2018 Sales & Marketing Conference

Consumer Insights into a Changing Energy Landscape

May 10, 2018

Tim Lyons
Partner
ScottMadden, Inc.
Last Winter...

‘Unprecedented demand’ for heating oil causes weekslong delivery backlog

By Susan Sharon, Maine Public • January 13, 2018 12:15 pm


Crude price spike is ‘head fake’ — except when it comes to heating oil, says energy expert Tom Kloza

Stephanie Landsman | @stephlandsman
Published 5:01 PM ET Sun, 7 Jan 2018


Propane shortage leaving customers in the bitter cold

LOCAL NEWS
JAN 8, 2018
JENNIFER FARNSWORTH FOR THE LEADER-HERALD

The long duration and severity of the recent cold spell has left many homeowners and businesses calling for additional propane from suppliers in the area. The New York Propane Gas Association, or NYPGA, is reporting that some suppliers are struggling to meet the demands of propane customers. Their best advice, is don’t wait, schedule your delivery sooner than later.

Topics

- Energy Landscape
- Oil Heat Messaging
- Consumer Survey
- Gas Expansion
- Gas Utility Messaging
- Key Takeaways
Wholesale Oil Prices: Then

Steep decline in oil prices
Sub-$30 per barrel in Jan 2016

Morgan Stanley
“In an oversupplied market, there is no intrinsic value for crude oil. $20-to-$25 oil price scenarios are possible simply due to currency (dollar appreciation).”

Oil companies
Cost cutting, layoffs

Falling U.S. rig counts

EIA’s short-term outlook
2016 - $34 per barrel
2017 - $40 per barrel

Source: EIA, ScottMadden analysis.
Wholesale Oil Prices: Now

 Reuters:

“U.S. crude hits three-year high as prices climb in tight market.”

“…supported by OPEC-led production cuts and expectations that U.S. crude inventories have dropped for an eighth week in a row.”


Source: EIA, ScottMadden analysis.
Wholesale Oil Prices: Future?

[Graph showing the West Texas intermediate (WTI) crude oil price over time with projections for 2017-2019. The graph includes historical spot prices, STEO price forecasts, NYMEX futures price, and 95% NYMEX futures lower and upper confidence intervals.]

Source: Short-Term Energy Outlook, February 2018

Retail Prices: Return To Natural Gas Price Advantage

Source: U.S. Energy Information Administration (EIA), ScottMadden Analysis
Retail Prices: Return To Natural Gas Price Advantage (cont.)


Convert to Natural Gas

Natural gas is a safe, clean, reliable and affordable heating choice for more than 50,000 Vermont families and businesses.

Natural gas is currently 25% less than oil and 53% less than propane.
Source: The State of Vermont Public Service Department as of December 2017.


http://www.nyseg.com/Consumers/FAQ/FuelPrices/NaturalGasOil.aspx

NYSEG
Annual residential heat and hot water cost
February 2018 Fuel Prices


$3,212
$2,279
$978

Natural Gas: 12 month average delivery price plus February 2018 commodity price. Oil & Propane: NYSEIERSA February 8, 2018 average survey prices for Central Region. Savings may vary based on actual use.

Retail Prices: Return To Natural Gas Price Advantage (cont.)

Make the switch and save.

Natural gas is a safe, economical, efficient, clean and reliable fuel source — and because it's an abundant, domestically produced resource, natural gas helps increase our energy security by reducing our dependence on foreign oil inputs. Take advantage of natural gas and start saving through National Fuel's Home Heating Conversion Rebate Programs.

