

# ThermWise Energy Efficiency

November 15, 2007

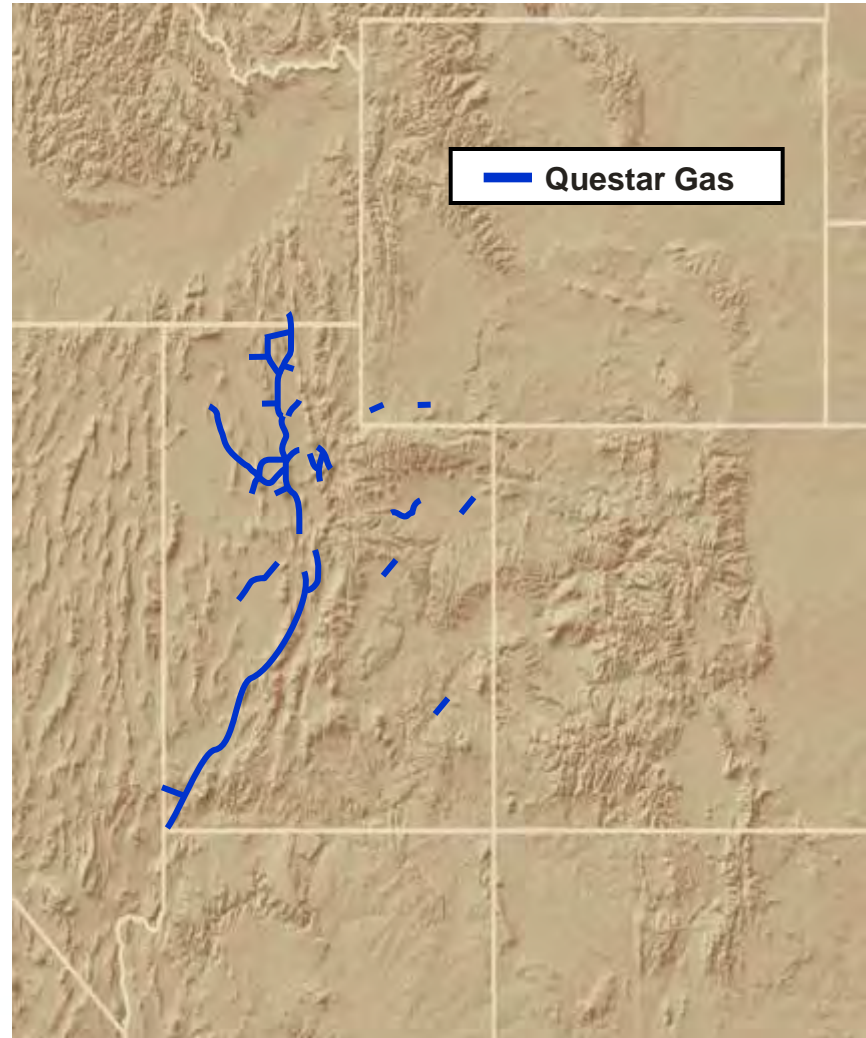


**QUESTAR**  
*Gas*



# Questar Gas Company

- Approximately 850,000 customers
- Lowest residential rates in the continental U.S.
- Gas costs account for approx. 65% of customer bill
- Customer growth continues to grow rapidly
- Per customer usage declining for 20 years
- Traditional motivation was to grow gas load



# The Solution

- **Conservation Enabling Tariff (CET)**
  - Purpose:
    - Align with customer needs
    - Remove economic barrier to aggressively pursuing customer energy efficiency
    - Collect PSC allowed revenue (revenue decoupling)
      - » *Still need to manage costs to be profitable*

# Questar Gas Energy Efficiency Initiative

- Development Timeline:
  - Application December 5, 2006
  - PSC Approval January 16, 2007
  - Programs Effective January 1, 2007
  - Campaign Launch March, 2007



# Comprehensive Campaign

- Energy-efficiency programs
  - Rebate programs
    - Residential / Business
  - Energy Audits
  - Low-income Weatherization Funding
- Market transformation
  - Advertising & promotion
  - Educate and train trade-allies and code officials
  - Shifting philosophy / practices
    - Market / Company / Regulators

# ThermWise Programs

- **ThermWise** Home Energy Audits
  - In-home or do-it-yourself (mail-in)
- **ThermWise** Appliance Rebates
- **ThermWise** Weatherization Rebates
- **ThermWise** Builder Rebates
- **ThermWise** Business Rebates
- **ThermWise** Web Site





Welcome to

# ThermWise.com

Questar Gas's  
one-stop information site for  
energy-conservation tips and rebates.



*ThermWise  
Homes*



*ThermWise  
Builders*



*ThermWise  
Businesses*



*ThermWise  
Energy-Saving Tips*

[Click Here for your Mail-In Home Energy Audit](#)

[Click Here for Fall Preparation Tips](#)

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Learn more about ENERGY STAR homes

Rebates are only available for weatherization and appliances purchased on or after January 1, 2007.



