

## **2025 Program Kick-Off Event** Success in Energy Efficiency



## Thank you for joining

- Emergency exits
- Restrooms
- Wi-Fi

## **Today's Presentation**



Welcome & Introductions

2024 Performance

Updates & Program News

Program Marketing

**Guest Speakers** 

Huddle Areas

Trade Ally Network

Trade Ally Recognition & Raffles

## Introductions

## **PNM Customer Energy Solutions**

- Alaric Babej Director, Customer Energy Solutions
- Sabrina Davis-McMeans Marketing Specialist

## **PNM Transportation Electrification Program**

• John Williamson

Manager, Transportation Electrification Program

• Jacquelynn "Jackie" Salazar

Transportation Electrification Program Specialist

• Sydney Zanon

Transportation Electrification Outreach Coordinator

## **PNM Product Development**

• Dru Jones

Project Manager, Product Development

## **PNM Community Solar**

• Luis Estrada

Program Manager, Community Solar

## **PNM Energy Efficiency**

- Sharon James
   Manager, Energy Efficiency
- Alexander Reedin

Program Manager, Energy Efficiency & Development

- Aaron Romero Energy Efficiency Program Developer II
- Matthew Holbert Sr Program Manager, Energy Efficiency
- Latoya Ferguson Sr Program Manager, Energy Efficiency
- Erick Seelinger
   Energy Efficiency Engineer IV
- Jaime "Tony" Apodaca
   Energy Efficiency Engineer III

## Introductions

## **PNM Account Management Team**

- Elisha Saavedra-Torres Director, Customer Marketing
- James "Jim" White Marketing Specialist
- Erica Baca

Segment Analyst

• Grant Taylor

Economic Development Specialist

## • Marchez Coriz

Sr Strategic Account Manager

• Jon Galaviz

Sr Strategic Account Manager

- Suzanne "Sue" Landin Sr Strategic Account Manager
- Manuel Quintana Sr Strategic Account Manager
- Anthony Ruiz Sr Strategic Account Manager
- Ismael "Izzy" Ruiz
   Sr Strategic Account Manager
- Joshua Romero
   Strategic Account Manager

## Introductions

## DNV Energy Systems, Albuquerque Team

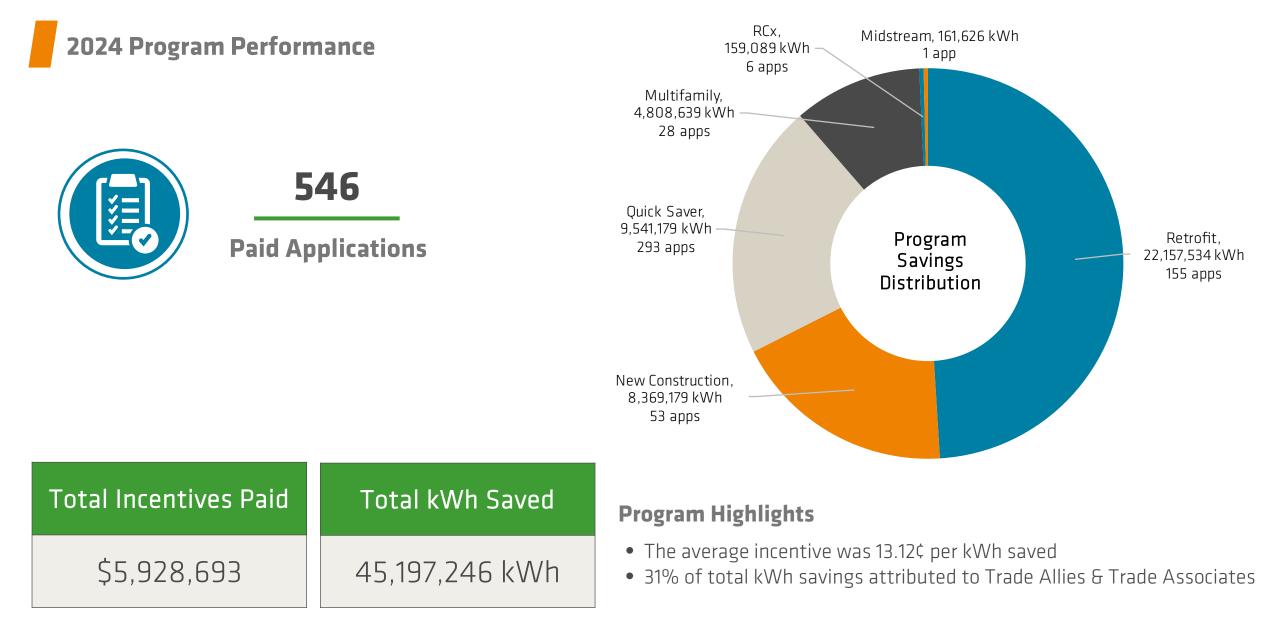
- Chris Faith
   Program Director
- Sharon Vickrey Programs Lead
- Jose Juarez Lead Program Engineer
- **Bobby Orwig** Technical Outreach
- Yemi Stapp-Adeogba
   Outreach & Inspections South
- Wyatt Robledo Outreach & Inspections - North

