

# PNM Business Energy Efficiency Programs

## 2024 Program Kick-Off Event



Business Energy Efficiency Programs





 Thank you for joining us today



## Today's Presentation



Welcome & Introductions



2023 Performance & 2024 Goals



Updates & Program News



Celebrating Energy Efficiency



Program Marketing Update



Trade Ally Recognition



2023 Top Trade Allies



Questions & Answers





## Introductions

### PNM Customer Energy Solutions

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

### PNM Transportation Electrification Program

- **John Williamson**  
Program Manager, Transportation Electrification Program
- **Jacquelynn “Jackie” Salazar**  
Transportation Electrification Program Specialist

### 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
- **Akanksha Rawal**  
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

## PNM Account Management Team

- **Elisha Saavedra-Torres**  
Director, Customer Marketing
- **James “Jim” White**  
Marketing Specialist
- **Erica Baca**  
Segment Analyst
- **Grant Taylor**  
Economic Development Specialist
- **Kristen Gamboa**  
Economic Development Specialist
- **Manuel Quintana**  
Sr Strategic Account Manager
- **Jason Norris**  
Sr Strategic Account Manager
- **Suzanne “Sue” Landin**  
Sr Strategic Account Manager
- **Ismael “Izzy” Ruiz**  
Sr Strategic Account Manager
- **Marchez Coriz**  
Sr Strategic Account Manager
- **Jon Galaviz**  
Sr Strategic Account Manager
- **Joshua Romero**  
Strategic Account Manager

### DNV Energy Systems, Albuquerque Team

- **Chris Faith**  
Program Director
- **Sharon Vickrey**  
Programs Lead
- **Jose Juarez**  
EE Program Engineer
- **Yemi Stapp-Adeogba**  
Outreach & Inspections – South
- **Bobby Orwig**  
Technical Outreach
- **Loren Burton**  
Quick Saver Program Manager
- **Toni Renee Vierra**  
Multifamily Program Manager
- **Julie Spada**  
NCRR Project Coordinator
- **Wyatt Robledo**  
Outreach & Inspections - North
- **Cari Gindi**  
Marketing Specialist
- **Jason Leyva**  
EV Project Coordinator
- **Mohsen Raissy**  
EV Program Engineer

# 2023 Performance & 2024 Goals

Chris Faith



# 2023 Program Performance

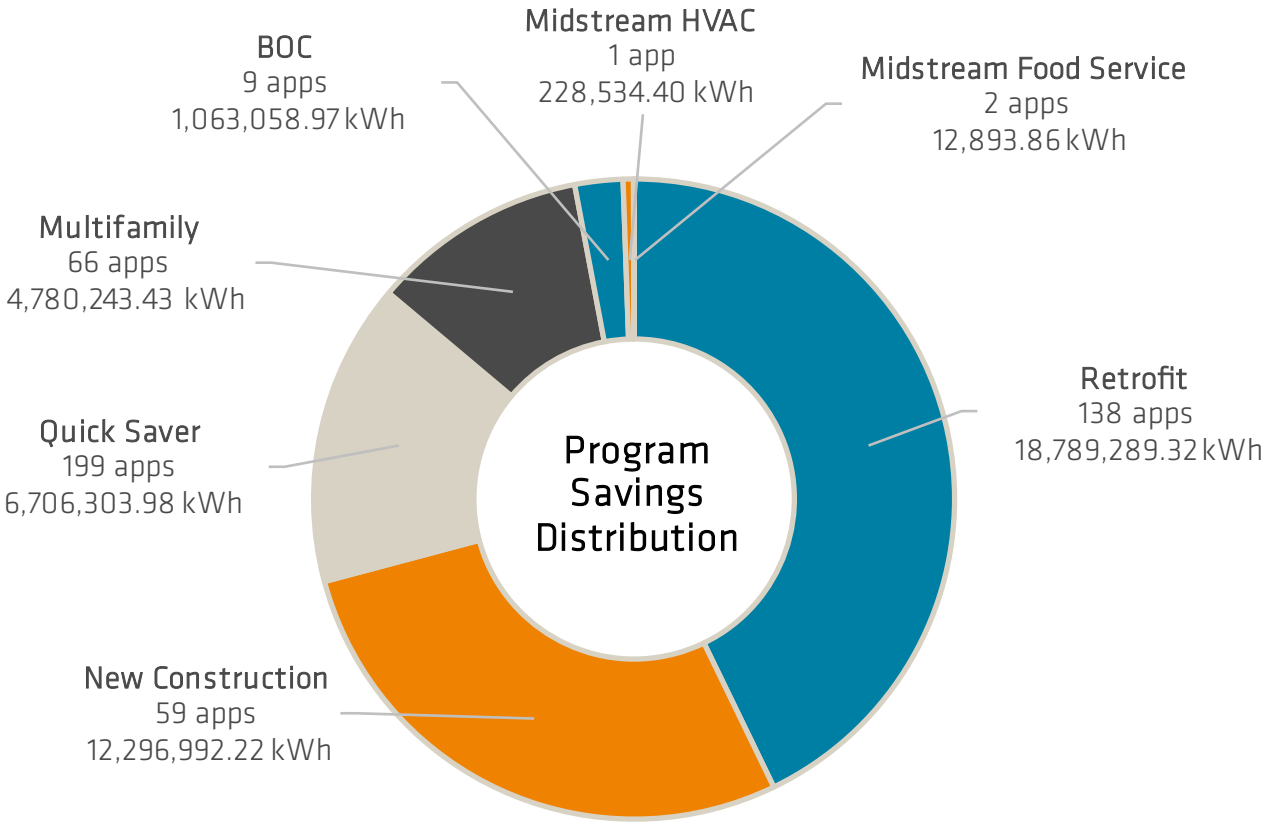


476

Paid Applications

Total Incentives Paid
\$5,537,530

Total kWh Saved
43,877,316 kWh



### Program Highlights

- The average incentive was 12.62¢ per kWh saved
- 36% of total kWh savings attributed to Trade Allies & Trade Associates
- 476 applications were processed for payment



