

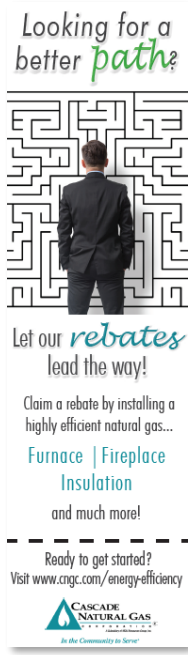



Community Outreach Report

Communications about program availability to rate payers remains an important tool to promote Cascades EE offerings. Although in person outreach came to a screeching halt during Q1 of 2020, Cascade's program outreach did not, as the Company pivoted to online engagement for its Residential, Low Income, and C/I programs.

Before the COVID-19 shutdown, Cascade was planning to diversify its outreach from previous years along with the continuing participation in annual meetings, fairs, sporting events, community festivals, and conferences.

Before offices closed, Cascade also started revisiting all the Washington district offices to educate staff about the current offerings and explore additional ways to better reach customers within the unique territories. Cascade's outreach coordinator, media specialist, and builder program coordinator were able to visit 2 of the 9 district offices in 2020. Meetings and informative presentations about the energy efficiency department were presented to office and field staff in Aberdeen and Bremerton. While in the area, the team was also able to meet with several Trade Ally contractors to answer frequently asked questions about eligibility and rebate criteria.

Prior to the pandemic Cascade expanded its messaging to include advertising with the Bellingham Mount Baker Theater, a live performance theater, to access a customer base outside of the usual home related venues. Advertisements in playbills were printed until the theater was temporarily closed March 14. Before the closure, half page ads were run in 3 playbills, distributed in February and March.

January MBT Ad	2020 Playbills
	<ul style="list-style-type: none"> <li data-bbox="1031 367 1291 493">  GeorgiaOnMyMind Show Program.pdf <li data-bbox="1031 514 1291 640">  Gatlin Brothers Program.pdf <li data-bbox="1031 661 1291 787">  Ladies of Laughter Show Program.pdf

Due to the postponement of live performances, Mount Baker Theater agreed to extend the 2020 contract printings to 2021 when programs resume.

Residential Update

As community events were limited in 2020, the Company shifted to a virtual and print outreach approach rather than tabling and attending events in person. The Company frequently messages at outdoor events including baseball fields and by April, there was hope for a reduced capacity baseball season for the city of Longview so a new display banner for the outfield was created, but it was ultimately sidelined due to closures.

Cascade increased its presence in print outreach with featured articles in periodicals in Zone 1 and Zone 2. All of which were also posted digitally to Facebook, Twitter, and Instagram.

- a. The Daily World – <https://www.thedailyworld.com/life/nailing-it-down-rebates-available-for-natural-gas-heated-homes/>
- b. The Northern Light – Blaine and Birch Bay’s Community Newsletter - Article <https://www.thenorthernlight.com/stories/dozens-of-rebates-available-for-home-energy-efficiency-projects,9709?>
- c. Green Home Guide with Sustainable Connections - <https://sustainableconnections.org/green-home-guide-2020>

Kitsap Virtual Tour of Homes

SPONSOR SPOTLIGHT



CASCADE NATURAL GAS

Did someone say cash rebates? During this new world of virtual home tours and interactions, we're having a lot of time to get better acquainted with our homes. As you're drawing up that wish list of home improvements, remember Cascade Natural Gas Corporation has been offering residential and commercial rebates to customers who install eligible energy-efficient equipment and insulation for over 10 years. CNGC works with dozens of local contractors to improve the efficiency of PNW homes. These contractors offer space and water heating upgrades, as well as insulation, air sealing, and windows. Contact CNGC at www.cngc.com/energy-efficiency to learn more about current rebate offerings. Contact CNGC at www.cngc.com/energy-efficiency to learn more about current rebate offerings.



Living room area photo of the Cameron Project by Westharbor Homes



Guest Bathroom photo of the Chatham Project by Disney Homes

Northern Light Article

Dozens of rebates available for home energy efficiency projects



Adding insulation to your home is one of the many projects that can qualify for rebates from Cascade Natural Gas and Puget Sound Energy.

Posted Wednesday, February 26, 2020 1:40 pm

Oliver Lazenby

Spring may be on the way, but there are still plenty of reasons to make your home more energy efficient. Not only are HVAC and insulation contractors less busy in milder months, testing a new heating system when temperatures are no longer dropping below freezing is a perk. Additionally, weatherization and insulation projects don't just keep homes warm in the winter, they can keep homes cooler in the summer as well.

Cascade was also able to continue partnering virtually with the Bremerton Navy Energy week events in October. The Company contributed a [short informative video](#) to their events line-up along with small prizes for participants.

Magazine Outreach

Cascade expanded its outreach audience by advertising in several Zone 3 local magazines, Best Version Media (BVM) and Taylored Living. BVM is distributed monthly which, includes Zone 3: West Pasco, Moses Lake; Zone 1: Anacortes, NW Skagit County, 2 magazines in Bellingham (around Lake Samish and South Hill/Fairhaven) quarter or eighth page ads and an occasional article. Participating in a magazine that is community oriented and comes out on a consistent basis is powerful for the program when it comes to influencing human behavior and decision making. The more someone sees a brand or program, the more likely they are to remember it so repetition is key. Customers who have been on the high efficiency fence may have a change of heart after they've become familiar with the EE program by the second or third ad. Additionally, Cascade implemented a Promotional Code beginning in 2021 that will allow the program to track customer touches reached through BVM by rewarding them with a \$20 promo for acting on the information to install high-efficiency upgrades.

Taylorred Living: Fall 2020 Ad and article

OPEN A WINDOW TO ENERGY SAVINGS

HOW TO USE PASSIVE SOLAR HEAT TO HELP YOUR HEATING BILL

Are you dreading the rise in your heating bills as the days get darker and colder? Before you touch the thermostat, you might not realize the crisp, sunny days of winter offer the advantage of free, passive solar heat.

Notice how cats seek out the sunny spot on the floor and lounge for hours? Well, they're on to something. By keeping the curtains or blinds open during sunny, daylight hours, especially on south-facing windows, your home can feel up to 3 degrees warmer. Also, check that the heating registers throughout the house are clear of furniture, curtains, rugs, (and pets) to ensure unobstructed heat flow, allowing your furnace to work a little easier.

If you're in the market for new windows, the Solar Heat Gain Coefficient (SHGC) can tell you how much solar radiation will penetrate through the window and be released as heat into your home. The SHGC ranges between 0-1, with the closer to 0 meaning less solar radiation comes through. A SHGC of 0.8 means 80% of the sun's heat is allowed into your home.

If you have an older, historic home that still has some single-pane windows, or some drafty areas around your double-pane windows, air seeping with a simple caulk from the hardware store can mean great comfort and savings. Plugging up air leaks around doors, windows, and even behind electric outlets will keep hot air where you most need it inside.

A note from the editor: Cascade Natural Gas also offers rebates for high-efficiency furnaces that replace existing single-pane windows. Go to cngc.com/energy-efficiency for more information.

enjoy
THE GIFT OF FREE SOLAR HEAT





Looking for ways to save?

During times like these we can't afford to let heat fly out the window. Choose to stay warm by installing energy-efficient, low U-factor windows* in your home. Submit your invoice, NFRC stickers, and application online today at:
cngc.com/energy-efficiency



In the Community as Server

*Homes must be heated by natural gas; additional restrictions apply. Visit our website for the current efficiency requirements.

