

DEU Exhibit 1



ThermWise®

Advisory Group Meeting
April 13, 2022

Agenda: April 13, 2022



Introductions



Updates



ThermWise Marketing Campaign
Results: Faktory



2021 Program Highlights and
Performance



FAKTORY



**Dominion
Energy®**

ThermWise.com

2022

ThermWise Campaign

April 13, 2022



Campaign Overview

- This year, the campaign creative connects the comforts of home and family to the tangible comfort your house can provide - and the cost savings ThermWise can help with
- TV and audio spots callout appliance rebates (specifically the Dual Fuel Heating System)
- Call To Action encourages homeowners to sign up for a Home Energy Plan
- Media strategies expand how we get in front of the audience

Campaign Assets

April 13, 2022

“HOME” VIDEO :30

Visual: A man makes pancakes and laughs with his grandkids.

VO: Home is a feeling, but your house cultivates it.

Visual: A woman turns the thermostat up, and her husband secretly turns it back down.

VO: It's where warmth is as much the temperature...

Visual: A family plays cards in the living room.

VO: as it is a sensation. With energy-efficient appliances...

Visual: A mom reads a book to her child in bed.

VO: you feel more comfortable,

Visual: A dad plays dress up with his daughter.

VO: which gives you freedom to be.

Visual: Parents sit on floor of playroom while their daughter dances around them.

VO: Appliances like a Dual Fuel Heating System conserve a different kind of energy.

Visual: Older couple eat dinner together before husband gives the wife a gift.

VO: And a tankless natural gas water heater saves you money for the things that matter most.

Visual: Parents sit on couch expectantly, pans to son and daughter-in-law announcing a new baby. All hug.

VO: Plus, Dominion Energy's ThermWise program offers rebates to support your haven.

Watch [here](#).

“HOME” VIDEO :15

- Visual:** A woman turns the thermostat up, and her husband secretly turns it back down.
- VO:** Home is where warmth is as much the temperature as it is a sensation.
- Visual:** A family plays cards in the living room.
- VO:** With energy-efficient appliances...
- Visual:** A mom reads a book to her child in bed.
- VO:** you feel more comfortable...
- Visual:** Parents sit on couch expectantly, pans to son and daughter-in-law announcing a new baby. All hug.
- VO:** and save money. Plus, Dominion Energy’s ThermWise program offers rebates to support your haven.

Watch [here](#).

April 13, 2022





“HOME” AUDIO :30

Man: Home is a feeling, but your house cultivates it.
With the help of energy-efficient appliances, you can *feel* more comfortable, which gives you freedom to *be* comfortable.
Appliances like a smart thermostat will manage the climate of your home. A Dual Fuel Heating System’s efficiency will conserve energy, and a tankless natural gas water heater will save you money monthly.
Plus, Dominion Energy’s ThermWise Program offers rebates to support it all. If you don’t know where to start, start with a Home Energy Plan at ThermWise.com.

[Listen here.](#)

