New Mexico Gas Company

Energy Efficiency Programs

November 8, 2010

Presented by Steve Casey
Evolution of New Mexico’s Gas Company’s Energy Efficiency Programs

- 2005 Efficient Use of Energy Act (EUEA) legislation was passed as a part of the Public Utilities Act (PUA)
- All programs with a TRC of 1.0 to be developed and implemented for all IOU’s in the state of NM
- 2005 PNM Gas and Electric
- 2007 PNM Gas began offering Gas Energy Efficiency Programs
- January 30, 2009 New Mexico Gas company opens for business
Program Year
2008 NMGC Energy Efficiency Offerings (Inherited from PNM)

5 Programs; $1.3 Million Budget

- Low Income Weatherization Program
- ENERGY STAR® New Homes Program
- Insulation and Weatherization Program
- ENERGY STAR Fryer Program
- Commercial Water Heater Program
Final Order for 2009 Program Plan
April 2, 2009

- Discontinuance of the Insulation and Weatherization Program
- Add a Water Heater Tank Wrap Program
- 5 Programs; $1.7 Million Budget
  - Low Income Weatherization Program
  - ENERGY STAR Homes Program
  - Water Heater Tank Wrap Program (POP rebate)
  - ENERGY STAR Fryer Program
  - Commercial Water Heater Program
Catching up to Speed

- New Roles, Responsibilities, and Relationships
- PRC and Staff
- Third Party Contractors
- Public Advisory Group
- Potential Study
- Selection of M&V provider for the State of NM
- New Implementer of ENERGY STAR New Homes Program (passive to active approach)
- Open Commercial Offerings to “Transportation Customers”
Program Year
2010 Filing June 2009/September 2009
Approved March 30, 2010

9 Programs; $2.5 Million Budget

- Water Heater Tank Wrap Program (POP Rebate)
- Low Flow Showerhead Program (POP Rebate)
- Energy Efficient Water Heating Program
- High Efficiency Furnace Program
- Insulation Program
- Low Income Weatherization Program
- ENERGY STAR New Homes Program
- Commercial Water Heating Program
- ENERGY STAR CFS Program (added griddle, dishwasher, convection oven, and low flow spray valve to offerings along with fryer)
Program Year
2011 Filing September 29, 2010
Approval Early Spring 2011 (Anticipating)

10 Programs; $3.4 Million Budget

- Low Flow Showerhead Program (POP Rebate)
- Residential ENERGY STAR Water Heater Program
- High Efficiency Furnace Program
- Insulation Program
- Low Income Weatherization Program
- ENERGY STAR New homes Program
- Commercials Water Heating Program
- ENERGY STAR CFS Program
- Commercial Solutions Program
- SCORE Program

New Mexico GAS COMPANY
Challenges to Residential Programs

- Point of Purchase Rebates vs. Mail in Rebates vs. Buy-down, Mark-down Discounts
- Education and Awareness of “New” Incentive Programs
- Participating Retailer Allies
- Penetrating Contractor Networks
- Reaching a broader customer base
Challenges to Commercial Programs

- “Transportation Customers” vs. Sales Customers
- Education and Awareness of “New” Incentive Programs
- Limited Offering of Commercial Programs
Highlights

- 2009 Portfolio-5 programs: $1.7 M Budget
- Target Therms Saved: 243,440 Therms
- 2010 Portfolio-9 programs: $2.5 M Budget
- Target Therms Saved: 423,100 Therms
- 2011 Portfolio-10 programs: $3.4 M Budget (as filed)
- Target Therms Saved: 567,330 Therms
Questions?