

# The Peoples Gas and North Shore Gas Natural Gas Savings Programs

## Program Review: PY5 and Q1, PY6

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Presented to the Illinois Stakeholder Advisory Group  
September 27, 2016



# Today's Agenda

1. Portfolio Results
2. Programs in Action
3. Increasing Awareness
4. Questions and Open Discussion

# 1. Portfolio Results



# High-Level Achievements – PY5

- Peoples Gas

- Served 169,870 participants (individual households and businesses)
- 8,140,686 therms saved
- Paid incentives: \$6,899,221

- North Shore Gas

- Served 82,599 participants (individual households and businesses)
- 1,922,890 therms saved
- Paid incentives: \$1,461,209

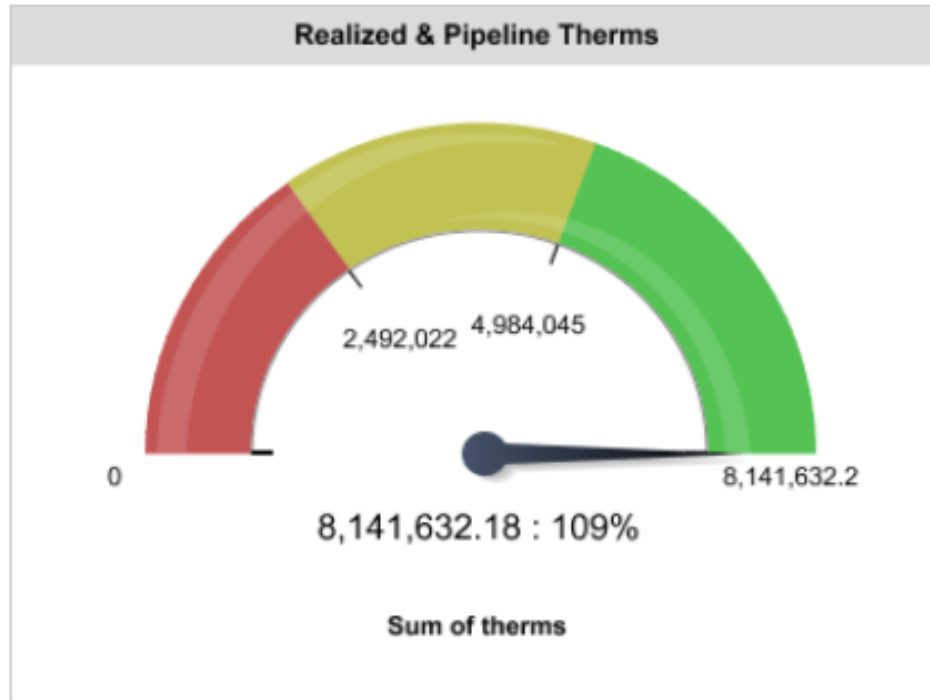
# PY5 Results—ICC Report

Program Year 5 – June 1, 2015 to May 31, 2016

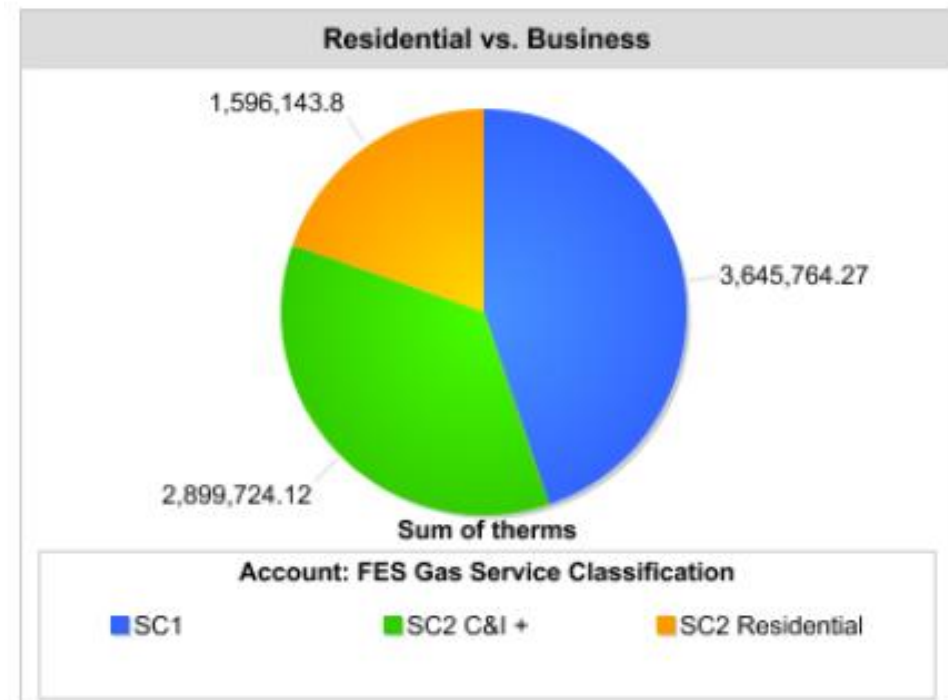


# PGL Portfolio Results—PY5 (Preliminary)

## Therm Savings YTD vs. Goal



## Realized Therm Savings by Gas Service Type



# PGL Portfolio Results—PY5 (Preliminary)

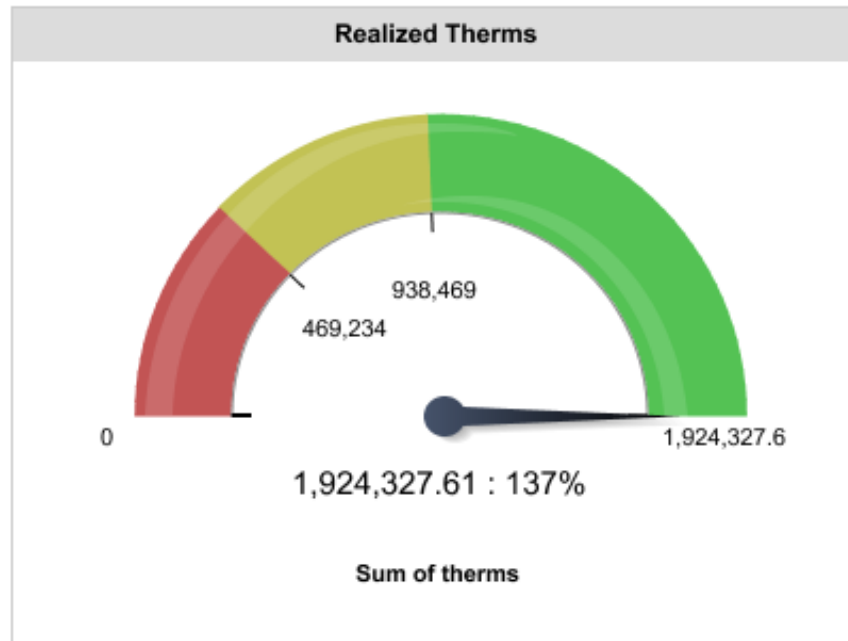
