

ThermWise®

Advisory Group Meeting April 14, 2021



Agenda

- Introductions
- 2020 ThermWise Results
- 2021 Advertising Campaign
- GreenTherm Update
- Other Update Items

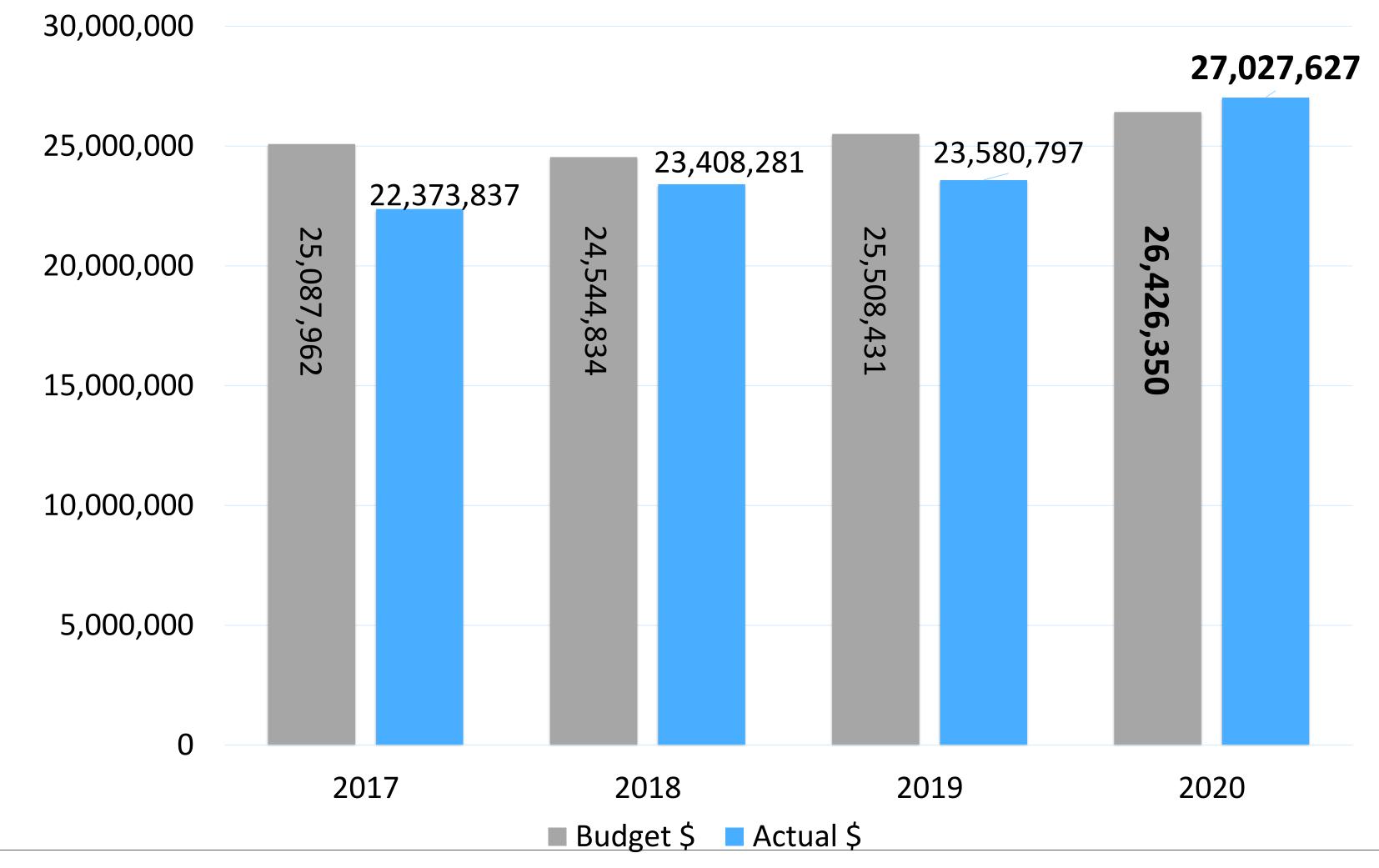




2020 ThermWise Results



2020 Energy Efficiency Results





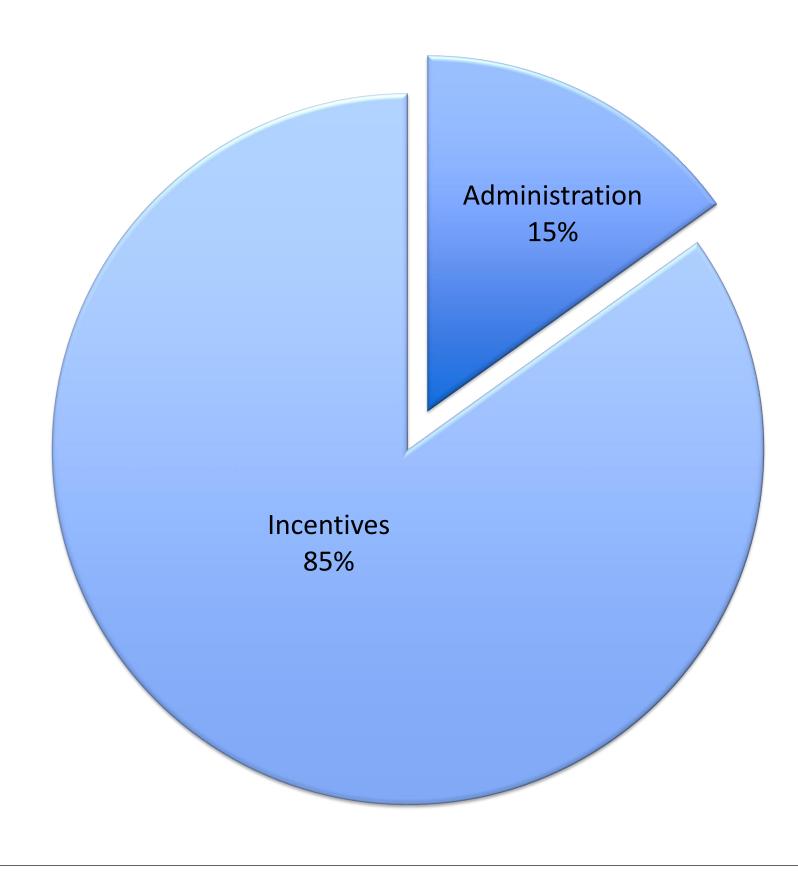
National Spending vs. ThermWise

National Average

Administration 39% Incentives 61%

Source: Latest AGA Energy Efficiency Report 2019 (survey results)

