

Attachment A

Acronym List

Hawaii Energy PY2011 Acronym List

ACRONYM	ACRONYM EXTENSION	COMMENTS
ACEEE	American Council for an Energy Efficient Economy	
AEE	Association of Energy Engineers	
AIA	American Institute of Architects	
AOAO	Associations of Apartment Owners AOAO	
ARRA	American Recovery and Reinvestment Act	
ASHRAE	American Society of Heating, Refrigerating and Air Conditioning Engineers	
ASIL-PACOM	American Society of International Law –Pacific Command	
BEEM	Business Energy Efficiency Measures	Former Commercial industrial Energy Efficiency (CIEE), and Commercial Industrial New Construction (CINC)
BESM	Business Energy Services & Maintenance	
BHTR	Business Hard to Reach	
BOMA	Building Owners and Managers Association International	
BPF	Blue Planet Foundation	
BREP	Business Renewable Energy Promotion	Cancelled Program for PY2010
BWS	Board of Water Supply	
CBEEM	Custom Business Energy Efficiency Measures	Former Commercial Industrial Customized Rebate (CICR)
CEE	Consortium for Energy Efficiency	
CEM	Certified Energy Manager	
CESH	Custom Energy Solutions for the Home	
CESP	Clean Energy Scenario Planning	
CFL	Compact Fluorescent Lamps	
CICR	Commercial & Industrial Custom Rebates	Program from PY2009; now combined in BEEM
CIEE	Commercial & Industrial Energy Efficiency	Program from PY2009; now combined in BEEM
CINC	Commercial & Industrial New Construction	Program from PY2009; now combined in BEEM
CNHA	Council for Native Hawaiian Advancement	
CSI	Construction Specifications Institute	
DBEDT	Department of Business, Economic Development & Tourism	
DHHL	Department of Hawaiian Home Lands	
DIRLR	Direct Install Restaurant Lighting Retrofit	
DOD	Department of Defense	
DOE	Department of Energy	
DOH	Department of Health	
DSM	Demand Side Management	
EEFG	Energy Efficiency Funding Group	
EEPS	Energy Efficiency Portfolio Standard	
EER	Energy Efficiency Ratio	
EMCS	Energy Management Control System	
EMIT	Energy Manager in Training	
EPMIS	Energy Program Management Information System	
ESH	Energy Solutions for the Home	
EUEWG	End Use Efficiency Working Group	
HBEA	Hawaii Building Engineers Association	
HCAP	Honolulu Community Action Program	
HCEI	Hawaii Clean Energy Initiative	

Hawaii Energy PY2011 Acronym List

ACRONYM	ACRONYM EXTENSION	COMMENTS
HCEOC	Hawaii County Economic Opportunity Council	
HECEP	Hawaii Energy Conservation and Efficiency Programs	
HECO	Hawaiian Electric Company	
HELCO	Hawaii Electric Light Company	
HEPF	Hawaii Energy Policy Forum	
HEWH	High Efficiency Water Heating	
HGBP	Hawaii Green Business Program	
HID	High Intensity Discharge	
HMSA	Hawaii Medical Service Association	
HPS	High Pressure Sodium	
HREA	Hawaii renewable Energy Alliance	
HSEA	Hawaii Solar Energy Association	
HTDC	High Technology Development Corporation	
HTR	Hard to Reach	
HUD	Housing and Urban Development	
HVAC	Heating Ventilation and Air Conditioning	
IECC	International Energy Conservation Code	
IRP	Integrated Resource Planning	
IT	Information Technology	
KIUC	Kauai Island Utilities Cooperative	
LED	Light Emitting Diode	
M & V	Measurement and Verification	
MCAP	Maui Community Action Program	
MECO	Maui Electric Company, Ltd.	
MEO	Maui Economic Opportunity	
MEP	Manufacturing Extension Partnership	
MOU	Memorandum of Understanding	
MVNP	Milici Valenti Ng Pack, Inc.	
NEED	National Energy Education Development Project	
NPV	Net Present Value	
NREL	National Renewable Energy Laboratory	
NTG	Net-to-gross	
OCS	Office of Community Services	
PACE	Property Assessed Clean Energy	
PACT	Parents and Children Together	
PAMCA	Plumbing, Air Conditioning and Mechanical Contractors Association	
PBF	Public Benefits Fee	
PBFA	Public Benefits Fee Administrator	
PE	Photovoltaic	
POP	Point of Purchase	
PTAC	Package Terminal Air Conditioner	
PUC	Public Utilities Commission	
PV	Photovoltaic (PV)	Incentive Development Program cancelled prior to PY2010
RCUH	Research Corporation of the University of Hawaii	

Hawaii Energy PY2011 Acronym List

ACRONYM	ACRONYM EXTENSION	COMMENTS
REEM	Residential Energy Efficiency Measures	REWH, RNC AND ESH combined for PY2010
RESM	Residential Energy Services & Maintenance	
REWH	Residential Efficient Water Heating	Program from PY2009; now combined in REEM
RFP	Request For Proposal	
RHTR	Residential Hard to Reach	Former Residential Low Income (RLI)
RISE	Rewarding Internships for Sustainable Employment	
RLI	Residential Low Income	
RNC	Residential New Construction	Program from PY2009; now combined in REEM
RPS	Renewable Portfolio Standard	
RREP	Residential Renewable Energy Promotion	Cancelled Program for PY2010
SAIC	Science Applications International Corporation	
SBDIL	Small Business Direct Install Lighting	
SEAD	Student Energy Ambassador Development	
SEE	Sell Efficiency Effectively	
SEEARP	State Energy Efficient Appliance Rebate Program	
SEER	Seasonal Energy Efficiency Ratio	
SEP	State Energy Program	
SSC	Smart Sustainability Consulting	
SWH	Solar Water Heating	
TAG	Technical Advisory Group	
TRB	Total Resource Benefit	
TRC	Total Resource Cost Ratio .	
TRM	Technical Reference Manual	
UH	University of Hawaii at Manoa	
VFD	Variable Speed Drive	
VRF	Variable Refrigerant Flow	
WAP	Weatherization Assistance Program	

Attachment B

PY2011 Program Participation List

Hawaii Energy PY2011 Program Participation List

Program / Measure	Units	Number of Projects w/Measure	Customer Level Demand (kW)	Customer Level Energy (kWh)	Program Level Demand (kW)	Program Level Energy (kWh)	Average Useful Life	Program TRB	TRC	Average Customer Level kW/Unit	Average Customer Level kWh/Unit
BEEM	180,569	2,643	6,500	43,149,226	5,262	34,929,190	9	\$ 38,207,626	\$ 26,591,243	0.036	239.0
CFL	81,142	116	2,051	15,909,720	1,660	12,879,268	3	\$ 5,367,973	\$ 811,420	0.025	196.1
T8 /T8LW	54,893	286	1,196	8,165,916	970	6,618,558	13	\$ 10,146,927	\$ 6,883,020	0.022	148.8
LED	31,155	178	803	5,879,661	649	4,749,757	6	\$ 3,528,835	\$ 1,985,502	0.026	188.7
HVAC - Packaged/Split	1,271	133	439	2,662,229	356	2,157,062	15	\$ 3,838,002	\$ 5,335,476	0.345	2,094.6
Chiller Plant Retrofits	25	17	514	2,492,590	416	2,013,062	20	\$ 4,695,447	\$ 3,696,130	20.578	99,703.6
VFD Applications	180	75	538	2,367,598	436	1,919,991	12	\$ 3,331,473	\$ 1,250,849	2.990	13,153.3
Window Tinting	52	52	310	1,168,073	251	947,544	10	\$ 1,523,710	\$ 1,178,600	5.952	22,462.9
Delamp/Reflector	5,789	68	148	1,142,675	120	926,038	14	\$ 1,451,080	\$ 115,780	0.026	197.4
VRF AC Systems	338	138	109	1,011,568	88	816,139	15	\$ 1,270,998	\$ 971,585	0.321	2,992.8
HID Pulse Start	19	17	50	535,820	41	434,267	14	\$ 623,179	\$ 444,716	2.634	28,201.0
Commercial Kitchen Equipment	32	9	48	281,731	39	226,264	15	\$ 407,807	\$ 267,644	1.505	8,804.1
Refrigerator with Recycling	310	310	11	254,538	9	205,893	14	\$ 255,869	\$ 372,000	0.034	821.1
Delamping	1,291	18	21	247,893	17	201,165	14	\$ 279,266	\$ 10,328	0.017	192.0
T5 / T8HO	839	9	35	223,976	28	181,521	14	\$ 292,318	\$ 76,510	0.041	267.0
Window AC	237	209	49	130,112	39	105,585	12	\$ 232,864	\$ 95,170	0.205	549.0
Cool Roof Technologies	18	18	54	118,953	44	96,285	15	\$ 278,278	\$ 1,689,128	2.997	6,608.5
Sensors	955	106	25	114,816	21	93,121	8	\$ 115,276	\$ 402,960	0.027	120.2
Induction	11	11	7	90,697	6	73,598	2	\$ 18,298	\$ 132,729	0.659	8,245.2
Refrigerator	824	262	14	86,520	11	70,104	14	\$ 118,284	\$ 157,200	0.017	105.0
CEE Listed Premium Efficiency Motors	200	52	50	82,827	40	67,116	15	\$ 232,150	\$ 325,871	0.249	414.1
Submetering	235	4	13	64,155	11	52,064	12	\$ 86,639	\$ 143,500	0.057	273.0
Clothes Washer	292	292	8	60,152	7	48,686	11	\$ 66,766	\$ 160,600	0.028	206.0
Ceiling Fan	153	111	3	25,551	2	20,594	5	\$ 13,374	\$ 6,885	0.019	167.0
Smart Strip - Event Promotion	143	3		11,154		9,052	5	\$ 4,265	\$ 2,431	-	78.0
HID Pulse Start	18	2	2	10,360	1	8,408	14	\$ 14,681	\$ 16,060	0.103	575.6
Dishwasher	146	146	2	9,782	2	7,920	12	\$ 13,690	\$ 58,400	0.015	67.0
High Efficiency Water Heaters - Electric Resistance	1	1	0	160	0	130	9	\$ 177	\$ 750	0.035	160.0

Hawaii Energy PY2011 Program Participation List

Program / Measure	Units	Number of Projects w/Measure	Customer Level Demand (kW)	Customer Level Energy (kWh)	Program Level Demand (kW)	Program Level Energy (kWh)	Average Useful Life	Program TRB	TRC	Average Customer Level kW/Unit	Average Customer Level kWh/Unit
CBEEM	274	274	3,119	27,795,271	2,526	22,519,610	14	\$ 32,534,972	\$ 17,668,804	11.385	101,442.6
CO Garage Exhaust Control	17	17	579	7,278,052	470	5,902,799	15	\$ 8,725,544	\$ 1,068,914	34.076	428,120.7
LED	121	121	722	4,993,775	584	4,042,531	6	\$ 3,045,135	\$ 3,486,529	5.967	41,270.9
HVAC Controls	5	5	303	3,291,372	246	2,671,083	16	\$ 4,057,297	\$ 1,091,743	60.620	658,274.4
Low E Glass w/ Wall Insulation	10	10	418	3,257,620	340	2,643,692	25	\$ 5,870,806	\$ 2,219,904	41.840	325,762.0
VFD Applications	11	11	241	1,885,617	194	1,522,548	15	\$ 2,509,690	\$ 1,211,900	21.901	171,419.8
T8 /T8LW	12	12	136	1,083,402	110	878,957	14	\$ 1,340,036	\$ 503,852	11.350	90,283.5
Hotel Guestroom HVAC Control	3	3	106	722,974	86	586,723	12	\$ 868,428	\$ 204,300	35.267	240,991.3
Fresh Water Pumping Motors	1	1	-	598,676	-	485,850	15	\$ 556,242	\$ 115,000	-	598,676.0
Refrigeration	5	5	65	563,350	52	450,229	16	\$ 732,693	\$ 569,090	13.040	112,670.0
Air Cooled Chiller	8	8	126	506,020	102	410,656	18	\$ 982,693	\$ 957,071	15.788	63,252.5
T5 / T8HO	9	9	74	475,531	60	385,293	11	\$ 521,274	\$ 466,625	8.233	52,836.8
Commercial Lighting	11	11	75	473,645	60	381,186	6	\$ 315,267	\$ 251,961	6.791	43,058.6
PC Power Management	10	10	-	429,453	-	348,519	7	\$ 213,721	\$ 21,546	-	42,945.3
Chiller Plant Retrofits	6	6	44	363,966	36	295,210	16	\$ 497,990	\$ 3,862,501	7.383	60,661.0
Customized Project Measures	1	1	47	348,750	37	279,944	15	\$ 464,090	\$ 102,300	46.500	348,750.0
Solar Thermal Dehumidification	1	1	-	308,007	-	249,960	15	\$ 286,176	\$ 48,000	-	308,007.0
EC Motors and Controllers	7	7	34	298,201	28	241,744	15	\$ 383,111	\$ 39,996	4.871	42,600.1
Central Plant Optimization	1	1	28	202,523	23	164,356	15	\$ 274,956	\$ 98,199	27.800	202,523.0
Solar Thermal Water Heating	7	7	52	188,813	42	152,441	14	\$ 331,337	\$ 242,902	7.429	26,973.3
Bi-Level Stairwell And Parking Garage Lighting.	4	4	16	187,082	13	151,272	13	\$ 199,695	\$ 212,737	4.000	46,770.5
EMCS Linked Thermostats	17	17	30	172,187	25	139,737	7	\$ 132,126	\$ 70,043	1.776	10,128.6
Heat Pumps	2	2	4	74,247	3	60,254	19	\$ 94,536	\$ 656,795	2.050	37,123.5
Submetering	2	2	14	66,339	11	53,837	15	\$ 105,031	\$ 133,500	6.950	33,169.5
HID Pulse Start	1	1	2	14,828	2	12,034	14	\$ 20,286	\$ 6,506	2.400	14,828.0
MR16	1	1	2	5,871	2	4,765	5	\$ 4,931	\$ 26,799	2.130	5,871.0
Vending Miser	1	1	-	4,970	-	3,989	5	\$ 1,881	\$ 90	-	4,970.0

Hawaii Energy PY2011 Program Participation List

Program / Measure	Units	Number of Projects w/Measure	Customer Level Demand (kW)	Customer Level Energy (kWh)	Program Level Demand (kW)	Program Level Energy (kWh)	Average Useful Life	Program TRB	TRC	Average Customer Level kW/Unit	Average Customer Level kWh/Unit
BESM	6,439	588	293	2,530,984	236	2,045,013	13	\$ 2,944,953	\$ 2,740,765	0.045	393.1
Chiller Plant Retrofits	1	1	130	1,135,657	105	921,632	15	\$ 1,459,752	\$ 1,566,500	129.600	1,135,657.0
T8 /T8LW	4,585	414	81	867,085	65	698,202	14	\$ 1,001,185	\$ 380,135	0.018	189.1
LED	1,558	110	53	287,163	42	229,936	5	\$ 173,824	\$ 82,233	0.034	184.3
Air Cooled Chiller	1	1	24	193,793	20	157,271	15	\$ 255,918	\$ 225,000	24.300	193,793.0
FB40 to F17	101	11	4	23,595	3	18,954	14	\$ 32,188	\$ 6,565	0.039	233.6
CFL	82	24	1	14,720	1	11,816	14	\$ 16,853	\$ 820	0.016	179.5
Custom Lighting	75	5	-	8,971	-	7,201	9	\$ 5,233	\$ 2,212	-	119.6
Central Plant Optimization	16	16	-	-	-	-	-	\$ -	\$ 383,064	-	-
Submetering	15	1	-	-	-	-	-	\$ -	\$ 7,017	-	-
Energy Study	4	4	-	-	-	-	-	\$ -	\$ 57,219	-	-
Design Assistance	1	1	-	-	-	-	-	\$ -	\$ 30,000	-	-
BHTR	11,126	337	249	2,058,909	200	1,657,404	6	\$ 1,263,598	\$ 583,978	0.022	185.1
LED	9,963	230	218	1,819,470	175	1,465,743	5	\$ 963,362	\$ 497,109	0.022	182.6
T8 /T8LW	1,026	91	30	205,250	24	164,108	14	\$ 266,200	\$ 78,565	0.029	200.0
FB40 to F17	84	6	1	22,908	1	18,512	14	\$ 23,955	\$ 5,460	0.015	272.7
Custom Lighting	42	6	-	9,202	-	7,386	14	\$ 8,070	\$ 2,734	-	219.1
CFL	11	4	0	2,079	0	1,655	14	\$ 2,011	\$ 110	0.006	189.0
REEM	1,929,725	43,298	10,819	81,031,189	8,747	65,511,035	6	\$ 52,443,496	\$ 33,338,359	0.006	42.0
CFL	1,817,472	17,853	9,055	65,739,155	7,321	53,153,208	5	\$ 36,431,019	\$ 3,634,944	0.005	36.2
Appliance Recycling - Bounty	7,584	7,584	218	5,300,554	176	4,282,173	14	\$ 5,323,654	\$ 6,481,810	0.029	698.9
Solar Thermal Water Heating	2,133	2,133	904	4,058,657	730	3,278,371	15	\$ 6,562,368	\$ 14,077,800	0.424	1,902.8
Residential Peer Group Comparison	73,000	3	-	2,107,762	-	1,704,648	1	\$ 171,147	\$ 537,377	-	28.9
Clothes Washer	7,285	7,285	204	1,500,298	165	1,212,557	11	\$ 1,660,442	\$ 4,006,750	0.028	205.9
Ceiling Fan	2,950	2,097	56	492,650	45	398,218	5	\$ 258,659	\$ 132,750	0.019	167.0
Refrigerator	4,046	4,044	69	424,200	55	342,630	14	\$ 579,088	\$ 2,427,600	0.017	104.8
Heat Pumps	243	243	63	365,229	51	295,144	9	\$ 373,708	\$ 437,400	0.258	1,503.0
Split System AC	225	220	50	253,350	41	205,435	12	\$ 335,406	\$ 431,734	0.224	1,126.0
LED	11,918	234	36	197,839	29	159,490	5	\$ 120,064	\$ 238,360	0.003	16.6
Whole House Fan	182	169	91	182,546	74	148,075	5	\$ 184,463	\$ 21,840	0.500	1,003.0
VRF AC Systems	161	159	31	109,480	25	88,842	12	\$ 168,553	\$ 389,484	0.190	680.0
Smart Strip - Event Promotion	1,246	17	-	97,188	-	78,619	5	\$ 37,045	\$ 21,182	-	78.0
Solar Attic Fans	140	117	2	74,270	2	60,148	5	\$ 31,024	\$ 21,000	0.015	530.5
Dishwasher	901	901	14	60,367	11	48,770	12	\$ 84,291	\$ 360,400	0.015	67.0
Window AC	132	132	25	49,236	20	39,841	12	\$ 105,679	\$ 50,328	0.190	373.0
High Efficiency Water Heaters - Electric Resistance	84	84	3	13,440	2	10,847	9	\$ 14,776	\$ 63,000	0.035	160.0
Whole House Energy Metering	23	23	0	4,968	0	4,021	5	\$ 2,110	\$ 4,600	0.007	216.0
RESM	357	335	10	113,591	8	91,481	9	\$ 75,950	\$ 128,846	0.029	318.2
Solar Water Heater Tune Up	318	320	9	79,182	7	63,565	5	\$ 41,634	\$ 79,500	0.029	249.0
Efficiency Inside Home Design	1	1	-	30,210	-	24,517	20	\$ 33,731	\$ 33,750	-	30,210.0
AC Annual Tune Up	13	13	1	4,199	1	3,399	1	\$ 585	\$ 3,900	0.074	323.0
Submetering	25	1	-	-	-	-	-	\$ -	\$ 11,696	-	-
RHTR	68,816	249	351	2,544,179	280	2,032,234	5	\$ 486,950	\$ 610,840	0.005	37.0
CFL	64,690	2	323	2,108,894	258	1,683,615	5	\$ 171,830	\$ 81,003	0.005	32.6
Smart Strip - Event Promotion	3,994	115	-	311,532	-	250,087	5	\$ 117,841	\$ 67,898	-	78.0
Solar Thermal Water Heating	132	132	28	123,753	22	98,533	15	\$ 197,279	\$ 461,939	0.209	937.5
Grand Total	2,197,306	47,724	21,341	159,223,349	17,260	128,785,968	8	\$ 127,957,545	\$ 81,662,835	0.010	72.5

Attachment C

PY2011 Monthly and Quarterly Reports

Hawaii Energy *Conservation and Efficiency Program*

Monthly Performance Report – July 2011 (7/1/11 – 7/31/11)



Executive Summary

Administrative Highlights

- Executed the Hawaii Energy Contract Renewal for the next two program years (July 1, 2011 through June 30, 2013)
- Continued efforts to expand Hawaii Energy office for PY2011 through interviewing/hiring and office expansion project
- Hired Robert Vlacovsky, Senior Engineer; Jerome Keizer, Junior Engineer; and Larry Newman, Residential Program Leader as part of the program expansion

Program Operation Highlights

- Continued distribution of LED lamps to small businesses and nonprofit organizations through the Lighting the Future offering; working with distribution sites and Island Movers to coordinate shipments and storage
- Had initial meeting with Hawaiian Electric Company's CIS team to discuss future changes in the data structure in preparation for their new customer information/billing system

Marketing Highlights

- Promoted the Hui Up refrigerator trade-in program, a program specially targeted for Molokai in various media
- Provided onsite support of the Hui Up program; while on Molokai, they interviewed small businesses about the Lighting the Future offering and the lighting retrofit project by Pono Solutions
- Talked with the McDonalds Corporation via MVNP to introduce the idea of becoming a partner to promote energy efficiency

Outreach Highlights

- Participated in the Annual Lanai Pineapple Festival, where advanced power strips, handouts and bags were given to Lanai residence who agreed to sign for the items, while also educating residents about the Hawaii Energy's rebates
- Participated in the 17th Annual Hawaii Lodging, Hospitality & Food Service Expo and provided information about the program's offerings
- Supported the Hawaii Clean Energy Day 2011 held at the Lanikea YWCA by speaking at the event and having a display
- Supported "Project Surrounding and Public Outreach" by the US Green Building Council Hawaii Chapter

Transformational Program Highlights

- Engaged the services of Helen Wai. Through Helen Wai, Hawaii Energy initiated transformational activities that engage the Hawaiian Homeland Communities, the Residential Hard To Reach and the Low Income Public Housing communities
- Established and developed initial contacts within numerous organizations
- Continued efforts with Hana based Ma Ka Hana Ka 'Ike ("HanaBuild.org") for the purpose of work force development through Solar Hot Water system construction

Hawaii Energy Conservation and Efficiency Program

Monthly Performance Report – July 2011 (7/1/11 – 7/31/11)



Key Performance Metrics

Key Performance Metrics	Month's Results	YTD Results	PY2011 Targets	YTD % of Target PY2011
Annual Energy Savings Impacts (Net Generation Level)				
Residential (MWh)	732.78	723.78	68,078	1.08%
Business (MWh)	522.16	522.16	47,911	1.09%
Peak Demand (kW)	200.55	200.55	16,401	1.22%
Total Resource Benefit	\$1,798,802	\$1,798,002	\$116,230,842	1.55%
Island Equity (% of Energy Savings)¹				
Oahu	\$199,366.44	\$199,366.44	\$16,507,381	1.21%
Maui County	\$24,967.54	\$24,967.54	\$2,889,472	0.86%
Hawaii County	\$30,278.54	\$30,278.54	\$2,772,025	1.09%
Transformation Infrastructure Development				
Government Support Milestones	0	0	4	0.00%
Education and Training Milestones	0	0	4	0.00%
Financials				
Total Non-Incentives Billed ²	\$276,152.89	\$276,152.89	\$9,969,511	2.77%
Total Residential and Business Incentives Billed	\$233,562.53	\$233,562.53	\$19,974,424	1.17%
Total Transformational Billed	\$20,989.52	\$20,989.52	\$2,194,455	0.96%
Total Program Costs Billed	\$530,704.94	\$530,704.94	\$32,138,390	1.65%
Notes: 1. See Appendix A for more details 2. Total Non Incentives Billed and Budgets reflect the deduction of performance incentive fees for the award pool (\$700,000)				

Hawaii Energy Conservation and Efficiency Program

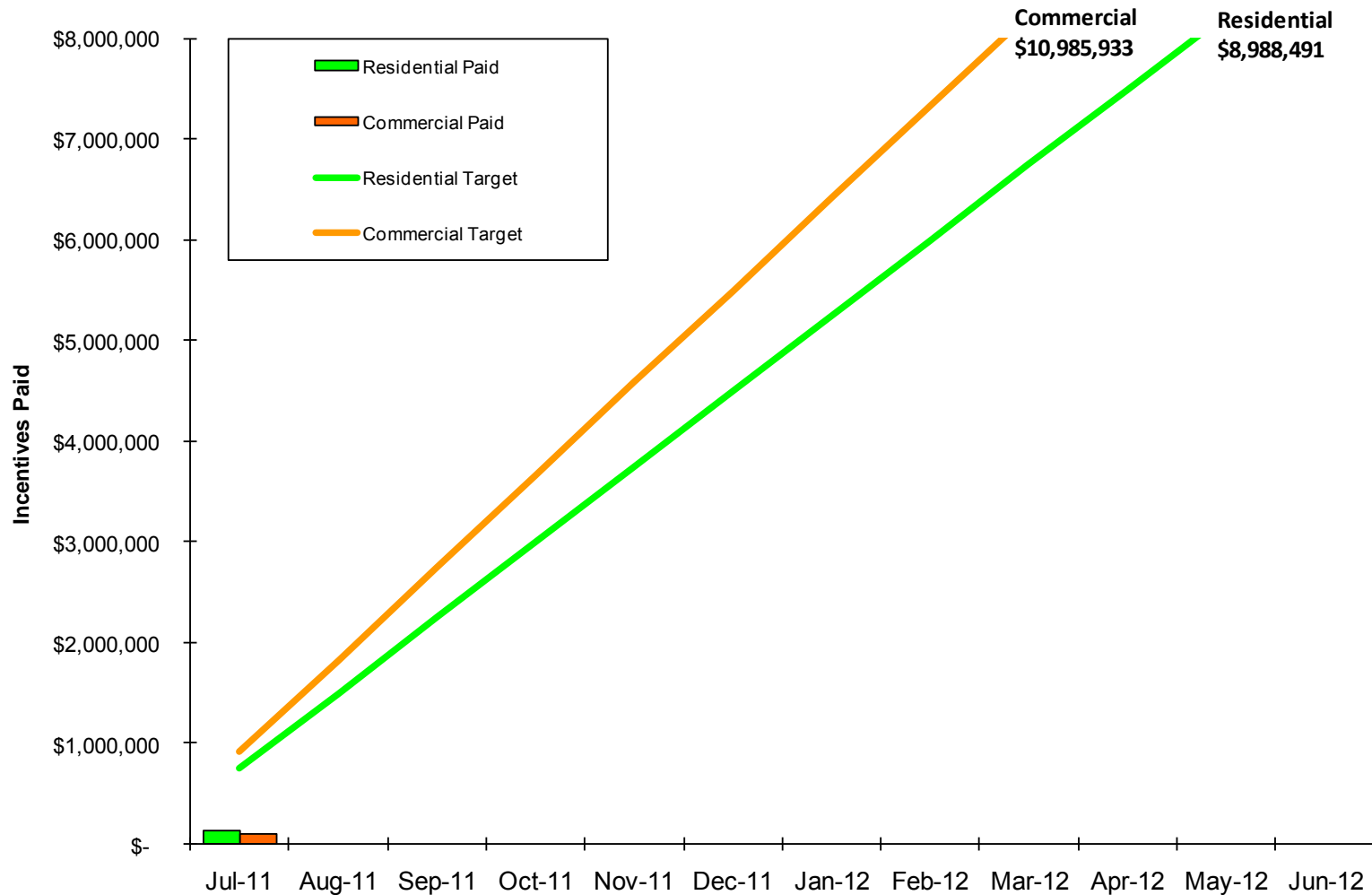
Monthly Performance Report – July 2011 (7/1/11 – 7/31/11)



Performance Charts

1. *PY2010 Incentive Payment Tracking* - This Chart shows the paid versus target incentives for the PY2010.

Chart 1: PY2010 Incentive Tracking



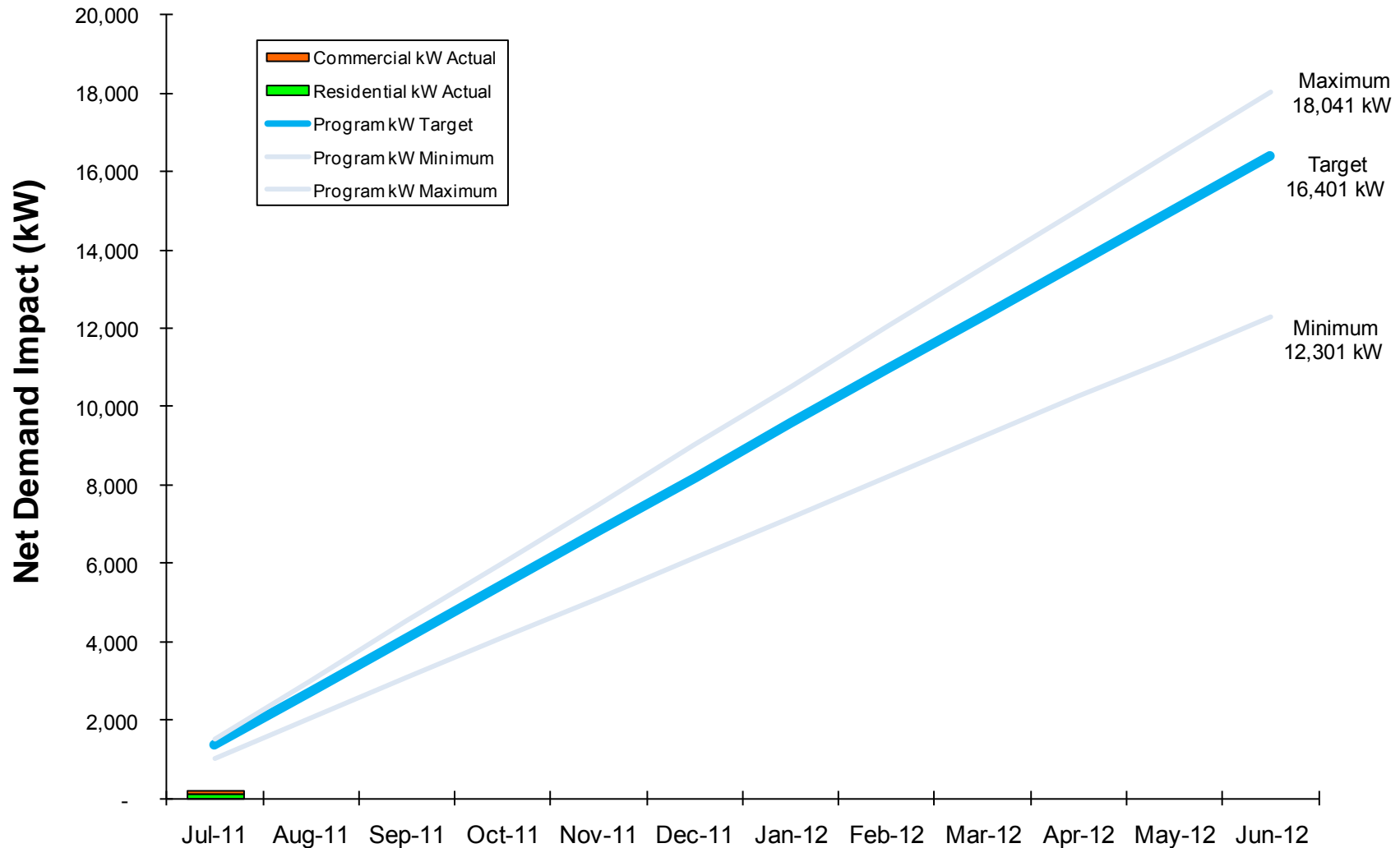
Hawaii Energy Conservation and Efficiency Program

Monthly Performance Report – July 2011 (7/1/11 – 7/31/11)



2. *PY2010 Net Demand Impact Tracking* - This Chart shows the combined demand impact versus target for PY2010.

Chart 2: PY2010 Net Demand Impact Tracking



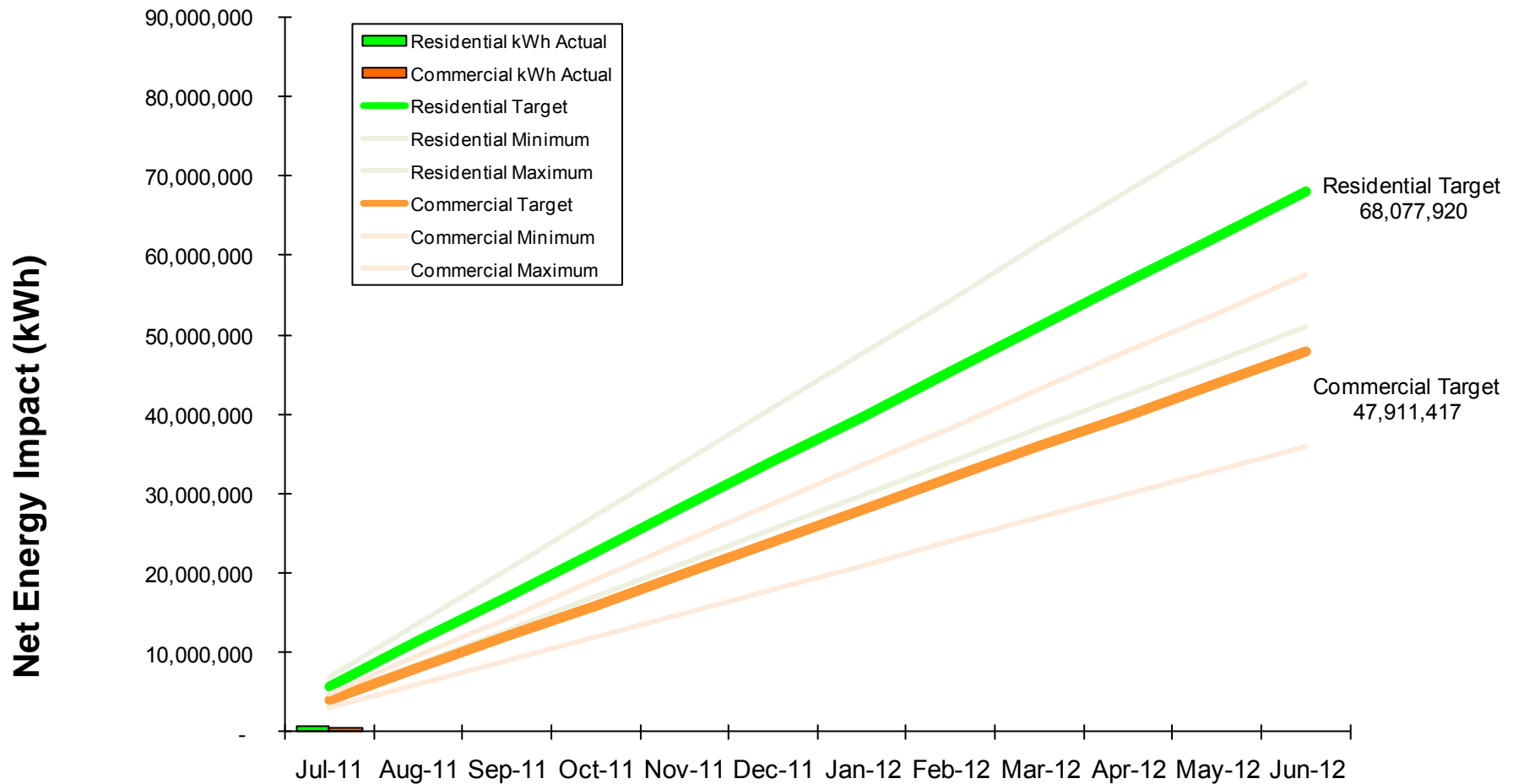
Hawaii Energy Conservation and Efficiency Program

Monthly Performance Report – July 2011 (7/1/11 – 7/31/11)



3. *PY2010 Net Energy Impact Tracking* - This Chart shows the net energy impact versus target for PY2010.

Chart 3: PY2010 Net Energy Impact Tracking



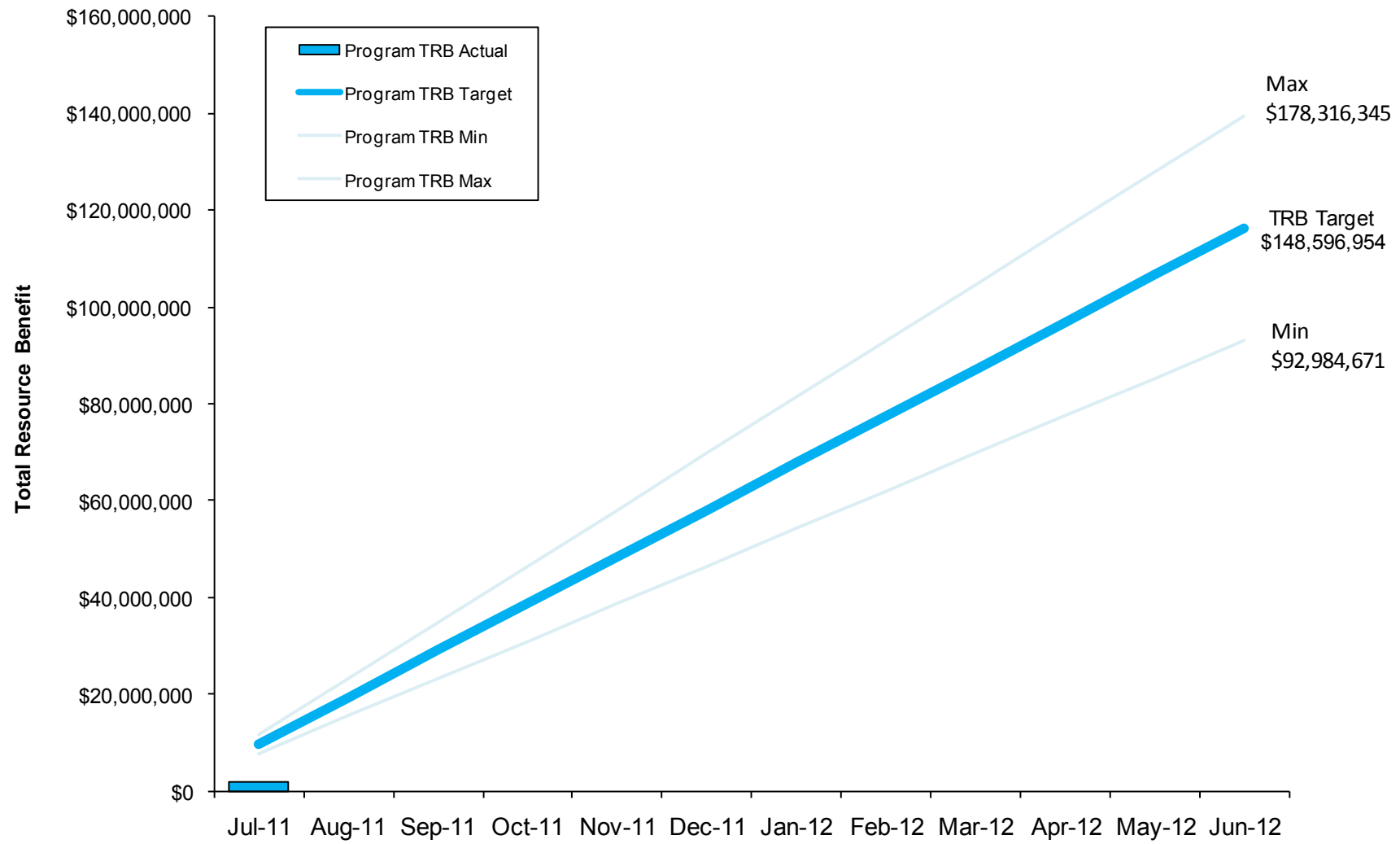
Hawaii Energy Conservation and Efficiency Program

Monthly Performance Report – July 2011 (7/1/11 – 7/31/11)



4. PY2010 Total Resource Benefit Impact Tracking - This Chart shows the total resource benefit impact versus target for PY2010.

Chart 4: PY2010 Total Resource Benefit Impact Tracking



Hawaii Energy Conservation and Efficiency Program

Monthly Performance Report – July 2011 (7/1/11 – 7/31/11)



The following Publicity, Advertising, & Marketing Outreach activities took place this month.

*Date indicates date of event or posting on website. Subject may have been promoted via social media on multiple dates.

Media Outlet	Subject	Date
Green Molokai website	Hui UP! An ENERGY STAR appliance trade-in program	July
Hawaii Energy website, social media	The Annual Lanai Pineapple Festival (event)	2-July
<i>Honolulu Star-Advertiser</i>	First Hawaiian Bank EnergySmart Financing Program (Hot Water, Cool Rates)	3-July
Hawaii Energy website, social media	3 rd Annual Hawaii Clean Energy Day (event)	8-July
Sovereign Councils of the Hawaiian Homelands Assembly	Council Closes 13 Loans under the Hawaii Energy Hot Water Cool Rates Program	13-July
Hawaii Energy website, social media	17 th Annual Hawaii Lodging, Hospitality & Food Service Expo	13-July to 14-July
<i>Maui Now</i>	LED Switch at Pacific Whale Foundation to Save \$50,000	21-July
<i>Pacific Business News</i>	Program Gives Homeowners Incentives to Use Less Energy	22-July
<i>The Molokai News</i>	Hui Up Program Brings Molokai Energy Efficient Refrigerators	22-July
<i>The Hawaii Independent</i>	Hui Up! Program Educates Students Gets Molokai Residents Energy Efficient	22-July
KHON 2	Be Green 2: “Hui Up” program	26-July
The Green Leaf (<i>Honolulu Star-Advertiser</i> blog)	Molokai Residents “Hui Up” for Energy-Efficient Fridges	26-July
KHON 2	Molokai Residents Get a Generous Discount	26-July
Hawaii News Now	Hui Up Refrigerator Distribution	26-July
<i>The Molokai Dispatch</i>	Cut Down Energy with Hui Up	29-July
Green Molokai website	Hui Up photos	29-July

Hawaii Energy Conservation and Efficiency Program

Monthly Performance Report – July 2011 (7/1/11 – 7/31/11)



The following Education & Training Outreach events took place this month.

Outreach Event	Audience	Subject	Count	Date
Community event	Lanai community	The Annual Lanai Pineapple Festival	450	2-July
Hawaiiana Management	Property managers	Coordinated meeting, BEEM education	40	6-July
Community event	Energy efficiency, clean energy policymakers and community	Hawaii Clean Energy Day	150	8-July
Expo	Lodging, hospitality and food industries	17 th Annual Hawaii Lodging, Hospitality & Food Service Expo	2,000	13-July to 14 July

Hawaii Energy Conservation and Efficiency Program

Monthly Performance Report – July 2011 (7/1/11 – 7/31/11)



The following program events took place this month:

Event	Audience	Subject	Count	Date
HUDNUT meeting	Vicky Newman, President	LED introductions and product information	2	8-July
UH Cancer Center Design	Kobayashi Group, Lincoln Scott	Program presentation and design meeting	10	19-July
Mitsubishi training	Rory Itano, Buddy Delaney	Variable Refrigerant Flow	10	21-July
Kona Kohala Building and Design Expo	Chamber of Commerce, Public	Networking for program participants	150	22-July
Sheraton Keahou	Jerry Robb, Chief Engineer	Program incentives Discussion	3	25-July
Molokai interviews	Small businesses	Interview small businesses about lighting retrofit and LED offering	10	26-July
Lighting Services, Inc.	Lighting vendors	Potential BEEM project	2	26-July
Hilton Grand Vacations	Mel Perreira, Joe Parker, Chief Engineers	Property tour, potential Variable Frequency Drive and LED application	3	26-July
Mayor's Energy Advisory Commission	County officials, commissioners	Public introduction, feedback and discussion	15	27-July
Sunlights Hawaii	Troy Kanuha, Store Manager	Custom rebate discussion, LED information	2	28-July
1132 Bishop Central Plant Optimization	Chief Engineers	Program introduction	7	28-July
ABC Stores	Roy Toguchi and Carl Nakagawa	Potential BEEM project	3	29-July

Hawaii Energy Conservation and Efficiency Program

Monthly Performance Report – July 2011 (7/1/11 – 7/31/11)



The following Transformational events took place this month:

Event	Audience	Subject	Count	Date
Hawaiian Home lands Home Buyer Education Workshop by Helen Wai	Native Hawaiians on Wait List for Hawaiian Homelands Home Ownership	8 hour Financial Literacy Course – Home Buyer Education funded by DHHL Energy efficiency integrated via agreement	24	9-July
Child & Family Service Pathways to Work Loan Program by Helen Wai	Low Income Working Parents, providing a loan for a used vehicle, Child & Family Services	1.5 hour course on Financial Literacy funded by Office of Child & Family Services Energy efficiency integrated via agreement	2	26-July
Kukui Towers Energy Education Fair by Helen Wai	Federal Residential Low Income Housing Projects Hawaii Energy/EAH Housing Solutions/ Kanu Hawaii/EYA Sustainability Contacts: Louise Li, Jackie Ma	Evening Energy Fair – Hawaii Energy, Energy Efficiency Opportunities Outreach, Presentation & Table	83	29-July
Kanu Hawaii	James Koshiba, Olin Lagon	Hawaii Energy, Kanu Hawaii Collaboration, Kanu EPA Grant Project	4	N/A
Puu Hale 'O Nanakuli	Monique Ocampo	Presentation Evaluation/Planning	2	N/A
Ulu Kekui & Ohana Ola	Fanchon Keamo-Young	Presentation Evaluation/Planning	2	N/A
Mali Land	Jewel Akamine, Kala'I Thompson	Presentation Evaluation/Planning	3	N/A
EAH Housing	Louise Li, Jackie Ma, Momi Fernandez	Kukui Gardens and Kukui Towers Energy Fair(s)	4	N/A
Hawaii Public Housing Authority	Phyllis Ono	Presentation Evaluation/Planning	2	N/A
Queen Lili'uokalani Childrens Center	D. Nalani Tavares	Presentation Evaluation/Planning	2	N/A
Kuha'o Business Center on Molokai	Annette Pueole-Ahakuelo	Molokai Presentation Planning	2	N/A

Hawaii Energy Conservation and Efficiency Program

Monthly Performance Report – July 2011 (7/1/11 – 7/31/11)



Maui Economic Development Board	Jeanne Skog, Leslie Wilkins, Kim Haeusen, Diana Papini-Warren	Island Energy Inquiry Curriculum & Implementation	5	N/A
Alliance to Save Energy	Aaron Staintphorp	Financial Literacy/Energy Efficiency Presentation Materials	2	N/A
NEED.org	Mary Spruill, Rebecca Lamb	NEED.org Program Curriculum & Implementation for Hawaii	4	N/A
Ma ka hana ke 'ike	Rick Rutiz	Hana solar hot water install	2	N/A
Pahoa High & Intermediate School	Nancy Iaukea	Pahoa HS&IM Science Project	2	N/A
The Kohala Center	Betsy Cole	Pahoa HS&IM and Hilo, Puna area opportunities	2	N/A
KUPU	John Leong CEO, Marguerite Hardin, Hilary Arakaki	KUPU RISE and YEAH programs	5	N/A
UH Manoa	Philip Johnson PhD, Robert Brewer	Kukui Cup program	3	N/A

Hawaii Energy Conservation and Efficiency Program

Monthly Performance Report – July 2011 (7/1/11 – 7/31/11)



Budget Status Table

	July Allocations	Allocations to Date	PY11 Budget	Percent Spent
Residential Programs				
Residential Program Ops and Management				
REEM	\$ 14,940.20	\$ 14,940.20	\$ 1,968,983.00	1%
RESM		\$ -	\$ 116,146.00	0%
RHTR	\$ 46.04	\$ 46.04	\$ 136,861.00	0%
Total Residential Programs	\$ 14,986.24	\$ 14,986.24	\$ 2,221,990.00	1%
Residential Market Evaluation	\$ 1,885.00	\$ 1,885.00	\$ 55,100.00	3%
Residential Outreach	\$ 24,478.76	\$ 24,478.76	\$ 1,065,950.00	2%
Total Residential Non-Incentive	\$ 41,350.00	\$ 41,350.00	\$ 3,343,040.00	1%
Residential Incentives		\$ -		
REEM	\$ 130,307.00	\$ 130,307.00	\$ 7,731,438.00	2%
RESM	\$ 493.00	\$ 493.00	\$ 608,000.00	0%
RHTR	\$ 125.53	\$ 125.53	\$ 649,053.00	0%
Subtotal Residential Incentives	\$ 130,925.53	\$ 130,925.53	\$ 8,988,491.00	1%
Residential Transformational	\$ 10,494.76	\$ 10,494.76	\$ 987,505.00	1%
Total Residential Incentives	\$ 141,420.29	\$ 141,420.29	\$ 9,975,996.00	1%
Total Residential Programs	\$ 182,770.29	\$ 182,770.29	\$ 13,319,036.00	1%
Business (C&I) Programs				
Business Programs Ops and Management				
BEEM	\$ 77,722.53	\$ 77,722.53	\$ 917,882.00	8%
CBEEM	\$ 42,946.45	\$ 42,946.45	\$ 866,259.00	5%
BESM	\$ 6,460.00	\$ 6,460.00	\$ 397,373.00	2%
BHTR	\$ 1,140.00	\$ 1,140.00	\$ 375,005.00	0%
Total Business Programs	\$ 128,268.98	\$ 128,268.98	\$ 2,556,519.00	5%
Business Market Evaluation	\$ 8,500.00	\$ 8,500.00	\$ 152,475.00	6%
Business Outreach	\$ 27,965.07	\$ 27,965.07	\$ 1,376,945.00	2%
Total Business Non-Incentive	\$ 164,734.05	\$ 164,734.05	\$ 4,085,939.00	4%
Business Incentives		\$ -		
BEEM	\$ 56,576.00	\$ 56,576.00	\$ 5,697,100.00	1%
CBEEM	\$ 46,061.00	\$ 46,061.00	\$ 1,459,833.00	3%
BESM		\$ -	\$ 3,027,000.00	0%
RHTR		\$ -	\$ 802,000.00	0%
Subtotal Business Incentives	\$ 102,637.00	\$ 102,637.00	\$ 10,985,933.00	1%
Business Transformational	\$ 10,494.76	\$ 10,494.76	\$ 1,206,950.00	1%
Total Business Incentives	\$ 113,131.76	\$ 113,131.76	\$ 12,192,883.00	1%
Total Business Programs	\$ 277,865.81	\$ 277,865.81	\$ 16,278,822.00	2%
Total Services and Initiatives	\$ 460,636.10	\$ 460,636.10	\$ 29,597,858.00	2%
Supporting Services		\$ -		
Supporting Services	\$ 113,350.42	\$ 113,350.42	\$ 2,091,909.00	5%
Total Supporting Services	\$ 113,350.42	\$ 113,350.42	\$ 2,091,909.00	5%
Subtotal Non-Incentive (Prior to Tax)	\$ 319,434.47	\$ 319,434.47	\$ 9,520,888.00	3%
Less Performance Incentives (Prior to Tax)	\$ (55,708.36)	\$ (55,708.36)	\$ (700,000.00)	
Subtotal Non-Incentive Less Performance Incentives (PI)	\$ 263,726.11	\$ 263,726.11	\$ 8,820,888.00	
Total Tax on Non-Incentive Without PI	\$ 12,426.78	\$ 12,426.78	\$ 448,623.00	
Performance Incentive Award (Inclusive of Tax)		\$ -	\$ 700,000.00	
Subtotal Non-Incentive Billed	\$ 276,152.89	\$ 276,152.89	\$ 9,969,511.00	2.77%
Subtotal Residential and Business Customer Incentives	\$ 233,562.53	\$ 233,562.53	\$ 19,974,424.00	1.17%
Subtotal Transformational Incentives	\$ 20,989.52	\$ 20,989.52	\$ 2,194,455.00	0.96%
Sub-Total Estimated Contractor Costs	\$ 530,704.94	\$ 530,704.94	\$ 32,138,390.00	1.65%
Performance Awards in Excess of Target Levels			\$ 133,000.00	
Total Estimated Contractor Costs, including Performance Awards in Excess of Target Levels			\$ 32,271,390.00	

Hawaii Energy Conservation and Efficiency Program

Monthly Performance Report – July 2011 (7/1/11 – 7/31/11)



Appendix A – Island Equity

Reported	TOTAL			REGULAR			TRANSFORMATIONAL		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
PY11 Target	\$ 16,507,381	\$ 2,772,025	\$ 2,889,472						
Jul-11	\$ 199,366.44	\$ 30,278.54	\$ 24,907.07	\$ 192,230.00	\$ 23,352.00	\$ 17,980.53	\$ 7,136.44	\$ 6,926.54	\$ 6,926.54
Aug-11	\$ -	\$ -	\$ -				\$ -	\$ -	\$ -
Sep-11	\$ -	\$ -	\$ -				\$ -	\$ -	\$ -
Oct-11	\$ -	\$ -	\$ -				\$ -	\$ -	\$ -
Nov-11	\$ -	\$ -	\$ -				\$ -	\$ -	\$ -
Dec-11	\$ -	\$ -	\$ -				\$ -	\$ -	\$ -
Jan-12	\$ -	\$ -	\$ -				\$ -	\$ -	\$ -
Feb-12	\$ -	\$ -	\$ -				\$ -	\$ -	\$ -
Mar-12	\$ -	\$ -	\$ -				\$ -	\$ -	\$ -
Apr-12	\$ -	\$ -	\$ -				\$ -	\$ -	\$ -
May-12	\$ -	\$ -	\$ -				\$ -	\$ -	\$ -
Jun-12	\$ -	\$ -	\$ -				\$ -	\$ -	\$ -
PTD Total	\$ 199,366.44	\$ 30,278.54	\$ 24,907.07	\$ 192,230.00	\$ 23,352.00	\$ 17,980.53	\$ 7,136.44	\$ 6,926.54	\$ 6,926.54



Executive Summary

Administrative Highlights

- Briefed Public Utilities Commission executive staff about Hawaii Energy program updates
- Hired Walter Enomoto as a Maui Program Specialist to provide increased accessibility and greater Maui coverage
- Hired Winona Prette as an Accounting Assistant to assist with streamlined accounting and invoice processing

Program Operation Highlights

- Hosted LED roundtable discussions focusing on LED technologies, technical information, evaluations of customers' experiences, and the State lighting code
- Presented "LED Case Studies" to various groups of contractors, customers, and vendors at Rebuild Hawai'i held at the Convention Center

Marketing Highlights

- Featured the Program in The State of Clean Energy's *"The Best Watt is the Negawatt: Energy Efficiency"* on *Hawaii News Now*
- Video-streamed "LED Case Studies" at Rebuild Hawaii, the first live event on Hawaii Energy's website

Outreach Highlights

- Attended Pacific Coast Electrical Association Conference (PCEA) to present PY2011 new programs to customers, government officials and industry representatives
- Participated in Hawaii Energy Training Session for Department of Accounting & General Services (DAGS)/State staff in support of the State's iConserve Program

Outreach Highlights (continued)

- Hosted a booth and spoke at Department of Labor and Industrial Relations Workforce Development – Big Island Workplace Connection Workshop
- Hosted several educational sessions and gave away Advanced Power Strips to Housing and Urban Development (HUD) residents in communities including Kukui Gardens and Kukui Towers
- Participated in Wili Wili Festival- Living Green in Waikoloa, Big Island

Transformational Program Highlights

- Developed plans with Molokai Kuha'o Business Center to partner with Hawaii Energy to be a Leading Library and Resource Partner by offering energy efficiency workshops and financial literacy programs to the local business and residential community on Molokai
- Continued communications and collaboration with the National Energy Education Development Project (NEED.org) and the Maui Economic Development Board's Island Energy Inquiry program for the purpose of providing energy efficiency curriculum, materials and training for use in kindergarten through twelfth grade (K-12) schools
- Developed energy efficiency science projects with Pahoehoe High School and Middle School's "green club" as a proto-type for expanding the offering to other schools on the Big Island

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – August 2011 (8/1/11 – 8/31/11)



Key Performance Metrics

Key Performance Metrics	Month's Results	YTD Results	PY2011 Targets	YTD % of Target PY2011
Annual Energy Savings Impacts (Net Generation Level)				
Residential (MWh)	1,648	2,381	64,015	3.72%
Business (MWh)	5,589	6,112	44,485	13.74%
Peak Demand (kW)	1,048	1,248	16,401	7.61%
Total Resource Benefit	\$ 7,584,100	\$ 9,382,902	\$116,230,842	8.07%
Island Equity¹				
Oahu	\$ 470,619.19	\$ 669,985.63	\$16,507,381	4.06%
Maui County	\$ 58,819.02	\$ 83,726.09	\$2,889,472	2.90%
Hawaii County	\$ 82,455.47	\$ 112,734.01	\$2,772,025	4.07%
Transformation Infrastructure Development				
Government Support Milestones	0	0	4	0.00%
Education and Training Milestones	0	0	4	0.00%
Financials				
Total Non-Incentives Billed ²	\$464,147.41	\$740,300.30	\$9,969,511	7.43%
Total Residential and Business Incentives Billed	\$566,334.29	\$799,896.82	\$19,974,424	4.00%
Total Transformational Billed	\$45,559.72	\$66,549.24	\$2,194,455	3.03%
Total Program Costs Billed	\$1,076,041.42	\$1,606,746.36	\$32,138,390	5.00%

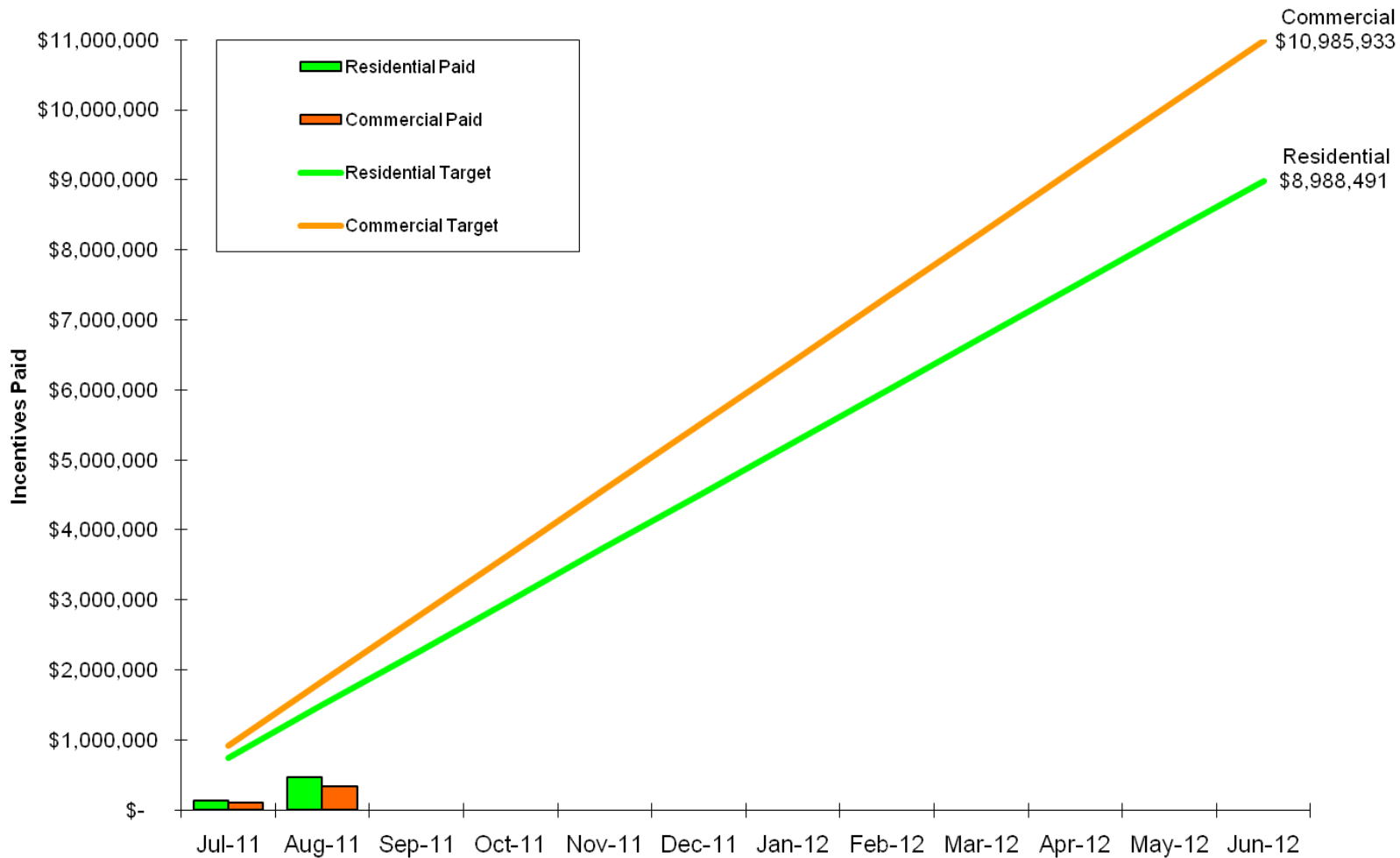
Notes:

1. See Appendix A for more details.
2. Total Non-Incentives Billed and budgets reflect the deduction of performance incentive fees for the award pool (\$700,000).

Performance Charts

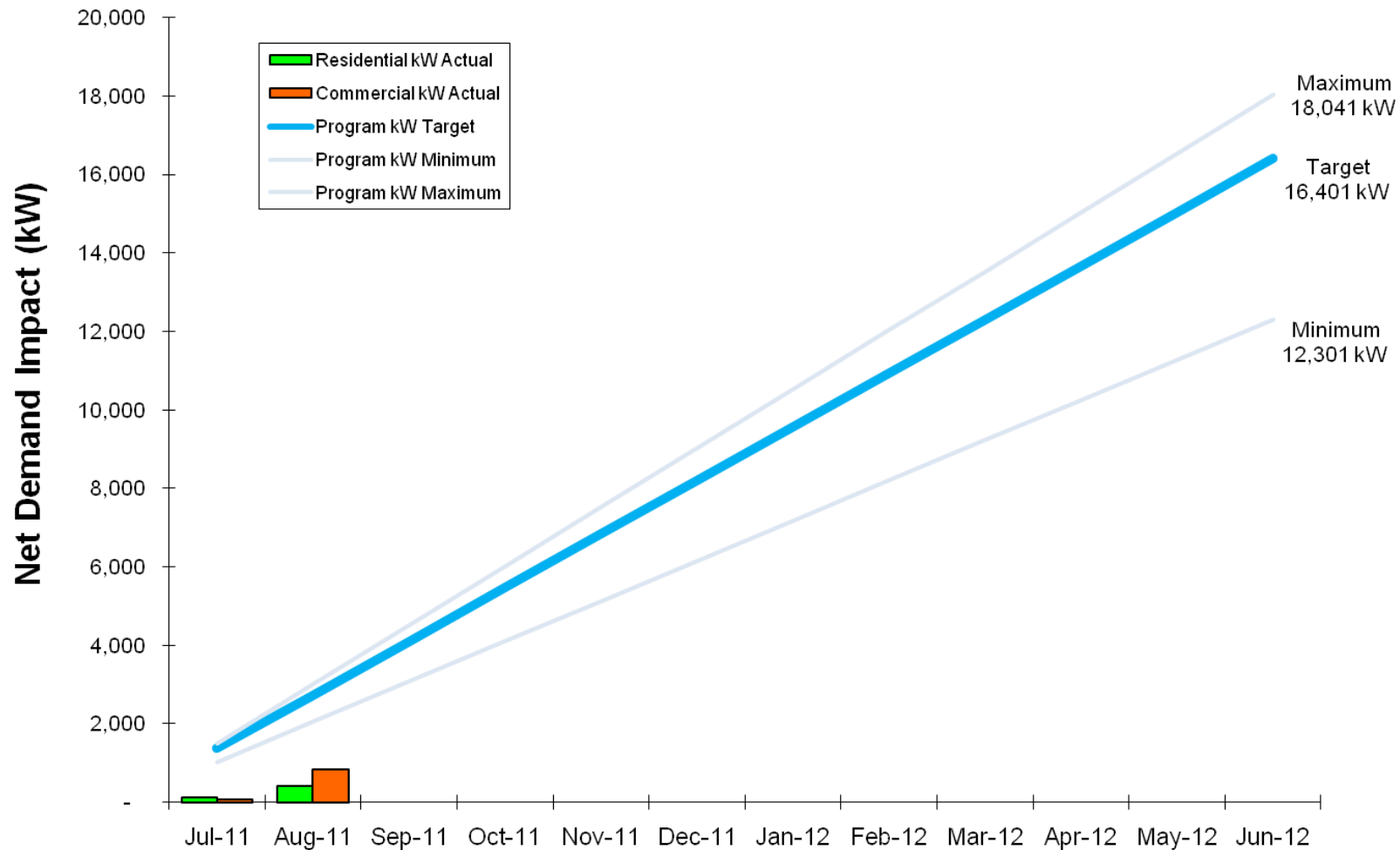
1. *PY2011 Incentive Payment Tracking* – This chart shows the paid versus target incentives for PY2011.

Chart 1: PY2011 Incentive Tracking



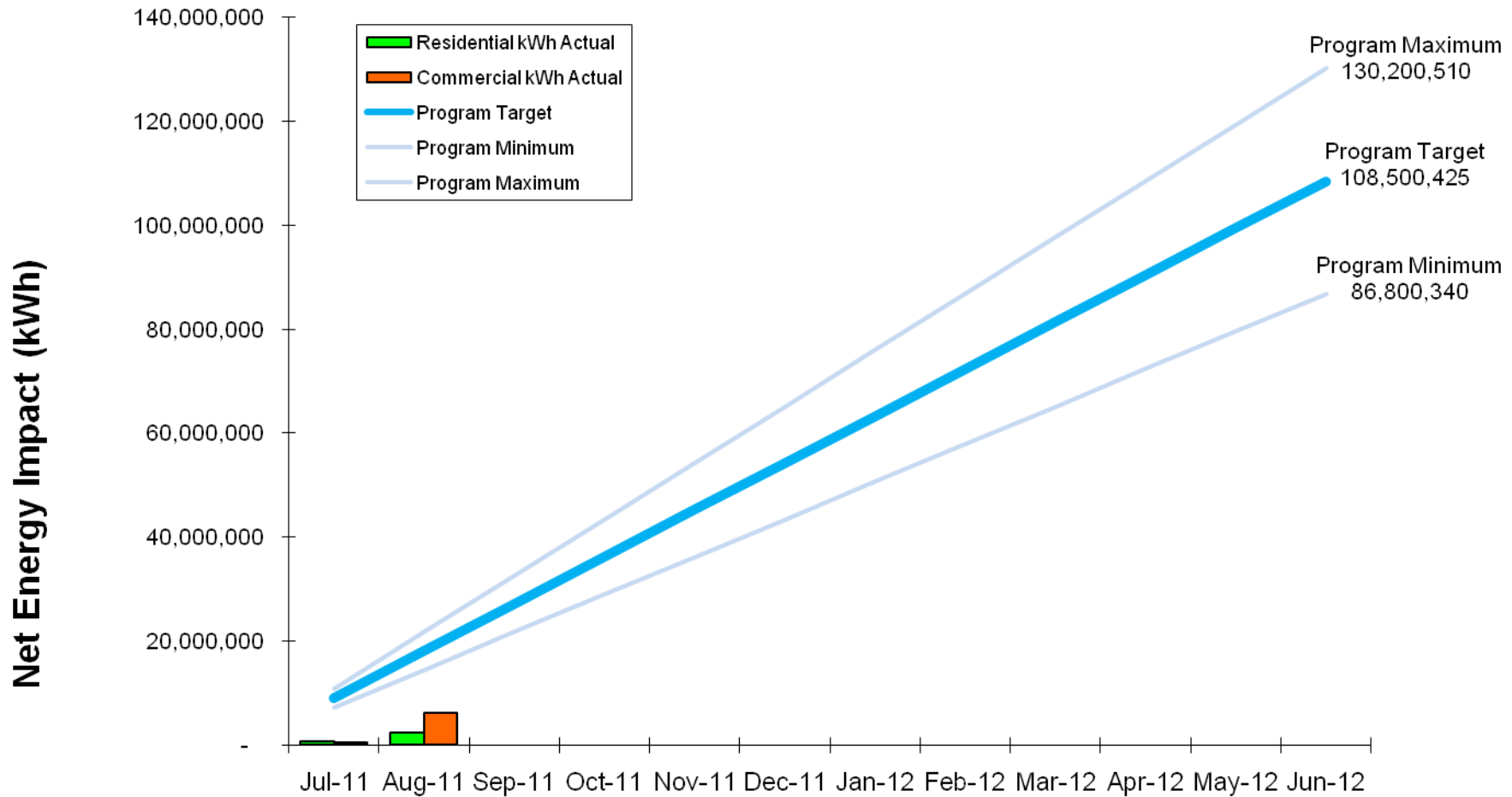
2. *PY2011 Net Demand Impact Tracking* – This chart shows the combined demand impact versus target for PY2011.

Chart 2: PY2011 Net Demand Impact Tracking



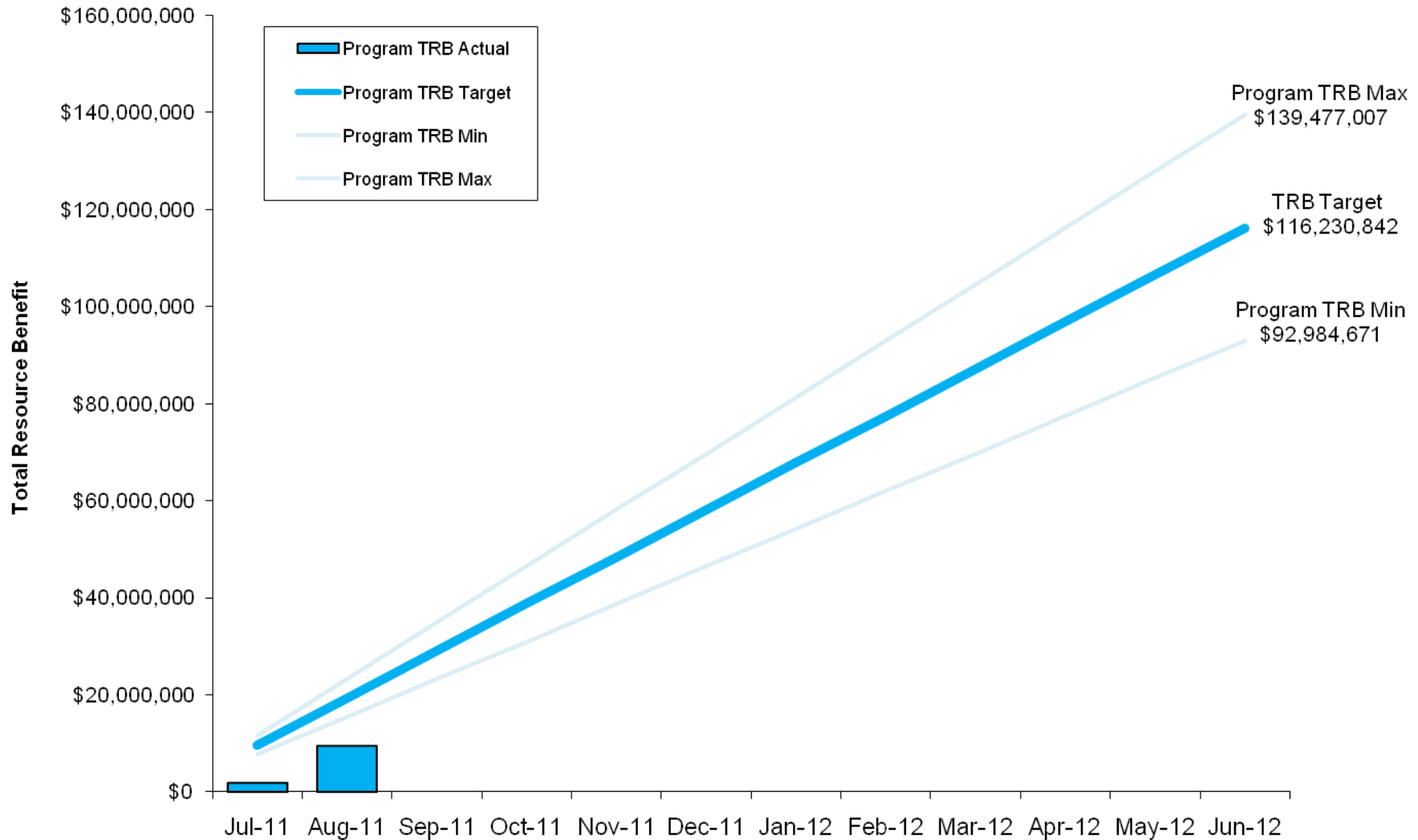
3. *PY2011 Net Energy Impact Tracking* – This chart shows the net energy impact versus target for PY2011.

Chart 3: PY2011 Net Energy Impact Tracking



4. *PY2011 Total Resource Benefit Impact Tracking* – This chart shows the total resource benefit impact versus target for PY2011.

Chart 4: PY2011 Total Resource Benefit Impact Tracking



The following key Publicity, Advertising, & Marketing Outreach activities took place this month:

Media Outlet	Subject	Date
KHNL-8, KGMB-9, Hawaii Energy website	The State of Clean Energy – Video-Taping of “The Best Watt is the Negawatt: Energy Efficiency”	August
Hawaii Energy website	Video-streamed “LED Case Studies” at Rebuild Hawaii, the first live event on Hawaii Energy’s website	August

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – August 2011 (8/1/11 – 8/31/11)



The following Education & Training Outreach events took place this month:

Outreach Event	Audience	Subject	Count	Date
Pacific Office Properties Meeting	Property Managers, Engineers	Business education meeting	30	3-Aug
State of Hawaii DAGS Staff Meeting, Kalanimoku Building	Various Staff Members	Energy awareness, program overview, and energy challenge	30	3-Aug
Women in Renewable Energy (WiRE) Meeting	Contractors	Business education meeting and networking	50	5-Aug
Kukui Garden	Kukui Gardens Tenants, EAH Housing	Kukui Garden Green Living Fair	100	17-Aug
Wili Wili Festival	Waikoloa Residents	Community volunteer and networking	100	20-Aug
Veterans Workforce Division, Job Conference	Hawaii County Residents, Workforce Division	Hawaii Energy Program introduction	45	27-Aug
Pacific Coast Electrical Association Conference (PCEA)	Industry Representatives	Hawaiian Electric Company (HECO), Hawaiian Electric Light Company (HELCO), and Maui Electric Company (MECO) event	150	31-Aug



The following Program events took place this month:

Event	Audience	Subject	Count	Date
Topa Tower Meeting	Rory Reiley and Maintenance Staff	Potential existing lighting projects	3	1-Aug
Public Utilities Commission (PUC) Meeting	PUC	Briefing to PUC executive staff about Program updates	25	9-Aug
Aipa Building Airport Meeting	JD Lombardo, Jeff Kelton	Customized Heating, Ventilation, and Air Conditioning (HVAC) and cooling tower project	5	10-Aug
Lighting Training	Program Specialists	Conducted lighting education	8	11-Aug
1357 Kapiolani Meeting	Kai Ahmad and Jerry Yoshimoto	Potential energy study	2	17-Aug
Rebuild Hawaii	Contractors	Business education meeting	N/A	17-Aug
Mayor's Energy Advisory Commission Meeting	Energy Coordinator, Commissioner, Members	Monthly energy advisory commission meeting	15	17-Aug
Holiday Inn Waikiki	Rick Valcourt	Potential existing lighting projects	2	18-Aug
Hawaii Prince Hotel	Mark Lee, Louis Vixaysakd	Potential existing lighting projects	2	18-Aug
UH Cancer Center	Antonio Cawagas	Customized HVAC and lighting new construction project	4	18-Aug

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – August 2011 (8/1/11 – 8/31/11)



The following Program events took place this month (continued):

Event	Audience	Subject	Count	Date
Julie Myhre, Clyde (Facilities Manager)	Department of Water Supply	Discussion of potential projects	3	18-Aug
Albert Miller, Federal Aviation Administration (FAA)	Control Tower Manager	Discussion of recent renovation of Hilo Control Tower	2	18-Aug
Big Island Biodiesel Meeting	Head Engineer, Don Caffee	Discussion of biodiesel plant, premium efficiency motors and Variable Frequency Drive (VFD)	2	18-Aug
Boys and Girls Club Meeting	Director	Walk through property, discuss energy-saving technologies, and gathered electric bills	2	18-Aug
Project Developer Meeting	Michael Dodge	Program updates and networking	2	18-Aug
Grainger Government Account Meeting	Warren Aihara	Program updates and networking	2	30-Aug

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – August 2011 (8/1/11 – 8/31/11)



The following Transformational events took place this month:

Event	Audience	Subject	Count	Date
Government				
Energy Efficiency Portfolio Standard (EEPS) Meeting Participation	EEPS Contributors	EEPS Proposal Review	20	12-Aug
Education & Training				
The Kohala Center	Hawaii Energy, The Kohala Center	Discussion re: Pahoia High School and Pahoia Intermediate School Program possibilities	4	19-Aug
Kanu Hawaii	Hawaii Energy, Kanu Hawaii	Kanu Hawaii Energy Challenge data requirements	4	19-Aug
Kupu Hawaii – Rewarding Internships for Sustainable Employment (RISE)	RISE – Internships	Transformational Work Force Development Opportunities	4	22-Aug
Kukui Tower/Garden Post Event Discussion	Kukui Tower/Gardens Organizational Participants, Louise Li, Jackie Ma	Review event and presentations; discuss future event options	10	22-Aug
University of Hawaii (UH) - Kukui Cup	David J. Mittelstadt (DJM), Philip Johnson, Robert Brewer	Kukui Cup Competition	3	24-Aug
Transformational Program within Schools	Milici Valenti Ng Pack, Inc. (MVNP) and DJM	Transformational Program and Energy Efficiency Projects in Schools; Department of Business Economic Development and Tourism (DBEDT) outreach to schools	2	24-Aug
Transformational Program Activities	The Kohala Center, Kupu – RISEYEAH, Sustainable UH, EPA	Energy Efficiency Projects in Schools, Grant possibilities; RISE Internship Hawaii Island	8	25-Aug

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – August 2011 (8/1/11 – 8/31/11)



Budget Status Table

	August Allocations	Allocations to Date	PY11 Budget	Percent Spent
Residential Programs				
Residential Program Ops and Management				
REEM	\$ 117,375.01	\$ 132,315.21	\$ 1,968,983.00	7%
RESM	\$ 3,040.63	\$ 3,040.63	\$ 116,146.00	3%
RHTR	\$ 639.72	\$ 685.76	\$ 136,861.00	1%
Total Residential Programs	\$ 121,055.36	\$ 136,041.60	\$ 2,221,990.00	6%
Residential Market Evaluation	\$ 2,708.48	\$ 4,593.48	\$ 55,100.00	8%
Residential Outreach	\$ 25,998.93	\$ 50,477.69	\$ 1,065,950.00	5%
Total Residential Non-Incentive	\$ 149,762.77	\$ 191,112.77	\$ 3,343,040.00	6%
Residential Incentives				
REEM	\$ 330,386.76	\$ 460,693.76	\$ 7,731,438.00	6%
RESM	\$ 1,100.00	\$ 1,593.00	\$ 608,000.00	0%
RHTR	\$ 305.53	\$ 431.06	\$ 649,053.00	0%
Subtotal Residential Incentives	\$ 331,792.29	\$ 462,717.82	\$ 8,988,491.00	5%
Residential Transformational	\$ 23,399.00	\$ 33,893.76	\$ 987,505.00	3%
Total Residential Incentives	\$ 355,191.29	\$ 496,611.58	\$ 9,975,996.00	5%
Total Residential Programs	\$ 504,954.06	\$ 687,724.35	\$ 13,319,036.00	5%
Business (C&I) Programs				
Business Programs Ops and Management				
BEEM	\$ 88,527.92	\$ 166,250.45	\$ 917,882.00	18%
CBEEM	\$ 71,703.75	\$ 114,650.20	\$ 866,259.00	13%
BESM	\$ 13,933.75	\$ 20,393.75	\$ 397,373.00	5%
BHTR	\$ 7,540.00	\$ 8,680.00	\$ 375,005.00	2%
Total Business Programs	\$ 181,705.42	\$ 309,974.40	\$ 2,556,519.00	12%
Business Market Evaluation	\$ 16,743.75	\$ 25,243.75	\$ 152,475.00	17%
Business Outreach	\$ 34,310.47	\$ 62,275.54	\$ 1,376,945.00	5%
Total Business Non-Incentive	\$ 232,759.64	\$ 397,493.69	\$ 4,085,939.00	10%
Business Incentives				
BEEM	\$ 177,078.00	\$ 233,654.00	\$ 5,697,100.00	4%
CBEEM	\$ 57,464.00	\$ 103,525.00	\$ 1,459,833.00	7%
BESM		\$ -	\$ 3,027,000.00	0%
RHTR		\$ -	\$ 802,000.00	0%
Subtotal Business Incentives	\$ 234,542.00	\$ 337,179.00	\$ 10,985,933.00	3%
Business Transformational	\$ 22,160.72	\$ 32,655.48	\$ 1,206,950.00	3%
Total Business Incentives	\$ 256,702.72	\$ 369,834.48	\$ 12,192,883.00	3%
Total Business Programs	\$ 489,462.36	\$ 767,328.17	\$ 16,278,822.00	5%
Total Services and Initiatives	\$ 994,416.42	\$ 1,455,052.52	\$ 29,597,858.00	5%
Supporting Services				
Supporting Services	\$ 116,446.90	\$ 229,797.32	\$ 2,091,909.00	11%
Total Supporting Services	\$ 116,446.90	\$ 229,797.32	\$ 2,091,909.00	11%
Subtotal Non-Incentive (Prior to Tax)				
Subtotal Non-Incentive (Prior to Tax)	\$ 498,969.31	\$ 818,403.78	\$ 9,520,888.00	9%
Less Performance Incentives (Prior to Tax)	\$ (55,708.36)	\$ (111,416.72)	\$ (700,000.00)	
Subtotal Non-Incentive Less Performance Incentives (PI)	\$ 443,260.95	\$ 706,987.06	\$ 8,820,888.00	
Total Tax on Non-Incentive Without PI	\$ 20,886.46	\$ 33,313.24	\$ 448,623.00	
Performance Incentive Award (Inclusive of Tax)		\$ -	\$ 700,000.00	
Subtotal Non-Incentive Billed	\$ 464,147.41	\$ 740,300.30	\$ 9,969,511.00	7%
Subtotal Residential and Business Customer Incentives	\$ 566,334.29	\$ 799,896.82	\$ 19,974,424.00	4%
Subtotal Transformational Incentives	\$ 45,559.72	\$ 66,549.24	\$ 2,194,455.00	3%
Sub-Total Estimated Contractor Costs	\$ 1,076,041.42	\$ 1,606,746.36	\$ 32,138,390.00	5%
Performance Awards in Excess of Target Levels			\$ 133,000.00	
Total Estimated Contractor Costs, including Performance Awards in Excess of Target Levels			\$ 32,271,390.00	

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – August 2011 (8/1/11 – 8/31/11)



Appendix A – Island Equity Details

Reported	TOTAL			REGULAR			TRANSFORMATIONAL		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
PY11 Target	\$ 16,507,381	\$ 2,772,025	\$ 2,889,472						
Jul-11	\$ 199,366.44	\$ 30,278.54	\$ 24,907.07	\$ 192,230.00	\$ 23,352.00	\$ 17,980.53	\$ 7,136.44	\$ 6,926.54	\$ 6,926.54
Aug-11	\$ 470,619.19	\$ 82,455.47	\$ 58,819.02	\$ 455,129.00	\$ 67,420.87	\$ 43,784.42	\$ 15,490.19	\$ 15,034.60	\$ 15,034.60
Sep-11	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Oct-11	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Nov-11	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Dec-11	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Jan-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Feb-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Mar-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Apr-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
May-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Jun-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PTD Total	\$ 669,985.63	\$ 112,734.01	\$ 83,726.09	\$ 647,359.00	\$ 90,772.87	\$ 61,764.95	\$ 22,626.63	\$ 21,961.14	\$ 21,961.14

Appendix B – Complaint Report

HAWAII ENERGY - COMPLAINT LOG PY2011						
Date Opened	Channel	Customer Contact No.	Customer Name	Description of Dispute	Actions Taken	Resolution Date
8/14/2011	Email			Initial dispute raised on 7/25; second escalated complaint raised on 8/14/2011. Checks were printed with an erroneous address belonging to the participating lender of the work order; error in manual process led to check being mailed to this incorrect address.	Hawaii Energy called Mr. Benton, explained what had happened and apologized for the inconvenience. Hawaii Energy instituted corrections for the system glitches that caused this problem. Messages were left with Mr. Benton to follow-up.	8/24/2011



Executive Summary

Administrative Highlights

- Continued working on Program Year 2010 Annual Report and defining Program Year 2011 Work Plan
- Hired Malama Minn as a Transformational Specialist

Program Operation Highlights

- Hosted various Program Informational Update Workshop on Oahu, Maui and Hawaii to introduce Hawaii Energy offerings and to solicit program feedback
- Conducted Solar Hot Water Contractor's Meetings to discuss current solar program and provide further assistance to the solar contractors

Marketing Highlights

- Hosted *Hawaii Energy Success Story Contest*; gave away ten (10) home energy monitor systems to the winners

Outreach Highlights

- Hosted various Community Outreach Workshops on the Big Island to introduce programs and to give away energy saving Advanced Power Strips
- Hosted a booth at Asia Pacific Clean Energy Expo, on Oahu to introduce Hawaii Energy to the participating military, federal and state workers as well as industry professionals
- Hosted a booth at Maui County Fair, Wailuku, Maui to promote program incentives and measures

Transformational Program Highlights

- Conducted Financial Literacy and Energy Efficiency Workshops on Oahu
- Supported the preparation of the University of Hawaii Kukui Cup dorm energy competition
- Participated in the Lana'i Energy Fair at Lanai High, Intermediate & Elementary School
- Hosted a meeting to present and review potential projects targeting schools and school communities to a diverse assortment of interested organizations

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – September 2011 (9/1/11 – 9/30/11)



Key Performance Metrics

Key Performance Metrics	Month's Results	YTD Results	PY2011 Targets	YTD % of Target PY2011
Annual Energy Savings Impacts (Net Generation Level)				
Residential (MWh)	3,913	6,295	64,015	9.83%
Business (MWh)	2,855	8,967	44,485	20.16%
Peak Demand (kW)	1,084	2,332	16,401	14.22%
Total Resource Benefit	\$ 7,761,058	\$ 17,143,960	\$116,230,842	14.75%
Island Equity¹				
Oahu	\$ 649,143.78	\$ 1,319,129.41	\$16,507,381	7.99%
Maui County	\$ 91,481.54	\$ 175,207.63	\$2,889,472	6.06%
Hawaii County	\$ 97,907.22	\$ 210,641.23	\$2,772,025	7.60%
Transformation Infrastructure Development				
Government Support Milestones	0	0	4	0.00%
Education and Training Milestones	0	0	4	0.00%
Financials				
Total Non-Incentives Billed ²	\$621,484.96	\$1,361,785.26	\$9,969,511	13.66%
Total Residential and Business Incentives Billed	\$765,333.02	\$1,565,229.84	\$19,974,424	7.84%
Total Transformational Billed	\$73,199.52	\$139,748.76	\$2,194,455	6.37%
Total Program Costs Billed	\$1,460,017.50	\$3,066,763.86	\$32,138,390	9.54%

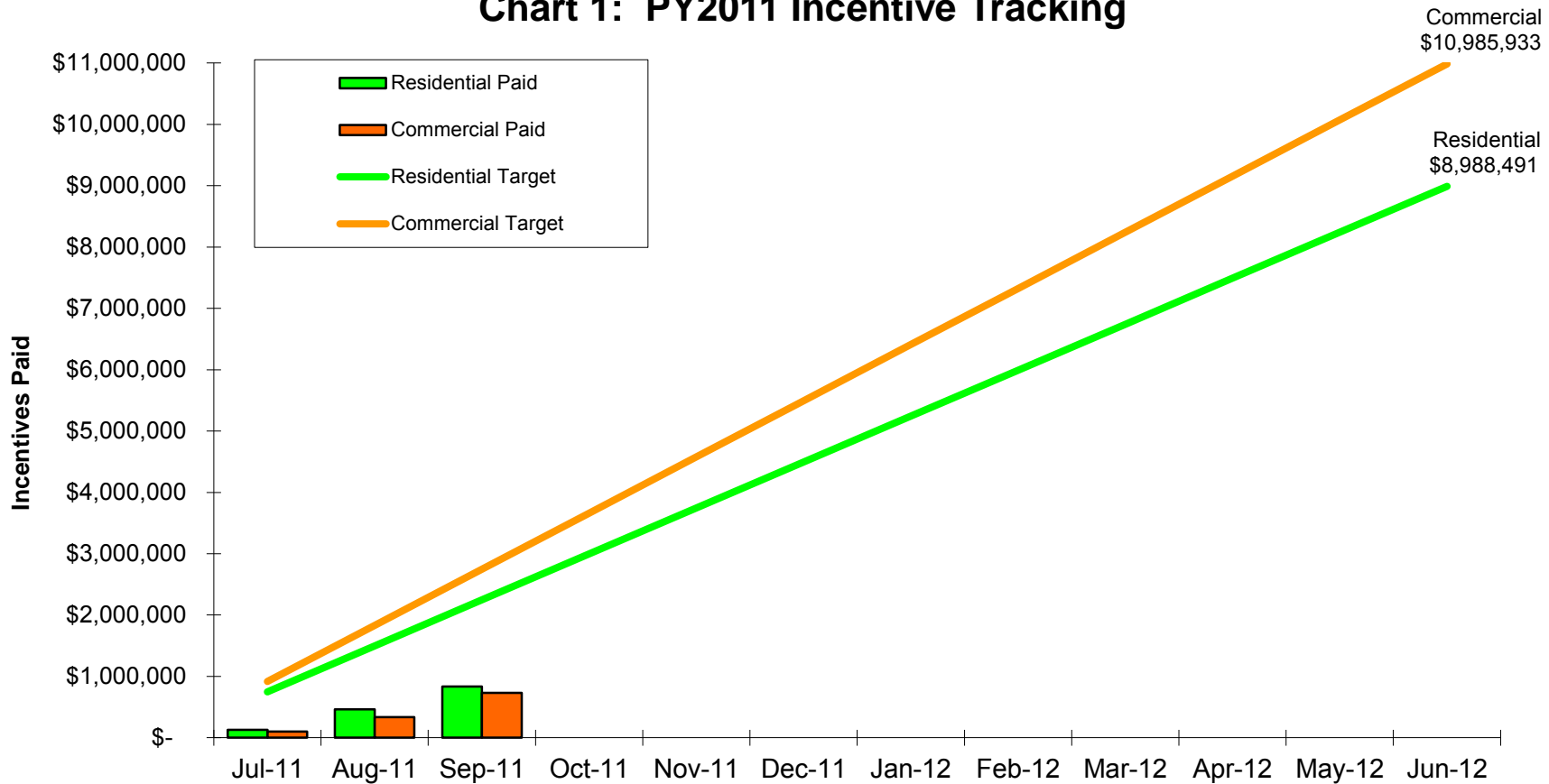
Notes:

1. See Appendix A for more details.
2. Total Non-Incentives Billed reflects the deduction of performance incentive fees for the award pool (\$700,000).

