

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

*The third quarter grant report is due June 1, 2010.*

1. Program Title *(as displayed in your proposal)*

***Reducing Residential Energy Consumption through the New Hampshire Carbon Challenge***

2. Program Type *(as listed in your proposal)*

***1. Education, outreach and information programs that promote energy efficiency, conservation, and demand response.***

***2. Demand response programs to reduce New Hampshire's peak electric load.***

3. Summary of work completed during this reporting period **February 1, 2010 through April 30, 2010.**

## **Summary of Third Quarter Activities Relevant to New England Carbon Challenge GHGERF grant**

The New England Carbon Challenge (a joint initiative of UNH and Clean Air-Cool Planet) in collaboration with New Hampshire Sustainable Energy Association and UNH Cooperative Extension, are developing a suite of four new web-based tools that will assist NH households in using energy more efficiently and transitioning to sustainable energy systems. The first of these new web tools, the Energy Project Connector, was released on April 15, 2010. In addition, the New England Carbon Challenge is significantly expanding its outreach activities to New Hampshire households and communities to encourage and enable households to make the substantial reductions in residential energy consumption that are called for in the New Hampshire Climate Action Plan.

This report summarizes our progress over the third quarter of the grant period (Feb 1, 2010 – April 30, 2010) and highlights major milestones achieved.

### **I. Summary of Progress Toward First Year Goals Established Under This Contract (Exhibit A) (07/15/09 – 07/15/10)**

1. Assemble a voluntary advisory group of residents and representatives that will provide guidance on the development of all web-based tools. (3 months from Governor and Council (G&C) approval)

***Status: 100% Complete***

2. Launch an Incentives and Vendors Index, a searchable web-based tool that will provide each homeowner with a customized report on rebates and incentives that are available, as well as a detailed list of energy efficiency and sustainable energy technology contractors who can make these energy improvements. NHCC will develop procedures to ensure that the index is kept current. (9 months from G&C approval)

***Status: 100% Complete (70% last quarter)***

***The Incentives and Vendor Index has been renamed and released as the Energy Project Connector***

3. Extend the capabilities of the New England Carbon Estimator so that households can see not only the resulting carbon reduction from the actions they have pledged to do, but also the carbon reduction from what they have completed. (12 months from G&C approval)

***Status: 70% Complete (40% last quarter)***

4. Send all Challenge takers a customized "next steps" guide that will link the actions they have indicated they want to take to available resources and incentives for energy efficiency and renewable energy projects. (12 months from G&C approval)

**Status: 40% Complete (25% last quarter)**

**II. Quarterly Technical Development Progress:** Most of our work this quarter has centered on preparing our first tool, the Energy Project Connector, for public release in mid April. We also completed most of the coding of the New England Carbon Estimator.

Significant milestones for each of the tools include:

***Energy Project Connector:***

1. Graphics Design Integration: We have contracted with Brown and Company (<http://www.browndesign.com>) of Portsmouth, New Hampshire for the website design of the tools we are developing. Brown and Company provided us with the graphics design templates for both the Energy Project Connector (EPC) and the New England Carbon Estimator and we integrated their design of the EPC with our software code. **100% Completed**
2. Beta Test: In early April we conducted a structured beta test with 12 volunteers from Cooperative Extension's Energy Answers program as well as staff members from the UNH Office of Sustainability. Beta testers were asked to comment on the ease-of-use, functionality, and note any problems they encountered in using the tool. Some modifications were made to the EPC as a result of the beta test, but for the most part the test results indicated we were ready to release the tool. Suggestions for enhancing the tool which could not be implemented quickly have been logged and will be considered in our future development plans. **100% Completed**
3. Public Release: We launched the *My Energy Plan* website and the Energy Project Connector on April 15; the scheduled release date in our contract. **100% Completed**
4. Populating the Contractor Dataset Because the EPC had not yet been publicly available, vendors and contractors could not see how their information would be represented to perspective customers. It was bit of a "black box". As a result, when we launched the tool, there were only about 30 companies in our database. Since then, more companies have listed themselves in our database and we now have over 70 companies registered. We continue to market the tool to vendors and contractors, and anticipate a steady stream of new companies as the tool becomes more widely known. **Ongoing.**

### ***Enhanced New England Carbon Estimator:***

1. Coding of the Estimator: We began software programming in mid December and the basic structure of the software coding was completed in Q3. Two new features of the Estimator were researched and developed: "more information" and "next steps" which provide the user with helpful information and resources to make an informed decision about the suggested action in the Estimator as well as breaking down barriers to implementing the action. The coding of the enhanced Estimator is significantly more complex than the original Carbon Estimator, owing to the now temporal and interdependent actions. In addition, the "back-end" of the Estimator (that which is not visible to the user) has been completely re-written, to permit much greater tracking and metrics reporting of how the tool is used once it is launched, and this functionality also adds to the software complexity. **75% Completed**