Switching from propane, oil or electric heat can reduce your home's heating costs by up to $1,800 per year. An example of potential savings:

<table>
<thead>
<tr>
<th>Appliance</th>
<th>Required Minimum Efficiency</th>
<th>Rebate Amount</th>
</tr>
</thead>
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<tr>
<td>Hot Air Furnace</td>
<td>85% APF</td>
<td>$490</td>
</tr>
<tr>
<td>Hot Air Furnace w/</td>
<td>95% AFUE</td>
<td>$640</td>
</tr>
<tr>
<td>Water Heater</td>
<td>8.0 GPM</td>
<td>$1,400</td>
</tr>
<tr>
<td>Gas Cooktop</td>
<td>2.6</td>
<td>$370</td>
</tr>
<tr>
<td>Gas Range</td>
<td>2.6</td>
<td>$370</td>
</tr>
<tr>
<td>Gas Water Heater</td>
<td>2.6</td>
<td>$370</td>
</tr>
</tbody>
</table>

Plus, cash rebates are available to help you save hundreds on the conversion.

http://converttonationalfuelgas.com

Save Energy and Money

Live Smarter with Natural Gas:
- Save 20-75% on your energy billing statement
- 0% Financing available for upgrades
- Greater energy efficiency

http://converttonationalfuelgas.com

http://summitnaturalgasmaine.com/benefits/

Start living the benefits of natural gas by following our 2 step process below!

Natural Gas is Affordable
- Get Paid to Upgrade with our 2018 Promotional Rebates to help you switch!
- Better Efficiency means reduced consumption and lower costs
- Stable regulated pricing
- Only pay for what you use... No Proprietary!

Gives you Peace of Mind
- Most versatile fuel that can be used for much more than just heat
- No more delivery hassles, no running out
- Natural Gas is piped directly to your home so it's there when you need it
- Many gas appliances will operate when the electricity goes down so you can stay warm, shower and cook!
- Dedicated team of HVAC Industry veterans to help streamline the conversion process

2018 Promotional Rebates are now available!

http://summitnaturalgasmaine.com/benefits/

http://converttonationalfuelgas.com

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Topics

- Energy Landscape
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- Consumer Survey
- Gas Expansion
- Gas Utility Messaging
- Key Takeaways
Oil Industry Messaging – Key Benefits

Cost efficient

- “Oil consumer receive up to 30 percent more for their heating dollar than natural gas or electricity customers.”

Energy efficient

- “New oil heat boilers and furnaces range from 83 to 95 percent efficient….upgrading your heating equipment to a more energy-efficient system can lower your energy cost by up to 30 percent compared to electrical hearing systems.”

Keeps you more comfortable

- “Oil-heated homes are comfortable even during the coldest days of winter because heating oil quickly burns at 2,200 degrees Fahrenheit – far higher than those with electric heat pumps.”

- “130,000-plus homes have converted from electric heat to oil since 1991.”

- “As many as 1 million North American home owners using electric heat may experience increased savings and greater comfort by moving up to oil!”

- “Oilheat replenishes hot water much faster. An oil-fired water heater can heat water up to twice as fast as natural gas and up to 5 times faster than electricity.”

https://www.carrollhomeservices.com/fuel/heating-oil/benefits-of-oil/
http://www.coha-ontario.ca/publications/oil_is_the_way_to_stay.html
https://www.petro.com/oil-propane/the-benefits-of-choosing-home-heating-oil
Price advantages don’t last

- “In fact, over the last twenty years, the costs for Oilheat and utility gas have tracked each other closely, with Oil heat being the better value most of the time.”

Upgrade heating system

- “Money Magazine reports that upgrading an Oilheat system could ‘save your more money than any other home improvement project’ and concludes that ‘the cost of converting would probably be higher than the savings.’ Indeed, money spent to upgrade a heating system or replace it with modern high-efficiency model can reduce fuel consumption by 40% or more.”

- “Manufacturers rebates and locate, state and federal tax incentives may also be available when upgrading.”

Less expensive fuel

- “Oilheat has been the less expensive heating fuel for most of the last 20 years, according to the U.S. Department of Energy. Prices for Oilheat and natural gas have followed each other closely through the years.”

http://www.energyanswerstoday.com/pricing.php
Oil Industry Messaging (Cont’d) – Environment / BioHeat

Has been branded

- “The evolution of Oilheat”

Is environmentally-friendly

- “Recent research reveals that oil is better for the environment than many electric plants and is environmentally-friendly as gas.”
- “B-12 blend Bioheat emits less carbon than natural gas.”

