

Energy Efficiency Marketing Overview

EEB Meeting November 2, 2023

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EVERSOURCE

 **CNG · SCG · UI**
Part of the Avangrid family

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energize 
CONNECTICUT



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.

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Marketing Goals and Objectives

Through our joint marketing efforts, we aim to:

- Bring awareness to the Energize CT programs
- Educate our customers and stakeholders on the benefits of participating
- Lead customers to participate and continue to engage



Data-Driven

Decisions on tactics/channels, creative and message are based on data.

Campaigns are optimized on a regular basis and media dollars are shifted to high performing channels while maintaining sight of goals:

- Awareness
- Conversions
- Leads



Reaching key audiences



Program marketing



Targeted paid
media



Direct outreach



Community
outreach

Channels used

Direct mail to customers in arrears

- Low-income customers in arrears and enrolled in an arrearage forgiveness program
- Low-income customers in arrears
- Non-low-income customers in arrears



- Outsourced vendor supplied with a microbusiness-focused script
- Calls made on behalf of 3 select vendors per town for follow-up assessments
- Program piloted in key Environmental Justice Communities (EJCs)
 - New London (709 contacts, 15 leads)
 - Waterbury (2358 contacts, 49 leads)
 - East Hartford (984 contacts, 16 leads)
 - Upcoming towns include New Britain, Bristol, Willimantic, among other EJCs
- Pre-call letters and post-call postcards sent to full contact list for multiple touches

EVERSOURCE

Connecticut Microbusiness Owners can enjoy incentives up to **80%** on select efficiency solutions

- Refrigeration
- Hot Water Savings
- Insulation and Air Sealing
- Pipe Insulation
- Indoor and Outdoor Lighting

Energy Efficiency experts are here to help

Our experts will assess energy use and provide a list of recommended solutions to save you money and energy. Eversource will cover up to 80% (up to \$16,000) of the cost of select efficiency solutions, with 0% on-bill financing, so you can lower costs and boost the comfort of your customers and employees.

This offer is intended for microbusiness, with an electric bill less than \$1,500/month across all their facilities in Connecticut

EVERSOURCE
107 Selden Street
Berlin, CT 06037

Schedule your no-cost, no-obligation energy assessment today in 3 easy steps.

- 1 On your smartphone, point your camera to the QR code below.
- 2 Follow the link and complete the form so we can learn more about your business.
- 3 Energy Experts authorized by Eversource will contact you to schedule the best time to assess your needs.

You can also contact us at 1-877-WISE USE (947-3873) or SBEACT@eversource.com

Eversource is a proud sponsor of **energize CT** CONNECTICUT

1-0415

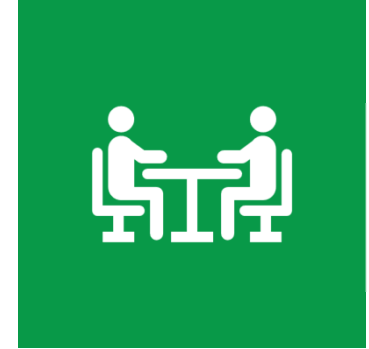
Eversource Small Business Outreach



Round 2 selected participants are all DECD Distressed Municipalities and municipalities containing DEEP Environmental Justice census block groups



If projects are occurring in municipalities with EJ census block groups, they must create plans for reaching customers within these areas in their community



Participating municipalities must partner with a community-based organization or nonprofit organization

Community Partnership Initiative



Partnerships are key for engaging our multifamily sector customers



Roundtable discussions with landlords were held in November and December 2022 and in June 2023



Round 2 Community Partnership Initiative projects are slated for Distressed Municipalities and municipalities containing EJ census block groups

Multifamily Initiative

Joint Marketing Initiatives

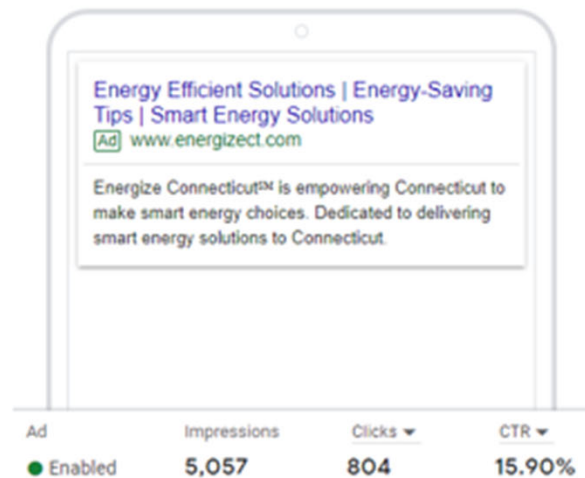


EnergizeCT.com,
Social Media, Paid Search, PR

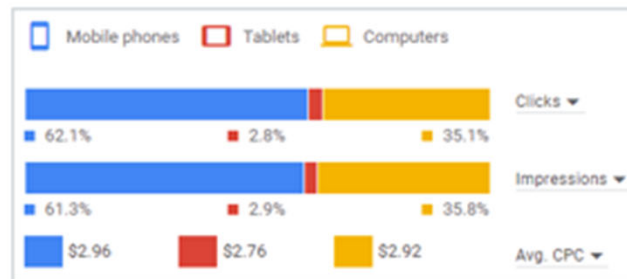
Campaign launched on May 2 and has been active for ~ six months.

Goal: Generate awareness of the Energize CT brand, programs, and offerings by directing web traffic to on-site conversions.

Ad: Top Impressions and Clicks

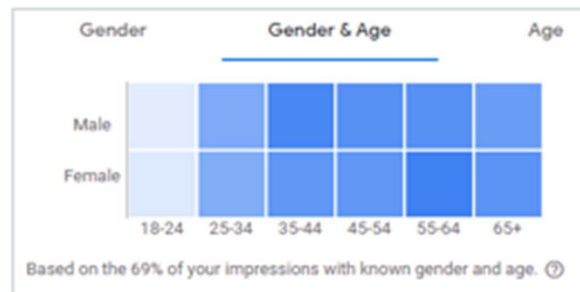


Performance by Device



Mobile devices led the way with over 60% of all impressions and clicks.

