



**Rhode Island Energy™**  
a PPL company

# **Rhode Island Energy Efficiency Marketing**

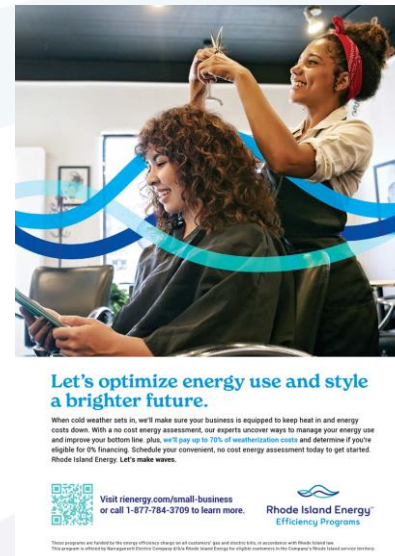
April 17, 2025

# Consistent Campaign Platform

- A new version of the Rhode Island Energy logo with an “Efficiency Programs” tagline helps customers easily identify energy saving opportunities.



- “Let’s Make Waves,” introduced in January 2024, continues to be leveraged to increase customer recognition. It is used across Residential and Commercial and Industrial efforts.



- Leveraging real customers with positive program experiences as much as possible in advertising.



Rhode Island Energy™  
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# Residential

































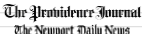





























































































































































































































































# Media Calendar



**Rhode Island Energy™**

**a PPL company**

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Website/Publication	Program	January			February			March			April			May			June			July			August			September			October			November			December													
Local Online		6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22
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# Home Energy Assessments (HEA)



**Rhode Island Energy™**  
a PPL company



**Headlines**  
Get no cost energy efficient products.  
Let's explore year round savings.  
Book your Home Energy Assessment today.  
Let's say yes to efficiency.  
Talk to an Energy Specialist.

**Descriptions**  
Get up to 100% off approved insulation and no cost air sealing. Learn how.  
95% of Home Energy Assessment participants recommend one to a friend.  
Get up to 100% off approved insulation with a no cost Home Energy Assessment.  
A no cost Home Energy Assessment can unlock huge insulation discounts. Schedule yours.  
Home Energy Assessments are available at no cost for Rhode Island Energy customers.



**Rhode Island Energy**  
Sponsored  
95% of Home Energy Assessment participants would recommend one to a friend. Schedule yours today and see why.

**Let's lock in energy savings.**

No Cost Home Energy Assessment. [Learn more](#)

**See if you qualify.**

[Learn more](#)

**Find out how.**

[Learn more](#)

**Book today.**

[Learn more](#)

**Let's make waves.**

[Learn more](#)

**Let's wrap your home in comfort.**

No cost Home Energy Assessment. [SCHEDULE TODAY](#)

**Headline [60 Characters]**  
Let's energize your savings year-round.

**Description [150 Characters]**  
Our no cost Home Energy Assessment can mean lower costs for insulation. Schedule yours today and you could get 75-100% off approved insulation.

Know given us a call to get a no cost Home Energy Assessment. Now this saving is an energy reality. You can too.

**Let's explore year round savings.**

[Learn more](#)

**Schedule your no cost Home Energy Assessment.**

[Learn more](#)

**Get a personalized plan from an Energy Specialist.**

[Learn more](#)

**Get 75-100% off insulation and no cost air sealing.**

[Learn more](#)

**Up to \$2,750 off qualifying heating and cooling equipment.**

[Learn more](#)

**Let's make waves.**

[Learn more](#)

More comfort at lower cost? It all starts with a no cost Home Energy Assessment. Schedule yours today.

**Let's explore year round savings.**

[Learn more](#)

**100% off approved insulation and air sealing.**

[Learn more](#)

**No cost Home Energy Assessment.**

[Learn more](#)

**Let's make waves.**

[Learn more](#)

Domenica and Franklin are unlocking affordable energy in their Central Falls to-level apartments. You can too.

**Let's explore year round savings.**

[Learn more](#)

**After getting our Home Energy Assessment, we have a clear plan. We're excited to start making upgrades and see the difference in our energy bills—and the comfort of our home.**

[Learn more](#)

**Get a personalized plan from an Energy Specialist.**

[Learn more](#)

**See if you're eligible for up to 100% off insulation.**

[Learn more](#)

**Save more than 70% on a Plugload 1-Outlet advanced power strip on Marketplace.**

[Learn more](#)

**Let's make waves.**

[Learn more](#)

**Rhode Island Energy**  
Sponsored  
The Lemas Family paid for less than 15% of the cost of their insulation, thanks to incentives from Rhode Island Energy

**Let's start saving big on energy costs.**

No Cost Home Energy Assessment. [Learn more](#)

**I was amazed that they were able to add insulation to the side walls. The home is now quieter, and the cold spots are gone.**

—Trish, Homeowner

Schedule yours today. [Learn more](#)

**Schedule your no cost Home Energy Assessment.**

[Learn more](#)

**Get a personalized plan from an Energy Specialist.**

[Learn more](#)

**Get up to 100% off approved insulation and no cost air sealing.**

[Learn more](#)

**Up to \$2,750 off qualifying heating and cooling equipment.**

[Learn more](#)

High risk and low risk energy management opportunities. Click your icon to view management opportunities.

**Let's wrap your home in warmth and savings.**

**Stay cozy and cut costs with a no cost Home Energy Assessment.**

It's simple — our expert Energy Specialists evaluate your home and provide personalized recommendations. The assessment takes around 2 hours — and the savings start instantly.

[Learn more](#)

**Let's tap into no cost home energy expertise.**

**Discover how a no cost Home Energy Assessment can help you save money and improve comfort.**

Our expert Energy Specialists will evaluate your home and provide personalized recommendations. The assessment process takes around 2 hours.

Here are the five key things you can expect at your no cost Home Energy Assessment:

**1 Same day savings**

During your assessment, you may receive no cost smart thermostats, low flow showerheads and advanced power strips.

**2 Insulation inspection**

If your Energy Specialist recommends insulation upgrades, Rhode Island Energy will cover up to 100% of the cost.\*

**3 Draft detection**

If your Energy Specialist finds air escaping through cracks in your home, they'll recommend 100% no cost air sealing of leaks.

**4 Heating system test**

After your heating system and water heater are tested, you may qualify for rebates to help purchase new equipment.

**5 Review the results**

Your Energy Specialist will review their recommendations, including rebates and 0% financing opportunities.

**To schedule your no cost Home Energy Assessment, please call 1-888-633-7947 or book online. Your electric account number is:**

[Schedule online](#) [Learn more](#)

**To schedule your no cost Home Energy Assessment, please call 1-888-633-7947.**

**Schedule online**

If you choose to schedule your appointment online, please enter your electric account number:

Whether you own or rent, you deserve a more comfortable, energy efficient living space. Talk to us about energy upgrades.

**Let's make renting cost less.**

No Cost Home Energy Assessment. [Learn more](#)

**Reduce your monthly utility cost.**

[Learn more](#)

**68**

[Learn more](#)

**Get no cost thermostats, low flow showerheads and advanced power strips.**

[Learn more](#)

**Ask an Energy Specialist how to get your landlord on board.**

[Learn more](#)

**Let's make waves.**

[Learn more](#)



Providence & East Providence



Let's make energy efficiency  
effortless in Providence.

Last year, more than  
**12,000**  
of your Rhode Island neighbors completed  
a no cost Home Energy Assessment.

Trish and Anthony recently completed energy  
efficiency upgrades with Rhode Island Energy.

"I was amazed that they were able to add insulation to the side  
walls. Our home is now quieter, and the cold spots are gone!"  
— Trish, Homeowner

It's your turn.

The benefits start instantly. After meeting with an Energy Specialist, you can receive:

- Up to 100% off approved home insulation and no cost air sealing of leaks
- Rebates of up to \$2,750 on qualifying heating, cooling and water heating equipment

Solutions are available for homeowners, renters and landlords.  
Ready to get started? Schedule your no cost Home Energy Assessment at  
[rienergy.com/saveathome](http://rienergy.com/saveathome) or call 1-888-633-7947.