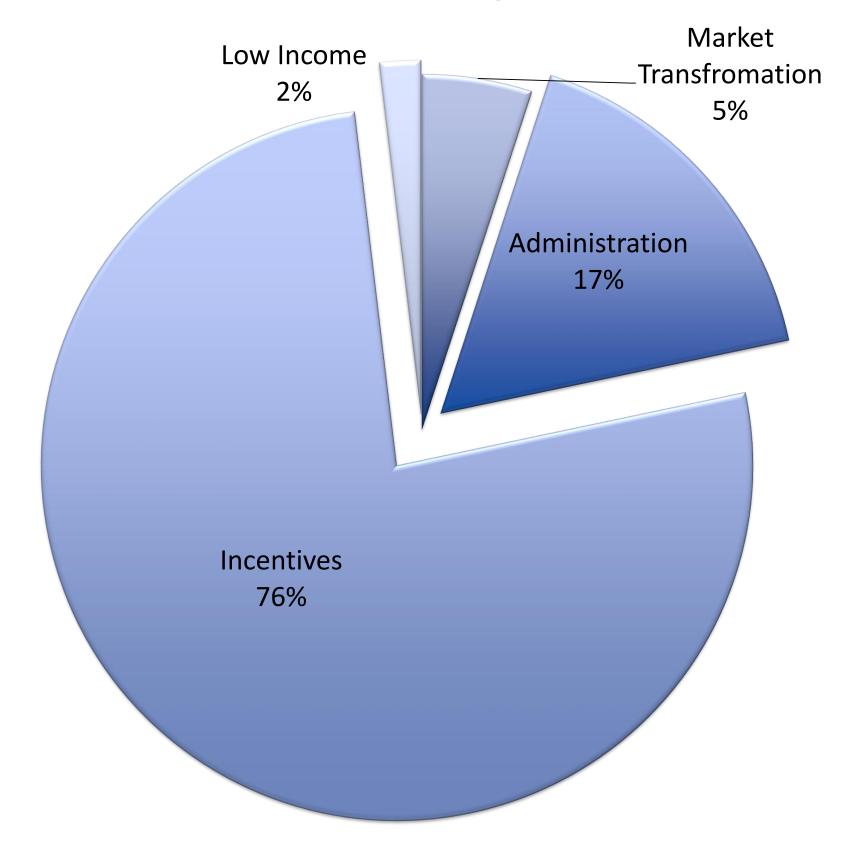
ThermWise 2020 Actuals



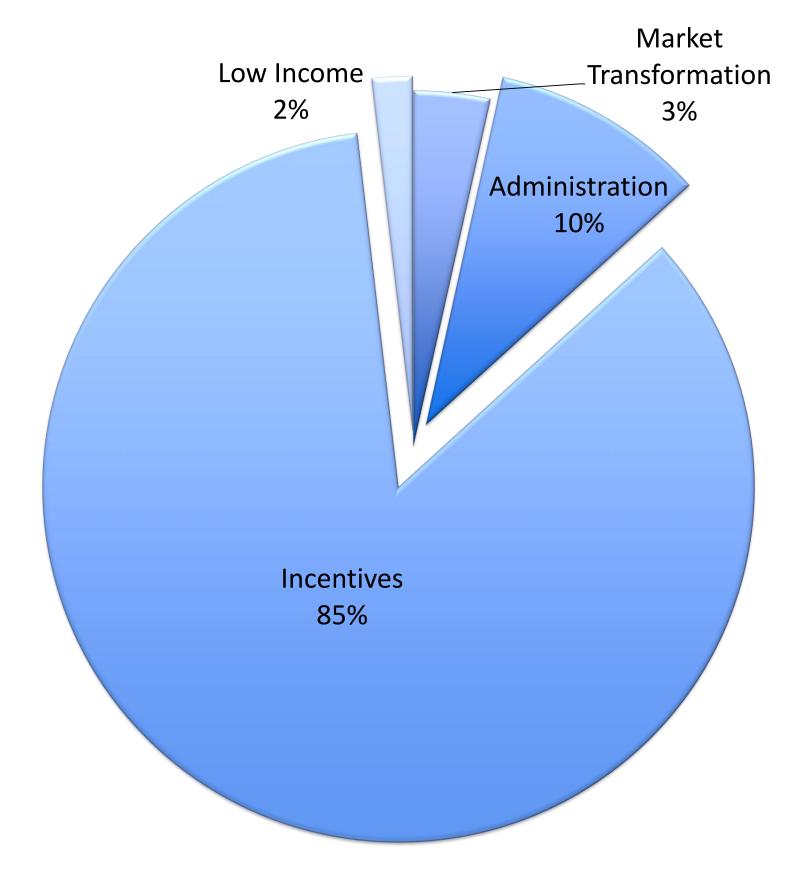


2020 Energy Efficiency Results

2020 Budget

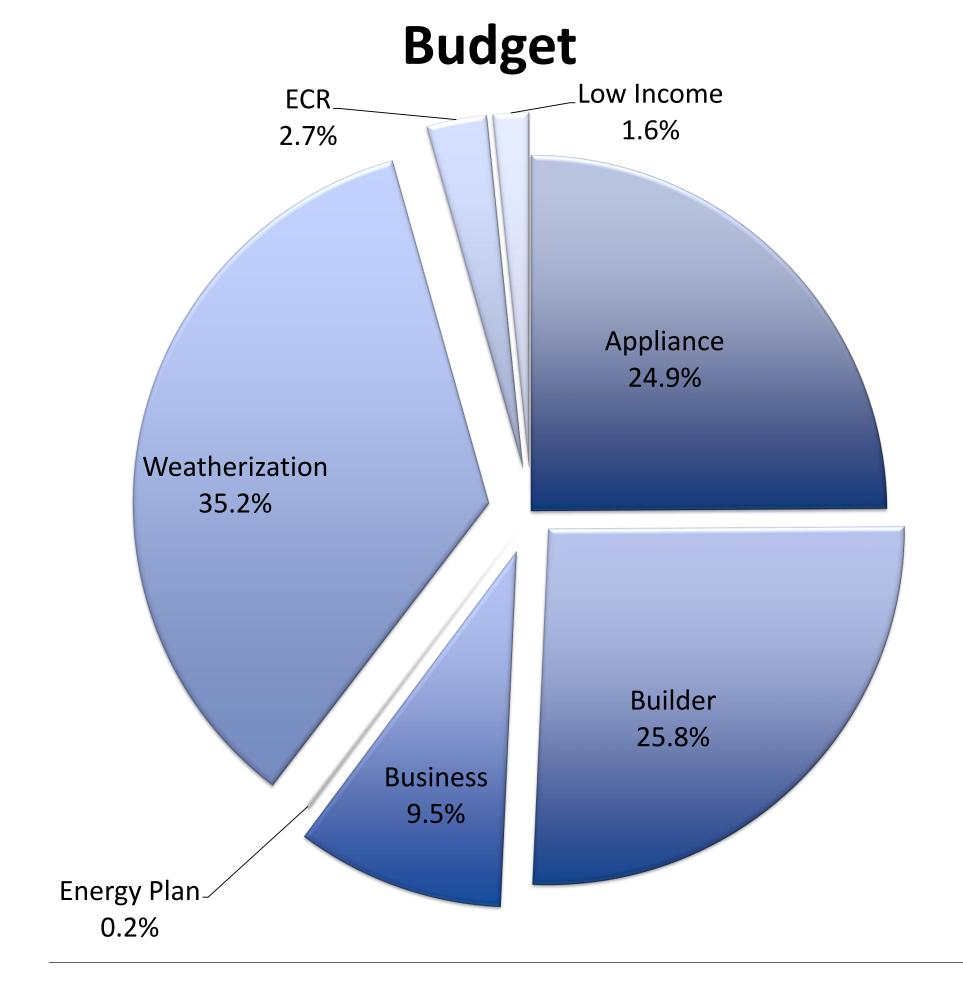


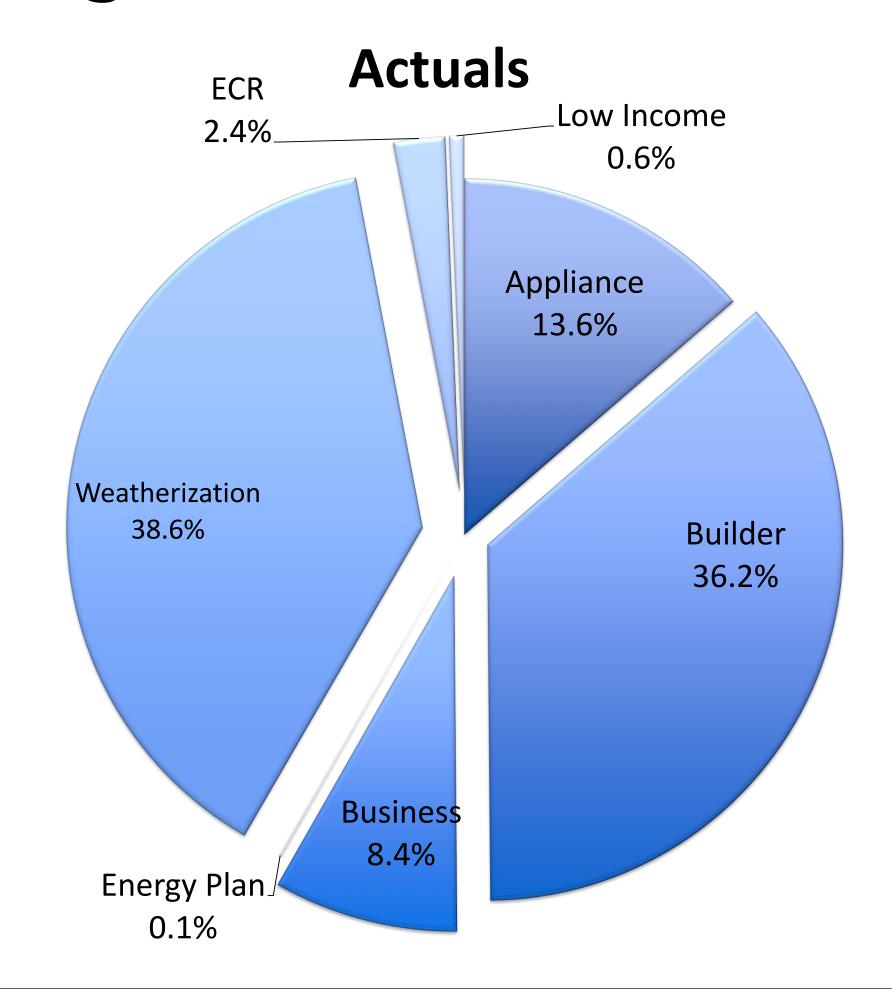
2020 Actuals





Share of 2020 Incentives by Program

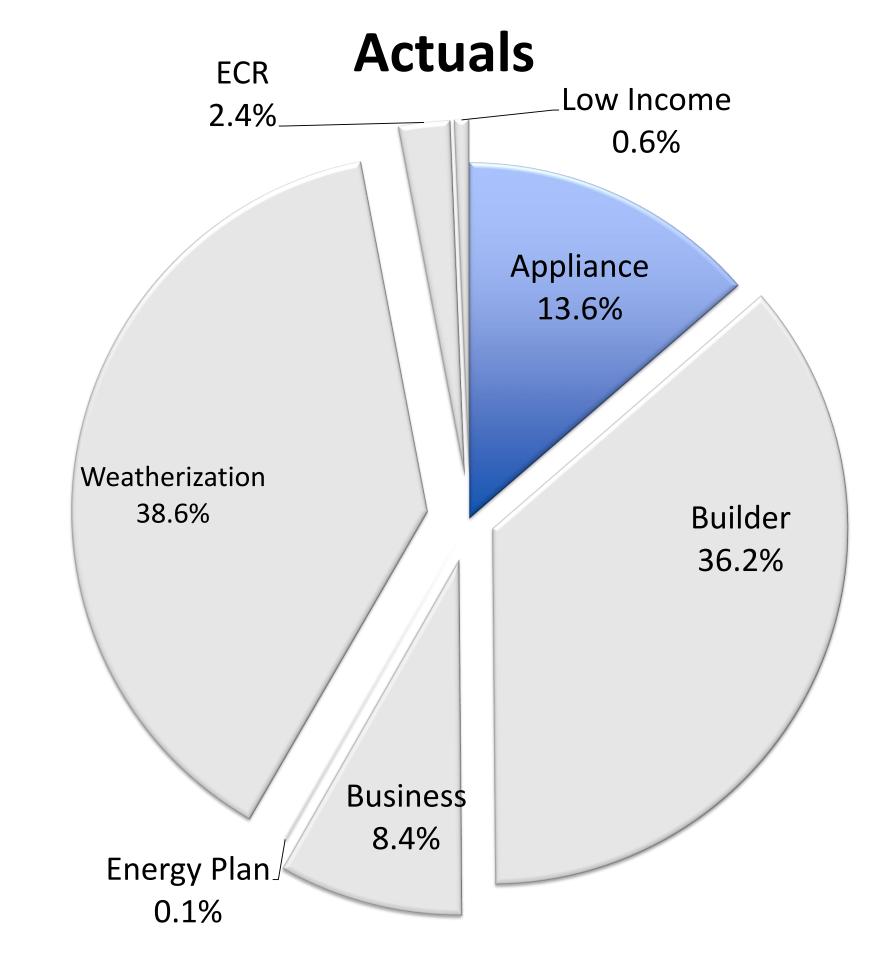






2020 Appliance Program Results

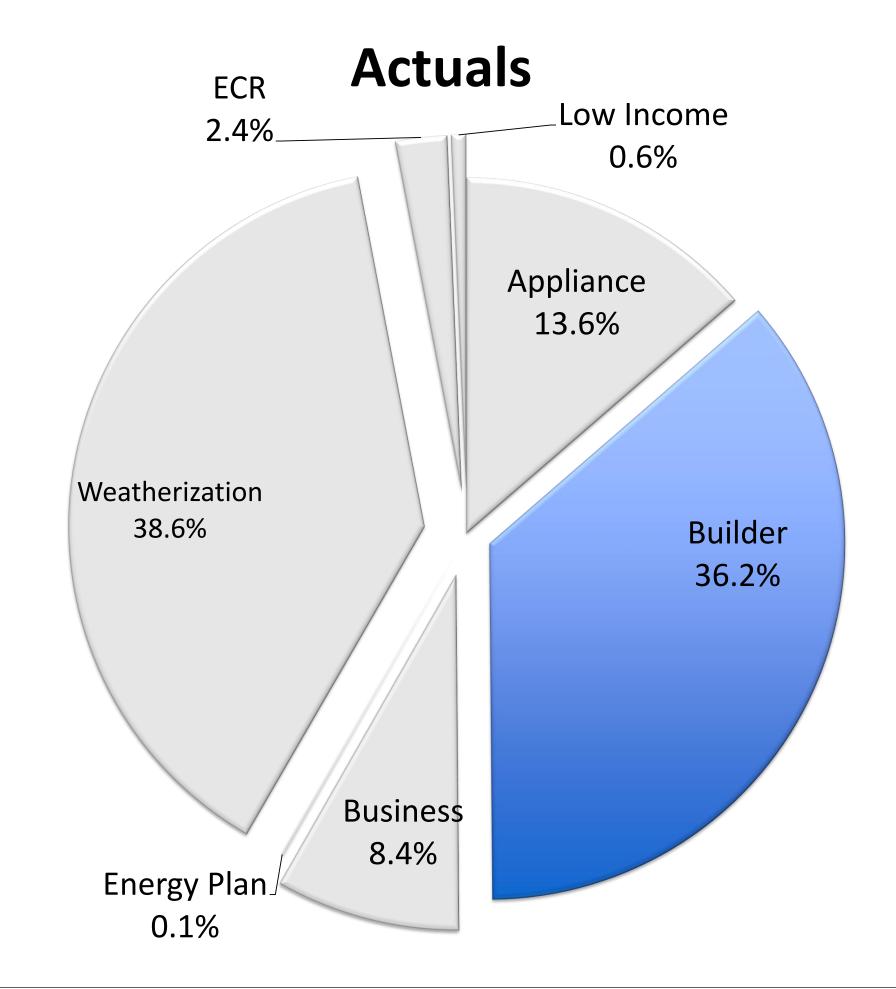
- Overall lower participation due to impact of Covid-19
- 2nd half of 2020 saw increased incentives paid
- Adjusted 2021 forecast to reflect continued economic impact of Covid-19





2020 Builder Program Results

- Strong participation in Pay-for Performance measure for single and multi-family
- Higher participation in Furnaces, Wall Insulation, and Tankless Water Heaters
- Historic new construction growth (souce: UofU, Ivory Institute 2020 report)