Performance by Gender & Age



While the age groups are spread pretty evenly between 25-65+, the top performing by gender are:

- Males (35-44) 2,805 impressions
- Females (55-64) 2,972 impressions

Energize Connecticut Paid Search

Customized Geo Targeting allows each utility to focus on their own geos and provides optimization flexibility.

Conversion Tracking Metrics include contact form submissions, rebate form downloads, off-site clicks to utility websites, and phone call/email clicks.



Est. Conversion Rate: 35%

1,859 total conversions at a NET cost of \$8.39 per conversion. This conversion rate is very high as most Paid Search campaigns average between 2-8% Conversion Rate.

Conversion Breakdown:



Top Performing Keywords by Click

Keyword	Clicks	Impressions	CTR
energy saving programs	1,274	8,541	14.92%
energy efficiency programs	700	4,286	16.33%
energize CT	526	1,390	37.84%
energy efficient appliances	409	3,370	12.14%
ct energy efficiency programs	365	1,580	23.1%
energy saver	310	4,124	7.52%
home energy efficiency	239	2,126	11.24%
energy audits for homes	222	1,539	14.42%
ct energy audit	203	1,081	18.78%
energy audit	197	1,763	11.17%
electricity saving tips	150	1,189	12.62%


Strong demand for energy saving and efficiency program search terms lead the way in terms of total impressions and clicks. Branded terms such as “energize CT” demonstrate program awareness and the best click through rate (CTR).

Energize Connecticut Paid Search


Channels: Facebook, Instagram, LinkedIn, Twitter (X), and Tik Tok

Highlights: Video content created for Tik Tok is proving effective in increasing post reach on both Instagram and Facebook Reels. Followers on Facebook, LinkedIn, and Twitter (X) are more engaged, with average engagement rates on the rise across all three platforms compared to 2022.

Top Performing Posts:

CT  **Energize Connecticut**
Fri 1/20/2023 1:00 pm EST


Join Eversource CT's Devan Willemsen on Jar Hampton Energy Fair at East Hampton High S residential energy efficiency programs and pe




Reach: 2,719
Engagement Rate: 9.7%

 **Energize Connecticut**
Fri 6/23/2023 10:11 am EDT


The Holton family of New Milford, CT, faced heating and cooling challenges in their colonial-style home. They discovered that...



Impressions: 1,233
Engagement Rate: 8.7%

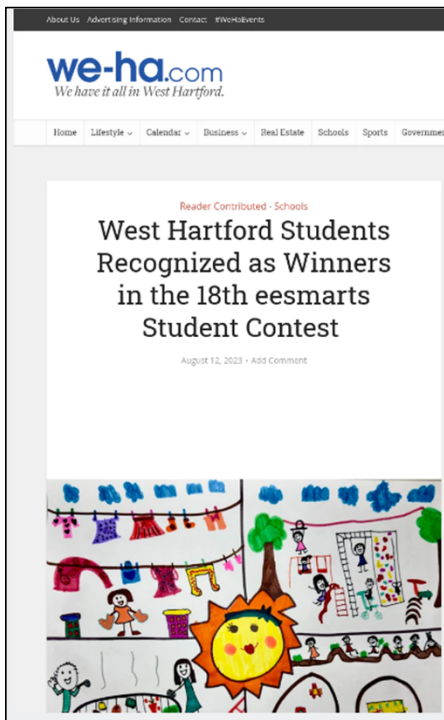
 **energizect**
Tue 8/29/2023 5:10 pm EDT

Did you know the direction of your ceiling fan impacts whether it's helping you stay warmer or cooler? Watch to see if your...



Impressions: 58,161
Engagement Rate: 0.2%

YTD 2023 Overview: 67 pieces of coverage, 245,000 estimated views, 15.6M audience, 237 engagements



Energize Connecticut PR

Bridgeport's Beverly Pizza saves more dough in energy efficiency

After six decades of serving customers in Bridgeport, it was time for a fresh new opportunity to save energy. Elias Kafsetos revolutionized his restaurant by joining Energize Connecticut's Small Business Energy Advantage Program. This program replaces light bulbs with standard energy-efficient lighting.



"With incentives totaling almost \$43,000, we were able to make nearly \$61,000 in energy-saving upgrades, improving our operations and customer comfort."

-Elias Kafsetos, Owner, Beverly Pizza



Holistic energy-savings provide upgraded options beyond lighting

- New interior and exterior LED bulb lighting
- Upgrade to high-efficiency ENERGY STAR® certified equipment

How UI and SCG's Micro Business Energy Assistance Pilot (MBEA) incentives work

The incentives made the project financially feasible and covered 75 percent of the project costs. The new upgrades led to the restaurant ensuring comfort and satisfaction for all customers in an environmentally friendly way.

Project:	Beverly Pizza
Measures:	New high-efficiency furnace, water heater, AC unit, energy-efficient lighting, and vending machine control upgrades
Total Incentives:	\$43,000

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Find energy solutions for your business.

We make it easy to improve energy efficiency, lower operating costs and save money.

Call 877-WISE-USE (877-947-3873)
Or visit: EnergizeCT.com



We're your energy efficient partner.

Paid for by a charge on customer energy bills.

"We are proud that these net zero school projects showcase the ambitious and immediate action we're taking as a community to transition our schools away from fossil fuels and towards a renewable energy future. Eversource's support and expertise in new construction and decarbonization solutions for municipal buildings helped us make confident decisions while implementing such significant projects for the town of Manchester."

