

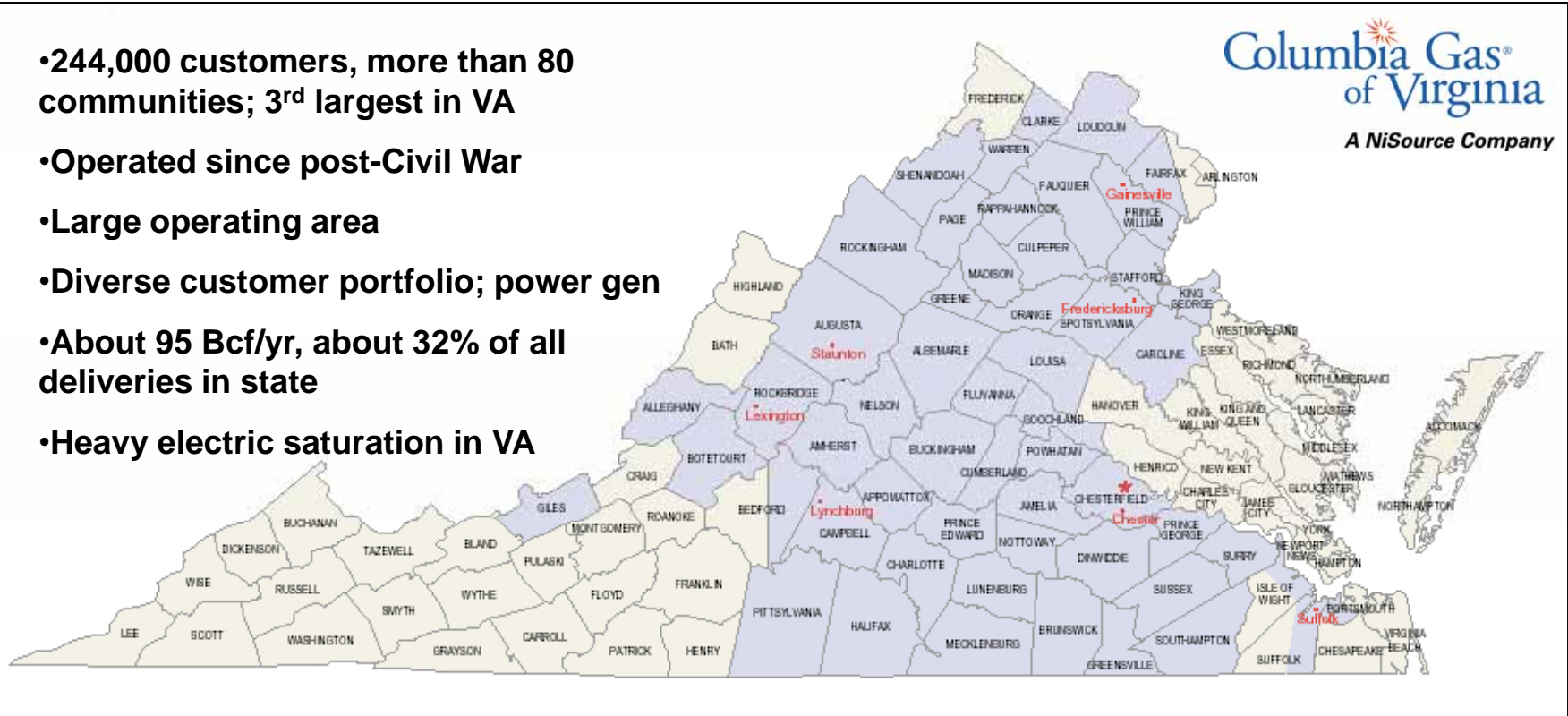
Introduction/Overview

Mid Course Corrections: Making Adjustments Based on PY 1 Results for Columbia Gas of Virginia's Program



Columbia Gas of Virginia - Who We Are

- 244,000 customers, more than 80 communities; 3rd largest in VA
- Operated since post-Civil War
- Large operating area
- Diverse customer portfolio; power gen
- About 95 Bcf/yr, about 32% of all deliveries in state
- Heavy electric saturation in VA





