

Cascade Natural Gas Corporation Annual Conservation Achievement Report Calendar Year 2021

Community Outreach Report

Communications to customers about program availability remains an important tool in promoting Cascade's Energy Efficiency (EE) offerings. Engagement efforts were focused on navigating the uncertain and hybridized climate of 2021 outreach through, digital, virtual, and printed materials.

As businesses and events reopened with limited capacity, Cascade promoted rebate opportunities for customers who performed home improvement projects or found an opportunity to upgrade equipment for their businesses. The Residential program offered specialized promotions throughout the year such as a targeted promotional code on specific advertisement placement in magazines, or additional incentives through Trade Ally contractors (TA) for customers that served our country either actively or as a Veteran. Commercially, a Re-COV-ery campaign focused on businesses and restaurants offering additional incentives if three or more measures were installed, specifically targeting bundled kitchen upgrades.

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Residential Outreach

While the Company was unable to table and attend Energy Efficiency events as it had in years past, Cascade experimented with its first video streaming campaign over the summer with a 30 second animated commercial. In addition to video commercials, print ads in magazines, or a digital presence online, Cascade marketed in the community at baseball games, in movie theaters, at regional home tours and through radio.

Campaigns: Streaming

Due to canceled events and social distancing, Cascade committed to video marketing and ran its first commercial campaign for streaming networks. A thirty second animated commercial showcasing four common efficiency measures and how to apply for a rebate was broadcast to specific demographics across all of Cascade’s service territory. The segment highlights Cascade’s rebates, including space and water heating upgrades and insulation, letting customers know about the various options.

The Connected TV streaming campaign was broadcast along free networks provided by Smart TVs or streaming devices such as Pluto TV, Tubi, HGTV and Food Network. The ad was watched to completion by 29,271 viewers between August 15 and September 15, 2021, with a total of 424,242 impressions and 582 clicks for more information about Cascade’s EE program. A still image from the ad is provided in Figure 1.

Figure 1: 30 Second Animated Commercial



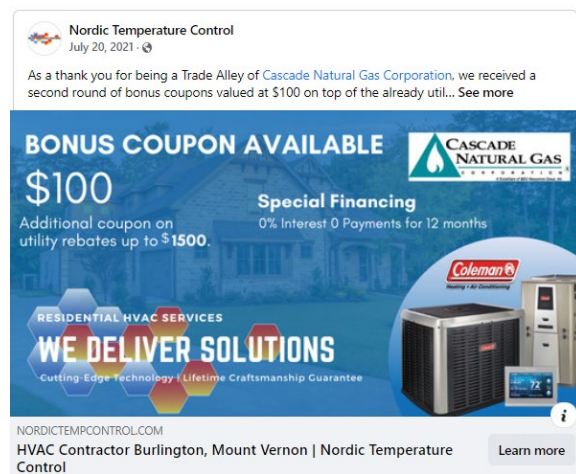
*To view this ad please open the attached file: “Final 30 Second AD”

Online/Website

With the increase in social media and web traffic tracking by the Company, Cascade's EE department can monitor the success of differing outreach messaging ads ranging from general rebate awareness to specific measure call outs or promotions.

Some contractors used social media to show their appreciation for TA bonus coupons, and let customers know the coupons were available with a qualifying install. This was the first time Cascade noted a TA highlight bonus coupons in their customer correspondence and tag Cascade as a partner in a social media post. The Company will investigate opportunities for promoting the idea of TA's advertising rebates in social media communications with customers to further the reach of the EE message. One such advertisement can be seen in Figure 2.

Figure 2: TA Social Media Post

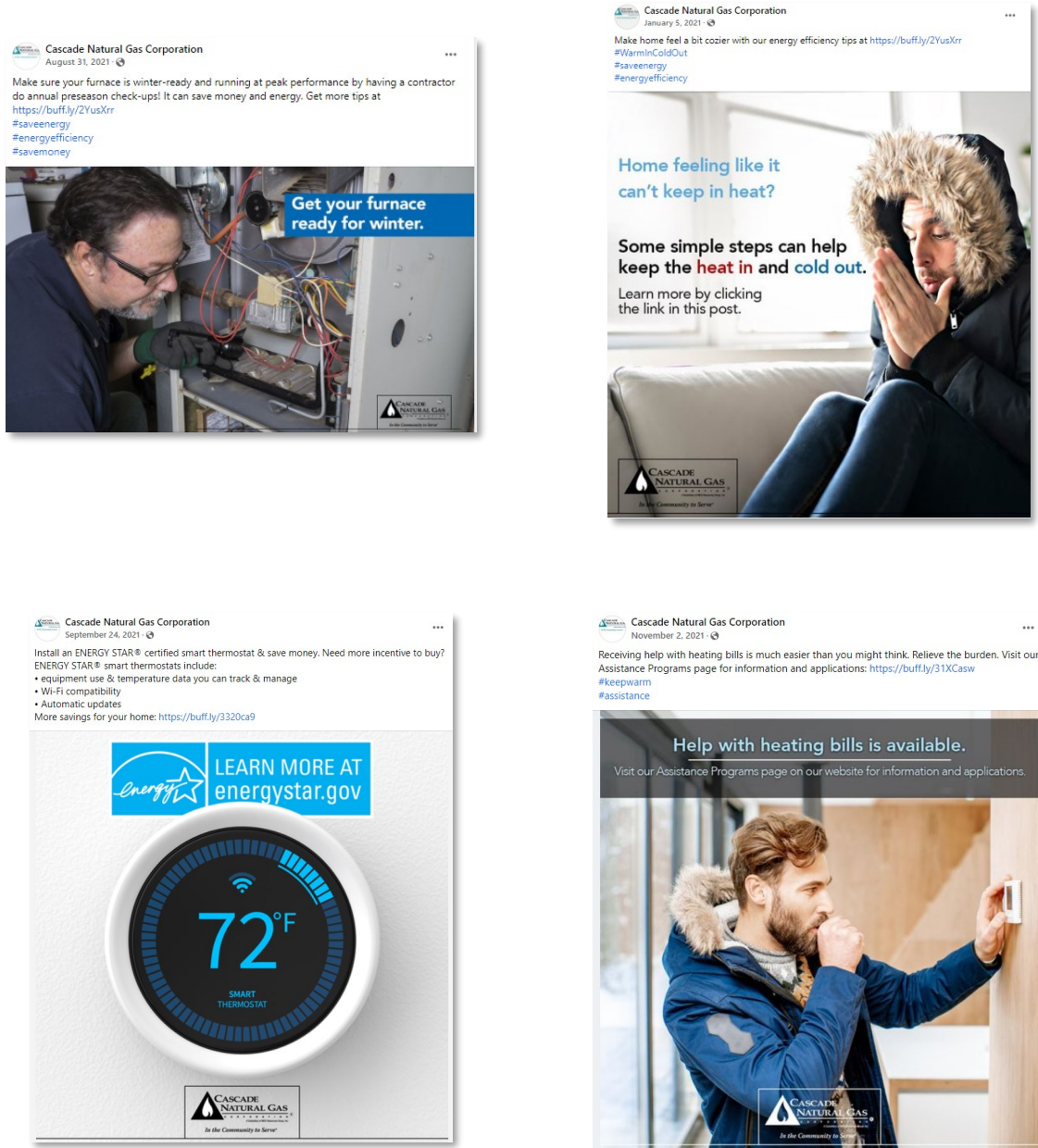


Social Media

As the community worked to come out of the pandemic, Cascade recognized that some customers may not be able to afford large upgrades, or that supply chain issues caused months long delays for upgrades to be completed. The program pivoted to focus more on what customers could control for both residential and low-income customers.

Behavioral changes like adjusting a thermostat or completing annual check-ups to ensure the home is running as efficiently as possible were spotlighted as the social media posts included in Figure 3 demonstrate.

Figure 3: CNGC Residential Social Media Posts



Website Analytics

Website traffic trended in line with the program’s application intake, matching the steady interest through the year with an increase in the cooler months and lower activity through the summer. Table 1 provides a breakdown of page views per month by URL.