# Top 10 Lessons Learned

1. Identify and define your Business Purpose
2. Take a Marketing Approach
3. Develop a Strategy or Roadmap
4. Form a Stakeholder Advisory Group
5. Retain Expertise (Internal or External)
6. Assemble a Cross Functional Internal Team
7. Develop customized Economic Modeling
8. Seek out and utilize Industry Resources
9. Look for Industry Partnering

# ThermWise Progress

## ThermWise Participants (YTD - 11/3/07)\*

Program	Actual	Target (2007)	% of Target
ThermWise Appliance Rebates	12,099	15,499	78%
ThermWise Weatherization Rebates	3,032	841	361%
ThermWise Business Rebates	1,557	487	320%
ThermWise Home Energy Audits	1,760	3,390	52%
ThermWise Builder Rebates (Total)	907	8,605	11%
ThermWise Builder Agreements	76	100	76%
<i>ThermWise Builder ENERGY STAR Homes</i>	<i>593</i>	<i>1,699</i>	<i>35%</i>
Mailings	18,846		
Calls	17,507		
Website Visits	52,561		

\* Program Launch = March 1, 2007



# 2008 Improvements

- Residential
  - Added Multi-family Program
    - New (ENERGY STAR) & Existing
  - Added Measures
    - Solar Assisted Water Heating
    - Gas Boilers
    - ENERGY STAR New Home Tax Credit
  - Revisions
    - Storage Water Heat Energy Factor (EF)
      - From .63 EF to .62 EF

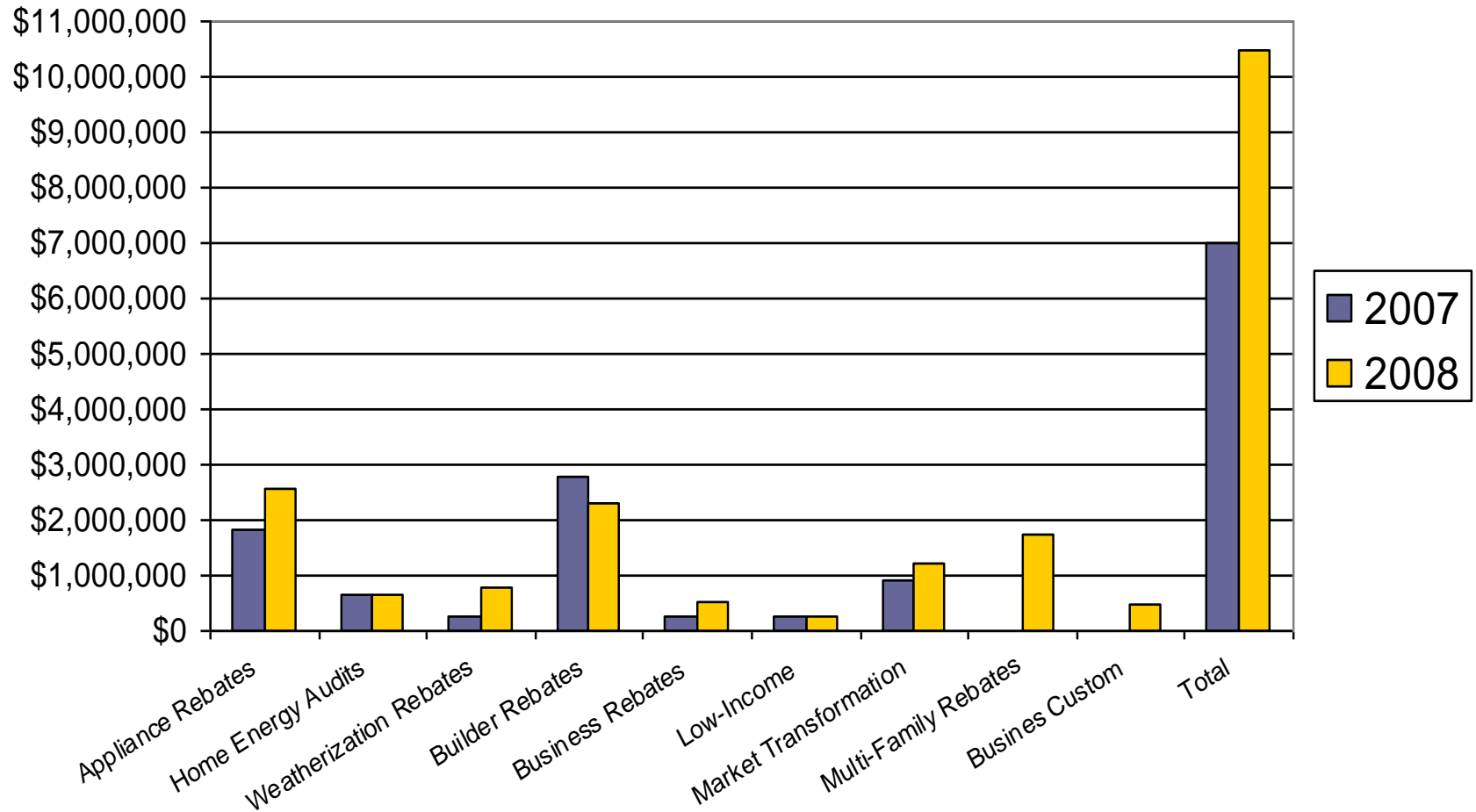


# 2008 Improvements

- Business
  - Added Custom Commercial Program
    - Customer Initiated
    - Pay for savings
  - Added Measures
    - Commercial Cooking
    - Commercial Weatherization
      - Windows, Insulation
  - Revisions
    - Storage Water Heat Energy Factor (EF)
      - From .63 EF to .62 EF



# 2007 : 2008 Budget Comparison





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