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Let's make energy efficiency  
effortless in East Providence.

Join your neighbors in getting home energy  
efficiency improvements.

Last year, more than  
**12,000**  
of your Rhode Island neighbors completed a no  
cost Home Energy Assessment.

Trish and Anthony recently completed energy efficiency  
upgrades with Rhode Island Energy, paying less than  
15% of the cost of their insulation.

"I was amazed that they were able to add insulation to the side walls.  
Our home is now quieter, and the cold spots are gone."  
— Trish, Homeowner

It's your turn.

The benefits start instantly. After meeting with an Energy Specialist,  
you can receive:

- Up to 100% off approved home insulation and no cost air sealing of leaks
- No cost qualifying heating, cooling and water heating equipment

Solutions are available for homeowners, renters and landlords.

Ready to get started?

Schedule your no cost Home Energy Assessment by calling Eastbay  
Community Action at 1-401-437-1000.

Call 1-401-437-1000    Learn more

Central Falls



Let's make comfort more  
affordable in Central Falls.

Last year, more than  
**12,000**  
of your Rhode Island neighbors completed  
a no cost Home Energy Assessment.

It's your turn.

As a renter, you have access to more affordable, efficient  
energy. Our Energy Specialists will help find ways to save  
energy and reduce monthly bills while making your  
apartment healthier and more comfortable.

Solutions are available for homeowners,  
renters and landlords—ask us how you can  
get started today.  
Schedule your no cost Home Energy Assessment at  
[rienergy.com/saveathome](http://rienergy.com/saveathome) or call 1-888-633-7947.

Get a TrickleStar 7 Outlet  
advanced power strip for  
just \$5 with free shipping,  
now through 3/31.\*  
Visit our Marketplace  
at [rienergy.com/uhp](http://rienergy.com/uhp)

\*Advanced power strips (APTS) reduce energy consumption by automatically shutting off  
power to devices that aren't in use. They work by identifying a control device, like a TV or  
computer, and cutting power to other devices when the control device is turned off.

Let's power  
up for just \$5.  
TrickleStar Advanced  
Power Strip



Let's make comfort more  
affordable in Central Falls.

As a renter, you have access to  
more affordable, efficient energy.

Last year, more than  
**12,000**  
of your Rhode Island neighbors completed  
a no cost Home Energy Assessment.

It's your turn.

Our Energy Specialists will help find ways to save energy and reduce monthly bills  
while making your apartment healthier and more comfortable.

Solutions are available for homeowners, renters and landlords—  
ask us how you can get started today. Renters and landlords of  
1-4 unit properties may qualify for 100% off approved insulation  
improvements (up to \$10,000 per unit).

Schedule your no cost Home Energy Assessment or call 1-888-633-7947.  
Your electric account number is: XXXXX

Schedule now    Learn more

Get a TrickleStar 7 Outlet advanced power  
strip for just \$5 with free shipping, now  
through 3/31. That's more than 80% off!  
Visit our Marketplace  
More than 80% off

\*Advanced power strips (APTS) reduce energy consumption by automatically shutting off  
power to devices that aren't in use. They work by identifying a control device, like a TV or  
computer, and cutting power to other devices when the control device is turned off.



# Heating & Cooling



**Rhode Island Energy™**

**a PPL company**

Rhode Island Energy™  
Efficiency Programs

**Let's turn monthly heating bills down a notch.**



**Get up to a \$950 rebate and 0% financing on high-efficiency gas heating equipment.**

Thinking about updating your home heating? Modern systems are incredibly efficient, turning more of the energy you pay for into cozy warmth. Switching to a new, high-efficiency gas heating system could help you save up to 30% every month. Plus, you can increase your savings even further by adding a high-efficiency water heater.

Check out the available rebates below.



Up to  
**\$950 rebate**  
Combination gas and  
water heating unit




Up to  
**\$775 rebate**  
Gas boiler



Up to **\$600 rebate**  
Gas water heater


Up to **\$525 rebate**  
gas furnace

[Learn more](#)



**Rhode Island Energy**  
Sustainable

Today's high-efficiency heat pumps deliver year-round comfort throughout your home. We're here to help you upgrade with big rebates.



**Let's bring your home into the future.**

**Rhode Island Energy Efficiency Programs** [Learn more](#)

Rebates up to **\$1,250**

per ton on heat pumps if you heat with electric baseboards

**Rhode Island Energy Efficiency Programs** [Learn more](#)

Rebates up to **\$400**

per ton on heat pumps if you heat with oil or propane

**Rhode Island Energy Efficiency Programs** [Learn more](#)


Rebates up to **\$600**

on heat pump water heaters

**Rhode Island Energy Efficiency Programs** [Learn more](#)


**Rhode Island Energy Efficiency Programs** [Learn more](#)

Let's make waves. [Learn more](#)



**Rhode Island Energy**  
Sustainable

Let's keep your home comfy and your wallet happy. Save up to 30% on energy bills with rebates on high-efficiency equipment.



**Let's keep your home's comfort.**

**Rhode Island Energy Efficiency Programs** [Learn more](#)

Rebates up to **\$1,250**

per ton on all-season heat pumps

**Rhode Island Energy Efficiency Programs** [Learn more](#)

Rebates up to **\$950**

on combination heating and water heating

**Rhode Island Energy Efficiency Programs** [Learn more](#)

Rebates up to **\$775**

on gas boilers

**Rhode Island Energy Efficiency Programs** [Learn more](#)


Rebates up to **\$600**

on gas or electric water heaters

**Rhode Island Energy Efficiency Programs** [Learn more](#)

**Rhode Island Energy Efficiency Programs** [Learn more](#)

Let's make waves. [Learn more](#)



**Let's boost your home's performance all year.**

**Rhode Island Energy Efficiency Programs** [Learn more](#)

Rebates up to **\$1,250**

per ton on all season heat pumps

**Rhode Island Energy Efficiency Programs** [Learn more](#)

Rebates up to **\$600**

on heat pump water heaters

**Rhode Island Energy Efficiency Programs** [Learn more](#)

Rebates up to **\$950**

on combination heating and water heating

**Rhode Island Energy Efficiency Programs** [Learn more](#)

Rebates up to **\$775**

on gas boilers

**Rhode Island Energy Efficiency Programs** [Learn more](#)


Rebates up to **\$600**

on gas or electric water heaters

**Rhode Island Energy Efficiency Programs** [Learn more](#)

**Better equipment, better home.**  
We're here to help.


**Rhode Island Energy Efficiency Programs**



**Rhode Island Energy**  
Efficiency Programs

Let's make every energy dollar work harder.


[LEARN MORE](#)



**Rhode Island Energy Efficiency Programs**

Let's make every energy dollar work harder.

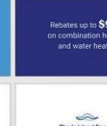
[LEARN MORE](#)



**Rhode Island Energy Efficiency Programs**

Let's make every energy dollar work harder.

[LEARN MORE](#)



**Rhode Island Energy Efficiency Programs**

Let's make every energy dollar work harder.

[LEARN MORE](#)

**5 Headlines**

Save up to 30% on home energy costs.  
 Transform your home's efficiency with us.  
 Save on high-efficiency heating upgrades.  
 Let's upgrade your home today.  
 Let's save big on home improvements.

**5 Descriptions**

Your home deserves an upgrade. We're here to help with big energy equipment rebates. Get rebates and expert guidance to find the right high-efficiency equipment for your home. Get year round comfort and savings with rebates on equipment that's up to 98.5% efficient. Let's save on energy costs all year with equipment rebates from Rhode Island Energy. Let's make every energy dollar work harder with rebates on high-efficiency equipment.