Overall Utility EEP Portfolio			
Energy Savings (Net Therms)			
Indicator	Cumulative Net Therms YTD	Planned PY5 Goal*	PY Pct. Achieved
Total	8,140,686	7,476,068	109%
Program Costs			
Indicator	Cumulative Costs YTD	Planned Budget	Pct. Invoiced
Total	\$14,387,769	\$19,254,383	75%

Utility EEP Residential Programs			
Energy Savings (Net Therms)			
Indicator	Cumulative Net Therms YTD	Planned PY5 Goal*	PY Pct. Achieved
Total	5,467,522	3,842,039	142%
Program Costs			
Indicator	Cumulative Costs YTD	Planned Budget	Pct. Invoiced
Total	\$7,653,251	\$8,858,523	86%

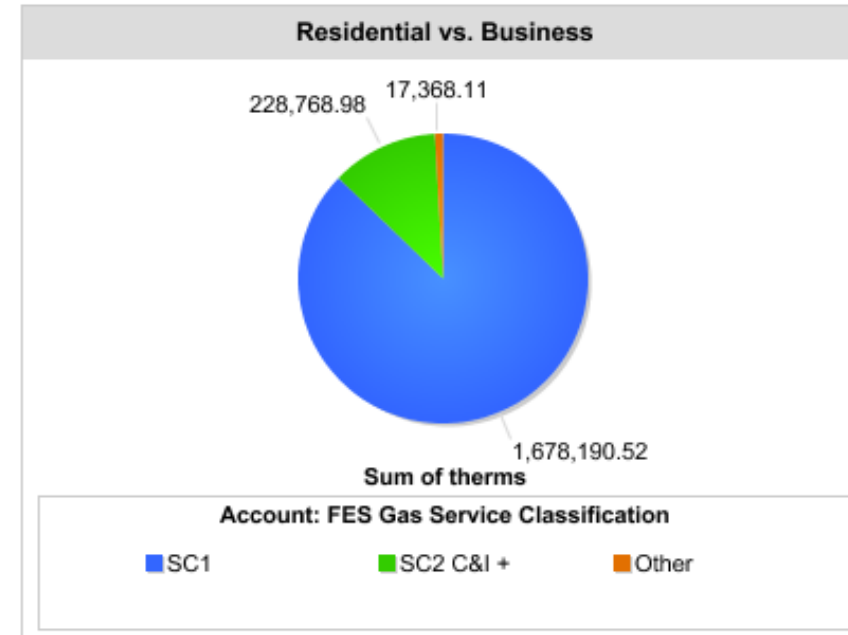
Utility EEP Business Programs			
Energy Savings (Net Therms)			
Indicator	Cumulative Net Therms YTD	Planned PY5 Goal*	PY Pct. Achieved
Total	2,673,164	3,634,029	74%
Program Costs			
Indicator	Cumulative Costs YTD	Planned Budget	Pct. Invoiced
Total	\$5,276,768	\$8,580,835	61%