Promotes better air quality in your home

- “Lowers toxic emissions vs. petroleum fuels.”

Creates jobs

- “The biodiesel industry has plants in nearly every state... Last year, the industry’s record production of nearly 1.8 billion gallons supported more than 62,000 jobs across the economy....”

Has a celebration day

- “March 18th is National Biodiesel Day”

http://mybioheat.com/bioheat-basics/
Oil Industry Messaging (Cont’d) – Environment / BioHeat

Renewable

- “Reduces State’s dependence on foreign oil and promotes North Carolina energy independence.”
- “There is no renewable supplement to utility gas.”

New York Clean Heating Fuel Tax Credit

- “Residential and commercial purchase of Bioheat”
- “Fuel purchased on or after January 1, 2017”
- “Credit is equal to one cent for each percentage of biodiesel per gallon up to a maximum of 20 cents per gallon.”
- 250 gallons of 20% Biodiesel (B20) is $50.00

New York Clean Heating Fuel Tax Credit

Because Approved Oil delivers clean, green Bioheat®, our customers have the opportunity to claim the New York Clean Heating Fuel Tax Credit. To claim the credit, you must fill out and file Form IT-241 with your annual income taxes.

https://approvedoil.com/specials/

http://www.energyanswerstoday.com/supply.php

http://ncoilheat.org/oilheat/renewable

https://approvedoil.com/specials/

http://www.energyanswerstoday.com/supply.php

What is ECOPlus?

We fortify every gallon of heating oil we deliver with ECOPlus, an additive that dissolves impurities that occur naturally inside your tank. If allowed to accumulate, these impurities cause your system to run poorly. With ECOPlus, not only will your system use less heating oil and produce fewer emissions, used consistently, ECOPlus reduces system wear and tear, and helps lengthen system life. We provide ECOPlus at no additional cost to you! Get pricing and delivery info.

https://tevisenergy.com/heating-oil-delivery/#eco-plus
Oil Industry Messaging (Cont’d) – Full Service vs. Discount

Full Service vs. Discount Companies

- Service maintenance and repairs
  - Service plans limited to those who purchase their annual fuel oil requirements from the dealer
- Pricing options
- Automatic deliveries

Oil service vs. natural gas

- “Full-service Oilheat dealers provide the preventive maintenance that every heating system needs, regardless of the fuel it uses. Oilheat dealers also provide great peace of mind by offering 24-hour emergency service.”
- “Gas utilities, on the other hand, generally provide neither preventive maintenance nor emergency service. As a result, gas customers may be wasting fuel by using poorly tuned equipment, and they might have no one who will help them in the event of a heat emergency.”

https://www.tidewateroil.net/

https://www.petro.com/why-petro/full-service-vs-discount-heating-oil-companies
Heat Pumps: Growing Threat For Oil Heat?

Growing interest

- Energy efficiency

Significant rebates and incentive

- Energy efficiency
- Clean energy
- Electric utility

Lower annual operating

Better for the environment

Part of clean energy initiatives

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<table>
<thead>
<tr>
<th>Incentive</th>
<th>Amount</th>
<th>Expires</th>
</tr>
</thead>
<tbody>
<tr>
<td>MassSave 0 Percent Interest HEAT Loan</td>
<td>0% for 7 years, up to $25,000</td>
<td>Ongoing</td>
</tr>
<tr>
<td>MassSave Heat Pump Rebate</td>
<td>Up to $300 per indoor head</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Alternate Energy Credits</td>
<td>Varies</td>
<td>Ongoing</td>
</tr>
<tr>
<td>MassCEC Rebate</td>
<td>Up to $2,500</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

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Opinion Survey

- Phone interviews in January-February 2018 with Northeast homeowners.
- Use oil as primary heating fuel.
- Located in or near major cities and suburbs; excluded rural locations.
- Spoke to person that makes decisions about heating fuels.
- Conducted by research specialists with extensive energy experience.
- Authored by Bill Wietecha.
Current View of Oil Heat Consumers

Consumers have taken notice of the recent price increases
- Not as alarming as several years ago

However, no urgency to convert
- Customers are selective
- More knowledge about natural gas

Oil heat concerns
- Delivery constraints
- Repair services tied to deliveries.
- Confusing price options.