The screenshot displays the Bluebird Energy website's 'Let's cozip up' campaign. The main banner features a family photo and a flow diagram illustrating the savings process: switching to a smart thermostat saves \$5,750, switching to gas heat (existing system) saves \$1,000, and low-interest loans are available for qualifying heating systems. Below the banner are four product cards, each with a 'Learn More' button:

- Smart Thermostat:** "Smart Thermostat Energy Efficiency" - "Let's cozip up" - "Save up to \$5,750" - "Switch to smart thermostat" - "on qualifying heating systems" - "Learn More"
- Gas Heat:** "Gas Heat Energy Efficiency" - "Let's cozip up" - "Save up to \$1,000" - "Switch to gas heat (existing system)" - "on qualifying heating systems" - "Learn More"
- Smart Thermostat + Gas Heat:** "Smart Thermostat + Gas Heat Energy Efficiency" - "Let's cozip up" - "Save up to \$6,750" - "Switch to smart thermostat + gas heat (existing system)" - "on qualifying heating systems" - "Learn More"
- Smart Thermostat + Gas Heat + Smart Thermostat:** "Smart Thermostat + Gas Heat + Smart Thermostat Energy Efficiency" - "Let's cozip up" - "Save up to \$12,750" - "Switch to smart thermostat + gas heat (existing system) + smart thermostat" - "on qualifying heating systems" - "Learn More"

**Headline [60 Characters]**  
Let's power through winter wisely.

**Description [160 Characters]**  
We can help you upgrade your home and navigate the cold months with ease with high-efficiency equipment and low interest financing. See how today.



**Let's compare**  
to lower  
energy bills.

**Let's compare**  
to lower  
energy bills.

**Let's stay one step ahead**  
of cold weather surprises.

**Let's stay warm  
and save this winter.**


**Rhode Island Energy  
Efficiency Program**

[weatherize.org](http://weatherize.org)
[weatherize.org](http://weatherize.org)

never pay bills in arrears  
 and get \$500 off your bill!

2012 leading weatherizing  
 award recipient  
 awarded for weatherizing  
 10,000 homes



[illegible]


  
**Rhode Island Energy<sup>®</sup>**
  
*Efficiency Program*

**Let's stay one step ahead of cold weather surprises.**



**Get significant rebates on electric heat pump technology**

Great for the winter months, electric heat pumps are a smart choice in the energy efficiency market. They can save you up to 30% on the cost of the energy to heat your home. We're here to help you explore a variety of options for your home. Call today to learn more about the program. Rebates are available on a first-come, first-served basis.

**Heat pumps**

**\$1,250**
  
 rebate per ton

For heat pumps with seasonal energy efficiency ratios (SEER) of 14 or higher.

**Heat pumps**

**\$400**
  
 rebate per ton

For heat pumps with seasonal energy efficiency ratios (SEER) of 13 or higher.

**Heat pumps**

**\$300**
  
 rebate per ton

For heat pumps with seasonal energy efficiency ratios (SEER) of 12 or higher.

**Heat pumps**

**up to \$600**
  
 rebate

For heat pumps with seasonal energy efficiency ratios (SEER) of 11 or higher.

[Learn more](#)

\*Additional rebates may be available when you combine this program with other energy efficiency programs. Rebates are subject to program rules and terms.

**Follow us!**







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# Budgets

- Summarized below are the allocated costs of In-House Staff, Marketing Vendors, Paid Media and Printing and Mailing for Residential Energy Efficiency Programs. Programs include Comprehensive Marketing (EE Awareness), Home Energy Assessments, Heating, Cooling, Products, Income Eligible.
- This is a forecast for 2025 and is subject to change.

	Residential
In-House Staff*	\$114,710
Marketing Vendor	\$678,750
Paid Media	\$1,019,905
Printing/Mailing	\$276,458

\*Residential Multifamily is not included, as it is accounted for on slide 22.





Rhode Island Energy™  
a PPL company

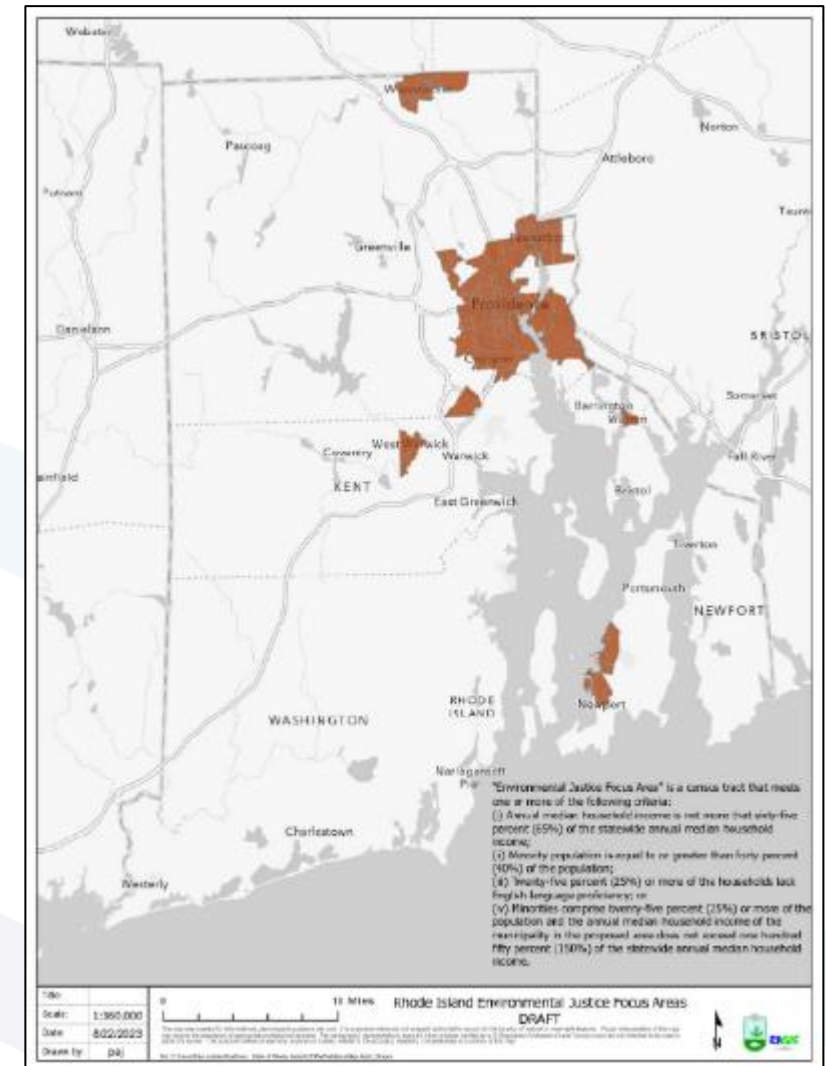
# Commercial, Industrial & Multifamily

# Small Business Program



**Rhode Island Energy™**  
a PPL company

- Main Street campaigns target communities with historically low-levels of participation and may be located in environmental justice areas
  - May 12-16: Middletown/north side of Newport (EJC)
  - August 4-8: Providence, south of Route 6 down towards Elmwood (EJC)
  - September 15-19: Johnston/Scituate
- Prior to the Main Street event, business customers receive marketing communications, including letters and emails
- Our partner RISE canvasses the “Main Streets” of the town during the week-long campaigns



# Small Business Program: Small Business Outreach

- Rhode Island Energy has been promoting the Small Business Program, including focusing on micro-businesses which use less than 100,000 kWh per year
- Monthly Email/E-Newsletter/Social Media Campaigns
  - Campaign themes include Black History Month (Feb), Women (March), Small Business Week (May)
  - Micro-businesses are eligible for a 5% enhanced incentive
  - RISE follows up with businesses viewing the email but not requesting an audit
  - Intent is to replicate these campaigns throughout the year
- Collaborating with organizations including the Hispanic Chamber of Commerce, Woonsocket Education Center, City of Central Falls
  - Emails to organizations supporting WMOBs who can then engage their constituents
  - Greater Providence Chamber of Commerce Small Business Roundtable
  - Creating Small Business Program videos involving customers discussing the energy assessment and installed measures and their benefits
    - Spanish subtitles added to a Small Business Assessment Video

Next slides contain examples of RIE marketing and communication materials



# Small Business E-Newsletter



**Rhode Island Energy™**  
a PPL company

## Social Media Post



### Monthly News & Updates

February | 2025

**In Celebration of Black History Month, small business customers using less than 100,000 kWh per year are eligible for a 5% increase in Rhode Island Energy incentives.**

February is Black History Month—a time to honor the rich history, achievements, and contributions of Black communities.

