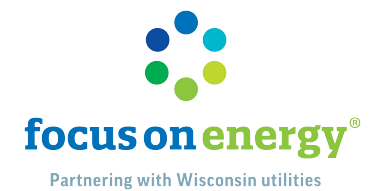




ENERGY EFFICIENCY AS A TOOL FOR COMMUNITY WELL-BEING

Presented by Lindsay Buckwell-Yeung



REFRAMING ENERGY EFFICIENCY



- The Goal
 - Uplift community-based small businesses who are reinvesting in the people and places around them.
- The Challenge
 - Small businesses often operate with limited time, capital, and technical capacity, restricting their ability to pursue energy-efficiency upgrades.
- The Result
 - A pilot combining personalized, hands-on assistance from start to finish with enhanced financial incentives to address cost barriers.

PILOT FRAMEWORK



Community Focused

- Smaller, rural communities targeted
- Communities of Focus considered
- Advisory Groups (utility partners and community-based organizations) help identify deserving small businesses



Increased Support

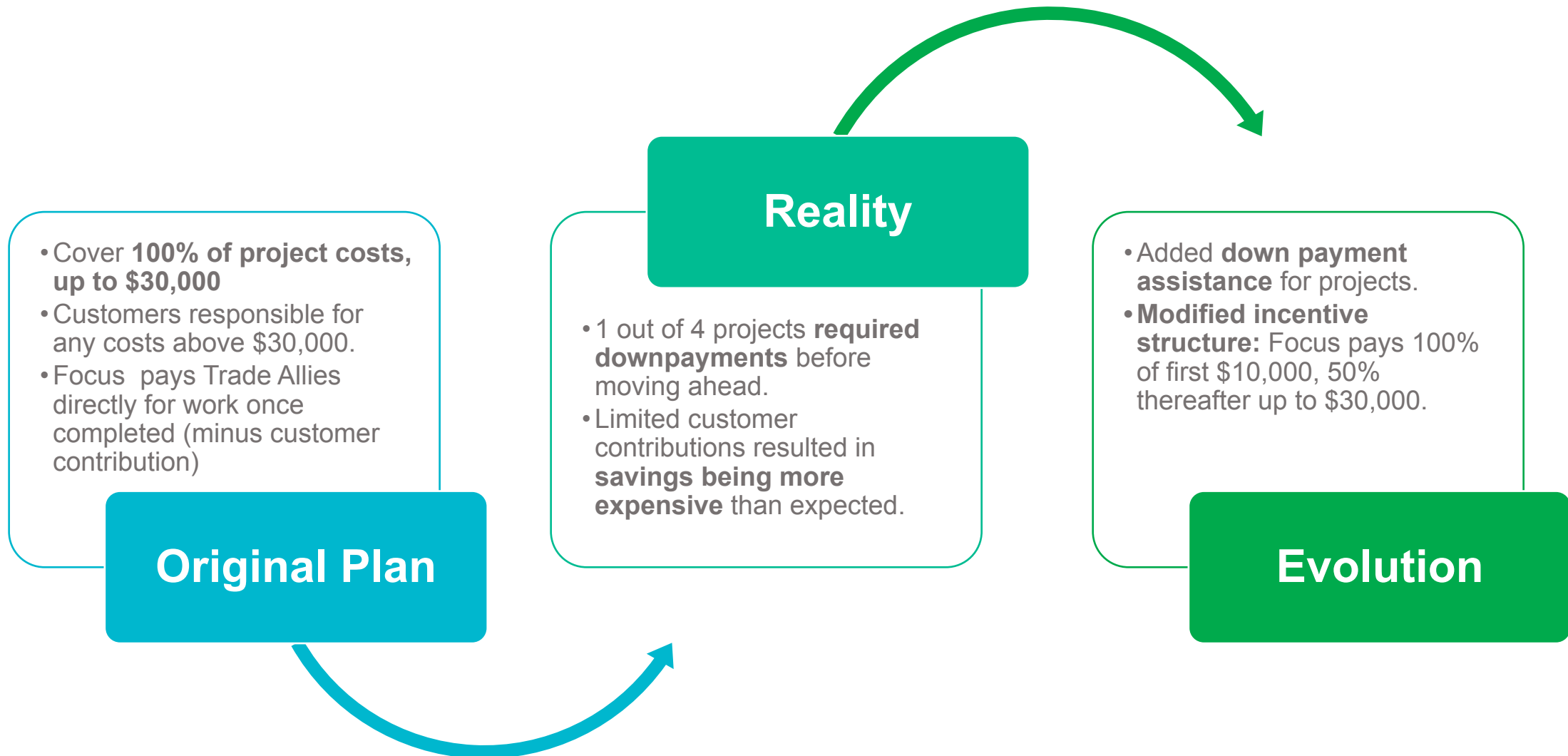
- On-site assessment
- Easy-to-understand report with “bundled” measures
- Project management from start to finish



Enhanced Incentives

- Provide more significant financial support
- Limit customer contribution
- Incentives not tied to energy savings