Performance Charts

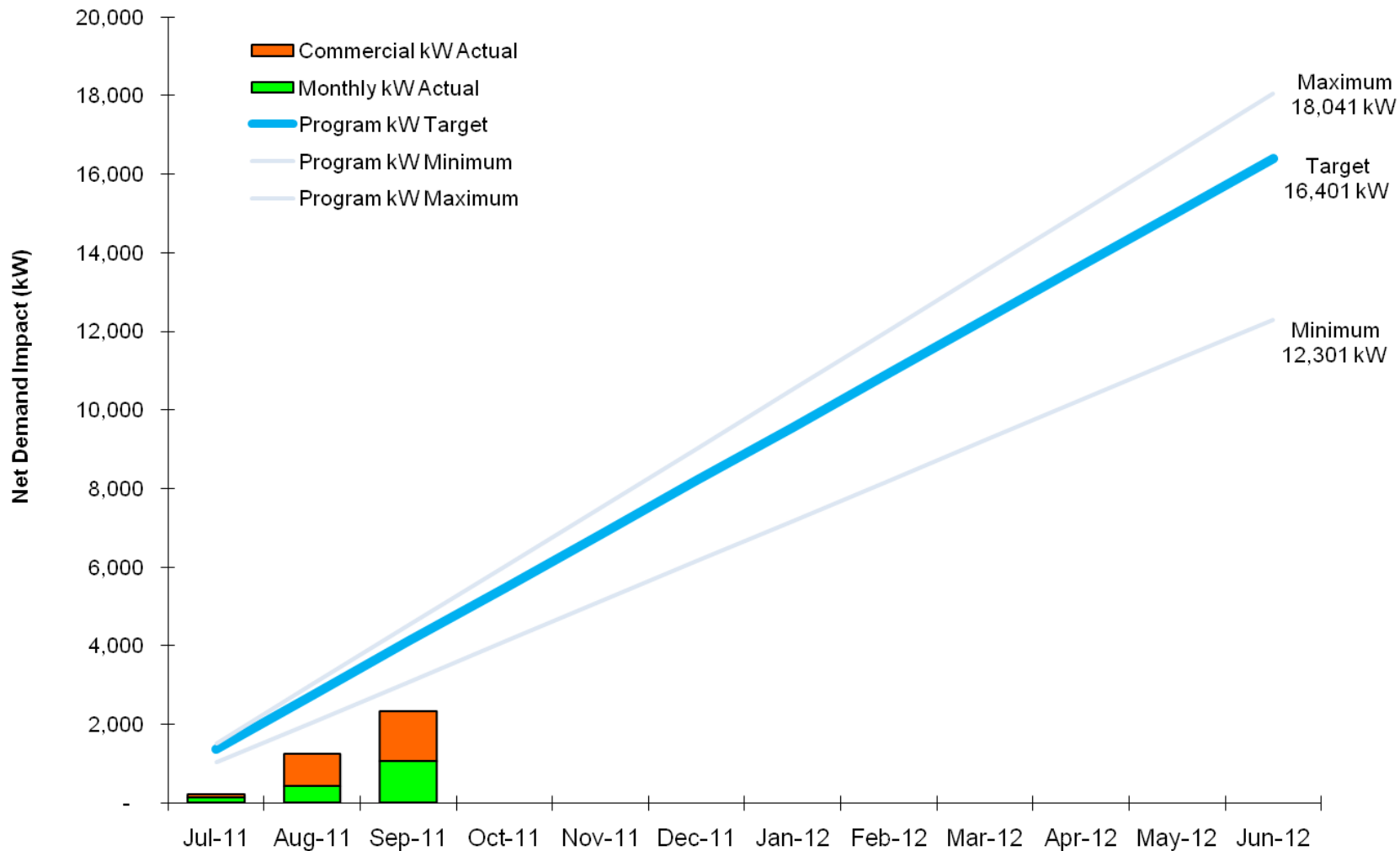
1. *PY2011 Incentive Payment Tracking* – This chart shows the paid versus target incentives for PY2011

Chart 1: PY2011 Incentive Tracking



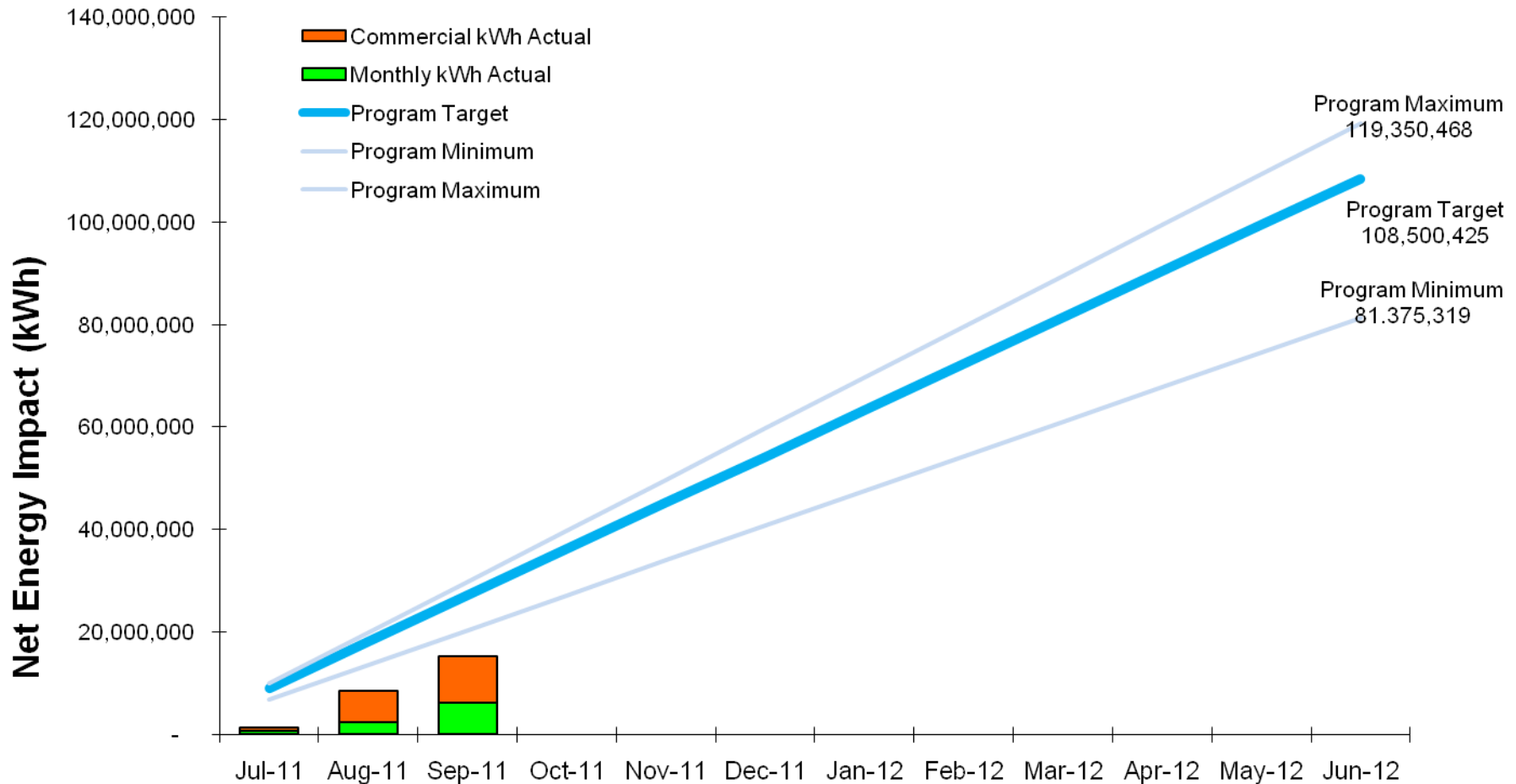
2. *PY2011 Net Demand Impact Tracking* – This chart shows the combined demand impact versus target for PY2011

Chart 2: PY2011 Net Demand Impact Tracking



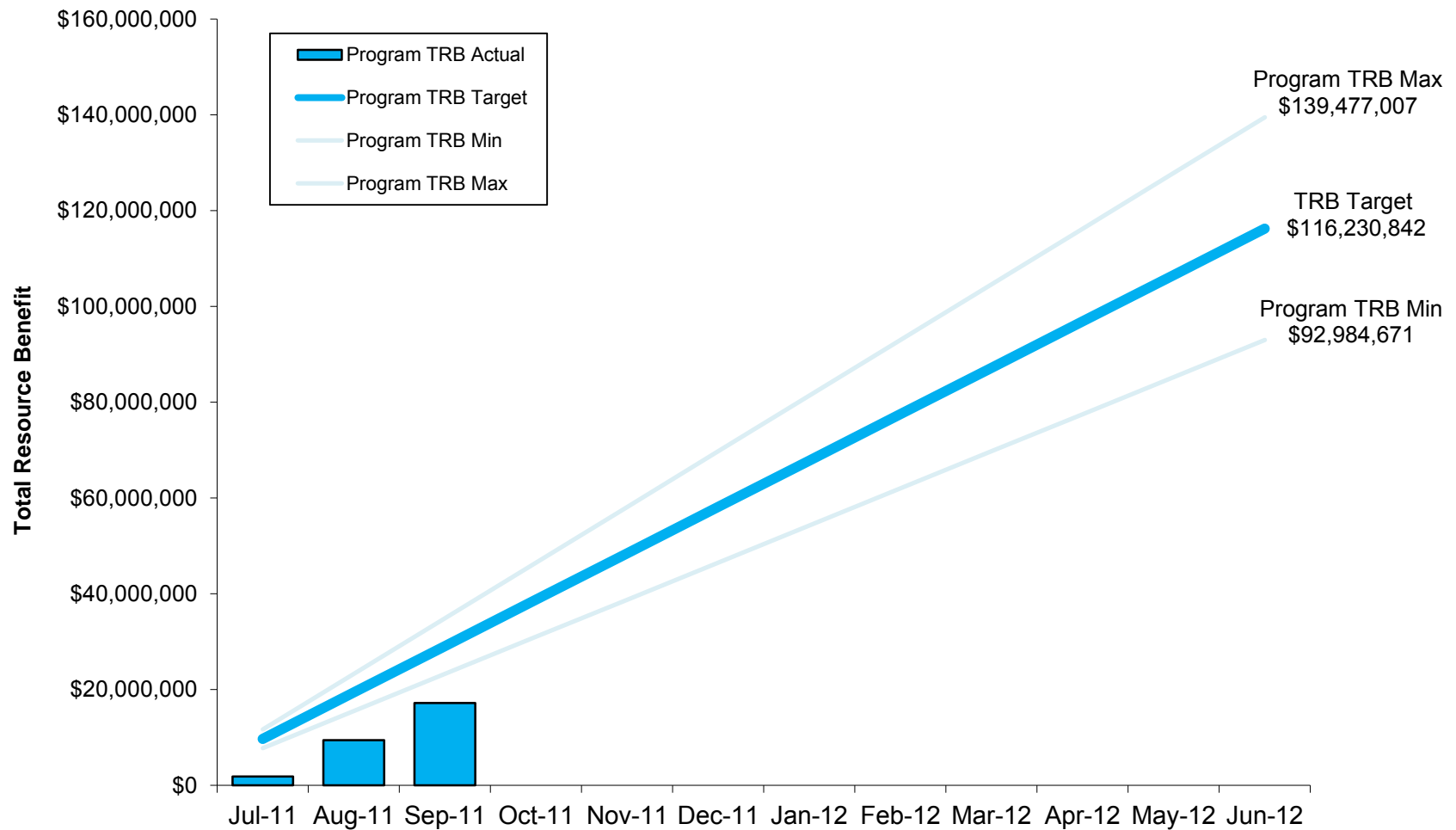
3. *PY2011 Net Energy Impact Tracking* – This chart shows the net energy impact versus target for PY2011

Chart 3: PY2011 Net Energy Impact Tracking



4. *PY2011 Total Resource Benefit Impact Tracking* – This chart shows the total resource benefit impact versus target for PY2011

Chart 4: PY2011 Total Resource Benefit Impact Tracking



The following key Publicity, Advertising, & Marketing Outreach activities took place this month:

Media Outlet	Subject	Date
Hawaii Energy website	<i>Hawaii Energy Success Story Contest</i> to win a home efficiency monitoring system	September
Social Media (Facebook & Twitter)	Promotion of <i>Hawaii Energy Success Story Contest</i>	September

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – September 2011 (9/1/11 – 9/30/11)



The following Education & Training Outreach events took place this month:

Outreach Event	Audience	Subject	Count	Date
Pacific Coast Electrical Association (PCEA) Event	Hawaiian Electric Company (HECO), Hawaiian Electric Light Company (HELCO), Maui Electric Company (MECO) customers and Industry Representatives	Informational event for energy efficiency and renewable energy resources	300	1-Sept to 2-Sept
Hawaii Hotel and Lodging Association (HHLA) Event	Hotel Industry	HHLA booth used to promote energy efficiency program and measures	150	9-Sept to 10-Sept
Asia Pacific Clean Energy Expo	Military, State, and Federal Workers	Business energy education	500	13-Sept to 15-Sept
Heating, Ventilation, and Air Conditioning (HVAC) Training	Property Managers and Maintenance Staff	HVAC Short Course series of sessions based on business energy education	8	13-Sept, 15-Sept, 20-Sept, 22-Sept, 27-Sept, 29-Sept
Sustainable Living Institute Maui (SLIM) Presentation	Various members	Shanah Trevanna (Presenter), energy efficiency and networking	30+	15-Sept
Bargreen Trade Show	Restaurant Owners	Business energy education	200	29-Sept
Maui County Fair, Wailuku	General Population	Commercial booth used to promote energy efficiency program and measures	430	29-Sept to 30-Sept

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – September 2011 (9/1/11 – 9/30/11)



The following Program events took place this month:

Event	Audience	Subject	Count	Date
Boys and Girls Club Meeting	Jim Moulds, Zavi Brees, Hawaiian Electric Light Company (HELCO) commercial account Manager	Energy audit overview	3	6-Sept
County of Maui Energy Officials Meeting, Wailuku	Doug McLeod, Kal Kobayashi	Coordination of county projects and activities	2	8-Sept
Inter-Island Solar Supply (IISS), Kahului	Managers Diane Sumida and Mark Nifong	Program introduction and qualifying program equipment	2	9-Sept
Johnson Control Meeting	Scott Rees, Contractor & Johnson Control representatives	Potential rebate for Department of Transportation (DOT)	3	16-Sept
Meeting at Swan Interiors, Wailuku	Kristin Holmes, Donna (sales person)	Drop off LED lamps, program/website promotion	2	19-Sept
Solar Contractors Meeting, Wailuku	Solar Contractors, Maui Electric Company, Honeywell	Provide assistance and set up	14	21-Sept
Commercial Business Meeting, Wailuku	Commercial Entities	Potential program set up	25+	21-Sept
Meeting with Maui Police Department, Wailuku	Chief Larry Hudson, Captain Mollie Klingman	Review projects and suggest other updates	2	26-Sept
Hawaii Island Tech Group Meeting	Commercial business and residents	Tech “pau hana” group at the Natural Energy Lab	15	26-Sept

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – September 2011 (9/1/11 – 9/30/11)



The following Program events took place this month (continued):

Event	Audience	Subject	Count	Date
Director of Resource Management, Schofield and Wheeler, Meeting	Ted Robinson & Keith Yamanaka	Review upcoming projects for Wheeler and Schofield	2	27-Sept
Meeting with Maui Economic Development Board Inc., Kihei	Kim Haueisen, John Harris	Educational program development projects	2	28-Sept
Meeting at Onizuka Village	Monica Hattu & Building Engineer	Update on Hickam Housing Onizuka Project	2	28-Sept
County of Maui Energy Officials Meeting, Wailuku	Doug McLeod, Kal Kobayashi	Meet with Maui County Energy Officials to review ongoing and develop future energy projects	2	29-Sept
Kona Business Updates Meeting	Department of Education(DOE), Property Managers	Commercial incentive updates	19	29-Sept



The following Transformational events took place this month:

Event	Audience	Subject	Count	Date
Government				
On-Bill Financing	Public Utilities Commission, Blue Planet, Sierra Club, Department of Commerce and Consumer Affairs, Hawaii Solar Energy Association, Hawaii Renewable Energy Alliance, Hawaiian Electric	Docket # 2011-0186	15	27-Sept
Hawaii Clean Energy Steering Committee Meeting	HCEI Steering Committee Members	Hawaii's efforts toward HCEI Goals and game plan for future action	36	15-Sept
Education & Training				
Financial Literacy and Energy Efficiency Workshop, Oahu	Hawaii Energy, Helen Wai, Hawaii Public Housing Authority Residential Advisory Board (RAB)	Hawaii Public Housing Authority	21	7-Sept
Home Buyer Education Workshop	Hawaii Energy, Helen Wai, Hawaiian Homelands Community Members	Department of Hawaiian Home Lands	18	10-Sept
Green Schools Symposium	Outreach	Green Schools Hawaii	n/a	10-Sept
Financial Literacy and Energy Efficiency Workshop, Oahu	Hawaii Energy, Helen Wai, Waianae Community Leeward RAB	You've got the POWER to be Energy Efficient	17	19-Sept

The following Transformational events took place this month (continued):

Event	Audience	Subject	Count	Date
National Energy Education Development(NEED) Project	Hawaii Energy, NEED.org	Program overview and review	7	21-Sept
Financial Literacy, Energy Efficiency Review	Hawaii Energy, Helen Wai	Program overview and discussion	4	22-Sept
Hawaii Island Opportunities Meeting	Hawaii Energy, Department of Education	Discussion of other prospects for the Hawaii Island	2	23-Sept

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – September 2011 (9/1/11 – 9/30/11)



Budget Status Table

	September Allocations	Allocations to Date	PY11 Budget	Percent Spent
Residential Programs				
Residential Program Ops and Management				
REEM	\$ 193,818.71	\$ 326,133.92	\$ 1,968,983.00	17%
RESM	\$ 3,360.07	\$ 6,400.70	\$ 116,146.00	6%
RHTR	\$ 990.40	\$ 1,676.16	\$ 136,861.00	1%
Total Residential Programs	\$ 198,169.18	\$ 334,210.78	\$ 2,221,990.00	15%
Residential Market Evaluation	\$ 290.00	\$ 4,883.48	\$ 55,100.00	9%
Residential Outreach	\$ 35,007.29	\$ 85,484.98	\$ 1,065,950.00	8%
Total Residential Non-Incentive	\$ 233,466.47	\$ 424,579.24	\$ 3,343,040.00	13%
Residential Incentives				
REEM	\$ 355,672.00	\$ 816,365.76	\$ 7,731,438.00	11%
RESM	\$ 15,150.00	\$ 16,743.00	\$ 608,000.00	3%
RHTR	\$ 1,786.02	\$ 2,217.08	\$ 649,053.00	0%
Subtotal Residential Incentives	\$ 372,608.02	\$ 835,325.84	\$ 8,988,491.00	9%
1 Residential Transformational	\$ 47,813.41	\$ 81,707.17	\$ 987,505.00	8%
Total Residential Incentives	\$ 420,421.43	\$ 917,033.01	\$ 9,975,996.00	9%
Total Residential Programs	\$ 653,887.90	\$ 1,341,612.25	\$ 13,319,036.00	10%
Business (C&I) Programs				
Business Programs Ops and Management				
BEEM	\$ 106,762.96	\$ 273,013.41	\$ 917,882.00	30%
CBEEM	\$ 61,082.96	\$ 175,733.16	\$ 866,259.00	20%
BESM	\$ 8,511.25	\$ 28,905.00	\$ 397,373.00	7%
BHTR	\$ 7,426.25	\$ 16,106.25	\$ 375,005.00	4%
Total Business Programs	\$ 183,783.42	\$ 493,757.82	\$ 2,556,519.00	19%
Business Market Evaluation	\$ 14,610.00	\$ 39,853.75	\$ 152,475.00	26%
Business Outreach	\$ 62,705.83	\$ 124,981.37	\$ 1,376,945.00	9%
Total Business Non-Incentive	\$ 261,099.25	\$ 658,592.94	\$ 4,085,939.00	16%
Business Incentives				
BEEM	\$ 314,396.00	\$ 548,050.00	\$ 5,697,100.00	10%
CBEEM	\$ 78,329.00	\$ 181,854.00	\$ 1,459,833.00	12%
BESM		\$ -	\$ 3,027,000.00	0%
BHTR		\$ -	\$ 802,000.00	0%
Subtotal Business Incentives	\$ 392,725.00	\$ 729,904.00	\$ 10,985,933.00	7%
1 Business Transformational	\$ 25,386.11	\$ 58,041.59	\$ 1,206,950.00	5%
Total Business Incentives	\$ 418,111.11	\$ 787,945.59	\$ 12,192,883.00	6%
Total Business Programs	\$ 679,210.36	\$ 1,446,538.53	\$ 16,278,822.00	9%
Total Services and Initiatives	\$ 1,333,098.26	\$ 2,788,150.78	\$ 29,597,858.00	9%
Supporting Services				
Supporting Services	\$ 154,661.01	\$ 384,458.33	\$ 2,091,909.00	18%
Total Supporting Services	\$ 154,661.01	\$ 384,458.33	\$ 2,091,909.00	18%
Subtotal Non-Incentive (Prior to Tax)	\$ 649,226.73	\$ 1,467,630.51	\$ 9,520,888.00	15%
Less Performance Incentives (Prior to Tax)	\$ (55,708.36)	\$ (167,125.08)	\$ (700,000.00)	
Subtotal Non-Incentive Less Performance Incentives (PI)	\$ 593,518.37	\$ 1,300,505.43	\$ 8,820,888.00	
Total Tax on Non-Incentive Without PI	\$ 27,966.59	\$ 61,279.83	\$ 448,623.00	
Performance Incentive Award (Inclusive of Tax)		\$ -	\$ 700,000.00	
Subtotal Non-Incentive Billed	\$ 621,484.96	\$ 1,361,785.26	\$ 9,969,511.00	14%
Subtotal Residential and Business Customer Incentives	\$ 765,333.02	\$ 1,565,229.84	\$ 19,974,424.00	8%
Subtotal Transformational Incentives	\$ 73,199.52	\$ 139,748.76	\$ 2,194,455.00	6%
Sub-Total Estimated Contractor Costs	\$ 1,460,017.50	\$ 3,066,763.86	\$ 32,138,390.00	10%
Performance Awards in Excess of Target Levels			\$ 133,000.00	
Total Estimated Contractor Costs, including Performance Awards in Excess of Target Levels			\$ 32,138,390.00	
Footnote: 1. Kokua Hawaii Foundation invoice in the amount of \$860 is allocated 100% in Residential Transformational Program.				

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – September 2011 (9/1/11 – 9/30/11)



Appendix A – Island Equity Details

Reported	TOTAL			REGULAR			TRANSFORMATIONAL		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
PY11 Target	\$ 16,507,381	\$ 2,772,025	\$ 2,889,472						
Jul-11	\$ 199,366.44	\$ 30,278.54	\$ 24,907.07	\$ 192,230.00	\$ 23,352.00	\$ 17,980.53	\$ 7,136.44	\$ 6,926.54	\$ 6,926.54
Aug-11	\$ 470,619.19	\$ 82,455.47	\$ 58,819.02	\$ 455,129.00	\$ 67,420.87	\$ 43,784.42	\$ 15,490.19	\$ 15,034.60	\$ 15,034.60
Sep-11	\$ 649,143.78	\$ 97,907.22	\$ 91,481.54	\$ 623,036.28	\$ 78,172.25	\$ 64,124.49	\$ 26,107.50	\$ 19,734.97	\$ 27,357.05
Oct-11	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Nov-11	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Dec-11	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Jan-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Feb-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Mar-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Apr-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
May-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Jun-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PTD Total	\$ 1,319,129.41	\$ 210,641.23	\$ 175,207.63	\$ 1,270,395.28	\$ 168,945.12	\$ 125,889.44	\$ 48,734.13	\$ 41,696.11	\$ 49,318.19

Appendix B – Complaint Report

Index	Date Opened	Channel	Customer Contact No. ¹	Customer Name ¹	Description of Dispute	Actions Taken	Resolution Date
2	9/1/2011	Email			Complained why Hawaii Energy would put a limit of \$600 on the EnergyStar® rebates for refrigerators.	Hawaii Energy responded with a comprehensive discription of the program changes, highlighting that any EnergyStar® refrigerator above \$600 can benefit from a rebate as long as the old one was surrendered for recycling.	9/1/2011
3	9/7/2011	Email			Request to stop mailing Opower letter. Since it is available online, it's a waste of paper.	Hawaii Energy discovered that the link was down, made the repair, then proceeded to respond in an email to gmail.com with an apology and live web link and an invitation to call Hawaii Energy with any future questions.	9/14/2011
4	9/9/2011	Email			Complaint of link to Home Energy Report not working.	See above.	9/14/2011
5	9/23/2011	Email			Customer disputed Hawaii Energy's cancellation of an EnergyStar® refrigerator rebate and an additional Bounty rebate.	Hawaii Energy identified a data processing error and immediately processed the refrigerator rebate for \$50. Additionally, Hawaii Energy followed up with the recycler who picked up the customer's old refrigerator to secure information required to process the Bounty rebate of \$25. The customer was contacted by phone in addition to a comprehensive email, with apologies.	9/28/2011
6	9/9/2011	Call Center			Customer frustrated with quality of SWH installation, despite passing inspection. Customer had numerous contractors work on the system, after Hawaii Energy passed the inspection and therefore, completed the transaction. Customer's actions with various vendors complicated the resolution of this complaint.	Hawaii Energy performed courtesy inspection on 10/5 and verified insulation damaged after initial inspection by Hawaii Energy. Subsequent repairs were made by contractor, but customer continued to doubt the system's performace and quality. Upon request, Hawaii Energy verified manufacture date of panel (confirming it was not used prior). Hawaii Energy invited customer to put in writing their experience in order to document, first hand, their experience with the contractor. With this in hand, Hawaii Energy can engage the contractor as per the MOU with Hawaii Energy.	11/22/2011

Hawaii Energy *Your Conservation and Efficiency Program*

Quarterly Performance Report – 1st Quarter PY11 (07/01/11-09/30/11)

Executive Summary

Administrative Highlights

- Executed the Hawaii Energy Contract Budget Extension for the next two program years (July 1, 2011 through June 30, 2013)
- Continued efforts to expand Hawaii Energy office for PY11 through interviewing/hiring and office expansion project
- Continued working on Program Year 2010 Annual Report and defining Program Year 2011 Work Plan

Program Operation Highlights

- Continued distribution of LED lamps to small businesses and nonprofit organization through the Lighting the Future offering
- Hosted LED roundtable discussions focusing on LED technologies, technical information, evaluations of customers' experiences, and the State Light Code
- Hosted various Program Informational Update Workshops on Oahu, Maui and Hawaii to introduce Hawaii Energy offerings

Marketing Highlights

- Promoted the Hui Up refrigerator trade-in-program and provided onsite support
- Video-streamed "LED Case Studies" at Rebuild Hawaii, the first live event on Hawaii Energy's website

Outreach Highlights








- Attended Pacific Coast Electrical Association Conference (PCEA) to present PY2011 new programs to customers, government officials and industry representatives
- Hosted a booth at Asia Pacific Clean Energy Summit (APCES) on Oahu to introduce Hawaii Energy to the participating military, federal and state workers as well as industry professionals
- Hosted a booth at Maui County Fair, Wailuku, Maui to promote program incentives and measures

Transformational Program Highlights

- Engaged the services of Helen Wai and conducted Financial Literacy and Energy Efficiency Workshops in Maui and Honolulu counties
- Continued efforts with Hana-based Ma Ka Hana Ka`Ike ("HanaBuild.org") for the purpose of work force development through Solar Hot Water system construction
- Continued communications and collaboration with the National Energy Education Development Project (NEED.org) and the Maui Economic Development Board's Island Energy Inquiry program for the purpose of providing energy efficiency teacher development and training curriculum, and materials for use in schools throughout the state

Hawaii Energy *Your Conservation and Efficiency Program*

Quarterly Performance Report – 1st Quarter PY11 (07/01/11-09/30/11)

<i>Performance Indicator</i>	<i>Q1 Results</i>	<i>YTD Results</i>	<i>PY11 Targets</i>	<i>Status</i>	<i>Strategic Actions Taken This Quarter</i>	<i>Strategic Changes for Next Quarter</i>
Residential Savings (MWh)	6,295	6,295	64,015		<ul style="list-style-type: none"> Increased activities by introducing Hui Up, Bounty and other residential programs 	<ul style="list-style-type: none"> Increase CFL incentives
Business Savings (MWh)	8,967	8,967	44,485		<ul style="list-style-type: none"> Focused on LED lamp distributions, LED technologies toward commercial groups 	<ul style="list-style-type: none"> Focus on pushing more business incentives
Peak Demand (kW)	2,332	2,332	16,401		<ul style="list-style-type: none"> Increased outreach activities 	<ul style="list-style-type: none"> Increase outreach activities
Total Resource Benefits (Est. in Millions)	\$17,143,960	\$17,143,960	\$116,230,842		<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> Focus on projects with larger resource benefit
Transformation Infrastructure Development					<ul style="list-style-type: none"> Transformation program initiation-established and developed contracts with numerous organizations 	<ul style="list-style-type: none"> Communication and collaboration efforts with the organizations/contacts to provide curriculum, materials training and workforce development programs
– Government Support Milestones	0	0	4			
– Education/Training Milestones	0	0	4			
Island Equity					<ul style="list-style-type: none"> Hired a full-time Maui Program Specialist 	<ul style="list-style-type: none"> Utilize Maui and Hawaii Program Specialist, and combine Transformational efforts to increase outreach activities
– Oahu County	\$1,319,129.41	\$1,319,129.41	\$16,507,381			
– Maui County	\$175,207.63	\$175,207.63	\$2,889,472			
– Hawaii Country	\$210,641.23	\$210,641.23	\$2,772,025			
Budget					<ul style="list-style-type: none"> Increased spend based on expectation of planned office expansion and hiring needs 	<ul style="list-style-type: none"> Stabilize current spend and focus on vendor pricing competitiveness
– Non- Incentive Billed	\$1,361,785.26	\$1,361,785.26	\$9,969,511			
– Incentive Billed	\$1,565,229.84	\$1,565,229.84	\$19,974,424			
– Transformational	\$139,748.76	\$139,748.46	\$2,194,455			
– Total Billed	\$3,066,763.86	\$3,066,763.86	\$32,138,390			

Executive Summary

Administrative Highlights

- Continued working on the Annual Report for Program Year 2010 to prepare for final delivery
- Hired Shan Wirt as a Communication Specialist to support advertising, marketing, outreach and public relations communications
- Promoted Meagan Suzuki from Data Specialist to Junior Program Specialist and hired Amanda Leong as a Data Specialist to increase the depth of the business operations team and expedite processing

Program Operation Highlights

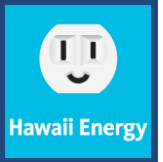
- American Council for an Energy-Efficient Economy (ACEEE) ranked Hawaii as the 12th most energy efficient state
- Kicked off a new and improved Bounty Program, which offers free hauling and recycling of old refrigerators and freezers plus a rebate to Hawaii, Maui and Oahu island residents

Marketing Highlights

- Promoted a new and improved Bounty Program with TV advertising, a live morning TV news segment, Facebook and Twitter messages, as well as various other media
- Promoted the ACEEE ranking of Hawaii as the 12th most energy-efficient state via various media

Outreach Highlights

- Participated in various expos and presentations, including but not limited to the Maui County Fair, Hawaii Electric Light Company Community Education Fair and Hawaiian Electric Clean Energy Fair, to engage with the public and promote Hawaii Energy program offerings
- Presented Hawaii Energy program offerings to water municipal staff from all islands



Executive Summary (continued)

Transformational Program Highlights

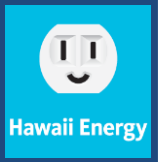
- Hosted residential hard-to-reach and low income financial literacy and energy efficiency community outreach events at Hawaiian Home Lands and Puu Hale O Nanakuli Community Center
- Worked with neighbor island contacts on Molokai, Lanai and Hawaii Island to plan and schedule future financial literacy and energy efficiency events for public housing, residential low income and Hawaiian communities
- Participated in University of Hawaii's Kukui Cup dormitory energy-saving competition events
- Provided sponsorship through scholarships and travel stipends for local and Neighbor Island attendees of the Honolulu Community College Renewable Energy Training Summit

Key Performance Metrics

Key Performance Metrics	Month's Results	YTD Results	PY2011 Targets	YTD % of Target PY2011
Annual Energy Savings Impacts (Net Generation Level)				
Residential (MWh)	2,457	8,752	64,015	13.67%
Business (MWh)	3,124	12,091	44,485	27.18%
Peak Demand (kW)	941	3,273	16,401	19.95%
Total Resource Benefit	\$ 7,406,680	\$ 24,550,640	\$116,230,842	21.12%
Island Equity¹				
Oahu	\$ 694,659.02	\$ 2,013,788.43	\$16,507,381	12.20%
Maui County	\$ 75,175.63	\$ 250,383.26	\$2,889,472	8.67%
Hawaii County	\$ 128,383.93	\$ 339,025.16	\$2,772,025	12.23%
Transformation Infrastructure Development				
Government Support Milestones	0	0	4	0.00%
Education and Training Milestones	0	0	4	0.00%
Financials				
Total Non-Incentives Billed ²	\$657,062.78	\$2,018,848.04	\$9,969,511	20.25%
Total Residential and Business Incentives Billed	\$829,523.33	\$2,394,753.17	\$19,974,424	11.99%
Total Transformational Billed	\$68,695.25	\$208,444.01	\$2,194,455	9.50%
Total Program Costs Billed	\$1,555,281.36	\$4,622,045.22	\$32,138,390	14.38%

Notes:

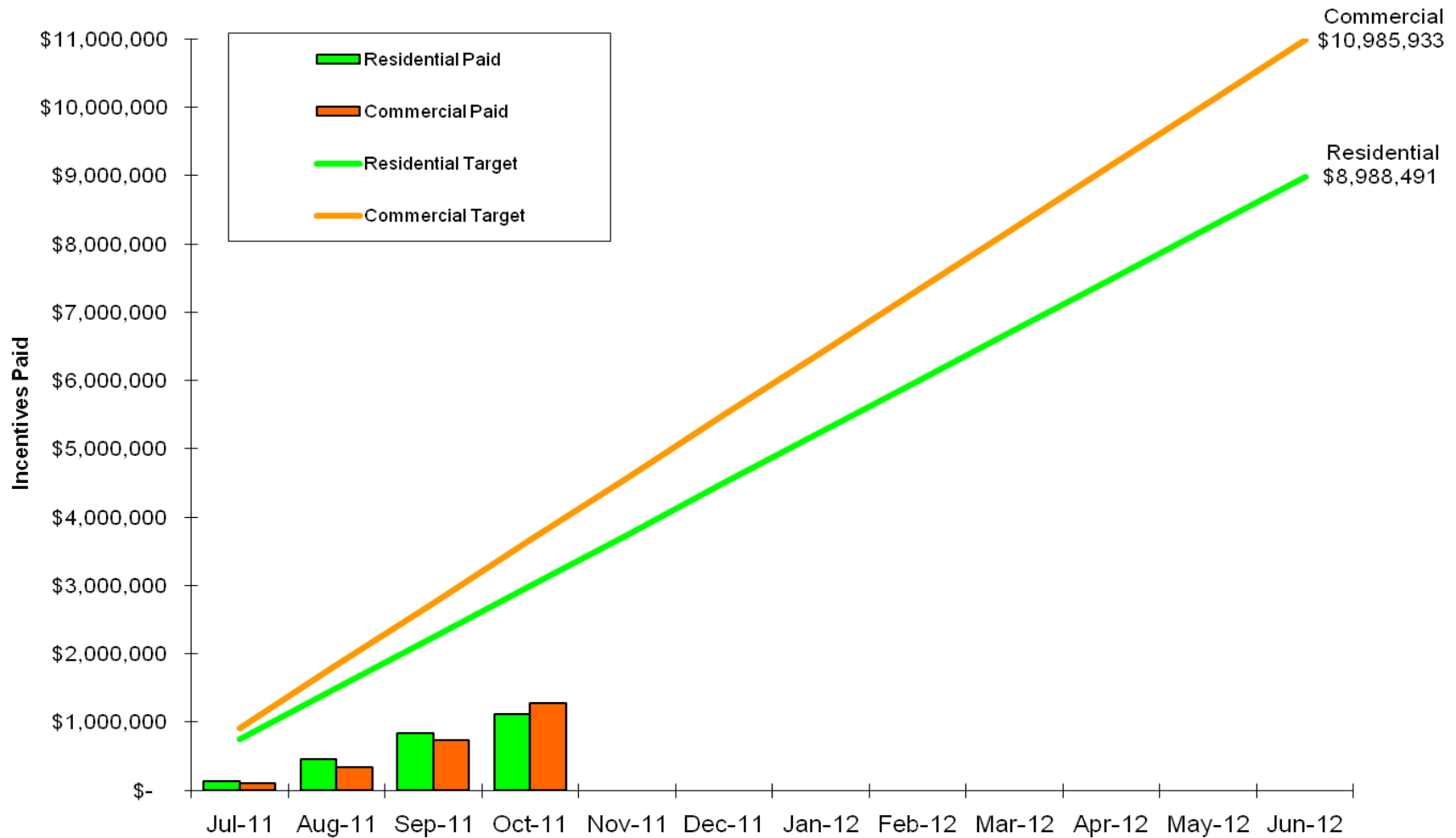
1. See Appendix A for more details.
2. Total Non-Incentives Billed reflects the deduction of performance incentive fees for the award pool (\$700,000).



Performance Charts

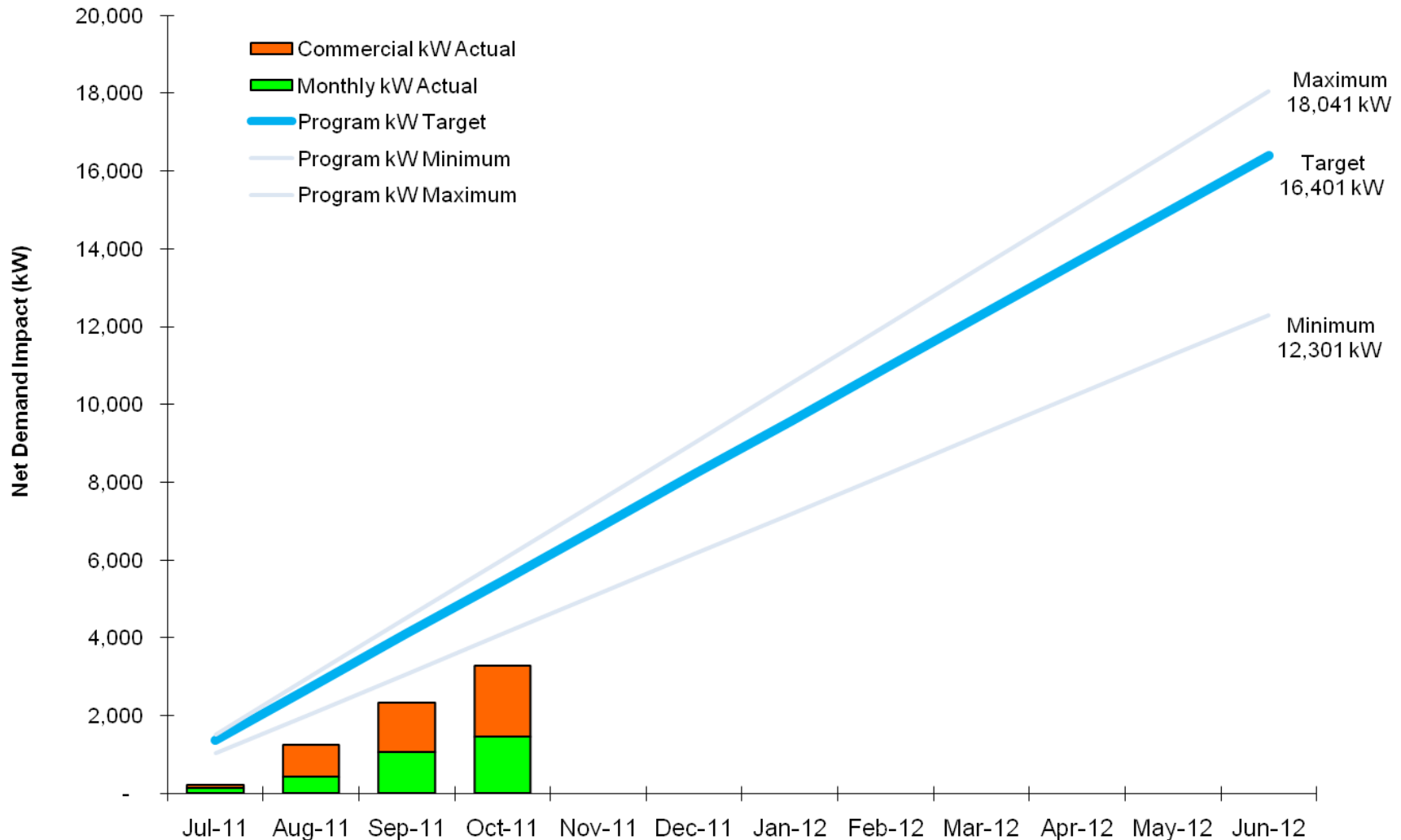
1. *PY2011 Incentive Payment Tracking* – This chart shows the paid versus target incentives for PY2011.

Chart 1: PY2011 Incentive Tracking



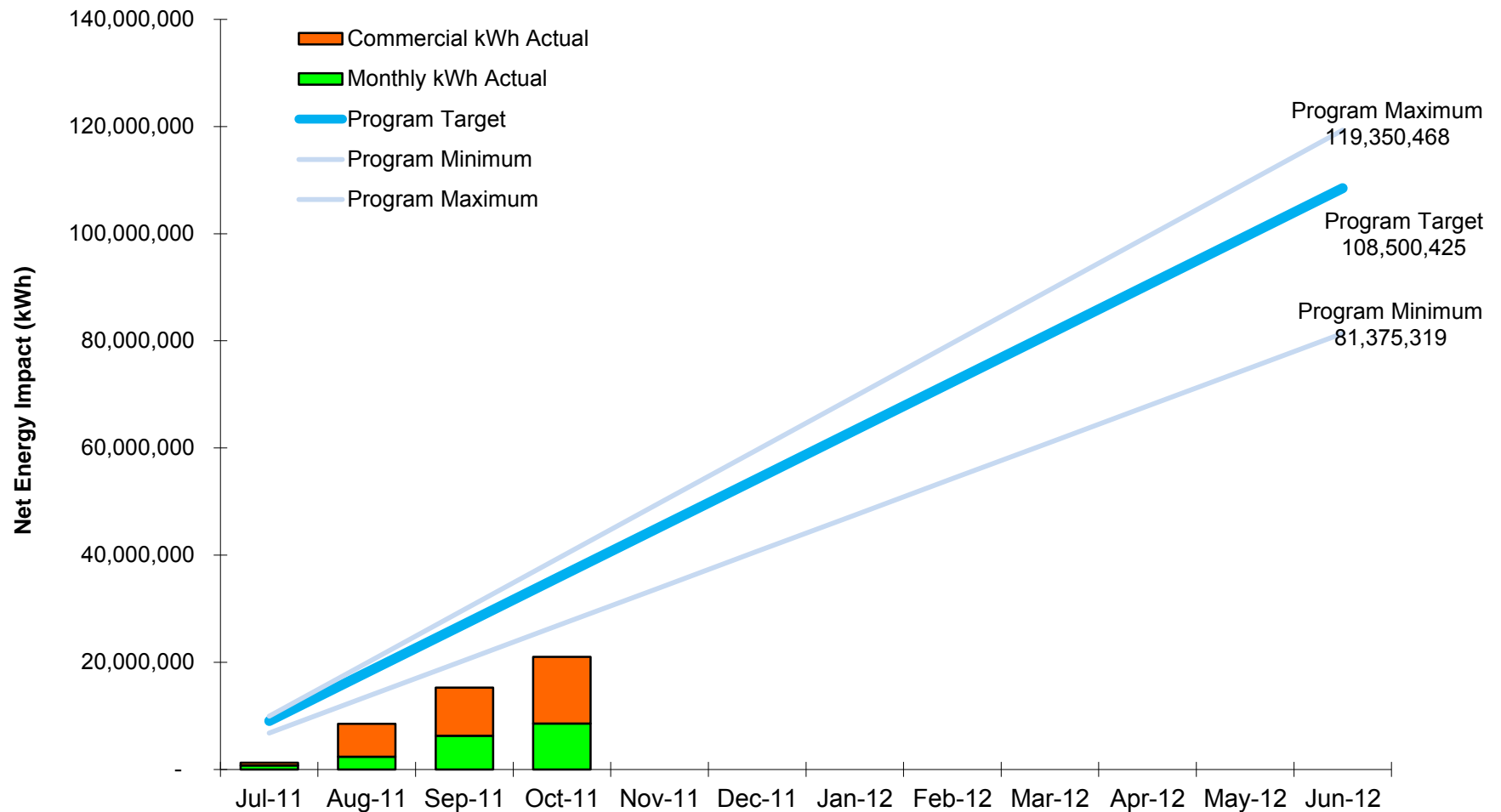
2. *PY2011 Net Demand Impact Tracking* – This chart shows the combined demand impact versus target for PY2011.

Chart 2: PY2011 Net Demand Impact Tracking



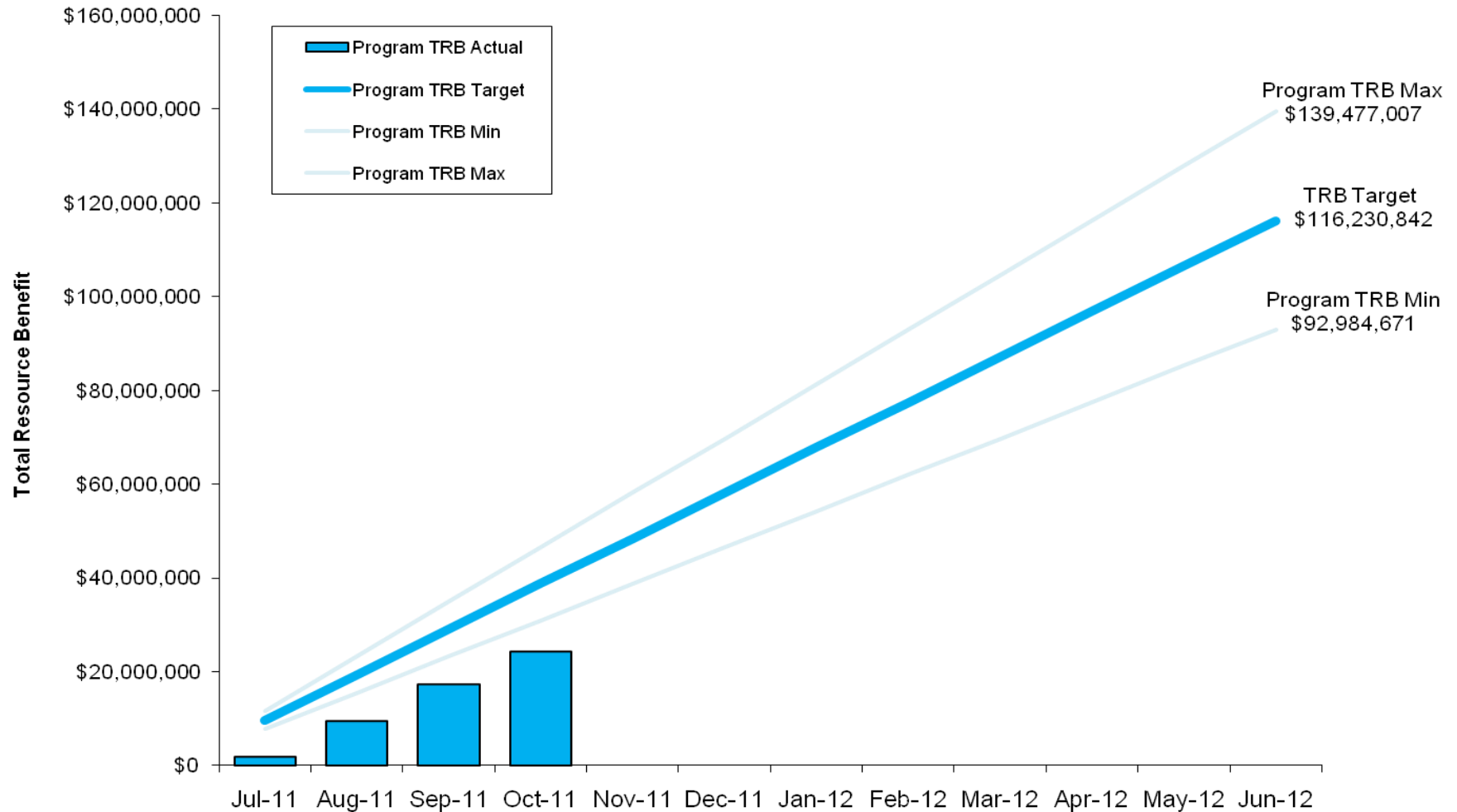
3. *PY2011 Net Energy Impact Tracking* – This chart shows the net energy impact versus target for PY2011.

Chart 3: PY2011 Net Energy Impact Tracking



4. *PY2011 Total Resource Benefit Impact Tracking* – This chart shows the total resource benefit impact versus target for PY2011.

Chart 4: PY2011 Total Resource Benefit Impact Tracking



The following key Publicity, Advertising and Marketing activities took place this month:

Media Outlet	Subject	Date
KINE, KCCN, KPHW and KRTR radio	Taped radio interviews to promote Hawaii Energy's participation at Hawaiian Electric Company's Clean Energy Fair	5-Oct
www.Hawaii247.com	Media coverage: "Hawaii Residents Can Cash-In on Old Refrigerators and Freezers"	19-Oct
www.StarAdvertiser.com	Media coverage: "Hawaii Energy Offers to Haul Off Old Working Refrigerators"	19-Oct
www.BigIslandNewsCenter.com	Media coverage: "Hawaii Energy to Pay Cash for Old Refrigerators"	20-Oct
www.KPUA.net	Media coverage: "Bounty Program Offering Money for Old Refrigerators or Freezers"	21-Oct
<i>Hawaii News Now</i> : KGMB-9	Taped live morning TV news segment promoting the Bounty Program	28-Oct
www.Hawaii247.com	Media coverage: "Hawaii Ranks 12 th in United States in Energy Efficiency"	28-Oct
www.HawaiiNewsNow.com	Media coverage: "Replacing Old Appliances and Get a Rebate – Bounty Program"	28-Oct
www.KITV.com	Media coverage: "Hawaii Energy Scores in Energy Ranking"	29-Oct
www.KPUA.net	Media coverage: "Hawaii 12th in Energy Efficiency Rating"	31-Oct

The following Education & Training Outreach events took place this month:

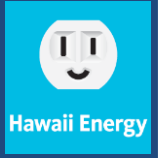
Event	Audience	Subject	Count	Date
Hawaii Electric Light Company (HELCO) Community Education Fair	HELCO staff and general public	Informational event for energy efficiency programs	300	1-Oct
Maui County Fair	General public	Informational event for energy efficiency programs	400-600	1-Oct to 2-Oct
Hawaii Water Works Association presentation in Kona	Water municipal staff from all islands	Introduction and updates about Hawaii Energy program offerings	75	14-Oct
Hawaiian Electric Company (HECO) Clean Energy Fair at Pearlridge Center	General population	Informational booth to promote Hawaii Energy program offerings	200	15-Oct
Energy Awareness Fair at Mokapu Mall in Kaneohe	General population	Informational booth to promote Hawaii Energy program offerings	100	20-Oct
West Oahu Rotary Club presentation	Various members	Presentation to promote Hawaii Energy program offerings	20	21-Oct

The following Program events took place this month:

Event	Audience	Subject	Count	Date
Condominium meeting on Maui	Engineer, consultant, manager, board of directors, electrician and assistant	Discussion regarding optimization of solar hot water plant	7	4-Oct
Kuleana Green Business Council meeting	Chamber of Commerce Chamber members	Introduction of business and residential programs	10	5-Oct
Maui resort meeting	Engineering department	Coordination of future projects	3	5-Oct
Energy efficiency inside new homes meeting	Home builders and Measurement & Verification (M&V) consultants	Discussion regarding new home energy efficiency testing	4	5-Oct
Customer meeting	Queen Emma Gardens Association of Apartment Owners	Discussion regarding submetering and parking garage demand ventilation control	5	5-Oct
General store meeting on Maui	Owner, mechanical engineer and architect	Discussion regarding Hawaii Energy's role in the new store project	5	7-Oct
Program overview meeting	University of Hawaii faculty, advisors and consultant	Discussion regarding design assistance program	3	12-Oct
Hawaii Hotel and Lodging Association presentation	Chief hotel engineers	Presentation regarding business program offerings	40	13-Oct
Energy efficiency inside new homes meeting	Home builders and M&V consultants	Discussion regarding new home energy efficiency testing	4	14-Oct

The following Program events took place this month (continued):

Event	Audience	Subject	Count	Date
Hawaii Public Utilities Commission (HPUC) meeting	Commissioners, staff, Maui Electric Company (MECO), County of Maui and general public	Introduction of Hawaii Energy staff	6	18-Oct
Downtown office building meeting	Building engineer and staff	Discussion regarding Hawaii Energy program offerings	6	20-Oct
Program project update meeting	Chelsea Group and Original Equipment Manufacturer vendor	Queen's Medical Central plant optimization program update and site visit	4	24-Oct
County of Maui Wastewater Maintenance meeting	Engineers	Introduction of Hawaii Energy program offerings	3	25-Oct
Lighting contractor meeting	Lighting contractors	Organization of business education event	20	26-Oct
Heating, Ventilation and Air Conditioning (HVAC) contractor meeting	HVAC contractors	Organization and attendance of business education event	35	26-Oct
Mayors Energy Advisory Commission meeting	County officials	Discussion regarding Hawaii Energy program and future projects	15	26-Oct
Hotel meeting in Hilo	Engineer	Discussion regarding energy-saving opportunities and Hawaii Energy program	3	26-Oct
MECO meeting	Account managers	Discussion regarding customer projects and Hawaii Energy program	5	27-Oct



The following Program events took place this month (continued):

Event	Audience	Subject	Count	Date
Program introduction	Hawaii Medical Service Association building management and Chong Group	Kick-off meeting regarding central plant optimization	4	28-Oct
HVAC contractor presentation on Hawaii Island	President, vice president and maintenance staff	Introduction of Hawaii Energy program	10	28-Oct
Maui Bakery project proposal meeting	Owner and MECO	Review of LED light proposal	3	28-Oct
County of Maui Meeting	Energy commissioner and staff	Discussion regarding energy conservation projects	3	28-Oct

The following Transformational events took place this month:

Event	Audience	Subject	Count	Date
Government				
None this month				
Education & Training				
Hawaiian Home Lands homebuyer education workshop	Native Hawaiians on wait list for Hawaiian Home Lands home ownership	Eight-hour financial literacy course (Homebuyer education funded by Department of Hawaiian Home Lands with energy efficiency education integrated by agreement)	20	1-Oct
2nd Thursday Meeting	Waianae Coast service providers	Planning of Oahu presentation	12	13-Oct
Kahikolu	Michael Manalo and Caroline Soaladub	Planning of Oahu presentation	2	13-Oct
Parent Child Development Center	Jess Shein and Joy Kiyan	Planning of Oahu presentation	2	13-Oct
U.S. Vets	Eliza Saiki and Marko Johnson	Planning of Oahu presentation	2	13-Oct
Hawaii Alliance for Community-Based Economic Development	Susan Tamanaha, Brianna Monroe, Bob Agres and Brent Dillabaugh	Planning of Hawaii Island and Oahu presentation	4	14-Oct
University of Hawaii Bridge to Hope Program	Teresa Bill	Planning of Oahu presentation	2	14-Oct
Hawaiian Community Assets	Roxanne Hanawahine and Lahela Williams	Planning of Oahu presentation	2	14-Oct
Hawaii Maoli	Rae DeCosto and Charles Kapua	Planning of Oahu presentation	2	14-Oct
Hawaii First Federal Credit Union	Alycia Juvik and Mahealani Thompson	Planning of Hawaii Island presentation	2	17-Oct

The following Transformational events took place this month (continued):

Event	Audience	Subject	Count	Date
Shell Management Hawaii – Kona	Linda Anthony, Cintia Dutra, Denise Young, Kalae Wheeler and Craig “Bo” Kahui	Planning and scheduling of Hawaii Island presentation	5	17-Oct
The Kupuna’s of Nanakuli Puu Hale ‘O Nanakuli Community Center	Community Members	Discussion regarding energy efficiency and financial literacy	14	20-Oct
Honolulu Community College Renewable Energy Training Summit	Energy efficiency & renewable energy service sector employees, candidates & students sponsored by University of Hawaii Community Colleges, Johnson Controls and State of Hawaii Department of Business, Economic Development & Tourism	Participation in discussion regarding renewable energy training, solar hot water and solar photo-voltaic business development	150	24-Oct to 25-Oct

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – October 2011 (10/1/11 – 10/31/11)



Hawaii Energy

Budget Status Table

	October Allocations	Allocations to Date	PY11 Budget	Percent Spent
Residential Programs				
Residential Program Ops and Management				
REEM	\$ 212,749.80	\$ 538,883.72	\$ 1,968,983.00	27%
RESM	\$ 7,101.18	\$ 13,501.88	\$ 116,146.00	12%
RHTR	\$ 5,070.37	\$ 6,746.53	\$ 136,861.00	5%
Total Residential Programs	\$ 224,921.35	\$ 559,132.13	\$ 2,221,990.00	25%
Residential Market Evaluation	\$ 2,550.20	\$ 7,433.68	\$ 55,100.00	13%
Residential Outreach	\$ 56,621.76	\$ 142,106.74	\$ 1,065,950.00	13%
Total Residential Non-Incentive	\$ 284,093.31	\$ 708,672.55	\$ 3,343,040.00	21%
Residential Incentives				
REEM	\$ 272,276.00	\$ 1,088,641.76	\$ 7,731,438.00	14%
RESM	\$ 6,050.00	\$ 22,793.00	\$ 608,000.00	4%
RHTR		\$ 2,217.08	\$ 649,053.00	0%
Subtotal Residential Incentives	\$ 278,326.00	\$ 1,113,651.84	\$ 8,988,491.00	12%
Residential Transformational	\$ 37,431.03	\$ 119,138.20	\$ 987,505.00	12%
Total Residential Incentives	\$ 315,757.03	\$ 1,232,790.04	\$ 9,975,996.00	12%
Total Residential Programs	\$ 599,850.34	\$ 1,941,462.59	\$ 13,319,036.00	15%
Business (C&I) Programs				
Business Programs Ops and Management				
BEEM	\$ 41,977.67	\$ 314,991.08	\$ 917,882.00	34%
CBEEM	\$ 75,467.45	\$ 251,200.61	\$ 866,259.00	29%
BESM	\$ 22,959.03	\$ 51,864.03	\$ 397,373.00	13%
BHTR	\$ 18,593.18	\$ 34,699.43	\$ 375,005.00	9%
Total Business Programs	\$ 158,997.33	\$ 652,755.15	\$ 2,556,519.00	26%
Business Market Evaluation	\$ 36,597.32	\$ 76,451.07	\$ 152,475.00	50%
Business Outreach	\$ 52,527.86	\$ 177,509.23	\$ 1,376,945.00	13%
Total Business Non-Incentive	\$ 248,122.51	\$ 906,715.45	\$ 4,085,939.00	22%
Business Incentives				
BEEM	\$ 474,985.33	\$ 1,023,035.33	\$ 5,697,100.00	18%
CBEEM	\$ 71,290.00	\$ 253,144.00	\$ 1,459,833.00	17%
BESM	\$ 4,922.00	\$ 4,922.00	\$ 3,027,000.00	0%
BHTR		\$ -	\$ 802,000.00	0%
Subtotal Business Incentives	\$ 551,197.33	\$ 1,281,101.33	\$ 10,985,933.00	12%
Business Transformational	\$ 31,264.22	\$ 89,305.81	\$ 1,206,950.00	7%
Total Business Incentives	\$ 582,461.55	\$ 1,370,407.14	\$ 12,192,883.00	11%
Total Business Programs	\$ 830,584.06	\$ 2,277,122.59	\$ 16,278,822.00	14%
Total Services and Initiatives	\$ 1,430,434.40	\$ 4,218,585.18	\$ 29,597,858.00	14%
Supporting Services				
Supporting Services	\$ 150,987.75	\$ 535,446.08	\$ 2,091,909.00	26%
Total Supporting Services	\$ 150,987.75	\$ 535,446.08	\$ 2,091,909.00	26%
Subtotal Non-Incentive (Prior to Tax)	\$ 683,203.57	\$ 2,150,834.08	\$ 9,520,888.00	23%
Less Performance Incentives (Prior to Tax)	\$ (55,708.36)	\$ (222,833.44)	\$ (700,000.00)	
Subtotal Non-Incentive Less Performance Incentives (PI)	\$ 627,495.21	\$ 1,928,000.64	\$ 8,820,888.00	
Total Tax on Non-Incentive Without PI	\$ 29,567.57	\$ 90,847.40	\$ 448,623.00	
Performance Incentive Award (Inclusive of Tax)		\$ -	\$ 700,000.00	
Subtotal Non-Incentive Billed	\$ 657,062.78	\$ 2,018,848.04	\$ 9,969,511.00	20%
Subtotal Residential and Business Customer Incentives	\$ 829,523.33	\$ 2,394,753.17	\$ 19,974,424.00	12%
Subtotal Transformational Incentives	\$ 68,695.25	\$ 208,444.01	\$ 2,194,455.00	9%
Sub-Total Estimated Contractor Costs	\$ 1,555,281.36	\$ 4,622,045.22	\$ 32,138,390.00	14%
Performance Awards in Excess of Target Levels			\$ 133,000.00	
Total Estimated Contractor Costs, including Performance Awards in Excess of Target Levels			\$ 32,138,390.00	

Appendix A – Island Equity Details

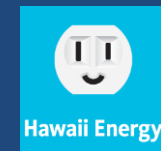
Reported	TOTAL			REGULAR			TRANSFORMATIONAL		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
PY11 Target	\$ 16,507,381	\$ 2,772,025	\$ 2,889,472						
Jul-11	\$ 199,366.44	\$ 30,278.54	\$ 24,907.07	\$ 192,230.00	\$ 23,352.00	\$ 17,980.53	\$ 7,136.44	\$ 6,926.54	\$ 6,926.54
Aug-11	\$ 470,619.19	\$ 82,455.47	\$ 58,819.02	\$ 455,129.00	\$ 67,420.87	\$ 43,784.42	\$ 15,490.19	\$ 15,034.60	\$ 15,034.60
Sep-11	\$ 649,143.78	\$ 97,907.22	\$ 91,481.54	\$ 623,036.28	\$ 78,172.25	\$ 64,124.49	\$ 26,107.50	\$ 19,734.97	\$ 27,357.05
Oct-11	\$ 687,681.09	\$ 132,158.37	\$ 78,379.12	\$ 664,532.40	\$ 109,515.44	\$ 55,475.49	\$ 23,148.69	\$ 22,642.93	\$ 22,903.63
Nov-11	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Dec-11	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Jan-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Feb-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Mar-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Apr-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
May-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Jun-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PTD Total	\$ 2,006,810.50	\$ 342,799.60	\$ 253,586.75	\$ 1,934,927.68	\$ 278,460.56	\$ 181,364.93	\$ 71,882.82	\$ 64,339.04	\$ 72,221.82

Appendix B – Complaint Report

Date Initiated	Channel	Customer Contact Information ¹	Customer Name ¹	Description of Dispute	Actions Taken	Date Resolved
3-Oct	Phone			Customer was denied a \$50 refrigerator rebate and a \$25 Bounty Program rebate.	<ul style="list-style-type: none"> Investigated the situation. Advised the customer that the denial was a data processing error. The \$50 rebate was approved and processed, and the Bounty recycler will send the customer a stamped form for completion. Advised the customer to complete the form and send it to the program manager for processing. Customer was sent a customer appreciation gift pack. 	11-Nov
19-Oct	Phone			Customer tried to deposit a \$25 Bounty rebate check. It was returned by the bank allegedly due to an inability to locate Hawaii Energy's account. The bank charged the customer a \$7 service fee.	<ul style="list-style-type: none"> Investigated the situation. Advised the customer that the check was erroneously posted by the bank. Explained situation and reissued the check to the customer. Customer was sent a customer appreciation gift pack. The customer called the bank and was able to get the \$7 service fee waived. 	11-Nov
31-Oct	Email			Customer requested removal from future OPower mailings.	<ul style="list-style-type: none"> As requested, the customer was removed from the OPower program. 	31-Oct

Note:

- To protect the customers' privacy, this information will be redacted in the final version of the monthly reports made available to the public at www.HawaiiEnergy.com.



Executive Summary

Administrative Highlights

- Finalized and submitted Annual Report for Program Year 2010 with an award claim of 77.5% of target
- Began to prepare the Executive Summary of Annual Report for Program Year 2010

Program Operation Highlights

- Collaborated on final requirements for the *Efficiency Inside Home Design Program* to streamline the process and improve the scalability of the program
- Began evaluating the LED Lighting Facts® program, offered by U.S. Department of Energy, as a means to improve Hawaii Energy's *High Efficiency Lighting Program*; LED Lighting Facts® showcases LED products from manufacturers who commit to testing products and reporting performance results according to industry standards; for lighting buyers, designers, and energy efficiency programs, the LED Lighting Facts label provides information essential to evaluating products and identifying the best options

Marketing Highlights

- Promoted the *Bounty Program* and CFL instant rebates through bill inserts to approximately 368,000 Hawaiian Electric Company (HECO), Hawaii Electric Light Company (HELCO) and Maui Electric Company (MECO) residential customers throughout November

Outreach Highlights

- Presented business and residential program offerings to approximately 225 business managers and purchasing agents on Hawaii Island, Maui and Oahu at lighting workshops hosted by Philips
- Participated in Hawaii's first "Carrotmob" (carrotmobhawaii.com) which is a social marketing event to leverage consumer purchasing power to create positive change; held on November 19th, the event was to help The Wine Stop in Honolulu fundraise for energy-saving equipment; Hawaii Energy supported the event through a giveaway of 120 LEDs and advanced power strips to customers
- Participated in Hawaii Island Community Town Meeting event to engage with the public and promote energy efficiency and Hawaii Energy residential program offerings

Executive Summary (continued)

Transformational Program Highlights

- Hosted financial literacy and energy efficiency community outreach events to residential hard-to-reach and residential low income communities in Maui, Hawaii and Honolulu counties
- Developed program objectives with Pahoa High & Intermediate School to initiate energy efficiency “science projects”
- Hosted Kupu-RISE (Rewarding Internships in Sustainable Employment) at the Hawaii Energy office and provided a detailed informational primer on Hawaii Energy programs, as well as fielded questions from their interns and managers
- Engaged local trade unions on Oahu and Maui islands; introduced them to Hawaii Energy programs and objectives; union leaders expressed support and eagerness to discuss opportunities to partner with Hawaii Energy in education and training efforts and to incorporate energy conservation and efficiency into their existing training curriculum

Key Performance Metrics

Key Performance Metrics	This Month's Results	YTD Results	PY2011 Targets	YTD % of Target PY2011
Annual Energy Savings Impacts (Net Generation Level)				
Residential (MWh) ¹	7,269	16,021	64,015	24.7%
Business (MWh)	2,866	14,957	44,485	34.4%
Peak Demand (kW)	1,452	4,725	16,401	28.8%
Total Resource Benefit	\$13,536,351	\$38,086,991	\$116,230,842	32.5%
Island Equity ² (% Incentives Paid)				
Oahu	\$625,256.16	\$2,632,066.66	\$16,507,381.00	15.9%
Maui County	\$259,575.79	\$513,162.54	\$2,889,472.00	17.8%
Hawaii County	\$96,961.45	\$439,761.05	\$2,772,025.00	15.9%
Transformation Infrastructure Development				
Government Support Milestones ³	1	1	4	25.0%
Education and Training Milestones ⁴	1	1	4	25.0%
Financials				
Total Non-Incentives Billed ⁵	\$687,749.87	\$2,706,597.91	\$9,969,511	27.1%
Total Residential and Business Incentives Billed	\$895,485.55	\$3,290,238.72	\$19,974,424	16.5%
Total Transformational Billed	\$86,307.85	\$294,751.86	\$2,194,455	13.4%
Total Program Costs Billed	\$1,669,543.27	\$6,291,588.49	\$32,138,390	19.6%

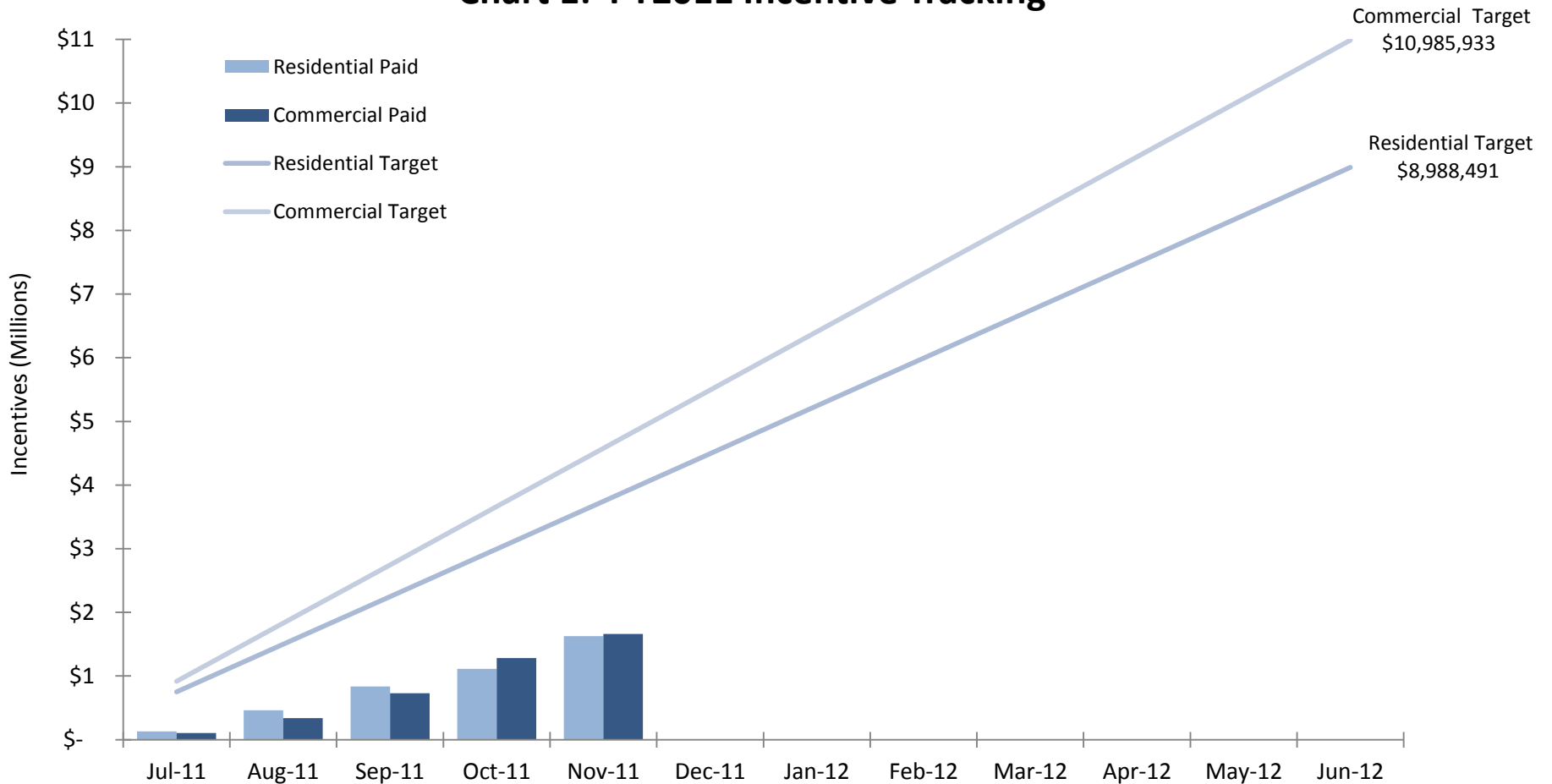
Notes:

1. Increase due to 260,000+ CFLs invoiced in November, accounting for 85% of the energy accomplishment for the month
2. See Appendix A for more details
3. Government Clean Energy Strategy and Support Task Options – Participate and Maintain Leadership Roles within Statewide Sustainability Organizations such as Rebuild Hawaii.
4. Clean Energy Education and Training Support Task Options – Outreach to Hard to Reach Low Income.
5. Total Non-Incentives Billed reflects the deduction of performance incentive fees for the award pool (\$700,000).

Performance Charts

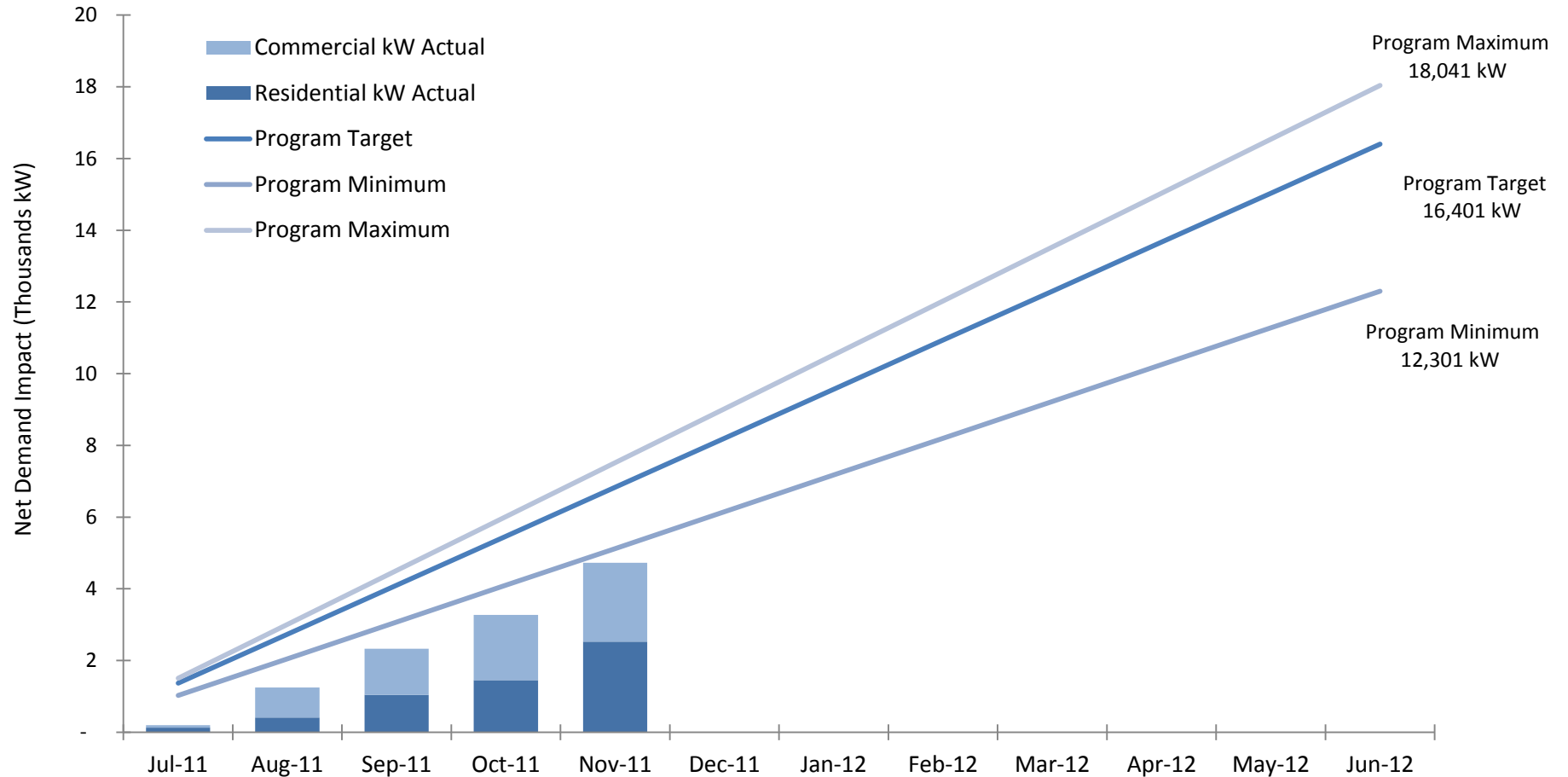
1. *PY2011 Incentive Payment Tracking* – This chart shows the paid versus target incentives for PY2011.

Chart 1: PY2011 Incentive Tracking



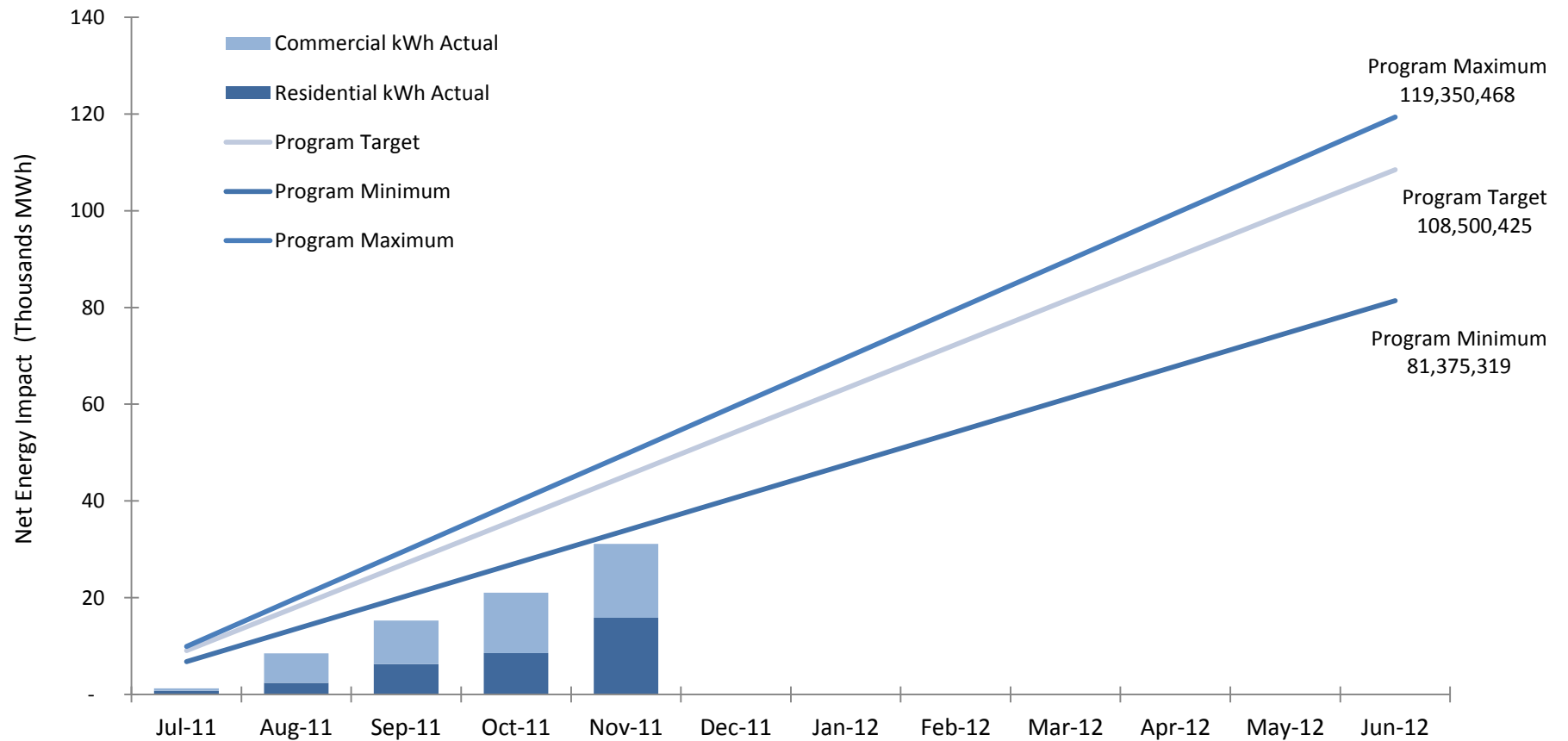
2. *PY2011 Net Demand Impact Tracking* – This chart shows the combined demand impact versus target for PY2011.