This month, let's celebrate Black entrepreneurs and leaders in the green energy space while working toward a more inclusive, energy-efficient future for all!

**Small business customers using less than 100,000 kWh per year are eligible for a 5% increase in Rhode Island Energy incentives!** You must request the audit before **March 1, 2025**.

Schedule your audit [here](#) and RISE can also tell you whether your business qualifies for this limited time 5% increase. If you qualify Rhode Island Energy will pay up to **75% of your project cost!** Call today to find out: **800-422-6365** Whether you own or rent your building, any small business customer can get up to 70% off your next energy efficiency upgrade!

[Learn More](#)



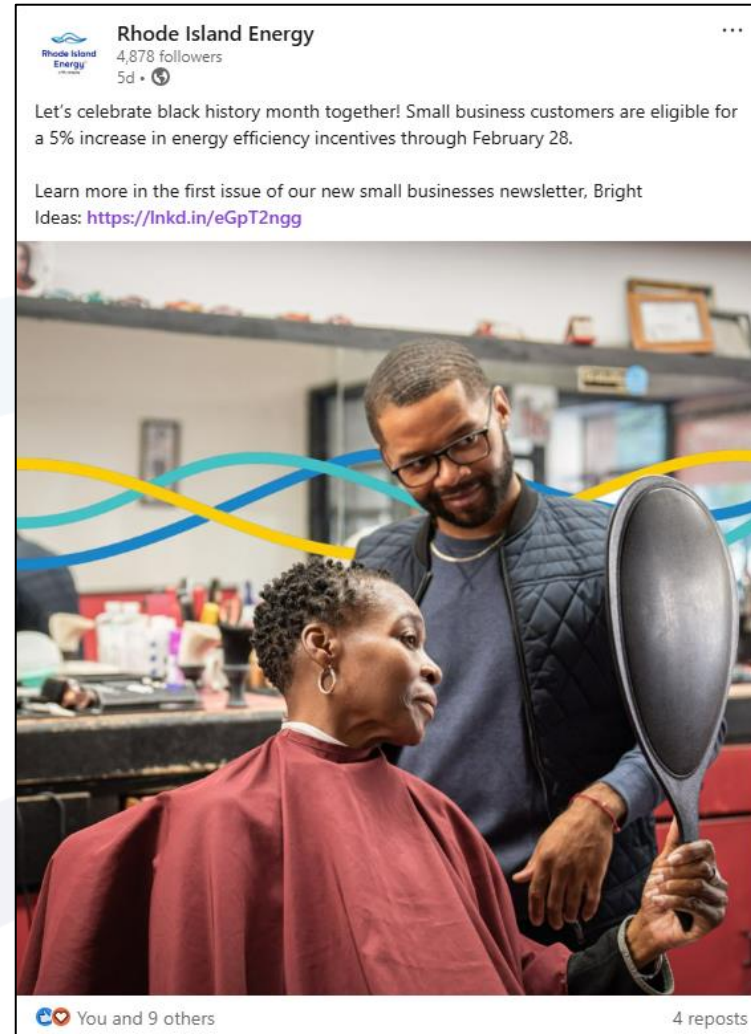
### First Black-Owned Business in Rhode Island

#### Did you know?

The first black-owned business in Rhode Island was the Sea Girt Hotel, founded by George Thomas Downing in 1854 in Newport, Rhode Island.<sup>1</sup>



[Testimonial Video](#)



# Small Business Program Videos and Social Media

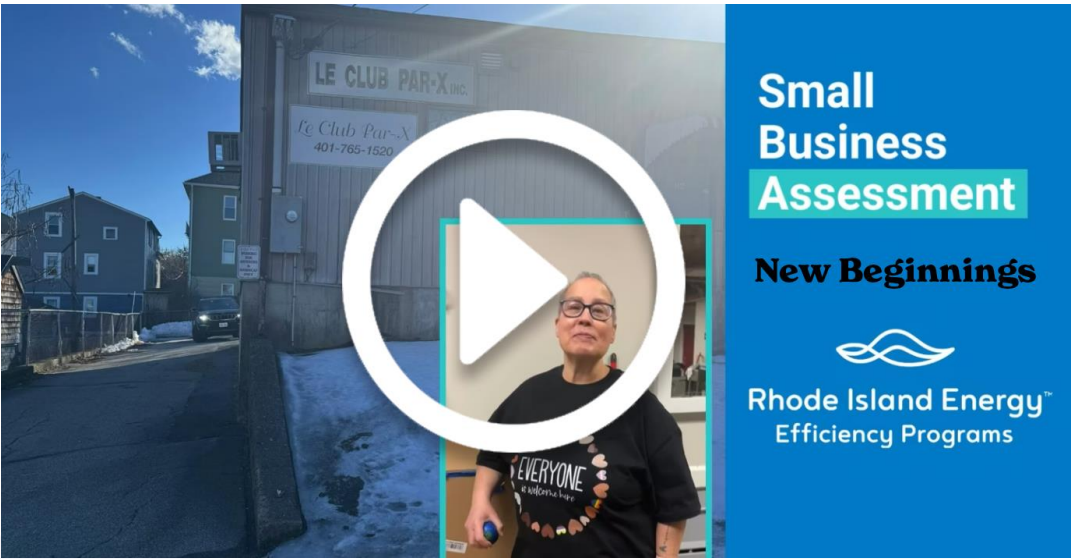
## Small Business Social Media Post

<https://www.instagram.com/p/DHT5AYZOXPg/?igsh=cDlxbXBINXgxdWZ1>



## Small Business Assessment Video

<https://vimeo.com/1072297831>



We will be documenting this Small Business with a video of their projects and then a testimonial of their overall experience.




# Small Business Resource Microsite


### Small Business Videos



Check out this video of a small business assessment in Woonsocket.

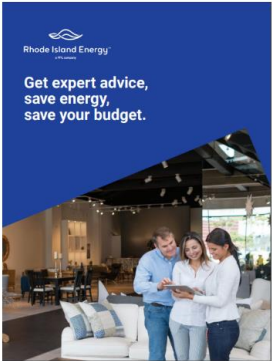


Check out this video of a small business assessment in Kingston.



Check out this testimonial of a small business in Providence.

### Small Business Brochures



Download our brochure


Descarga nuestro folleto

Baixa nosso folheto

Share how RIE can help your small business thrive

Download our program brochure to learn about program details, incentives, and financing options for small businesses in Rhode Island.

### Small Business Social Media





Videos

Brochures

Social Media Posts

Advertisements

Contact information

Organizations can go to this page to get small business program resources that they can share with their constituents



# Large C&I Business Program Marketing

- Monthly Emails such as promoting the Hexagon Case Study
- Promoting the C&I Programs to SEMP partners such as businesses located at Quonset Development Corporation and members of the Rhode Island Manufacturing Association
  - Hosted a Quonset Development Corp Workshop in February
- Webinars promoting energy efficiency measures and programs
  - EMS & Retro Commissioning
  - New Construction Program
  - Each webinar involves multiple marketing emails and social media posts
- Video success stories
  - Johnson & Wales University (planned for Quarter 2)
  - Post inspection video (planned for Quarter 2)
  - Testimonial video promoting the Midstream Program (TBD)

Next 4 slides contain examples of RIE marketing and communication materials

# Providence Business News Online Article

PROVIDENCE BUSINESS NEWS

PBN

CURRENT ISSUE SUBSCRIBER ONLY □ NEWS □ HEALTH CARE □ EDUCATION □ REAL ESTATE □ LISTS □ EVENTS □ MORE □ SUBMIT □ PLAQUES/AWARDS

Subscribe Login

PNB Connect Branded Content

# Rhode Island business boosts efficiency and sustainability with Rhode Island Energy

03/01/2025

□


✕

□

□

□


Hexagon, a global technology and software company, develops products that combine sensor, software and autonomous technologies —all of which help customers use data to improve efficiency, productivity, quality and safety. Their products are used in various industries, from manufacturing, infrastructure, public sector and engineering to construction, mining, agriculture and energy.



