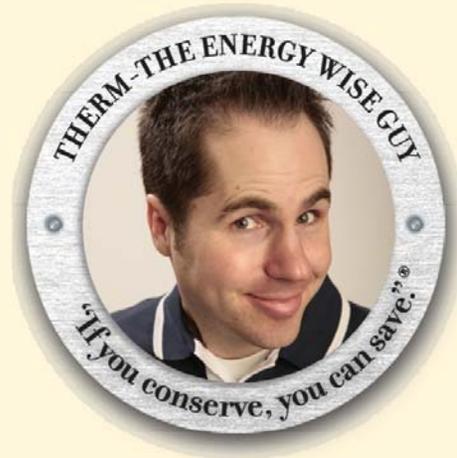


ThermWise® Rebate Programs

ThermWise® Builder Rebates Program



ENERGY STAR Partners Meeting
March 24th, 2010



Session Agenda

- Questar Gas Overview
- What is the ThermWise Builder Rebates Program?
- ThermWise Brand
- Builder Outreach
- Trainings
- Marketing Support
- Results



About \$9.5 billion enterprise value

Exploration &
Production

Market Resources



72%

Transmission

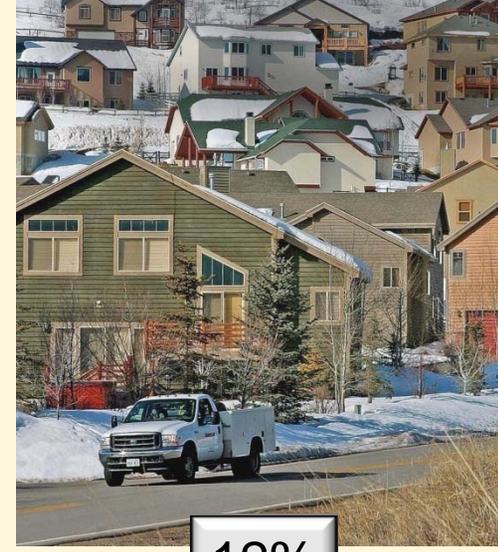
Questar Pipeline



16%

Distribution

Questar Gas®



12%

Net Income Contribution



Questar Gas Service Territory

Year End 2008

Customers

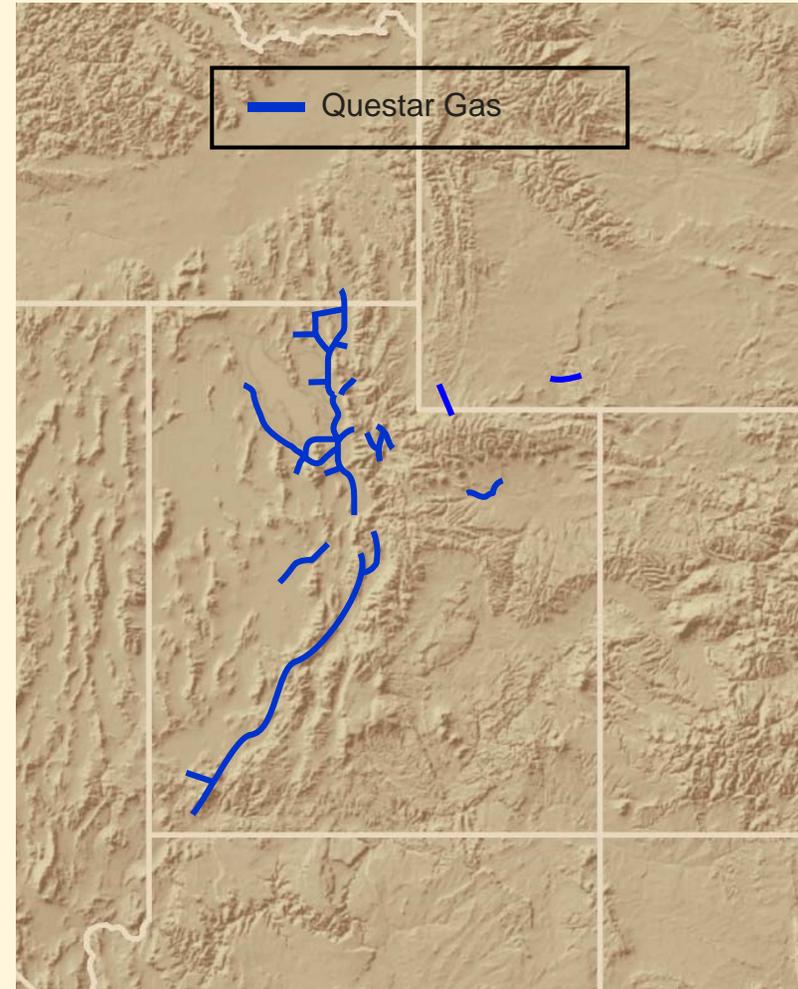
Residential 823,151

Commercial/Industrial 65,451

Annual deliveries

Residential 621 MMdth

Commercial/Industrial 327 MMdth



Introducing Therm



- Branded portfolio of energy efficiency Programs
- Integrated marketing approach increases consumer recognition
- Supports ENERGY STAR brand

Therm, the “Energy Wise Guy”



ThermWise Goals & Strategy

Goals

- Cost-effective customer gas savings
- Market transformation
- Lower customer gas prices

Strategy

- Customer incentives (rebates)
- Marketing emphasis – education and awareness
- Umbrella campaign - branding
- Integrated marketing approach