Chart 2: PY2011 Net Demand Impact Tracking



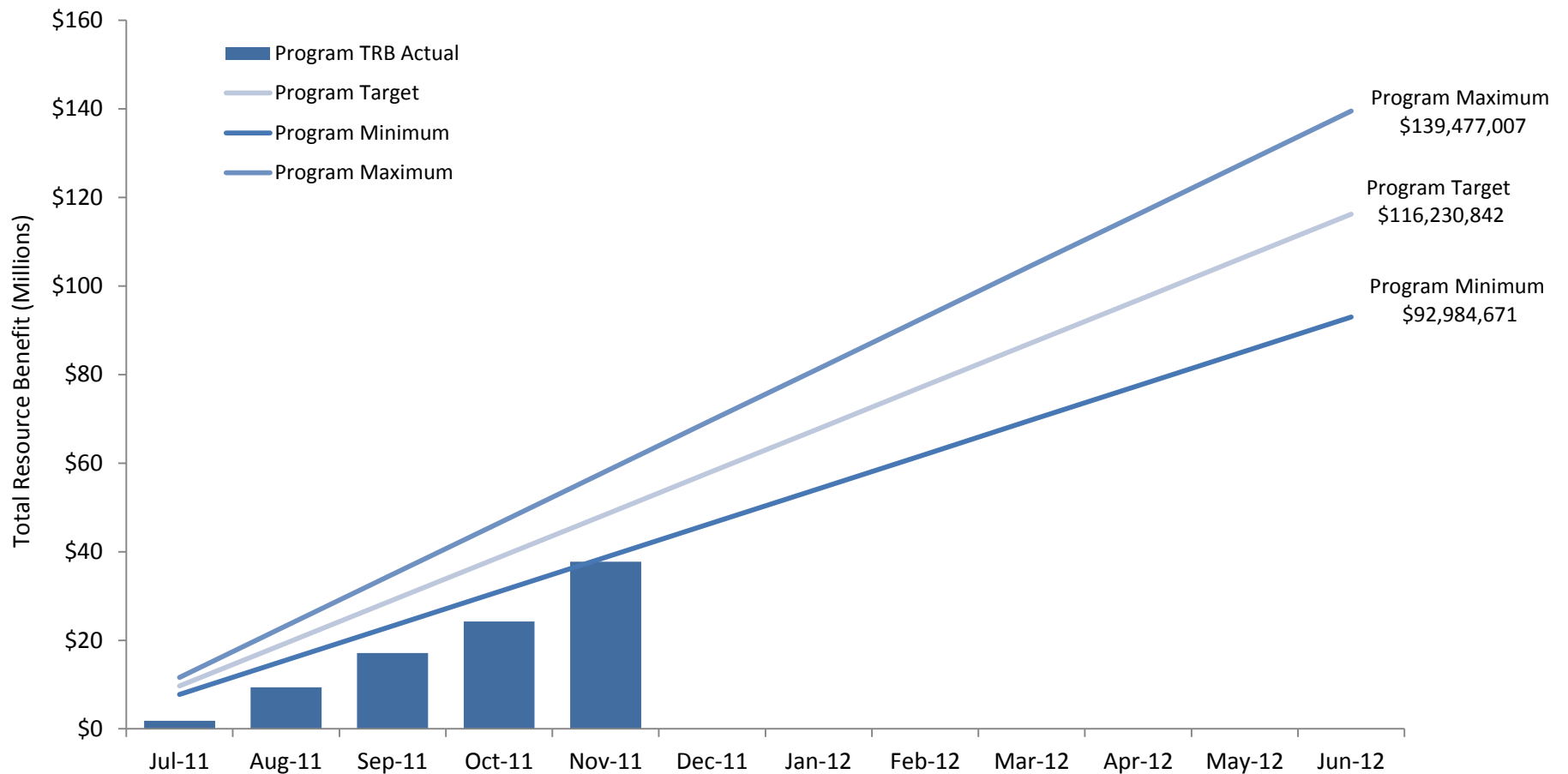
3. *PY2011 Net Energy Impact Tracking* – This chart shows the net energy impact versus target for PY2011.

Chart 3: PY2011 Net Energy Impact Tracking



4. *PY2011 Total Resource Benefit Impact Tracking* – This chart shows the total resource benefit impact versus target for PY2011.

Chart 4: PY2011 Total Resource Benefit Impact Tracking



The following key Advertising, Marketing & Publicity activities took place this month:

Media Outlet	Subject	Date
Hawaiian Electric Company (HECO), Hawaii Electric Light Company (HELCO) and Maui Electric Company (MECO) residential bill mailers	Promotion of the <i>Bounty Program</i> , “We Pick Up, We Recycle, You Get Paid!,” and CFL instant rebates	1-Nov through 30-Nov
<i>Green Magazine</i> (greenmagazinehawaii.com)	Media Coverage: “Top Ranking - Hawai'i is Ranked 12th in Energy Efficiency for a Second Year, According to the American Council for an Energy-Efficient Economy's 2011 State Scorecard”	3-Nov

The following key Marketing Outreach events took place this month:

Event	Audience	Subject	Count	Date
Lighting workshop hosted by Philips at Honolulu Country Club	Business managers and purchasing agents	Presentation about Hawaii Energy business and residential program offerings	125	1-Nov
Lighting workshop hosted by Philips at Natural Energy Laboratory of Hawaii Authority (NELHA) Conference Center in Kona	Business managers and purchasing agents	Presentation about Hawaii Energy business and residential program offerings	52	2-Nov
Lighting workshop hosted by Philips at Kahili Golf & Country Club on Maui	Business managers and purchasing agents	Presentation about Hawaii Energy business and residential program offerings	32	3-Nov
Meeting with Blue Planet Foundation	Key Blue Planet Foundation staff	Discussion about potential partnerships	7	14-Nov
CarrotMob event at The Wine Stop in Honolulu	General population	Social marketing event to help the store fundraise for energy-saving equipment; supported through giveaway of 120 LEDs and 120 advanced power strips to customers	330	19-Nov

The following Education & Training Outreach events took place this month:

Event	Audience	Subject	Count	Date
Contractor trainings	Electrical contractors	Introduction of Hawaii Energy program	10	2-Nov
Lighting vendor seminar	Various customers, hotel engineers, contractors and utility personnel	Introduction of Hawaii Energy program and updates	32	3-Nov
Hawaii County Parks and Recreation meeting	Director, deputy director, planner, recreation administrator, complex manager, deputy corporation and administrative staff	Introduction of Hawaii Energy program; discussion about potential projects for next program year	7	7-Nov
Illuminating Engineering Society meeting	Industry contractors	Introduction of business and residential programs	20	9-Nov
Hawaii Island Community Town meeting	West Hawaii Island residents	Presentation of Hawaii Energy program overview, as well as residential participation in energy conservation measures and incentive opportunities	65	15-Nov
Lighting and electrical contractor trade show	Electrical contractors, electricians and customers	Introduction of Hawaii Energy program	100	16-Nov

The following Program events took place this month:

Event	Audience	Subject	Count	Date
Customer meeting	Property management	Discussion about parking garage demand ventilation control	3	9-Nov
Plumbers Union meeting	President and business agent	Introduction of Hawaii Energy program; discussion about training opportunities for trade association	6	9-Nov
Vendor meeting	Engineering company	Discussion about mass metering of downtown Honolulu central chiller plants	3	14-Nov
Contractor meeting	Plumbing division	Presentation of Hawaii Energy program overview	10	15-Nov
Mayor's Energy Advisory Commission meeting	Commissioners	Presentation of Hawaii Energy program updates	15	16-Nov
Green building consultant meeting	Program manager and green building consultants	Discussion about Hawaii program updates, as well as energy study and incentive program with consultants	4	16-Nov
American Electric Contractor training	Electrical installers and sales staff	Introduction of Hawaii Energy program	10	17-Nov
Customer meeting	Queens Medical facilities staff, Trane Company and Chelsea Group	Site visit of central chiller plant meter installation	6	18-Nov

The following Program events took place this month (continued):

Event	Audience	Subject	Count	Date
University of Hawaii at Hilo meeting	Vice chancellor, program director and instructor	Discussion about large campus-wide renovation project details	3	18-Nov
Electrical equipment vendor meeting	General manager and sales staff	Discussion about Hawaii Energy program, lighting products and industry matters	4	19-Nov
Maui electricians and vendors meeting	Managers and sales staff	Discussion about Hawaii Energy program, lighting products and industry matters	4	29-Nov
Community college project meeting	HVAC contractors	Discussion about project assistance	3	30-Nov
Oahu Hotel Engineering meeting	Chief engineers	Presentation of Hawaii Energy program overview	4	30-Nov
Program overview meeting	Chief executive officer, chief operating officer, vice president, finance and sales director	Discussion about commercial building incentives for tie-in to Sea Water Air Conditioning (SWAC) project	4	30-Nov

The following Transformational events took place this month:

Event	Audience	Subject	Count	Date
The Church of Jesus Christ of Latter-day Saints (LDS Church), Waianae Ward, Oahu	Church members	Financial literacy and energy efficiency	53	1-Nov
Kuha'o Business Center, Molokai	Annette Pauole-Ahakuelo	Annual Molokai Food & Business Expo	2	5-Nov
EAH Housing – Kekaulike Courtyard and Chinatown Manor, Oahu	Susanna Sites and Louise Li	Oahu presentation planning	2	7-Nov
Department of Hawaiian Home Lands (DHHL) home buyer education workshop by Helen Wai, Molokai	Native Hawaiians on wait list for Hawaiian Home Lands home ownership	Presentation of financial literacy course on Molokai (home buyer education funded by DHHL energy efficiency integrated via agreement)	12	9-Nov and 10-Nov
LDS Church , Hoolehua and Kaunakakai, Molokai	Adele Lee and Rosie Davis	Molokai presentation planning	2	10-Nov
Maui County Council engagement	Councilmember Elle Cochran and staff	Maui County outreach, education and training	3	10-Nov
Maui Economic Development Board (MEDB) - Island Energy Inquiry workshop	Select educators in Maui County	Island Energy Inquiry Teacher training workshops entitled "Train The Trainer"	20	11-Nov
Molokai High School, Molokai	High school students	Financial literacy and energy efficiency on Molokai	44	15-Nov

The following Transformational events took place this month (continued):

Event	Audience	Subject	Count	Date
Molokai High School Library, Molokai	Parents and community members	Financial literacy and energy efficiency on Molokai	40	15-Nov
Sheraton Waikiki Employee Energy Fair, Oahu	Sheraton Waikiki employees	Program introduction and advanced power strip and LED lamp giveaway	300+	16-Nov
Mali Land Transitional Housing Project, Oahu	Baylene Thompson	Financial literacy and energy efficiency on Oahu	21	18-Nov
DHHL home buyer education workshop by Helen Wai, Oahu	Native Hawaiians on wait list for Hawaiian Home Lands home ownership	Presentation of financial literacy course on Oahu (home buyer education funded by DHHL energy efficiency integrated via agreement)	23	19-Nov
Lanakila Public Housing, Hawaii Island	George DeMello	Financial literacy and energy efficiency on Hawaii Island	20	23-Nov
Big Island Workplace Connection	Department of Human Services, Hawaii Community College, Hawaii County Economic Opportunity Council, Hilo Community School for Adults, Maui Economic Opportunity, Senior Training & Employment Program and other parties	Hawaii Island presentation planning	15	23-Nov

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – November 2011 (11/1/11 – 11/30/11)



Hawaii Energy

Budget Status Table

	November Allocations	Allocations to Date	PY11 Budget	Percent Spent
Residential Programs				
Residential Program Ops and Management				
REEM	\$ 208,813.67	\$ 747,697.39	\$ 1,968,983.00	38%
RESM	\$ 6,548.62	\$ 20,050.50	\$ 116,146.00	17%
RHTR	\$ 6,777.41	\$ 13,523.94	\$ 136,861.00	10%
Total Residential Programs	\$ 222,139.70	\$ 781,271.83	\$ 2,221,990.00	35%
Residential Market Evaluation	\$ 1,160.00	\$ 8,593.68	\$ 55,100.00	16%
Residential Outreach	\$ 69,069.26	\$ 211,176.00	\$ 1,065,950.00	20%
Total Residential Non-Incentive	\$ 292,368.96	\$ 1,001,041.51	\$ 3,343,040.00	30%
Residential Incentives				
REEM	\$ 512,058.18	\$ 1,600,699.94	\$ 7,731,438.00	21%
RESM	\$ 3,050.00	\$ 25,843.00	\$ 608,000.00	4%
RHTR	\$ 633.74	\$ 2,850.82	\$ 649,053.00	0%
Subtotal Residential Incentives	\$ 515,741.92	\$ 1,629,393.76	\$ 8,988,491.00	18%
Residential Transformational	\$ 48,331.07	\$ 167,469.27	\$ 987,505.00	17%
Total Residential Incentives	\$ 564,072.99	\$ 1,796,863.03	\$ 9,975,996.00	18%
Total Residential Programs	\$ 856,441.95	\$ 2,797,904.54	\$ 13,319,036.00	21%
Business (C&I) Programs				
Business Programs Ops and Management				
BEEM	\$ 74,333.70	\$ 389,324.78	\$ 917,882.00	42%
CBEEM	\$ 39,055.30	\$ 290,255.91	\$ 866,259.00	34%
BESM	\$ 47,538.29	\$ 99,402.32	\$ 397,373.00	25%
BHTR	\$ 38,583.69	\$ 73,283.12	\$ 375,005.00	20%
Total Business Programs	\$ 199,510.98	\$ 852,266.13	\$ 2,556,519.00	33%
Business Market Evaluation	\$ 11,935.00	\$ 88,386.07	\$ 152,475.00	58%
Business Outreach	\$ 69,428.56	\$ 246,937.79	\$ 1,376,945.00	18%
Total Business Non-Incentive	\$ 280,874.54	\$ 1,187,589.99	\$ 4,085,939.00	29%
Business Incentives				
1 BEEM	\$ 312,904.67	\$ 1,335,940.00	\$ 5,697,100.00	23%
CBEEM	\$ 9,212.00	\$ 262,356.00	\$ 1,459,833.00	18%
BESM	\$ 4,922.00	\$ 4,922.00	\$ 3,027,000.00	0%
1 BHTR	\$ 57,626.96	\$ 57,626.96	\$ 802,000.00	7%
Subtotal Business Incentives	\$ 379,743.63	\$ 1,660,844.96	\$ 10,985,933.00	15%
Business Transformational	\$ 37,976.78	\$ 127,282.59	\$ 1,206,950.00	11%
Total Business Incentives	\$ 417,720.41	\$ 1,788,127.55	\$ 12,192,883.00	15%
Total Business Programs	\$ 698,594.95	\$ 2,975,717.54	\$ 16,278,822.00	18%
Total Services and Initiatives	\$ 1,555,036.90	\$ 5,773,622.08	\$ 29,597,858.00	20%
Supporting Services				
Supporting Services	\$ 139,266.25	\$ 674,712.33	\$ 2,091,909.00	32%
Total Supporting Services	\$ 139,266.25	\$ 674,712.33	\$ 2,091,909.00	32%
Subtotal Non-Incentive (Prior to Tax)	\$ 712,509.75	\$ 2,863,343.83	\$ 9,520,888.00	30%
Less Performance Incentives (Prior to Tax)	\$ (55,708.36)	\$ (278,541.80)	\$ (700,000.00)	
Subtotal Non-Incentive Less Performance Incentives (PI)	\$ 656,801.39	\$ 2,584,802.03	\$ 8,820,888.00	
Total Tax on Non-Incentive Without PI	\$ 30,948.48	\$ 121,795.88	\$ 448,623.00	
Performance Incentive Award (Inclusive of Tax)		\$ -	\$ 700,000.00	
Subtotal Non-Incentive Billed	\$ 687,749.87	\$ 2,706,597.91	\$ 9,969,511.00	27%
Subtotal Residential and Business Customer Incentives	\$ 895,485.55	\$ 3,290,238.72	\$ 19,974,424.00	16%
Subtotal Transformational Incentives	\$ 86,307.85	\$ 294,751.86	\$ 2,194,455.00	13%
Sub-Total Estimated Contractor Costs	\$ 1,669,543.27	\$ 6,291,588.49	\$ 32,138,390.00	20%
Performance Awards in Excess of Target Levels			\$ 133,000.00	
Total Estimated Contractor Costs, including Performance Awards in Excess of Target Levels			\$ 32,138,390.00	

Footnote: 1. \$57,626.96 Toshiba LED Lights (\$33,890.33 allocated in October and \$23,736.63 allocated in November) were reallocated from BEEM to BHTR this period.

Appendix A – Island Equity Details

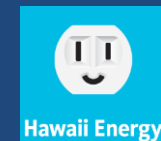
Reported	TOTAL			REGULAR			TRANSFORMATIONAL		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
PY11 Target	\$ 16,507,381	\$ 2,772,025	\$ 2,889,472						
Jul-11	\$ 199,366.44	\$ 30,278.54	\$ 24,907.07	\$ 192,230.00	\$ 23,352.00	\$ 17,980.53	\$ 7,136.44	\$ 6,926.54	\$ 6,926.54
Aug-11	\$ 470,619.19	\$ 82,455.47	\$ 58,819.02	\$ 455,129.00	\$ 67,420.87	\$ 43,784.42	\$ 15,490.19	\$ 15,034.60	\$ 15,034.60
Sep-11	\$ 649,143.78	\$ 97,907.22	\$ 91,481.54	\$ 623,036.28	\$ 78,172.25	\$ 64,124.49	\$ 26,107.50	\$ 19,734.97	\$ 27,357.05
Oct-11	\$ 687,681.09	\$ 132,158.37	\$ 78,379.12	\$ 664,532.40	\$ 109,515.44	\$ 55,475.49	\$ 23,148.69	\$ 22,642.93	\$ 22,903.63
Nov-11	\$ 625,256.16	\$ 96,961.45	\$ 259,575.79	\$ 595,366.32	\$ 67,400.36	\$ 232,718.87	\$ 29,889.84	\$ 29,561.09	\$ 26,856.92
Dec-11	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Jan-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Feb-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Mar-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Apr-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
May-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Jun-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PTD Total	\$ 2,632,066.66	\$ 439,761.05	\$ 513,162.54	\$ 2,530,294.00	\$ 345,860.92	\$ 414,083.80	\$ 101,772.66	\$ 93,900.13	\$ 99,078.74

Appendix B – Complaint Report

Date Initiated	Channel	Customer Contact Information ¹	Customer Name ¹	Description of Dispute	Actions Taken	Date Resolved
30-Nov	E-mail			Customer purchased ENERGY STAR® refrigerator from Lowe's approximately 1-1/2 months ago for advertised \$125 rebate. Customer was advised by the store that delivery people would complete rebate form on their behalf. However, delivery people knew nothing about rebate form when they made delivery. Customer called store and was told they would mail the rebate form to them. Form not received after three weeks so customer called Hawaii Energy for a rebate form.	<ul style="list-style-type: none">• Program Manager called customer and mailed rebate form to him.• Program Manager also escalated the complaint to Lowe's Iwilei Manager to discuss with salesperson.	1-Dec

Note:

1. To protect the customers' privacy, this information will be redacted in the final version of the monthly reports made available to the public at www.HawaiiEnergy.com.



Executive Summary

Administrative Highlights

- Hired Douglas Moose as IT Leader to assist with improving our technology and database capabilities
- Focused on process improvement to expedite and improve quality of reporting to the Hawaii Public Utilities Commission

Program Operation Highlights

- In partnership with Blue Planet Foundation, concluded the *Hui Up* Molokai project, which encouraged residents to turn in old, inefficient refrigerators for recycling in exchange for new ENERGY STAR® units; the final shipment of refrigerators was distributed, bringing the project total to 144 recycled, inefficient units
- Signed a Memorandum of Understanding with Philips Lighting as a participating manufacturer and distributor for the *High Efficiency Lighting Program* for CFLs and LEDs aligning with our strategy to maximize product availability throughout our retail network
- Arrival of product from CFL manufacturer, GreenLite, to retail outlets expanding Hawaii Energy's retail network to offer more opportunities for the public to purchase CFLs

Marketing Highlights

- Partially sponsored television show entitled "*Made in Hawaii Part 2: Advances in Hawaii Energy Technology*," which was part of a six-show series called "*Hawaii: The State of Clean Energy*;" Hawaii Energy was one of a number of entities that supported the series
- Provided financial support (with Wal-Mart) for a solar-powered holiday exhibit on display at the 2011 Honolulu City Lights to promote energy efficiency; exhibit was designed and built by the Lego Enthusiasts Association of Hawaii, Sunetric, Blue Planet Foundation and members of the University of Hawaii Solar Decathlon Team
- Promoted the Rebuild Hawaii Consortium quarterly meeting and webcast with a media advisory, as well as via Hawaii Energy's e-newsletter, website and social media channels

Outreach Highlights

- Presented business and residential program offerings to approximately 120 attendees and 380 online viewers at Rebuild Hawaii Consortium's quarterly meeting; hosted a live webcast and archived the video of the event on the Hawaii Energy website
- Participated in a second Oahu "Carrotmob," hosted by Kanu Hawaii to help Kale's Natural Foods in Honolulu fundraise for recycling and sustainability equipment; Hawaii Energy supported the event through a giveaway of approximately 300 advanced power strips and LEDs to customers

Transformational Program Highlights

- Actively engaged the State Department of Labor and Industrial Relations to explore opportunities to collaborate and supplement their workforce development efforts, with a strong emphasis on hosting an energy-focused career and education fair at Leeward Community College on April 4, 2012
- Confirmed training schedule and agenda for a series of two-day energy efficiency courses to be held on Hawaii Island, Maui and Oahu beginning February 20, 2012; courses will be conducted by Energy Efficiency Funding Group, Inc., based in California
- Established goals and action items for continuation and expansion of the "Kukui Cup," an energy efficiency competition and educational program created by the University of Hawaii at Manoa (UHM)
- Executed Memorandum of Agreement with Hawaii Pacific University (HPU) to install energy monitors in six of their buildings (residence halls and an administration building) with the long-term goal of expanding the Kukui Cup competition to HPU in Fall 2012

Key Performance Metrics

Key Performance Metrics	This Month's Results	YTD Results	PY2011 Targets	YTD % of Target PY2011
Annual Energy Savings Impacts (Net Generation Level)				
Residential (MWh)	1,710	17,731	64,015	27.7%
Business (MWh)	3,870	18,827	44,485	42.3%
Peak Demand (kW)	672	5,397	16,401	32.9%
Total Resource Benefit	\$6,460,042	\$44,547,033.15	\$116,230,842	38.3%
Island Equity¹ (% Incentives Paid)				
Oahu	\$775,040.75	\$3,414,085.45	\$16,507,381	20.7%
Maui County	\$101,070.70	\$611,029.86	\$2,889,472	21.1%
Hawaii County	\$181,069.80	\$617,056.52	\$2,772,025	22.3%
Transformation Infrastructure Development				
Government Support Milestones	0	1	4	25.0%
Education and Training Milestones ²	1	2	4	50.0%
Financials				
Total Non-Incentives Billed ³	\$882,233.80	\$3,588,831.71	\$9,969,511	36.0%
Total Residential and Business Incentives Billed ⁴	\$996,539.46	\$4,286,778.18	\$19,974,424	21.5%
Total Transformational Billed	\$60,641.79	\$355,393.65	\$2,194,455	16.2%
Total Program Costs Billed	\$1,939,415.05	\$8,231,003.54	\$32,138,390	25.6%

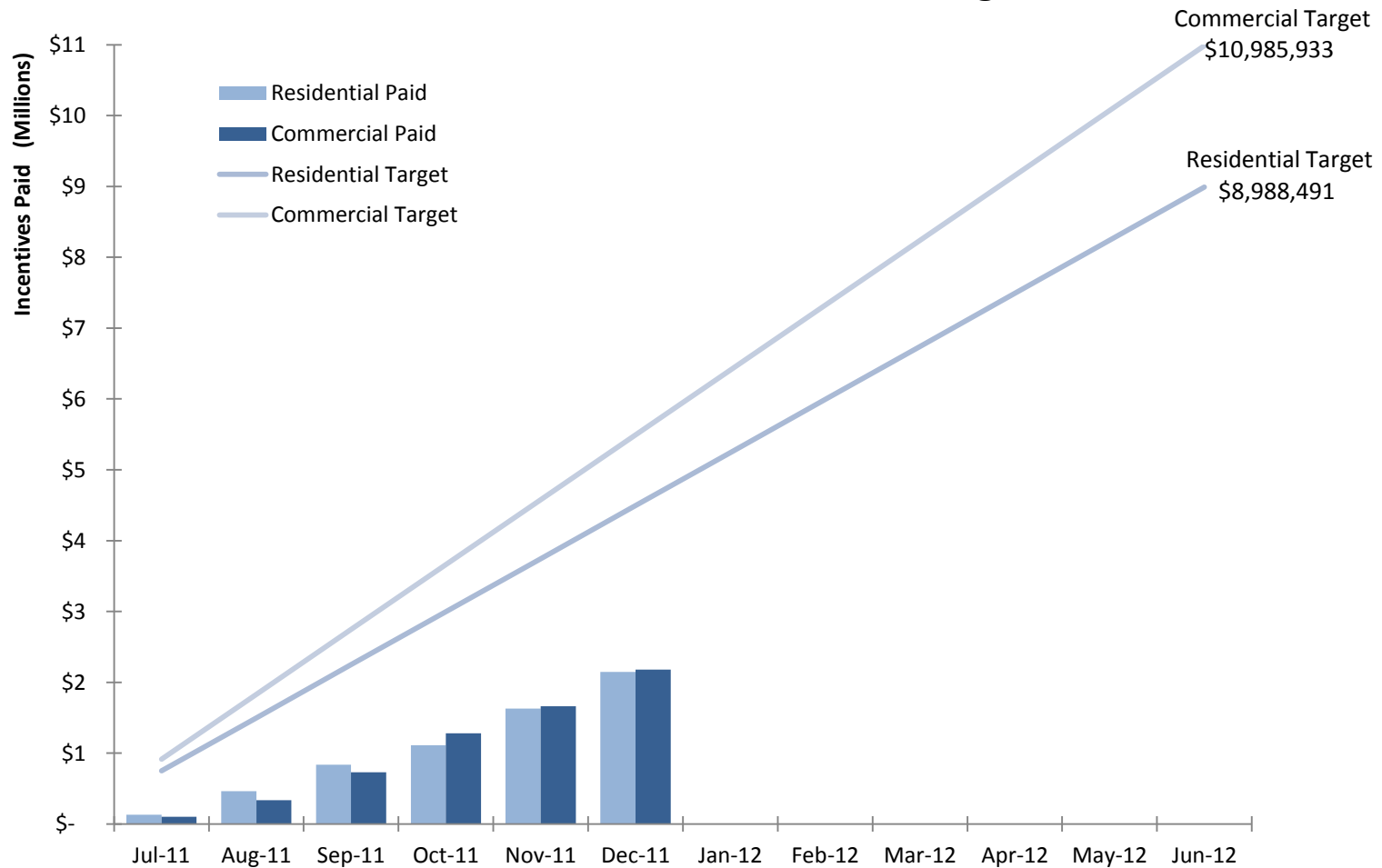
Notes:

1. See Appendix A for more details.
2. Clean Energy Education and Training Support Task Options – Implement K-12 Energy Efficiency Training such as National Energy Education Development Program
3. Total Non-Incentives Billed reflects the deduction of performance incentive fees for the award pool (\$700,000).
4. \$210,000 for Peer Comparison Program billed to residential incentives in December with no savings claimed.

Performance Charts

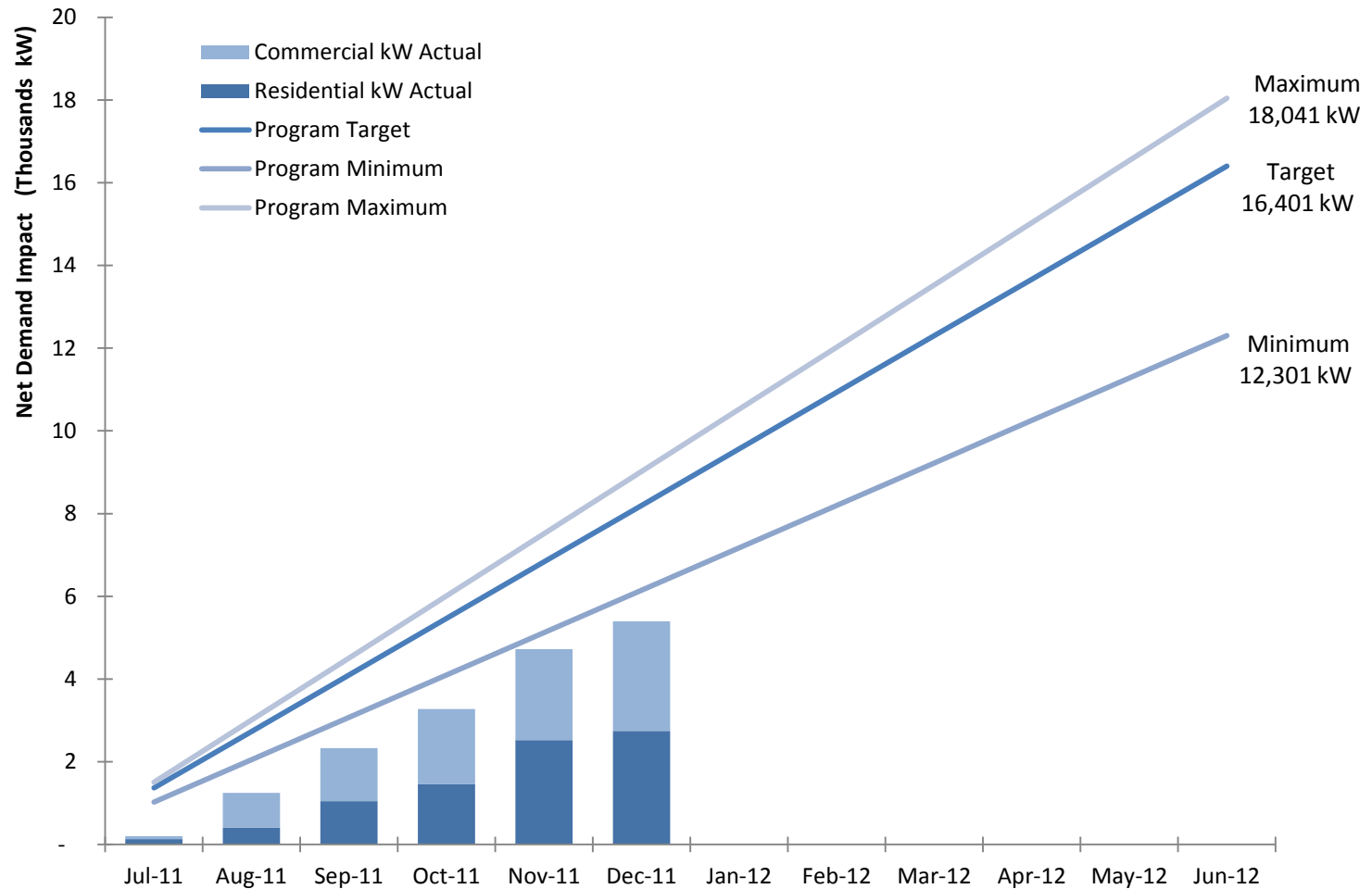
1. *PY2011 Incentive Payment Tracking – This chart shows the paid versus target incentives for PY2011.*

Chart 1: PY2011 Incentive Tracking



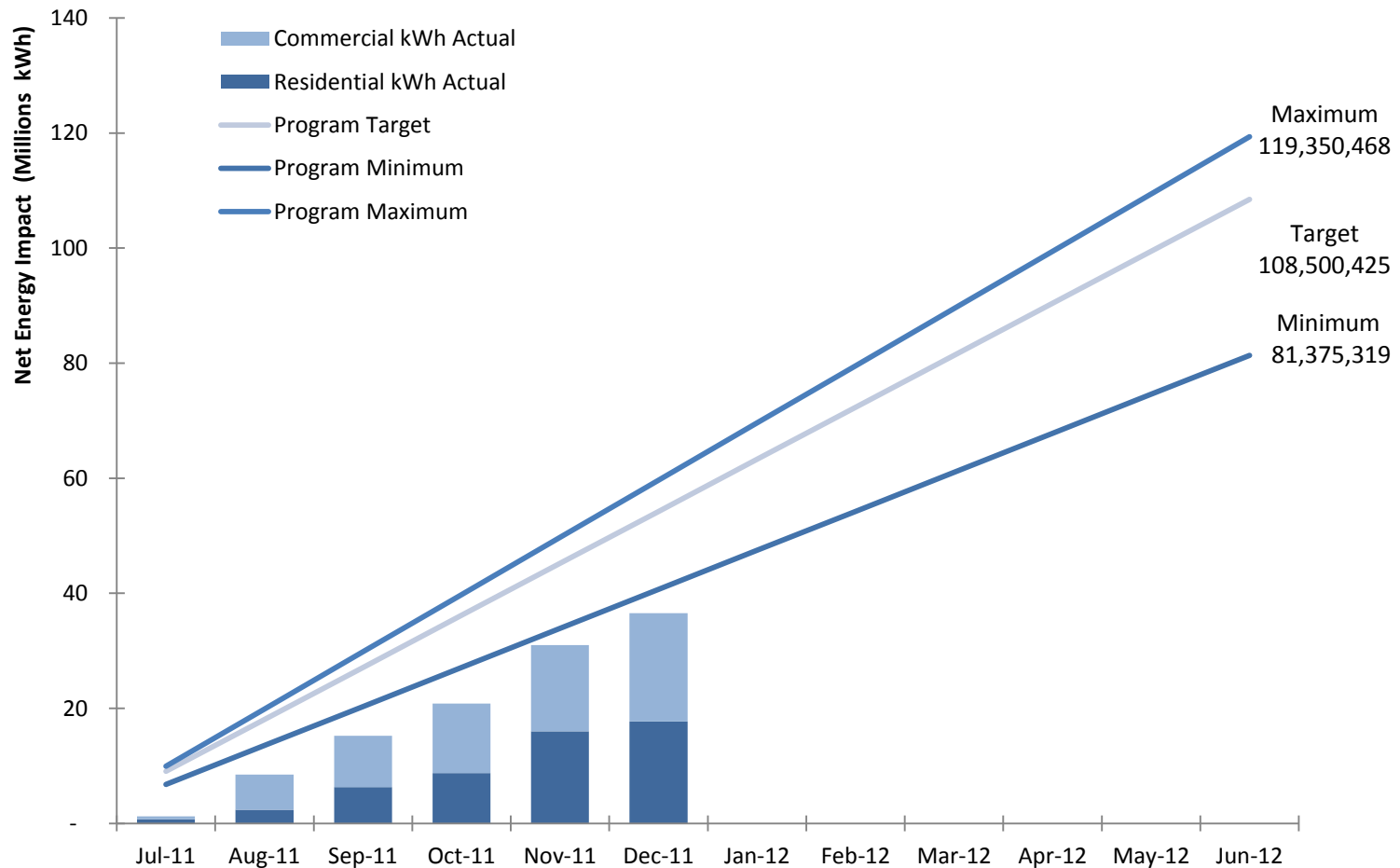
2. *PY2011 Net Demand Impact Tracking* – This chart shows the combined demand impact versus target for PY2011.

Chart 2: PY2011 Net Demand Impact Tracking



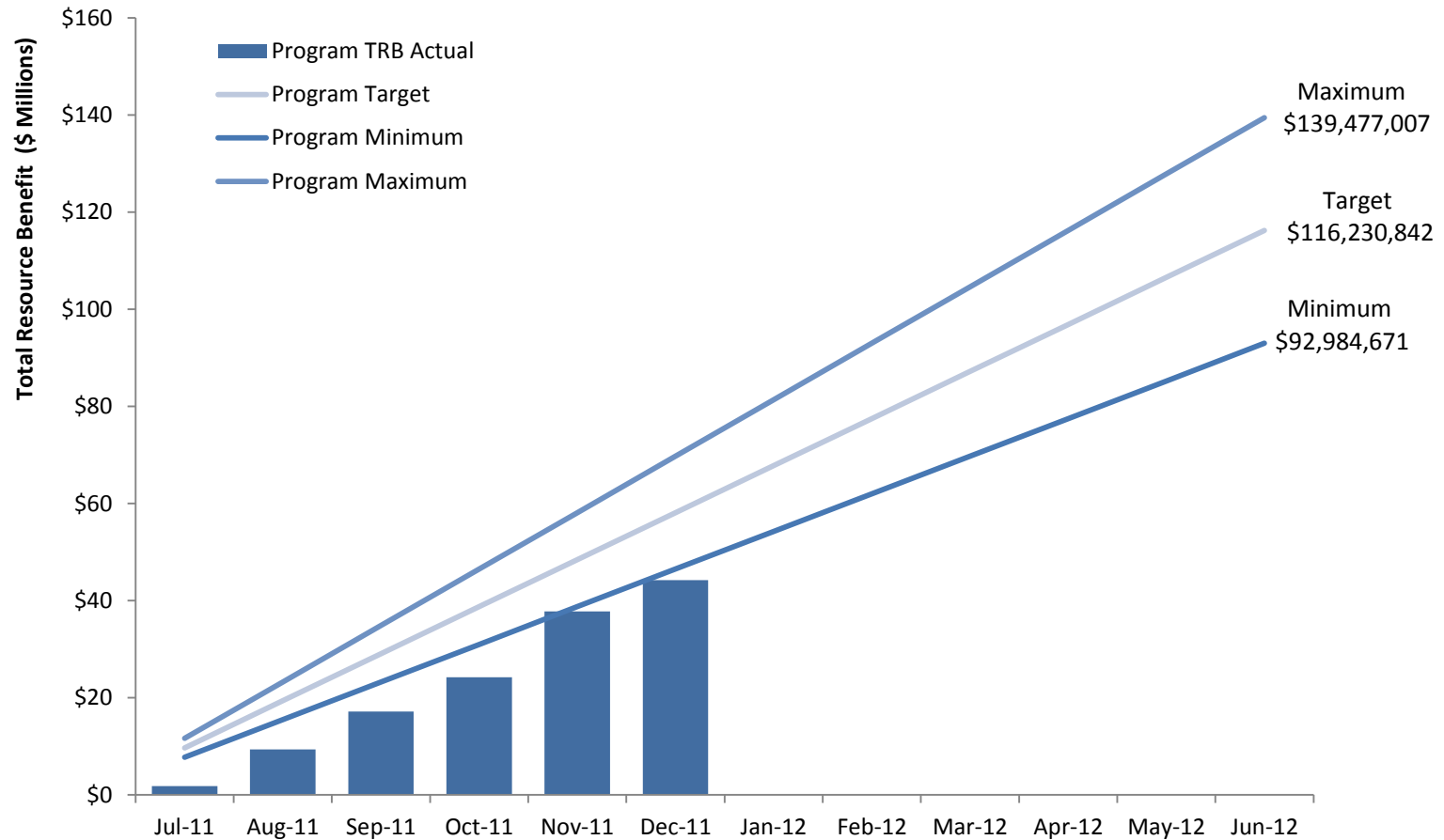
3. *PY2011 Net Energy Impact Tracking* – This chart shows the net energy impact versus target for PY2011.

Chart 3: PY2011 Net Energy Impact Tracking



4. *PY2011 Total Resource Benefit Impact Tracking* – This chart shows the total resource benefit impact versus target for PY2011.

Chart 4: PY2011 Total Resource Benefit Impact Tracking



The following key Advertising, Marketing & Publicity activities took place this month:

Media Outlet	Subject	Date
<i>Forest City Residential Management Community Newsletter</i> - Fall 2011 issue	Media coverage: “Energy Awareness Fair”	1-Oct through 31-Dec
<i>Hawaii Energy E-Newsletter</i> - Holiday 2011 issue	<i>Hawaii Energy E-Newsletter</i> : “Holiday Announcements”	1-Dec
Pacific Business News Biz Blog	Media coverage: “Energy Efficiency Focus of Rebuild Hawaii Meeting”	2-Dec
Businessweek.com	Media coverage: “Hawaii Businesses to Gather for Energy Efficiency”	6-Dec
KFoxTV.com	Media coverage: “Hawaii Businesses to Gather for Energy Efficiency”	6-Dec
TheRepublic.com	Media coverage: “Hawaii Government, Community Leaders Provide Information to Businesses About Energy Efficiency”	6-Dec
<i>Hawaii News Now (KHNL-8 and KGMB-9)</i>	Airing of television show entitled “ <i>Made in Hawaii Part 2: Advances in Hawaii Energy Technology</i> ”, which was part of a six-show series called “ <i>Hawaii: The State of Clean Energy</i> ”	14-Dec 15-Dec 17-Dec 18-Dec

The following key Marketing Outreach events took place this month:

Event	Audience	Subject	Count	Date
2011 Honolulu City Lights, Oahu	General population	Partial underwriting of solar-powered holiday exhibit on display at the 2011 Honolulu City Lights to promote energy efficiency	Unknown	1-Dec through 31-Dec
Rebuild Hawaii Consortium quarterly meeting “Building a More Energy Efficient Hawaii”, Oahu	Local energy efficiency leaders and peers, as well general population	Presentation of Hawaii Energy business and residential program offerings; webcast of the entire meeting; promotion of the event with a media advisory, as well as via Hawaii Energy’s e-newsletter, website and social media channels; archival and hosting of event video on Hawaii Energy website	120 (plus 380 online viewers)	6-Dec
Kanu Hawaii’s “Carrotmob” at Kale’s Natural Foods, Oahu	General population	Giveaway of approximately 300 advanced power strips and LEDs at “Carrotmob” social marketing event organized by Kanu Hawaii; event helped Kale’s Natural Foods raise money to purchase storefront recycling bins, cardboard recycling for the store and dine-in dishware to reduce business waste	400	10-Dec
Meeting with City and County of Honolulu’s Department of Environmental Services, Oahu	Department acting director, deputy director, civil engineer and public communications officer	Introduction of Hawaii Energy program offerings; discussion about potential partnership	4	21-Dec

The following Education & Training Outreach events took place this month:

Event	Audience	Subject	Count	Date
Hotel Association's senior citizen holiday dinner event, Maui	Senior citizens, hotel food & beverage staff and volunteers	LED giveaway at kupuna holiday dinner event	400+	8-Dec
State Department of Business, Economic Development, and Tourism (DBEDT) Green Hotel presentation, Oahu	DBEDT, hotel general managers and maintenance staff	Presentation of Hawaii Energy business program offerings	40	15-Dec
HELCO water pumping and motors workshop, Hawaii Island	HELCO account managers and large water-pumping customers	Presentation of Hawaii Energy business program offerings for motors, Variable Frequency Drives (VFDs) and customized incentives, as well as residential program offerings	28	15-Dec

The following Program events took place this month:

Event	Audience	Subject	Count	Date
Program overview, Hawaii Island	Property managers and staff	Helen Wai's presentation for hard-to-reach residents	20	2-Dec
Program overview, Oahu	Department of Public Works project engineer and project manager	Review remainder of military homes for Army and upcoming energy conservation measures for 2012	3	2-Dec
Program overview, Hawaii Island	Director, deputy director, park planner and engineers	Hawaii County Parks & Recreation meeting to discuss VFD energy savings and incentives	5	5-Dec
Program overview, Hawaii Island	Executive director, vista program coordinator and store manager	Discussed LED program and commercial rebate information for warehouse	3	6-Dec
Program introduction, Oahu	Hawaii Credit Union League	Introduction to <i>Solar Interest Buy Down</i> offering	6	7-Dec
Program overview, Maui	Hotel directors of engineering and association executive director	Presentation of Hawaii Energy program offerings, followed by questions and answers session	14	15-Dec
Program overview, Hawaii Island	Director, property managers and staff	Helen Wai's presentation for hard-to-reach residents	39	22-Dec

The following Transformational events took place this month:

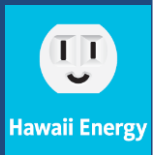
Event	Audience	Subject	Count	Date
NEED.org teacher training, Oahu	Public school teachers K-12	Participation and oversight of workshop and training as a part of a comprehensive teacher education program	25	5-Dec
Outreach at Chinatown Manor, Oahu	Residents of Chinatown Manor	Participation in a comprehensive outreach event; Hawaii Energy provided advanced power strips and informational materials to qualified attendees	60	6-Dec
NEED.org teacher training, Hawaii Island	Public school teachers K-12	Participation and oversight of workshop and training as a part of a comprehensive teacher education program	20	7-Dec
Pahoa High & Intermediate School outreach, Hawaii Island	KUPU, Kokua Hawaii and Pahoa High & Intermediate staff	Site visit and presentation of program objectives and next steps for the Energy Detective program	5	7-Dec
"7 Schools" program discussion, Oahu	Blue Planet Foundation	Discussion of potential collaboration and expansion in this successful pilot program	3	9-Dec
Solar industry survey results meeting, Oahu	State of Hawaii Department of Labor and Industrial Relations (DLIR) and energy partners	Participation in this presentation by DLIR and discussion on how the survey results can guide our program and future projects	5	12-Dec

The following Transformational events took place this month (continued):

Event	Audience	Subject	Count	Date
CFL bulb exchange meeting, (Meeting held on Oahu, but project will serve Maui and Hawaii counties)	Blue Planet Foundation	Management and direction of the Oahu CFL bulb exchange project in Maui and Hawaii counties	4	13-Dec
Rebuild Hawaii Consortium planning meeting, Oahu	State of Hawaii Energy Office and Energy Industries	Finalization of the agenda for the first quarterly Rebuild Hawaii Consortium Meeting of 2012	5	15-Dec

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – December 2011 (12/1/11 – 12/31/11)



Budget Status Table

	December Allocations	Allocations to Date	PY11 Budget	Percent Spent
<u>Residential Programs</u>				
Residential Program Ops and Management				
REEM	\$ 363,977.64	\$ 1,111,675.03	\$ 1,968,983.00	56%
RESM	\$ 3,730.13	\$ 23,780.63	\$ 116,146.00	20%
RHTR	\$ 10,204.68	\$ 23,728.62	\$ 136,861.00	17%
Total Residential Programs	\$ 377,912.45	\$ 1,159,184.28	\$ 2,221,990.00	52%
Residential Market Evaluation	\$ 586.12	\$ 9,179.80	\$ 55,100.00	17%
Residential Outreach	\$ 74,274.21	\$ 285,450.21	\$ 1,065,950.00	27%
Total Residential Non-Incentive	\$ 452,772.78	\$ 1,453,814.29	\$ 3,343,040.00	43%
Residential Incentives				
REEM	\$ 445,984.81	\$ 2,046,684.75	\$ 7,731,438.00	26%
RESM	\$ 100.00	\$ 25,943.00	\$ 608,000.00	4%
RHTR	\$ 34,237.95	\$ 37,088.77	\$ 649,053.00	6%
Subtotal Residential Incentives	\$ 480,322.76	\$ 2,109,716.52	\$ 8,988,491.00	23%
Residential Transformational	\$ 35,811.67	\$ 203,280.94	\$ 987,505.00	21%
Total Residential Incentives	\$ 516,134.43	\$ 2,312,997.46	\$ 9,975,996.00	23%
Total Residential Programs	\$ 968,907.21	\$ 3,766,811.75	\$ 13,319,036.00	28%
<u>Business (C&I) Programs</u>				
Business Programs Ops and Management				
BEEM	\$ 66,805.21	\$ 456,129.99	\$ 917,882.00	50%
CBEEM	\$ 37,374.37	\$ 327,630.28	\$ 866,259.00	38%
BESM	\$ 46,823.40	\$ 146,225.72	\$ 397,373.00	37%
BHTR	\$ 41,499.53	\$ 114,782.65	\$ 375,005.00	31%
Total Business Programs	\$ 192,502.51	\$ 1,044,768.64	\$ 2,556,519.00	41%
Business Market Evaluation	\$ 10,327.50	\$ 98,713.57	\$ 152,475.00	65%
Business Outreach	\$ 102,537.66	\$ 349,475.45	\$ 1,376,945.00	25%
Total Business Non-Incentive	\$ 305,367.67	\$ 1,492,957.66	\$ 4,085,939.00	37%
Business Incentives				
1 BEEM	\$ 246,433.50	\$ 1,582,373.50	\$ 5,697,100.00	28%
CBEEM	\$ 214,956.00	\$ 477,312.00	\$ 1,459,833.00	33%
BESM		\$ 4,922.00	\$ 3,027,000.00	0%
1 BHTR	\$ 54,827.20	\$ 112,454.16	\$ 802,000.00	14%
Subtotal Business Incentives	\$ 516,216.70	\$ 2,177,061.66	\$ 10,985,933.00	20%
Business Transformational	\$ 24,830.12	\$ 152,112.71	\$ 1,206,950.00	13%
Total Business Incentives	\$ 541,046.82	\$ 2,329,174.37	\$ 12,192,883.00	19%
Total Business Programs	\$ 846,414.49	\$ 3,822,132.03	\$ 16,278,822.00	23%
Total Services and Initiatives	\$ 1,815,321.70	\$ 7,588,943.78	\$ 29,597,858.00	26%
<u>Supporting Services</u>				
Supporting Services	\$ 140,101.53	\$ 814,813.86	\$ 2,091,909.00	39%
Total Supporting Services	\$ 140,101.53	\$ 814,813.86	\$ 2,091,909.00	39%
Subtotal Non-Incentive (Prior to Tax)	\$ 898,241.98	\$ 3,761,585.81	\$ 9,520,888.00	40%
Less Performance Incentives (Prior to Tax)	\$ (55,708.36)	\$ (334,250.16)	\$ (700,000.00)	
Subtotal Non-Incentive Less Performance Incentives (PI)	\$ 842,533.62	\$ 3,427,335.65	\$ 8,820,888.00	
Total Tax on Non-Incentive Without PI	\$ 39,700.18	\$ 161,496.06	\$ 448,623.00	
Performance Incentive Award (Inclusive of Tax)		\$ -	\$ 700,000.00	
Subtotal Non-Incentive Billed	\$ 882,233.80	\$ 3,588,831.71	\$ 9,969,511.00	36%
Subtotal Residential and Business Customer Incentives	\$ 996,539.46	\$ 4,286,778.18	\$ 19,974,424.00	21%
Subtotal Transformational Incentives	\$ 60,641.79	\$ 355,393.65	\$ 2,194,455.00	16%
Sub-Total Estimated Contractor Costs	\$ 1,939,415.05	\$ 8,231,003.54	\$ 32,138,390.00	26%
Performance Awards in Excess of Target Levels			\$ 133,000.00	
Total Estimated Contractor Costs, including Performance Awards in Excess of Target Levels			\$ 32,138,390.00	

Footnote: 1. \$54,827.20 Toshiba LED Lights were reallocated from BEEM to BHTR this period.

Appendix A – Island Equity Details

Reported	TOTAL			REGULAR			TRANSFORMATIONAL		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
PY11 Target	\$ 16,507,381	\$ 2,772,025	\$ 2,889,472						
Jul-11	\$ 199,366.44	\$ 30,278.54	\$ 24,907.07	\$ 192,230.00	\$ 23,352.00	\$ 17,980.53	\$ 7,136.44	\$ 6,926.54	\$ 6,926.54
1 Aug-11	\$ 470,619.30	\$ 82,455.58	\$ 58,819.13	\$ 455,129.00	\$ 67,420.87	\$ 43,784.42	\$ 15,490.30	\$ 15,034.71	\$ 15,034.71
Sep-11	\$ 649,143.78	\$ 97,907.22	\$ 91,481.54	\$ 623,036.28	\$ 78,172.25	\$ 64,124.49	\$ 26,107.50	\$ 19,734.97	\$ 27,357.05
Oct-11	\$ 694,659.02	\$ 128,383.93	\$ 75,175.63	\$ 671,510.33	\$ 105,741.00	\$ 52,272.00	\$ 23,148.69	\$ 22,642.93	\$ 22,903.63
Nov-11	\$ 625,256.16	\$ 96,961.45	\$ 259,575.79	\$ 595,366.32	\$ 67,400.36	\$ 232,718.87	\$ 29,889.84	\$ 29,561.09	\$ 26,856.92
Dec-11	\$ 775,040.75	\$ 181,069.80	\$ 101,070.70	\$ 756,298.72	\$ 160,017.61	\$ 80,223.13	\$ 18,742.03	\$ 21,052.19	\$ 20,847.57
Jan-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Feb-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Mar-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Apr-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
May-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Jun-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PTD Total	\$ 3,414,085.45	\$ 617,056.52	\$ 611,029.86	\$ 3,293,570.65	\$ 502,104.09	\$ 491,103.44	\$ 120,514.80	\$ 114,952.43	\$ 119,926.42

Note: 1. Previously reported in the August Monthly Report, the following numbers were incorrect by 33 cents in Transformational Island Equity:

Aug-11	\$ 470,619.19	\$ 82,455.47	\$ 58,819.02	\$ 455,129.00	\$ 67,420.87	\$ 43,784.42	\$ 15,490.19	\$ 15,034.60	\$ 15,034.60
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Appendix B – Complaint Report

Date Initiated	Channel	Customer Contact Information ¹	Customer Name ¹	Description of Dispute	Actions Taken	Date Resolved
5-Dec	E-mail			"Customer A" received a letter rejecting a washer rebate. The letter was addressed to "Customer B." "Customer A" wanted to know the status of his rebate and asked if it could have been sent to someone else in error.	The situation was investigated. It was found that due to a clerical error, the letters to "Customer A" and "Customer B" were switched. Both customers were notified of the error and new denial letters were sent to both of them. Both customers had purchased tier 1 washers, which do not qualify for rebates.	12-Dec

Note:

1. To protect the customers' privacy, this information will be redacted in the final version of the monthly reports made available to the public at www.HawaiiEnergy.com.

Hawaii Energy *Your Conservation and Efficiency Program*

Quarterly Performance Report - 2nd Quarter PY11 (10/01/11 - 12/31/11)

Executive Summary

Administrative Highlights

- Finalized and submitted Annual Report for Program Year 2010 with an award claim of 77.5 percent of target
- Wrapped up efforts to expand Hawaii Energy office for Program Year 2011 through interviewing/hiring and office expansion project
- Focused on process improvement to expedite and improve quality of reporting to the Hawaii Public Utilities Commission
- Began to prepare the Executive Summary of the Annual Report for Program Year 2010

Program Operation Highlights

- American Council for an Energy-Efficient Economy ranked Hawaii as the 12th most energy efficient state
- In partnership with Blue Planet Foundation, concluded the *Hui Up* Molokai project, which encouraged residents to turn in old, inefficient refrigerators for recycling in exchange for new ENERGY STAR® units; the final shipment of refrigerators was distributed, bringing the project total to 144 recycled, inefficient units
- Signed a Memorandum of Understanding with Philips Lighting as a participating manufacturer and distributor for the *High Efficiency Lighting Program* for CFLs and LEDs aligning with our strategy to maximize product availability throughout our retail network

Marketing Highlights

- Partially sponsored television show entitled “*Made in Hawaii Part 2: Advances in Hawaii Energy Technology*,” which was part of a six-show series called “*Hawaii: The State of Clean Energy*”; Hawaii Energy was one of a number of entities that supported the series
- Provided financial support (with Wal-Mart) for a solar-powered holiday exhibit on display at the 2011 Honolulu City Lights to promote energy efficiency; exhibit was designed and built by the Lego Enthusiasts Association of Hawaii, Sunetric, Blue Planet Foundation and members of the University of Hawaii Solar Decathlon Team
- Video-streamed “*LED Case Studies*” at Rebuild Hawaii, the first live event on Hawaii Energy’s website

Executive Summary (continued)

Outreach Highlights








- Presented business and residential program offerings to approximately 120 attendees and 380 online viewers at Rebuild Hawaii Consortium's quarterly meeting; hosted a live webcast and archived the video of the event on the Hawaii Energy website
- Presented business and residential program offerings to approximately 225 business managers and purchasing agents on Hawaii Island, Maui and Oahu at lighting workshops hosted by Philips
- Participated in various expos and presentations, including but not limited to the Maui County Fair, Hawaii Electric Light Company Community Education Fair and Hawaiian Electric Clean Energy Fair, to engage with the public and promote Hawaii Energy program offerings

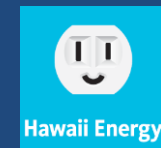
Transformational Highlights

- Actively engaged the State Department of Labor and Industrial Relations to explore opportunities to collaborate and supplement their workforce development efforts, with a strong emphasis on hosting an energy-focused career and education fair at Leeward Community College on April 4, 2012
- Hosted financial literacy and energy efficiency community outreach events for residential hard-to-reach and residential low income communities in Maui, Hawaii and Honolulu counties
- Established goals and action items for continuation and expansion of the "Kukui Cup," an energy efficiency competition and educational program created by the University of Hawaii at Manoa

Hawaii Energy *Your Conservation and Efficiency Program*

Quarterly Performance Report - 2nd Quarter PY11 (10/01/11 - 12/31/11)

<i>Performance Indicator</i>	<i>Q2 Results</i>	<i>YTD Results</i>	<i>PY11 Targets</i>	<i>Status</i>	<i>Strategic Actions Taken This Quarter</i>	<i>Strategic Changes for Next Quarter</i>
Residential Savings (MWh)	11,436	17,731	64,015		<ul style="list-style-type: none"> Launched a retooled <i>Bounty Program</i> for Hawaii and Maui counties 	<ul style="list-style-type: none"> Focus on marketing CFL initiatives
Business Savings (MWh)	9,860	18,827	44,485		<ul style="list-style-type: none"> Focused on LED lamp distributions and continued support to bring commercial projects to fruition 	<ul style="list-style-type: none"> Focus on creating new business incentives Focus on hard-to-reach groups, as well as Hawaii and Maui counties
Peak Demand (kW)	3,065	5,397	16,401		<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> None
Total Resource Benefits (Est. in Millions)	\$27,403,073	\$44,547,033	\$116,230,842		<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> None
Transformation Infrastructure Development					<ul style="list-style-type: none"> Continued collaboration with partners and promoted educational training opportunities 	<ul style="list-style-type: none"> Increase educational training activities
– Government Support Milestones	1	1	4			
– Education/Training Milestones	2	2	4			
Island Equity					<ul style="list-style-type: none"> Increased efforts by Maui and Hawaii Island specialists to promote program by expanding outreach activities 	<ul style="list-style-type: none"> Focus on business incentive programs in Hawaii and Maui counties Increase CFL giveaways in Hawaii and Maui counties
– Oahu County	\$2,094,955.93	\$3,414,085.45	\$16,507,381			
– Maui County	\$435,822.12	\$611,029.86	\$2,889,472			
– Hawaii County	\$406,415.18	\$617,056.52	\$2,772,025			
Budget					<ul style="list-style-type: none"> Added some incentive programs such as CO sensors with a higher cost basis than in the previous quarter 	<ul style="list-style-type: none"> Increase spend in incentive and Transformational categories
– Non- Incentive Billed	\$2,227,046.45	\$3,588,831.71	\$9,969,511			
– Incentive Billed	\$2,721,548.34	\$4,286,778.18	\$19,974,424			
– Transformational	\$215,644.89	\$355,393.65	\$2,194,455			
– Total Billed	\$5,164,239.68	\$8,231,003.54	\$32,138,390			



Executive Summary

Administrative Highlights

- Received Public Utilities Commission Order #30128 to confirm Program Year 2010 Award in the amount of \$509,215 on January 20, 2012
- Conducted interviews for Events & Meeting Coordinator position to support the Marketing and Transformational teams to increase support for outreach efforts and increase participation in community events

Program Operation Highlights

- Expanded peer group comparison (Hawaii Energy Home Energy Reports) to Hawaii and Maui counties with letters hitting mailboxes the week of January 23, 2012; total participation is approximately 62,000 randomly selected residential accounts across Lanai, Molokai, Maui and Hawaii Island
- Launched additional round of successful *Refrigerator Trade-In Program* with a total of 3,200 applications distributed to Hawaii Energy's retailer network
- Discussed the qualifications and requirements for participation in the new *Small Business Direct Install Lighting Program (SBDIL)*; focus was on restaurants in order to provide them with energy efficiency measures otherwise inaccessible to them
- Increased Association of Apartment Owners (AOAO) condominium participation in Hawaii Energy's *Submetering Incentive Program*

Marketing Highlights

- Promoted the expansion of the Hawaii Energy Home Energy Reports; communications included the dissemination of information to local media, utility call centers and community leaders, development of cross-promotions with Hawaii Energy website and refinement of online programmatic tips
- In partnership with Waimea Community Association, promoted Hawaii Energy's first energy efficiency outreach workshop in Waimea; marketing included development of flyers and posters, which were distributed at Waimea Middle School, KTA Super Stores and other frequently-visited Waimea businesses to encourage attendance and increase general awareness about Hawaii Energy
- Provided marketing support for first-ever sponsorship of Leeward Community College and University of Hawaii at West Oahu's 10th Annual Career, College & Job Fair, scheduled for April 4, 2012

Executive Summary (continued)

Outreach Highlights

- Presented program offering highlights at Public Utilities Commission's (PUC) 2012 Energy Efficiency Showcase, as well as the Hawaii Energy Policy Forum's Legislative Briefing, both at the Hawaii State Capitol

Transformational Program Highlights

- Expanded Financial Literacy and Energy Efficiency workshop program in response to overwhelming positive responses from attendees and requests for more workshop offerings from various communities; extended invitations to scheduled workshops to local government officials
- Confirmed Workforce Development Training courses including six (6) days of training courses to be held on three (3) islands, entitled: "Learning to Sell Efficiency Effectively"; "Energy Efficiency's Role in Your Sustainability Agenda"; and "Benchmarking Your Commercial Building" coupled with, "So You've Benchmarked Your Commercial Building: What's Next"
- Coordinated and confirmed sponsorship of a five (5) day Association of Energy Engineers (AEE) Certified Energy Manager (CEM) Certification training course

Key Performance Metrics

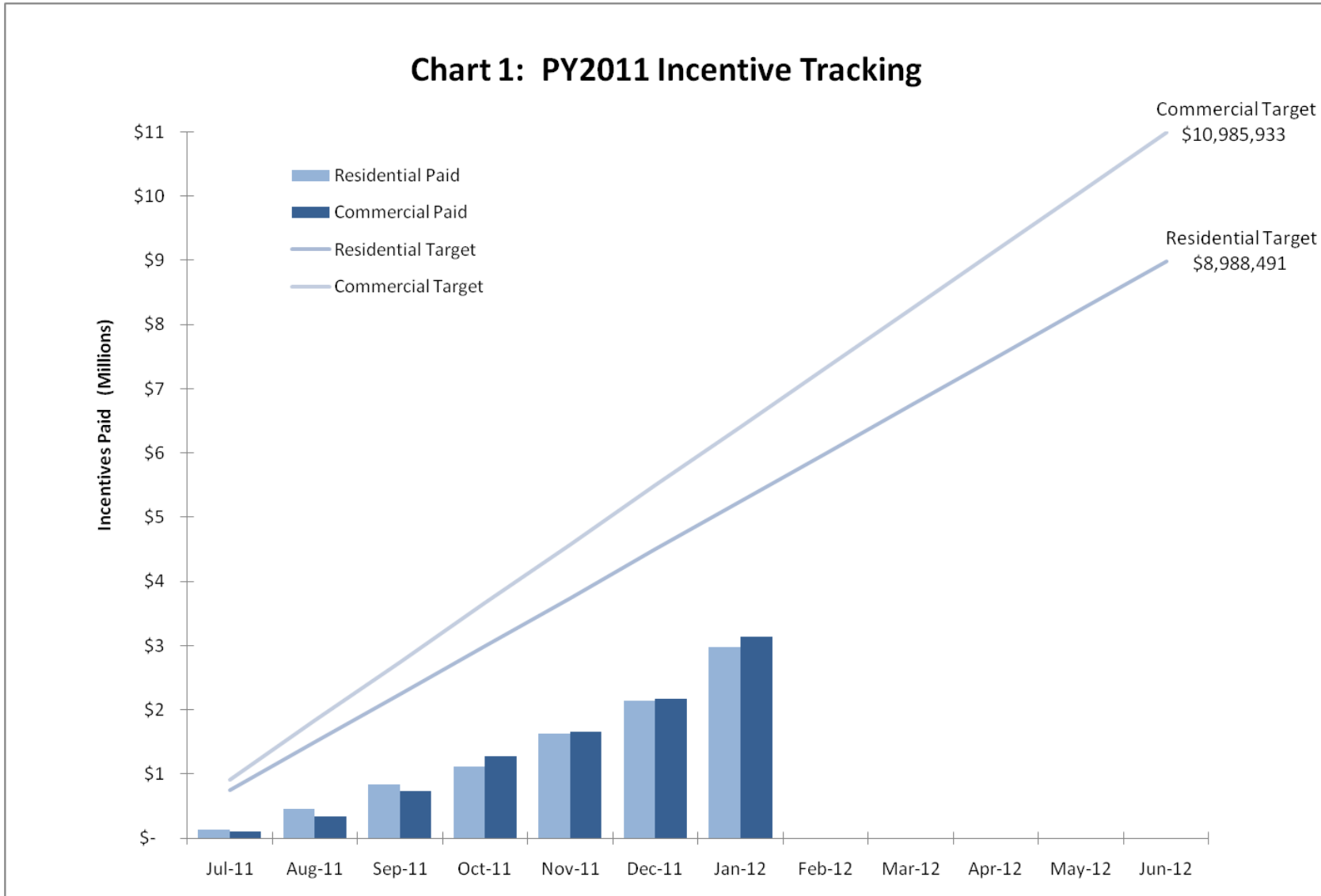
Key Performance Metrics	This Month's Results	YTD Results	PY2011 Targets	YTD % of Target PY2011
Annual Energy Savings Impacts (Net Generation Level)				
Residential (MWh)	2,179	19,910	64,015	31.1%
Business (MWh)	9,420	28,247	44,485	63.5%
Peak Demand (kW)	1,528	6,925	16,401	42.2%
Total Resource Benefit	\$10,003,615.50	\$54,550,648.65	\$116,230,842	46.9%
Island Equity¹ (% Incentives Paid)				
Oahu	\$1,433,795.81	\$4,847,881.26	\$16,507,381	29.4%
Maui County	\$212,468.73	\$823,498.59	\$2,889,472	28.5%
Hawaii County	\$196,939.40	\$813,995.92	\$2,772,025	29.4%
Transformation Infrastructure Development¹				
Government Support Milestones	0	1	4	25.0%
Education and Training Milestones	0	2	4	50.0%
Financials				
Total Non-Incentives Billed ²	\$349,185.36	\$3,938,017.07	\$9,969,511.00	39.5%
Total Residential and Business Incentives Billed	\$1,784,595.92	\$6,071,374.10	\$19,974,424.00	30.4%
Total Transformational Billed	\$73,611.02	\$429,004.67	\$2,194,455.00	19.5%
Total Program Costs Billed	\$2,207,392.30	\$10,438,395.84	\$32,138,390.00	32.5%

Notes:

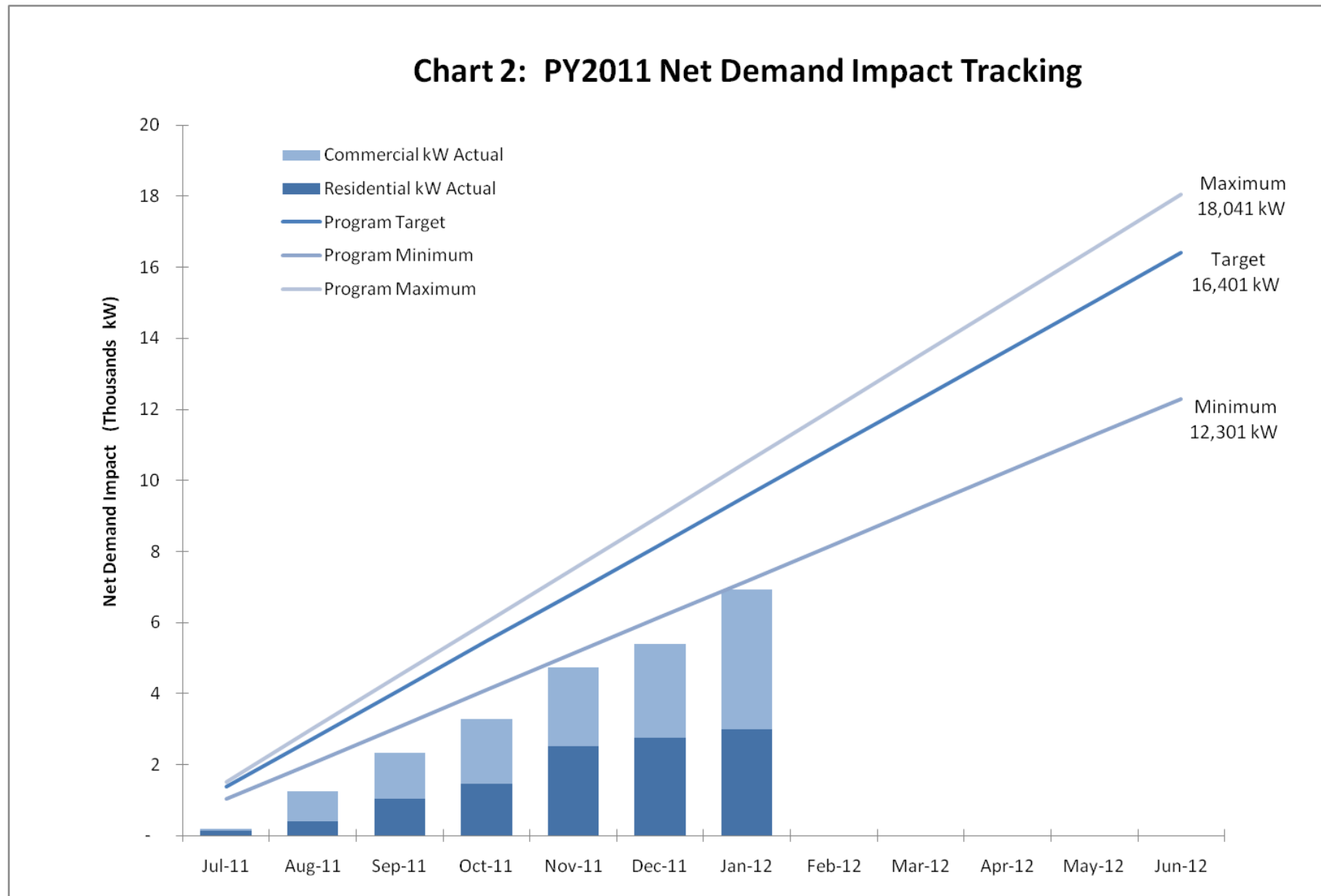
1. See Appendix A for more details.
2. Total Non-Incentives Billed reflects the deduction of performance incentive fees for the award pool (\$700,000).

Performance Charts

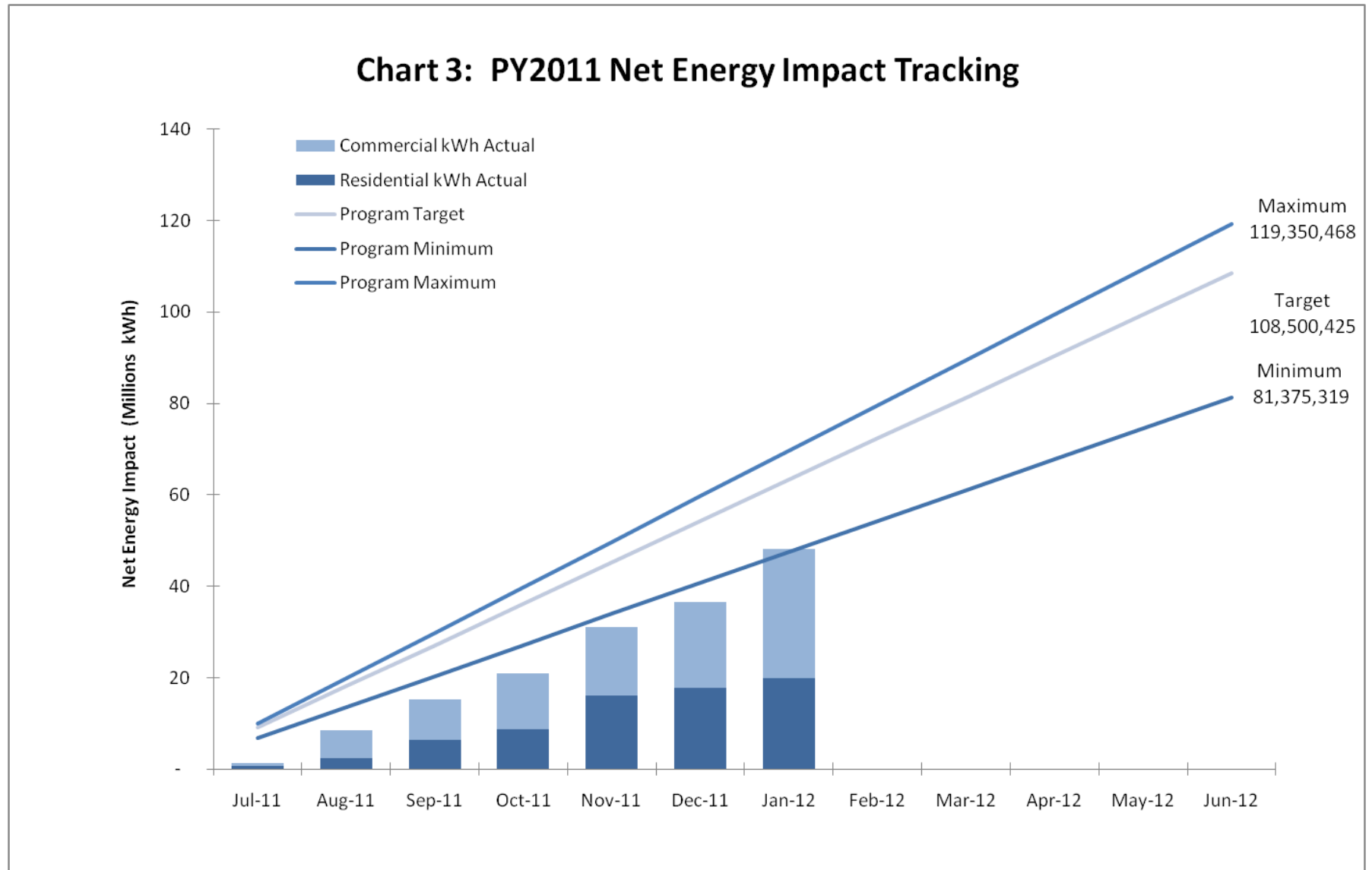
1. *PY2011 Incentive Payment Tracking – This chart shows the paid versus target incentives for PY2011.*



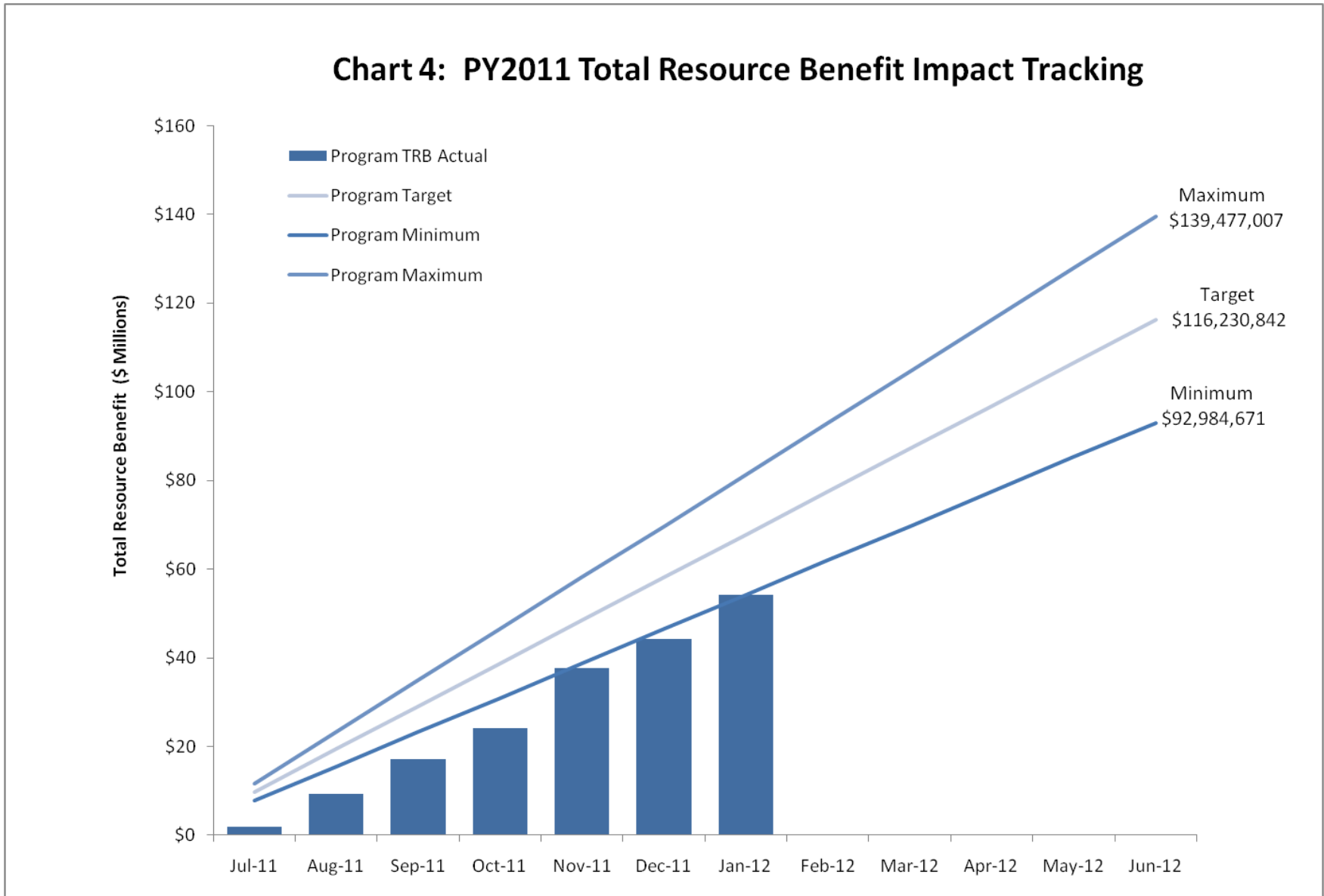
2. *PY2011 Net Demand Impact Tracking* – This chart shows the combined demand impact versus target for PY2011.



3. *PY2011 Net Energy Impact Tracking* – This chart shows the net energy impact versus target for PY2011.



4. *PY2011 Total Resource Benefit Impact Tracking* – This chart shows the total resource benefit impact versus target for PY2011.