**The Project**

Located within the Quonset Business Park in North Kingstown, Rhode Island, Hexagon's Manufacturing Intelligence Division is a 120,000 square foot facility. With energy efficiency top of mind, Hexagon has implemented several projects with [Rhode Island Energy](#) over the years, leading to improved operational efficiency, reduced utility costs and further progress toward corporate sustainability goals.


# Large C&I Business Program Banner Ads and LinkedIn Posts




**Rhode Island Energy™**  
Efficiency Programs

**Let's save up to 50% on energy installations.**


**LEARN MORE**





**Rhode Island Energy**  
39 followers  
Promoted

Lower energy costs and higher profitability start with a no-cost energy assessment. Schedule yours and save up to 50% on energy installations.



**Let's explore energy-saving programs**


[rienergy.com/largecommercial](https://rienergy.com/largecommercial)

**Learn more**

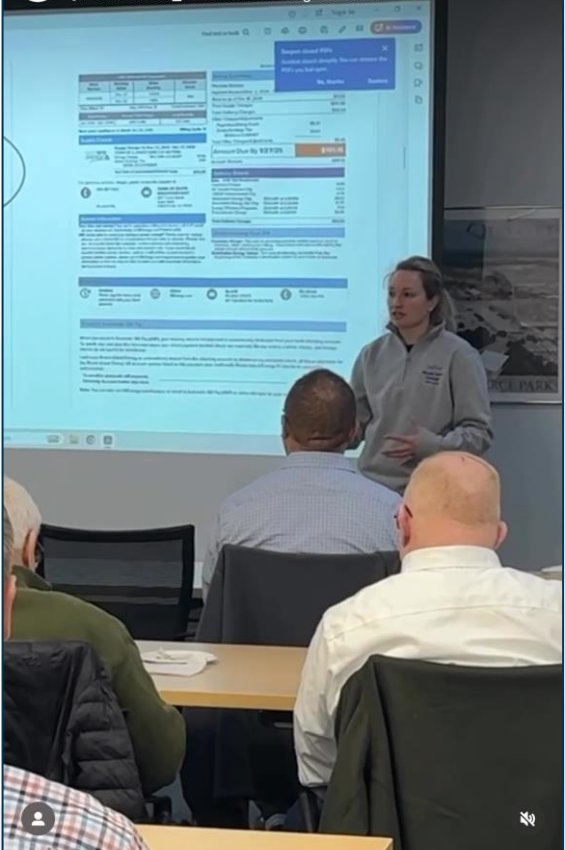
47

21 Comments

Like Comment Share Send




**wearienergy**  
salomonkb\_renovations · Original audio



15 2 1




# Trainings: BOC and ASHRAE 36/IECC2024



Offered in cooperation with  
Cape Light Compact, Eversource MA,  
National Grid and Rhode Island Energy

## ENROLL TODAY

SAVE ENERGY & MONEY TOMORROW



### Check out this BOC Training!

Building Operator Certification (BOC®) helps building engineers, maintenance supervisors and others in the skilled trades advance their skills and careers in energy efficient operation of commercial buildings. [Click here](#) to register. More information about the courses listed below!

Contact me with any questions!

**Michael Cunningham** | Municipal - State - Key Accounts  
Energy Efficiency and Large C&I Customer Programs  
(401) 338-2208 | [MHCunningham@RIEnergy.com](mailto:MHCunningham@RIEnergy.com)



**Begins March 25, 2025**

[More Info](#)

BOC Level I is designed for operators with two or more years of experience in building operation and maintenance who wish to broaden their knowledge of the total building system. Completion of Level I requires a time commitment of 74 hours which includes seven classes, work-site projects, and open-book tests.



**Begins April 23, 2025**

[More Info](#)

Enhanced BOC Level II coursework prepares building operators to evaluate the operational performance of their buildings with a focus on improving energy efficiency. Through their project assignments, operators learn how to collect and analyze building data in order to prepare a building walk-through plan to identify opportunities to improve performance.



virtual training **ASHRAE Guideline 36**  
March 11, 2025

### [Sign up today!](#)

Rhode Island Energy provides Rhode Island code officials, inspectors, managers, facility directors, builders, subcontractors, and design professionals with **free commercial and residential building energy code trainings**. This event will offer **continuing education credits for AIA upon request**.

**Title:** ASHRAE Guideline 36 High Performance Sequences of Operation for HVAC Systems

**Date and Time:** Tuesday, March 11 - 12 - 1pm EDT

**Presenter:** [Stephen Turner](#) PE, CCP

**Course Description:** This course provides an overview of the newly adopted IECC 2024 building codes, using a common HVAC system example to demonstrate the practical application of [ASHRAE Guideline 36](#). The course highlights how ASHRAE Guideline 36 supports health through improved air quality and comfort, safety with reliable ventilation controls, and welfare by enhancing energy efficiency and sustainability. It focuses on achieving code compliance and meeting current ASHRAE standards.

# C&I Multifamily Gas Program



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a PPL company

- Monthly emails promoting how energy efficiency can “boost your property value”
- Working on identifying multifamily property owners that have not participated in RIE’s energy efficiency programs
- Working with stakeholders to identify other marketing needs

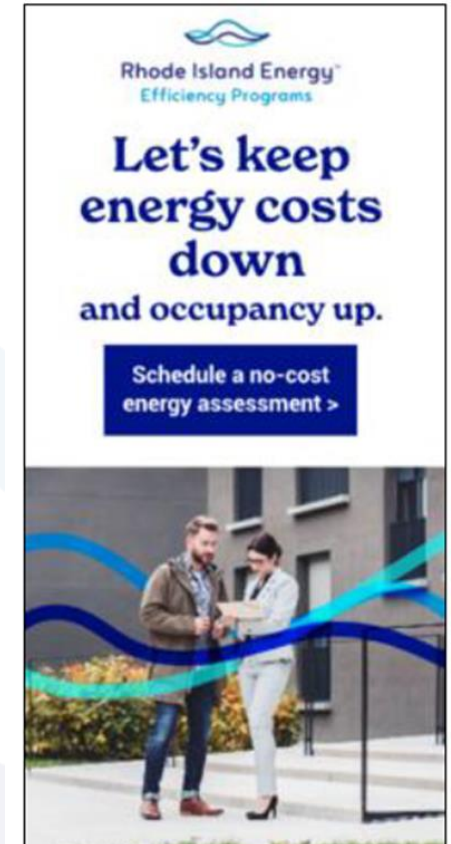



  
**Rhode Island Energy™**  
Efficiency Programs

**Let's boost your building's property value.**

**Explore multifamily energy efficiency programs and incentives.**

A few simple energy upgrades create a ripple effect - from happier tenants to a higher property value. Our energy efficiency programs improve building performance, reduce maintenance cost, increase safety, and maximize profitability. It all starts with a no-cost energy assessment. After you complete your assessment, an Energy Specialist will give you an energy report outlining eligible incentives on upgrades such



  
**Rhode Island Energy™**  
Efficiency Programs

**Let's keep energy costs down and occupancy up.**

**Schedule a no-cost energy assessment >**

# Marketing Vendor: C&I Program Promotion

- C&I programs are promoted using a variety of media tactics including paid online searches, advertisements, social media, and other tactics. Examples include:
  - Infillion and Simpli.Fi are the banner and native ads that appear in a list of around 70 websites (e.g. 247sports.com, businessinsider.com, buzzfeed.com, forbes.com, newsweek.com)
  - Providence Business News article about a RI business upgrading to LEDs across their facility








