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Community Outreach Report

CNCG's EE Outreach educates customers on the benefits of choosing Energy Efficiency. Media and in-person outreach promote customer awareness of incentives, Trade Ally options, customer eligibility

Residential Outreach

In 2022 the Company launched several new outreach strategies including two new commercials broadcast throughout the service territory and investments in promotional locally sourced swag for tabling events. CNCG expanded print media and published twenty-five ads in WA service territory. Outreach also continued with Bellingham, Yakima and Walla Walla baseball teams and inserting ads in Mt Baker Theater programs.

Streaming & Commercials

Cascade continued to build off 2021 video marketing techniques by creating two additional commercials in 2022 utilizing the Company's internal Customer Communication resources as well as an external vendor. Cascade worked with Veritas Media to design a campaign that ran for one month in September 2022 with a commercial highlighting new and existing home incentives for smart thermostat upgrades, insulation packages, whole house upgrades, and high efficiency equipment. Overall, there were 81,915 impressions through Connected TV, and 342,442 impressions through pre-roll ads. You can view the ad by pressing control and clicking on Figure 1.

Figure 1: Home Tips Ad



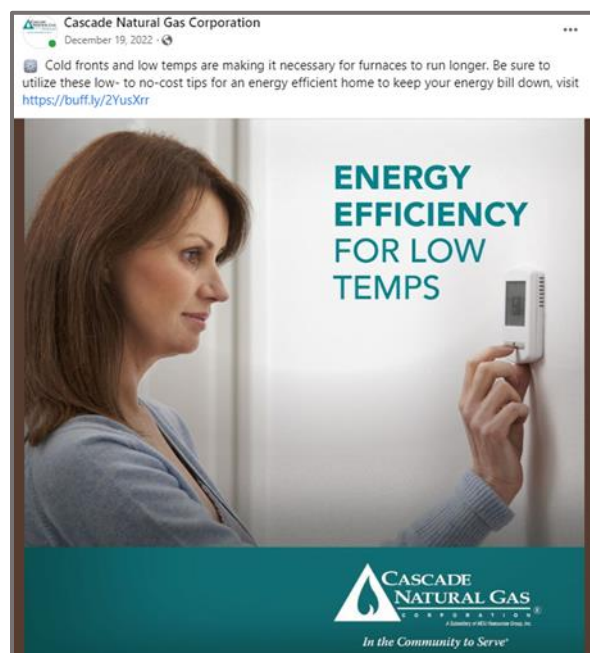
Online/Website

In the modern era, a strong online presence is crucial for any business looking to reach its customers. Leveraging social media platforms such as YouTube, Facebook and more, Cascade can more effectively deliver ads to customer that cannot be reached using traditional advertising avenues. In addition to the wealth of information from Google Analytics, the Residential Program is focusing on reach more customers through the internet to ensure they are informed about high efficiency options when making home upgrades.

Social Media

The economic landscape in 2022 made energy efficiency upgrades difficult to fund for some customers, at least in the short run. To aid customers during this time Cascade’s messaging focused on affordable home upgrades along with low-cost and no-cost changes customers could implement. These messages consisted of behavioral changes like adjusting a thermostat or completing annual maintenance for space and water heating equipment to ensure home energy needs could be met as efficiently as possible with the equipment already in customers’ homes. If customers were interested, a link was provided following the header, which led to the residential EE landing page. Throughout 2022, these posts generated 73 clicks directly to EE’s site. Figure 2 provides a glimpse at one of these Facebook postings. In addition to Facebook these posts were also displayed across other platforms, such as Instagram, Twitter, and LinkedIn.

Figure 2: Low-cost options and Incentive Offerings Facebook Post



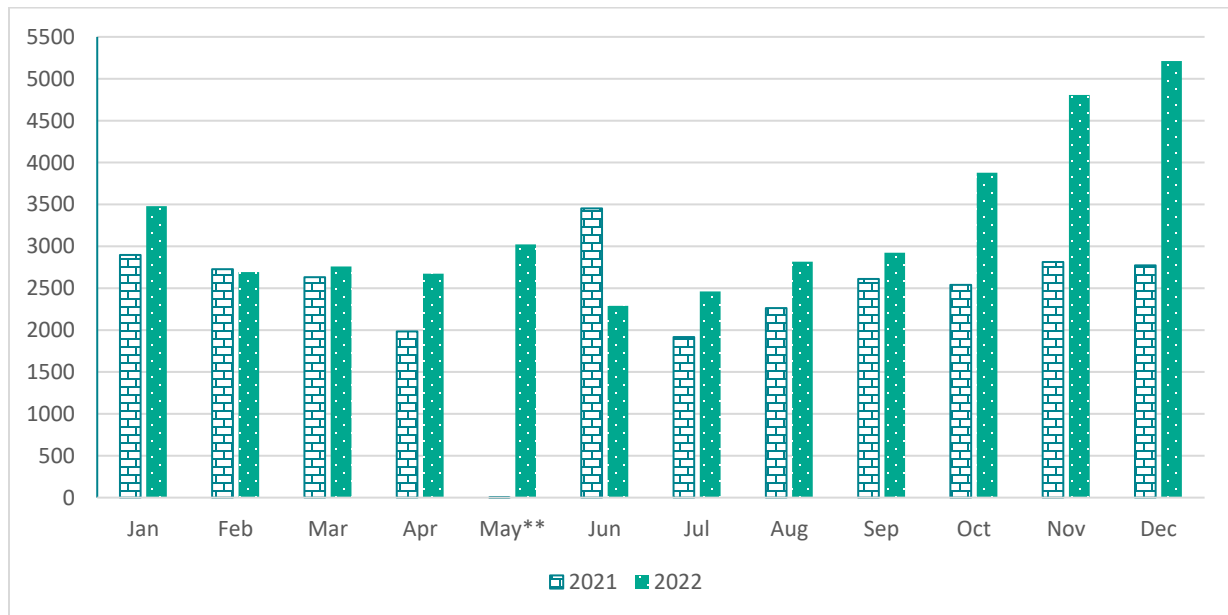
Website Analytics

Google analytics shows that the EE Webpages experienced a substantial increase in traffic for the 2022 program year. In fact, the average monthly unique pageview count increased by 650 views in 2022, a 25% increase over the previous year. The increased web traffic is a reassuring sign that Cascades approach to adaptively managing its outreach strategy in 2022 paid dividends. With a new live action ad campaign garnering over 400,000 impressions, and updates to the EE webpages that

provide information to customers about the increasingly popular POS rebate program, Cascade endeavored to reach more of its customers and inform them when they arrived on the EE Website. The web traffic results show that these approaches found traction.