- Loren Griego Quick Saver Program Manager
- Toni Renee Vierra Multifamily Program Manager
- Julie Spada NCRR Project Coordinator
- **Cari Gindi** Marketing Specialist
- Laura Merchak Program Engineer
- **Connor Hayes** Program Engineer

- **Diego Gonzalez** Inspections
- Jason Leyva EV Project Coordinator
- Richmond Larbi EV Program Engineer

# 2024 Performance

Chris Faith



## 2024 Environmental Impact



Together, last year we saved enough energy to power **3,631** NM homes for a year



Keeping 26,042 metric tons of CO<sub>2</sub> from being released into the air



Reducing emissions from 6,074 gasoline-powered passenger vehicles



https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator

## 2025 Business Program Goals



## This year's assigned goal is to deliver:



**46,086,269** in kWh savings



**\$6,165,994** in rebate dollars



## 2025 Business Program Incentive Goals by Program



Incentive Budget	NC, RR, & MS	Quick Saver	Multifamily	BTU	Overall
\$6,165,994	10.2¢/kWh	20.4¢/kWh	22.7¢/kWh	21.2¢/kWh	13.4¢/kWh

# Updates & Program News

Jose Juarez and Loren Griego

## **Program Updates**

#### Update to HVAC efficiency metrics:

- Introduction of EER2, SEER2, and HSPF2 by the Department of Energy (DOE) starting January 1, 2023
- More stringent testing conditions to more closely simulate real-world operating conditions
- EER2:
  - Measures efficiency of cooling systems at peak conditions
  - About 4.1% lower than EER ratings
- SFFR2:
  - Measures the cooling efficiency over a typical cooling season
  - About 4.5% lower than SEER ratings
- HSPF2:
  - Measure heating efficiency of heat pumps over a typical heating season
  - About 15% lower than HSPF ratings



"Active" Model Status are those that an AHRI Certification Program Participant is currently producing AND selling or offering for sale; OR new models that are being marketed but are not yet being produced."Production Stopped" Model Status are those that an AHRI Certification Program Participant is no longer producing. BUT is still selling or offering for sale.

Ratings that are accompanied by WAS indicate an involuntary re-rate. The new published rating is shown along with the previous (i.e. WAS) rating

The Department of Energy has published updated energy efficiency metrics for central air conditioners and heat pumps. This publication reflects both the 1987 metric (SEER) and the 2023 metric (SEER2). Efficiency requirements are published at 10 C.F.R. 430.32(c). Please refer to www.AHRInet.org for more information about updated energy efficiency metrics.