- Chris Till, Facilities Manager for the town of Manchester, Connecticut

- Each of these schools will incorporate some or all of the following solutions:
- Ground source heat pumps for heating and cooling, which draw heat from the earth's internal temperature.
 - Water source heat pumps on geothermal loops, another type of ground source heat pump.
 - Domestic hot water heat pumps, which use similar technology to remove heat from the ground to provide water heating.
 - High efficiency building envelope, which included spray foam insulation.
 - LED lighting solutions to achieve a low Lighting Power Density of 0.26watts per square foot.
 - HVAC controls, including variable speed fan controls for all systems and demand control ventilation which increases or decreases airflow depending on how much output is actually needed.
 - Energy recovery on outdoor air intake, which makes using outdoor air for good circulation more energy efficient.

The town of Manchester also invested in several renewable solutions, including photovoltaic (solar) rooftop panels and a rotating, pedal-fanning solar "smart flow" to self-generate electricity for the building. While renewable energy is an added benefit for the schools and helps the school achieve its net zero energy objective, it does not lower the overall energy intensity of the buildings.

In addition to the technical assistance provided by Eversource, financial incentives were also provided to help offset some types of equipment costs and verification fees.

RESULTS

It, in its first year of occupancy, Budday can meet its design EUI. It will become the first rank-as-air-net-zero energy public school in the state of Connecticut. Together, all three schools represent the tremendous investment and commitment of the town of Manchester to a clean energy future for its students. Each school serves as a model of sustainability and energy savings nested from these projects can eventually be reinvested back into education. Manchester also continues to invest in its public infrastructure, which involves undertaking retrofit projects in eight additional schools and upgrading numerous other municipal buildings, including the Senior Center and Police Station.



For more information, visit eversource.com

The information in this case study is an accurate representation of this customer's experience at the time of publication. Results, including cost savings, from energy efficiency measures can vary based on each individual customer's situation.

Proud sponsor of



Programs funded by a charge on customer energy bills.

"We are proud that these net zero school projects showcase the ambitious and immediate action we're taking as a community to transition our schools away from fossil fuels and towards a renewable energy future. Eversource's support and expertise in new construction and decarbonization solutions for municipal buildings helped us make confident decisions while implementing such significant projects for the town of Manchester."

- Chris Till, Facilities Manager for the town of Manchester, Connecticut

Case Studies

Long Vacant New Haven Pirelli Building Transformed Into First US Net-Zero Energy Hotel

The landmark Pirelli Building is now the country's first known 100 percent electric powered full-service hotel. The hotel is proud to be LEED Platinum certified and is slated to be the nation's first Passive House certified hotel by the end of 2025.



"As an architect, I am increasingly aware of being environmentally responsible, and I want to build projects that will not be a burden on the environment or on public health."

-Bruce Redman Becker, Beckler + Becker

Seeking ways to reduce operating costs?

We make it easy to improve energy efficiency, lower operating costs and save money.

Request a free evaluation at BusinessEnergyCT.com.

We're your energy efficient partner.



Paid for by a charge on customer energy bills.



Existing Structures Can Become a Model Energy-Efficient Building

By producing renewable energy onsite, the hotel will meet or exceed the amount of energy used by the facility.

More Than \$500,000 in Energy-Efficiency Incentives

Hotel Marcel was eligible for energy-efficiency incentives of more than \$500,000 upon verification that benchmarks specified in the design plan are met.

Zero Reliance on Fossil Fuels for Heating, Cooling Or Any Operations

The interior has been transformed into a property with no reliance on fossil fuels for heating, cooling, or any operations, even in the kitchen and laundry spaces. Reaching out to energy partners early in planning helped make decisions upfront.

Incentives For Energy Created on Property

Hotel Marcel participates in the new Connecticut Public Utilities Regulatory Authority (PURA) Electric Storage Program being implemented by UI. The program provides incentives for energy created on property that can be returned to the power grid during critical periods of peak demand.

Project: Hotel Marcel

Measures: Converting existing structure to a Model Energy-Efficient Building

Total Incentives: \$500,000

Energy Savings: 809,482 kWh per year

(Based on whole-building energy model simulations; not including additional offsets that may result from Hotel Marcel's on-site solar generation.)

ENERGY STAR® high-efficiency equipment throughout



“

We love our ground source heat pump. Although the total cost of investment for this system is certainly high, the incentives from Eversource, as a Sponsor of Energize ConnecticutSM, help make it more affordable. We tell everyone we know to make the investment – you won't regret it!

- Elizabeth Holton

”

Ground Source Heat Pump

CASE STUDY

Holton Family
New Milford, CT

HIGHLIGHTS

- » Incentive: \$7,500
- » Square feet electrified: 2,148
- » Estimated CO₂ lifetime reduction: 528 metric tons (equivalent to removing 17 gas-powered cars from the road)



Case Studies

Helping Connecticut make smart energy choices.

Get Started

Energy Assessments

Energy assessments are an easy way to find custom savings opportunities and to optimize your energy use. Income qualified customers are eligible for additional rebates and savings.

Supplier Rate Finder

Customers can choose a licensed supplier for their generation services which may lower their cost. Compare generation offers on Connecticut's Rate Board.

Rebates and Incentives

Explore rebates and incentives for energy efficiency upgrades such as insulation, heat pumps, appliances, and more that can help your home or business save money and energy.

We are here to help.

If you are struggling to pay your monthly energy bill, Eversource and UI offer programs to help. Payment assistance and energy efficiency programs are available to help better manage your energy bills and help you save energy.

