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Natural Gas Residential EE Programs



New Mexico  

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GAS COMPANY®

A TECO ENERGY COMPANY

Dru Jones: NMGC, Developer: EE Programs

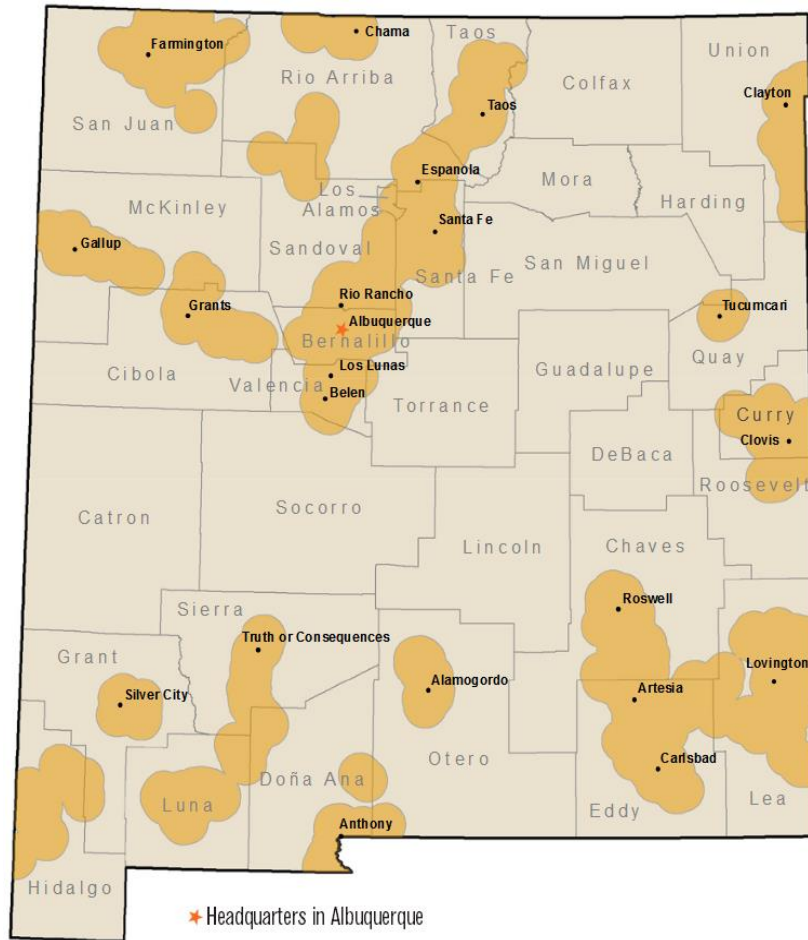
Steve Ellison: ICF, Senior Manager





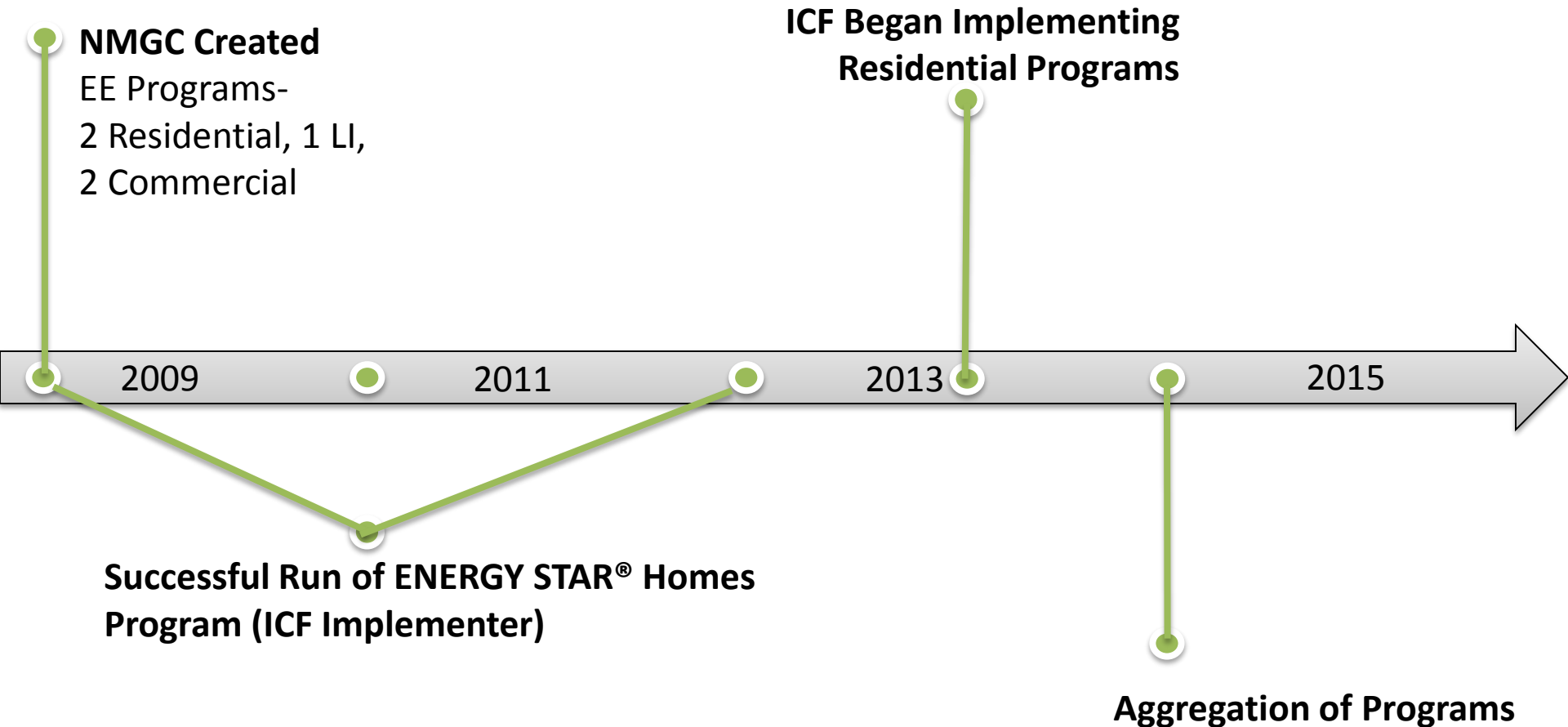
# New Mexico GAS COMPANY®

A TECO ENERGY COMPANY



- 513k Customers
- Service Area 6,500 sq. mi
- 12,000 miles of pipeline
- Serve 23 of 33 Counties
- ~700 Employees
- Acquired by TECO Energy September 2014

# NMGC EE History



# 2014 Program Results

Program Savings and TRC Results per M&V							
Program	Total Number of Rebates Processed (April 1, 2014 to March 31, 2015)	Total Annual Savings (Therms)*	Lifetime Savings (Therms)*	Total Program Costs	TRC	UCT	Cost per Therm Saved
Low Flow Showerhead	8166	112,691	930,924	\$307,117	3.43	2.59	\$0.33
Residential Insulation	275	20,543	513,563	\$270,624	1.26	1.09	\$0.53
ENERGY STAR Water Heating	946	53,875	1,077,500	\$495,595	1.22	1.43	\$0.46
ENERGY STAR Space Heating	1376	96,968	1,745,417	\$592,616	1.45	1.91	\$0.34
Low-Income Weatherization	844	101,557	1,420,183	\$1,374,102	1.12	1.12	\$0.97
Commercial Solutions**	87	140,869	1,806,860	\$570,825	1.76	1.85	\$0.32
SCORE**	40	109,163	1,198,761	\$473,406	1.25	1.30	\$0.39
Portfolio Costs	N/A	N/A	N/A	\$103,319	N/A	N/A	N/A
<b>Total</b>		<b>635,666</b>	<b>8,693,208</b>	<b>\$4,187,604</b>	<b>1.40</b>	<b>1.47</b>	<b>\$0.48</b>