# NSG Portfolio Results—PY5 (Preliminary)

### Therm Savings YTD vs. Goal



### Realized Therm Savings by Gas Service Type





# NSG Portfolio Results—PY5 (Preliminary)

Overall Utility EEP Portfolio			
Energy Savings (Net Therms)			
Indicator	Cumulative Net Therms YTD	Planned PY5 Goal*	PY Pct. Achieved
Total	1,922,890	1,407,703	137%
Program Costs			
Indicator	Cumulative Costs YTD	Planned Budget	Pct. Invoiced
Total	\$3,085,697	\$3,384,508	91%

Utility EEP Residential Programs			
Energy Savings (Net Therms)			
Indicator	Cumulative Net Therms YTD	Planned PY5 Goal*	PY Pct. Achieved
Total	1,706,668	1,023,341	167%
Program Costs			
Indicator	Cumulative Costs YTD	Planned Budget	Pct. Invoiced
Total	\$1,828,086	\$1,746,610	105%

Utility EEP Business Programs			
Energy Savings (Net Therms)			
Indicator	Cumulative Net Therms YTD	Planned PY5 Goal*	PY Pct. Achieved
Total	216,222	384,362	56%
Program Costs			
Indicator	Cumulative Costs YTD	Planned Budget	Pct. Invoiced
Total	\$858,907	\$1,194,759	72%

# PY6 Q1 Results

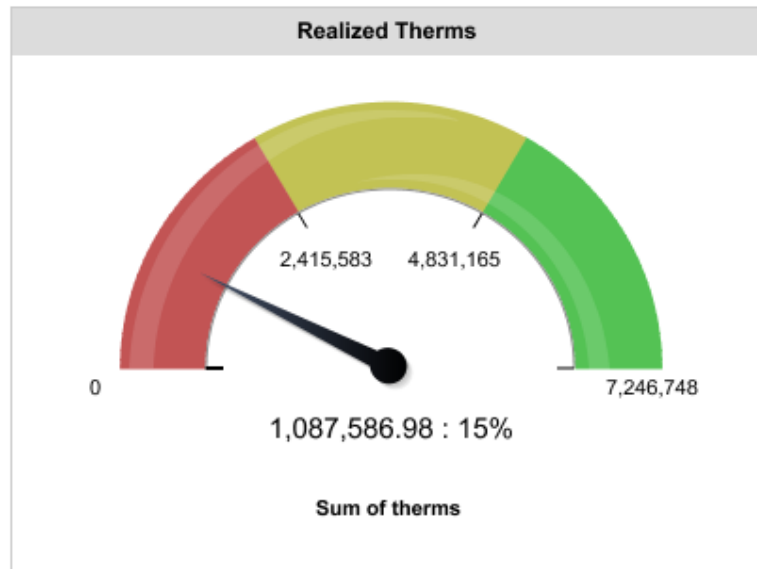
Program Year 6 – June 1, 2016 to May 31, 2017