The following Program events took place this month:

Event	Audience	Subject	Count	Date
Directorate of Resource Management meeting, Oahu	Project engineer, project consultant and project superintendent	Review final stages of construction and upcoming project	5	4-Jan
Meeting with koi farm owner, Oahu	Business owner and High Technology Development Corporation (HTDC) representatives	Energy conservation measures and participation in HTDC program for energy study	3	4-Jan
Meeting with Waikiki condominium, Oahu	AOAO chair, timeshare management, hotel management and AOAO maintenance staff	Review energy usage and offer assistance to decrease energy consumption	6	5-Jan
Architects meeting, Oahu	Architects	Program overview presentations	20	10-Jan
Meeting at Waikiki Hotel, Oahu	AOAO board members and timeshare vice president	Review potential participation in Hawaii Energy <i>Submetering Incentive Program</i>	3	11-Jan
Hawaii Restaurant Association meeting, Oahu	Restaurant industry professionals	Program introduction; presented Hawaii Energy and <i>SBDIL Program</i> targeted at restaurants; attendees received PAR30 short-neck LED lamps	25	17-Jan

The following Program events took place this month (continued):

Event	Audience	Subject	Count	Date
SBDIL Program contractor meeting, Oahu	Electrical contractors and lighting professionals	Final pre-rollout meeting with participants of <i>SBDIL Program</i> to discuss program parameters and gather feedback; Department of Health presented on hazardous materials disposal	20	18-Jan
Maui Economic Development Board (MEDB) - HTDC Energy Workshop, Restaurant Series, Maui	Restaurant owners and managers	Restaurant energy efficiency; presentation on electric bill analysis and program introduction	8	18-Jan through 19-Jan
2012 update on large project forecast from large timeshare facility, Hawaii Island	Director of engineering, general manager and accounting department head	Program update: review of forecast for Hawaii Energy incentives for lighting retrofits, Variable Frequency Drives (VFDs) and new constructions	3	19-Jan
Business program introduction meeting- private golf course facility, Hawaii Island	General manager, facilities manager and controllers	Program overview: energy study and deep well pump energy savings opportunities	4	19-Jan

The following Program events took place this month (continued):

Event	Audience	Subject	Count	Date
Overview of new constructions and HVAC retrofits at the University of Hawaii, Hawaii Island	Facilities manager and construction managers	Program overview: potential rebates for new facilities and upcoming projects	4	20-Jan
2012 update on project forecast for large distributor, Hawaii Island	Properties manager, vice president operations and retail sales manager	Program update: review of forecast for Hawaii Energy rebates for energy study, <i>Cool Roof</i> and lighting retrofit	3	20-Jan
Hawaii Island Rotary Club meeting, Hawaii Island	Rotarians	Program presentation: overview of Hawaii Energy residential program	25	24-Jan
Women in Renewable Energy (WIRE), Oahu	Energy industry colleagues	Networking meeting; represent Hawaii Energy and its program offerings	25	27-Jan
Aiea condominium submetering meeting, Oahu	AOAO board members	Submetering and program introduction	18	31-Jan

The following key Advertising, Marketing & Publicity activities took place this month:

Media Outlet	Subject	Date
<i>NEED.org Energy Exchange Newsletter</i> - Jan 2012 issue	Media coverage: "Sponsor Spotlight - Hawaii Energy"	1-Jan through 31-Jan
<i>Hawaii Business</i> - January issue	Media coverage: "Business Energy Guide 2012"	1-Jan through 31-Jan
Pacific Business News - "Biz Blog"	Media coverage: "New Hawaii Energy Program Will Detail Home Energy Usage"	20-Jan
Honolulu Star-Advertiser	Media coverage: "HECO [sic] Customers Reduce Use of Power Through Program"	20-Jan
TheRepublic.com	Media coverage: "Hawaii Electricity Consumers on 4 Islands to Receive Energy Use Reports to Promote Efficiency"	22-Jan
Maui News	Media coverage: "Hawaii Energy to Send Out Use Reports"	23-Jan
Honolulu Star-Advertiser	Media coverage: "Reports Offer Tips on Saving Energy, Money"	23-Jan
KFOXTV.com	Media coverage: "Hawaii Energy to Send Out Energy Use Reports"	23-Jan
NorthHawaiiNews.com	Media coverage: "Hawaii Energy Offers Free Energy-Saving Workshop"	26-Jan

The following Education & Training Outreach events took place this month:

Event	Audience	Subject	Count	Date
PUC's 2012 Energy Efficiency Showcase at the Hawaii State Capitol	PUC commissioners, legislators, energy industry peers and general population	Presentation of Hawaii Energy program highlights	120	9-Jan & 10-Jan
Hawaii Energy Policy Forum's Legislative Briefing "The State of Clean Energy Issues and Controversies in Clean Energy" and "Conversations with Energy Pacesetters" session at the Hawaii State Capitol	Legislators, energy industry peers and general population	Presentation of Hawaii Energy program highlights; followed by participation in talk-story session	200	13-Jan
Hotel employee sustainability event, Maui	Hotel employees, County of Maui Water Department and Maui Electric Company	Assisted and educated hotel employees with home energy conservation and efficiency measures	100+	23-Jan
Program overview, Oahu	Managerial-level and key staff	Presentation of Hawaii Energy business & residential program offerings at a national corporation's energy summit meeting for its Hawaii locations	60+	27-Jan

The following Transformational events took place this month:

Event	Audience	Subject	Count	Date
College, Career & Job Fair (CCJ) planning meeting, Oahu	Leeward Community College Job Prep & Career Services coordinator, specialists and assistants	Discussion of event scope, roles, responsibilities, and duties of the parties; tour of the facilities and plan layout for event and foot-traffic flow	5	3-Jan
Energy efficiency literacy workshop, Oahu	Leeward Coast residents	Continuation of ongoing program: providing information, lessons and helpful instructions on how to save money by conserving energy	16	4-Jan
Introductory meeting, Oahu	Hawaii Alliance for Community-Based Economic Development director and staff	Outreach and discussion of potential sponsorship of projects promoting and stimulating energy efficiency market and industry development	4	5-Jan
College, Career & Job Fair (CCJ) management introductions and planning meeting, Oahu	Leeward Community College Job Prep Services, Career Services and Continuing Education Program coordinators, specialists and assistants	Continued discussion and planning of event scope, roles, responsibilities, and duties of the parties; extended discussion of potential sponsorship of energy efficiency related course offerings and training certification programs	6	6-Jan
Education & Transformational outreach, Oahu	Kupu Staff Urban Corps staff	Presentation of Hawaii Energy program mission, program offerings and ongoing projects; discussion of potential support and collaboration	3	6-Jan

The following Transformational events took place this month (continued):

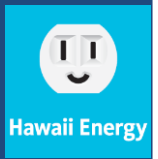
Event	Audience	Subject	Count	Date
Energy efficiency & financial literacy workshop, Hawaii Island	Shell Vacations Hospitality Kona Coast Resort managers, staff and members of the public	Continuation of ongoing program: providing information, lessons and helpful instructions on how to save money by conserving energy	8	6-Jan
Energy Efficiency Showcase and Training, Oahu	Hawaii Public Utilities commissioners, Hawaii Energy contracts administrator and members of the Hawaii State Legislature	Presentation of Transformational Program objectives, accomplishments to date, and collaborations with community stakeholder and organizations	40	10-Jan
Energy efficiency & financial literacy workshop, Hawaii Island	County of Hawaii Workforce Development Division, Hawaii Island residents and ratepayers	Continuation of ongoing program: providing information, lessons and helpful instructions on how to save money by conserving energy	31	12-Jan
Energy efficiency & financial literacy workshop, Hawaii Island	County of Hawaii Workforce Development Division, Hawaii Island residents	Continuation of ongoing program: providing information, lessons and helpful instructions on how to save money by conserving energy	62	13-Jan
Job Quest Job Fair, Oahu	Businesses and job seekers	Participation in semi-annual event hosted and sponsored by the State of Hawaii Department of Labor and Industrial Relations	2,000+	18-Jan
Brigham Young University-Hawaii outreach, Oahu	University administration, faculty, staff and students	Student Energy Ambassador Development training event	45	18-Jan

The following Transformational events took place this month (continued):

Event	Audience	Subject	Count	Date
Energy efficiency & financial literacy workshop, Oahu	Leeward Oahu residents and ratepayers	Continuation of ongoing program: providing information, lessons and helpful instructions on how to save money by conserving energy	29	19-Jan
Energy efficiency & financial literacy workshop, Kailua-Kona, Hawaii Island	Shell management Hawaii line staff	Continuation of ongoing program: providing information, lessons and helpful instructions on how to save money by conserving energy	24	22-Jan
Kukui Cup, Oahu	University of Hawaii at Manoa School of Computer Science and Hawaii Pacific University faculty, staff and sustainability coordinator	Participation and leadership in planning the expansion of this pilot program to an additional university campus	5	25-Jan
Brigham Young University-Hawaii outreach, Oahu	University faculty and staff	Presentation of program mission, program offerings and ongoing projects; discussion of potential support and collaboration	5	25-Jan
Energy efficiency & financial literacy workshop Waianae, Oahu	Consuelo Foundation Ke Aka Ho'ona	Training providing information, lessons and helpful instructions on how to save money by conserving energy	24	28-Jan

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – January 2012 (1/1/12 – 1/31/12)



Budget Status Table

	Allocations				
	January Allocations	to Date	PY11 Budget	Percent Spent	
<u>Residential Programs</u>					
Residential Program Ops and Management					
REEM	\$ 38,981.02	\$ 1,150,656.05	\$ 1,968,983.00	58%	
RESM	\$ 108.35	\$ 23,888.98	\$ 116,146.00	21%	
RHTR	\$ 2,958.64	\$ 26,687.26	\$ 136,861.00	19%	
Total Residential Programs	\$ 42,048.01	\$ 1,201,232.29	\$ 2,221,990.00	54%	
Residential Market Evaluation	\$ -	\$ 9,179.80	\$ 55,100.00	17%	
Residential Outreach	\$ 38,806.20	\$ 324,256.41	\$ 1,065,950.00	30%	
Total Residential Non-Incentive	\$ 80,854.21	\$ 1,534,668.50	\$ 3,343,040.00	46%	
Residential Incentives					
1 REEM	\$ 826,142.44	\$ 2,872,827.19	\$ 7,731,438.00	37%	
RESM	\$ 300.00	\$ 26,243.00	\$ 608,000.00	4%	
RHTR	\$ 2,708.88	\$ 39,797.65	\$ 649,053.00	6%	
Subtotal Residential Incentives	\$ 829,151.32	\$ 2,938,867.84	\$ 8,988,491.00	33%	
Residential Transformational	\$ 39,399.14	\$ 242,680.08	\$ 987,505.00	25%	
Total Residential Incentives	\$ 868,550.46	\$ 3,181,547.92	\$ 9,975,996.00	32%	
Total Residential Programs	\$ 949,404.67	\$ 4,716,216.42	\$ 13,319,036.00	35%	
<u>Business (C&I) Programs</u>					
Business Programs Ops and Management					
BEEM	\$ 40,068.42	\$ 496,198.41	\$ 917,882.00	54%	
CBEEM	\$ 26,178.31	\$ 353,808.59	\$ 866,259.00	41%	
BESM	\$ 38,456.84	\$ 184,682.56	\$ 397,373.00	46%	
BHTR	\$ 51,138.33	\$ 165,920.98	\$ 375,005.00	44%	
Total Business Programs	\$ 155,841.90	\$ 1,200,610.54	\$ 2,556,519.00	47%	
Business Market Evaluation	\$ 13,610.58	\$ 112,324.15	\$ 152,475.00	74%	
Business Outreach	\$ 48,596.48	\$ 398,071.93	\$ 1,376,945.00	29%	
Total Business Non-Incentive	\$ 218,048.96	\$ 1,711,006.62	\$ 4,085,939.00	42%	
Business Incentives					
1 BEEM	\$ 732,163.72	\$ 2,314,537.22	\$ 5,697,100.00	41%	
CBEEM	\$ 201,716.00	\$ 679,028.00	\$ 1,459,833.00	47%	
BESM	\$ 11,130.85	\$ 16,052.85	\$ 3,027,000.00	1%	
BHTR	\$ 10,434.03	\$ 122,888.19	\$ 802,000.00	15%	
Subtotal Business Incentives	\$ 955,444.60	\$ 3,132,506.26	\$ 10,985,933.00	29%	
Business Transformational	\$ 34,211.88	\$ 186,324.59	\$ 1,206,950.00	15%	
Total Business Incentives	\$ 989,656.48	\$ 3,318,830.85	\$ 12,192,883.00	27%	
Total Business Programs	\$ 1,207,705.44	\$ 5,029,837.47	\$ 16,278,822.00	31%	
Total Services and Initiatives	\$ 2,157,110.11	\$ 9,746,053.89	\$ 29,597,858.00	33%	
<u>Supporting Services</u>					
Supporting Services	\$ 90,277.34	\$ 905,091.20	\$ 2,091,909.00	43%	
Total Supporting Services	\$ 90,277.34	\$ 905,091.20	\$ 2,091,909.00	43%	
	\$ -	\$ -	\$ -		
Subtotal Non-Incentive (Prior to Tax)	\$ 389,180.51	\$ 4,150,766.32	\$ 9,520,888.00	44%	
Less Performance Incentives (Prior to Tax)	\$ (55,708.36)	\$ (389,958.52)	\$ (700,000.00)		
Subtotal Non-Incentive Less Performance Incentives (PI)	\$ 333,472.15	\$ 3,760,807.80	\$ 8,820,888.00		
Total Tax on Non-Incentive Without PI	\$ 15,713.21	\$ 177,209.27	\$ 448,623.00		
Performance Incentive Award (Inclusive of Tax)			\$ 700,000.00		
Subtotal Non-Incentive Billed	\$ 349,185.36	\$ 3,938,017.07	\$ 9,969,511.00	40%	
Subtotal Residential and Business Customer Incentives	\$ 1,784,595.92	\$ 6,071,374.10	\$ 19,974,424.00	30%	
Subtotal Transformational Incentives	\$ 73,611.02	\$ 429,004.67	\$ 2,194,455.00	20%	
Sub-Total Estimated Contractor Costs	\$ 2,207,392.30	\$ 10,438,395.84	\$ 32,138,390.00	32%	
Performance Awards in Excess of Target Levels			\$ 133,000.00		
Total Estimated Contractor Costs, including Performance Awards in Excess of Target Levels			\$ 32,138,390.00		

Footnote: 1. Reallocated \$1,305 Bounty hauler fee from REEM to BEEM this period.

Appendix A – Island Equity Details

Reported	TOTAL			REGULAR			TRANSFORMATIONAL		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
PY11 Target	\$ 16,507,381	\$ 2,772,025	\$ 2,889,472						
Jul-11	\$ 199,366.44	\$ 30,278.54	\$ 24,907.07	\$ 192,230.00	\$ 23,352.00	\$ 17,980.53	\$ 7,136.44	\$ 6,926.54	\$ 6,926.54
Aug-11	\$ 470,619.30	\$ 82,455.58	\$ 58,819.13	\$ 455,129.00	\$ 67,420.87	\$ 43,784.42	\$ 15,490.30	\$ 15,034.71	\$ 15,034.71
Sep-11	\$ 649,143.78	\$ 97,907.22	\$ 91,481.54	\$ 623,036.28	\$ 78,172.25	\$ 64,124.49	\$ 26,107.50	\$ 19,734.97	\$ 27,357.05
Oct-11	\$ 694,659.02	\$ 128,383.93	\$ 75,175.63	\$ 671,510.33	\$ 105,741.00	\$ 52,272.00	\$ 23,148.69	\$ 22,642.93	\$ 22,903.63
Nov-11	\$ 625,256.16	\$ 96,961.45	\$ 259,575.79	\$ 595,366.32	\$ 67,400.36	\$ 232,718.87	\$ 29,889.84	\$ 29,561.09	\$ 26,856.92
Dec-11	\$ 775,040.75	\$ 181,069.80	\$ 101,070.70	\$ 756,298.72	\$ 160,017.61	\$ 80,223.13	\$ 18,742.03	\$ 21,052.19	\$ 20,847.57
Jan-12	\$ 1,433,795.81	\$ 196,939.40	\$ 212,468.73	\$ 1,410,754.82	\$ 167,910.28	\$ 190,927.35	\$ 23,040.52	\$ 29,029.12	\$ 21,541.38
Feb-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Mar-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Apr-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
May-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Jun-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PTD Total	\$ 4,847,881.26	\$ 813,995.92	\$ 823,498.59	\$ 4,704,325.47	\$ 670,014.37	\$ 682,030.79	\$ 143,555.32	\$ 143,981.55	\$ 141,467.80

TRANSformational

Reported	Labor		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
Jul-11	\$ 7,136.44	\$ 6,926.54	\$ 6,926.54
Aug-11	\$ 12,847.01	\$ 12,469.16	\$ 12,469.16
Sep-11	\$ 16,909.88	\$ 16,412.53	\$ 16,412.53
Oct-11	\$ 23,148.69	\$ 22,467.85	\$ 22,467.85
Nov-11	\$ 21,954.97	\$ 21,309.25	\$ 21,309.25
Dec-11	\$ 13,920.95	\$ 17,542.92	\$ 14,932.56
Jan-12	\$ 20,299.20	\$ 20,486.20	\$ 19,702.17
Feb-12			
Mar-12			
Apr-12			
May-12			
Jun-12			
PTD Total	\$ 116,217.14	\$ 117,614.45	\$ 114,220.06

Reported	Subcontractor		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
Jul-11	\$ -	\$ -	\$ -
Aug-11	\$ 2,643.29	\$ 2,565.55	\$ 2,565.55
Sep-11	\$ 9,197.61	\$ 3,322.44	\$ 10,944.52
Oct-11	\$ -	\$ 175.08	\$ 435.78
Nov-11	\$ 7,934.87	\$ 8,251.84	\$ 5,547.67
Dec-11	\$ 4,821.08	\$ 3,509.27	\$ 5,915.01
Jan-12	\$ 2,741.32	\$ 8,542.92	\$ 1,839.21
Feb-12			
Mar-12			
Apr-12			
May-12			
Jun-12			
PTD Total	\$ 27,338.17	\$ 26,367.10	\$ 27,247.74

Appendix B – Complaint Report

Date Initiated	Channel	Customer Contact Information ¹	Customer Name ¹	Description of Dispute	Actions Taken	Date Resolved
1-Jan	Phone			Contractor did not deduct rebate from the total cost of the solar heating system. Contractor told customer that he is unable to pay him due to difficult times he is experiencing. Customer said he will wait until the end of February before escalating this further. Customer did not keep a record of his conversations with the contractor.	Contractor paid customer as the result of Hawaii Energy's investigation. Hawaii Energy surveyed all of contractor's customers for the past 18 months, discovering: a total of three (3) outstanding payments, but nearly 100% customer satisfaction with system performance and working relationship. Contractor had previous awards from Hawaii Energy for quality installations. As such, Hawaii Energy decided to put contractor on probation for one (1) year defined as: 1) fined \$100 for the next 10 work orders, 2) removal from fast track, and 3) all future customers to be thoroughly interviewed by Hawaii Energy to ensure full compliance with program rules. Discussed with contractor, who has agreed to the terms of this action. Hawaii Energy also enhanced existing customer phone survey.	31-Jan



Appendix B – Complaint Report (continued)

Date Initiated	Channel	Customer Contact Information ¹	Customer Name ¹	Description of Dispute	Actions Taken	Date Resolved
1-Jan	Phone			Contractor did not deduct rebate from the total costs of the solar heating system. When customer asked for his rebate, the contractor told him that he didn't have the money since he did not pay him. The customer called Hawaii Energy and was advised that the contractor should give him an instant rebate and that rebates are not sent directly to the customer. When the customer confronted the contractor about the information he received, the contractor bad-mouthed Hawaii Energy and said he was given the wrong information and that Hawaii Energy owed him a lot of money. The customer was also unhappy with the poor workmanship of the install.	Contractor paid customer as the result of Hawaii Energy's investigation. See above for details about Hawaii Energy's investigation, review and probation action for same contractor.	31-Jan

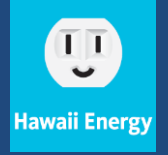


Appendix B – Complaint Report (continued)

Date Initiated	Channel	Customer Contact Information ¹	Customer Name ¹	Description of Dispute	Actions Taken	Date Resolved
3-Jan	Phone			The customer contacted Hawaii Energy concerned with the delay in receipt of incentive checks. Multiple conversations and emails followed to answer the specific questions/concerns and explain reason for the delay. Upon speaking with Hawaii Energy and the trade ally, the customer felt there were inconsistencies between what was said by each party in regards to the timeline to receive the checks. Eventually, trade ally admitted full responsibility for miscommunications.	To minimize future disputes, all matters pertaining to incentive payments will be dealt with customer and/or incentive payee as indicated on Hawaii Energy application materials rather than through a trade ally.	2-Feb
16-Jan	Phone			<i>Bounty</i> customer was upset because she did not receive her check. In researching, Hawaii Energy found that she did not qualify for a rebate because her freezer was not the required size.	Due to the mix-up and fact that her freezer could not be returned because it was hauled away, a rebate check will be issued. Since the end of December, the <i>Bounty</i> team has been making an extra effort to ensure sizes are vetted out and have worked with recycling haulers to do the same.	30-Jan

Note:

1. To protect the customers' privacy, this information will be redacted in the final version of the monthly reports made available to the public at HawaiiEnergy.com.



Executive Summary

Administrative Highlights

- Conducted interviews to provide support for Transformational team to implement programs and activities
- Continued working on outlining Annual Plan for Program Year 12

Program Operation Highlights

- Promoted soft launch of new program, Small Business Direct Install Lighting Program (SBDIL) to lighting contractors to introduce program requirements
- Offered energy studies to all the observatories on Hawaii island to identify potential for energy efficiency and conservation measures
- Met with Board of Water Supply to collaborate on projects that will support efforts for both energy efficiency and water conservation
- Provided a rebate in the amount of \$93,802 to a single hotel on Oahu for a carbon monoxide (CO) sensor project that would save 609,670 kWh annually
- Placed an order of 65,000 CFL bulbs from General Electric Company/its local distributor to speed up Residential incentives

Marketing Highlights

- Prepared for the March launch of the *Three CFL Challenge*; developed comprehensive marketing campaign including new TV, radio and print advertising, new website information and features, as well as public relations and community relations and partnering with Blue Planet Foundation to promote upcoming CFL exchanges, *Bulb Blitzes*, in Hawaii and Maui county schools
- Planned and coordinated a press event for the presentation of a \$647,637 check to Castle Medical Center in recognition of extensive energy efficiency measures recently completed. A portion of the rebate was funded by the American Recovery & Reinvestment Act (ARRA). The rebate is the largest issued by Hawaii Energy to date; the event was attended by Governor Neil Abercrombie, as well as public and private sector energy leaders.

Outreach Highlight

- Finalized sponsorship of Parents and Children Together (PACT)'s Keiki Day scheduled for May 9, 2012. In collaboration with PACT, developed and refined this year's "Energy Super Heroes" theme for contest announcement and Honolulu Star-Advertiser advertising
- In partnership with EEFG, promoted the first-ever *Hawaii Energy Workshop Series* (as described in the Transformational Program Highlights). Marketing communications included the creation and distribution of electronic news blasts, dissemination of information to local media and community partners, as well as development of cross-promotions with Hawaii Energy and EEFG websites
- In partnership with the Association of Energy Engineers (AEE), promoted the first-ever Hawaii Energy five-day *Comprehensive Training Program for Energy Managers*. Marketing communications included the creation and distribution of electronic news blasts, dissemination of information to local media and community partners, as well as development of cross-promotions with Hawaii Energy and AEE websites.

Transformational Program Highlights

- Hosted six (6) days of Hawaii Energy Workshop Series of training courses in Hawaii, Honolulu and Maui counties entitled: "Learning to Sell Efficiency Effectively"; "Energy Efficiency's Role in Your Sustainability Agenda", and; "Benchmarking Your Commercial Building" coupled with, "So You've Benchmarked Your Commercial Building: What's Next?." Subsidized costs of training courses.
- Provided grants for local professionals to become Certified Energy Managers (CEM) by partnering with the AEE to present a week-long certification course. The CEM has become widely recognized and accepted in the industry and the demand for CEMs is growing rapidly.

Key Performance Metrics

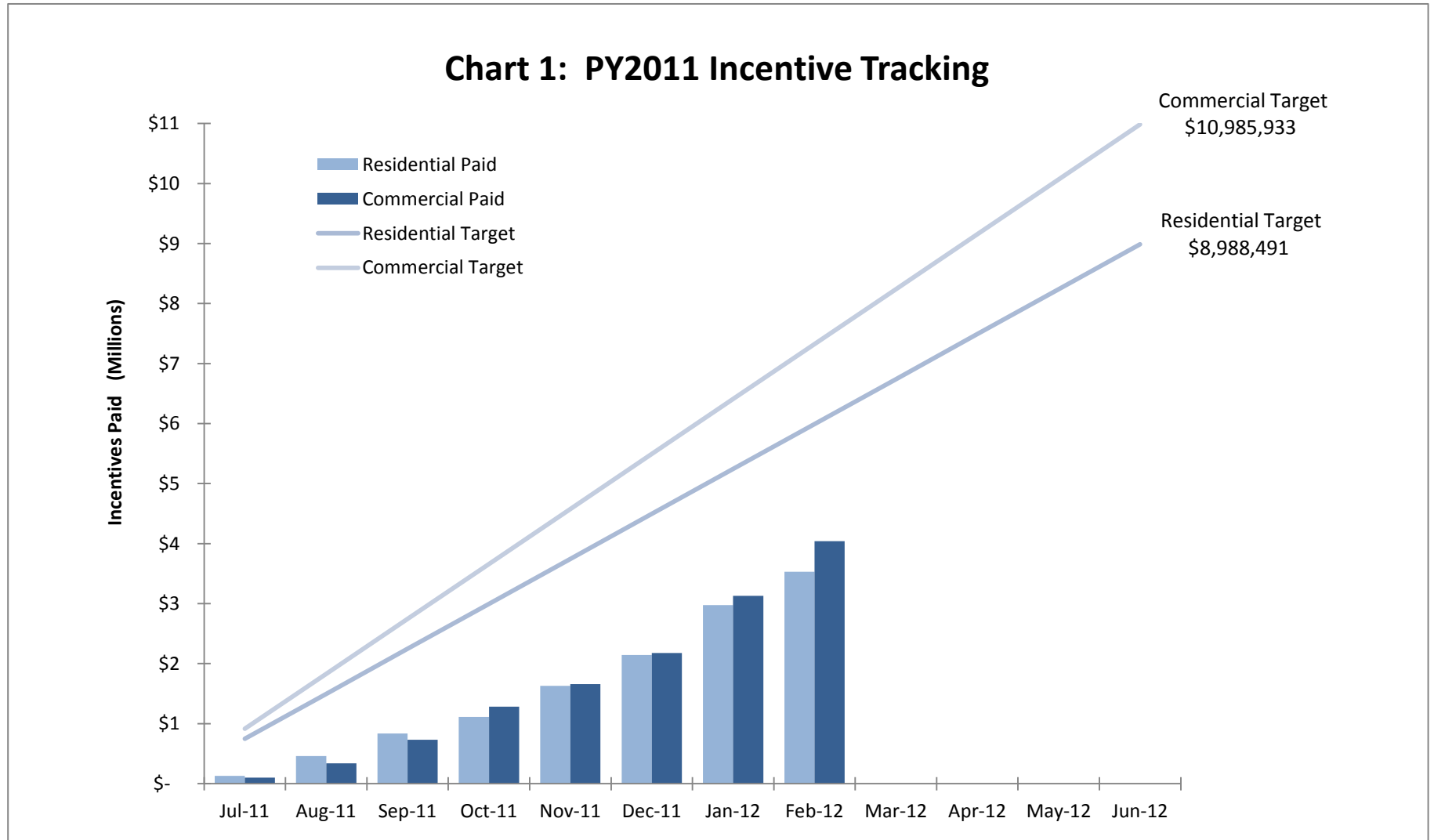
Key Performance Metrics	This Month's Results	YTD Results	PY2011 Targets	YTD % of Target PY2011
Annual Energy Savings Impacts (Net Generation Level)				
Residential (MWh)	5,190	25,100	64,015	39.2%
Business (MWh)	5,024	33,271	44,485	74.8%
Peak Demand (kW)	1,498	8,423	16,401	51.4%
Total Resource Benefit	\$10,176,486.07	\$64,727,134.72	\$116,230,842	55.7%
Island Equity¹ (% Incentives Paid)				
Oahu	\$1,333,800.78	\$6,181,682.04	\$16,507,381	37.4%
Maui County	\$139,274.55	\$962,773.14	\$2,889,472	33.3%
Hawaii County	\$196,648.95	\$1,010,354.42	\$2,772,025	36.4%
Transformation Infrastructure Development¹				
Government Support Milestones	0	1	4	25.0%
Education and Training Milestones ²	1	3	4	75.0%
Financials				
Total Non-Incentives Billed ³	\$896,765.32	\$4,834,782.39	\$9,969,511.00	48.5%
Total Residential and Business Incentives Billed	\$1,465,990.59	\$7,537,364.69	\$19,974,424.00	37.7%
Total Transformational Billed	\$203,733.69	\$632,738.36	\$2,194,455.00	28.8%

Notes:

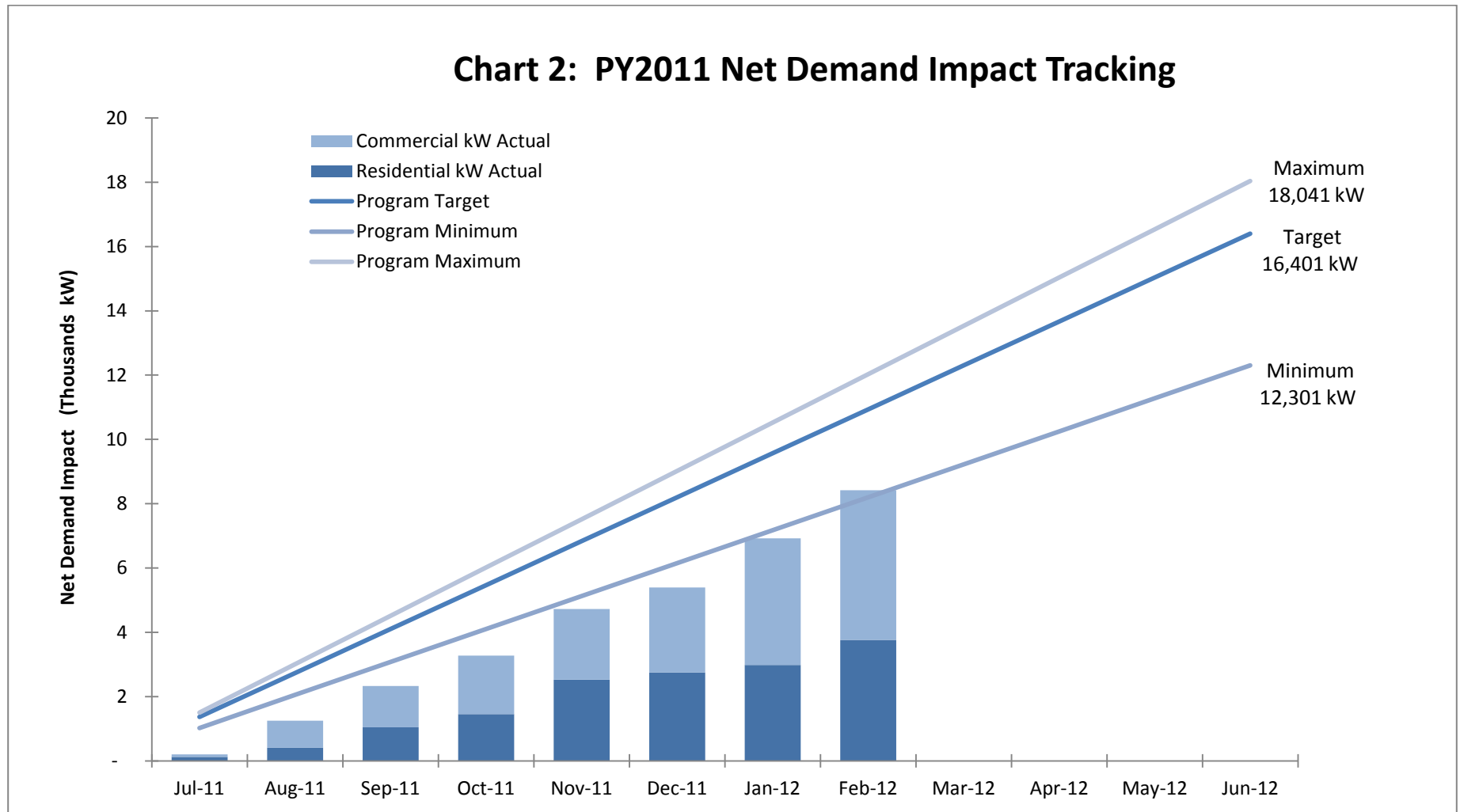
1. See Appendix A for more details.
2. Green Workforce Development Training
3. Total Non-Incentives Billed reflects the deduction of performance incentive fees for the award pool (\$700,000)

Performance Charts

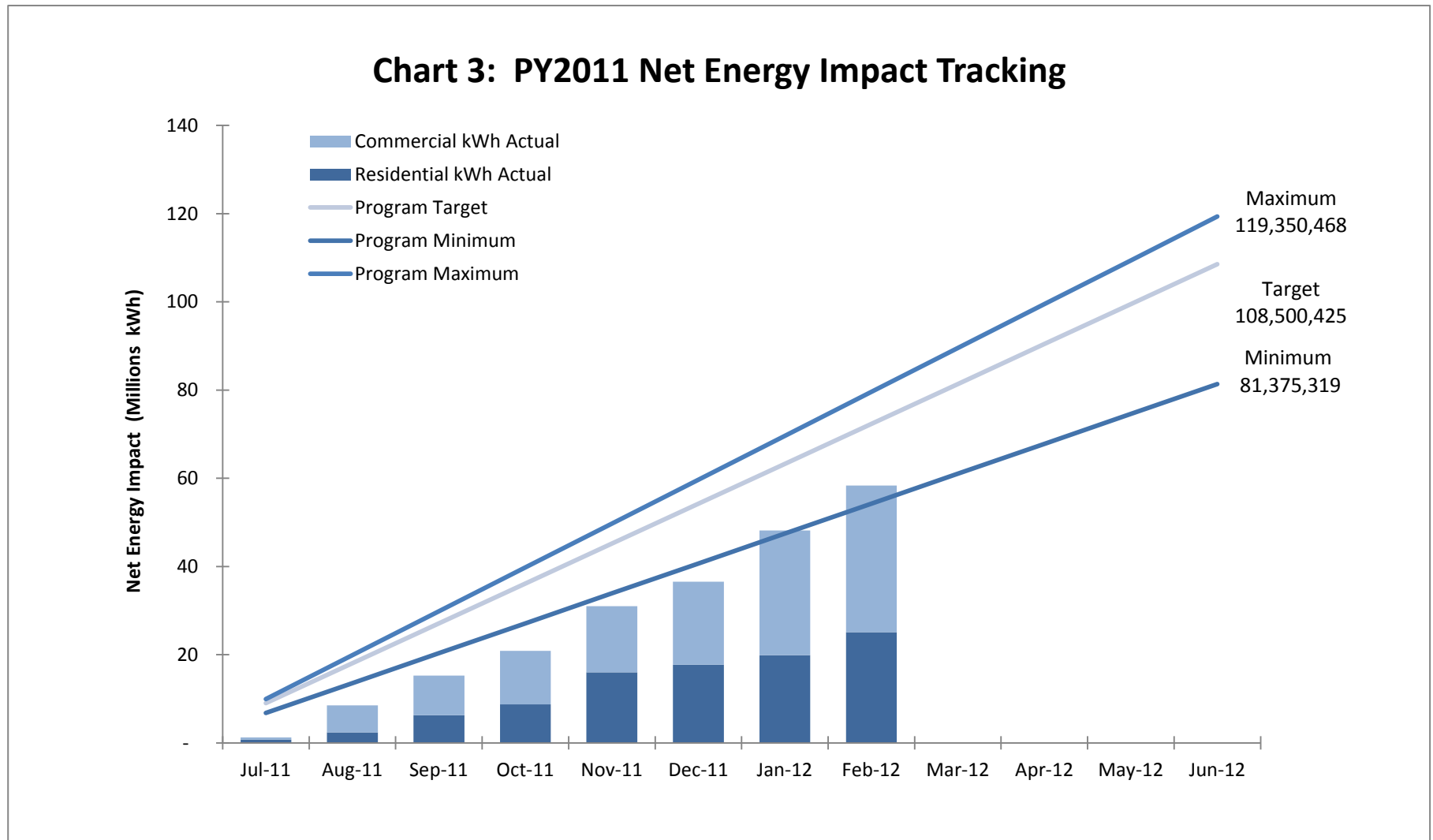
1. *PY2011 Incentive Payment Tracking* – This chart shows the paid versus target incentives for PY2011.



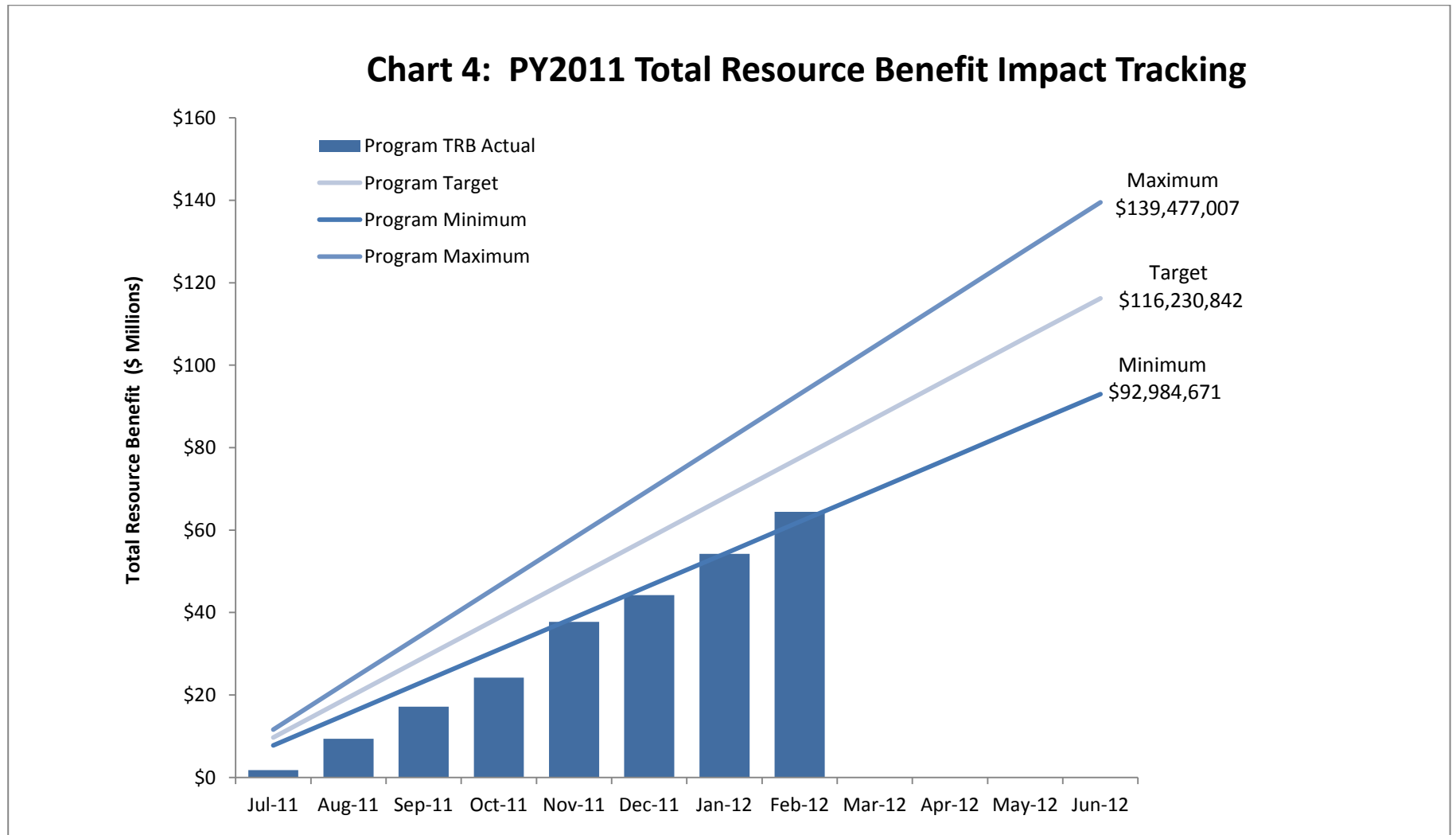
2. *PY2011 Net Demand Impact Tracking* – This chart shows the combined demand impact versus target for PY2011.



3. *PY2011 Net Energy Impact Tracking* – This chart shows the net energy impact versus target for PY2011.



4. *PY2011 Total Resource Benefit Impact Tracking* – This chart shows the total resource benefit impact versus target for PY2011.



The following Program events took place this month:

Event	Audience	Subject	Count	Date
Senior living community meeting, Oahu	Management staff	Overview of program incentive offerings	25	1-Feb
Maui resort engineering staff meeting, Maui	Engineering supervisory staff	Overview of program and application processes	10	2-Feb
LED lighting vendor presentation, Oahu	LED lighting company representatives	Review new projects and possibilities to integrate into Hawaii Energy incentive process	10	9-Feb
Hawaii university meeting, Oahu	Facilities directors	Potential lighting projects and energy study program	3	10-Feb
Condominium meeting, Oahu	Property manager, office manager, and guard	Overview of program incentive offerings	3	10-Feb
Meeting with energy solutions company, Oahu	Company representatives	Review projects for kitchen exhaust ventilation	4	10-Feb
Condominium meeting, Oahu	Facilities managers and condominium staff	Review lighting for potential energy conservation measures	4	10-Feb
Solar company Meeting	Company representatives	Review Daylighting projects	4	16-Feb

The following Program Events took place this month (continued):

Event	Audience	Subject	Count	Date
Sustainable industry professionals membership meeting, Oahu	Architects, developers, Hawaii university Students	Annual meeting	50	23-Feb
Association of Apartment Owners (AOAO) Board meeting, Oahu	Board Members	Submetering and other incentive program offerings	10	28-Feb
Condominium Board meeting, Oahu	Board Members	Review of incentive Offerings	16	28-Feb

The following key Advertising, Marketing & Publicity activities took place this month:

Media Outlet	Subject	Date
<i>Hawaii Building Management</i> - February - March 2012 issue	Media coverage: “Hawaii Energy + You”	1-Feb through 29-Feb
KHON-2 - 6:00 p.m. news	Media coverage: “Castle Medical Center Gets Thousands for Going Green”	14-Feb
HawaiiNewsNow KHNL-8 - 5:30 p.m. news	Media coverage: “Castle Medical Center Received a Big Check from the Federal Government Today for Energy Improvements”	14-Feb
Pacific Business News - “Biz Blog”	Media coverage: “It Pays to be Energy Efficient for Castle Medical Center”	14-Feb
CivilBeat.com - “Hawaii Land Blog”	Media coverage: “Castle Medical Center Awarded Funds for Energy Efficiency”	14-Feb
Honolulu Star-Advertiser	Media coverage: “Castle Energy Upgrade Largest to Benefit from State Program”	16-Feb
KHON2.com	Media coverage: “Oahu Hospital Gets \$650k to be Energy Efficient”	17-Feb
HawaiiNewsNetwork.com	Media coverage: “Oahu Hospital Gets \$650k to be Energy Efficient”	17-Feb
WestHawaiiToday.com	Media coverage: “State Sends Letters About Energy Consumption”	23-Feb
HawaiiTribuneHerald.com	Media coverage: “Power Hogs Put on Notice”	24-Feb

The following Education, Training and Outreach events took place this month:

Event	Audience	Subject	Count	Date
Hotel Industry Meeting, Oahu	Hotel general managers and facilities managers	Monthly industry meeting	150	1-Feb
TED-X Conference, Hawaii	Hawaii Island residents and conference coordinators	Hawaii Energy Program outreach table and residential giveaway	45	4-Feb
Videotaping of TV segment for "Think Tech Hawaii", Oahu	General population	Presentation of Hawaii Energy program highlights, featuring Program Manager Ray Starling; air date to be determined	N/A	6-Feb
Videotaping of TV segment for Olelo documentary about clean energy, Oahu	General population	Presentation of Hawaii Energy program highlights, featuring Marketing & Outreach Manager Derrick Sonoda; air date to be determined	N/A	7-Feb
Water Usage Efficiency Training, Oahu	Board of Water Supply, Department of Business, Economic Development, and Tourism (DBEDT), Department of Transportation (DOT), Department of Parks and Recreation (DPR), Maui and Kauai County Water Department	To collaborate on energy efficiency measures with water efficiency initiatives.	50	8- Feb thru 10-Feb

The following Education, Training and Outreach events took place this month (continued):

Event	Audience	Subject	Count	Date
Business and residential focus group sessions, Hawaii Island, Maui and Oahu	Members of general population selected through a third-party process	Seven focus group sessions conducted by third-party market research company	Approx. 10 or more per session	21-Feb through 29-Feb
Trade association dinner, Oahu	International Facility Management Worldwide association members	Featured speaker: Program Manager Ray Starling; presentation of Hawaii Energy program highlights	70	23-Feb
Business training meeting, Oahu	HVAC contractors, engineers, and lighting contractors	Business training event	150	24-Feb
Small Business Direct Install Lighting(SBDIL) program meeting, Oahu	Lighting contractors	SBDIL website training	14	2-Feb to 24-Feb
Business training meeting, Oahu	Engineers and energy auditors	Business training event	150	27-Feb to 29-Feb

The following Transformational events took place this month:

Event	Audience	Subject	Count	Date
Energy efficiency & financial literacy workshop, Oahu	Latter Day Saints Church-Mailikai Ward	Continuation of ongoing program, providing information, lessons, and helpful instructions on how to save money through energy conservation and efficiency.	91	1-Feb
Energy efficiency & financial literacy workshop, Hawaii Island	Waimea Community Association	Continuation of ongoing program, providing information, lessons, and helpful instructions on how to save money through energy conservation and efficiency.	65	2-Feb
Energy efficiency & financial literacy workshop, Oahu	EAH (Ecumenical Association for Housing)	Continuation of ongoing program, providing information, lessons, and helpful instructions on how to save money through energy conservation and efficiency.	23	7-Feb
Energy efficiency & financial literacy workshop, Molokai	Molokai Community	Continuation of ongoing program, providing information, lessons, and helpful instructions on how to save money through energy conservation and efficiency.	21	8-Feb
Energy efficiency & financial literacy workshop, Molokai	Molokai Community	Continuation of ongoing program, providing information, lessons, and helpful instructions on how to save money through energy conservation and efficiency.	19	9-Feb
USDA grant meeting, Oahu	Interested Stakeholders & Various Government Officials	Participation in high-level outreach planning with the objective of assisting Hawaii residents and business in obtaining grant funds from the USDA for Energy Efficiency improvements.	6	9-Feb

The following Transformational events took place this month (continued):

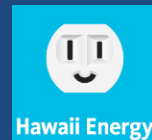
Event	Audience	Subject	Count	Date
State Legislative Hearing, Oahu	Legislators, Legislative Staff & members of the public	Provided comments as a subject matter expert on HB 1746 Relating to Condominiums.	30	15-Feb
Learning to S.E.E. (Sell Efficiency Effectively) Training Workshop, Maui	Industry professionals, property managers, students	Sponsored and hosted a professional training course to enhance and improve the skills and knowledge base of Hawaii's energy industry professionals.	25	20-Feb
Energy Efficiency's Role in Your Sustainability Agenda, Maui	Industry professionals, students, government officials	Sponsored and hosted a professional training course to enhance and improve the skills and knowledge base of Hawaii's energy industry professionals.	20	21-Feb
Learning to S.E.E. (Sell Efficiency Effectively) Training Workshop, Hawaii Island	Industry professionals, property managers, students	Sponsored and hosted a professional training course to enhance and improve the skills and knowledge base of Hawaii's energy industry professionals.	10	22-Feb
Energy Efficiency's Role in Your Sustainability Agenda, Hawaii Island	Industry professionals, students, government officials, property managers, building maintenance personnel	Sponsored and hosted a professional training course to enhance and improve the skills and knowledge base of Hawaii's energy industry professionals.	10	23-Feb

The following Transformational events took place this month (continued):

Event	Audience	Subject	Count	Date
Learning to S.E.E. (Sell Efficiency Effectively) Training Workshop, Oahu	Energy industry professionals, students, government officials, property managers, building maintenance personnel, realtors, investors, property and building owners	Sponsored and hosted a professional training course to enhance and improve the skills and knowledge base of Hawaii's energy industry professionals.	120	24-Feb
Benchmarking Your Commercial Building; What's Next Training Workshop, Oahu	Energy industry professionals, property managers, building owners, investors	Sponsored and hosted a professional training workshop to help attendees build and improve on professional skills in order to grow the energy efficiency industry.	45	25-Feb
Association of Energy Engineers (AEE) Certified Energy Manager (CEM)	Energy industry professionals, property managers, building owners, investors	Sponsored a professional training workshop to help attendees build and improve on professional skills in order to grow Certified Energy Manager individuals within Hawaii.	57	27-Feb to 2- Mar

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – February 2012 (2/1/2012 – 2/29/2012)



Budget Status Table

	February Allocations	Allocations to Date	PY11 Budget	Percent Spent
Residential Programs				
Residential Program Ops and Management				
1, 2 REEM	\$ 348,752.39	\$ 1,499,408.44	\$ 1,968,983.00	76%
RESM	\$ 2,111.34	\$ 26,000.32	\$ 116,146.00	22%
RHTR	\$ 14,597.11	\$ 41,284.37	\$ 136,861.00	30%
Total Residential Programs	\$ 365,460.84	\$ 1,566,693.13	\$ 2,221,990.00	71%
Residential Market Evaluation	\$ 6,488.75	\$ 15,668.55	\$ 55,100.00	28%
Residential Outreach	\$ 85,068.51	\$ 409,324.92	\$ 1,065,950.00	38%
Total Residential Non-Incentive	\$ 457,018.10	\$ 1,991,686.60	\$ 3,343,040.00	60%
Residential Incentives				
REEM	\$ 549,920.43	\$ 3,422,747.62	\$ 7,731,438.00	44%
RESM	\$ 50.00	\$ 26,293.00	\$ 608,000.00	4%
RHTR	\$ 6,243.26	\$ 46,040.91	\$ 649,053.00	7%
Subtotal Residential Incentives	\$ 556,213.69	\$ 3,495,081.53	\$ 8,988,491.00	39%
Residential Transformational	\$ 89,752.59	\$ 332,432.67	\$ 987,505.00	34%
Total Residential Incentives	\$ 645,966.28	\$ 3,827,514.20	\$ 9,975,996.00	38%
Total Residential Programs	\$ 1,102,984.38	\$ 5,819,200.80	\$ 13,319,036.00	44%
Business (C&I) Programs				
Business Programs Ops and Management				
1, 2 BEEM	\$ 69,816.34	\$ 566,014.75	\$ 917,882.00	62%
CBEEM	\$ 44,772.90	\$ 398,581.49	\$ 866,259.00	46%
BESM	\$ 49,900.00	\$ 234,582.56	\$ 397,373.00	59%
BHTR	\$ 52,769.95	\$ 218,690.93	\$ 375,005.00	58%
Total Business Programs	\$ 217,259.19	\$ 1,417,869.73	\$ 2,556,519.00	55%
Business Market Evaluation	\$ 9,067.50	\$ 121,391.65	\$ 152,475.00	80%
Business Outreach	\$ 72,548.50	\$ 470,620.43	\$ 1,376,945.00	34%
Total Business Non-Incentive	\$ 298,875.19	\$ 2,009,881.81	\$ 4,085,939.00	49%
Business Incentives				
BEEM	\$ 457,069.01	\$ 2,771,606.23	\$ 5,697,100.00	49%
CBEEM	\$ 437,904.39	\$ 1,116,932.39	\$ 1,459,833.00	77%
BESM	\$ 14,803.50	\$ 30,856.35	\$ 3,027,000.00	1%
BHTR	\$ -	\$ 122,888.19	\$ 802,000.00	15%
Subtotal Business Incentives	\$ 909,776.90	\$ 4,042,283.16	\$ 10,985,933.00	37%
Business Transformational	\$ 113,981.10	\$ 300,305.69	\$ 1,206,950.00	25%
Total Business Incentives	\$ 1,023,758.00	\$ 4,342,588.85	\$ 12,192,883.00	36%
Total Business Programs	\$ 1,322,633.19	\$ 6,352,470.66	\$ 16,278,822.00	39%
Total Services and Initiatives	\$ 2,425,617.57	\$ 12,171,671.45	\$ 29,597,858.00	41%
Supporting Services				
Supporting Services	\$ 156,226.29	\$ 1,061,317.49	\$ 2,091,909.00	51%
Total Supporting Services	\$ 156,226.29	\$ 1,061,317.49	\$ 2,091,909.00	51%
Subtotal Non-Incentive (Prior to Tax)	\$ 912,119.58	\$ 5,062,885.90	\$ 9,520,888.00	53%
Less Performance Incentives (Prior to Tax)	\$ (55,708.36)	\$ (445,666.88)	\$ (700,000.00)	
Subtotal Non-Incentive Less Performance Incentives (PI)	\$ 856,411.22	\$ 4,617,219.02	\$ 8,820,888.00	
Total Tax on Non-Incentive Without PI	\$ 40,354.10	\$ 217,563.37	\$ 448,623.00	
Performance Incentive Award (Inclusive of Tax)		\$ -	\$ 700,000.00	
Subtotal Non-Incentive Billed	\$ 896,765.32	\$ 4,834,782.39	\$ 9,969,511.00	48%
Subtotal Residential and Business Customer Incentives	\$ 1,465,990.59	\$ 7,537,364.69	\$ 19,974,424.00	38%
Subtotal Transformational Incentives	\$ 203,733.69	\$ 632,738.35	\$ 2,194,455.00	29%
Sub-Total Estimated Contractor Costs	\$ 2,566,489.60	\$ 13,004,885.43	\$ 32,138,390.00	40%
Performance Awards in Excess of Target Levels			\$ 133,000.00	
Total Estimated Contractor Costs, including Performance Awards in Excess of Target Levels			\$ 32,138,390.00	

Footnote: 1. \$425 Bounty Hauler fee was reallocated from BEEM to REEM as a result of the adjustment to HW #213744.

2. \$45 Bounty Hauler fee - Maui was reallocated from REEM to BEEM to HW # 213899.

Appendix A – Island Equity Details

Reported	TOTAL			REGULAR			TRANSFORMATIONAL		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
PY11 Target	\$ 16,507,381	\$ 2,772,025	\$ 2,889,472						
Jul-11	\$ 199,366.44	\$ 30,278.54	\$ 24,907.07	\$ 192,230.00	\$ 23,352.00	\$ 17,980.53	\$ 7,136.44	\$ 6,926.54	\$ 6,926.54
Aug-11	\$ 470,619.30	\$ 82,455.58	\$ 58,819.13	\$ 455,129.00	\$ 67,420.87	\$ 43,784.42	\$ 15,490.30	\$ 15,034.71	\$ 15,034.71
Sep-11	\$ 649,143.78	\$ 97,907.22	\$ 91,481.54	\$ 623,036.28	\$ 78,172.25	\$ 64,124.49	\$ 26,107.50	\$ 19,734.97	\$ 27,357.05
Oct-11	\$ 694,659.02	\$ 128,383.93	\$ 75,175.63	\$ 671,510.33	\$ 105,741.00	\$ 52,272.00	\$ 23,148.69	\$ 22,642.93	\$ 22,903.63
Nov-11	\$ 625,256.16	\$ 96,961.45	\$ 259,575.79	\$ 595,366.32	\$ 67,400.36	\$ 232,718.87	\$ 29,889.84	\$ 29,561.09	\$ 26,856.92
Dec-11	\$ 775,040.75	\$ 181,069.80	\$ 101,070.70	\$ 756,298.72	\$ 160,017.61	\$ 80,223.13	\$ 18,742.03	\$ 21,052.19	\$ 20,847.57
Jan-12	\$ 1,433,795.81	\$ 196,939.40	\$ 212,468.73	\$ 1,410,754.82	\$ 167,910.28	\$ 190,927.35	\$ 23,040.52	\$ 29,029.12	\$ 21,541.38
Feb-12	\$ 1,333,800.78	\$ 196,648.95	\$ 139,274.55	\$ 1,250,192.11	\$ 127,851.47	\$ 87,947.01	\$ 83,608.67	\$ 68,797.48	\$ 51,327.54
Mar-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Apr-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
May-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Jun-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PTD Total	\$ 6,181,682.04	\$ 1,010,644.87	\$ 962,773.14	\$ 5,954,517.58	\$ 797,865.84	\$ 769,977.80	\$ 227,163.99	\$ 212,779.03	\$ 192,795.34

Transformational

34% 33% 33%

Reported	Labor		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
Jul-11	\$ 7,136.44	\$ 6,926.54	\$ 6,926.54
Aug-11	\$ 12,847.01	\$ 12,469.16	\$ 12,469.16
Sep-11	\$ 16,909.88	\$ 16,412.53	\$ 16,412.53
Oct-11	\$ 23,148.69	\$ 22,467.85	\$ 22,467.85
Nov-11	\$ 21,954.97	\$ 21,309.25	\$ 21,309.25
Dec-11	\$ 13,920.95	\$ 17,542.92	\$ 14,932.56
Jan-12	\$ 20,299.20	\$ 20,486.20	\$ 19,702.17
Feb-12	\$ 24,008.26	\$ 23,302.14	\$ 23,302.14
Mar-12			
Apr-12			
May-12			
Jun-12			
PTD Total	\$ 140,225.40	\$ 140,916.59	\$ 137,522.20

Reported	Subcontractor		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
Jul-11	\$ -	\$ -	\$ -
Aug-11	\$ 2,643.29	\$ 2,565.55	\$ 2,565.55
Sep-11	\$ 9,197.61	\$ 3,322.44	\$ 10,944.52
Oct-11	\$ -	\$ 175.08	\$ 435.78
Nov-11	\$ 7,934.87	\$ 8,251.84	\$ 5,547.67
Dec-11	\$ 4,821.08	\$ 3,509.27	\$ 5,915.01
Jan-12	\$ 2,741.32	\$ 8,542.92	\$ 1,839.21
Feb-12	\$ 59,600.41	\$ 45,495.34	\$ 28,025.40
Mar-12			
Apr-12			
May-12			
Jun-12			
PTD Total	\$ 86,938.58	\$ 71,862.44	\$ 55,273.14



Appendix B – Complaint Report

ID #	Date Initiated	Channel	Customer Contact No. ¹	Customer Name ¹	Description of Dispute	Actions Taken	Date Resolved
PY11-15	2-Feb	E-Mail			The customer wrote about the home energy report. He wanted to know how we knew the circumstances of those homes represented in the letter. He felt a half done job was a waste of money. If we do not know these details of why energy usage was high, then the letter is useless and, "a waste of postage, paper, and the salaries and benefits of personnel who compose such trash." He thought this is much ado about nothing on the taxpayer's dime.	The customer was sent a reply neutralizing the customer's concerns and inviting her to find value in the tips offered.	2-Feb
PY11-16	15-Feb	E-Mail			This is an O-Power customer. He felt the Home Energy Report was a waste of taxpayer's money and that sending it out on "state letterhead" was intimidating.	The CSR explained the program to him and also, per customer's request, asked the manager to return the customer's call. The manager called the customer and further explained the program to him. The customer was satisfied with the explanation and wanted to continue to receive the report.	14-Feb

Appendix B – Complaint Report (continued)

ID #	Date Initiated	Channel	Customer Contact No. ¹	Customer Name ¹	Description of Dispute	Actions Taken	Date Resolved
PY11-17	26-Feb	E-Mail			Customer felt O-Power report is an absolute joke and totally irrelevant. He has a few neighbors living on 20 acres and only one of them on grid. His home is a farm with coffee roasting and new, efficient, processing equipment. Ranking is irrelevant because to get 100 homes, we would need to go miles away. He is a MS Engineer and in charge of alternative energy development for his company and knows about energy efficiency. All of his appliances are new and energy efficient. His hot water is propane on-demand and he has no second refrigerator. To make a difference, HELCO should remove the ridiculous study he has to pay for to install solar on his house. HELCO wants to charge him several thousands of dollars to study whether or not he can install a solar. This is a bigger hindrance to clean energy than the generalizations in the letter mailed to him. Customer feels the letter was a waste of time and money that could have been better utilized elsewhere.	Program Manager spoke with customer. Explained report to customer. Customer taken off O-Power, not a good sample. Customer understood the relevance of the program after talking to the manager.	29-Feb



Appendix B – Complaint Report (continued)

ID #	Date Initiated	Channel	Customer Contact No. ¹	Customer Name ¹	Description of Dispute	Actions Taken	Date Resolved
PY11-18	28-Feb	E-Mail			Customer wondered how he was chosen for the O-Power report; did not appreciate outside agencies, over which he has no control, having access to his utility records. He wanted to opt out of the program. He felt our information as it pertains to him was useless because the report is saying that he uses more energy than his efficient neighbors when he doesn't have a clue as to what their energy usages are.	The Program Manager notified the customer that he will be taken out of the program, however he will probably receive one more report, as there is a four-week delay between mailings.	28-Feb

Note:

1. To protect the customers' privacy, this information will be redacted in the final version of the monthly reports made available to the public at www.HawaiiEnergy.com.



Executive Summary

Administrative Highlights

- Participated in EEPS planning meetings
- Worked with Contract Manager to incorporate program revisions and M&V findings into Annual Plan for 2011
- Hired Sarah McCann as Transformational Programs Specialist to support Transformational team
- Hired Maile Alsup as Event & Meeting Coordinator to coordinate outreach events
- Hired Shelton Honda as Program Assistant (to replace Amanda Leong) to support Commercial team
- Began recruiting for Residential Coordinator to research, design and implement programs for the Residential sector

Program Operation Highlights

- Increased the upstream rebate for CFLs from \$1.00 to \$1.40 in concert with launching the 3 CFL Challenge; secured endcaps within specific retail locations and increased quality control visits to ensure proper merchandising
- Signed on Lowes as a participating retailer for High Efficiency Lighting
- Hired Blue Planet Foundation to implement a CFL Exchange Projects, *Maui Bulb Blitz* and the *Big Island Bulb Blitz* for the neighbor islands where 65,000 CFLs will be exchanged for incandescent light bulbs through April
- Extended the Home Energy Report Ewa Pilot to June 30th
- Offered 100% funded pilot program for kitchen hood demand ventilation control systems for six restaurant facilities on Hawaii island and four on Maui
- Kicked off Central Plant Metering Project with initial participation commitment from eight hotel facilities on Hawaii Island
- A single condominium central plant energy management system project provided 2,781,530 kWh annual savings



Marketing Highlights

- Implemented comprehensive marketing campaign to launch the *3 CFL Challenge*, which encourages everyone to change out at least three old-fashioned, incandescent light bulbs to energy-efficient, money-saving CFLs and to tell three others to do the same. Worked with the State of Hawaii Department of Health to provide CFL disposal information and online resources on Hawaii Energy's website
- Coordinated and collaborated with McDonald's of Hawaii on the grand opening celebration of its Kona Commons restaurant, including public relations and promotional materials such as in-store signage identifying energy-efficient lighting and informational bag stuffers. Also sponsored a *Bulb Blitz* with the assistance of Blue Planet Foundation and McDonald's
- Began collaboration with *RE: Project*, a group of six Honolulu high school students on a mission to work with the community to "trade" for an energy-efficient retrofit of the YMCA – Waialae. The students agreed to support Hawaii Energy's *3 CFL Challenge* through an intensive social media campaign in exchange for our assistance with the retrofit

Outreach Highlight

- Underwrote a webcast of the Rebuild Hawaii Consortium quarterly meeting entitled "Government and Private Sector Financing for Energy Efficiency"
- Partially underwrote the second season of a television show called "*Hawaii: The State of Clean Energy*" Sponsored the 2012 Hawaii Buildings, Facilities and Property Management Expo. Presented seminars on electrical sub-metering and parking garage exhaust fan offerings
- Coordinated partnership with the Hawaii Department of *Water Supply* to help promote efficiency and conservation during "Detect-A-Leak Week" to encourage all Hawaii Island residents to conserve by checking for water leaks at their homes, properties and workplaces. Hawaii Energy provided water leak detection tablets to residents

Transformational Program Highlights

- Participated in the Clean Energy Fair at the Hawaii National Guard Training Center
- Appeared on local television to promote the 10th Annual College, Career & Job Fair, co-sponsored by Hawaii Energy, Leeward Community College and University of Hawaii- West Oahu



Key Performance Metrics

Key Performance Metrics	This Month's Results	YTD Results	PY2011 Targets	YTD % of Target PY2011
Annual Energy Savings Impacts (Net Generation Level)				
Residential (MWh)	3,313	28,413	64,015	44.4%
Business (MWh)	7,016	40,287	44,485	90.6%
Peak Demand (kW)	1,355	9,778	16,401	59.6%
Total Resource Benefit	\$10,990,158.26	\$75,717,292.98	\$116,230,842.00	65.1%
Island Equity¹ (% Incentives Paid)				
Oahu	\$1,541,231.18	\$7,722,913.22	\$16,507,381.00	46.8%
Maui County	\$105,288.01	\$1,068,061.15	\$2,889,472.00	37.0%
Hawaii County	\$162,703.13	\$1,173,348.00	\$2,772,025.00	42.3%
Transformation Infrastructure Development¹				
Government Support Milestones	0	1	4	25.0%
Education and Training Milestones	0	3	4	75.0%
Financials				
Total Non-Incentives Billed ²	\$896,109.63	\$5,730,892.02	\$9,969,511.00	57.5%
Total Residential and Business Incentives Billed	\$1,676,042.12	\$9,213,406.81	\$19,974,424.00	46.1%
Total Transformational Billed	\$133,180.20	\$765,918.56	\$2,194,455.00	34.9%

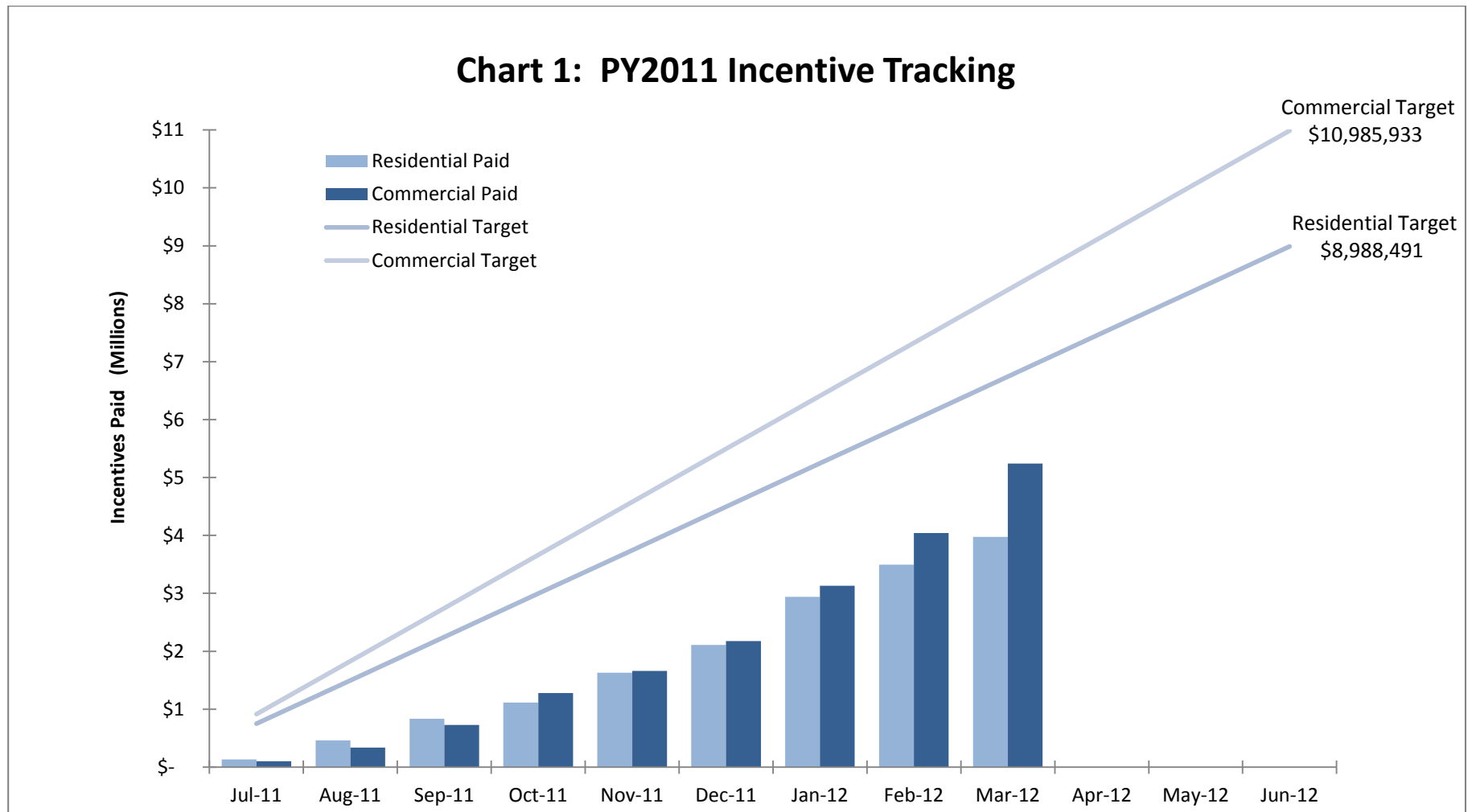
Notes:

1. See Appendix A for more details.
2. Total Non-Incentives Billed reflects the deduction of performance incentive fees for the award pool (\$700,000)



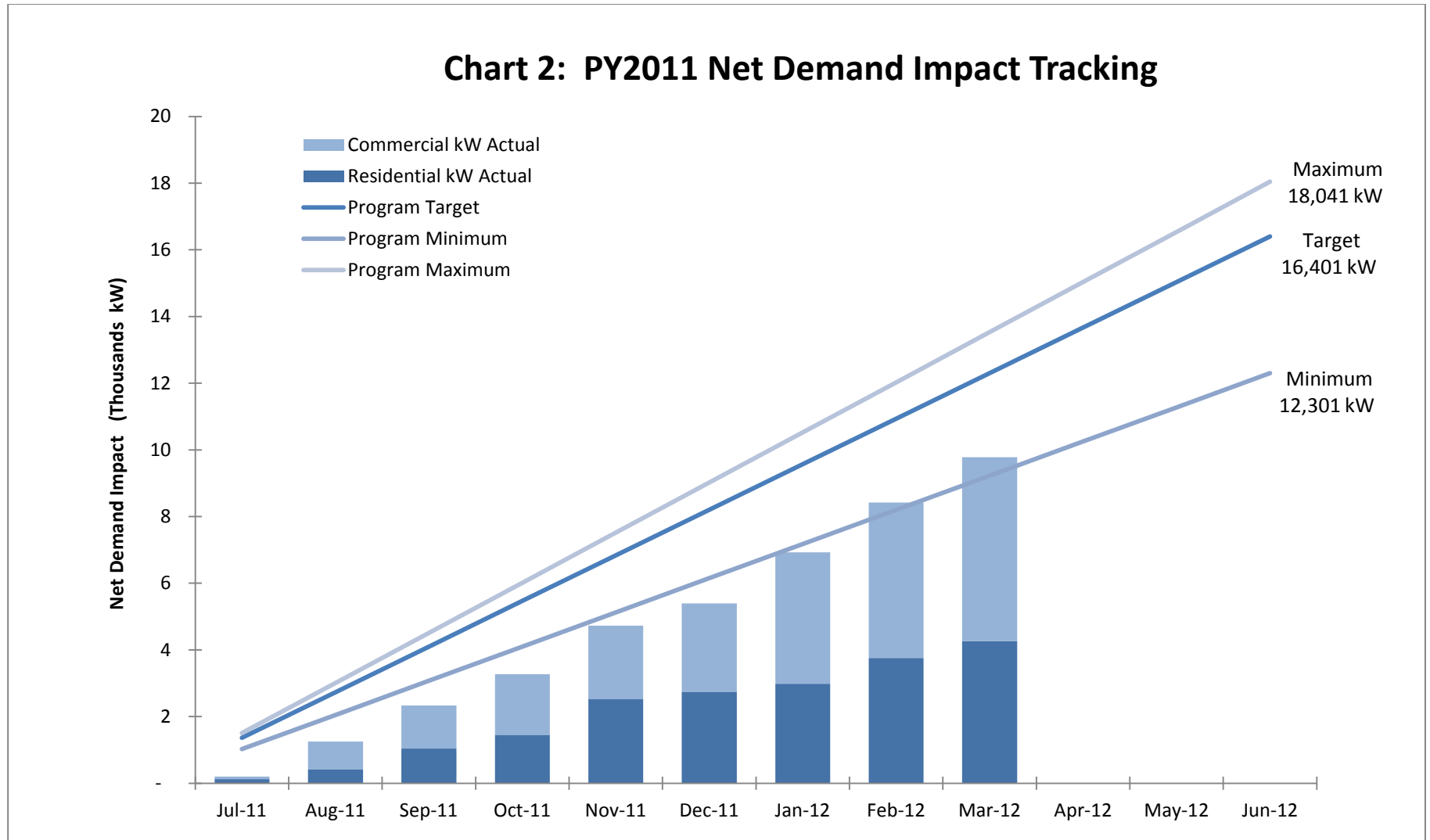
Performance Charts

1. *PY2011 Incentive Payment Tracking* – This chart shows the paid versus target incentives for PY2011



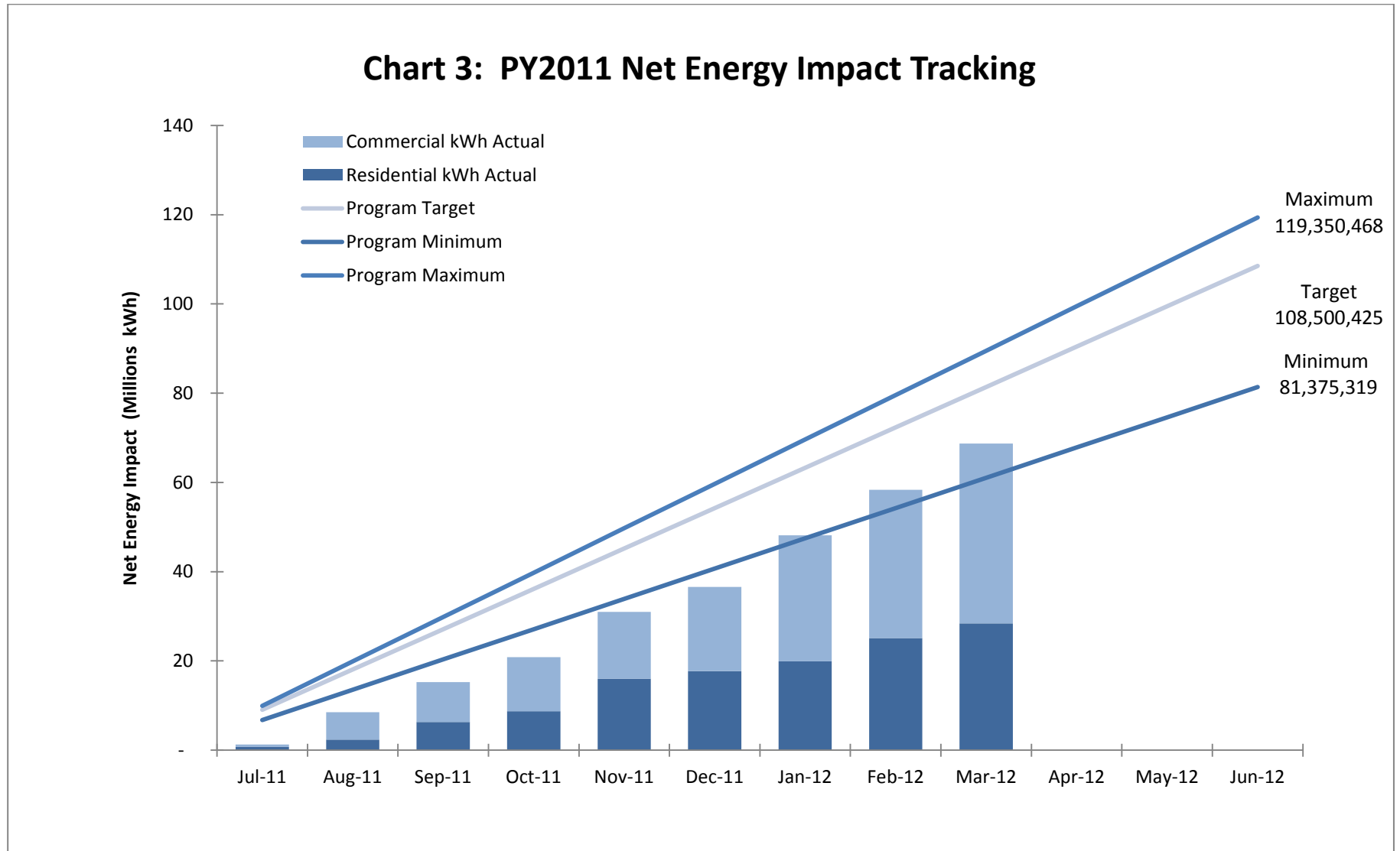


2. *PY2011 Net Demand Impact Tracking* – This chart shows the combined demand impact versus target for PY2011.



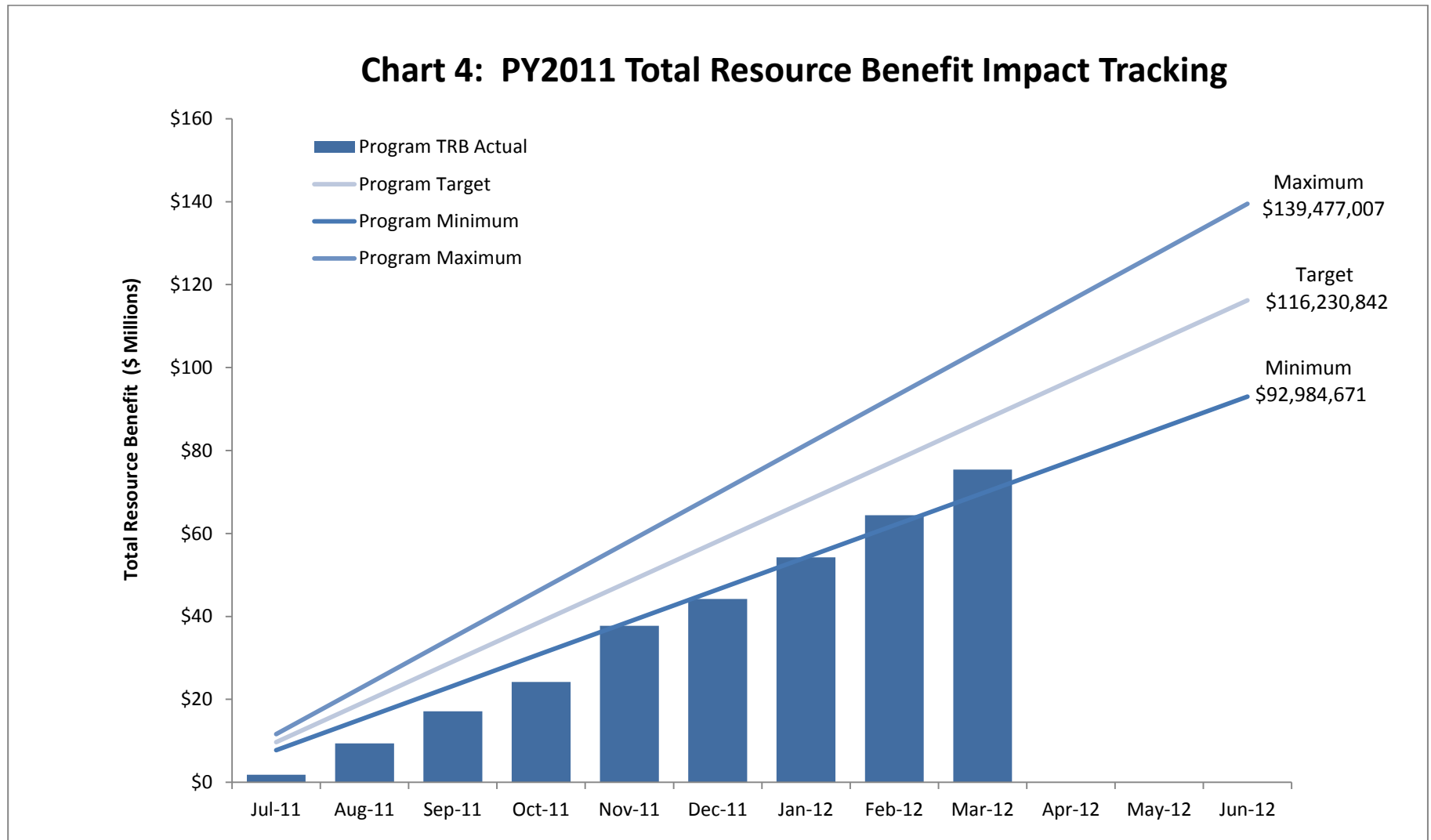


3. *PY2011 Net Energy Impact Tracking* – This chart shows the net energy impact versus target for PY2011.





4. *PY2011 Total Resource Benefit Impact Tracking* – This chart shows the total resource benefit impact versus target for PY2011.





The following Program events took place this month:

Event	Audience	Subject	Count	Date
The Alexander, Oahu	AOAO Board members	Overview of program lighting efficiency offerings	10	7-Mar
Engineer and Architect of Hawaii (EAH) meeting, Oahu	EAH staff	Introduction to program	15	9-Mar
Meeting with hotel engineers, Hawaii Island	Director of engineering & engineering staff	Overview of kitchen ventilation hood project	7	15-Mar
Energy working group meeting, Maui	Maui Economic Development Board (MEDB), Maui Electric Company (MECO), Ormat Technologies Inc., Hawaii Commercial & Sugar Company (HC&S), Energy Consulting Associates (ECA), Department of Business, Economic Development & Tourism (DBEDT)	Participated in creating energy efficiency model for Maui County	15	16-Mar
Consolidated Electrical Distributors, Oahu	Manufacturers, wholesalers, distributors & electricians	Overview of program updates	7	20-Mar
Department of Education Meeting, Oahu	Facilities directors	Potential collaboration on potential energy efficiency programs	6	20-Mar
Commercial programs update meeting, Kona	Business owners, engineers	Overview of program updates and new offerings for Hawaii island	29	21-Mar
Ocean View Condos meeting, Oahu	Property managers, AOAO President, site manager	Introduction to program and new program offerings	3	22-Mar



The following Program events took place this month (continued):

Event	Audience	Subject	Count	Date
Commercial programs update meeting, Hilo	Business owners, engineers, business program participants	Overview of program updates	8	22-Mar
Associated Business Maintenance Meeting, Oahu	Facilities & Property Manager	Introduction to program	25	23-Mar



The following key Advertising, Marketing & Publicity activities took place this month:

Media Outlet	Subject	Date
<i>Maui News</i>	Media coverage: “Letters to the Editor: Home Energy Reports”	5-Mar
MauiNow.com	Media coverage: “ ‘Bulb Blitz’ Challenge Reaches Maui”	6-Mar
BigislandNow.com	Media coverage: “ ‘Bulb Blitz’ Challenge Reaches Big Island”	6-Mar
KBIGFM.com	Media coverage: “3 CFL Challenge”	6-Mar
KBFD (Oceanic Cable channel 4 or digital channel 82) - 6:30 p.m. news	Media coverage: “3 CFL Challenge”	9-Mar
CivilBeat.com – “Land Blog”	Media coverage: “Reducing Hawaii’s Energy Use One Light Bulb at a Time”	14-Mar
<i>Honolulu Star-Advertiser</i>	Media coverage: “Rebate for CFL Bulbs Raised to \$1.40 from \$1 Each”	15-Mar
<i>Honolulu Star-Advertiser</i>	Media coverage: “Leeward Community College Hosts Job Fair April 4”	19-Mar
EcoGreenHotel.com	Media coverage: “Viewpoint – Hawaii Energy Working to Reduce Energy Use”	20-Mar
Hawaii.edu – University of Hawaii System News	Media coverage: “Leeward Job Fair Highlights Clean Energy Sector”	23-Mar
WestHawaiiToday.com	Media coverage: “McDonald’s Grand Opening Is Today”	24-Mar
BigIslandNewsCenter.com	Media coverage: “McD’s Opening at Kona Commons Attracts Crowds”	24-Mar
CivilBeat.com – “Land Blog”	Media coverage: “Energy Efficiency Ads Not Short on Humor”	26-Mar
HawaiiNewsNow.com	Media coverage: “Leeward Job Fair Highlights Clean Energy Sector”	28-Mar
Hawaii News Now – 5:30 p.m. broadcast	Media coverage: “Leeward Community College Job Fair”	28-Mar
GreenMagazineHawaii.com	Media coverage: “Leeward Community College Job Fair”	28-Mar
KITV-4 – Morning news	Media coverage: “Community Minute with Hawaii Energy’s Malama Minn” highlighting Leeward Community College Job Fair	29-Mar



The following Education, Training and Outreach events took place this month:

Event	Audience	Subject	Count	Date
Rebuild Hawaii Consortium quarterly meeting: “Government and Private Sector Financing for Energy Efficiency”, Oahu	Local energy efficiency leaders and peers, as well general population	Presentation of business and residential program offerings and webcast of the entire meeting. Hosting of event video on website	75 attendees & online viewers	5-Mar
2012 Peer Exchange Program, Oahu	Working group consisting of representatives from State of Hawaii PUC, DBEDT Energy Office and other energy efficiency leaders and peers	By-invitation-only working group meeting: Presentation of program highlights and home energy audits initiative	25	7-Mar
2012 Hawaii Buildings, Facilities and Property Management Expo, Blaisdell Center, Oahu	Buildings, facilities and property management industry personnel	Presentation of seminars about electrical sub-metering, parking garage exhaust fan and business offerings	2,000	7-Mar and 8-Mar
Four Seasons report Wailea Employee Event, Maui	Hotel employees	Overview of residential program offerings	100	3/14/2012
Videotaping of TV segment for “The State of Clean Energy”, Oahu	General population	Presentation of program highlights	N/A	15-Mar
Community outreach and <i>Bulb Blitz</i> at the grand opening celebration of McDonald’s Kona Commons restaurant, Hawaii Island	General population	Promotion of program including in-store signage identifying energy-efficient lighting	1,200	24-Mar



The following Education, Training and Outreach events took place this month (continued):

Event	Audience	Subject	Count	Date
Hotel Trade Association Trade Show, Maui	Hotel Managers, Engineers, Vendors	Program Introduction	80-100	29-Mar
Hamakua Community Development Plan Meeting, Hawaii island	County of Hawaii Planning Department, Development Plan Steering Committee, local residents	Program introduction and overview of commercial and residential program offerings	55	29-Mar
Clean Energy Fair hosted by Senator Pohai Ryan, Oahu	General population	Presentation about program highlights about offerings	25	31-Mar



The following Transformational events took place this month:

Event	Audience	Subject	Count	Date
Financial literacy & energy efficiency workshop, Maui	Hana High School students, faculty & staff	Continuation of ongoing program to provide information to save money through energy conservation and efficiency	30	7-Mar
Financial literacy & energy efficiency workshop, Maui	Hana Community Members	Continuation of ongoing program to provide information to save money through energy conservation and efficiency	30	8-Mar
Energy tracker proposal meeting	Blue Planet Foundation staff and contractor	Discussion of proposed Energy Tracker project and software demonstration	5	12-Mar
Financial literacy & energy efficiency workshop, Oahu	City & County of Honolulu Section 8 and Work Hawaii Division	Continuation of ongoing program to provide information to save money through energy conservation and efficiency	150	13-Mar
Rebuild Hawaii Consortium Planning meeting	Rebuild Hawaii Consortium officers & Hawaii State Energy office staff	Development of long-term objectives, revision and refinement of mission statement as well as roles and responsibilities	5	16-Mar
10 th Annual College, Career & Job Fair planning meeting	Leeward Community College Job Prep Services staff, Rotary Club members, University of Hawaii Career & Technical Education Office Director and staff	Final planning meeting for the 10 th Annual College, Career & Job Fair	8	22-Mar

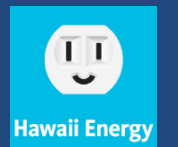


The following Transformational events took place this month (continued):

Event	Audience	Subject	Count	Date
Financial literacy & energy efficiency workshop, Oahu	Waianae, Nanakuli, and Makakilo residents	Continuation of ongoing program to provide information to save money through energy conservation and efficiency	100	29-Mar
Television appearance	Hawaii viewers (TV and online)	Promotion of the 10 th Annual College, Career & Job Fair	75,000	29-Mar

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – March 2012 (3/1/12 –3/31/12)



Budget Status Table

		Allocations			
		March Allocations	to Date	PY11 Budget R1	Percent Spent
<u>Residential Programs</u>					
Residential Program Ops and Management					
1	REEM	\$ 188,702.16	\$ 1,688,110.60	\$ 2,188,983.00	77%
2	RESM	\$ 5,530.47	\$ 31,530.79	\$ 76,146.00	41%
	RHTR	\$ 8,932.06	\$ 50,216.43	\$ 116,861.00	43%
Total Residential Programs		\$ 203,164.69	\$ 1,769,857.82	\$ 2,381,990.00	74%
Residential Market Evaluation		\$ 5,365.00	\$ 21,033.55	\$ 55,100.00	38%
Residential Outreach		\$ 110,233.97	\$ 519,558.89	\$ 905,950.00	57%
Total Residential Non-Incentive		\$ 318,763.66	\$ 2,310,450.26	\$ 3,343,040.00	69%
Residential Incentives					
	REEM	\$ 473,717.73	\$ 3,896,465.35	\$ 7,731,438.00	50%
	RESM	\$ 1,050.00	\$ 27,343.00	\$ 608,000.00	4%
	RHTR	\$ 4,477.16	\$ 50,518.07	\$ 649,053.00	8%
Subtotal Residential Incentives		\$ 479,244.89	\$ 3,974,326.42	\$ 8,988,491.00	44%
Residential Transformational		\$ 66,918.27	\$ 399,350.94	\$ 987,505.00	40%
Total Residential Incentives		\$ 546,163.16	\$ 4,373,677.36	\$ 9,975,996.00	44%
Total Residential Programs		\$ 864,926.82	\$ 6,684,127.62	\$ 13,319,036.00	50%
<u>Business (C&I) Programs</u>					
Business Programs Ops and Management					
	BEEM	\$ 58,280.60	\$ 624,295.35	\$ 917,882.00	68%
	CBEEM	\$ 56,905.62	\$ 455,487.11	\$ 866,259.00	53%
	BESM	\$ 50,408.75	\$ 284,991.31	\$ 397,373.00	72%
	BHTR	\$ 44,238.44	\$ 262,929.37	\$ 375,005.00	70%
Total Business Programs		\$ 209,833.41	\$ 1,627,703.14	\$ 2,556,519.00	64%
Business Market Evaluation		\$ 18,790.00	\$ 140,181.65	\$ 152,475.00	92%
Business Outreach		\$ 179,421.71	\$ 650,042.14	\$ 1,376,945.00	47%
Total Business Non-Incentive		\$ 408,045.12	\$ 2,417,926.93	\$ 4,085,939.00	59%
Business Incentives					
	BEEM	\$ 368,920.20	\$ 3,140,526.43	\$ 4,847,100.00	65%
	CBEEM	\$ 747,397.00	\$ 1,864,329.39	\$ 2,309,833.00	81%
	BESM	\$ 75,719.86	\$ 106,576.21	\$ 3,027,000.00	4%
	BHTR	\$ 4,760.17	\$ 127,648.36	\$ 802,000.00	16%
Subtotal Business Incentives		\$ 1,196,797.23	\$ 5,239,080.39	\$ 10,985,933.00	48%
Business Transformational		\$ 66,261.93	\$ 366,567.62	\$ 1,206,950.00	30%
Total Business Incentives		\$ 1,263,059.16	\$ 5,605,648.01	\$ 12,192,883.00	46%
Total Business Programs		\$ 1,671,104.28	\$ 8,023,574.94	\$ 16,278,822.00	49%
Total Services and Initiatives		\$ 2,536,031.10	\$ 14,707,702.56	\$ 29,597,858.00	50%
<u>Supporting Services</u>					
Supporting Services		\$ 184,684.62	\$ 1,246,002.11	\$ 2,091,909.00	60%
Total Supporting Services		\$ 184,684.62	\$ 1,246,002.11	\$ 2,091,909.00	60%
Subtotal Non-Incentive (Prior to Tax)		\$ 911,493.40	\$ 5,974,379.30	\$ 9,520,888.00	63%
Less Performance Incentives (Prior to Tax)		\$ (55,708.36)	\$ (501,375.24)	\$ (700,000.00)	
Subtotal Non-Incentive Less Performance Incentives (PI)		\$ 855,785.04	\$ 5,473,004.06	\$ 8,820,888.00	
Total Tax on Non-Incentive Without PI		\$ 40,324.59	\$ 257,887.96	\$ 448,623.00	
Performance Incentive Award (Inclusive of Tax)			\$ -	\$ 700,000.00	
Subtotal Non-Incentive Billed		\$ 896,109.63	\$ 5,730,892.02	\$ 9,969,511.00	57%
Subtotal Residential and Business Customer Incentives		\$ 1,676,042.12	\$ 9,213,406.81	\$ 19,974,424.00	46%
Subtotal Transformational Incentives		\$ 133,180.20	\$ 765,918.56	\$ 2,194,455.00	35%
Sub-Total Estimated Contractor Costs		\$ 2,705,331.95	\$ 15,710,217.39	\$ 32,138,390.00	49%
Performance Awards in Excess of Target Levels				\$ 133,000.00	

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – March 2012 (3/1/12 – 3/31/12)



Appendix A – Island Equity Details

Reported	TOTAL			REGULAR			TRANSFORMATIONAL		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
PY11 Target	\$ 16,507,381	\$ 2,772,025	\$ 2,889,472						
Jul-11	\$ 199,366.44	\$ 30,278.54	\$ 24,907.07	\$ 192,230.00	\$ 23,352.00	\$ 17,980.53	\$ 7,136.44	\$ 6,926.54	\$ 6,926.54
Aug-11	\$ 470,619.30	\$ 82,455.58	\$ 58,819.13	\$ 455,129.00	\$ 67,420.87	\$ 43,784.42	\$ 15,490.30	\$ 15,034.71	\$ 15,034.71
Sep-11	\$ 649,143.78	\$ 97,907.22	\$ 91,481.54	\$ 623,036.28	\$ 78,172.25	\$ 64,124.49	\$ 26,107.50	\$ 19,734.97	\$ 27,357.05
Oct-11	\$ 694,659.02	\$ 128,383.93	\$ 75,175.63	\$ 671,510.33	\$ 105,741.00	\$ 52,272.00	\$ 23,148.69	\$ 22,642.93	\$ 22,903.63
Nov-11	\$ 625,256.16	\$ 96,961.45	\$ 259,575.79	\$ 595,366.32	\$ 67,400.36	\$ 232,718.87	\$ 29,889.84	\$ 29,561.09	\$ 26,856.92
Dec-11	\$ 775,040.75	\$ 181,069.80	\$ 101,070.70	\$ 756,298.72	\$ 160,017.61	\$ 80,223.13	\$ 18,742.03	\$ 21,052.19	\$ 20,847.57
Jan-12	\$ 1,433,795.81	\$ 196,939.40	\$ 212,468.73	\$ 1,410,754.82	\$ 167,910.28	\$ 190,927.35	\$ 23,040.52	\$ 29,029.12	\$ 21,541.38
Feb-12	\$ 1,333,800.78	\$ 196,648.95	\$ 139,274.55	\$ 1,250,192.11	\$ 127,851.47	\$ 87,947.01	\$ 83,608.67	\$ 68,797.48	\$ 51,327.54
Mar-12	\$ 1,541,231.18	\$ 162,703.13	\$ 105,288.01	\$ 1,483,627.55	\$ 122,006.80	\$ 70,407.77	\$ 57,603.63	\$ 40,696.33	\$ 34,880.24
Apr-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
May-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Jun-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PTD Total	\$ 7,722,913.22	\$ 1,173,348.00	\$ 1,068,061.15	\$ 7,438,145.13	\$ 919,872.64	\$ 840,385.57	\$ 284,767.62	\$ 253,475.36	\$ 227,675.58

Transformational

34% 33% 33%

Reported	Labor		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
Jul-11	\$ 7,136.44	\$ 6,926.54	\$ 6,926.54
Aug-11	\$ 12,847.01	\$ 12,469.16	\$ 12,469.16
Sep-11	\$ 16,909.88	\$ 16,412.53	\$ 16,412.53
Oct-11	\$ 23,148.69	\$ 22,467.85	\$ 22,467.85
Nov-11	\$ 21,954.97	\$ 21,309.25	\$ 21,309.25
Dec-11	\$ 13,920.95	\$ 17,542.92	\$ 14,932.56
Jan-12	\$ 20,299.20	\$ 20,486.20	\$ 19,702.17
Feb-12	\$ 24,008.26	\$ 23,302.14	\$ 23,302.14
Mar-12	\$ 22,083.97	\$ 21,434.44	\$ 21,434.44
Apr-12			
May-12			
Jun-12			
PTD Total	\$ 162,309.37	\$ 162,351.03	\$ 158,956.64

Reported	Subcontractor		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
Jul-11	\$ -	\$ -	\$ -
Aug-11	\$ 2,643.29	\$ 2,565.55	\$ 2,565.55
Sep-11	\$ 9,197.61	\$ 3,322.44	\$ 10,944.52
Oct-11	\$ -	\$ 175.08	\$ 435.78
Nov-11	\$ 7,934.87	\$ 8,251.84	\$ 5,547.67
Dec-11	\$ 4,821.08	\$ 3,509.27	\$ 5,915.01
Jan-12	\$ 2,741.32	\$ 8,542.92	\$ 1,839.21
Feb-12	\$ 59,600.41	\$ 45,495.34	\$ 28,025.40
Mar-12	\$ 35,519.66	\$ 19,261.89	\$ 13,445.80
Apr-12			
May-12			
Jun-12			
PTD Total	\$ 122,458.24	\$ 91,124.33	\$ 68,718.94

Appendix B – Complaint Report

ID #	Date Initiated	Channel	Customer Contact No.	Customer Name ¹	Description of Dispute	Actions Taken	Date Resolved
PY11-19	15-Mar	Phone	N/A		Customer called to complain about the OPower Home Energy Report. As President of the Conservative Forum and on behalf of several members, also receiving the report, he was asked to investigate how the information collected will be used. In summary, he felt it was offensive, suspicious and disliked being tracked by the government. He felt if people could afford to use the electricity, they should be able to use it.	There was no resolution to his complaint. Although we tried to explain the purpose of the report to him, his mind seemed set on not accepting the usefulness of the report. He remained unsatisfied and he suggested that he may write a letter to the PUC. He continued to feel that he is being penalized for using more energy than his neighbors and that his taxes would be increased if he doesn't use less.	16-Mar

Note:

1. To protect the customers' privacy, this information will be redacted in the final version of the monthly reports made available to the public at www.HawaiiEnergy.com.

