



A ThermWise® Approach to Energy Efficiency

ACEEE Energy Efficiency as a Resource
Conference
September 28, 2009



Agenda

- Questar Gas Company & ThermWise® background
- Introduction to ThermWise
- ThermWise Marketing
- ThermWise Results





Questar Gas Company & ThermWise® Background

Questar Corporation (NYSE: STR)

\$7 billion enterprise value

Exploration & Production

Transmission

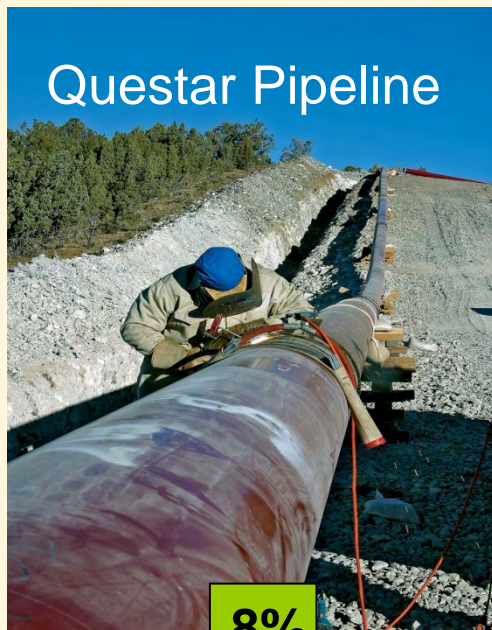
Distribution

Market Resources



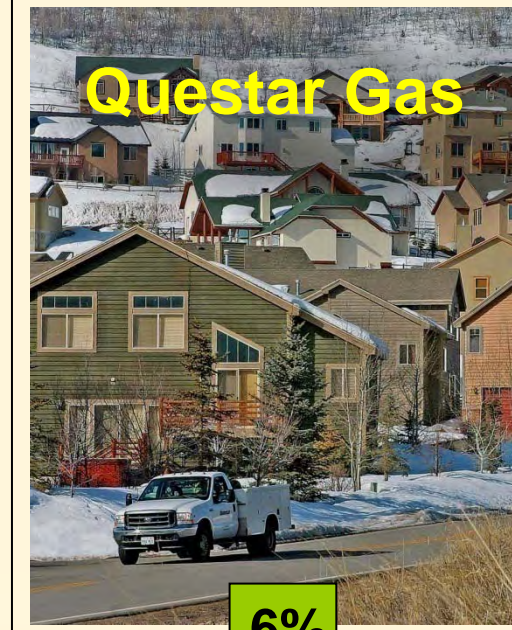
86%

Questar Pipeline



8%

Questar Gas



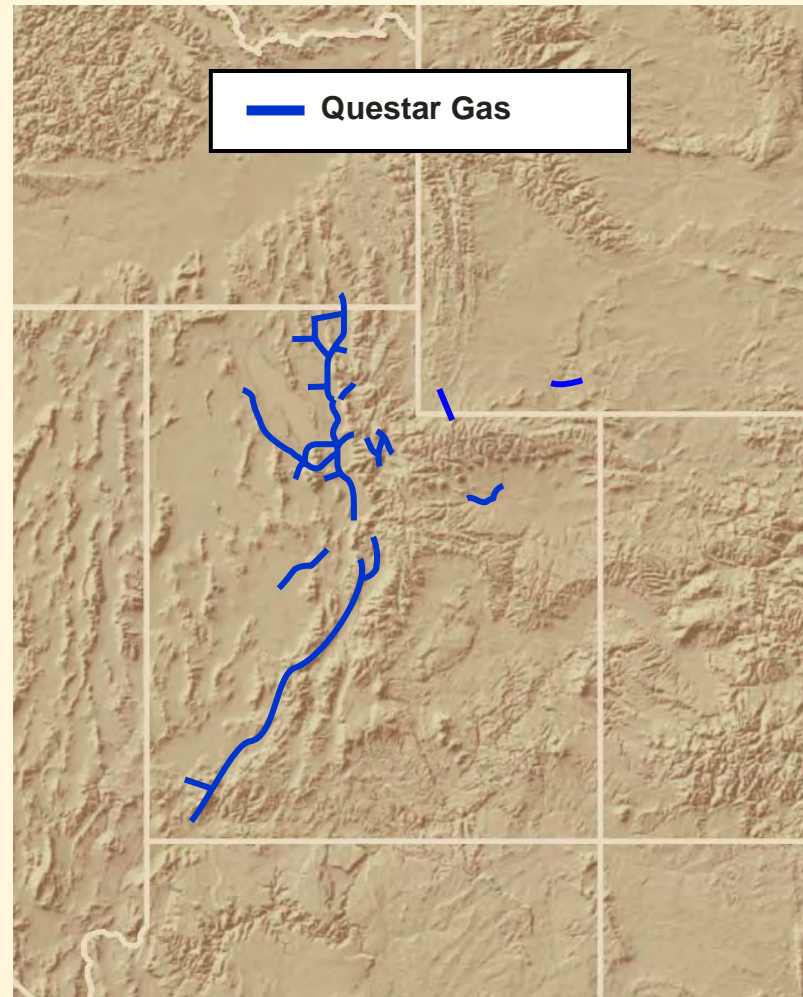
6%

2008 Net Income Contribution

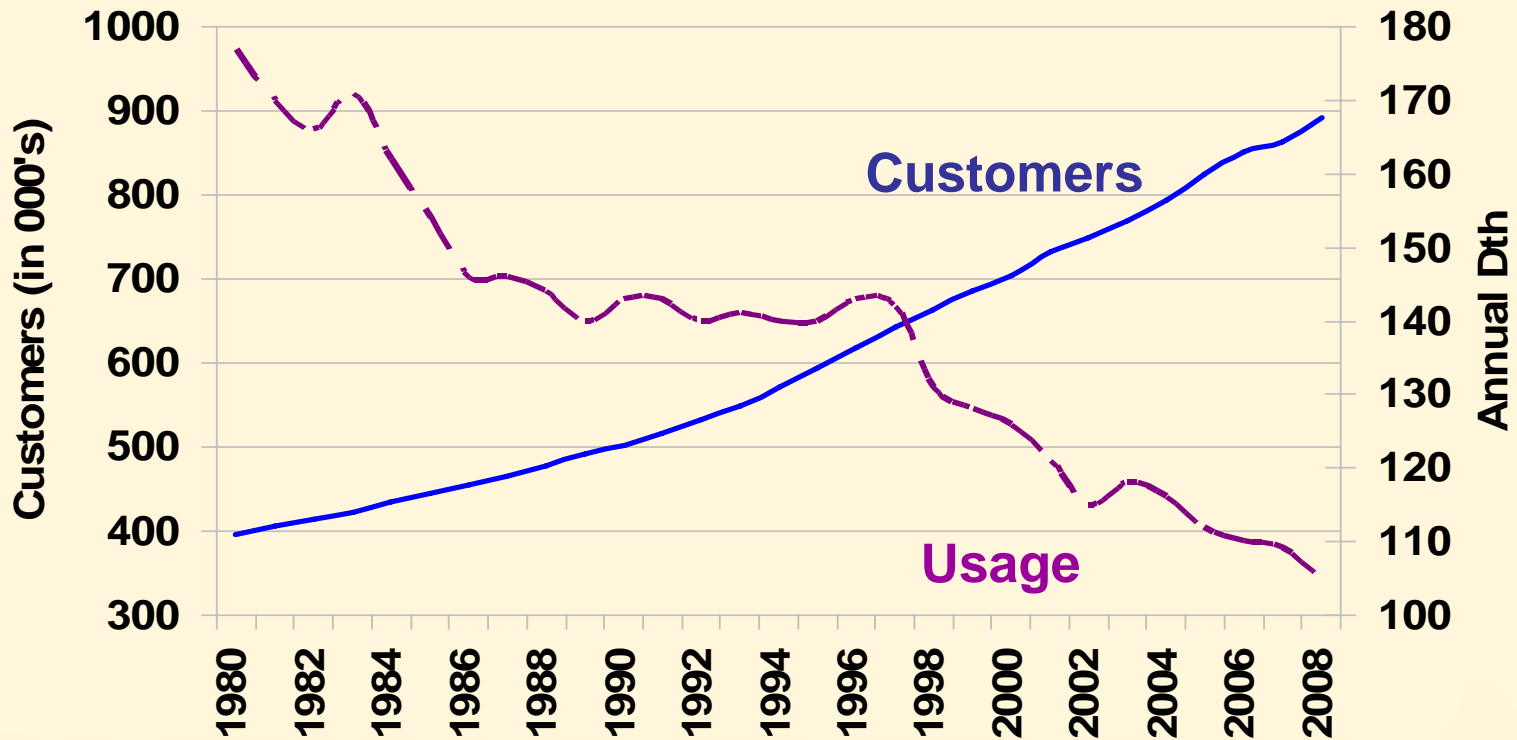