Table 1: 2021 Pageviews per Month by Website

2021 Pageviews	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
/residential-rebate-offerings/	1387	1264	1221	783	1	773	768	949	968	1185	1149	1092
/energy-efficiency/	823	791	788	676	0	594	669	787	774	654	879	794
/residential-rebate-offerings/residential-rebate-application/	575	483	431	343	0	307	305	376	415	490	550	586

As Figure 4 demonstrates, Google Analytics show that 77.2% of online users were new visitors to Cascade’s website. It is encouraging to see website traffic from customers who haven’t participated in the program, and likely are new to energy efficiency or the Company’s rebate offerings. The data shows there is room for growth when targeting new customers instead of repeat customers.

Figure 4: 2021 Web Analytics Review

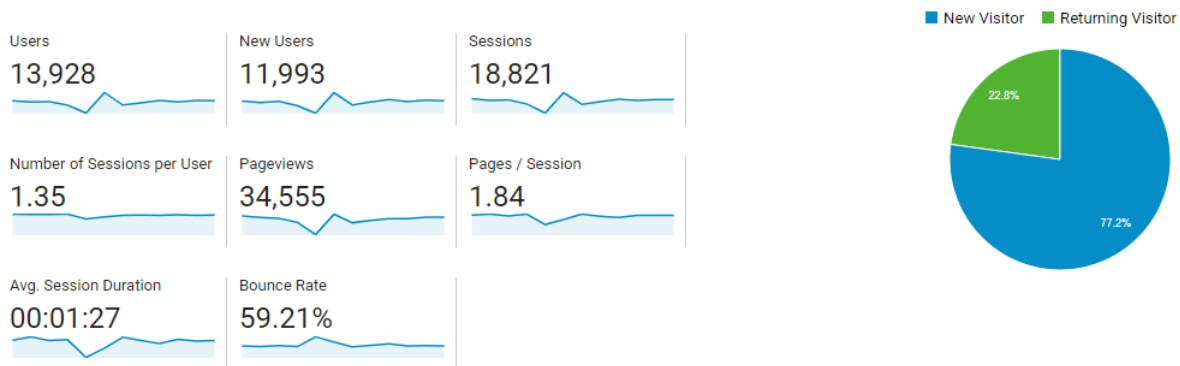
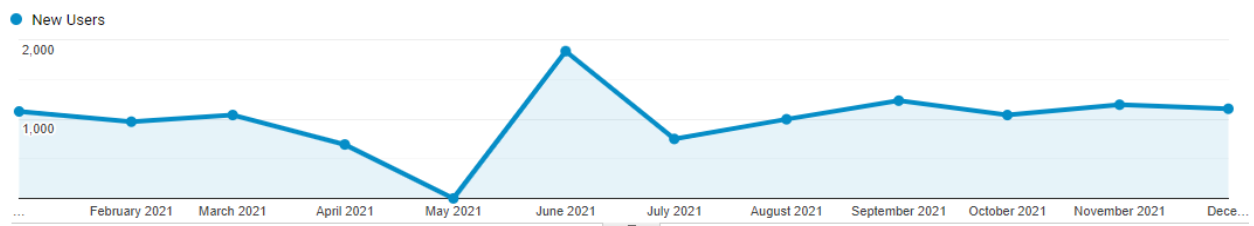


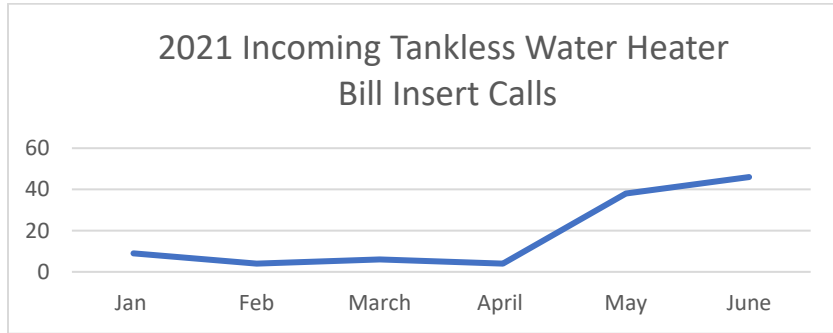
Figure 5 shows the number of new unique users visiting the website per month. A steady flow of visitors is shown throughout the year. Please note that the month of May did not see zero new unique users. An error occurred in the tracking for May that resulted in the metrics for this month being unrecorded.

Figure 5: 2021 Website Traffic by New Users to Energy Efficiency Landing Page



In May, the department released a well-received bill insert highlighting tankless water heaters. The increase in calls shown in Figure 6 demonstrates the effectiveness of the bill insert. The department continues to track bill insert calls to monitor the impact of messaging on Cascade’s online platforms, as well as tracking telephone communications with customers.

Figure 6: 2021 Incoming Tankless Water Heater Bill Insert Phone Calls



While most customers land on the main EE landing page by directly searching the web link, some come from third party websites where the customer may be purchasing new equipment. For instance, as seen in Table 2, the second most popular third-party website is ENERGY STAR®. Most customers were on the ENERGY STAR rebate finder page, which led them to one of the EE pages. Another example is Lopi Stoves. Most customers that came from the Lopi Stoves page were looking at a specific model, 34 DVL Deluxe Ember Glow fireplace, which then led them to the Cascade EE landing page.

Table 2: 2021 Third Party Web Referrals

Source ?	Users ? ↓
	2,426 % of Total: 17.42% (13,928)
1. customer.cngc.com	668 (26.85%)
2. energystar.gov	452 (18.17%)
3. lopi.com	153 (6.15%)
4. homedepot.com	116 (4.66%)
5. cngc.dsmcentral.com	104 (4.18%)
6. fireplace.com	84 (3.38%)
7. eastads.simpli.fi	66 (2.65%)
8. westads.simpli.fi	57 (2.29%)
9. lowes.com	47 (1.89%)
10. sensi.emerson.com	34 (1.37%)

Residential Advertising

The Company's advertising is most active in the spring and fall aligning with the Home Building Association (HBA) home shows across the state when there tends to be a higher concentration of community activities; for more info on advertising with HBAs see the [Home Builder and Homeowners](#) section of this report. Table 3 outlines the advertisements that were placed throughout the year, and Table 4 shows the annual impressions for each media type.

Table 3: Calendar of Ad Requests

January <ul style="list-style-type: none"> ✓ Best Version Media Magazine (BVM) ✓ Taylored Living Magazine ✓ SICBA Annual Directory ✓ BIAWC Annual Directory 	February <ul style="list-style-type: none"> ✓ BVM ✓ CWHBA Annual Directory 	March <ul style="list-style-type: none"> ✓ BVM ✓ SICBA Home & Garden show book and bingo card
April <ul style="list-style-type: none"> ✓ BVM ✓ Taylored Living ✓ Kitsap Earth Day Newspaper ✓ BIAWC Home & Garden Show insert ✓ LCCA Spring Directory 	May <ul style="list-style-type: none"> ✓ BVM ✓ Yakima/Walla Walla Baseball campaign ✓ Mount Baker Theater (MBT) film preview 	June <ul style="list-style-type: none"> ✓ BVM
July <ul style="list-style-type: none"> ✓ BVM ✓ Taylored Living 	August <ul style="list-style-type: none"> ✓ BVM ✓ MBT program ad ✓ NW Fair Ad 	September <ul style="list-style-type: none"> ✓ BVM ✓ MBT program ad ✓ KBA Tour of Homes ✓ CWHBA Tour of Homes ✓ LCCA Fall Directory
October <ul style="list-style-type: none"> ✓ BVM ✓ Taylored Living ✓ MBT program ad ✓ Whatcom Home Tour 	November <ul style="list-style-type: none"> ✓ BVM ✓ MBT program ad ✓ Veteran Promo ✓ TA Promo 	December <ul style="list-style-type: none"> ✓ BVM ✓ MBT program ad

Table 4: Annual Impressions by Media Type

Print	Digital	Video	Radio
429,901	280,501	462,187	1,007

Print and Digital Advertising

When possible, Cascade advertised at in person events across the service territory with static or digital signage, event programs, and shared community messaging encouraging customers to participate in the many options available through Cascade’s EE programs.

Baseball campaigns

Cascade advertised with 3 baseball teams during the 2021 season with stadium signage and player interviews promoting the “most efficient” player of the game aligned with Cascade EE imagery and messaging. Figure 7 demonstrates a still image of the advertisement played during the interview. Follow the link to watch the interview and advertisement online.

