

SAFE, RELIABLE NATURAL GAS AT OUR CORE ... AND SO MUCH MORE



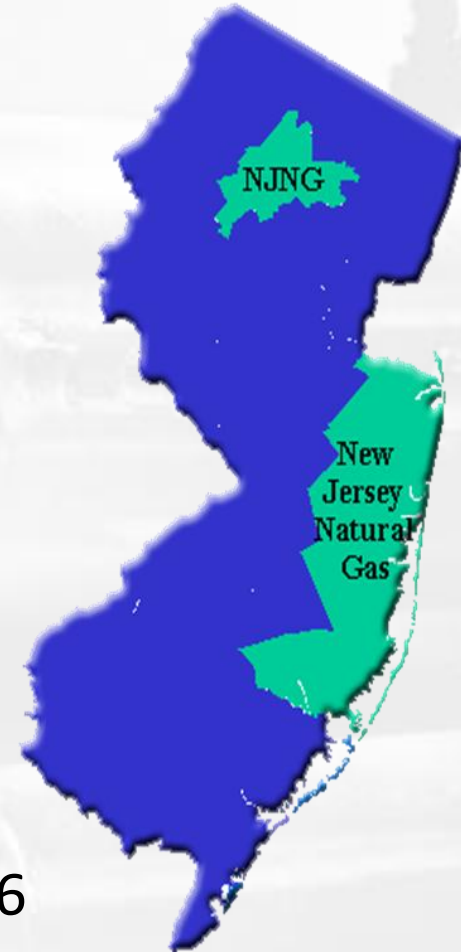
ACEEE Behavioral Persistence

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Director-Conservation and Clean Energy Policy
New Jersey Natural Gas

March 21, 2016

New Jersey Natural Gas

- Established in 1952
- Largest independent Local Distribution Company in New Jersey
- Provides safe, reliable service to over 510,000 customers
- Primarily residential and small commercial customer base
- Conserve to Preserve® launched in 2006



New Jersey EE Environment

- New Jersey's Clean Energy Program
 - Statewide programs run by an independent administrator
- Utilities can seek approval to run EE programs
- New Jersey Natural Gas launched The SAVEGREEN Project® in September 2009
 - All customers connected to a home energy audit



Journey to “Whole House”

- More than 80 percent of customers start with single equipment replacement
 - Consequences
 - Healthy and safety considerations
 - Missing energy savings
 - Missing job growth opportunities
- SAVEGREEN sought to:
 - Recognize marketplace realities
 - Educate customers about their opportunities
 - Acknowledge customer motivations vary


SAVEGREEN by the Numbers

- **61,000+** Phone calls
- **211,000+** Unique visitors to micro site
- **34,700+** Energy audits completed
- **34,800+** Enhanced rebates
- **7,600+** Customers have participated in 0% APR Financing
- **2,300+** Contractors have participated in our program
- **\$126 Million +** In grants, incentives and OBRP loans
- **13,000+** Home Energy Scores conducted



Three Paths

Path	Focus	Value	# of contractors
Rebate	Furnaces, Boilers or Water Heaters	\$500 Furnace/Boiler \$100 Water Heater	2200
Financing outside of HPwES	Furnace/Boiler AND Water heater	\$6,500 On Bill Repayment* OR \$600 rebate	250
Home Performance with ENERGystAR	Comprehensive Project	Financing AND Rebates	30



*Customers have option to convert to HPwES 0% 10-year OBRP up to \$10,000

Connect Customers and Contractors



CONTRACTORS

PROPERTY OF:
NING

Contractors Home

Marketing Items

Important Contacts

Get the latest rebates and forms.

BPI FORMS >> NON-BPI FORMS >>

Have you replaced an ugly furnace lately?

UPLOAD & PLAY >>

Audits to Bid

How it works:

Listed below are completed home energy audits (potential Home Performance with ENERGY STAR projects). Click on "Audit Number" to download and review. If after reviewing the audit you would like to bid on the project, return to this page, and click the "Request to Bid" button. You will be e-mailed the customer's contact details so that you may provide the customer with a formal bid.

Bids are posted every Monday morning. You'll need to make a decision quickly as we are only allowing a maximum of 3 companies to Request to Bid. The number of bids will count down as a Request to Bid is made.



Calculate your energy savings.

WARNING:
Only Request to Bid on projects you are going to bid. Abuse of the system from anyone will terminate the ability for that entire company to use the system.