Year-End 2008

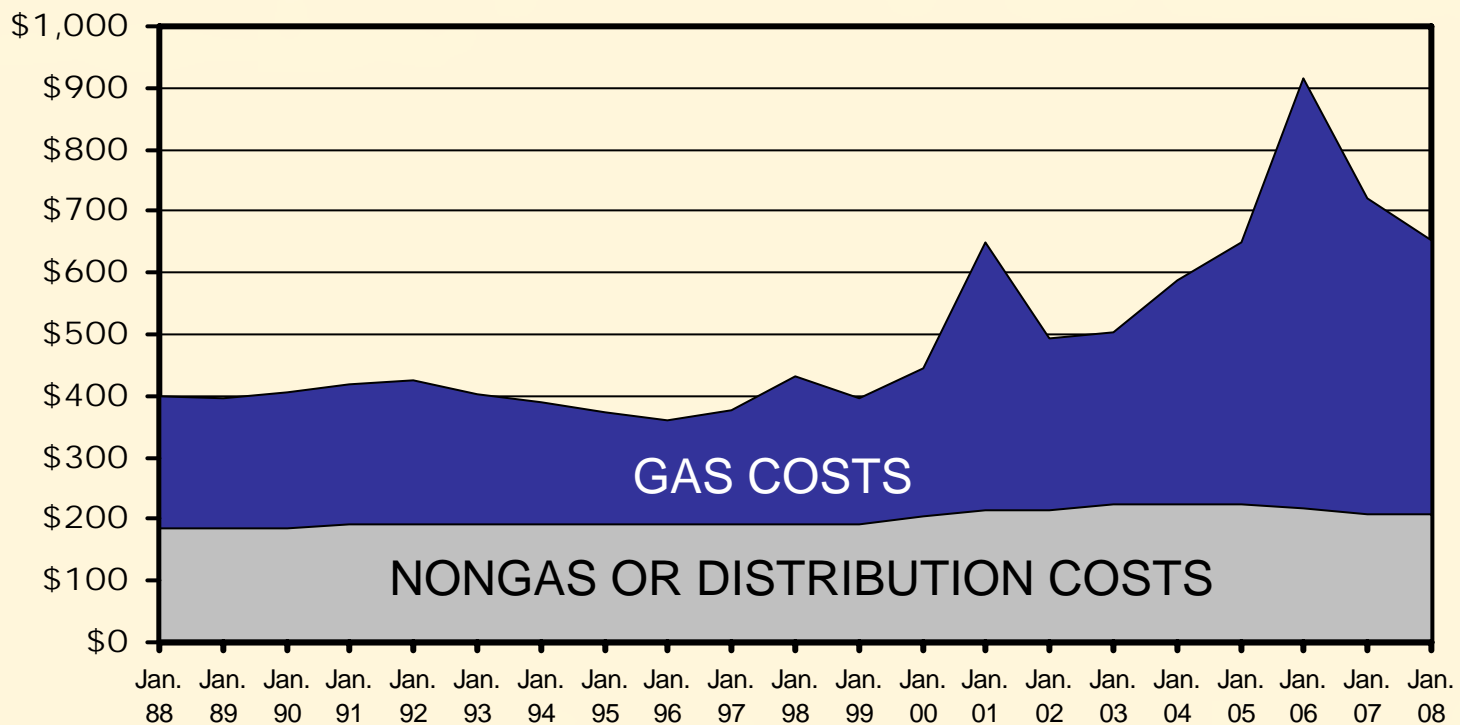
Communities served	281
<u>Customers</u>	
Residential	823,151
Commercial/Industrial	65,451
<u>Annual deliveries</u>	
Residential	621 MMdth
Commercial/Industrial	327 MMdth



Questar Gas Customer Growth/Usage per Customer



What is driving customer prices?