The Bellingham Bells outreach touched 51,248 fans over the summer season through stadium signage and the distribution of pocket schedules through the community. The Bells made the playoffs against the Yakima Valley Pippins, providing an opportunity for customers from both communities to learn about Cascade’s rebate program.

Even with social distancing, the Yakima Valley Pippins were able to reach nearly 21,000 fans in the stadium and over 23,200 streaming views during the 2021 season. Between the concourse signage, 30 second home game video, and player interviews, Cascade made over 40,000 impressions with Yakima customers.

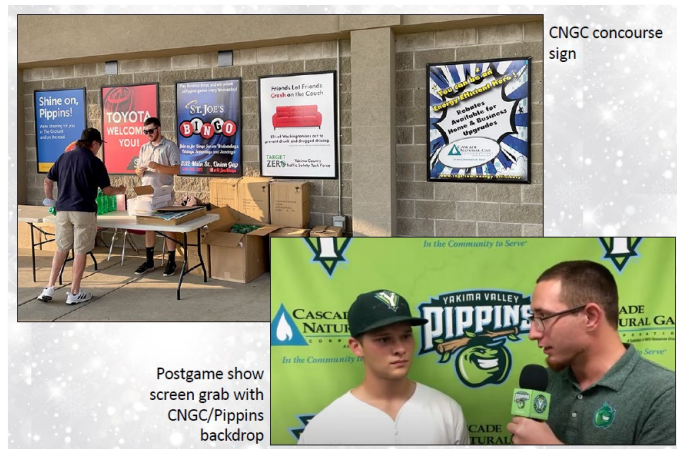
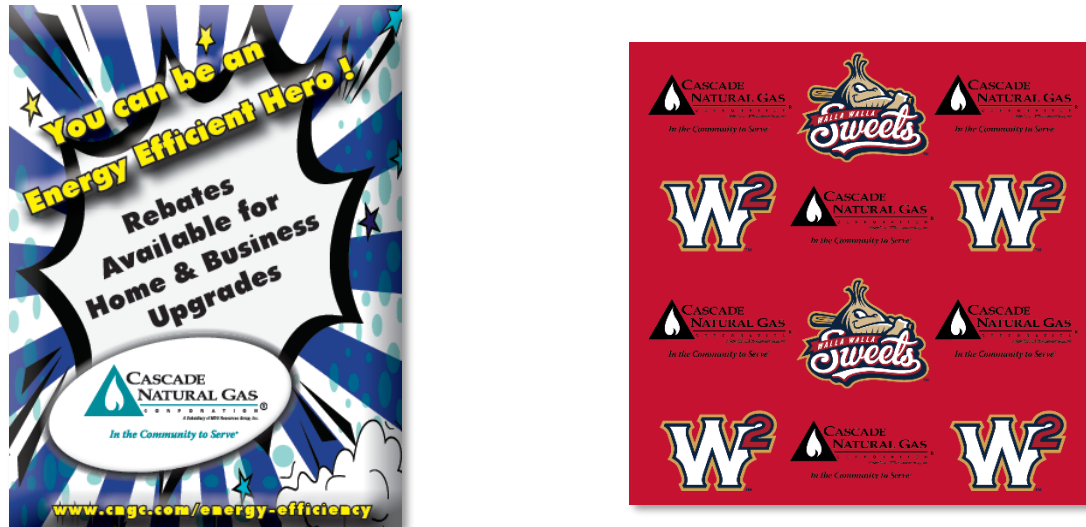
Figure 7: 'Most Efficient Player of the Game' Post-Game Interview Link



The Walla Walla Sweets play to a stadium that can hold over 2,300 fans and their baseball games received similar reception to that of the Pippins. Cascade leveraged concourse signage, streaming videos, and logoed giveaways to reach the Sweets approximate 40,000 fans. The 30 second commercial during more than 20 broadcasts reached 14,945 views and via radio 1,007 unique

listeners were exposed to Cascade’s message. See Figure 8 for more examples of the advertisements Cascade used with the Pippins and the Sweets.

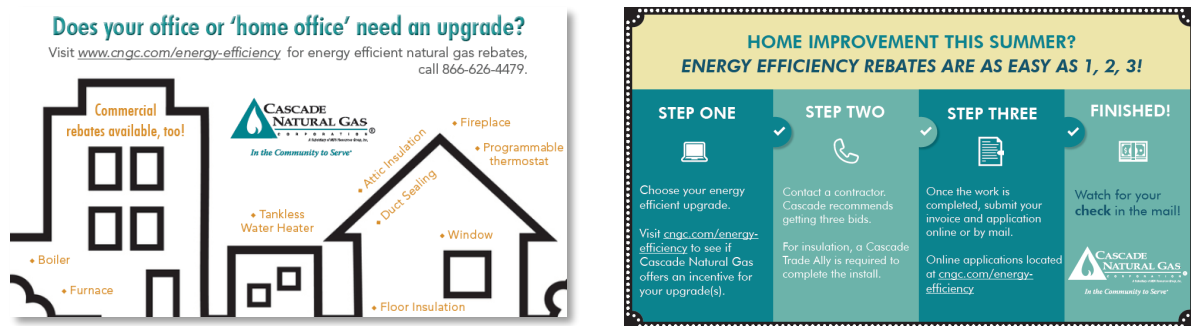
Figure 8: Baseball Advertising Across Teams



Theater

Theaters were able to reopen for the summer of 2021 with socially distanced movies followed by a full production season of in person theatrical performances. Cascade partnered with the Mount Baker Theater in Bellingham Washington to run two static ads for 30 seconds each as seen in Figure 9. The ads were shown 5 times per film during the previews in May to a captive audience. The Company estimates that there were 696 unique impressions generated through this effort based on ticket sales from the duration of this advertisements run in the theater.

Figure 9: Static Movie Preview Ads



Cascade advertised in 11 digital theater programs at Mount Baker Theater during the fall of 2021. The advertisements, as seen in Figure 10, in these programs informed customers of potential residential incentives. By advertising with the digital ticket email, all theater attendees were able to access the Cascade web link with the advertisement in their program or via a QR code at the performance. Mount Baker Theater provided an outlet for a more diverse audience as attendees may have visited for comedy acts like David Sedaris, musical performances from artists such as Wilco, variety shows like Stunt Dogs, or holiday specials which included Stars of Magic.

Figure 10: Theater Program Advertising

Veterans Day
HONORING ALL WHO SERVED
★★★★★

*November
Limited Time Offer*

As a special thank you this **Veterans Day**, Cascade Natural Gas is honoring veterans and active military duty personnel with a **\$100 bonus** incentive during November.

CASCADE NATURAL GAS CORPORATION
In the Community to Serve®

For customers who served, and have installed a qualifying, high-efficiency* natural gas upgrade in November, please write promo code VET2021 on your rebate application or invoice to redeem the bonus.

Scan QR code to apply

CASCADE NATURAL GAS CORPORATION
In the Community to Serve®

Time for change

Don't wait to upgrade old, inefficient equipment... Enjoy heat and savings when you need them most.

Upgrade now before the heating season arrives and earn an energy efficiency rebate!

www.cngc.com/energy-efficiency

CASCADE NATURAL GAS CORPORATION
In the Community to Serve®

Endless love...

you've put in the work because you want it to last. Build on that relationship with your home and show it some love.

Invest in high-efficiency upgrades to your natural gas home and receive a check from Cascade.
cngc.com/energy-efficiency

The Chesapeake
Happy Holidays

Get a \$25 coupon for every \$150 gift card purchased.

Gift cards and coupons redeemable in the hotel, spa, and restaurant at the Five restaurant. Redeemed by phone or in person. Issuance Nov. 26th-Dec. 31st, 2020.

804 10th St Bellingham WA | 360.756.1005

CHET • GINA • JESS KENOYER
WINDERMERE REAL ESTATE

LEADERS IN LUXURY
With over 1,200 agents in Whatcom County, the Kenoyers continue to be the highest producing real estate agents year after year.

360.676.9229 | KENOYERS.COM

'Tis the season for giving

Let Cascade give your family the gift of rebates by upgrading your home to high-efficiency. Installing energy efficient equipment such as a 95% AFUE gas furnace could earn you a \$400 check in the mail!