Completed:

- SEO analysis
- Job Board
- GA4

On the horizon:

- "Find a Professional" additional filtering options
- Gated contractor portal
- Document library
- Enhanced SEO

Energy in Action mobile exhibit metrics

Schools

Community

	Goal	Complete YTD	Scheduled 2023	Total 2023	EJ Goal	EJ YTD	EJ Scheduled	EJ Total
Eversource	28	28	7	35	17	13	1	14
UI	12	14	1	15	7	3	0	3
Total	40	42	8	50	24	16	1	17
Eversource	28	29	1	30	17	17	0	17
UI	12	20	1	21	7	13	1	14
Total	40	49	2	51	24	30	1	31



Questions

Thank you

EVERSOURCE

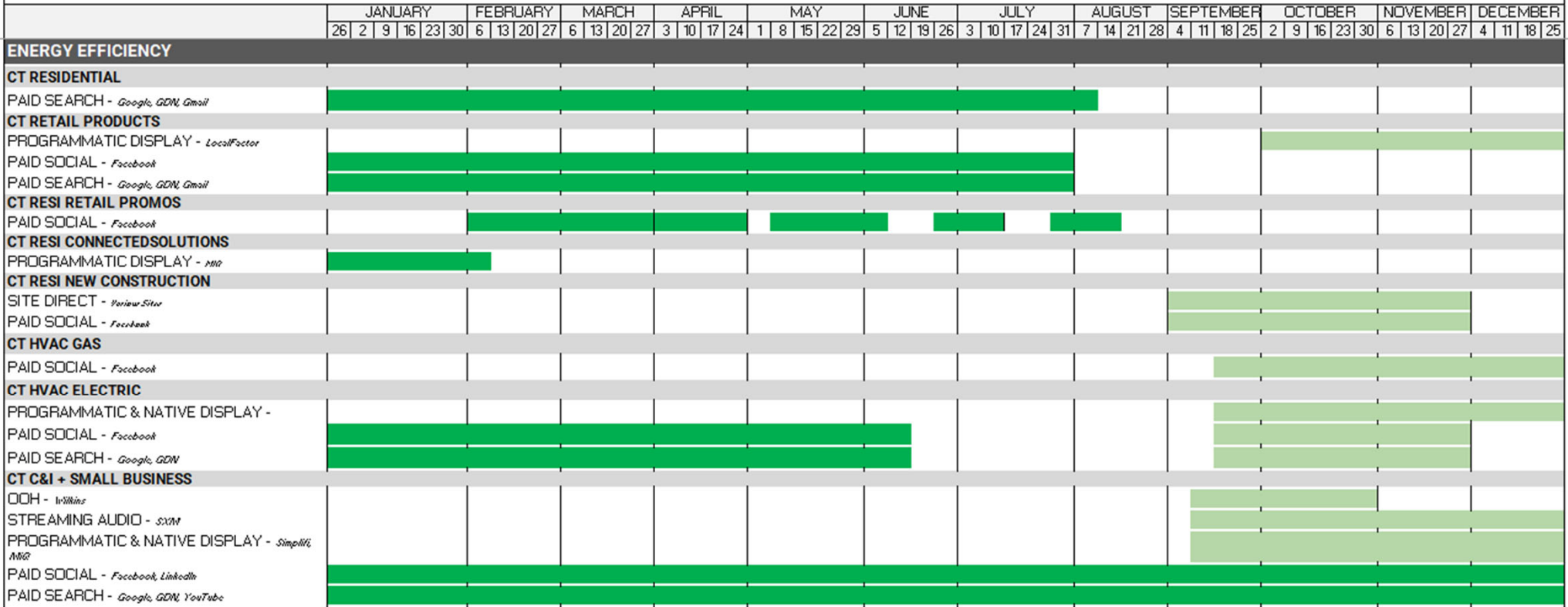
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Supplemental slides





Digital outreach: Facebook, LinkedIn, Google Display Network

The image displays four social media advertisements for Eversource CT, arranged horizontally. Each ad features the Eversource CT logo at the top left, a 'Sponsored' label, and a three-dot menu icon at the top right. The main text of each ad is as follows:

- Ad 1:** "Keep your business adaptable and efficient with Eversource energy solutions." Below this is a large graphic with the text: "Make your clients and employees more comfortable with Eversource energy solutions."
- Ad 2:** "You could save big on energy costs with HVAC upgrades tailored to your business." Below this is a large graphic with the text: "Find great rebates and incentives for your business today."
- Ad 3:** "As the market changes, Eversource can help you adapt with energy-saving solutions." Below this is a large graphic with a play button icon and the text: "No matter the project,"
- Ad 4:** "Get custom-tailored business solutions to help you stay on the cutting edge." Below this is a large graphic with a play button icon and the text: "Optimize production,"

At the bottom of each ad, there is a footer section containing the "energize CT" logo (with "Paid for by a charge on customer energy bills." below it), the "EVERSOURCE" logo, the website "eversource.com", and a "Learn more" button. The footer text for each ad is:

- Ad 1:** "Save money and energy. Find customized upgrades."
- Ad 2:** "Efficient and adaptable. Find rebates and incentives"
- Ad 3:** "We can help you save. Find rebates and incentives."
- Ad 4:** "Save big with Eversource. Schedule an assessment."

At the very bottom of each ad, there are icons for "Like", "Comment", and "Share".

Eversource C&I Outreach

Digital Outreach via Facebook, LinkedIn, Google Display Network

Weatherization Focus

Eversource CT Sponsored ·

Helping small businesses increase efficiency with weatherization, HVAC upgrades, and more.

Tailored energy-saving solutions for your unique business.

energize CT **EVERSOURCE**
Paid for by a charge on customer energy bills.

eversource.com
Time to weatherize
Find tools your business needs. **Learn more**

Like Comment Share

Eversource CT Sponsored ·

Weatherizing your building is just one way Eversource helps small businesses use less energy.

For businesses of any size.

energize CT **EVERSOURCE**
Paid for by a charge on customer energy bills.


eversource.com
Find ways to save energy
Optimize your energy usage. **Learn more**

Like Comment Share


Eversource Small Business Outreach

Home Energy Solutions – Income Eligible Direct Mail + LIDR

2023 HES-IE marketing efforts have consisted primarily direct mail efforts to customer enrolled in payment plans and forgiveness programs for UI, SCG, SCG./UI and CNG. Those mailers have included an English/Spanish letter, pre-populated application form and as of 11/3/23 the addition of the LIDR information. To date over 23,000 customers have been contacted. Campaign dates 7/5/23-12/15/23.



UI
An Avangrid company



UI
An Avangrid company

We're here to help you.