Hawaii Energy *Your Conservation and Efficiency Program*

Quarterly Performance Report – 3rd Quarter PY11 (01/01/12 - 03/31/12)

Executive Summary

Administrative Highlights

- Worked with Contact Manager to incorporate program revisions and M&V findings into Annual Plan for Program year 2012
- Received Public Utilities Commission Order #30128 to confirm Program Year 2010 Award in the amount of \$509,215 on January 20, 2012
- Hired new team members to support the Transformational, Marketing and Commercial teams

Program Operation Highlights

- Increased the upstream rebate for CFLs from \$1.00 to \$1.40 in concert with launching the 3 CFL Challenge; secured endcaps within specific retail locations and increased quality control visits to ensure proper merchandising
- Offered 100% funded pilot program for kitchen hood demand ventilation control systems for six restaurant facilities on Hawaii island and four on Maui
- Promoted soft launch of new program, Small Business Direct Install Lighting Program (SBDIL) to lighting contractors to introduce program requirements
- Expanded peer group comparison (Hawaii Energy Home Energy Reports) to Hawaii and Maui counties with letters hitting mailboxes the third week of January; total participation is approximately 62,000 randomly selected residential accounts across Lanai, Molokai, Maui and Hawaii Island

Marketing Highlights

- Implemented comprehensive marketing campaign to launch the *3 CFL Challenge*, which encourages everyone to change out at least three old-fashioned, incandescent light bulbs to energy-efficient, money-saving CFLs and to tell three others to do the same. Marketing campaign included new TV, radio and print advertising, new website information and features, as well as public relations and community relations and partnering with Blue Planet Foundation to promote CFL exchanges, *Bulb Blitzes*, in Hawaii and Maui county schools
- Planned and coordinated a press event for the presentation of a \$647,637 check to Castle Medical Center in recognition of extensive energy efficiency measures recently completed. A portion of the rebate was funded by the American Recovery & Reinvestment Act (ARRA). The rebate is the largest issued by Hawaii Energy to date; the event was attended by Governor Neil Abercrombie, as well as public and private sector energy leaders

Hawaii Energy *Your Conservation and Efficiency Program*

Quarterly Performance Report – 3rd Quarter PY11 (01/01/12 - 03/31/12)

Executive Summary (continued)

Marketing Highlights (continued)

- Coordinated and collaborated with McDonald's of Hawaii on the grand opening celebration of its Kona Commons restaurant, including public relations and promotional materials such as in-store signage identifying energy-efficient lighting and informational bag stuffers. Also sponsored a *Bulb Blitz* with the assistance of Blue Planet Foundation and McDonald's
- Promoted the expansion of the Hawaii Energy Home Energy Reports; communications included the dissemination of information to local media, utility call centers and community leaders, development of cross-promotions with Hawaii Energy website and refinement of online programmatic tips

Outreach Highlights

- Partially underwrote the second season of a television show called "Hawaii: The State of Clean Energy"
- Sponsored the 2012 Hawaii Buildings, Facilities and Property Management Expo. Presented seminars on electrical sub-metering and parking garage exhaust fan offerings, as well as staffed a booth offering Hawaii Energy program highlights
- Finalized sponsorship of Parents and Children Together (PACT)'s Keiki Day scheduled for May 9, 2012. In collaboration with PACT, developed and refined this year's "Energy Super Heroes" theme for contest announcement and Honolulu Star-Advertiser advertising

Transformational Highlights

- Hosted six (6) days of Hawaii Energy Workshop Series of training courses in Hawaii, Honolulu and Maui counties entitled: "Learning to Sell Efficiency Effectively"; "Energy Efficiency's Role in Your Sustainability Agenda", and; "Benchmarking Your Commercial Building" coupled with, "So You've Benchmarked Your Commercial Building: What's Next?." Subsidized costs of training courses
- Provided grants for local professionals to become Certified Energy Managers (CEM) by partnering with the AEE to present a week-long certification course
- Expanded Financial Literacy and Energy Efficiency workshop program in response to overwhelming positive responses from attendees and requests for more workshop offerings from various communities; extended invitations to scheduled workshops to local government officials

Hawaii Energy *Your Conservation and Efficiency Program*

Quarterly Performance Report – 3rd Quarter PY11 (01/01/12 - 03/31/12)

<i>Performance Indicator</i>	<i>Q3 Results</i>	<i>YTD Results</i>	<i>PY11 Targets</i>	<i>Status</i>	<i>Strategic Actions Taken This Quarter</i>	<i>Strategic Changes for Next Quarter</i>
Residential Savings (MWh)	10,683	28,413	64,015	Y	<ul style="list-style-type: none"> Launched 3 CFL Challenge including huge media campaign 	<ul style="list-style-type: none"> Taking action to address slow solar thermal projects
Business Savings (MWh)	21,460	40,287	44,485	G	<ul style="list-style-type: none"> Focused on implementing new projects that will be completed by fiscal year end 	<ul style="list-style-type: none"> Working with customers to finalize projects by fiscal year end, including central plant optimization and customer end use metering projects
Peak Demand (kW)	4,381	9,778	16,401	G	<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> None
Total Resource Benefits (Est. in Millions)	\$31,170,260	\$75,717,293	\$116,230,842	G	<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> None
Transformation Infrastructure Development				Y	<ul style="list-style-type: none"> Continued collaboration with partners and promoted educational training opportunities 	<ul style="list-style-type: none"> Increase educational training activities
– Government Support Milestones	0	1	4			
– Education/Training Milestones	1	3	4			
Island Equity				G	<ul style="list-style-type: none"> Increased efforts by Maui and Hawaii Island specialists to promote program by expanding outreach activities 	<ul style="list-style-type: none"> Focus on business pilot and residential solar thermal incentive programs in Hawaii and Maui counties Increase CFL giveaways in Hawaii and Maui counties
– Oahu County	\$4,326,105.25	\$7,740,190.70	\$16,507,381			
– Maui County	\$457,031.29	\$1,068,061.15	\$2,889,472			
– Hawaii Country	\$567,400.50	\$1,184,457.02	\$2,772,025			
Budget				G	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Increase spend in incentive and Transformational categories Reallocation to address increased activity in customized business incentive programs
– Non- Incentive Billed	\$2,142,060.31	\$5,730,892.02	\$9,969,511			
– Incentive Billed	\$4,926,628.63	\$9,213,406.81	\$19,974,424			
– Transformational	\$438,911.41	\$794,305.06	\$2,194,455			
– Total Billed	\$7,507,600.35	\$15,738,603.89	\$32,138,390			

Executive Summary

Administrative Highlights

- Hired Ian Tierney as Program Assistant (to replace Shelton Honda) to support Commercial team

Program Operation Highlights

- Introduced Commercial Kitchen Demand Ventilation Controls Direct Install Program to interested contractors and reviewed program qualifications and requirements
- Presented the single largest incentive check to the Academy of Arts, a non-profit organization to assist in their central plant upgrade, which will result in 129.6 kW and 1,135,657 kWh in energy savings
- Continued focusing on 3 CFL Challenge campaign. Positive impact of 3 CFL Challenge, enhanced rebate level and diligent merchandising (QC at retailers) begins to appear in weekly results
- GE Direct added as a participating manufacturer in upstream lighting program (CFLs/LEDs) expanding location and product availability to ACE/True Value, KTA Markets, Times and Sam's Club
- 50+ schools and community organizations across Maui, Lanai and Hawaii Island continue CFL Exchange marketed as the "Maui Bulb Blitz" and "Big Island Bulb Blitz". Funded by Hawaii Energy; executed in partnership with Blue Planet Foundation

Marketing Highlights

- Continued to provide marketing and public relations support for Hawaii Energy's first-ever sponsorship of Leeward Community College and University of Hawaii at West Oahu's 10th Annual Career, College & Job Fair on April 4
- Continued to collaborate with *RE Project*, a group of six Punahou seniors on a mission to work with the community to "trade" for an energy-efficient retrofit of the Kaimuki-Waialae YMCA. For every 1,000 Facebook "likes" Hawaii Energy receives, *RE Project* will receive an energy-efficient item for the YMCA. Hawaii Energy supports the "barter" with public relations, which has already resulted in media coverage and "likes" in furtherance of the retrofit goal
- Continued to collaborate with Parents and Children Together (PACT) for Keiki Day on May 9. Worked with PACT to develop energy-saving themed editorial and thank-you ad for the Honolulu Star-Advertiser special Keiki Day insert

Outreach Highlight

- Participated in numerous key Earth Day-related community outreach events throughout the month, estimated to have collectively reached over 11,000 residents

Transformational Program Highlights

- Successful sponsorship, planning and execution of the 10th Annual College, Career & Job Fair at Leeward Community College. This year's fair was focused on "Clean Energy Connections", which are clean energy career and training opportunities

Key Performance Metrics

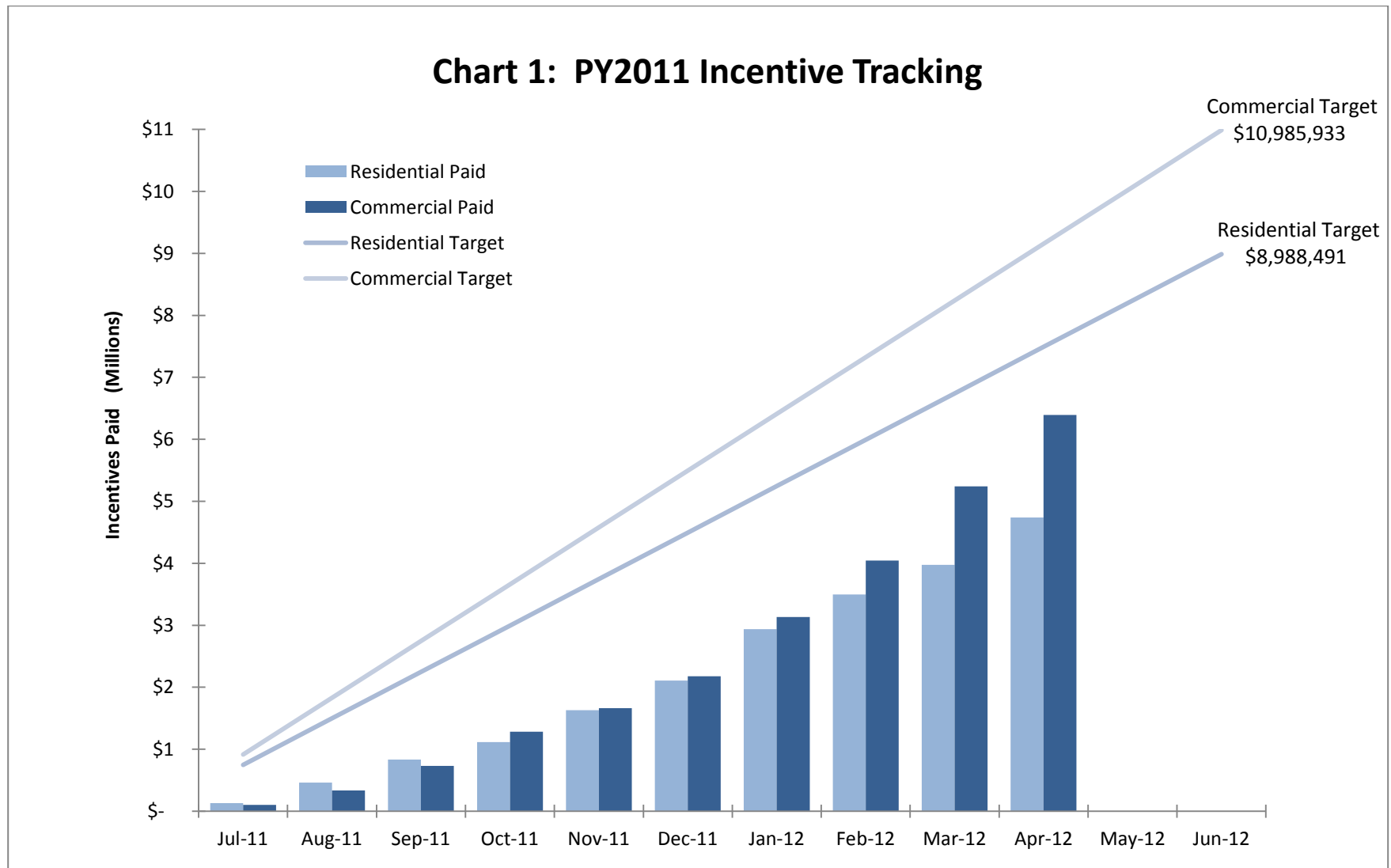
Key Performance Metrics	This Month's Results	YTD Results	PY2011 Targets	YTD % of Target PY2011
Annual Energy Savings Impacts (Net Generation Level)				
Residential (MWh)	7,220	35,633	64,015	55.7%
Business (MWh)	7,285	47,573	44,485	106.9%
Peak Demand (kW)	1,992	11,770	16,401	71.8%
Total Resource Benefit	\$13,189,130.37	\$88,906,423.35	\$116,230,842.00	76.5%
Island Equity¹ (% Incentives Paid)				
Oahu	\$1,787,537.86	\$9,510,451.08	\$16,507,381.00	57.6%
Maui County	\$264,633.61	\$1,281,367.22	\$2,889,472.00	44.3%
Hawaii County	\$253,312.57	\$1,357,572.64	\$2,772,025.00	49.0%
Transformation Infrastructure Development¹				
Government Support Milestones	0	1	4	25.0%
Education and Training Milestones	0	3	4	75.0%
Financials				
Total Non-Incentives Billed ²	\$982,400.52	\$6,713,292.54	\$9,969,511.00	67.3%
Total Residential and Business Incentives Billed	\$1,918,714.76	\$11,132,121.57	\$19,974,424.00	55.7%
Total Transformational Billed	\$386,769.28	\$1,152,687.84	\$2,194,455.00	52.5%

Notes:

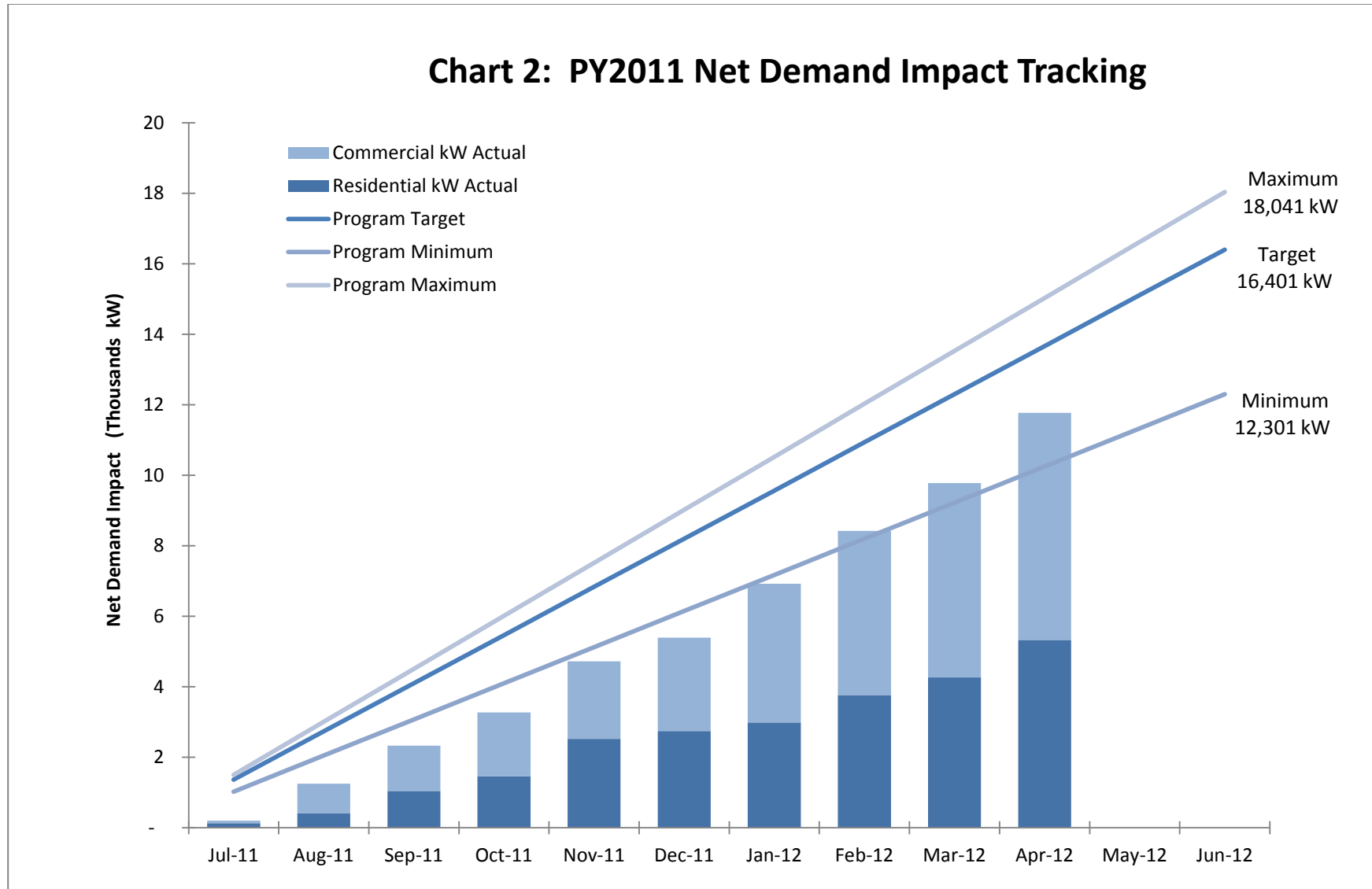
1. See Appendix A for more details.
2. Total Non-Incentives Billed reflects the deduction of performance incentive fees for the award pool (\$700,000)

Performance Charts

1. *PY2011 Incentive Payment Tracking – This chart shows the paid versus target incentives for PY2011*

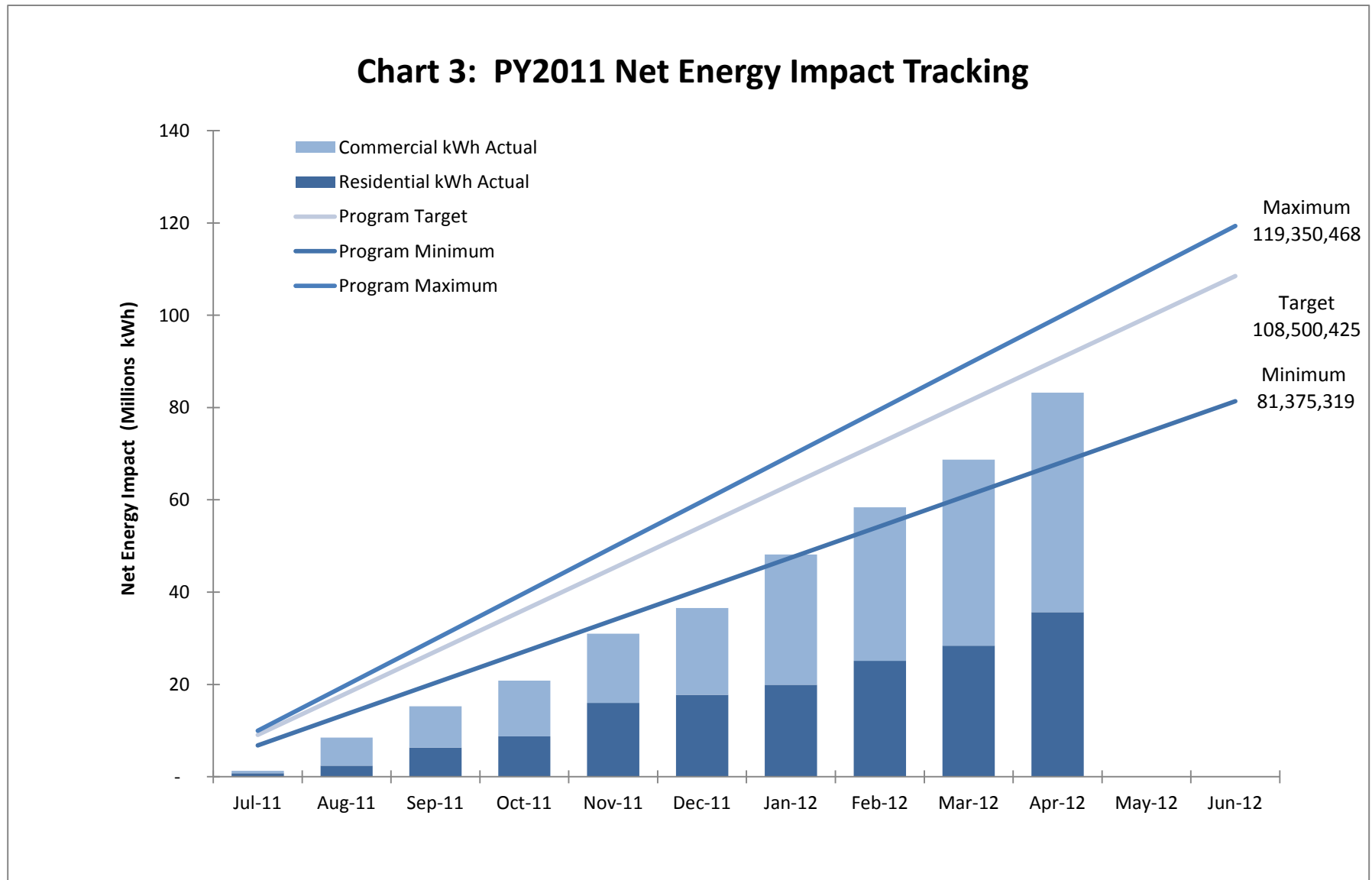


2. *PY2011 Net Demand Impact Tracking* – This chart shows the combined demand impact versus target for PY2011.

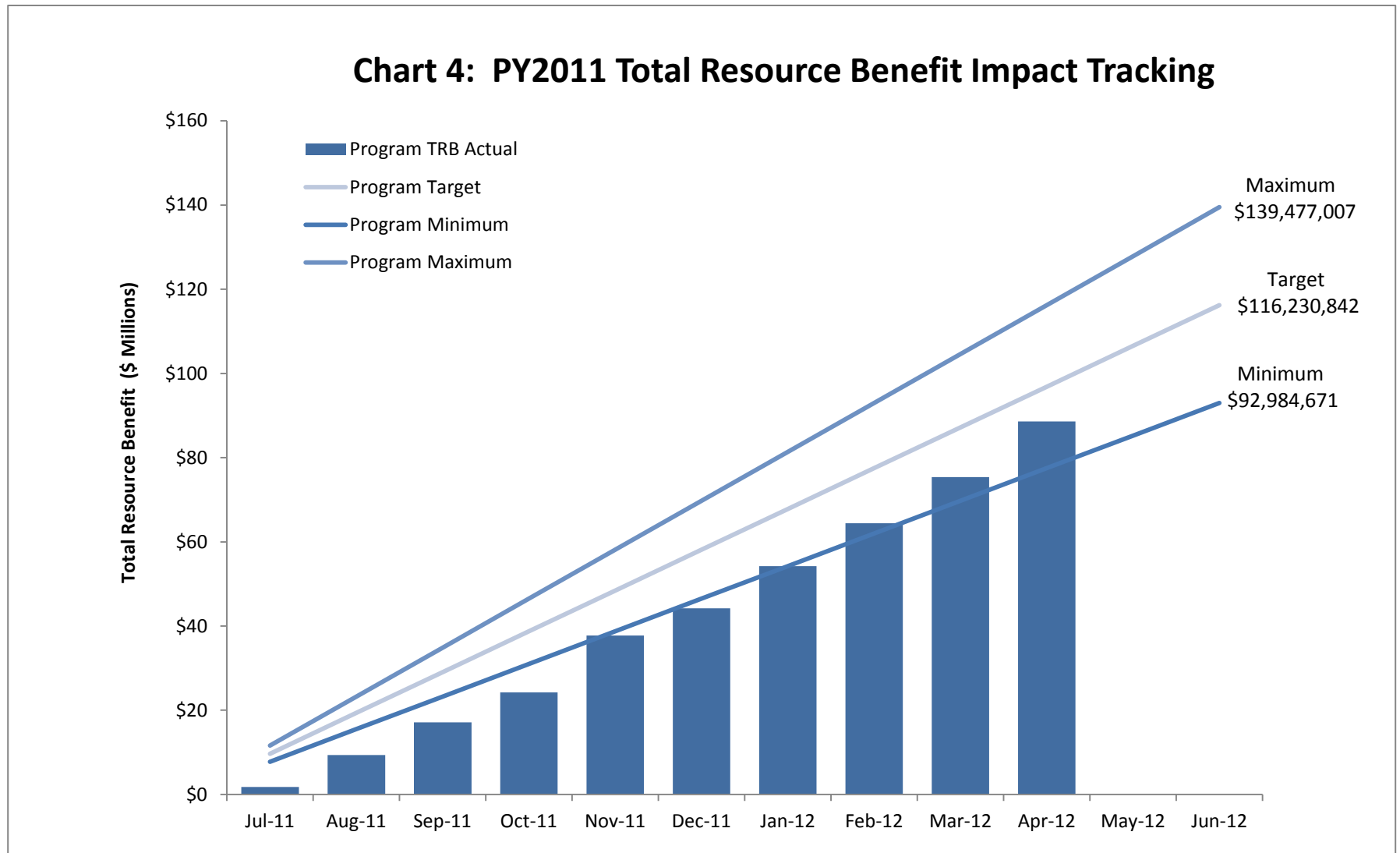




3. *PY2011 Net Energy Impact Tracking* – This chart shows the net energy impact versus target for PY2011.



4. *PY2011 Total Resource Benefit Impact Tracking* – This chart shows the total resource benefit impact versus target for PY2011.



The following Program events took place this month:

Event	Audience	Subject	Count	Date
Meeting with property managers, Oahu	Property managers	Program overview	12	2-Apr
Meeting with manufacturer, Oahu	LED manufacturer representatives	Program overview and product introduction	4	2-Apr
Meeting with contractors, Oahu	Small Business Direct Install Lighting (SBDIL) participating contractors	SBDIL program update and training on using website application function	8	3-Apr
Meeting with facility representatives, Oahu	Facilities engineer, contractors, property managers	Evaluation of potential lighting retrofit project	4	3-Apr
Meeting with condominium board, Maui	Condominium board and members	Potential submetering system installation	4	5-Apr
Central Plant Metering Proposal meeting, Hawaii Island	Hotel general managers, directors of engineering	Central Plant Metering Project overview	12	5-Apr and 6-Apr
Board of Water Supply meeting, Oahu	Plant engineers	Potential plant optimization project	4	11-Apr
Meeting with business owners, Molokai	Molokai businesses owners	Program and offerings overview; feedback on Pilot SBDILP	45	12-Apr
Sustainability roundtable, by invitation from Congresswoman Mazie Hirono's Office, Oahu	Roundtable consisting of representatives from energy leaders and peers	By-invitation-only roundtable discussion regarding initiatives and goals of energy efficiency and renewal energy organizations and leaders; presentation of Hawaii Energy program highlights	10	12-Apr
Meeting with Building Owners and Managers Association (BOMA) members, Oahu	BOMA members	Overview of Central Plant Optimization program	15	12-Apr

The following Program events took place this month (continued):

Event	Audience	Subject	Count	Date
Meeting with bank, Oahu	Engineering and finance managers	Central Plant Optimization project	3	19-Apr
Condominium Submetering Education workshop, Oahu	Owners and residents	Introduction to program and offerings	20	19-Apr
Meeting with property managers, Oahu	Property managers	Overview of program and offerings	12	23-Apr
Vendor meeting, Oahu	Submetering vendor representative	Introduction of submetering product	3	24-Apr
Office building walkthrough, Oahu	Building maintenance & design staff	Energy audit to determine potential projects	3	24-Apr
Meeting with Hickam Communities representatives , Oahu	Forest City & Hickam energy managers	Discuss potential collaboration for Energy Ambassador program	6	25-Apr
Meeting with Army Historic communities representatives, Oahu	Actus Lend Lease and Army energy managers	Discuss potential collaboration for Energy Ambassador program	3	26-Apr
Meeting with vendor, Oahu	Vendor	Introduction of air conditioning product	3	26-Apr

The following key Advertising, Marketing & Publicity activities took place this month:

Media Outlet	Subject	Date
<i>Hawaii Home + Remodeling</i> magazine	Media coverage: “Current Affairs”, numerous mentions throughout the special “6 th Annual Green Issue” insert	April
Lanai Today	Media coverage: “Hawaii Energy Offers Free Workshops”	April
Lanai Today	Media coverage: “Saving Electricity, One Bulb at a Time”	April
Olelo, Public access television show	Media coverage: “ <i>The Future of Clean Energy: Talk Story with Hawaii Energy</i> ”	April
<i>Pacific Edge</i> magazine	Media coverage: “Green Momentum – Planting the Seeds for a Sustainable Small Business”	April
Hawaii News Now, Morning news interview	Media coverage: “Hawaii Energy’s Sponsorship of Leeward Community College and University of Hawaii at West Oahu’s 10 th Annual Career, College & Job Fair”	3-Apr
HawaiiNewsNow.com	Media coverage: “10 th Annual Leeward Career, College & Job Fair”	3-Apr
Hawaii News Now, Morning news segment	Media coverage: “Hawaii Energy’s Sponsorship of Leeward Community College and University of Hawaii at West Oahu’s 10 th Annual Career, College & Job Fair”	4-Apr
KITV-4, Evening news segment	Media coverage: “Hawaii Energy’s Sponsorship of Leeward Community College and University of Hawaii at West Oahu’s 10 th Annual Career, College & Job Fair”	4-Apr
Hawaii Public Radio	Media coverage: “It’s Not Easy Defining Green”	4-Apr
Maui News	Media coverage: “Bulb Swap Set for Kihei Safeway Saturday – ‘Bulb Blitz’ to be Held at Upcountry Sites”	8-Apr
KHON-2, Evening news segment	Media coverage: “Hawaii Energy’s Sponsorship of Leeward Community College and University of Hawaii at West Oahu’s 10 th Annual Career, College & Job Fair”	10-Apr
Maui News	Media coverage: “The Energy Inefficient”	11-Apr
KGMB-9, Television series	Media coverage: “ <i>Hawai’i: The State of Clean Energy - Season 2: Pay Now or Pay Later vs. Pay Now and Pay Later</i> ”, featuring Program Manager Ray Starling	11-Apr

The following key Advertising, Marketing & Publicity activities took place this month (continued):

Media Outlet	Subject	Date
Maui News	Media coverage: “Bulb Exchange on Saturday”	12-Apr
KITV-4, Morning news segment	Media coverage: “Help a Community Go Green – Hawaii Energy & RE Project’s Extreme Green Makeover of the Kaimuki-Waialae YMCA”	16-Apr
KHNL-8, Television series	Media coverage: “ <i>Hawai’i: The State of Clean Energy - Season 2: Pay Now or Pay Later vs. Pay Now and Pay Later</i> ”	18-Apr
KHVV, <i>Rick Hamada Show</i> , radio interview	Media coverage: “Hawaii Energy’s 3 CFL Challenge!”	18-Apr
Honolulu Weekly	Media coverage: “Recognizing Green Schools”	18-Apr
Honolulu Star-Advertiser	Media coverage: “Save Money & Electricity for You & Your Friends by Taking Hawaii Energy’s 3 CFL Challenge”, as part of the special “Earth Day” insert	20-Apr
Hawaii Tribune Herald	Media coverage: “Dissecting HELCO Bill”	22-Apr
B93/B97, radio interview	Media coverage: “Hawaii Energy’s 3 CFL Challenge!”	24-Apr
Pacific Business News	Media coverage: “Green Makeover of Hawaii YMCA Gains More Support”	26-Apr
98.5 FM Island Rhythm, radio interview	Media coverage: “Hawaii Energy & RE Project Collaborate for Kaimuki-Waialae YMCA Retrofit”	26-Apr
101.9 FM Star, radio interview	Media coverage: “Hawaii Energy & RE Project Collaborate for Kaimuki-Waialae YMCA Retrofit”	26-Apr
93.9 FM Jamz, radio interview	Media coverage: “Hawaii Energy & RE Project Collaborate for Kaimuki-Waialae YMCA Retrofit”	26-Apr
Maui News	Media coverage: “Experts Ready to Help You”	30-Apr

The following Education, Training and Outreach events took place this month:

Event	Audience	Subject	Count	Date
Condominium Submetering Education workshop, Oahu	Owners and residents	Introduction to program and offerings	110	3- Apr
Building Owners and Managers Association (BOMA) Week kick off meeting, Oahu	BOMA members	Program presentation	100	9-Apr
BOMA Week Sustainability Opening Reception, Oahu	Property Managers, Architects, Engineers	Presentation of sustainability commercial programs	100	9-Apr
“Going Green & Sustainability” Town Hall for Aiea-Pearl City, Pearl Ridge Elementary School, Oahu	Legislators and general population	Presentation of Hawaii Energy residential program offerings through invitation from Aiea-Pearl City area legislators	60	12-Apr
7 th Annual Keiki Fest, Waianae District Park, Oahu	General population	Presentation of Hawaii Energy residential program offerings; giveaway of advanced power strips	1,200	20-Apr
Sustainability Fair, Punahou School, Oahu	Students and general population	Presentation of Hawaii Energy residential program offerings	3,000	20-Apr

The following Education, Training and Outreach events took place this month (continued):

Event	Audience	Subject	Count	Date
Earth & Health Day, Pacific Guardian Center, Oahu	General population	Presentation of Hawaii Energy residential program offerings	150	20-Apr
K-Bay Earth Day Expo, Kaneohe Marine Base, Mokapu Mall, Oahu	General population	Presentation of Hawaii Energy residential program offerings	200	21-Apr
“Building New Horizons – Maui Housing Expo”, University of Hawaii – Maui College, Maui	General population	Presentation of Hawaii Energy residential program offerings	100	21-Apr
Hawaii Ocean Expo, Blaisdell Exhibition Hall, Oahu	General population	Presentation of Hawaii Energy residential program offerings	6,000	21-Apr and 22-Apr
St. Andrew’s Priory Sustainability Fair, Oahu	Students and general population	Presentation of Hawaii Energy residential program offerings	200	26-Apr
Olelo’s 9 th Annual Youth Xchange Video Awards Ceremony, Oahu	Students, teachers, community leaders and supporters	Brief presentation of Hawaii Energy program highlights as part of Olelo award presentation	600	27-Apr

The following Transformational events took place this month:

Event	Audience	Subject	Count	Date
Financial literacy & energy efficiency workshop, Kawaihae, Hawaii Island	State Representative Cindy Evans and staff	Continuation of ongoing program to provide information to save money through energy conservation and efficiency	3	1-April
10 th Annual College Career & Job Fair, Leeward Community College, Oahu	Job-seekers, underemployed Hawaii residents, business leaders and HR staff, general public	Sponsorship of established public event, focused on “Clean Energy Connections”, which are clean energy career and training opportunities	2,000	4-April
Hawaii Build & Buy Green Conference & Expo, Oahu	Hawaii State Energy Office officials and staff, US Green Building Council representatives	Participation in this annual building industry event.	500	4-April
We Love Nanakuli Community Event, Oahu	Leeward Oahu Community Leaders	Collaboration with community leaders to bring more Financial Literacy & Energy Efficiency workshops to low-income and hard-to-reach communities.	4	14-April
Financial literacy & energy efficiency presentation planning meeting, Oahu	Hawaii Maoli Interim executive director and staff	Collaboration with community leaders to bring more financial literacy & energy efficiency workshops to low-income and hard-to-reach communities.	4	15-April
Financial literacy & energy efficiency presentation planning meeting, Hawaii Island	Kohala Senior Club staff	Collaboration with community leaders to bring more financial literacy & energy efficiency workshops to low-income and hard-to-reach communities.	3	15-April
Financial literacy & energy efficiency presentation planning meeting, Oahu	Harold K. Castle Foundation Leadership	Collaboration with community leaders to bring more financial literacy & energy efficiency workshops to low-income and hard-to-reach communities.	3	17-April

The following Transformational events took place this month (continued):

Event	Audience	Subject	Count	Date
Financial literacy & energy efficiency presentation planning meeting, Oahu	Ainaloa Latter Day Saints Ward Leadership, Relief Society members	Collaboration with community leaders to bring more financial literacy & energy efficiency workshops to low-income and hard-to-reach communities.	4	17-April
Maui Housing Expo, Maui	Habitat for Humanity staff, community services director, community resource center Director, Hale Mahaolu manager & staff, County of Maui Housing specialist, Consumer Credit Counseling of Hawaii staff	Collaboration meeting and presentation with community leaders to bring more financial literacy & energy efficiency workshops to low-income and hard-to-reach communities.	18	21-April
Energy Ambassador program strategic planning meeting, Oahu	Hawaii National Guard leadership	Discussion of potential incorporation of the Energy Ambassador program into the National Guard organization	5	24-April
Queen Liliuokalani Children's Center workshop, Hawaii Island	Hawaii First Community Resource Center Director	Collaboration meeting and presentation with community leaders to bring more financial literacy & Energy Efficiency workshops to low-income and hard-to-reach communities.	2	26-April
Association of Energy Engineers (AEE) Hawaii Chapter Board meeting, Oahu	AEE Board Members	Discussion of potential for future collaboration and possibly hiring AEE to conduct specialized training for Hawaii Energy.	8	26-April
Leeward Community College Small Business Fair	Small business owners	Participation and presentation of HE offerings	150	28-April

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – April 2012 (4/1/12 –4/30/12)



Hawaii Energy

Budget Status Table

	April Allocations	Allocations to Date	PY11 Budget R1	Percent Spent
Residential Programs				
Residential Program Ops and Management				
REEM	\$ 153,996.18	\$ 1,842,106.78	\$ 2,188,983.00	84%
RESM	\$ 1,160.74	\$ 32,691.53	\$ 76,146.00	43%
RHTR	\$ 705.35	\$ 50,921.78	\$ 116,861.00	44%
Total Residential Programs	\$ 155,862.27	\$ 1,925,720.09	\$ 2,381,990.00	81%
Residential Market Evaluation	\$ -	\$ 21,033.55	\$ 55,100.00	38%
Residential Outreach	\$ 123,090.54	\$ 642,649.43	\$ 905,950.00	71%
Total Residential Non-Incentive	\$ 278,952.81	\$ 2,589,403.07	\$ 3,343,040.00	77%
Residential Incentives		\$ -		
1 REEM	\$ 708,885.91	\$ 4,605,351.26	\$ 7,731,438.00	60%
RESM	\$ 11,695.69	\$ 39,038.69	\$ 608,000.00	6%
1 RHTR	\$ 42,841.57	\$ 93,359.64	\$ 649,053.00	14%
Subtotal Residential Incentives	\$ 763,423.17	\$ 4,737,749.59	\$ 8,988,491.00	53%
Residential Transformational	\$ 216,850.04	\$ 616,200.98	\$ 987,505.00	62%
Total Residential Incentives	\$ 980,273.21	\$ 5,353,950.57	\$ 9,975,996.00	54%
Total Residential Programs	\$ 1,259,226.02	\$ 7,943,353.64	\$ 13,319,036.00	60%
Business (C&I) Programs				
Business Programs Ops and Management				
BEEM	\$ 77,967.27	\$ 702,262.62	\$ 917,882.00	77%
CBEEM	\$ 55,994.41	\$ 511,481.52	\$ 866,259.00	59%
BESM	\$ 60,700.00	\$ 345,691.31	\$ 397,373.00	87%
BHTR	\$ 37,283.50	\$ 300,212.87	\$ 375,005.00	80%
Total Business Programs	\$ 231,945.18	\$ 1,859,648.32	\$ 2,556,519.00	73%
Business Market Evaluation	\$ 8,020.00	\$ 148,201.65	\$ 152,475.00	97%
Business Outreach	\$ 297,458.64	\$ 947,500.78	\$ 1,376,945.00	69%
Total Business Non-Incentive	\$ 537,423.82	\$ 2,955,350.75	\$ 4,085,939.00	72%
Business Incentives		\$ -		
BEEM	\$ 476,788.00	\$ 3,617,314.43	\$ 4,847,100.00	75%
CBEEM	\$ 425,212.00	\$ 2,289,541.39	\$ 2,309,833.00	99%
BESM	\$ 252,381.59	\$ 358,957.80	\$ 3,027,000.00	12%
BHTR	\$ 910.00	\$ 128,558.36	\$ 802,000.00	16%
Subtotal Business Incentives	\$ 1,155,291.59	\$ 6,394,371.98	\$ 10,985,933.00	58%
Business Transformational	\$ 169,919.24	\$ 536,486.86	\$ 1,206,950.00	44%
Total Business Incentives	\$ 1,325,210.83	\$ 6,930,858.84	\$ 12,192,883.00	57%
Total Business Programs	\$ 1,862,634.65	\$ 9,886,209.59	\$ 16,278,822.00	61%
Total Services and Initiatives	\$ 3,121,860.67	\$ 17,829,563.23	\$ 29,597,858.00	60%
Supporting Services				
Supporting Services	\$ 177,524.60	\$ 1,423,526.71	\$ 2,091,909.00	68%
Total Supporting Services	\$ 177,524.60	\$ 1,423,526.71	\$ 2,091,909.00	68%
Subtotal Non-Incentive (Prior to Tax)	\$ 993,901.23	\$ 6,968,280.53	\$ 9,520,888.00	73%
Less Performance Incentives (Prior to Tax)	\$ (55,708.36)	\$ (557,083.60)	\$ (700,000.00)	
Subtotal Non-Incentive Less Performance Incentives (PI)	\$ 938,192.87	\$ 6,411,196.93	\$ 8,820,888.00	
Total Tax on Non-Incentive Without PI	\$ 44,207.65	\$ 302,095.61	\$ 448,623.00	
Performance Incentive Award (Inclusive of Tax)		\$ -	\$ 700,000.00	
Subtotal Non-Incentive Billed	\$ 982,400.52	\$ 6,713,292.54	\$ 9,969,511.00	67%
Subtotal Residential and Business Customer Incentives	\$ 1,918,714.76	\$ 11,132,121.57	\$ 19,974,424.00	56%
Subtotal Transformational Incentives	\$ 386,769.28	\$ 1,152,687.84	\$ 2,194,455.00	53%
Sub-Total Estimated Contractor Costs	\$ 3,287,884.56	\$ 18,998,101.95	\$ 32,138,390.00	59%
Performance Awards in Excess of Target Levels			\$ 133,000.00	
Total Estimated Contractor Costs, including Performance Awards in Excess of Target Levels			\$ 32,138,390.00	

Footnote: 1. Reallocate \$30,374.37 Blue Planet invoices (BPFHE-1001, 1002 and 1004) from REEM to RHTR this period.

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – April 2012 (4/1/12 – 4/30/12)



Appendix A – Island Equity Details

Reported	TOTAL			REGULAR			TRANSFORMATIONAL		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
PY11 Target	\$ 16,507,381	\$ 2,772,025	\$ 2,889,472						
Jul-11	\$ 199,366.44	\$ 30,278.54	\$ 24,907.07	\$ 192,230.00	\$ 23,352.00	\$ 17,980.53	\$ 7,136.44	\$ 6,926.54	\$ 6,926.54
Aug-11	\$ 470,619.30	\$ 82,455.58	\$ 58,819.13	\$ 455,129.00	\$ 67,420.87	\$ 43,784.42	\$ 15,490.30	\$ 15,034.71	\$ 15,034.71
Sep-11	\$ 649,143.78	\$ 97,907.22	\$ 91,481.54	\$ 623,036.28	\$ 78,172.25	\$ 64,124.49	\$ 26,107.50	\$ 19,734.97	\$ 27,357.05
Oct-11	\$ 694,659.02	\$ 128,383.93	\$ 75,175.63	\$ 671,510.33	\$ 105,741.00	\$ 52,272.00	\$ 23,148.69	\$ 22,642.93	\$ 22,903.63
Nov-11	\$ 625,256.16	\$ 96,961.45	\$ 259,575.79	\$ 595,366.32	\$ 67,400.36	\$ 232,718.87	\$ 29,889.84	\$ 29,561.09	\$ 26,856.92
Dec-11	\$ 775,040.75	\$ 181,069.80	\$ 101,070.70	\$ 756,298.72	\$ 160,017.61	\$ 80,223.13	\$ 18,742.03	\$ 21,052.19	\$ 20,847.57
Jan-12	\$ 1,433,795.81	\$ 196,939.40	\$ 212,468.73	\$ 1,410,754.82	\$ 167,910.28	\$ 190,927.35	\$ 23,040.52	\$ 29,029.12	\$ 21,541.38
Feb-12	\$ 1,333,800.78	\$ 196,648.95	\$ 139,274.55	\$ 1,250,192.11	\$ 127,851.47	\$ 87,947.01	\$ 83,608.67	\$ 68,797.48	\$ 51,327.54
Mar-12	\$ 1,541,231.18	\$ 162,703.13	\$ 105,288.01	\$ 1,483,627.55	\$ 122,006.80	\$ 70,407.77	\$ 57,603.63	\$ 40,696.33	\$ 34,880.24
Apr-12	\$ 1,787,537.86	\$ 253,312.57	\$ 264,633.61	\$ 1,631,129.35	\$ 138,736.60	\$ 148,848.81	\$ 156,408.51	\$ 114,575.97	\$ 115,784.80
May-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Jun-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PTD Total	\$ 9,510,451.08	\$ 1,426,660.57	\$ 1,332,694.76	\$ 9,069,274.48	\$ 1,058,609.24	\$ 989,234.38	\$ 441,176.13	\$ 368,051.33	\$ 343,460.38

Transformational

34% 33% 33%

Reported	Labor		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
Jul-11	\$ 7,136.44	\$ 6,926.54	\$ 6,926.54
Aug-11	\$ 12,847.01	\$ 12,469.16	\$ 12,469.16
Sep-11	\$ 16,909.88	\$ 16,412.53	\$ 16,412.53
Oct-11	\$ 23,148.69	\$ 22,467.85	\$ 22,467.85
Nov-11	\$ 21,954.97	\$ 21,309.25	\$ 21,309.25
Dec-11	\$ 13,920.95	\$ 17,542.92	\$ 14,932.56
Jan-12	\$ 20,299.20	\$ 20,486.20	\$ 19,702.17
Feb-12	\$ 24,008.26	\$ 23,302.14	\$ 23,302.14
Mar-12	\$ 22,083.97	\$ 21,434.44	\$ 21,434.44
Apr-12	\$ 25,764.77	\$ 25,109.09	\$ 25,075.06
May-12			
Jun-12			
PTD Total	\$ 188,074.14	\$ 187,460.12	\$ 184,031.70

Reported	Subcontractor		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
Jul-11	\$ -	\$ -	\$ -
Aug-11	\$ 2,643.29	\$ 2,565.55	\$ 2,565.55
Sep-11	\$ 9,197.61	\$ 3,322.44	\$ 10,944.52
Oct-11	\$ -	\$ 175.08	\$ 435.78
Nov-11	\$ 7,934.87	\$ 8,251.84	\$ 5,547.67
Dec-11	\$ 4,821.08	\$ 3,509.27	\$ 5,915.01
Jan-12	\$ 2,741.32	\$ 8,542.92	\$ 1,839.21
Feb-12	\$ 59,600.41	\$ 45,495.34	\$ 28,025.40
Mar-12	\$ 35,519.66	\$ 19,261.89	\$ 13,445.80
Apr-12	\$ 130,643.74	\$ 89,466.88	\$ 90,709.74
May-12			
Jun-12			
PTD Total	\$ 253,101.98	\$ 180,591.21	\$ 159,428.68

Appendix B – Complaint Report

ID #	Date Initiated	Channel	Customer Contact No. ¹	Customer Name ¹	Description of Dispute	Actions Taken	Date Resolved
PY11-20	15-Mar	Phone			Contractor was upset because he proposed the project in PY10 but it was not completed until February (PY11). He claimed that he submitted all the custom rebate requirements and was approved. Contract submittals for one of the products was different than the model installed. Therefore, Hawaii Energy (HE) requested that he submit the proper documentation for the fixture installed. Contractor claimed that the fixtures are similar and HE should use the submittals given.	Program Leader contacted the customer to have the contractor provide the necessary documents to resolve the situation. Situation was resolved and check was sent to customer.	3-Apr
PY11-21	18-Apr	Phone			Customer felt the Home Energy Report is useless. She feels the program is a waste of money and she does not want her taxes to go up. She commented that the information is a best guess and not very accurate. She suggested we have the report printed in multiple languages to better communicate to non-English speaking customers.	The customer was advised that she had the option to opt out of the program. After 20 minutes of conversation the customer was transferred to the supervisor who convinced the customer to stay in the program.	18-Apr

PY11-22	19-Apr	Phone			Customer claims the Home Energy Report is littered with gross misinformation to customers. Because of this, it is affecting his business in a negative way. He owns an appliance service co. and had calls requesting a home audit because his customers were overly concerned about the Home Energy Report they received. He claims these audits put him in a bind because he can't decide if he should charge his customers for an unnecessary audit. He is very upset that his own letter compared him to "ALL" of his neighbors. The letter is very offensive and came off in a more accusatory than an informative note and it was a disservice to the public as it does not give accurate information, but rather assumptions.	The program manager spoke to the customer in length and he was very helpful in suggesting some alternatives to our current design, some of which we have already shared with OPower and Hawaii Energy. He will keep in touch with the program manager and continue to give supportive feedback to make our efforts more meaningful.	19-Apr
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PY11-23	20-Apr	Phone			Customer called regarding the Home Energy Report. He was very upset and felt that this report was a waste of time and money. He felt the report did not accurately report his usage and it was unfair to compare him with his neighbors' homes which are rentals or vacant. His primary complaint was that we cannot look up his specific account information for each of his rentals, so this report is meaningless because it was an unfair comparison. He said his wife was giving him a difficult time because she was under the impression that they were using a great deal more electricity than their neighbors.	The customer spoke with the supervisor who tried to explain to him that this report was primarily to raise awareness about energy consumption. Hawaii Energy does not have the ability to access utility information to discuss his rentals with him. The customer said he was looking for intelligent information and was not getting it and hung up. Mr. Boot was removed from the program to eliminate his frustrations with future mailings.	20-Apr
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PY11-24	24-Apr	Phone			Customer feels that the whole OPower program is "bogus". He has spoken to all of the neighbors who are home and not the people who are only there 2 weeks out of the year. Their bills are similar to his even though they use gas for a lot of their appliances. He said he doesn't know what else to do and that this report gets him really angry. He asks that we should stop doing this report and find better uses for rate payer funds. The customer was really upset because the first report was comparing him to condominium units.	The customer was removed from the program.	24-Apr
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Note:

1. To protect the customers' privacy, this information will be redacted in the final version of the monthly reports made available to the public at www.HawaiiEnergy.com.



Executive Summary

Administrative Highlights

- Continued working on Annual Plan and budget for next program year
- Focused on year end projects to close out current program year

Program Operation Highlights

- Worked with owners of a boutique hotel to use monies originally budgeted for cosmetic upgrades to replace chiller for increased energy savings and continue working with hotel to help with installing an energy management system
- Coordinated logistical capability for *Hui Up!* refrigerator bounty program established on the island of Lanai

Marketing Highlights

- Continued to coordinate with Parents and Children Together (PACT) on sponsorship of Keiki Day on May 9. Over 1,000 submissions received for writing and art contest on the theme of “Energy Super Heroes” to all Oahu students, grades 1 through 12 in public, private, charter and home schools. Developed energy conservation and efficiency editorial content for insert in the special edition newspaper. Staff volunteered with selling copies of the newspaper in downtown Honolulu street corners on the day of the event
- Worked with and provided funding support to Blue Planet Foundation’s *Hui Up!* program on Lanai, which brought a shipment of energy-efficient refrigerators to 30 Lanai households. Each household will save an estimated \$530 annually on electricity costs. Also provided households with home energy saver package including low flow showerhead, smart power strip, faucet aerator and four CFL bulbs
- Orchestrated a major press conference on May 26 to launch Hawaii’s Energy Smart Initiative with Forest City Military Communities. The initiative is the state’s first large-scale effort to transform two entire residential communities to achieve an energy-efficient lifestyle and is anticipated to achieve a minimum of 1.3 million kWh energy reduction annually
- Collaborated with the Honolulu Museum of Art and its contractor, Energy Industries in a major press conference and check presentation on May 27 in honor of the museum’s completion of an extensive energy-efficient retrofit involving its HVAC and control systems. The retrofit reduced the museum’s electricity by 28 percent, which saves an estimated \$250,000 annually. The \$346,026 incentive check presented to the museum is the largest received to date by a charitable organization.

Executive Summary (continued)

Outreach Highlights

- Provided marketing and public relations support for Hawaii Energy-funded Energy Efficiency Funding Group (EEFG) *Hawaii Energy Workshop Series* in May in Hawaii, Honolulu and Maui counties. Marketing communications included creation and distribution of electronic news blasts, dissemination of information to local community partners, as well as development of cross-promotions with Hawaii Energy and EEFG websites

Transformational Program Highlights

- Researched and provided subject matter expert input in public testimony to legislature in the successful passage of a utility sub-metering bill
- Successfully completed coordination of the second (EEFG) *Hawaii Energy Workshop Series*, with two days of valuable instruction on each of three islands. Provided subsidies for the majority of attendance costs for a total of six presentations of four workshops (*“Learning to S.E.E. (Sell Efficiency Effectively)”*TM, *“The Role of Energy Efficiency in Your Sustainability Agenda”*, *“Benchmarking Your Commercial Building & What’s Next”* and *“Financial Analysis of Energy Efficiency Projects”*)
- Transferred Milici Valenti NG Pack Forest City project invoices in the amount of \$34,158.79 from Incentive Program to Transformational Program



Key Performance Metrics

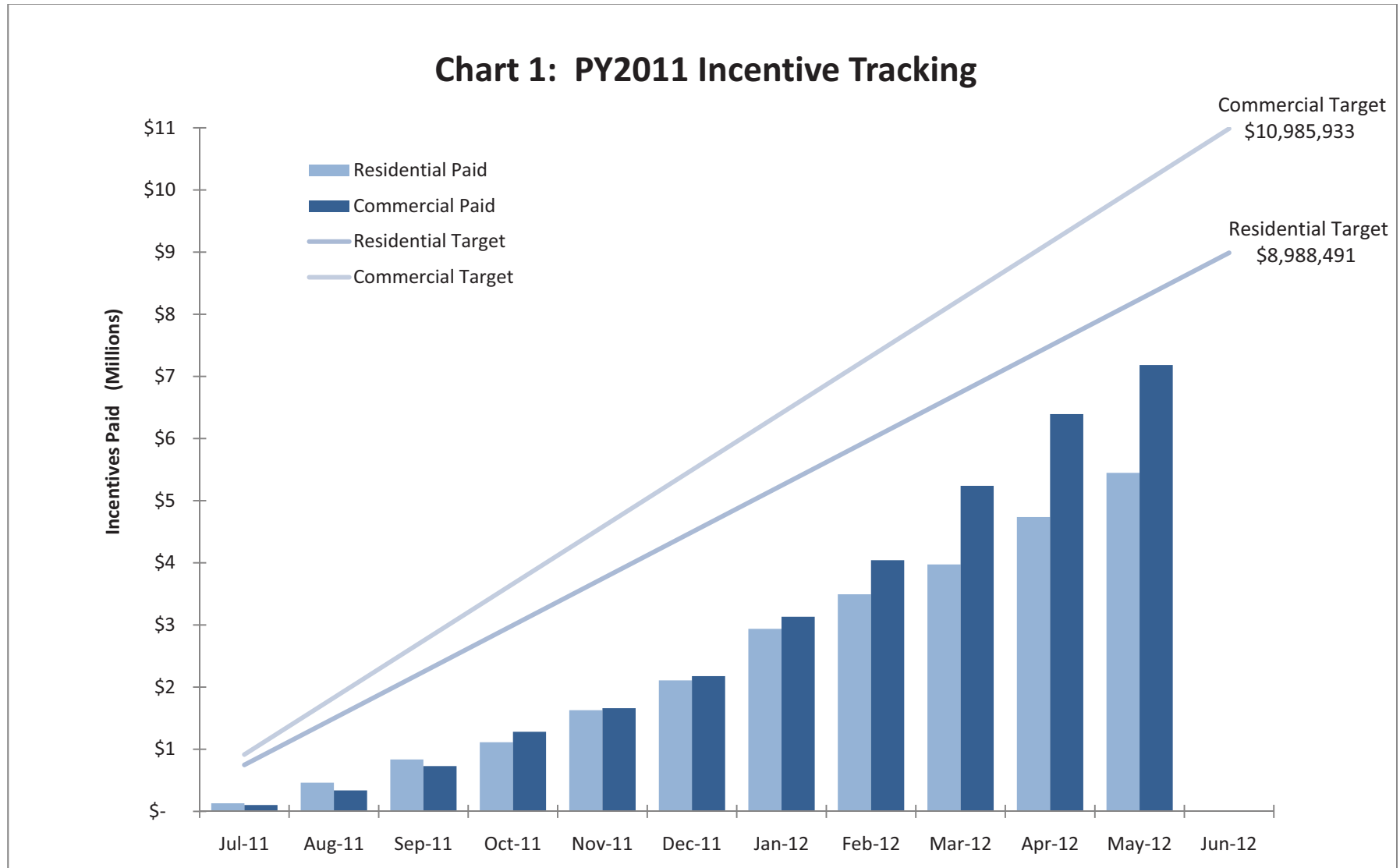
Key Performance Metrics	This Month's Results	YTD Results	PY2011 Targets	YTD % of Target PY2011
Annual Energy Savings Impacts (Net Generation Level)				
Residential (MWh)	9,960	45,593	64,015	71.2%
Business (MWh)	4,366	51,938	44,485	116.8%
Peak Demand (kW)	2,049	13,818	16,401	84.3%
Total Resource Benefit	\$10,607,366.48	\$99,513,789.83	\$116,230,842	85.6%
Island Equity¹ (% Incentives Paid)				
Oahu	\$1,347,145.43	\$10,857,596.51	\$16,507,381	65.8%
Maui County	\$274,995.05	\$1,607,689.81	\$2,889,472	55.6%
Hawaii County	\$273,781.16	\$1,700,441.73	\$2,772,025	61.3%
Transformation Infrastructure Development¹				
Government Support Milestones	0	1	4	25.0%
Education and Training Milestones	0	3	4	75.0%
Financials				
Total Non-Incentives Billed ²	\$744,010.09	\$7,457,302.63	\$9,969,511.00	74.8%
Total Residential and Business Incentives Billed	\$1,677,774.21	\$12,809,895.78	\$19,974,424.00	64.1%
Total Transformational Billed	\$218,147.43	\$1,370,835.27	\$2,194,455.00	62.5%
Total Program Costs Billed	\$2,639,931.73	\$21,638,033.68	\$32,138,390.00	67.3%

Notes:

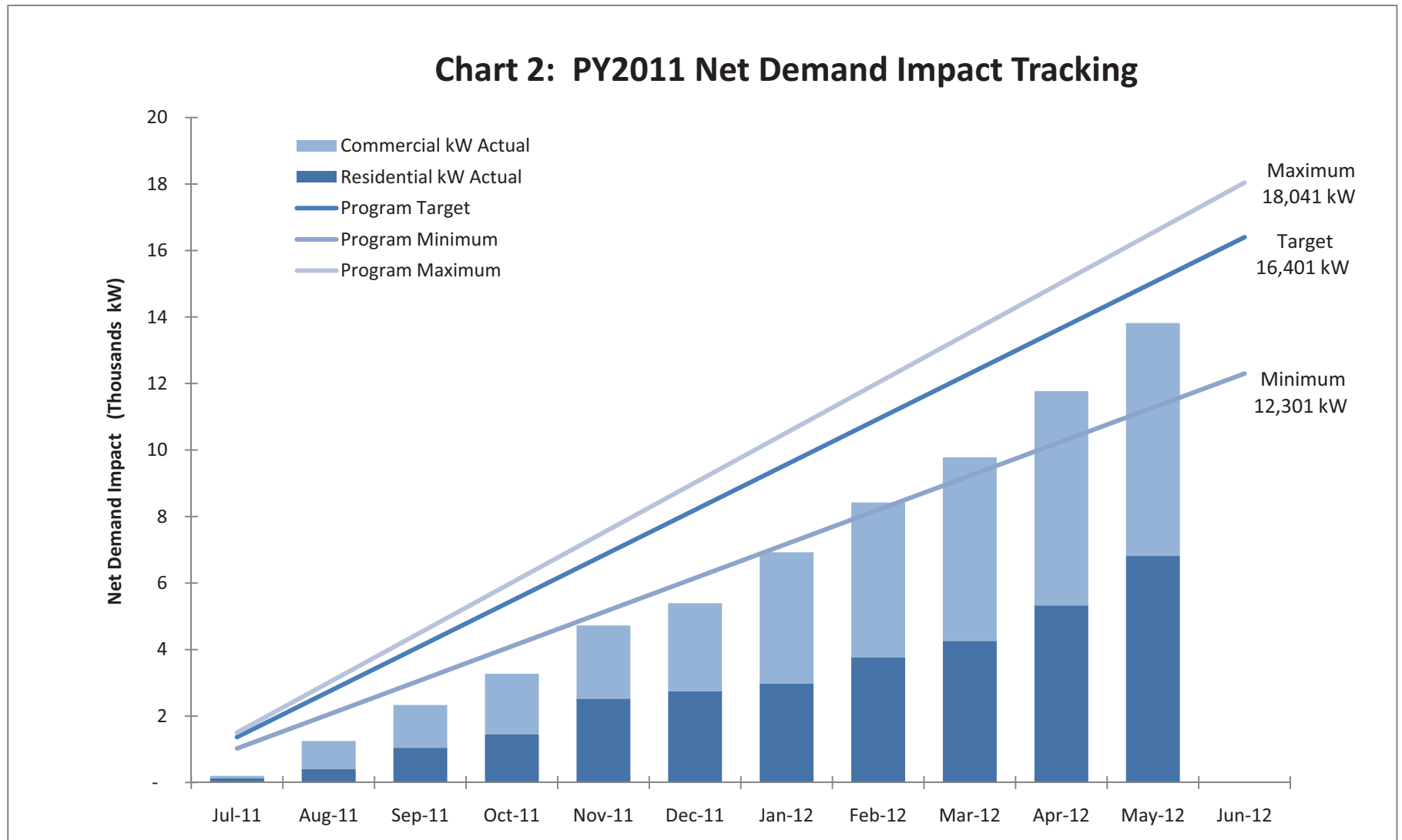
1. See Appendix A for more details.
2. Total Non-Incentives Billed reflects the deduction of performance incentive fees for the award pool (\$700,000).

Performance Charts

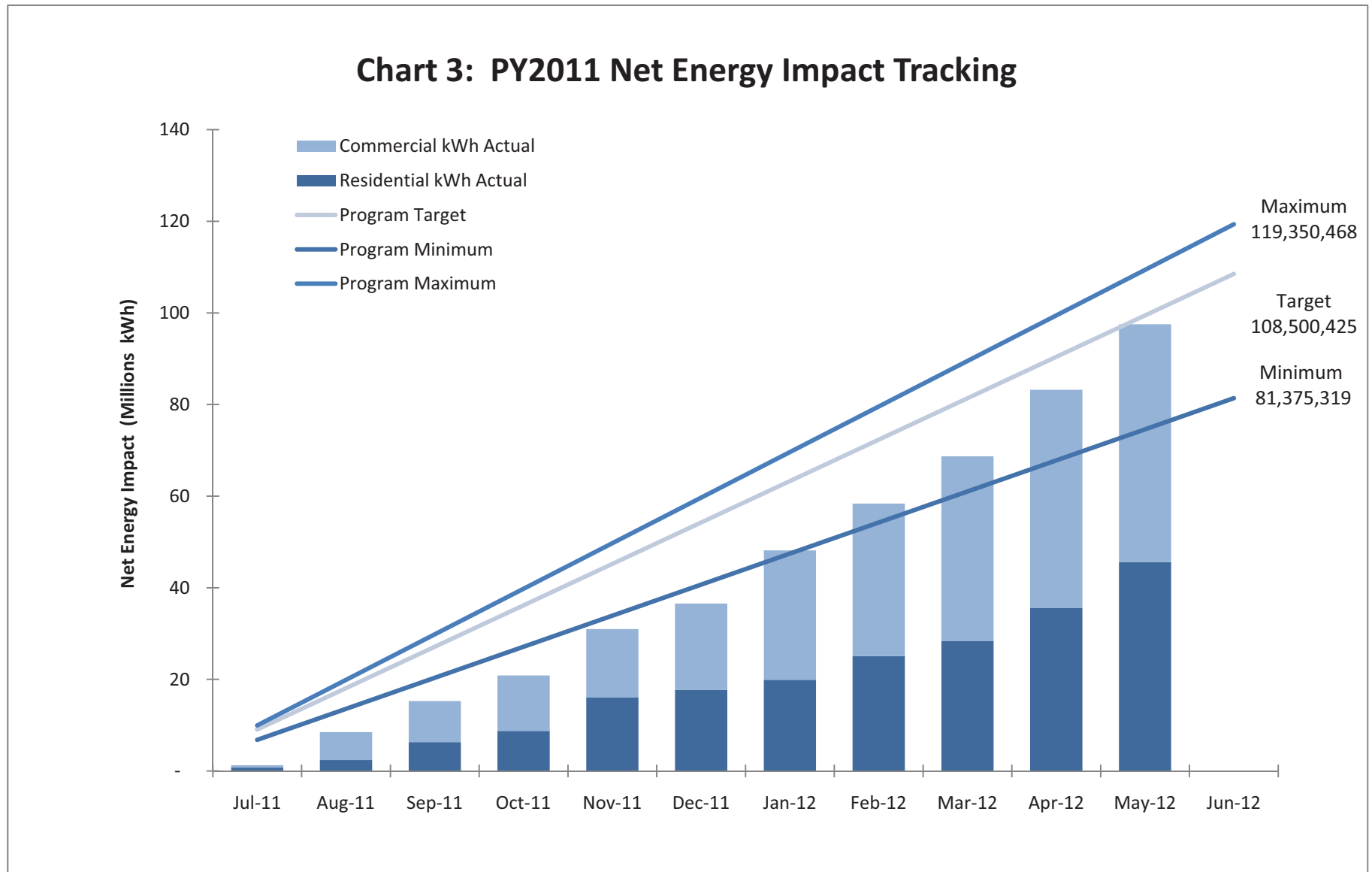
1. *PY2011 Incentive Payment Tracking – This chart shows the paid versus target incentives for PY2011.*



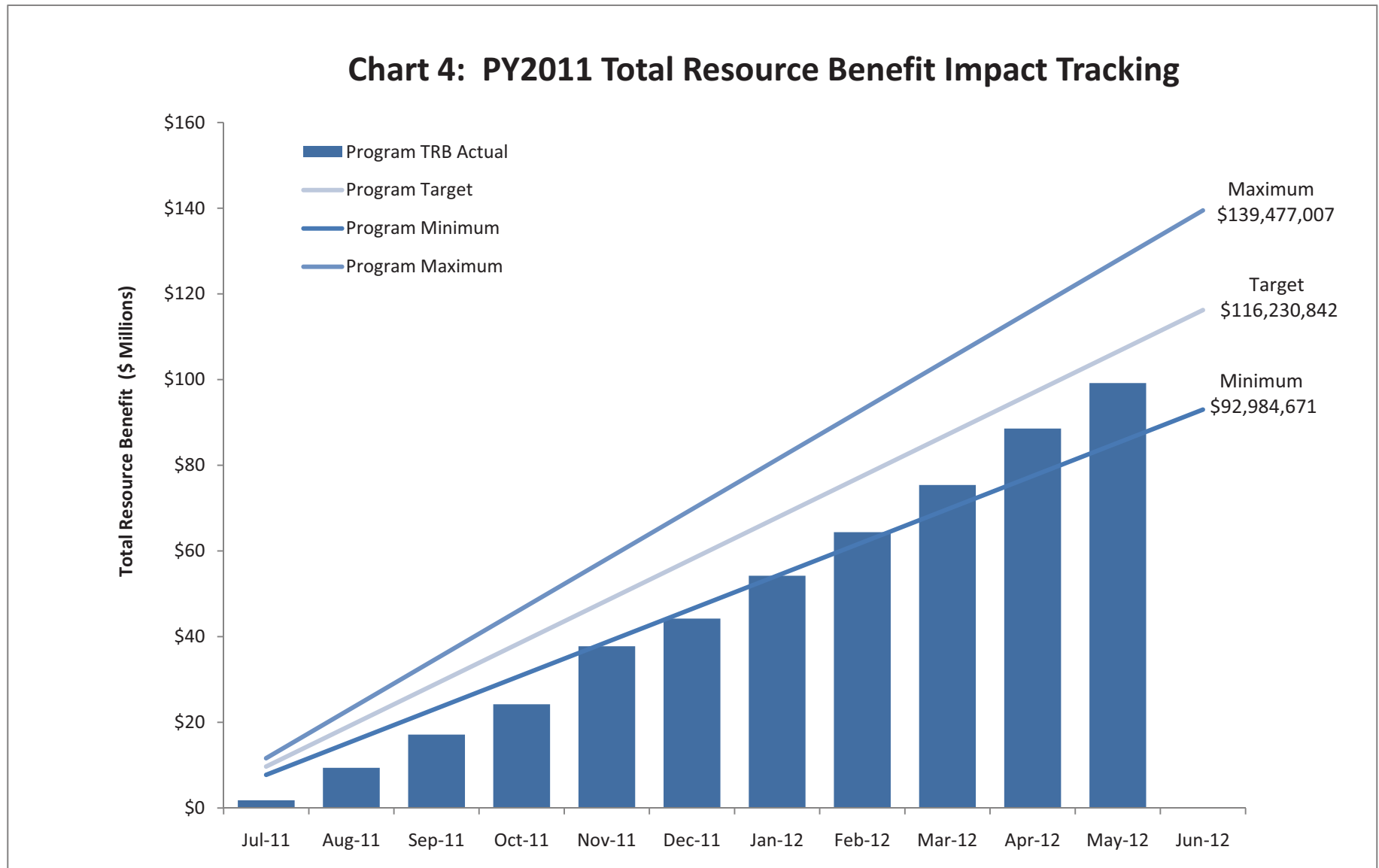
2. PY2011 Net Demand Impact Tracking – This chart shows the combined demand impact versus target for PY2011.



3. *PY2011 Net Energy Impact Tracking* – This chart shows the net energy impact versus target for PY2011.



4. *PY2011 Total Resource Benefit Impact Tracking* – This chart shows the total resource benefit impact versus target for PY2011.