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EA - Energy Assessment | PA - Proactive | NH - Non Home Performance (\$6500 loan)

AUDIT NUMBER	TYPE	LOCATION	DATE	BID ON THIS JOB	BIDS LEFT
01867	Seal Up	Manalapan Township	03/04/16	REQUEST TO BID >>	1
01866	Seal Up	Holmdel	03/04/16	REQUEST TO BID >>	1
01865	Seal Up	Manahawkin	03/04/16	REQUEST TO BID >>	2
01864	Seal Up	Marlboro Township	03/04/16	REQUEST TO BID >>	1
01863WH	Seal Up	Lakewood Township	03/04/16	REQUEST TO BID >>	2
01861	Seal Up	Montville	03/04/16	REQUEST TO BID >>	1
01860EA	HVAC	Manchester Township	03/04/16	REQUEST TO BID >>	1
01859	Seal Up	Boonton Township	03/04/16	REQUEST TO BID >>	1
01858	Seal Up	Rockaway	03/04/16	REQUEST TO BID >>	1
01857	Seal Up	Long Branch	03/04/16	REQUEST TO BID >>	2

Test Home Energy Score as a Motivator



Home Energy Score

Score

Home Facts

Recommendations

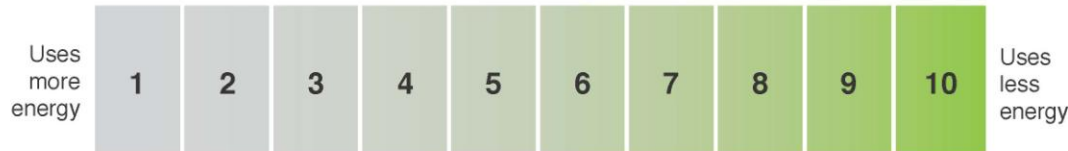
ADDRESS **12345 Honeysuckle Lane
Smithville, AR 72466**

HOME SIZE **1,800 square feet**
YEAR BUILT **1970**
AIR CONDITIONING **Yes**

Your home's current score **2**

Score with improvements **6**

Estimated annual savings **\$541**



Learn more at homeenergyscore.gov



The **Home Energy Score** is a national rating system developed by the U.S. Department of Energy. The Score reflects the energy efficiency of a home based on the home's structure and heating, cooling, and hot water systems. The **Home Facts** provide details about the current structure and systems. **Recommendations** show how to improve the energy efficiency of the home to achieve a higher score and save money.

OFFICIAL ASSESSMENT | Assessor ID 101019 | Assessed on Nov 20, 2015 | Label ID# 99011 | v2015

HES Study

- Partnered with DOE, EnergySavvy and E2e on study
 - Randomized control trial of 5,650 customers
 - 88 percent from the rebate path
 - All homes were scored
 - Scores were only presented to about half the customers
 - Follow-up surveys with extra questions to treatment group
 - Approximately 19 percent response rate overall (16% treatment vs 25% control)
 - Consistency of scoring team
 - Study limited marketing and supplemental promotion to customers



Intended Focus of Study

1. Does the HES affect whether homeowners make EE investments through HPwES?
2. Does the HES impact how soon homeowners make these investments?
3. Does the HES change the level of homeowner investment in energy efficiency?
4. **How do the answers to the above questions change when homeowners are reminded of their HES at least three months later?**

Results

- Customer who received the HES were more likely to sign a release form
 - Treated participants were 15.7 percent more likely to sign a release
- No noticeable differences between groups for implementation of additional work
- Lower initial HES has a small but positive relationship with whether a participant signs a release, converts to HPwES, and completes an energy efficiency project, regardless of group assignment
- Customers who converted to HPwES had an average predicted jump in HES 38 percent higher than those who didn't
 - Regardless of whether or not they saw the score
- Participants responded positively to the HES generally rating it as clear and encouraging.

Is HES Helping? YES

- Challenges with the study
 - Timing challenges – lead time for implementation of work
 - High initial investment
 - Could be more than year later
 - Not tracking work performed outside of HPwES
 - DIY or non HPwES contractors
 - Early noise regarding the accuracy of the score affected presentation of the score to customers
- NJNG release impacts overall
 - Over \$ 1 million of additional job activity in fiscal 2015
 - Almost this much activity already in fiscal 2016 to date

Focused Opower expansion

- Approval for focused expansion in 2015
- Target customers that have not taken the next step
- Would Home Energy Reports (HER) influence customer participation?
 - Gain traditional HER energy savings
 - Is treatment group more likely to implement further upgrades?
- Launched in September 2015
 - 10,623 customers in control group
 - 20,171 customers in treatment group
 - Approximately .4 percent energy savings from HERs
- Too early to assess action on upgrades

What's Next for SAVEGREEN

- Continue remarketing to customers
- Recruit more seal-up contractors
- Market Home Energy Score
- Improve and analyze customer release and implementation rates
- Refine programs to address other barriers

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