Q1: June 1, 2016 to August 31, 2016

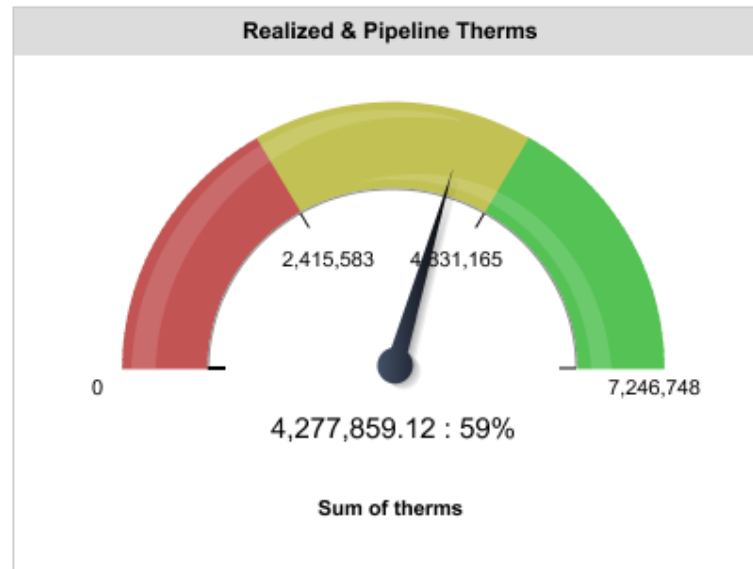


# PGL Portfolio Results—PY6

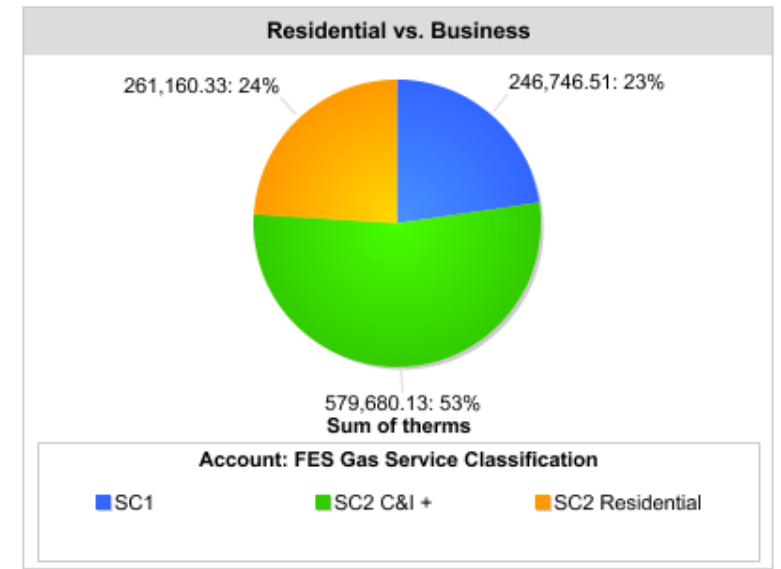
Therm Savings YTD vs. Goal



Therm Savings YTD vs. Goal

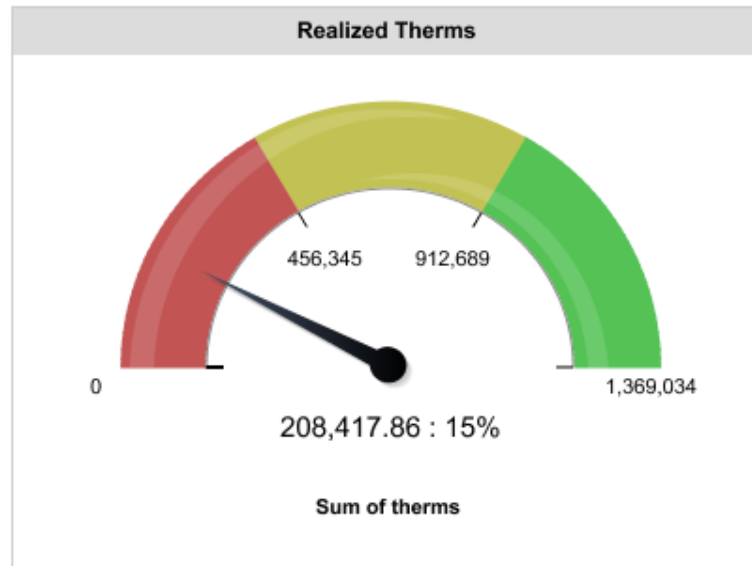


Realized Therm Savings by Gas Service Type

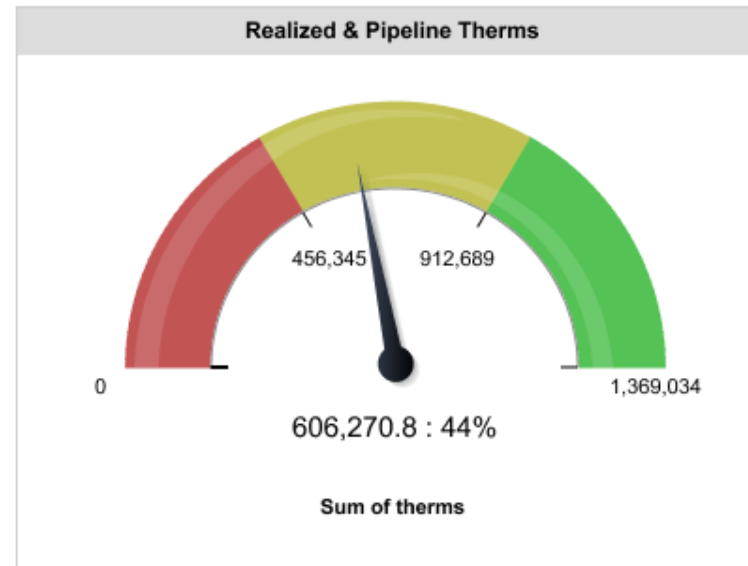


# NSG Portfolio Results—PY6

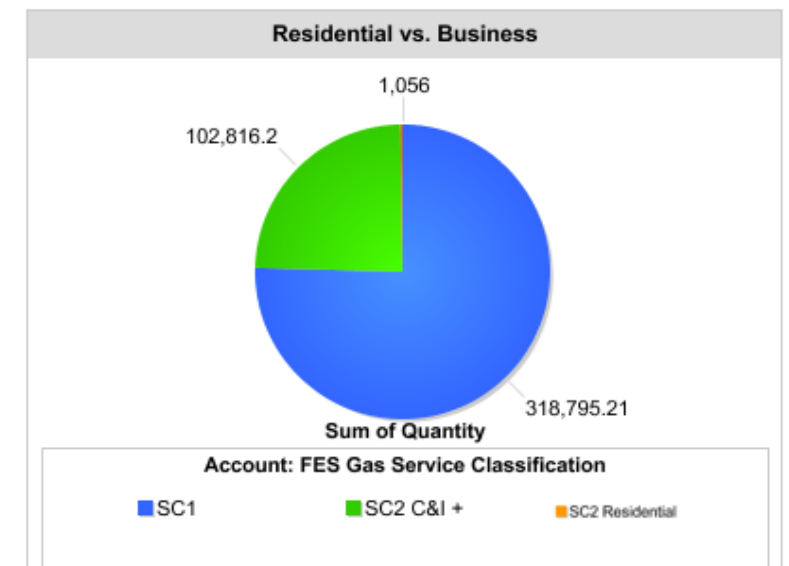
Therm Savings YTD vs. Goal



Therm Savings YTD vs. Goal



Realized Therm Savings by Gas Service Type



# 2. Programs in Action



# Programs in Action: Residential

- Home Energy Jumpstart played an important role in the success of both portfolios