CGV Program Framework

- WarmWise created by 2008 CARE legislation
- Combined decoupling with efficiency and conservation
- Applied to residential and small commercial customers with support for low income
- Independent review of verifiable savings
- Three year program



Qualifying Measures for Home Savings Program

Qualifying Equipment	Rebate (\$/unit)
Low-Flow Pre-Rinse Spray Valve (Retrofit Only)	\$30.00/unit
High-Efficiency Coin-Op or Laundromat Clothes Washer	\$150.00/unit
Gas Storage Water Heater (≤ 75,000 Btu/hr.) (New, Conversion or Replacement)	\$50.00/unit
High-Efficiency Gas Storage Water Heater (> 75,000 Btu/hr.) (New, Conversion or Replacement)	\$2.00/kBtu/hr
ENERGY STAR Tankless Water Heater (< 200,000 Btu/hr) (New, Conversion or Replacement)	\$2.00/kBtu/hr
High Efficiency Tankless Water Heater (≥ 200,000 Btu/hr) (New, Conversion or Replacement)	\$2.00/kBtu/hr
ENERGY STAR Gas Boiler (< 300,000 Btu/hr) (New, Conversion or Replacement)	\$3.00/kBtu/hr
High-Efficiency Gas Hot Water Boiler (≥ 300,000 Btu/hr and <2,500,000 Btu/hr) (New, Conversion or Replacement)	\$3.00/kBtu/hr
High-Efficiency Gas Steam Boiler (≥ 300,000 Btu/hr and ≤ 2,500,000 Btu/hr) (New, Conversion or Replacement)	\$2.00/ kBtu/hr
Direct Contact Gas Water Heater (≥ 300,000 Btu/hr) (New, Conversion or Replacement)	\$1.00/kBtu/hr
High-Efficiency Gas Furnace (< 225,000 Btu/hr, AFUE ≥ 90%) (New, Conversion or Replacement)	\$200.00/unit
High-Efficiency Gas Furnace (< 225,000 Btu/hr, AFUE ≥ 92%) (New, Conversion or Replacement)	\$300.00/unit
High-Efficiency Gas Furnace (< 225,000 Btu/hr, AFUE ≥ 94%) (New, Conversion or Replacement)	\$400.00/unit
Infrared Heater	\$2.00/kBtu/hr
Outside Air Reset Controls	\$250.00/unit



Home Savings Program Goals

Home Savings Program	PY1	PY2	PY3	3 Yr. Total	Lifetime
Gross Savings Mcf	23,355	35,093	46,831	105,280	2,069,456
Estimated Participant Count	4,001	6,012	8,012	18,035	NA

2010 Goals

- Implement program by early April 2010
 - Forms, website, online audit, data tracking, etc.
- Develop processes that worked for the customer
 - Rebates mail and online, online audit, free measure fulfillment
 - First introduction **had** to be positive
- Develop outreach plan
 - How do we reach our customers?
 - Large diverse territory
 - Bill inserts, trade allies, social media, advertisements, events



2010 Goals Reached

- **Implementation**

- Successfully launched program on April 7, 2010

- **Processes**

- Processes worked - zero complaints

- **Outreach**

- Changed original marketing and advertising agency
- Developed new plan for Fall push
 - 45 day multi-pronged campaign initiated

So how did we do in 2010?



2010 By the Numbers

Free Measures

- 1,430 customers participated in online audit, goal was 2,688

Measure	2010 Numbers
Faucet Aerators	2,741
Low Flow Shower Heads	1,478
Pipe Insulation	609
Water Heater Blanket	136
Total	4,964



2010 By the Numbers

Rebates

- 1,059 customers received rebates, goal was 4,001

Rebate Type	# Rebates	Total \$'s
Tank Water Heater	30	\$ 1,500.00
Tankless Water Heater	95	\$ 28,500.00
Furnace	257	\$ 77,100.00
Windows	38	\$ 6,136.00
Insulation Attic	629	\$ 247,859.00
Insulation Floor	9	\$ 2,880.00
Duct Sealing	0	\$ -
Duct Insulation	1	\$ 250.00
Total	1059	\$ 364,225.00

Interactive Activity Background

- Key Areas of Concern from PY1 Evaluation
 - Advertising was not generating awareness of the residential WarmWise Program offerings
 - Key data were not tracked in the database
 - Lower than anticipated participation rates—especially for completing the online portion of the in-home audit.