866.626.4479

19 | TAYLORED LIVING | WINTER 2020

BVM Fall Article



NOTHING BETTER FOR THE SEASON THAN PUMPKIN SPICE AND A COMFY HOME!

| By Kris Forck |

You know fall is in the air when there's a crisp bite of frost, and pumpkin spice takes over your local café. In preparation for the changing season, you turn on your furnace for the first time in months to burn off the dusty smell of inactivity and... nothing happens. You check the pilot light, the thermostat, the on/off switch a few too many times, and still no heat. Luckily, Cascade Natural Gas has your back!

STEP 1 - Visit CNGC.com/energy-efficiency and choose the "click to find out more" button. Cascade has more than 100 local contractors participating in its Trade Ally program. Visit the Trade Ally Directory and pull up a list of contractors who work in your area.

Since the list is sorted by zip code and type of upgrade, you call a few of the heating contractors on the list (Cascade recommends three), and, as feared, you need to replace the

furnace. Fortunately, Cascade is there for you, offering more than a dozen home improvement rebates for existing homes.


Your Trade Ally contractor lets you know that the highly efficient furnace you're eyeing qualifies for a \$400 rebate! (Any natural gas furnace over 95% AFUE will qualify) Fantastic, you decide to have that 97% efficient furnace installed before the first cold snap strikes.

STEP 2 - Revisit CNGC.com/energy-efficiency and click on the Washington Residential Rebate Application. You fill out and submit the online application and attach a copy of your invoice (printed applications are also available).

STEP 3 - Sit back in your warm cozy home, cradling a pumpkin spice latte, and await your rebate check by mail, looking forward to touring the changing leaves and pulling out all your favorite knit hats.

BVM October



Beat the cold snap! 
Install a high-efficiency fireplace*
and receive a \$300
incentive from Cascade.

Visit cngc.com/energy-efficiency for a full list of incentives
or call 866-626-4479 to speak with a
representative today.

*Additional restrictions apply, visit our website to review CNGC terms and conditions.

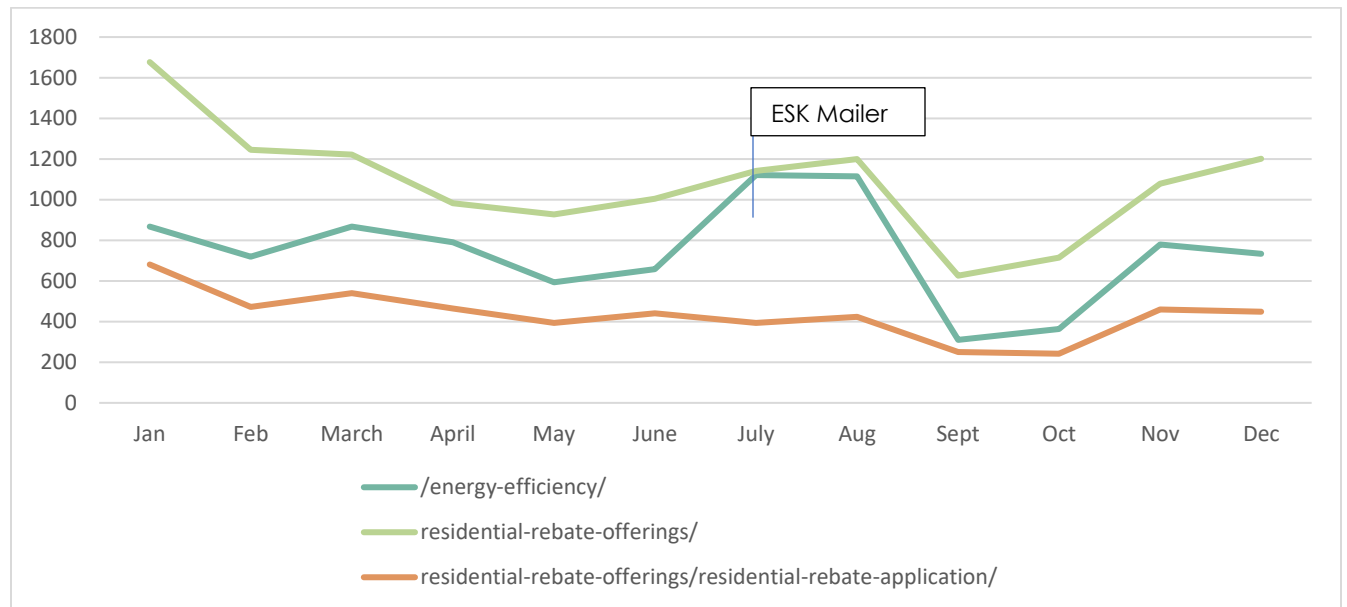
BVM September

An advertisement for Cascade Natural Gas. At the top left is the Cascade Natural Gas logo, which includes a stylized flame icon and the text "CASCADE NATURAL GAS CORPORATION" and "In the Community to Serve". The main image shows a person's feet and hands on a light-colored floor. The person is wearing grey pants and is barefoot. The text "You've got enough on your plate..." is written in a cursive font across the middle of the image. Below this, the text reads: "high bills shouldn't be a stressor. Install a high-efficiency furnace* and receive a \$400 incentive from Cascade." A horizontal line separates this text from the next section. The next section says: "Visit our website for incentives and additional energy savings tips at: www.cngc.com/energy-efficiency". Below that, it says: "Or call 866.626.4479 to speak with an energy efficiency representative." At the bottom, a small note reads: "*Additional restrictions apply, visit our website to review terms and conditions."

Google Analytics

Google Analytics indicates a similar to the program’s application intake, with a strong start to the year’s views in the beginning of the year, a lag throughout the spring when COVID-19 lockdowns occurred, and followed by a small surge in the summer. The impact of an Energy Savers Kit focused bill insert is readily apparent in Figure 1 with the EE landing pageviews (/energy-efficiency/) increasing 70%. On this page, customers could apply for an ESK or email their request.

Figure 1: Page Reviews



Based off Google Analytics, the EE program has been showcased on a wide variety of big box stores. The most common referrals coming from Home Depot and Lowes as between these two stores 256 customers were directed to the EE landing page after viewing a product for purchase. Other bog box stores include Best Buy and Amazon. The main product customers were looking at that led them to Cascade’s website were thermostats. This makes sense because thermostats are one of the few measures that can be self-installed. Customers can order their thermostat online, then take that electronic receipt and apply for a rebate with their electronic receipt. During a time when economic constraints were high enabling customers to take proactive steps such as installing a thermostat proved to be a popular offer. After the purchase was complete, customers could conveniently click on the *apply online* ad to submit an online application with Cascade.

Online

Cascade recognizes fireplaces are one of the more difficult measures for customers to confirm eligibility and the Company took the opportunity to break down some of these barriers by developing a relationship with fireplace manufactures including Lopi Stoves and Travis Industries. The Cascade

logo as well as a link to the EE program landing page were placed on these 3rd party sites, informing customers of qualifying fireplace models.

As mentioned, verification of fireplace efficiencies can be tricky. With several efficiency ratings, customers may not feel confident their purchase will meet Cascade eligibility requirements. Ads such as the screenshot provided below alleviate the possibility for confusion on eligibility and takes them directly to the Company's EE application. Customers can then download the PDF application or bookmark the URL to return after the install is complete.

