

Trade Ally Networking for Program Stability

PNM Multifamily Energy Efficiency Program

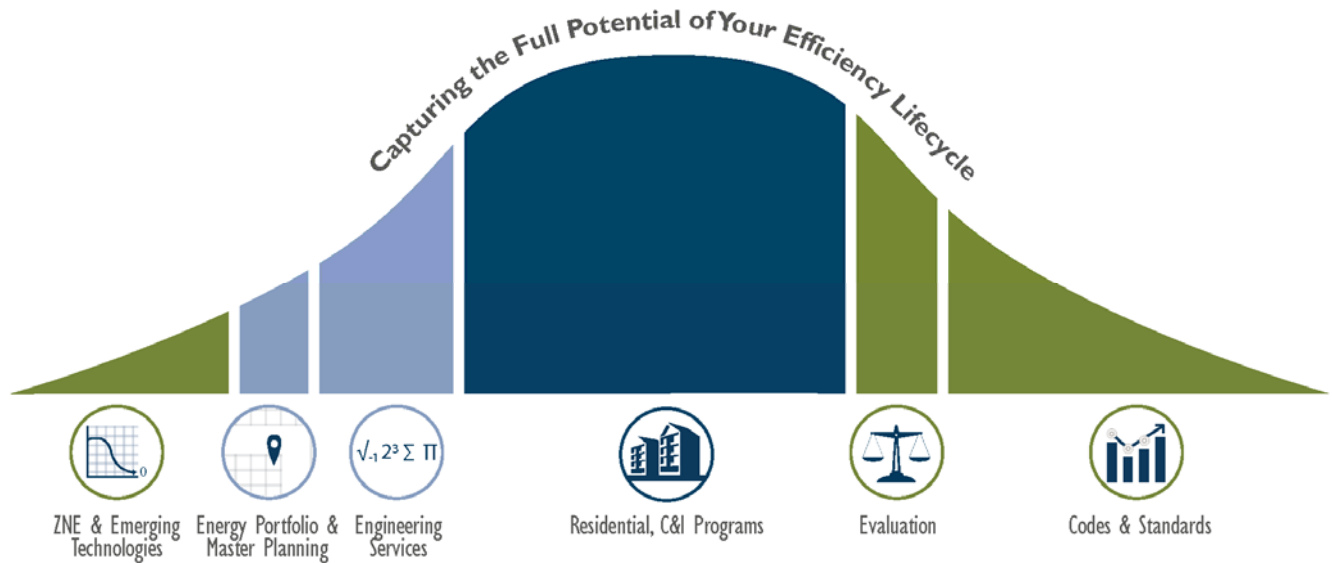
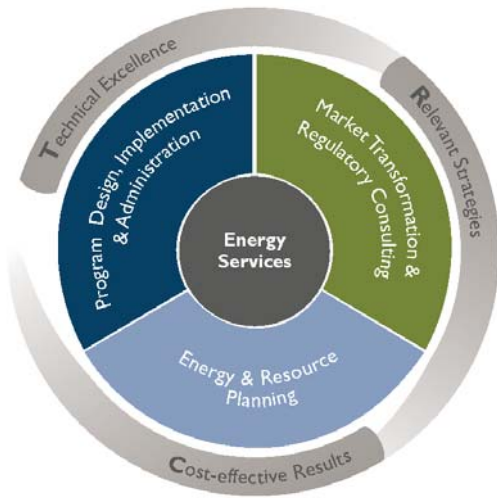
BILL ECKMAN, ENERGY ADVISOR AND TRADE ALLY MANAGER



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TRC ENERGY SERVICES



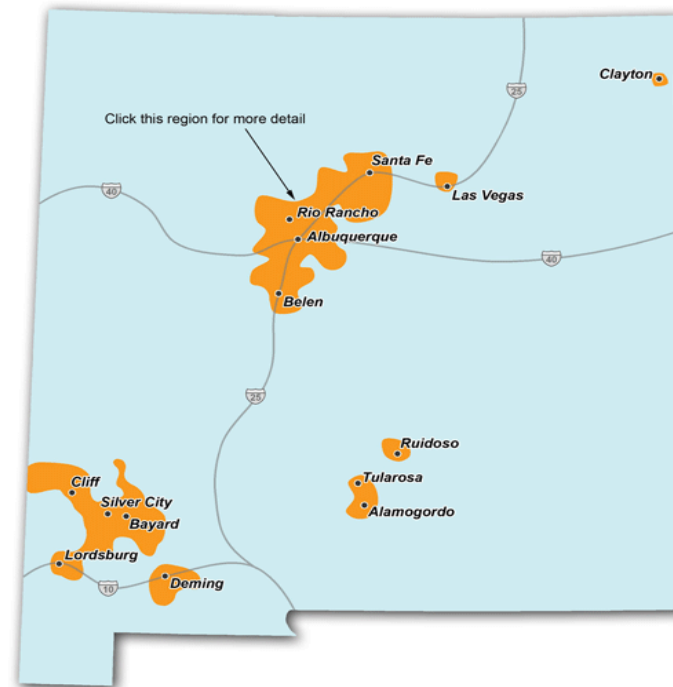
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ABOUT PNM

