

***Au Natural:* Innovative Approaches to Natural Gas Efficiency Programs**

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Innovative Natural Gas Programs

- Success through Collaboration
 - Partners in Energy Savings (PIES)
- Novel Program Design
 - PSNC
- Using real-time evaluation
 - Columbia Gas of Virginia

Innovations Discovered through Program Evaluations

- Process evaluation of PIES programs in 2010
- Process and impact evaluation for PSNC-2012
- Process and impact evaluations for Columbia Gas 2010-2011

PIES

- Collaboration of 4 Utilities across Colorado



The four natural gas utilities in Colorado fund a portfolio of energy efficiency programs through the Partners in Energy Savings (PIES) Program

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Savings through Collaboration

- Maximizes the dollars spent to encourage installation of energy efficiency measures in its respective service territory
- Allows integration of marketing, rebate structures and applications which reduces potential for confusion among natural gas consumers
- Each utility partner tracked, documented, and reported program impacts, budgets, costs and other metrics separately.

Benefit of Collaboration: Economies of Scale

- **Evaluation Finding:** The rebate forms are easily accessible, complete and available to customers.
 - The forms, which are available at the program's website, contained all the necessary information for customers to complete and scan the receipt online or to print and mail the receipt to the rebate processor

Benefit of Collaboration: Integrated Marketing

- **Evaluation Findings:** The program is marketed under the *Excess is Out* brand name, which has been promoted through a combination of print, radio, cable TV, a dedicated program website, and direct mailings; programs used varying methods.
- The PIES utilities spent approximately \$33,000 in 2009 and \$23,000 in 2010 in print advertising to promote the *Excess is Out* Program

Example of Marketing Approaches

We know what you're thinking. Oh great, I can't wait to read another brochure. Well, instead of tossing it into that "to-be-thrown-out" pile along with the "refinance your car" brochure and the "how to become a member of a credit union" brochure, you should read this one. Why? Because everything about this brochure is meant to trim your excess natural gas usage. In this day and age, you don't want to waste anything.

That's why we want to help you cut the excess spending in your budget by finding and cutting the excess natural gas you don't really need. So let's save some money and do something good for the planet by cutting the excess natural gas you use. Read on to discover how you can make your home more energy-efficient. It's the right thing to do—for the world and for your budget.

excess is out™

Get more information at
excessisout.com | 877-XS-IS-OUT
 (877-974-7688)



Brought to you by your Partners in Energy Savings.

Improve your home's
 gas mileage.

energy evaluation reduce rebate income qualified

Look inside for programs, pointers and rebate possibilities to turn your home into a finely-tuned, gas-efficient machine.

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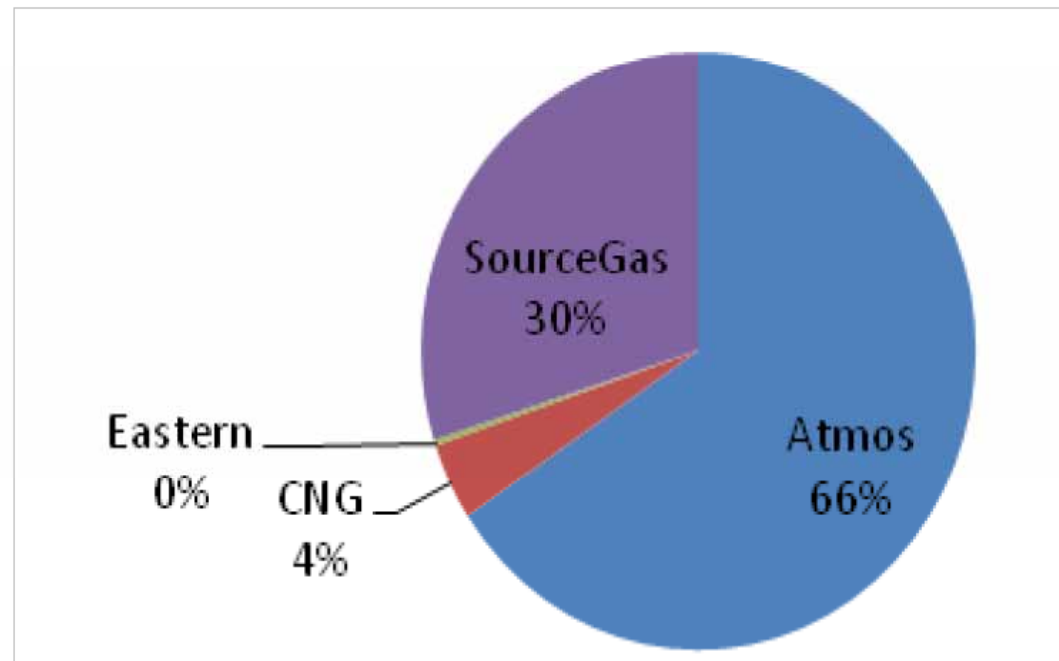
Brought to you by your Partners in Energy Savings.