Lopi Stoves – <https://www.lopistoves.com/product/cypress-gsr/>



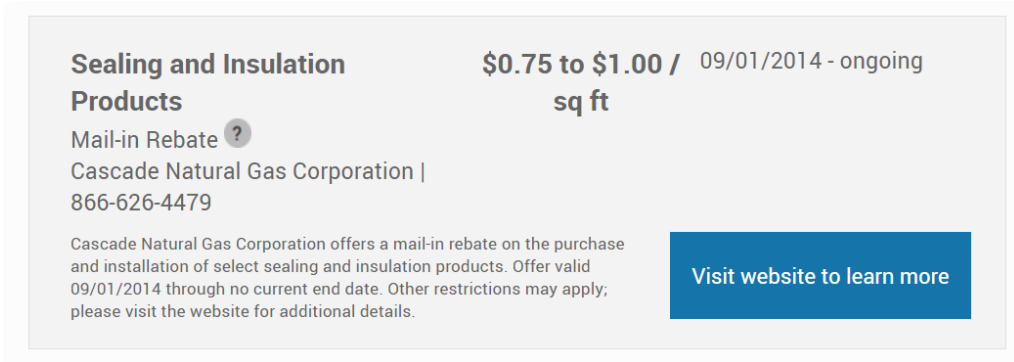
DESIGN THE FIRE OF YOUR DREAMS
SELECT YOUR FAVORITE OPTIONS
UPLOAD A PHOTO OF YOUR ROOM
MAKE YOUR VISION A REALITY HERE

ONGOING CHANGEOUT & INCENTIVE PROGRAMS

CASCADE NATURAL GAS CORPORATION
Washington Resident? Cascade Natural Gas customer? This Model Qualifies for \$300 Cash Rebate. [▶click here for details](#)

The advertisement features a red background with white text. On the right, there is an image of a hand holding a tablet displaying a fireplace, with a blue denim jacket partially visible. A circular logo for 'Lopi' is also present, with 'NORTH AMERICA'S FAVORITE FIRE' written around it.

ENERGY STAR® Rebate Finder – <https://www.energystar.gov/rebate-finder>



Sealing and Insulation Products **\$0.75 to \$1.00 / sq ft** 09/01/2014 - ongoing

Mail-in Rebate [?]
Cascade Natural Gas Corporation | 866-626-4479

Cascade Natural Gas Corporation offers a mail-in rebate on the purchase and installation of select sealing and insulation products. Offer valid 09/01/2014 through no current end date. Other restrictions may apply; please visit the website for additional details.

[Visit website to learn more](#)

The screenshot shows a white background with a light gray border. The text is arranged in a structured layout, with the product name and rebate amount on the left, and the date and a 'Visit website to learn more' button on the right.

Tankless Gas Water Heaters

\$350

02/01/2019 - ongoing

Mail-in Rebate [?]

Cascade Natural Gas Corporation |
866-450-0005

Cascade Natural Gas Corporation offers a mail-in rebate on the purchase and installation of select tankless gas water heaters. Offer valid 02/01/2019 through no current end date. Other restrictions may apply; please visit the website for additional details.

[Visit website to learn more](#)

Home Depot – <https://www.homedepot.com/p/Rheem-Performance-Platinum-9-5-GPM-Natural-Gas-High-Efficiency-Indoor-Tankless-Water-Heater-ECO200DVLN-2/304820618>

Available Rebates

Bellingham, WA 98225 [Update](#) x



Performance Platinum 9.5 GPM Natural Gas High Efficiency Indoor Tankless Water Heater
Item #: 304820618 | Model #: ECO200DVLN-2 | ENERGY STAR certified

\$650 in rebates ^

Amount
\$350

Program - residential
Cascade Natural Gas - WA


Buy on or After: February 1, 2021
Claim Within: 90 days of purchase

Submit Online



[More Details](#) v


Lowes – <https://www.lowes.com/pd/Google-Nest-Learning-3rd-Gen-Stainless-Steel-Smart-Thermostat-with-Wi-Fi-Compatibility/1001080012>

Bellingham, WA 98225 Update x



 Google Nest Learning Smart Thermostat with WiFi Compatibility (3rd Generation) - Stainless Steel | T3007ES
Item #: 753160 | Model #: T3007ES | ENERGY STAR certified


\$75 in rebates ^

Amount	Program - residential 	Buy on or After:	January 1, 2021
\$75	Puget Sound Energy (Gas and Electric) - WA 	Buy on or Before:	December 31, 2021
		Claim By:	December 31, 2021
		Claim Within:	60 days of purchase



 [Apply Online](#)


[More Details](#) v

Amount	Program - multi-family 	Buy on or After:	January 1, 2021
\$75	Puget Sound Energy (Gas and Electric) (Multi Family) - WA 		

 [More Info](#)

[More Details](#) v


Amount	Program - residential 	Buy on or After:	February 1, 2021
\$25	Cascade Natural Gas - WA 	Claim Within:	90 days of purchase

 [Submit Online](#)

[More Details](#) v

EcoRebates Terms © 2021 [Close](#)

Best Buy



ecobee - ecobee3 lite Smart Thermostat - Black

Item #: 5823200 | Model #: EB-STATE3LT-02 | ENERGY STAR certified

[View Product](#)

\$75 in rebates ^

Amount \$75	Program - residential Puget Sound Energy (Gas and Electric) - WA	Buy on or After: January 1, 2021 Buy on or Before: December 31, 2021 Claim By: December 31, 2021 Claim Within: 60 days of purchase	
-----------------------	---	---	--

Apply Online


[More Details](#) ▾

Amount \$25	Program - residential Cascade Natural Gas - WA	Buy on or After: February 1, 2021 Claim Within: 90 days of purchase	
-----------------------	---	--	--

Submit Online

[More Details](#) ▾

Navien – Tankless Water Heater Manufacture



[Residential](#)
[Professional](#)
[Commercial](#)
[Engineers](#)
[Products](#)
[Resources](#)
[Tools](#)

Where to buy
English

Credits & Rebates

Rebate Center

Residential


Commercial

Find residential rebates in your area.

EcoRebates Terms © 2021

Update
Locate

76 products found Filter



Navien NCB-150E Combination Boiler (Not warrantied for commercial use)

Model #: NCB-150E (natural gas) | ENERGY STAR Most Efficient

[View Product](#)

\$1,400 in rebates ^

Amount \$1,250	Program - residential Cascade Natural Gas - WA	Buy on or After: February 1, 2021 Claim Within: 90 days of purchase	
--------------------------	---	--	--

Submit Online

- Pre-approval required.

[More Details](#) ▾

Docket UG-190957, Community Outreach Report WP-5

10 | Page

Social Media

Social media has always been a powerful tool to reach customers, especially in hard to reach territories. While many were isolating in their homes, Cascade leveraged social media to remind customers of the support they have to execute high efficiency installs. A majority of the ads throughout the year were EE tips and no-cost low-cost upgrades with a link to the Company's website. For customers needing an emergency equipment replacement, or those seeking greater home comfort, the ads were intended to provide information on how Cascade could help offset those home improvement costs.

October Energy Efficiency day

Cascade Natural Gas Corporation
October 7, 2020 · 🌐

#SaveMoney = #CutPollution = #CreateJobs. Pledge to cut energy waste for National #EnergyEfficiency Day. Get tips on how to save energy at <https://buff.ly/2YusXrr> #EEDay2020

#EEDay2020 is October 7th
www.energyefficiencyday.org

ENERGY EFFICIENCY DAY
Save Money. Cut Pollution. Create Jobs.