  - Served nearly 11,000 residential homes through Jumpstart in Peoples Gas territory
  - Served over 1,500 residential homes through Jumpstart North Shore Gas territory

- Strong outreach results
  - 563 leads from Citizens Utility Board (10% of outreach leads)
  - 26% Referrals
  - 54% Marketing
  - 17% Outreach



# Programs in Action: Residential

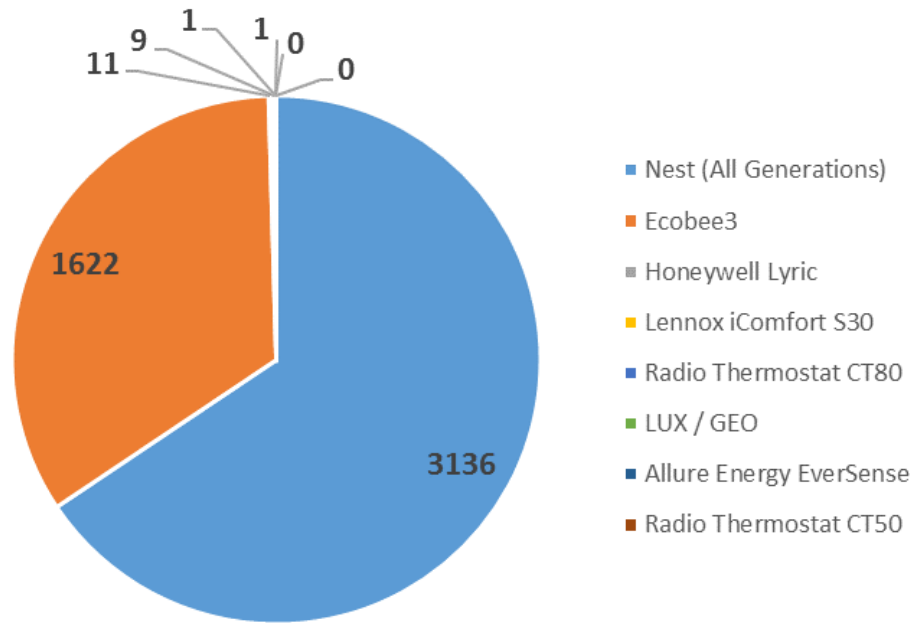
- Program Year 6 focuses include:
  - Development of Weatherization offering
  - Ongoing training of Energy Specialists
- Extremely high customer satisfaction scores