Customers are open to other options
Findings: What Like **Best** About Oil Heat?

Note: Multiple responses accepted.
Findings: What Like Least About Oil Heat?

- Cost
- Service/Dealers hard to deal with
- Not easy to maintain
- Hard to budget
- Storage tank
- Not much
- Maintenance cost is expensive
- Smell/Noise

Note: Multiple responses accepted.
Key Takeaways

Consumers have taken notice of the recent price increases
- Price increases
- Price volatility

Concerns with oil heat
- Confusing price options
- Repair service is tied to fuel delivery service
- Fuel delivery concerns during cold snap

“I am used to oil. The price has stabilized and it’s pretty competitive.”

“It keeps my house consistently warm and the cost has been pretty good.”

“The price is all over the place. The dealers keep telling me that I have to commit way in advance for [a stable price].”

“I have to shop around all the time for price…and it’s going up.”

“You have to stick with one dealer or you pay more and then won’t service you.”

“I was almost out during January and I had to call for three days in a row until they finally came.”
Findings: Oil Price Today vs. Last Year?

Q: How has your oil price changed since last winter?
Findings: Oil Price in Next 3-to-5 Years vs. Today?

Q: In the next 3-5 years, do you think the price of oil will: go up, stay the same, or go down?
Continued concern about prices.

- Impact of cold weather earlier in the season

“Oil prices are so hard to plan for. This year my costs are up 20%.”

“This year I spent a lot more than last year.”

“All the dealers are warning me that prices are going up cause of the cold winter.”

“I heard that after last winter the prices are going way up.”

“I am sure they are going up in the next few years.”
Q: Here are some reasons that homeowners choose a heating fuel. Please score each of these on a scale of 1 to 10, with 1 being not important to your choice of heating fuel and 10 being extremely important to your choice of heating fuel.
Findings: What Do You Know About Natural Gas?
Q: How has the price change since last winter influenced your likelihood of switching to natural gas?
Switching to Gas (Cont'd): Key Takeaways

Slight uptick in interest due to rising oil prices.

Many appear to be in a wait-and-see mode.
  - Cost new heating system

Homeowners are also looking at heat pumps.

“I wish we had [natural gas].”

“They are looking into making it available around here.”

“They put the line in to our neighborhood last year but was too early to replace my furnace.”

“Every article I read says gas is the best for the long haul.”

“I know a lot about oil, but not much about gas.”

“I would switch if they had a way to convert my furnace.”

“The cost to make the switch is like $7,000. I know it will pay off in the long run, but it’s a lot to come up with.”

“I heard the new pumps are the way to go. I am going to check into it.”

“I keep hearing about heat pumps. They have lots of rebates.”
Likelihood of Switching at Various Savings Levels?

Q: What would you score your likelihood of switching to natural gas if the price of natural gas were [10%, 30%, 50%] less than the price of oil, with 1 being no interest and 10 begin extremely interested.

Percentage reflects those scoring 7 or higher. Ratings do not factor in conversion costs.
Research Takeaways

Limited availability.
- Natural gas is not available for some consumers

Limited messaging about natural gas – or getting crowded out by other messaging.
- “There is no renewable supplement to utility gas”

Oil heat concerns
- Delivery constraints
- Repair services tied to deliveries.
- Confusing price options.

Growing interest in heat pumps
- Worth monitoring

Inundated with calls from customers, heating fuel dealers scramble to meet demand

Several smaller companies say they’re looking at backlogs of a week or more for customers who don’t have automatic refill service.

Don Arno hauls containers of heating oil from a pump at PitStop Fuels in Standish on Wednesday. Extreme cold has increased demand for oil, leading to long waits for delivery and at the pumps. Arno’s next oil delivery is expected roughly two weeks after the day he ordered it in late December. Staff photo by Ben McCanna

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- Key Takeaways
Purpose

- Facilitate communication among state regulators on what states are doing to promote and facilitate gas expansion.
- Develop recommended mechanisms and best practices.