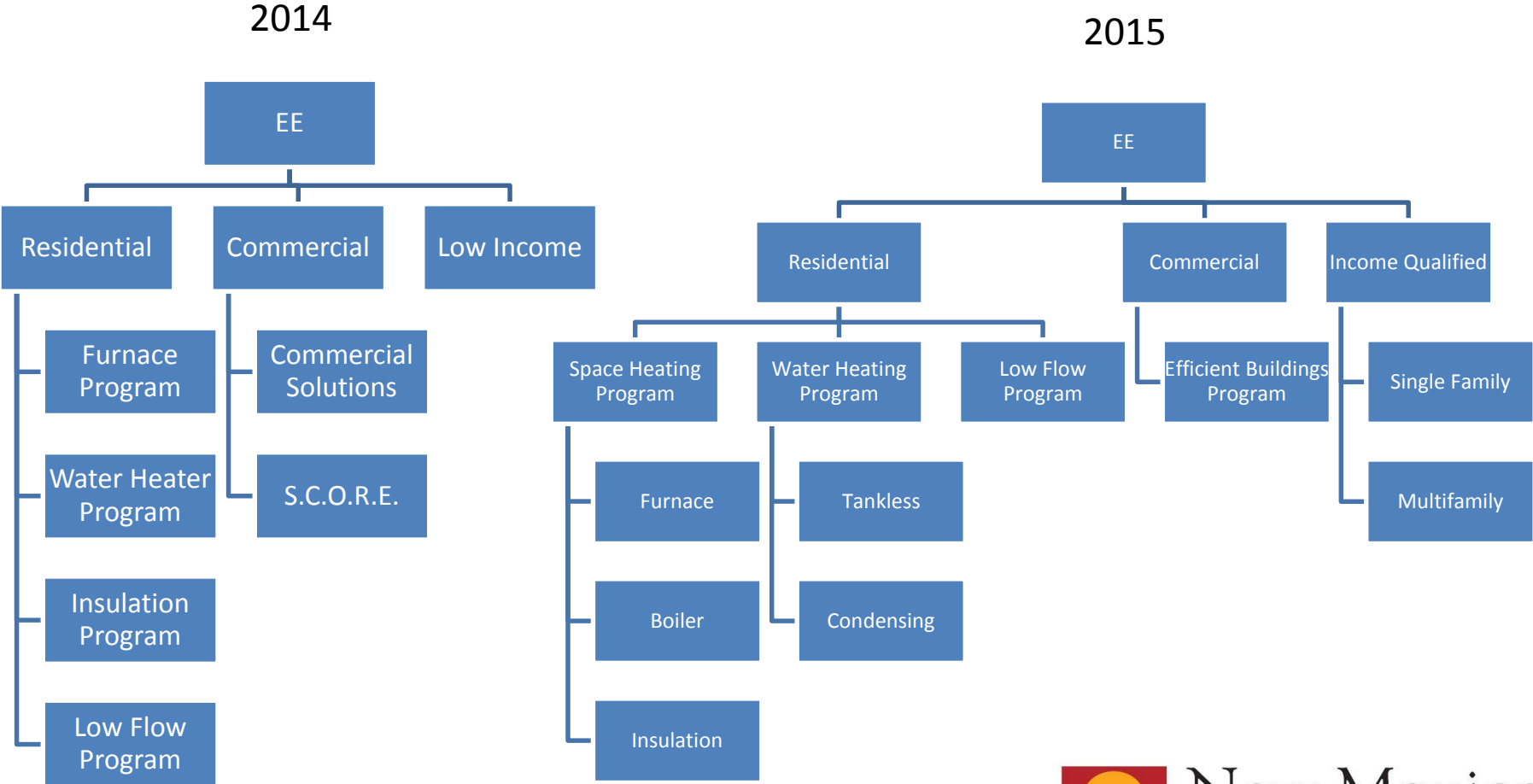
\*adjusted for free-ridership and derived from M&V Report

\*\*Commercial Solutions and SCORE participation are projects associated with those programs

...but our Targets were moving



# 2015 Programs

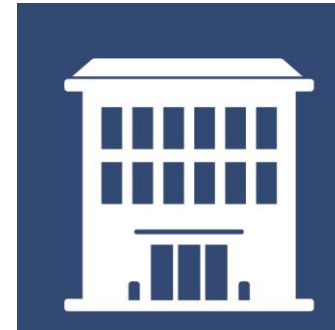
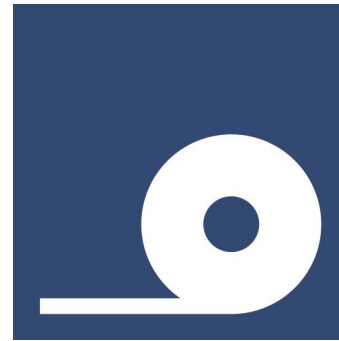