Questions to Consider

- What is working well for the residential programs?
- What needs to be improved?

Interactive Activity Questions

- What are the key issues you would want to explore in a process evaluation?
- How recommendations would you make to improve:
 - Customer awareness?
 - Program tracking?
 - Program participation?

Brain Storming & Discussion Period



Reality Check

- **Did we achieve what we wanted in 2010?**
 - ✔ **Yes**, Implementation was successful
 - ✔ **Yes**, Processes were working
 - ✔ **Yes**, we increased customer awareness
 - ✘ **No**, we did not achieve our participation goals
- **The question we asked:**
 - “**What can we do better to gain awareness and customer participation?**”
 - We needed to re-evaluate our outreach approach
 - Conclusion: 2010 was too generalized

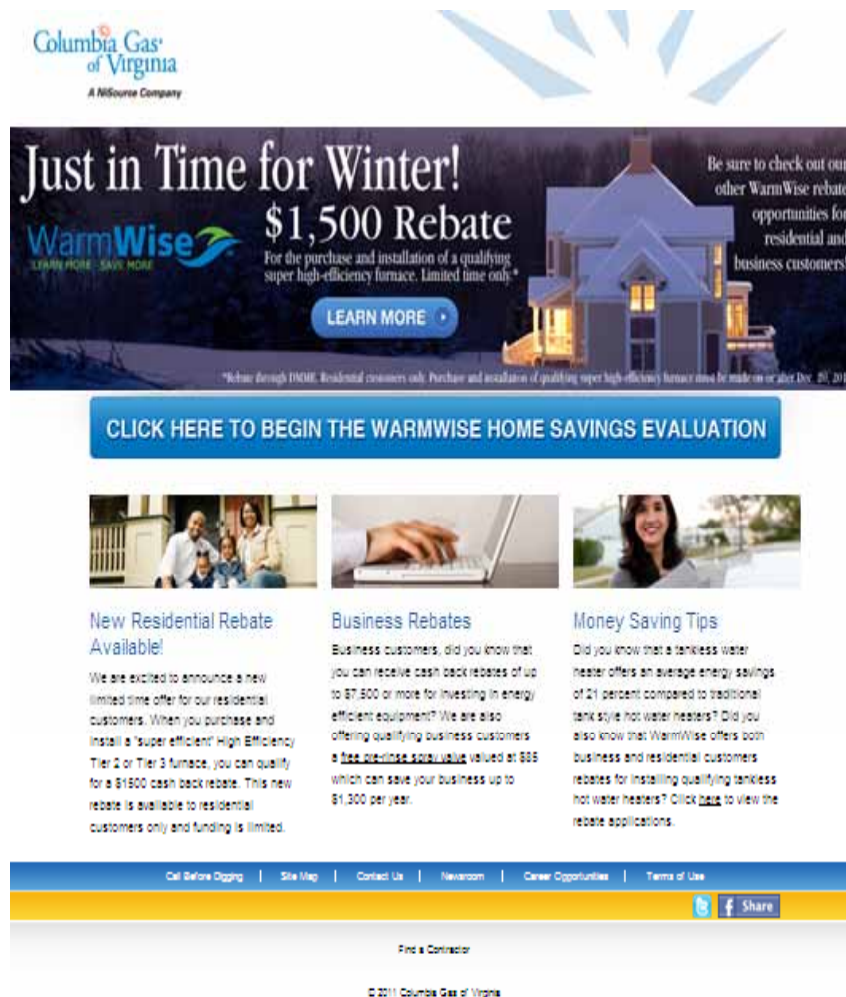
Re-evaluated Outreach

- **Johnson Consulting provided Process Evaluation Activities** - Concentration on strategies to improve awareness and participation
 - **Interviews**
 - Staff – Utility and implementation staff
 - Customers – Participating and non-participating
 - Contractors – Participating and non-participating
 - **Data Review**
 - Program Materials
 - Data Tracking Bases/Key Metrics
 - Program Flow/Logic Model
 - **Provided Recommendations for Improvement**

Re-evaluated Outreach

- Here is what we did:

- More targeted approach
- New WarmWise landing page
- Redesigned all web pages and content within CGV website





Re-evaluated Outreach

- Here is what we did:

- Developed messaging and implementation timeline:
 - Google ads and key words strategy
 - Supplemented messages with social media
 - Bill inserts



SAVE MONEY NOW!