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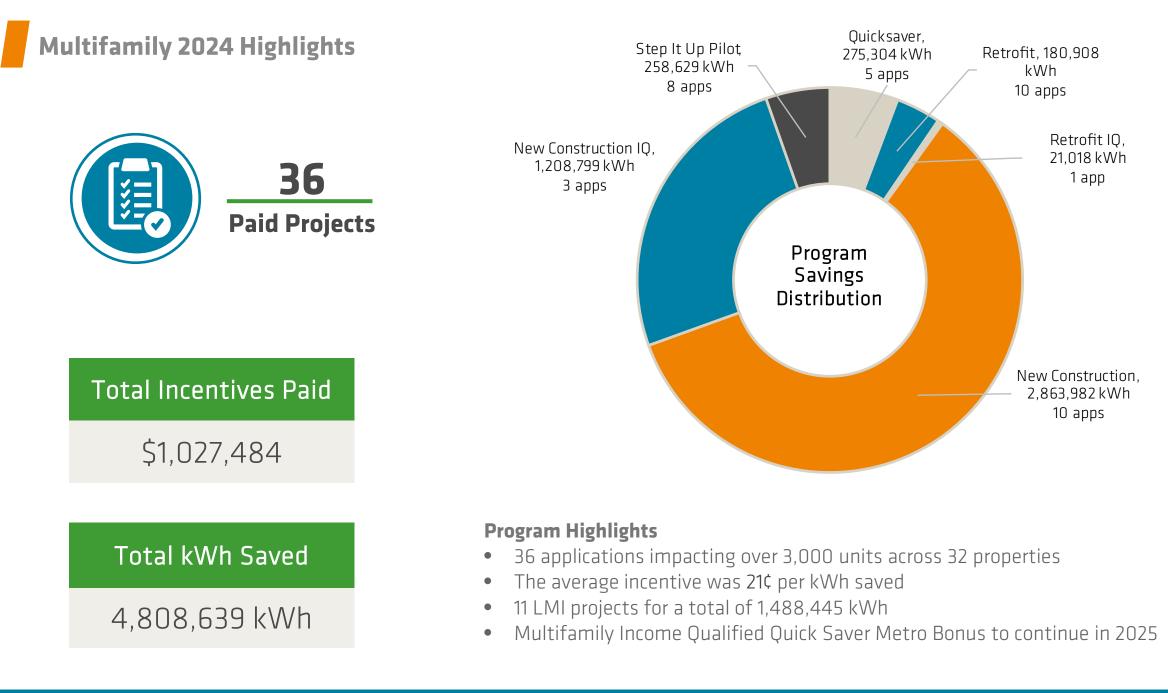
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## Quick Saver Program News



## **Quick Saver updates:**

- **Success in 2024:** Thanks to your hard work and dedication, we helped many small businesses across New Mexico save energy and reduce their utility bills in 2024.
- No Major Changes in 2025: The program remains the same for 2025. The Non-Metro LTO will be continuing, ensuring rural businesses continue to get the support they need.
- Looking Ahead: In 2025, we're ready to build on the momentum from last year, partnering with you to bring energy savings to even more businesses across New Mexico.



## **Multifamily Opportunities**

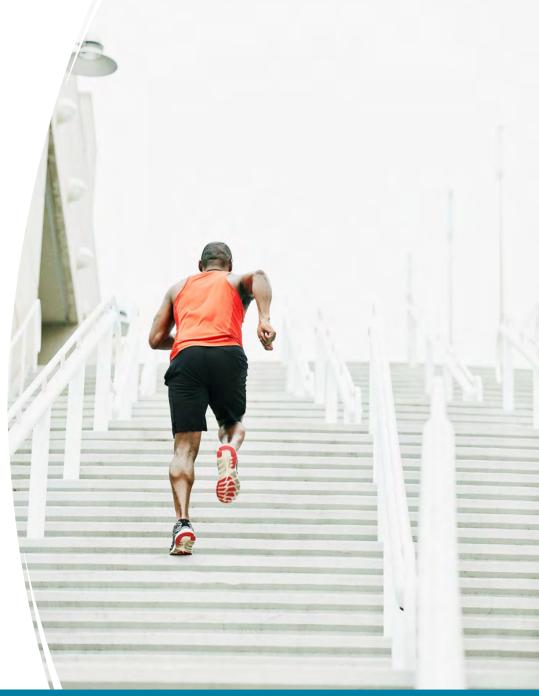
## Step It Up

Spirit of program:

- Aimed at low-income qualified properties.
- An extra bonus to soften the impacts of higher costing, higher efficiency equipment.
- Initiative to encourage property owners to broaden and deepen their energy efficiency efforts.
- Saving money and happier tenants.

## More details to come...

Look for information in our quarterly newsletter.