Benefits of Collaboration: Consistent Rebate Structures

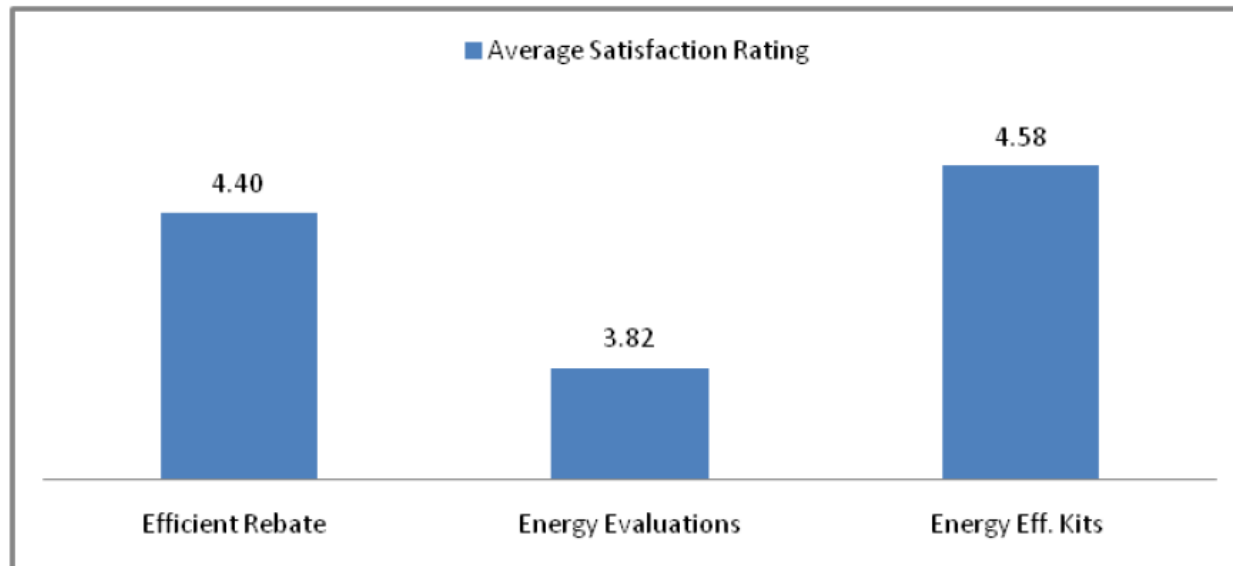
Figure 3

Figure 3: Percentage of Efficient Appliance Rebates by PIES Utility, n=1,284 rebates



Benefits of Collaboration: Enhanced Customer Satisfaction

Figure 18: Comparison of Participant Satisfaction Ratings for the Excess is Out Program



The customer surveys also asked respondents to rate their overall satisfaction with their natural gas utility. As these findings shows, (see Figure 19), program participants who received the Energy Efficiency

PSNC: Novel Program Design



In-Home Audit Program Design

- PSNC's In-home Energy Audit Program offers customers an in-home assessment of their energy usage and provides certain remediation measures at the customer's request.
- The items offered for sale are standard products of a size and type that could be installed safely by one person and could make an immediate impact on the customer's efficiency at a reasonable price.

