

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

*The fourth quarter grant report is due Aug 31, 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 **May 1, 2010 through July 31, 2010.**

## **Summary of Fourth Quarter Activities Relevant to the 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. 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 fourth quarter of the Year 1 grant period (May 1, 2010 – July 31, 2010) and highlights major milestones achieved.

### **I. Summary of Progress Toward First and Second Year Goals Established Under This Contract (Exhibit A) (07/15/09 – 06/30/11)**

#### **FIRST YEAR GOALS:**

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***

***The Incentives and Vendor Index has been renamed and was released as the Energy Project Connector™ on April 15, 2010.***

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

***This tool was renamed and released on July 29 as the Personal Energy Planner™***

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: 80% Complete (40% last quarter)***

#### **SECOND YEAR GOALS:**

5. Create the Green Homes Tourist Program. NHCC and New Hampshire Sustainable Energy Association will develop and distribute a survey to determine interest/participation in the program, as well as design the web-based tool that will connect owners of energy efficient houses with potential buyers of energy systems. (15 months from G&C approval)

***Status: 5% Complete (0% last quarter)***

***Please Note: We received approval to change the delivery date of this tool to March 15, 2011 (20 months from G&C approval).***

6. Develop a residential "Home Energy Planner" in close partnership with Carbon Solutions New England and Clean Air-Cool Planet. The Planner will be a web-based tool to assist households in planning their energy efficiency and sustainable energy projects over a one to ten year time horizon and evaluate the projected costs and benefits. (24 months from G&C approval)

***Status: 0% Complete (0% last quarter)***

#### **ONGOING GOALS:**

7. Advertise and market all web-based tools.

***Status: A marketing plan for My Energy Plan™ was developed in Q3 and implementation began in May 2010.***

8. Offer web-based seminars to Local Energy Committees on all web-based tools developed under this contract.

***Status: Webinars will be scheduled and offered this fall.***

9. Have a dedicated community coordinator who will provide direct assistance to communities in implanting the NH Carbon Challenge through public presentations, guidance on best practices, and reports on the community's progress.

***Status: AJ Dowling is our Community Outreach Coordinator and was hired in May 2010.***

**II. Quarterly Technical Development Progress:** Our work this quarter has focused on preparing our second web tool, the Personal Energy Planner™, for public release in July. This tool is the successor to the NECC's New England Carbon Estimator™ which has been online and available since October 2007. The Personal Energy Planner retains many desirable features of the Carbon Estimator such as on-the-fly estimates of CO2 and energy dollars saved and the ability to link households together to show the collective impact of communities (schools, towns, businesses, or other organizations) in reducing their environmental impact. New actions and features have been added to the PEP, such as the ability to schedule actions over a two year time horizon, better support to renters and those households that use sustainable energy, and the ability to tailor actions and recommendations for next steps to specific audiences. (For example, we do not ask renters to consider purchasing a new, more efficient heating system.)

Significant milestones this quarter include:

***Personal Energy Planner (formerly the New England Carbon Estimator):***

1. Coding of the Planner: We completed the software programming this quarter. Although most of the programming had been done last quarter, this tool is significantly more complex than its predecessor. In addition, the "back-end" of the PEP (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. This functionality adds to the software complexity and time required. **100% Completed**

2. Graphics Design: Brown & Co. provided the design templates for this tool and we integrated their design with our code in this quarter. **100% Completed**

3. Beta Testing: We conducted a structured beta test of the Personal Energy Planner on July 19-21. Seventeen residents participated in the testing including volunteers from Cooperative Extension's Energy Answers program, staff members from the UNH Office of Sustainability, NH Department of Environmental Services, NH Office of Consumer Advocate, and residents with varying proficiencies in using the internet. The beta testers mirror our target audience: they are residents who want to reduce their household energy use and seek guidance on what to prioritize and what resources and options are available to them.

Beta testers were asked to comment on the ease-of-use, functionality, and note any problems they encountered in using the Energy Planner. Some modifications were made to the tool prior to its release, but for the most part the test results demonstrated we were ready to launch. Suggestions for enhancing the Energy Planner which could not be implemented quickly have been logged and will be considered in the future. **100% Completed**

4. Public Release: We launched the Personal Energy Planner on the My Energy Plan website on July 29, 2010. **100% Completed**

5. Next Steps Guide: Suggested "next steps" such as getting a professional energy audit and calculating a home heating index from NH Saves have been integrated into the Personal Energy Planner but we also intend to send each person who creates an energy plan a customized list of recommendations based on the actions they have selected to take. Not all actions in the PEP have a logical next step, but we have created next steps suggestions for about half of the actions we promote. The last step in this process is the software coding to send these customized recommendations to the homeowner/resident and this hasn't been done yet. We will complete this task next quarter. **80% Complete**

### **Green Homes Tourist**

We have continued to make incremental progress on Green Homes Tourist, our third web-based tool that will be released in March 2011. We have had biweekly phone conversations to identify the major components of the system that must be developed and will be creating a mockup of the tool next quarter. **5% Complete**

### **III Metrics**

We have been tracking a set of website metrics through Google Analytics since April 15 with the release of the My Energy Plan website and the Energy Project Connector tool. Matt Magnusson of Carbon Solutions New England has full access to our Google Analytics account.