CASCADE NATURAL GAS
In the Community to Serve

September Insulation Infographic

Cascade Natural Gas Corporation
September 16, 2020 · 🌐

Winter is coming... get control of your heating bill. Prepare today and reduce heating costs by sealing and insulating your attic. Start by checking your attic insulation level. Learn how by watching short @ENERGY STAR DIY videos #RuleYourAttic <https://buff.ly/2CZm2yc>

Insufficient Insulation

Source: U.S. EPA

Visit: energystar.gov/ruleyourattic

RULE YOUR ATTIC

CASCADE NATURAL GAS
In the Community to Serve

March - EE Tips



Cascade Natural Gas Corporation

March 17, 2020 · 🌐

...

Happy Saint Patrick's Day! Now that most of us have a little extra time at home, take advantage of it and implement some energy efficiency measures to save some money! Or, fill out some rebate forms for qualifying energy efficiency upgrades. Get tips and rebate information here: <https://www.cngc.com/energy-efficiency/>



Low Income Weatherization Social Media Posts

December Energy Assistance Posts



Cascade Natural Gas Corporation

December 10, 2020 · 🌐

Energy assistance is available for those in need. Explore your options at <https://buff.ly/31XCasw>
#energyassistance
#holidayhelp



July Energy Assistance




Cascade Natural Gas Corporation
July 2, 2020 · 🌐

...

Energy assistance is available. Cascade, along with federal, state, and local agencies have funds and plans in place to help those experiencing financial hardship as a result of the COVID-19 pandemic. For more information on receiving financial help, visit <https://buff.ly/31XCasw>



November Energy Assistance

 Cascade Natural Gas Corporation

November 4, 2020 · 🌐

Explore energy assistance options from Cascade Natural Gas. Plus, we can put you in contact with other local, regional, and federal resources offering assistance. Get started now by visiting <https://buff.ly/31XCasw>.

#energyassistance

#helpwithheatingbills



December Energy Assistance



Cascade Natural Gas Corporation

December 3, 2020 · 🌐



Don't be afraid to touch your thermostat! The Washington Energy Assistance Fund is here to help income qualified homes pay their energy bills. Call 888-522-1130 to enroll. Agentes en español disponibles. More information available at <https://buff.ly/31XCasw>.

#helpwithheatingbills

#energyassistance



Table 1: 2020 Outreach Calendar

<p><i>January</i></p> <ul style="list-style-type: none"> ✓ Lynden Tribune ✓ CWHBA Buyers guide ✓ Bremerton District Presentation ✓ EE tips – Weather stripping ✓ Low Income 	<p><i>February</i></p> <ul style="list-style-type: none"> ✓ Mount Baker Theater (MBT) ✓ Bellingham District Presentation ✓ C/I water heat ✓ EE tips – replace GF filter 	<p><i>March</i></p> <ul style="list-style-type: none"> ✓ Cascadia Weekly ✓ SICBA Home & Garden ✓ EE tips – Saint Patrick’s Day ✓ Northern Lights article highlighted on social platforms https://www.thenorthernlight.com/stories/dizens-of-rebates-available-for-home-energy-efficiency-projects,9709?fbclid=IwAR23FEQ6N9GJ-tj4kMvszakBPqs2INpfEA1z_t_NKZe4nk75aUQ_mwJi868
<p><i>April</i></p> <ul style="list-style-type: none"> ✓ WEAFF \$400 grant ✓ Earth Day – Low-cost no-cost ✓ LLCA Directory 	<p><i>May</i></p> <ul style="list-style-type: none"> ✓ BVM ✓ New baseball banner created, postponed 	<p><i>June</i></p> <ul style="list-style-type: none"> ✓ BVM
<p><i>July</i></p> <ul style="list-style-type: none"> ✓ BVM ✓ Low Income – Experiencing hardships? ✓ Sustainable Connections 	<p><i>August</i></p> <ul style="list-style-type: none"> ✓ BVM ✓ GF rebates ✓ Low Income – you’re not alone ✓ ESR Tare pads went out 	<p><i>September</i></p> <ul style="list-style-type: none"> ✓ BVM ✓ ‘Nailing down rebates’ Q&A (also posted on social accounts) ✓ CWHBA Buyers Guide ✓ EE tips – breathe clean air, replace GF filter ✓ Low-to no-cost tips ✓ ‘Rule your attic’ – weatherization ✓ C/I EE Incentives ✓ Navy base – EE tips video
<p><i>October</i></p> <ul style="list-style-type: none"> ✓ BVM ✓ Lynden Tribune ✓ EE tips video ✓ ENERGY STAR ✓ WEAFF video ✓ EE Day ✓ EE tips 	<p><i>November</i></p> <ul style="list-style-type: none"> ✓ BVM ✓ Low Income WEAFF 	<p><i>December</i></p> <ul style="list-style-type: none"> ✓ BVM ✓ Low Income WEAFF

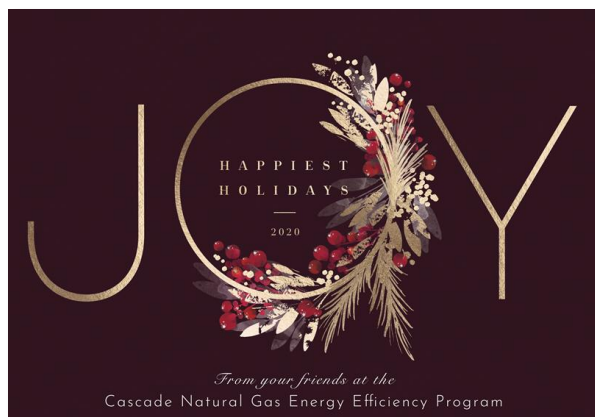
Holiday Card

The department continued to develop holiday cards for Trade Ally contractors and partner organizations as a means of positive reinforcement for helping the Company promote EE while recognizing the joint successes throughout the year.

Because most of the program's community partners were not in the office, Cascade stepped outside of tradition and developed an electronic card delivered through email which saved a fair amount of time and allowed the practice of recognizing partners to continue in a remote model.

Going digital saved not only time but natural resources as well. The third-party service Greenvelope provided a premade email merge template making for a swift painless process, reaching more than 50% of the intended audience. The impression chart provided by Greenvelope shows a 52% open rate.

2020 Christmas Card



Screenshot from Greenvelope:



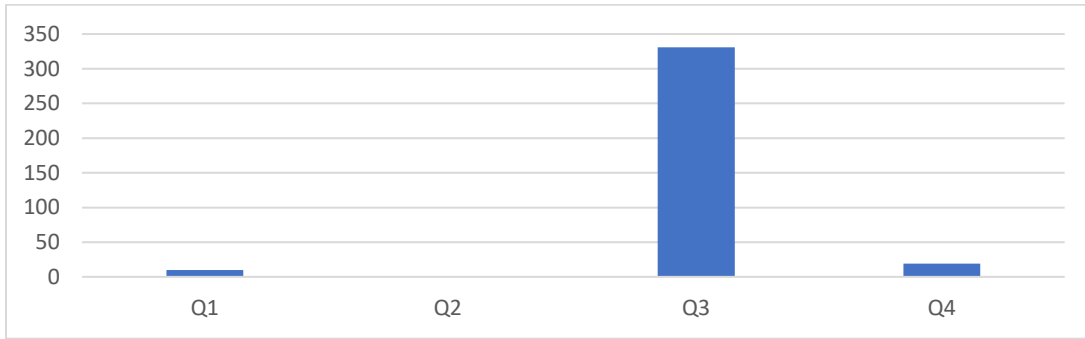
Bill Inserts

Cascade continued to send EE messaging through monthly bill inserts throughout the year. Once COVID-19 restrictions were in place, the program used this line of communication to remind customers of the financial support through incentives available from Cascade. In the summer months the messaging was focused on topics that were timely and would resonate with customers, like hygiene and home comfort. Water heating measures were highlighted throughout the summer, with heating upgrades featured throughout the winter. Spending more time at home put a strain on space and water heat systems, leading customers in search of Do It Yourself low-cost no-cost solutions.