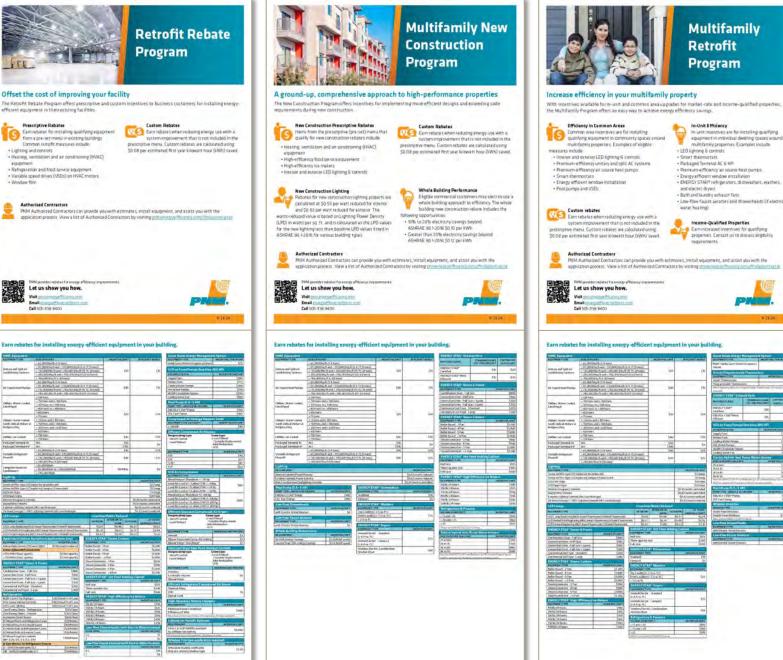
# Program Marketing

Cari Gindi





Co.est.

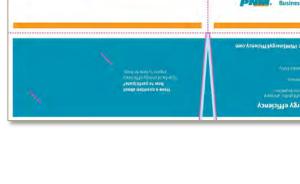




Multifamily

Retrofit

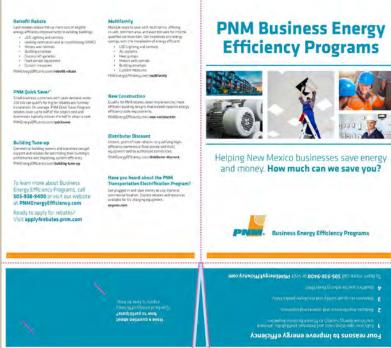
Program



## **New & Rebranded Collateral**



#### **Presentation Folder**



## **Case Study**



2024	Multifamily Step I Intent to Apply	t Up Bonus
General Project Information	n	
PNM Customer		
Name		
Ental	Phon	e Numberi
Main Project Contact		
Name	Title	
Corroaw		
Ec.4	Ru	04
Installation Property		
Narrie		
Add #11		
Ene	Zip Code Ma	ain Phane
Income-Qualified Status		
to the Installation Property an Inco		esNo
Does the property owner or any te	rtant receive à HUO subsidy?	esNo
Project Timeline		
Project start date	Anticipated project con	
	n at this time, can this project be comple	eted befroe Noversider 15: 2024?
YesNo		
Property Details		
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**Step It Up Bonus** 

#### **Multifamily Fact Sheet**

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## Email Campaigns



## **Plugged In Articles**

- Quarterly article
- Included in SAM newsletters

## **Multifamily**

- 1 targeted email
- Average open rate 31%
- Average click-through rate 6%

## Trade Ally Newsletters

- 3 quarterly newsletters
- Average open rate 48.5%
- Average click-through rate 4%

#### **Customer Newsletters**

- 3 quarterly newsletters
- Average open rate 30.2%
- Average click-through rate 4%

#### **Post-Project Surveys**

- Monthly emails
- Average open rate 43.9%
- Average click-through rate 10.8%
- Resulted in 6 completed surveys



#### **Trade Ally Newsletter**

#### Hello PNM,

We're here to support your business with rebate programs that promote energy efficiency. Please reach out to us with any questions you may have.

#### Be sure to reserve your funds today!

Have you completed any energy efficiency projects lately? Be sure to submit an online application as soon as possible to ensure you and your customers receive the rebate. If you have questions about the process or need assistance with your submission, please reach out.

