Energy Efficiency Program Proposal

ThermWise® Energy Comparison Report

Program Description

ThermWise® Energy Comparison Report Background

The ThermWise Energy Comparison Report (ECR) is a customized report that includes a series of four graphical illustrations that show how a customer's usage compares (confidentially) to other customers with similar housing and other characteristics. The goals of the ECR are help influence customers' behavior, lifestyle, appliance purchases, shell measures, and to encourage customers to be more energy efficient, while boosting participation in other rebate programs including the ThermWise Home Energy Plan.

The ECR is available to customers via opt-in and opt-out programs. Customers may participate in these programs by visiting the Company's website, DominionEnergy.com or by being selected to receive the ECR at regular intervals throughout the year. The program's cost-effectiveness is measured based on an analysis of savings achieved for the program.

ThermWise® Energy Comparison Report History

In 2010, Dominion Energy began researching utility behavioral-driven programs operating throughout the United States and reporting usage-analysis to residential customers. In 2011, the Company launched the first ECR. Since development, the ECR has been an integrated component of the Market Transformation Budget. In Dominion Energy's 2015 Budget Filing, the Company launched the ECR as a stand-alone program and claims natural gas savings as part of the program. In 2024, the Company intends to maintain this program as a stand-alone program.

The following table describes the current and historical distribution of the ECR. The column labeled "Control" are those customers who have not received the ECR, in order to compare statistically against the recipients for the purpose of evaluating the program's effectiveness.

ThermWise® Energy Comparison Report Distribution

Description	Recipients	Control	Planned Group Discontinuance
Group A (Initial Pilot – November 2011 Launch)	8,000	0	December 2015
Group B (High Usage – December 2012)	25,000	15,000	May 2020
Monthly Opt-In (Opt-In as of September 2022)	4,700		Ongoing
Group C (Roll – Out – September 2013)	100,000	10,000	December 2017 Group Relaunch 2018 June 2023
Group D (Roll – Out – November 2014)	100,000	10,000	Relaunch group November 2019 – 2020
Group E (Roll – Out – October 2016)	55,000	10,000	October 2020 November 2022 Relaunch December 2023
Group F (Roll – Out – (2017)	50,000	15,000	October 2021
Group G (Roll – Out – 2018)	50,000	25,000	December 2024
Group H (Roll – Out 2019)	25,000	12,500	December 2024
Group I (Roll – Out 2020)[1]	25,000	10,000	November 2025

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[1] This is anticipated to be included with previous members of Group A.

Group J (Roll – Out 2021)[2]	50,000	10,000	December 2026
Group K (Rolls – Out 2022)	25,000	10,000	December 2028
Group L (Rolls Out – 2024)[3]	100,000	15,000	November 2029

Elements of Comparison

Customers are compared to one-hundred premises that share the same dwelling type, are in the same weather zone, have similar square footage, and are built within the same time period. Additionally, the Company employs a comparison of homes based on a "similarity index" which is based off the 10,000 closest homes within a weather zone of base load, peak to base usage, and weather sensitivity. This similarity index is designed to account indirectly for things such as the efficiency of gas equipment, number of appliances, customer's behaviors, and a home's occupancy without having that specific information. When combined with dwelling type, weather zone, square footage, and year built, comparison groups are formed to create a benchmark by which a customer may understand how their natural gas usage ranks relative to other similarly categorized customers.

ThermWise® Energy Comparison Report Savings

Beginning in 2022, the Company moved to an energy deemed savings calculation for the energy savings attributed to the Energy Comparison Report. This energy savings value is 1.28 for all program participants. The Company will continue to use this methodology and value for the 2024 program year.

ThermWise® Energy Comparison Enhancements

As initially offered in 2022 for enrollment, the Company plans to continue to offer recipients of the Energy Comparison an option to receive text messages for Cold Weather Alerts. Recipients of the Energy Comparison Report may opt in to receive these alerts at any time. The Company sends these messages to customers the night before an extremely cold day based off the projected daily temperature for the next day. Approximately, the Company targets 5 – 10 Cold Weather Alerts events per winter season (November – March).

ThermWise® Energy Pledge

In October 2023, the Company launched its second pilot for the ThermWise Energy Pledge program. Approximately 1,500 customers enrolled in the pledge program. This program is expected to last two years. By enrolling in the program customers opt-in to commit to reduce their energy usage. As part of the program participants receive monthly tips, email progress reports, text message cold winter alerts, and yearly reports. The Company intends to continue to run this program for two years through October 2025.

ThermWise® Energy Comparison Report Future

In the future, Dominion Energy believes that behavioral energy savings will become even more important in reducing natural gas energy consumption. The ECR stands ready to aid in this transition. Dominion Energy will continue to reach more customers in this program and examine additional ways to engage customers and achieve behavioral savings.

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[2] This is anticipated to be included with previous members of Group B and Group D.
[3] Will include a compilation of previously closed groups

The Company will continue to review the ECR process to examine ways to increase customer participation and improve the customer's energy efficiency. Any changes would not alter the general framework of the program as outlined above, but merely expand on and enhance the elements already in place.