Starting in March, the department focused on low-cost upgrades by highlighting programmable thermostat rebates. The response was phenomenal with a 642% increase in thermostat phone calls, going from seven to 52 in a month, split down the middle between pre-purchase and pre-application calls.

Due to high interest and demand from customers for low cost ways to decrease utility costs during the pandemic the Residential program developed an insert focused on Energy Saving Kits (ESKs) in the summer which saw historic uptake. Appliance standards were changing at the end of the year which would necessitate removal of the ESK offering so , Cascade decided on a final push that resulted in ESK calls going from zero calls to 195 for July and 113 for August and customers were emailing and applying online at a higher rate than the department had previously experienced.

Figure 2: Incoming ESK calls



2020 Residential Bill Insert Examples

June 2020

WE'RE IN THIS TOGETHER



In the Community to Serve®

Visit our website to take advantage of . . .

up to \$350 in tankless water heater rebates!



Serving in the community since 1953

www.cngc.com/energy-efficiency

LET'S GET STARTED

Visit www.cngc.com/energy-efficiency to review our terms and conditions and confirm your install meets current efficiency standards.

Have your high-efficiency tankless water heater installed - double check your invoice includes the make and model number.

Take that invoice, and apply online!
Or, download an application and drop it in the mail to us.



Have questions? 866.626.4479

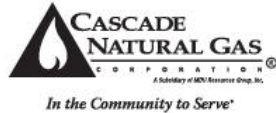
6/20

October 2020

Haunted by high bills?

Don't get tricked into installing standard heating systems.

Visit cngc.com/energy-efficiency for ways to save this fall!



Carve out the savings

Take advantage of a thrilling \$1,250 incentive from Cascade. Treat yourself to a rebate check by installing a $\geq 95\%$ AFUE* [combination space and water heat system!](#)

*Additional restrictions apply. Visit website for terms and conditions.

Have questions?



Call 866-626-4479

10/20

July 2020



Soak up the savings

Take advantage of a *FREE* energy savings kit from Cascade Natural Gas!

Visit www.cngc.com/energy-efficiency for your kit.

What is an Energy Savings Kit?

Contents include low flow showerheads, kitchen faucet aerators, bathroom faucet aerators, and Teflon tape.

Reduce the amount of energy going down the drain by requesting *our easy-to-install water savings kit**.

*Primary source of water heat must be natural gas. One kit request per home.

Email
Conserve@cngc.com

or call

866-626-4479

to request a
water savings kit today!



In the Community to Serve®

7/20

March 2020



Take control...

Of your heating cost! Replace your manual thermostat with a programmable model and receive a check in the mail from Cascade Natural Gas.



In the Community to Serve®

Applying made easy!

cngc.com/energy-efficiency

submit an application along with your purchase receipt.

Applications must be submitted within **90 days of install**.

Rebate only eligible for homes heated with natural gas,
additional restrictions apply.

Questions? Call 866-626-4479



3/20



Struggling to keep your home warm and cozy this winter?

Managing energy costs can be a burden. Cascade Natural Gas is proud to partner with your local weatherization agency to deliver whole home energy upgrades to low income households.



Weatherization for income qualified households involves a range of services including heating equipment replacement and repair, duct sealing, and insulation.

Washington State Low Income Weatherization Program Income Eligibility Guidelines
Income levels must be no more than the greater of 60% State median income or 200% of Federal Poverty.

Members in Household	1 Person	2 People	3 People	4 People	5 People	6 People	7 People	8 People
60% State Median Income	\$30,204	\$39,497	\$48,791	\$58,084	\$67,377	\$76,671	\$78,413	\$80,156
200% of Poverty	\$25,520	\$34,480	\$43,440	\$52,400	\$61,360	\$70,320	\$79,280	\$88,240


Please refer to <https://www.commerce.wa.gov/growing-the-economy/energy/weatherization-and-energy-efficiency/> or contact your local weatherization agency for the latest income qualifications.



12/2020

Call 888-522-1130 to get connected with the weatherization agency serving your community or email conserve@cngc.com.

Also available online <https://www.cngc.com/customer-service/monthly-customer-communications/>



Winter Help Resources

WASHINGTON

Aberdeen..... Coastal Community Action Program (CCAP)
Arlington/Marysville..... Snohomish County Energy Assistance Program (SCEAP)


Bellingham/Oak Harbor..... Opportunity Council (OPPCO)
Bremerton..... Kitsap Community Resources (KCR)
Longview..... Lower Columbia Community Action Program (LCCAP)

Moses Lake/Othello..... OIC of Washington (OIC)
Mount Vernon..... Community Action of Skagit County
Pasco/Kennewick..... Community Action Connections (CAC)
Shelton..... Community Action Council of Lewis, Mason & Thurston Counties (CACLMT)

Toppenish/Sunnyside..... Northwest Community Action Center (NACAC)
Walla Walla..... Blue Mountain Action Council (BMAC)
Wenatchee..... Chelan-Douglas Community Action Council (CDCAC)
Yakima..... OIC of Washington (OIC)


OREGON

Baker City..... Community Connection of Northeast Oregon (CCNO)
Bend/Redmond..... NeighborImpact
Crescent/Gilchrist..... Klamath Lake Community Action Services (KLCAS)
Ontario..... Community In Action (CINA)
Pendleton/Hermiston..... Community Action Program of East Central Oregon (CAPECO)



Winter Help is registered under the Charitable Solicitations Act in Washington. Financial disclosure information may be obtained from The Secretary of State of Washington Charities Programs at 360-725-0378 or 800-352-GIVE (Washington only) www.sos.wa.gov. 12/2020


Join us in helping others stay warm this winter.




CASCADE NATURAL GAS CORPORATION
A Subsidiary of WDC Resources Group, Inc.


In the Community to Serve™

www.cngc.com



Some of your neighbors have difficulty paying their heating bills.





In 1989, we created Winter Help in partnership with our customers and local Community Action agencies. Because of illness, loss of employment or other crises, some households have difficulty paying their heating bills.

The COVID-19 pandemic has created a greater need for help. A portion of Winter Help funds will go directly to those experiencing hardship as a result of the pandemic.


Winter Help funds are designed to help our neighbors with temporary heating emergencies. Often these financial setbacks are temporary and can be relieved with a little concern and assistance from friends like you.

We asked for your support to help your neighbors pay part of their energy bills. Your generosity has helped more than 10,000 families since Winter Help began.

Cascade Natural Gas will match every dollar you contribute to Winter Help, dollar for dollar, to a maximum match of \$50,000. Your tax-deductible dollars also are guaranteed to be used in your community.

Contributions to Winter Help can be made automatically with your payment each month or as a one-time pledge. Your total amount of annual donations will be printed on your bill.

For additional information on low-income assistance, please contact Customer Service at 888-522-1130 or visit our website at www.cngc.com.



Yes, I want to help make neighbors warm.
To begin contributing or to increase your current contribution, complete this form and return with your gas payment or mail separately to Cascade Natural Gas Winter Help, P.O. Box 7608, Boise, ID 83707-1608.

Monthly Pledge Amount
\$


Your monthly pledge amount will automatically be added to your bill.

