

Vectren Energy Delivery Residential Water Heater Presentation

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Introduction

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Company: Vectren Energy Delivery of Ohio

Overview

- **Vectren Energy Delivery**
- **Indiana Program & Lessons Learned**
- **Ohio Program & Lessons Learned**
- **Conservation Connection Tools & Promotion**

About Vectren

Vectren Energy Delivery of Ohio

318,000 gas customers

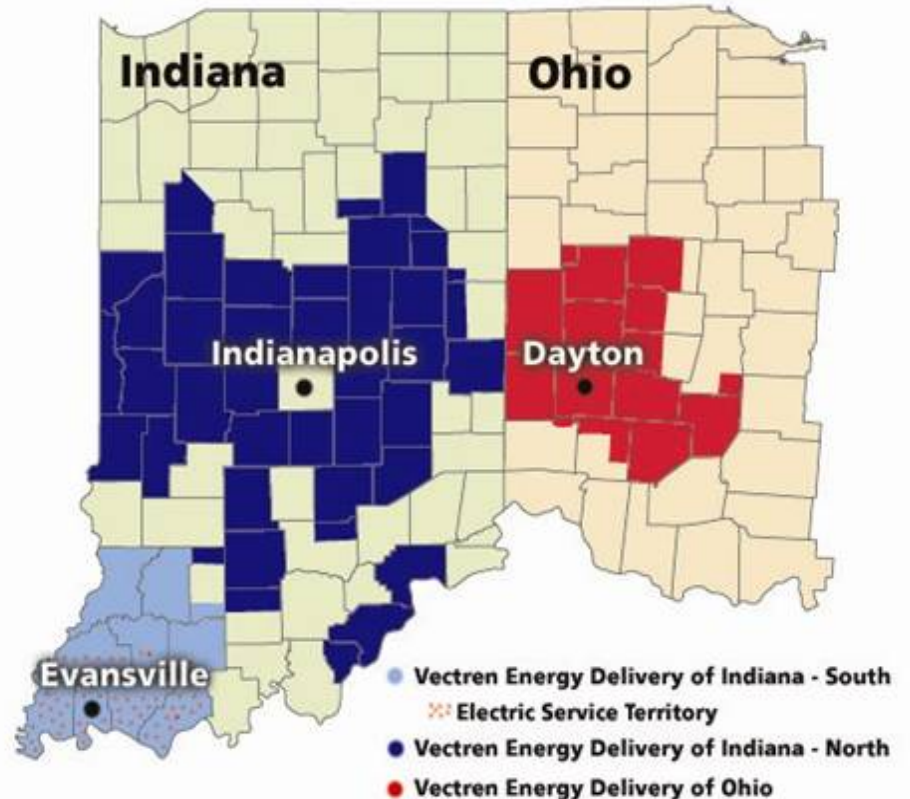
Vectren Energy Delivery of Indiana – South

112,000 gas customers

140,000 electric customers

Vectren Energy Delivery of Indiana – North

565,000 gas customers



Indiana Residential Water Heater Rebate Program

\$100 – natural gas water heater

\$150 – natural gas tankless water heater

August 2009 Scorecard for Indiana:

Measures: Current Month: Program YTD: Planning Goal: % of Goal:

.62EF Storage 170 1272 690 184%

.82EF Tankless 19 197 62 318%

Inception Date: December 1, 2006

Fiscal Year : December to December

Lessons Learned

- **Be scrupulous in adhering to the rebate submission and payment rules, but be flexible enough to make exceptions as the need arises.**
- **Monitor program budgets closely to avoid a situation in which a program has to be suspended before the end of the program year due to budget constraints.**
- **When program changes are needed, try to avoid making significant changes too often/soon to avoid confusion by the trade allies and subcontractors who may already be working with multiple programs from multiple funding sources.**
- **When changes are made, allow adequate time to communicate program changes to the market place. Build in time for contractors and trade allies to review new informational materials and to provide feedback.**
- **Be aware of issues/changes in the marketplace, for example, “normal” stocking practices make it difficult to encourage the purchase of a high efficiency water heater at failure if plumbers do not stock qualifying units.**