COMPANY OVERVIEW

- Investor-owned utility in Albuquerque, NM and the state's largest electricity provider
- Founded in 1917 as the Albuquerque Gas and Electric Company
- Serves more than 500,000 residential and business customers
- PNM has been offering energy efficiency programs for residential and business customers since 2007
- The PNM Multifamily Program was implemented in mid-2015 to provide energy efficiency upgrades and rebates for a previously underserved market segment



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AGENDA

Specific Obstacles to Program Delivery

Program Design for Easy Participation

Design for Stability

Community Engagement

Goals and Results



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PNM MULTIFAMILY ENERGY EFFICIENCY PROGRAM

Market rate and low-income properties

In-unit and common area upgrades

Self-install, “direct install”, and custom rebates

Incentive Boosts

20% for low-income

10-30% for deep savings (> 1,200 kWh/dwelling unit)



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SPECIFIC PROGRAM DELIVERY OBSTACLES

Time & Space → Large coverage area

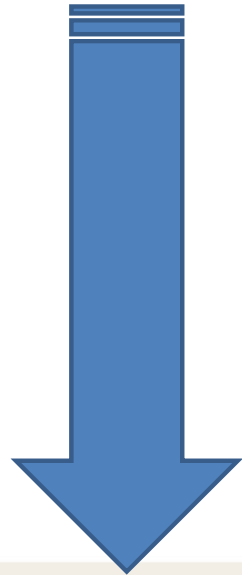
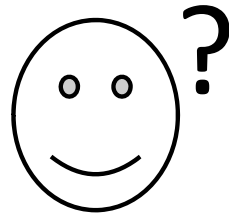
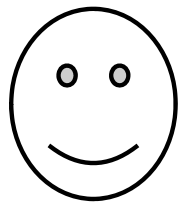
Low population Density



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DESIGN FOR EASY PARTICIPATION



1A. Engage a trade ally

1B. Submit Property Evaluation Form

1C. Request a basic audit

Customer Entry

Trade Ally Path

Self-Install Path

2. Trade Ally reservation

2. Customer reservation

3. Trade Ally installation

3. Self-Installation

4. Trade Ally receives incentive

4. Customer receives incentive



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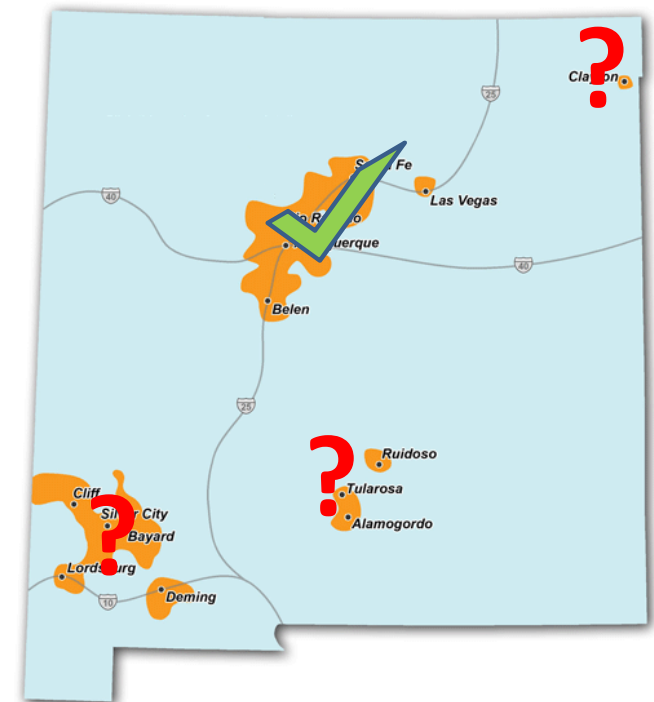
DESIGN FOR INVOLVEMENT AND STABILITY

Must Overcome:

- Who can do the work?
- What if I need other work?
- What if we want to expand the program?

TRADE ALLIES!!

Click Here to Find a
TRADE ALLY



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DESIGN FOR INVOLVEMENT AND STABILITY

What is a Trade Ally?

Local Contractor/Professional

Meet minimum criteria

Versed in the Program

Can offer “the free stuff” (direct-install incentives)

Receives rebates directly

PNM Multifamily Trade Ally Application

PNM Multifamily Energy Efficiency Program



The Multifamily Energy Efficiency Program helps eligible multifamily owner and manager customers reduce energy use. PNM offers incentives, technical assistance, and information services to improve energy efficiency.