Dear [name here]:

You enrolled in a payment plan and are on your way to managing your energy bills. Now is the time to sign up for our Home Energy Solutions to help you reduce energy use, while improving safety and maintaining your comfort. Using less energy means lower energy bills. **Best of all, it's FREE!** Home Energy Solutions can quickly and easily make a difference in your everyday energy use.

How Home Energy Solutions works for you.

- We'll review your home's heating and cooling systems, water heating, lighting, windows, insulation, water use, major appliances, and other electronics.
- We'll install energy-saving solutions like LED lightbulbs, water-saving devices, insulate hot water pipes, and we seal drafts and air leaks around your home.
- We'll perform safety tests on your furnace, air conditioning and water heater.
- We will explain what we did and suggest things you can do to save even more energy.

All at no cost to you.

These products and services are valued at \$1,000 or more and can help you reduce your energy costs by about \$200 every year. These savings can help you manage other household bills.

Get started today with just a few easy steps!

- Take a moment to fill out the enclosed application.
 - If the electric account is not in your name, have the account holder fill it out.
 - If you rent, your landlord must complete the Property Owner Agreement section of the form.
- Return your completed application in the enclosed postage-paid envelope.

Have questions? Call us toll-free at 877.WISE.USE (847.3873). Mention this letter and promotional code UISAVES23.

Thank you,

Tanya Mulholland
Program Manager Home Energy Solutions – Income Eligible

Paid for by a charge on customer energy bills.
UHID002 10.23

FREE!
Best of all, it's
at no cost to you

You may qualify for the
**Low-Income Discount
Rate - See the attached**

¡GRATIS!
Lo mejor es que todo
esto es sin costo
para usted

**Puede calificar para la tasa de
descuento para personas de bajos
ingresos: consulte el documento**

Estimado [name here]:

Se inscribió en un plan de pago y esto le permitirá administrar sus facturas de energía. Es momento de inscribirse en las soluciones energéticas Home Energy Solutions para que lo ayuden a disminuir el consumo de energía a la vez que mejoran la seguridad y siguen brindando comodidad. Consumir menos energía implica recibir facturas de energía de menor importe. Lo mejor de todo es que ¡es GRATIS!

Home Energy Solutions puede marcar una diferencia en forma rápida y sencilla en su consumo diario de energía.

Cómo funciona para usted Home Energy Solutions.

- Revisaremos los sistemas de calefacción y aire acondicionado, el calentador de agua, la iluminación, las ventanas, el aislamiento, el consumo de agua, los electrodomésticos grandes y demás dispositivos electrónicos de su casa.
- Instalaremos soluciones que ahorran energía como bombillas con luces LED, dispositivos de ahorro en el consumo de agua, tuberías con aislamiento de agua caliente, además de sellar espacios en donde haya corrientes y fugas de aire en toda su casa.
- Llevaremos a cabo evaluaciones de seguridad en la estufa, el aire acondicionado y el calentador de agua.
- Le explicaremos lo que hemos hecho y le sugeriremos medidas que puede tomar para ahorrar aún más energía.

Todo esto es sin costo para usted.

Estos productos y servicios tienen un valor de \$1,000 o más y pueden ayudar a reducir los costos que tiene en energía en unos \$200 por año. Lo que ahorra puede servir para administrar el resto de las facturas de la casa.

Comience hoy mismo con solo unos simples pasos.

- Tómese un tiempo para completar la solicitud adjunta.
 - Si la cuenta de electricidad no está a su nombre, pídale al titular de la cuenta que complete la solicitud.
 - Si alquila, el arrendador debe completar la sección Property Owner Agreement (Acuerdo de propietario) del formulario.
- Envíe la solicitud completa en el sobre con franqueo pagado adjunto.

¿Tiene preguntas? Llámenos a nuestra línea gratuita al 877.WISE.USE (847.3873). Mencione esta carta y el código de promoción UISAVES23.

Muchas gracias,

Tanya Mulholland
Program Manager Home Energy Solutions – Income Eligible

Paid for by a charge on customer energy bills.
UHID002 10.23

HES-IE direct mail letter

Low-Income Discount Rate

Our **Low-income Discount Rate (LIDR)** is designed to help you manage your electric bill. If you qualify, you will receive a 10% (Tier 1) or 50% (Tier 2) discount on your current monthly charges. For example, if your current monthly charges totaled \$100, you would receive either a \$10 or \$50 discount on your bill.

Qualifying for the LIDR

You may qualify for the LIDR if:

Your UI account has a financial hardship status

OR

Your total household meets income guidelines

OR

You, or a member of your household, receive benefits from select assistance programs

Household size	Tier 1	Tier 2
	(up to 65% State Median Income)	(up to 80% Federal Poverty Guidelines)
1	\$41,553	\$23,328
2	\$54,358	\$31,552
3	\$67,124	\$39,776
4	\$79,910	\$48,000
5	\$92,695	\$56,224
6	\$105,481	\$64,448
7	\$117,878	\$72,672
8	\$110,275	\$80,896

OR Program Participation

You or a member of your household participates in at least one of the following:

Tier 1:
Connecticut Energy Assistance Program (CEAP levels 2 and 3); State HUSKY B; Medicare Savings Programs (MSP)/Additional Low-Income Medicare Beneficiary (ALMB)/Special Low-Income Medicare Beneficiary (SLMB); Section 8 Housing; Rental Assistance Program

Tier 2:
Connecticut Energy Assistance Program (CEAP level 1); Supplemental Security Income (SSI)/Social Security Disability Income (SSDI); Temporary Assistance for Needy Families (TANF)/Temporary Family Assistance (TFA); State Administered General Assistance (SAGA); Department of Social Services State Cash Assistance; State Supplement; Women, Infants and Children (WIC); Supplemental Nutrition Assistance Program (SNAP); Medicaid or Access Health; HUSKY A, C, D; State HUSKY A and State HUSKY B; Connecticut free or reduced lunch program; Head Start; Financial Support from U.S. Department of Veterans Affairs; Medicare Savings Programs (MSP)/Qualified Medicare Beneficiary Program (QMB).