PILOT EVOLUTION #1: INCENTIVE STRUCTURE



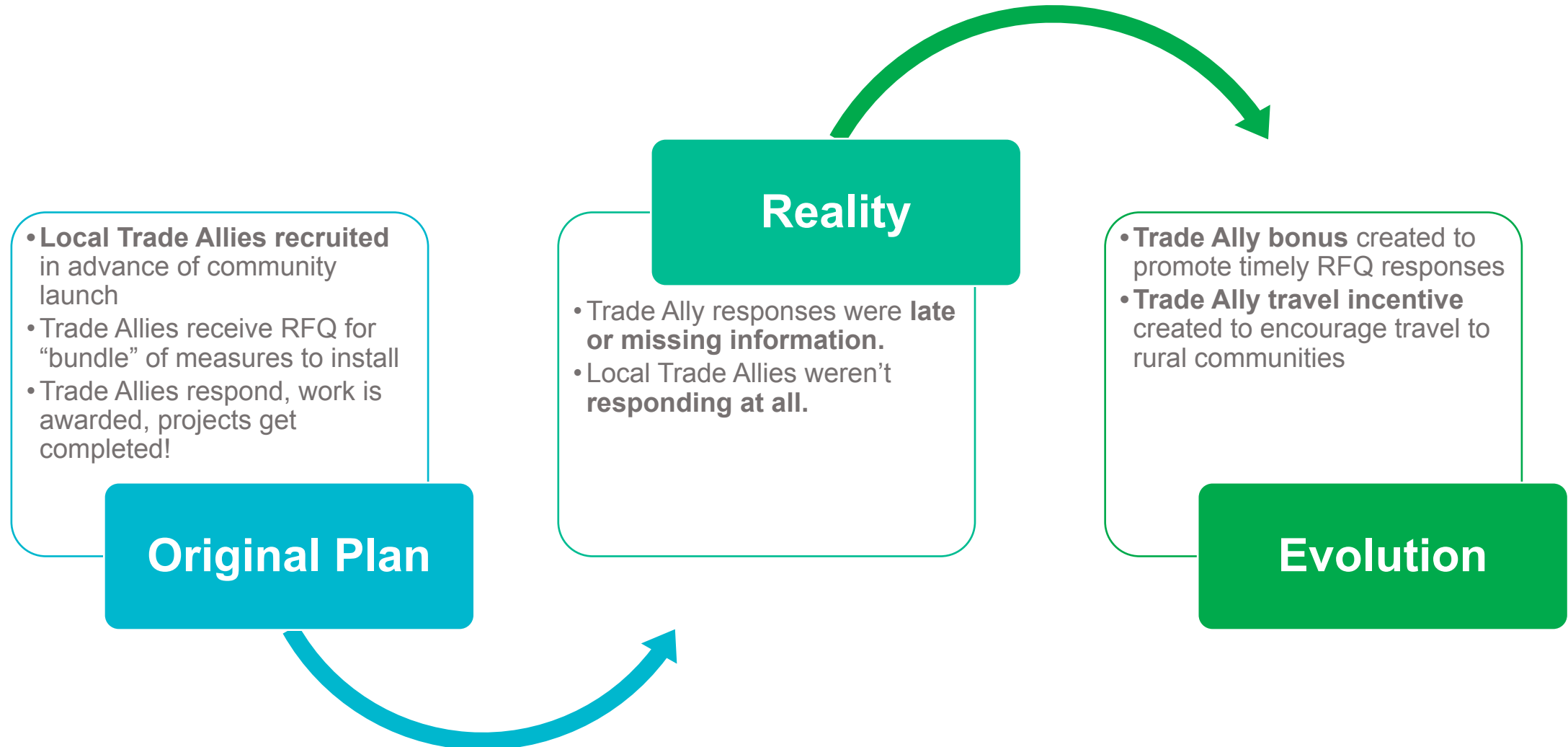
PILOT EVOLUTION #1: RESULTS



- Around 25% of customers opted to not complete upgrades exceeding the initial \$10,000.
- Customers willing to cover around 30% of the project cost.
- Project scopes became smaller = less savings per project.

| | Original Structure | Modified Structure |
|--------------------------------|--------------------|--------------------|
| Avg Project Cost | \$26,545 | \$19,361 |
| Avg Incentive | \$23,350 | \$13,660 |
| Avg Out of Pocket Cost | \$3,195 | \$5,700 |
| % of Cost Covered by Customer | 12% | 29% |
| % of Customers Contributing \$ | 43% | 75% |