#### 2024 Overall Program Status

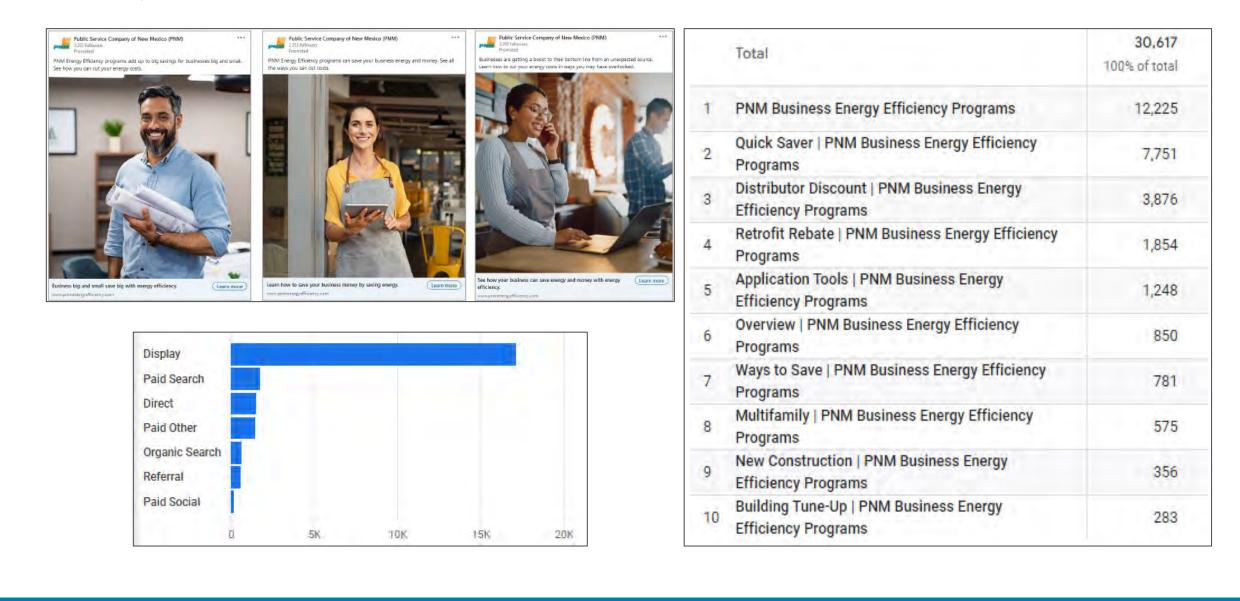
ny energy efficiency Paid to submit an online possible to ensure s receive the rebate. bout the process or our submission, Reserved

Available funds paid as of August 20, 2024

The paid and reserved status is found on the <u>Application Tools</u> page of the contractor website. Check back monthly for updates.

## **Digital Ad Campaign & Web Metrics**

March – September



# Guest Speakers

Success in Energy Efficiency

#### Saif Ismail

City of Albuquerque, General Services Energy & Sustainability Division Manager



Holds a Master's Degree in Architectural Engineering from the University of Baghdad and pursuing a Ph.D. in Smart Building Technology at the University of New Mexico. As the Energy and Sustainability Division Manager for the City of Albuquerque since 2012, Saif has spearheaded innovative strategies to advance energy efficiency and sustainability goals for the city of Albuquerque.

Implemented initiatives that reduced energy consumption by up to 40% in commercial and industrial settings and contributed to achieving 100% net-zero carbon emissions in targeted projects. Focuses on developing and executing policies that enhance energy performance, integrate renewable energy technologies, and promote sustainable urban development.

Serves on the board of the American Institute of Architects, addressing climate challenges and advancing green building and sustainable city initiatives in New Mexico.

#### Suzanne Landin PNM, Senior Account Manager



Having graduated with a BS in Psychology from Thomas Edison State University in New Jersey, I pivoted my career from the field of human services to the dynamic world of customer service at PNM in 1999. My journey led me from Contact Center Supervisor in 2018 to Senior Strategic Account Manager in 2022, where I'm passionate about fostering customer relationships.