As seen in Figure 3, the website saw an increase in traffic during most months in 2022 versus 2021. Quarter 4 shows a significant increase in page views, highlighting the efficacy of Cascades improved efforts in streaming video ad space. Increase traffic can also be seen during Quarter 3 as well, attributable to the increased interest in Cascade’s POS rebate program.

Figure 3: Unique* Pageviews Across All EE Pages – 2021 vs. 2022



*Unique pageviews show how many views are from separate users. Making them a better metric for understanding the efficacy of outreach efforts.

**Due to an error with Google Analytics, web traffic results for May 2021 were unavailable.

Top performing webpages

The page with the highest increase of unique pageviews was the Energy Saving Tips page, where customers could explore low-cost no-cost options to improve efficiency. The pageviews for this page were up 205% as a result of Cascade’s focus on low/no cost energy efficiency posts on across social media platform. As seen in Table 1, the residential rebate offerings page and the energy efficiency landing page were the most frequently visited pages on the site.

Table 1: Top 10 Pages Visited in 2022

EE Webpage Name	Unique Pageviews
residential rebate offerings	12,637
energy efficiency	7,724
residential rebate application	6,313
energy saving tips	2,976
washington conservation incentive program	2,792
commercial rebate offerings	1,933
meet the team	712
trade ally	566
portfolio manager	562
residential window glazing rebate program	390

Web Traffic Sources

Cascades tracks two types of online searches, organic searches, and direct searches. An organic search is when a customer enters the site through a search engine. Direct searches are when a user types in the web address directly into their URL web browser without being referred through a separate website. A substantial portion, 40%, of the webpage traffic comes from organic searches. Direct searches contributed to 36% of the web traffic. This is encouraging to see as it suggests consistent outreach efforts have familiarized the public with the EE rebate program allowing for direct access. The third most common method for accessing Cascades EE Website comes from referrals. These referrals redirect traffic from other websites through embedded links. This method accounted for 18% of the traffic leading to the EE site. The remaining 6% of users arrive on the website through banner ads and social media posts.

Table 2 shows the most frequent sites leading customers to the EE webpages. The most leading referral was the Company’s main customer service portal where users view their bill or make account updates.

Table 2: Webpage Referrals to EE Site

Referral Channels	Visits	Percent of Referrals
customer.cngc.com	1,164	41%
energystar.gov	657	23%
amazon.com	290	10%
homedepot.com	219	8%
lowes.com	143	5%
store.google.com	104	4%
gannett-cdn.com	90	3%
lopiستoves.com	81	3%
fireplacex.com	60	2%
energyprosinsulation.com	52	2%

Links embedded on e-commerce, big box store, and Trade Ally websites make up outside referrals to the EE webpages and together comprise 59% of referral traffic to EE Webpages. An example of these links, “Cascade Natural Gas rebate program,” can be seen in Figure 4.

Figure 4: Trade Ally Website Screenshot



Residential Advertising at a Glance

As demonstrated in Figure 5 the Company’s advertising at a glance shows most activity in the spring and fall aligning with the Home Building Association home shows across the state when there tends to be higher concentration of community activities focused on home remodels and upgrades.

Figure 5: 2022 Residential Outreach at a Glance

January	February	March
<ul style="list-style-type: none"> • Best Version • Media Magazine (BVM) • SICBA Annual Directory • BIAWC Annual Directory • Taylored Living – Winter Magazine 	<ul style="list-style-type: none"> • BVM • CWHBA Annual Directory 	<ul style="list-style-type: none"> • BVM • SICBA Home & Garden • Kitsap Membership Directory
April	May	June
<ul style="list-style-type: none"> • BVM • BIAWC Home & Garden Show insert • LCCA Spring Directory • Kitsap Spring Home & Garden Resource Guide 	<ul style="list-style-type: none"> • BVM • Yakima/Walla Walla • Baseball campaign • Taylored Living – Spring Magazine 	<ul style="list-style-type: none"> • BVM
July	August	September
<ul style="list-style-type: none"> • BVM • Taylored Living 	<ul style="list-style-type: none"> • BVM • Longview Summer • Directory – Partnership with 811 	<ul style="list-style-type: none"> • BVM • MBT program ad • KBA Direct Mailer • CWHBA Tour of Homes • CWHBA Directory
October	November	December
<ul style="list-style-type: none"> • BVM • Taylored Living • MBT program ad • Whatcom Home Tour • Lynden Tribune Home and Garden Kitsap County • Fall Home & Garden 	<ul style="list-style-type: none"> • BVM • MBT program ad • Cascadia Daily – Winter Sports Preview • Concrete Herald Newspaper • Local SWAG • HBA Tri Cities, Membership Directory & Development Map • SICBA Goldmine Membership Directory 	<ul style="list-style-type: none"> • BVM • MBT program ad • Concrete Herald Newspaper