Account Sign In

Username
Password [sign in](#)
[Forgot username or password?](#)
[Register for an online account](#)

In-home Energy Audit

Our in-home energy audits are available to current residential customers with natural gas heat or natural gas water heat, whose home was built prior to April 15, 1993. Learn what measures you can take to enhance energy efficiency throughout your home with the help of a PSNC Energy professional.

For just \$25, PSNC Energy will come to your home to assess your home's energy efficiency and recommend steps you can take to improve your home's overall energy usage and ultimately save money on your energy bill. The assessment should take about three to four hours.

You must be a PSNC Energy customer to participate in this program.

[request an appointment](#)

What's Included?

Should the audit recommend measures and materials to make your home more energy efficient, you can choose to have PSNC Energy make certain improvements for you, at the time of your audit, and apply the \$25 fee as a credit towards the purchase of recommended materials available from our company.

Our thorough energy efficiency assessment includes:

- Doors and windows
- Caulking and weather stripping
- Insulation levels
- Heating and air conditioning unit
- Water heaters
- Your home's thermal efficiency

We can even make improvements for you at the time of your audit. When our audit recommends measures and materials to make your home more energy efficient, we can make certain improvements while at your home. In fact, a majority of our customers choose to do just that for a couple of reasons. It's convenient and at the time of the audit, the customer can apply the audit fee as a credit towards the purchase of recommended materials available from our audit technician.

The average total cost for materials installed by one of our Energy Audit Technicians is approximately \$44. Small changes can make a big difference in your home's energy efficiency.

Don't wait for another winter of severe weather and high energy bills.

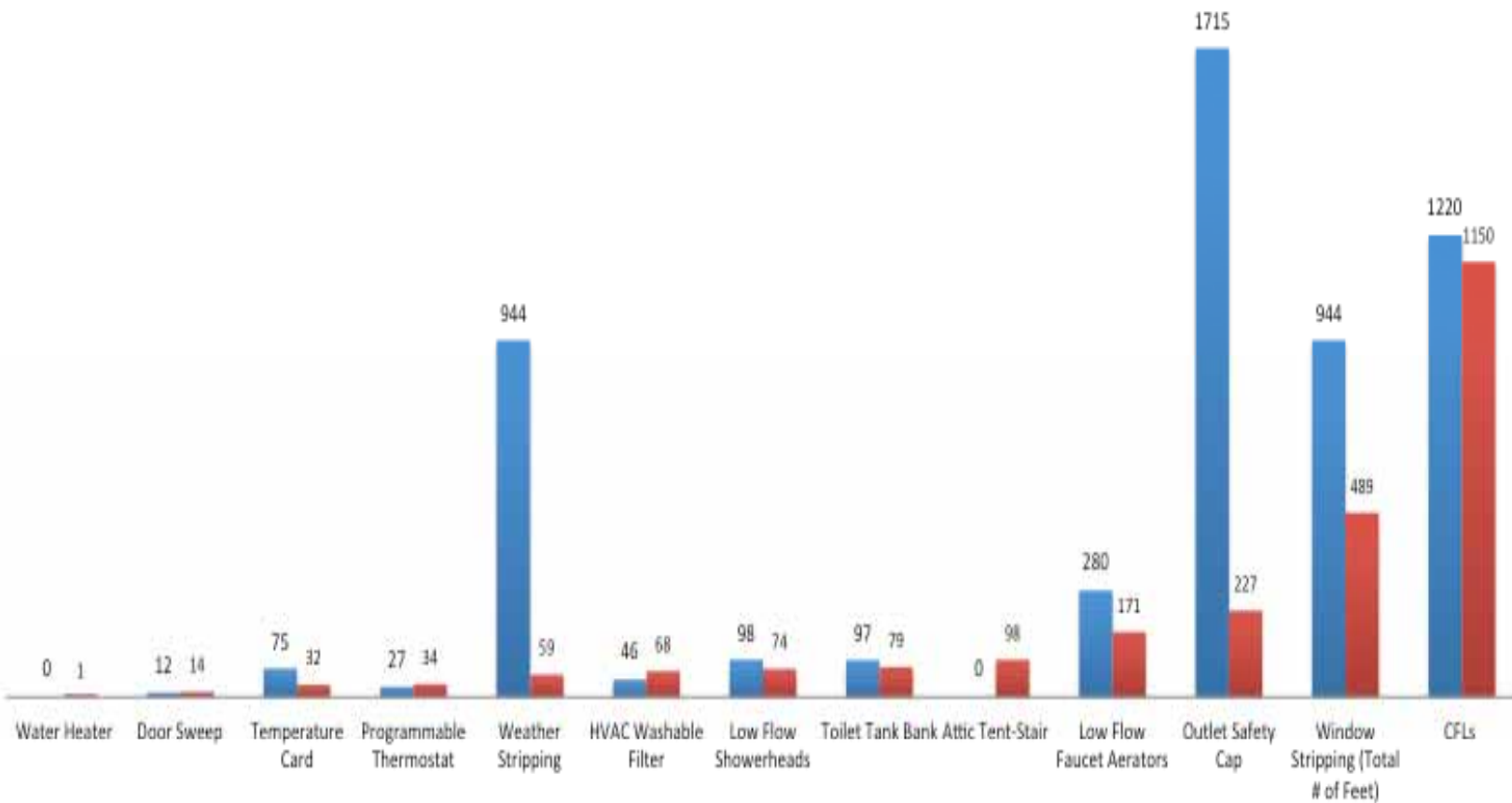
Now is the perfect time to improve your home's comfort and energy efficiency. [Contact an energy expert today!](#)