## 2023 Environmental Impact



Together, last year we saved  
enough energy to power  
**3,919** NM homes for a year



Keeping  
**31,095**  
metric tons of CO<sub>2</sub> from  
being released into the air



Reducing emissions from  
**6,920**  
gasoline-powered passenger vehicles



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

## 2024 Business Program Goals



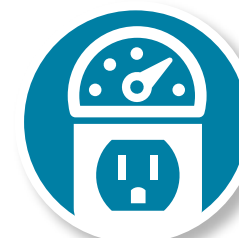
This year's assigned goal is to deliver:



**44,527,797**  
in kWh savings



**\$5,928,840**  
in rebate dollars



**13.31¢**  
per kWh

# 2024 Business Program Incentive Goals by Program

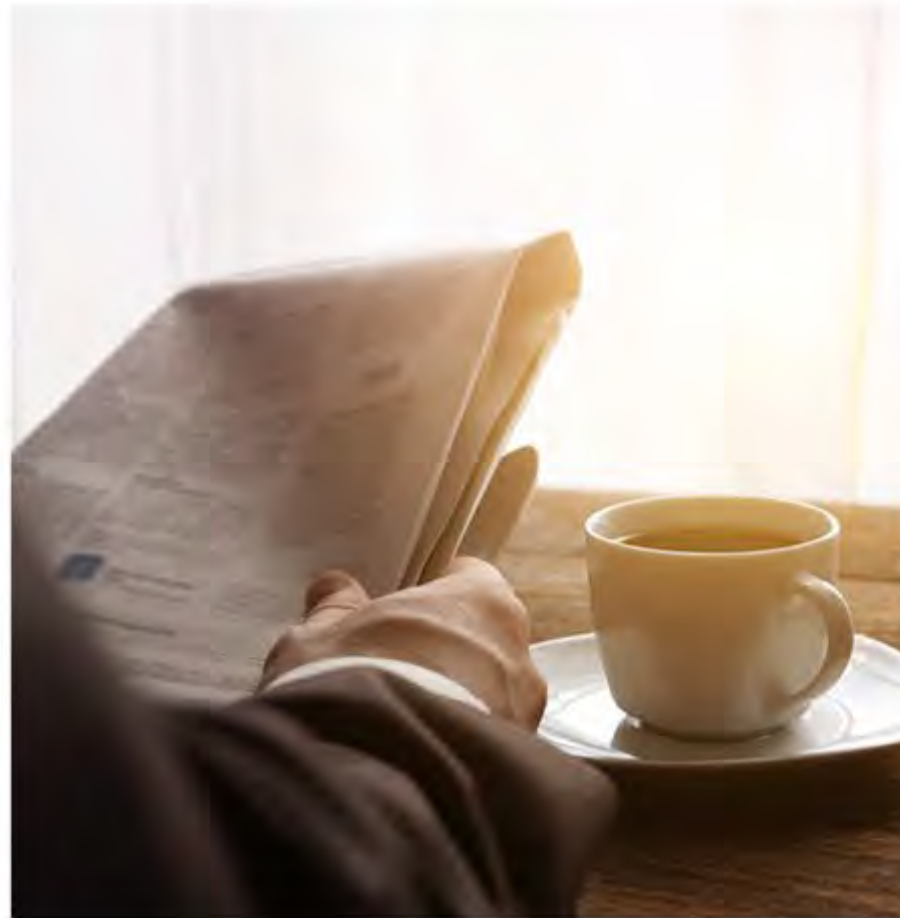


Incentive Budget	NC, RR, & MS	Quick Saver	Multifamily	BTU	Overall
\$5,928,840	10.2¢/kWh	20.3¢/kWh	22.6¢/kWh	21.1¢/kWh	13.3¢/kWh



# Updates & Program News

Jose Juarez, Loren Burton, Toni Renee Vierra





## PNM Business Energy Efficiency Programs

Rebate Programs

Ways to Save

Application Tools

Marketing Materials

Contractors

A close-up photograph of a person wearing a bright yellow safety vest with reflective stripes. They are holding a yellow pencil and writing on a white clipboard. The background is slightly blurred, showing other people in similar vests.


Application  
**TOOLS**

### Large Business Program Applications

- No major changes in incremental incentives this year
- Bigger program news...







# PNM Business Energy Efficiency Rebate Application

Welcome to the PNM Business Energy Efficiency Rebate Application.  
Log in or create an account to complete your rebate application.

Log in

[Create an account to get started](#)

<b>Large Business</b> Explore the rebates available for commercial and industrial customers.	<b>Small Business</b> Explore the rebates and resources available for small business customers.	<b>Multifamily</b> Explore the rebates designed specifically for multifamily communities.	<b>Find an Authorized Contractor</b> Work with a PNM Authorized Contractor to maximize rebate opportunities.
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## NEW: Online Rebate Application

What would you like to do?



### Apply for rebates

Get started on your clean energy journey by creating an application for a rebate.

[Start application](#)



### View my applications

Easily access your applications, check status updates, or submit a new application.

[My Applications](#)



### Edit my profile

Manage your account, update contact information and view your document library.

[My Profile](#)

- Multifactor authentication at sign on
- If you participate in both EE and EV programs, you will see both application entry icons as shown; otherwise you will see only one or the other
- You will have all your applications in one place



### CUSTOMER REBATE APPLICATION

[My Applications](#)

[New Application](#)

[My Profile](#)

[Resources](#)

[Review](#)

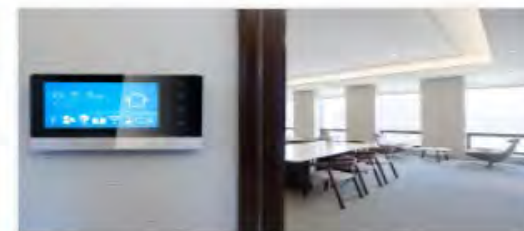
[Administration](#)

### Begin your new rebate application

What type of rebate(s) are you applying for?