# 2015 Energy Efficiency Programs

**ENERGY  
EFFICIENCY  
PROGRAMS**

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**SAVING RESOURCES.  
SAVING MONEY.**





# Space Heating Program – Furnaces and Boilers

## Retrofits – Existing Home Projects

Furnace/Boiler	2015 (AFUE)	Rebate Amount
Tier I	92%-94.9%	\$275
Tier II	95% - 96.9%	\$325
Tier III	97%+	\$375

## New Home Construction – Home Builders

Furnace/Boiler	2015 (AFUE)	Rebate Amount
Tier I	92%-94.9%	\$200
Tier II	95% - 96.9%	\$250
Tier III	97%+	\$300



# Space Heating - Insulation

## Retrofits – Existing Home Projects

Tier	Pre-Existing R-Value	Rebate Amount
Tier I	R-11 or Less	Up to \$500
Tier II	R-11 – R-19	Up to \$300



# Water Heating Program – Tankless, Condensing

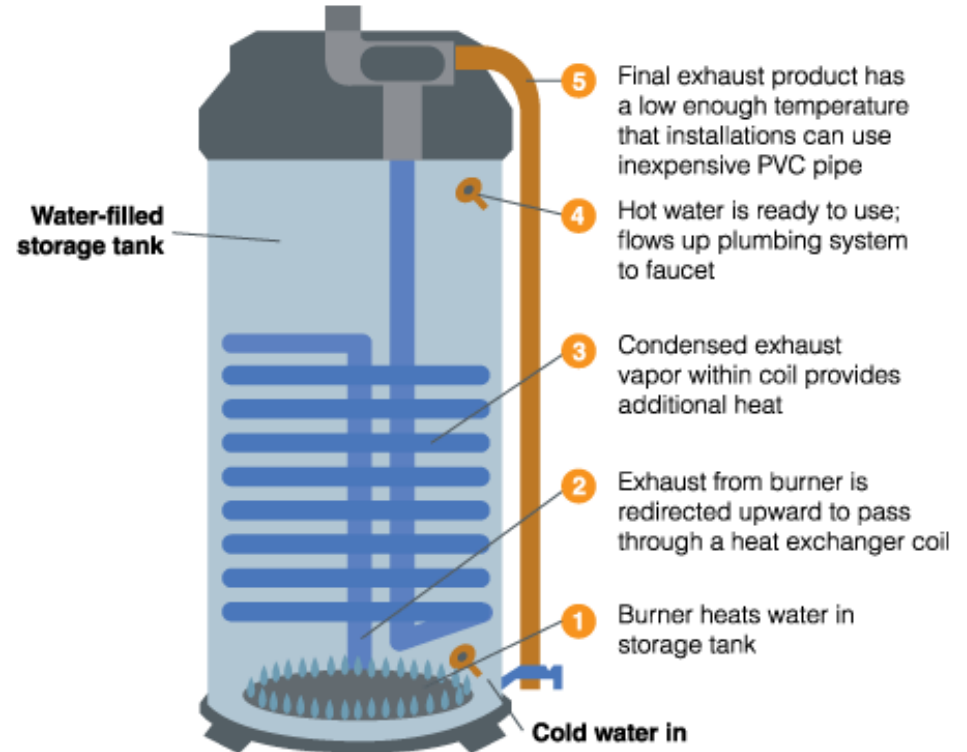
## New Construction – Home Builders

Water Heater	2015 Energy Factor	Rebate Amount
Tankless/Condensing	.90 EF or Greater	\$225
Retrofits – Existing Home Projects		
Tankless/Condensing	.90 EF or Greater	\$300