Utah annual typical residential bill



Conservation Enabling Tariff (CET)

- Align with customers needs
- Remove economic barrier to aggressively pursuing customer energy efficiency (DSM)
- Collect Public Service Commission allowed revenue (Revenue Decoupling)
 - Separates revenues and customer usage
- Four year pilot program starting

October 5, 2000



Introducing:
ThermWise
®



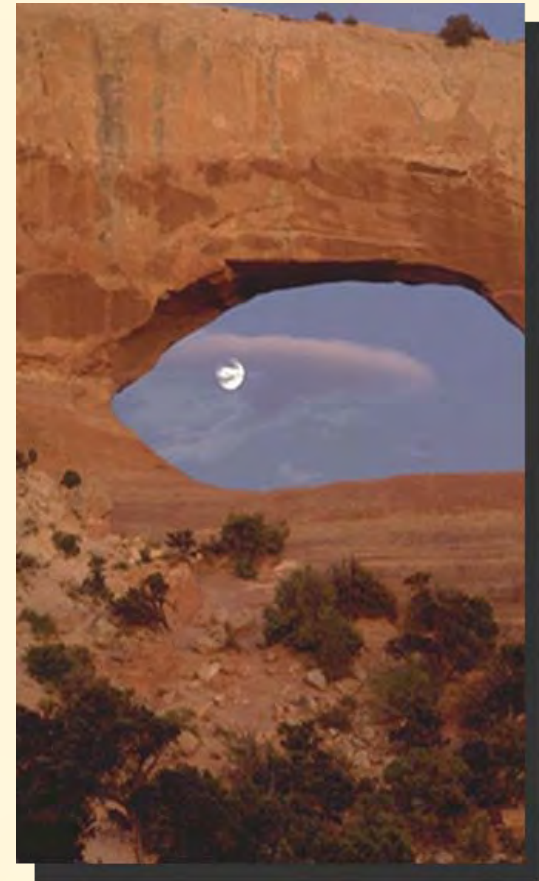
ThermWise® Goals & Strategy

Goals

- Cost-effective customer gas savings
- Market transformation
- Lower customer gas prices

Strategy

- Customer incentives (rebates)
- Marketing emphasis – education and awareness
- Umbrella campaign – branding
- Culture change within company





ThermWise® Programs

- Home Energy Audits
- Weatherization
- Appliance
- Builder
- Multifamily
- Business
- Business Custom
- Low-Income Weatherization