Name: _____
Service Address: _____
City: _____
State, ZIP: _____
Cascade Account Number: _____

Signature: _____
Date: _____

OR

Make a Donation Anytime
Include amount on your payment stub.
Please be sure to **CHECK THE BOX**, as noted on your stub, for the donation to be applied correctly.



OR

One-Time Donation
\$

Please enclose a check or money order payable to Winter Help.

Thank you for joining us in making warm neighbors and for making the Pacific Northwest a neighborly place to live.

Home Builder and Owners

The EE department continues its support of local Chambers, Home Builder Associations and homeowners looking to install high efficiency upgrades by providing advertisements for various events including annual regional directories, Home and Garden shows and Home Tours. Cascade showcased quarter to full page ads for home building associations; participants were as follows, Lower Columbia Contractor’s Association (LCCA), Skagit and Island County Builders Association (SICBA), Central Washington Home Builders Association (CWHBA), Kitsap Building Association (KBA), and Building Industry Association of Whatcom County (BIAWC)..

Cascade included an ad in the Cascadia Weekly Home & Garden show insert and staff were able to meet with a score of contractors during the Building Industry Association of Whatcom County Home & Garden Show before the COVID-19 shut down making connections to add Trade Allies to Cascade’s network or further educate TA’s on the EE program.

- a. Cascadia Weekly home garden guide – paid advertising (page 5)
http://www.cascadiaweekly.com/pdfs/special/2020_home_guide.pdf

Sustainable Connections



Not all superheroes
wear capes

Take steps to make your
home energy-efficient and
save what matters most!

866.626.4479



**CASCADE
NATURAL GAS**
CORPORATION®
A Subsidiary of MCU Resources Group, Inc.

*In the Community to Serve**

Cascade offers various incentives for shell, space, and water heating upgrades.
Visit our website to take advantage of rebates!

www.cngc.com/energy-efficiency

LCCA Directory



Not seeing gas *savings* with 20/20 vision?

Let CNGC bring *rebates* into focus with energy efficiency.

You could be eligible for a rebate

Boiler | Furnace | Fireplace

Visit our website for more possibilities.

Visit **www.cngc.com/energy-efficiency**

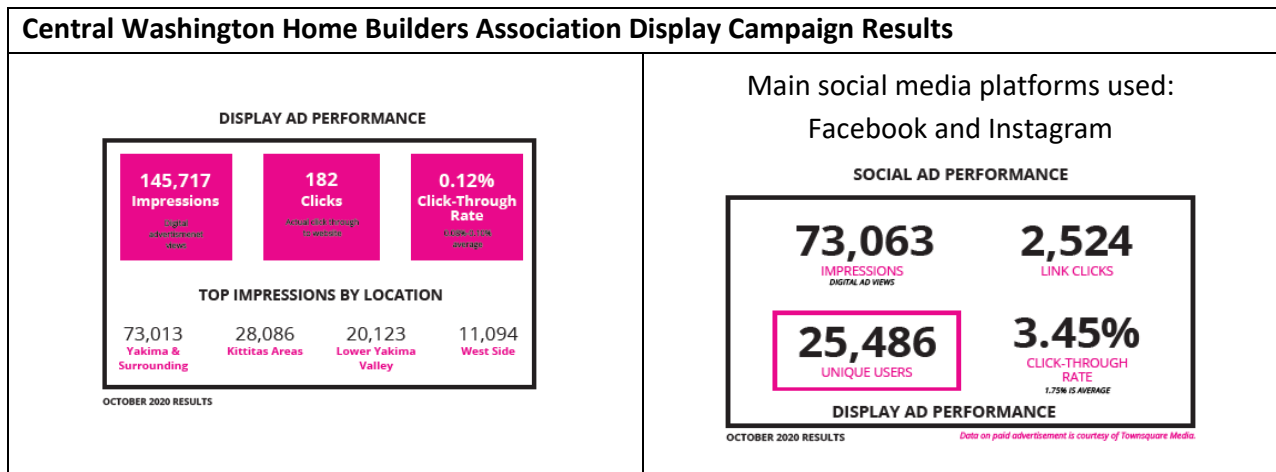


**CASCADE
NATURAL GAS**
CORPORATION®
A Subsidiary of MCU Resources Group, Inc.

*In the Community to Serve**

As social distancing requirements didn't relax in the fall, Cascade chose to advertise in digital directories and virtual tour magazines in lieu of the traditional in person event attendance. The Central Washington Home Builder's Association did a virtual Toast of the Tour showcasing 12 popular homes from the past and present. This virtual event specifically targeted homeowners, in the market for a new home, remodel, or those considering moving to the Yakima and Kittitas area. The CNGC rebate sticker from the previous year was repurposed to highlight which homes had rebate eligible equipment installed. In addition to the virtual tour, 2,000 copies were printed at 50 different distribution locations, as well as 194 radio ad spots.

One unforeseen silver lining from the virtual, remote events was the ability of staff to attend more Home Builder Association member meetings which were logistically prohibitive in past years.



- a. Central Washington Home Builders Association Toast to the Tour (pg 24)
https://emflipbooks.com/flipbooks/CWHBA/2020_TourDirectory/

Kitsap Builders Association moved their tour to a virtual website featuring a magazine, sponsor list and interactive voting for participants. Cascade contributed a short write-up featuring the incentive program.

- b. Kitsap Builders Association Tour of homes magazine (page 10).
<https://www.kbatourofhomes.com/magazine>



**CASCADE
NATURAL GAS**
CORPORATION
A Subsidiary of NWU Resources Group, Inc.
In the Community to Serve®

It's no secret ...

The most affordable energy is the energy you don't use.

Visit www.cngc.com/energy-efficiency to see our entire list of rebate offerings for your home and business.

- Fireplace
\$300
- Windows
\$5/sqft
- Furnace
\$400
- Insulation
up to
\$1/sqft

Serving the community since 1953

Additional restrictions apply. Questions? Give us a call at 866.626.4479.



**CASCADE
NATURAL GAS**
CORPORATION
A Subsidiary of NWU Resources Group, Inc.
In the Community to Serve®

Celebrate energy efficiency

Cascade Natural Gas wants to honor customers who invest in efficiency. Toast to your new upgrades with a check in the mail!

Visit cngc.com/energy-efficiency for residential and commercial rebate offerings.

Serving in the community since 1953

SOLARITY
CREDIT UNION



Scan Me
for the full photo gallery
and a 360° interactive tour

Tim Lovelass Construction, LLC

- Vaulted ceilings
- 3" oak flooring throughout upstairs
- Custom wood stain cabinets, doors, and trim throughout
- Characteristic fireplace with flank cabinetry
- Home office with venetian plaster walls
- Master bath soaking tub and walk-in shower
- 40'x60' detached custom shop with in-law suite ADU



4,510 Sq. Ft.
4 Bedrooms
2 Bathrooms



Tim Lovelass
TIMOTLL828B5
509.969.9227



Scan Me
for the full photo gallery
and a 360° interactive tour



SOLARITY
CREDIT UNION

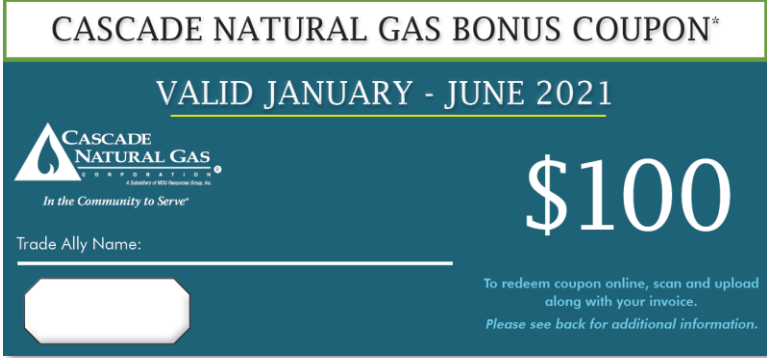






2,973 Sq. Ft.
3 Bedrooms
2.5 Bathrooms

- Floor to ceiling view windows
- Extensive use of shiplap & barnwood features
- Heated tile floors and custom tile shower
- Jack & Jill bath with walk-in closet
- Master suite with exposed beams and fireplace
- Vaulted ceiling in greatroom with exposed beam