Recommended mechanisms and best practices

1. Hold robust, open and transparent stakeholder process
2. Offer no-cost line extensions within certain parameters
3. Update CIAC calculations to reflect market realities
4. Allow CIAC to be paid over time
5. Allow targeted natural gas expansion programs
6. Encourage use of anchor customers for gas expansion programs
7. Consider financial assistance to customers to mitigate “behind the meter” costs
8. Consider innovative financial ratemaking incentives to build out the natural gas distribution network

1. Hold Robust, Open and Transparent Stakeholder Process

Description

“When undertaking natural gas expansion efforts, we believe it is essential for state public utility/service commissions to utilize methods and procedures that provide all interested parties with an opportunity to meaningfully participate in the process.”

Examples

- Connecticut’s CES
  - Implemented a wide range of ratemaking mechanisms that helped expand natural gas service across the state
- Massachusetts DOER study
  - Evaluated policies to expand natural gas service; quantified the potential economic and environmental impacts; conducted a stakeholder process

2. Offer No-Cost Line Extensions within Certain Parameters

Description

- “We recommend that state public utility/service commissions consider allowing [gas utilities] to offer no-cost line extensions for consumers without natural gas service that live within a predefined distance along an existing gas main.”

- **49 out of 83** gas utilities in a 2013 AGA survey offered limited free line extensions (NRRI report)
  

Examples

- **Delmarva**
  
  - 100 feet of gas main plus 100 feet of service line
  

- **Orange and Rockland Utilities, Inc.**

  - 200 feet for residential heating
  
  - 100 feet for residential non-heating
  
3. Update CIAC Calculations to Reflect Market Realities

Description

“We recommend that state public utility/service commissions consider allowing [gas utilities] to update their CIAC methodology that is used to determine whether an extension is economic. Existing CIAC calculations may not reflect actual costs in today’s market.…”

Examples

Avista

- Increase construction cost allowance through change in line extension method:
  - Washington Line Excess Allowance Program (LEAP)
  - Residential heating customer: increases allowance to **$4,482** from **$3,789** and previously **$1,920**
  - Available to Avista’s electric customers as well as homeowners who are not an Avista customer

https://www.myavista.com/about-us/services-and-resources/natural-gas
4. Allow CIAC To Be Paid Over Time

Description

“We recommend that state public utility/service commissions consider allowing [gas utilities] to provide consumers with the option to pay a CIAC in installments over time. We note that such a program can be implemented via an on-bill surcharge.”

Examples

■ NSTAR / Eversource
  • DPU 16-79 (Approved February 2017) allows an alternative payment option to pay the CIAC over a 10-year period

■ Black Hills Arkansas – Main Extension Surcharge (MES)
  • No cost for main extensions of 100 feet or less
  • Main extensions over 100 feet at monthly payment

Up to $2,129 for Customers selecting a $20 per month
Up to $3,193 for Customers selecting a $30 per month
Up to $4,257 for Customers selecting a $40 per month
Up to $5,322 for Customers selecting a $50 per month

http://www.apscservices.info/pdf/14/14-002-A_19_1.pdf/

https://www.eversource.com/content/ema-c/residential/switch/why-natural-gas/incentives-financing

5. Allow Targeted Natural Gas Expansion Programs

Description

- “…an up-front CIAC can be prohibitive for a homeowner or small business to obtain natural gas service, especially for consumers in rural areas who do not live along an existing gas main…state public utility/service commissions should be open to allowing jurisdictional [gas utilities] to implement special programs…a state commission does not have to approve a permanent targeted gas expansion program [rather] the program can be implemented as a pilot with caps on expenses, limits on the duration of the program, and reporting requirements.”