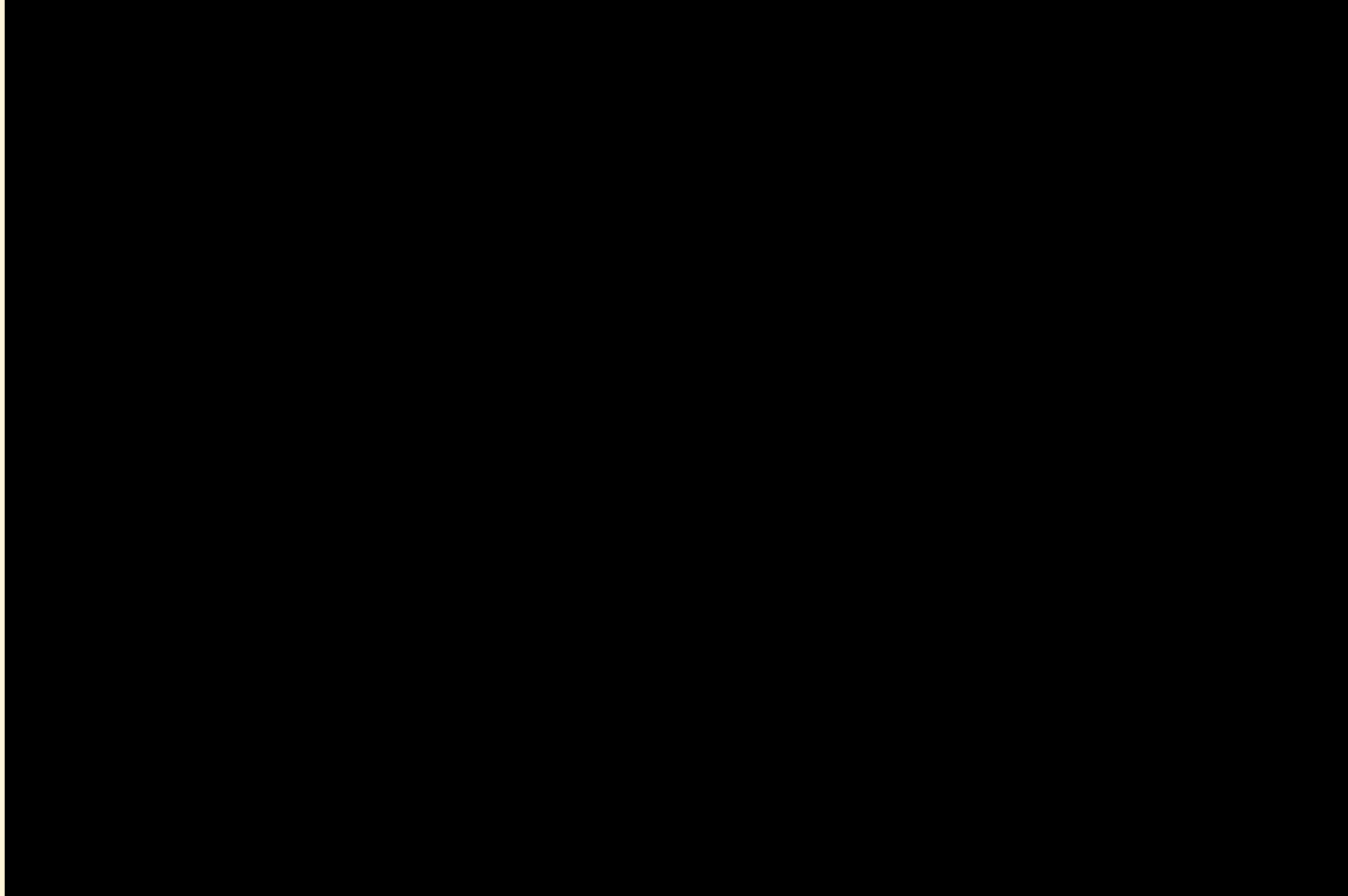


ThermWise® Marketing

ThermWise® Marketing

- Advertising Campaign
 - TV, Radio, Print, Theater, HTR, Billboards
- ThermWise.com
- Questar Gas Publications
 - Inserts, Newsletters
- Alliance Network
 - POP, Promotions, Direct Sales
- Community Events
 - State & County Fairs, Parade of Homes events

2008 ThermWise® Television Commercials – Summer Olympics



2009 ThermWise® Television Commercials – ENERGY STAR® Water



ThermWise® Billboards


ThermWise® Rebate Programs

Rock Springs: I-80 .31 miles east of mile marker 108



Click Here

Therm - THE ENERGY WISE GUY




"If you conserve, you can save."


Welcome to


ThermWise.com®


"You've come to the right place for energy-saving tips and rebates from Questar Gas®."


Utah Customers

Home Audits 

Appliance Rebates 

Weatherization Rebates 

Business Rebates 

Builder Rebates 


Energy-Saving Tips

TV/Radio Ads

Oprime aqui para español

Federal Tax Credits for Homeowners

ENERGY STAR Qualified Homes



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ThermWise® Promotions

ThermWise® Rebate Programs



ThermWise[®] Marketing Material

ThermWise[®] Rebate Programs

Invest in The
and save more gre

Build Therm
and build your comp

Be ThermWise[®]
and save more than one kind of green.

ASK ABOUT ENERGY STAR

QUESTAR Gas
ThermWise.com

ThermWise[®] Builder Rebates Program

NEW CONSTRUCTION REBATES

Are you thinking about incorporating energy efficiency into the homes you build? Through the **ThermWise Builder Rebates Program**, Questar Gas[®] offers cash rebates for installing high-efficiency equipment and building ENERGY STAR[®] homes in the Questar Gas service territory.

It Pays to Build ThermWise!

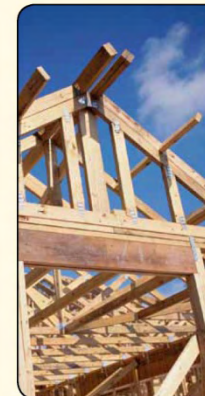
Measure	Single Family 4 units or fewer
ENERGY STAR Whole House Certification HERS Index of 85 or lower	\$500
ENERGY STAR Gas Storage Water Heater EF .62 or higher. Minimum 40 gallons, 75,000 BTU/hr or less	\$50
ENERGY STAR Gas Tankless Heater EF .82 or higher	\$300
High-Efficiency Gas Furnace AFUE 90% or higher	\$300
High-Efficiency Gas Boiler AFUE 85% or higher	\$400
Solar Assisted Gas Water Heating Active and Certified OG-100 by SRCC	\$750

Appliance and weatherization rebates also available for existing Single Family properties. Refer to ThermWise.com for a complete list of eligible rebates for your existing property.

