



**uniongas**

A Spectra Energy Company

# 2013 Low-Income Energy Network (LIEN) Conference

## Union Gas Low-Income Program Overview



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March 27<sup>th</sup>, 2013

# Union Gas and DSM



- Union Gas serves about 1.4 million residential, commercial and industrial customers in northern, southwestern and eastern Ontario
- We are committed to helping our customers reduce their natural gas use resulting in lower energy bills and a reduced impact on our environment
- Since 1997, Union Gas energy-efficiency programs have helped residential and business customers
  - save **5.2** billion cubic meters of natural gas , the equivalent of heating 2.2 million homes for a year
  - reduce CO<sup>2</sup> emissions by the equivalent of removing more than **1.7 million** cars from Ontario's roads

# Union Gas and Low-Income



- Union Gas has been delivering DSM programs to Low-Income customers since 2007
- The Union Gas 2012-2014 Low-Income Program addresses both single family and multi-family customers:
  - Helping Homes Conserve Offering
  - Affordable Housing Conservation Program Offering
- Union Gas is delivering the Low-Income CDM Home Assistance Program on behalf of Burlington and Halton Hills Hydro
  - Opportunity to increase customer satisfaction by offering seamless delivery of energy efficiency offerings

# Program Overview: Helping Homes Conserve



## Target Market

- Income is at or below 135% LICO
- Private homeowner or tenant who pays their own gas bill
- Tenants residing in social and assisted housing, regardless of who pays the bill

## Program Components

All available at no charge to the customer:

- Home energy assessment administered by a Certified Energy Auditor
- Insulation for basement, walls and attic as well as air sealing measures based on the needs of the home
- Water saving components including energy efficient showerheads, kitchen and bathroom aerator, and foam pipe wrap
- Programmable thermostat installed by a certified gas fitter

A promotional flyer for Uniongas. At the top is the Uniongas logo and the text "A Spectra Energy Company". Below that, the word "FREE" is written in large, bold, blue letters. Underneath "FREE" is the text "Home Energy Improvements to Save You Money". The center of the flyer features a collage of three polaroid-style photos: one showing a woman and a man in a garden, another showing a man in a blue shirt holding a clipboard, and a third showing a person working on a roof. Below the photos is the text "Meeting with the energy auditor for the first time". At the bottom of the flyer, it says "Helping Homes Conserve" in bold, followed by "Real savings. Real comfort. Really free." in a smaller font.

**FREE**  
Home Energy Improvements  
to Save You Money

Meeting with the energy auditor  
for the first time

**Helping Homes Conserve**  
Real savings. Real comfort. Really free.

# Program Overview: Helping Homes Conserve



## Status

- Currently delivering program in Windsor, London, Brantford, Hamilton, Cambridge, Waterloo, Woodstock, St. Thomas, North Bay, Sudbury, Burlington/Halton Hills and Simcoe

## Approach to Market

### Private Market Approach:

- Direct to Customer
  - Direct mail campaigns targeting customers with high likelihood of qualifying
- Channel Partner Approach
  - Social Service Agencies and Local Community Groups (in development)

### Social Housing Approach:

- Direct Sales
  - Municipalities and Social Housing Providers

# Program Overview: Helping Homes Conserve



## Private Market Testimonial:

- Customer contacted through initial HHC direct mail campaign in Hamilton
- Belinda is retired and her husband collects ODSP as he has had health complications
- Family has been in home for just over 7 years and have found it to be uncomfortable in both summer and winter months
- Customers agreed to have home photographed before and during HHC work on the home as well as provide a testimonial regarding her experience with the program



## Introducing Belinda...



“Union Gas put new insulation in my basement. The work was done quickly and the workers were very respectful of my house. Everyone I met was helpful and polite. I would recommend this program one hundred per cent. We’re going to be more comfortable, and it didn’t cost me a cent.” - *Belinda, Hamilton*

# Program Overview: Affordable Housing Conservation Program



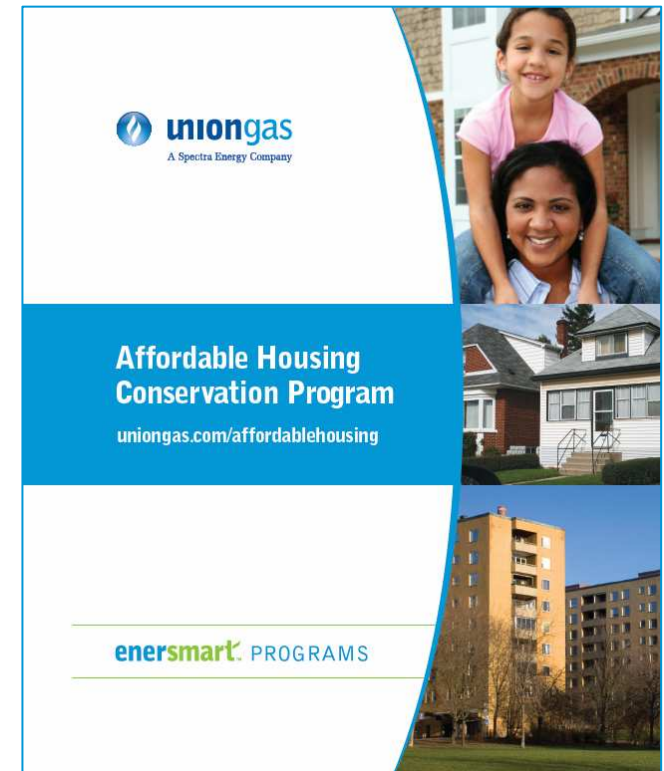
- New program offering as part of the 2012-2014 DSM Framework

## Target Market

- Social and Assisted Housing Managers

## Program Components

- Helping Homes Conserve
- Prescriptive & Custom Measures
  - Incentive structure of \$0.10 a lifetime m3 up to 50% of measure costs
- Building Assessments
  - Examines all natural gas mechanical systems and building envelope (windows, insulation, etc)
  - Key in building customer intelligence





# Program Overview: Affordable Housing Conservation Program



## Approach to Market

- Direct Sales (Commercial Account Managers) – Primary focus
  - Municipalities and Social and Assisted Housing Providers
- Industry and Associations – Secondary focus
  - Sponsorships, Tradeshows and Events
- Channel Partners
  - Service Providers, Distributors and Manufacturers

# Program Overview: Affordable Housing Conservation Program



- **Case Study:** CityHousing Hamilton undertook a series of energy retrofits at seven of its properties in 2012. Benefits include:
  - \$458,000 in incentives
  - savings of about \$1.3 million over the lifespan of the new equipment
  - 376 weatherized social housing units across the city through Helping Homes Conserve. These upgrades are expected to lower natural gas use by up to 30 per cent.

# Questions!