Next slide contains the calendar of these tactics



# Media Calendar



**Rhode Island Energy™**

Website/Publication	Program	Ad Unit	Insertion Cost/CPM	January	February	March	April	May	June	July	August	September	October	November	December
Programmatic															
	LCI	1024x768, 768x1024, 320x480, 480x320, 970x250, 300x600, 300x250, 728x90, 160x600, 320x50, Retargeting	\$4.50												
	SMB		\$4.50												
	MF		\$4.50												
	LCI	Native Ads: Image & Text; Retargeting	\$9												
	SMB		\$9												
	MF		\$9												
Site Direct/Print															
	LCI	FP, 4C - Print	\$4,660												
	LCI	970x90, 300x250, 728x90, 300x100	\$20												
	LCI	Interstitial (550x480; per week)	\$1,000												
	LCI	Branded Content	\$2,000												
	SMB	FP, 4C - Print	\$4,660												
	SMB	FP, 4C - Print (SBA/Sm Bus Wk Section)	\$3,915												
	SMB	970x90, 300x250, 728x90, 300x100	\$20												
	SMB	Interstitial (550x480; per week)	\$1,000												
	SMB	Branded Content	\$2,000												
		LCI	XL Banners (970x250, 300x600)	\$77.02											
LCI		300x250; 728x90; 320x50	\$27.43												
LCI		Custom Content	\$2,000.00												
SMB		XL Banners (970x250, 300x600)	\$77.02												
SMB		300x250; 728x90; 320x50	\$27.43												
SMB		Custom Content	\$2,000.00												
SMB															
	LCI	970x250, 300x600, 300x250, 320x50, 300x50	\$22												
Paid Social															
	LCI	Infeed - Image & Video	\$1												
	SMB	Infeed - Image & Video	\$1												
	MF	Infeed - Image & Video	\$1												
Paid Search															
	LCI	Keyword & Responsive Text Ads	\$1												
	SMB	Keyword & Responsive Text Ads	\$1												
	MF	Keyword & Responsive Text Ads	\$1												

# C&I Electric and Gas Marketing Budget

- Summarized below are the allocated costs of In-house staff, Marketing Vendor, and Paid Media
- Rhode Island Energy marketing staff are meeting in 2025 with the C&I Sales/Implementation teams and vendors to identify additional marketing needs. Additional marketing campaigns will be funded using the remainder of the 2025 Energy Efficiency Plan C&I electric and gas marketing budgets
- This is a forecast for 2025 and is subject to change

	Large C&I	Small Business	Multifamily
In-House Staff*	\$94,708	\$32,718	\$12,828
Marketing Vendor	\$50,000	\$61,258	\$45,943
Paid Media	\$205,235	\$109,981	\$38,065



Rhode Island Energy™  
a PPL company

# Appendix

# EE Awareness

Ready to save money and energy?

Start with a no cost Home Energy Assessment.

Upgrading your heating system?

Get rebates up to \$3,750.


Need a new water heater?


Save up to \$600 with rebates.

Shopping for appliances?

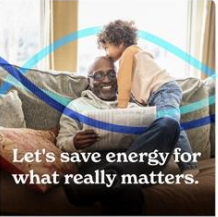
Get up to \$50 back on ENERGY STAR® certified models.

So many ways to save. Get started today.  
[Learn more](#)



 Rhode Island Energy  
Sponsored

Stay comfortable year round. Weatherproof your home and insulate your budget with our energy saving programs.



Let's save energy for what really matters.

Smart savings for a smarter home. [Learn more](#)

No cost

Home Energy Assessments

Your roadmap to efficiency. [Learn more](#)

Rebates up to \$3,750

on high-efficiency heating equipment

Hot savings on heating. [Learn more](#)

Up to \$50


back on ENERGY STAR® certified appliances

Brighten your home, lighten your bill. [Learn more](#)


Rebates up to \$600

for upgrading to a high-efficiency water heater


Tap into water heater savings. [Learn more](#)



Let's make waves. [Learn more](#)

 Like

 Comment

 Share



# Landlord Workshops

[Haga click aquí para leer este mensaje en español](#) | [Clique aqui para ler esta mensagem em português](#)



**Rhode Island Energy™**  
Efficiency Programs

## Good news for Providence landlords and renters.



Join us on Wednesday, February 19 to learn all about how our programs can save money while keeping the indoor temperature comfortable year-round! Renters and landlords of 1-4 unit properties in Providence may qualify for:

- No cost energy assessments to find drafts in your home and make a plan to seal them
- 100% off approved insulation improvements (up to \$10,000 per unit)
- Rebates on heating and cooling equipment and water heaters
- The opportunity to apply for zero percent financing

Wednesday, February 19, 2025  
6:00 PM start time in English  
6:30 PM start time in Spanish  
Washington Park Library  
1316 Broad Street, Providence, RI 02905

**Space is limited - register now**



**Rhode Island Energy™**  
Efficiency Programs

## Good news for Providence landlords and renters.



Join us on Thursday, February 27 to learn all about how our programs can save money while keeping the indoor temperature comfortable year-round! Renters and landlords of 1-4 unit properties in Providence may qualify for:

- No cost energy assessments to find drafts in your home and make a plan to seal them
- 100% off approved insulation improvements (up to \$10,000 per unit)
- Rebates on heating and cooling equipment and water heaters
- The opportunity to apply for zero percent financing

Thursday, February 27, 2025  
5:30 PM start time in English  
6:30 PM start time in Spanish  
Mt Pleasant Library  
315 Academy Ave, Providence, RI 02908

**Space is limited - register now**



**Rhode Island Energy™**  
Efficiency Programs

## Good news for Providence landlords and renters.



Join us on Wednesday, March 19 to learn all about how our programs can save money while keeping the indoor temperature comfortable year-round! Renters and landlords of 1-4 unit properties in Providence may qualify for:

- No cost energy assessments to find drafts in your home and make a plan to seal them
- 100% off approved insulation improvements (up to \$10,000 per unit)
- Rebates on heating and cooling equipment and water heaters
- The opportunity to apply for zero percent financing

Wednesday, March 19, 2025  
5:30 PM start time in English  
6:30 PM start time in Spanish  
Smith Hill Library  
31 Candace Street, Providence, RI 02908

**Space is limited - register now**



**Rhode Island Energy™**  
a PPL company



**Rhode Island Energy™**  
Efficiency Programs

## Good news for Providence landlords and renters.



Join us on Wednesday, March 26 to learn all about how our programs can save money while keeping the indoor temperature comfortable year-round! Renters and landlords of 1-4 unit properties in Providence may qualify for:

- No cost energy assessments to find drafts in your home and make a plan to seal them
- 100% off approved insulation improvements (up to \$10,000 per unit)
- Rebates on heating and cooling equipment and water heaters
- The opportunity to apply for zero percent financing

Wednesday, March 26, 2025  
5:30 PM start time in English  
6:30 PM start time in Spanish  
Knight Memorial Library  
275 Elmwood Avenue, Providence, RI 02907

**Space is limited - register now**

# Marketplace



Rhode Island Energy™  
a PPL company



Rhode Island Energy™  
Efficiency Programs

Let's shop smarter, Rhode Island.



### Save big on smart thermostats, bathroom faucet aerators, and room air purifiers.

Let's start 2025 with smarter energy choices. For a limited time, save big on smart thermostats, bathroom faucet aerators, and room air purifiers. But hurry—these special deals end soon.



#### Honeywell Home 7-Day Programmable Wi-Fi Thermostat

Sale price  
**\$0**  
(just the cost of shipping)

Retail price  
**\$99.99**

[Shop now](#)



#### Niagara 0.5 gpm Bathroom Faucet Aerator

Sale price  
**\$1.48**

Retail price  
**\$1.98**

[Shop now](#)



#### Simply Conserve Room Air Purifier

Sale price  
**\$19.99**

Retail price  
**\$99.99**

[Shop now](#)



Rhode Island Energy™  
Efficiency Programs

Let's warm up to smart savings.



### Upgrade your home's efficiency with premium products at customer-only prices

Let's make your home work smarter. For a limited time, Rhode Island Energy customers can save big on energy-saving essentials—like a \$0 smart thermostat and advanced showerheads that save hot water. Sale ends **February 25**.