Examples

- Mississippi rural expansion program
- Wisconsin area expansion program
- Unitil TAB program


6. Encourage Use of Anchor Customers for Gas Expansion

Description

“Although most state natural gas expansion activity has concentrated on residential and small business customer classes, we recommend that state public utility/service commission also should be open to natural gas expansion programs targeting large commercial and industrial customers who may act as anchors for large gas main extensions.”

Examples

Maine – Summit Natural Gas

- “Summit Natural Gas sought to serve 15,000 homes using the Sappi Fine Paper Mill as an anchor customer (the project for the Mill was completed in 2014)”

Pennsylvania – Leatherstocking Gas Company (LGC)

- “LGC will begin constructing natural gas distribution networks in the summer of 2013. Initial construction will be from existing gathering lines in the region to larger volume anchor customers such as hospitals, schools, commercial areas and municipal buildings”

Skowhegan’s Sappi mill turns on the gas

Summit Natural Gas connection has gone live, which will save Sappi Fine Paper Co. hundreds of thousands of barrels of oil a year.

BY DOUG HARLOW STAFF WRITER

SKOWHEGAN — The Sappi Fine Paper Co. Somerset mill in Skowhegan is now running on natural gas instead of oil, a move the company hopes will save 30 percent off energy costs and reduce air emissions and other harmful environmental impacts.

Summit Natural Gas of Maine completed the final installation of equipment to allow the Somerset mill to run at full capacity using natural gas, according to Mark Hittle, director of marketing and communications at Sappi North America offices in Boston.


Leatherstocking Gas Expands Natural Gas Distribution System Build Out In Susquehanna County

Jun 18, 2014

Leatherstocking Gas Company has begun construction of its natural gas distribution system in the Borough of Montrose. The new project builds off of the 6 miles of distribution system the company constructed during 2013 in Bridgewater Township. This latest build out will provide natural gas service to homes, businesses and public institutions in the Borough of Montrose and expand the existing Bridgewater Township system.

Leatherstocking anticipates building approximately 8 miles of natural gas distribution main and connecting 300 customers this year. Russ Miller Leatherstocking’s Vice President of Gas Supply & Marketing stated “We have nearly 300 applications for gas service so far, and more are arriving everyday”. He also said we are working with the Montrose Area School District to provide service to the Lathrop Elementary School. Additionally we are working with Susquehanna County to get the County offices connected to natural gas.

7. Financial Assistance To Mitigate “Behind the Meter” Costs

Description

- “[Gas utilities] in several states have rebate programs to cover some or all the non-utility-related costs when converting to natural gas service and we recommend that state public utility/service commission be open to allowing [gas utilities] to establish such programs.”

Examples

- **Avista**
  - Apply excess construction cost allowance as a rebate for customer equipment
  - Applies only to those customers converting to natural gas from another fuel source
  - E.g., $4,482 in allowance less $2,500 in average construction cost = $1,982 in excess allowance

- **UGI**
  - Energy Efficiency / Conservation Program “includes several rebate options for customers who upgrade heating systems or appliances to more efficient equipment or convert to natural gas”


https://www.myavista.com/about-us/services-and-resources/natural-gas


Line Excess Allowance Program

Cash in on savings when you switch to natural gas

If you’re a Washington homeowner converting to natural gas, we have a program that may help you pay for the cost of purchasing and installing new natural gas equipment — no matter what fuel you’re currently using to heat your home. You don’t even have to be an Avista customer.

The Washington Line Excess Allowance Program (LEAP):

- Provides residential customers with an “allowance” of $4,482 to help pay for the cost of connecting to our natural gas system.
- If the cost to connect to our system is less than the allowance amount, the excess remaining may be applied toward the purchase and installation of a new, high-efficient (90% AFUE or greater) natural gas furnace or boiler, and/or a new natural gas water heater.
- Available to Avista’s electric customers as well as homeowners who are not an Avista customer (Washington only, some restrictions apply).

https://www.myavista.com/about-us/services-and-resources/natural-gas
8. Innovative Incentives To Build Out Distribution System

Description

“We recommend that state public utility / service commission consider using financial incentives as part of the ratemaking process to spur natural gas expansion by [gas utilities].”