EV Charger Rebates

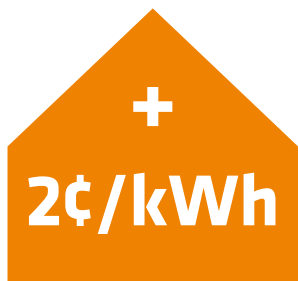


Business Energy Efficiency Rebates



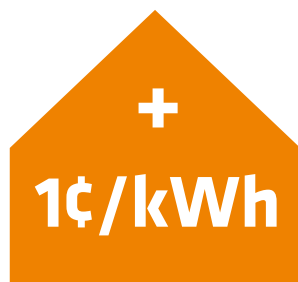
### Quick Saver updates:

- Implementing an overall rate increase: Q1 launch
- Non-Metro Bonus continuation
- Quick Saver Direct Deposit: Introducing direct deposit in Quick Saver during Q1
- Ongoing Program Refresher Trainings: Always available; feel free to contact to schedule your training sessions



### Quick Saver Non-Metro Bonus:

For Trade Allies who provide a signed Participation Agreement in one of the following communities: Alamogordo, Bayard, Belen, Los Lunas, Clayton, Cliff, Deming, Las Vegas, Lordsburg, Mimbres, Ruidoso, Santa Fe, Silver City, and Tularosa.



### Multifamily Income Qualified Quick Saver Metro Bonus:

For Trade Allies who provide a signed Participation Agreement upgrading low-income multifamily properties in the PNM territory.





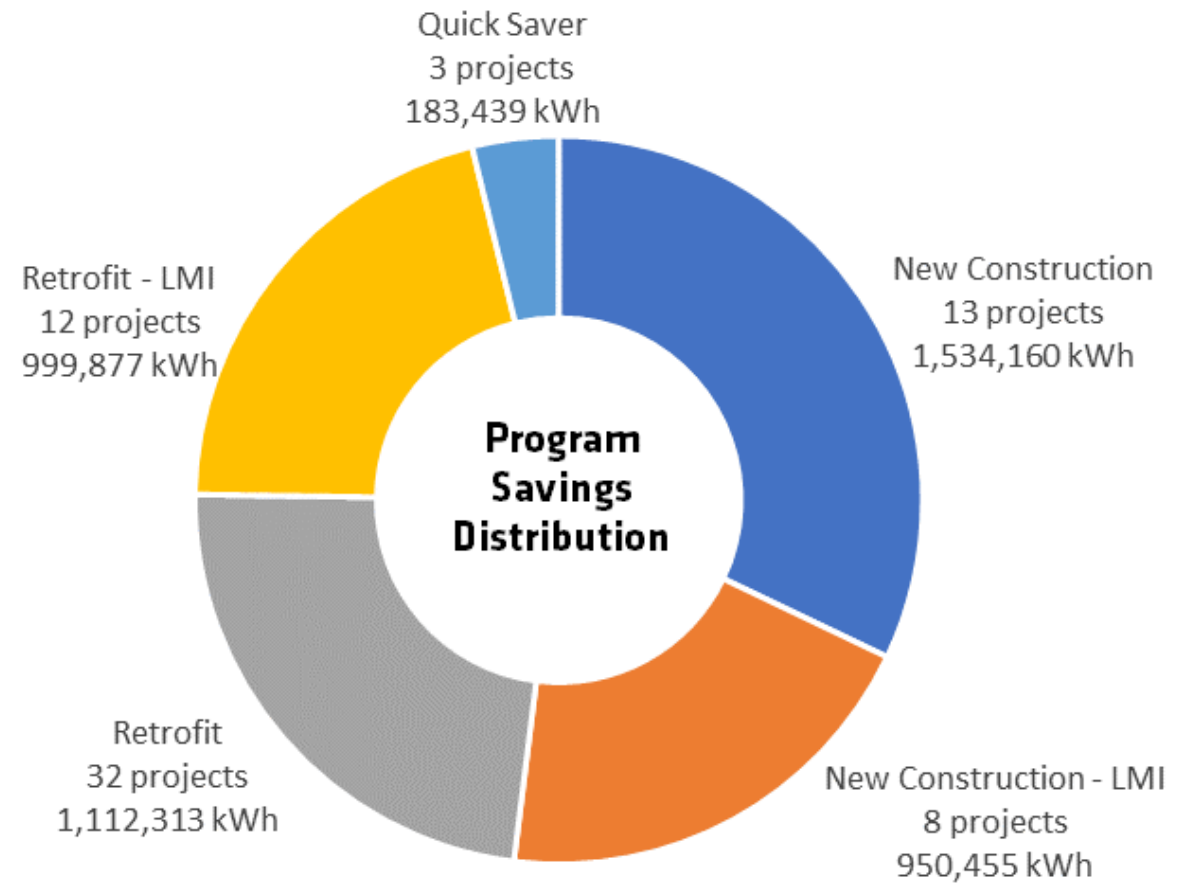
# Multifamily 2023 Highlights



**68**  
Paid  
Projects

**Total Incentives Paid**  
\$1,014,817

**Total kWh Saved**  
4,780,244 kWh



### Program Highlights

- First year Multifamily Program goal met
- 68 Applications impacting 6,286 units across 61 properties
- The average incentive was 17¢ per kWh saved
- 20 LMI projects for a total of 1,950,332 kWh and \$413,168.68
- 95% of the projects included “in-unit” measures

## Multifamily Opportunities

### Broader definition increases to opportunity.

“PNM Multifamily Customers include residential buildings with five or more attached units as well as residential campuses with two or more buildings with four or more units with common walls within each building owned by the same owner/s.”

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### Opportunity comes with change.

Ownership and property management is fluid.