Through WarmWise, Columbia Gas of Virginia residential customers can receive cash rebates of up to \$300 or more for becoming more energy efficient. Visit WarmWiseVA.com to review qualifying equipment and rebate information.

In addition to WarmWise, check out the following websites to possibly put even more money back in your pocket -

- Visit www.DMME.Virginia.gov for information about the Virginia Home Efficiency Rebate Program.
- Visit www.EnergyStar.gov for information about Federal Tax Credits for Consumer Energy Efficiency.

WarmWise rebates are available for business customers as well.



For more information visit www.WarmWiseVA.com.



Re-evaluated Outreach

- Here is what we did:
 - Initiated an Eblast campaign
 - Offered a 45 day promotion to win a home improvement store gift card wrapped around the launch of the new landing page, content and bill insert

WarmWise
LEARN MORE · SAVE MORE

Columbia Gas of Virginia
A NiSource Company

Receive a **FREE** energy-efficiency kit when you complete a **WarmWise Home Savings Evaluation**

Save energy without sacrificing comfort when you use the **WarmWise Home Savings Evaluation**. Learn how your home uses energy and get personalized recommendations on steps you can take to lower your bills.

[Get Started Now!](#)

Learn how you compare
How does your home compare to similar homes in your area? Answer a few short questions about your home including size, age and heating/cooling systems to find out if you are on track and what actions you can take to lead the pack!

Uses Least Energy | **Sample** | Uses Most Energy

\$1,819 Avg. Home
\$369 My Home

Take the next step - Discover how it adds up
While most customers can point to heating or cooling as the main driver of their home's energy costs, you may be surprised by how many dollars go toward energy use in other areas of your home. Answer a few more questions about the appliances and amenities in your home and we'll use that information along with your historical energy use to analyze how your home is likely to use energy.

Save up to \$130 per year with your FREE energy-efficiency kit.
The kit includes:

- One kitchen faucet and two bathroom faucet aerators
- Two low-flow shower heads
- Pipe insulation materials

Start your **WarmWise Home Energy Evaluation** now!

And coming soon from WarmWise.... My EnergyGram.
Look for our new seasonal newsletter dedicated to bring you the latest on WarmWise energy-saving programs and rebates as well as more personalized recommendations on ways you can take action to lower your bills. Arriving in your inbox this May!