- Culture change within Company / Market
- Coordination / Collaboration with Industry



ThermWise Builder Rebates

Measure	Requirements	Rebate
ENERGY STAR Gas Storage Water Heater	EF 0.62 to 0.66 / .67 or higher (minimum 40 gallons, 75,000 Btu/hr or less)	\$50 /\$100
ENERGY STAR Tankless Gas Water Heater	EF 0.82 or higher	\$300
High-Efficiency Gas Furnace	AFUE 90% or higher	\$300
High-Efficiency Gas Boilers	AFUE 85% or higher	\$400
Solar Assisted Gas Water Heating	Must be Active and Certified OG-100 by SRCC	\$750
ENERGY STAR Whole House	HERS Index of 85 or lower	\$500
High Performance Home	50% improvement over 2004 IECC	\$800



ThermWise Multifamily Rebates

Measure	Requirements	Rebate
ENERGY STAR Gas Storage Water Heater	EF 0.62 to .66 / .67 or higher (minimum 40 gallons, 75,000 Btu/hr or less)	\$50 /\$100
ENERGY STAR Tankless Gas Water Heater	EF 0.82 or higher	\$300
High-Efficiency Gas Furnace	AFUE 90% or higher	\$300
High-Efficiency Gas Boilers	AFUE 85% or higher	\$400
ENERGY STAR Certification	HERS index of 85 or lower	\$250/unit
Solar Assisted Gas Water Heating	Must be Active and Certified OG-100 by SRCC	\$750
ENERGY STAR Clothes Washer	MEF 1.72 or higher	\$50-\$75
High-Efficiency Gas Dryer	Moisture sensor included	\$30