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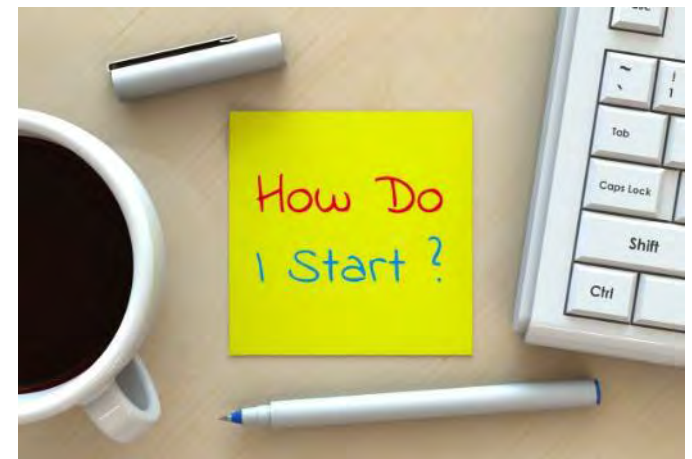
### Seeking opportunity?

Ask. We're happy to help.



# Celebrating Energy Efficiency

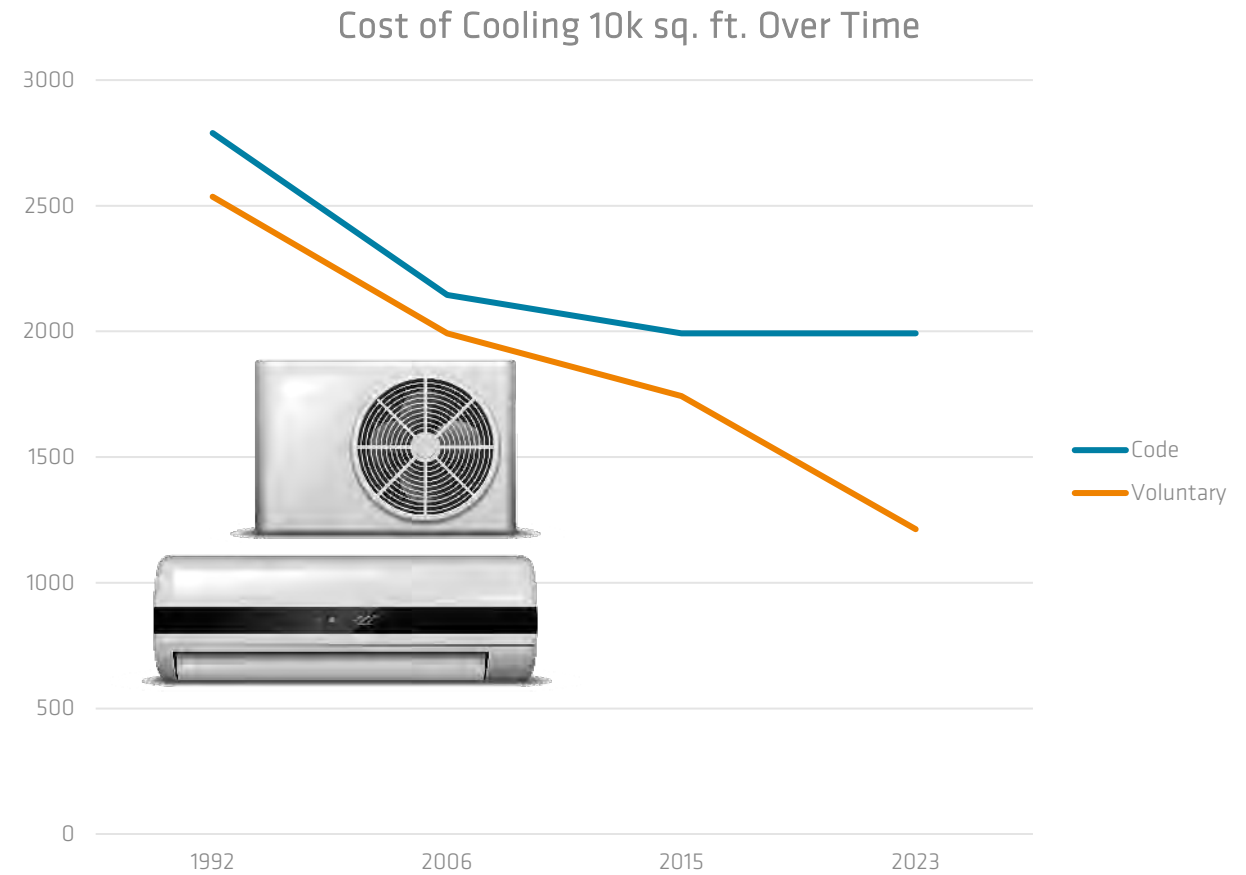
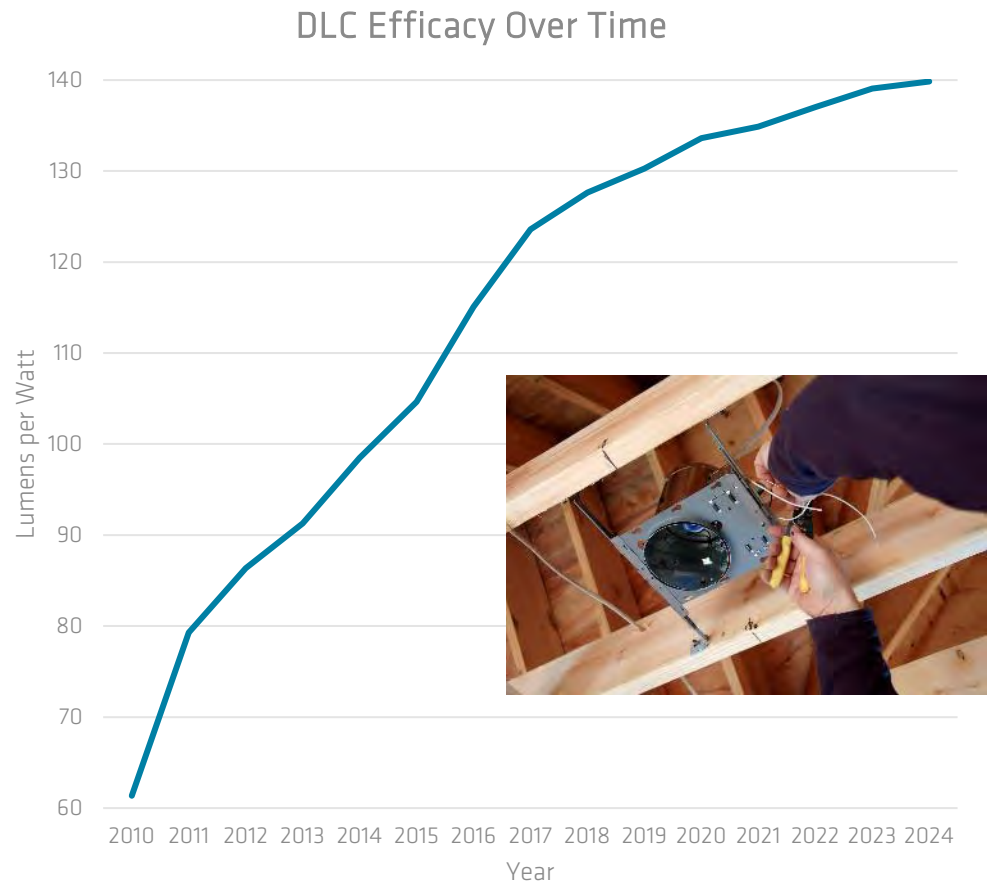
Wyatt Robledo