Visit www.cngc.com/energy-efficiency/ to apply today!

CASCADE NATURAL GAS CORPORATION
In the Community to Serve®

Spotlight MBT | 3

Home Builder and Homeowners

Throughout 2021, Cascade continued print and digital advertising with HBA, regional directories, Home and Garden Shows, and New Home tours as illustrated in Figure 11. Cascade ran two biannual directory ads for regional HBAs informing builders, customers, and contractors of available new construction rebates.

Figure 11: HBA Directories

Planning a remodel?
Offset energy efficiency install costs with rebates! Visit cngc.com/energy-efficiency to get started.

CASCADE NATURAL GAS CORPORATION
In the Community to Serve®
866.626.4479

Additional restrictions apply, visit our website for efficiency requirements.
Rebates available but not limited to . . .

\$400 Furnace	\$300 Fireplace	\$750 Boiler
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Submit a copy of your invoice via our online portal, then receive a check in the mail!

Rooted in Energy Efficiency
When you put your roots down in a new home, Cascade can help you thrive with energy efficiency cash rebates.
Visit www.cngc.com/energy-efficiency for incentive information.

811 Know what's below. Call before you dig.
Help keep your community safe!

Rebates to make you smile . . .
Have you been thinking about making energy efficient upgrades to your home?
Making the choice to conserve natural gas may earn you a check in the mail!

CASCADE NATURAL GAS CORPORATION
In the Community to Serve®

Visit cngc.com/energy-efficiency to submit your invoice via our online application portal.
Have questions? Call 866-626-4479

811 Know what's below. Call before you dig.
New seasons bring new beginnings
Whether planting a new garden, landscaping, or planning to extend your gas line . . .
Remember: Call 811 before you dig to start your project safely!
If your upgrade meets efficiency requirements, complete your project on a high note with a rebate from Cascade.

866-626-4479
www.cngc.com/energy-efficiency

CASCADE NATURAL GAS CORPORATION
In the Community to Serve®

Spring Home and Garden shows were either canceled or virtual in 2021, but those who were able to host an event got creative with engagement. The Skagit & Island County Builders Association offered a BINGO card for customers to engage with business members by either visiting or interacting with them for a discount, item, or social media engagement. Others held virtual tours with links to partner

websites and allowed for advertising on their digital platform. Examples of engagement opportunities and advertisements are provided in Figure 12.

Figure 12: Home Show Advertisements

Home and Garden Show Bingo

HOME Garden Business BINGO!

Home Maintenance Central HMC Like us on Facebook	CASCADE NATURAL GAS Buildings First Source Like us on Facebook	Builders First Source Like us on Facebook	Banner Bank Like us on Facebook	Heritage Bank Take a picture outside of our business and like us on Facebook
ServPro Like us on Facebook for a chance to win a free carpet cleaning!	McClure Custom Homes Like us on Facebook	BLADE CHEVROLET & RVs Visit Blade Chevrolet in Mount Vernon to get a stamp & be entered into their \$300 giveaway!	CPI Plumbing & Heating Like us on Facebook	The Real Estate Book Take a picture of you with a real estate book.
JEWELL ELECTRIC Call 360-430-3760 or email jewellelectrical@gmail.com for a special rebate code to enter here.	Sign Dogs SIGDOG Follow us on Facebook	Free Space! SICBA	Smiley Insurance Services SMILEY INSURANCE Call (360) 494-1772 and get a quote on home, auto, or business insurance.	Peoples Bank Follow us on Facebook
PNW ENERGY SERVICES Post a picture of your attic or crawl space area to a social media platform of your choosing and tag us	AAA Kartak Glass & Claret AAA KARTAK GLASS & CLARET Like us on Facebook	G&S Heating, Cooling & Electrical HEATING COOLING ELECTRICAL Visit www.sicba.org and fill out a survey!	Craft Stove Follow us on Facebook or Instagram	Sound Cedar Lumber Visit our business for a stamp
Dwayne Lane's Auto Family DWAYNE LANE'S AUTO FAMILY Follow Dwayne Lane's Auto Family on Facebook and Instagram	Harmesen LLC HARMENSEN Follow us on LinkedIn or Like us on Facebook!	John Pizzo Jr. Construction & Remodeling PIAZZA Like us on Facebook	360 Painting of NW WA 360 PAINTING OF NORTHWEST WASHINGTON Visit www.360painting.com	FRESH SPACE Visit www.freshspace.com

Get 5 Bingo squares in a row filled either vertically, horizontally, or diagonally for 1 entry into the \$500 still card giveaway sponsored by Sound Cedar Lumber! Get a BLACKOUT for 5 entries. Mail or drop off your completed bingo card to 15571-A Peterson Road, Burlington WA 98233 or email it to info@sicba.org by Friday, April 16th. Drawing will be live on the SICBA's Facebook page on April 19th at 10 am.

Name: _____ Phone #: _____

Tour of Homes Ads

Building or remodeling a home? Don't overlook our REBATES.

Cascade Natural Gas Residential Rebate Offerings*

\$400 furnace 95% AFUE+	\$350 Tankless Water Heater .91 UEF+	\$300 Fireplace 70% FE+	\$100 Exterior Door U-Factor .21 or lower
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Looking for more rebates? Visit our website for a complete list of offerings. To apply, submit a copy of your invoice(s) and application via mail, or online at: www.cngc.com/energy-efficiency

*Additional restrictions apply. Visit terms and conditions for more information.

Have your cake and eat it too . . .

Insulation costs may seem prohibitive, but we've got your back!

...and the icing on top? There's NO CAP for qualifying installs and if you bundle with other insulation upgrades you could get up to a \$500 Bonus.

Luckily for Cascade customers, our incentive program can help sweeten the transformation to a warm, highly efficient natural gas home.

Earn up to \$1.00 per square foot for qualifying installs:

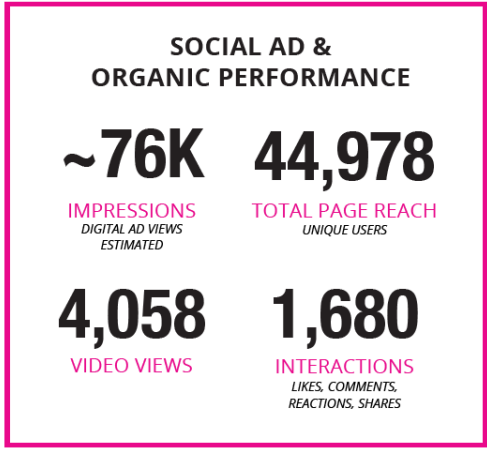
www.cngc.com/energy-efficiency
866-626-4479

CASCADE NATURAL GAS CORPORATION
In the Community to Serve®

HBAs adapted and adjusted to restrictions for Home Tours across the state offering virtual, in person and a hybrid model. Central Washington HBA excelled with their hybrid tour in the most homes on tour in the state as well as thousands of unique users and impressions visiting their webpages or viewing their digital display ads. Cascade was forward thinking in running an article describing EE rebates in more detail as Central Washington HBA received about 76,000 digital ad views using advanced audience targeting based on consumer interests. Figure 13 provides a more detailed look at the impressions generated through Central Washington HBA's web traffic, as well as an example of how the in depth article looked.

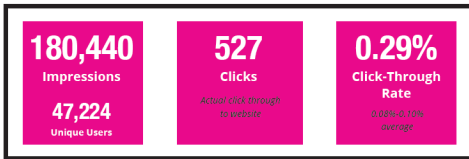
Figure 13: CWHBA Home Tour Statistics and Article

Social Media Ads



Website Display Ads

DISPLAY AD PERFORMANCE



It's what's on the outside, *and* inside that counts



When it comes to mind when you hear the phrase, a "Whole Home approach to energy efficiency"? Is it a low-cost, no-cost "turn down the thermostat and turn off the lights" approach? In the industry, when we talk about a Whole Home approach to energy efficiency, we're referring to the home as a system and energy use as an element of that system. Instead of compartmentalizing your home into discrete equipment, imagine everything working as a whole.

Taking a first step towards energy efficiency by upgrading your furnace or boiler is great, but don't stop there. Maximize those energy savings to improve your home by increasing insulation or upgrading windows. Remember, the exterior is just as important as the interior.

If your home experiences a failure, did you miss a cry for help?