Applying for LIDR

Applying for LIDR is easy. Simply submit proof of income for all adults over 18 years of age in your household or a letter certifying that at least one member of your household participates in an eligible benefits program. Once your documentation has been verified, you will receive a credit on your bill each month beginning no later than January 2024.

Proof of income includes:


- Unemployment
- Self-employed (most recent year 1099 Tax Form)
- Employed (weekly last pay stub, Biweekly last 2 paystubs, monthly last paystub)
- Social Security
- Child support, pension, retirement, or other

Documentation should include your account number and can be sent securely by: Email us at hardship@ui.net, Fax to 866.260.1009, or Mail to: United Illuminating, MS OP-ID Attn: CSR name (if applicable) 100 Marsh Hill Road, Orange CT 06477

You will receive a letter regarding your eligibility. Please allow thirty (30) days from receipt of documentation for review of your eligibility. If you qualify, the LIDR discount will begin, and be reflected on your bill, no later than January 2024.

Eligibility will need to be verified yearly. You will receive a letter that it is time to reverify your eligibility sixty (60) days prior to the end of the one (1) year period.

For more information
Visit ui.net/LIDR or call 800.722.5584 or scan this code.

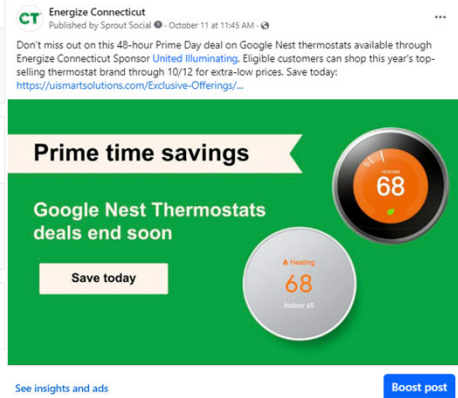
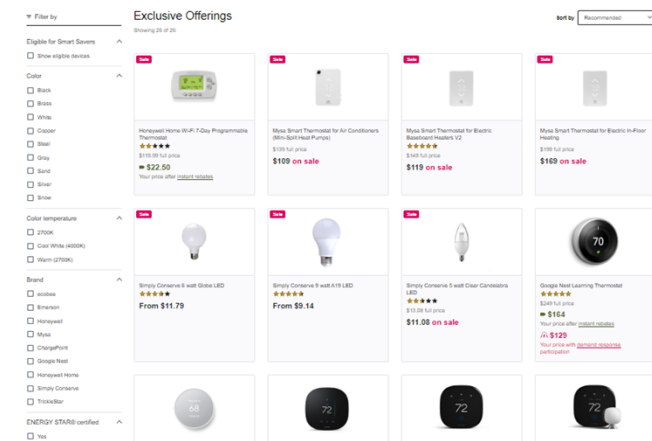
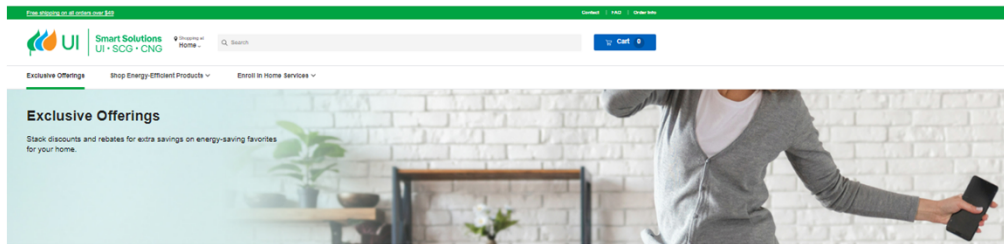


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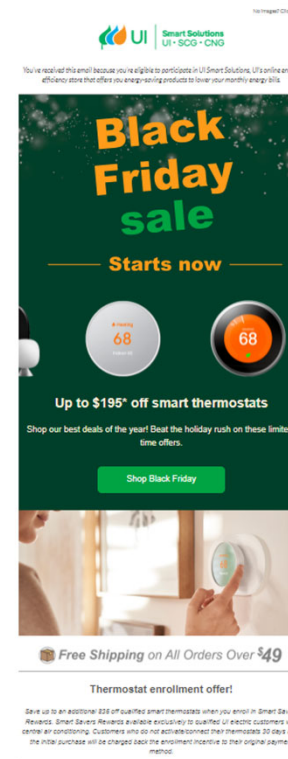
New LIDR promotional insert

UISmartSolutions.com Residential online marketplace

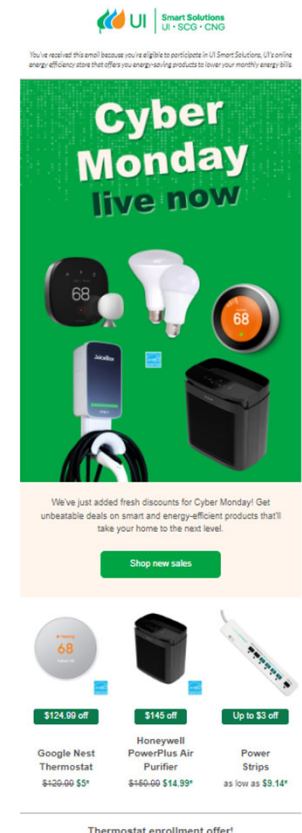
2023 monthly email efforts to residential customers via the online marketplace engage over 170,000 customers based on engagement and purchase history.