Print and Digital Advertising

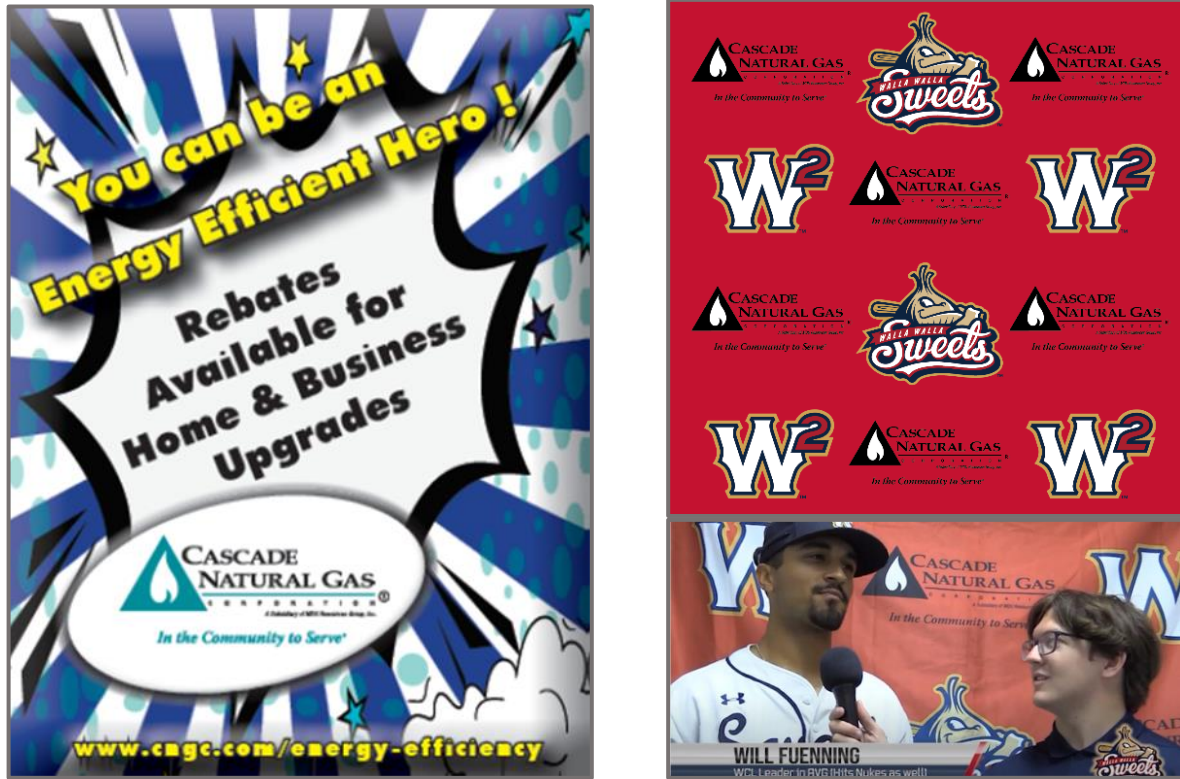
Print and digital advertising is a powerful tool in reaching CNGC’s key audiences. People gravitate toward their local newspapers, baseball games, performances, and high school events. This means when CNGC’s Energy Efficiency messaging is paired with local community events people tend to pay attention and key into the offerings.

Baseball campaigns

Cascade advertised with three baseball teams during the 2022 season: the Bellingham Bells, Walla Walla Sweets, and the Yakima Valley Pippins. Cascade partnered with these teams to display stadium signage and sponsor player interviews promoting the “most efficient” player of the game. Stadium signage is provided in English and Spanish to inform all fans in attendance about Cascades EE programs. Every year the company engages with these baseball team proves to be worth it due to robust game attendance and live streams of the games, effectively sharing the EE message with tens of thousands of Cascades valued customers.

See examples of the advertising materials seen at the home field of these three teams in Figure 6.

Figure 6: EE Sponsored Baseball Ads



Another fixture of Cascades work with local baseball teams is the Energy Efficiency Hero commercial. This internally developed ad informs customers about both residential and commercial rebate availability. Measures specifically promoted include furnaces, insulation, and condensing/tankless water heater upgrades. Each team runs this ad in some capacity, between playing it at the ballpark and playing it during game breaks on the live stream of their games. Click on Figure 7 to view this ad.

Figure 7: Energy Efficiency Hero Commercial



Theater

Mount Baker Theater Showings: In 2022 Cascade engaged in a sponsorship with the Mount Baker Theater (MBT) in Bellingham Washington. The theater is integral to the Bellingham community and can align with the program’s target audience. Cascade reserved a printed 2/3-page ad in the playbills of the 12 most popular shows in the Fall/Winter/and Spring. The playbills, two of which are pictured in Figure 8 and Figure 9, on average reaching over 1,000 views per show, are available to show attendees for each performance.

Figure 8: December Publication MBT

Is Your Home "Winter Ready"?

Live comfortably and affordably by upgrading the efficiency of your natural gas fireplace.

Install a fireplace with a 70% EnerGuide FE or higher for a **\$300 rebate from Cascade.**

USE \$100 PROMO CODE : MBT
Terms and conditions apply. Promo can not be combined with other promotions or coupons.

Serving in the community since 1953

CASCADE NATURAL GAS
In the Community to Serve®

Include Promo Code with application submittal to claim additional \$100 incentive with qualifying upgrade.
www.cngc.com/energy-efficiency

Figure 9: October Publication MBT

"Go Get 'em!"

You can teach an old dog new tricks. When you install high-efficiency space and water heat equipment, improve your insulation, or replace single pane windows, you may be eligible to fetch some dollars back!

Applying for rebates is easy. Follow the steps below to retrieve your reward:
Terms and conditions apply

- Check our website for eligibility requirements (and additional rebates)
- Submit your application along with invoice either online or via mail
- Sit back and wait for a check in the mail!

For more information, call or visit www.cngc.com/energy-efficiency/ | 866-626-4479

Home Builders and Homeowners

Throughout 2022, Cascade continued print and digital advertising with Home Builders Associations including advertisements in regional directories, Home and Garden Shows, and Home Tours, see examples in Figures 10 & 11.

Figure 10: BIAWC Membership Directory

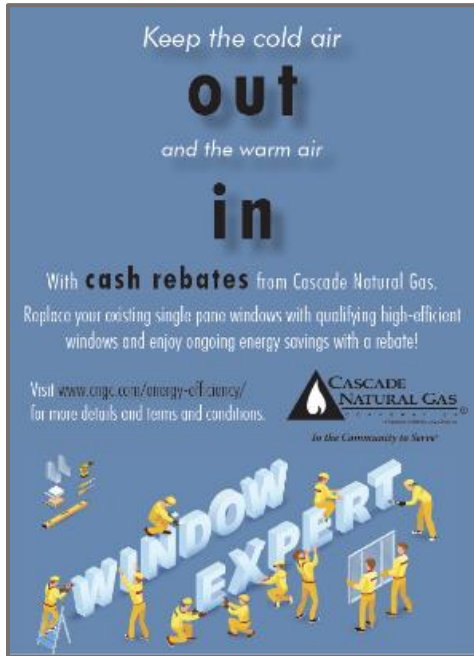
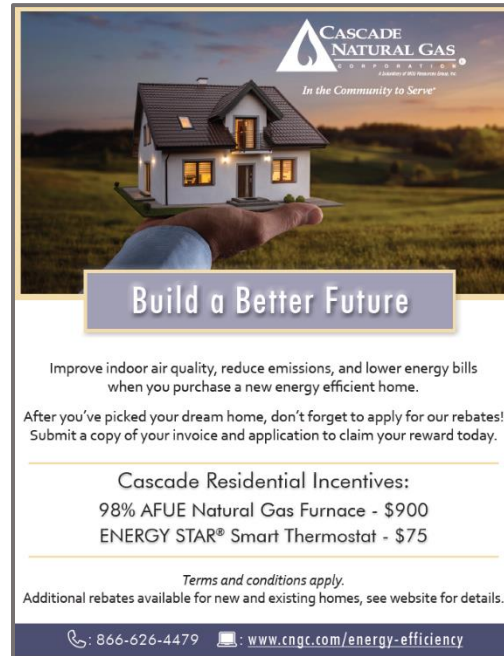


Figure 11: CWHBA Fall Tour of Homes Directory



Print outreach

Outreach in a publication 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.