PSNC Program Evaluation Findings

- Overall the program materials are effective at translating a rather difficult and abstract concept of the “energy audit” into an easy to understand process that leads to lasting energy savings.
 - The direct mail piece developed by PSNC specifically for the In-Home Energy Audit Program is visually appealing and highlights key information in an easy to understand way.
 - The tagline “*Small changes can make a big difference in your home’s energy efficiency*” is successfully integrated in its program outreach both on the website and in the direct mail pieces.

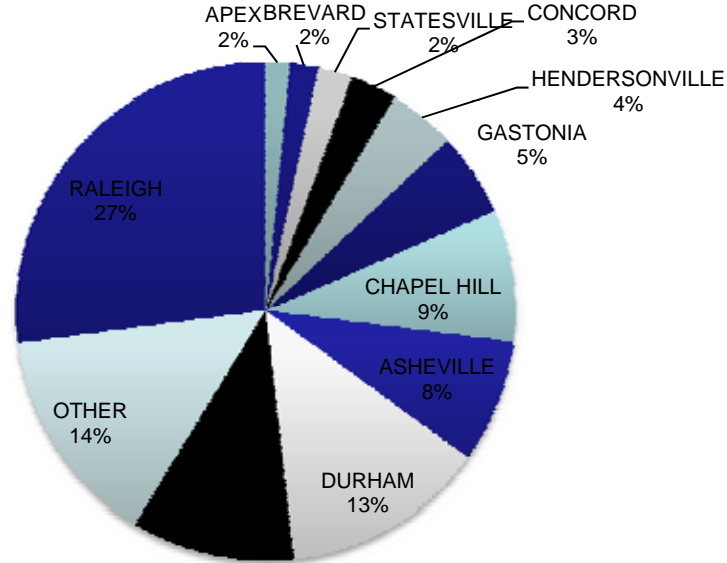
Distribution of Measures Installed Through the In-Home Audit Program

■ 2011 ■ 2010



Program Evaluation Finding: Excellent Distribution of Measures Across the Territory

