ThermWise
Energy Efficiency

November 15, 2007
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  Oprime aqui para español  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 Opportunities
## ThermWise Progress

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

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