PNM Multifamily Trade Allies are industry professionals who have received training on program procedures and have agreed to follow the program's policies and procedures. Trade Allies include contractors, engineers, and energy services providers.

PNM Multifamily Team:
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7-23-15



DESIGN FOR INVOLVEMENT AND STABILITY

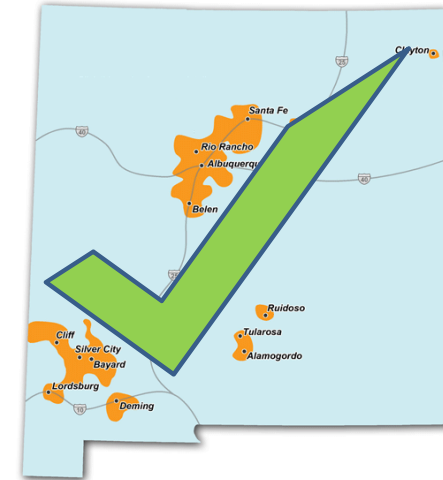
Benefits of being a Trade Ally

Lead and Project Generation

Expand service offerings and knowledge

Stay connected to trends and programs

Offer some “free” upgrades



[Click Here to Find a
TRADE ALLY](#)



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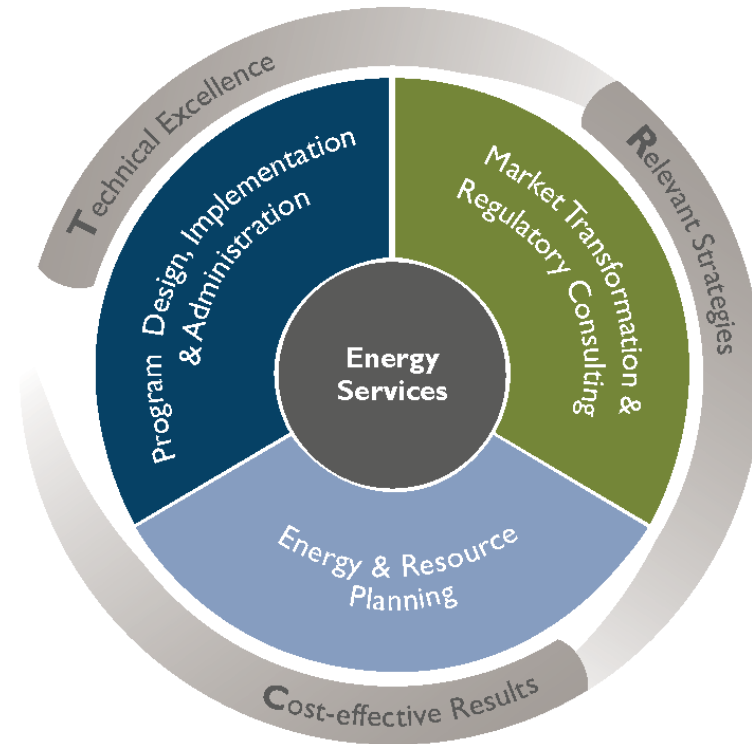


CUSTOMER AND COMMUNITY ENGAGEMENT

Marketing Events

Project Highlight and Newsletter

PR events with Sponsor Utility



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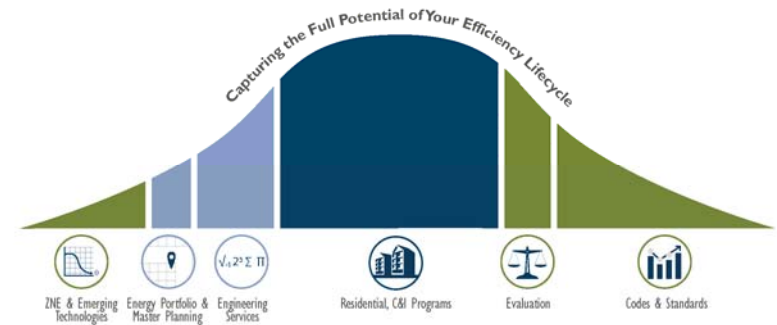
GOALS AND RESULTS

Short-term Goals and Results

- Sufficient Trade Ally Network
- Project Pipeline
- Trade Allies Generate Projects

Mid-term Goals

- Greater Program Stability
- Reduced marketing, support and administrative
- Program expansion



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HIGHLIGHTS

Design

- Easy Participant Entry
- Community Engagement
- Flexibility

Trade Ally Network

- Stability of Support and Service
- Ability to Reach Distant Lands
- Expand Local Knowledge and Capabilities
- Expand Program

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