#### Ryan Saiz-Buchanan PNM, Manager of Customer Operational Excellence



Graduated from Embry-Riddle Aeronautical University with a BS in Engineering Physics. Worked in aerospace and automotive. In July 2020, joined PNM as the Technical Program Manager and developed and launched the PowerClerk New Service Delivery Application Program. In February 2022, accepted Renewables Engineering Supervisor position in the Customer Interconnection Department and led a team of engineers and technicians in processing Interconnection Applications statewide. In July 2023, accepted the Manager, Customer Operational Excellence position. Leads a team of analysts and program managers focused on data analytics, process improvement, process standardization, and training.

# Huddle Areas

Program Team



## Transportation Electrification Program



## Engineering Support

## Online Application



## Quick Saver



# PNM Authorized Contractor Network

Loren Griego



#### • **YOU** are the PNM Trade Ally Network

• The PNM Trade Ally Network is comprised of ALL authorized contactors who serve in the commercial and residential energy efficiency programs



- 2025 Network seal will soon be available for use by eligible Trade Allies
- The seal represents an official endorsement as a PNM authorized Contractor
- Displays your commitment to providing energy efficient solutions
- Eligible Trade Allies may co-brand with PNM and use the seal in program advertising and branded promotional materials

## **Eligibility and How It Works**

PART.	Search for		Q 0 items   \$0.00 戻
Caps Drinkware Ladies' App	arel Men's Apparel Office Sticker	s & Patches	
PNM Trade Ally Network C	nline Merchandise Store	1.7	
Fletcher Folio \$42.92	Magnetic Fabric Portfolio - Full Color Dome \$19.12	R oz. Stanley Adventure Shortstack Travel Mug Thermos \$25.56	15 oz. Ceramic Mug \$15.00
Tempercraft 20 oz. Tumbler \$35.60	Polar Gamel 30 oz. Ringneck Vacuum Insulated Tumbler w/Clear Lid \$37.00	Stock Shape 3' Diameter Clear Static Cling Inside Window \$4.19	Stock Shape 3' Diameter Permanent Apresive Back \$2.85
Clear Vinyi Static Cling Die Cut - Static Face Decal	3' Embrolaered Emplems 54.92	1" x 3" DigiPrint Patches \$0.70	Classic Washed Cap \$33.28

## **Eligibility:**

- 1. Meet the requirements and become a PNM Business Energy Efficiency Program Trade Ally.
- 2. Meet the specific annual requirements for your program.
- 3. Be a Trade Ally in good standing for at least 12 consecutive months in a calendar year.
- 4. Submit rebate applications for your customers.

The 2025 Trade Ally Network Charter and agreement form will be sent to eligible Trade Allies in the coming weeks. Be sure to sign and return your agreement form.

## How it works:

- DNV provides a list of eligible Trade Allies to PNM.
- PNM will send you the Charter and Agreement Form, along with the web address to the PNM Trade Ally Network Online Merchandise Store.
- The merchant will verify eligibility status with PNM before production and shipping of your purchase to you.

## Examples of co-branding done well

B&D Industries, Inc. 1,036 followers 1mo • (\$

#### DID YOU KNOW? B&D IS A PNM ENERGY EFFICIENCY AUTHORIZED CONTRACTOR



+ Follow

The PNM Multi-Family Energy Efficiency Program offers rebates to participating Trade Allies, PNM multi-family property owners and property management customers to install energy efficiency upgrades including, but not limited to, high efficiency lighting and lighting controls, space heating and space cooling equipment, water heating equipment and controls, faucet aerators and low flow showerheads, and refrigerators. Participating Trade Allies may install select measures at no cost to PNM multi-family customers. Bonus rebates are available for retrofit projects achieving deep energy savings, and for properties serving low-income residents.