#### Emerson Sensi Lite Smart Thermostat

Sale price  
**\$0**  
(just the cost of shipping)

Retail price  
**\$89.99**

[Shop now](#)



#### Evolve Showerhead with ShowerStart

Sale price  
**\$7.74**

Retail price  
**\$34.99**

[Shop now](#)



#### Evolve Handheld Showerhead with ShowerStart

Sale price  
**\$23.48**

Retail price  
**\$59.48**

[Shop now](#)

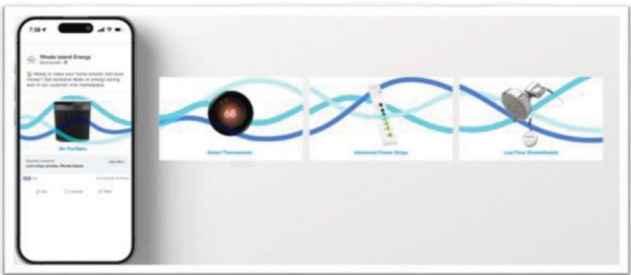


#### Emerson Sensi Touch 2 Smart Thermostat

Sale price  
**\$114.99**

Retail price  
**\$209.99**

[Shop now](#)





# Earth Day



Rhode Island Energy™  
a PPL company

Rhode Island Energy  
Sponsored

April 22nd is Earth Day. Discover how every energy saving upgrade creates an ocean-sized impact across the Ocean State.

Let's make waves this Earth Day.

Our power, our planet. [Learn more](#)

ripple#1 effect

Unplug unused electronics, save \$100 annually.

Our power, our planet. [Learn more](#)

ripple#2 effect

Program your thermostat back 8°, save 10° on energy bills.

Our power, our planet. [Learn more](#)

ripple#3 effect

Lower your water heater to 120° to save up to 22%.

Our power, our planet. [Learn more](#)

ripple#4 effect

Seal drafty windows, save 15° on heating and cooling.

Our power, our planet. [Learn more](#)

Start making waves. Schedule your no cost Home Energy Assessment today.

Let's make waves. [Learn more](#)

Rhode Island Energy™  
Efficiency Programs

## Let's make every day Earth Day.

**Explore energy saving products for a more efficient home—and a healthier planet.**

This Earth Day, take a step toward a more efficient home with energy saving products designed to lower your energy use—saving you money now and for years to come. For a limited time, Rhode Island Energy customers can enjoy exclusive savings on efficiency essentials—like a **\$0 smart thermostat**. Sale ends April 25.

## Earth Day savings year round.

Celebrate Earth Day the smart way with an energy saving thermostat. Purchase a **Google Nest Thermostat** for just **\$24.99** \$129.99 MSRP now through April 25, 2025. That's 80% off the regular retail price.

Visit [rienergy.com/shop](http://rienergy.com/shop) today.

Google Nest Thermostat  
\$24.99 sale price, \$129.99

Google Nest Learning Thermostat (4th gen)  
\$164.99 sale price, \$279.99

Buy today at [www.rienergy.com/shop](http://www.rienergy.com/shop)

\*Google Nest Thermostat offer valid through April 25, 2025, while supplies last. Google Nest Thermostat (\$24.99 MSRP) Google Nest Learning Thermostat (4th gen) (\$279.99 MSRP) not applicable to prior purchases. 1-year limited warranty exclusively to qualified Rhode Island Energy residential customers. 30-day return policy applies. Shipping restrictions may apply. If you return all or some of the merchandise, the dollar value of these promotions will not be refunded or credited to your account. Refunds may not be requested for cash. These programs are funded by the energy efficiency charge on all customers' gas and electric bills, in accordance with Rhode Island law. Applicable sales tax and shipping charges will be applied at checkout. Google Nest Thermostat and Nest Learning Thermostat are trademarks of Google LLC.

**Smart thermostats**  
with prices ranging from \$0 - \$164.99

[Shop now](#)

**Low flow showerheads**  
with prices ranging from \$4.74 - \$23.48

[Shop now](#)

**Room air purifiers**  
priced at \$19.99 (regular price \$99.99)

[Shop now](#)

**Energy Efficiency Conservation Tip**

Program your thermostat back 8 degrees, save 10% on energy bills. [Learn More](#)

## Let's make every day Earth Day.



# Refrigerator & Dehumidifier Recycling



Rhode Island Energy™

a PPL company

**Rhode Island Energy**  
Sponsored

Let's turn your old, working refrigerator or freezer into \$50. We'll pick it up, recycle it, and send you a reward.

**Let's turn your old fridge into cold cash.**

Give us your old fridge, we'll give you \$50.

Appliance Recycling Program - Get \$50. [Learn more](#)

We'll even pick it up! Call to schedule. [Learn more](#)

Let's make waves. [Learn more](#)

**Rhode Island Energy**  
Sponsored

Let's turn your old, working refrigerator or freezer into \$50. We'll pick it up, recycle it, and send you a reward.

**Let's turn your old fridge into cold cash.**

Give us your old fridge, we'll give you \$50.

Appliance Recycling Program - Get \$50. [Learn more](#)

We'll even pick it up! Call to schedule. [Learn more](#)

Let's make waves. [Learn more](#)



## 5 Headlines [40 Characters]

Let's cash in on your old fridge.  
Let's recycle for cold, hard cash.  
Let's upgrade and get paid.  
Let's make \$50 the cool way.  
Let's flip old fridges for cash.

## 5 Descriptions [90 Characters]

Your old fridge is \$50 waiting to happen. Let us pick it up and send you reward.  
Recycle your old, working fridge or freezer. We'll pick it up and send you \$50.  
Your outdated refrigerator or freezer is worth money. Let us recycle it and pay you \$50.  
Turn your old, working fridge into a \$50 reward. We'll handle the heavy lifting.  
Upgrade your kitchen, upgrade your wallet. We'll pick up your old fridge and send you \$50.

[Haga clic aquí para leer este mensaje en español.](#) [Clique aqui para ler esta mensagem em português.](#)



Let's turn old appliances into cash.



## Recycle your dehumidifier and get \$30 back

Every simple act of good contributes to a better Rhode Island. That's why we're excited to help make saving energy and money a little easier at our dehumidifier turn in event. Bring us your old, working dehumidifier. We'll recycle it and send you a \$30 rebate check.

**Saturday April 5, 2025 | 10 AM - 2 PM**

**Wickford Appliance**  
207 Newport Ave.  
Pawtucket, RI 02861

[Learn more](#)



ENERGY STAR® dehumidifiers use 13% less energy than conventional models.

[Learn More](#)

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Let's turn that old fridge into \$50.



## We'll pick up and recycle your old refrigerator—then send you \$50.

Time to get rid of the old fridge? We're happy to help. Our recycling program turns your used, working refrigerator into cash. [Here's how it works.](#)

1. Call to schedule a no cost pickup
2. We'll collect your refrigerator and recycle it
3. You'll receive a \$50 reward in the mail

We take care of the heavy lifting, you get paid and your old appliance is recycled responsibly—it's that simple.

Schedule your pickup today. Call 1-866-685-1001.

[Learn more](#)



Keep your refrigerator at 35 to 38 degrees Fahrenheit to reduce energy use. [Learn More](#)

[Haga clic aquí para leer este mensaje en español.](#) [Clique aqui para ler esta mensagem em português.](#)



Let's flip that old fridge or freezer into fast cash.



## Let us pick up and recycle your old refrigerator or freezer and we'll send you \$50.

Looking to upgrade an appliance or simply get rid of old one? Our recycling program turns your used, working refrigerator or freezer into cash. Here's how it works:

1. Call to schedule a no cost pickup
2. We collect your appliance and recycle it responsibly
3. You receive a \$50 rebate in the mail

It's that simple. Not only will you earn \$50, you'll ensure your old appliance is recycled responsibly.

Schedule your pickup today. Call 1-866-685-1001.

[Learn more](#)

**Rhode Island Energy**  
Efficiency Programs

**Let's swap your old fridge**

[SCHEDULE PICKUP](#)

The heading fades on screen while the waves are "stream in" over the images.

**Rhode Island Energy**  
Efficiency Programs

**Let's swap your old fridge**

for a cool \$50.