Concrete Harold: Print & Digital options available, 5,000 copies circulated Whatcom, Skagit, and Snohomish counties. This is a small local newspaper filled with local personality and events. Example provided in Figure 12.

Cascadia Daily “Winter Sports Preview”: This was a new and novel advertisement opportunity for Cascade. The Winter Sports Preview was a special event for the high school sporting community. Sponsoring this event helps put Cascade in touch with homeowners through pre-roll ads placed before player interviews, backdrop interview banners, and signage/messaging posted throughout the gym during popular wrestling and basketball games. Example provided in Figure 13.

Figure 12: Concrete Harold Advertisement

Time for More Layers ❄️❄️❄️ **of Insulation**

Combat cold temperatures and high energy bills by adding insulation.

Complete your home improvement and apply for **\$1.25*** back per square foot for attic, floor, or wall insulation upgrades.

Apply online at: www.cngc.com/energy-efficiency

*Trade Ally contractor required. Terms and conditions apply.

Bundle up on two or more upgrades and earn a \$250 bonus!

CASCADE NATURAL GAS CORPORATION
In the Community to Serve®

Figure 13: Cascadia Daily News Winter Publication

CASCADE NATURAL GAS CORPORATION
In the Community to Serve®

Find Balance With Cash Rebates

The cost of high-efficiency installations can be intimidating. Luckily for Cascade customers, our rebate program helps balance out the price gap between standard, and *high-efficiency*. Visit www.cngc.com/energy-efficiency for a complete list of program offerings*, or call 866-626-4479 for more information.

\$850 furnace 95% AFUE+	OR	\$900 furnace 98% AFUE+	ENERGY STAR Smart Thermostat \$75	ENERGY STAR Clothes Washer \$50
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*Terms and conditions apply.

For a Limited Time! Federal Tax Credits

Through December 31st, 2022, ENERGY STAR® is offering federal income tax credits along with additional incentives for high-efficiency installations. Use your phone to scan the QR code for more information through ENERGY STAR.

Please note Cascade will not be able to assist with tax credits or provide tax advice.

Longview Summer Fair Publication: The department partnered with 811 Safety Messaging for a summer fair publication. Longview territory is historically harder to reach for Cascade and represents sparse rebate submissions. It was important EE rebate messaging was available and present during a time of increased community foot traffic at the summer fair. Example provided in Figure 14.

Figure 14: Longview Summer Fair Publication

Roped Into High Energy Bills?

Insulation benefits aren't limited to winter, save money year-round.
Take back the reins this summer with CNGC's incentive program!

EARN CASH BACK

Attic, Floor, and Wall Insulation Rebate* :
\$1.25 per square foot

Additional rebates available, apply online:
www.cngc.com/energy-efficiency

*Terms and conditions apply.

811 Know what's below. Call before you dig.

CASCADE NATURAL GAS CORPORATION
In the Community to Serve®

Taylored Living: The program continued to partner with Taylored Living magazine, which focuses on the Tri Cities region. This publication is a coffee table or waiting room magazine with quarterly viewership in the community boasting 25,000-50,000 viewers for each publication. The program focused on insulation upgrades for the winter, and the summer highlighted a whole home approach to emphasize all the ways customers can save energy. Examples of these ads are provided in Figures 15 & 16.

Figure 15: Taylored Living Winter/Fall Publication

CASCADE NATURAL GAS
In the Community to Serve

Energy Rebates are Just a Click Away

Attic, Floor, or Wall Insulation - \$1.25 Per Square Foot
Duct Insulation - \$1 Per Linear Foot

Apply online today!
Terms and conditions apply.

Additional rebates available for new and existing homes.
www.cngc.com/energy-efficiency

RAWLINGS FLOORING AMERICA

Flooring | Cabinets | Countertops | Interior Design | Installation

Use code *TayloredDesign* for 10% off material purchases*

WOMAN OWNED • LOCALLY OPERATED

KITCHEN • BATH DESIGN

SEMI • FULL CUSTOM CABINETS

NATURAL STONE • PORCELAIN TILE

Mon-Fri 8:00am-5:00pm | Sat By Appointment
509.736.1119
6250 W. Clearwater Ave, Building B, Kennewick

*Cannot be combined with other promotions or discounted products.

27 | TAYLORED LIVING MAGAZINE, LLC

Figure 16: Taylored Living Spring/Summer Publication

Compound prescriptions
Bioidentical hormones
for women
Perimenopause supplements
MTHFR supplements

MALLEY'S
309-341-9127
YOUR LOCAL FAMILY PHARMACY
1000 George Washington Hwy, Kennewick

Rethink Beauty
MICROBLADING & PMU STUDIO
Creating confidence that captivates

Microblading | Permanent Make Up | Brow Lamination | Stretch Mark Removal

SWAN McLEOD, SCHEEREE SPECIAL
BROW EXPERT
INKLESS STRETCH
MARK REMOVAL

WWW.RETHINKBEAUTYPMU.COM | (509) 703-6955

CASCADE NATURAL GAS
In the Community to Serve

EVERY LITTLE BIT COUNTS

Help build a sustainable future whether you're upgrading a thermostat or installing insulation. Use less, save more, and get money back with new high-efficiency incentives.

Rebate Offerings:

- Tankless Water Heater
- ENERGY STAR Clothes Washer
- Combination Radiant Heat

Mail in your invoice and application, or apply online at www.cngc.com/energy-efficiency for a rebate from Cascade!

WE CAN HELP YOU.
WE'RE HERE TO GUIDE YOU THROUGH THE SOCIAL SECURITY DISABILITY CLAIMS PROCESS.

