



The 2015 Low-Income Energy Network (LIEN) Conference

Union Gas Low Income Program Overview

Margaret Nuttall
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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
- Union Gas has been dedicated to energy conservation and reducing its environmental footprint for over 15 years
- Since Union Gas first began offering Demand Side Management programs in 1997, Union Gas
 - has delivered over 6.3 billion cubic metres of natural gas savings
 - reduced carbon dioxide emissions by the equivalent of removing 2.1 million cars from Ontario's roads for year.



- Union Gas has been delivering DSM programs to Low-Income customers since 2007
- The Union Gas 2015 Low-Income Program addresses:
 - Single Family – Home Weatherization Program
 - Multi-Family - Affordable Housing Conservation Program Offering
- **2014 Successes**
 - Municipal: Leveraged strong relationships to identify remaining eligible homes and to plan their completion by 2017
 - Non-Profit/Co-op: Building relationships within fragmented market to identify eligible homes – limited opportunity expected
 - Private Housing: *a shift in focus*
 - Rebranding/creative to target private market, and implementing new market channels/approaches
 - Continued investment in private market customer intelligence

Program Overview: Home Weatherization Program

Target Market

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

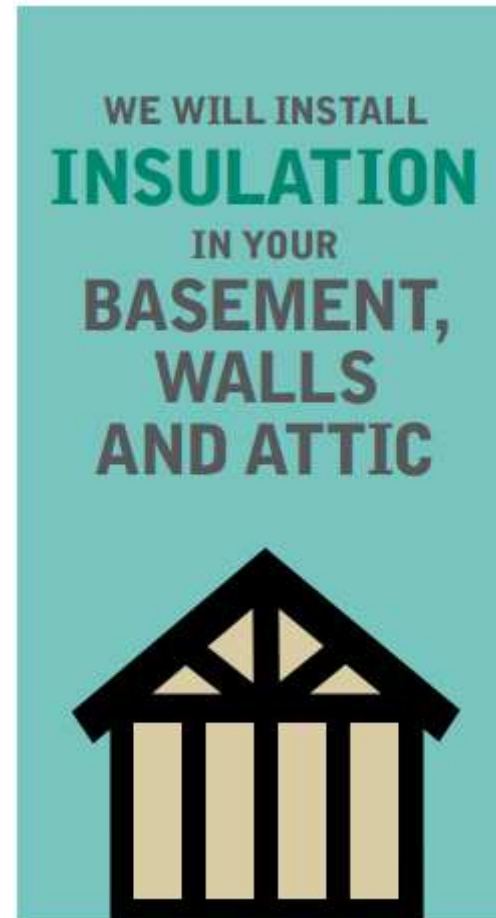


Program Overview: Home Weatherization Program

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
- Health and Safety initiative



Program Overview: Home Weatherization Program

Geographic Reach

- Expanded to northern communities while continuing to address customer needs in South Western Ontario
- Currently delivering program in: Bath, Belleville, Brantford, Cambridge, Chatham-Kent, Cobourg, Cornwall, Delhi, **Goderich, Grey & Bruce County**, Guelph, Hamilton, London, North Bay, **Owen Sound**, Orillia, Parry Sound, Perth County, Region of Waterloo, Sarnia, **Sault Ste. Marie**, Simcoe, St. Thomas, Sudbury, Thunder Bay, **Timmins**, Windsor and Woodstock

Approach to Market

- I. Social Housing Approach
 - Direct Sales: Municipalities and Social Housing Providers
- II. Private Market Approach:
 - Direct to Customer: Direct mail campaign, Community Newspapers, Online Web approach
 - Partnership Approach: Emergency Assistance (Winter Warmth) partnership, United Way, 211
 - Customer Care Collaboration



WE PAY. YOU SAVE.
THE HOME WEATHERIZATION PROGRAM

Program Overview: Home Weatherization Program

Private Market Testimonials

- Customer contacted through initial HWP direct mail campaign in Thunder Bay
- Judith, retired and on a fixed income, has lived in her house for 18 years
- Initially sceptical, because the package had Union Gas's logo, she took a chance and called
- Within a week Judith received a call from an energy auditor, who scheduled an audit and helped her understand where she was losing heat
- Two weeks later, insulation work was added, and almost immediately the basement felt much warmer



“Everyone was so very courteous and friendly and took the time to explain what was happening. I was so happy with the work that I made sure my neighbour signed up for the program and they are getting their house insulated in April,” says Judith.