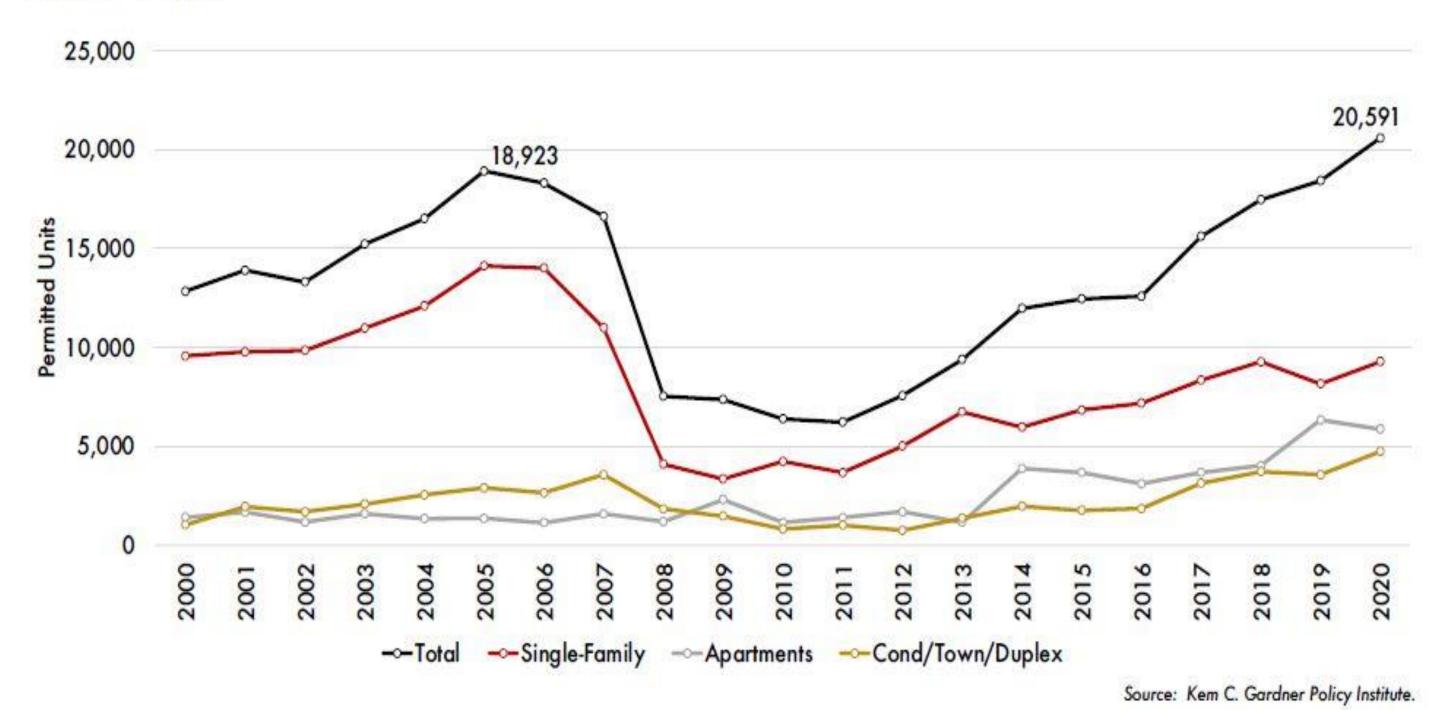




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Record-Breaking Year in Housing Construction





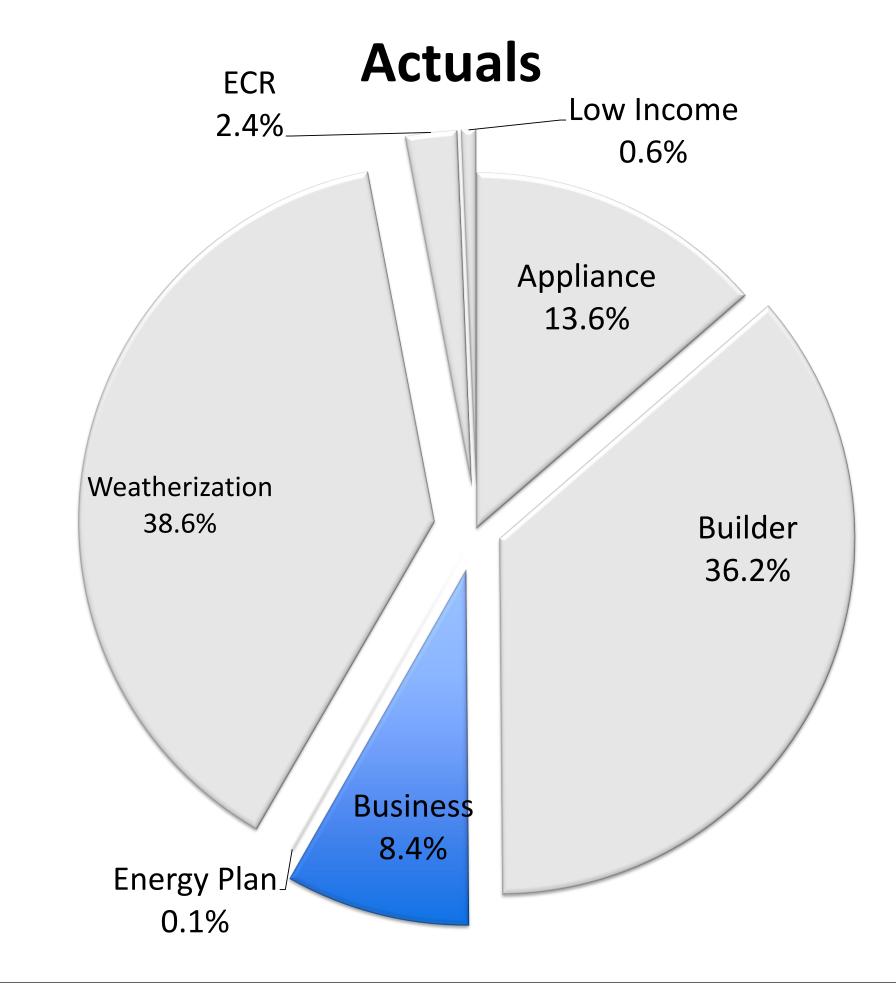






2020 Business Program Results

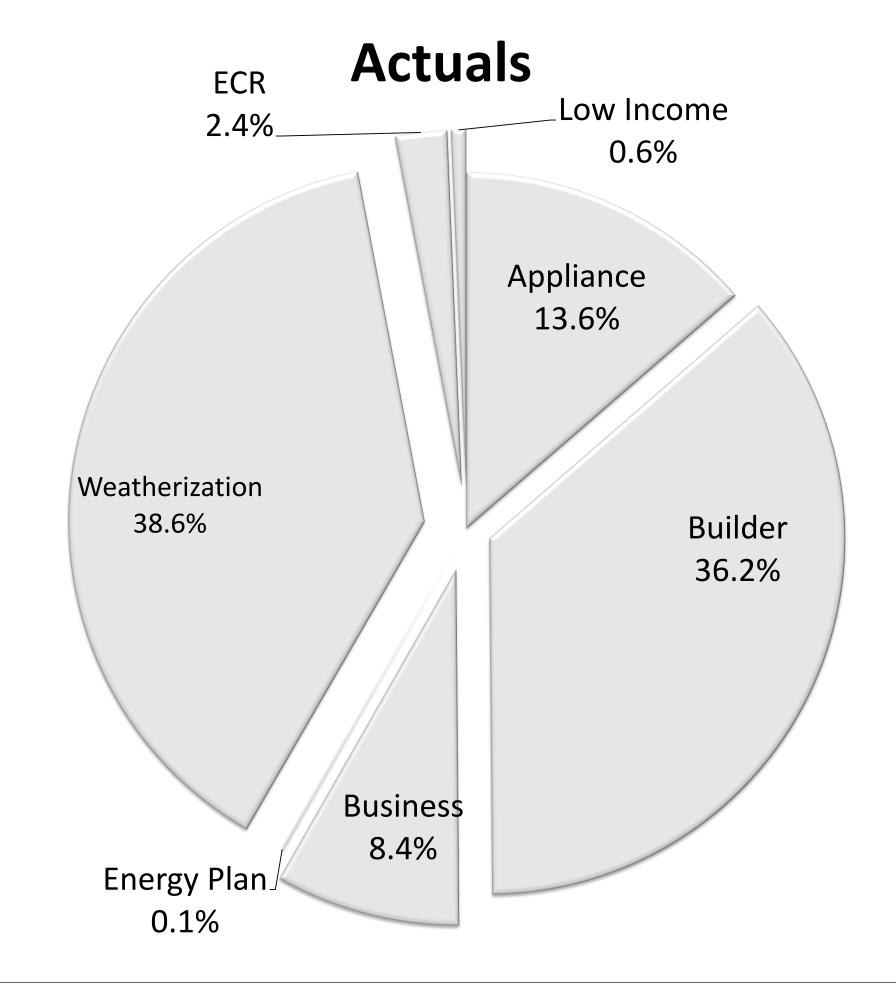
- High Dth Saving From High Efficiency Tankless Water Heaters and Boilers
- Strong Participation in Demand Control Ventilation
- Successful year for Business
 Custom Projects





2020 Energy Plan Program Results

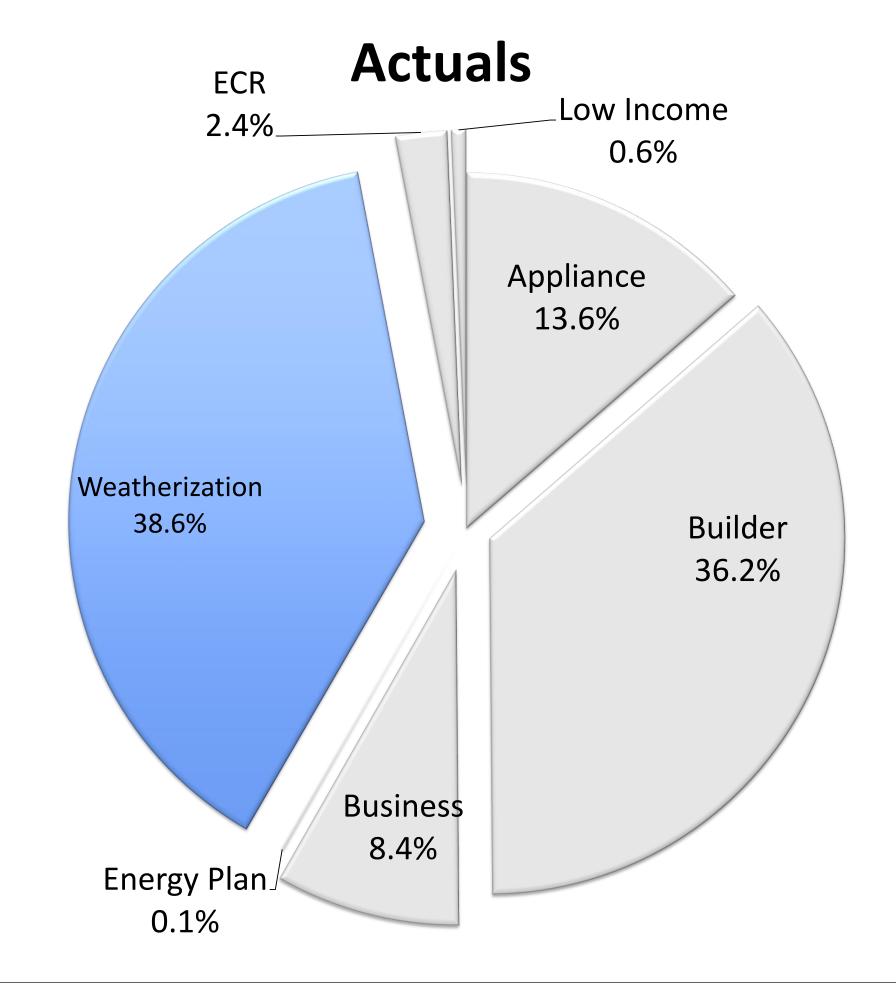
- Began Virtual Home Energy
 Plans due to Covid-19
- Customers were initially hesitant to participate in a virtual plan. 2nd half of year saw increased adoption
- 4 FTE Home Energy Experts