# The Carrot vs. The Stick



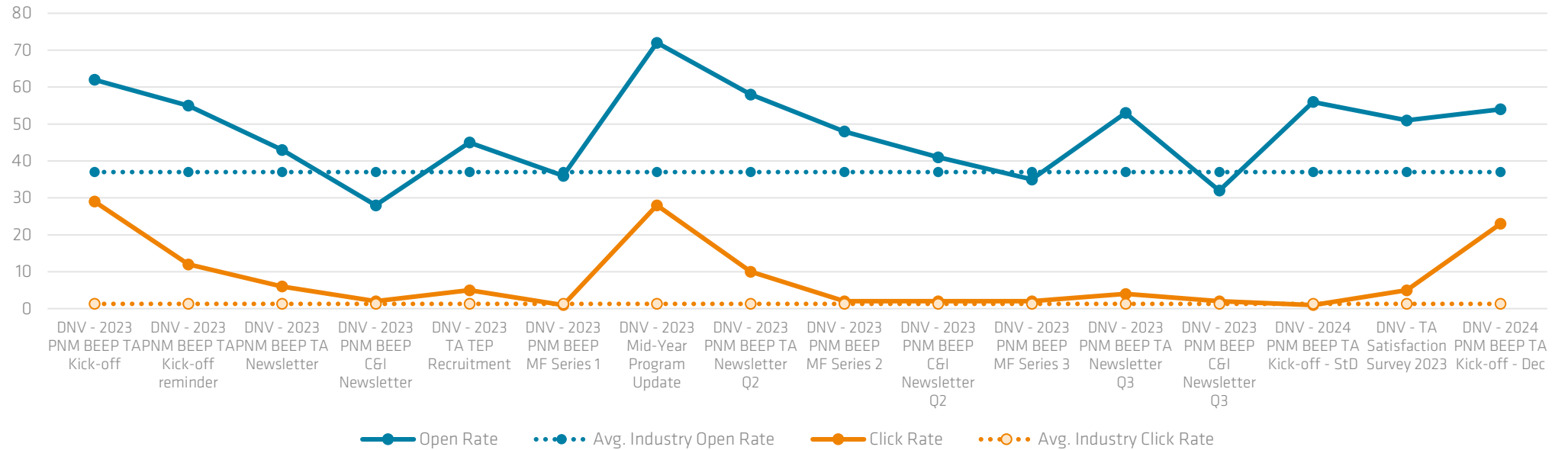
# Program Marketing Update

Cari Gindi





# Email Campaigns



## Trade Ally Newsletters

- 4 quarterly newsletters to authorized contractors
- Average open rate 51.3%
- Average click-through rate 6.6%

## Multifamily Series

- 3 targeted emails over the summer months
- Average open rate 39.6%
- Average click-through rate 1.6%

## Customer Newsletters

- 3 quarterly newsletters to C&I customers
- Average open rate 34.5%
- Average click-through rate 2%

## Post-Project Surveys

- Monthly emails linking to Survey Monkey
- Average open rate 47%
- Average click-through rate 7%
- Resulted in 8 completed surveys

## Plugged In Articles

- Quarterly article submitted to PNM
- Included in SAM newsletters

# Collateral Rebrand & Industry Ads



## Rebranded Materials

- 4 case studies
- 7 fact sheets
- 4 brochures
- 10 applications
- 3 policies & procedures

## New Case Study

### Quick Saver Program Case Study

**Pastian's Bakery**

**About the company**  
Pastian's Bakery is family owned and operated, offering retail and wholesale breads, rolls, and bakery items in Albuquerque, NM. The full-service, from-scratch bakery has been in operation for 50 years.

Working with a PNM Authorized Contractor, Pastian's Bakery commenced upgrading their existing fluorescent lighting to newer LED technology and replacing inefficient refrigeration compressor motors with higher efficiency ones. The contractor outlined the estimated energy savings as well as the financial savings of installing new equipment. Plus, the contractor is part of the PNM Quick Saver Program, offering professional installation and insight relevant to small business customers. There was no paperwork needed from the bakery and the project was completed in just one day.

