



CITY OF CONCORD
New Hampshire's Main Street™
Community Development
Department

REPORT TO THE MAYOR AND CITY COUNCIL

FROM: Beth Fenstermacher, Director of Special Projects & Strategic Initiatives and the Energy & Environment Advisory Committee

DATE: May 22, 2026

SUBJECT: Weatherize Concord Launch

Recommendation

Accept this report.

Background

The Energy & Environment Advisory Committee is partnering with a local organization and utilities through the NHSaves program to launch a “Weatherize Concord” campaign. NHSaves is an existing program that is a collaboration of New Hampshire’s electric and natural gas utilities working together to provide NH customers with information, incentives, and support designed to save energy, reduce costs, and protect our environment statewide. Weatherize Concord is a planned public education campaign focused on empowering residents to utilize the NHSaves incentives to save money, and help lower our community’s collective carbon footprint. NHSaves is an existing program, and the goal is to increase the number of residents in Concord that take advantage of this money-saving program. Residents that have used this program in the past as still eligible for the incentives under this program.

The City of Concord has a goal of achieving 100% renewable energy, and one of the first priorities to achieve that goal is maximizing energy efficiency community-wide. Resilient Buildings Group (RBG) is a local third-party organization that offers free energy, no-obligation energy audits through the NHSaves program to identify potential upgrades such as HVAC upgrades, insulation upgrades, air sealing work, or thermostat replacements. Residential customers can receive up to \$6,000 towards energy efficient upgrades through NHSaves. This rebate program also includes appliances as well as the previously mentioned home improvements. As part of the “Weatherize Concord” campaign, Unitil and Eversource are offering an additional monetary incentive above the standard rebate rates.

Public Outreach/Education Strategies

Weatherize Concord will include educational sessions, ‘pop ups’ at various local events, and

local channels of communication to educate homeowners about opportunities to receive thousands of dollars towards home energy upgrades from Unutil, Eversource, and Liberty utilities. The campaign will officially kick off in early June, and will continue into December with a goal of 100 homes audited.

Utility & Contractor Partnerships

Through NHSaves, Unutil, Eversource, and Liberty utilities administer rebates for home energy efficiency and weatherization projects. Rebates for qualifying participants are up to 75% of the cost of a weatherization job. For income qualified residents, the Home Energy Assistance program through NHSaves covers 100% of the cost for qualifying energy efficiency improvements. EEAC volunteers are coordinating with RBG and utility partners on planning and educational strategies. RBG will work to enroll homeowners in the NHSaves programs, conduct energy audits, and engage local weatherization contractors to perform the installations.

Discussion

The official launch will be held on Wednesday, June 24, 2026 from 6 to 8 pm in the Dame Auditorium, City-wide Community Center, 14 Canterbury Road. Participants will be able to speak to representatives from RBG and NHSaves, learn more about the initiative, and schedule an audit. In addition, a new website has been created for residents to learn more and sign up: WeatherizeConcord.org.

We encourage Concord leaders, as individuals and/or as a collective governing body and administration, to engage in and support Weatherize Concord by helping to make the community aware of Weatherize Concord by publicizing the initiative and participating in the launch event and other educational opportunities. We look forward to making Weatherize Concord a fun and successful campaign that is positive for our city's image and residents and helps the city meet our sustainability goals.