Re-evaluated Outreach

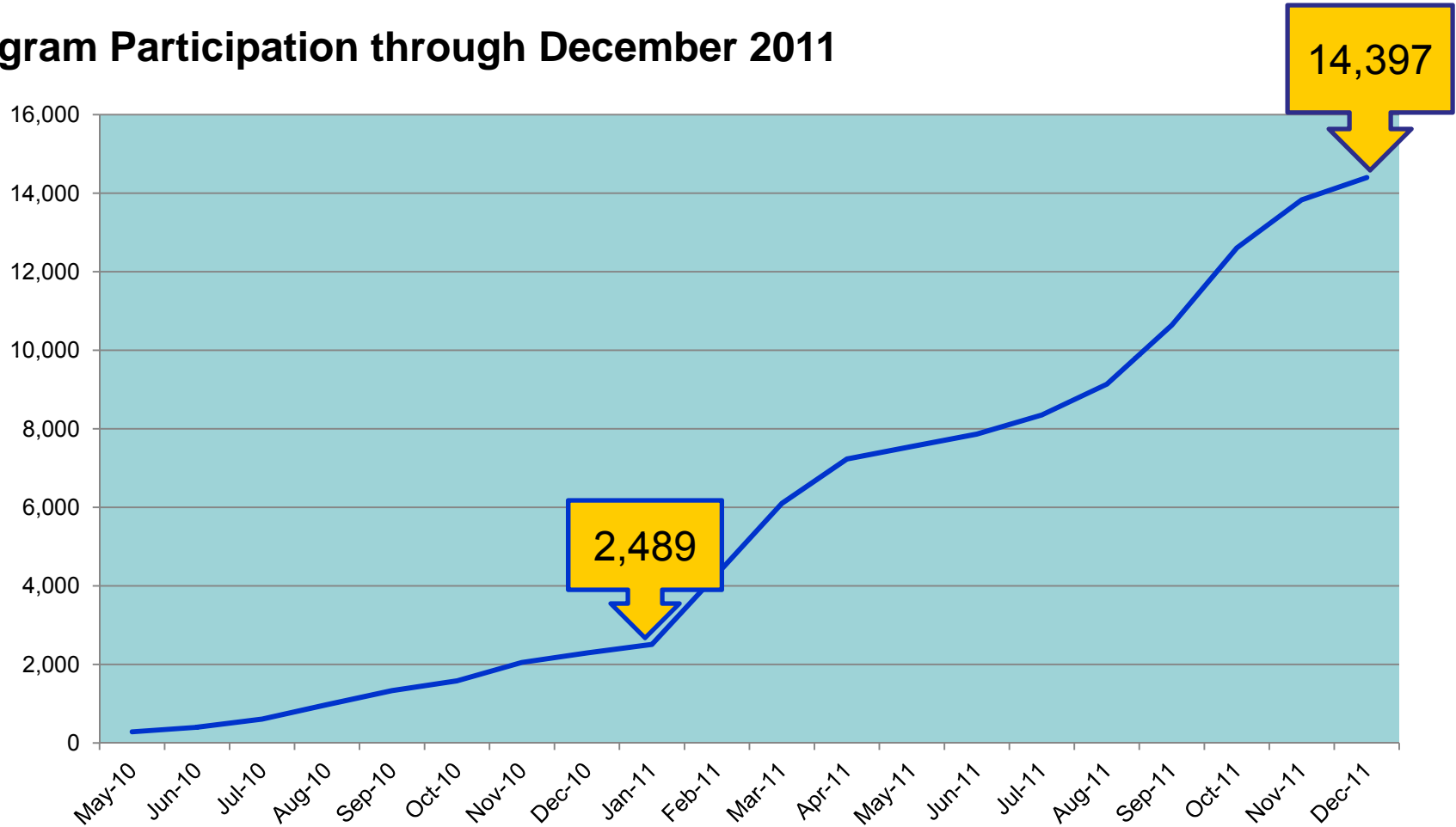
- **Here is what we did:**

- Changed communication language to highlight “save money now”
- Kept content fresh
- Developed a direct link on website to Contact Us
- Defined a better approach to reach Trade Allies – Added 27
- WarmWise Mobile – Our Rolling Billboard



Did it work?

Program Participation through December 2011



2011 By the Numbers

Free Measures

- **8,795** customers participated an increase of **615%** over 2010

Measure	2011 Numbers	% Over 2010
Faucet Aerators	26,207	956%
Low Flow Shower Heads	17,501	1184%
Pipe Insulation	8,795	1454%
Total	52,503	

2011 By the Numbers

Rebates

- **3,307** rebates provided an increase of **312%** over 2010
- **\$1.2 million** in rebates processed an increase of **332%** over 2010

Rebate Type	# Rebates	Total \$'s	% Over 2010
Tank Water Heater	53	\$ 2,650.00	177%
Tankless Water Heater	275	\$ 82,500.00	289%
Furnace	588	\$ 176,400.00	229%
Windows	119	\$ 21,758.23	313%
Insulation Attic	2225	\$ 915,089.17	354%
Insulation Floor	35	\$ 11,513.55	389%
Duct Sealing	3	\$ 600.00	300%
Duct Insulation	9	\$ 2,250.00	900%
Total	3307	\$ 1,212,760.95	312%

Reality Check: Beyond 2011

- Continue strategic approach
- Email will continue to be our approach, over 16% of our customers utilize Ebill and it's growing
- Continue to build on Trade Ally Program
- Communicate packaging of rebates – i.e. Furnace and Duct Sealing = more savings
- Strategic events