Energize CT social post



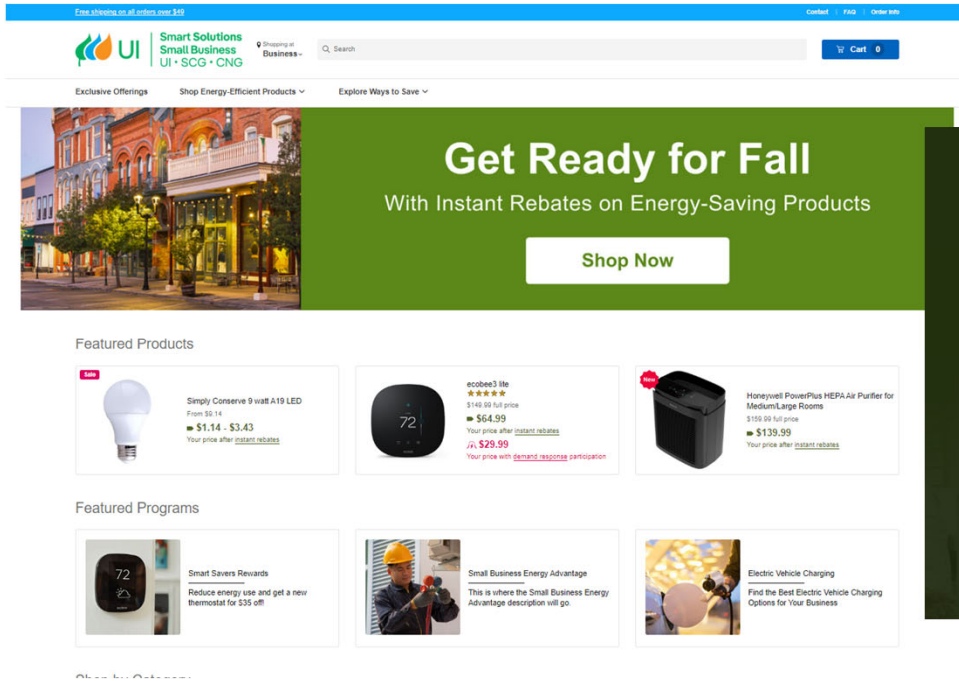
Marketplace exclusive offer page



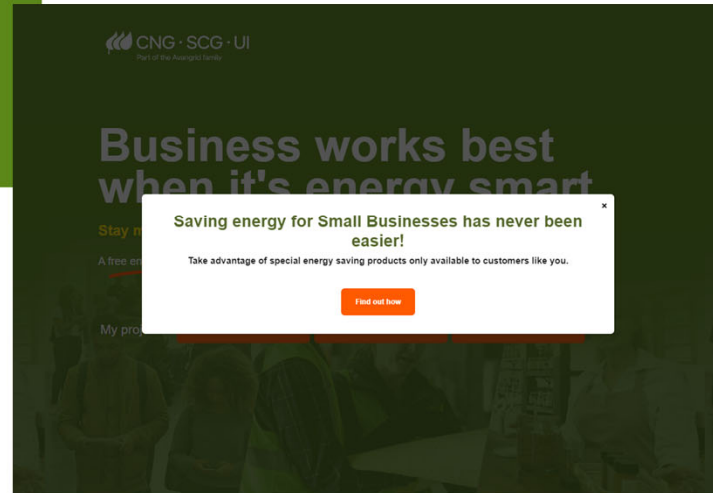
Marketplace emails

UISmartSolutions.com Small Business online marketplace

New in 2023, monthly email efforts to small business customers via the online marketplace are generating awareness with a broad base of products and Small Business Energy Advantage program engagement to over 16,000 small business customers.



Marketplace main page



BusinessEnergyCT.com marketplace promo



Marketplace email

2023 Small Business mass media campaign

Expanded Small Business marketing across CNG, SCG and UI service territories focusing on print, radio, digital advertising, paid social, and search across key media markets in both English and Spanish. Campaign dates 8/5/23-12/15/23. A portion focuses on under served markets.

0% on bill loans. Little or no upfront costs. More savings to grow your small business.



Simple Energy Efficiency Solutions:

- Up to 80% off with incentives and rebates
- 0% loans for new equipment
- No upfront cost

Seeking ways to reduce operating costs? We make it easy to improve efficiency, lower operating costs and save money.

Go to BusinessEnergyCT.com to request a free evaluation. We're your energy efficient partner.



BROUGHT TO YOU BY **CNG · SCG · UI** PROUD SPONSORS OF **energize CT**

Paid for by a charge on customer energy bills.

0% on bill loans. Little or no upfront costs. More savings to grow your small business.



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Energize Connecticut Sponsored

Seeking ways to reduce operating costs? We make it easy to improve energy efficiency, lower operating costs and save money for your small business.

Paid for by a charge on UI, CNG and SCG customer bills.




Free Energy Evaluation
Your energy efficiency partner.

[Learn more](#)

Energize Connecticut Sponsored

Let's help your business manage its energy and save money. Zero percent on bill loans, little to no upfront costs. Get started with a free energy evaluation.

Paid for by a charge on UI, CNG and SCG customer bills.



Free Energy Evaluation
Your energy efficiency partner.

[Learn more](#)

Paid social

Print advertising

0% on-bill loans. Little or no upfront costs. More savings to grow your small business.



[Get a Free Evaluation Here](#)

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0% on-bill loans. Little or no upfront costs. More savings to grow your small business.



[Get a Free Evaluation Here](#)


BROUGHT TO YOU BY **CNG · SCG · UI** PROUD SPONSORS OF **energize CT**

Paid for by a charge on customer energy bills.

Digital advertising

Energize Connecticut 39 Followers Promoted

Let's help your business manage its energy and save money. Zero percent on bill loans, little to no upfront costs. Get started with a free energy evaluation. Paid for by a charge on UI, CNG and SCG customer bills.



Free Energy Evaluation
www.businessenergyct.com

[Learn more](#)

47 Likes 21 Comments


Like Comment Share Send

Social retargeting

Energize Connecticut 39 Followers Promoted

Seeking ways to reduce operating costs? We make it easy to improve energy efficiency, lower operating cost and save money.

Paid for by a charge on UI, CNG and SCG customer bills.



Free Energy Evaluation
www.businessenergyct.com

[Learn more](#)

47 Likes 21 Comments

Like Comment Share Send

LinkedIn

2023 Large C&I mass media campaign

Focused Large Commercial and Industrial marketing across CNG, SCG and UI service territories focusing on print, radio, digital advertising, paid social, and search across key media markets. Campaign dates 8/5/23-12/15/23.

