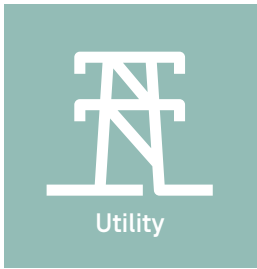


National Grid Small Business Program



National Grid is an energy utility that serves nearly 3.4 million electric customers in upstate New York, Massachusetts, and Rhode Island. It's also the largest distributor of natural gas in the region, providing service to 3.6 million northeastern businesses and residences.

In 2008, former New York Governor Eliot Spitzer set a goal to reduce energy consumption state-wide by 15% in seven years. This ambitious objective sparked National Grid's involvement in energy efficiency programs throughout NY. In addition to continuing work with large corporations, Due to the state reduction goals, it was necessary for all New York Electrical Utilities to aggressively incorporate small businesses into their total energy reduction strategy because collectively, small businesses constitute an enormous energy consumer.

THE CHALLENGE

Since National Grid operates primarily as an electrical and gas provider, the company required a partner to help implement its Small Business Energy Efficiency Program and assist in completing the direct installations. After a competitive bidding process, SmartWatt won the contract in 2009 for National Grid's Central territory, setting the stage for years of successful collaborations.

- **Funding:** A lack of capital hindered many small businesses from completing energy optimization initiatives. Under National Grid's lucrative Small Business Program, the utility pays up to 60% of the project cost, with on-bill financing for the remaining share at 0% interest up to 12 months. Customers that pay their share in a single lump sum are provided a 5% discount.
- **Turnkey Service:** National Grid needed a partner they could trust to provide technical expertise, experience, and total turnkey service. The scope of work included program management, lead generation, auditing, construction management, material procurement, electric labor, quality control/post installation verification and complaint resolution. SmartWatt demonstrated it could fulfill all these responsibilities while keeping National Grid's customers happy.

“The Small Business Program team did a great and efficient job! I'm thrilled with all of my new lights, and can't wait to see the savings on our upcoming bills!” - Michelle, Manager, Industrial Color Labs

“The Small Business Program team went out of their way to work around the schedules of our tenants so that there was limited, if any, disruption to their schedules. I would recommend them to any organization and would welcome them back on any future project.” - Sheila, Building Administrator, NYS Grange

THE SOLUTION

From 2009 to present, SmartWatt completed over 5,300 projects to help National Grid meet the energy efficiency goal for the small business market. SmartWatt performed so well that the utility twice expanded SmartWatt's territory to include the Northern and Mohawk Valley regions of Upstate NY.

- **Lighting Systems:** From 2009-2102, optimization projects consisted mostly of T12-T8 fluorescent lighting conversions. As of 2012, SmartWatt focuses on modernizing the energy systems of small businesses with a full suite of interior and exterior LED lighting solutions that are energy efficient, provide even lighting distribution, and require minimal maintenance.
- **Refrigeration Systems:** Earlier business customers are now returning to integrate energy saving refrigeration measures. SmartWatt is helping them replace old shaded pole motors common in convenience stores and walk-in coolers with smart, electrically commutated motors (ECM) and by installing anti-sweat controls which save energy by only turning on the fans that prevent condensation on display case doors when necessary.

THE IMPACT

SmartWatt has helped small businesses secure \$23,437,781 in total incentives, and cut energy bills between 20%-40%. It's money that owners rely on to stay afloat, invest in their labor force, and even expand operations. The modern, attractive lighting upgrades also improve the appearance of facilities, making them more inviting to customers, and aesthetically pleasing to owners and staff. As Ralph & Mike, Owners of Ralph's Diesel Service said, **“We are very impressed with the new look in the shop, how clean and bright the lighting looks and how quickly the work was completed.”**

SmartWatt remains committed to bringing energy optimization solutions to even more National Grid small business customers. Based on 2016 responses, the utility held an outstanding NPS Customer Satisfaction rating of 81.4, far surpassing the industry average of 12. The partnership between SmartWatt and National Grid has succeeded beyond all expectations, as measured not simply by dollars and cents, but by the happiness of the customers served.

5,300 / small business customers served

+81.4 / NPS rating*

*Rating is out of +100 and based on 2016 customer service results

112K / MWh savings (2009-2016)

\$23M / total National Grid incentive