#### BENEFITS OF USING A PNM ENERGY EFFICIENCY AUTHORIZED CONTRACTOR

- Cuts your operating costs and improves profitability
- Reduces maintenance demands
- Distinguishes your business as being eco-friendly or "green"
- · Allows you to use your energy savings to finance business growth

"B&D saved us over \$77,000 on our LED lighting upgrade through the PNM Multi-family Energy Efficiency Rebate Program, costing us \$3,000 for the entire renovation." — Teresa Cordova, The Towers

CALL B&D TODAY TO SCHEDULE A FREE AUDIT OF YOUR FACILITY AT 505-299-4464

21				
Like	Comment	$\rightarrow$ Share	Send	

#### YEAROUT Yearout Energy 722 followers 5mo • 🕲

We are pleased to announce that Yearout Energy was chosen as a PNM Authorized Trade Ally Network member for the 2021 year. We look forward to continuing to help New Mexico businesses increase energy efficiency.

+ Follow

#PracticalSolutions #MeaningfulProjects #ConfidentOutcomes #NewMexico



## Co-branded business cards are also available:

# FRONT BACK Vour company logo Image: Company logo John LastName Image: Company logo Title PNM Energy Efficiency Contractor 320 Gold Ave. SW, Suite 600 Albuquerque, NM 87102 Www.pnmenergyefficiency.com Toll Free 877-807-0741 Pois-938-9400 ext. 79108 C 505-860-9470 F 505-938-9401 Image: Company logo

## Trade Allies Who Earned the 2025 PNM Authorized Contractor Seal

3B Electrical, LLC A-1 Electric Inc Abraxas Electric, LLC Alderete Electric Service Corp. Alza Electrical Corp. Evergreen Contractors, LLC B&D Industries, Inc. Bridgers & Paxton Consulting Engineers Bulldog Energy Solutions Corrales Electric Inc. Dalkia Energy Solutions, LLC Dekker/Perich/Sabatini EEA Consulting Engineers Electrodata, LLC Energy Management Collaborative LLC Engineering Economics Inc. Enterprise Builders Corp Facility Solutions Group (ABQ)

HDZ Electric LLC High Desert Lighting & Electric, LLC M Squared Electric, LLC Mountain Electric, LLC McDade-Woodcock Inc. New Line Technology, Inc Phaze One Electric Randy's Electric Co Inc Reliable Electric LLC Stone Electric & Power, LLC Sustainable Building Solutions LLC **Tofel Dent Construction** Trane Voss Lighting U.S. Electrical Corporation Wizer Electric LLC Yearout Energy Services Company

## Multiple Years in the Network

## **FIVE or More Years**

- Bernhard TME, LLC
- Building Energy Solutions & Technology, Inc.
- CB Power LLC
- E.R.M. Electric LLC
- Energy Management Collaborative LLC
- Escudo Restaurant Solutions, LLC, dba Chef Link
- Frank's Electric
- Financial Energy Management Inc
- HEI Inc
- M Squared Electric, LLC

- Mechanical Systems Inc
- Mountain Vector Energy
- Norman S Wright Co
- RE Michel Co LLC
- Standard Restaurant Supply
- Strategic Lighting
- Stone Electric and Power LLC
- Sustainable Building Solutions LLC
- TLC Company, Inc. dba TLC Plumbing and Utility
- Trane

## **TEN or More Years**

- 3B Builders Inc
- A-1 Electric Inc
- Allied Electric Inc
- B&D Industries Inc
- Bridgers & Paxton Consulting Engineers
- Bulldog Energy Solutions
- Corrales Electric Inc
- DAC Electric
- DRB Electric, Inc
- ECOterra Energy Services
- Enterprise Builders Corp
- Electrodata LLC
- Facility Solutions Group
- Graybar Electric Company, Inc.
- J & C Ortiz Electric LLC
- Johnson Controls
- New Line Technology, Inc.
- Omega Contractors
- Randy's Electric Co Inc
- RKL Sales Corporation
- Russel Sigler Inc
- Summit Electric Supply
- Travers Mechanical Services
- Voss Lighting
- Yearout Service LLC

Mountain Electric, LLC Horizon Electric Signs, LLC Gorman Distributing Co., Inc, Evergreen Contractors, LLC Experienced Solar, LLC Eco Electric LLC

# 2024 Top Trade Allies

Tony Apodaca

## **Criteria for Awards**

## **Most Overall Savings**

by annual kWh saved in each program:

- Distributor Discount Program
  - HVAC
  - Food Service Equipment
- Multifamily Program
- New Construction
- Retrofit
- Quick Saver Program
- All Programs

## Trailblazer

for all Trade Allies in any program:

- Meet 2 consecutive years of project quantity requirements;
- 2. Increase your previous year's kWh savings by 50% or more;
- 3. For those not already recognized for most overall savings;
- 4. Must file the application for the customer

Must meet individual program requirements and be in good standing to be considered for recognition. Criteria outlined by third-party implementors. Trade Allies named as contractor on apps filed by customers or third parties are not eligible for acknowledgment/award.