Bonus Coupons

Trade Allies received benefits for their continued partnership with the program, including 15 bonus coupons to promote high efficiency upgrades. These coupons are typically valued at \$100 in the early summer months, then dropping to \$50 in the fall. This decrease in value was intended to help drive EE installs during the slower summer months. However, in 2020 the department decided to keep the value at \$100 all year to help combat economic constraints from COVID-19. Keeping the value at \$100 was intended to not only help Trade Allies close on these high-efficiency upgrades, but to provide as much incentive as possible to cover the gap between a standard and a high-efficiency upgrade.

Trade Ally Bonus Coupons	TA Radio Ads
 <p>CASCADe NATURAL GAS BONUS COUPON*</p> <p>VALID JANUARY - JUNE 2021</p> <p>CASCADe NATURAL GAS A Division of WEC Energy Group, Inc. <i>In the Community to Serve</i></p> <p>Trade Ally Name: _____</p> <p>\$100</p> <p>To redeem coupon online, scan and upload along with your invoice. Please see back for additional information.</p>	 8600-CNGC 60 Clean Crawls.mp3
 <p>THANK YOU!</p> <p>Many thanks from Cascade for taking steps towards toward energy efficiency in your home! The Cascade Natural Gas Energy Efficiency Program is proud to team up with Trade Ally contractors to offer you a "rebate bonus" for completing energy efficient upgrades*.</p> <p>Please submit your bonus coupon with your application and invoice via mail, or online at cnqc.com/energy-efficiency</p> <p>Have questions? 866-626-4479</p> <p><small>*Limit 1 coupon per customer, per measure installed in 2021 *Coupon must be attached to invoice on qualifying install *Submission date is the date application is stamped by post office or entered online, coupon submissions after June 30th, 2021 are invalid *Must be a Cascade customer on a qualifying rate schedule</small></p> <p><small>*Coupon is non-transferable and is for distribution solely by designated Trade Ally *Funds will be issued following approval of rebate application *Coupon does not signify endorsement or warranty of work performed</small></p>	 8509-CNGC 60 Handys.mp3  8636-CNGC Foss.mp3

Radio Campaigns

The Residential program once more hosted a Radio Campaign in Zone 1 to promote its Trade Allies during the heating season (January 2021 & Fall 2020) when customers experience cold weather and higher energy bills. The pilot used a donut ad format, housing consistent Cascade program information at the beginning and end of the ad throughout all advertisements and featuring various Trade Allies and their offerings in the center of the ad. In total for 2020, twenty-three Trade Allies took advantage of the cooperative marketing benefit, equating to up to 460 total 30 second ads aired.

Camaloch Community Outreach

Cascade's EE department also partnered with its Business Development in an outreach campaign to an existing community on Camano Island. Cascade installed natural gas mains in 2000, and there are approximately 175 homes using electricity and/or propane for their space and water heat. The customer-focused outreach informed residents of their eligibility for high efficiency natural gas upgrades. Cascade recruited Trade Allies serving the Camano Island area to offer special promotional discounts for the Camaloch Community interested in efficiency.

Camaloch Community Outreach Brochure



There are many companies to choose from in the area but we want to be your #1 choice when it comes to heating air service repair, installation, and maintenance. We pride ourselves on our customer service, affordable rates, community reach, and skilled technicians. We don't limit ourselves to just HVAC services, you can also call us to help with water heater upgrades, air quality control, and a variety of A/C problems in the PNW. Learn more about what we have to offer at www.cleanairconfortsystems.com.



Having proudly served the Puget Sound since 1983, CM Heating is among the very top-rated HVAC contractors in Washington State. We provide a combination of the best reputation, brands, warranties, craftsmanship, and value all backed by a 100% satisfaction guarantee. Call us today! You'll be glad you did.

There's No Beating CM Heating!

CNGC Space Heat Trade Allies for the Camaloch Communities

The contractors below install **any** of the following:
Furnace and fireplace.

Clean Air Comfort Systems:
(360) 398-9400
Email: service@cleanairconfortsystems.com

Bonus!

Receive up to Up to \$1700 in Manufacturer Rebates!
No payments for two years on select systems, and zero percent financing for up to 72 months on select systems.

CM Heating: (360) 398-9400
Email: info@cmheating.com

Bonus!

Free Furnace with purchase of a Premium Air Conditioning System with a Premium Air Cleaning Package!



Cascade Natural Gas Trade Allies

www.cngc.com

Cascade has qualified Trade Allies ready to serve the Camaloch Community!

We work with our Trade Allies so they understand the CNGC rebate program eligibility requirements. When you call them for service, they can advise you on energy efficient choices that may qualify for cash rebates.



In the Community to Serve®



 <p>Take advantage of Cascade's rebates with Coast Insulation! Certified in spray foam insulation, blown-in insulation, fiberglass insulation and much more. We know that successful insulation depends on successful installation, and that's why we're committed to the highest quality of work. Upgrade your insulation today - call coast at 360-366-3472 or check out our website at www.coastinsulation.net</p>  <p>Want to improve the energy efficiency of your home? Look no further! Call Proficient Insulation Solutions today to install your insulation and air sealing. We will make sure your insulation project is done right! For more information about our services, contact us at 360-661-6320 or visit us at proficientinsulationsolutions.com.</p> <p>At Proficient Insulation Solutions your satisfaction is our business!</p>	<p>CNGC Insulation Trade Allies for the Camaloch Community</p> <p>The contractors below install any of the following: Attic/ Ceiling, Wall, Crawl, Duct Insulation.</p> <p>Coast Insulation: (360) 366-3472 Email: info@coastinsulation.net</p> <p>Proficient Insulation Solutions: (360) 661-6320 Email: proficientinsulation@gmail.com</p> <p>Bonus! 10% Discount on Materials and Labor for Military, Seniors and Education Service workers.</p> <p>Arrow Insulation: (360) 488-4350 Email: Service@GoArrowInc.com</p> <p>Bonus! Additional \$0.10 rebate per square foot on all Attic, Wall and Crawl Insulation.</p> <p>Insulation Co LLC: (425) 930-6453 Email: Sales@InsulationCo.com</p> <p>Bonus! Same as Cash Financing through PayPal for six months.</p> <p>Environmental Insulation: (360) 647-2532 Email: info@envinsulation.com</p> <p>Bonus! Free estimates and certified energy expert available.</p>	 <p>Since 1987</p> <p>With a focus on customer service, education, cutting edge technologies, and environmental impacts, our goal is to provide our customers with energy efficiency improvements to improve their overall comfort and health, and lower their utility bills! Contact us today and mention the code CAMALOCH to receive an additional \$0.10/sqft incentive on top of CNG's rebate amounts!</p>  <p>Insulation Co. is a local, family-owned insulation contractor serving in the PNW since 2008. Some of our project specialties include: retrofit upgrades, remodels, additions, garages, shops, basements and new construction. We also offer services including: crawl space access door fabrication, heat duct sealing/repair, drill/fill for walls/ceilings, air sealing, energy audits and clean outs. Call or text us today at 425.903.6453 for a free estimate!</p>  <p>Environmental Insulation and Contracting, LLC. At Environmental Insulation and Contracting, we're in the business of creating more comfortable, energy-efficient spaces. Our well-established business has thrived by way of great, thorough service at a reasonable price. We are your local insulation contractor for fiberglass and spray foam insulation for both residential and commercial projects. Check us out today!</p>
--	---	--