Start with the most obvious, or visible pieces of your system. Let's say your HVAC system failed prematurely, consider what factors led to this. Tunnel vision around the unexpected equipment failure could leave you treating the symptoms, rather than the root cause.

When was the last time that furnace filter was changed? How about those heat ducts, are they sealed and insulated? Maybe you're unknowingly heating the outside due to a lack of insulation.

In much the same way that humans use clothing to regulate temperature, a Whole Home approach focuses not only on the furnace and air conditioning but on the shell of the home and how well it insulates against outdoor temperatures. During the heating season, think of insulation as a hefty coat for your home. Correctly-installed insulation acts as a well-fitting coat, preventing heat from escaping. However, even if you have that durable puffy coat, you will still feel the piercing cold if the neck and sleeves gap.

Home upgrades can be nerve-racking. Whether it's finding a contractor, or the daunting upfront cost. Our rebate program is intended to remove roadblocks preventing customers from living in affordable comfort. The Cascade Natural Gas program offers services to help, including an online directory of recommended Trade Ally contractors to alleviate the pressure of finding a vetted installer familiar with program requirements. Cascade recognizes your home is unique. To get that coat fitting just right, we recommend insulation be installed by one of our Trade Ally contractors. If you're seeking a rebate to offset that investment, a Trade Ally contractor is required for eligibility.

Now that you've got your coat on, take the next step.

Visit www.cngc.com/energy-efficiency for more information on how you can save money and energy while improving your home's comfort.

Print outreach

Outreach in a magazine that is community oriented, well respected, and printed on a regular cycle 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. Cascade advertised in feature issues of newspapers and reoccurring magazines, offering both print and digital viewership.

Best Version Media expanded to 6 magazines in the Cascade territory: 2 in Bellingham, 2 in Skagit county, and 1 each in Moses Lake and Pasco. Taylored Living magazine focuses on the Tri Cities region. With strategic articles and monthly changing advertisements, customers were exposed to all the incentives Cascade offers through the year. Four articles on energy efficiency ran through each of the various magazines. Examples of the magazine advertisements are shown in Figure 14.

Figure 14: Best Version Media Magazine Advertisements

**Relax,
with on-demand hot water.**

Debating between installing a conventional water heater or a tankless?

High-efficiency tankless water heaters reduce hot water anxiety and pay you back in **energy savings!**

Install a gas tankless water heater with a .91 UEF or higher for a **\$350** rebate!

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

**Stay home,
Stay healthy** ♥

Upgrade your furnace to high-efficiency and seal ducts for a **\$550** combined rebate.

Use **PROMO CODE: REB8T3S** for an extra **\$20** back!

cngc.com/energy-efficiency

Save money for the more important things in life!

www.cngc.com/energy-efficiency | 866-626-4479



CASCADE NATURAL GAS CORPORATION
A Member of PG&E Services Group, Inc.
In the Community to Serve
866.626.4479

Cash incentives, for energy efficient installs

Swap out your standard gas furnace to high-efficiency!
Delight in years of savings, and a \$400 rebate.

**Write PROMO CODE:REB8T3S
on your invoice for an extra \$20 back!**

www.cngc.com/energy-efficiency



CASCADE NATURAL GAS CORPORATION
A Member of PG&E Services Group, Inc.
In the Community to Serve

Veterans Day

HONORING ALL WHO SERVED
★★★★★

November Limited Time Offer

As a special thank you this Veteran's Day, Cascade Natural Gas is honoring all veterans and active military duty personnel with a \$100 bonus incentive during November.

For our customers who served, and have installed a qualifying, high-efficiency* natural gas upgrade in November, please write promo code VET2021 on your rebate application or invoice to receive the bonus.

Visit www.cngc.com/energy-efficiency/ or scan the QR Code to apply now!



*Restrictions apply, see terms and conditions. Call 866-626-4479 with questions.



CASCADE NATURAL GAS CORPORATION
A Member of PG&E Services Group, Inc.
In the Community to Serve

Purchasing a new home can feel like a game of tug of war

Luckily, applying for rebates with Cascade is easier and you could be a winner if you act now!

Collect invoices from all 2021 energy efficient space and water heat installs and apply for a rebate.

Visit www.cngc.com/energy-efficiency/ to apply online, or download a fillable application to mail in with your invoice(s).

Then sit back and wait for your reward in the mail!

In the Spring of 2021 Taylored Living adjusted to a subscription only distribution, becoming a more high-end periodical throughout the Tri Cities region with a quarterly distribution. A coffee table or waiting room magazine with a 3-month viewership in the community could result in 25,000-50,000 viewers per quarter. This allows for broader messaging to customers as they are considering interior design, home improvement ideas or possibly a grander remodel. As illustrated in Figure 15, Cascade focused on home and water heating ads to present luxury designs with fireplace ambiance and new windows.

Figure 15: Taylored Living Magazine Ads

OPEN A Window TO ENERGY SAVINGS

HOW TO USE PASSIVE SOLAR HEAT TO HELP YOUR HEATING BILL

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

Notice how can soak on 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 5 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 retained as heat inside 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 sealing with a simple caulk from the hardware store can draw 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 require existing high gas conductors. For more information, visit our website.

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



866-626-4479

Incentives to keep you toasty this fall

Rebates can make transitioning from standard to efficient equipment affordable!



Fireplace incentives available. Visit our website to see what rewards are in your future. www.cngc.com/energy-efficiency

CASCADE NATURAL GAS
In the Community to Serve®

WHEN IN DOUBT, THROW IT OUT

Always check product labels for expiration dates and usage guidelines. Consider the expiration date for "active ingredients" and expiration dates for uses the product has been approved.

Typical Usage Expiration Dates	
Any type of cream around the eyes	3-6 Months
Antibiotic Creams	2-3 Months
Taxol, Lactan	1 Year
Supplements	1-2 Years (Check formula for some exceptions)



Soak in the SAVINGS
Cut back on heating costs by installing an energy-efficient tankless water heater!

Visit: www.cngc.com/energy-efficiency to claim your \$350 rebate today!

866-626-4479

A FUNCTIONAL APPROACH

Understanding Functional Medicine, Gut Inflammation & Spring Produce That Can Help

By Jason Johnson, MD
Empower Health Institute, Founder & CEO

Functional medicine is a field dedicated to you, you're not alone. While generally more medical diagnosis, the functional medicine approach will get information and the use of nutrients will a bit different for many people.

What is Functional Medicine?

Functional medicine seeks to find the root cause of a patient's illness (often a person's health), rather than relying only on symptoms, the approach seeks to understand what's really causing these symptoms and address the underlying condition(s).

Sub-optimized and deeply rooted in chronic, functional medicine approaches that all the systems in our body work together, each influencing the others. The interconnected nature of these systems can have major effects, and one could trigger the other.

EXAMPLES:
Cardiac, Depression, Auto-Immune, Inflammation, Gut Issues, Fungal Issues, Hair, Skin, and Digestion.

Functional Medicine Treatment Approach:
Identify and remove the root cause of inflammation of the dysfunction through changes in diet and lifestyle.

Results:
Support inflammation improves the dysfunction.

When assessing the root cause of illness, functional medicine looks at multiple levels with an emphasis on both genetic factors and lifestyle factors to generally understand the context. Our individual health and wellness are greatly influenced by our diet and lifestyle as well as by genetic factors (genetic and environmental, epigenetic, and environmental factors).



866-626-4479

CASCADE NATURAL GAS
In the Community to Serve®
866-626-4479



You'll flip over these rebates!

- \$400 Furnace
- \$300 Fireplace
- \$750 Boiler

Visit: www.cngc.com/energy-efficiency for all offerings from Cascade.