Examples

- AGL’s Georgia Strategic Infrastructure Development and Enhancement (STRIDE)
  - In 2009, the Georgia PSC approved STRIDE
  - “STRIDE provides for a rider on customer bills that allows AGL to recover costs associated with infrastructure expansion… AGL received approval for $46 million to further expand its distribution system into unserved and underserved areas within the state.”

- Mississippi Supplemental Growth Riders (SGRs)
  - The Mississippi PSC approved SGR for the state’s two largest gas utilities, Atmos Energy and CenterPoint Energy to address gas expansion efforts for the purpose of economic development. Qualified investments were incentivized to return 12% for a 10-year period
  - In addition, in 2017, at the urging of the PSC, “the Mississippi Legislature passed a bill which loosens used and useful standards for gas expansions” and allows “capital investments in prospective projects such as industrial parks”

https://www.atlantagaslight.com/community/economic-development/georgia-stride

https://www.psc.state.ms.us/InsiteConnect/InSiteView.aspx?model=INSITE_CONNECT&queue=CTS_ARCHIVEQ&docid=310900
Topics

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Gas Utility Messaging: System Expansion

In 5 months Vermont Gas signs up over 500 in Addison County


Expanding Natural Gas to More Communities Across Ontario
Province Launching New Natural Gas Grant

January 30, 2017 10:15 A.M. | Ministry of Infrastructure

Ontario is expanding access to natural gas for communities that do not currently have service, including those in rural and Northern Ontario and First Nations communities.

The province has heard from people who have asked for service to be expanded to their communities to support greater consumer choice, economic growth and new jobs. In response, Ontario is launching a new natural gas grant program to support the building of natural gas infrastructure.

Municipalities and First Nations communities will be able to work with utilities and natural gas distributors to bring forward proposals under a competitive intake process.

By enabling more communities to access natural gas, Ontario will attract new industry, make commercial transportation and agriculture more affordable, provide a cleaner source of energy and reduce costs.

Expanding access to natural gas is part of the government’s plan to create jobs, grow our economy and help people in their everyday lives.

Quick Facts

- Ontario is providing $100 million for the new Natural Gas Grant Program, part of the province’s Moving Ontario Forward plan.


Gas Utility Messaging: Savings


http://www.bangorgas.com
Gas Utility Messaging: Comfort

**Natural Water Heaters: Being in Hot Water Never Felt This Good**

We're all been there. The Tardy Shower Rush Hour. The kids cannot be late for school again. And there's an 8 a.m. meeting, just waiting for you.

But today, you're late in line for the bathroom. So you cross your fingers in the hopes there's at least a little hot water left when you turn the knob.

That's why your water heater should be fueled by natural gas. Your tank will recover three times faster and last less money than its electric counterpart. Now if that's hard just a thought of coffee on your way out the door!

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**Benefits & Uses of Gas**

**Why Choose Natural Gas?**

Natural gas continues to be one of the lowest cost and most efficient energy sources available. Plus, Columbia Gas of Massachusetts customers can save even more money with rebates through our energy efficiency and conservation programs.

**It's Cost Effective**

You can save energy and money when you convert to using natural gas to heat your residence. Use the Fuel Cost Calculator to estimate your annual heating or annual water heating costs with natural gas in comparison to other energy sources.

**Warm Heat is Gas Heat**

Unlike other energy sources, natural gas provides instant heat as soon as it's turned on. Natural gas can keep your entire residence comfortable by providing instant warm heat to your furnace, fireplace, stove, and water heater.

**It's Reliable**

Natural gas is piped directly into your residence. It's always there when you need it and you never have to worry about running out of fuel or arranging for deliveries.

**It's Efficient**

When you use natural gas, 80 percent of what is delivered to your residence is considered useful energy, as opposed to electricity, which, according to the U.S. Department of Energy, loses more than two-thirds of its usable energy in its generation and transmission from the producer to your residence.

**It's Clean**

Natural gas is the cleanest burning fossil fuel, helping to reduce our carbon footprint.