2020 Weatherization Program Results

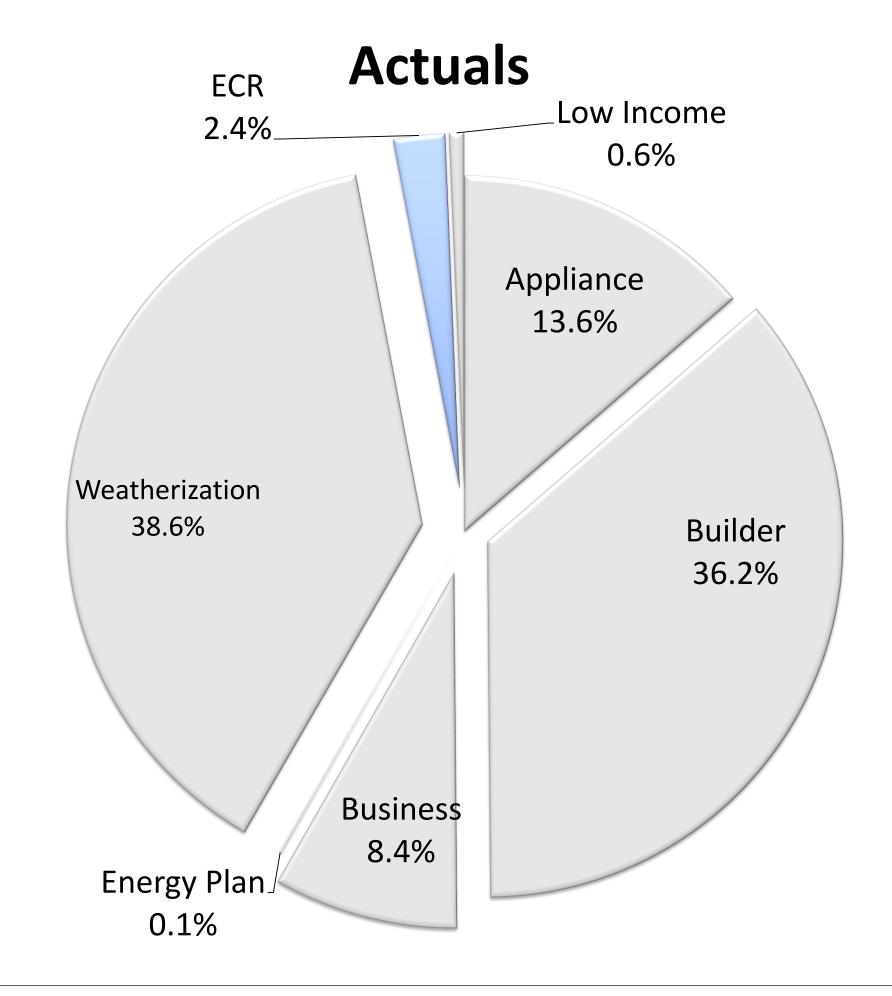
- Covid-19 impacts on Direct Install Program.
- Participation in Attic Insulation and R5 Windows
- Guided Direct Install Program to zip codes with less historic participation
- ICAST participation in multifamily projects





2020 Energy Comparison Report Program Results

- Approximately 266,600
 Participants
- Minor updates to report





2020 Energy Efficiency Results – Participation and Cost

Program	2020 Actual Participants	2020 Estimated Annual Participants	% Participation to Goal	n	2020 Actual Costs	2	2020 Budget	% Actual to Budget
ThermWise Appliance Rebates	13,969	30,587	46%	\$	3,943,306	\$	6,172,929	64%
ThermWise Builder Rebates	30,963	18,423	168%		9,075,737		5,830,063	156%
ThermWise Business Rebates	1,639	2,778	59%		3,000,036		3,109,198	96%
ThermWise Home Energy Plan	1,879	2,240	84%		377,967		574,812	66%
ThermWise Weatherization Rebates	36,793	31,943	115%		9,966,225		7,982,079	125%
ThermWise Energy Comparison Rept.	266,600	266,600	100%		554,643		570,000	97%
Low Income Efficiency Program	926	2,505	37%		680,568		867,270	78%
Market Transformation	N/A	N/A	N/A		937,217		1,320,000	71%
Programs Total	86,169	88,476	97%	\$	27,070,627	\$	26,426,350	102%



2020 Energy Efficiency Results – Dth Savings

Program	2020 Dth Savings (Net)	2020 Est. Annual Dth Savings	% Dth to Savings (Net)	% Dth to Savings (Gross)
ThermWise Appliance Rebates	117,134	298,612	39%	49%
ThermWise Builder Rebates	213,957	170,091	126%	155%
ThermWise Business Rebates	126,113	143,544	88%	103%
ThermWise Home Energy Plan	25,962	36,166	72%	90%
ThermWise Weatherization Rebates	207,609	138,769	150%	170%
ThermWise Energy Comparison Rept.	322,586	322,586	100%	100%
Low Income Efficiency Program	9,257	30,033	31%	31%
Totals	1,022,618	1,139,452	90%	102%



2020 Energy Efficiency Cost Effectiveness Results

	2020 Benefit / Cost Ratio	2020 Net Present Value (million)	
Total Resource Cost	1.38	\$14.38	
Participant Test	3.33	\$93.13	
Utility Cost Test	1.86	\$24.14	
Ratepayer Impact Measure	0.85	-\$9.22	