*“Your energy advisor was the most wonderful representative of your company. He was amazing and I was his last call of the day! He should be recognized for his excellent customer service.”*

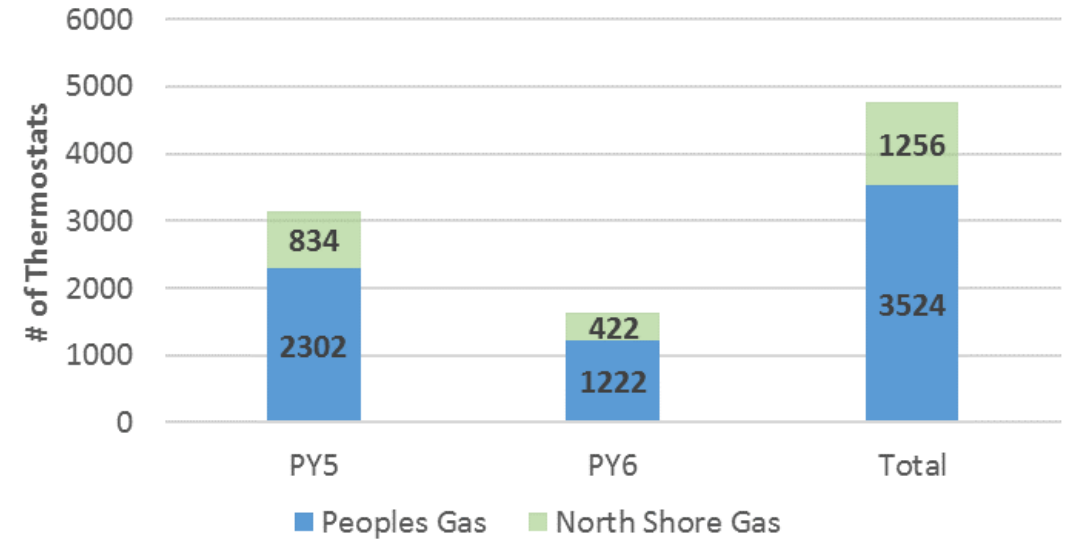


# Programs in Action: Smart Thermostats

Product Breakdown (PY5 and PY6)



Approved Smart Thermostats YTD





# Programs in Action: Smart Thermostats

## Home Energy Jumpstart

PY5	Quantity Purchased	# Unique Customers
	1	742
	2	70
	3	4
	4	2
PY6 YTD	Quantity Purchased	# Unique Customers
	1	154
	2	19
	3	0
	4	0

## Summary Measure Results

Program	PY5	PY6	Total
Self	2035	1196	3231
Pro	199	256	455
HEJ	902	192	1094
<b>Total</b>	<b>3136</b>	<b>1644</b>	<b>4780</b>

# Programs in Action: Multi-Family

- Exceeded PY5 goal in both territories
  - Served nearly 9,500 multi-family units through Jumpstart in Peoples Gas territory
  - Served more than 325 multi-family units through Jumpstart North Shore Gas territory
- Largest project in the history of the Multi-Family Program completed during PY5



# Programs in Action: Multi-Family

- PY6 is off to a strong start
- Developing new relationships with Property Management companies in both territories
- Continued strong participation of Partner Trade Allies
  - Linking elevated rebates to Jumpstart appointments

Completed DI by TA



# Programs in Action: Elementary Education

- PY5 Complete
  - PGL met goal of 4,250 students in 62 schools
  - NSG exceeded goal with 768 students in 13 schools
- PY6 Preparation
  - Teacher Focus Group completed and learnings incorporated into next year curriculum/process
  - Reviewing opportunity to ramp up program size beyond 5,000 kits (full potential is ~15-17K kits)
  - Identifying key schools to target



# Programs in Action: Home Energy Reports

- PY5 saw strong savings across high users
- PY6 Preparation
  - Coordinating marketing materials in preparation for heating season launch

The screenshot shows the 'PEOPLES GAS NATURAL GAS SAVINGS PROGRAM' website. The header includes navigation links for 'Home', 'My Energy Use', 'My Plan', and 'Ways to Save', along with 'Create an account' and 'Sign In' buttons. A 'Welcome' banner is present. The main content area features a headline: 'See how you compare to similar homes.' Below this, it says 'Sign in to find out if you are using more than normal.' and includes a 'Get started' button. A progress bar shows a green segment followed by a yellow segment. A navigation bar below the main content has four tabs: 'Get smart insights', 'See how you compare' (which is active), 'Learn how to save', and 'Set a goal'. The 'Easy ways to save' section lists four tips with icons and user counts: 'Wash clothes with cold water' (30 people), 'Be smart about dishwashing' (28 people), 'Clear area around vents' (21 people), and 'Open your shades on winter days' (20 people). The 'About your report' section includes links for 'Who are my neighbors?' and 'My home information is incomplete or incorrect?'. The footer contains the Peoples Gas logo and the slogan 'REDUCE TODAY. SAVE TOMORROW.'

