

# EVOLUTIONARY SAVINGS FOR NATURAL GAS PROGRAMS

## CHALLENGES

- Increased codes and standards
- Growing maturity of energy-efficiency programs
- Historically low natural gas avoided costs

## APPROACH - MAINTAIN A COMPREHENSIVE PORTFOLIO

### Modify Existing Programs

- Residential New Construction
  - » Performance
  - » Prescriptive

### Introduce New Programs

- Residential Behavior Change
- Commercial Direct Install

### Invest in Trade Allies

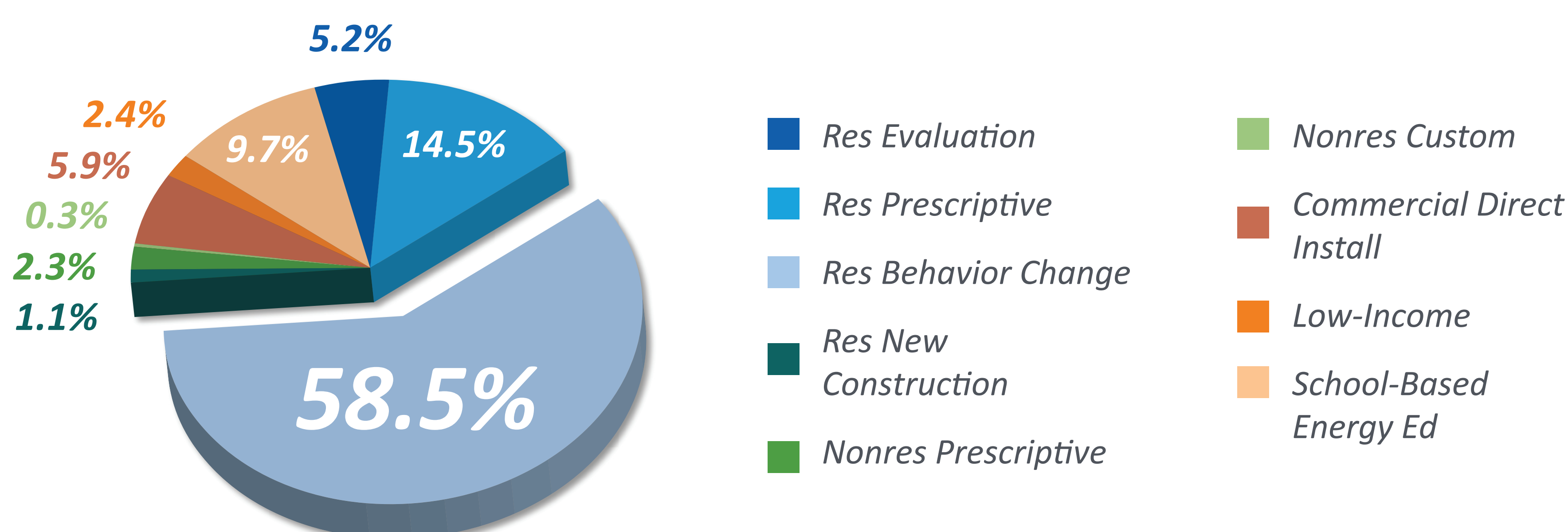
- Expand trade ally outreach and engagement
- Provide on-going training opportunities

## FUTURE QUESTIONS

Will builders prefer the performance or prescriptive path?

Will customers engage in the new programs?

Will trade allies understand the benefits of energy-efficiency and promote the programs?



PROJECTED SAVINGS 2015-2017

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