

Revised August 4, 2021

November 1, 2021

DRAFT Memorandum of Understanding

Community Partnership for Energy Efficiency Engagement Initiative

For the Program Period (Term) of

November 1, 2021 to October 31, 2022

By and Between

Companies and **Qualified Entity**

OVERVIEW

This agreement memorializes the understanding of the Connecticut electric and natural gas utility companies (Eversource, United Illuminating, Connecticut Natural Gas, and Southern Connecticut Gas, collectively, “the Companies”) and **QUALIFIED ENTITY**, an incorporated municipality or recognized non-profit organization or community based organization within the State of Connecticut. The Companies, as sponsors of Energize Connecticut, are committed to work with community outreach groups affiliated with a municipality and community outreach groups unaffiliated with a municipality, to reach residents and businesses with energy efficiency programs and offers in support of efforts by the Companies for a broader reach of energy efficiency engagement and program participation across the state through the Community Partnership for Energy Efficiency Engagement Initiative (“Partnership”). The goals of the Partnership work in concert with joint 2019-2021 Conservation & Load Management Plan goals and Energize Connecticut (Energize CT), an initiative of the Connecticut Energy Efficiency Fund, the Connecticut Green Bank, the State of Connecticut, and Connecticut’s natural gas and electric utilities, which was created to empower Connecticut to make smart energy choices, both now and in our future. Funding support for Energize Connecticut derives from a charge on customer energy bills.

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. Furthermore, participants in the Partnership will receive training on energy efficiency programs, partake in opportunities for their communities as a whole to save money, network with other communities, among other benefits. The Partnership desires to emphasize outreach to 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, and small businesses (“Preferred Targeted Groups”). The Partnership does not replace current and future residential and small business marketing in Connecticut by the Companies, but rather aims to provide another layer of marketing and outreach to customers in the select groups mentioned above.

As a qualified and funded entity participating in the Partnership (“Participant”), the **QUALIFIED ENTITY** must plan and execute from the date this agreement is executed until the end of the program period (“Term”) public education and outreach, such as marketing or events to drive measurable participation in Companies initiatives which include the following:

Home Energy Solutions

In a typical Home Energy Solutions visit, Eversource and United Illuminating-authorized contractors facilitate comprehensive energy upgrades in existing homes to reduce whole-home energy consumption. These upgrades include energy-saving measures such as sealing air leaks and duct leaks; and installing energy-efficient lighting (limited to 2021 activities), faucet aerators, and low-flow showerheads. They also qualify the home for deeper energy-saving measures such as insulation, high-efficiency heating and cooling, water heating, windows, and appliances. A U.S. Department of Energy Home Energy Score that helps provide the customer how their home’s energy use compares with similar homes across the nation is also available to program participants.

Home Energy Solutions - Income Eligible

The Home Energy Solutions - Income Eligible program is designed to help income-qualified residents receive home efficiency upgrades and comprehensive weatherization services at little or no cost. To qualify, a family’s combined gross annual income must be 60 percent below the state median income. If a home qualifies for additional services (such as insulation, windows, a water heater, a heating system or a more energy-efficient refrigerator) that work may be performed at little to no cost during a future visit.

Residential Retail and Heating, Cooling, and Ventilation (HVAC) Products

The Energize Connecticut’s product program ensures that all residential customers have access to high-efficiency lighting, HVAC, and water heating equipment, including thermostats, lighting controls, appliances, and other energy-efficient products. Rebates or instant discounts are available for products including lighting, appliances, and HVAC and water heating equipment.

Small Business Energy Advantage (SBEA)

A SBEA Eversource or UI-authorized contractor will perform an energy assessment (audit) of a small business facility free of charge. The customer’s respective sponsor reviews the assessment, and if approved, the SBEA contractor will present a comprehensive proposal to the customer that includes energy-saving improvements that make sense for the business, complete installation costs and estimated energy savings, along with any incentives and financing options. Measures include high-performance lighting, occupancy sensors, HVAC equipment, programmable thermostats, energy management systems, high-efficiency commercial kitchen and refrigeration equipment, air compressors, premium-efficiency motors, envelope and water-saving measures, and custom measures.

RESOURCES PROVIDED

1. FINANCIAL REWARD

Partnership participants will be eligible for funding based generally on the population of the community where the outreach will take place as well as the number of households or businesses the project aims to reach. Proposed projects should reach at least 200 to 500 households or at least 5 to 30 unique participating businesses per community. Funding awards will be based on the project submitted on the application. Base funding awards will range from \$5,000 to \$25,000.