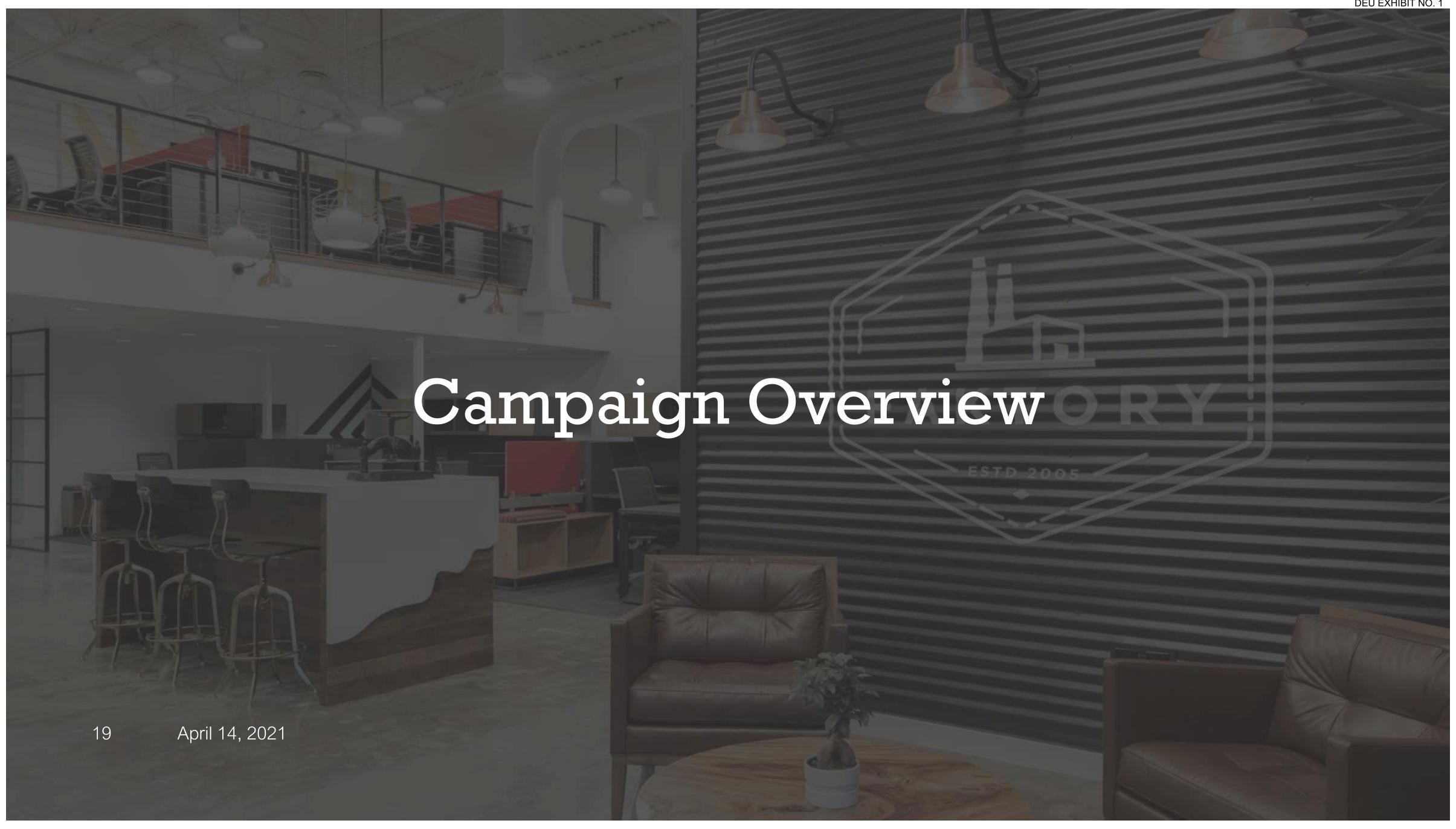


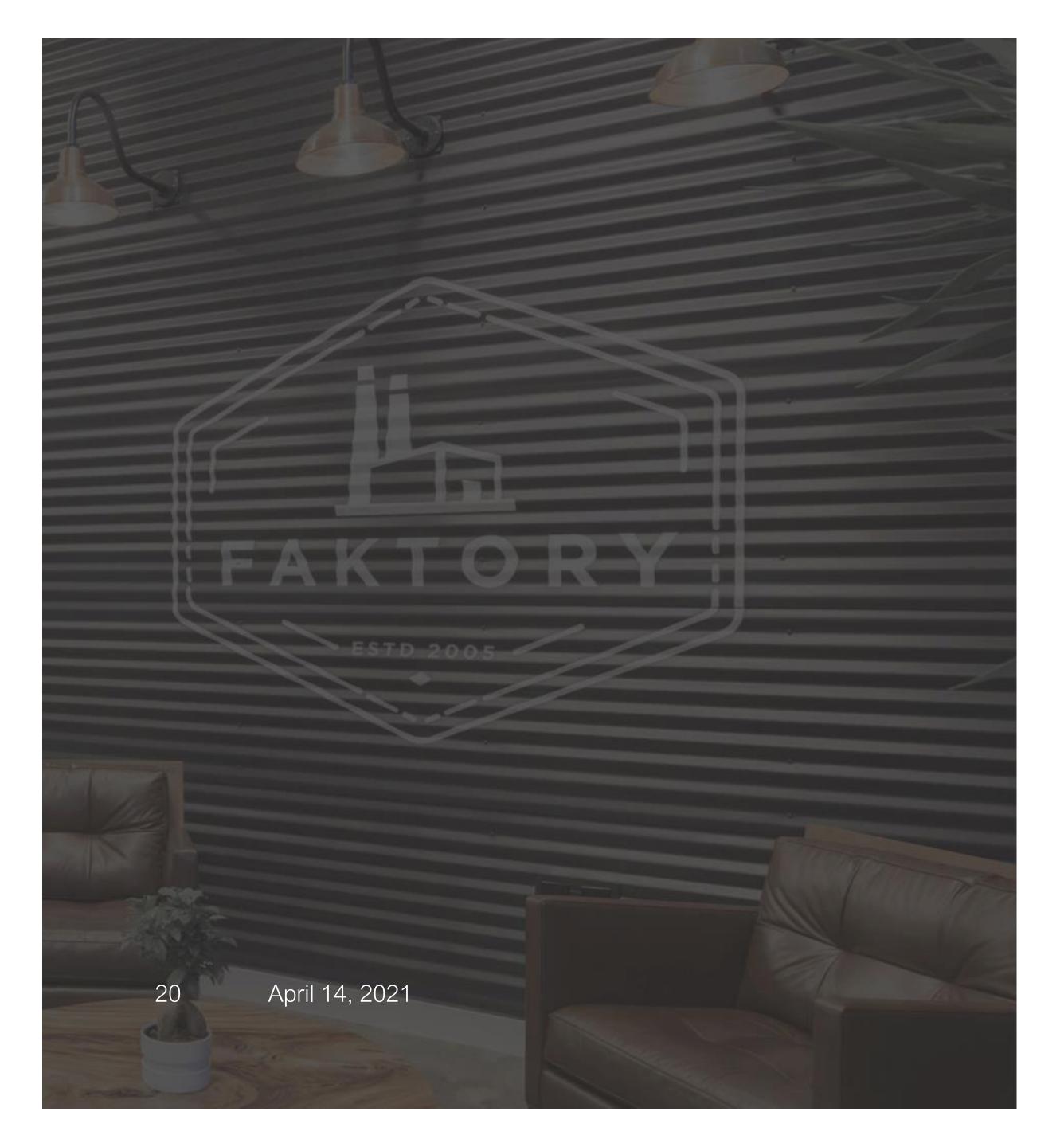
2021 ThermWise Campaign



ThermWise.com

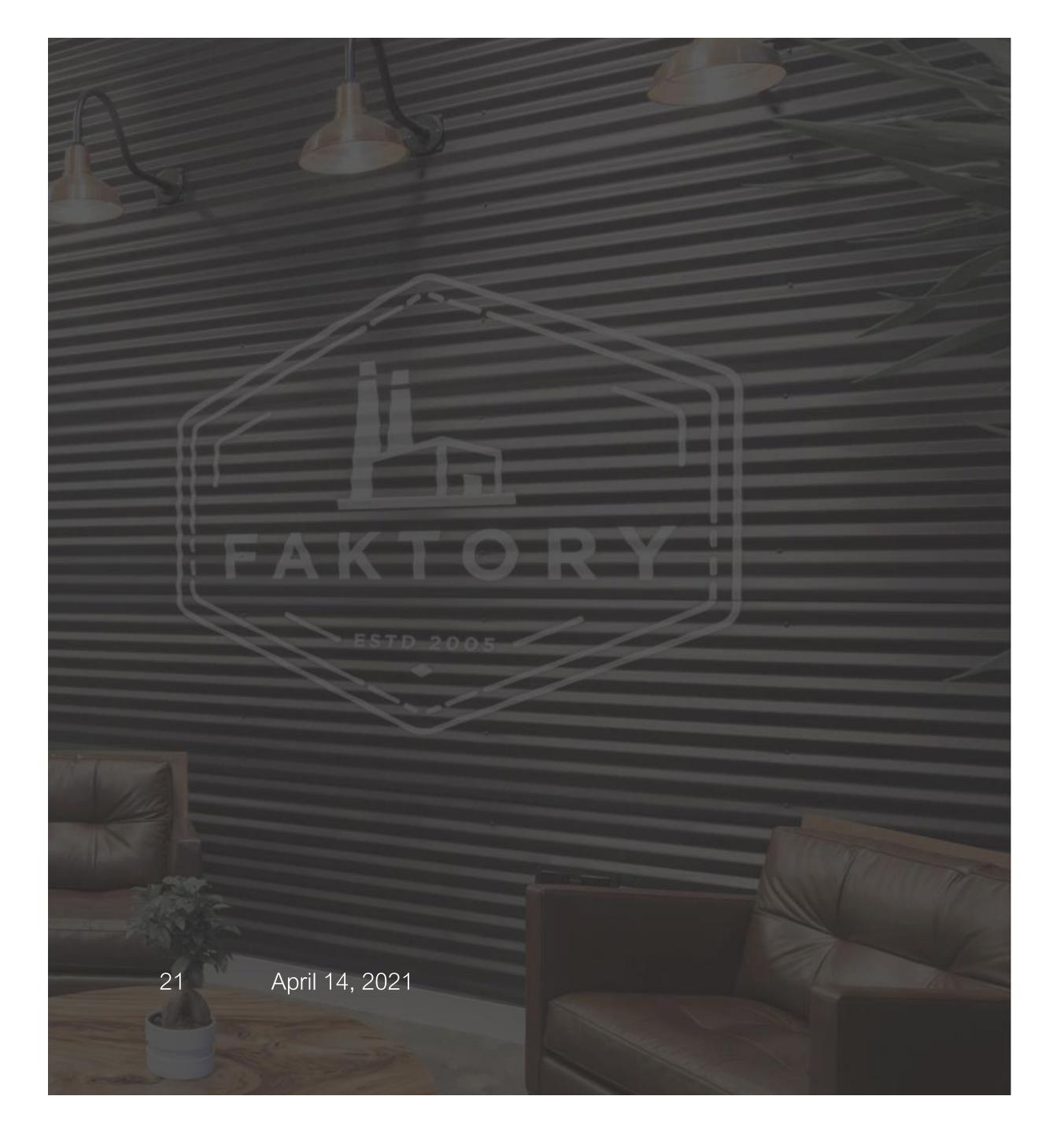






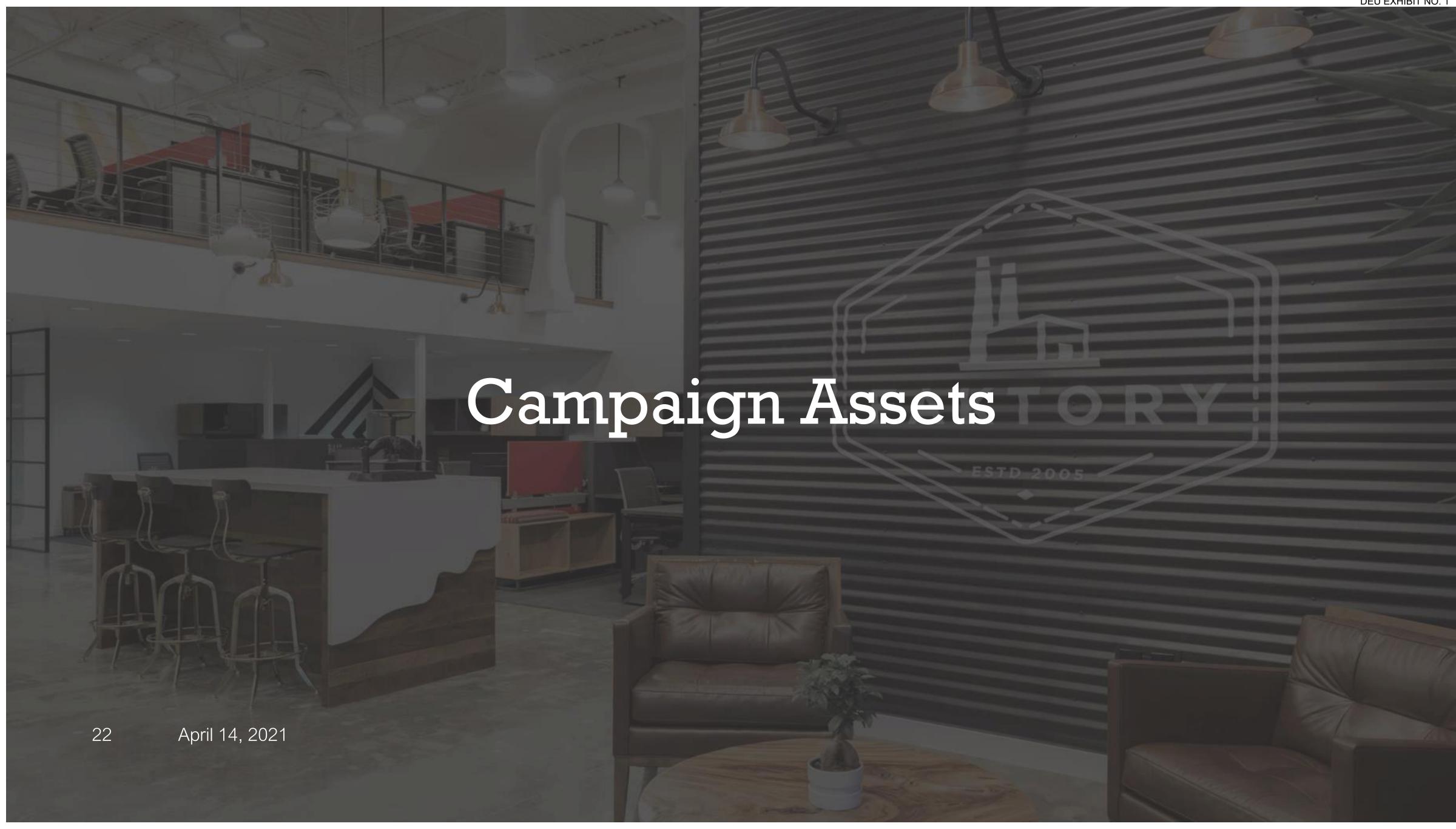
Key Strategies

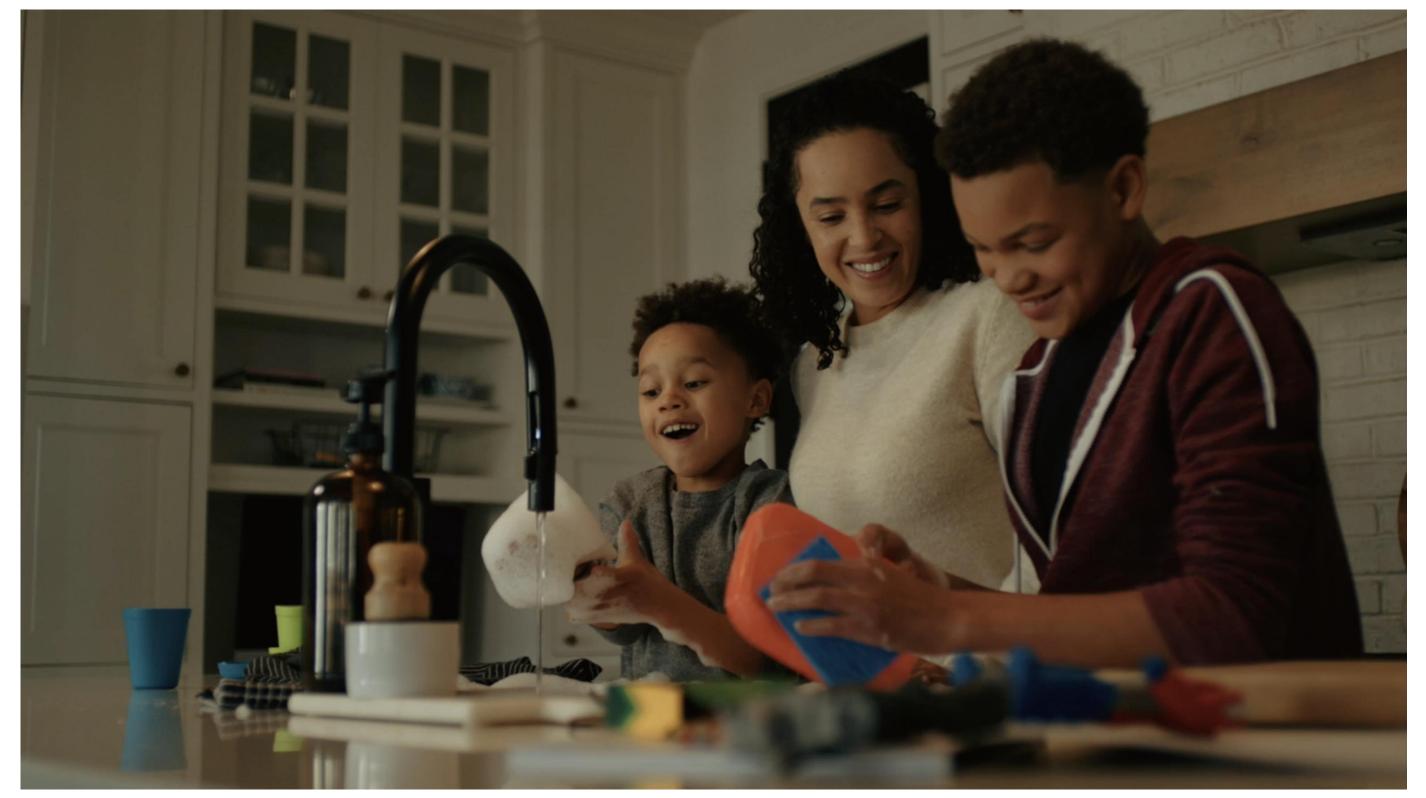
- Move away from the humor of past campaigns to testimonials/stories
- These stories would focus on specific programs
 people may not be aware of but are incentivizing
 to our audiences: Weatherization Program,
 Appliance Rebates, and Builder Rebates
- The Home Energy Plan will continue to be the call to action for how people save
- Strategies for stronger use of email utility bills to drive awareness



Considerations

- Due to Covid-19 restrictions the campaign did not include any community outreach as previously planned (local events, fairs, conferences, etc.).
- Media seems to have performed very well and we will be able to present more in-depth numbers and YoY comparisons at the next committee meeting.