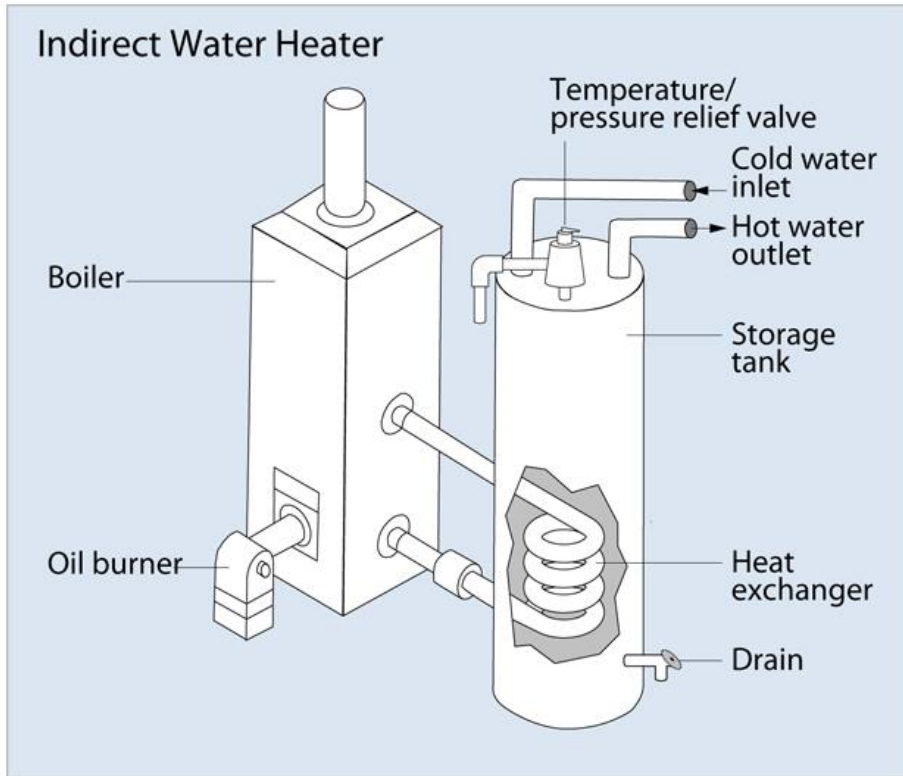


# ENERGY STAR Condensing Storage Tank Water Heaters

- Designed with  $EF \geq 0.90$
- Incentives: Same as Tankless

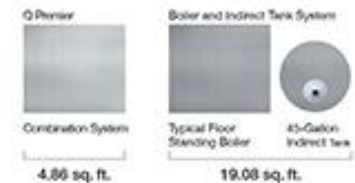


# Combination Systems



- ❶ Stainless Steel Heat Exchanger
- ❷ Boiler Pump
- ❸ Three-Way Diverting Valve
- ❹ Expansion Tank (heating loop)
- ❺ Domestic Tank Pump
- ❻ Plate HEX (behind tank pump)
- ❼ Temperature and Pressure Relief Valve
- ❽ 24-Gallon Stainless Steel Charged Tank
- ❾ Tank Drain Valve

## FOOTPRINT COMPARISON (PRODUCT + CLEARANCES)



# Free Low Flow Showerhead Program:



Over 8,000 shipped  
in 2014. 2015  
trending the same

# The Human side

Ann. 1/2/20

Dear Mr. Fulton.

I just received a box filled with faucet aerators & a shower head from New Mexico gas Co.

Thank you, Thank you, Thank you. I really appreciate your kindness. Because I can use everything. Being a senior & in my 80's this was a wonderful gift.

Sincerely,

Robert Scoville

Prize Question #1: What make and model of vehicle did Walter White Drive?