[SCHEDULE PICKUP](#)

The subhead fades in.

**Rhode Island Energy**  
Efficiency Programs

**Let's swap your old fridge**

for a cool \$50.

[SCHEDULE PICKUP](#)

The button swells briefly and reduces back down to size.

# Appliances/Products



Rhode Island Energy™  
a PPL company



Rhode Island Energy

Sponsored

Save up to \$25 instantly when you buy ENERGY STAR® Most Efficient products at Rhode Island Lowe's and Home Depot.



\$25 off

ENERGY STAR® Most Efficient clothes washers



\$25 off

ENERGY STAR® Most Efficient dryers



\$25 off

ENERGY STAR® Most Efficient refrigerators



\$15 off

ENERGY STAR® Most Efficient dehumidifiers



Rhode Island Energy

Efficiency Programs



Let's get appliances that do more, for less.

Upgrade with ENERGY STAR® and save.

Learn more



At Rhode Island Lowe's and Home Depot.

Learn more



At Rhode Island Lowe's and Home Depot.

Learn more



At Rhode Island Lowe's and Home Depot.

Learn more



At Rhode Island Lowe's and Home Depot.

Learn more



Let's make waves.

Learn more



Rhode Island Energy

Sponsored

Save up to \$50 with online and mail-in rebates on ENERGY STAR® certified dryers, room air cleaners and dehumidifiers.



\$50 off

ENERGY STAR® certified clothes dryers



\$40 off

ENERGY STAR® certified room air cleaners



\$30 off

ENERGY STAR® certified dehumidifiers



Rhode Island Energy

Efficiency Programs



Let's get appliances that do more, for less.

Upgrade with ENERGY STAR® and save.

Learn more



Online or mail-in rebates.

Learn more



Online or mail-in rebates.

Learn more



Online or mail-in rebates.

Learn more



Online or mail-in rebates.

Learn more



Let's make waves.

Learn more



Rhode Island Energy

Sponsored

Enhance comfort and savings in your home with ENERGY STAR® Most Efficient products. Upgrade at your Rhode Island Lowe's and Home Depot and save up to \$25 instantly.



\$25 off

ENERGY STAR® Most Efficient clothes washers



\$25 off

ENERGY STAR® Most Efficient dryers



\$25 off

ENERGY STAR® Most Efficient refrigerators



\$15 off

ENERGY STAR® Most Efficient dehumidifiers



Rhode Island Energy

Efficiency Programs



Let's power up for less.

Choose ENERGY STAR and save.

Learn more



At Rhode Island Lowe's and Home Depot.

Learn more



At Rhode Island Lowe's and Home Depot.

Learn more



At Rhode Island Lowe's and Home Depot.

Learn more



At Rhode Island Lowe's and Home Depot.

Learn more



Let's make waves.

Learn more



Rhode Island Energy

Sponsored

Now you can save up to \$50 with online and mail-in rebates on ENERGY STAR® certified dryers, room air cleaners and dehumidifiers.



\$50 off

ENERGY STAR® certified clothes dryers



\$40 off

ENERGY STAR® certified room air cleaners



\$30 off

ENERGY STAR® certified dehumidifiers



Rhode Island Energy

Efficiency Programs



Let's make feel good energy choices.

Choose ENERGY STAR and save.

Learn more



Online or mail-in rebates.

Learn more



Online or mail-in rebates.

Learn more



Online or mail-in rebates.

Learn more



Online or mail-in rebates.

Learn more



Let's make waves.

Learn more

BUSINESS USE ©Rhode Island Energy

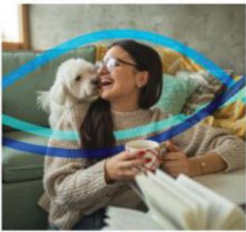
29



# Income Eligible



**Rhode Island Energy™**  
a PPL company



**Headline [60 Characters]**  
Let's get you ready for winter – at zero cost to you.

**Description [150 Characters]**  
Lower your bills with energy efficiency. Find out if you're eligible for no cost home improvements like appliances, heating equipment and insulation.



**Headline [60 Characters]**  
Let's give your home the upgrade it deserves – at no cost.

**Description [150 Characters]**  
Discount rate customers are getting energy saving improvements at no cost. See if you qualify for new appliances, high-efficiency equipment and more.



001  
Full Name: 192085 STD  
Address Line 1  
City State ZIP Code  
00000

**Rhode Island Energy™**  
Efficiency Programs  
200 Millstone Street, Providence, RI 02907

## Let's upgrade your home at no cost to you.

Dear FIRST\_NAME: 192085 STD,  
Energy costs affect us all, and we want to help lighten that load by providing home energy upgrades at absolutely no cost to our discount rate customers. Now is the time to transform your home into a more efficient, comfortable space without spending a penny.  
It all starts when you schedule a no cost Home Energy Assessment.

Based on your assessment, you could receive:

-   
A new high-efficiency heating system
-   
Home insulation
-   
Professional air sealing of leaks
-   
Energy efficient appliances and products

**Get started today.**  
Schedule your no cost Home Energy Assessment by calling  
CAP\_NAME at CAP\_PHONE

You must be on the discount rate to qualify for no cost recommendations.

**Mejoremos su hogar sin costo para usted.**

Basado en la evaluación de su hogar, usted podría recibir:

- Un nuevo sistema de calefacción de alta eficiencia
- El aislamiento del hogar
- El sellado profesional de las fugas de aire
- Productos y aparatos de alta eficiencia energética

**Comience hoy mismo.**  
Programa su evaluación de energía sin costo llamando al  
CAP\_NAME al CAP\_PHONE

**Melhoraremos a eficiência da sua casa sem custos para si.**


Com base na avaliação da sua casa, você pode receber:

- Um novo sistema de aquecimento de alta eficiência
- O isolamento da casa
- O selagem profissional das vazamentos de ar
- Produtos e aparelhos de alta eficiência energética

**ComECE hoje mesmo.**  
Programa sua avaliação de energia sem custo ligando para  
CAP\_NAME ao CAP\_PHONE

**Rhode Island Energy™**  
Efficiency Programs  
200 Millstone Street  
Providence, RI 02907

**Let's reduce your energy costs.**  
See how to get 100% no cost home upgrades inside.



Let's transform your home with no cost energy upgrades.

Discount rate customers are getting

**no cost**  
Home Energy Assessments.

Discount rate customers are getting

**no cost**  
replacement of inefficient heating systems.

Discount rate customers are getting

**no cost**  
insulation and air sealing.

Discount rate customers are getting

**no cost**  
replacement of inefficient appliances.

Better home, lower bills.  
We're here to help.

See if you qualify today.

**Rhode Island Energy™**  
Efficiency Programs

Haga click aquí para leer este mensaje en español.

Clique aqui para ler esta mensagem em português.

**Rhode Island Energy™**  
Efficiency Programs

## Let's turn the tide on energy costs together.



**Get a no cost home energy upgrade worth thousands—including heating systems, insulation, and more.**

We understand that energy bills can be a major strain on your budget. That's why Rhode Island Energy is offering complete home energy upgrades at absolutely no cost to discount rate customers. It all starts when you schedule a no cost Home Energy Assessment.

**As a qualifying customer, you could receive:**

-   
A new high-efficiency heating system
-   
Home insulation
-   
Professional air sealing of leaks
-   
Energy efficient appliances

[Learn more](#)

**One call to your local Community Action Program starts it all. To schedule your no cost Home Energy Assessment, call Community Care Alliance at 1-401-235-7000.**

Follow us!



You must be on the discount rate to qualify for no cost recommendations.

This program is designed for residential income eligible Rhode Island Energy customers on the discount rate in one- to four-unit homes. If you live in a building with 5+ units, you may be eligible through the multifamily program; landlords or condo associations can call 1-888-633-7947 to learn more.



# In Development

- TV ads promoting EE Awareness, HEA, Heating & Cooling in English and Spanish
- Equity efforts in Pawtucket and Woonsocket
- Income Eligible no cost heat pumps for electric resistance heating customers