Used for TV, Streaming, YouTube Play video <u>here</u>



Used for TV, Streaming, YouTube Play video <u>here</u>



Used for TV, Streaming, YouTube Play video <u>here</u>





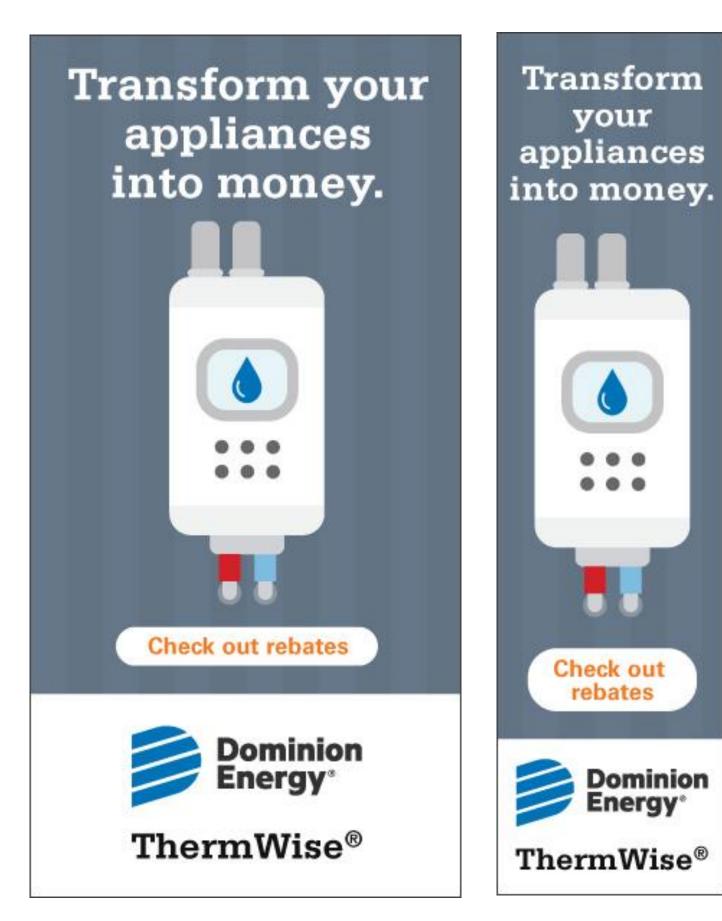
your home

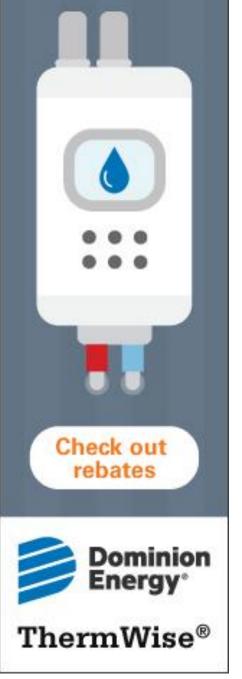










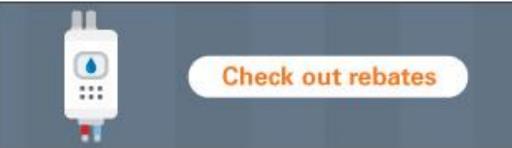


Transform

your

appliances







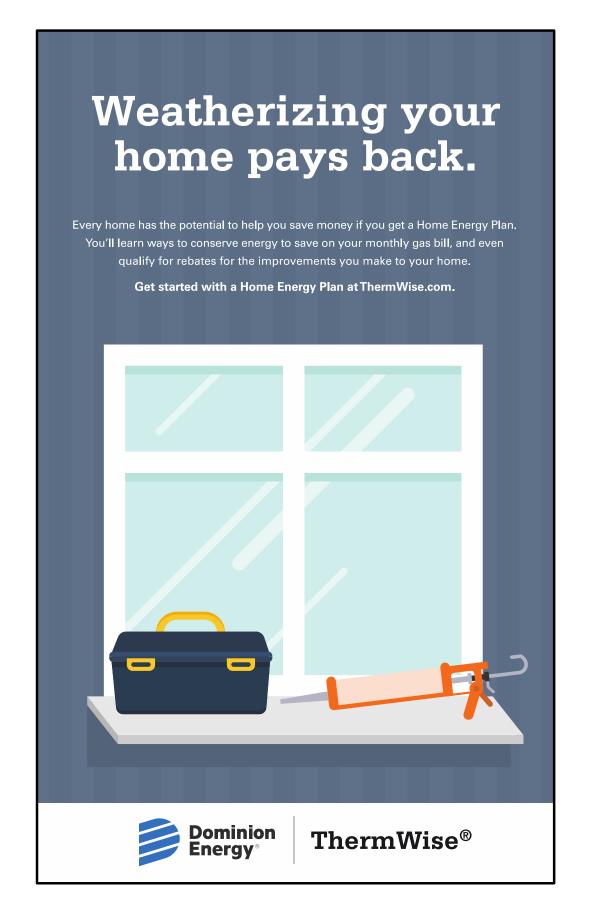


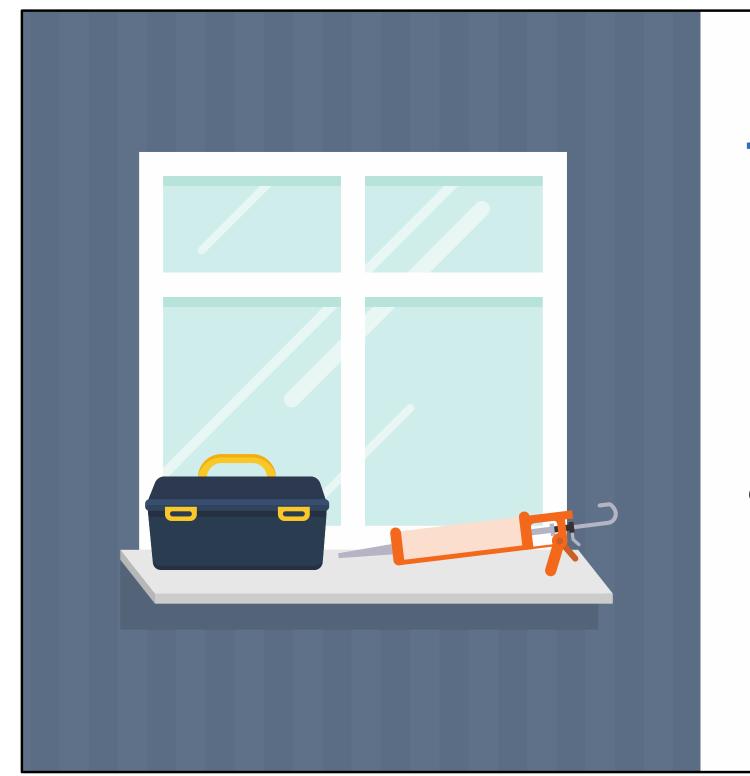
-) Builder 30s
- Builder 15s
- Appliance 30s
- Appliance 15s

- Weatherization 30s
- Weatherization 15s



Click on icons to listen





Weatherizing your home pays back.

Every home has the potential to help you save money if you get a Home Energy Plan. You'll learn ways to conserve energy to save on your monthly gas bill, and even qualify for rebates for the improvements you make to your home.

Get started with a Home Energy Plan at ThermWise.com.