**Project financials**

Project Cost:	\$14,250
PNM Rebate:	\$5,000
Annual Energy Savings:	10,250 kWh
Annual Utility Cost Savings:	\$8,335
Annual CO <sub>2</sub> Savings:	10.4 metric tons
Project Duration:	2 days
Year Completed:	2021
Return On Investment (ROI):	< 1 year

**Additional benefits**  
The energy efficiency upgrades will reduce electric costs and minimize the look and feel of the facility. In addition to the energy savings, Pastian's Bakery will see improved lighting quality and reduced lighting maintenance, including less time on ladders and lifts. For the refrigeration equipment, they expect lower refrigerator compressor load, more stable refrigerator temperatures, and longer compressor life.

**Why improve energy efficiency?**

- 1 Cuts operating costs and improves profitability
- 2 Reduces maintenance demands
- 3 Improves worker productivity, occupant health and safety
- 4 Disturbs your business as being "on hold" or "green"
- 5 Allows energy savings to finance business growth

To learn more about the PNM Quick Saver Program, visit [www.PNMenergyefficiency.com](http://www.PNMenergyefficiency.com)

For information on all PNM Business Energy Efficiency Programs, visit [PNM.com/energyefficiency](http://PNM.com/energyefficiency)

**PNM**

39-14-25

## NMRA Ad

### GET INSTANT DISCOUNTS ON QUALIFYING FOOD SERVICE EQUIPMENT.

• Reduce energy use

• Reduce operating costs

• Reduce payback period

• **Improve your bottom line**

**FIND A PARTICIPATING DISTRIBUTOR**  
[PNMenergyefficiency.com/findacontractor](http://PNMenergyefficiency.com/findacontractor)  
505-938-9400 [energyefficiency@pnm.com](mailto:energyefficiency@pnm.com)

**PNM** Business Energy Efficiency Programs

## NMIADA Ad – Cross Promotional

### GET REBATES ON QUALIFYING EQUIPMENT

**QUICK SAVER PROGRAM** **EV CHARGER PROGRAM**

**One-stop savings for small businesses.**  
Save energy and reduce electric bills with lighting and refrigeration retrofits.

**Support your clean energy goals.**  
Rebates and resources make it simple to install EV chargers at your home or business.

**FIND AN AUTHORIZED QUICK SAVER CONTRACTOR**  
[PNMenergyefficiency.com/findacontractor](http://PNMenergyefficiency.com/findacontractor)  
505-938-9400 | [energyefficiency@pnm.com](mailto:energyefficiency@pnm.com)

**FIND AN AUTHORIZED EV CHARGER INSTALLER**  
[ev.pnm.com/easy-install](http://ev.pnm.com/easy-install)  
505-355-5266 | [TE@pnm.com](mailto:TE@pnm.com)

**PNM**

## AANM Ads

### PNM HAS EXPANDED ITS PROGRAMS TO BETTER SERVE MULTIFAMILY DEVELOPERS, INVESTORS, OWNERS, AND MANAGERS.

**EXPANDED DEFINITION OF ELIGIBLE MULTIFAMILY COMMUNITIES**  
INCLUDING SMALLER AND INDEPENDENT PROPERTIES

**PNM Multifamily Customers** achieve better building sustainability by:

- Reducing energy use
- Reducing operating costs
- Reducing payback period
- **Improve your bottom line**

**EXPANDED INCENTIVE OPPORTUNITIES TO HELP YOU MAKE THE MOST OF YOUR INVESTMENT**

- PNM ENERGY STAR-certified lighting, water conservation, and energy-efficient HVAC systems (including mini-split and heat pumps)
- Smart and programmable thermostats
- High-efficiency water heaters
- Energy-efficient windows and doors
- Pool pumps, motors, and covers
- Low-voltage lighting and smart controls
- PNM ENERGY STAR-certified refrigeration, freezers, and dryers
- Electric vehicle charging
- Storage

Resources are available to help you identify and cost-effectively invest in your unique community. Visit [pnm.com/multifamily](http://pnm.com/multifamily) for more information on these incentives.

Call (505) 938-9400 or visit [PNMenergyefficiency.com/multifamily](http://PNMenergyefficiency.com/multifamily)

**PNM**

### PNM OFFERS IN-UNIT INCENTIVES TO SUPPORT MULTIFAMILY PROPERTY OWNERS AND TENANTS.

**IN-UNIT INCENTIVES TO SUPPORT MULTIFAMILY PROPERTY OWNERS AND TENANTS**

**PNM OFFERS IN-UNIT INCENTIVES TO SUPPORT MULTIFAMILY PROPERTY OWNERS AND TENANTS:**

- ENERGY STAR-certified lighting
- Smart and programmable thermostats
- Low-voltage lighting and smart controls
- ENERGY STAR-certified refrigeration, freezers, and dryers
- HVAC, water, and energy-efficient systems
- Bathroom vent and fans
- Replacement windows

**EXPANDED DEFINITION TO SUPPORT MORE COMMUNITIES:**  
PNM Multifamily Customers achieve better building sustainability by:

- Reducing energy use
- Reducing operating costs
- Reducing payback period
- **Improve your bottom line**

Resources are available to help you identify and cost-effectively invest in your unique community. Visit [pnm.com/multifamily](http://pnm.com/multifamily) for more information on these incentives.