Salus
ALIGNED WITH YOU

FREE CONSULTATIONS!
WWW.SALUS-LAW.COM
(206) 485-2066
MARTINE@SALUS-LAW.COM

DOREEN HANSEN HILLER BARN
PHYSICIAN, WOMEN'S EMPOWERMENT COACH

28 | TAYLORED LIVING MAGAZINE, LLC

Whatcom Home & Garden Article: Instead of placing a standard advertisement, Cascade chose to submit a full-page article in this publication. Inserting an informational article in lieu of an advertisement allows the company to provide behavioral recommendations for reducing usage as well as promoting the programs themselves. The article is provided in Figure 17.

Figure 17: Whatcom Home & Garden Article



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

SPRING BRINGS RAVING SAVINGS

Spring is here and that means it's time to set the home in order, break out the broom, and send cobwebs and dust bunnies packing. It is also a time of renewal and a season of new opportunities, and Cascade Natural Gas Corporation has brand new residential rebate offerings to help make energy choices for your home as rewarding as spring cleaning.

For the first time, Cascade is offering a \$900 rebate for installing a 98% efficient natural gas furnace in your home. However, if the 98% efficient option isn't a good fit, the rebate for a 95% efficient furnace has been raised to \$650! Don't worry if you have a natural gas boiler or combination radiant heat system we have you covered too, those rebates were raised to \$900 and \$1,500 respectively.

Of course, a thermostat is needed to help control these wonderful high efficiency pieces of equipment and changing yours to a new Smart Thermostat can net you a \$75 rebate. You can even install it yourself while a licensed contractor installs your high efficiency clothes washer which is now eligible for a \$50 rebate if you use natural gas to heat your water.

But an energy-efficient home is more than just the pieces of equipment we put into it. This year trusted Cascade Trade Ally contractors can prescriptively seal ducts for a new \$150 rebate while they install ceiling, wall, and floor insulation. The rebate offerings for insulation have even been raised making it more affordable than ever to do multiple weatherization measures at the same time which could get you an extra \$250 or \$500 rebate bundle!

You can round out protective measures for your home by replacing your old drafty single pane windows with high-efficient double or triple pane windows. Windows with a U-value of .22 or lower can now receive a rebate of \$9 per square foot of window or \$5 for .30 or lower U-Value windows.

While many of the rebate offerings have been increased, and new ones added, Cascade still has many familiar rebate measures like high efficiency tankless water heaters, exterior doors, and fireplaces. You can check out all the new and existing rebate opportunities for home and business along with the terms and conditions for eligibility at: www.cngc.com/energy-efficiency/

Claim your cash reward today!

Contact a WA state licensed contractor, Cascade recommends three bids.

↓

Complete the upgrade and claim invoice from contractor. Double check invoice has everything needed to expedite processing.

↓

Visit www.cngc.com/energy-efficiency/ to apply online, or print off fillable PDF application to fax or mail in with invoice.

↓

Enjoy your upgrade and await a check in the mail!

Best Version Media (BVM): BVM provides consistent messaging throughout CNGC’s territory, with magazine publications in Bellingham, two in Skagit county, and one each in Moses Lake and Pasco. This publication connects thousands of small businesses to local residences. It targets hyper-local areas and places advertisements in front of the ideal audience each month. See Figure 18 for examples of these ads.

Figure 18: Best Version Media Advertisements

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

No Tricks, Just Treats

Use the same amount of energy for more efficient heat when you upgrade to a 98% AFUE natural gas furnace.

The treats don't stop there.

Complete an application within 90 days of installation for a \$900 rebate.

Terms and conditions apply
www.cngc.com/energy-efficiency

SET YOURSELF UP FOR SUCCESS

Whether you're making space or water heat upgrades for your home or business, Cascade is here to bridge the gap between standard and high-efficiency installs

with cash back incentives.

Visit us online for a complete list of rebate offerings.
📄 **APPLY TODAY:**
www.cngc.com/energy-efficiency/

New Season, New Savings

Go green this spring by cleaning house.

Replace space/water heat equipment, upgrade insulation, or install high-efficiency appliances to earn cash back rewards from Cascade!

Spring cleaning checklist:

- Clean supply vents - improve airflow and quality
- Clean or replace furnace filters - dust build up forces your furnace to work harder and less efficiently
- Clean out dryer ducts for optimal performance

Questions? 866-626-4479

Visit www.cngc.com/energy-efficiency/ for more low-cost, no-cost ways to save, as well as cash back incentive opportunities.

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

Bask in savings . . .

It can be difficult to relax when water heat bills are boiling over.

Upgrade to a high-efficiency tankless water heater for year-round savings!

Install a unit with a .91 UEF efficiency or higher for a \$350 rebate!

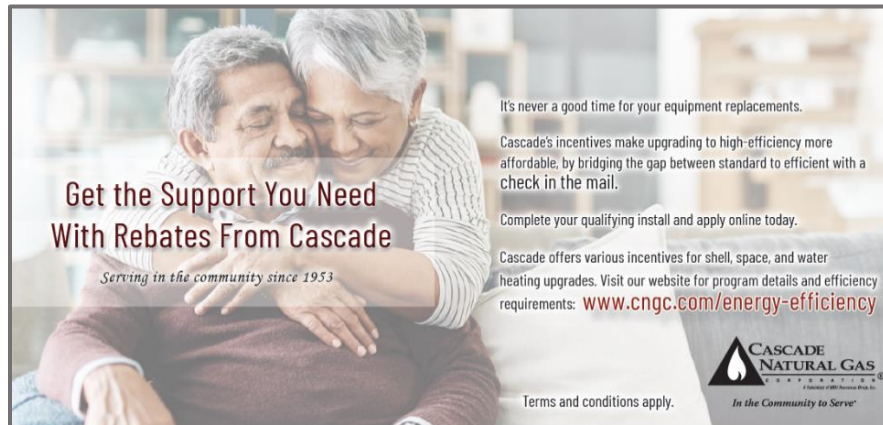
Submit your invoice/application at:
www.cngc.com/energy-efficiency

or call 866-626-4479 for a mailed application.

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

Lynden Tribune Fall Home & Garden: This publication has print and digital options available. 5,500 copies of this home & garden publication were printed 2022. This publication puts Cascade EE in touch with Whatcom County homeowners just in time for winter and upcoming equipment/building envelope upgrades. The featured ad can be seen in Figure 19.

Figure 19: Lynden Tribune Fall Home & Garden



Promotional Items

Cascade EE is excited to share the Company's new endeavor into "Local SWAG." Local SWAG is eye catching, and locally sourced to the areas where customers live and is handed out during events as a tangible reminder of program availability. See examples, in Figure 20.