# Programs in Action: Commercial and Industrial

- PY5 introduced initiatives to engage new customers and deliver savings from high users
  - Outbound calling to historical non-participants
  - Embedded Energy Advisors


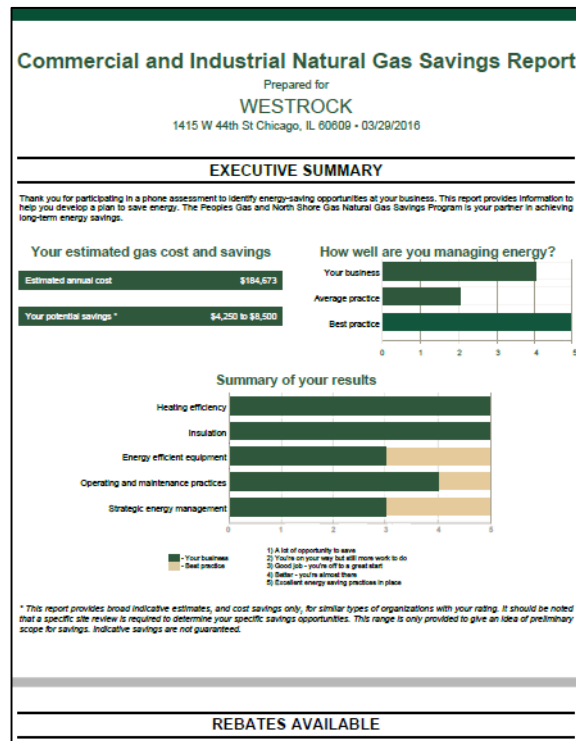
*“The Peoples Gas Natural Gas Savings Program team played a key role in helping us determine the best energy efficiency projects for our facilities and needs.”*

*- Quang Tran, executive director of facilities engineering at the School of the Art Institute of Chicago*



# Programs in Action: Commercial and Industrial



- In PY6, program staff will continue to engage new customers in PY6
  - Diversify the participant base
- Launched “Smart Check” to assist customers with Energy Planning
  - Optimization Studies
  - Steam Trap Surveys
  - Steam Pipe Insulation Surveys



Commercial and Industrial Natural Gas Savings Report

WESTROCK  
1415 W 44th St Chicago, IL 60609

Commercial and Industrial Team  
855-840-8028  
peoplesgas@franklinenergy.com  
northshoregas@franklinenergy.com

# Programs in Action: Small Business

- Program Year 5 experienced shifts in participant mix
  - From dry cleaners to laundromats
  - Strong participation from houses of worship
- Launched pilot Midstream Food Service Program
  - Targeting commercial kitchen equipment distributors