2. Graphics Design: As was mentioned previously, Brown & Co. have provided the design templates for the enhanced Carbon Estimator and we will next integrate their templates with our software code. Some additional images and icons will be forthcoming in the next few weeks. **80% Completed**

### **Green Homes Tourist:**

1. Survey of Homeowners: We have begun the process of developing a survey of homeowners interested in participating in the Green Homes Tourist (GHT) system. Since our partner, New Hampshire Sustainable Energy Association, has facilitated an annual Green Buildings Open Homes tour each fall, homeowners that have participated in the GBOH tour (80 homes in 2009) are a logical community to reach out to for participation in GHT. **20% Completed.**

### **III Community Outreach Progress**

**Marketing of My Energy Plan**: We have developed a promotional campaign this quarter to support the release of the *My Energy Plan* website and the Energy Project Connector tool and began implementation in May. The campaign includes our strategic vision for how to communicate and promote the MEP in the context of our existing work as the New England Carbon Challenge. We determined that the most logical course of action to take is to present *My Energy Plan* as a toolbox of web tools that enable residents to develop their customized energy plan, while the New England Carbon Challenge website is the chief outreach and engagement arm for the tools housed on *My Energy Plan*. This distinction necessitated a restructuring of the New England Carbon Challenge website, which began this quarter and will be completed this summer, coordinated with the release of the enhanced New England Carbon Estimator, which will move over to myenergyplan.net.

**Community Outreach Coordinator**: Garry Dow, our community outreach coordinator since October 2009, resigned in late April to take a position with the Trustees of Reservations as the Field Educator at the Crane Estate in Ipswich, MA. Although Garry's

time with us was far too brief, he developed protocols and outreach materials, such as our soon-to-be released [Guide for Community Organizers](#), that will make it easier to broadly scale the Carbon Challenge to serve more New Hampshire communities. We are fortunate to have hired Alizabeth (A.J.) Dowling as our new outreach coordinator. AJ has her masters in Environmental Education from Antioch University and has experience working with both businesses and the non-profit sector, including New Hampshire Businesses for Social Responsibility.

**Partnerships:** We continue to build strategic partnerships across NH to support the marketing and distribution of MEP and its component tools. This outreach is led by Julia Dundorf with support from the Community Outreach Coordinator. Examples of such partnership outreach include the NECC participation in the NH Resident Owned Community (NH ROC) Conference of the Community Loan Fund and the Youth Climate Summit co-organized by St. Paul's School and Phillips Exeter Academy.

**Challenge Updates:** Hanover and Nashua, New Hampshire each launched a successful Carbon Challenge in April and Rye, NH as well as the Seacoast Science Center set the foundation for challenges beginning later this summer/early fall. A Clean Air-Cool Planet intern will be overseeing the development and implementation of the Seacoast Science Center Challenge this summer.

#### **IV Work to be Completed Next Quarter: (05/1/10 – 07/31/10)**

##### ***Energy Project Connector Tool:***

1. Make small changes to the tool as have been suggested by users.
2. Implement our marketing campaign for *My Energy Plan* and the Energy Project Connector tool
3. Present a workshop on the *My Energy Plan* website and the EPC at the Local Energy Solutions Conference in Concord, NH on June 19, 2010.

##### ***Enhanced New England Carbon Estimator:***

1. Integrate the graphics design with the software code of the Estimator
2. Make final improvements to the tool.
3. Develop the ancillary documents that are linked to the Estimator such as the e-mail confirmation sent to all Challenge takers and the next steps guide.
4. Conduct a structured beta test of the new Estimator with volunteers.
5. Release the enhanced Estimator on the MYENERGYPLAN.NET website in July
6. Market the availability of this resource to the public through our networks and communities.

## **Energy Notebook (Home Energy Planner)**

We will develop a mock-up of the Energy Notebook. Since the Energy Notebook houses the results of all the tools and gives recognition to households for engaging in actions that lead to reduced energy consumption (recognition that can lead to even greater energy reductions), the Notebook is a vital plank in creating an energy plan for a household. As such, we would like to develop and release the Notebook this fall before Green Homes Tourist and release GHT in the late winter/early spring of 2011.

### ***Green Homes Tourist:***

1. Survey homeowners for interest in participating in GHT
2. Begin development of a mock-up of the GHT system

### **VI Document Any Jobs Created:**

The grant provided for the hiring of a newly created position, a full-time community outreach coordinator, through Clean Air-Cool Planet in Portsmouth, NH. It's important to note that this grant also preserved jobs that would have otherwise been lost as these jobs are contingent on having sufficient external funding. 1.8 full time equivalent (FTE) positions were preserved at UNH as a result of this grant. In all, this grant provides employment to 5 individuals at UNH, Clean Air-Cool Planet, and the New Hampshire Sustainable Energy Association.

### **VII Budget Expenditures:**

Provided with invoices

### **VIII Obstacles Encountered or Milestones Not Reached:**

No anticipated obstacles to releasing our second web-based tool, the enhanced New England Carbon Estimator, this summer.