Figure 20: Locally Sourced Swag



Collateral

In 2022, the EE department produced several types of collateral including bill inserts, bonus coupons and radio campaigns.

Trade Ally Collaboration

Cascade relies on the Trade Ally network of contractors to promote energy efficiency incentives to customers.

Cooperative Marketing Reimbursement Program

The 2022 CNGC Cooperative Marketing Reimbursement Program is available to CNGC Trade Allies. While underutilized it does provide a \$750 fund to CNGC Trade Allies to offset the cost of pre-approved marketing/advertising used to promote qualified CNGC Energy Efficiency Program measures. Key messaging and the CNGC Trade Ally logo are required and specifically mention the CNGC EE Program’s qualified measures and equipment.

Training Reimbursement Program

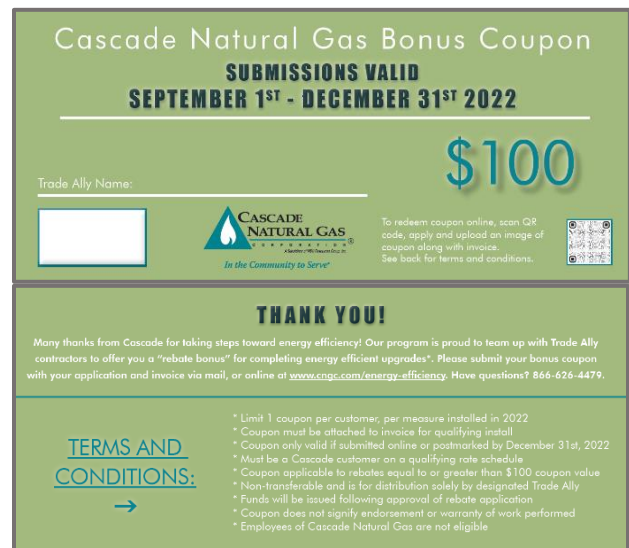
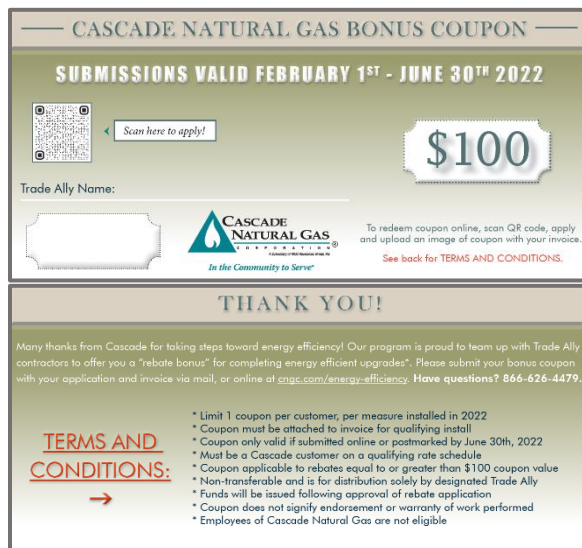
CNGC provides Active Trade Allies with Training Scholarship funds to offset a portion of training and certification costs for professional workforce development relating to installation of natural gas high-efficiency upgrades and weatherization from recognized training and certification providers, or for conferences which confer Continuing Education Credits (CEUs) for certifications. This may include, but is not limited to, exams and certification provided through the Building Performance Institute (BPI), North American Technician Excellence (NATE), and Performance Tested Comfort Systems (PTCS). Other training reimbursement, including conference registrations where CEUs are not awarded, will be considered on a case-by case basis. .

Bonus coupons

Each Trade Ally received fifteen Bonus Coupons twice a year. The Coupons are redeemable for \$100 toward a qualifying energy efficiency project. 5,759 bonus coupons were issued in 2022, and 437 were redeemed (7.6%). Figures 21 & 22 provide examples of these bonus coupons.

Figure 21: First Half Bonus Coupon

Figure 22: Second Half Bonus Coupon



Radio Campaigns

Cascade has engaged in radio campaigns for several years to promote the program and the TA network. The Company has incorporated lessons learned into the tailored radio message by highlighting the Trade Ally offerings and how they can assist with program eligibility.

Cascade EE created a new radio advertisement in 2022 and streamed this ad using Cascade Radio Group. The radio ad has a “Donut Style” where Cascade incentives are promoted to the customer, then a TA perspective speaks about their experience with the incentive program, then the ad finishes with another summary of rebate offerings from a character customer perspective.

The CNGC Trade Ally Radio Campaign was a success during 2022 with a total of 15 Trade Allies participating. This kept a solid CNGC message on air for most of the late Fall and Winter in much of Zone 1. Participating CNGC Trade Allies within the radio service were offered 25, 60 second advertisements which were aired between 6a and 8p.

Bill Inserts

Bill inserts continue to be a tool for communicating with customers, as indicated in customer feedback on how they learned about the programs. In Cascade’s mostly rural communities the Company has found bill inserts continue to be a valuable tool for communicating with customers, regardless of the current push to all digital communications.

It is important for Cascade to free up limited internal resources, and one way to do this is to cut down on customer calls and improve the customer experience. With this in mind, QR codes have been incorporated whenever possible for bill inserts. Customers can simply scan the code to be taken directly to the EE landing page. This way, they do not have to go through finding the CNGC website, they also do not have to navigate the website as they are taken directly to the EE landing page instead of the CNGC home page.

A selection of these bill inserts can be seen in Figure 23.

Figure 23: Bill Inserts

The Holidays Just Got Cheerier! 🎁

Heating Incentives*:
 Fireplace 70% FE - \$300
 Furnace 95% AFUE - \$650
 Furnace 98% AFUE - \$900

*Additional incentives available, terms and conditions apply.

For a Limited Time! Federal Tax Credits

Through December 31st, 2022, ENERGY STAR® is offering federal income tax credits along with additional incentives for high-efficiency installations.

Use your phone to scan the QR code for more information through ENERGY STAR.



Cascade cannot assist with tax credits or provide tax advice.

12/22



Don't Leave Savings on the Table

Saving money is always a priority year-round, but even more so during the holidays. Keep gatherings comfortable and affordable by upgrading to high-efficiency insulation and appliances.

Not only will you save energy, but you could be eligible for cash back rewards!

Flip over for rebate and federal tax credit information.



www.cngc.com/energy-efficiency/

Haunted by high bills?

Don't get tricked into installing standard heating systems. Upgrade to lower energy bills today.