PARTICIPATION IS EASY!

- Step 1:** Sign and submit a Builder Participation Agreement.
- Step 2:** Contact a HERS Rater for your ENERGY STAR project. Visit ThermWise.com for a list of HERS Raters in your area and their contact information.
- Step 3:** Build a new single family home and include one or more energy efficiency measures.
- Step 4:** Submit the ThermWise Rebate Application and documentation.

Visit ThermWise.com for a Builder Participation Agreement, Rebate Applications and additional program information.



THERMWISE PROGRAM
CONTACT INFORMATION:

ThermWise Builder Hotline
866-699-6034

E-mail
Builder@ThermWise.com

Build Value. Build Quality. Build ThermWise.

Visit ThermWise.com for details.

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ThermWise® Events & Trainings

ThermWise® Rebate Programs





ThermWise® Results

ThermWise® Rebate Programs

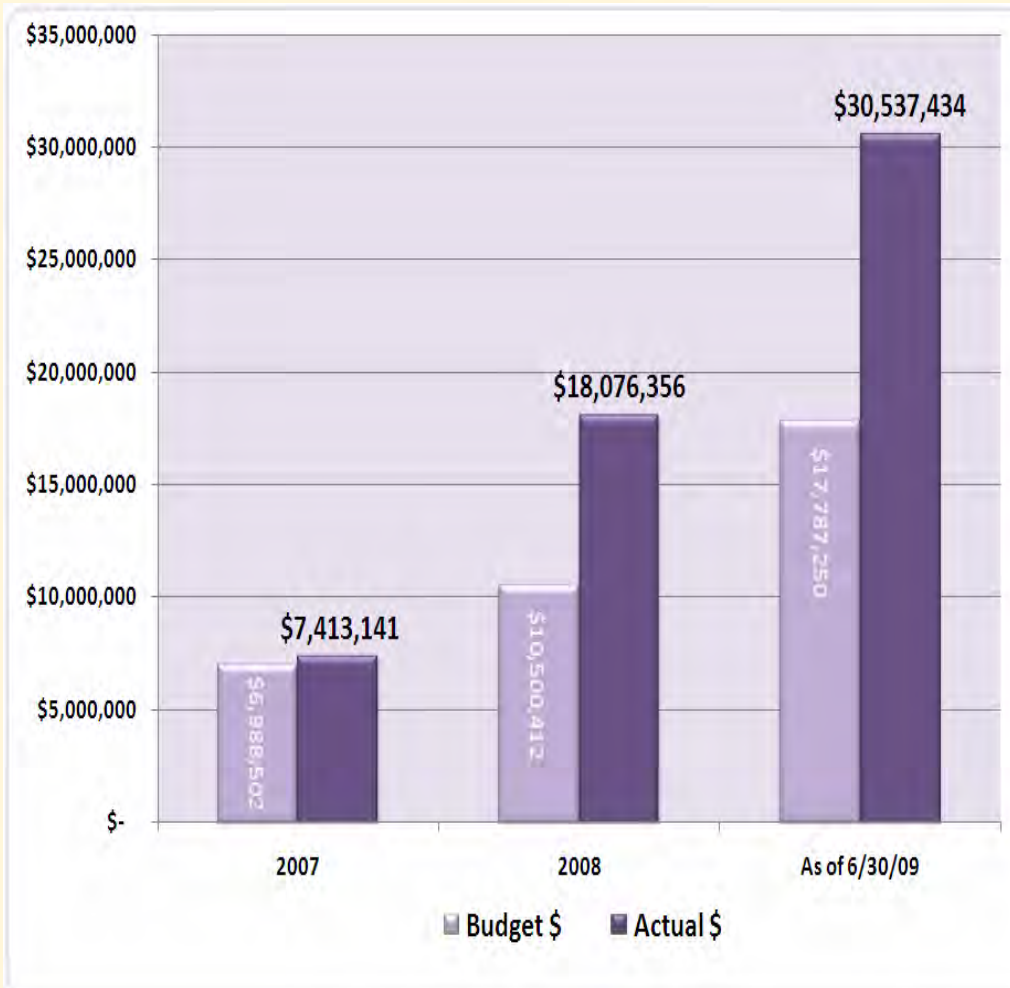
ThermWise® Rebates Paid by Quarter



165,764 total rebates paid

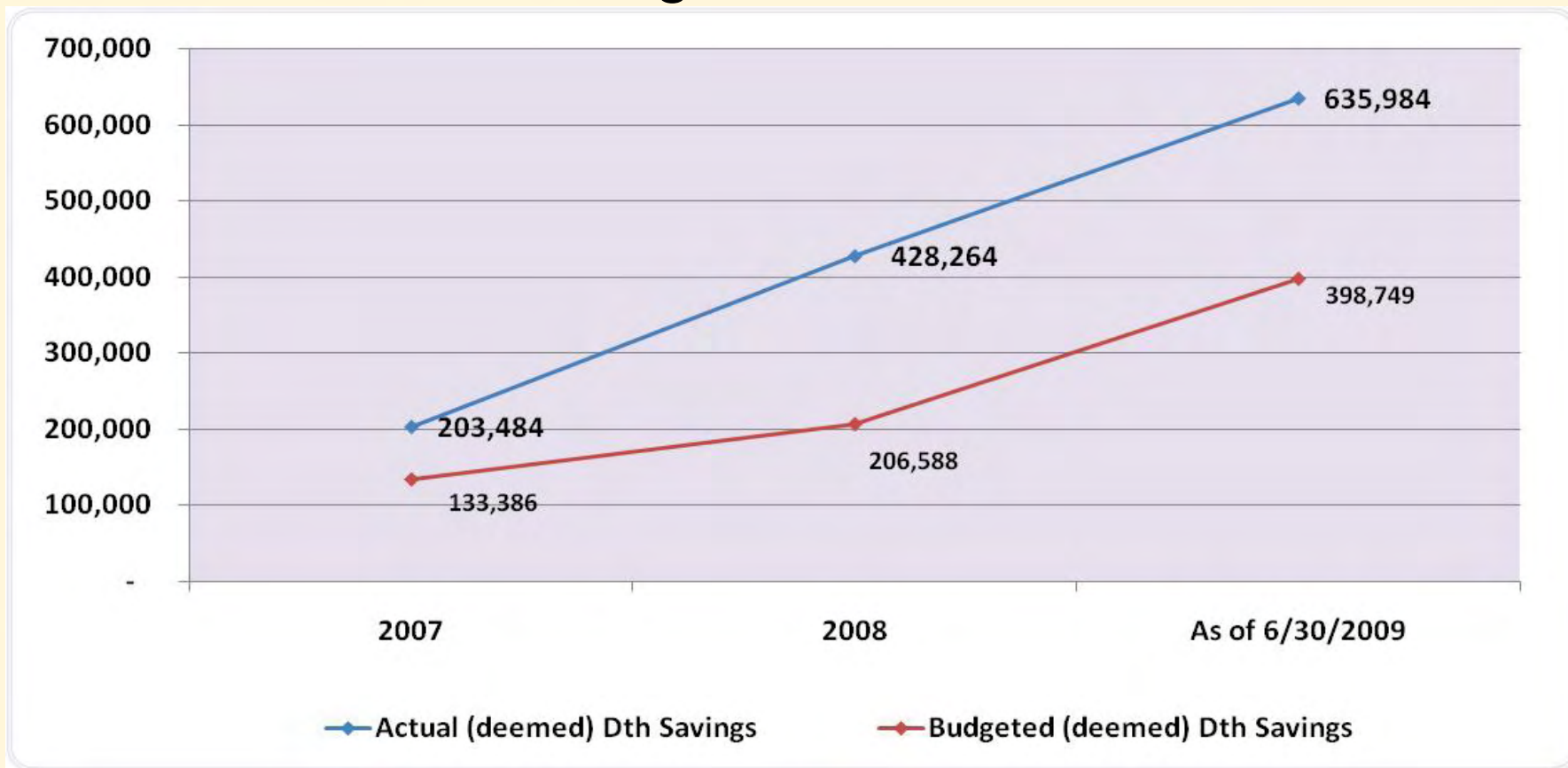


ThermWise® Rebate Programs



- Total ThermWise® Program spending of \$56,026,931 from 2007 through Q2 2009
- 2008 ThermWise® spending was 1.8% of 2008 operating revenues