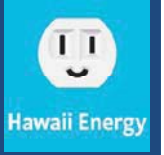


The following Program events took place this month:

Event	Audience	Subject	Count	Date
Residential Trade Ally Meeting, Kona (<i>formerly Solar Contractors Meeting</i>)	Participating solar water heating contractors, suppliers and prospective contractors	Provide program update, tentative plans for next program year; solicited input regarding market conditions and how to create a partnership to encourage energy efficiency	8	2-May
Residential Trade Ally Meeting, Hilo (<i>formerly Solar Contractors Meeting</i>)	Participating solar water heating contractors, suppliers and prospective contractors	Provide program update, tentative plans for next program year; solicited input regarding market conditions and how to create a partnership to encourage energy efficiency	10	3-May
Residential Trade Ally Meeting, Oahu (<i>formerly Solar Contractors Meeting</i>)	Participating solar water heating contractors, suppliers and prospective contractors	Provide program update, tentative plans for next program year; solicited input regarding market conditions and how to create a partnership to encourage energy efficiency	32	9-May
Residential Trade Ally Meeting, Maui (<i>formerly Solar Contractors Meeting</i>)	Participating solar water heating contractors, suppliers and prospective contractors	Provide program update, tentative plans for next program year; solicited input regarding market conditions and how to create a partnership to encourage energy efficiency	25	10-May
International Facilities Management Association (IFMA) event, Oahu	IFMA members	Sustainability of office buildings	50	17-May
Hui Up!, Lanai	Residents of Lanai	Supported distribution of ENERGY STAR® refrigerators to participants with Blue Planet Foundation.	15	24-May
Electrical Contractor Open House, Oahu	Electrical contractors	Program introduction	250	30-May

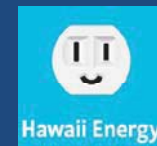
The following key Advertising, Marketing & Publicity activities took place this month:

Media Outlet	Subject	Date
<i>Hawaii Business</i>	Media coverage: “Talk Story with Kathryn Raethel of Castle Medical Center”; highlighting Hawaii Energy and ARRA-funded retrofit	May
<i>Hawaii Business</i> , Special “Energy” section	Media coverage: Numerous mentions of Hawaii Energy’s energy efficiency and conservation offerings and tips throughout its special “Energy” section	May
Cox radio stations (KRTR, KCCN, KINE and KPHW)	Public service announcements: “Hawaii Energy Partners with Re-Project with the Goal of Providing the Kaimuki-Waialae YMCA with an Energy-Efficient Retrofit”	throughout May
Radio Station KWXX, Hawaii island	Interview: to introduce program and 3 CFL Challenge	1-May
Hawaii Public Radio, Interview	Media coverage: “Hawaii Energy Partners with Re-Project with the Goal of Providing the Kaimuki-Waialae YMCA with an Energy-Efficient Retrofit”	3-May
Cox radio stations (KRTR, KCCN, KINE and KPHW), Interviews	Media coverage: “Hawaii Energy Partners with Re-Project with the Goal of Providing the Kaimuki-Waialae YMCA with an Energy-Efficient Retrofit”	Week of 7-May
HawaiiPublicRadio.com	Media coverage: “Punahou Seniors Networking for Energy Upgrades”	7-May
HawaiiPublicRadio.com	Media coverage: “Energy Efficiency Comes to Military Housing”	7-May
KHON-2, 6 p.m. news segment	Media coverage: “Be Green 2”	15-May
Midweek	Media coverage: “Re-Project Organizers”	23-May
KHNR-690AM, “Jeff the Solar Guy Radio Show”, Interview	Media coverage: “Hawaii Energy Residential Program Highlights”, featuring Residential Program Leader Larry Newman	23-May
KHON-2, 10 p.m. news segment	Media coverage: “Hawaii Energy Smart Initiative”	29-May
KITV-4, 6 p.m. news segment	Media coverage: “Hawaii Energy Smart Initiative”	29-May
Hawaii News Now, 5 and 10 p.m. news segments	Media coverage: “Hawaii Energy Smart Initiative”	29-May



The following key Advertising, Marketing & Publicity activities took place this month (continued):

Media Outlet	Subject	Date
Honolulu Star-Advertiser	Media coverage: “Project Targets Military Home’s Power Use”	30-May
Hawaii Public Radio	Media coverage: “Energy Efficiency Comes to Military Housing”	30-May
KHON-2, 10 p.m. news segment	Media coverage: “Honolulu Museum of Art Gets More Than \$346,000 in Energy Rebates”	30-May
Hawaii News Now, 5 and 10 p.m. news segment	Media coverage: “Honolulu Museum of Art Receives Hawaii Energy Incentive Check”	30-May
Hawaii Public Radio	Media coverage: “Honolulu Museum of Art Receives Energy Efficiency Incentive Check”	30-May
KITV-4, 6 p.m. news segment	Media coverage: “Honolulu Museum of Art Receives Hawaii Energy Incentive Check”	30-May



The following Education & Training Outreach events took place this month:

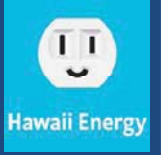
Event	Audience	Subject	Count	Date
Board of Water Supply (BWS) Proclamation Ceremony, Oahu	Mayor Peter Carlisle and community leaders	By-invitation and media-only ceremony at the Mayor's office; Hawaii Energy was recognized as a key sponsor of this year's Water Conservation Week Poster and Poetry Contest	10	2-May
Keiki Day Kick-Off Event, Oahu	Governor Neill Abercrombie and community sponsors	Hawaii Energy was recognized as a key sponsor of this year's Keiki Day Artwork Contest with the theme of "Energy Super Heroes"	100+	2-May
University of Hawaii, Maui Residential Energy Audit Class, Maui	Students, instructor, program director, assistant program director	Program overview	19	14-May
HVAC contractor energy efficiency training, Oahu	Mechanical & electrical Engineers	Program introduction and incorporating incentives into their energy efficiency outreach efforts	25	15-May
BWS Water Conservation Week Poster and Poetry Contest Awards Ceremony, Oahu	Student contest winners, community leaders and supporters	Awards ceremony	250+	16-May

The following Transformational events took place this month:

Event	Audience	Subject	Count	Date
Financial Literacy & Energy Efficiency Workshop, Hawaii Island	E.B. DeSilva Elementary School faculty, staff & students	Continuation of ongoing program to provide information to save money through energy conservation and efficiency	15	8-May
Financial Literacy & Energy Efficiency Workshop, Hawaii Island	Kohala Elementary School faculty, staff & students	Continuation of ongoing program to provide information to save money through energy conservation and efficiency	62	9-May
Meeting with Forest City, Oahu	Property Managers, MVNP	Discuss program status and plans to launch program	6	10-May
Financial Literacy & Energy Efficiency Workshop, Oahu	Hui Kako'o leadership, staff and beneficiaries	Continuation of ongoing program to provide information to save money through energy conservation and efficiency	19	12-May
Financial Literacy & Energy Efficiency Workshop, Hawaii Island	Rotary Club of Hilo	Continuation of ongoing program to provide information to save money through energy conservation and efficiency	51	18-May
Women in Renewable Energy (WiRE)- Legislative Digest, Oahu	WiRE members and industry attendees, members of Hawaii State Legislature	Legislative measures relating to energy efficiency	40	18-May
Learning to S.E.E. (Sell Efficiency Effectively) Training Workshop, Hawaii Island	Industry professionals, property managers, students	Sponsored and hosted a professional training course to enhance and improve the skills and knowledge base of Hawaii's energy industry professionals	9	21-May

The following Transformational events took place this month (continued):

Event	Audience	Subject	Count	Date
Financial Literacy & Energy Efficiency Workshop, Hawaii Island	Waikoloa Village Association	Continuation of ongoing program to provide information to save money through energy conservation and efficiency	29	21-May
The Role of Energy Efficiency in Your Sustainability Agenda, Hawaii Island	Industry professionals, property managers, students	Sponsored and hosted a professional training course to enhance and improve the skills and knowledge base of Hawaii's energy industry professionals	11	22-May
Financial Literacy & Energy Efficiency Workshop, Oahu	Waianae Valley Homestead Association	Continuation of ongoing program to provide information to save money through energy conservation and efficiency	15	22-May
Learning to S.E.E. (Sell Efficiency Effectively), Oahu	Industry professionals, property managers, students	Sponsored and hosted a professional training course to enhance and improve the skills and knowledge base of Hawaii's energy industry professionals	88	23-May
Financial Literacy & Energy Efficiency Workshop, Hawaii Island	Sure Foundation	Continuation of ongoing program to provide information to save money through energy conservation and efficiency	36	24-May
Financial Analysis of Energy Efficiency Projects, Oahu	Industry professionals, property managers, students	Sponsored and hosted a professional training course to enhance and improve the skills and knowledge base of Hawaii's energy industry professionals	110	24-May
Learning to S.E.E. (Sell Efficiency Effectively), Maui	Industry professionals, property managers, students	Sponsored and hosted a professional training course to enhance and improve the skills and knowledge base of Hawaii's energy industry professionals	21	29-May



The following Transformational events took place this month (continued):

Event	Audience	Subject	Count	Date
Benchmarking Your commercial Building and What's Next, Maui	Industry professionals, property managers, students	Sponsored and hosted a professional training course to enhance and improve the skills and knowledge base of Hawaii's energy industry professionals	19	30-May

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – May 2012 (5/1/12 – 5/31/12)



Budget Status Table

	May Allocations	Allocations to Date	PY11 Budget R2	Percent Spent
Residential Programs				
Residential Program Ops and Management				
REEM	\$ 179,380.64	\$ 2,021,487.42	\$ 2,188,983.00	92%
RESM	\$ 7,107.31	\$ 39,798.84	\$ 76,146.00	52%
RHTR	\$ 7,801.08	\$ 58,722.86	\$ 116,861.00	50%
Total Residential Programs	\$ 194,289.03	\$ 2,120,009.12	\$ 2,381,990.00	89%
Residential Market Evaluation	\$ 1,305.00	\$ 22,338.55	\$ 55,100.00	41%
Residential Outreach	\$ 39,107.70	\$ 681,757.13	\$ 905,950.00	75%
Total Residential Non-Incentive	\$ 234,701.73	\$ 2,824,104.80	\$ 3,343,040.00	84%
Residential Incentives				
REEM	\$ 824,123.40	\$ 5,429,474.66	\$ 7,731,438.00	70%
RESM		\$ 39,038.69	\$ 608,000.00	6%
RHTR	\$ 96,089.67	\$ 189,449.31	\$ 649,053.00	29%
Subtotal Residential Incentives	\$ 920,213.07	\$ 5,657,962.66	\$ 8,988,491.00	63%
Residential Transformational	\$ 98,802.48	\$ 715,003.46	\$ 987,505.00	72%
Total Residential Incentives	\$ 1,019,015.55	\$ 6,372,966.12	\$ 9,975,996.00	64%
Total Residential Programs	\$ 1,253,717.28	\$ 9,197,070.92	\$ 13,319,036.00	69%
Business (C&I) Programs				
Business Programs Ops and Management				
BEEM	\$ 89,000.96	\$ 791,263.58	\$ 917,882.00	86%
CBEEM	\$ 63,021.90	\$ 574,503.42	\$ 866,259.00	66%
BESM	\$ 49,425.00	\$ 395,116.31	\$ 397,373.00	99%
BHTR	\$ 38,794.98	\$ 339,007.85	\$ 375,005.00	90%
Total Business Programs	\$ 240,242.84	\$ 2,099,891.16	\$ 2,556,519.00	82%
Business Market Evaluation	\$ 2,140.00	\$ 150,341.65	\$ 152,475.00	99%
Business Outreach	\$ 82,506.86	\$ 1,030,007.64	\$ 1,376,945.00	75%
Total Business Non-Incentive	\$ 324,889.70	\$ 3,280,240.45	\$ 4,085,939.00	80%
Business Incentives				
BEEM	\$ 270,970.10	\$ 3,888,284.53	\$ 4,467,100.00	87%
CBEEM	\$ 506,999.51	\$ 2,796,540.90	\$ 3,389,833.00	82%
BESM	\$ (20,408.47)	\$ 338,549.33	\$ 2,327,000.00	15%
BHTR		\$ 128,558.36	\$ 802,000.00	16%
Subtotal Business Incentives	\$ 757,561.14	\$ 7,151,933.12	\$ 10,985,933.00	65%
Business Transformational	\$ 119,344.95	\$ 655,831.81	\$ 1,206,950.00	54%
Total Business Incentives	\$ 876,906.09	\$ 7,807,764.93	\$ 12,192,883.00	64%
Total Business Programs	\$ 1,201,795.79	\$ 11,088,005.38	\$ 16,278,822.00	68%
Total Services and Initiatives	\$ 2,455,513.07	\$ 20,285,076.30	\$ 29,597,858.00	69%
Supporting Services				
Supporting Services	\$ 206,646.85	\$ 1,630,173.56	\$ 2,091,909.00	78%
Total Supporting Services	\$ 206,646.85	\$ 1,630,173.56	\$ 2,091,909.00	78%
Subtotal Non-Incentive (Prior to Tax)	\$ 766,238.28	\$ 7,734,518.81	\$ 9,520,888.00	81%
Less Performance Incentives (Prior to Tax)	\$ (55,708.36)	\$ (612,791.96)	\$ (700,000.00)	
Subtotal Non-Incentive Less Performance Incentives (PI)	\$ 710,529.92	\$ 7,121,726.85	\$ 8,820,888.00	
Total Tax on Non-Incentive Without PI	\$ 33,480.17	\$ 335,575.78	\$ 448,623.00	
Performance Incentive Award (Inclusive of Tax)		\$ -	\$ 700,000.00	
Subtotal Non-Incentive Billed	\$ 744,010.09	\$ 7,457,302.63	\$ 9,969,511.00	75%
Subtotal Residential and Business Customer Incentives	\$ 1,677,774.21	\$ 12,809,895.78	\$ 19,974,424.00	64%
Subtotal Transformational Incentives	\$ 218,147.43	\$ 1,370,835.27	\$ 2,194,455.00	62%
Sub-Total Estimated Contractor Costs	\$ 2,639,931.73	\$ 21,638,033.68	\$ 32,138,390.00	67%
Performance Awards in Excess of Target Levels			\$ 133,000.00	



Appendix A – Island Equity Details

Reported	TOTAL			REGULAR			TRANSFORMATIONAL		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
PY11 Target	\$ 16,507,381	\$ 2,772,025	\$ 2,889,472						
Jul-11	\$ 199,366.44	\$ 30,278.54	\$ 24,907.07	\$ 192,230.00	\$ 23,352.00	\$ 17,980.53	\$ 7,136.44	\$ 6,926.54	\$ 6,926.54
Aug-11	\$ 470,619.30	\$ 82,455.58	\$ 58,819.13	\$ 455,129.00	\$ 67,420.87	\$ 43,784.42	\$ 15,490.30	\$ 15,034.71	\$ 15,034.71
Sep-11	\$ 649,143.78	\$ 97,907.22	\$ 91,481.54	\$ 623,036.28	\$ 78,172.25	\$ 64,124.49	\$ 26,107.50	\$ 19,734.97	\$ 27,357.05
Oct-11	\$ 694,659.02	\$ 128,383.93	\$ 75,175.63	\$ 671,510.33	\$ 105,741.00	\$ 52,272.00	\$ 23,148.69	\$ 22,642.93	\$ 22,903.63
Nov-11	\$ 625,256.16	\$ 96,961.45	\$ 259,575.79	\$ 595,366.32	\$ 67,400.36	\$ 232,718.87	\$ 29,889.84	\$ 29,561.09	\$ 26,856.92
Dec-11	\$ 775,040.75	\$ 181,069.80	\$ 101,070.70	\$ 756,298.72	\$ 160,017.61	\$ 80,223.13	\$ 18,742.03	\$ 21,052.19	\$ 20,847.57
Jan-12	\$ 1,433,795.81	\$ 196,939.40	\$ 212,468.73	\$ 1,410,754.82	\$ 167,910.28	\$ 190,927.35	\$ 23,040.52	\$ 29,029.12	\$ 21,541.38
Feb-12	\$ 1,333,800.78	\$ 196,648.95	\$ 139,274.55	\$ 1,250,192.11	\$ 127,851.47	\$ 87,947.01	\$ 83,608.67	\$ 68,797.48	\$ 51,327.54
Mar-12	\$ 1,541,231.18	\$ 162,703.13	\$ 105,288.01	\$ 1,483,627.55	\$ 122,006.80	\$ 70,407.77	\$ 57,603.63	\$ 40,696.33	\$ 34,880.24
Apr-12	\$ 1,787,537.86	\$ 253,312.57	\$ 264,633.61	\$ 1,631,129.35	\$ 138,736.60	\$ 148,848.81	\$ 156,408.51	\$ 114,575.97	\$ 115,784.80
May-12	\$ 1,347,145.43	\$ 273,781.16	\$ 274,995.05	\$ 1,240,315.45	\$ 206,870.48	\$ 230,588.28	\$ 106,829.98	\$ 66,910.68	\$ 44,406.77
Jun-12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PTD Total	\$ 10,857,596.51	\$ 1,700,441.73	\$ 1,607,689.81	\$ 10,309,589.93	\$ 1,265,479.72	\$ 1,219,822.66	\$ 548,006.11	\$ 434,962.01	\$ 387,867.15

Transformational

34%

33%

33%

Reported	Labor		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
Jul-11	\$ 7,136.44	\$ 6,926.54	\$ 6,926.54
Aug-11	\$ 12,847.01	\$ 12,469.16	\$ 12,469.16
Sep-11	\$ 16,909.88	\$ 16,412.53	\$ 16,412.53
Oct-11	\$ 23,148.69	\$ 22,467.85	\$ 22,467.85
Nov-11	\$ 21,954.97	\$ 21,309.25	\$ 21,309.25
Dec-11	\$ 13,920.95	\$ 17,542.92	\$ 14,932.56
Jan-12	\$ 20,299.20	\$ 20,486.20	\$ 19,702.17
Feb-12	\$ 24,008.26	\$ 23,302.14	\$ 23,302.14
Mar-12	\$ 22,083.97	\$ 21,434.44	\$ 21,434.44
Apr-12	\$ 25,764.77	\$ 25,109.09	\$ 25,075.06
May-12	\$ 30,531.91	\$ 29,633.90	\$ 29,633.90
Jun-12			
PTD Total	\$ 218,606.05	\$ 217,094.02	\$ 213,665.60

Reported	Subcontractor		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
Jul-11	\$ -	\$ -	\$ -
Aug-11	\$ 2,643.29	\$ 2,565.55	\$ 2,565.55
Sep-11	\$ 9,197.61	\$ 3,322.44	\$ 10,944.52
Oct-11	\$ -	\$ 175.08	\$ 435.78
Nov-11	\$ 7,934.87	\$ 8,251.84	\$ 5,547.67
Dec-11	\$ 4,821.08	\$ 3,509.27	\$ 5,915.01
Jan-12	\$ 2,741.32	\$ 8,542.92	\$ 1,839.21
Feb-12	\$ 59,600.41	\$ 45,495.34	\$ 28,025.40
Mar-12	\$ 35,519.66	\$ 19,261.89	\$ 13,445.80
Apr-12	\$ 130,643.74	\$ 89,466.88	\$ 90,709.74
May-12	\$ 76,298.07	\$ 37,276.78	\$ 14,772.87
Jun-12			
PTD Total	\$ 329,400.05	\$ 217,867.99	\$ 174,201.55



Appendix B – Complaint Report

Date Initiated	Channel	Customer Contact Information ¹	Customer Name ¹	Description of Dispute	Actions Taken	Date Resolved
17-May	Phone	(808) 573-1565	Gabrielle Dunn	Customer questioned the funding for the Home Energy Report Program. She felt the comparison was incorrect, the report was a waste of money and paper, and that it should come less often.	Supervisor called her back and educated her about the program and offered to switch her to paperless reporting. She was happy about that. They discussed other program options. She suggested email option be part of advertising.	17-May
23-May	Energy Survey	(808)737-5145	Douglas Massey	Customer felt that inspector did not examine pipes on the roof and did not closely examine the roof with its shingles, solar panel or metal supports. Customer also felt that inspector did not listen to findings that the electric timer was set to turn on at 5:00 p.m. to heat the water from 120 to 140 by 9:00 p.m.	Supervisor responded to the customer advising him that he was tracking his system for a re-inspection as system initially failed (but passed on 5/17). Customer was still unhappy due to no roof climb. The inspector was unable to climb the roof because the roof was at a 30 deg pitch. The inspector was able to do a visual inspection only. A letter with our safety procedures was sent to the customer.	23-May

¹ Customer personal data available at Hawaii Energy

Executive Summary

Administrative Highlights

- Continued working on Annual Plan and budget for next program year
- Focused on year-end projects to close out current program year
- Hired Jennifer Ueki as Business Manager to replace Bing Wang who is relocating

Program Operation Highlights

- Introduced garage demand ventilation control system technology to the Westin Ka'anapali Ocean Resorts Villas and worked with their lighting supplier to define the specifications and incentives to replace 9,500 incandescent lamps with ENERGY STAR® LEDs. This culminated with the hotel proceeding with the projects, resulting in a rebate of \$140,290 and 1,495,971 kWh savings. Additional related project is scheduled for completion in August.
- Efforts to provide energy efficient lighting to small businesses under the Small Business Direct Install Program yielded \$566,851 in incentives to trade allies and 1,350,000 kWh in energy savings to 181 small business customers
- 3 CFL Challenge contributed to achieving PY11 goal of distributing 1,615,971 CFLs sold through participating retailers
- Introduced limited-time special solar water heater (SWH) incentive of \$500 per SWH system, valid through the end of program year on Neighbor Islands
- Secured opportunity to collaborate with trade ally for direct install of SWH systems for nearly 200 hard-to-reach families on Hawaii Island

Executive Summary (continued)

Marketing Highlights

- Confirmed participation and began preparations for the 20th Annual Hawaii Conservation Conference scheduled for July 31 through August 2, 2012 at the Hawaii Convention Center. Its purpose is to facilitate information transfer and interaction between natural resource managers and the scientific community. Hawaii Energy is sponsoring this year's public event themed "*Protecting our Hawai'i as One*", during which the first-ever Hawaii Energy Award will be presented. We are also coordinating three symposium panels featuring key community leaders.: "*Growing Green Jobs in Hawaii*", "*Clean Energy as an Economic Development Strategy for Hawaii*" and "*Energy Conservation through Efficiency Measures*"
- Provided public relations support for the taping of "*Hawaii: The State of Clean Energy*" season two, episode three, which will feature Hawaii Energy Transformational Specialist Malama Minn speaking about transforming thinking and behavior to help the State reach its energy goals and reduce dependence on imported oil, using no-cost to low-cost energy conservation and efficiency tips and our offerings

Outreach Highlights

- Provided marketing support for the first-ever Hawaii Energy-sponsored "*Educators' Energy Exchange Cohort*" at Punahou Lab School in July where participants will receive classroom-ready lessons and resources focused on energy. We covered the registration fee for educators and offered stipends to Hawaii and Maui county educators for airfare, land transportation and meals to minimize out-of-pocket costs. Marketing communications included creation and distribution of electronic news blasts, as well as dissemination of information to local community partners

Transformational Program Highlights

- Participated in the 2012 Hawaii Family Financial Empowerment Symposium on the island of Oahu where Hawaii Energy's program initiatives and offerings were highlighted
- Successfully completed the second series of Hawaii Energy sponsored Certified Energy Management training, in partnership with the Association of Energy Engineers (AEE) on Hawaii Island

Key Performance Metrics

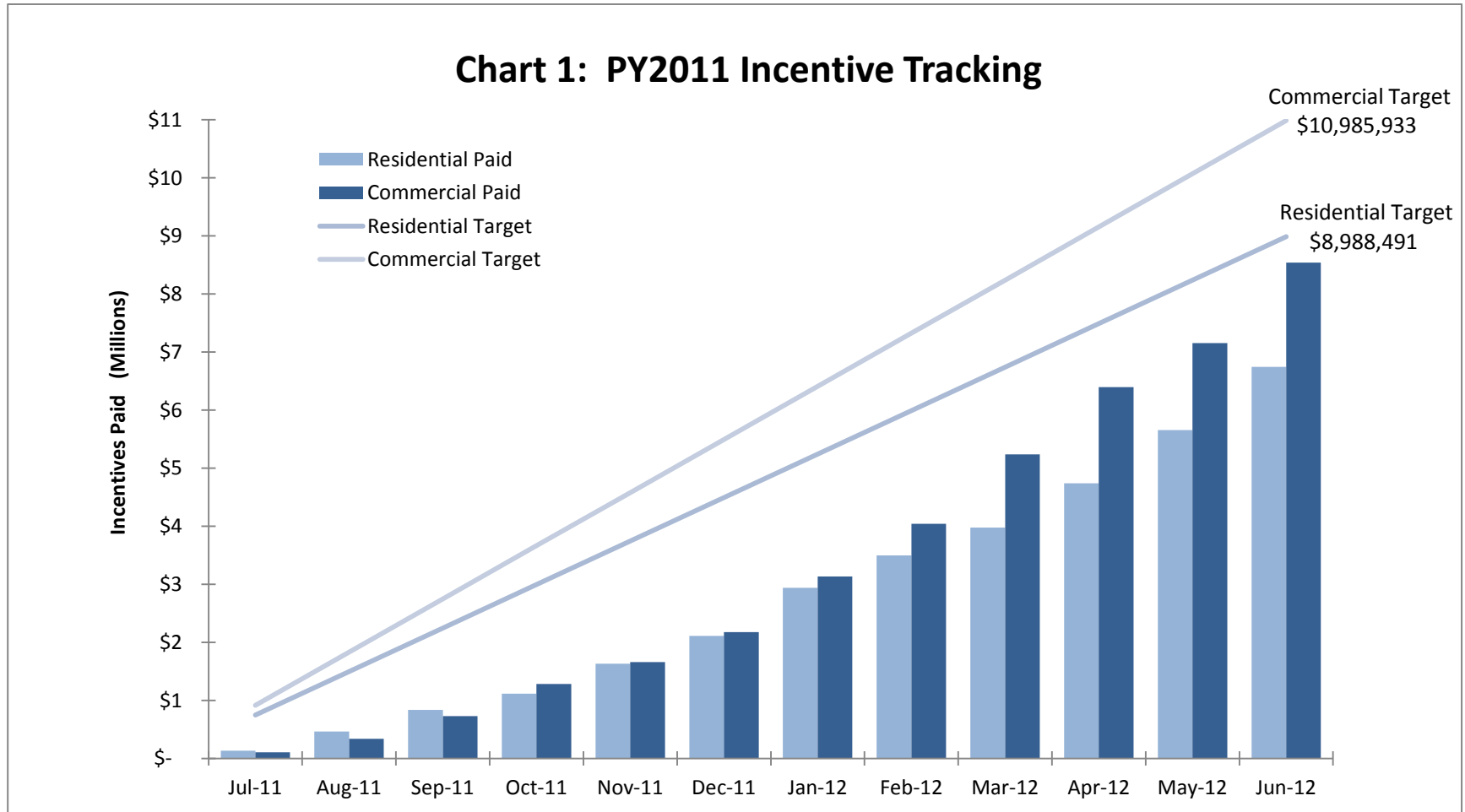
Key Performance Metrics	This Month's Results	YTD Results	PY2011 Targets	YTD % of Target PY2011
Annual Energy Savings Impacts (Net Generation Level)				
Residential (MWh)	8,159	53,752	64,015	84.0%
Business (MWh)	10,413	62,351	44,485	140.2%
Peak Demand (kW)	2,387	16,205	16,401	98.8%
Total Resource Benefit	\$13,895,688.64	\$113,409,478.47	\$116,230,842	97.6%
Island Equity¹ (% Incentives Paid)				
Oahu	\$1,564,230.66	\$12,421,827.17	\$16,507,381	75.3%
Maui County	\$467,424.20	\$2,075,114.01	\$2,889,472	71.8%
Hawaii County	\$918,081.19	\$2,618,459.92	\$2,772,025	94.5%
Transformation Infrastructure Development				
Government Support Milestones ²	4	5	4	125%
Education and Training Milestones ³	1	4	4	100%
Total Non-Incentives Billed ⁴	\$1,154,119.08	\$8,611,421.71	\$9,969,511.00	86.4%
Total Residential and Business Incentives Billed	\$2,475,815.52	\$15,285,711.30	\$19,974,424.00	76.5%
Total Transformational Billed	\$473,857.73	\$1,844,693.00	\$2,194,455.00	84.1%
Total Program Costs Billed	\$4,103,792.33	\$25,741,826.01	\$32,138,390.00	80.1%

Notes:

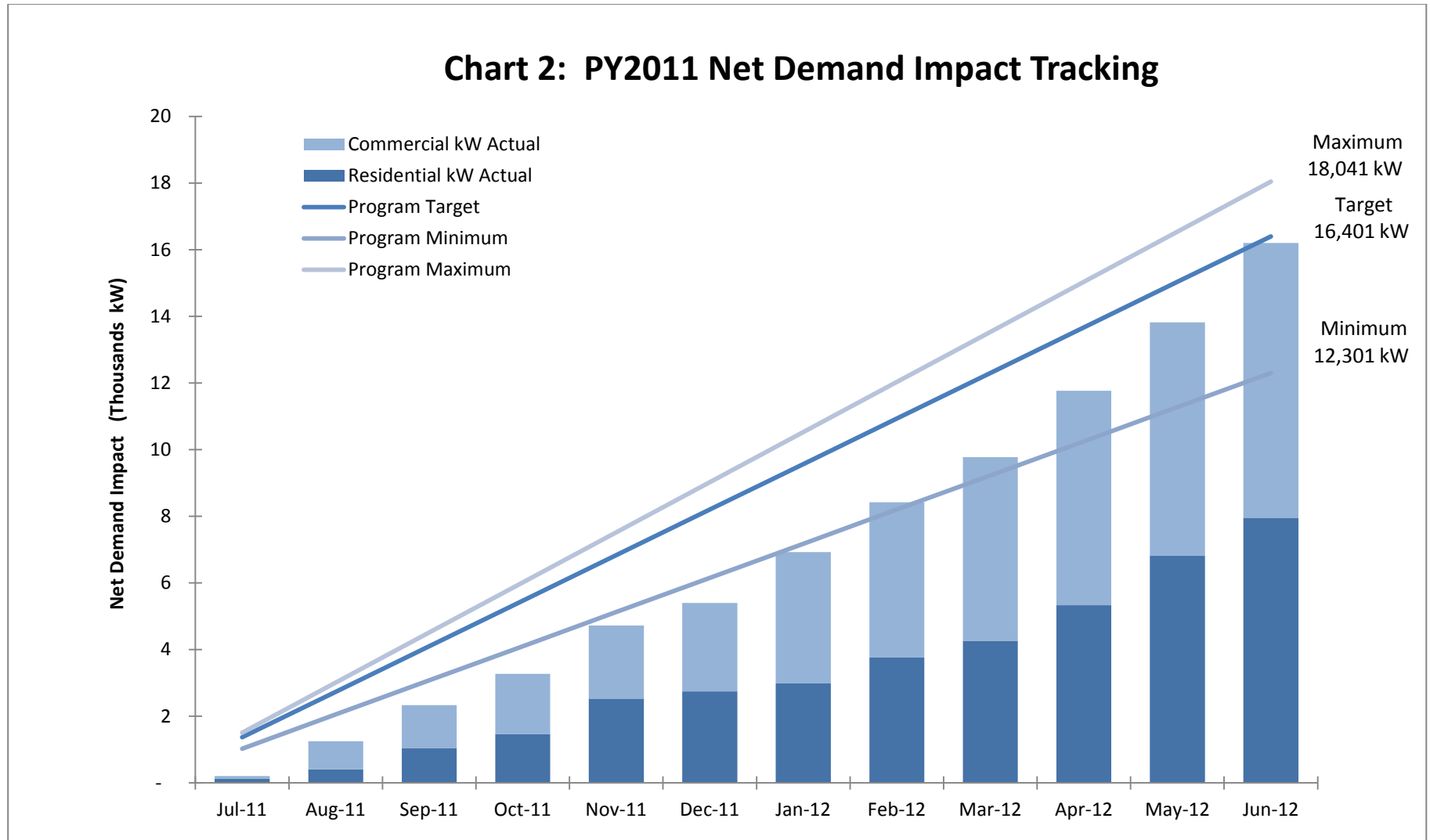
1. See Appendix A for more details
2. Coordinate Hawaii State Energy Fair; Maintain representation and support for the Hawaii Clean Energy Initiative; Maintain participation in Hawaii Energy Policy Forum; Submit grant proposals in collaboration with State, County and non-profit organizations in success expanding funds available for sustainability in Hawaii
3. Implement energy education program targeting Department of Hawaiian Homeland communities
4. Total Non-Incentives Billed reflects the deduction of performance incentive fees for the award pool (\$700,000)

Performance Charts

1. *PY2011 Incentive Payment Tracking – This chart shows the paid versus target incentives for PY2011*

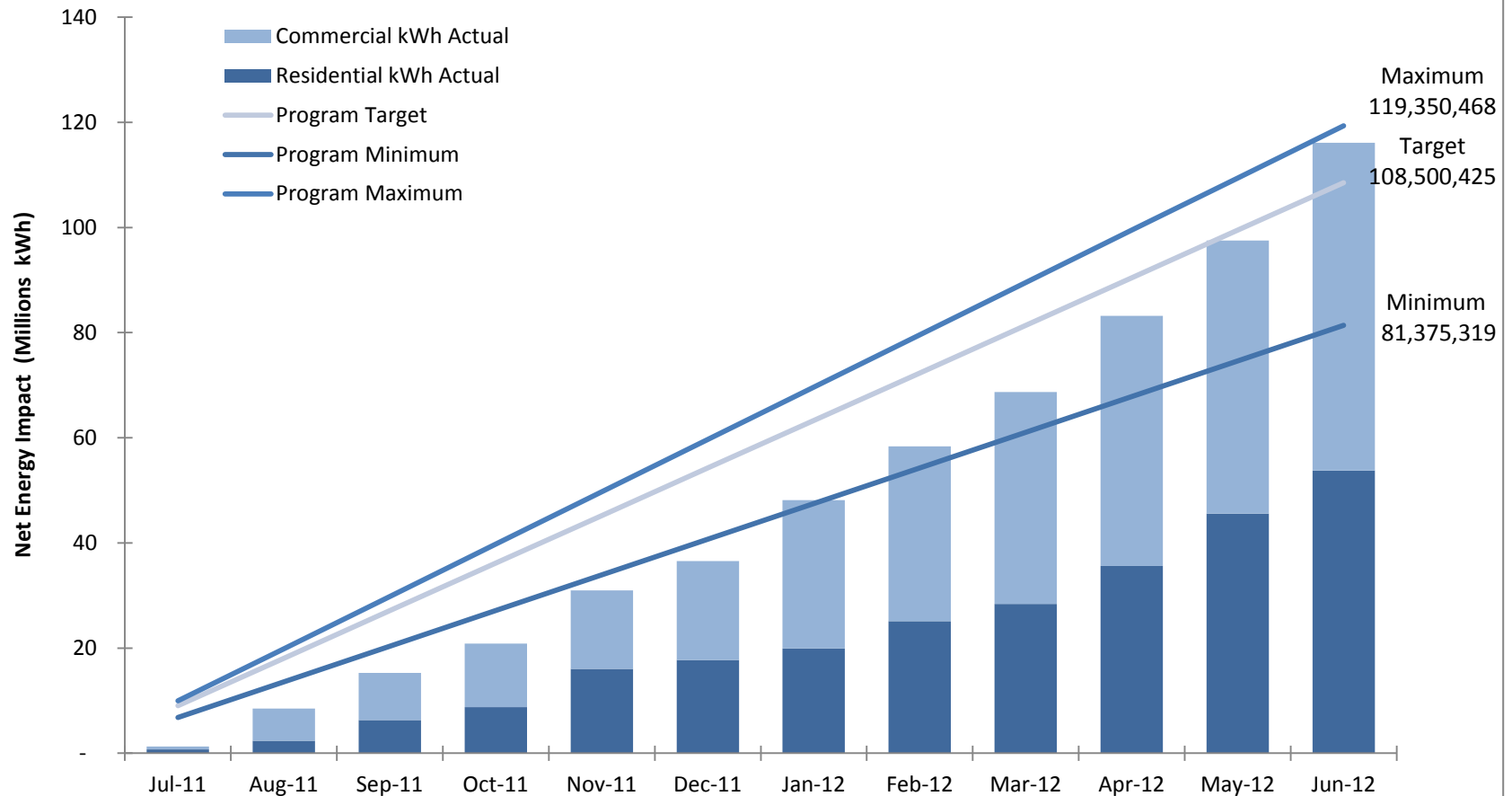


2. PY2011 Net Demand Impact Tracking – This chart shows the combined demand impact versus target for PY2011

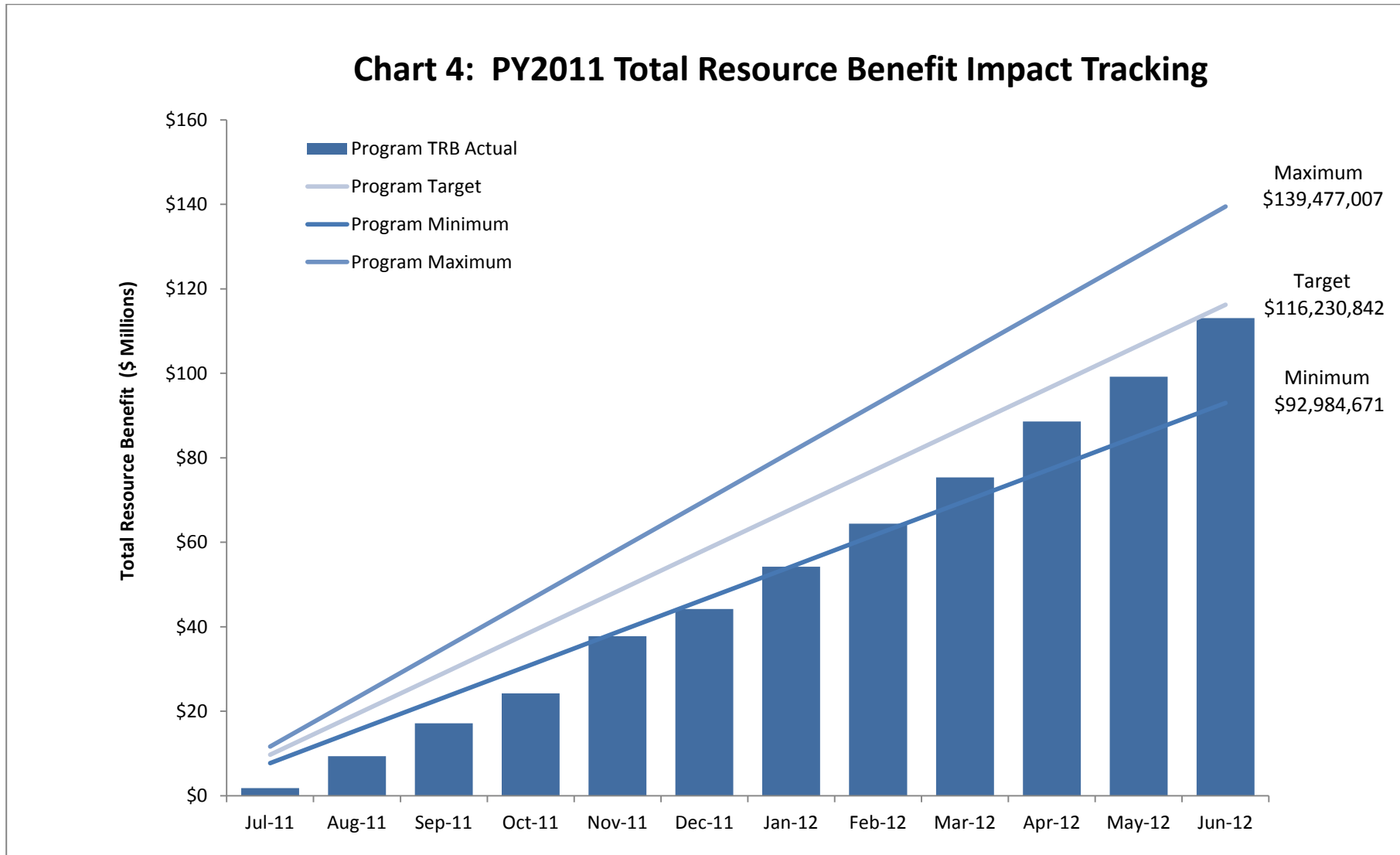


3. PY2011 Net Energy Impact Tracking – This chart shows the net energy impact versus target for PY201

Chart 3: PY2011 Net Energy Impact Tracking



4. *PY2011 Total Resource Benefit Impact Tracking* – This chart shows the total resource benefit impact versus target for PY2011



The following Program events took place this month:

Event	Audience	Subject	Count	Date
Apartment Submetering Tenant Meeting, Maui	Tenants, staff	Introduction to program, offerings and energy savings summary presentation	16	5-Jun
Introductory Meeting, Hawaii	Sustainable developers	Introduction to program and offerings	4	7-Jun
Pacificana Atlas AOA Submetering Workshop, Oahu	Board members, owners, tenants	Introduction to program, offerings and discussion including energy conservation measures and potential efficiencies opportunities	40	13-Jun
Energy One Plus site visit, Oahu	Energy consultants	Introduction to program and offerings	5	15-Jun
Mayors Advisory Commission Meeting, Hawaii	Commissioners	Monthly meeting; participated in energy efficiency discussions	8	16-Jun
Ko'olani AOA site visit, Oahu	Resident manager, maintenance staff, property manager, lighting representative	Introduction to program, offerings and discussion including energy conservation measures and potential efficiencies opportunities	4	19-Jun
Energy Efficiency Workshop, Maui	Business managers, workshop staff, presenters.	Commercial energy efficiency workshop aimed at key business managers in Maui	16	20-Jun
Olelo Community Media site visit, Oahu	CEO, engineer, energy manager, lighting representative	Introduction to program and discussion regarding energy efficient technologies and savings opportunities	4	27-Jun

The following Program events took place this month (continued):

Event	Audience	Subject	Count	Date
Women in Renewable Energy (WiRE) Forum, Oahu	WiRE members and industry leaders	Professional networking event for women working in renewable energy and efficiencies.	40	29-Jun
Maui Contractors Home Expo, Maui	General public, residential home vendors	Participated in Residential Home Improvement Trade Show to educate residents about energy efficient home improvements	90	29 -30-Jun

The following key Advertising, Marketing & Publicity activities took place this month:

Media Outlet	Subject	Date
OC-16 & OC-16 On-Demand, cable television	Sponsored public service announcement: <i>“Learning about CFLs with Da Braddahs”</i> ; Hawaii Energy in collaboration with Blue Planet Foundation	Various air dates through mid-June
Hawaii News Now	Taping: <i>“Hawaii: The State of Clean Energy”</i> season two, episode three, featuring Transformational Specialist Malama Minn speaking about transforming thinking and behavior to help the State reach its energy goals and reduce dependence on imported oil; no to low-cost energy conservation and efficiency tips and residential offerings	Air dates to be determined
Hawaii Marine	Media coverage: <i>“Reduce Use, Increase Energy Savings”</i>	1-Jun
<i>Ho’okele, Pearl Harbor-Hickam News</i>	Media coverage: <i>“Hawaii Energy and Forest City Military Communities Launch Energy Smart Initiative”</i>	1-Jun
Navy.mil	Media coverage: <i>“Hawaii’s Forest City Military Communities Launch Energy Smart Initiative”</i>	13-Jun

The following key Marketing Outreach events took place this month:

Event	Audience	Subject	Approx. Count	Date
Waianae Middle School – Summer video production class kick-off, Oahu	Students and faculty	Energy conservation presentation to students in summer video production class with 'Olelo; students will create conservation videos to be aired on 'Olelo	40+	7-Jun
Hard Rock Café's L.E.E.D. Certification & Hawaii Green Business Award Event, Oahu	Representatives from Mayor Peter Carlisle's office and Department of Business Economic Development & Tourism's (DBEDT) Energy Office, community leaders	By-invitation presentation and ceremony in celebration of Hard Rock Café's L.E.E.D. certification & Hawaii Green Business Award	20+	8-Jun
KUPU's Honolulu Youth Conservation Corps 2012 Environmental Award Ceremony & Fair, Oahu	General population	Participation in awards ceremony & environmental fair; educating attendees about energy conservation	110+	14-Jun
Energy conservation and efficiency presentation to State of Hawaii managers and staff, Oahu	State managers and staff	Introduction of program and residential program offerings	50+	15-Jun

The following Education & Training Outreach events took place this month:

Event	Audience	Subject	Count	Date
Hawaii Energy Sponsored AEE Certified Energy Manager (CEM) Course, Hawaii	Engineers, air conditioning specialists, facilities managers	Introduction to Hawaii Energy program and incentives offered	25	6-Jun

The following Transformational events took place this month:

Event	Audience	Subject	Count	Date
Certified Energy Management Training, Hawaii Island	Industry professionals (engineers, architects, etc.)	Continuation of ongoing program providing industry recognized certification course at low cost to develop local energy efficiency workforce	18	4-8-June
Financial Literacy & Energy Efficiency Workshop, Oahu	Pacificana Atlas Condo Association	Continuation of ongoing program to provide information to save money through energy conservation and efficiency	40	13-June
Hawaii Youth Conservation Corps (HYCC) Environmental Fair, Oahu	HYCC Leaders, Members, Volunteers, Partners, Interns, Students, and Allies	Participation in annual educational fair to build awareness among Hawaii's youth who are actively engaged in conservation in all areas	200	14-June
Financial Literacy & Energy Efficiency Workshop, Oahu	Ho'omau Ke Ola of Waianae Employees	Continuation of ongoing program to provide information to save money through energy conservation and efficiency	12	14-June
Financial Literacy & Energy Efficiency Workshop, Maui	Living Way Church Congregation and community members	Continuation of ongoing program to provide information to save money through energy conservation and efficiency	60	18-June
Financial Literacy & Energy Efficiency Workshop, Maui	Neighborhood Place of Wailuku, community members	Continuation of ongoing program to provide information to save money through energy conservation and efficiency	5	19-June

The following Transformational events took place this month (continued):

Event	Audience	Subject	Count	Date
International Energy Conservation (IECC) Code training planning and coordination meeting, Oahu	DBEDT's Energy Efficiency Branch Staff	Discussion of next steps to bring training on the new IECC code requirements to private sector professionals	3	20-June
Financial Literacy & Energy Efficiency Workshop, Oahu	City & County of Honolulu and State Section 8 Program participants	Continuation of ongoing program to provide information to save money through energy conservation and efficiency	22	21-June
Financial Literacy & Energy Efficiency Workshop, Hawaii Island	Kohala Senior Club Members and Staff	Continuation of ongoing program to provide information to save money through energy conservation and efficiency	74	21-June
Financial Literacy & Energy Efficiency, Hawaii Island	Hilo YMCA Men & Women Service Club Members	Continuation of ongoing program to provide information to save money through energy conservation and efficiency	21	27-June
The 2012 Hawaii Family Financial Empowerment Symposium, Oahu	Symposium attendees	Participation in the “‘Ohana Economics” Panel addressing the topic: Managing & Reducing Household Expenses & Risks—Health, Food, Energy & Other Considerations.	326	28 & 29-June
21 st Annual Pineapple Festival, Lanai (County of Maui)	Lanai community members	Participation in the largest annual event on Lanai to build awareness and provide information to residents and business owners of energy efficiency savings opportunities and offerings	500	30-June

Hawaii Energy *Your Conservation and Efficiency Program*

Monthly Performance Report – June 2012 (6/1/12 – 6/30/12)



Hawaii Energy

Budget Status Table

	June Allocations	Allocations to Date	PY11 Budget R3	Percent Spent
Residential Programs				
Residential Program Ops and Management				
REEM	\$ 224,101.11	\$ 2,245,588.53	\$ 2,263,983.00	99%
RESM	\$ 75.00	\$ 39,873.84	\$ 46,146.00	86%
RHTR	\$ 100,417.81	\$ 159,140.67	\$ 171,861.00	93%
Total Residential Programs	\$ 324,593.92	\$ 2,444,603.04	\$ 2,481,990.00	98%
Residential Market Evaluation	\$ 2,655.69	\$ 24,994.24	\$ 30,100.00	83%
Residential Outreach	\$ 132,942.53	\$ 814,699.66	\$ 830,950.00	98%
Total Residential Non-Incentive	\$ 460,192.14	\$ 3,284,296.94	\$ 3,343,040.00	98%
Residential Incentives				
1 REEM	\$ 589,077.15	\$ 6,018,551.81	\$ 7,681,438.00	78%
RESM	\$ 34,200.00	\$ 73,238.69	\$ 608,000.00	12%
1 RHTR	\$ 465,104.38	\$ 654,553.69	\$ 699,053.00	94%
Subtotal Residential Incentives	\$ 1,088,381.53	\$ 6,746,344.19	\$ 8,988,491.00	75%
Residential Transformational	\$ 244,958.68	\$ 959,961.54	\$ 987,505.00	97%
Total Residential Incentives	\$ 1,333,339.61	\$ 7,706,305.73	\$ 9,975,996.00	77%
Total Residential Programs	\$ 1,793,531.75	\$ 10,990,602.67	\$ 13,319,036.00	83%
Business (C&I) Programs				
Business Programs Ops and Management				
BEEM	\$ 88,745.60	\$ 880,009.18	\$ 917,882.00	96%
CBEEM	\$ 118,722.28	\$ 693,225.70	\$ 856,259.00	81%
BESM	\$ 5,852.75	\$ 400,969.06	\$ 407,373.00	98%
BHTR	\$ 13,152.68	\$ 352,160.53	\$ 375,005.00	94%
Total Business Programs	\$ 226,473.31	\$ 2,326,364.47	\$ 2,556,519.00	91%
Business Market Evaluation	\$ -	\$ 150,341.65	\$ 152,475.00	99%
Business Outreach	\$ 195,677.78	\$ 1,225,685.42	\$ 1,376,945.00	89%
Total Business Non-Incentive	\$ 422,151.09	\$ 3,702,391.54	\$ 4,085,939.00	91%
Business Incentives				
BEEM	\$ 654,300.72	\$ 4,542,585.25	\$ 4,557,100.00	100%
CBEEM	\$ 189,566.69	\$ 2,986,107.59	\$ 3,389,833.00	88%
BESM	\$ 435,030.58	\$ 773,579.91	\$ 2,237,000.00	35%
BHTR	\$ 108,536.00	\$ 237,094.36	\$ 802,000.00	30%
Subtotal Business Incentives	\$ 1,387,433.99	\$ 8,539,367.11	\$ 10,985,933.00	78%
Business Transformational	\$ 228,899.65	\$ 884,731.46	\$ 1,206,950.00	73%
Total Business Incentives	\$ 1,616,333.64	\$ 9,424,098.57	\$ 12,192,883.00	77%
Total Business Programs	\$ 2,038,484.73	\$ 13,126,490.11	\$ 16,278,822.00	81%
Total Services and Initiatives	\$ 3,832,016.48	\$ 24,117,092.78	\$ 29,597,858.00	81%
Supporting Services				
Supporting Services	\$ 275,549.29	\$ 1,905,722.85	\$ 2,091,909.00	91%
Total Supporting Services	\$ 275,549.29	\$ 1,905,722.85	\$ 2,091,909.00	91%
Subtotal Non-Incentive (Prior to Tax)	\$ 1,157,892.52	\$ 8,892,411.33	\$ 9,520,888.00	93%
Less Performance Incentives (Prior to Tax)	\$ (55,708.36)	\$ (668,500.32)	\$ (700,000.00)	
Subtotal Non-Incentive Less Performance Incentives (PI)	\$ 1,102,184.16	\$ 8,223,911.01	\$ 8,820,888.00	
Total Tax on Non-Incentive Without PI	\$ 51,934.92	\$ 387,510.70	\$ 448,623.00	
Performance Incentive Award (Inclusive of Tax)			\$ 700,000.00	
Subtotal Non-Incentive Billed	\$ 1,154,119.08	\$ 8,611,421.71	\$ 9,969,511.00	86%
Subtotal Residential and Business Customer Incentives	\$ 2,475,815.52	\$ 15,285,711.30	\$ 19,974,424.00	77%
Subtotal Transformational Incentives	\$ 473,857.73	\$ 1,844,693.00	\$ 2,194,455.00	84%
Sub-Total Estimated Contractor Costs	\$ 4,103,792.33	\$ 25,741,826.01	\$ 32,138,390.00	80%
Performance Awards in Excess of Target Levels			\$ 133,000.00	
Total Estimated Contractor Costs, including Performance Awards in Excess of Target Levels			\$ 32,138,390.00	

Footnote: 1. reversed incorrect April reallocations for Blue Planet invoices BPFHE #1001, #1002 and #1004, which were to move \$30,374.37 from REEM incentive to RHTR incentive. However, the correct reallocations were supposed to be: \$533.85 to RHTR incentive and \$29,840.52 to RHTR T&M, which were reflected in June invoices via SAIC accounting system.



Appendix A – Island Equity Details

Reported	TOTAL			REGULAR			TRANSFORMATIONAL		
	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)	Island Equity (Oahu)	Island Equity (Hawaii)	Island Equity (Maui)
PY11 Target	\$ 16,507,381	\$ 2,772,025	\$ 2,889,472						
Jul-11	\$ 199,366.44	\$ 30,278.54	\$ 24,907.07	\$ 192,230.00	\$ 23,352.00	\$ 17,980.53	\$ 7,136.44	\$ 6,926.54	\$ 6,926.54
Aug-11	\$ 470,619.30	\$ 82,455.58	\$ 58,819.13	\$ 455,129.00	\$ 67,420.87	\$ 43,784.42	\$ 15,490.30	\$ 15,034.71	\$ 15,034.71
Sep-11	\$ 649,143.78	\$ 97,907.22	\$ 91,481.54	\$ 623,036.28	\$ 78,172.25	\$ 64,124.49	\$ 26,107.50	\$ 19,734.97	\$ 27,357.05
Oct-11	\$ 694,659.02	\$ 128,383.93	\$ 75,175.63	\$ 671,510.33	\$ 105,741.00	\$ 52,272.00	\$ 23,148.69	\$ 22,642.93	\$ 22,903.63
Nov-11	\$ 625,256.16	\$ 96,961.45	\$ 259,575.79	\$ 595,366.32	\$ 67,400.36	\$ 232,718.87	\$ 29,889.84	\$ 29,561.09	\$ 26,856.92
Dec-11	\$ 775,040.75	\$ 181,069.80	\$ 101,070.70	\$ 756,298.72	\$ 160,017.61	\$ 80,223.13	\$ 18,742.03	\$ 21,052.19	\$ 20,847.57
Jan-12	\$ 1,433,795.81	\$ 196,939.40	\$ 212,468.73	\$ 1,410,754.82	\$ 167,910.28	\$ 190,927.35	\$ 23,040.52	\$ 29,029.12	\$ 21,541.38
Feb-12	\$ 1,333,800.78	\$ 196,648.95	\$ 139,274.55	\$ 1,250,192.11	\$ 127,851.47	\$ 87,947.01	\$ 83,608.67	\$ 68,797.48	\$ 51,327.54
Mar-12	\$ 1,541,231.18	\$ 162,703.13	\$ 105,288.01	\$ 1,483,627.55	\$ 122,006.80	\$ 70,407.77	\$ 57,603.63	\$ 40,696.33	\$ 34,880.24
Apr-12	\$ 1,787,537.86	\$ 253,312.57	\$ 264,633.61	\$ 1,631,129.35	\$ 138,736.60	\$ 148,848.81	\$ 156,408.51	\$ 114,575.97	\$ 115,784.80
May-12	\$ 1,347,145.43	\$ 273,781.16	\$ 274,995.05	\$ 1,240,315.45	\$ 206,870.48	\$ 230,588.28	\$ 106,829.98	\$ 66,910.68	\$ 44,406.77
Jun-12	\$ 1,564,230.66	\$ 918,018.19	\$ 467,424.20	\$ 1,313,418.70	\$ 783,941.79	\$ 378,455.03	\$ 250,811.96	\$ 134,076.40	\$ 88,969.17
PTD Total	\$ 12,421,827.17	\$ 2,618,459.92	\$ 2,075,114.01	\$ 11,623,008.63	\$ 2,049,421.51	\$ 1,598,277.69	\$ 798,818.07	\$ 569,038.41	\$ 476,836.32

Appendix B – Complaint Report

Date Initiated	Channel	Customer Contact Information ¹	Customer Name ¹	Description of Dispute	Actions Taken	Date Resolved
5-Jun	Customer contact during inspection Contractor contact via Phone			Mr. Chun asked HE inspector when he would receive his rebate. The inspector informed him that the contractor should have given him an instant rebate. Mr. Chun said he did not receive a rebate and was told the rebate would be issued to him by HE. Mr. Chun was advised to call the HE office directly. He advised the customer service rep that his invoice did not reflect an instant rebate and that he planned to write a letter to the PUC and the Regulatory Commission.	HE attempted to call Mr. Chun 4 times, without success. An e-mail was sent to the customer to work out a resolution. Mr. Chun responded a week later stating that the contractor contacted him and worked out the rebate issue so no action was needed by HE.	14-Jun
14-Jun	Letter		Department of Health (DOH) - Environmental Management Division - Solid and Hazardous Waste Branch	Questions regarding investigation of anonymous complaint of Small Business Direct Installation participating contractor and/or Hawaii Energy program, as it was unclear in the letter for information to Hawaii Energy. Subject is assumed to be in regard to the handling and disposal of lamps and ballasts being removed from customer sites.	Answers to questions provided in letter to DOH, dated 6/28/12	28-Jun

¹ Customer personal data available at Hawaii Energy

Appendix B – Complaint Report (continued)

Date Initiated	Channel	Customer Contact Information ¹	Customer Name ¹	Description of Dispute	Actions Taken	Date Resolved
27-Jun	Phone			Contractor called HE to inform us of the customer. System installed on 1/15/12 and passed inspection on 2/20/12 without issue. The customer saw that his collectors were facing a different direction than his neighbor's and requested his collectors face the same direction. The customer claimed his water was not hot enough. The contractor said he would do it for a fee. The customer put in a complaint with the PUC. The contractor requested that HE issue a letter stating that the system installed has met program specifications	A letter written by HE, on the contractor's behalf, was sent to the contractor	29-Jun

¹ Customer personal data available at Hawaii Energy

Attachment D

Contractor Budget (Attachment F from Contract)

Hawaii Energy Proposal for Supplemental Contract for PY2011 - PY2012

June 16, 2011

Page 2 of 24

Summary Budget Numbers – The worksheets on this page show a summary of the Program budget numbers for PY2011 and PY2012 that result from the assumptions made in this Renewal Proposal. The full Proposed Program Budget and Impacts (July 1, 2011 – June 30, 2013) can be found at Appendix B to this Proposal.

PROGRAM BUDGET		
Year	Total Budget	%
PY2011 Budget (7/1/11 to 6/30/12)	\$ 32,271,390	48%
PY2012 Budget (7/1/12 to 6/30/13)	\$ 34,960,672	52%
Two Year Contract Budget	\$ 67,232,062	100%

PY2011 Budget (7/1/11 to 6/30/12)			
Total PY2011 Budget	\$ 32,271,390		
Budget Item / Category	Amount	% of Total Budget	% of Subtotal
Direct Incentives	\$ 19,974,424	62%	90%
Transformation Incentives	\$ 2,194,455	7%	10%
Total Incentives	\$ 22,168,879	69%	100%
Administration / IT	\$ 2,190,479	7%	22%
Direct Program Operations	\$ 7,779,032	24%	78%
Total Operations	\$ 9,969,511	31%	100%
Total Incentives	\$ 22,168,879	69%	69%
Total Operations	\$ 9,969,511	31%	31%
Total PY2011 Budget	\$ 32,138,390	100%	100%

PY2012 Budget (7/1/12 to 6/30/13)				Total			
Total PY2012 Budget	\$ 34,960,672			\$ 67,232,062			
Budget Item / Category	Amount	% of Total Budget	% of Subtotal	Amount	% of Total Budget	% of Subtotal	
Direct Incentives	\$ 21,637,050	62%	90%	\$ 41,611,474	62%	90%	
Transformation Incentives	\$ 2,377,326	7%	10%	\$ 4,571,781	7%	10%	
Total Incentives	\$ 24,014,376	69%	100%	\$ 46,183,255	69%	100%	
Administration / IT	\$ 2,190,479	6%	20%	\$ 4,380,958	7%	21%	
Direct Program Operations	\$ 8,622,818	25%	80%	\$ 16,401,849	24%	79%	
Total Operations	\$ 10,813,297	31%	100%	\$ 20,782,807	31%	100%	
Total Incentives	\$ 24,014,376	69%	69%	\$ 46,183,255	69%	69%	
Total Operations	\$ 10,813,297	31%	31%	\$ 20,782,807	31%	31%	
Total PY2012 Budget	\$ 34,827,672	100%	100%	\$ 66,966,062	100%	100%	

Hawaii Energy Proposal for Supplemental Contract for PY2011 - PY2012

June 16, 2011

Page 3 of 24

Summary PBFA Budget Breakout – The worksheets on this page show a summary of the PBFA budget breakout numbers for PY2011 and PY2012 that result from the assumptions made in this Renewal Proposal.

Breakout PY2011 PBFA Budget			
Total PY2011 Budget	\$ 32,271,390		
Budget Item / Category	Amount	% of Total Budget	% of Subtotal
General Administration and IT Costs	\$ 2,190,479	6.8%	94%
Performance Awards in Excess of Targets*	\$ 133,000	0.4%	6%
PBFA General Administration and IT Costs	\$ 2,323,479	7.2%	
Residential Transformational Programs	\$ 987,505	3.1%	45%
Business Transformational Programs	\$ 1,206,950	3.7%	55%
Transformational Infrastructure Activities	\$ 2,194,455	6.8%	100%
Residential Programs	\$ 12,489,055	38.7%	45%
Business Programs	\$ 15,264,401	47.3%	55%
PBFA Programs Budget	\$ 27,753,456	86.0%	100%
Residential Incentives	\$ 8,988,491	27.9%	72%
Residential Operational	\$ 3,500,564	10.8%	28%
Residential Programs	\$ 12,489,055	38.7%	100%
Business Incentives	\$ 10,985,933	34.0%	72%
Business Operational	\$ 4,278,468	13.3%	28%
Business Programs	\$ 15,264,401	47.3%	100%
* This Incentive Award budget amount is not earned until performance is achieved.			

Breakout PY2012 PBFA Budget				Total		
Total PY2012 Budget	\$34,960,672			\$ 67,232,062		
Budget Item / Category	Amount	% of Total Budget	% of Subtotal	Amount	% of Total Budget	% of Subtotal
General Administration and IT Costs	\$ 2,190,479	6.3%	94%	\$ 4,380,958	6.5%	94%
Performance Awards in Excess of Targets*	\$ 133,000	0.4%	6%	\$ 266,000	0.4%	6%
PBFA General Administration and IT Costs	\$ 2,323,479	6.6%		\$ 4,646,958	6.9%	
Residential Transformational Programs	\$ 1,069,797	3.1%	45%	\$ 2,057,301	6.4%	45%
Business Transformational Programs	\$ 1,307,529	3.7%	55%	\$ 2,514,480	7.8%	55%
Transformational Infrastructure Activities	\$ 2,377,326	6.8%	100%	\$ 4,571,781	6.8%	100%
Residential Programs	\$ 13,616,940	38.9%	45%	\$ 26,105,995	38.8%	45%
Business Programs	\$ 16,642,927	47.6%	55%	\$ 31,907,328	47.5%	55%
PBFA Programs Budget	\$ 30,259,867	86.6%	100%	\$ 58,013,323	86.3%	100%
Residential Incentives	\$ 9,736,673	27.9%	72%	\$ 18,725,164	27.9%	72%
Residential Operational	\$ 3,880,268	11.1%	28%	\$ 7,380,832	11.0%	28%
Residential Programs	\$ 13,616,940	38.9%	100%	\$ 26,105,995	38.8%	100%
Business Incentives	\$ 11,900,377	34.0%	72%	\$ 22,886,310	34.0%	72%
Business Operational	\$ 4,742,550	13.6%	28%	\$ 9,021,018	13.4%	28%
Business Programs	\$ 16,642,927	47.6%	100%	\$ 31,907,328	47.5%	100%
* This Incentive Award budget amount is not earned until performance is achieved.						

Hawaii Energy Proposal for Supplemental Contract for PY2011 - PY2012

June 16, 2011

Page 4 of 24

Summary Transformational Budget Breakout – The worksheets on this page show a summary of the Transformational Budget Breakout numbers for PY2011 and PY2012 that result from the assumptions made in this Renewal Proposal.

Budget PY2011 Transformational Budgets							
	Residential			Business			Total
	\$ 987,505			\$ 1,206,950			\$ 2,194,455
	45%			55%			48%
	of one year			of one year			of two year
Budget Item / Category	Residential	% of Total Budget	% of Subtotal	Business	% of Total Budget	% of Subtotal	Total
County Energy Office & Program Support							
State Energy Office							
State Legislative Technical Support							
Federal Energy Programs Support							
Hawaii Clean Energy Initiative							
Government Clean Energy Strategy and Implementation Support	\$ 296,251	30%	100%	\$ 362,085	30%	100%	\$ 658,337
Educational & Training Institution Support							
Organizational Education and Direct-to-Consumer							
Energy Resource Centers							
Green Workforce Development & Training Support							
Custom Clean Energy Educational and Training Programs							
Educational & Training Institution Support	\$ 691,253	70%	100%	\$ 844,865	70%	100%	\$ 1,536,119
	\$ 987,505	45%	100%	\$ 1,206,950	55%	100%	\$ 2,194,455

Budget PY2012 Transformational Budgets								Two Year Total
	Residential			Business			Total	
	\$ 1,068,797			\$ 1,307,529			\$ 2,377,326	\$ 4,571,781
	45%			55%			52%	
	of one year			of one year			of two year	
Budget Item / Category	Residential	% of Total Budget	% of Subtotal	Business	% of Total Budget	% of Subtotal	Total	Two Year Total
County Energy Office & Program Support								
State Energy Office								
State Legislative Technical Support								
Federal Energy Programs Support								
Hawaii Clean Energy Initiative								
Government Clean Energy Strategy and Implementation Support	\$ 374,429	35%	100%	\$ 457,635	35%	100%	\$ 832,064	\$ 1,490,401
Educational & Training Institution Support								
Organizational Education and Direct to Consumer								
Energy Resource Centers								
Green Workforce Development & Training Support								
Custom Clean Energy Educational and Training Programs								
Educational & Training Institution Support	\$ 695,368	65%	100%	\$ 849,894	65%	100%	\$ 1,545,262	\$ 3,081,380
Government Clean Energy Strategy and Implementation Support	\$ 374,429	17%	38%	\$ 457,635	21%	38%	\$ 832,064	\$ 1,490,401
Educational & Training Institution Support	\$ 695,368	32%	70%	\$ 849,894	39%	70%	\$ 1,545,262	\$ 3,081,380
	\$ 1,068,797	49%	100%	\$ 1,307,529	60%	100%	\$ 2,377,326	\$ 4,571,781

Attachment E

Performance Incentive Mechanism

ATTACHMENT C1 PERFORMANCE INCENTIVE MECHANISM

I. Overview

The *Contractor* and the *Commission* agree that a portion of payments to the *Contractor* shall be based on the *Contractor's* performance in achieving the *Commission's* objectives and successfully delivering the strategies and initiatives described in the *Scope of Services*. The performance incentive mechanism is designed to reward superior performance by the *Contractor* in the overall administration and delivery of energy efficiency services which achieve specific resource acquisition outcomes and market transformation goals.

For the period July 1, 2011 through June 30, 2012 (Program Year 2011) and July 1, 2012 through June 30, 2013 (Program Year 2012), a proportional holdback of direct billings (exclusive of incentives or payments made directly to participants, customers, and allies) will be set aside to fund the performance payment. This performance payment pool (Performance Pool) shall be in the amount of **\$700,000** for each year. For each Program Year, the *Contractor* can earn up to **\$700,000** in Performance Awards for meeting the *Target Level* for program Performance Indicators that are defined in this Attachment.

If the *Contractor* does not meet the Minimum Performance Level, no Performance Award shall be paid for that Performance Indicator. Chart 10 ("Chart 10"), Appendix B-15 ("Appendix B-15") and Item 11 on Page 18 of CONTRACTOR's "Proposal for Supplemental Contract Terms Modifying the March 3, 2009 Hawaii Energy Efficiency Program Contract for the Period July 1, 2011-June 30, 2013" ("Renewal Proposal") dated June 16, 2011 and incorporated as Attachment-S1A to this Contract, lists the Performance Incentive Fractions for Program Year 2011 and Program Year 2012 and Minimum Performance Level and the award amount allocated to that level, respectively. The Minimum Performance for the Transformation Infrastructure Development and Broad Participation (Island Equity) Performance Indicators is at the *Target Level*. The total performance payment for meeting the Minimum Performance Level in each category is **\$434,000** for each Program Year.

For the same period, the *Contractor* can earn additional Performance Awards if the *Contractor* exceeds the *Target Level* for performance indicators as identified in Appendix B-15 of the Renewal Proposal. The *Maximum Performance Award* that the *Contractor* can earn in Program Year 2011 or Program Year 2012 is capped at **\$833,000** for each Program Year. The Transformation Infrastructure Development and Broad Participation (Island Equity) Performance indicators do not allow additional awards for exceeding the *Target Level*.

Performance Awards for the Energy, Peak Demand and Total Resource Benefits are calculated on a sliding scale based on *Contractor's* yearly achievements. For achievements falling between the *Minimum* and *Maximum Performance Level* the performance award shall be calculated as the sum of the *Minimum Performance Level* award plus the product of the Performance Indicator times the Performance Incentive Rate as specified below.

1. Verification Process

Broad Participation (Island Equity) performance indicators shall be tracked and reported in the Annual Report. Review and final determination of Performance Awards shall be based on the process as described above in Section III.A.1.

2. Establishment and Documentation of Savings Estimates in Program Years 2011 and 2012.

Contractor shall offer *Program* services and incentives in a geographically equitable manner. To track this Performance Indicator, Program Customer Incentives shall be reported by each HECO utility service area or Island. Customer Incentives include incentives or payments made directly to *Program* participants, customers, and allies. The total Customer Incentive expenditures for each island shall be reported for each Program Year. To be eligible for a Performance Award in this category, contractor must establish that Customer Incentive expenditures or the *Program* energy savings are within 20% of yearly PBF contribution ratios for all participating islands. Appendix B-15 of the Renewal Proposal documents minimum target levels for incentive expenditure by Island for each Program year.

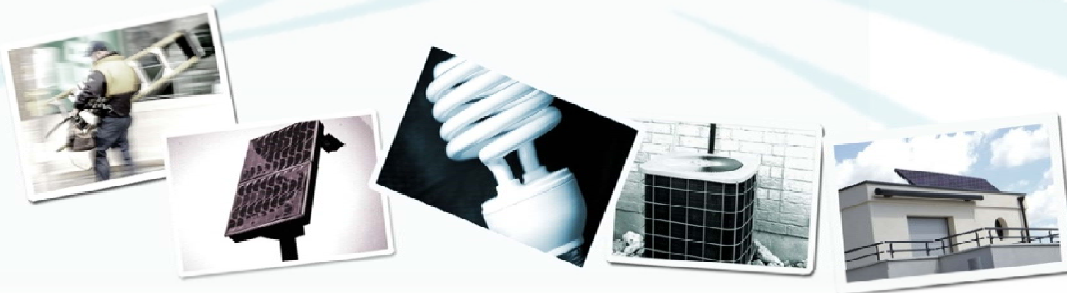
Attachment F

PY2011 Annual Plan



Hawaii Energy
Conservation and Efficiency Programs
Public Benefits Fee Administrator

ANNUAL PLAN PROGRAM YEAR 2011



Submitted to:
Hawaii Public Utilities Commission

Submitted by:
SAIC Energy, Environment, & Infrastructure, LLC
1132 Bishop St., Suite 1800
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July 5, 2011

TABLE OF CONTENTS

1.0 INTRODUCTION

- 1.1 Annual Plan for PY2011
- 1.2 Key Factors Impacting Proposed Annual Plan for PY2011

2.0 PROGRAM STRATEGY & INITIATIVES for PY2011

- 2.1 Program Strategy
- 2.2 Transformational Infrastructure Development Initiatives
- 2.3 Outreach & Marketing Initiatives
- 2.4 Residential Market Initiatives
- 2.5 Business Market Initiatives

3.0 TRANSFORMATIONAL INFRASTRUCTURE DEVELOPMENT DETAILS for PY2011

- 3.1 Government Clean Energy Strategy and Implementation Support
- 3.2 Educational & Training Institution Support

4.0 RESIDENTIAL PROGRAM DETAILS for PY2011

- 4.1 Residential Energy Efficiency Measures
- 4.2 Custom Energy Solutions for the Home (CESH)
- 4.3 Residential Energy Services & Maintenance
- 4.4 Residential Hard to Reach (RHTR)

5.0 BUSINESS PROGRAM DETAILS for PY2011

- 5.1 Business Energy Efficiency Measures
- 5.2 Custom Business Efficiency Measures
- 5.3 Business Service and Maintenance
- 5.4 Business Hard to Reach

6.0 PROGRAM BUDGET SUMMARY for PY2011

7.0 PERFORMANCE INCENTIVE GOALS AND INCENTIVE FRACTIONS for PY2011

8.0 TRANSFORMATION TASK OPTIONS AND PROJECTED MILESTONES FOR PY2011

9.0 CONCLUSION

10.0 APPENDIX

- Appendix A - Program Budget (Full Version)**
- Appendix B - Summary Presentation of Programs**
- Appendix C - TRB Calculations**

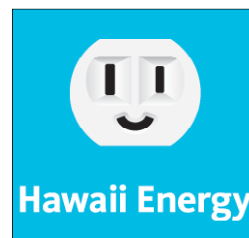


1.0 INTRODUCTION

On behalf of **Science Applications International Corporation** (“SAIC”) as the Hawaii Public Benefits Fee Administrator (PBFA), the PBFA’s proposed Annual Plan for Program Year 2011 (July 1, 2011 – June 30, 2012) is presented below.

1.1 Annual Plan for PY2011

This Annual Plan (“Plan”) provides strategies and a roadmap for administration and delivery of the Hawaii Energy *Conservation and Efficiency Program*. This Plan serves the third year of the Hawaii Energy Program and, therefore, will build upon the successes and lessons learned during the first two years. With this new Plan, the PBFA will continue evolution of our overall strategies to increase program participation, maximize cost-effective energy savings, reduce dependence on imported fossil fuel and encourage expansion of energy efficiency, conservation and renewable energy measures throughout the islands. This year, the PBFA will also continue to promote the Program’s new focus on individual behavior change, personal energy awareness and group cultural change regarding energy use and sustainability in Hawaii.



1.2 Key Factors Impacting Annual Plan for PY2011

The following are some of the key factors that have impacted the Annual Plan developed for PY2011. As the Program Year evolves and these and other factors reveal their true impacts on the Program, the PBFA will make revisions to the Annual Plan for the benefit of the overall Program goals, with the concurrence of the Contract Manager.

- 1.2.1 *Public Benefits Fee Increase* – The Public Benefits Fee (PBF) increase from 1% to 1.5% of utility revenues will enable expanded Program responsibilities, resources, offerings and savings results for PY2011. This will provide a PY2011 Program Budget of \$32,271,390.
- 1.2.2 *Diminishing Returns on Program Incentives* – Countering the increased PBF funding, the Program’s experience to date suggests that for many reasons, efficiency programs in Hawaii and elsewhere are seeing diminished energy savings returns for each incentive dollar spent compared with previous years. While the future Program offerings will still be cost-effective (Total Resource Benefit/Total Resource Cost > 1), some of the offerings proposed herein will be less cost-effective than before, costing more Program dollars for each kWh and kW saved.
- 1.2.3 *Expanded Staff* – With the increase in PBF and budget for PY2011, the Program will expand its staff and facilities, including enhanced resources on the neighbor islands. It will also realign its subcontract requirements to ensure maximum cost-effectiveness of all Program activities. This will include



transferring administration of the solar water heater program from subcontractor to Program staff.

- 1.2.4 *Compact Florescent Lights (CFL) Impacts on Program Savings* – CFLs have historically accounted for approximately 50% of total Program first-year savings. However, for PY2011 the Program will reduce its reliance on CFLs. This, in addition to reduced TRM savings values allowed for CFLs, will drop CFL savings going forward by an estimated 57% from earlier years. In order to continue seeing total Program savings numbers at levels experienced in the past, less cost-effective savings measures will have to be employed, requiring increased incentives.
- 1.2.5 *Increased Transformational Non-Resource Infrastructure Development* – Guidelines in the February 10, 2011 letter from James Flanagan Associates regarding the Renewal Proposal (“JFA Letter”) recognize the importance of transformational non-resource infrastructure development such as education, training and other similar transformational activities that do not result in quantifiable energy savings, but do contribute to general energy savings over time. The guidelines will allow the Program to spend budgeted incentive funds to engage in such activities and receive credit towards the Program Performance Incentive Goals without the showing of specific energy savings.
- 1.2.6 *Added PBFA Responsibilities* – Over the first two program years, the PBFA responsibilities have expanded dramatically over what had originally been defined. Commission docket support, including Integrated Resource Planning (IRP), Energy Efficiency Portfolio Standard (EEPS) and other Commission activities has been added to the PBFA duty list. Additionally, the State Legislature and the State Energy Office have engaged PBFA technical support regularly for potential legislation and energy issue analysis, participation in state energy programs, the Hawaii Clean Energy Initiative (HCEI), Rebuild Hawaii, the Asia-Pacific Clean Energy Symposium (APCES) and others.
- 1.2.7 *Emphasis on Solar Water Heater (SWH)* – Due to the long-term energy savings achieved by solar water heating, the State desires to place special emphasis on installing solar water heaters in the islands to the maximum extent possible. This will challenge the PBFA to find innovative ways to make solar water heating available to hard-to-reach households such as renters and multi-family housing residents. It will also reduce the overall Program cost-effectiveness due to the high initial cost of solar water heaters.
- 1.2.8 *Lower Consumer Confidence* – Generally, consumer confidence has been down considerably since the 2008 economic recession, the worst in 80 years and is reflected in customer participation in the Program. The Program has experienced a slowdown in customer willingness to invest in energy efficiency measures, particularly in the business sector. Overcoming this lower consumer

confidence will require enhanced effort and incentives during PY2011.

1.2.9 *Commercial Sector Reluctance to Invest* – Program experience to date has also revealed that the commercial sector, particularly small business is very reluctant to invest in energy saving measures without substantially higher incentives than before the economic downturn. In order to keep small businesses participating in the Program at a good pace going forward, the enhanced incentive packages that will be required will greatly reduce cost-effectiveness as compared with past years. Post-2008 commercial investment saw a rapid decrease in Program participation by businesses. Experience in using the American Recovery and Reinvestment Act (ARRA) 25% project cost incentive in PY2010 has demonstrated that it is now taking a significant level of incentives to drive projects off-the-shelf and into reality. Program experience shows that the level of incentive necessary can be from \$0.18/kWh to upwards of \$0.50 per kWh.

1.2.10 *Equity Within Rate Class* – In PY2011, the Program will continue and expand its efforts to bring Program benefits to small businesses, landlord-tenant situations and other hard-to-reach (HTR) customers. Additionally, the Program will review available mechanisms that promote Island Equity and implement pilot programs where feasible to test for the best equity enhancers for our particular circumstances.

1.2.11 *Expand Energy Usage Evaluation & Customer Targeting Offerings* – The Program has found that the use of evaluated and peer compared monthly energy data is a good tool to target and engage interest and participation in energy conservation and efficiency efforts. This provides customers with valuable information about their energy usage, and feedback on prior actions taken that can be used to justify projects to owners and get approval of energy efficiency actions. The Program will expand the effort to automate and make the program more widely available as well as use the peer comparisons and benchmarking to promote the best-of-the-best operational awards. The Program will also utilize time-of-use data, energy use benchmarking, and opportunity screening for in depth review of energy usage patterns to identify savings opportunities.

1.2.12 *Additional Facilitation Activities Included in Program Costs* – The Program will continue to explore energy savings facilitation activities designed to remove barriers to energy savings and encourage energy savings through other eco-friendly means including:

- 1.2.12.1 Recycling and Disposal Programs for:
- Residential CFL
 - Commercial lamps
 - Refrigerant recovery and disposal

1.2.12.2 Water and Wastewater Department Programs to provide:

- Low flow devices
- Conservation program development

1.2.13 *Turn-Key Programs*– The Program plans to purchase turn-key programs and services from specialty vendors. The following are examples of programs and purchases under consideration:

- OPOWER Residential Peer Group Comparison - Expansion of territory currently under pilot with ARRA funding
- Educational and Training – Teaching modules from the National Energy Education Development Project (NEED.org); Building Operator Certification training
- Small Business and Residential Direct Install Measures – Direct install and audit services from small local energy firms and community-based service organizations to provide lighting, energy audit and other simple Program retrofits and offerings
- Restaurant Exhaust Fan Demand Ventilation Control – Direct install of exhaust fan demand ventilation control for small restaurants
- Real-Time Metering Loan/Purchase Program – Direct install of whole-house metering to loan customers with an option to purchase
- Air Conditioning & Refrigeration System Tune-Ups – Direct install and retrofit of refrigeration systems
- Central Plant Metering – Installation of plant kW per Ton metering to assist in developing peer group comparison of plant efficiencies as well as to aid customer commissioning efforts.

1.2.14 *Island Equity - Particularly for Big Island* - The County of Hawaii is concerned that its ratepayers paying into the Public Benefits Fund have not historically gotten their fair share of the Program's incentives. Under the PBFA contract over the past two years, the PBFA has greatly expanded the benefits provided by the Program to the County of Hawaii and all neighbor islands, compared with benefits received prior to Hawaii Energy taking over the Program. But more needs to be done. In PY2011, Hawaii Energy will continue to expand the effort to significantly enhance the Big Island's benefits from the Program. Besides dedicating Program Specialists to each neighbor island, including a full-time resident Specialist on the Big Island, the Program will expand its outreach, education and training for the Big Island, continue with direct install efforts for all neighbor island small businesses and residents, continue with enhanced Energy Star appliance rebates and recycling services, continue working with local neighbor island community groups and continue to provide enhanced solar and other special rebates initiatives targeted to neighbor islands.

2.0 PROGRAM STRATEGIES & INITIATIVES FOR PY2011

2.1 Program Strategy

With the significant increase in budget for PY2011, the Program's overarching strategy will be to accelerate its efforts to educate and motivate ratepayers to implement more aggressive energy conservation and efficiency measures in their personal and business lives. The Program will do this in part by introducing a broad "transformational" education effort aimed at teaching conservation and efficiency practices and instilling a sense of personal awareness and responsibility for individual energy-related behavior. The Program will also significantly increase the rebate incentive amounts paid per kWh saved in the first year.

Besides continuing most of the operational initiatives utilized in the first two Program Years, the Program will expand its emphasis on the use of peer comparisons to motivate increased conservation and efficiency behavior. Through enhanced kindergarten through twelfth grade (K-12) education initiatives, the Program will also enlist schoolchildren as allies in improving conservation and efficiency awareness among family members, particularly adults.

In addition, at the Commission's suggestion, the business program will be allocated a larger portion of the overall budget than in any of the past years, 55% versus 45% during the last year. This budget increase will be directed to special new programs and enhanced incentive values for existing programs in order to achieve greater energy savings for businesses, particularly small businesses.

2.2 Transformational Infrastructure Development Initiatives

At the suggestion of the Commission through the JFA Letter, Transformational Infrastructure Development efforts are being introduced into the Annual Plan for this year. Transformational efforts are those which involve education, training and other legislative support activities that may not result in direct quantifiable energy savings. These efforts contribute to development of an infrastructure and mindset that will result in societal changes and increased energy savings in the future, but have not been a required part of the Program in past years. Many activities the Program has supported during the past two program years do fall into this category and will be continued. These will be expanded and new activities will be added.

For purposes of Program implementation, tracking and credit for Performance Incentive goals, Transformational Infrastructure Development efforts will be divided into two broad areas: i) Government Clean Energy Strategy and Support and ii) Clean Energy Educational and Training Support. Each of these two areas will have a series of specific transformational task options that may be implemented to meet the transformational performance incentive goals. These task options are listed in the charts at Section 8.1 and Section 8.2. Some or all of these task options may be implemented by the Program as determined by the PBFA. However, a minimum of two task options from each chart in Section 8.0 must be implemented during PY2011 in order for the Program to receive credit for the Transformational Incentive Goal.

2.3 Outreach & Marketing Initiatives

Hawaii Energy's outreach and marketing initiatives will partner with our transformational infrastructure development activities to achieve the maximum impact in communicating the mission and offerings of our program.

2.3.1 *Outreach* – The Program will continue to expand our outreach activities to communicate and engage with the decision makers both in the business and residential sectors as well as educate vendors to encourage them to market our incentives. A few highlights of our outreach program will include:

- *Traditional Outreach* - Hawaii Energy will increase the number of community presentations promoting the Program goals to Clubs, professional organization, community boards, retirement groups, military groups, and labor unions.
- *Outreach Through Community Allies* - Hawaii Energy will work with groups such as large retailers, chain restaurants, the Board of Water Supply, cable and phone utilities, labor unions, and health insurance providers to develop alliances to communicate the message of energy conservation and efficiency to reduce oil consumed within the state and work towards the State's goals.

2.3.2 *Marketing* – To encourage greater participation and awareness of the Program, we will focus on the larger mission of sustainability and the positive effects of energy conservation and efficiency in reducing oil consumed within the state. An emphasis will be placed on the “hard to reach” demographics that may not follow the “trendy” media that typically are based on expensive technologies. In addition to increasing general program awareness, campaigns to promote individual offerings and program enhancements will be launched as well. Highlights of elements of our marketing will include:

- *Advertising* - Television, print and radio advertising will provide the base of our advertising that our other more targeted advertising and marketing tools will build upon to reach smaller, niche markets. For example, the Program will increase advertising placement and contribute to content when requested for newsletters for community, business chambers, nonprofit organizations, and military publications to raise the awareness of the State's energy goals and the Program's offerings. The Program will target “hard to reach” demographics by creating posters and booklets for distribution around public housing, low income units, free community medical clinics, local school sports events and faith-based organizations. We realize the great value of repetition in adoption and change. Therefore, the base marketing messages will be designed to increase public awareness of energy conservation in the State and begin the process of behavior change.

- *Public Relations* - Hawaii Energy will increase our public relations efforts in conjunction with HCEI's efforts to achieve greater impact. Our Public Relations firm will work with our advertising firm to ensure effective, cohesive messaging to help us exponentially increase Program awareness for the residents and businesses of Hawaii. We will seek feedback from the community as to effectiveness of our new approach.
- *Survey Emails* - Hawaii Energy will be enhancing the functionality of our tracking system by adding a survey feature that will send a targeted survey to approved rebate applicants. Surveys will include questions as to the effectiveness of our marketing campaigns as well as questions about the rebate process. It will enable instantaneous feedback from customers as to their opinions on energy and the Program.
- *Mass Emails* – Our Efficiency Program Management Information System (EPMIS) has been enhanced to track mass emails announcing new offerings and Program information. Now we have the capability to report and take action based on targeted information to and from our customers.
- *Hawaii Energy Website* - For PY2011, we will be refining the usability of the website, adding interactive functionality, as well as additional energy related widgets. An emphasis will be placed on developing a trade ally resource referral system that will help our trade ally outreach through increasing consumer confidence in choosing a vendor. In addition, videos explaining how and where to find energy savings in residences and business and a “how to buy” section will be added to the site.
- *Peer Group Online Tools* - Hawaii Energy will continue to work with our OPOWER subcontractor for the first half of PY2011 and review the results of the OPOWER services before deciding on possible expansion of the services going forward. The Program will also jointly release an online tool with Blue Planet Foundation for residential peer comparison that we hope will generate community competition to save energy. Once the online tool has been evaluated as a pilot, a campaign will be created announcing the availability of this new tool.



2.4 Residential Market Initiatives

Hawaii Energy has continued to modify the Residential offerings from the legacy program that was taken over by Hawaii Energy for PY2009.

For PY2011 we will make the following programmatic changes:

- The category of “New” program has been eliminated and the programs “Custom Energy Solutions for the Home (CESH)” and “Residential Energy Services & Maintenance (RESM)” have been added.
- “*Residential Low Income*” will evolve to “Residential Hard to Reach (RHTR)” to expand the coverage and intent of the program.

A summary listing of the new Residential Program offerings can be found in the table below and a detailed description of the Residential Program can be found in Section 4.0 . A summary of additions and changes by program follow. Appendix B contains a projection of potential energy savings for the planned programs.

Residential Programs		
Program	Category	Measures
REEM	<i>Residential Energy Efficiency Measures</i>	
		<i>High Efficiency Water Heating</i>
		<i>High Efficiency Lighting</i>
		<i>High Efficiency Air Conditioning</i>
		<i>High Efficiency Appliances</i>
		<i>Energy Awareness, Measurement and Control Systems</i>
CESH	<i>Custom Energy Solutions for the Home</i>	
		<i>Target Cost Request for Proposals</i>
RESM	<i>Residential Energy Services & Maintenance</i>	
		<i>Residential Direct Installation</i>
		<i>Residential Design and Audits</i>
		<i>Residential System Tune-Ups</i>
RHTR	<i>Residential Hard to Reach</i>	
		<i>Energy Efficiency Equipment Grants</i>
		<i>Landlord, Tenant, AOA Measures</i>

2.4.1 *New Program Offerings of Residential Energy Efficiency Measures (REEM)*

High Efficiency Lighting

- Daylighting – The daylighting incentives for light tubes and skylights are to provide high occupancy homes (during the daylight hours) with incentives to bring interest to these higher cost measures.

High Efficiency Air Conditioning

- Variable Refrigerant Volume Air Conditioners – This is a refinement to the existing split-system air conditioning program that adds the energy savings benefits of inverter drives, ECM motors, zone control and increased humidity control. The program is working with a local consulting engineer to perform modeling studies and will follow up with metered field verification to develop new incentive levels, messages and examples of the benefits of this technology.
- Window AC – This incentive will be retired. The incentive was not a major driver in the purchases of higher efficiency units and the energy savings from this measure were small.

High Efficiency Appliances

- High Efficiency Pool Filtration Pump Systems – This is an incentive for residential pool pumping since it offers 40% to 60% savings when using newer pump technology including variable speed/flow controls, improved motors and pump designs.
- Dishwasher – This incentive will be retired. The incentive was not a major driver in the purchase of higher efficiency units and the energy savings from this measure were small once disaggregated from the combined refrigerator, clothes washer, dishwasher used by the previous programs.

2.4.2 *New Program Offerings of Custom Energy Solutions for the Home (CESH)*

Target Cost per KWh Request for Proposals

- Custom Packaged Proposals – This program will target the contractor, home auditors, and energy vendors to encourage them to develop cost-effective projects that focus on high energy consumption homes. The program will be a call for projects that meet a total dollar per kWh savings target and allow the market to be creative in the actions and measures that achieve the targeted cost per kWh energy savings. The projects will use utility metered data and be sub-metered if required to ensure savings performance.

2.4.3 *New Program Offerings of Residential Energy Services Direct Installation (RESM)*

Residential Design and Audits

- Efficiency Inside Home Design – This program provides incentives to utilize energy modeling, construction inspections and final as-built testing of new homes. This will be a full year implementation with the intent to test newly built and occupied homes to see how they compare against energy models as well as determine the most cost effective measures to incorporate into new homes.
- Trade Wind Design Support – This program provides designers and builders an incentive to pursue and execute minimal AC designs using trade wind capturing designs.
- Hawaii Energy Hero Audits – This incentive provides for grass roots and energy auditors to provide quick energy audits to residential homes. Data will be collected on the success and incorporated with the Kanu Hawaii EPA home auditing and whole house metering grant work.

Residential System Tune-Ups

- Solar System Tune Up – This program will be modified based on the results of the Solar Tune Up Pilot which identified the most problematic areas that cause solar systems to underperform. The solar system tune up will include timer education and warning devices for backup element operation. Improperly operating water heater element timers can cause increased energy use in solar systems. Power outages, changing the time settings, on/off pins loosening and falling out, and over-rides not being turned back to automatic operation all lead to the electric resistance elements operating in a manner that does not allow the solar system to provide the maximum amount of solar energy into the system. Hawaii Energy has introduced both the timer education and warning devices to the Solar TAG and will implement programs to educate and get the warning devices in the field.

2.4.4 *New Program Offerings of Residential Hard-to-Reach (RHTR)*

Landlord/Tenant, Associations of Apartment Owners (AOAO) Measures

- Energy Hero Landlord Program – This program will be targeted at landlords who own affordable rental units. The program will offer such landlords comprehensive audit, RFP and other support to help with projects that will drive the energy cost of their renters down. The program will work with local lenders to provide project financing support in conjunction with the program.

- Tiered and/or Split Incentives – This program will develop a trial tiered and/or split incentive to attract renters and/or landlords to consider solar water heating. This offering will attract renters and landlords who are energy conscious as well as those looking to save money.
- Townhome Targeted Programs – Townhomes are prime candidates for Solar Water Heaters with high unit density, low-rise construction and dedicated roofs over the individual units. This market has its challenges that have prevented high penetration of solar water heating. The PBFA will develop programs targeted at addressing the challenges such as renter/owner, AOA approvals, and cost effectiveness of sales for contractors. The program will include developing RFPs for entire building units to lower costs through volume, participating in energy education at neighbor meetings using peer group comparisons, working with financing institutions to bring lenders to the neighborhood, and providing sub-metering assistance where master meters are in place.

2.4.5 Additional Residential Program Initiatives

Residential Financing – A common request that Hawaii Energy receives from customers and vendors is that we provide financing or relief from the significant up front capital costs of major conservation and efficiency measures such as residential solar water heating. After launching a successful program with ARRA SEP and PBFA funds during PY10, Hawaii Energy will continue to work with local financing institutions to develop ways to provide affordable financing through the PBFA. The result of these efforts will be used to develop a permanent plan for financing energy efficiency measures in the future.

Program Promotion of Professional Recycling and Disposal – Hawaii Energy is continuing to expand program offerings that incentivize recycling and disposal to take less efficient appliances off the grid. Through these initiatives, we are also supporting local small businesses to handle the recycling or appropriate disposal.