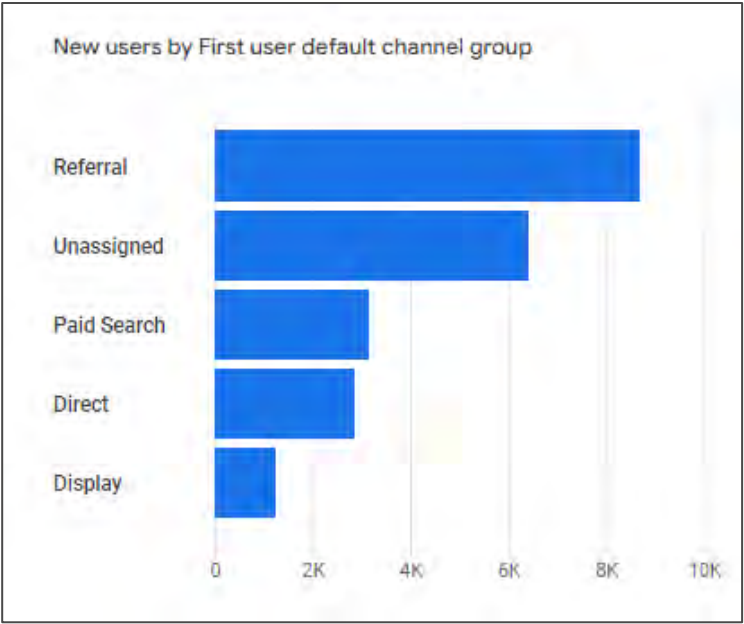
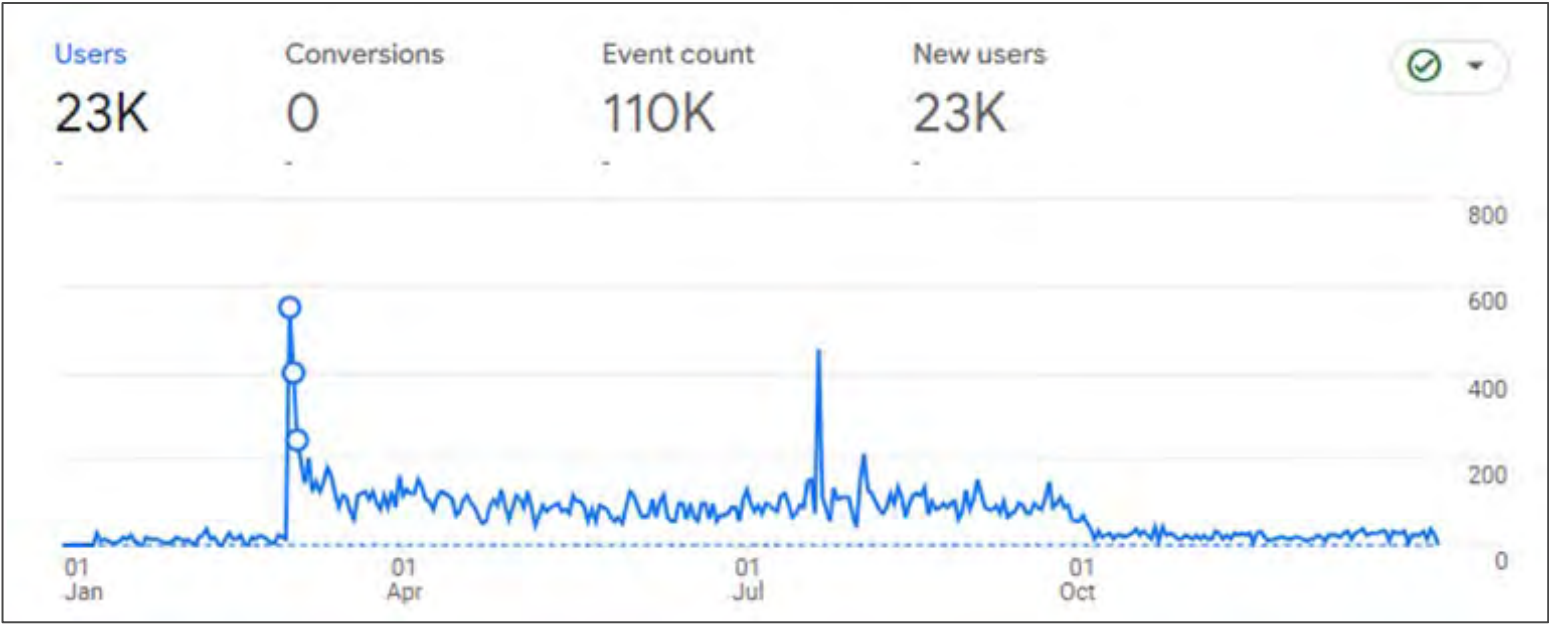
Call (505) 938-9400 or visit [PNMenergyefficiency.com/multifamily](http://PNMenergyefficiency.com/multifamily)

**PNM**



# Digital Ad Campaign & Web Metrics

March – September





# Trade Ally Recognition

Loren Burton





## FIVE or More Years

- 3B Builders Inc
- CB Power LLC
- E.R.M. Electric LLC
- ECOterra Energy Services
- Electrodata LLC
- Enterprise Builders Corp
- Financial Energy Management Inc
- HEI Inc
- LaMay, LLC
- Mechanical Systems Inc
- Mountain Vector Energy
- New Line Technology, Inc.
- Norman S Wright Co
- RE Michel Co LLC
- Strategic Lighting
- Stone Electric and Power LLC
- Sustainable Building Solutions LLC
- TLC Company, Inc.  
dba TLC Plumbing and Utility
- Trane
- Voss Lighting
- Yearout Service LLC

## TEN or More Years

- 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
- Facility Solutions Group
- Graybar Electric Company, Inc.
- J & C Ortiz Electric LLC
- Johnson Controls
- Omega Contractors
- Randy's Electric Co Inc
- RKL Sales Corporation
- Russel Sigler Inc
- Summit Electric Supply
- Travers Mechanical Services



Alza Electrical Corp.

Armour Electrical Contractors, LLC.

BP Enterprises LLC dba Batteries Plus

Enterprise Electrical Services Inc.

Glass-Rite

Grow Pros Solutions

ThermAir Systems NM, LLC

U.S. Electrical Corporation

HDZ Electric LLC

Mora Electric LLC

Nomad Energy Group, LLC.