ThermWise® Programs: Budget vs. Actual Dth Savings 2007 – Q2 2009

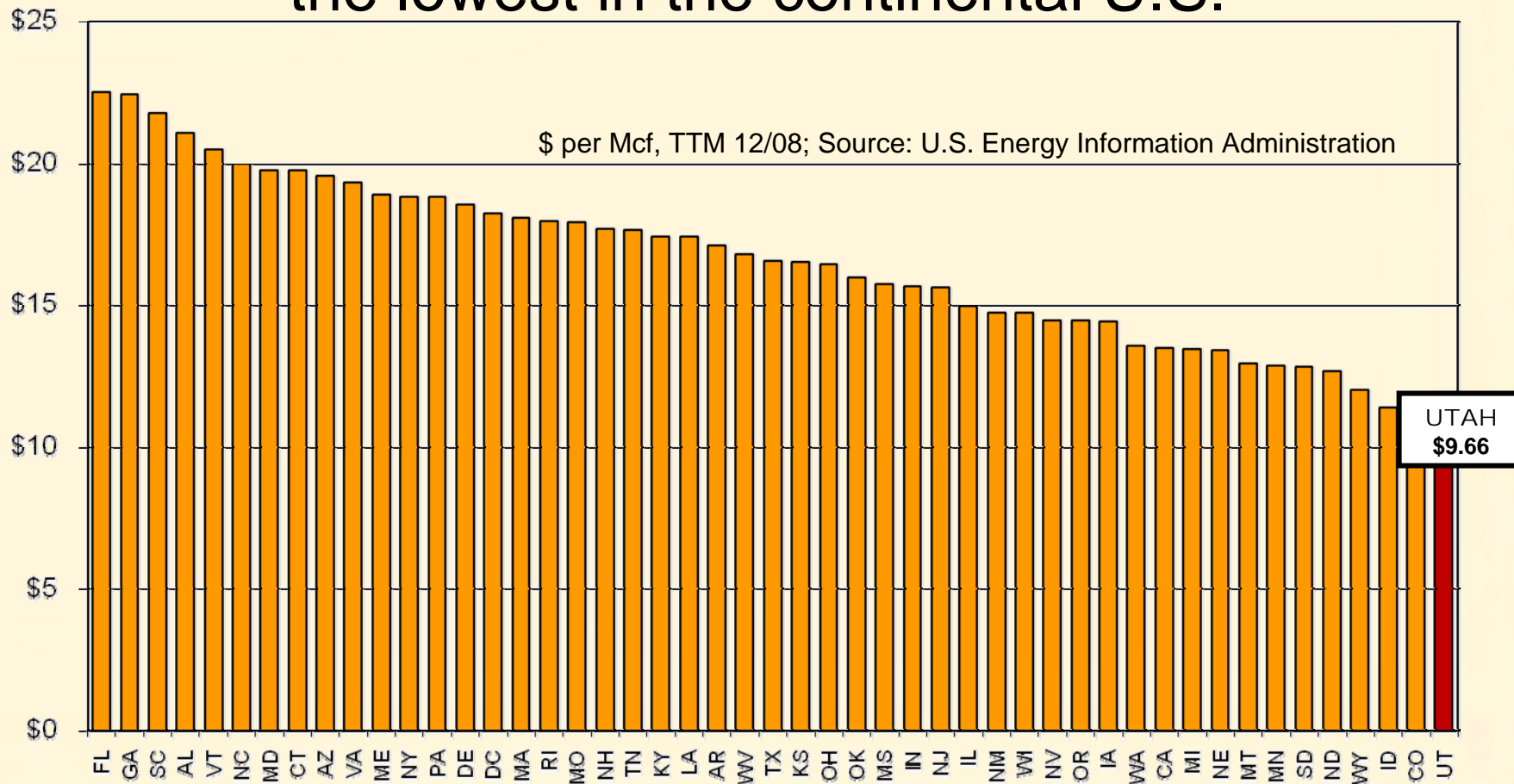


ThermWise® Programs: Utah Customer Benefits 2007 – Q2 2009

Utility Cost Test

	Net Present Value	Benefit/Cost Ratio
2007	\$12,643,449	2.71
2008	\$30,574,714	2.69
2009	\$50,069,974	2.64
Total	\$93,288,137	2.66

Questar Gas's residential rates are the lowest in the continental U.S.



ThermWise® Rebate Programs



Questions?