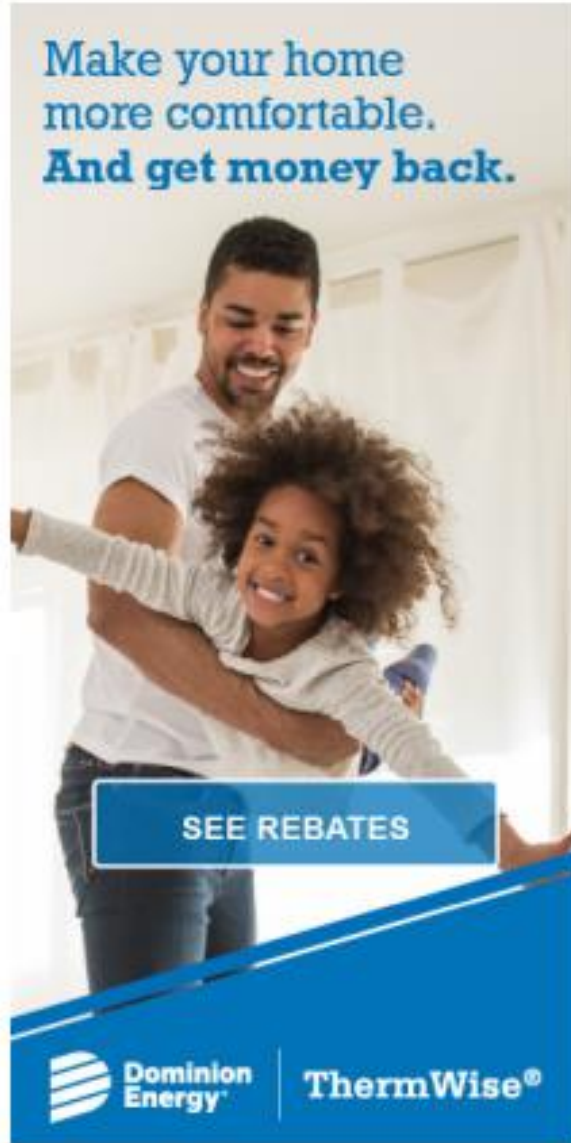


“HOME” AUDIO :15


Man: Energy-efficient appliances make your home more comfortable, and even help you conserve to save money. Plus, Dominion Energy's ThermWise Program offers rebates to support it all. Start with a Home Energy Plan at [ThermWise.com](https://www.thermwise.com).

Listen [here](#).

Make your home
more comfortable.
And get money back.



SEE REBATES

 Dominion Energy | ThermWise®

Be cozier at home.
And get money back.



DISCOVER REBATES

 Dominion Energy | ThermWise®

 **Dominion Energy**
Sponsored ·  

Energy-efficient appliances help you feel more comfortable in your home and save money. Plus, you can get rebates.



 **ThermWise®**

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Get cozier. Get rebates. [LEARN MORE](#)
Our ThermWise program helps.

    **Kandis Mackie and 7 others** 1 Share

 Like  Comment  Share

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Energy-efficient appliances help you feel more comfortable in your home and save money. Plus, you can get rebates.






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    **Derek Scott and 9 others**


 Like  Comment  Share




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Energy-efficient appliances help you feel more comfortable in your home and save money. Plus, you can get rebates.



DOMINIONENERGY.COM
Get cozier. Get rebates. [LEARN MORE](#)
Our ThermWise program helps.

 **Sully Padilla and 2 o...** 2 Comments 1 Share

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Media Highlights

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2022 MEDIA AND METHODS

Mass and Digital Media

- Broadcast TV
- Broadcast radio
- Streaming TV (Hulu, Twitch, Effectv)
- Streaming radio (Pandora, Spotify)
- Digital and social ads
- Grocery TV
- Added value
- Interview segments
- Social and website media callouts

April 13, 2022





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2022 MEDIA

Mix of traditional and digital outlets. Connected TV streaming channels added to the plan, including Hulu and Twitch, to engage with the younger end of the target spectrum. Use of social media and specifically Facebook to also target the younger demographic.



2022 MEDIA MIX

TV: Linear and Connected

Audio: Terrestrial, Pandora & Spotify

Digital: video pre-roll and display

YouTube

Social: Meta

Grocery TV

Added value priorities:

Bonus spots

On-air interviews/segments



April 13, 2022

2022 MEDIA HIGHLIGHTS

Interim Media Highlights

TV - over 600 bonus spots

Radio - over 700 bonus spots/billboards

YouTube video view through rate is 50% (double industry standards of 25%)

Facebook has delivered over 25,000 clicks to the website

Final media delivery to be provided once campaign is complete and all reporting metrics are available.



ADDED VALUE

Therm appeared in:

- a KSL Studio 5 segment on January 20th ([view here](#))
- a KUTV Fresh Living segment on January 24th ([view here](#))
- an ABC4 Good Things Utah segment on February 8th ([view here](#))
- a Fox 13 "The Place" segment on February 17th ([view here](#))
- a KSL Studio 5 segment on March 10th ([view here](#))
- a KUTV Fresh Living segment on March 16th ([view here](#))
- a KUTV Fresh Living segment on March 31st ([view here](#))

Updates & Opportunities

April 13, 2022



April 13, 2022

KEY STRATEGIES

- Continue with the testimonials from the past year and build on those
- Move budget to social media to target lower age demographics
- Continue to focus on awareness of programs to grow familiarity with:
Weatherization Program, Appliance Rebates, Builder Rebates, and Home Energy Plan

CAMPAIGN UPDATES

- Campaign built on the "testimonials" from the previous year with a strong focus on rebates and Home Energy Plan
- The 2022 brand awareness survey included an online component as part of the research
 - This allows for contact with a wider audience and is also more cost-effective
 - Refreshed questionnaire to ensure survey focused on relevant questions about ThermWise
- The campaign also introduced more digital elements (such as Facebook ads and streaming TV)
 - This targets a lower age demographic, but also broadens audience reach
 - Each year we review consumer and market research to ensure marketing mix is just right