The release of the Personal Energy Planner in July necessitated a rewrite of our internal metrics system since we have pulled the New England Carbon Estimator off-line and needed to merge the Carbon Challenge and My Energy Plan user databases. This merger is also advantageous because it yields additional information that cannot be determined through Google Analytics, such as the number of registered users for My Energy Plan. We are currently modifying our internal metrics system and will have additional metrics to share in our next quarterly report.

#### **My Energy Plan™ (myenergyplan.net) Metrics Summary (May 1 – July 31 2010)**

- 1379 unique visitors
- 2386 total visits to website
- Website visitors were from 86 NH cities/towns
- 155 new registered users this quarter
- 2252 total registered users (majority imported from the Carbon Challenge database)

#### **Energy Project Connector Metrics:**

- 693 people queried the EPC dataset for contractors/vendors

- 353 people queried the EPC dataset for incentives
- 108 companies in the EPC database

## **IV Community Outreach Progress**

### **My Energy Plan**

A promotional campaign was developed and implemented to support the Energy Project Connector™ – the first tool to be released on the My Energy Plan™ website. A press release was sent to over 100 NH media contacts in late May. The marketing materials included a double-sided, full color flyer; double-sided business cards; a promotional email distributed to key partners with attached promotion kit including a hyperlinked logo for supporters to embed on their web sites, a newsletter blurb ready for insert in other publications. This email with request to distribute the attached promotional materials went to NH organizations through the Local Energy Committee Working Group, EESE Board, Regional Planning Commissions, state agencies, etc.

MEP and the EPC tool were formally debuted at the Local Energy Solutions Conference hosted by Clean Air-Cool Planet on June 19<sup>th</sup> in Concord, NH. A 15 minute workshop was presented to 230 conference attendees by Denise Blaha and Madeline McElaney (NHSEA). Attendees were also the first to learn about the upcoming fall MEP video competition. The video competition will engage NH residents and encourage them to answer the question “What’s YOUR Energy Plan?” through a one minute video clip. EPC promotional materials were inserted in all attendee packets and additional information was shared through a table display staffed by NECC employees and MEP partners.

As of July 31, 108 vendors have registered their professional services with MEP through the EPC. Registered vendors were required to embed the MEP logo on their web site, further promoting MEP as a viable and user-friendly energy efficiency resource. NECC staff are currently following up with vendors to ensure compliance with MEP promotion.

Additional advertising assistance for the NECC and MEP was received by: UNH Engagement & Outreach who released an online animated video clip featuring the NECC and MEP tools (see: <http://www.unh.edu/engagement/>); and NHPR who conducted and aired an interview with Denise Blaha, NECC co-director, on July 19<sup>th</sup> discussing the MEP program.

### **Newsletter**

The first issue of the NECC e-newsletter, *Home Matters*, was created and released in May and distributed to over 1,330 individuals. MEP was the spot light of this issue. Also featured in the newsletter were four communities who were hosting spring Carbon Challenges. Organizers were asked to provide a brief summary of their Challenges and include any highlights from their events.

### **NECC Fellow**

The NECC partnered with the Seacoast Science Center (SSC) this spring to conduct a Carbon Challenge for their visitors. A Fellow was hired by Clean air-Cool Planet to research and develop an interactive and educational plan for engaging SSC visitors in the NECC program and the MEP components. The outcomes of this fellowship, including outreach materials will be utilized for similar education-based organizations and facilities.

### **Button Up, NH**

A full color promotional flyer was created and distributed at the LES Conference in June promoting the fall/winter workshop series. Flyers were inserted in attendee packets and 27 community organizers have asked for workshops to be held in their communities. MEP will be fully integrated into the BUNH slideshow presentation and materials being used this fall across NH.

### **NH Energy and Climate Speakers Bureau**

NECC and NH Energy and Climate Collaborative are working together to invite expert speakers to participate in the NH Energy and Climate Speakers Bureau. Emails were sent to 39 individuals with expertise in energy and climate related topics as well as the NH Climate Action Plan. A master Speaker list will be posted on the CA-CP, NECC and NHECC websites this fall.

### **Webinar Training for LECs**

The NECC will host a MEP webinar for LEC members this fall. Training will include an introduction to the MEP website and the MEP tools, information on hosting a Community Carbon Challenge and how LEC members can further support the work of the NECC through various promotional efforts.

### **V Work Anticipated to be Completed Next Quarter: (08/1/10 – 10/31/10)**

#### ***Personal Energy Planner:***

1. Small changes to the PEP recommended by the Beta Testers
2. Market the availability of this resource to the public through our networks and communities.
3. Conduct webinars for Local Energy Committees (LECs) on using the My Energy Plan tools and resources

#### **Energy Notebook (Part 1 of the Long Term Planner)**

1. Refine the mock-up of the Energy Notebook
2. Software programming of the Energy Notebook
3. Release the Energy Notebook by November 1, 2010

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

1. Survey homeowners for interest in participating in GHT
2. Develop 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 the Energy Notebook this fall.