Email/ Holiday Card

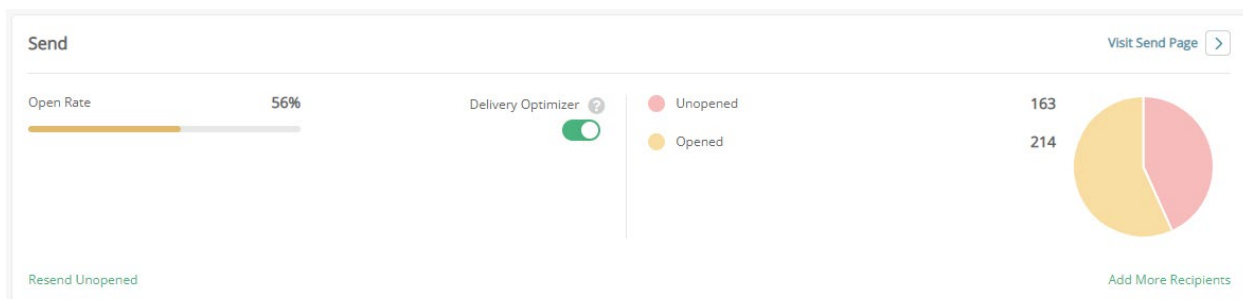
Due to the success of last year's virtual card and with Cascade's staff and many partners still working remotely, a digital holiday card was distributed to partners, vendors, and friends of the Energy Efficiency program. The 2021 Holiday Card is shown in Figure 16.

Figure 16: 2021 Holiday Card



Going digital is a great way for the department to communicate with partners while saving time and resources. The third-party service Greenvelope provided a customizable email merge template making for a swift, painless process to reach more than half of the intended audience. The impression chart provided by Greenvelope shows a 56% open rate (see Figure 17).

Figure 17: Holiday Card Open Rate Report



Collateral

In 2021, Cascade produced collateral promoting both specific measures and program offerings in general.

Trade Ally Collaboration

Each year Cascade relies on its TA network of contractors to spread the word about energy efficiency incentives to their shared customers. Through additional coupons or shared advertising, Cascade's TAs benefit from increased business and happy customers.

Bonus coupons

Unlike previous years when a single batch of bonus coupons was mailed to TAs in late spring for use throughout the remaining year, two batches of bonus coupons good for 6 months each were distributed in 2021. The additional coupons were intended to help TAs incentivize customer participation as everyone continued to recover from the pandemic.

Cascade opted to offer 2 batches of coupons with each individual coupon worth \$100. This was a change from the previous year when the coupons reduced in value to \$50 if redeemed after July. The higher value was meant to help TA's secure customer sales and provide an extra cash incentive during harder economic times. Early in 2021, 2175 coupons were mailed out, with an additional 630 sent in the summer to TAs who submitted at least one coupon before June 30th. Cascade found 20% of the coupons distributed were redeemed resulting in \$64,000 worth of bonus incentives. Figure 18 demonstrates the two sets of bonus coupons that were distributed to TAs in 2021.

Figure 18: Bonus Coupons

Winter Bonus Coupon



Summer Bonus Coupon



Radio Campaigns

Cascade offered TA's the opportunity to partner on radio campaigns in 2021, showcasing rebate opportunities that the contractor can offer their customers. Offering each TA marketing funds to promote Cascade's energy efficiency program alongside their business, fourteen contractors participated in a 60 second commercial broadcast for a week over 3 radio stations. To hear a selection of these ads, please open the attached files: West Mechanical Radio AD; Clean Crawls Radio AD; Ronk Bros Radio AD.

Bill Inserts

TAs are an important part of the EE program, and Cascade utilized bill inserts to highlight the benefits of choosing a TA for a customer's upgrade. Figure 19 provides examples of the residential bill inserts. While the rebate program may be known, customers may not know the numerous contractors at their disposal who are familiar with Cascade's rebates and efficiency requirements. Instead of talking with a contractor who may just be trying to close a sale, Cascade's trusted TAs will take the time to talk about high efficiency with Cascade's customers, explain the benefits, and what the customer must do to claim a rebate.

Figure 19: Residential Bill Inserts

Trade Ally contractors, in the community to serve.

Trade Allies are trusted community partners who work with Cascade to install rebate eligible high-efficiency upgrades.

These service providers are familiar with eligibility requirements for earning your next rebate! Find a contractor online at: www.cngc.com/energy-efficiency

Why should you use a Trade Ally?

Trade Allies understand the value of energy efficiency, and strive to identify appropriate upgrades for your unique home. These WA licensed contractors are familiar with Cascade's rebate program, and take the guesswork out of qualifying for a rebate.

Rebate eligibility*

While choosing a Trade Ally is recommended, this is only required for rebate insulation eligibility. Doors and thermostats are the only measures where a self-install is allowed, all other space and water heat upgrades must be installed by a WA licensed contractor.

Remember, Cascade recommends getting three bids. Visit our online directory at www.cngc.com/energy-efficiency to find your Trade Ally today! Call 866-626-4479 to get started.

*Additional restrictions apply, see terms and conditions for more information.

10/21

We have rebates!
cngc.com/energy-efficiency
Residential Incentives:

Space & Water Heat Rebates:

- High-Efficiency Furnace
\$400 - 95% AFUE+
- High-Efficiency Fireplace
\$300 - 70% FE+
- High-Efficiency Boiler
\$750 - 95% AFUE+
- Exterior Entry Door
\$100 - U-Factor .21 or lower
- High-Efficiency Tankless
\$350 - .91 UEF+
- Combination Radiant Heat
\$1,250 - 95% AFUE+
- Thermostat
\$25 - Programmable for 7 days



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 A subsidiary of NW Natural Gas, Inc.
In the Community to Serve

Residential Incentives:

Insulation Rebates:

- Floor Insulation
\$.75 per square foot
- Wall Insulation
\$.75 per square foot
- Attic or Ceiling Insulation
Post R≥38 - \$.75 per square foot
Post R≥49 - \$1.00 per square foot
- Duct Sealing - \$150
- Whole House Air Sealing - \$150
- Duct Insulation
\$.50 per linear foot

Insulation rebates must be installed by a Trade Ally contractor.
www.cngc.com/energy-efficiency

Window Rebates:


- ≤ .27 U-Factor - \$7.00 per square foot
- ≤ .30 U-Factor - \$5.00 per square foot

Rebates are for recent installs only.
 To apply, submit an application online with invoices. Call 866-626-4479 for more details.



Don't pay to heat unused hot water!

Instead, install a high-efficiency tankless water heater and get paid to save on heating costs with a rebate from Cascade.



CASCADE NATURAL GAS CORPORATION
In the Community to Serve

Are you in hot water?

Most homeowners aren't familiar with the term standby heat loss. This occurs when water in a conventional water heater is constantly heated and stored and unused heat seeps into the surrounding area.

A tankless or on demand water heater runs only when you need it, instead of making you pay around the clock for hot water you're not using.

Tankless Natural Gas Water Heater
\$350 Rebate
 .91 UEF or higher
Must be installed by a WA licensed contractor.

Cascade distributed two bill inserts to increase customer awareness of the Company's Low Income Weatherization Program. The bill inserts provide information on how the program can help income qualifying individuals increase their homes energy efficiency. These inserts can be seen in Figure 20.

Figure 20: Low Income Bill Inserts



Keep your home warm and cozy this winter.

Relieve the burden of managing energy costs. 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	\$31,752	\$41,521	\$51,291	\$61,061	\$70,831	\$80,601	\$82,432	\$84,264
200% of Poverty	\$25,760	\$34,840	\$43,920	\$53,000	\$62,080	\$71,160	\$80,240	\$89,320

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.



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



Financial aid is available from Cascade Natural Gas if you need assistance with your utility bill. Our partners at Community Action will process your application.

These funds are available to anyone who qualifies, including those who have been negatively impacted by the COVID-19 pandemic. Learn how you can benefit from these funds and receive assistance with your energy bills.

Call us at 888-522-1130 to speak with a Customer Service representative if you need to make payment arrangements for your bill. The phone number for your local Community Action agency can be found on the back of this insert or at www.cngc.com. Los hispanohablantes están disponibles para servirle en Cascade Natural Gas y en cada agencia de Community Action.