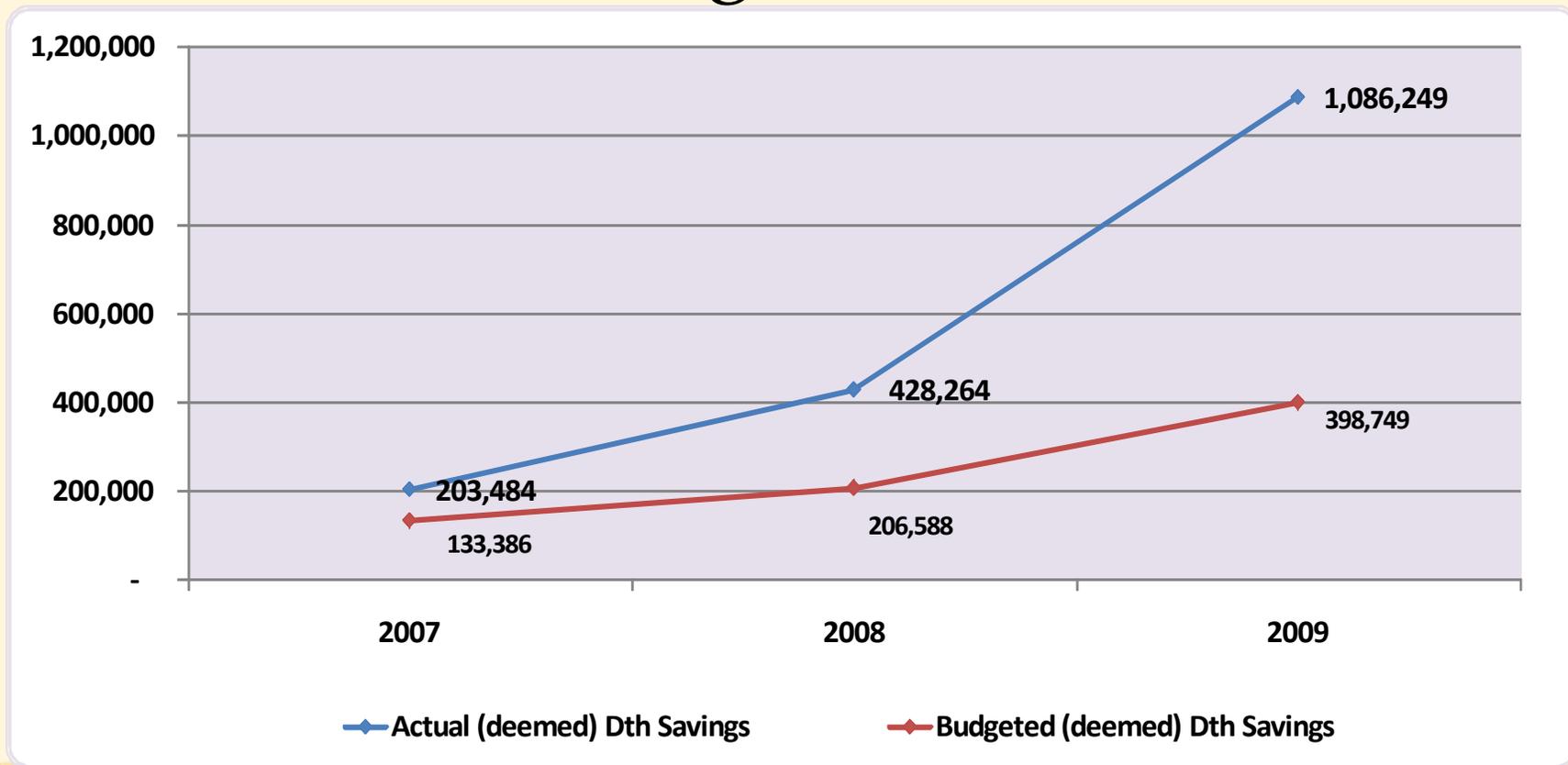


Other Programs include:

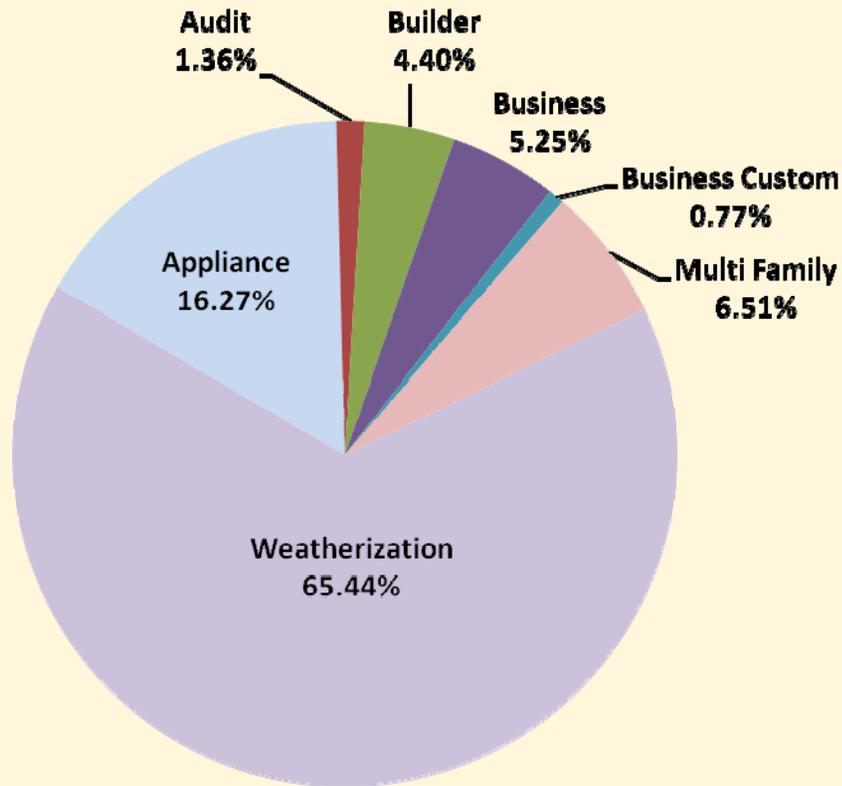
- ThermWise Appliance Program
- ThermWise Weatherization Program
- ThermWise Business Program