PILOT EVOLUTION #2: TRADE ALLY PARTICIPATION

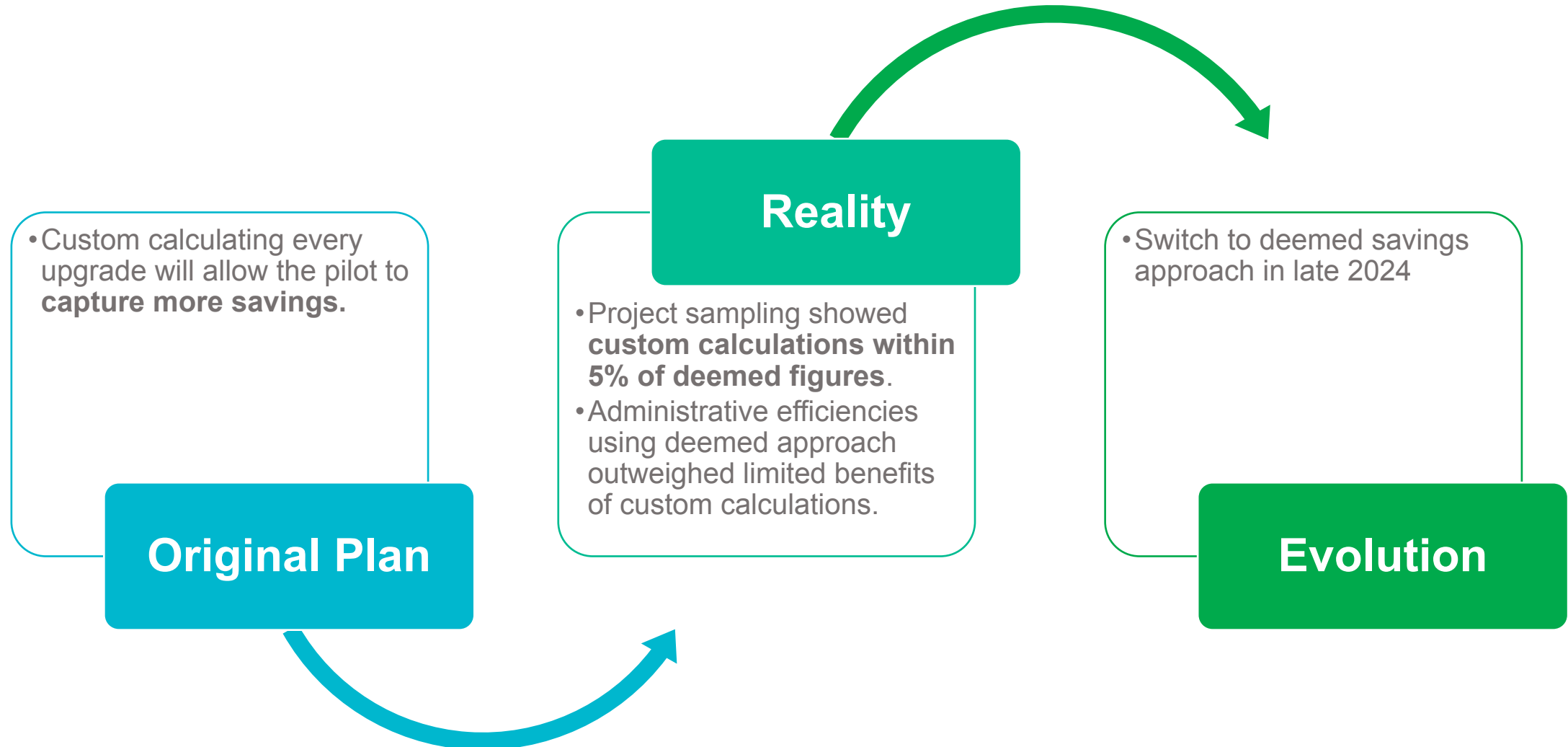


PILOT EVOLUTION #2: RESULTS



- 90 Trade Allies participated in the pilot:
 - 95 Trade Allies received a Trade Ally bonus (54.6%)
 - 8 received a Trade Ally travel incentive (4.6%)
- In 12 of the 13 communities, 80% or more of the participating Trade Allies were located within 25 miles of their community.
- 9 Trade Allies supported projects in multiple communities

PILOT EVOLUTION #3: CALCULATION METHODOLOGY



RESULTS BY THE NUMBERS



Since launching in March 2023....

- Campaigns were launched in 13 communities, 6 more for 2026
- Partnered with 14 utilities and 66 community partners
- Completed energy upgrades for 99 small businesses
- Contributed \$2.1M towards energy-saving improvements
- Reduced annual energy costs by an average of \$2,272 per participant.

SUCCESS STORIES



Ridges Golf Course

- Efficiency improvements included a significant lighting upgrade that resulted in substantial energy savings:
 - 30,848 kWh saved annually
 - Over \$4,000 annually on utility bills
 - The additional revenue from the upgrades enabled the golf course to offer night golf.

LESSONS LEARNED



- Advisory groups consisting of utilities and CBOs were key to building trust among small businesses, especially when offers seem “too good to be true.”
- Small businesses who contribute even a small portion of funds towards their project are more engaged in the process.
- Offering Trade Allies incentives can be a valuable tool in building interest and enhancing participation benefits.
- Don’t lose sight of what you set out to achieve. Energy savings are one measure of success, but the non-energy benefits we create often tell the deeper story of our impact.

THANK YOU!

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