Please be aware that awards for municipalities with residents living in designated high-need communities, as defined by the Connecticut Department of Economic and Community Development (DECD) as a distressed municipality will be 20% higher. These areas are defined as municipalities or U.S. Census blocks with high concentrations of unemployment and poverty, aging housing stock and low or declining rates of growth in job creation, population, and per-capita income. The DECD list of distressed municipalities is revised each year and for the purposes of the Partnership we will accept distressed communities from calendar year 2017 onward. For example, if Smithville is a distressed community identified in the DECD list for 2020 and the base project award is \$15,000, then their total award will be \$18,000. (Consult the DECD list available at: <https://portal.ct.gov/%20DEEP/Environmental-Justice/Environmental-Justice-Communities>)

2. 2021 PERFORMANCE GOALS, REQUIREMENTS, AND RESPONSIBILITIES

QUALIFIED ENTITY can earn funding beyond their seed funding (which correlates by selecting ONE (1) of the goals below by achieving milestones outlined below. For this first round of funding, applicants can choose only one of the following goals to pursue during the Term.

Seed Funding (Percentage of Available Funding Awarded at the Beginning of the Term)	Remaining Funding Awarded Halfway Through the Term 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 a 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.

* An “increase” is considered an increase over the average of 2017-2019 participation by municipality. Each municipality will receive details on their average 2017-2019 participation prior to beginning their outreach activities. Historical participation (by municipality) can also be tracked on the Energize CT Dashboard: <https://www.ctenergydashboard.com/CEC/CECTownData.aspx>.

QUALIFIED ENTITY is required to create a program plan and outreach strategy in addition to submitting monthly reports and participation in periodic calls and meetings. **QUALIFIED ENTITY** is eligible to receive a percentage of funding once they successfully complete these required milestones throughout the entire Term.

Percentage of Total Funding Awarded	Required Milestones
15% (Awarded in the last month of the Term 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 Utility energy efficiency programs, especially those related to their selected goal.

QUALIFIED ENTITY can earn a bonus award for achieving their selected goal. This is a bonus payment that is allocated in addition to the total funding possible.

Bonus Award	Achieved Goal
10% of total funding possible	<ul style="list-style-type: none"> • Achievement of selected Goals 1-4 outlined above

In addition, the **QUALIFIED ENTITY** will be responsible for the following items:

- Commit to participate for the Term of one year – November 1, 2021 through October 31, 2022 – by signing this MOU.
- Designate one lead point of contact among **QUALIFIED ENTITY** staff. All communications from the **QUALIFIED ENTITY** to the Companies should be from the designated **QUALIFIED ENTITY** point of contact.
- The **QUALIFIED ENTITY** will develop specific outreach methods to increase participation of their selected goal including specific efforts for customers within a distressed community or census block, residents with limited English proficiency, income eligible income customers, renters in single family homes or multifamily buildings up to 4 units, and small businesses. The **QUALIFIED ENTITY** should also describe the role of any local community organizations in their effort.
- 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.
 - Monthly reports must include 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.
- Demonstrate follow through, over the course of the program period, on **QUALIFIED ENTITY’s** marketing and outreach plan to encourage participation in Utility energy efficiency programs, especially those related to their selected goal.
- The **QUALIFIED ENTITY** will be responsible for providing the Companies the necessary documentation for payment of the Financial Award, including invoices with the required information set forth in Section 4, below.

Tentative Project Schedule*

Key Activity	Date
Informational webinar with the Companies for interested applicants	July 29, 2021 at Noon and 6:00 p.m.
Questions closed	September 29, 2021 by Noon
Applications due	October 1, 2021 by 5:00p.m.
Proposed Project Meetings with Applicants	October 6-13, 2021
Selected communities notified (via phone and email)	October 22, 2021
Participant MOUs signed and returned (via electronic signature)	On or before November1, 2021
Round 1 activity start date	November 1, 2021
Mandatory orientation and training meeting with each participant	November 1-10, 2021
Seed funding (20-30% depending on goal) disbursed**	November 1, 2021/Upon return of signed MOU
End of first quarter meetings	February 1-4, 2022
Halfway mark meetings	May 2-6, 2022
Remaining goal funding (55-65% depending on goal) disbursed	May 9-20, 2022
End of third quarter meetings	August 1-5, 2022
Required milestones funding disbursed	October 1, 2022
Round 1 activity end date and final project debrief meetings	October 30, 2022; October 27-31, 2022
Final project reports due	November 31, 2022

* This is not the final project schedule and for general planning purposes only.

**MOU must be signed prior to submitting an invoice for seed funding.

3. SUPPORT RESOURCES FROM THE COMPANIES

The **QUALIFIED ENTITY** will receive additional support from the Companies, including but not limited to:

- A designated staffer from the Companies as point of contact.
- An orientation session, including an introductory training on energy efficiency programs.
- Energize Connecticut and Companies-specific marketing materials (brochures, talking points, presentations, newsletters, and digital communications, etc.) promoting the Companies energy efficiency programs, directing customers to 877-WISE-USE or online lead forms.
 - The Companies can provide **QUALIFIED ENTITY** with talking points, brochures, presentation slides related to the goals of the Partnership. The Companies will advise on and/or contribute to any items the **QUALIFIED ENTITY** might create and distribute. These items may include newsletters, brochures, flyers, and other communications.
 - Collateral may be co-branded with Energize Connecticut, the Companies, municipal seal, or logo of the community group.
- Periodic information regarding individual progress toward their specific goals.
- Periodic conference calls to discuss outreach, celebrate successes, share challenges, and best practices to address barriers to achieve greater energy efficiency program participation.