ThermWise Programs: Goal vs. Actual Dth Savings 2007 - 2009



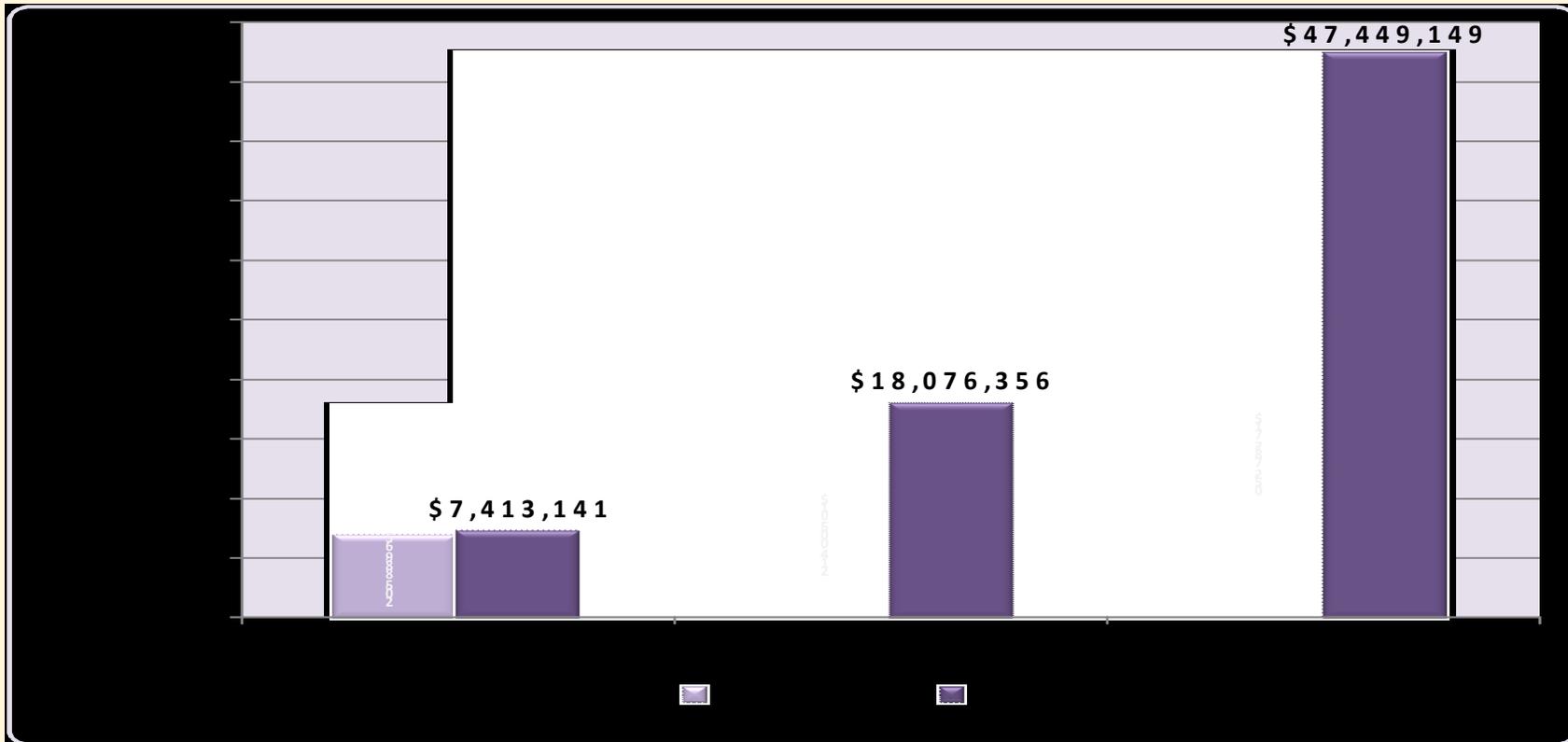
2010 ThermWise Dth Savings



Program	Dth Savings
Home Energy Audits	13,344
Appliance	159,208
Builder	43,049
Weatherization	640,536
Multifamily	63,760
Business	51,424
Business Custom	7,513
Low-Income Wx	n/a
Market Transformation	n/a
Total	978,832



ThermWise Budget vs. Actual



Total ThermWise® Program spending of \$72,938,646 from 2007 thru 2009



Builder Outreach

- Two points of contact when a builder begins the building process:
 - Preconstruction letter
 - Construction Monitor mailing
- Partnership with Rocky Mountain Power
- Streamlined application
- Ongoing efforts to recruit and maintain builders in the program



Partnerships

- Rocky Mountain Power (RMP)
- Builders
- Local and State HBAs
- Trade Allies
- HERS Raters
- Non-profit organizations – Utah Clean Energy
- Customers



Trainings



QUESTAR®
Gas

ThermWise.com

Builder

- Free trainings
- Builders and contractors
- Topics include:
 - Technical - ENERGY STAR
 - Marketing
 - General Program information
- Hands-on or field component



Trade Ally

- Energy Efficiency and Green Building Training
 - Free CE credit class for real estate professionals
 - Nearly 100 REALTORS trained in 2009
- HVAC Training and Working Groups
 - Installation best practices for HVAC equipment