Visit www.cngc.com/energy-efficiency for more information.




Carve out the savings

Earn a treat instead of a trick. Install a high-efficiency furnace with a 95% AFUE rating or higher to receive a \$900 check in the mail.

The treats don't stop there. You'll be thrilled to hear a \$650 rebate is also available for furnaces with a minimum 90% AFUE rating.

Visit our website for a list of rebates for energy efficient upgrades, and vetted Trade Ally contractors.

Applications must be submitted within 90 days of install. Terms and conditions apply.

Scan QR Code for Rebate Application



Have questions?
Call 800-678-4429

Commercial Outreach

The TRC community outreach team supported several strategies in 2022 to drive program awareness and participation for Commercial and Industrial rebates.

Key Initiatives

Throughout the year, the team focused on four key initiatives: Radiant heating and insulation bundles, “Rediscovery” messaging, increase regional focus, and identifying outreach and business development events.

Radiant heating and insulation bundle

The program offered a 10% incentive increase to customers installing both radiant heating and insulation at once. The team promoted the offering throughout the year with specific messaging used in local advertising, Google search ads, direct mail to identified sectors and direct email.

“Rediscovery” messaging

The team shifted the messaging strategy in 2022 from emphasizing recovery to focusing on rediscovery. Many business owners were coming out of survival mode and ready to look to the future, which provided an opportunity for the program to advertise the value energy-efficient gas upgrades can deliver. This was strategy placed an emphasis on more “traditional” outreach strategy. During 2020 and 2021, there was less of a focus on EE in general, as the messaging was geared more toward a triage of dealing with the pandemic. Most ads and outreach returned to that type of messaging.

Regional focus

To support increased business development efforts in Zone 2, the team developed regional materials and continued to explore relationships with Chambers of Commerce in the area. One specific tactic in 2022 was leveraging targeted mailers to promote EE to all customers in the southern part of Zone 2, specifically Woodland, Kelso, Longview, Castle Rock, and Kalama. Secondly, the program reached out to the Longview-Kelso chamber.

In-person events in Zone 2 were sparsely attended, and with underwhelming attendance to a sponsored luncheon the Program is reconsidering this avenue. The Program brought in an additional resource to do Business Development in Zone 2. While he was previously in place, in 2022 he devoted more time than in past program years.

Outreach/Business Development Events

With in-person events still well below pre-pandemic levels, the program did not attend as many events as it would have liked. That said, the program attended the WattSmart training in 2022, which offers the opportunity to collaborate with contractors in Zone 3. Pacific Power sets up trade ally events named “WattSmart Training” for the benefit of their Trade Ally network. CNGC collaborates with Pacific Power by staffing the WattSmart event. One 2022 highlight is the fact that rebates for Pacific Power and CNGC customers benefit both utilities in the perfect way – reducing NG consumption in the Winter Heating season and reducing Electric consumption in the Summer Cooling season.

In addition, program staff attended the WAMOA (Washington Association of Maintenance and Operation Administrators) conference, which is an education-based operations group. Another event attended was the Washington Health Care Association conference. Each of these events were previously attended, though not since 2019.


The program added one event, the WASBO (Washington Association of Business Officials) Annual Conference, which was new for the program in 2022. The event brought together those who make financial decisions for the districts. The conference was not as well attended by schools in CNGC territory as was hoped but is still a nice niche for the program and will continue into 2023.

Case Studies

The team completed a case study video for Pasco Fire Stations 83 & 84. The video, which highlights radiant heating and hot water units, was uploaded to CNGC's YouTube channel and to the success stories page on the website. Press control and click Figure 24 to view this video.

Figure 24: Link to Pasco Fire Stations Video - Radiant Heating and Hot Water Units

FIREHOUSE CHIEF RADIANT OVER SAVINGS



Equipment Installed:



- 15 Radiant Heaters
- 2 Domestic Hot Water Units

Energy Savings:

- 5,726 Therms (estimated annually)

Cash Incentive:

- \$21,070

Watch on  FIRE STATIONS 83 & 84 

Bob Gear, fire chief in Pasco, WA worked with CNG and other partners to install radiant heating and hot water units at two new stations. "CNG has been a great partner in this building and construction phase, helping us with rebate programs and information about different alternatives to mechanical and electrical options that will make our buildings more energy efficient" said Gear.

It was important during the construction and planning phases that the architects and building partners consider eastern Washington winter weather. Pasco is at the perfect freezing temperature and that can make getting in and out of the station difficult as snow and ice can build up on fire trucks, ladders and hoses. This presents a problem if another call came in because the station would have to wait for everything to melt before they could leave. Installing radiant heating became the solution the station was looking for. "The ability to come back into the station with radiant heat and warm that mass of that ambulance or that mass of that fire truck and dry that off, was just great" said Gear.

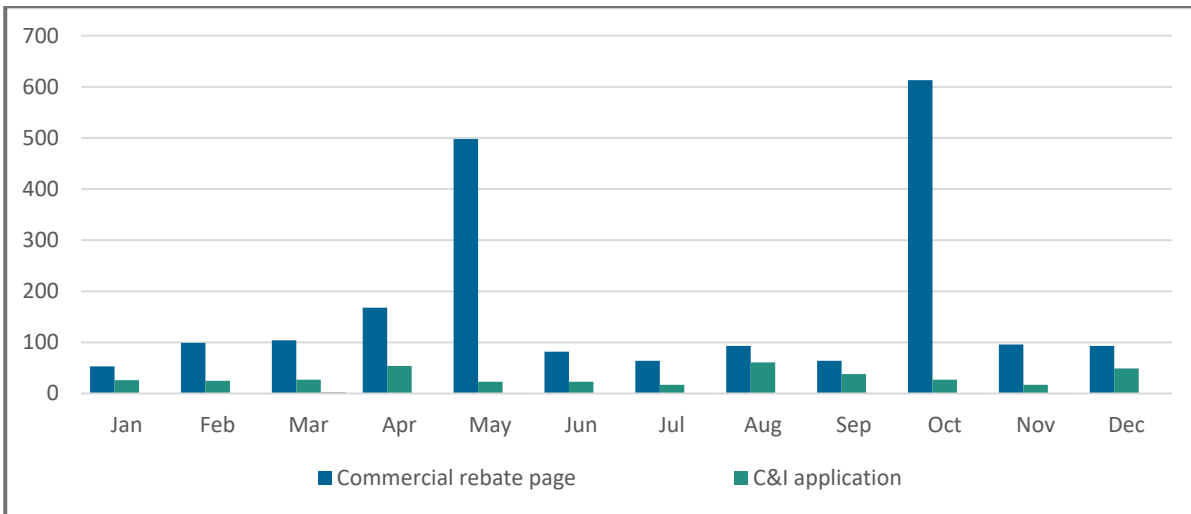
The radiant heaters help warm up the station at a faster rate, helping thaw the equipment. Plus, the station doors open and close several times a day when the trucks go in and out so there is a large air exchange that the radiant heaters help with. This warming effect keeps firefighters and their equipment warm, even with large bay doors that frequently open in cooler months.