4. INVOICING

The **QUALIFIED ENTITY** should coordinate with the Companies point of contact to provide necessary information to proceed with payment. Required documents/information could include a W-9 (demonstrating that the **QUALIFIED ENTITY** is tax-exempt), mailing address, made payable to, etc. The Companies will use this information to set up an Authorization for Payment (“AFP”) with the **QUALIFIED ENTITY** to issue payment.

The initial seed funding of the Financial Award will be paid to the **QUALIFIED ENTITY** by the Companies after this MOU is signed. The seed funding amount for each **QUALIFIED ENTITY** will vary with the selected goal and distressed community status. The **QUALIFIED ENTITY** will receive another specific percentage of its Financial Award which will vary with the selected goal upon demonstrating actions towards reaching its goal (as outlined in Sections 1 and 2, above).

Upon goal completion on or before the end of the Term, the remainder of the Financial Award will be disbursed directly to **QUALIFIED ENTITY** upon **QUALIFIED ENTITY’S** request and submittal of required documents including demonstrated achievement of the goals set forth in Sections 1 and 2, above.

Specifically, for **QUALIFIED ENTITY**, they will be responsible for the following milestones to qualify for payment of funding throughout the Term:

To receive their seed funding of \$XXXX for pursuing X goal, **QUALIFIED ENTITY** must sign and return this MOU, submit their W-9 documentation, designate relevant point of contacts for the established Term, and submit their preliminary project plan that outlines their plan for goal achievement. The project plan will be continuously revised throughout the Term to ensure the project is demonstrating action toward the selected project goal. Additionally, **QUALIFIED ENTITY** must commit to attending a mandatory orientation and training meeting.

To receive their remaining goal funding of \$XXXX for pursuing X goal, **QUALIFIED ENTITY** must demonstrate substantive action toward selected goal achievement and project plan deliverables, attend their end of Q1 meeting, submit brief monthly reports on project plan progress, attend their halfway mark meeting with the Companies, and any follow up meetings as assigned by the Companies.

To receive their required milestones funding of \$XXXX, **QUALIFIED ENTITY** must participate 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 and demonstrate follow through, over the course of the program period, on the participant's marketing and outreach plan to encourage participation in Utility energy efficiency programs, especially those related to their selected goal.

To receive their goal completion funding of \$XXXX, **QUALIFIED ENTITY** must show that their selected goal was achieved through their substantive outreach actions as outlined in their project plan.

For **QUALIFIED ENTITY** to receive potential further funding within the Term, **QUALIFIED ENTITY** must complete the actions above to the highest order of completeness. Further funding will be at the discretion of the Companies, subject to the remaining time in the Term and funding availability is not guaranteed for these exceptional participants.

Invoices should be submitted on **QUALIFIED ENTITY** letterhead and include the following information:

- Invoice Number
- Prepared By
- Date
- Project: **QUALIFIED ENTITY**
- Description of Award
- Total Amount
- Information on Payment Remittance

5. SUPPORT TEAM

Companies support team:

Devan Willemsen
Marketing Specialist – Community Engagement, Eversource
Devan.Willemsen@eversource.com

Sheri Borrelli
Senior Business Development Professional, United Illuminating
Sheri.Borrelli@uinet.com

Qualified Entity support team:

NAME
TITLE
EMAIL

[signature page follows]

QUALIFIED ENTITY

THE COMPANIES

Signer for the Qualified Entity
Title

Name
Title

DISCLAIMER: The Companies may terminate a municipality’s or community group’s participation in the Community Partnership for Energy Efficiency Engagement Initiative if the Companies determines the municipality or community group is not demonstrating a good faith effort to reach the Minimum Participation Requirements. The Companies may, in its sole discretion, at any time and without notice, terminate the municipality’s or community group’s participation in the Community Partnership for Energy Efficiency Outreach or modify the Community Partnership for Energy Efficiency Outreach and the terms outlined herein. Community Partnership for Energy Efficiency Engagement Initiative expenditures, requirements and eligibility may be terminated, canceled, or modified by The Companies at any time without notice.

Applicant understands that all funding for rebates under this program derives from the Energy Efficiency Fund which is managed, in part, by the Companies and funded, in part, by their customers. The Companies do not guarantee the availability of funding for the program and neither is responsible for any costs or damages incurred by applicant if funding for this program or the Energy Efficiency Fund is reduced or eliminated by the State of Connecticut, the Public Utilities Regulatory Authority, Department of Energy and Environmental Protection or other State of Connecticut action. Funding is subject to change at any time without notice.

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