 - Working groups inform trade allies of Program details and identify opportunities for improvement



Marketing and Sales Support



QUESTAR®
Gas

ThermWise.com

Parade of Homes Incentive

- Offered to all parade builders
- Additional \$500-\$1000
- Incentive for participating HBAs
- Benefits include:
 - Increased builder & consumer awareness
 - Strengthened relationships with HBAs
 - More ThermWise and ENERGY STAR homes in events
 - 2009 – 99 homes participated with a total of 130 measures
 - 2009 – 47 ENERGY STAR homes featured

The Chatham • 5937 W. Chatham Circle, Highland

2 UTAH VALLEY TRADE OF HOMES

ROOMS & BATHROOMS 3/2

TOTAL FINISHED SQ FT 2,164

MAIN FLOOR 3,697

UPPER FLOOR 2,389

LOWER FLOOR 5,376

HOME DESIGNER Aaron Image, Image Design

INTERIOR DESIGN ADVISE Virginia Wood, Bentley Design

SALE PRICE \$200 to \$300/square foot

HOME IS SOLD

GREEN FEATURES

- High efficiency mechanical equipment
- Fresh air exchange system
- An airtight package to reduce infiltration
- High-performance window insulation
- Designed radiant quartz heating system

Since 1974, Magleby Companies has earned a reputation for building the finest homes in Utah. With an uncompromising eye for detail and quality, the company has learned what it takes to turn customer "wishes into reality. Contact them and let them become your builder for life.