Pontiac Aztek



# 2015 Energy Efficiency Portfolio

Program Budget and UCT Results					
Program	2015 Year Expected Participation	Lifetime Therms Saved *	Total Program Budget	UCT	Cost per Therm Saved
Low Flow Showerhead	4500	841,050	\$313,267	1.65	\$0.37
Water Heating	490	349,110	\$197,277	1.04	\$0.57
Space Heating	1550	2,184,804	\$799,750	1.61	\$0.37
Income Qualified	1331	4,144,606	\$1,707,454	1.43	\$0.41
<b>Sub-Total Residential</b>		<b>7,519,570</b>	<b>\$3,017,749</b>	<b>1.48</b>	<b>\$0.40</b>
Efficient Buildings**	112	4,082,530	\$1,205,629	1.98	\$0.30
<b>Sub-Total Commercial</b>		<b>4,082,530</b>	<b>\$1,205,629</b>	<b>1.98</b>	<b>\$0.30</b>
Portfolio Costs	N/A	N/A	\$145,685	N/A	
<b>Total</b>		<b>11,602,100</b>	<b>\$4,369,063</b>	<b>1.57</b>	<b>\$0.38</b>

\* Adjusted for free ridership as derived from the M&V report and/or the NMTRM

\*\*Efficient Buildings participation are projects associated with those programs



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# Marketing

- Bill Insert
- Back of Envelope
- Social Media
- Digital Banner Ads
- TV & Radio
- Print Ads
- Pandora
- Direct Mail
- Online Energy Audit



# Samples

Black

**RSVP** UPSCALE OFFERS FOR LIFE & HOME  
 9798 Coors Blvd. Albuquerque, NM 87114 | LATE SUMMER 2015  
 PRSRT STD U.S. POSTAGE PAID RSVP

**QUALIFY FOR OVER \$1,100 In Energy Rebates!**  
 (see back for details)

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NEW MEXICO  
 A B C D E F G  
 Thinkstock by Getty Images

Your Home Energy Profile

Your home uses more energy than your most efficient neighbors. **\$550** POTENTIAL 2 YEAR SAVINGS

**Take our easy survey** to get a customized action plan for saving energy and money.

Go to [nmgc.energysavvy.com](http://nmgc.energysavvy.com) to create your home energy profile today!

**Plus, Get Rebates on Upgrades**

- Up to \$375 on furnaces and boilers
- Up to \$300 on water heaters
- Up to \$500 on attic and roof insulation

Visit [nmgcgetrebates.com](http://nmgcgetrebates.com) for more information.

**Four Easy Ways To Save Energy and Money**

**New Mexico GAS COMPANY\***  
 A TECO ENERGY COMPANY

- 1. Rebates up to \$375** on ENERGY STAR® gas furnaces and boilers
- 2. Rebates up to \$300** on ENERGY STAR tankless and condensing tank water heaters.
- 3. Rebates up to \$500** to add attic or roof insulation.
- 4. FREE Home Energy Analyzer** survey to learn how you can save energy at [www.nmgco.com](http://www.nmgco.com).

Carrier 7:42 PM

Rixton  
 Me And My Broken Heart  
 Me And My Broken Heart EP

**RIXTON**

**DISCOVER YOUR HOME'S ENERGY SAVINGS POTENTIAL**

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Like Comment Share

**New Mexico Gas Company**  
 Sponsored

Take a short survey about your home & receive a custom action plan to save energy & \$\$\$.

Your Home Energy Profile

**Free Online Energy Audit**  
 Discover your home's savings potential with our NEW online Home Energy Analyzer. Create your home energy profile in 5 minutes or less and get started on the path to savings!

Your home uses more energy than your most efficient neighbors. **\$550** POTENTIAL 2 YEAR SAVINGS

[NMGC.ENERGYSAVVY.COM](http://NMGC.ENERGYSAVVY.COM) [Learn More](#)

Like · Comment · Share

**Get a FREE pack** with a low flow showerhead and faucet aerators.

[nmgcgetrebates.com](http://nmgcgetrebates.com)

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 A TECO ENERGY COMPANY

wasting water by improving the efficiency of water flow in your shower and faucets. Installing these items in your home could save up to \$150 in natural gas and 75,000 gallons of water over the life of the products.

