commit all of our project rebate funds before we have met our deliverables for the number of audits delivered as it would be difficult to get a business to undertake the expense of an audit without the “carrot” of the implementation assistance.

Uncertainty of grant extension for final 2 years. With the great success that we are realizing in the past 6 months, our marketing and program planning over the next 6 months will be greatly affected by whether the program will be funded past the current funding. If the program were to not be funded, then we would need to focus our efforts to wrapping up the projects in progress and halt enrolling new members starting towards the middle of the year to ensure that there is enough lead time to get the project to implementation, but also to ensure that there is enough rebate funding for it as well—we would want to re-balance the audit funding to the rebate funding if needed.

#### Possible options:

Fully Funded Extension—This would be allow us to continue to market all three phases of the program without interruption through the remainder of the grant.

Transfer from unutilized programs—If there are funds available from other programs that are not going to be utilized, look at the possibility to reallocating funds.

Unfunded Extension—We would be interested in an unfunded extension as long as it wouldn't negatively affect our chances of obtaining a fully funded grant extension. This would allow us to continue the program to ensure that the businesses are allowed the time to move through project completion. This option would not be the most desired by its self as it would not allow us to have as great of an impact as a funded extension and there would need to be some reallocation of funds between categories to be able to meet the expenses. This option would be best suited to work in conjunction with the previous options.

#### 5) Summarize work to be completed next quarter.

##### **Communications & Marketing:**

Focus in the next quarter will be in the areas of Manchester and the Seacoast. Meetings will be scheduled with local Chambers of Commerce and LEC's to increase awareness about the program. We will launch the EZGREEN – Retail Program (EZGREEN - RP), a low-cost/no-cost approach to reducing greenhouse gas emissions without deep retrofits.

The program will consist of a user's guide, participant checklist, resource guide, pledge of energy awareness, and sticker/placard identifying the business as a participating "EZGREEN – RP Business".

The third quarter entails faithful execution of an aggressive marketing plan, as outlined below. Final development of the energy pledge campaign and EZ Green program will continue, although will not be the central focus, as program enrollment will become the focus prior to the October/December holiday retail season slow-down.

#### Six Month Marketing Plan

- Postcard campaign (*done 6/23/11*)
- Membership agreement with other trade organizations (2) (*done-Grocers Assoc, Green Alliance, Auto Dealers*)
- Collaborate with Better Buildings program (*done 7/18/11*)
- Coordinate with Pay4Performance program (*done*)
- Advertise in LEC newsletter/CACP
- Hold webinar through MyEnergyPlan.net
- Contact year one members and invite them back (*done*)
- NH State Liquor Commission – do they need assistance (*meeting scheduled for 10/20/11*) **Targeted for Q1 2012**
- NHBR article (*have had meeting with NHBR, looking at December issue possibility*) **2 ads monthly Dec, Jan, Feb**
- NHPR web advertising (*may not be cost beneficial*)
- Green Energy Times advertising
- Weekly facebook posts (*done*)
- Work with auditors to qualify program members aka: P4P (*done: GDS, LighTec, Jordan, and reviewing several others*) Q4 expanded to Arbogast Auditing, Turncycle, SEEDS, PAREI, ERS,
- NH Real Estate Investment Group solicitation
- Hold energy events with local business groups in Manchester, Concord, Nashua, Berlin, Portsmouth, Keene (*done-NHBSR event-Concord, Green Alliance event-Portsmouth, Youngs event-Portsmouth area, Nashua/Berlin BB events, Grocers event- Manchester*)
- Hold energy events with Hannah Grimes, WREN, and NHMade

Q3-Program enrollment, advancement into Phase 2 and into implementation will continue to be the focus for the next quarter to close the gap from the first 6 months of the year.

We are in the process of developing short video clips (about 5 minutes) of the completed projects to be posted online and burned to cd's to educate businesses owners of the energy efficiency opportunities. This will allow them to see another business that has gone through the audit and implementation process.

Q4- RMANH and EEP newsletters-October, November, December. Grocers Association member ads, NHBSR Email to their membership 12/7/11. NHBR Ad campaign published Dec 16, 30. SymbioSus Email blast 12/29/11. Press releases in November and December for 50<sup>th</sup> enrollee. Facebook posts of businesses in the program, Press release Young's kickoff event. Fosters and The NH articles on Youngs

#### **Program Enrollment:**

Our goal will be to enroll 13 businesses in Phase 1 of the program, and transition 6 businesses to Phase 2 of the program.

In May, we will be finishing a retrofit project in Laconia.

In June, we will be starting two retrofit projects, located in Nashua and Durham respectively.

Our goal will be to enroll 25 businesses in Phase 1 of the program, and transition 10 businesses to Phase 2 of the program.

In July/August, we will be starting a project in Durham, NH; we will be completing a project in Nashua, NH.

Q3-The goal for the 4<sup>th</sup> quarter will be to enroll another 10-15 businesses into phase 1 and transition 15 into Phase 2. We expect to have another 3-5 businesses complete P3 in the 4<sup>th</sup> quarter from the work that had been accomplished in Q3.

