

CASCADE NATURAL GAS AND ENERGY TRUST OF OREGON

SERVING CUSTOMERS TOGETHER—2010

Cascade Natural Gas projects completed*

	2010	2006-2010
Energy Efficiency	1,299	5,880

Incentives provided to Cascade Natural Gas customers (in millions)*

	2010 forecast	2006-2010
Energy Efficiency	\$0.68	\$1.8

Energy saved by Cascade Natural Gas customers (therms)*

	2010 forecast	2006-2010
Energy Efficiency	254,731	791,996

Incentives per Cascade Natural Gas project

	2009		2010*	
	Projects	\$/Project	Projects	\$/Project
Residential	1,719	\$191	1,149	\$174
Commercial	56	\$4,372	145	\$1,092
Industrial	3	\$21,322	5	\$2,799
Total	1,778	\$358	1,299	\$286

Energy efficiency program goals (therms)

	2010	2011	2012
IRP	317,937	391,754	459,122
Stretch**	373,554	415,129	523,065
Conservative**	280,166	352,860	444,605

* Through September 2010.

** Stretch and conservative budget goals do not include the following therm savings from market transformation: 99,793 therms in 2010; 62,662 therms in 2011; 81,474 therms in 2012.

2010 noteworthy accomplishments

- Engaged a half-time residential representative based in Baker County.
- Supported startup of a new nonprofit, Clean Energy Works Oregon, with goals of upgrading 6,000 homes and small businesses in more than 12 communities by 2013.
- Enrolled three new industrial projects, which are expected to complete in 2011—representing approximately 40,000 therms in savings.
- Accomplished record project enrollment for New Buildings in September, closing out 36 projects; program plans to close over 300 projects for the year.
- Launched the New Buildings Small Commercial Efficiency pilot.
- Launched a roof-top HVAC tune-up service for existing buildings, engaging qualified Energy Trust trade allies in retrofitting economizers and tuning up existing roof-top units.
- Increased Existing Buildings incentives and offered bonuses throughout the year for insulation measures, custom non-lighting projects and foodservice equipment.
- Developed and implemented a strategic coordination agreement with NEEA on operations and maintenance projects for large health care facilities.
- Recruited eastern Oregon commercial facility managers and building operators from hospitals, schools and municipalities in eastern Oregon to receive their Building Operator Certification.
- Offered building operators training for K-12 and post-secondary schools, hospitals and larger commercial buildings.
- Provided nearly 100 turbo pots at no cost to central Oregon foodservice operators for a savings of nearly 8,000 therms.

- Promoted efficient appliances at retailer events in Bend.
- Launched a free duct repair and sealing pilot in northeastern Oregon.
- Launched a mobile home weatherization offering for mobile homes in eastern Oregon.
- Launched the Free Your Home campaign, promoting four free ways Cascade Natural Gas renters and homeowners can trim costs in the fall. In the first 30 days, more than 5,000 total customers visited the website and requested the products and services.
- Added distance search capabilities to the trade ally listings, and provided a new rating system for Existing Homes trade allies to help customers choose contractors. Provided a trade ally web form to allow gas furnace installations to count toward rating requirements.

Cascade Natural Gas customer referrals (through September 30)

- Averaged 121 residential and three commercial and industrial new Cascade Natural Gas customer contacts each month.
- Averaged 60 website referrals from Cascade Natural Gas to Energy Trust per month, 602 web referrals in total for 2010.
- Included “Serving customers of Cascade Natural Gas...” on most Energy Trust print ads and web pages, as appropriate.

Energy Trust and Cascade Natural Gas joint marketing activities in 2010

- Launched Fall 2010 co-branded print and radio advertising promoting Energy Trust and utility collaboration to help customers save energy and money.
- Developed 11 bill inserts and six newsletter articles for Cascade Natural Gas residential customers, with topics ranging from water heaters and Home Energy Reviews to insulation and two bonus offers.

Collaborations planned for 2011

- Continue support for Clean Energy Works Oregon and collaborate on EEAST opportunities.
- Work with Cascade Natural Gas to address moderate-income customers through Savings Within Reach, and to align Energy Trust programs with existing low-income resources.
- Ramp-up public relations efforts to generate news in local business media about projects completed in 2009 and 2010.
- Explore city-led weatherization initiative with the City of Pendleton.
- Increase outreach and access to Existing Homes services through two part-time regional representatives covering different parts of eastern Oregon.
- Continue trade ally recruitment to enhance coverage in eastern Oregon and spur weatherization services throughout the region.
- Collaborate to track web referrals associated with specific campaigns/emails, and develop a quarterly report to summarize marketing activity and program results.
- Provide the Cascade Natural Gas call center with an Energy Trust “cheat sheet” tool to help streamline the customer experience.