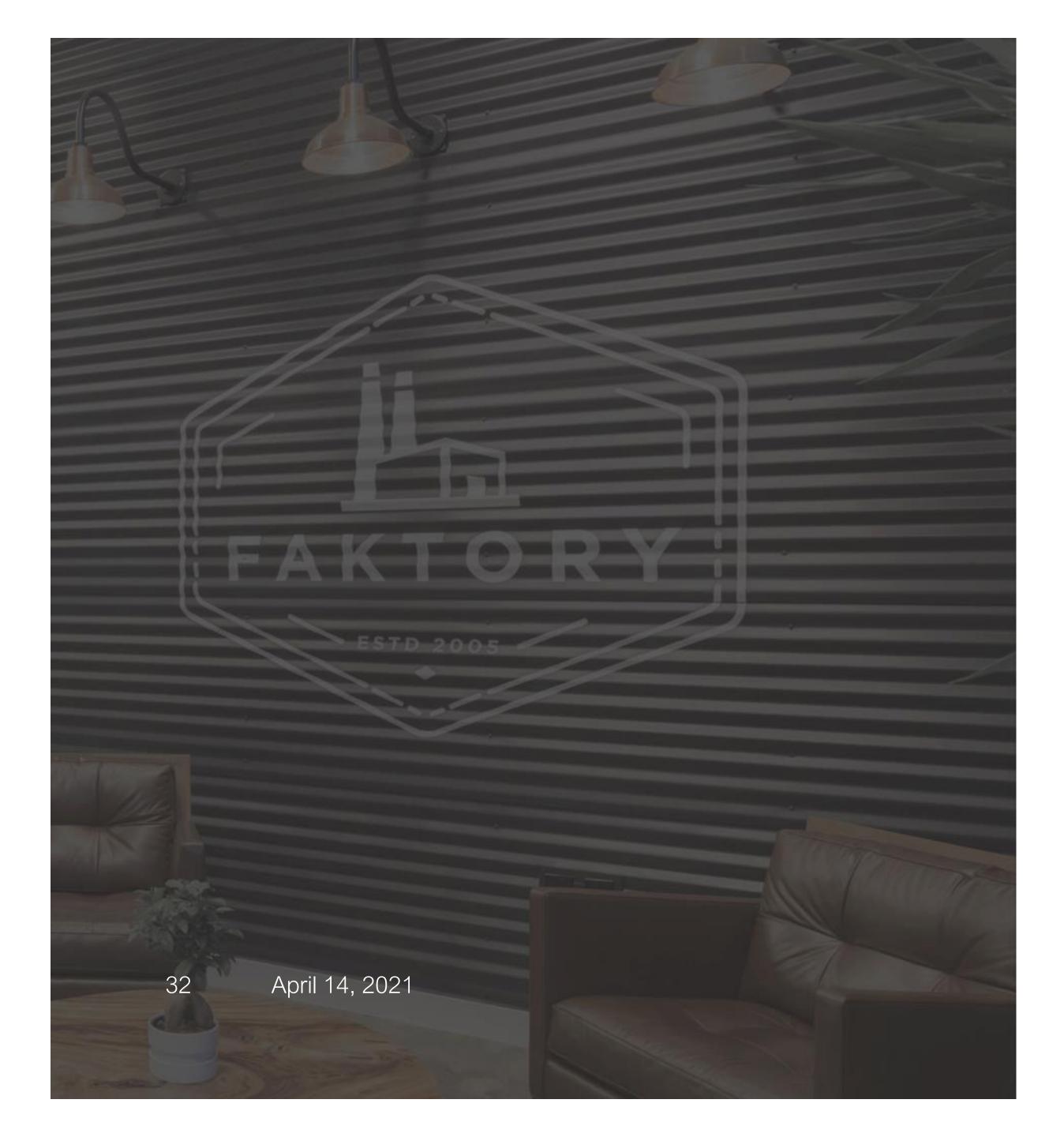


ThermWise®



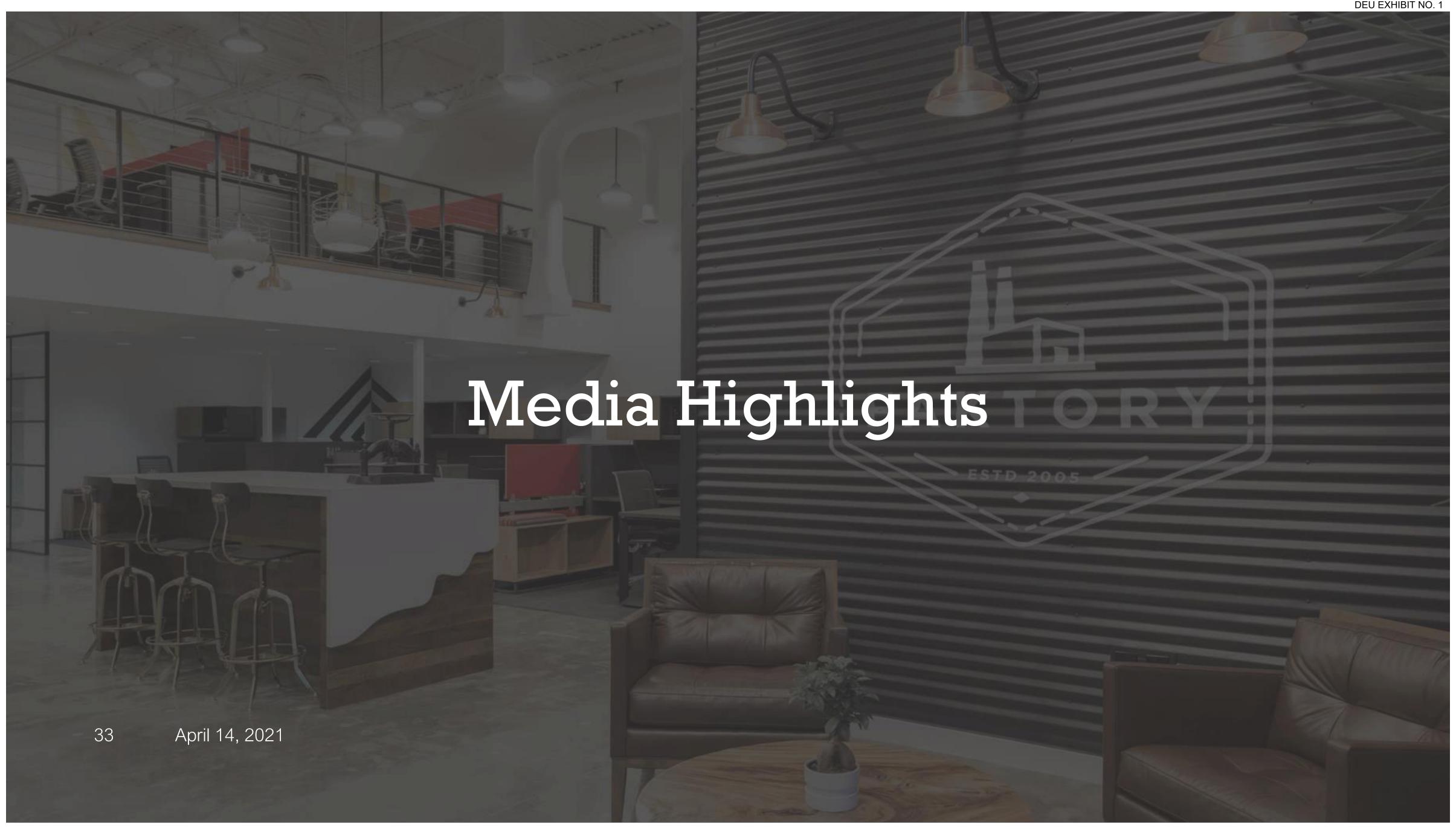
New medium for 2021. "Appliance" video played in 80 stores across Utah.

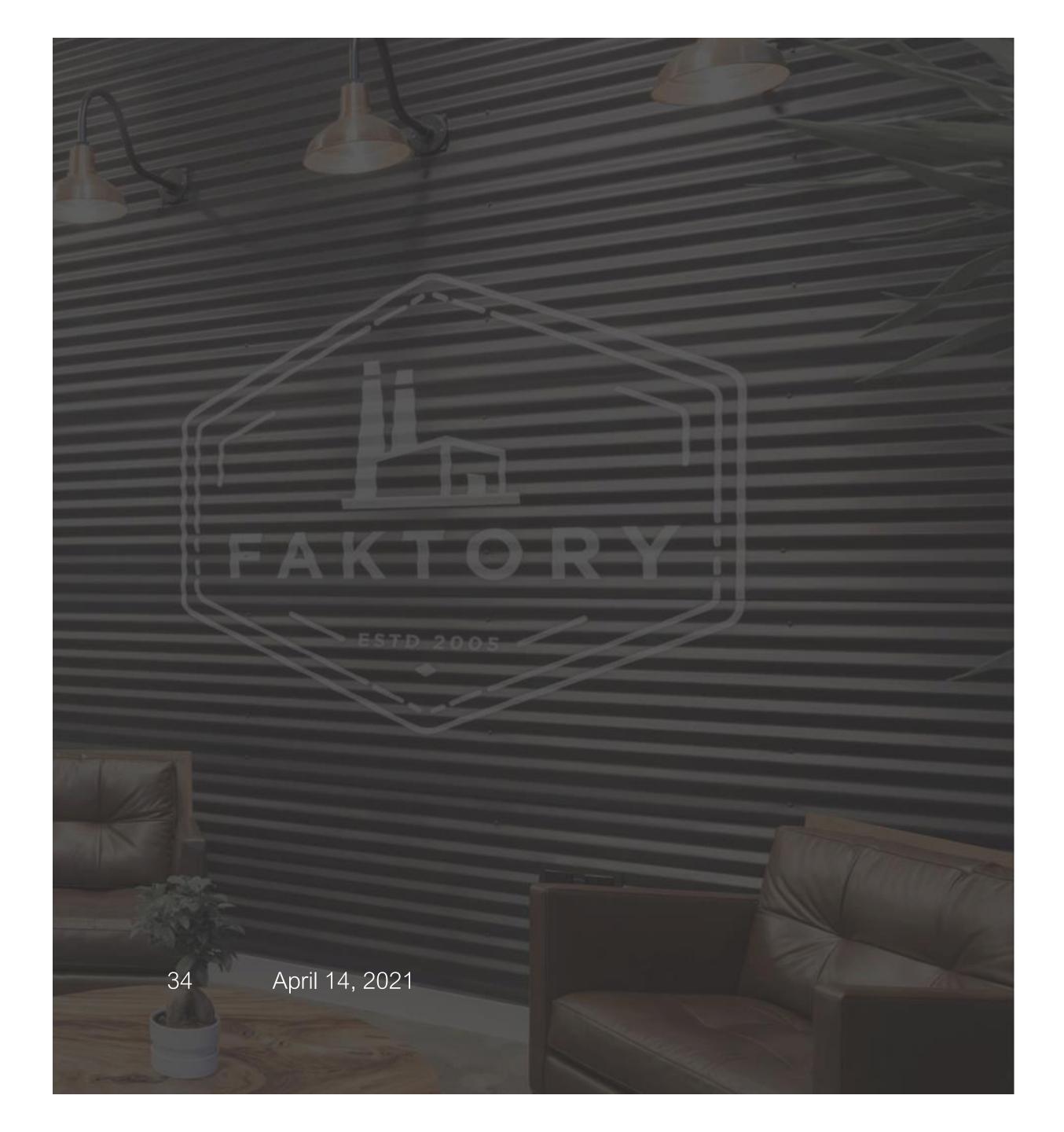




ThermWise Outreach Program

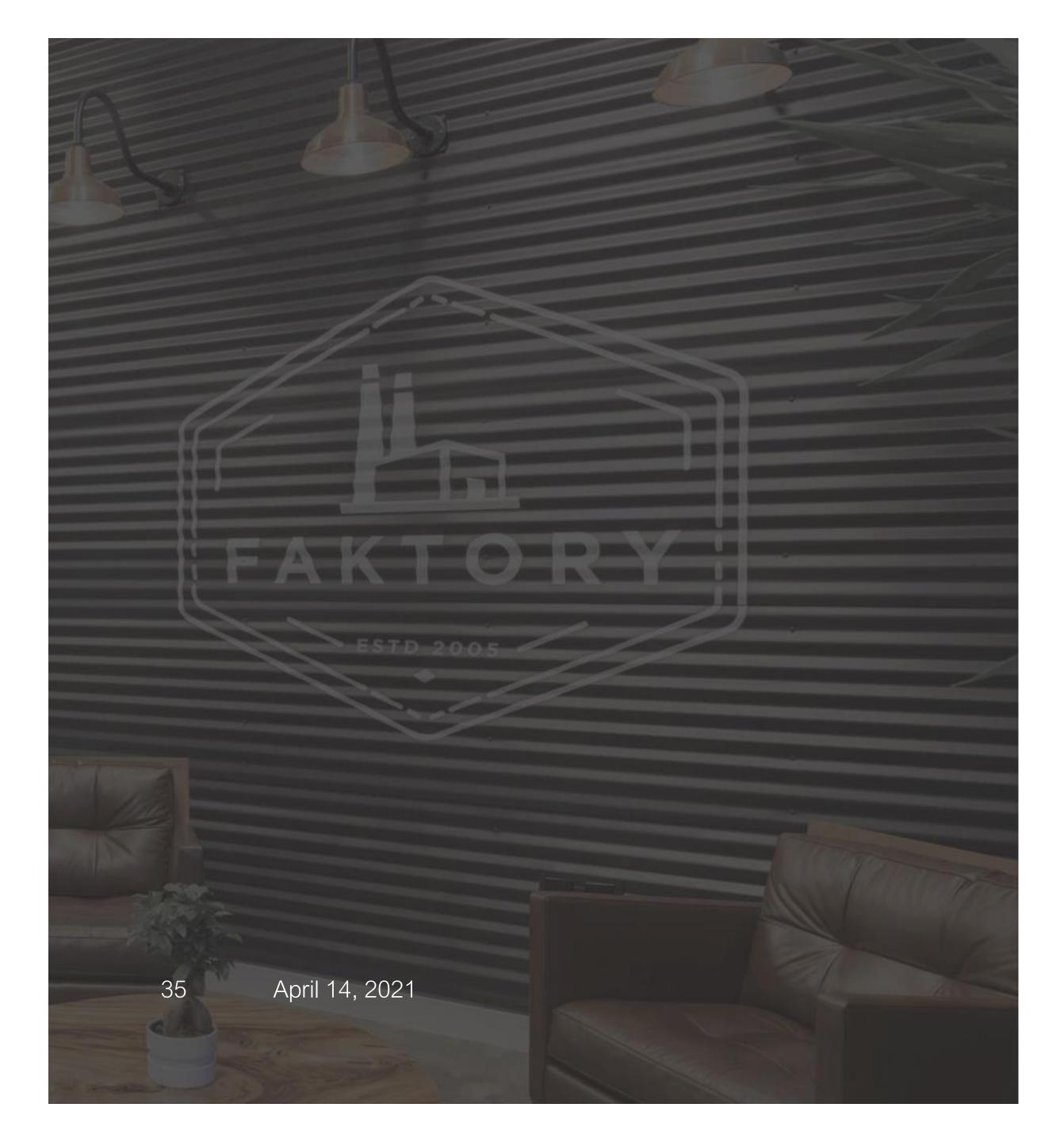
- Habitat for Humanity
- Davis School County District
- Exploring other opportunities





2021 Media and Methods

- Mass and Digital Media
- TV (broadcast and connected)
 - Radio & Pandora
 - Bill inserts
 - Digital
 - Print
 - Grocery TV
 - Added Value
 - Interview segments
- Social and website media callouts



Media Highlights

Display

Overall, the display campaign performed above industry benchmarks with an overall CTR of 0.13%. Within display, Retargeting was the best performing with a CTR of 0.34% indicating this tactic that supports other media channels was both successful and efficient.

Grocery TV

New for 2021. Averaged 1.1 sets of eyes per play meaning people were actively watching the spot.

YouTube

This performed excellent with an average completion rate of nearly 65%. 215% higher than average!



"Appliance" & "Weatherization" spots with Spanish sub-titles Can be viewed <u>here</u>.