**With three spray settings:**

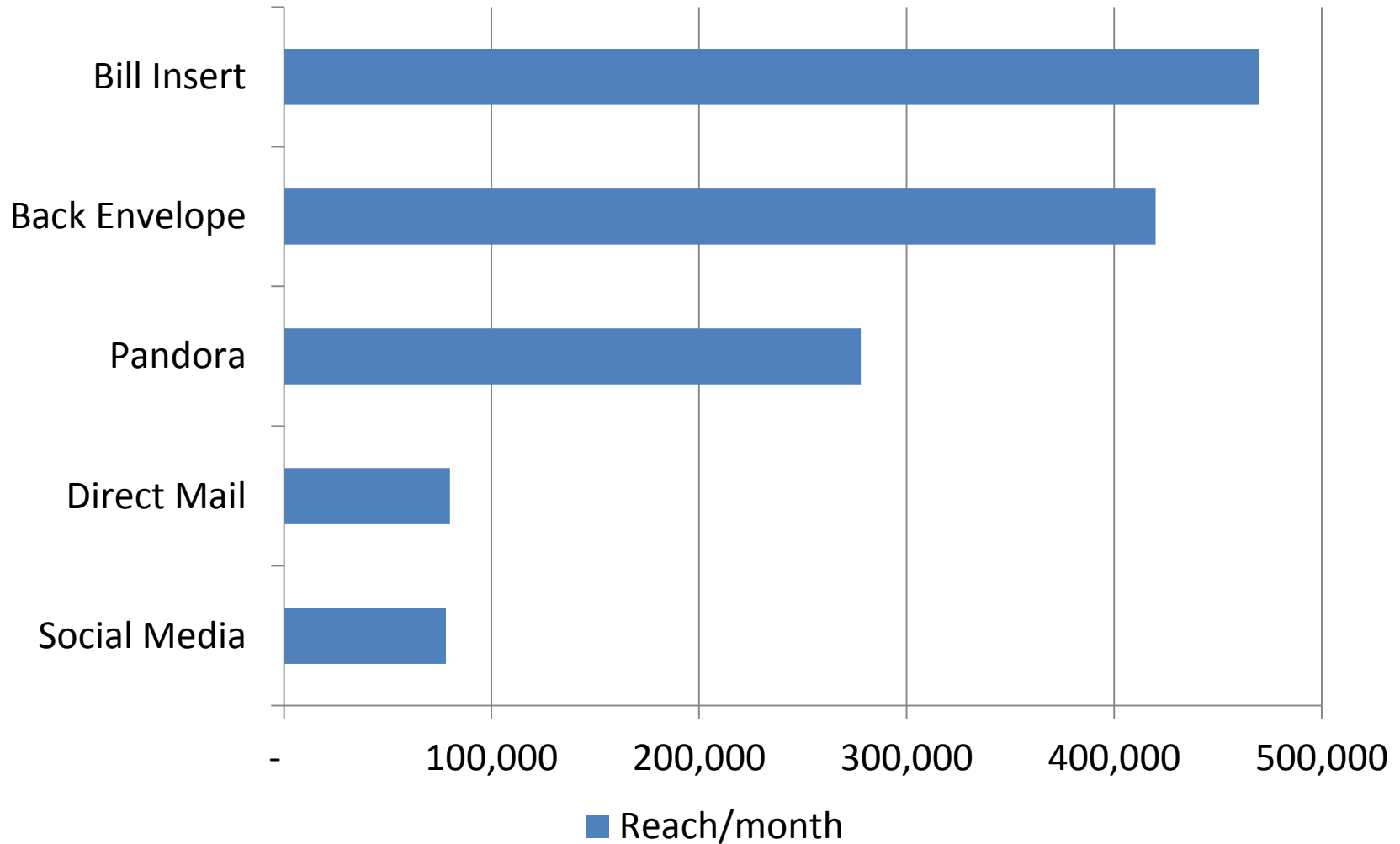
- One dual spray swivel kit faucet aerator
- Two bathroom faucet aers
- One roll plumber's tape
- Installation instructions

**Order today!**  
 To request your free low flow pack, visit [nmgcgetrebates.com](http://nmgcgetrebates.com).

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# Results



Prize Question #2: What edible item did Walter White throw on top of his house?



Pizza

# Lessons Learned

- Regroup
- Retool
- Listen
- Learn
- Relaunch

Prize Question #3: What is Saul Goodman's real name (nickname)?



James Morgan McGill (Slippin' Jimmy)

# Conclusions

NMGC Successes Come From

- Ability to Adapt or Evolve
- Work Well with Others
- Resiliency





G O<sup>8</sup>od

B<sup>5</sup>ye