Peer Comparison to Encourage Behavior Change – Hawaii Energy plans to continue the OPOWER program we have piloted with our ARRA funds as well as Hawaii Energy has been working with the Blue Planet Foundation (BPF) the past year to launch our own variations of the peer comparison strategy for other peer groups (for example, office buildings, hotels, community groups.). This process will use data mining among commercial and residential customers. Our strategy will look for ways to affect measurable energy savings through behavior change.

Point of Purchase (POP) Rebates – During PY2010, Hawaii Energy expanded the highly successful POP rebates of CFLs to other incentivized products. Hawaii Energy will continue to explore viable options to continue this offering that makes it easier for the customer to obtain their rebate and lead to greater penetration of consumers.

2.5 Business Market Initiatives

A summary listing of the new Business Program offerings can be found in the table below and a detailed description of the Business Program can be found in Section 5.0.

Appendix B contains a projection of potential energy savings for the planned programs.

Business Programs		
Program	Category	Measures
BEEM	Business Energy Efficiency Measures	
		High Efficiency Lighting
		High Efficiency HVAC
		High Efficiency Water Heating
		High Efficiency Water Pumping
		High Efficiency Motors
		Commercial Industrial Processes
		Building Envelope Improvements
		Energy Star Business Equipment
		Energy Awareness, Measurement and Control Systems
CBEEM	Custom Business Energy Efficiency Measures	
		Customized Project Measures
BESM	Business Service and Maintenance	
		Business Direct Installation
		Business Design, Audits and Commissioning
BHTR	Business Hard to Reach	
		Energy Efficiency Equipment Grants
		Landlord, Tenant, AOA Measures

2.5.1 New Program Offerings of Business Energy Efficiency Measures (BEEM)

High Efficiency HVAC

- Garage Demand Ventilation Control – Garage ventilation is often a 24/7 operation and there are opportunities to reduce runtimes 60% to 90% with active CO monitoring systems. This measure will be in the \$0.10/kWh range
- Variable Refrigerant Flow (VRF) – These units combine variable speed compressors, air handler fans and condenser fans to provide 20-35% reduction in energy use. A new incentive of \$250/ton will be implemented for the new program year.
- High Efficiency Chillers – The savings produced by high efficiency chillers is very specific for the location and the dependence of the “balance of system,” pumps, controls etc. These incentives will be modified to encourage a methodical selection method and the savings calculated using modeling or spreadsheet analysis with appropriate system conditions (condenser water, flow rates etc.)

Commercial Industrial Process

- Waste Water – Wastewater facilities are 24/7 facilities that have specific technical requirements, high capital costs and long procurement process. This targeted program will target the two highest energy consumers in the plants, Air Systems & UV Lighting through process improvements. This measure will be in the \$0.10/kWh range.
- Compressed Air – This program is to encourage the newer VFD rotary and screw air compressor systems that provide 25% to 30% savings. The program will be vendor driven to provide them direct incentives and the support of Hawaii Energy technology papers and sales call assistance. This measure will be in the \$0.10 to \$0.16/kWh range
- Commercial Kitchen Equipment – This program will start with direct installation of variable exhaust ventilation systems that adjust to the cooking exhaust loads. This program will be implemented through specialty contractors on a dollar per kWh capture basis. This measure will be in the \$0.25 to \$0.30/kWh range.

Energy Star Business Equipment

- Refrigerators with Recycling – This program will seek to remove the old second hand refrigerators that have been introduced into office environments and replace with an Energy Star unit.



Energy Awareness, Measurement and Control Systems

- Small Business Submetering – This pilot program will provide incentives and education for the installation of billing submeters for tenants within a master metered facility. The use of these submeters will provide the tenants with the motivation and ability to directly benefit from energy efficiency improvements and behaviors. Once savings are established, this program may be expanded.

2.5.2 *New Program Offerings of Customized Business Energy Efficiency Measures (CBEEM)*

Customized Project Measures

- Target Cost per KWh Request for Proposals - This program will provide an open opportunity for achieving energy efficiency by developing cost-effective projects that focus on high energy consumption businesses. The program will be a formal call for projects that meet a total dollar per kWh savings target and allow the market to be creative in how it is achieved. The projects will use utility metered data and if needed, will be sub-metered to ensure savings performance. This program will be in the \$0.20 to \$0.30/kWh range

2.5.3 *New Program Offerings of Building Energy Services and Maintenance (BESAM)*

Business Design, Audit and Commissioning

- Building Engineer Challenge - This is an extension of the Central Plant Optimization program. The program will provide a challenge for building engineers to provide proposed projects that meet cost per kWh cost criteria and the PBFA will provide incentives if approved. The intention is to identify projects that the building engineers are confident will work but cannot receive funding through traditional processes within their systems or organizations.
- Cooling Tower Optimization - This program will bring together the water and energy savings potential of cooling towers. The water treatment processes drive both water consumption and the persistence of energy savings by keeping the heat exchange processes in the chillers and in the tower itself at optimum levels. The program will work with the local water departments, water treatment companies and mechanical service contractors to drive the program.

2.5.4 New Program Offerings of Business Hard-to-Reach (BHTR)

Energy Efficiency Equipment Grants

- Small Business Direct Lighting Retrofits – This program will identify small businesses that are hard-to-reach due to geographic or economic reasons. We will work with contractors and grass roots organizations to directly replace lighting systems. In PY2010 we performed a project that provided over 100 businesses on Molokai with full lighting retrofits at no cost using a single lighting contractor that held community meetings, performed door-to-door audits and recruited businesses. These retrofits would not otherwise happen without this direct installation grant approach.
- Energy Hero Landlord - Major Project Support - This program will be targeted to provide landlords of small business schedule “G” customers with comprehensive audit, RFP and other support for energy saving projects that will drive down the energy cost of their tenants. The program will work with local lenders to provide project financing support in conjunction with the program. The project cost effectiveness is TBD.



3.0 TRANSFORMATIONAL INFRASTRUCTURE DEVELOPMENT DETAILS PY2011

The Transformational Infrastructure Development initiatives will be divided into two distinct implementation areas: 1) Government Clean Energy Strategy and Implementation Support and 2) Clean Energy Education and Training Institution Support. The detailed approach is set out below. Specific Transformational Task Options being considered for PY2011 implementation are set out in Section 8.0.

3.1 Government Clean Energy Strategy and Implementation Support

In addition to direct support provided to the Commission, including active involvement with Docket proceedings, Hawaii Energy will provide transformational support to Legislative, State Energy Office, County Government, Department of Energy, Department of Defense, Environmental Protection Agency and other similar government energy conservation and efficiency infrastructure organizations. Hawaii Energy will provide support for the development of strategies and pursuit of initiatives that are needed to push the envelope on clean energy. This falls under transformational non-resource infrastructure development programs that will have energy savings impacts in the long term but may not be easily measured in the short term.

3.1.1 *County Energy Office & Program Support* - Hawaii Energy will increase efforts to work with County in support of Hawaii Clean Energy goals. Efforts will focus on:

- Building code upgrades, training, implementation and inspection
- Coordinating with county building departments, architects and builders
- Establishing county employee training curriculum to save energy in the workplace
- Potentially partnering with county programs that perform outreach and implementing projects that result in energy efficiency or demonstrate sustainability within the state.

3.1.2 *State Energy Office and Program Support* - Hawaii Energy will increase efforts to work with State in support of Hawaii Clean Energy goals. Efforts will focus on:

- Encouraging and supporting the Loan-Loss Reserve Program, the ENERGY STAR Building Benchmarking Program and the Green-Built Initiative
- Coordinating Energy Public Relation Activities
- Establishing county employee training curriculum to save energy in the workplace
- Potentially partnering with state programs that perform outreach and implementing projects that result in energy efficiency or demonstrate sustainability within the state.

- 3.1.3 *State Legislative Technical Support* - The Program will continue to support legislative requests for information or data on energy use, while providing feedback on the effectiveness on current laws or issues. Support will include technical evaluation of impacts and costs for energy legislation and evaluation of market potential and implementation methods.
- 3.1.4 *Federal Clean Energy Programs Support* - Hawaii Energy will explore the possibility of identifying Federal and State Grants that may be available for the pursuit of sustainability projects within the state. Connecting partner organizations with available grants and providing assistance with the grant writing process Hawaii Energy may expand sustainability programs and funding applied.
- 3.1.5 *Hawaii Clean Energy Initiative (HCEI) Collaboration and Support* - Hawaii Energy will consider support for internship programs that bridge organizational boundaries and facilitate development of energy efficiency programs within target groups. It will also continue direct support of HCEI activities, including active leadership in the HCEI Steering Committee, the HCEI Plenary Sessions and the End Use Efficiency Working Group (EUEWG).

3.2 Educational & Training Institution Support

Hawaii Energy will significantly expand its energy conservation and efficiency educational outreach and collaboration with formal educational and training institutions, grass-roots organizations, energy related professional groups, community organizations and media/public appearances. These programs will clearly have energy savings impacts in the long run that may not be easily measured in the short run.

- 3.2.1 *Educational & Training Institutional Support* – Hawaii Energy will provide an interface and query industry as to their staffing skill set needs to assist in tailoring existing energy training programs and energy auditor certifications at universities and community colleges. Funding, Internships and Grants will be offered for individuals with the focus on providing on-the-job training with a direct energy savings benefit for the state.

- 3.2.1.1 K-12 Institutions - Educational programs within the K – 12 institutions will work to teach students and teachers about sustainability, renewable energy resources and energy efficiency measures. Energy Club style programs will be encouraged with a focus on energy savings within the school and energy savings within homes from the surrounding neighborhood.

Hawaii Energy will leverage the knowledge and skills of organizations that already provide outreach to K-12 institutions. Through the program, they will train teachers as well as provide curriculum for teachers to use within

their classrooms. Organizations under consideration include the National Energy Education Development Project (NEED.org) and locally The Maui Economic Development Board (MEDB). These programs provide services that develop local trainers through “train the trainer” educational programs. Trainers will provide training for teachers. The organizations provide on-going “Help Line” support for the energy programs. Materials that support the curriculum will be available for use by K-12 students within the classrooms. In addition, the Program will promote clubs that work to achieve energy reductions within the schools and neighboring communities. Funding will be made available for grants in support of these programs.

3.2.1.2 University of Hawaii, Community Colleges and Private Institutions - Hawaii Energy will collaborate with State’s universities and community colleges to support and enhance existing educational programs. Establishment of Certification and Accreditation programs for local individuals will be explored. The Certification and Accreditation programs will be pursued with an eye towards establishing them as beneficial to individuals nationwide and internationally. Involvement of individuals and organizations from outside of Hawaii will help to fill courses that may otherwise benefit a limited number of local participants. The mixture of backgrounds will help improve coursework and materials.

3.2.1.3 Department of Hawaiian Home Land (DHHL)

Hawaii Energy will collaborate with DHHL to support and enhance the existing education program about energy conservation, by working with people and organizations that can directly help Hawaiian homesteaders.

3.2.2 *Organizational Education and Direct-to-Consumer* – Hawaii Energy will increase and further develop partnerships with organizations dedicated to energy efficiency and conservation within the state. Through these partnerships, the Program will seek to extend the reach of these organizations. The Program will seek to promote projects that achieve energy reductions, demonstrate energy reduction capabilities, and/or provide on the job training for individuals within energy efficiency, and energy conservation fields. Examples include:

- *Grass Roots Organizations – Blue Planet, Kanu Hawaii, Kohala Center, Kupu, CNHA*
- *Professional Organizations – BOMA, ASHRAE, AIA, BIA, HHA, Rebuild Hawaii, HEPF*
- *Community – Neighborhood Boards, AOAOs & Faith-Based*
- *Small Business – Electric Utility rate schedule “G = general use”*
- *Consumer Manufacturers – Belkin, TrickleStar, Feit*

3.2.3 *Energy Resource Centers* - All programs will be pursued with a focus on long-term independence with the ideal program establishing itself without need for on-going financial support from Hawaii Energy. The program will work to engage organizations like the State of Hawaii Libraries, Business Development organizations or community resource groups to lend books, videos, testing equipment to the general public.

3.2.4 *Green Workforce Development & Training Support* - In the upcoming program year, additional emphasis will be placed on the development of a statewide focus on sustainability and efforts to reduce oil consumed within the state. Hawaii Energy will provide support in the form of participation, presentation and contribution to program initiatives. Hawaii Energy will participate in, sponsor and host events, throughout the state, that help to further achievement of Hawaii sustainability. Efforts may include:

- Providing businesses, organizations, unions with information and training materials to establish workplace conservation training programs.
- Providing training for the energy efficiency service sector which includes building operations and other certification training.
- Creating a State Energy Event that will invite large to small business and organization on energy saving educational program for the workforce and Hawaii's Visitor Industry.

4.0 RESIDENTIAL PROGRAM DETAILS FOR PY2011

4.0 All Residential Programs Overview

4.1 Residential Energy Efficiency Measures (REEM)

- 4.1.1 High Efficiency Water Heating**
- 4.1.2 High Efficiency Lighting**
- 4.1.3 High Efficiency Air Conditioning**
- 4.1.4 High Efficiency Appliances**
- 4.1.5 Energy Awareness, Measurement and Control Systems**

4.2 Custom Energy Solutions for the Home (CESH)

- 4.2.1 Target Cost Request for Proposals**

4.3 Residential Energy Services & Maintenance (RESM)

- 4.3.1 Residential Direct Installation**
- 4.3.2 Residential Design and Audits**
- 4.3.3 Residential System Tune-Ups**

4.4 Residential Hard to Reach (RHTR)

- 4.4.1 Energy Efficiency Equipment Grants**
- 4.4.2 Landlord, Tenant, AOA Measures**

Residential Programs Overview

Program Category	4.0 Residential Programs Overview Overview of All Categories	
Target Market	<ul style="list-style-type: none">• Homeowners, Landlords, Tenants and Property Managers• Manufacturers, Distributors, Dealers and Retailers.• Solar Contractors, Plumbing Contractors and General Contractors• Architect and Engineers	
Projected Impacts	Demand	11,114 kW
	Energy	68,077,920 kWh
	Incentive Budget	\$8,988,491
	Cost per kWh	\$0.132 /kWh
	TRB	\$67,816,219
Technologies	Incentivized Measures	
	<u>Incentive Forecast</u>	
	Residential Energy Efficiency Measures	\$7,731,438
	Custom Energy Solutions for the Home	\$10,500
	Residential Energy Services & Maintenance	\$597,500
	Residential Hard to Reach	<u>\$649,053</u>
		\$8,988,491
	<ul style="list-style-type: none">• Solar Water Heating Systems	\$750
	<ul style="list-style-type: none">• Solar Water Heater Interest Buy Down	\$1,000
	<ul style="list-style-type: none">• Solar Water Heater Hero Giftpacks	\$25
	<ul style="list-style-type: none">• Heat Pumps	\$200
	<ul style="list-style-type: none">• CFL's	\$ 0.95
	<ul style="list-style-type: none">• LED	\$10
	<ul style="list-style-type: none">• Split System AC	\$110
	<ul style="list-style-type: none">• VRF Split System AC	\$200
	<ul style="list-style-type: none">• Ductless Split Systems	\$110
	<ul style="list-style-type: none">• Solar Attic Fans*	\$25
	<ul style="list-style-type: none">• Whole House Fans*	\$100
	<ul style="list-style-type: none">• Ceiling Fans	\$40
	<ul style="list-style-type: none">• Clothes Washers	\$75
	<ul style="list-style-type: none">• Refrigerator	\$50
	<ul style="list-style-type: none">• Refrigerator with Recycling*	\$125
	<ul style="list-style-type: none">• Garage Refrigerator/Freezer Bounty*	\$75
	<ul style="list-style-type: none">• Pool VFD Controller Pumps	\$150
	<ul style="list-style-type: none">• AC Tune Up	\$100
	<ul style="list-style-type: none">• Solar Water Heater Tune Up	\$100
	<ul style="list-style-type: none">• Room Occupancy Sensors	\$5
<ul style="list-style-type: none">• Peer Group Comparison	\$14	
<ul style="list-style-type: none">• Whole House Energy Metering	\$100	
	*New or expanded measures	

Program Category	4.1 Residential Energy Efficiency Measures 4.1.1 High Efficiency Water Heating		
Target Market	<ul style="list-style-type: none">• Homeowners, Landlords, Tenant, and Property Managers• Manufacturers, Distributors, Dealer, and Retailers• Solar Contractors, Plumbing Contractors, and General Contractors• Architect and Engineers		
Impacts	Demand	1,360	kW
	Energy	6,077,068	kWh
	Incentive Budget	\$2,997,500	(15%)
	Cost per kWh	\$0.493	/kWh
	TRB	\$14,571,983	
Technologies	Incentivized <ul style="list-style-type: none">• Solar Water Heater (SWH) Incentive• Solar Water Heater Interest Buydown• Solar Water Heater Energy Hero Gift Packs• Heat Pumps Under Review for Potential Incentives <ul style="list-style-type: none">• Waste heat recovery from HVAC system• Peak demand reduction timers for water heater (The following Solar Water Heater Systems are included in the plan under the Landlord/Tenant, AOA Measures. See section 4.4.2) <ul style="list-style-type: none">• Tiered/Split Incentives• Townhome Targeted Total Solar Water Heating Systems	<u>Incentive</u> \$750 \$1,000 \$25 \$200 \$1,200 \$1,500 \$2,997,500 36% of Residential Budget	<u>Units</u> 2,500 1,100 100 100 100 100 4,000
Market Barriers	General <ul style="list-style-type: none">• Trust and credibility of technology providers• Quality of system design, equipment and installation• Knowledge operation and maintenances of technologies• Large up-front cost Owner Occupant <ul style="list-style-type: none">• Access to and/or understanding of financial options• Time between purchase and tax refunds (carrying cost) Landlords and Property Managers <ul style="list-style-type: none">• May not pay for electricity cost• Reluctance to invest without a financial return• Short term investment Renters and Lessees <ul style="list-style-type: none">• Do not have the authority or responsibility for the hot water system• Renter lease term shorter than simple payback		

**Description &
Implementation
Strategies**

Solar Water Heating

Solar Water Heater (SWH) Incentive

The program will provide a \$750 rebate for solar hot water systems installed by qualified contractors.

The process is:

- Customers contact a contractor from a list of participating contractors on Hawaii Energy's website
- Contractor comes to the home, reviews site conditions, interviews the customer to analyze the hot water usage and then provides a written proposal for complete installation; Contractor's proposed sale price reflects the inclusion of the \$750 rebate
- Contractor fills out the Program's system sizing form
- Contractor provides rebate form and helps customer to fill it out
- Contractor provides Hawaii Energy with building permit number
- Contractor installs solar water heating system
- Contractor reviews system operation and maintenance with customer
- Hawaii Energy will conduct sample post-installation inspections (25% on Oahu, 100% on Maui and Hawaii Counties) to make sure the systems have been installed properly
- Upon successful inspection, Hawaii Energy will rebate the contractor \$750

Solar Water Heater Interest Buydown

The program will provide an incentive that will buy down the interest charges for a solar water heater loan from a participating lending institution made on solar hot water systems that are installed by qualified contractors. This incentive will cover the first 6 points of the loan interest up to a total maximum of \$1,000.

The process includes:

- The customer contacts a participating lender from a list of participating lenders on Hawaii Energy's website
- The customer enters into a financing agreement with the lender that indicates the sale price, loan amount, interest component and the Hawaii Energy Incentive.
- The customer executes the "Standard" installation process

Description & Implementation Strategies (cont'd)	<p>Heat Pumps Residential heat pump rebates are available at \$150. Rebate applications for water heaters are provided by the retailers at the time of purchase or a customer can visit our website and download the form. Rebate applications must include an original purchase receipt showing brand and model number.</p> <p>Trade Allies The program will conduct outreach with key allies including the Solar Technical Advisory Group, solar contractors, suppliers, government and housing agencies; financial institutions; and housing, apartment, and contractor associations. This team will promote the program, solicit feedback for more efficient program operation, and identify opportunities for implementation and coordination of efforts.</p> <p>The program currently inspects 100% of all solar systems in Maui and Hawaii Counties and 25% of systems on Oahu.</p>
Key Changes	<ul style="list-style-type: none"> • Contractor or customers may request the inspection if one is not selected to be done • Work to require systems to incorporate backup element active light warning system • Leveraged loan interest buy down incentive • Recognizing the growing product availability and sales efforts regarding residential heat pumps, increase educational efforts
Marketing Strategies	<ul style="list-style-type: none"> • Direct contact with participating solar contractors • Community event promotion of High Efficiency Water Heating • Utility bill stuffers • Listing of participating contractors on our website • Print advertising and Social media

Program Category	4.1 Residential Energy Efficiency Measures 4.1.2 High Efficiency Lighting		
Target Market	<ul style="list-style-type: none">Homeowners, Landlords, Tenants, and Property ManagersManufacturers, Distributors, Dealers, and Retailers		
Impacts	Demand	7,135	kW
	Energy	48,009,618	kWh
	Incentive Budget	\$2,795,238	(14%)
	Cost per kWh	\$0.058	/kWh
	TRB	\$39,857,797	
Technologies		<u>Incentive</u>	<u>Units</u>
	<ul style="list-style-type: none">CFL's	\$0.95	1,615,971
	<ul style="list-style-type: none">LED	\$10.00	125,000
	<ul style="list-style-type: none">Daylighting	\$75.00	100
Market Barriers	General <ul style="list-style-type: none">Lack of understanding about how energy is used in the homeLack of information about product energy efficiencyLack of understanding as to which technology is the most effective to reduce energy consumptionProduct availability of specialty and dimmable CFLs within the customer shopping area Owner Occupant <ul style="list-style-type: none">Ability to self-installAbility to find appropriate CFLs for fixture or ceiling fanDisposal concernsMay not pay for electricity cost (condominiums) Landlords and Property Managers <ul style="list-style-type: none">No control over the hours used for lightingMay not pay for electricity costReluctance to invest without a financial returnShort term investment Renters and Lessees <ul style="list-style-type: none">Do not have the authority or responsibility for the lighting fixturesMay not pay for electricity		

Description & Implementation Strategies	<p>The CFL rebates will be offered using manufacture direct incentives which are provided as point of sale cost reductions.</p> <p>The process includes:</p> <ul style="list-style-type: none"> • Distributors, retailers and manufacturers complete a Memorandum of Understanding (MOU) cooperative agreement in which they provide funds for the advertising, promotion, and coupons for instant rebates for the CFLs to customers • Retailers signing the MOU agree to display signage showing the rebate has been provided by the Program, provide assistance in ordering and stocking qualifying products, and provide sales staff training • Retailers agree to promote consumer education, undergo staff training and follow proper coupon redemption procedures. • Retailers with the ability to track incentives using sales data are given the option for issuing rebates without the use of coupons, provided they can demonstrate the ability of providing accurate, timely data on point of purchase information by store by SKU <p>Trade Allies</p> <p>The program is implemented through strong working relationships between the program, the major CFL manufacturers, and the national retailers. The participating CFL manufacturers are: GE, FEIT, Sylvania, TCP and Philips. The participating national retailers are: COSTCO, Sam's Club, Home Depot and Walmart who have all utilized their buying power to offer a better blend of quality, affordable CFLs across the State.</p>
Key Changes	<ul style="list-style-type: none"> • Start reducing the incentive levels for CFLs. • Provide for increased recycling options for CFLs.
Marketing Strategies	<ul style="list-style-type: none"> • Advertisements to explain how to select a CFL • Educational information online and in the media • Leverage allies to share CFL information and increase participation • Encourage an increase in selection of CFLs available • Social media

Program Category	4.1 Residential Energy Efficiency Measures 4.1.3 High Efficiency Air Conditioning		
Target Market	<ul style="list-style-type: none">• Homeowners, Landlords, Tenants and Property Managers• Manufacturers, Distributors, Dealers and Retailers.• HVAC and General Contractors• Architect and Engineers		
Impacts	Demand163 kW Energy856,023 kWh Incentive Budget\$177,300 (1%) Cost per kWh\$0.207 /kWh TRB\$1,461,146		
Technologies	<ul style="list-style-type: none">• Split System AC• VRF Split System AC• Ceiling Fans• Whole House• Solar Attic Fans	<u>Incentive</u> \$110 \$200 \$40 \$100 \$25	<u>Units</u> 180 500 1,000 125 200
Market Barriers	<p>General</p> <ul style="list-style-type: none">• Lack of understanding of how energy is used in the home• Lack of information about product energy efficiency• Lack of understanding as to which are the most effective ways to reduce energy consumption <p>Owner Occupant</p> <ul style="list-style-type: none">• Inability to self install• Existing air conditioning opening prevents the proper selection for energy savings• Home owner association rules <p>Landlords and Property Managers</p> <ul style="list-style-type: none">• No control over the hours used for air condition.• May not pay for electricity cost• Reluctance to invest without a financial return• Short term investment <p>Renters and Lessees</p> <ul style="list-style-type: none">• Do not have the authority or responsibility for the HVAC system• May not pay for electricity		

Description & Implementation Strategies	<p>The program will continue to provide prescriptive incentives to residential customers who purchase and install energy efficiency measures that meet or exceed ENERGY STAR® standards.</p> <p>The process includes:</p> <ul style="list-style-type: none"> • The customer purchases a qualified high efficiency air conditioner. • The customer obtains an application through the program's website, in hard copy from Hawaii Energy, or through point of sale retailer displays. <p>Trade Allies</p> <p>We will continue to build relationships with manufactures, distributors and dealers by offering workshop and events to train Allies on Hawaii Energy's offerings and processes while seeking input on how to create additional offerings and refinements to existing programs.</p>
Key Changes	<ul style="list-style-type: none"> • Encourage variable refrigerant flow (VRF) inverter split system units • Addition of solar attic fans and whole house fans rebates
Marketing Strategies	<ul style="list-style-type: none"> • Provide cost of ownership information on rebate application forms • Provide more information on the website explaining how to properly use HVAC systems • Advertise to explain how to select an HVAC system • Find organizations to assist with HVAC outreach • Add advertisements to utility bills • Social media

Program Category	4.1 Residential Energy Efficiency Measures 4.1.4 High Efficiency Appliances		
Target Market	<ul style="list-style-type: none">• Homeowners, Landlords, Tenants, and Property Managers• Manufacturers, Distributors, Dealers and Retailers• Wholesalers and General Contractors• Architect and Engineers		
Impacts	Demand	395	kW
	Energy	4,891,952	kWh
	Incentive Budget	\$1,262,500	(6%)
	Cost per kWh	\$0.258	/kWh
	TRB	\$6,394,664	
Technologies		<u>Incentive</u>	<u>Units</u>
	<ul style="list-style-type: none">• Refrigerator• Refrigerator with Recycling• Garage Refrigerator/Freezer Bounty• Clothes Washer• Pool VFD Controller Pumps	\$50 \$125 \$75 \$75 \$150	6,400 2,500 1,800 6,200 200
Market Barriers	General <ul style="list-style-type: none">• Lack of understanding of how energy is used in the home• Lack of information about energy efficient products• Lack of understanding as to which are the most effective ways to reduce energy consumption• Lack of understanding of the importance of size and operation for energy savings• Large up-front cost• Ease of receiving a rebate Owner Occupant <ul style="list-style-type: none">• Ability to self install• Home owner association rules• Availability of product when needed Landlords and Property Managers <ul style="list-style-type: none">• No control over the hours of use• May not pay for electricity cost• Reluctance to invest without a financial return• Short term investment Renters and Lessees <ul style="list-style-type: none">• Do not have the authority or responsibility for the appliances• May not pay for electricity		

Description & Implementation Strategies	<p>The program will continue to provide prescriptive incentives to residential customers who purchase and install energy efficiency measures that meet or exceed ENERGY STAR® standards. We will explore point of purchase rebates for appliances this year.</p> <p>The process includes:</p> <ul style="list-style-type: none"> • The customer purchases a qualified high efficiency air conditioner. • The customer obtains an application through the program's website, in hard copy from Hawaii Energy, or through point of sale retailer displays. <p>Implementation</p> <p>We will continue to build relationships with manufacturers, distributors and dealers by offering workshop and events to train allies on Hawaii Energy's offerings and processes while seeking input on how to create additional offerings and refinements to existing programs. We will leverage the relationships that were created with retailers across the State through the Trade Up for Cool Cash offering. We will work with Sears and Best Buy to explore point of purchase rebates that enable retailers to deduct the rebate at time of purchase.</p>
Key Changes	<ul style="list-style-type: none"> • Old refrigerators and freezers surrendered for recycling qualify for a rebate (without a purchase of Energy Star qualified appliance) • Old refrigerators and freezers surrendered for recycling qualify for an increased rebate (with a purchase of Energy Star qualified appliance) • Break out savings and incentive levels by Appliance type and CEE Tier Levels • Potential to count Water Utility energy savings from dishwasher and washing machine installations.
Marketing Strategies	<ul style="list-style-type: none"> • Provide point of purchase (POP) signage and information • Provide cost of ownership information on rebate application forms • More information on the website explaining good practices on how to use ENERGY STAR appliances • Advertising explaining how to select and use appliances for the best energy savings • Find organizations to assist with appliance outreach

Program Category	4.1 Residential Energy Efficiency Measures 4.1.5 Energy Awareness, Measurement and Control Systems																							
Target Market	General <ul style="list-style-type: none">• Homeowners, Landlords, Tenants and Property Managers• Manufacturers, Distributors, Dealers and Retailers Residential Energy Awareness and Action Competitions <ul style="list-style-type: none">• Public-Private Military Housing• Faith-Based Community Groups• Neighborhood Community Associations																							
Impacts	<table><tr><td>Demand</td><td>1,215</td><td>kW</td><td></td></tr><tr><td>Energy</td><td>3,815,057</td><td>kWh</td><td></td></tr><tr><td>Incentive Budget</td><td>\$498,900</td><td>(2%)</td><td></td></tr><tr><td>Cost per kWh</td><td>\$0.131</td><td>/kWh</td><td></td></tr><tr><td>TRB</td><td>\$785,907</td><td></td><td></td></tr></table>				Demand	1,215	kW		Energy	3,815,057	kWh		Incentive Budget	\$498,900	(2%)		Cost per kWh	\$0.131	/kWh		TRB	\$785,907		
Demand	1,215	kW																						
Energy	3,815,057	kWh																						
Incentive Budget	\$498,900	(2%)																						
Cost per kWh	\$0.131	/kWh																						
TRB	\$785,907																							
Technologies	<table><tr><td>Room Occupancy Sensor</td><td>\$5</td><td>300</td><td>Units</td></tr><tr><td>Peer Group Comparisons</td><td>\$14</td><td>30,000</td><td>Homes</td></tr><tr><td>Whole House Energy Metering Pilot</td><td>\$100</td><td>774</td><td>Units</td></tr></table>				Room Occupancy Sensor	\$5	300	Units	Peer Group Comparisons	\$14	30,000	Homes	Whole House Energy Metering Pilot	\$100	774	Units								
Room Occupancy Sensor	\$5	300	Units																					
Peer Group Comparisons	\$14	30,000	Homes																					
Whole House Energy Metering Pilot	\$100	774	Units																					
Market Barriers	General <ul style="list-style-type: none">• Awareness of technologies• Understanding of best application• Installation• Proper application of room occupancy sensors																							

Description & Implementation Strategies	<p>Room Occupancy Sensors These sensors control the use of lighting in areas around the home with infrequent use such as laundry, storage, garage or spare areas. They are not intended for high use areas or CFLs.</p> <p>Peer Group Comparison Hawaii Energy plans to continue the OPOWER program we have piloted with our ARRA funds as well as Hawaii Energy has been working with BPF over PY10 to launch our own variations of the peer comparison strategy for other peer groups (Office Buildings, Hotels, Community Groups, Etc.). This process will use data mining among commercial and residential customers. Our strategy will look for ways to affect measurable energy savings through behavior change.</p> <p>Whole House Energy Metering Devices Mail-in Rebate These devices collect energy data by induction and wirelessly transmit the information to a display unit which can be carried anywhere throughout the house.</p> <p>Implementation The program will be implemented through strong working relationships between the program and the major manufacturers of occupancy sensors. As well as encourage national retailers to utilize their buying power to offer quality, affordable sensors across the State.</p>
Key Changes	<ul style="list-style-type: none"> • Addition of Real-Time Metering Loan/Purchase
Marketing Strategies	<ul style="list-style-type: none"> • Provide POP signage and information • Provide cost of ownership information on rebate application forms and benefits of ownership on our website

Program Category	4.2 Custom Energy Solutions for the Home 4.2.1 Target Cost Request for Proposals		
Target Market	<ul style="list-style-type: none">• Homeowners, Landlords, Tenants and Property Managers• Manufacturers, Distributors, Dealers and Retailers.• Mechanical and Solar Service Contractors		
Impacts	Demand	- kW	
	Energy	28,284 kWh	
	Incentive Budget	\$10,500 (<1%)	
	Cost per kWh	\$0.371 /kWh	
	TRB	\$13,329	
Technologies		<u>Incentive</u>	<u>Units</u>
	Custom Packaged Proposals	\$0.30	35,000 kWh
Market Barriers	There were previously no mechanism to accept “customized” residential energy efficiency proposals.		
Description & Implementation Strategies	Custom Packaged Proposals This program that will target the contractor / home auditors / energy vendors and encourage them to develop cost-effective projects that focus on high energy consumption homes. The program will be a call for projects that meet a total dollar per kWh savings target and allow the market to be creative in the actions and measures that achieve the targeted cost per kWh energy savings. The projects will use utility metered data and submetered if required to insure savings performance.		
Key Changes	<ul style="list-style-type: none">• New		
Marketing Strategies	<ul style="list-style-type: none">• Direct contact with participating energy professionals• Direct contact with Property Managers and AOAOS		

RESM

Program Category	4.3 Residential Energy Services & Maintenance 4.3.1 Residential Direct Installation																	
Target Market	<ul style="list-style-type: none">• Homeowners, Landlords, Tenants and Property Managers• Manufacturers, Distributors, Dealers and Retailers.• Mechanical and Solar Service Contractors																	
Impacts	<table><tr><td>Demand</td><td>4</td><td>kW</td></tr><tr><td>Energy</td><td>27,508</td><td>kWh</td></tr><tr><td>Incentive Budget</td><td>\$72,500</td><td>(<1%)</td></tr><tr><td>Cost per kWh</td><td>\$2.64</td><td>/kWh</td></tr><tr><td>TRB</td><td>\$22,137</td><td></td></tr></table>			Demand	4	kW	Energy	27,508	kWh	Incentive Budget	\$72,500	(<1%)	Cost per kWh	\$2.64	/kWh	TRB	\$22,137	
Demand	4	kW																
Energy	27,508	kWh																
Incentive Budget	\$72,500	(<1%)																
Cost per kWh	\$2.64	/kWh																
TRB	\$22,137																	
Technologies		<u>Incentive</u>	<u>Units</u>															
	Real-Time Metering	\$750	80 Homes															
	TBD	\$0.50	25,000 kWh															
Market Barriers	There are energy efficiency measures that are not supported by current industry and/or are new or unfamiliar with the public.																	
Description & Implementation Strategies	<p>The use of a direct installation process can achieve energy savings at a higher than average program cost initially to evaluate the energy savings and program implementation results in order to develop either cost-effective direct install programs or to promote the successes and then transfer to the private sector for implementation.</p> <p>Real-Time Metering This program will be implemented to target residential properties that can influence the energy usage. A whole house meter will be installed by either a grassroots organization or a participating electrical contractor.</p> <p>TBD Hawaii Energy will pursue additional residential direct install programs targeted at \$0.50 per kWh.</p>																	
Key Changes	<ul style="list-style-type: none">• New																	
Marketing Strategies	<ul style="list-style-type: none">• Direct contact with participating energy professionals• Direct contact with Property Managers and AOAOs																	

RESM Cont.

Program Category	4.3 Residential Energy Services & Maintenance 4.3.2 Residential Design and Audits		
Target Market	<ul style="list-style-type: none"> Residential Home Developers 		
Impacts	Demand 139 kW Energy 809,726 kWh Incentive Budget \$450,000 (2%) Cost per kWh \$0.556 /kWh TRB \$1,367,040		
Technologies		<u>Incentive</u> <u>Units</u>	
	Efficiency Inside Home Design	\$1,000	400 Homes
	Tradewind Design (minimal A/C)	\$2,000	10 Homes
	Hawaii Energy Hero Audits	\$100	300 Audits
Market Barriers	Home Developers <ul style="list-style-type: none"> Need to design and equip homes to respond to home buyer market forces Homes are not competitive for sale in Hawaii if they are not designed with A/C Prior prescriptive components were not typically developer installed. 		
Description & Implementation Strategies	<ul style="list-style-type: none"> The program will hold military home developments to the same Code Standards and State Laws as private developers are held to. Based on the use of computer energy modeling programs to compare a code-built home to the developer's home design offerings Modeling allows the developer maximum flexibility in designing their homes and dovetail with the existing federal tax credits and Energy Star programs Encourage interaction with the developer to maximize utilization of incentives through comparing model scenarios Allow a limited number of developer constructed net-zero homes with PV systems to be considered as an efficiency measure. 		

RESM Cont.

Key Changes	<ul style="list-style-type: none">• Elimination of prescriptive measure packages in favor of the use of energy models to make comparisons between enhanced and energy code compliant designs.
Marketing Strategies	<ul style="list-style-type: none">• Direct contact with home developers and the BIA• Promotion of the participating developers in trade-publications such as the BIA, Parade of Homes, and Hawaii Home Remodeling and Design• Recognition of the awardees and description of the changes made to the homes on the Hawaii Energy website• Energy Hero Awards to be placed in the model homes and available for use in the developer's marketing materials

RESM Cont.

Program Category	4.3 Residential Energy Services & Maintenance 4.3.3 Residential System Tune-Ups											
Target Market	<ul style="list-style-type: none">• Homeowners, Landlords, Tenants and Property Managers• Manufacturers, Distributors, Dealers and Retailers• Mechanical and Solar Service Contractors											
Impacts	Demand198 kW Energy688,712 kWh Incentive Budget\$75,000 (<1%) Cost per kWh\$0.109 /kWh TRB\$536,114											
Technologies	<table><thead><tr><th></th><th><u>Incentive</u></th><th><u>Units</u></th></tr></thead><tbody><tr><td>AC Annual Tune-Up</td><td>\$100</td><td>250 Tune-Ups</td></tr><tr><td>Solar Water Heater Tune-Up</td><td>\$100</td><td>500 Tune-Ups</td></tr></tbody></table>				<u>Incentive</u>	<u>Units</u>	AC Annual Tune-Up	\$100	250 Tune-Ups	Solar Water Heater Tune-Up	\$100	500 Tune-Ups
	<u>Incentive</u>	<u>Units</u>										
AC Annual Tune-Up	\$100	250 Tune-Ups										
Solar Water Heater Tune-Up	\$100	500 Tune-Ups										
Market Barriers	General <ul style="list-style-type: none">• Awareness of need for maintenance• Resistance to engage unknown contractors											
Description & Implementation Strategies	Home AC Annual Tune-up and Solar Water Heater Tune-up <ul style="list-style-type: none">• Demonstrate the benefits of tune-ups• Educate customer of potential savings and system longevity• Utilize the participating contractors to contact the customers and have them arrange for the service work• Participating contractors will use the Hawaii Energy Checklist to inspect and record the pre and post conditions• Participating contractor’s invoice must show that checklist requirements have been met and signed by the servicing technician• Customers can have two incentives per location annually											
Key Changes	<ul style="list-style-type: none">• Split Systems addition to central systems for AC tune-up											
Marketing Strategies	<ul style="list-style-type: none">• Direct contact with Mechanical and Solar Contractors• Provide POP signage and information• Distribute educational materials at community events, neighborhood board meetings and homeowners association meetings• Provide cost of ownership information on rebate application forms and benefits of ownership on our website											



RHTR

Program Category	4.4 Residential Hard to Reach 4.4.1 Energy Efficiency Equipment Grants		
Target Market	<ul style="list-style-type: none">Low income, physically isolated and underserved Residential Markets		
Impacts	Demand	431	kW
	Energy	2,535,849	kWh
	Incentive Budget	\$377,750	(2%)
	Cost per kWh	\$0.149	/kWh
	TRB	\$2,007,602	
Technologies		<u>Incentive</u>	<u>Units</u>
	Solar Inspections (WAP)	\$95	450 Inspections
	Energy Hero Gift Packs	\$40	2,000 Packs
	CFL Exchange	\$3	60,000 Lamps
	Hawaii Energy Hero Audits	\$100	750 Audits
Market Barriers	<ul style="list-style-type: none">Customer lack of access to capital for energy improvementsLack of understanding of energy efficiency benefitsRenter and Lessee reluctance to invest in property		
Description & Implementation Strategies	<ul style="list-style-type: none">Work through state and local agencies serving the needs of low income families to identify qualified customers who will receive energy efficiency goods and services at no cost (“direct install”)Continue to work with community action organizations to develop and deliver program services for low-income customers to include direct install and delivery of appropriate energy saving technologiesContinue to provide solar hot water inspections for RLI solar grant recipients		
Key Changes	<ul style="list-style-type: none">Increased focus and penetration of direct install and educational outreach		
Marketing Strategies	<ul style="list-style-type: none">Continue to target low-income and hard-to-reach customers through existing state and local agencies who service the needs of low income familiesDevelop working relationships with more community action and similar local groups to increase market penetration		



RHTR Cont.

Program Category	4.4 Residential Hard to Reach 4.4.2 Landlord/Tenant, AOA Measures		
Target Market	<ul style="list-style-type: none"> Associations of Apartment Owners Landlord/Tenants 		
Impacts	Demand	75	kW
	Energy	338,123	kWh
	Incentive Budget	\$271,303	(1%)
	Cost per kWh	\$0.802	/kWh
	TRB	\$811,829	
Technologies		<u>Incentive</u>	<u>Units</u>
	Hawaii Energy Hero Landlord	\$0.25	5,212 kWh
	Tiered/Split Incentives	\$1,200	100 SWH Systems
	Townhome Targeted	\$1,500	100SWH Systems
Market Barriers	<ul style="list-style-type: none"> Lack of understanding of energy efficiency benefits Renter and Lessee reluctance to invest in property 		
Description & Implementation Strategies	<ul style="list-style-type: none"> <u>Energy Hero Landlord Program</u> – This program will be targeted at landlords who own affordable rental units. The program will offer such landlords comprehensive audit, RFP and other support to help with projects that will drive the energy cost of their renters down. The program will work with local lenders to provide project financing support in conjunction with the program. <u>Tiered and/or Split Incentives</u> – The program will develop a trial tiered and/or split incentive to attract renters and/or landlords to consider solar water heating. The very fact that there is a “better deal” will bring energy conscious renters and landlords to the table. <u>Townhome Targeted Programs</u> – Townhomes are prime candidates for Solar Water Heaters with high unit density, low-rise construction and dedicated roofs over the individual units. This market has its challenges that have prevented high penetration of solar watering heating. The PBFA will develop programs targeted at addressing the challenges such as renter/owner, AOA approvals, and cost effectiveness of sales for contractors etc. These will include developing RFPs for entire building units to lower costs (“Groupon” model), participation in energy education at neighbor meetings using peer group comparisons (OPOWER model), work with financing institutions to bring lenders to the neighborhood, and submetering assistance where master meters are in place. 		

RHTR Cont.



RHTR Cont.

Key Changes	<ul style="list-style-type: none">• New• Will pursue implementation of pilot projects for heat pump water heaters to test cost effectiveness and market acceptance.
Marketing Strategies	<ul style="list-style-type: none">• Direct contact with participating solar contractors• Community event promotion of High Efficiency Water Heating• Utility bill stuffers• Listing of participating contractors on our website• Print advertising and Social media



5.0 BUSINESS PROGRAM DETAILS FOR PY2011

5.0 All Programs Overview

5.1 Business Energy Efficiency Measures (BEEM)

- 5.1.1 High Efficiency Lighting**
- 5.1.2 High Efficiency HVAC**
- 5.1.3 High Efficiency Water Heating**
- 5.1.4 High Efficiency Water Pumping**
- 5.1.5 High Efficiency Motors**
- 5.1.6 Commercial Industrial Processes**
- 5.1.7 Building Envelope Improvements**
- 5.1.8 Energy Star Business Equipment**
- 5.1.9 Energy Awareness, Measurement and Control Systems**

5.2 Custom Business Energy Efficiency Measures (CBEEM)

- 5.2.1 Customized Project Measures**

5.3 Business Energy Service & Maintenance (BESM)

- 5.3.1 Business Direct Installation**
- 5.3.2 Business Design, Audits and Commissioning**

5.4 Business Hard to Reach (BHTR)

- 5.4.1 Energy Efficiency Equipment Grants**
- 5.4.2 Landlord, Tenant, AOA Measures**



Business Programs Overview

Program Category	5.0 All Business Programs Overview of All Business Programs	
Target Markets	<div><div>Competitive Commercial<ul style="list-style-type: none">Office BuildingsRetail</div><div>Multi-Site<ul style="list-style-type: none">Convenience StoresRestaurants</div></div> <div><div>Governmental<ul style="list-style-type: none">StateCityFederal</div><div>High Load Factor Customers<ul style="list-style-type: none">HospitalsHotelsSuper MarketsData Centers</div></div> <div>Industrial Sector<ul style="list-style-type: none">WarehousingCold StorageWater Pumping</div>	
Projected Impacts	<div><div>Demand7,317 kW</div><div>Energy47,911,417 kWh</div><div>Incentive Budget\$ 10,985,933</div><div>Cost per kWh\$0.229 /kWh</div><div>TRB\$60,787,173</div></div>	
Incentives	<div><div><div><u>Measure Categories</u></div><div><div>5.1 Business Energy Efficiency Measures</div><div>5.2 Custom Business Energy Efficiency Measures</div><div>5.3 Business Service and Maintenance</div><div>5.4 Business Hard to Reach</div></div></div><div><div><u>Incentives</u></div><div><div>\$ 5,697,100</div><div>\$ 1,459,833</div><div>\$ 3,027,000</div><div><u>\$ 802,000</u></div><div>\$ 10,985,933</div></div></div></div>	

Business Programs Overview Cont.

Market Barriers	<p>General</p> <ul style="list-style-type: none"> • Lack of familiarity with availability of energy efficient technology • Trust and creditability of technology providers • Unaware of business benefits of reducing exposure to cost of energy changes • High initial up-front cost • Life Cycle Cost vs. Simple Payback decision analysis • Need for a cash positive investment • Access to and/or understanding of financial options • Lack of knowledge of operation and maintenance of technologies <p>Landlords and Property Managers</p> <ul style="list-style-type: none"> • May not pay for electricity cost • Reluctance to invest without a financial return • Property is a short term investment <p>Renters and Lessees</p> <ul style="list-style-type: none"> • Do not have the authority or responsibility for the systems • Renter lease term shorter than simple payback for a measure
Program Description & Implementation Strategies	<p>Technology Based Categories High Efficiency Lighting, HVAC Water Heating Water Pumping Motors Building Envelope Improvements, Energy Star Business Equipment</p> <p>The technology based incentives are provided for energy efficiency products that provide reliable energy savings for a wide array of customers. These incentives are developed to be based on fixed amounts per technology with performance adjustments to reflect the savings potential to ensure program cost-effectiveness set based on expected savings.</p> <p>Measures are selected and reviewed to determine that the energy savings can be reliably deemed, or calculated using simple threshold criteria.</p> <p>The implementation process includes:</p> <ul style="list-style-type: none"> • Program performs outreach and promotions to inform customers of incentive opportunities. • Customer selects and approves purchase and installation of energy efficiency measures • Customer sends in completed application forms with scheduling and supporting documentation • Customer provides evidence of installation and/or program will verify the installation • Hawaii Energy processes the incentive on approved applications on an as-funds available basis

Business Programs Overview Cont.

Program Description & Implementation Strategies Cont.	Energy Awareness, Measurement, and Control Systems <ul style="list-style-type: none"> • Provide peer groups with Customized Hawaii specific Energy Use Intensity reports. These comparisons show their usage in comparison to their peers currently on an entire facility basis and as the program progresses we will disaggregate the comparisons down to the technologies “categories.” • Provide self-assessment forms that the customer can complete on their own to identify potential savings. • Increase the use of incentives such as the Condominium Submetering that combine cash incentives with the requirement for educational components and the execution of audits to promote further energy savings activity in the facilities.
Key Changes	<ul style="list-style-type: none"> • Program baseline efficiency thresholds will be adjusted for new IEER AC ratings and review of efficiency levels as necessary to coincide with the adoption of IECC 2006 and IECC 2009 energy codes • Eliminate incentives for standard 32W T8 to promote low-wattage 25/28W T8s • Start prescriptive for LED items that achieve ENERGY STAR status.
Marketing Strategies	<ul style="list-style-type: none"> • Web-based application forms will be advertised and made available to customers and their channel allies (lighting, cooling, motors, and controls). • Train and recruit program allies from various channels as program partners to enhance sales of their energy efficiency equipment • Maintain direct contact with key market players to understand the markets and decision points and to leverage their marketing resources to inform members • Email informational campaigns • Award and publish success of customer and ally partners to demonstrate highest level leadership in an effort to pull the market.

BEEM

Program Category	5.1 Business Energy Efficiency Measures BEEM Programs Overview		
Projected Impacts	Demand	5,174	kW
	Energy	37,757,387	kWh
	Incentive Budget	\$ 5,697,100	(24%)
	Cost per kWh	\$0.151	/kWh
	TRB	\$48,747,183	
Incentives	<u>Incentives</u>		
	High Efficiency Lighting		\$3,371,100
	High Efficiency HVAC		\$1,675,500
	High Efficiency Water Heating		\$8,250
	High Efficiency Water Pumping		\$167,700
	High Efficiency Motors		\$10,800
	Commercial Industrial Processes		\$82,500
	Building Envelope Improvements		\$100,000
	Energy Star Business Equipment		\$93,750
Energy Awareness, Measurement and Control Systems		\$187,500	

BEEM

Program Category	5.1 Business Energy Efficiency Measures 5.1.1 High Efficiency Lighting		
Projected Impacts	Demand	3,309	kW
	Energy	27,977,188	kWh
	Incentive Budget	\$ 3,371,100	(17%)
	Cost per kWh	\$0.120	/kWh
	TRB	\$31,097,476	
Incentives		<u>Incentive</u>	<u>Units</u>
	CFL	\$5.00	47,000 Lamps
	T12 to T8 (2&3 foot lamps)	\$6.00	10,000 Lamps
	T12 to T8 Low Wattage	\$15.00	100,000 Lamps
	T8 to T8 Low Wattage	\$7.50	110,000 Lamps
	Delamp	\$7.50	5,000 Lamps Removed
	Delamp/Reflector	\$15.00	16,000 Lamps Removed
	LED Refrigerated Case Light	\$35.00	5,000 Lamps
	LED	\$35.00	1,200 Lamps
	LED Exit Signs	\$37.50	1,000 Signs
	HID Pulse Start	\$60.00	1,200 Lamps
	Induction	\$60.00	750 Lamps
	Sensors	\$20.00	5,000 Sensors
	Daylighting	\$0.140	15,000 kWh

BEEM Cont.

Program Category	5.1 Business Energy Efficiency Measures 5.1.2 High Efficiency HVAC			
Projected Impacts	Demand	1,451	kW	
	Energy	6,555,510	kWh	
	Incentive Budget	\$ 1,675,500	(4%)	
	Cost per kWh	\$0.256	/kWh	
	TRB	\$13,285,569		
Incentives		<u>Incentive</u>	<u>Units</u>	
	Chillers	\$50	9,000	Tons
	VFD – HVAC Pump Applications	\$80	750	hp
	VFD – HVAC Fan Applications	\$50	1,000	hp
	Garage Active Ventilation Control	\$45	900	hp
	Package Units	\$150	3,000	Tons
	VFR Split Systems	\$250	2,500	Tons



Program Category	5.1 Business Energy Efficiency Measures 5.1.2 High Efficiency HVAC 5.1.2.1 Chillers		
Projected Impacts	Demand 400 kW Energy 1,947,707 kWh Incentive Budget \$ 450,000 (2%) Cost per kWh \$0.23 /kWh TRB \$4,532,517		
Incentives	Chillers	<u>Incentive</u> \$50	<u>Units</u> 9,000 Tons
Program Description & Implementation Strategies	<p>ENERGY REDUCTION OPPORTUNITY The use of variable speed drives, oil-free magnetic bearings, large heat exchangers, lower condenser water and other modern design features, new chillers are 20-40% more efficient than older machines. Much of the savings is at part-load conditions where chillers operate the majority of the time.</p> <p>TARGET AUDIENCE Who – Property Managers, Facilities Directors, Chief Engineers and Governmental Facilities Departments What – Large Commercial facilities</p> <p>INCENTIVE & TARGETED ECONOMICS The chiller incentive provides a base incentive of \$20 per ton to be at 15% over IECC 2006 efficiency levels and a kicker of \$250 per kW/ton for exceeding the efficiency</p> <p>It is the intention that the incentive provide 100% of the cost premium to achieve these high efficiency levels.</p> <p>CUSTOMER QUALIFICATIONS Eligible chillers include centrifugal, screw, scroll and reciprocating compressors at 15% improvement over IECC 2006.</p> <p>APPLICATION PROCESS The following will be completed and submitted for review</p> <ul style="list-style-type: none"> • Rebate Application • AC Chiller Rebate Worksheet • Chiller Equipment type (centrifugal, screw, reciprocating) • Retrofit or burnout • Integrated Part Load Value (IPLV) • Manufacturer and Model Number <p>COMPLEMENTARY PROGRAMS</p> <ul style="list-style-type: none"> • Customized Project Measures • Central Plant Optimization 		

Program Category	5.1 Business Energy Efficiency Measures 5.1.2 High Efficiency HVAC 5.1.2.2 VFD – HVAC Pump Applications 5.1.2.3 VFD – HVAC Fan Applications		
Projected Impacts	Demand 374 kW Energy 1,380,252 kWh Incentive Budget \$ 110,000 (<1%) Cost per kWh \$0.08 /kWh TRB \$3,017,976		
Incentives		<u>Incentive</u> VFD – HVAC Pump Applications \$80 VFD – HVAC Fan Applications \$50	<u>Units</u> 750 hp 1,000 hp
Program Description & Implementation Strategies	<p>ENERGY REDUCTION OPPORTUNITY The use of variable frequency drives to vary motor speeds to control flow in response to changes to loads provides significant savings in HVAC applications of supply, return and exhaust fans as well as chilled water and condenser water pumps.</p> <p>TARGET AUDIENCE Who – Property Managers, Facilities Directors, Chief Engineers and Governmental Facilities Departments, Mechanical Engineers and Contractors. What – All Commercial Facilities</p> <p>INCENTIVE & TARGETED ECONOMICS HVAC Fans (VFD): The offering of a prescribed \$50 per fan HP controlled (3-100 HP for existing facilities and 3-25 HP for new facilities) incentive.</p> <p>HVAC Pumps (VFD): The offering of a prescribed \$80 per pump HP controlled (3-100 HP and 3-50 HP for new facilities) incentive for both existing and new construction facilities.</p> <p>CUSTOMER QUALIFICATIONS The application must have a load and system design and controls (two way valves, VAV boxes etc.) that respond to varying loads.</p> <p>APPLICATION PROCESS A HVAC Fan or Pump VFD rebate worksheet will be completed and submitted for review.</p> <ul style="list-style-type: none"> • Require pre-notification before projects begin. • Existing equipment must not have a VFD. • The VFDs must actively control and vary the fan or pump speed. • HP per motor • Motor quantity 		

**Program
Description &
Implementation
Strategies Cont.**

5.1 Business Energy Efficiency Measures

5.1.2 High Efficiency HVAC

5.1.2.2 VFD – HVAC Pump Applications

5.1.2.3 VFD – Fan Applications

COMPLEMENTARY PROGRAMS

- High Efficiency HVAC
- Customized Project Measures
- Central Plant Optimization

Program Category	5.1 Business Energy Efficiency Measures 5.1.2 High Efficiency HVAC 5.1.2.4 Garage Active Ventilation Control			
Projected Impacts	Demand	255	kW	
	Energy	436,379	kWh	
	Incentive Budget	\$ 40,500	(<1%)	
	Cost per kWh	\$0.09	/kWh	
	TRB	\$915,245		
Incentives		<u>Incentive</u>	<u>Units</u>	
	Garage Active Ventilation Control	\$45	900	hp
Program Description & Implementation Strategies	<p>ENERGY REDUCTION OPPORTUNITY Enclosed parking garages that are mechanically ventilated 24/7 in order to remove the carbon monoxide (CO) created by gasoline powered vehicles.</p> <p>The ventilation systems are designed for maximum capacity conditions and there are opportunities to reduce both operating speed and fan runtimes during times of lower traffic periods to achieve fan energy savings of 60% to 90% with active CO monitoring systems control. The addition of Variable Speed Drives (VFDs) can also be incorporated if not already present.</p> <p>TARGET AUDIENCE Who - Property Managers & Private and Public Facilities Directors. Air Conditioning/Mechanical Contractors Facilities Maintenance Companies</p> <p>What – Office/Retail Buildings with mechanically ventilated parking garages.</p> <p>INCENTIVE & TARGETED ECONOMICS The offering of a prescribed \$45 per fan hp controlled incentive.</p> <p>This level of incentive should move the projects from 2 year to 1.5 year paybacks by providing 15-20% of the project cost.</p> <p>APPLICATION PROCESS 1. A garage fan savings worksheet will be completed and submitted for review <ul style="list-style-type: none"> Exhaust Fan/Motor Inventory Map of Locations Motor Horsepower & Runtimes Sample set of fans must be spot metered to determine operating power consumption. 2. A pre/post inspection will be performed for systems totaling over 75 hp. This inspection may include metering of current fan horsepower.</p> <p>COMPLEMENTARY PROGRAMS High Efficiency Lighting – Induction / T8 / T5 / Occupancy Sensors /Timers</p>			

Program Category	5.1 Business Energy Efficiency Measures 5.1.2 High Efficiency HVAC 5.1.2.5 Package Units			
Projected Impacts	Demand	230	kW	
	Energy	1,367,080	kWh	
	Incentive Budget	\$ 450,000	(<1%)	
	Cost per kWh	\$0.33	/kWh	
	TRB	\$2,451,110		
Incentives		<u>Incentive</u>	<u>Units</u>	
	Package Units	\$150	3,000	Tons
Program Description & Implementation Strategies	<p>ENERGY REDUCTION OPPORTUNITY The air-cooled package units are most often found in small commercial facilities as they are least first-cost and maintenance intensive of HVAC options to this market. The units are often roof-top mounted and feed constant volume distribution systems. The most cost effective opportunity to reduce energy consumption in these units are to replace them with the highest efficiency unit available and potentially convert at the same time to a VAV distribution system to increase both comfort and reduce cooling loads. A higher cost option is to convert to VRF split systems.</p> <p>TARGET AUDIENCE Who – Property Managers & Private and Public Facilities Directors. Air Conditioning/Mechanical Contractors, Mechanical Engineers</p> <p>What – Small Commercial facilities.</p> <p>INCENTIVE & TARGETED ECONOMICS The offering of prescriptive incentives based on the EER of the units starting at a 15% higher than IECC 2006 / ASHRAE 2004 standards. The incentives increase with higher efficiency levels.</p> <p>This level of incentive should eliminate the incremental difference between a standard efficiency unit.</p> <p>APPLICATION PROCESS 1. A prescriptive worksheet will be completed and submitted for review <ul style="list-style-type: none"> Unit size, model, efficiency rating, operational hours Map of Locations 2. A sample of sites have pre/post inspections</p> <p>COMPLEMENTARY PROGRAMS <ul style="list-style-type: none"> Window Tinting Package and Split AC Tune-Up VRF Split Systems </p>			

Program Category	5.1 Business Energy Efficiency Measures 5.1.2 High Efficiency HVAC 5.1.2.6 VRF Split Systems		
Projected Impacts	Demand 192 kW Energy 1,324,092 kWh Incentive Budget \$ 625,000 (<1%) Cost per kWh \$0.44 /kWh TRB \$2,368,721		
Incentives	<div> <div></div> <div>VFR Split Systems</div> </div>	<div> <div><u>Incentive</u></div> <div>\$250</div> </div>	<div> <div><u>Units</u></div> <div>2,500 Tons</div> </div>
Program Description & Implementation Strategies	<p>ENERGY REDUCTION OPPORTUNITY Inverter driven variable refrigerant flow (VRF) air conditioning systems are direct expansion AC systems that utilize variable speed evaporator/condenser fans, and a combination of fixed and variable speed compressors along with most often multiple individual zone evaporators to provide the ability to more closely match the AC system's output with the building's cooling requirements. A potential of 20 to 35% energy savings come from:</p> <ul style="list-style-type: none"> • <i>Part Load Efficiencies</i>: Increased part-load efficiency operation • <i>High Efficiency Motors</i>: Many systems use ECM motors • <i>Higher Room Temperatures</i>: The capacity matching allows for better humidity control through longer cooling operation. • <i>Reduction of Distribution Losses</i>: Duct losses are reduced with DX systems. This may be offset by dedicated outside air distribution systems when needed. <p>TARGET AUDIENCE Who – Property Managers & Private and Public Facilities Directors. Air Conditioning/Mechanical Contractors, Mechanical Engineers</p> <p>What – Commercial facilities.</p> <p>INCENTIVE & TARGETED ECONOMICS The offering of prescriptive incentives based on the tonnage of the VRF system.</p> <p>This level of incentive should reduce 25% of the incremental difference between a VRF and an alternative single or two-speed standard efficiency unit.</p> <p>APPLICATION PROCESS</p> <ol style="list-style-type: none"> 1. A prescriptive worksheet will be completed and submitted for review <ul style="list-style-type: none"> • Unit size, model, efficiency rating, operational hours • Map of Locations 2. A sample of sites have pre/post inspections <p>COMPLEMENTARY PROGRAMS</p> <ul style="list-style-type: none"> • Window Tinting, Package and Split AC Tune-Up 		

BEEM Cont.

Program Category	5.1 Business Energy Efficiency Measures 5.1.3 High Efficiency Water Heating		
Projected Impacts	Demand	3 kW	
	Energy	26,264 kWh	
	Incentive Budget	\$ 8,250 (<1%)	
	Cost per kWh	\$0.314 /kWh	
	TRB	\$37,147	
Incentives		<u>Incentive</u>	<u>Units</u>
	Commercial Solar Water Heaters	\$50	5,000 BTU's
	Heat Pumps	\$65	50 Tons



Program Category	5.1 Business Energy Efficiency Measures 5.1.3 High Efficiency Water Heating 5.1.3.1 Commercial Solar Water Heaters		
Projected Impacts	Demand	2	kW
	Energy	10,101	kWh
	Incentive Budget	\$ 5,000	(<1%)
	Cost per kWh	\$0.49	/kWh
	TRB	\$19,337	
Incentives		<u>Incentive</u>	<u>Units</u>
	Commercial Solar Water Heaters	\$50	5,000 BTU's
Program Description & Implementation Strategies	<p>ENERGY REDUCTION OPPORTUNITY</p> <p>Commercial solar water heaters can provide a renewable energy source of water heating. The systems can reduce electrical consumption for water heating by providing supplemental pre-heating all the way to 100% of the water heating needs limited by the hot water demand characteristic and the site's physical constraints on storage tank and panel locations.</p> <p>TARGET AUDIENCE</p> <p>Who – AAOs, Property Managers, Private and Public Facilities Directors. Mechanical Contractors, Mechanical Engineers.</p> <p>What – Hotel, Condominium and Apartments & Government housing.</p> <p>INCENTIVE & TARGETED ECONOMICS</p> <p>The offering of a \$50 / 5,000 BTU prescriptive incentive based on the derated installed capacity of the solar water heating system. The base system must have been electric resistance, heat pump or heat recovery off an electric chiller. Conversion to a gas backup system is permitted to eliminate any potential electrical demand from the system and allow quick peak recovery.</p> <p>The economic impact of this incentive will depend on the ability for the customer to take advantage of tax credits and the site specific system costs. The level will achieve a \$0.49/kWh savings for the program. It is the desire to adjust the incentive to a point where it will lower the payback for the system to 5 years.</p> <p>APPLICATION PROCESS</p> <p>1. A prescriptive worksheet/saving calculator will be competed and submitted for review</p> <ul style="list-style-type: none">• Unit sizes, model, derating rating, operational hours• System diagram <p>2. A sample of sites will have pre/post inspections</p> <p>COMPLEMENTARY PROGRAMS</p> <p>Water saving showerheads, spray-rinse valves, and fixtures.</p>		

Program Category	5.1 Business Energy Efficiency Measures 5.1.3 High Efficiency Water Heating 5.1.3.2 Heat Pumps		
Projected Impacts	Demand 1 kW Energy 16,162 kWh Incentive Budget \$ 3,250 (<1%) Cost per kWh \$0.20 /kWh TRB \$17,811		
Incentives	Heat Pumps	<u>Incentive</u> \$65	<u>Units</u> 50 Tons
Program Description & Implementation Strategies	<p>ENERGY REDUCTION OPPORTUNITY Heat pump water heaters can provide a highly efficient source of water heating. Water-Source Heat pumps are the most efficient when used to supplement the heat rejection from chilled water return loops and condenser water systems to heat a facility's domestic water needs or swimming pools.</p> <p>Heat pumps can also be air-source and provide heat mitigation in areas such as a commercial kitchen and serve pools as a stand-alone water heater.</p> <p>The systems can reduce electrical consumption for water heating by providing supplemental pre-heating all the way to 100% of the water heating needs limited by the hot water demand characteristic and the site's physical constraints on heat pump storage tanks.</p> <p>TARGET AUDIENCE Who – AOA's, Property Managers, Private and Public Facilities Directors. Mechanical Contractors, Mechanical Engineers.</p> <p>What – Commercial Pools, Hotel, Condominium and Apartments & Government housing.</p> <p>INCENTIVE & TARGETED ECONOMICS The offering of a \$65 ton prescriptive incentive based on the installed capacity of the heat pump. The base system must have been electric resistance, failing heat pump (10 year or older) or heat recovery off an electric chiller. Conversion/remaining on a gas backup system are permitted to eliminate any potential electrical demand from the system and allow quick peak recovery.</p> <p>This level of incentive will lower the payback for the system the</p>		

**Program
Description &
Implementation
Strategies Cont.**

5.1 Business Energy Efficiency Measures

5.1.3 High Efficiency Water Heating

5.1.3.2 Heat Pumps

APPLICATION PROCESS

1. A prescriptive worksheet/saving calculator will be completed and submitted for review
 - Unit sizes, model, derating rating, operational hours
 - System diagram
2. A sample of sites will have pre/post inspection s

COMPLEMENTARY PROGRAMS

- Water saving showerheads, spray-rinse valves, and fixtures.
- VFD Pool Pump Packages

BEEM Cont.

Program Category	5.1 Business Energy Efficiency Measures 5.1.4 High Efficiency Water Pumping - Summary of Programs		
Projected Impacts	Demand	118	kW
	Energy	1,058,808	kWh
	Incentive Budget	\$ 167,700	(1%)
	Cost per kWh	\$0.158	/kWh
	TRB	\$1,664,768	
Incentives	VFD Dom. Water Booster Packages – VFD		
	Incentive/Unit	\$3,000	14 each
	VFD Dom. Water Booster Packages – added HP Reduction		
	Incentive/Unit	\$80	40 hp reduced
	VFD Pool Pump Packages		
	Incentive/Unit	\$350	350 hp

Program Category	5.1 Business Energy Efficiency Measures 5.1.4 High Efficiency Water Pumping 5.1.4.1 VFD Dom. Water Booster Packages – VFD 5.1.4.2 VFD Dom. Water Booster Packages – added HP Reduction		
Projected Impacts	Demand	34	kW
	Energy	320,464	kWh
	Incentive Budget	\$ 45,200	(<1%)
	Cost per kWh	\$0.14	/kWh
	TRB	\$495,218	
Incentives	VFD Dom. Water Booster Packages – VFD Incentive/Unit \$3,000 /system 14 each VFD Dom. Water Booster Packages – added HP Reduction Incentive/Unit \$80 40 hp reduced		
Program Description & Implementation Strategies	ENERGY REDUCTION OPPORTUNITY The replacement of single speed staged domestic water booster pumps can provide up to 70% energy savings by: <ul style="list-style-type: none">• providing constant pressure regardless of flow• reducing pump speed during low use periods increases system efficiency TARGET AUDIENCE Who – Property Managers, Facilities Directors, Chief Engineers and Governmental Facilities Departments, Mechanical Contractors and VFD Pump Package suppliers. What – Apartments, Office Buildings, Hotels, Hospitals INCENTIVE & TARGETED ECONOMICS The offering of a prescribed \$80 per HP reduction and for booster pump system with VFD, add \$3,000 The incentive is targeted to achieve a 10 to 15% reduction in the system cost. All pump motors must meet NEMA Premium Efficiency standards.		

**Program
Description &
Implementation
Strategies Cont.**

5.1 Business Energy Efficiency Measures

5.1.4 High Efficiency Water Pumping

5.1.4.1 VFD Dom. Water Booster Packages – VFD

5.1.4.2 VFD Dom. Water Booster Packages – added HP Reduction

CUSTOMER QUALIFICATIONS

Booster Pump applications require pre-notification before equipment is purchased and installed.

- The new booster pump system's total horsepower must be equal to or less than that of the existing system.
- The system horsepower reduction must be between 0 to 129 hp. For projects with greater than 129hp, please contact the program
- Booster Pump applications do not apply to New Constructions.

APPLICATION PROCESS

The following will be completed and submitted for review

- Rebate Application
- Booster Pump Rebate Worksheet
- Manufacturer's specification sheets or Name Plate Information including:
- Manufacturer
- Model Number
- Serial Number
- Motor Size (nominal hp) – All pump motors must meet NEMA Premium Efficiency standards
- Pump Type
- Identify Pump with VFD or without VFD
- Existing System hp minus New System hp

COMPLEMENTARY PROGRAMS

- Customized Project Measures
- Central Plant Optimization Competition
- CEE Listed Premium Efficiency Motors

Program Category	5.1 Business Energy Efficiency Measures 5.1.4 High Efficiency Water Pumping 5.1.4.3 VFD Pool Pump Packages		
Projected Impacts	Demand	84	kW
	Energy	738,344	kWh
	Incentive Budget	\$ 122,500	(<1%)
	Cost per kWh	\$0.17	/kWh
	TRB	\$1,169,549	
Incentives	VFD Pool Pump Packages		
	Incentive/Unit	\$350	350 hp
Program Description & Implementation Strategies	<p>ENERGY REDUCTION OPPORTUNITY</p> <p>Pool pumps often run much longer than necessary. A variable speed commercial pool pump motor in place of a standard single speed motor can save energy and maintain a comfortable swimming pool temperature and chemical circulation by using a smaller, higher efficiency pump and by operating it less.</p> <p>TARGET AUDIENCE</p> <p>Who – Property Managers, Facilities Directors, Chief Engineers and Governmental Facilities Departments</p> <p>What – Commercial facilities with swimming pool.</p> <p>INCENTIVE & TARGETED ECONOMICS</p> <p>The offering of a prescribed \$350 per HP installed.</p> <p>CUSTOMER QUALIFICATIONS</p> <p>Existing single speed pool pump</p> <p>APPLICATION PROCESS</p> <p>The following will be completed and submitted for review</p> <ul style="list-style-type: none">• Rebate Application• VFD Pool Pump Rebate Worksheet• Manufacturer’s specification sheets• Name Plate - Manufacturer, Model Number, Serial Number• Motor Size–pump motors must meet NEMA Premium Efficiency• Pump Type• Proof of installation and purchase <p>COMPLEMENTARY PROGRAMS</p> <ul style="list-style-type: none">• Customized Project Measures• Central Plant Optimization Competition		

Program Category	5.1 Business Energy Efficiency Measures 5.1.5 High Efficiency Motors 5.1.5.1 CEE Premium Efficiency Motors		
Projected Impacts	Demand 10 kW Energy 58,329 kWh Incentive Budget \$ 10,800 (<1%) Cost per kWh \$0.185 /kWh TRB \$105,949		
Incentives		<u>Incentive</u> NEMA Premium Efficiency Motors \$6	<u>Unit</u> 1,800 HP
Program Description & Implementation Strategies	<p>ENERGY REDUCTION OPPORTUNITY There is an opportunity to save energy with motors designed to utilize less power for the same horsepower of work . Motors in many applications (Water pumping and air handing) have long opertational hours and are often out of sight and mind until they fail.</p> <p>When motors fail there is often an operational urgency to replace them at the lowest first-cost as the replacement was not budgeted.</p> <p>TARGET AUDIENCE Who – Property Managers, Mechanical & Electrical Contractors, Motor Repair/Rewind Shops, Motor Distributor and Supply houses</p> <p>What – All Commercial</p> <p>INCENTIVE & TARGETED ECONOMICS This year we will be transitioning to the new June 2011 CEE Premium Efficiency Specification. This is driven by the December 2010 implementation of the Energy Independence and Security Act of 2007 (EISA) requiring the vast majority of new electric motors to meet NEMA Premium Efficiency standards.</p> <p>The current \$6/hp incentive will be transformed with the intention to eliminate the cost premium for the listed CEE Premium efficiency motors.</p> <p>APPLICATION PROCESS 1. A contractor or customer submitted application and savings worksheet. <ul style="list-style-type: none"> Unit size, model, Unit location description Operational hours 2. A sample of sites will have post inspections</p> <p>COMPLEMENTARY PROGRAMS <ul style="list-style-type: none"> High Efficiency HVAC Central Plant Optimization Target Cost per kWh Request for Proposals </p>		

BEEM Cont.

Program Category	5.1 Business Energy Efficiency Measures 5.1.6 Commercial Industrial Processes – Summary of Programs		
Projected Impacts	Demand 61 kW Energy 303,041 kWh Incentive Budget \$ 82,500 (<1%) Cost per kWh \$0.272 /kWh TRB \$451,021		
Incentives	<u>Incentive</u>		<u>Unit</u>
	Waste Water	\$0.10 /kWh	50,000 kWh
	Compressed Air	\$0.10 /kWh	75,000 kWh
	Commercial Kitchen Equipment	\$0.28 /kWh	250,000 kWh



Program Category	5.1 Business Energy Efficiency Measures 5.1.6 Commercial Industrial Processes 5.1.6.1 - Waste Water Process Improvements			
Projected Impacts	Demand	8	kW	
	Energy	40,406	kWh	
	Incentive Budget	\$ 5,000	(<1%)	
	Cost per kWh	\$0.12	/kWh	
	TRB	\$77,346		
Incentives		<u>Incentive</u>	<u>Unit</u>	
	Waste Water Process Improvements	\$0.10	/kWh	50,000 kWh
Program Description & Implementation Strategies	ENERGY REDUCTION OPPORTUNITY			
	Wastewater facilities are 24/7 facilities that have specific technical requirements, high capital costs and long procurement process. This targeted program will hit the two highest energy consumers in the plants. Air Systems & UV Lighting through process improvements			
	TARGET AUDIENCE			
	Who – Waste Water Treatment Plant Operators			
	What – Private and Public Wastewater Treatment Plants			
	INCENTIVE & TARGETED ECONOMICS			
	TBD			
Program Description & Implementation Strategies	APPLICATION PROCESS			
	This program process will be develop by direct discussions with the effected customers.			
	COMPLEMENTARY PROGRAMS			
	<ul style="list-style-type: none">Target Cost per kWh Request for ProposalsAir Compressor Technologies and Operations			

BEEM Cont.

Program Category	5.1 Business Energy Efficiency Measures 5.1.6 Commercial Industrial Processes 5.1.6.2 - Air Compressor Technologies and Operations																						
Projected Impacts	<table border="0"> <tr> <td>Demand</td><td>12</td><td>kW</td><td></td></tr> <tr> <td>Energy</td><td>60,608</td><td>kWh</td><td></td></tr> <tr> <td>Incentive Budget</td><td>\$ 7,500</td><td>(<1%)</td><td></td></tr> <tr> <td>Cost per kWh</td><td>\$0.12</td><td>/kWh</td><td></td></tr> <tr> <td>TRB</td><td>\$86,233</td><td></td><td></td></tr> </table>			Demand	12	kW		Energy	60,608	kWh		Incentive Budget	\$ 7,500	(<1%)		Cost per kWh	\$0.12	/kWh		TRB	\$86,233		
Demand	12	kW																					
Energy	60,608	kWh																					
Incentive Budget	\$ 7,500	(<1%)																					
Cost per kWh	\$0.12	/kWh																					
TRB	\$86,233																						
Incentives	<table border="0"> <tr> <td></td><td><u>Incentive</u></td><td><u>Unit</u></td><td></td></tr> <tr> <td>Air Compressor Tech. and Ops.</td><td>\$0.10 /kWh</td><td>75,000</td><td>kWh</td></tr> </table>				<u>Incentive</u>	<u>Unit</u>		Air Compressor Tech. and Ops.	\$0.10 /kWh	75,000	kWh												
	<u>Incentive</u>	<u>Unit</u>																					
Air Compressor Tech. and Ops.	\$0.10 /kWh	75,000	kWh																				
Program Description & Implementation Strategies	<p>ENERGY REDUCTION OPPORTUNITY There are newer VFD rotary and screw air compressor systems that provide 25% to 30% savings.</p> <p>TARGET AUDIENCE Who – Industrial and Commercial facilities operators, Suppliers of Air Compressor technologies, mechanical contractors, mechanical engineers</p> <p>What – Process Air Compressor systems</p> <p>INCENTIVE & TARGETED ECONOMICS TBD</p> <p>APPLICATION PROCESS The program will develop a vendor driven program that will provide them direct incentives and the support of Hawaii Energy technology papers and sales call assistance.</p> <p>COMPLEMENTARY PROGRAMS</p> <ul style="list-style-type: none"> Target Cost per kWh Request for Proposals 																						

Program Category	5.1 Business Energy Efficiency Measures 5.1.6 Commercial Industrial Processes 5.1.6.3 - Commercial Kitchen Equipment		
Projected Impacts	Demand Energy Incentive Budget Cost per kWh TRB	40 202,028 \$ 70,000 \$0.35 \$287,442	kW kWh (<1%) /kWh
Incentives	Commercial Kitchen Equipment	<u>Incentive</u> \$0.28 /kWh	<u>Unit</u> 250,000 kWh
Program Description & Implementation Strategies	<p>ENERGY REDUCTION OPPORTUNITY This program will start with direct installation of variable exhaust ventilation systems that adjust to the cooking exhaust loads.</p> <p>TARGET AUDIENCE Who – Restaurants and commercial kitchens</p> <p>What – Commercial Kitchen Equipment</p> <p>INCENTIVE & TARGETED ECONOMICS TBD</p> <p>APPLICATION PROCESS. This program will be implemented through specialty contractors on a dollar per kWh capture basis.</p> <p>The program will also develop vendor driven program that will provide them direct incentives and the support of Hawaii Energy technology papers and sales call assistance.</p> <p>COMPLEMENTARY PROGRAMS</p> <ul style="list-style-type: none"> Target Cost per kWh Request for Proposals 		

BEEM Cont.

Program Category	5.1 Business Energy Efficiency Measures 5.1.7 Building Envelope Improvements		
Projected Impacts	Demand	81 kW	
	Energy	395,974 kWh	
	Incentive Budget	\$ 100,000 (1%)	
	Cost per kWh	\$0.253 /kWh	
	TRB	\$567,995	
Incentives		<u>Incentive</u>	<u>Unit</u>
	Window Tinting	\$1/sq.ft.	50,000 sq.ft.
	Cool Roof Technologies	\$1/sq.ft	50,000 sq.ft.



Program Category	5.1 Business Energy Efficiency Measures 5.1.7 Building Envelope Improvements 5.1.7.1 Window Tinting		
Projected Impacts	Demand 40 kW Energy 355,568 kWh Incentive Budget \$ 50,000 (<1%) Cost per kWh \$0.14 /kWh TRB \$418,335		
Incentives	<div> <div></div> <div>Window Tinting</div> </div>	<div> <div><u>Incentive</u></div> <div>\$1/sq.ft.</div> </div>	<div> <div><u>Unit</u></div> <div>50,000 sq.ft.</div> </div>
Program Description & Implementation Strategies	<p>ENERGY REDUCTION OPPORTUNITY Window tinting can save energy by reducing the heat gain through windows as well as preventing lowering of temperature set points by occupants near the windows. Modern tints can provide the rejection of infrared energy while not blocking visible light. This expands the tinting opportunities in view sensitive locations such as hotel and office buildings.</p> <p>TARGET AUDIENCE Who – AOA's, Property Managers, Private and Public Facilities Directors. Window Tinting Companies</p> <p>What – Hotel, Office, Condominium and Apartments & Government housing.</p> <p>INCENTIVE & TARGETED ECONOMICS The offering of a \$1 / sq. ft. prescriptive incentive based on the film's Solar Heat Gain Coefficient (SHGC) < 0.34.</p> <ul style="list-style-type: none"> • <i>Warranty</i> – Film must have a minimum five-year manufacturer's warranty and one-year installer's warranty • <i>Conditioned Space</i> – Rebates shall be paid on actual square footage of glass in a conditioned space on the east, west, and south facing windows. • <i>Eligible Types</i> – Windows may be clear or factory tinted, single or double pane, but must not have reflected glass. All orientations are eligible. • <i>Unshaded</i> – Windows significantly shaded by buildings, trees or awnings are not eligible for rebates. • <i>Replacement Film</i> – Replacement of deteriorated window film is eligible for 50% of the rebate if the customer did not receive a rebate for the existing film. <p>This incentive is targeted to provide a 25% cost reduction for the installation.</p>		

**Program
Description &
Implementation
Strategies Cont.**

5.1 Business Energy Efficiency Measures
5.1.7 Building Envelope Improvements
5.1.7.1 Window Tinting

APPLICATION PROCESS

1. A prescriptive worksheet will be completed and submitted for review
 - Square footage of tinting
 - HVAC system Information
 - Site Layout
 - Exterior Photo of the south, east and west of the facility
2. Manufacturer specification sheets.
3. A request for a manufacturer's energy savings model run based on the location specific site conditions.
4. All sites will have pre/post inspections

COMPLEMENTARY PROGRAMS

- High Efficiency HVAC Measures
- Central Plant Optimization

Program Category	5.1 Business Energy Efficiency Measures 5.1.7 Building Envelope Improvements 5.1.7.1 Cool Roof Technologies		
Projected Impacts	Demand 40 kW Energy 40,406 kWh Incentive Budget \$ 50,000 (<1%) Cost per kWh \$1.24 /kWh TRB \$149,660		
Incentives		<u>Incentive</u> Cool Roof Technologies \$1/sq.ft	<u>Unit</u> 50,000 sq.ft.
Program Description & Implementation Strategies	<p>ENERGY REDUCTION OPPORTUNITY Cool Roofs increase the reflectivity of the roof and reduce cooling loads by either the reflective white or silver color and/or by “stealth” technologies such as ceramic and titanium oxide particles embedded in the material. The cool roof technologies allow a wide range of roof colors.</p> <p>TARGET AUDIENCE Who – AOAOs, Property Managers, Private and Public Facilities Directors. Roofing Companies, Architects</p> <p>What – All Commercial Facilities</p> <p>INCENTIVE & TARGETED ECONOMICS The offering of a \$1 / sq. ft. prescriptive incentive based on Energy Star Qualified roofing products.</p> <ul style="list-style-type: none"> • <i>Warranty</i> – Roof must have a minimum fifteen-year manufacturer’s warranty and one-year installer’s warranty • <i>Conditioned Space</i> – Rebates shall be paid on actual square footage of roof covering a conditioned space. • <i>Unshaded</i> – Roofs significantly shaded by buildings, trees or awnings are not eligible for rebates. <p>This is targeted to incentive will provide a 25% of the incremental cost of moving from standard to Energy Star roofing materials.</p>		

**Program
Description &
Implementation
Strategies Cont.**

5.1 Business Energy Efficiency Measures
5.1.7 Building Envelope Improvements
5.1.7.1 Cool Roof Technologies

APPLICATION PROCESS

1. A prescriptive worksheet will be completed and submitted for review
 - Square footage of Roofing
 - HVAC system Information
 - Site Layout
2. Manufacturer specification sheets.
3. A request for a manufacturer's energy savings model run based on the location specific site conditions.
4. All sites will have pre/post inspections

COMPLEMENTARY PROGRAMS

- High Efficiency HVAC Measures
- Central Plant Optimization
- Window Tinting

Program Category	5.1 Business Energy Efficiency Measures 5.1.8 Energy Star Business Equipment 5.1.8.1 Energy Star Refrigerators w/Recycling		
Projected Impacts	Demand 21 kW Energy 498,200 kWh Incentive Budget \$ 93,750 (<1%) Cost per kWh \$0.188 /kWh TRB \$619,692		
Incentives		<u>Incentive</u> Energy Star Refrigerators w/Recycling \$125/unit	<u>Unit</u> 750 units
Program Description & Implementation Strategies	<p>ENERGY REDUCTION OPPORTUNITY There is a 32 to 62% energy reduction opportunity in the replacement of the “old” office refrigerator with a modern Energy Star model.</p> <p>TARGET AUDIENCE Who – Property Managers, Executive Level Company Officers</p> <p>What – All Commercial</p> <p>INCENTIVE & TARGETED ECONOMICS The offering of a \$125 incentive for Energy Star units bought and delivered by participating retailers.</p> <p>This incentive is a 10 to 25% reduction in the cost of a new Energy Star model.</p> <p>APPLICATION PROCESS 3. A retailer submitted application and recycling verification worksheet. <ul style="list-style-type: none"> Unit size, model, Confirmation of Pickup and Recycling. Unit location description 4. A sample of sites will have post inspections</p> <p>COMPLEMENTARY PROGRAMS <ul style="list-style-type: none"> High Efficiency HVAC and Lighting Measures </p>		

BEEM Cont.