Mix of in studio and virtual segments
Social media posts
Sponsored posts on station website

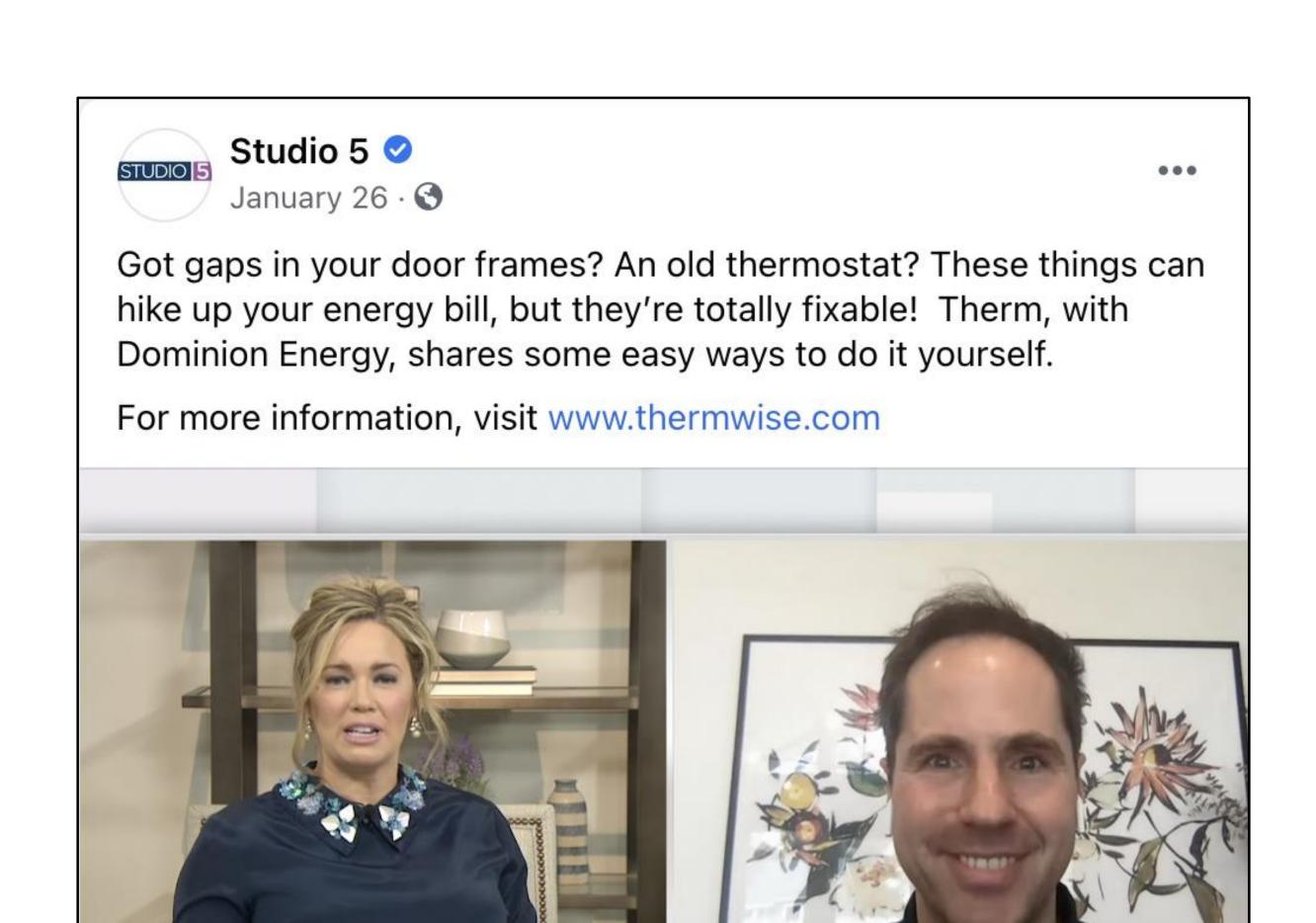
This Is The Place

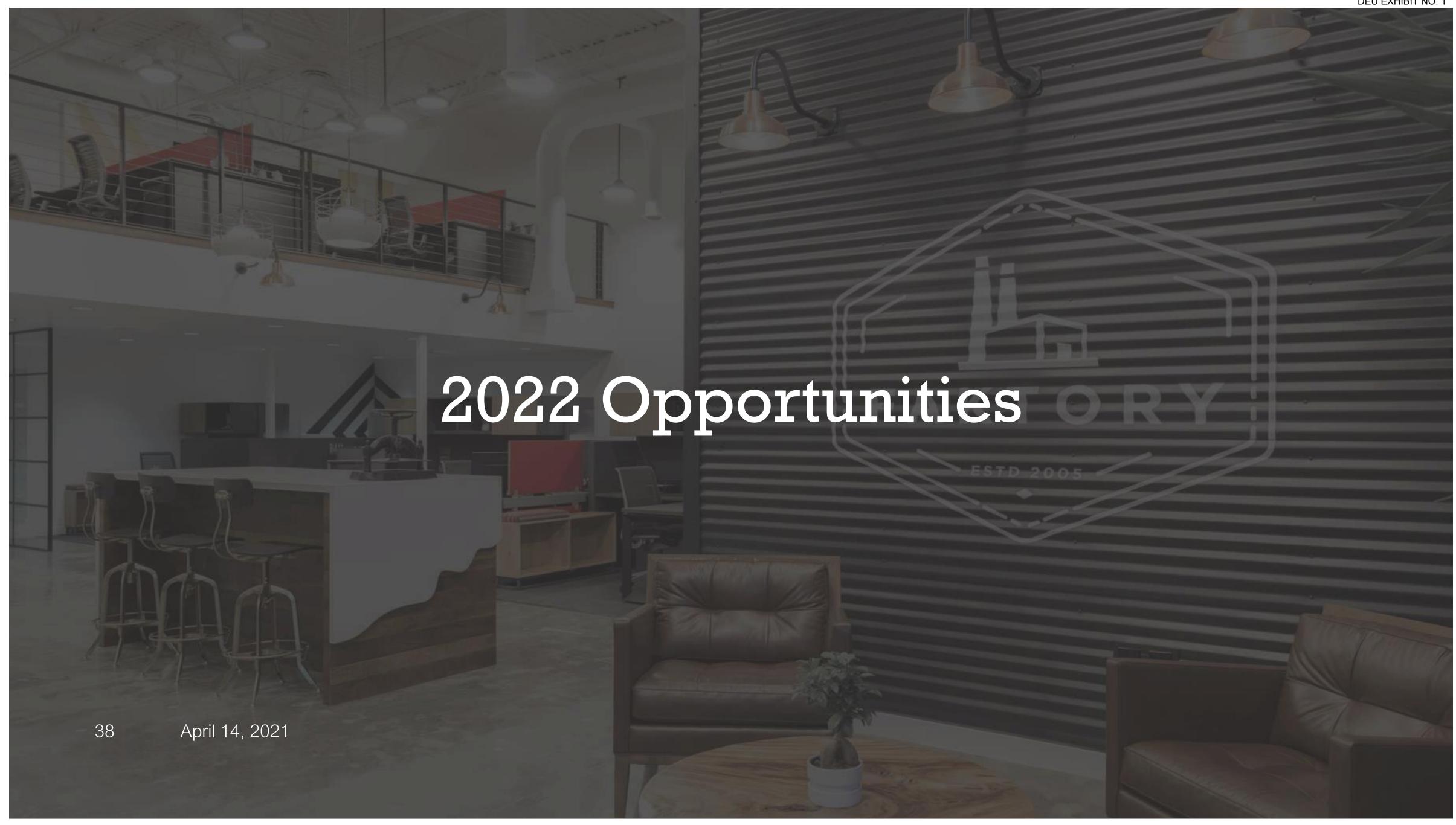
Good Things Utah

Fresh Living segment:

KSL Studio 5

Midday News

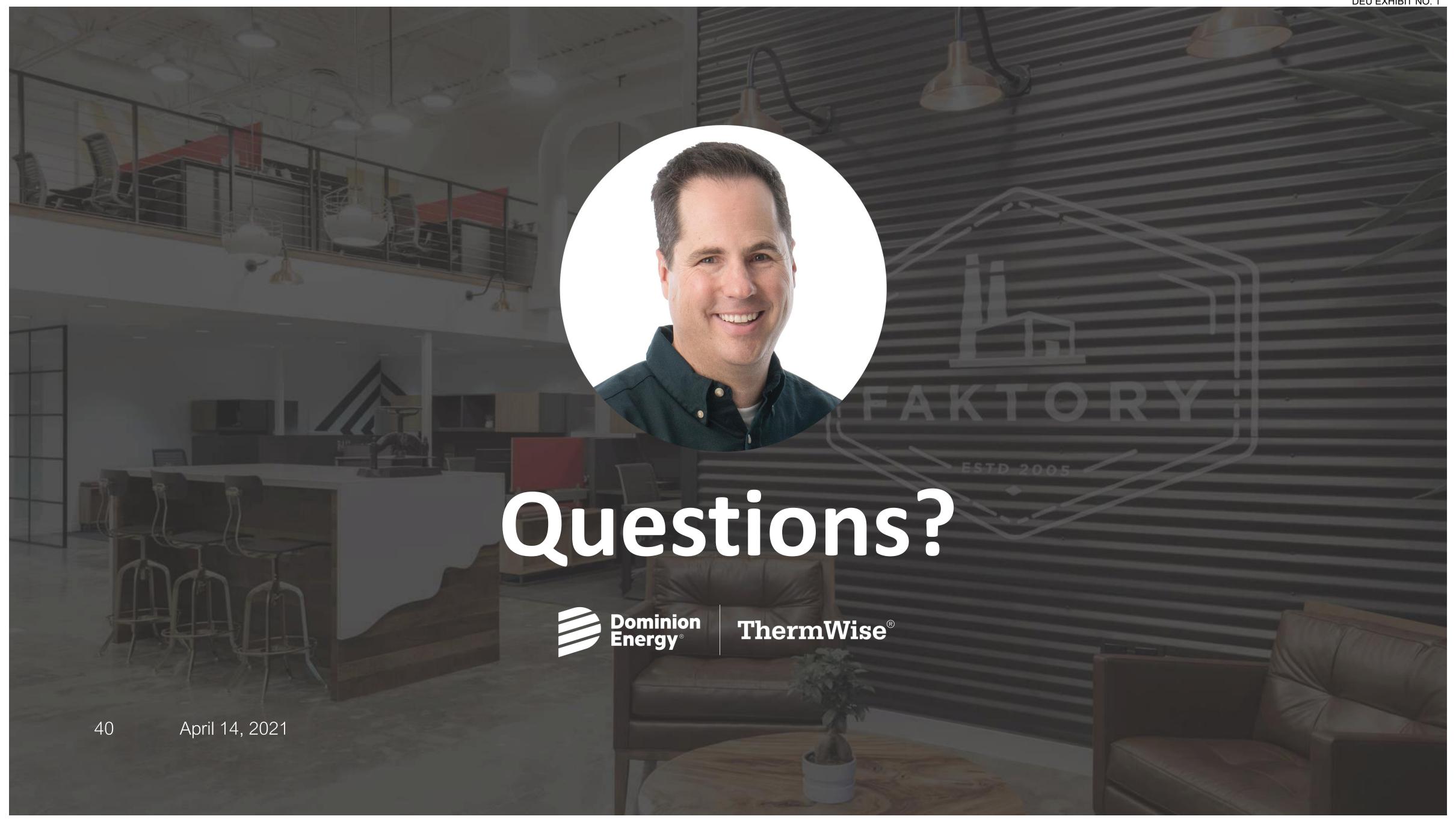






2022 Key Opportunities

- Strategies for paid social media
 - Younger demographic, more reach, cost effective
- Strategies for additional Public Relations opportunities
 - Community outreach, brand awareness
- Looking into online survey options as part of consumer research
 - Expanded reach, younger demographic
- Continuing to look for potential partners for the outreach program







Performance to date



2020 Program Results:

1,269 GreenTherm participants made a difference

TOGETHER, WE SUPPORTED

{{{**}**{{**}**{}}}

WHICH

PREVENTED



WHICH IS EQUALTO EMISSIONS AVOIDED FROM

5,259 DEKATHERMS

of renewable natural gas (RNG) production through GreenTherm 278
METRIC TONS

of emissions from going into the atmosphere (carbon dioxide equivalent)

95 TONS

of waste being recycled instead of being landfilled

Carbon dioxide equivalents are calculated using the Environmental Protection Agency's Greenhouse Gas Equivalencies Calculator

Total Number of Blocks Sold: 10,518 RNG Attributes Purchased: 6,000 Total Program Contributions: \$52,589 Marketing and Administration Costs: \$4,774



Other Updates





Other Updates

- Net-Zero Homes
 - Layton
 - Syracuse
 - 4-6 others currently being evaluated
- Dual-Fuel Heating Systems