Program Overview: Affordable Housing Conservation Program

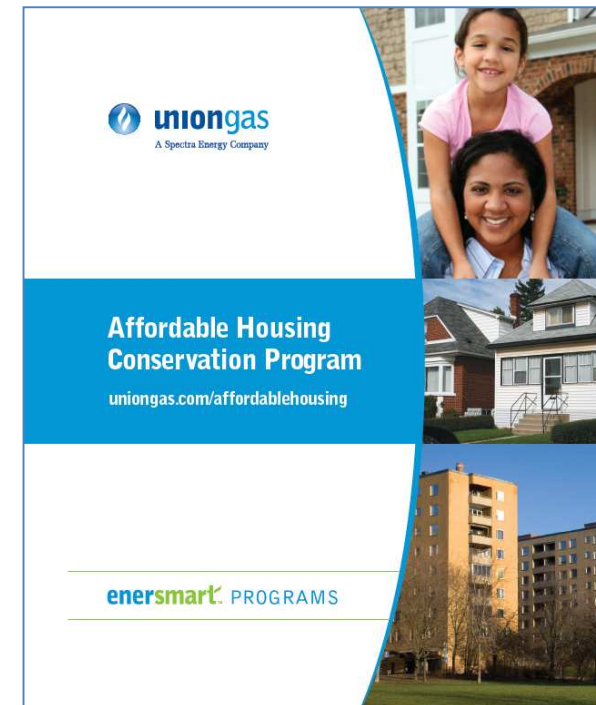


Target Market

- *Social and Assisted Housing Manager who own and operate high-rise and low-rise multi family buildings.
- Privately owned multi-family buildings – demonstration program in 2015

Program Components

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



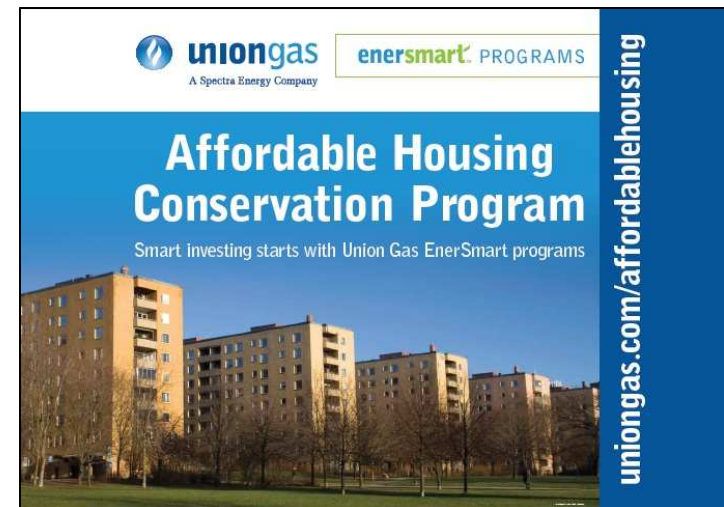
**Social and assisted housing is defined as housing developed, acquired or operated under a federal, provincial or municipally funded program.*

Program Overview: Affordable Housing Conservation Program



Approach to Market

- I. Direct Sales (Commercial Account Managers)
 - Municipalities, Social & Assisted Housing Providers
- II. Industry and Associations
 - Sponsorships, Tradeshows and Events



Program Overview: Affordable Housing Conservation Program



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Case Study – City Housing Hamilton

Multi-Family Building Stock

- 2012: Completed energy retrofits at seven of its 35 apartment buildings, benefits include:
 - - Lower natural gas use - up to 30 per cent
 - - Energy cost savings - about \$1.3 million over equipment life
 - - Incentives earned - \$458,000 provided to date
- 2013/2014: 17 additional buildings addressed
 - Lower Natural gas use – by 11,000,000 lifetime m3 saved
 - Energy Cost savings - \$2.4 million over equipment life
 - Incentives earned – over \$1,025,000
- 2015-2017: 14 projects planned

Single-Family Building Stock

- 2012- 2014: Weatherized 1,034 of their 2,100 single family dwellings
- 2015-2017: Will continue to weatherize single family dwellings as they become vacant

Q&A



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