## **M Squared Electric, LLC**

**103%** increase in kWh savings **827,488** kWh savings in 2024

## **High Desert Lighting and Electric, LLC**

**163%** increase in kWh savings **713,785** kWh savings in 2024

## **Phaze One Electric**

278% increase in kWh savings328,918 kWh savings in 2024

## HDZ Electric LLC

**989%** increase in kWh savings **309,692** kWh savings in 2024

## **New Line Technology, Inc.**

**83%** increase in kWh savings **231,290** kWh savings in 2024

## ElectroData LLC

**166%** increase in kWh savings **162,187** kWh savings in 2024

## McDade-Woodcock Inc.

**958%** increase in kWh savings **76,353** kWh savings in 2024

## A-1 Electric Inc

**51%** increase in kWh savings **10,669** kWh savings in 2024

2024 Top Trade Ally – Most Overall Savings | Distributor Discount Program HVAC Equipment

## **ThermAir Systems NM, LLC**



## 45,526 kWh saved with 9 paid application

2024 Top Trade Ally – Most Overall Savings | New Construction Program

## **Evergreen Contractors, LLC**



## 475,606 kWh saved with 1 paid applications

2024 Top Trade Ally – Most Overall Savings | Retrofit Rebate Program

## **Facility Solutions Group**



## 573,682 kWh saved with 7 paid applications

2024 Top Trade Ally – Most Overall Savings | Multifamily Program

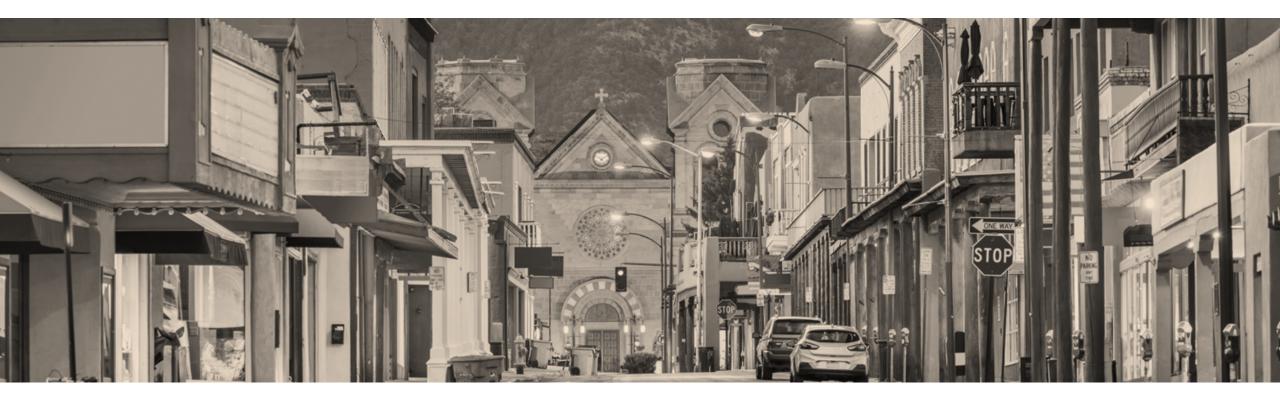
## **Bulldog Energy Solutions**



## 199,891 kWh saved with 2 paid applications

2024 Top Trade Ally – Most Overall Savings | Quick Saver Program

## **Bulldog Energy Solutions**



## 4,464,820 kWh saved with 172 paid applications

2024 Top Trade Ally - Most Overall Savings | All Programs

## **Bulldog Energy Solutions**



## 4,485,012 kWh saved with 173 paid applications

# Raffle Winners

Connor & Laura

## Thank You