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Gas Utility Messaging: Environment

Clean & Efficient

- It’s a cleaner burning fuel that produces about 30% less carbon dioxide than heating oil
- Natural gas appliances like clothes dryers and water heaters are faster and use less energy than appliances that run on alternative power.


Meeting the Climate Change

Reducing Greenhouse Gas Emissions

As a charter member of the U.S. Department of Energy’s (DOE’s) Climate Challenge, NiSource has implemented cost-effective methods for reducing carbon dioxide (CO₂) emissions. NiSource has already reported CO₂ reductions of more than 34 million equivalent tons since 1990.


Related Links
- American Gas Association
- America’s Natural Gas Alliance
- Edison Electric Institute
- Environmental Protection Agency – Climate Change
- Pew Center on Global Climate Change
- Smart Climate Policy (EEI-sponsored)
Gas Utility Messaging: New Programs

**Simply Better**

Make the switch to natural gas

**Central Hudson**

**Switch to Natural Gas and Receive a Free Boiler or Furnace with Our Turnkey Program**

Live the way you want with natural gas.

[https://www.cenhud.com/simplybetter](https://www.cenhud.com/simplybetter)

**Liberty Utilities**

Energize Homes

Energize Liberty Utilities Homes

**Features**
- ENERGIZE** is an enhanced** referral program that rewards current and satisfied customers and contractors affiliated with Liberty Utilities.
- **Energize Liberty Utilities** is offering customers in Missouri up to $3,000 in incentives to make your homes more energy efficient.
- Energize Liberty Utilities Homes allows you to save money and adapt to your home.

**Program Requirements**
- To get started, read through this page, and download the document below for full details.

**Who Qualifies?**
- Missouri homeowners whose Liberty Utilities as their natural gas provider.
- Homeowners must own and occupy single-family or multi-family homes.
- New construction, mobile homes, new additions, and energy retrofits of unconditioned spaces are not eligible.
- The Terms and Conditions document provides a complete list of eligibility requirements.
- Both Energize Liberty Utilities Home programs can be combined with other Liberty Utilities or the state of Missouri rebate or home weatherization programs.
- This is not a state-funded program. Only Liberty Utilities residential customers are eligible.


**Save Green Project**

Switch today, save tomorrow.

Order your Home Energy Audit - you may qualify for up to $19,000 in SAVEGREEN incentives.

Switching to clean, affordable natural gas today will make your home more energy-efficient and save you money.

If you're using electricity, fuel or propane to heat your home, you can save money when you make the switch to natural gas. Heating with electricity or propane could cost you two to three times more than natural gas heat. Compared to oil, natural gas is the right choice for maintaining a clean and healthy environment.

Gas Utility Messaging: Bio-Methane

EcoGas™ will soon be available to all customers as a 100% renewable option.

We’re offering packages at a variety of levels to make it easier to fit your budget and efficiency goals. Be an early adopter and sign up to receive more information.

http://www.vermontgas.com/ecogas/

We strongly believe in renewable natural gas as it provides clients with a clean, flexible and locally-produced energy.

RNG simplified value chain

Benefits for clients

- **100% renewable** and GHG free energy
- **Local** energy production fostering
  - Circular economy
  - Employment in regions
  - Reduced reliance on international imports
- **Economically competitive** green energy alternative
  - No CAPEX required for existing gas clients
  - Price per gigajoule equivalent lower than existing alternatives for industrial and commercial clients
- **Flexible** solution allowing clients to green their energy consumption from 1% to 100%
Topics

- Energy Landscape
- Oil Heat Messaging
- Consumer Survey
- Gas Expansion
- Gas Utility Messaging

Key Takeaways
Key Takeaways

Energy landscape continues to change

- Price advantage
- New products: Bioheat
- New technologies: Heat pumps

Take advantage of opportunities

- New ways to expand natural gas service
- New products: Biomethane
- New services: Behind the meter rebates

Messaging and platforms

- Reinforce the value proposition
- Address potential concerns about products and services
- Consider “Word of Mouth” now takes place on social media