Hold Christmas, Chat Magleby, Paul Magleby, Paul Ashby, Darryl Martin • (801) 780-9998
www.maglebycompanies.com

3. Utah Valley Parade of Homes 2009



Model Home Incentive

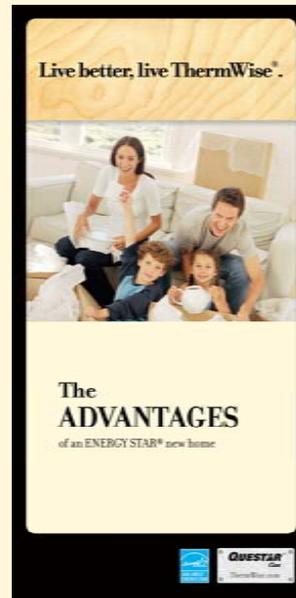
- Additional \$500-\$1000
- Benefits include:
 - Increased builder & consumer awareness of energy efficiency
 - Increased recognition of the ThermWise brand
- Increase in participants each year
 - 15 model homes since program inception
 - Working with an exclusively ENERGY STAR community in 2010
 - Working with large production builder with over 40 model homes



Materials



Yard Signs



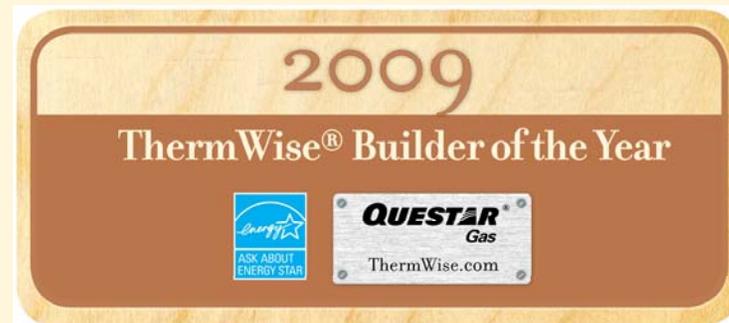
**ENERGY STAR®
Homes Flyer**



**Call-out Cards:
Furnace, Boilers, Water
Heaters, Windows, Duct
Sealing, Insulation**

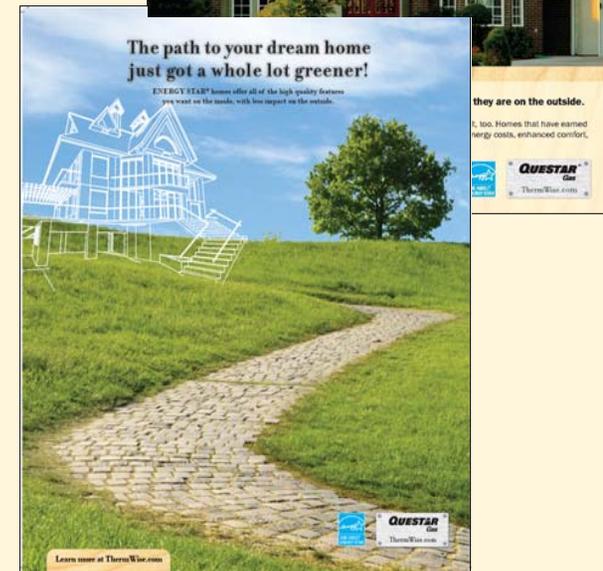
Builder of the Year Award

- Recognition Program for participating builders
- Winners receive:
 - Award funds to apply towards energy efficiency marketing (\$2500, \$1500 or \$500)
 - Recognition in Builder News Magazine and Salt Lake Tribune
 - Access to the 2009 Builder of the Year logo



Building Consumer Demand

- Marketing and Advertising highlights features and benefits of ENERGY STAR homes
- Print ads in major Utah publications
- EPA co-op advertising campaign in partnership with Rocky Mountain Power



QA/QC

- Partnership with Rocky Mountain Power
- Issues are shared with builders, raters and trade allies
- Utilize as an opportunity to train builders and share best practices
- Continually work with builders to improve practices



The Results Are In!

- 6,100 ENERGY STAR Homes and Federal Tax Credit Homes certified to date
- 868 ENERGY STAR multifamily units certified to date
- 68,794 decatherms saved = planting 94,700 trees
- 2009 single family market share: 35.4%
- 2010 EPA Partner of the Year Award



Questions?



QUESTAR®
Gas

ThermWise.com