Community Action Agencies

For an appointment or more information, please call or visit online:

Blue Mountain Action Council
 Walla Walla: 509-529-4980 | bmacwac.org

Chelan-Douglas Community Action Council
 Wenatchee: 509-662-6156 | www.cdcaac.org

Coastal Community Action Program
 Aberdeen (Grays Harbor County): 800-828-4883 or 360-533-5100 | www.coastalcap.org

Community Action Connections
 Pasco (Benton/Franklin Counties): 509-545-4042
 Prosser: 509-786-3379 | www.bfcaac.org

Community Action Council of Lewis, Mason, & Thurston Counties
 Shelton (Mason County): 360-426-9726
 or 800-878-5235 | www.caclmt.org

Community Action of Skagit County
 Mount Vernon (Skagit County): 360-416-7585 or 888-401-0458 | www.communityactionsofaskagit.org

Kitsap Community Resources
 Bremerton (Kitsap County): 360-377-0053 | www.kcr.org

Lower Columbia Community Action Council
 Longview (Cowlitz/Wahkiakum Counties): 360-425-3430 or 800-383-2101 | www.lowercolumbiacap.org

NW Community Action Center
 South Yakima County: 509-865-7630 | www.nwcaactpp.org

OIC of Washington
 Yakima (Upper Yakima County): 509-248-6751
 Grant/Adams Counties: 509-765-9206 | www.yoic.org

The Opportunity Council
 Bellingham (Whatcom County): 360-734-5121
 Oak Harbor (Island County): 360-679-6577 | www.opppo.org

Snohomish County Human Service Department
 Everett (Snohomish County): 425-388-7200
snohomishcountywa.gov/191/Human-Services

www.cngc.com 

Commercial Outreach

The Commercial/Industrial (C/I) community outreach team supported several new tactics in 2021 to drive program awareness and participation for Commercial and Industrial rebates. Throughout the year, the team focused on three key initiatives:

- **Foodservice giveaway** – Outreach plans to develop a series of promotional pieces advertising a foodservice equipment giveaway to support struggling restaurants in the CNGC service territory.
- **Re-COV-ery campaign** – Given that many operating businesses are looking for additional support on their path to recovery, outreach focused on campaign messaging that addresses current customer priorities.
- **Hard-to-reach focus** – To support increased business development efforts in Zone 2, the outreach team developed a postcard promoting Program awareness and TAs in this region. Additionally, with the need to reach out to the Spanish-speaking market, the program developed advertisements specifically targeting a Spanish-language audience.

Campaigns: Case Studies

In 2021, C/I focused on business recovery and promoting energy efficiency projects with great success.

Gas Fryer Give away

Restaurants were some of the hardest hit industries during the pandemic and Cascade was committed to help them. A promotional equipment giveaway of a Gas Fryer to a customer in each of the three service zones concluded in April with three restaurant winners. Postcards were mailed to more than 900 restaurant customers and 50 responded to the drawing. Figure 21 shows the postcards that were mailed to restaurant customers, as well as an email distributed to restaurant customers showcasing Cascade’s incentives for high efficiency Gas Fryers.

Figure 21: Gas Fryer Mailer and Ad

Mailer



Email



Legacy Jiu Jitsu

Legacy Jiu Jitsu’s successful energy efficiency project was a great subject to highlight in Zone 3. In June, a bill insert was run showcasing the project and in October, the team developed an email blast highlighting the Legacy Jiu Jitsu customer case study, which received a 45.5% open rate and a 2.1% click-through rate. See Figure 22 for examples of the bill insert and email highlighting Legacy Jiu Jitsu’s energy efficiency project.

Figure 22: Legacy Jiu Jitsu Advertising

Bill Insert



Email



SAVING MATTERS NOW MORE THAN EVER - WE CAN HELP.

Earlier this year, Legacy Jui Jitsu in Richland, WA received **\$2800** from CNGC to make needed window upgrades. The upgrades are expected to save them nearly **\$450** in annual gas savings. The Cascade Natural Gas Commercial and Industrial program provides cash incentives for the installation of high-performance upgrades to help optimize operating budgets and energy use.

Call 866-450-0005 or visit www.cngc.com/energy-efficiency to learn how you can save.



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In the Community to Serve



Legacy Jiu Jitsu Combats High Energy Bills

Legacy Jiu Jitsu in Richland, WA, wanted to get a grip on energy costs. That's why they worked with CNGC's Commercial and Industrial Program when upgrading to energy-efficient windows. Not only did the academy receive **\$2,800** in cash incentives from CNGC, but the new energy-efficient windows are also expected to save them nearly **\$450** on annual energy bills.

Ready to combat high energy bills at your business? Click [here](#) to view available rebates or click below to download the application and apply today.

Download Application

Serving the community since 1952. Restrictions may apply. Call 866-450-0005 or visit www.cngc.com/commercial-industrial for more information.
Copyright © 2021, Cascade Natural Gas Commercial and Industrial. All rights reserved.

Ostrom Mushroom Farms

Installing three high efficient boilers for savings of over 91,000 therms, the Ostrom Mushroom Farms' project completed in mid 2021. Cascade worked with a videographer to develop a customer case study video for Ostrom Mushroom Farms in Sunnyside, WA. The case study was uploaded to the website, shared on CNGC's YouTube channel and posted on social media. Click on Figure 23 to view the Case Study.

Figure 23: Ostrom Mushroom Farms Video



Online/Website

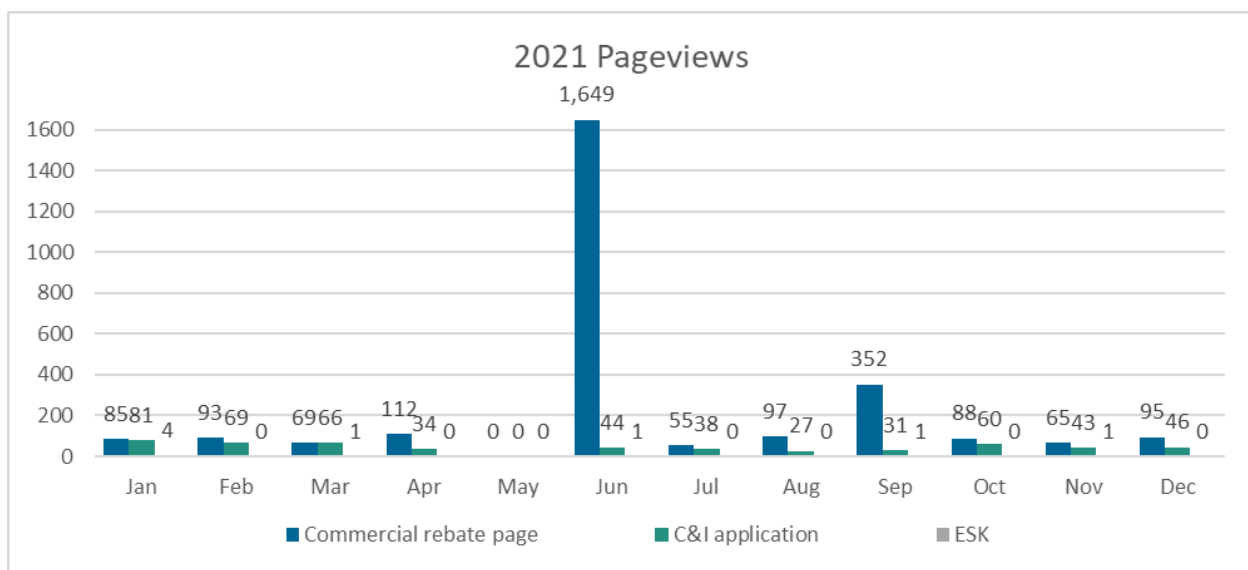
The Commercial EE website experienced a steady flow of traffic with small increases during the winter months, which were primarily direct traffic and traffic from Google. Table 5 provides a breakdown of webpage traffic by URL name.

Table 5: 2021 Webpage Traffic by Month

2021	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
/energy-efficiency/commercial-rebate-offerings/	85	93	69	112	0	1,649	55	97	352	88	65	95
/commercial-and-industrial-rebate-application/	81	69	66	34	0	44	38	27	31	60	43	46
/apply-for-an-energy-saving-kit/	4	0	1	0	0	1	0	0	1	0	1	0
/energy-efficiency/	630	624	627	530	0	467	527	620	603	520	707	624

Like Residential, in the beginning of May the Google tracking code was inadvertently altered resulting the traffic for May not being tracked. Once the issue was resolved, there was a significant increase in traffic to the C/I rebate page, which is suspected to be attributed to the pause in the month prior. Figure 24 shows the page views through 2021.

Figure 24: 2021 Commercial Webpage Views Compared to Applications



Print and Digital Advertising

Advertisements in 2021 primarily focused on promoting the Re-COV-ery initiative and highlighting relevant customer stories, in both English and for the first time, Spanish. Due to a changing business landscape, most advertisements were digital with a few print advertisements such as the web banners in Figure 25 and the printed and digital ads in Figure 26.