Online/Website

In July, the team launched the new, redesigned Commercial rebates page. The redesign included pages for each separate measure category and customer stories at the bottom of each page. The intent behind the proposed recommendations is to deliver a better customer experience and help customers access the information they need with fewer clicks.

Traffic to the website remained mostly steady throughout the year, with two major spikes in traffic to the commercial rebate offering page as seen in Figure 25. The traffic came directly from the Company web ads and Google search.

Figure 25: Commercial Pageviews 2022



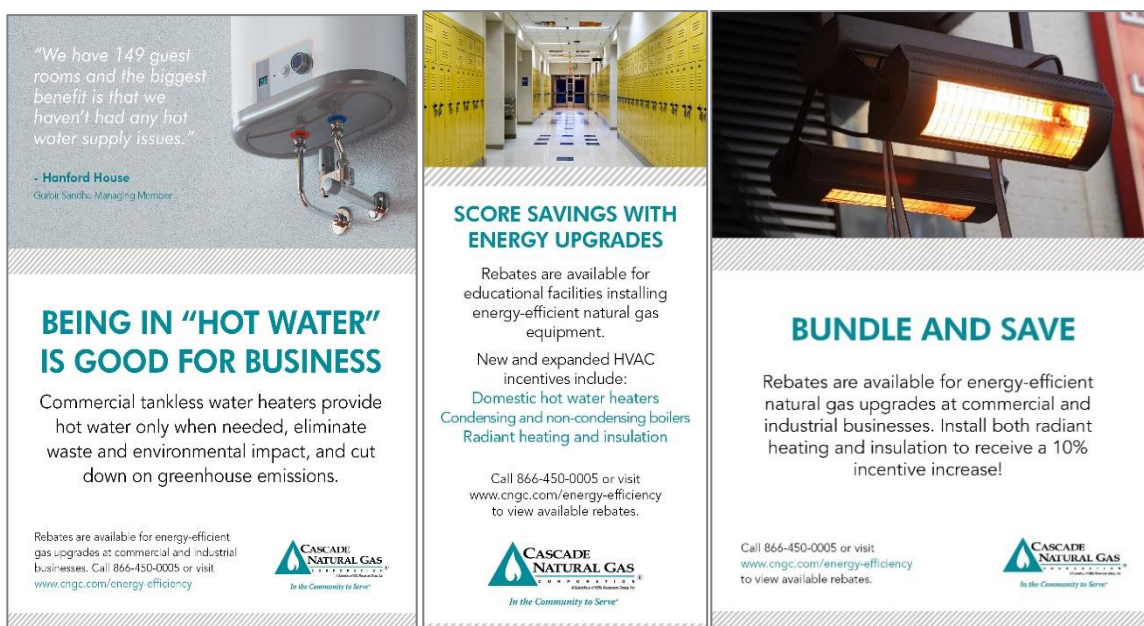
Print and Digital Advertising

Advertisements in 2022 primarily focused on promoting the radiant heating and insulation bundle and tankless hot water heaters. Advertisements promoting the program were developed for the following publications/channels:

- Tri-Cities Area Journal of Business
- Kitsap Sun
- Skagit Valley Herald
- Yakima Herald
- Tri-Cities Chamber of Commerce e-newsletter
- Washington Hospitality Association Membership Directory and Buyers Guide
- Washington Association of Maintenance and Operation Administrators (WAMOA) Spring Journal

Examples of Commercial Digital Advertisements promoted in 2022 can be seen in Figure 26.

Figure 26: Commercial Digital Advertisements



New in 2022, the TRC community outreach team worked with UniVox, a Portland-based media buying agency, to develop a streaming audio campaign promoting the radiant heating and insulation bundle. Note for context the residential program used the same format to run its streaming campaign for the year. The ad was developed in both English and Spanish and served to customer in eligible service territories. The English audio streaming campaign was served 160,000 times with an average listen through rate of 97.3%. The Spanish audio streaming campaign was served 52,000 times with an average listen through rate of 96.7%. Both listen through rates are well above the industry average of 93%.

Email

In 2022, the team updated the disclaimer included in the template for email campaigns. This updated disclaimer allowed the team to continue promoting the program to customers via email and confirmed compliance with Cascade’s email and customer outreach guidance. After the disclaimer was updated, the team distributed three emails to CNGC customers and TAs. The emails had an average open rate of 45.1% and an average click rate of 4.6%. Email open and click rates can be seen in Table 3. The tankless water heater email had the highest click rate compared to the last 20 email campaigns.

Table 3: Open and Click Rates

Date/Topic	Open Rate	Click Rate
New incentives – for trade allies	45%	6%
Radiant heating and insulation bundle	45%	1%
Tankless water heaters	45%	7%

Collateral

In 2022, the TRC team produced several types of collateral including bill inserts, educational handouts, and a direct mailer for contractors. The team developed the following:

Bill inserts

Three bill inserts were created for inclusion with customer bills. Two bill inserts were focused on radiant heating and the radiant heating/insulation bundle and one highlighted tankless water heater upgrades, see Figure 27.

Figure 27: Commercial Bill Inserts



Handouts

Business Development handout

The team developed a piece to support new customer recruitment. The handout includes a summary of the Commercial and Industrial program, what sectors the program serves and common energy solutions for each sector. The call to action will be customized with contact information for each outreach team member to use as a leave-behind when talking to customers in their regions.

Radiant heating handout

The team developed a handout highlighting the radiant heating/insulation bundle. A co-branded version was sent to Space Ray to distribute to customers during events and trade shows.

Direct Mailers

The team developed a postcard promoting new incentives and the radiant heating and insulation bundle. The mailer, pictures in Figure 28, was sent to 150 commercial and industrial contractors.

Figure 28: Commercial Direct Mailers