Improve your energy costs and lower operating costs.

Save money with energy efficiency incentives and rebates.

Seeking ways to reduce operating costs? We make it easy to improve efficiency, lower operating costs and save money.

Go to BusinessEnergyCT.com to request a free evaluation. We're your energy efficient partner.

BROUGHT TO YOU BY: CNG · SCG · UI
PROUD SPONSORS OF: **energize CT**

Paid for by a charge on customer energy bills.

Be more competitive. Be more sustainable.

Save money with energy efficiency incentives and rebates.

Seeking ways to reduce operating costs? We make it easy to improve efficiency, lower operating costs and save money.

Go to BusinessEnergyCT.com to request a free evaluation. We're your energy efficient partner.

BROUGHT TO YOU BY: CNG · SCG · UI
PROUD SPONSORS OF: **energize CT**

Paid for by a charge on customer energy bills.

Increase energy efficiency. Reduce energy costs. Simultaneously.

Save money with energy efficiency incentives and rebates.

Seeking ways to reduce operating costs? We make it easy to improve efficiency, lower operating costs and save money.

Go to BusinessEnergyCT.com to request a free evaluation. We're your energy efficient partner.

BROUGHT TO YOU BY: CNG · SCG · UI
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Paid for by a charge on customer energy bills.

CT Energize Connecticut Sponsored

Improve your energy costs and lower operating costs. Save money with energy efficiency incentives and rebates.

Paid for by a charge on UI, CNG and SCG customer bills.

BUSINESS.ENERGIZECT.COM
Free Energy Evaluation
Your energy efficiency partner.

Learn more

CT Energize Connecticut Sponsored

Be more competitive. Be more sustainable. Manage your energy to lower operating costs.

Paid for by a charge on UI, CNG and SCG customer bills.

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Free Energy Evaluation
Your energy efficiency partner.

Learn more

Paid social

CT Energize Connecticut Sponsored

Let's lower your energy bill. Save money with energy efficient incentives and rebates.

Paid for by a charge on UI, CNG and SCG customer bills.

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Free Energy Evaluat...
businessenergizect.com

27
21 Comments

Like Comment Share Send

Social retargeting

LinkedIn

Print advertising

Improve your energy costs and lower operating costs.

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PROUD SPONSORS OF: **energize CT**

Paid for by a charge on customer energy bills.

Increase energy efficiency. Reduce energy costs. Simultaneously.

Get a Free Evaluation Here

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Paid for by a charge on customer energy bills.

Be more competitive. Be more Sustainable.

Get a Free Evaluation Here

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PROUD SPONSORS OF: **energize CT**

Paid for by a charge on customer energy bills.

Digital advertising

2023 Small Business additional initiatives Paid social

Additional Small Business marketing across CNG, SCG and UI service territories leverage a variety of opportunities within paid and owned media. Campaign dates 7/5/23-12/15/23. Main Street focuses on under served markets.

We want to help small business owners cut energy costs and modernize their businesses.

Qualifying customers may be eligible for incentives up to 80% of the project cost (up to \$16,000) toward energy efficient lighting with modernizing controls, water conservation measures, insulation, and air sealing, with pre-approved 0% interest on-bill financing for the remaining cost after incentives*.

Call 877.WISE.USE or visit
BusinessEnergyCT.com



Paid for by a charge on customer energy bills.
30548-I-0328 UEEB03 10/23 230,000



Attention New Haven Small Business Owners



Our Small Business Energy Advantage energy experts will be in your neighborhood from September 25-29, 2023.

Energy Experts will be available to assess your business's energy usage and provide you with a customized list of solutions to help you save money and energy while boosting the building's comfort levels for your customers and employees. Contact us at the number below to reserve a day and time for your on-the-spot assessment.

For a limited time, we will cover up to **80%** on select energy efficiency upgrades.

Contact us at **877.WISE.USE (877.947.3873)** to schedule your no-cost, no-obligation energy assessment.



Attention New Haven Small Business Owner

Our Small Business Energy Advantage energy experts will be in your area from September 25-29, 2023.

Energy Experts will be available to assess your business's energy usage and provide you with a customized list of solutions to help you save money and energy while boosting the building's comfort levels for your customers and employees. Contact us at the number below to reserve a day and time for your on-the-spot assessment.



For a limited time, we will cover up to **80%** on select energy efficiency upgrades.

Contact us at 877.WISE.USE (877.947.3873) to schedule your no-cost, no-obligation energy assessment.

Here's how to get started.

1. Click the "Start Saving Today" link below.
2. Follow the link to complete the form so we can learn more about your business.
3. Small Business Energy Experts authorized by UI will contact you to schedule the best time to assess your needs.

Start Saving Today

Bill insert

Here's how to get started.

Schedule your no-cost, no-obligation energy assessment today in 3 easy steps:

1. On your smartphone, point your camera at the QR code.
2. Follow the link to complete the form so we can learn more about your business.
3. Small Business Energy Experts authorized by UI will contact you to schedule the best time to assess your needs.

You can also contact us at **877.WISE.USE (877.947.3873)** to schedule your no-cost, no-obligation energy assessment.

HSB0001 9/23



Empowering you to make smart energy choices.
Energize Connecticut programs funded by a charge on customer energy bills.



UI Wise Use C/O True View Consultants
PO Box 581
South Windsor, CT 06074

New Haven Main Street postcard

You can also contact us at **877.WISE.USE (877.947.3873)** to schedule your no-cost, no-obligation energy assessment.

Let's bring energy savings to New Haven business together!

Sincerely,

UI Small Business Energy Efficiency Team

<p>Enroll in eBill Never miss a bill, set payment reminders and view up to 13 months of your previous eBills.</p>	<p>Create a My Account View and pay your bill, manage your preferences and more.</p>
<p>Download our FREE Mobile App Get it today at the App Store or Google Play. View and pay your bill, report an outage, manage your preferences and more.</p>	<p>Choose your Alerts Stay informed with information important to you with Outage, Payment and Account Alerts.</p>

New Haven Main Street email