
Energy Efficiency Program Proposal

ThermWise[®] Energy Comparison Report

Program Description

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 customers with similar housing and other characteristics. The goals of the ECR are to 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 participate in these programs by visiting the Company's website, QuestarGas.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 through initial pilot groups of the ECR.

ThermWise® Energy Comparison Report History

In 2010, Questar Gas began researching utility behavior-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 the Company's 2014 budget filing (Docket No. 13-057-14), efforts relating to the ECR were outlined in the Market Transformation Budget (QGC Energy Efficiency Exhibit 1.8). In Questar Gas' 2015 Budget Filing the Company will launch the ECR as a stand-alone program and claim natural gas savings as part of the program.

The following table describes the 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 Historical Distribution

Description	Recipients	Control	Planned Group Discontinuance
Group A (Initial Pilot – Nov 2011 Launch)	8,000		December 2015
Group B (High Usage – December 2012)	25,000	25,000	December 2016
Monthly Opt-In (Opt-In as of June 2014)	1,872		Ongoing
Group C (Roll – Out – September 2013)	100,000	10,000	December 2017
Total	134,872	35,000	

Elements of Comparison

Customers are compared to the one-hundred closest homes in the same weather zone, based on square footage and year built. Additionally, the Company employs a comparison of homes based on a similarity index of customer base load, peak to base usage, and weather sensitivity. These data points are included in a "similarity index" in an effort to compare customers based on the efficiency of equipment, customer behaviors, and a home's occupancy without actually having that specific information.

ThermWise® Energy Comparison Report Future

Questar Gas plans to proceed to make this program more available to customers through continued online and paper disseminations. In the fall of 2014, the Company plans to distribute the ECR to an additional 100,000 residential customers. Because the best savings occurred with customers receiving the mail version of the ECR, distribution will focus on a higher percentage towards paper reports.

Energy Comparison Strategy

In 2015 the Company plans to expand the ECR's reach as additional history and results become available. The Company plans to provide the ECR to an additional 100,000 customers during the fourth quarter 2015. In 2015, the Company will also conduct customer surveys, ongoing program persistence testing, and will push reports to more high-usage customers.

As the Company encourages more energy savings through better appliance and shell measures in homes and businesses, Questar Gas 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. Questar Gas looks forward to continue to reach more customers in this program, and examine additional ways to engage customers and achieve behavioral savings.

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