

1. Can you provide a little additional detail about the interplay of Distributor Lighting across RFP EM-008 and RFP EM-007? Our initial read is that the Distributor Lighting impacts (gross verified kWh/kW, net verified kWh/kW etc.) would be reported under 008 (Retail and Distributor) using factors determined in the 007 evaluation, and that the inclusion of the Distributor Lighting measure counts 007 (Small Business) is more about sampling because the directly installed equipment is sourced through the Distributor program. In other words, the data collection activities for 007 would be drawn from participation records in both Distributor Lighting and the Small Business Direct Install Program.
 - a. Because EM-007-2019 is focused on commercial settings (small businesses) and EM-008-2019 is focused on residential settings, the Trust is seeking to leverage measurement being performed at small businesses to include hours of use and load shape analysis for lamp types incentivized through the distributor lighting program. It is not necessary for the lamps being measured in small businesses to have been purchased through the distributor lighting program if representative lamp types are included in the sample in sufficient quantities to meet the confidence and precision requirement. Note that equipment for the Small Business Initiative is sourced through distributors from a negotiated parts list that is independent of the midstream distributor lighting program measures although many lamp types are incentivized under both programs. Small Business Initiative projects may NOT include midstream discounted measures. Small businesses that participate in the Small Business Initiative can purchase incentivized distributor lighting program measures outside the scope of the Small Business Initiative project at retailers or distributors.

2. Is the small business program limited to lighting or are there water heating and refrigeration elements to the program?
 - a. The Small Business Initiative only includes lighting and lighting control measures.

3. Can you provide any additional detail on the regional focus of the Small Business Initiative? Are those geotargeted based on higher avoided costs? Designed to provided equity of program services to rural customers?
 - a. Regions are selected for participation in the Small Business Initiative based on an assessment of the opportunity for cost effective lighting projects and a potential lack of contractor attention without a targeted program. Lack of contractor interest can be a result of more remote locations and the size of the lighting projects. The Small Business Initiative focuses on overcoming both of those barriers by offering financial incentives and clustering many small lighting projects both geographically and over a short period of time. The geographic regions to date are mapped out at the link listed below. Projects closed during FY19 are in regions 7-13.
https://www.energymaine.com/docs/SBI_Regions_2018_10_30.pdf

4. The RFP describes 154 projects through 12/31/18. What is the estimated total number of participants through June 30, 2019?
 - a. Current year-end projections are as follows:

Year End Projections	
Pipeline (projects started but not completed by year-end)	
# projects	#participants

166	141
Total Completed projects	
# projects	# participants
553	470

5. What can you tell us about participant characteristics – geographic distribution, business type, facility type, kW size distributions, etc?
 - a. The Trust focused the program on a subset of businesses having a peak demand of 25 kW or less; these businesses are typically defined as Small General Service (Central Maine Power territory) or General Service (Emera territory) customers. The geographic regions to date are mapped out at the link listed below. Projects closed during FY19 which would be part of the evaluation are in regions 7-13.
https://www.energymaine.com/docs/SBI_Regions_2018_10_30.pdf
 Towns included in regions 10-13 are listed here:
<https://www.energymaine.com/at-work/small-business-initiative/>
 Region 7 included the towns of Springvale, Sanford, Shapleigh, South Berwick, and South Lebanon. Projects in this region closed in FY19 were initiated prior to the start of FY19. It is not mandatory for projects in these towns to be included in the sampling plan.
 Region 8 included the town of Windham, Gorham, Limerick, Cornish, Standish, Limington, Steep Falls, Buxton, Kezar Falls, Parsonsfield, and Lebanon. Projects in this region closed in FY19 were initiated prior to the start of FY19. It is not mandatory for projects in these towns to be included in the sampling plan.
 Region 9 included the towns of Windham, Gray and New Gloucester.

6. What are the primary means of program promotion e.g. trade ally initiatives, on bill advertising, other promotional channels?
 - a. Geographic targeting is a significant component of the marketing campaign: the Trust attempts to create a local “buzz” in a given region to interest potential customers. In the past, the program has mailed information to eligible customers in a given region, advertised in local papers, and worked with local business leaders to announce the opportunity to the small business community. These strategies will continue to be a focus of SBI’s marketing and outreach. Other marketing tactics have included working with iconic local businesses to participate in the program; these local businesses then host business-to-business events and act as case studies in targeted mailings or advertisements.
 Through customer lists provided by the local electric utility, the Trust also conducts direct outreach to eligible customers. This includes phone calls, on-site sales calls, and targeted mailings. Participating contractors and distributors also identify potential customers and conduct outreach and sales calls.

7. How many installation contractors participate in the program? Can the Trust provide contact information (name, phone, email, etc) for these contractors?
 - a. The number of contractors involved varies by region and some contractors participate in more than one region. Thirty-five unique installers have been involved since 2017 (start of region 7). The Trust will provide the evaluator a complete list of contractors by region with contact information (name, mailing address, phone number, email).

8. What type of contact information (name, phone, email, address, etc) does the Trust maintain for participating customers? How complete is this information (i.e., what % of records contain complete contact information)?
 - a. Project information collected for each site includes the following required fields
 - i. Company Name
 - ii. End User Contact Name
 - iii. End User Contact Email
 - iv. End User Contact Phone Number
 - v. Facility Name
 - vi. Installation Physical Street Address
 - vii. Physical Address City, State & Zip Code
 - viii. Mailing Street Address/P.O. Box
 - ix. Mailing Address/P.O. Box City & Zip
9. What site-specific data does Efficiency Maine collect on HVAC, refrigeration, and compressed air opportunities at the small businesses?
 - a. The Small Business Initiative is limited to retrofit lighting measures.
10. Can you provide the number of projects completed and total savings by county for the 154 projects listed in the RFP?
 - a. Projects are tracked by region rather than county. The region breakdown through **2/28/2019** is as follows.

Region	Count	Annual kWh Savings	Summer kW	Measure Cost	Incentive Amount
7	10	115,821	30	66,484	54,330
8	41	433,458	103	225,781	185,653
9	123	801,449	244	434,930	405,242
10	94	755,952	230	406,829	326,621
11	-	-	-	-	-
12	-	-	-	-	-
13	-	-	-	-	-

11. For each of the 154 projects listed in the RFP, can you provide the following information? A. Estimated savings for each project, B. Count of measures installed by type (A-line vs specialty and interior vs exterior) at each project
 - a. See posted Excel file EM-007-2019 Small Business Initiative Project Details 7_1_18-2_28_2019
To provide a more up to date list, the file and table above contain projects through **2/28/2019**.