

**STATE OF RHODE ISLAND  
PUBLIC UTILITIES COMMISSION**

**PASCOAG UTILITY DISTRICT'S 2024 :  
DEMAND SIDE MANAGEMENT PROGRAM : DOCKET NO. 24-43-EE**

**PUBLIC UTILITIES COMMISSION'S FIRST SET OF DATA REQUESTS  
DIRECTED TO PASCOAG UTILITY DISTRICT  
(Issued November 20, 2024 – Response due December 3, 2024 12:00pm)**

PUC 1-1 Please provide the percent of the budget allocated to residential programs and the percent of the budget allocated to commercial programs.

**Answered by Desarae Dolan:**

The budget allocation for residential and commercial programs can be viewed in two different ways. Based on the total DSM budget, 39% is allocated to residential programs, while 37% is allocated to commercial and industrial programs. When considering only the programs themselves (excluding Administrative and Community Outreach, Marketing and Education costs), 52% of the program budget is allocated to residential programs and 48% to commercial and industrial programs.

PUC 1-2 Page 13 of Schedule C reports that “in 2024, one customer successfully completed the program and received a \$2,500 rebate.” Schedule D-2 indicates that expenses in the 2024 HVAC and Water Heating Program are projected to be \$12,100. Please identify the number and total value of rebates provided in this program in 2024.

**Answered by Desarae Dolan:**

In 2024 there were two separate programs for HVAC and Water Heating. Pascoag had a standard program for customers without electric resistant heat (DR2403) and an enhanced incentive HVAC program for electric resistant heat customers (DR2404). Twenty rebates were processed for the standard HVAC program (DR403), with total expenses of \$12,100. One rebate was processed for the enhanced HVAC incentive program (DR2404), with total expenses of \$2,500.

PUC 1-3 Referring to the Small Business Energy Star Offerings description on pages 15 and 16 of Schedule C:

(a) Has Pascoag identified demand for 15 small business Energy Star rebates?

**Answered by Desarae Dolan:**

Pascoag has not yet identified any participants for the Small Business Energy Star Offerings plan. Pascoag staff have been working diligently to compile a

list of key individuals within local businesses who are responsible for making purchasing decisions related to equipment upgrades. Moving forward, the focus will be on targeted outreach to this list, as no specific customers have been identified to participate in the program at this time. This proactive approach aims to build engagement and increase participation in the program moving forward.

(b) Is the \$1000 rebate cap applied per customer or per appliance?

**Answered by Desarae Dolan:**

The \$1000 rebate cap would be applied per appliance. We are offering the \$1000 rebate cap per appliance to encourage participation. As the program progresses and we gain more experience, we will review its effectiveness and make recommendations for any necessary adjustments. This approach allows us to be responsive to the needs of customers while ensuring the program's success.

(c) Is there additional evidence that causes Pascoag to believe that demand for this program will increase by over 1000% in 2025?

**Answered by Desarae Dolan:**

Pascoag is optimistic about growth due to several proactive steps being taken to build awareness and engagement. Historically, the program has had very low participation, and has found it difficult to attract businesses. To address this, Pascoag staff have been compiling a list of key decision-makers within local businesses who are responsible for equipment upgrades. The next step will be focused, targeted outreach to these individuals. While no customers have been identified for participation yet, this more strategic approach is expected to help drive greater interest and participation as the program gains traction in 2025.

Additionally, we recognize that our previous offering was not sufficient to drive demand, especially as the commercial and industrial programs shift away from lighting. The prior rebate structure, offering 10% up to \$350, was less competitive compared to industry standards, which offer rebates around 70% of equipment cost. By increasing the rebate to 50% up to \$1000, the offering is now more aligned with these standards, creating more favorable economics for customers, which Pascoag anticipates will help generate more interest in the program.

PUC 1-4 Referring to the 2025 Commercial and Industrial Energy Efficiency Projects description on page 18 of Schedule C, has Pascoag identified demand for 8 rebates in this program?

**Answered by Desarae Dolan:**

No, Pascoag has not identified demand for 8 rebates in the 2025 Commercial and Industrial Energy Efficiency Projects program. Currently, Pascoag has only identified one potential business—an ice rink—that is considering upgrading a motor as part of this program. This business represents the only known opportunity for a rebate at this time. However, as stated above, Pascoag plans to take a targeted outreach approach with its list of key decision makers within local businesses and anticipates additional opportunities arising.