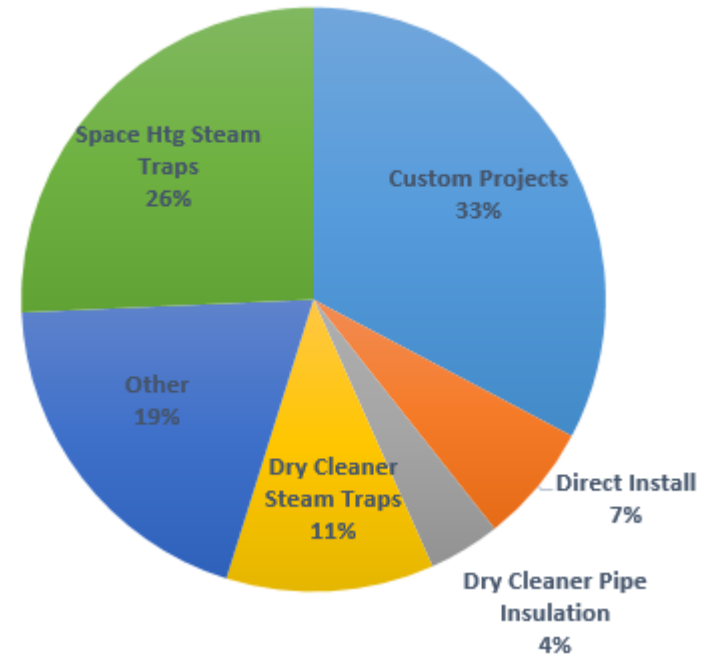




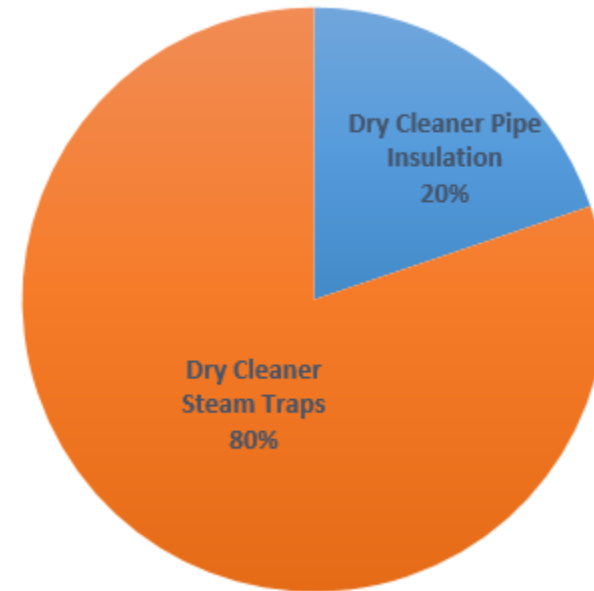
# Programs in Action: Small Business

- Working to expand our impact on the small business market in PY6
  - Increased minimum customer qualification
  - Added new measures:
    - Dry Cleaner pipe insulation
    - High speed washers
    - DHW Storage tank insulation
    - Smart thermostats

PG Projects



NSG Projects



# 3. Increasing Awareness



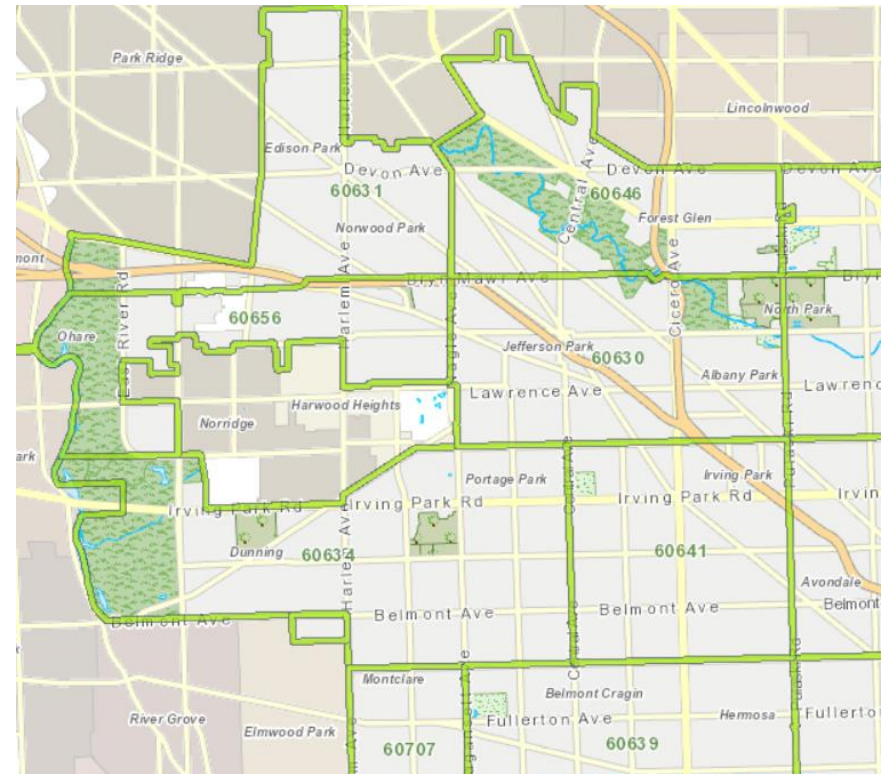
# Increasing Program Awareness

- Participated in over 300 events in PY5 across all program types
- Collaborated with other utility teams on key community awareness initiatives including Elementary Education and smart thermostats
- Partnered with key community partners and groups to ensure that customers received information through various avenues



# Increasing Customer Awareness

- Working with key elected officials and community partners, two community blitzes were completed in PY5
  - North Park/West Ridge
  - Northwest side of Chicago
- Launching new blitz this fall that will continue to educate our diverse communities; exploring similar options for NSG in the spring



# Increasing Trade Ally Awareness

- Trade ally roundtables and events
  - PY6 Kickoff Summit reached 160 trade allies
- Collaboration
  - Custom newsletters
  - Case studies
  - Check presentations
  - Field support



# 4. Questions, Open Discussion and Next Steps

## The Peoples Gas and North Shore Gas Natural Gas Savings Programs

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### **Goose Island Office:**

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