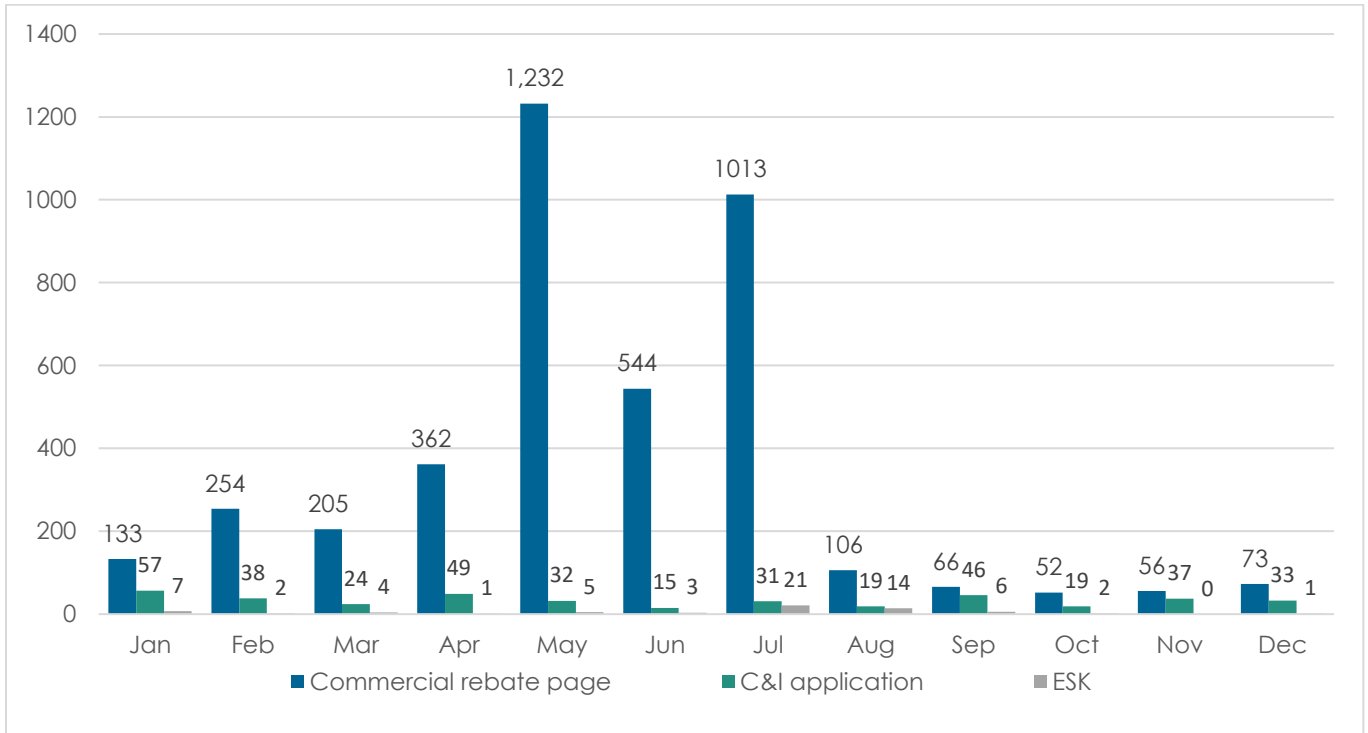
Commercial Outreach Outreach activity

The TRC community outreach team supported several tactics in 2020 to drive program awareness and participation for Commercial and Industrial rebates. In late Q1/early Q2, the team shifted outreach efforts and adjusted messaging to address the ongoing pandemic. This shift included creating a series of regional digital ads and adapting messaging to align with customer priorities.

Website

Compared to 2019, the commercial rebate page experienced a 324% increase and the C/I application page experienced a 60% increase. May and July had the most visitors to the rebate landing page which aligns with the COVID-19-related digital ads and the Google search ads running during those months. See Figure 3 for 2020 page details.

Figure 3: 2020 Pageviews



Advertising

To address the COVID-19 pandemic, the Company’s C/I implementation vendor TRC Companies developed a suite of digital ads in April and May that ran in seven regional publications:

- Tri-Cities Area Journal of Business Real Estate & Construction Newsletter
- Kitsap Sun
- Yakima Herald
- The Daily News
- Skagit Valley Herald
- Bellingham Herald
- Tri-Cities Herald

The campaign was launched to promote rebates to help support businesses during a challenging time. The ads were split into two messaging themes: “Saving matters now more than ever – and we can help” and “Get paid to save energy”. In addition to placing ads with regional publications, the team ran a Google search ad and a paid LinkedIn post in May.

In total, the 28 regional ads resulted in 349,590 impressions and 181 clicks. The LinkedIn ad resulted in 7,298 impressions and 40 clicks. The Google search ads performed extremely well with a total of 6,020 impressions, 2,417 click and equating to 40.15% of times the impression was clicked on, which is above industry average.

In addition to the COVID-19-specific ads, TRC developed print, digital and radio ads to increase general awareness and reach of the CNGC brand and C/I rebate program. Advertisements promoting the program were developed for the following publications/channels:

- Tri Cities Journal of Business
- Bellingham Business Journal
- Kitsap Sun
- Radio – the team placed a series of 30-second radio spots with the Cascade Radio Group in November that were broadcasted 10 times a week in both Skagit and Whatcom Counties.
- Google search – due to the April/May success of the Google Ads, the team ran two additional Google Ads to drive traffic to the CNG website and assist customers in finding rebates.

Collateral

In 2020, the TRC team produced various types of collateral – including fact sheets, bill inserts and direct mail – promoting both specific measures and program offerings in general. New this year, the program created a handout that highlights common high-efficiency gas upgrades for each C/I sector. The handout was uploaded to the website and will be used by the business development team to talk to customers and Trade Allies about the program. The team also developed the following:

- Tankless water heater fact sheet – features two mini case studies from Yakima Home2 Suites as well as the Hanford House
- Four bill inserts – tankless water heaters, radiant heating, COVID-19 messaging and rebates for all sectors
- ESK insert – included in ESKs sent to customers
- Spray-valve direct mailer – sent to select restaurants and senior assisted living facilities
- Radiant heating fact sheet –two mini case studies featuring Mission Aviation Training Academy and Amro Nurseries

Email Blasts

Six emails were distributed in 2020 to CNGC customers and Trade Allies within Cascade’s service territory, and updates incentives and customer stories. The emails had an average open rate of 30.2% and an average click rate of 5.2% - an increase from 2019.

Table 2: 2020 Email Blasts

Date/Topic	Open Rate	Click Rate
2/27 – Tankless water heaters	33%	9%
3/24 – COVID-19 specific email	35%	3%
4/7 – General program promotion	39%	7%
8/23 – Radiant Heating	23%	4%
10/21 – Solutions for all businesses	31%	5%
12/23 – Happy holidays note	20%	2%