Program Category	5.1 Business Energy Efficiency Measures 5.1.9 Energy Awareness, Measurement and Control Systems			
Projected Impacts	Demand	121	kW	
	Energy	884,072	kWh	
	Incentive Budget	\$ 187,500	(1%)	
	Cost per kWh	\$0.212	/kWh	
	TRB	\$917,566		
Incentives		<u>Incentive</u>	<u>Unit</u>	
	Condominium Submetering	\$150	1,000	units metered
	Small Business Submetering	\$150	250	units metered

Program Category	5.1 Business Energy Efficiency Measures 5.1.9 Energy Awareness, Measurement and Control Systems 5.1.9.1 Condominium Submetering		
Projected Impacts	Demand 105 kW Energy 762,856 kWh Incentive Budget \$ 150,000 (1%) Cost per kWh \$0.2 /kWh TRB \$792,844		
Incentives		<u>Incentive</u> \$150	<u>Unit</u> 1,000 units metered
Program Description & Implementation Strategies	Condominium Submetering <ul style="list-style-type: none"> • Association of Apartment Owners (AOAO) ongoing efforts to reduce energy consumption and support the current submetering proposal as one that will insure both fairness in allocating energy costs as well as encouraging energy conservation through direct feedback of personal energy use to the tenants. • Combining the submetering program with education and audits as proposed will complete developing the tenant's newfound desire for energy conservation with the how to achieve it. • \$150 per unit metered, payable to the AOAO for distribution to owners on a percentage of ownership basis to comply with condo regulations. • The payment of the incentive will be based on AOAO securing the approval, installing and utilizing the submeters for billing purposes as well as participating in the actions proposed below. • It is expected there will be at least 10% reduction in energy use, however, there is no minimum reduction in electrical use to be required by AOAO to retain the incentive. • We do require that the system remain in place and billing to occur for a period of at least five years or a pro-rated portion of the incentive will be recovered by Hawaii Energy. • A joint educational and monitoring program will be undertaken with AOAO to assist in the verification of savings and development of an ongoing energy incentive offering for other condominiums in Hawaii. 		

**Program
Description &
Implementation
Strategies** Cont.

5.1 Business Energy Efficiency Measures

5.1.9 Energy Awareness, Measurement and Control Systems

5.1.9.1 Condominium Submetering

- Components of the Pilot Program:
 - Physical verification review of meters serving the building.
 - AOA to provide two months of individual data collection after meter installation when providing tenants with mock billing data prior to actual billing.
 - Tenant participation in paper Energy Audit survey.
 - Identification of top and bottom 5 energy users. Hawaii Energy will perform on-site energy audits that may include metering of AC and Appliances.
 - AOA to host Tenant Energy Education meetings presented by Hawaii Energy (Second month of mock billing).
 - CFL Special Purchase program in second month of mock billings (details to be determined).
 - Smart Strip Special Purchase program in second month of mock billings (details to be determined).
 - Energy Star Appliance Special Purchase program (details to be determined).
 - AOA to provide building and/or unit domestic water usage information.
 - Building to perform solicitation of Common area lighting audit/proposal with Hawaii energy assistance.
 - Building to perform solicitation of Central Air Conditioning / Condenser water system audit/proposal with Hawaii energy assistance.
 - Building to perform solicitation for Domestic Water Pumping review audit/proposal with Hawaii Energy assistance.
 - Building to perform solicitation for Domestic Water Heating review audit/proposal with Hawaii Energy assistance.

Program Category	5.1 Business Energy Efficiency Measures 5.1.9 Energy Awareness, Measurement and Control Systems 5.1.9.2 Small Business Submetering			
Projected Impacts	Demand	16	kW	
	Energy	121,217	kWh	
	Incentive Budget	\$ 37,500	(<1%)	
	Cost per kWh	\$0.31	/kWh	
	TRB	\$124,721		
Incentives		<u>Incentive</u>	<u>Unit</u>	
	Small Business Submetering	\$150	250	units metered
Program Description & Implementation Strategies	Small Business Submetering <ul style="list-style-type: none"> • Small Businesses ongoing efforts to reduce energy consumption and support the current submetering proposal as one that will insure both fairness in allocating energy costs as well as encouraging energy conservation through direct feedback of business energy use to the tenants. • Combining the submetering program with education and audits as proposed will complete developing the tenant's newfound desire for energy conservation with the how to achieve it. • \$150 per unit metered, payable to the owner or small business • The payment of the incentive will be based on owner installing and utilizing the submeters for billing purposes as well as participating in the actions proposed below. • It is expected there will be at least 10% reduction in energy use, however, there is no minimum reduction in electrical use to be required by owner to retain the incentive. • We do require that the system remain in place and billing to occur for a period of at least five years or a pro-rated portion of the incentive will be recovered by Hawaii Energy. • A joint educational and monitoring program will be undertaken with owner to assist in the verification of savings and development of an ongoing energy incentive offering for other condominiums in Hawaii. • This will be a pilot program subject to review and approval of how savings will be determined. Savings methodology to be included in the TRM for 2011 Programs. 			

CBEEM

Program Category	5.2 Custom Business Energy Efficiency Measures Customized Programs Overview		
Projected Impacts	Demand	1,058 kW	
	Energy	4,302,057 kWh	
	Incentive Budget	\$1,459,833 (7%)	
	Cost per kWh	\$0.339 /kWh	
	TRB	\$6,685,466	
Incentives	This program provides for incentives for all energy-savings actions that are not already covered by the prescribed incentives. Custom incentives will not be limited to a certain list of measures.		
		Incentive	Units
	Customized Project Measures	\$.12	2,123,601 kWh
	Customized Project Measures – ARRA	\$.40	2,450,002 kWh
	Target Cost Request for Proposals	\$.30	750.000 kWh



Program Category	5.2 Custom Business Energy Efficiency Measures 5.2.1 Customized Project Measures 5.2.1.1 Customized Project Measures		
Projected Impacts	Demand 343 kW Energy 1,716,104 kWh Incentive Budget \$254,832 (1%) Cost per kWh \$0.15 /kWh TRB \$2,441,651		
Incentives	Customized Project Measures	<u>Incentive</u> \$0.12	<u>Units</u> 2,123,601 kWh
Market Barriers	<ul style="list-style-type: none"> • Risk Avoidance • Market acceptance of new technologies • Lack of familiarity with availability of energy efficient technology • High initial up-front cost • Life Cycle Cost vs. Simple Payback decision analysis • Need for a cash positive investment • Access to and/or understanding of financial options • Lack of knowledge of operation and maintenance of technologies 		
Program Description & Implementation Strategies	Customized Application Process This program will provide a custom application and granting process for participants to receive incentives for installing non-standard energy efficiency technologies. The intent of this structure is to enable customers to invest in energy efficiency processes and technology measures that may require calculations of energy savings for specific, unique applications. Incentive awards will be based on calculated savings that ensure program cost-effectiveness. The process includes: <ul style="list-style-type: none"> • Program performs outreach and promotions to inform customers of incentive opportunities • Customer learns about the program offerings through various channels • Customer may call the program to request assistance. Customer or his agent must submit a brief proposal that describes the project and includes estimates of energy savings and payback		

**Program
Description &
Implementation
Strategies**

- Engineering calculations are required and may be reviewed either internally or with a third-party engineering firm
- Program provide feedback on the project to clarify if needed
- Program provides pre-inspection and/or arranges for pre-metering of existing equipment if required
- Customers select and approve purchase and installation of energy efficiency measures

Customized Project Criteria

- Payback of greater than one year or 6 months for LED projects.
- Pass the utility benefit-cost test, Total Resource Cost Ratio (TRC) based on the value of the Utility avoided demand (kW) and avoided energy (kWh) that the project produces
- Incentive rate will not exceed the 50 percent of incremental cost of the energy efficiency improvement

Customized Worksheet of Decision Criteria

We listened to feedback that the prior customized application process was mysterious and subjective.

A customized worksheet was developed and implemented in PY2009 that incorporates all the information required to screen the project:

- Base case and enhanced case scenarios
- Project savings
- Project costs

The worksheet calculates and we are able to screen based on the following:

- Simple Payback (>1 year or 6 months or greater for LED projects)
- Incentive Amount (<=50% of incremental cost)
- Total Resource Cost Ratio(>=1)

Encouraged technology categories

- Fresh Water Pumping
- Waste Water Pumping
- Data Centers - Airflow Optimization
- Data Centers - Server Virtualization and Related Technologies
- Parking Garages - Perimeter Dimming
- Parking Ventilation Control
- Demand Control Ventilation (CO2 Sensors in return airstream)
- LED Refrigeration Case Lighting
- LED Interior Lights
- LED Traffic Lights and Exterior Lighting
- Advanced Energy Management Controls
- Variable Refrigerant Flow Air Conditioning
- High Performance Commercial Lighting
- Bi-Level Stairwell and Parking Garage Lighting
- EC Motors and Controllers

Key Changes**Tiered Incentives by Payback**

- Projects that have longer life measures often have longer paybacks that businesses have a harder time winning approval for. These projects can be pushed into reality by offering increases in the incentive levels in order to enhance feasibility and get them to a point where the customers will implement them.

Energy Efficiency with Day Peak Demand Reduction Incentive

- Office buildings often have the ability to reduce their day time peak demand through energy projects however the existing Customized programs did not recognize the value of this demand reduction.
- This day peak demand is often met with the least efficient generational sources and if lowered could result in a higher system load factor and reduced fossil fuel consumption.
- We propose that customized projects should be given the ability to claim demand credit during the Utility's day peaks between 12 p.m. and 2 p.m.
- Reducing load and energy consumption at this daily peak period reduces the fuel consumption of the least efficient generators "peaker" units.

<i>Measure Life</i>	<i>Reduction in Energy use Incentive</i>	<i>Evening Peak Demand Incentive</i>	<i>Day Peak Demand Incentive</i>
		<i>5 to 9 p.m.</i>	<i>12 to 2 p.m.</i>
≤ 5 years	\$0.05 /kWh	\$125 / kW	\$100 / kW
> 5 years	\$0.08 /kWh	\$125 / kW	\$100 / kW

Marketing Strategies

- Offer program ally custom incentive training and workshops to ensure program allies are comfortable with utilizing all aspects of the custom incentive program to sell more energy-efficient options to their respective customers
- Maintain direct contact with key market players to understand the markets and decision points and to leverage their marketing resources to inform members
- Email informational campaigns
- Award and publish success of customer and ally partners to demonstrate highest level leadership in an effort to pull the market

Program Category	5.2 Custom Business Energy Efficiency Measures 5.2.1 Customized Project Measures 5.2.1.2 Customized Project Measures - ARRA																														
Projected Impacts	Demand	594 kW																													
	Energy	1,979,871 kWh																													
	Incentive Budget	\$980,001 (5%)																													
	Cost per kWh	\$0.49 /kWh																													
	TRB	\$3,381,488																													
Incentives		<u>Incentive</u>	<u>Units</u>																												
	Customized Project Measures – ARRA	\$0.40	2,450,002 kWh																												
Program Description & Implementation Strategies	<p>ENERGY REDUCTION OPPORTUNITY</p> <p>The purpose of this program is to invest in energy efficiency projects that would not have been implemented.</p> <p>This measure utilizes the use of government stimulus funds from the American Recovery and Reinvestment Act (ARRA) to augment and enhance the existing custom program to provide incentives up to a total of 25% of the cost to purchase and install customized energy efficiency measures.</p> <p>TARGET AUDIENCE</p> <p>Who – Government and Non-Profit organizations</p> <p>What – Government and Non-Profit facilities</p> <p>INCENTIVE & TARGETED ECONOMICS</p> <table><thead><tr><th>Measure Life</th><th>Reduction in Energy Use Incentive</th><th>Evening Peak Demand Reduction (5:00 p.m. to 9:00 p.m. weekdays)</th><th>Day Peak Demand Reduction (12:00 p.m. to 2:00 p.m. weekdays)</th></tr></thead><tbody><tr><td>< 5 years</td><td>\$0.05 /kWh</td><td>\$125 / kW</td><td>*\$100 / kW</td></tr><tr><td>> 5 years</td><td>\$0.08 /kWh</td><td>\$125 /kW</td><td>*\$100 /kW</td></tr><tr><td colspan="4">* HVAC application only</td></tr></tbody></table> <table><thead><tr><th>Incentive Program</th><th>Incentive Amount</th><th>% of Total Project Cost</th></tr></thead><tbody><tr><td>Custom (PBF)</td><td></td><td></td></tr><tr><td>Supplemental Custom (ARRA)</td><td></td><td></td></tr><tr><td>Total</td><td></td><td>25%</td></tr></tbody></table>			Measure Life	Reduction in Energy Use Incentive	Evening Peak Demand Reduction (5:00 p.m. to 9:00 p.m. weekdays)	Day Peak Demand Reduction (12:00 p.m. to 2:00 p.m. weekdays)	< 5 years	\$0.05 /kWh	\$125 / kW	*\$100 / kW	> 5 years	\$0.08 /kWh	\$125 /kW	*\$100 /kW	* HVAC application only				Incentive Program	Incentive Amount	% of Total Project Cost	Custom (PBF)			Supplemental Custom (ARRA)			Total		25%
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Supplemental Custom (ARRA)																															
Total		25%																													

**Program
Description &
Implementation
Strategies Cont.**

CUSTOMER QUALIFICATIONS

- Program approval is required prior to the start of work
- Total Resource Cost Ratio (≥ 1)
- Incremental simple payback greater than 1 year or six months for LED projects
- Total project cost must exceed \$60,000

APPLICATION PROCESS

- Initial meeting and qualification is required
- Customer or his agent must submit a brief proposal that describes the project and includes estimates of energy savings and payback
- Submit completed application and Custom ARRA Rebate Work sheet.
- Applicant to provide supporting information and documentation which can include the following:
 - Layouts
 - Energy Models
 - Drawings
 - Technical attachments
 - Vendor literature

COMPLEMENTARY PROGRAMS

- Customized Project Measures

Program Category	5.2 Custom Business Energy Efficiency Measures 5.2.1 Customized Project Measures 5.2.1.2 Target Cost Request for Proposals		
Projected Impacts	Demand	121	kW
	Energy	606,083	kWh
	Incentive Budget	\$225,000	(1%)
	Cost per kWh	\$0.37	/kWh
	TRB	\$862,327	
Incentives		<u>Incentive</u>	<u>Units</u>
	Target Cost Request for Proposals	\$0.30	750,000 kWh
Program Description & Implementation Strategies	Target Cost per KWh Request for Proposals The program will provide an open opportunity for achieving energy efficiency by developing cost-effective projects that focus on high energy consumption businesses. The program will be a formal call for projects that meet a total dollar per kWh savings target and allow the market to be creative in how to get there. The projects will use utility metered data and if needed, will be submetered to insure savings performance.		

BESM

Program Category	5.3 Business Energy Services & Maintenance BESM Program Overview		
Projected Impacts	Demand	900 kW	
	Energy	4,934,320 kWh	
	Incentive Budget	\$3,027,000 (21%)	
	Cost per kWh	\$0.613 /kWh	
	TRB	\$3,823,692	
Incentives		<u>Incentive</u>	<u>Units</u>
	5.3.1 Business Direct Installation		
	Small Business Direct Lighting Retrofits	\$0.52	850,000 kWh
	5.3.2 Business Design, Audits & Commissioning		
	Central Plant Performance Competition	\$0.65	1,200,000 kWh
	Building Engineer Challenge	\$0.25	350,000 kWh
	Cooling Tower Optimization	\$0.15	250,000 kWh
	Decision Maker – Real-Time Submeters	\$3,500	50 groups
	Package & Split Annual tune-up	\$50	2,600 Tons
	Energy Study Assistance	\$15,000	18Studies
	Design Assistance	\$15,000	5 Studies
	Energy Project Catalyst	\$0.80	350,000 kWh
	Technology & Project Demonstration	\$1.00	750,000 kWh

Program Category	5.3 Business Energy Services & Maintenance 5.3.1 Business Direct Installation 5.3.1.1 Small Business Direct Lighting Retrofits																	
Target Market	<p>Small Business Customers receiving electric power under a Schedule “G” rate are eligible under this program.</p> <p>Small customers similar to Schedule “G” customers that are under master-metered accounts would also be eligible.</p> <p>The program will target the 50,000 customers within the small business market that have limited time and expertise within their organizations to research lighting technology options, obtain financing and contract with lighting contractors to replace their older less efficient lighting tehnologies.</p>		<table><tr><th colspan="2">Schedule "G" Customers</th></tr><tr><td>Oahu</td><td>29,117</td></tr><tr><td>Big Island</td><td>12,614</td></tr><tr><td>Maui</td><td>8,503</td></tr><tr><td>Lanai</td><td>194</td></tr><tr><td>Molokai</td><td>498</td></tr><tr><td>Totals</td><td>50,926</td></tr></table>	Schedule "G" Customers		Oahu	29,117	Big Island	12,614	Maui	8,503	Lanai	194	Molokai	498	Totals	50,926	
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	Incentive	Units																
Small Business Direct Lighting Retrofits	\$.52	850,000 kWh																

Technologies

- Small Business Lighting Retrofit providing a “Turnkey” program consisting of audits, fixed pricing, installation by participating Hawaii Energy Participating contractors and 4 month financing of lighting retrofits.
- The following lighting technology changes will be allowed under this

Existing Technology		New Technology	
8 foot	1 lamp F96	4 foot	2 lamp F25/28 N
8 foot	2 lamp F96	4 foot	2 lamp F25/28 H
8 foot	2 lamp F96 HO	4 foot	2 lamp F25/28 N, Reflct.
8 foot	2 lamp F96 HO	4 foot	4 lamp F25/28 N
4 foot	4 lamp F40 / F32	4 foot	2 lamp F25/28 N, Reflct.
4 foot	3 lamp F40 / F32	4 foot	2 lamp F25/28 N, Reflct.
4 foot	2 lamp F40 / F32	4 foot	2 lamp F25/28 N
4 foot	1 lamp F40 / F32	4 foot	1 lamp F25/28 N
4 foot U-Bend	2 lamp FB40	2 foot	2 lamp F17 N
4 foot U-Bend	2 lamp FB40	2 foot	2 lamp F17 L, Reflector
100 Watt Incandescent		23 Watt	CFL
75 Watt Incandescent		19 Watt	CFL
60 Watt Incandescent		13 Watt	CFL
MR16		10 Watt	LED
40W Incandescent Exit Signs		2 Watt	LED Exit Signs
4 foot	1 F40 lamp	4 foot	LED

measure.

Market Barriers

- Trust in equipment vendors/contractors
- Lack of familiarity with energy efficient lighting technologies
- Inability to obtain project financing
- Lack of time and expertise to seek and select lighting contractors
- Life Cycle Cost vs. Simple Payback decision analysis

BESM Cont.

Program Description & Implementation Strategies	<ul style="list-style-type: none">• Provide complete process to provide direct installation of lighting retrofits for small business customers.• Participating Hawaii Energy Participating contractors will offer four month payment plans for the lighting retrofits• Use of workforce development groups and grass roots volunteer organizations to generate leads and perform initial audits to lower cost of sales for Lighting contractors• Quick Inventory worksheet to ID potential targeting for future mechanical measures (AC/Water heating)• Incentive measures included:<ul style="list-style-type: none">○ 4 foot T12 to Low Wattage T8○ 4 foot T12 delamping○ 8 foot T12 to 4 foot Low Wattage T8○ LED Case Lighting○ CFLs○ Exit Signs• 25% bonus over standard lighting incentives.
Marketing Strategies	<ul style="list-style-type: none">• Direct contact with participating lighting contractors• Direct contact with Small Business Administration• Direct contact and printed materials to Property Management groups• Door-to-Door contact through Grassroots Action Groups• Utility Bill Newsletter Article• Website listing of participating lighting contractors

Program Category	5.3 Business Energy Services & Maintenance 5.3.2 Business Design, Audits and Commissioning 5.3.2.1 Central Plant Optimization Competition		
Projected Impacts	Demand	194	kW
	Energy	969,732	kWh
	Incentive Budget	\$ 780,000	(7%)
	Cost per kWh	\$0.80	/kWh
	TRB	\$758,297	
Incentives	<div><div></div><div><div>Incentive</div><div>Unit</div></div></div>		
	Central Plant Optimization Competition \$0.65/kWh 1,200,000 kWh		
	Incentive	Amount	Responsibilities
	Systems Commissioning Program	50% incentive up to \$0.20 per sq. ft.	<ul style="list-style-type: none">Preliminary Systems ReviewMetering & Commissioning PlanDevelopment of Sequence of OperationsRecommended Operational ImprovementsRecommended System UpgradesMaintenance and Operations PlanOperational TrainingOwner commitment to implement recommendations and participate in the Optimization Competition
	Metering System	100% incentive for approved metering equipment and data collection systems	<ul style="list-style-type: none">Access to performance data for five years.Owner commitment to perform operational and system upgrade recommendations with less than 2 year paybacks up to the cost of the metering incentive within two years or forfeit metering incentive
	Energy Reduction	\$0.10 per kWh saved for one year	<ul style="list-style-type: none">50% upon implementation25% for performance at sixth month25% for performance at one year
Program Description & Implementation Strategies	<div>1. Develop criteria for plant efficiency measurement to determine Top 10 Central Plants in Hawaii Competition based on:<ul style="list-style-type: none">Requirement for permanent monitoring equipment installed and recorded.Points for Retro-Commissioning Report in Hawaii Energy FormatPoints for Lowest kW/Ton Chilled Water delivered.Points for allowing Hawaii Energy access to EMCS data.Completeness and equipment level detail of Input Data (Flows, approach temperatures, pump curve etc.)</div>		

BESM Cont.

Program Description & Implementation Strategies Cont.	<ul style="list-style-type: none">• Work with ASHRAE and PAMCA Hawaii to develop training seminars and promote program with their members• Determine cost of critical performance metering such as plant BTU, Delta T across AHUs, air and water distribution pressures, power metering• Develop worksheets for the typical costs to install• Work with mechanical contractors to provide package deals to participants• Incentive payments will be made based on actual savings resulting from the pre and post actions.• Provide peer groups with Customized Hawaii specific Energy Use Intensity reports based on the data collected; these comparisons show their usage in comparison to their peers currently on an entire facility basis, Central Plant and as the program progresses we will disaggregate the comparisons down to the individual technologies• Prizes for encouragement (service and commissioning tools)• Promotion of Property Management Companies, Chief Engineers, Consultants, and Service Contractors
Marketing Strategies	<ul style="list-style-type: none">• Direct contact with Mechanical Services companies, chief engineers, property managers and manufacturers representatives,• Collaborate with Service and Industry Trade Organizations• Award and publish success of customer and ally partners to demonstrate highest level leadership

Program Category	5.3 Business Energy Services & Maintenance 5.3.2 Business Design, Audits and Commissioning 5.3.2.2 Building Engineer Challenge		
Projected Impacts	Demand 57 kW Energy 282,839 kWh Incentive Budget \$ 87,500 (<1%) Cost per kWh \$0.31 /kWh TRB \$91,523		
Incentives		<u>Incentive</u> Building Engineer Challenge \$0.25/kWh	<u>Units</u> 350,000 kWh
Program Description & Implementation Strategies	<p>Building Engineer Challenge</p> <p>This is an extension of the Central Plant Optimization program.</p> <p>The program will provide a challenge for building engineers to bring in proposed projects that meet cost per kWh cost criteria and the PBFA will provide the incentives.</p> <p>The intention is to identify projects that the Building Engineers know will work but never get funded through the traditional processes within their systems.</p>		

Program Category	5.3 Business Energy Services & Maintenance 5.3.2 Business Design, Audits and Commissioning 5.3.2.3 Cooling Tower Optimization		
Projected Impacts	Demand	40	kW
	Energy	202,028	kWh
	Incentive Budget	\$ 37,500	(<1%)
	Cost per kWh	\$0.19	/kWh
	TRB	\$32,635	
Incentives		<u>Incentive</u>	<u>Units</u>
	Cooling Tower Optimization	\$0.15/kWh	250,000 kWh
Program Description & Implementation Strategies	Cooling Tower Optimization <p>This program will bring together the water and energy savings potential of cooling towers.</p> <p>The water treatment processes drive both water consumption and the persistence of energy savings by keeping the heat exchange processes in the chillers and in the tower itself at optimum levels.</p> <p>The program will work with the local water departments, water treatment companies and mechanical service contractors to drive the program.</p>		

Program Category	5.3 Business Energy Services & Maintenance 5.3.2 Business Design, Audits and Commissioning 5.3.2.4 Decision Maker – Real-Time Submeters		
Projected Impacts	Demand 0 kW Energy 202,028 kWh Incentive Budget \$ 175,000 (4%) Cost per kWh \$0.87 /kWh TRB \$20,286		
Incentives		<u>Incentive</u> Decision Maker – Real-Time Submeters \$3,500/group	<u>Units</u> 50 Groups
Program Description & Implementation Strategies	<p>ENERGY REDUCTION OPPORTUNITY There are individuals within business organization who have influence over large numbers of employees whose behavior within the work environment drive unnecessary energy consumption. Examples can be leaving on lights, additional electronic equipment, and items such as foot heaters and additional fans that mask larger energy efficiency issues etc.</p> <p>This will be a pilot program subject to review and approval of how savings will be determined. Savings methodology to be included in the TRM for 2011 Programs.</p> <p>TARGET AUDIENCE Who – Property Managers, Executive Level Company Officers What – All Commercial</p> <p>INCENTIVE & TARGETED ECONOMICS The offering of the direct installation or materials with in-house installation of web-based electrical metering. This metering will be monitored by decision makers within the organization to identify usage patterns and be the basis of peer group competitions within the organization.</p> <p>APPLICATION PROCESS An MOU will be developed with the customer that will outline the purpose and process of setting up education and peer group competitions within their businesses.</p> <p>COMPLEMENTARY PROGRAMS</p> <ul style="list-style-type: none"> • High Efficiency HVAC • High Efficiency Lighting Measures 		

Program Category	5.3 Business Energy Services & Maintenance 5.3.2 Business Design, Audits and Commissioning 5.3.2.5 Package and Split Annual Tune Up		
Projected Impacts	Demand 294 kW Energy 1,701,880 kWh Incentive Budget \$ 130,000 (1%) Cost per kWh \$0.08 /kWh TRB \$260,790		
Incentives		<u>Incentive</u> Package and Split Annual Tune Up \$50 /ton	<u>Units</u> 2,600 tons
Program Description & Implementation Strategies	Package & Split System Annual Tune-up <ul style="list-style-type: none"> • Demonstrate the benefits of tune-ups • Educate customer on savings potential • Utilize the Participating contractors to contact the customers and have them arrange for the service work. • Participating contractors will use the Hawaii Energy PTAC / Split AC Maintenance Checklist to inspect and perform the pre and post conditions of their maintenance work • Participating Hawaii Energy's invoice must show that checklist requirements have been met and signed by the servicing technician • Customers can have 2 incentives per location annually 		

BESM Cont.

Program Category	5.3 Business Energy Services & Maintenance 5.3.2 Business Design, Audits and Commissioning 5.3.2.5 Energy Study Assistance		
Projected Impacts	Demand 0 kW Energy 0 kWh Incentive Budget \$ 270,000 (4%) Cost per kWh n/a TRB n/a		
Incentives		<u>Incentive</u> Energy Study Assistance \$15,000/study	<u>Units</u> 18 studies
Program Description & Implementation Strategies	Energy Study Assistance <ul style="list-style-type: none"> • 50% match up to \$15,000 • Load / Existing Performance Measurements • Modeling new systems • Actionable recommendations 		



Program Category	5.3 Business Energy Services & Maintenance 5.3.2 Business Design, Audits and Commissioning 5.3.2.6 Design Assistance		
Projected Impacts	Demand	0	kW
	Energy	0	kWh
	Incentive Budget	\$ 75,000	(1%)
	Cost per kWh	n/a	
	TRB	n/a	
Incentives		<u>Incentive</u>	<u>Units</u>
	Energy Study Assistance	\$15,000/study	5 studies
Program Description & Implementation Strategies	Design Assistance <ul style="list-style-type: none"> • 50% matching up to \$15,000 for projects exceeding code requirements • Meet targeted energy efficiency levels • Actionable recommendations 		
Marketing Strategies	<ul style="list-style-type: none"> • Direct interaction with potential customers, mechanical engineers and HAWAII ENERGY • Promote measure information on the website • Promote successful projects in the media and events 		

Program Category	5.3 Business Energy Services & Maintenance 5.3.2 Business Design, Audits and Commissioning 5.3.2.7 Energy Project Catalyst		
Projected Impacts	Demand	57	kW
	Energy	282,839	kWh
	Incentive Budget	\$ 280,000	(1%)
	Cost per kWh	\$0.81	/kWh
	TRB	\$299,647	
Incentives		<u>Incentive</u>	<u>Units</u>
	Energy Project Catalyst	\$0.80/kWh	350,000 kWh
Program Description & Implementation Strategies	Energy Project Catalyst The objective of the catalyst program is to accelerate stalled high impact energy efficiency projects from an idea to reality as follows: <ul style="list-style-type: none"> • <i>Full Cost Incentives</i> - Provide a 100% cost incentive to proposals that fulfill program needs • <i>Commitment to Implement</i> - Recipients must commit to implementing all projects with less than a 1 year payback including incentives. • <i>Desired Project Profiles</i> <ul style="list-style-type: none"> ○ High potential for energy savings (>30% reduction in consumption). ○ Commitment and high probability of owner taking action on Site Audit / Commissioning / Energy Study report ○ Typical site that can be repeated, such as chain convenience stores ○ Sites with Energy Usage Density over 2.5 kWh/Sq. ft./month ○ Site with Peak Demand Density over 6.0 kW/ Sq. ft. ○ Control System Recommissioning - Sequence of operation documentation, review, testing. ○ Demonstrate usefulness of the addition of critical system efficiency metering such as total central plant kW/ton. 		

BESM Cont.

Program Category	5.3 Business Energy Services & Maintenance 5.3.2 Business Design, Audits and Commissioning 5.3.2.8 Technology & Project Assistance										
Projected Impacts	<table> <tr> <td>Demand</td><td>121 kW</td></tr> <tr> <td>Energy</td><td>606,083 kWh</td></tr> <tr> <td>Incentive Budget</td><td>\$ 750,000 (1%)</td></tr> <tr> <td>Cost per kWh</td><td>\$1.24</td></tr> <tr> <td>TRB</td><td>\$1,106,491</td></tr> </table>	Demand	121 kW	Energy	606,083 kWh	Incentive Budget	\$ 750,000 (1%)	Cost per kWh	\$1.24	TRB	\$1,106,491
Demand	121 kW										
Energy	606,083 kWh										
Incentive Budget	\$ 750,000 (1%)										
Cost per kWh	\$1.24										
TRB	\$1,106,491										
Incentives	<p style="text-align: center;"><u>Incentive</u></p> <table> <tr> <td>Technology & Project Assistance</td><td>\$TBD per Project</td></tr> </table>	Technology & Project Assistance	\$TBD per Project								
Technology & Project Assistance	\$TBD per Project										
Program Description & Implementation Strategies	<p>Technology & Project Assistance</p> <ul style="list-style-type: none"> • This program budget is provided to utilize towards project cost assistance and demonstration projects that prove technology application, demonstrate the technology / process benefits. • Meet targeted energy efficiency levels • Actionable results & recommendations 										
Marketing Strategies	<ul style="list-style-type: none"> • Direct interaction with potential customers, design community, contracting community and HAWAII ENERGY • Promote measure and project information on the website • Promote successful projects in the media and events 										

BHTR

Program Category	5.4 Business Hard to Reach BHTR Program Overview																	
Target Market	<p>Market conditions are poor for</p> <ul style="list-style-type: none">• Lower income residential customers lacking tax liabilities and lacking capital• Rental property owners lacking tax liabilities and lacking capital• Non profit and governmental customers <p>It is recommended that a new incentive program target 1 kW to 10 kW systems owned by nonprofit organizations and governmental entities. Given that the average size of net metering systems is 8.7 kW this should include the majority of the market.</p>																	
Projected Impacts	<table><tr><td>Demand</td><td>184</td><td>kW</td></tr><tr><td>Energy</td><td>917,654</td><td>kWh</td></tr><tr><td>Incentive Budget</td><td>\$802,000</td><td>(3%)</td></tr><tr><td>Cost per kWh</td><td>\$0.874</td><td>/kWh</td></tr><tr><td>TRB</td><td>\$1,530,832</td><td></td></tr></table>			Demand	184	kW	Energy	917,654	kWh	Incentive Budget	\$802,000	(3%)	Cost per kWh	\$0.874	/kWh	TRB	\$1,530,832	
Demand	184	kW																
Energy	917,654	kWh																
Incentive Budget	\$802,000	(3%)																
Cost per kWh	\$0.874	/kWh																
TRB	\$1,530,832																	
Incentives	<table><tr><td></td><td><u>Incentive</u></td><td><u>Units</u></td></tr><tr><td colspan="3">5.4.1 Energy Efficiency Equipment Grants</td></tr><tr><td>• Small Business Direct Installation</td><td>\$0.90</td><td>702,222 kWh</td></tr><tr><td colspan="3">5.4.2 Landlord, Tenant, AOA Measures</td></tr><tr><td>• Energy Hero Landlord</td><td>\$0.30</td><td>233,333 kWh</td></tr></table>				<u>Incentive</u>	<u>Units</u>	5.4.1 Energy Efficiency Equipment Grants			• Small Business Direct Installation	\$0.90	702,222 kWh	5.4.2 Landlord, Tenant, AOA Measures			• Energy Hero Landlord	\$0.30	233,333 kWh
	<u>Incentive</u>	<u>Units</u>																
5.4.1 Energy Efficiency Equipment Grants																		
• Small Business Direct Installation	\$0.90	702,222 kWh																
5.4.2 Landlord, Tenant, AOA Measures																		
• Energy Hero Landlord	\$0.30	233,333 kWh																

Program Category	5.4 Business Hard to Reach 5.4.1 Energy Efficiency Equipment Grants 5.4.1.1 Community and Grass Roots Project Support																	
Target Market	Property Managers, Landlords, BOMA																	
Projected Impacts	<table><tr><td>Demand</td><td>32</td><td>kW</td></tr><tr><td>Energy</td><td>161,662</td><td>kWh</td></tr><tr><td>Incentive Budget</td><td>\$100,000</td><td>(1%)</td></tr><tr><td>Cost per kWh</td><td>\$0.50</td><td>/kWh</td></tr><tr><td>TRB</td><td>\$295,964</td><td></td></tr></table>			Demand	32	kW	Energy	161,662	kWh	Incentive Budget	\$100,000	(1%)	Cost per kWh	\$0.50	/kWh	TRB	\$295,964	
Demand	32	kW																
Energy	161,662	kWh																
Incentive Budget	\$100,000	(1%)																
Cost per kWh	\$0.50	/kWh																
TRB	\$295,964																	
Incentives	Community & Grass Roots Project Support	<u>Incentive</u> \$0.50	<u>Units</u> 200,000 kWh															
Market Barriers	<ul style="list-style-type: none">Organizational access to capital for energy improvementsUnderstanding of energy efficiency opportunities availableSmall business management time and motivation for making changes that result in realized savings where demonstrated savings may be shown as example.																	
Description & Implementation Strategies	Community and Grass Roots Project Identification, Analysis and Support Transformational programs will strive to identify programs where energy savings will be realized. Transformational program support engages organizations that will provide energy education, audit, training and support in implementation of energy savings projects. These projects will be used in outreach as demonstration of opportunities that may be applied in similar businesses.																	

Program Category	5.4 Business Hard to Reach 5.4.1 Energy Efficiency Equipment Grants 5.4.1.2 Small Business Direct Installation																	
Target Market	<ul style="list-style-type: none">• Small businesses that are hard-to-reach due to geographic, demographic or economic reasons.• Examples<ul style="list-style-type: none">○ Lanai - All○ Maui - Hana,○ Oahu - Chinatown, North Shore, Waianae																	
Projected Impacts	<table><tr><td>Demand</td><td>113</td><td>kW</td></tr><tr><td>Energy</td><td>567,473</td><td>kWh</td></tr><tr><td>Incentive Budget</td><td>\$632,000</td><td>(3%)</td></tr><tr><td>Cost per kWh</td><td>\$1.11</td><td>/kWh</td></tr><tr><td>TRB</td><td>\$1,036,003</td><td></td></tr></table>			Demand	113	kW	Energy	567,473	kWh	Incentive Budget	\$632,000	(3%)	Cost per kWh	\$1.11	/kWh	TRB	\$1,036,003	
Demand	113	kW																
Energy	567,473	kWh																
Incentive Budget	\$632,000	(3%)																
Cost per kWh	\$1.11	/kWh																
TRB	\$1,036,003																	
Incentives	<table><tr><td></td><td><u>Incentive</u></td><td><u>Units</u></td></tr><tr><td>Small Business Direct Installation</td><td>\$0.90</td><td>702,222 kWh</td></tr></table>				<u>Incentive</u>	<u>Units</u>	Small Business Direct Installation	\$0.90	702,222 kWh									
	<u>Incentive</u>	<u>Units</u>																
Small Business Direct Installation	\$0.90	702,222 kWh																
Market Barriers	<ul style="list-style-type: none">• Customer lack of access to capital for energy improvements• Economic, language or physical isolation prevents service contractors from providing services.• Renter and Lessee reluctance to invest in non-owned property																	
Description & Implementation Strategies	<p>Small Business Direct Lighting Retrofits</p> <p>This program will identify small businesses that are hard-to-reach due to geographic or economic reasons. We will work with contractors and grass roots organizations to directly replace lighting systems.</p> <p>In PY2010 we performed a project that provided over 100 businesses on Molokai with full lighting retrofits at no cost using a single lighting contractor that performed community meetings and door-to-door audits and recruitment of businesses.</p> <p>These retrofits would not otherwise happen without this direct installation grant approach.</p>																	

Program Category	5.4 Business Hard to Reach 5.4.2 Landlord, Tenant, AOA Measures 5.4.2.1 Energy Hero Landlord		
Target Market	Property Managers, Landlords, BOMA		
Projected Impacts	Demand	38	kW
	Energy	188,559	kWh
	Incentive Budget	\$70,000	(<1%)
	Cost per kWh	\$0.37	/kWh
	TRB	\$199,765	
Incentives		<u>Incentive</u>	<u>Units</u>
	• Energy Hero Landlord	\$0.30	233,333 kWh
Market Barriers	<p>The landlord/tenant relationship provides challenges to making energy efficiency capital investments in properties and operations such as air conditioning and lighting upgrades.</p> <p>The tenant energy usage can be accounted for by:</p> <ol style="list-style-type: none"> 1. Paying a flat rate per square foot based on a lease agreement 2. Costs Incorporated in CAM 3. Third-Party submetered 4. Separate Utility submeter <p>Energy savings project may:</p> <ul style="list-style-type: none"> • not have a direct financial incentive for either party • have simple payback beyond lease term 		
Description & Implementation Strategies	Energy Hero Landlord - Major Project Support <p>This program will be targeted to provide landlords of small business schedule "G" customers with comprehensive audit, RFP and other support for energy saving major projects that will drive down the energy cost of their tenants.</p> <p>The program will work with local lenders to provide project financing support in conjunction with the program.</p>		

6.0 PROGRAM BUDGET

In Program Year 2010, Hawaii Energy streamlined the budget to enable Hawaii Energy, the Contract Manager and the PUC to put greater focus on effective implementation rather than line item budget constraints and change requests while also providing a necessary level of visibility to our expenses. Below is a summary of the Program Year 2011 Budget.

Hawaii Energy Efficiency Program Annual Plan Budget – July 5, 2011
July 1, 2011 through June 30, 2012

Activity	Non-Incentive	Incentive	Total
Residential Programs			
REEM	1,968,983	7,731,438	9,700,421
1 RESM	116,146	608,000	724,146
RHTR	136,861	649,053	785,914
Total Residential Programs	2,221,990	8,988,491	11,210,481
Residential Market Evaluation	55,100	0	55,100
Residential Outreach	1,065,950	0	1,065,950
Total Residential Services and Initiatives	3,343,040	8,988,491	12,331,531
Business Programs			
BEEM	917,882	5,697,100	6,614,982
CBEEM	866,259	1,459,833	2,326,092
BESM	397,373	3,027,000	3,424,373
BHTR	375,005	802,000	1,177,005
Total Business Programs	2,556,519	10,985,933	13,542,452
Business Market Evaluation	152,475	0	152,475
Business Outreach	1,376,945	0	1,376,945
Total Business Services and Initiatives	4,085,939	10,985,933	15,071,872
Total Residential and Business Services and Initiatives	7,428,979	19,974,424	27,403,403
Transformational Programs			
Residential Transformational Programs	0	987,504	987,504
Business Transformational Programs	0	1,206,950	1,206,950
Total Transformation Services and Initiatives	0	2,194,454	2,194,454
Total Supporting Services	2,091,909	0	2,091,909
Total Tax on Non-Incentive	448,624	0	448,624
Estimated Contractor Costs	9,969,512	22,168,878	32,138,390

1 Due to the small size of the budgets, RESM includes RESM plus CESH.

Upon request, Hawaii Energy can provide further detail of incentive rebate expenses. Formal changes to the budget (Appendix A and summarized above) will be in accordance with contract Amendment #4, dated 05 April 2010.

7.0 PERFORMANCE INCENTIVE GOALS AND INCENTIVE FRACTIONS PY2011

7.1 Performance Incentive Goals

The following table shows the PY2011 Program Performance Goals and Incentives as contained in the supplemental contract covering the PY2011-PY2012 budget. The transition between Minimum, Target and Maximum shall be calculated on a linear basis for both goals and awards where appropriate.

PY2011 PERFORMANCE GOALS AND INCENTIVES								
	Performance Goals			Performance Incentives Awards				
Performance Target Item	Minimum	Target	Maximum	% of Target	Minimum	Target	Maximum	
Energy	81,375,319	108,500,425	119,350,468 kWh	35%	\$ 183,750	\$ 245,000	\$ 303,188	
Peak Demand	12,301	16,401	18,041 kW	5%	\$ 26,250	\$ 35,000	\$ 43,313	
Total Resource Benefit	\$ 92,984,671	\$ 116,230,842	\$ 138,477,007	40%	\$ 224,000	\$ 280,000	\$ 346,500	
Transformation Infrastructure Development	Substantially accomplish at least two Annual Plan Transformational Tasks in both the Government Support and Education - Training categories. 2% of the Target Incentive will be awarded for each Task accomplished up to 10%.			10%	n/a	\$ 70,000	n/a	
Broad Participation (Equity across each Island)	Maui	\$ 2,311,577	\$ 2,889,472	\$ 3,467,366 Incentives	10%	n/a	\$ 70,000	n/a
	Hawaii	\$ 2,217,620	\$ 2,772,025	\$ 3,326,430 Incentives				
	Honolulu	\$ 13,205,905	\$ 16,507,381	\$ 19,808,858 Incentives				
Total	\$ 22,168,878 Incentives			100%	\$ 700,000			

7.2 Performance Incentive Fractions

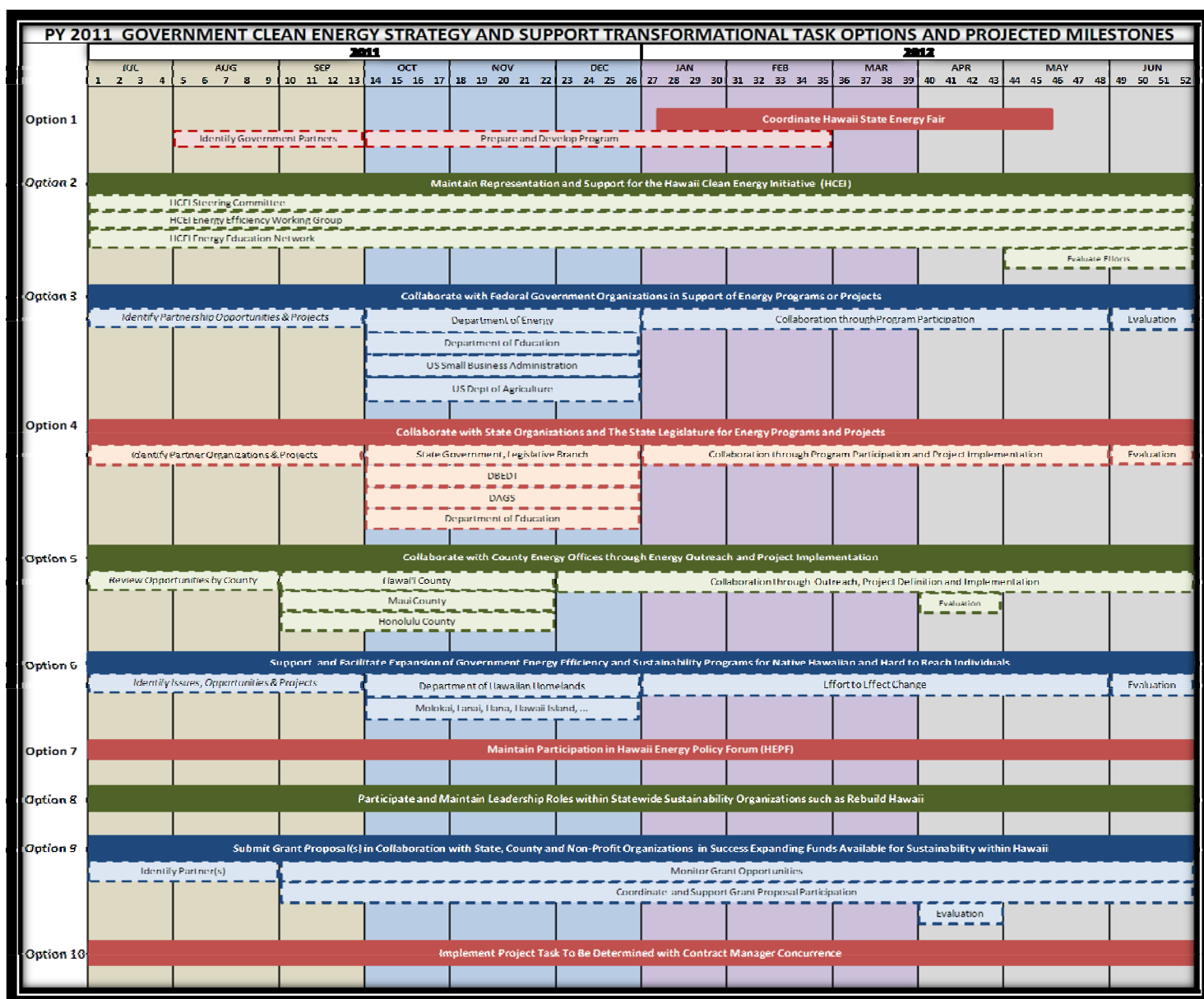
The following table shows the PY2011 and PY2012 Performance Incentive Fractions as contained in the supplemental contract covering the PY2011-PY2012 budget.

PERFORMANCE INCENTIVE FRACTIONS		
Performance Target Goal	Fraction of Incentive	
	PY2011	PY2012
Energy (kWh)	35%	35%
Peak Demand (kW)	5%	5%
Total Resource Benefits (\$)	40%	40%
Transformation Infrastructure Development	10%	10%
Broad Participation (Equity across each island)	10%	10%

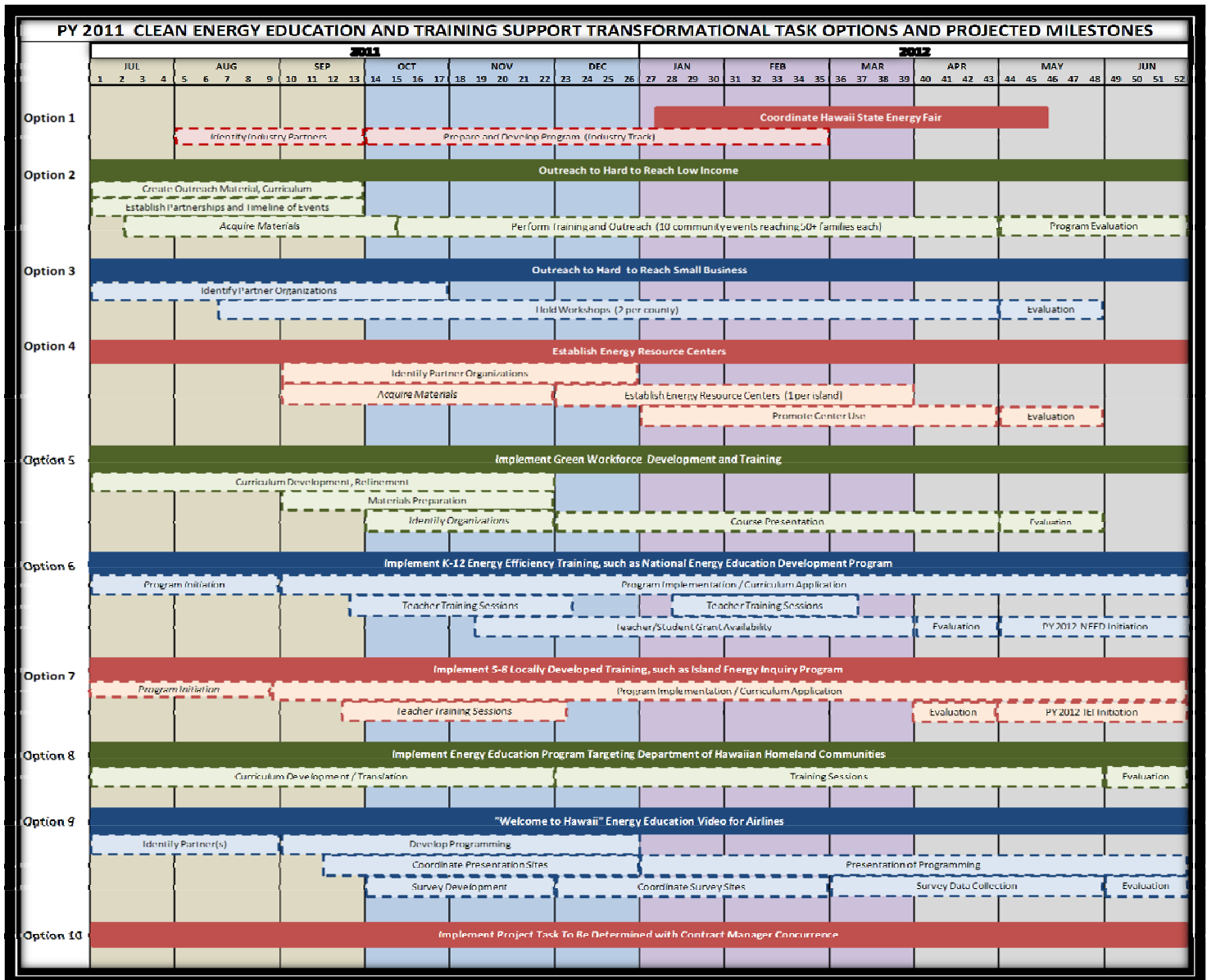
8.0 TRANSFORMATIONAL TASK OPTIONS AND PROJECTED MILESTONES

In order to meet the Transformational Performance Incentive Goals established for PY2011, the following two lists of specific Task Options are being considered for implementation. Some or all of these Task Options may be implemented during PY2011. A minimum of two Tasks from each list must be fully implemented in order to meet the minimum Transformational Performance Incentive Goal for PY2011.

8.1 Government Clean Energy Strategy and Support Task Options



8.2 Clean Energy Education and Training Support Task Options



9.0 CONCLUSION

The increased budget and expanded responsibilities that come with it for PY2011 signify the importance of Hawaii Energy's critical role in ensuring that Hawaii achieves its clean energy goals. The Hawaii Energy Team is passionate about its mission and proud of its accomplishments thus far. However, the Team knows that the road ahead will present significant challenges for the state's clean energy efforts and require the best performance from each Team member. Each Team member stands ready and eager to engage these challenges and is proud to do so for the benefit of all the people of Hawaii.

10.0 APPENDIX

Appendix A – Program Budget PY2011 (Full Version)

Appendix B – Summary Presentation of Programs

Appendix C – TRB Utility Benefit Values



Hawaii Energy Efficiency Program
Annual Plan Budget – July 5, 2011

**PY11
Budget**

Residential Programs

Residential Program Ops and Management	
REEM	1,968,983
1 RESM	116,146
RHTR	136,861
Total Residential Programs	2,221,990
Residential Market Evaluation	55,100
Residential Outreach	1,065,950
<i>Total Residential Non-Incentive</i>	3,343,040
Residential Incentives	
REEM	7,731,438
1 RESM	608,000
RHTR	649,053
<i>Total Residential Incentives</i>	8,988,491
Total Residential Programs	12,331,531

Business (C&I) Programs

Business Programs Ops and Management	
BEEM	917,882
CBEEM	866,259
BESM	397,373
BHTR	375,005
Total Business Programs	2,556,519
Business Evaluation	152,475
Business Outreach	1,376,945
<i>Total Business Non-Incentive</i>	4,085,939
Business Incentives	
BEEM	5,697,100
CBEEM	1,459,833
BESM	3,027,000
BHTR	802,000
<i>Total Business Incentives</i>	10,985,933
Total Business Programs	15,071,872

Transformational Programs

Residential Transformational Program	987,504
Business Transformational Program	1,206,950
Total Transformational Services and Initiatives	2,194,454


Supporting Services

Supporting Services	2,091,909
Total Supporting Services	2,091,909

Subtotal Non-Incentive (Prior to Tax)	9,520,888
Less Performance Incentives (Prior to Tax)	(700,000)
Subtotal Non-Incentive Less Performance Incentives (PI)	8,820,888
Total Tax on Non-Incentive Without PI	448,624
Performance Incentive Award (Inclusive of Tax)	700,000
<i>Subtotal Non-Incentive Billed</i>	9,969,512
<i>Subtotal Residential and Business Customer Incentives</i>	19,974,424
<i>Subtotal Customer Incentives Plus Transformational</i>	22,168,878
 <i>Sub-Total Estimated Contractor Costs</i>	 32,138,390
Performance Awards in Excess of Target Levels	133,000
Total Estimated Contractor Costs, including Performance Awards in Excess of Target Levels	32,271,390

1 Due to the small size of the budgets, RESM includes RESM plus CESH.

Appendix A - Program Budget PY2011 (Expanded Version)

Hawaii Energy - PY2011 ANNUAL PLAN - SUMMARY PRESENTATION OF PROGRAMS BY MEASURE																												
<div></div> <div>Hawaii Energy</div>		Combined Programs					Budget		Plan						kW		kWh		\$/kWh		TRB							
		Residential		45%	\$	8,988,491	\$	8,988,491	\$	0	SWH	3,800	11,114		68,077,920		\$	0.132										
		Business		55%	\$	10,985,933	\$	10,985,933	\$	0	CFL	1,615,971	7,317		47,911,417		\$	0.229										
		Bottom Up Program Impacts			\$	19,974,424	\$	19,974,424	\$	0			18,431		115,989,337		\$	0.172										
		Top Down from Budget Table			\$	19,974,424					Target Impact Levels		16,401	108,500,425		\$	0.184											
Residential Programs		Residential Target		\$		8,988,491																						
		Difference		\$		0																						
		Residential Plan		\$		8,988,491						\$		0.132	11,114	68,077,920				\$		67,816,219						
Program	Category	Measures	Count	Units	Average Incentive per Unit	Estimated Budget	% Total Program	kW/Unit	kWh/Unit	System Loss	Free Rider	Effective kWh	Program Cost per kWh	kW	% Total Program	kWh	% Total Program	Life	TRB kW	TRB kWh	TRB	% Total Program						
REEM	Residential Energy Efficiency Measures					\$	7,731,438	39%						\$	0.121	10,268	56%	63,649,718	55%				49%					
	High Efficiency Water Heating					\$	2,997,500	15%						\$	0.493	1,360	7%	6,077,068	5%				11%					
		Solar Water Heater (SWH) Incentive		2,500	systems	\$	750	\$	1,875,000	9%	0.460	2,066.0	10.7%	0.73	1,669.56	\$	0.45	929	5%	4,173,888	4%	20.0	\$	4,632	\$ 1.38	\$	10,047,078	8%
		Solar Water Heater Interest Buydown		1,100	systems	\$	1,000	\$	1,100,000	6%	0.460	2,066.0	10.7%	0.73	1,669.56	\$	0.60	409	2%	1,836,511	2%	20.0	\$	4,632	\$ 1.38	\$	4,420,714	3%
		Solar Water Heater Energy Hero Gift Packs		100	kits	\$	25	\$	2,500	0%	0.080	210.0	10.7%	0.73	169.70	\$	0.15	6	0%	16,970	0%	5.0	\$	1,554	\$ 0.47	\$	18,041	0%
		Heat Pumps		100	units	\$	200	\$	20,000	0%	0.190	615.0	10.7%	0.73	496.99	\$	0.40	15	0%	49,699	0%	10.0	\$	2,851	\$ 0.85	\$	86,150	0%
	High Efficiency Lighting					\$	2,795,238	14%						\$	0.058	7,135	39%	48,009,618	41%				31%					
		CFLs		1,615,971	lamps	\$	0.95	\$	1,537,738	8%	0.005	32.7	10.7%	0.73	26.43	\$	0.04	6,529	35%	42,702,356	37%	6.0	\$	1,842	\$ 0.56	\$	35,772,082	28%
		LED		125,000	lamps	\$	10.00	\$	1,250,000	6%	0.006	52.3	10.7%	0.73	42.28	\$	0.24	606	3%	5,285,039	5%	6.0	\$	1,842	\$ 0.56	\$	4,055,142	3%
		Daylighting		100	units	\$	75	\$	7,500	0%	-	275.0	10.7%	0.73	222.23	\$	0.34	-	0%	22,223	0%	20.0	\$	4,632	\$ 1.38	\$	30,574	
	High Efficiency Air Conditioning					\$	177,300	1%						\$	0.207	163	1%	856,023	1%				1%					
		Split System AC		180	units	\$	110	\$	19,800	0%	0.190	373.0	10.7%	0.73	301.43	\$	0.36	28	0%	54,257	0%	15.0	\$	3,847	\$ 1.14	\$	168,433	0%
		VRF Split System AC		500	units	\$	200	\$	100,000	1%	0.190	680.0	10.7%	0.73	549.51	\$	0.36	77	0%	274,757	0%	15.0	\$	3,847	\$ 1.14	\$	609,887	0%
		Ceiling Fans		1,000	units	\$	40	\$	40,000	0%	0.010	395.0	10.7%	0.73	319.20	\$	0.13	8	0%	319,203	0%	5.0	\$	1,554	\$ 0.47	\$	162,979	0%
		Whole House Fans		125	units	\$	100	\$	12,500	0%	0.500	1,254.0	10.7%	0.73	1,013.37	\$	0.10	51	0%	126,671	0%	20.0	\$	4,632	\$ 1.38	\$	408,226	0%
		Solar Attic Fans		200	units	\$	25	\$	5,000	0%	-	502.0	10.7%	0.73	405.67	\$	0.06	-	0%	81,134	0%	20.0	\$	4,632	\$ 1.38	\$	111,621	0%
	High Efficiency Appliances					\$	1,262,500	6%						\$	0.258	395	2%	4,891,952	4%				5%					
		Refrigerator		6,400	units	\$	50	\$	320,000	2%	0.017	105.0	10.7%	0.73	84.85	\$	0.59	88	0%	543,050	0%	14.0	\$	3,667	\$ 1.09	\$	915,547	1%
		Refrigerator with Recycling		2,500	units	\$	125	\$	312,500	2%	0.034	822.0	10.7%	0.73	664.27	\$	0.19	69	0%	1,660,666	1%	14.0	\$	3,667	\$ 1.09	\$	2,065,639	2%
		Garage Refrigerator / Freezer Bounty		1,800	units	\$	75	\$	135,000	1%	0.034	859.0	10.7%	0.73	694.17	\$	0.11	49	0%	1,249,500	1%	14.0	\$	3,667	\$ 1.09	\$	1,546,041	1%
		Clothes Washer		6,200	units	\$	75	\$	465,000	2%	0.028	224.0	10.7%	0.73	181.02	\$	0.41	140	1%	1,122,303	1%	11.0	\$	3,072	\$ 0.92	\$	1,460,344	1%
	New	Pool VFD Controller Pumps		200	units	\$	150	\$	30,000	0%	0.298	1,957.9	10.7%	0.73	1,582.17	\$	0.09	48	0%	316,433	0%	10.0	\$	2,851	\$ 0.85	\$	407,094	0%
	Energy Awareness, Measurement and Control Systems					\$	498,900	2%						\$	0.131	1,215	7%	3,815,057	3%				1%					
		Room Occupancy Sensors		300	units	\$	5	\$	1,500	0%	0.010	45.0	10.7%	0.73	36.36	\$	0.14	2	0%	10,909	0%	8.0	\$	2,374	\$ 0.71	\$	13,527	0%
		Peer Group Comparison		30,000	homes	\$	14	\$	420,000	2%	0.050	154.0	10.7%	0.73	124.45	\$	0.11	1,212	7%	3,733,468	3%	1.0	\$	306	\$ 0.10	\$	745,363	1%
		Whole House Energy Metering		774	units	\$	100	\$	77,400	0%	-	113.0	10.7%	0.73	91.32	\$	1.10	-	0%	70,679	0%	4.0	\$	1,251	\$ 0.38	\$	27,017	0%
CESH	Custom Energy Solutions for the Home					\$	10,500	0%						\$	0.371	-	28,284				\$	13,329	0%					
	Target Cost Request for Proposals					\$	10,500	0%						\$	0.371	-	0%	28,284	0%				0%					
New	Custom Packaged Proposals	35,000	kWh	\$	0.30	\$	10,500	0%	-	1.0	10.7%	0.73	0.81	\$	0.37	-	0%	28,284	0%	5.0	\$	1,554	\$ 0.47	\$	13,329	0%		

Hawaii Energy - PY2011 ANNUAL PLAN - SUMMARY PRESENTATION OF PROGRAMS BY MEASURE																									
Residential Programs Cont.																									
Program	Category	Measures	Count	Units	Average Incentive per Unit	Estimated Budget	% Total Program	kW/Unit	kWh/Unit	System Loss	Free Rider	Effective kWh	Program Cost per kWh	kW	% Total Program	kWh	% Total Program	Life	TRB kW	TRB kWh	TRB	% Total Program			
RESM	Residential Energy Services & Maintenance					\$	597,500	3%					\$	0.392	340	2%	1,525,946	1%			\$	1,925,291	1%		
	Residential Direct Installation					\$	72,500	0%					\$	2.636	4		27,508				\$	22,137			
	New	Real-Time Metering	80	homes	\$	750	\$	60,000	0%	-	113.0	10.7%	0.73	91.32	\$	8.21	-	0%	1.0	\$	306	\$ 0.10	\$	734	0%
		TBD	25,000	kWh	\$	0.50	\$	12,500	0%	0.0002	1.0	10.7%	0.73	0.81	\$	0.62	4	0%	7.0	\$	2,116	\$ 0.64	\$	21,403	0%
	Residential Design and Audits					\$	450,000	2%					\$	0.556	139	1%	809,726	1%			\$	1,367,040	1%		
		Efficiency Inside Home Design	400	Homes	\$	1,000	\$	400,000	2%	0.400	2,200.0	10.7%	0.73	1,777.84	\$	0.56	129	1%	15.0	\$	3,847	\$ 1.14	\$	1,311,552	1%
	New	Tradewind Design	10	Homes	\$	2,000	\$	20,000	0%	0.550	3,200.0	10.7%	0.73	2,585.95	\$	0.77	4	0%	15.0	\$	3,847	\$ 1.14	\$	46,704	0%
		Hawaii Energy Hero Audits	300	Audits	\$	100	\$	30,000	0%	0.020	300.0	10.7%	0.73	242.43	\$	0.41	5	0%	1.0	\$	306	\$ 0.10	\$	8,785	0%
	Residential System Tune-Ups					\$	75,000	0%					\$	0.109	198	1%	688,712	1%			\$	536,114	0%		
		AC Annual Tune Up	250	Tune Ups	\$	100	\$	25,000	0%	0.138	809.0	10.7%	0.73	653.76	\$	0.15	28	0%	1.0	\$	306	\$ 0.10	\$	24,932	0%
		Solar Water Heater Tune Up	500	Tune Ups	\$	100	\$	50,000	0%	0.420	1,300.0	10.7%	0.73	1,050.54	\$	0.10	170	1%	5.0	\$	1,554	\$ 0.47	\$	511,182	0%
RHTR	Residential Hard to Reach					\$	649,053	3%					\$	0.226	506	3%	2,873,972	2%			\$	2,819,430	2%		
	Energy Efficiency Equipment Grants					\$	377,750	2%					\$	0.149	431		2,535,849				\$	2,007,602			
		Solar Inspections (WAP)	450	Inspections	\$	95	\$	42,750	0%	0.130	500.0	10.7%	0.73	404.06	\$	0.24	47	0%	5.0	\$	1,554	\$ 0.47	\$	159,130	0%
		Energy Hero Gift Packs	2,000	Packs	\$	40	\$	80,000	0%	0.080	210.0	10.7%	0.73	169.70	\$	0.24	129	1%	5.0	\$	1,554	\$ 0.47	\$	360,820	0%
		CFL Exchange	60,000	Lamps	\$	3.00	\$	180,000	1%	0.005	37.8	10.7%	0.73	30.55	\$	0.10	242	1%	6.0	\$	1,842	\$ 0.56	\$	1,465,690	1%
		Hawaii Energy Hero Audits	750	Audits	\$	100	\$	75,000	0%	0.020	300.0	10.7%	0.73	242.43	\$	0.41	12	0%	1.0	\$	306	\$ 0.10	\$	21,962	0%
	Landlord/Tenant, AOA Measures					\$	271,303	1%					\$	0.802	75		338,123				\$	811,829	1%		
	New	Hawaii Energy Hero Landlord Program	5,212	kWh	\$	0.25	\$	1,303	0%	0.0002	1.0	10.7%	0.73	0.81	\$	0.31	1	0%	15.0	\$	3,847	\$ 1.14	\$	8,062	0%
	New	Tiered / Split Incentives	100	SWH Systems	\$	1,200	\$	120,000	1%	0.460	2,066.0	10.7%	0.73	1,669.56	\$	0.72	37	0%	20.0	\$	4,632	\$ 1.38	\$	401,883	0%
	New	Townhome Targeted Program	100	SWH Systems	\$	1,500	\$	150,000	1%	0.460	2,066.0	10.7%	0.73	1,669.56	\$	0.90	37	0%	20.0	\$	4,632	\$ 1.38	\$	401,883	0%

Business Programs			Business Target			\$ 10,985,933																												
			Difference			\$ (0)																												
			Business Plan			\$ 10,985,933																	\$ 0.229			7,317			47,911,417			\$ 60,787,173		
Program	Category	Measures	Count	Units	Average Incentive per Unit	Estimated Budget	% Total Program	kW/Unit	kWh/Unit	System Loss	Free Rider	Effective kWh	Program Cost per kWh	kW	% Total Program	kWh	% Total Program	Life	TRB kW	TRB kWh	TRB	% Total Program												
BEEM	Business Energy Efficiency Measures					\$ 5,697,100	29%																		\$ 0.151	5,174	28%	37,757,387	33%				\$ 48,747,183	38%
	High Efficiency Lighting					\$ 3,371,100	17%																		\$ 0.120	3,309	18%	27,977,188	24%				\$ 31,097,476	24%
		CFL	47,000	lamps	\$ 5.00	\$ 235,000	1%	0.029	246.0	10.7%	0.73	198.80	\$ 0.03	1,101	6%	9,343,368	8%	3.0	\$ 939	\$ 0.29	\$ 3,752,230	3%												
		T12 to T8 (2 & 3 foot lamps)	10,000	lamps	\$ 6.00	\$ 60,000	0%	0.007	56.4	10.7%	0.73	45.58	\$ 0.13	57	0%	455,774	0%	14.0	\$ 3,667	\$ 1.09	\$ 705,237	1%												
		T12 to T8 Low Wattage	100,000	lamps	\$ 15.00	\$ 1,500,000	8%	0.012	105.1	10.7%	0.73	84.93	\$ 0.18	970	5%	8,493,236	7%	14.0	\$ 3,667	\$ 1.09	\$ 12,832,424	10%												
		T8 to T8 Low Wattage	110,000	lamps	\$ 7.50	\$ 825,000	4%	0.006	51.0	10.7%	0.73	41.21	\$ 0.18	533	3%	4,533,497	4%	14.0	\$ 3,667	\$ 1.09	\$ 6,907,351	5%												
		Delamp	5,000	lamps removed	\$ 7.50	\$ 37,500	0%	0.017	96.9	10.7%	0.73	78.31	\$ 0.10	69	0%	391,529	0%	14.0	\$ 3,667	\$ 1.09	\$ 679,526	1%												
		Delamp/Reflector	16,000	lamps removed	\$ 15.00	\$ 240,000	1%	0.017	149.0	10.7%	0.73	120.41	\$ 0.12	220	1%	1,926,534	2%	14.0	\$ 3,667	\$ 1.09	\$ 2,910,213	2%												
		LED Refrigerated Case Lighting	5,000	lamps	\$ 35.00	\$ 175,000	1%	0.035	250.0	10.7%	0.73	202.03	\$ 0.17	141	1%	1,010,138	1%	10.0	\$ 2,851	\$ 0.85	\$ 1,264,389	1%												
		LED	1,200	lamps	\$ 35.00	\$ 42,000	0%	0.035	393.6	10.7%	0.73	318.07	\$ 0.11	34	0%	381,687	0%	10.0	\$ 2,851	\$ 0.85	\$ 422,166	0%												
		LED Exit Signs	1,000	signs	\$ 37.50	\$ 37,500	0%	0.035	307.0	10.7%	0.73	248.09	\$ 0.15	28	0%	248,090	0%	16.0	\$ 4,018	\$ 1.20	\$ 410,112	0%												
		HID Pulse Start	1,200	lamps	\$ 60.00	\$ 72,000	0%	0.035	196.0	10.7%	0.73	158.39	\$ 0.38	34	0%	190,067	0%	14.0	\$ 3,667	\$ 1.09	\$ 332,059	0%												
		Induction	750	lamps	\$ 60.00	\$ 45,000	0%	0.035	302.0	10.7%	0.73	244.05	\$ 0.25	21	0%	183,037	0%	2.0	\$ 625	\$ 0.20	\$ 49,605	0%												
		Sensors	5,000	sensors	\$ 20.00	\$ 100,000	1%	0.025	200.0	10.7%	0.73	161.62	\$ 0.12	101	1%	808,110	1%	8.0	\$ 2,374	\$ 0.71	\$ 815,487	1%												
		Daylighting	15,000	kWh	\$ 0.140	\$ 2,100	0%	-	1.0	10.7%	0.73	0.81	\$ 0.17	-	0%	12,122	0%	20.0	\$ 4,632	\$ 1.38	\$ 16,676	0%												
	High Efficiency HVAC					\$ 1,675,500	8%																		\$ 0.256	1,451	8%	6,555,510	6%				\$ 13,285,569	10%
		Chillers	9,000	tons	\$ 50	\$ 450,000	2%	0.055	267.8	10.7%	0.73	216.41	\$ 0.23	400	2%	1,947,707	2%	20.0	\$ 4,632	\$ 1.38	\$ 4,532,517	4%												
		VFD - HVAC Pump Applications	750	hp	\$ 80	\$ 60,000	0%	0.350	1,200.0	10.7%	0.73	969.73	\$ 0.08	212	1%	727,299	1%	15.0	\$ 3,847	\$ 1.14	\$ 1,648,692	1%												
		VFD - HVAC Fan Applications	1,000	hp	\$ 50	\$ 50,000	0%	0.200	808.0	10.7%	0.73	652.95	\$ 0.08	162	1%	652,953	1%	15.0	\$ 3,847	\$ 1.14	\$ 1,369,284	1%												
	New	Garage Active Ventilation Control	900	hp	\$ 45	\$ 40,500	0%	0.350	600.0	10.7%	0.73	484.87	\$ 0.09	255	1%	436,379	0%	8.0	\$ 2,374	\$ 0.71	\$ 915,245	1%												
		Package Units	3,000	tons	\$ 150	\$ 450,000	2%	0.095	563.9	10.7%	0.73	455.69	\$ 0.33	230	1%	1,367,080	1%	15.0	\$ 3,847	\$ 1.14	\$ 2,451,110	2%												
	New	VFR Split Systems	2,500	tons	\$ 250	\$ 625,000	3%	0.095	704.9	10.7%	0.73	569.64	\$ 0.44	192	1%	1,424,092	1%	15.0	\$ 3,847	\$ 1.14	\$ 2,368,721	2%												
	High Efficiency Water Heating					\$ 8,250	0%																		\$ 0.314	3	0%	26,264	0%				\$ 37,147	0%
		Commercial Solar Water Heating	100	5000 BTUs	\$ 50	\$ 5,000	0%	0.025	125.0	10.7%	0.73	101.01	\$ 0.49	2	0%	10,101	0%	15.0	\$ 3,847	\$ 1.14	\$ 19,337	0%												
		Heat Pump	50	tons	\$ 65	\$ 3,250	0%	0.035	400.0	10.7%	0.73	323.24	\$ 0.20	1	0%	16,162	0%	10.0	\$ 2,851	\$ 0.85	\$ 17,811	0%												
	High Efficiency Water Pumping					\$ 167,700	1%																		\$ 0.158	118	1%	1,058,808	1%				\$ 1,664,768	1%
		VFD Dom. Water Booster Packages - VFD	14	each	\$ 3,000	\$ 42,000	0%	2.620	25,500.0	10.7%	0.73	20,606.81	\$ 0.15	30	0%	288,495	0%	15.0	\$ 3,847	\$ 1.14	\$ 444,318	0%												
		VFD Dom. Water Booster Packages - added HP Reduction	40	hp reduced	\$ 80	\$ 3,200	0%	0.115	989.0	10.7%	0.73	799.22	\$ 0.10	4	0%	31,969	0%	15.0	\$ 3,847	\$ 1.14	\$ 50,900	0%												
		VFD Pool Pump Packages	350	hp	\$ 350	\$ 122,500	1%	0.298	2,610.5	10.7%	0.73	2,109.55	\$ 0.17	84	0%	738,344	1%	15.0	\$ 3,847	\$ 1.14	\$ 1,169,549	1%												
	High Efficiency Motors					\$ 10,800	0%																		\$ 0.185	10	0%	58,329	0%				\$ 105,949	0%
		CEE Listed Premium Efficiency Motors	1,800	HP	\$ 6.0	\$ 10,800	0%	0.007	40.1	10.7%	0.73	32.41	\$ 0.19	10	0%	58,329	0%	15.0	\$ 3,847	\$ 1.14	\$ 105,949	0%												
	Commercial Industrial Processes					\$ 82,500	0%																		\$ 0.272	61	0%	303,041	0%				\$ 451,021	0%
	New	Waste Water Process Improvements	50,000	kWh	\$ 0.10	\$ 5,000	0%	0.0002	1.0	10.7%	0.73	0.81	\$ 0.12	8	0%	40,406	0%	15.0	\$ 3,847	\$ 1.14	\$ 77,346	0%												
	New	Air Compressor Technologies and Operations	75,000	kWh	\$ 0.10	\$ 7,500	0%	0.0002	1.0	10.7%	0.73	0.81	\$ 0.12	12	0%	60,608	0%	10.0	\$ 2,851	\$ 0.85	\$ 86,233	0%												
	New	Commercial Kitchen Equipment	250,000	kWh	\$ 0.28	\$ 70,000	0%	0.0002	1.0	10.7%	0.73	0.81	\$ 0.35	40	0%	202,028	0%	10.0	\$ 2,851	\$ 0.85	\$ 287,442	0%												
	Building Envelope Improvements					\$ 100,000	1%																		\$ 0.253	81	0%	395,974	0%				\$ 567,995	0%
		Window Tinting	50,000	square feet	\$ 1.00	\$ 50,000	0%	0.001	8.8	10.7%	0.73	7.11	\$ 0.14	40	0%	355,568	0%	10.0	\$ 2,851	\$ 0.85	\$ 418,335	0%												
		Cool Roof Technologies	50,000	square feet	\$ 1.00	\$ 50,000	0%	0.001	1.0	10.7%	0.73	0.81	\$ 1.24	40	0%	40,406	0%	10.0	\$ 2,851	\$ 0.85	\$ 149,660	0%												
	Energy Star Business Equipment					\$ 93,750	0%																		\$ 0.188	21	0%	498,200	0%				\$ 619,692	0%
	New	Energy Refrigerators w/Recycling	750	units	\$ 125	\$ 93,750	0%	0.034	822.0	10.7%	0.73	664.27	\$ 0.19	21	0%	498,200	0%	14.0	\$ 3,667	\$ 1.09	\$ 619,692	0%												
	Energy Awareness, Measurement and Control Systems					\$ 187,500	1%																		\$ 0.212	121	1%	884,072	1%				\$ 917,566	1%
		Condominium Submetering Pilot	1,000	units metered	\$ 150	\$ 150,000	1%	0.130	944.0	10.7%	0.73	762.86	\$ 0.20	105	1%	762,856	1%	8.0	\$ 2,374	\$ 0.71	\$ 792,844	1%												
	New	Small Business Submetering Pilot	250	units metered	\$ 150	\$ 37,500	0%	0.080	600.0	10.7%	0.73	484.87	\$ 0.31	16	0%	121,217	0%	8.0	\$ 2,374	\$ 0.71	\$ 124,721	0%												

Hawaii Energy - PY2011 ANNUAL PLAN - SUMMARY PRESENTATION OF PROGRAMS BY MEASURE																							
Business Programs Cont.																							
Program	Category	Measures	Count	Units	Average Incentive per Unit	Estimated Budget	% Total Program	kW/Unit	kWh/Unit	System Loss	Free Rider	Effective kWh	Program Cost per kWh	kW	% Total Program	kWh	% Total Program	Life	TRB kW	TRB kWh	TRB	% Total Program	
CBEEM	Custom Business Energy Efficiency Measures					\$ 1,459,833	7%						\$ 0.339	1,058	6%	4,302,057	4%			\$ 6,685,466	5%		
	Customized Project Measures					\$ 1,459,833							\$ 0.339	1,058		4,302,057				\$ 6,685,466			
		Customized Project Measures	2,123,601	kWh	\$ 0.12	\$ 254,832	1%	0.0002	1.0	10.7%	0.73	0.81	\$ 0.15	343	2%	1,716,104	1%	10.0	\$ 2,851	\$ 0.85	\$ 2,441,651	2%	
		Customized Project Measures - ARRA	2,450,002	kWh	\$ 0.40	\$ 980,001	5%	0.0003	1.0	10.7%	0.73	0.81	\$ 0.49	594	3%	1,979,871	2%	10.0	\$ 2,851	\$ 0.85	\$ 3,381,488	3%	
		Target Cost per kWh Request for Proposals	750,000	kWh	\$ 0.30	\$ 225,000	1%	0.0002	1.0	10.7%	0.73	0.81	\$ 0.37	121	1%	606,083	1%	10.0	\$ 2,851	\$ 0.85	\$ 862,327	1%	
BESM	Business Energy Services and Maintenance					\$ 3,027,000	15%						\$ 0.613	900	5%	4,934,320	4%			\$ 3,823,692	3%		
	Business Direct Installation					\$ 442,000	2%						\$ 0.643	137	1%	686,894	1%			\$ 1,254,023	1%		
		Small Business Direct Lighting Retrofits	850,000	kWh	\$ 0.52	\$ 442,000	2%	0.0002	1.0	10.7%	0.73	0.81	\$ 0.64	137	1%	686,894	1%	14.0	\$ 3,667	\$ 1.09	\$ 1,254,023	1%	
	Business Design, Audits and Commissioning					\$ 2,585,000	13%						\$ 0.609	763	4%	4,247,426	4%			\$ 2,569,669	2%		
		Central Plant Optimization Competition	1,200,000	kWh	\$ 0.65	\$ 780,000	4%	0.0002	1.0	10.7%	0.73	0.81	\$ 0.80	194	1%	969,732	1%	5.0	\$ 1,554	\$ 0.47	\$ 758,297	1%	
	New	Building Engineer Challenge	350,000	kWh	\$ 0.25	\$ 87,500	0%	0.0002	1.0	10.7%	0.73	0.81	\$ 0.31	57	0%	282,839	0%	2.0	\$ 625	\$ 0.20	\$ 91,523	0%	
	New	Cooling Tower Optimization	250,000	kWh	\$ 0.15	\$ 37,500	0%	0.0002	1.0	10.7%	0.73	0.81	\$ 0.19	40	0%	202,028	0%	1.0	\$ 306	\$ 0.10	\$ 32,635	0%	
	New	Decision Maker - Real-Time Submeters	50	Groups	\$ 3,500	\$ 175,000	1%	-	5,000.0	10.7%	0.73	4,040.55	\$ 0.87	-	0%	202,028	0%	1.0	\$ 306	\$ 0.10	\$ 20,286	0%	
		Package & Split Annual tune-up	2,600	tons	\$ 50	\$ 130,000	1%	0.140	810.0	10.7%	0.73	654.57	\$ 0.08	294	2%	1,701,880	1%	1.0	\$ 306	\$ 0.10	\$ 260,790	0%	
		Energy Study Assistance	18	studies	\$ 15,000	\$ 270,000	1%			10.7%	0.73	-		-	0%	-	0%					0%	
		Design Assistance	5	studies	\$ 15,000	\$ 75,000	0%			10.7%	0.73	-		-	0%	-	0%					0%	
		Energy Project Catalyst	350,000	kWh	\$ 0.80	\$ 280,000	1%	0.0002	1.0	10.7%	0.73	0.81	\$ 0.99	57	0%	282,839	0%	7.0	\$ 2,116	\$ 0.64	\$ 299,647	0%	
	New	Technology & Project Demonstration	750,000	kWh	\$ 1.00	\$ 750,000	4%	0.0002	1.0	10.7%	0.73	0.81	\$ 1.24	121	1%	606,083	1%	14.0	\$ 3,667	\$ 1.09	\$ 1,106,491	1%	
BHTR	Business Hard to Reach					\$ 802,000	4%						\$ 0.874	184		917,654				\$ 1,530,832			
	Energy Efficiency Equipment Grants					\$ 732,000							\$ 1.004	146		729,095				\$ 1,331,068			
	New	Community and Grass Roots Project Support	200,000	kWh	\$ 0.50	\$ 100,000	1%	0.0002	1.0	10.7%	0.73	0.81	\$ 0.62	32	0%	161,622	0%	14.0	\$ 3,667	\$ 1.09	\$ 295,064	0%	
	New	Small Business Direct Installation	702,222	kWh	\$ 0.90	\$ 632,000	3%	0.0002	1.0	10.7%	0.73	0.81	\$ 1.11	113	1%	567,473	0%	14.0	\$ 3,667	\$ 1.09	\$ 1,036,003	1%	
	Landlord, Tenant, AOA Measures					\$ 70,000	0%						\$ 0.371	38		188,559				\$ 199,765	0%		
	New	Energy Hero Landlord	233,333	kWh	\$ 0.30	\$ 70,000	0%	0.0002	1.0	10.7%	0.73	0.81	\$ 0.37	38	0%	188,559	0%	7.0	\$ 2,116	\$ 0.64	\$ 199,765	0%	



Hawaii Energy

Hawaii Energy - PY2011/PY2012 ANNUAL PLAN

PY2011 Proposed TRB Utility Benefit Values

		Discount Rate						
		6%	HECO IRP4 Avoided Cost		NPV for each Year		NPV Cumulative from Final Year	
Year	Period	NPV Multiplier	\$/kW/yr.	\$/kWh/yr.	\$/kW/yr.	\$/kWh/yr.	\$/kW/yr.	\$/kWh/yr.
2011	1	1.00	\$ 305.6	\$ 0.100	\$ 306	\$ 0.1004	\$ 306	\$ 0.1004
2012	2	0.94	\$ 338.6	\$ 0.104	\$ 319	\$ 0.0982	\$ 625	\$ 0.1986
2013	3	0.89	\$ 353.2	\$ 0.104	\$ 314	\$ 0.0923	\$ 939	\$ 0.2908
2014	4	0.84	\$ 370.6	\$ 0.109	\$ 311	\$ 0.0914	\$ 1,251	\$ 0.3822
2015	5	0.79	\$ 382.5	\$ 0.112	\$ 303	\$ 0.0890	\$ 1,554	\$ 0.4712
2016	6	0.75	\$ 386.2	\$ 0.113	\$ 289	\$ 0.0848	\$ 1,842	\$ 0.5560
2017	7	0.70	\$ 387.7	\$ 0.114	\$ 273	\$ 0.0803	\$ 2,116	\$ 0.6363
2018	8	0.67	\$ 389.1	\$ 0.114	\$ 259	\$ 0.0760	\$ 2,374	\$ 0.7123
2019	9	0.63	\$ 391.9	\$ 0.115	\$ 246	\$ 0.0722	\$ 2,620	\$ 0.7846
2020	10	0.59	\$ 390.7	\$ 0.115	\$ 231	\$ 0.0679	\$ 2,851	\$ 0.8525
2021	11	0.56	\$ 394.6	\$ 0.116	\$ 220	\$ 0.0647	\$ 3,072	\$ 0.9172
2022	12	0.53	\$ 398.3	\$ 0.117	\$ 210	\$ 0.0616	\$ 3,282	\$ 0.9789
2023	13	0.50	\$ 397.4	\$ 0.117	\$ 198	\$ 0.0580	\$ 3,479	\$ 1.0369
2024	14	0.47	\$ 401.4	\$ 0.118	\$ 188	\$ 0.0553	\$ 3,667	\$ 1.0922
2025	15	0.44	\$ 405.7	\$ 0.119	\$ 179	\$ 0.0527	\$ 3,847	\$ 1.1449
2026	16	0.42	\$ 409.3	\$ 0.120	\$ 171	\$ 0.0502	\$ 4,018	\$ 1.1950
2027	17	0.39	\$ 415.9	\$ 0.122	\$ 164	\$ 0.0481	\$ 4,181	\$ 1.2431
2028	18	0.37	\$ 423.3	\$ 0.124	\$ 157	\$ 0.0462	\$ 4,339	\$ 1.2893
2029	19	0.35	\$ 428.9	\$ 0.126	\$ 150	\$ 0.0441	\$ 4,489	\$ 1.3335
2030	20	0.33	\$ 433.9	\$ 0.128	\$ 143	\$ 0.0423	\$ 4,632	\$ 1.3758