Figure 25: Webpage Banners




Advertisements promoting the program were developed for the following publications/channels:

- Bellingham Herald
- Tri-Cities Area Journal of Business
- Kitsap Sun
- Skagit Valley Herald
- Yakima Herald
- Google search (Spanish and English)
- Tri-Cities Chamber of Commerce e-newsletter
- Washington Hospitality Association Annual Buyer's Guide

The RE-COV-ery ads were split into three messaging themes: “Start your Re-COV-ery today”, “Don’t leave savings on the table” and “Saving matters now more than ever”. In addition to the publications and channels listed above, the team placed five print ads in El Sol De Yakima and a 30-second ad spot in KZHR La Super 92.5 radio to reach more Hispanic-dominant communities.

Figure 26: Printed and Digital Ads

START YOUR RE-COV-ERY TODAY.




Rebates available for energy-efficient gas upgrades. Bundle and install three measures to receive an additional 10% incentive increase!

Collect Your Rebates




DON'T LEAVE SAVINGS ON THE TABLE



Rebates available for energy-efficient gas upgrades at commercial and industrial businesses. Bundle and install three measures to receive an additional 10% incentive increase!

Collect Your Rebates



SAVING MATTERS MORE THAN EVER.

CNGC IS HERE TO HELP YOU GET BACK TO BUSINESS.

Rebates available for gas upgrades. Bundle and install three measures to receive a 10% incentive increase!




PREPARING TO WELCOME GUESTS BACK? CNGC IS HERE TO HELP.



As we begin the long-awaited recovery from COVID-19, CNGC's Re-COV-ery initiative offers a bonus incentive for qualifying energy efficient projects. Hospitality and lodging customers installing three or more eligible upgrades can receive an additional 10% in incentives!

Call 866-450-0005 or visit www.cngc.com/energy-efficiency to view rebates.




NO DEJE AHORROS SOBRE LA MESA

A medida que las empresas continúan recuperándose de COVID-19, clientes comerciales e industriales elegibles pueden recibir un **aumento de 10% en incentivos** en efectivo para actualizaciones de equipos elegibles como parte de la iniciativa Re-COV-ery de CNGC.

¡Instale cualesquiera tres actualizaciones de bajo consumo que utilicen gas para obtener ahorros adicionales!

Llame al 866-450-0005 o visite www.cngc.com/energy-efficiency para ver los reembolsos disponibles




INCENTIVOS DISPONIBLES PARA LAS ACTUALIZACIONES DE EQUIPOS DE SERVICIO DE ALIMENTOS

El programa Cascade Natural Gas Commercial and Industrial ofrece una variedad de incentivos a los clientes comerciales elegibles que instalen equipos de servicio de alimentos de alta eficiencia. Los equipos de alta eficiencia, como las freidoras de gas y los hornos de convección, reducen el tiempo necesario para cocinar y pueden ayudarle a reducir su consumo mensual de energía, ahorrándole dinero.

Llame al 866-450-0005 o visite www.cngc.com/energy-efficiency para empezar



Email/ Holiday Card

Four emails were distributed in 2021 to CNGC customers and TAs. The team added about 2,200 customers to the email distribution list in Q2, which increased average open rates. The emails had an average open rate of 37.2% and an average click rate of 2%. Table 6 demonstrates reception to Emails sent in 2021.

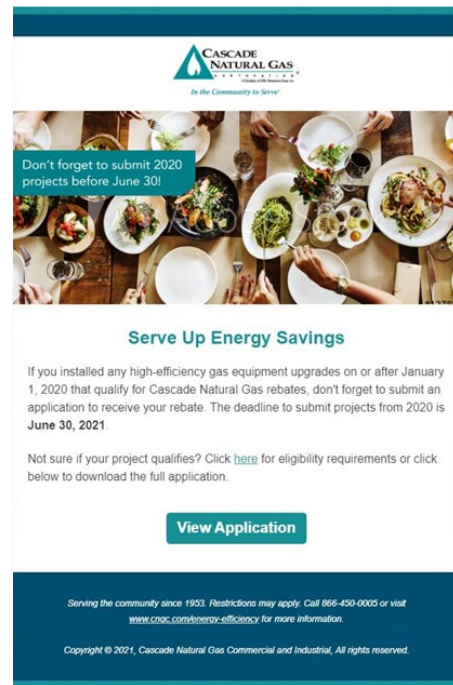
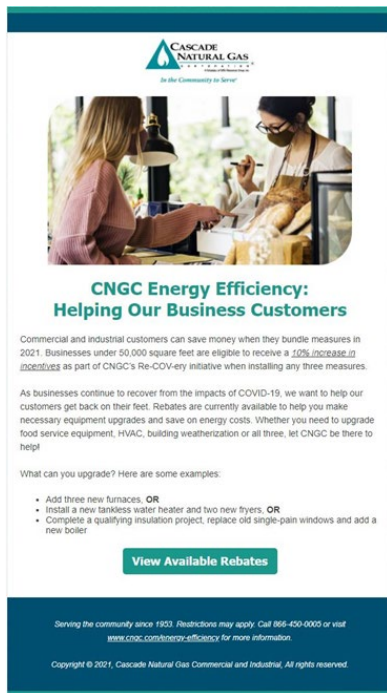
Table 6: Email Blast Reception

Date/Topic	Open Rate	Click Rate
May – Re-COV-ery	35%	3%
June – 2020 project application deadline	24%	3%
October – Legacy Jiu Jitsu customer case study	46%	2%
December – Happy Holidays	40%	1%

In May, the team developed an email campaign promoting Re-COV-ery and sent the email to 2,900 customers. This was followed later in the year by an efficiency success story sent in October and holiday greetings being shared in December. See Figure 27 for examples of the Email Ads sent in 2021.

Figure 27: Email Ads

Email



Holiday Card



Collateral

The team developed a foodservice magnet to promote rebates as illustrated in Figure 28. The magnets were distributed to foodservice retailers in all zones. The purpose was to have these magnets serve as a consistent reminder about Cascade’s C/I program offerings available to customers.

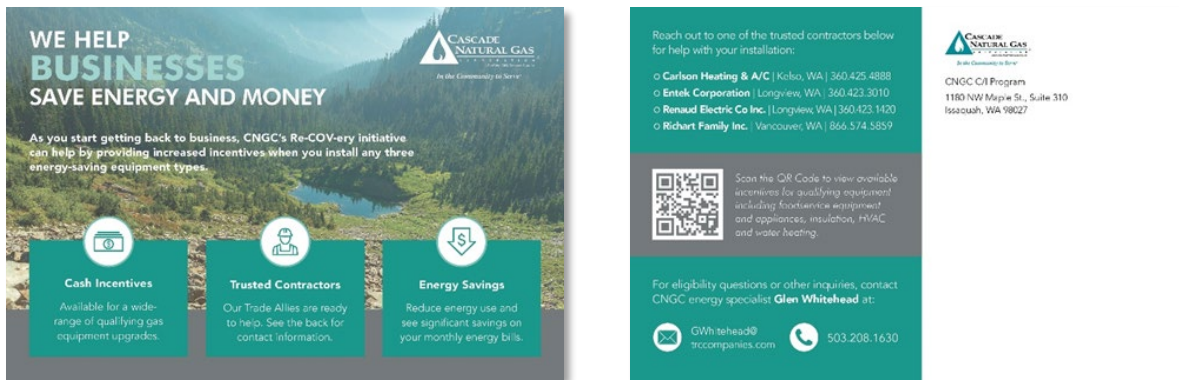
Figure 28: Cascade Food Service Magnet



A Zone 2 direct mailer, as seen in Figure 29, was sent out to engage more customers in an under-served areas. This was part of an effort to focus on areas with lower participation. The front of the mailer mentioned Re-COV-ery and provided a few benefits to participation and the back listed out

TAs in the area available to install upgrades. The QR code linking to the C/I rebates page on the back of the mailer received 10 scans.

Figure 29: Zone 2 Mailer



Bill inserts highlighted the Re-COV-ery campaign helping restaurants with bundling rebates are shown in Figure 30.

Figure 30: Bill Inserts