Distribution of In-Home Energy Audits from 2010-2011 by City

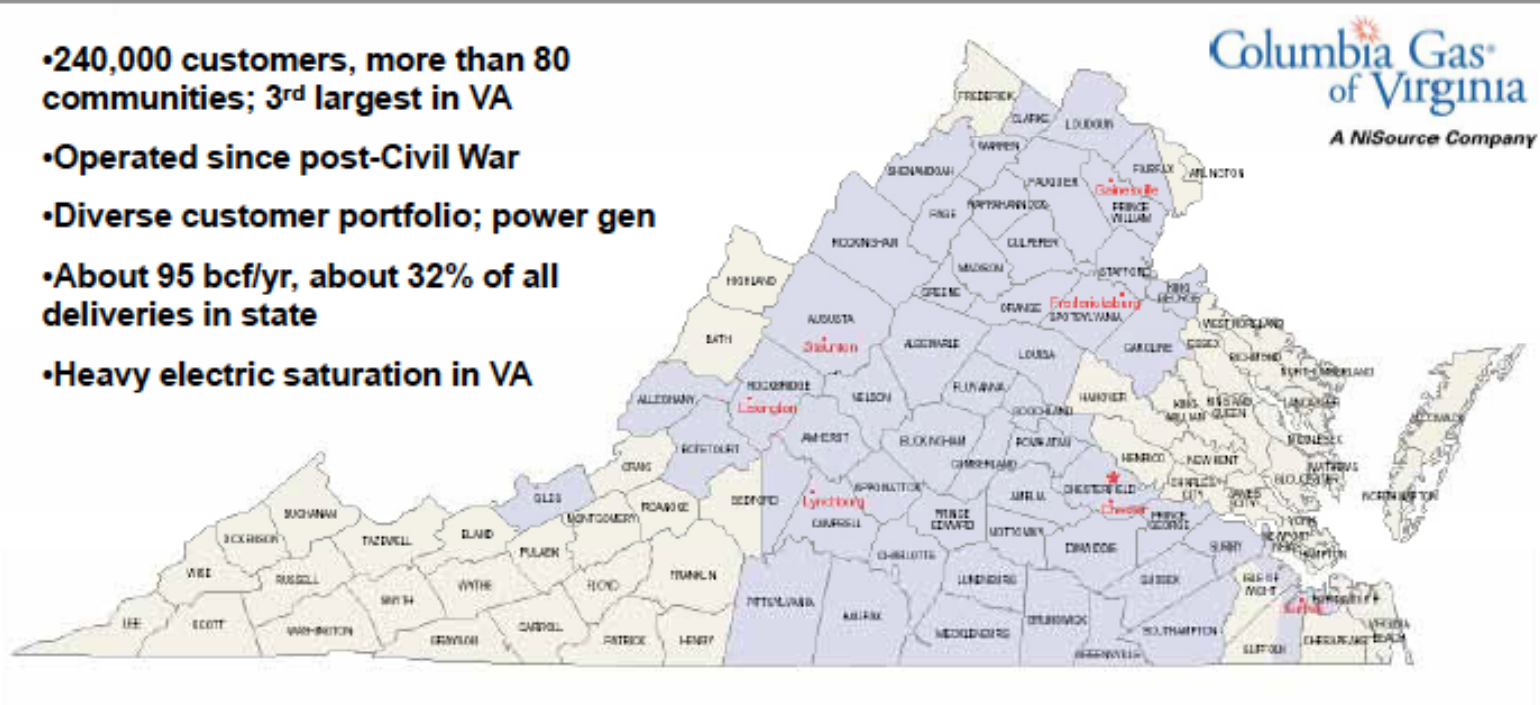




Program Development and implementation

Columbia Gas of Virginia - Who We Are

- 240,000 customers, more than 80 communities; 3rd largest in VA
- Operated since post-Civil War
- Diverse customer portfolio; power gen
- About 95 bcf/yr, about 32% of all deliveries in state
- Heavy electric saturation in VA



Program Evaluation Finding: Activity Levels Exceeded Goals

| Rebate Type | Number of Rebates | Total Dollars | Percentage 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% |

Program Evaluation Finding: The utility also paid \$1.2 million in rebates to program participants, an increase of 332 percent from 2010 levels.

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

Key Take Aways

- Using unconventional approaches works!
- These utilities were not afraid to “think outside the box” in
 - program design,
 - implementation or
 - Implementing EM&V findings quickly
- Sometimes being “new” to the field leads to innovative programs that benefit customers, utilities and ultimately rate payers.

Questions?

- Special thanks to the utilities!
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Save the Date

Oct. 15-17, 2012

AESP's Fall Conference
Long Beach, CA

Jan. 28-31, 2013

AESP's 23rd National
Conference & Expo
Orlando, FL

Apr. 29-May 1, 2013

AESP's Spring Conference
Dallas, TX

For more information - www.aesp.org

