
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, [Enbridgegas.com](https://enbridgegas.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, Enbridge Gas 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 Enbridge Gas' 2015 Budget Filing, the Company launched the ECR as a stand-alone program and claims natural gas savings as part of the program. In 2025, the Company intends to maintain this program as a stand-alone program.

The following table describes the current distribution of the ECR and the newly proposed Energy Pledge. 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 and ThermWise Energy Pledge Distribution

Description	Recipients	Control	Planned Group Discontinuance
Monthly Opt-In (Opt-In as of August 2025)	4,500		Ongoing
Group J (Roll – Out 2021)	50,000	10,000	December 2026
Group K (Roll – Out 2022)	34,000	10,000	December 2028
Group L (Roll Out – 2024)	100,000	15,000	December 2029
Pledge Group (2025)	60,000		September 2028
Group N (Roll Out – 2026)	50,000	10,000	May 2032

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. 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 2026 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. 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 2019, Enbridge Gas launched the ThermWise® Energy Challenge Pledge program. During this campaign, residential customers received monthly emails, text message savings tips, annual status updates, and cold weather alerts. The pledge program formalized energy-saving opportunities, allowing customers the chance to commit to energy conservation. The program launched as an opt-in program for customers. The program began in Fall 2019, with approximately 2,000 customers joining initially. The initiative ran through the 2020 and 2021 program years.

Given the success of the initial pilot, the company launched a second wave in Fall 2023 with approximately 1,500 customers. Implementing concepts derived from the first wave, around 2,200 customers opted to participate. This wave concluded in the Fall of 2025.

In the Fall 2025, Enbridge Gas expanded the ThermWise Energy Pledge program to 60,000 residential customers. This campaign is set to continue in 2026 and will run through Fall 2028. The company continues to monitor the program deployment and customer responses. As mentioned in the 24-057-22 filing, the Company utilizes the equivalent deemed energy savings as with the Energy Comparison Report.

ThermWise® Energy Comparison Report Future

Enbridge 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. Enbridge Gas will 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. 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.