# PNM Authorized Contractor Network

Tony Apodaca



## What is the Trade Ally Network?



- **YOU** are the PNM Trade Ally Network
- The PNM Trade Ally Network is comprised of ALL authorized contractors who serve in the commercial and residential energy efficiency programs,

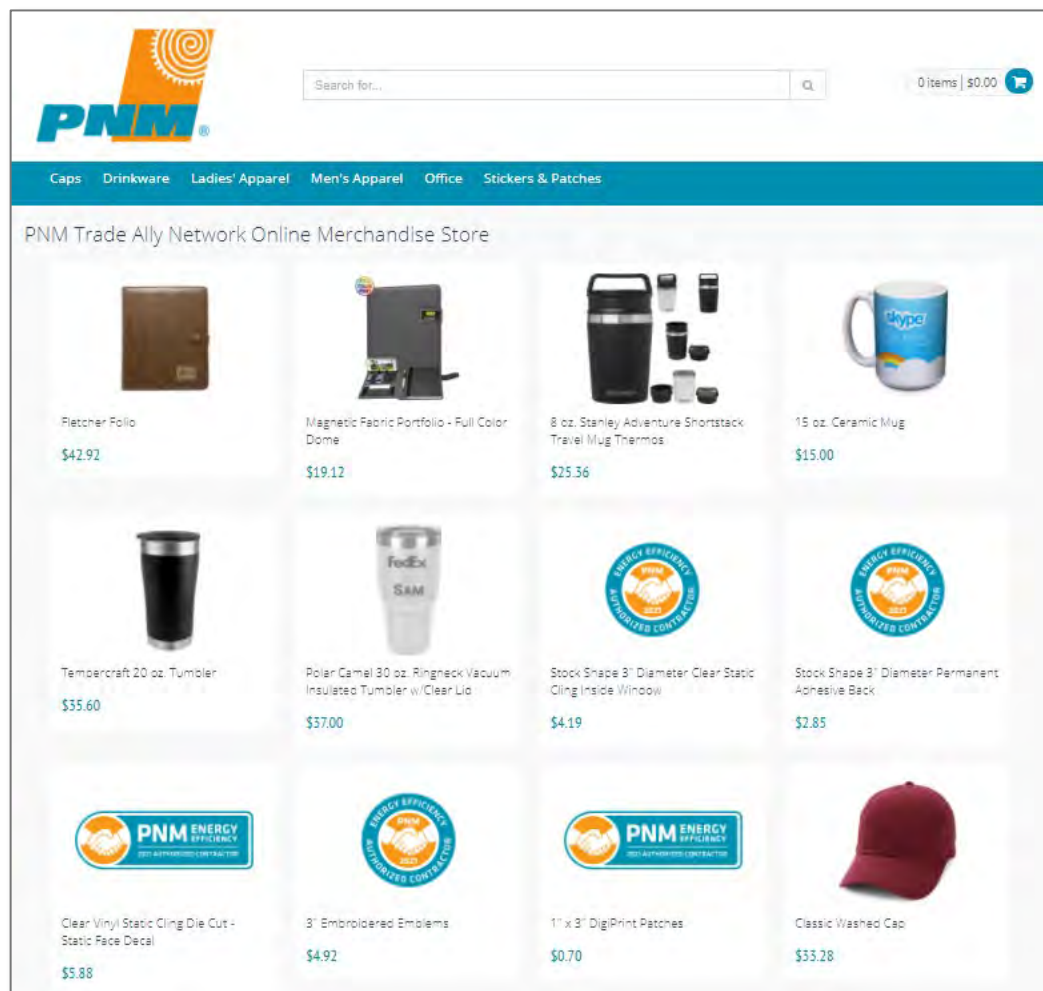




- 2024 Network seal will soon be available for use by eligible Trade Allies
- The seal represents an official endorsement as a PNM authorized Contractor
- Displays your commitment to providing energy efficient solutions
- Eligible Trade Allies may co-brand with PNM and use the seal in program advertising and branded promotional materials



## Eligibility and How It Works



### 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 2024 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 •

[+ Follow](#)

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



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 Share Send



**Yearout Energy**  
722 followers  
5mo •

[+ Follow](#)

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.

[#PracticalSolutions](#) [#MeaningfulProjects](#) [#ConfidentOutcomes](#) [#NewMexico](#)



26 • 1 comment

Like Comment Share Send

**Co-branded business cards are also available:**

FRONT

BACK

Your company logo

**John LastName**  
Title  
PNM Energy Efficiency Contractor

320 Gold Ave. SW, Suite 600  
Albuquerque, NM 87102  
www.pnmenenergyefficiency.com  
Toll Free 877-607-0741  
P 505-938-9400 ext. 79108  
C 505-660-9470  
F 505-938-9401







## Trade Allies Who Earned the 2024 PNM Authorized Contractor Seal

3B Electrical, LLC

Abraxas Electric, LLC

B&D Industries, Inc.

Bridgers & Paxton Consulting Engineers

Bulldog Energy Solutions

EEA Consulting Engineers

Electrodata, LLC

Facility Solutions Group (ABQ)

High Desert Lighting & Electric, LLC

LaMay, LLC

M Squared Electric, LLC

McDade-Woodcock Inc.

New Line Technology, Inc

Phaze One Electric

Randy's Electric Co Inc

Stone Electric & Power, LLC

Trane

Yearout Energy Services Company



# 2023 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:

1. 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.*



**Beyond Electric, LLC**

100% increase in kWh savings  
84,174 kWh savings in 2023

**EEA Consulting Engineers**

100% increase in kWh savings  
133,644 kWh savings in 2022





## Chef Link



**12,894 kWh** saved with **2** paid applications

## Norman S Wright Co



**228,593 kWh** saved with **1** paid application

# High Desert Lighting and Electric, LLC



**134,550 kWh** saved with **4** paid applications



# Abraxas Electric LLC



**1,514,027 kWh** saved with **3** paid applications

# Yearout Energy Services Company



**3,376,407 kWh** saved with **27** paid applications

# Bulldog Energy Solutions



**3,745,458 kWh** saved with **105** paid applications



# Bulldog Energy Solutions



**4,031,034 kWh** saved with **108** paid applications





# Thank You