

EVERSOURCE

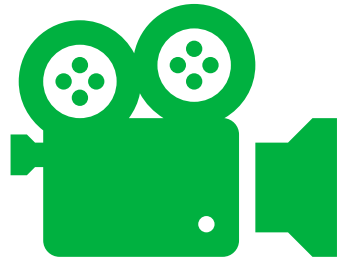


Part of the AVANGRID Family

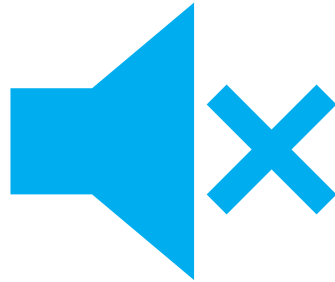
July 29, 2021

Energize Connecticut Community Partnership for Energy Efficiency Engagement Initiative: Webinar for Interested Parties

Webinar Technical Details



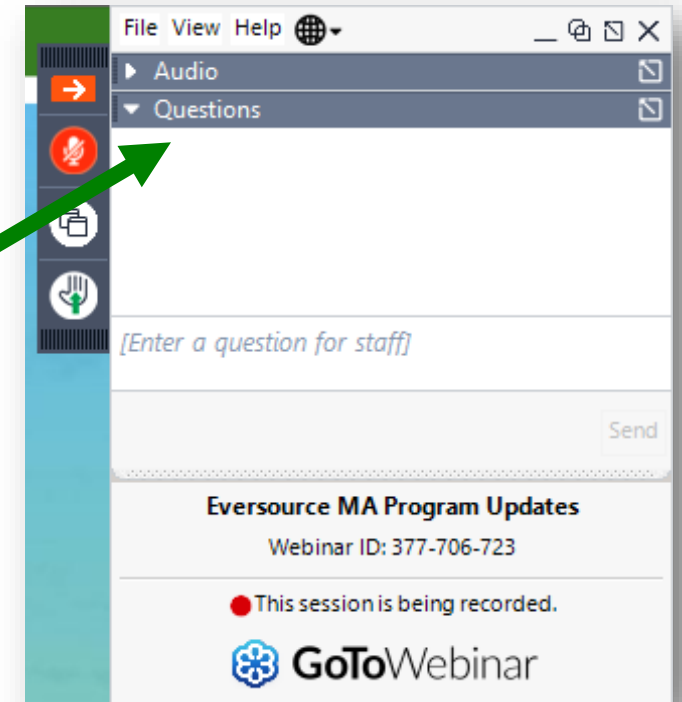
Today's webinar is being recorded



The audience is muted



Type any questions in the questions section



Empowering Connecticut to Make Smart Energy Choices



Eversource, CNG, SCG and UI, the Energy Efficiency Board, Connecticut Green Bank, and the State have united on a shared mission - to provide Connecticut residents and businesses the resources they need to **save money and use clean energy**.

The Energize Connecticut initiative empowers our communities to make smart energy choices, now and in the future.

Welcome to the Webinar

- Thank you for your interest in the Community Partnership for Energy Efficiency Engagement Initiative (Partnership) – we are glad you are here!
- Your hosts today are the main contacts for the Partnership – Devan Willemssen with Eversource, and Sheri Borrelli with United Illuminating (UI).
- This is Round 1 of the Partnership. We took stakeholder feedback (thank you!) into account while crafting the application, but we want you to know that we will be continuously updating the application with feedback solicited in the previous round.

Energize CT Community Partnership for Energy Efficiency Engagement Initiative (Partnership) Goals

- The Partnership seeks to leverage the local knowledge, trusted relationships, and experience of local community groups, nonprofit organizations, and municipalities who are committed to raising awareness and measurable participation in the Companies energy efficiency offerings within their own communities.
- Outreach is emphasized to serve the following select groups:
 - Customers within a distressed community or census block
 - Residents with limited English proficiency
 - Customers who qualify for Energize CT Home Energy Solutions — Income Eligible
 - Renters in single family homes or multifamily buildings up to 4 units
 - Small businesses

Who Should Apply?

- Applications can be submitted by the following groups:
 - Community groups
 - Nonprofit organizations
 - Municipalities
 - Chambers of commerce and faith-based organizations are included in the above designations.
- We strongly encourage partnerships between these groups.
- The application must indicate a single fiduciary agent. Funding can only be awarded to a municipality or a 501c3 designated organization with a Federal Tax ID. Individuals are not eligible to solely qualify as a Partnership participant or as a recipient of funding without affiliation with a qualified organization.

How Can Partnership Participants Earn Funding?

Seed Funding (Percentage of Available Funding Awarded at the Beginning of the Program Period)	Remaining Funding Awarded Halfway Through the Program Period After a Progress Review	Program Goals
20%	65%	Goal 1: Demonstrating actions that will lead to a 10% increase* in homes participating in Home Energy Solutions SM (through the municipality's Energize CT utility sponsor).
30%	55%	Goal 2: Demonstrating actions that will lead to a 5% increase* in homes participating in Home Energy Solutions - Income Eligible (through the municipality's Energize CT utility sponsor).
20%	65%	Goal 3: Demonstrating actions that will lead to a 15% increase* in the number of rebates submitted for residential insulation and/or heat pumps replacing electric resistance heat. (These are rebates through the municipality's Energize CT utility sponsor).
20%	65%	Goal 4: Demonstrating actions that will lead to a 5% increase* in the number of small businesses participating in the Small Business Energy Advantage program and municipal buildings that participate in the Companies' energy efficiency programs with at least 5 to 30 unique participating businesses per community.

How Can Partnership Participants Earn Funding?