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“THERM” UPDATE

- Therm has been a beloved part of the campaign for more than 15 years
- Data shows Therm perception is favorable, but need to consider long-term strategies
- Would like to explore adding an additional spokesperson for 2023 campaign to complement Therm
- Focus group will be conducted in late Spring. Objectives for the research:
 - Explore who this new person could be
 - Provide perception baseline for potential new spokesperson



NEXT STEPS

- Full media reporting for 2022 campaign
- Annual survey results to be presented at the next committee meeting
- Focus group results to be shared before 2023 campaign planning

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**Thank
You**

April 13, 2022

2021 Program Highlights and Performance

ThermWise: Appliance Program

2021

- Dual Fuel Heating Systems had 5x the forecasted participation (1,098)
- 3-year trend of declining participation in Smart Thermostats
- Furnaces and water heater participation continues to be stable

2022

- Increased participation forecast for Dual Fuel Heating Systems to 1,000 participants (200 in 2021)
- Possible Smart Thermostat solution: evaluate existing list of qualifying Smart Thermostats
- With pandemic burdens easing, outreach efforts and community events are being planned

ThermWise: Builder Program

2021

- Review of Pay for Performance (P4P) REM/Rate and & Ekotrope Models
- Over 7,000 total Pay for Performance submissions
- 16.2% received in-depth review by RESNET Certified HERS Rater or Engineer

2022

- With pandemic restrictions easing, more time in field with raters and builders
- On-site QA/QC still superior - allows opportunity to interface with raters and builders and monitor pulse of market
- Model reviews will continue with targeted lower in-depth reviews

Builder - Zero Energy Community Engagement Initiatives



Layton High School



Layton/Syracuse High
Schools



Habitat for Humanity
Park City

ThermWise: Business Program

2021

- High efficiency boilers were approximately 35% of program savings
- Green certified buildings: 3rd party certified – Energy Star, U.S. Green Building Council (USGBC) LEED, State of Utah High Performance Building Standards
- SLC International Airport: Stack Economizers Capturing Waste Heat (nearly 8k Dth/year)

2022

- Prescriptive Projects Completed in 2022 ~ 6,200 Dth
- Introduced Boiler Linkageless Controls and Boiler O₂ Trim Controls from custom measure to prescriptive
- Custom Projects Completed in 2022 ~ 6,400 Dth

ThermWise: Business Custom Incentive 2022

Projects already
completed - 6,472
Dth (as of 2/28/22)

Commercial
Space –
1,022 Dth

Diagnostics
Center –
5,450

Pipeline – 9,944
Dth

- Commercial Office Space
- Diagnostics Center
- State Buildings
- Aviation
- Food Processing Plant
- Research Park

ThermWise: Home Energy Plan

2021

- High Winter Demand - running at capacity with current staff
- Continued virtual and in-home plans

2022

- Anticipate stable participation
- Primarily in-home plans with virtual option available

ThermWise: Weatherization

2021

- High demand for direct-install measures – attic insulation and air sealing
- Supply chain constraints

2022

- Continued work force constraints
- Supply chain demands – raw materials, insulation, foam

ThermWise: Energy Comparison Report

2021

- Distributed report to 226,000
- Completed ThermWise energy pledge program
- Pleased with pledge program energy savings

2022

- Planned new energy comparison report (ECR) treatment group (25,000 customers)
- Updating ECR distribution email/mobile enabled
- Adding ThermWise printed inserts for the report, piloting USPS informed delivery
- Voluntary cold weather alerts text messages

ThermWise: Low Income

2021

- Increased demand due to COVID-19
- Supply chain constraints continued in 2021
- Furnaces repaired due to fewer available new furnaces

2022

- Anticipating increasing demand
- Supply chain constraints
- Continued support by Dominion Energy

Customer Outreach 2022

Refocus on Key Players

- Property Managers, Large Developers, Architects, Major Contractors

Building Owners Groups

- Building Owners & Managers Association (BOMA), American Institute of Architects (AIA)

Dodge Report

- Projects, Contractors, Architects, Owners

New Construction Whole Building Program

- Include ThermWise information in all trainings and presentations

High-Growth Areas

- St. George, Wasatch Front

Leverage Dominion Membership and Sponsorship Opportunities

- Attend, network, present, educate

Customer Based Marketing

- Specific products and measures (food service, direct-fired heaters)