Q4—The results from the 4<sup>th</sup> quarter are very positive. We met all of our goals by enrolling 39 businesses into Phase 1 and we transitioned 35 into Phase 2. In addition we had 5 projects complete their implementations.

#### **Education Programs & Events:**

We will schedule the first civic leadership event in June to take place at the site of the Laconia project. This event will educate location management and staff on the benefits of energy efficiency.

We will develop a customer education program for the Laconia project, using a before and after display. We will also provide examples of the energy efficient building materials that were used in the project. This display will be installed in June, used in conjunction with the civic leadership event.

- A customer education program will be designed for the Dorr Woolin project in Guild, NH.
- A customer education program will be designed for the Persian Rug Gallery project in Nashua, NH.
- An “Energy After Hours” event is scheduled at Baron’s Laconia in September.
- An “Energy After Hours” event will be scheduled at Persian Rug Gallery (TBD).

Q3- Event is scheduled for Young’s Restaurant on 11/1/11. This will be a project unveiling as well as an educational and marketing event. Educational display board designed for Young’s.

Educational display board designed for Dorr

Educational video being developed on implemented projects—should be completed Q4

Several Luncheon events with BetterBuilding that were open to the public to educate on the opportunities in efficiencies.

Q4-The Kick-off event at Young’s Restaurant was a great success even though it followed a major storm that caused power outages for several days. The event received press coverage in The NH and Fosters Daily Democrat and was attended by many residents, employees, local and state officials, and members from the business community.

The educational display board was created for Young’s and the educational video has been completed, distributed, and placed on the [www.rmanheep.com](http://www.rmanheep.com) website.

Additional member video’s are targeted for Barons, Persian Rugs, Hubbingtons

We have partnered with Lakes Region Community College and UNH Manchester to be able to give some of their student some hands on practical experience in partnership with GDS.

- 6) If applicable, in a section labeled *Beyond the Contract* (or some other well defined title), please report other activities, partnerships, funding or other synergies that have occurred as a result of this funding.

#### **Beyond the Contract:**

Outreach efforts and partnering opportunities with PAREI and Better Buildings – Plymouth have occurred as a result of this funding. These programs interface with business members that may be a better fit for our program, depending on the size and scale of their retrofit project. Through combined marketing, all three programs benefit. RMANH hopes to have similar success with Better Buildings programs in Nashua and Berlin.

RMANH continues to find opportunity through the Better Buildings program. Program referrals have also come to us from the Enterprise Energy Fund.

We have also developed support relationships with local Economic Development councils, supplying program materials or delivering a presentation for their business events.

Q3- A formal partnership has been established with all three BetterBuildings communities to provide audits and community education and outreach. This concerted effort during the 3<sup>rd</sup> quarter has yielded tremendous results. The program has been successfully leveraging non-EEP funding to facilitate the audit process.

Q4-We will be attempting to track the impact of our program on the businesses that chose not to go through the entire process. We know that several of the businesses did chose to implement some measures on their own after the Phase 1 audit, but the impact is difficult to quantify because there had not been modeling done at the Phase 1 level, and without an incentive to offer them on implementation, obtaining the project information details has proven somewhat difficult. Although this may prove to be challenging to track, it will help demonstrate the greater impact of the program.

- 7) If applicable, please include brochures, workshop announcements, or other materials developed to promote your grant activities. Attachments (and other documentation) are appreciated.

**Promotional/Program Materials:**

**First Quarter:**

Press Release 12-9-2010  
Press Release 3-22-2011  
E-Newsletter December 2010  
E-Newsletter January 2011  
E-Newsletter March 2011  
Bogacz Case Study

**Second Quarter:**

E-Newsletter June 2011  
Baron's Major Brands Case Study  
Baron's Major Brands Project Poster  
Press Release 6-28-2011  
Postcard Mail Campaign

**Third Quarter:**

Young's Case Study  
Dorr Case Study  
Dorr Project Poster  
E-Newsletter  
Baron's Major Brands Op-ed  
Two RMANH newsletters

**Q4:**

Newsletters October, November, December 2011  
Grocers Newsletter December 2011  
Youngs After Hour Event 11-1-11  
NH Made newsletter  
NHBR ads December (2)  
NHBSR ad 12/7/11  
SymbioSus Email blast 12/29/11.  
Press releases in November and December for 50<sup>th</sup> enrollee.  
Facebook posts of businesses in the program,  
Press release Young's kickoff event.  
Fosters and The NH articles on Youngs

[www.rmanheep.com](http://www.rmanheep.com) ---Please visit and check out the new site and Youngs video  
RMANH EEP website has been completely revamped to be a more attractive tool for businesses to use.  
Young's Marketing YouTube video and CD has been completed and uploaded to the RMANH EEP site  
All marketing materials are in the process of being revamped to be more effective

- 8) Complete the Invoicing form which includes your Budget vs. Actual Expenditures. *(Save this worksheet for future reporting as we will want to see your quarterly expenditures as the project continues.)* **You are required to submit budget vs. actual with each invoice.**

**\*\*The majority of the invoices for the Phase 2 audits had not been received prior to the end of the year and therefore those expenses are not included in the actual.**