Percentage of Total Funding Awarded	Required Milestones
15% (Awarded in the last month of the program period upon successful completion)	<ul style="list-style-type: none">• Participation in periodic calls and submission of a brief monthly outreach report to the Companies to track progress toward goals laid out in the engagement plan, including any barriers to program participation noted in the community.• Demonstrate follow through, over the course of the program period, on the participant's marketing and outreach plan to encourage participation in Energize CT energy efficiency programs, especially those related to their selected goal.

How Can Partnership Participants Earn Funding?

Percentage of Total Funding Awarded	Achieved Goal
10% of total funding possible	<ul style="list-style-type: none">Achievement of selected Goals 1-4 outlined above

How Can the Participants Attain Partnership Goals?

Examples include:

- Creating videos and interviews with municipal officials and other local leaders promoting energy efficiency programs.
- Partnering with large employers to reach employees who live in the municipality.
- Hosting virtual coffee hours for small landlords, property managers, and condo associations or communities.
- Co-sponsoring events or webinars/workshops with local small business associations.
- Engaging with municipal community development, public works, etc. (e.g., piggybacking on department of water bill inserts and use of local assessor's data)
- Collaborating with local community-based organizations and faith-based groups in the community to build trust and awareness about Energize CT energy efficiency programs among residents and ensure effective outreach to multilingual residents.
- Holding open houses hosted by local community members and small businesses to showcase energy efficiency upgrades and technologies (*when safe to do so*).
- Partnering with schools and student/parent groups and collaborating with the Companies' K-12 energy education curriculum, professional development, and outreach programming.
- Developing collaborative relationships with Energize Connecticut business partners to follow through on developed customer leads.

We Want To Participate!

What Will Be Expected of Partnership Participants?

- Ensure fiscal transparency by providing the Companies with a budget that breaks down how funding will be received, and disbursements will be spent.
- Submit a monthly report that includes general program reporting, outreach progress summaries, including data collection on number of residents and/or businesses in each target group being reached, and any barriers and successes to program participation that your outreach efforts have revealed. Monthly reports will be due on the 15th of each month for the previous month of activities.
- Attend a mandatory introductory training on targeted energy efficiency program offerings and best practices in marketing and community outreach. Any outreach materials developed for the purpose of the Partnership must be reviewed and approved by the Companies prior to public distribution.
- Participate in periodic calls with the Companies and the other participants in the Partnership.
- Produce a final report (1-3 pages) on progress at the end of the year (due within 30 days after the close of the program period).

If the Partnership has not developed specific collaborative relationships with Energize Connecticut authorized contractors, any marketing materials developed by the participant must direct customers to an authorized contractor to implement those programs, an Energize Connecticut online lead form or application, or 1-877-WISE-USE.

What is the Application Process?

- **Review** the fillable form application document posted on the Partnership's webpage.
- **Gather** required supplemental documentation including a copy of a W-9, project budget, identified fiduciary agent, and other project strategy details.
 - Applications are also strongly encouraged to include the following:
 - An official letter of support from the Mayor, Town Manager, First Selectman, Town Administrator, or Energy Manager representing the municipality where the project work will take place.
 - Memorandum of understanding (MOU) agreements between cooperating parties, especially those submitting joint applications.
 - Other supporting documentation that supports their project. Please limit this to no more than five (5) items for a total of ten (10) pages.
- **Submit** a completed and signed application form.
 - Please answer all questions. Incomplete applications will not be considered.

How Will Applications Be Evaluated?

Selection of the proposals will be made by the Companies based upon the following criteria:

- Application completeness and quality
- Ability to achieve the selected Partnership goal
- Relevant experience and strength of ties in the target community
- Target community energy efficiency savings potential
- Preliminary project budget

Applications focused on engaging preferred Targeted Groups will be given preferential consideration.

Geographic, economic, and demographic diversity of the target municipality will also be given special attention, including:

- Target municipality has a below-average historic participation in the Energize Connecticut energy efficiency program
- Target municipality has high concentrations of renters and income eligible customers, based on U.S. Census data
- Target municipality/census tracts that have high concentrations of renters who are responsible for their own heating and cooling.

It is important to note that while applications must be complete to be considered, submitting a complete application does not guarantee funding.

Important Upcoming Dates

Key Activity	Date
Questions closed	Wednesday, August 18, 2021 by Noon
Applications due	Friday, August 20, 2021 by 5:00 p.m.
Proposed project meetings with applicants	August 25 to September 10, 2021
Selected communities notified (via phone and email)	Friday, September 24, 2021
Participant MOUs signed and returned (via electronic signature)	On or before October 1, 2021
Round 1 activity start date	October 1, 2021
Seed funding (20-30% depending on goal) disbursed	October 1, 2021/Upon return of signed MOU

- This is not the final schedule and for planning purposes only.
- MOU must be signed prior to submitting an invoice for seed funding.

Q&A

- Please put your questions into the chat and we will do our best to address them.
- Having problems with the chat function? Please submit questions to matthew.ferguson@eversource.com.

Q&A: Recently Asked Questions

Q: What is the window of time for the programs to launch and/or complete?

A: Applicants should share information on a year-long outreach project that they would like to undertake in their community. The applications are due on August 20th with the expectation that projects will receive funding and commence in the fall.

Q: How do we submit applications?

A: Applications must be emailed to either devan.willemsen@eversource.com or sheri.borrelli@uinet.com. Applicants should use complete the fillable PDF application template, or as an alternative may submit their complete application materials as a separate Word, PDF, and/or Excel file.

Thank You

- Thank you for attending today's webinar!
- Questions? Ready to submit your application?
 - Reach out to:
 - Devan Willemsen – devan.willemsen@eversource.com
 - Sheri Borrelli – sheri.borrelli@uinet.com

*****Please remember that questions will need to be submitted no later than Wednesday, August 18, 2021 at noon.*****