Lessons Learned Continued

- **Ensure that adequate Speakers Bureau resources are trained and available for public outreach opportunities.**
- **Promotions work! Utilization of online tools increased dramatically in Indiana when promotions were running.**
- **Engage customers as partners in our common future – the benefits of conservation extend beyond immediate, monetary impact.**
- **Some stocking issues with high efficiency water heaters both storage and tankless in Ohio.**

Ohio Residential Water Heater Rebate Program

\$100 – natural gas water heater

\$150 – natural gas tankless water heater

August 2009 Scorecard for Ohio:

Measures: Current Month: Program YTD: Planning Goal: % of Goal:

.62EF Storage	51	221	460	48%
.82EF Tankless	15	40	40	100%

Inception Date: April 1, 2009

Fiscal Year : Normal calendar year

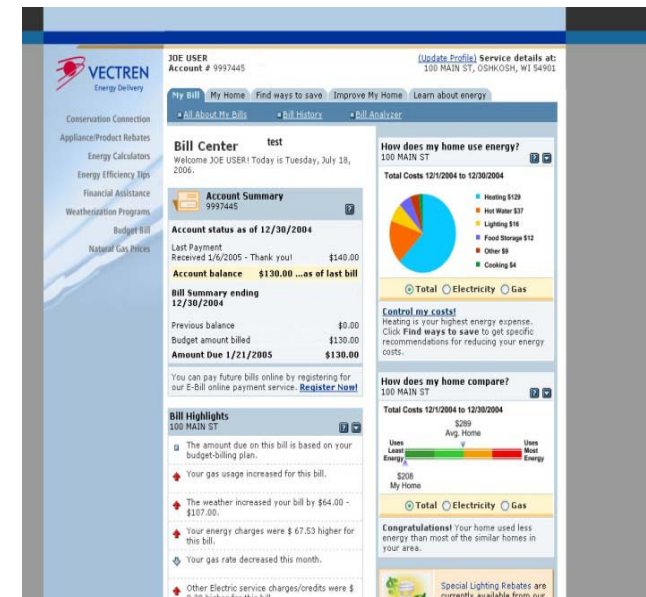
Conservation Connection Tools

Established a Conservation Connection Contact Center

- Allows customers to speak directly with an energy efficiency expert:
 - *Offers conservation tips*
 - *Assists with bill analysis and energy audits*
 - *Addresses rebate questions and provides lists of qualifying products*

Established on-line tools to assist customer on how to save energy

- Bill analyzer
 - Offers month-to-month and year-over-year analysis to gauge why monthly bills may vary
- Home or business energy audit
 - Pinpoints energy usage based on your appliances and age of your home or business
- Energy Calculators
 - Helps determine potential savings by upgrading to high-efficiency appliances
- Online audit tools
 - 47,000 Ohio customers have utilized the tool since December 2006



Promoting Conservation Connection

- **Media** – Print, radio & television
- **Web promotions** – Web with enhanced customer conservation tools, interactive content and rebate information
- **Earned Media** – PR efforts including releases, speakers engagements, Home Show appearances & sponsorships, trade shows and community events
- **Indirect communications** - Point of sale materials
- **Direct communications** – E-marketing & bill inserts continue to emphasize offerings
- **Personal Communications** - Trade ally meetings, community event involvement
- **Special Promotions** – Special campaigns and promotions to promote aspects of program and increase participation
- **Speakers Bureau** – Vectren employees available to speak to community organizations and other groups about conservation



The advertisement features the Conservation Connection logo at the top, followed by the headline "Lower your natural gas bills!". Below this, a stack of US dollar bills is shown. Text on the left side of the ad states: "Get a \$50 CASH REBATE* from Vectren on all high-efficiency natural gas water heaters." and "Download the rebate form for this and other energy efficient appliances at www.vectren.com". The Vectren logo is in the bottom right corner, with the website "www.vectren.com" and phone number "1-866-240-8476" below it. A small asterisked note at the bottom left reads: "*Appliance must have a 0.62 energy factor or higher and must be 30 gallons or more."