ThermWise: 2021 Program Results

Program	2021 Actual Participants	2021 Estimated Annual Participants	% Participation to Goal	2021 Actual Costs	2021 Budget	% Actual to Budget
ThermWise Appliance Rebates	13,114	16,846	78%	\$4,296,597	\$4,855,850	88%
ThermWise Builder Rebates	19,322	21,625	89%	7,906,644	7,792,260	101%
ThermWise Business Rebates	1,359	2,768	49%	2,915,571	3,435,818	85%
ThermWise Home Energy Plan	1,722	2,240	77%	364,320	498,467	73%
ThermWise Weatherization Rebates	21,273	30,243	70%	7,543,060	7,812,879	97%
ThermWise Energy Comparison Rept.	226,000	226,000	100%	493,875	530,000	93%
Low Income Efficiency Program	978	1,820	54%	663,486	812,365	82%
Market Transformation	N/A	N/A	N/A	980,669	1,320,000	74%
Programs Total	57,768	75,542	76%	\$25,028,933	\$27,057,639	93%

ThermWise Programs 2021

Decatherm Savings

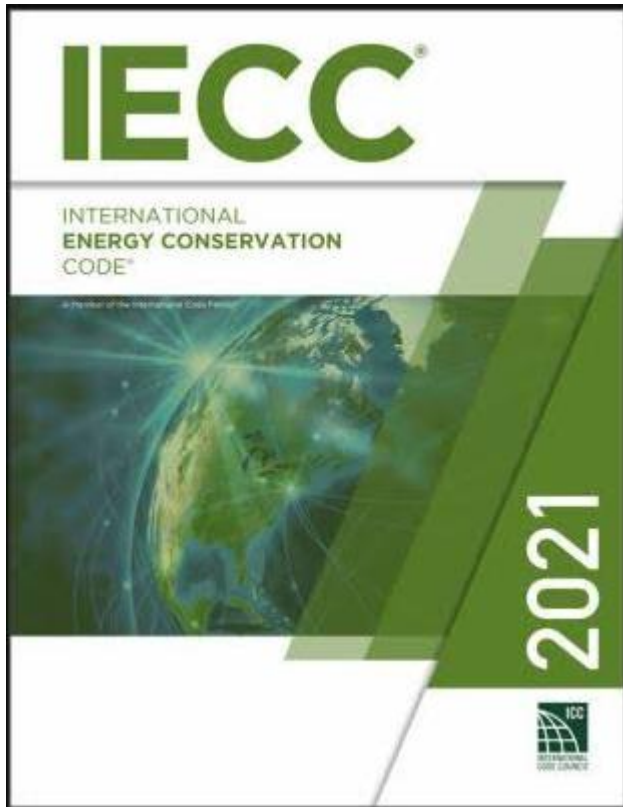
Program	2021 Savings Actuals (Dth)	2021 Savings Budget (Dth)	% of Budget
ThermWise Appliance	153,092	177,195	86%
ThermWise Builder	237,693	212,227	112%
ThermWise Business	98,303	161,838	60%
ThermWise H.E.P.	33,073	36,166	91%
ThermWise Weatherization	115,418	108,093	107%
ThermWise ECR	284,760	284,760	100%
Low Income	9,614	23,486	41%
2021 Total	931,953	1,003,745	93%

ThermWise Programs 2021

Energy Efficiency Cost Effectiveness

	2021 Benefit/Cost Ratio	2021 Net Present Value (million)
Total Resource Cost	1.54	\$16.08
Participant Test	3.79	\$84.91
Utility Cost Test	1.82	\$20.73
Ratepayer Impact Measure	0.87	-\$7.00

Update Items:



- Department of Energy (DOE) furnace standard review began January 2022
 - Review of standards must be completed every 6 years
 - Will either issue notice of public rulemaking (NOPR) or recommend no changes
- “Therm” character focus group in May
- International Energy Conservation Code (IECC) 2021
 - June – Mechanical Advisory Committee (MAC) finishes review & makes recommendations
 - July – Utah Building Codes Commission (UBCC) reviews & forwards recommendations
 - August – Public hearings
 - September – Business Interim & Labor committee review
 - Legislature reviews in 2023 session
- Utah Zero Energy Home / Zero Energy Ready Home certification
- Future Advisory Group meeting format – in-person, virtual, hybrid?



THANK YOU!