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**Texas Gas Service Conservation Program**

FY 2012 October 1, 2011 – September 30, 2012

Julie Hatfield and Henry Vines  
December 18, 2012

# Appliance Alliance Retailer Outreach

## 2012 Results

### MAKING A DIFFERENCE:

#### APPLIANCE ALLIANCE

- 20 appliance sales teams trained at Sears, Home Depot, Lowe's and Best Buy
- 9 in-store events to promote rebates with 2,500 customer interactions in Conservation FY 2012
- 250% increase in natural gas dryer rebate applications from FY 2011 to FY 2012 (202 vs. 753)



# Homebuilder Outreach

## *2012 Results*



### **MAKING A DIFFERENCE:**

#### **Homebuilder Outreach**

- Rebate meetings and education with 25 builders in the Austin-area
- Whole Home and rebate applications from Taylor Morrison, Lake Travis Builders, Risher Martin and Muskin Homes

# Free Equipment Program

## *2012 Results*

### **MAKING A DIFFERENCE:**

#### **Meals on Wheels**

- Expanded the Free Equipment Program to include clients of Meals On Wheels And More
- Meals On Wheels referrals allow us to reach out to more low-income, disabled, and elderly customers to provide safe, energy-efficient natural gas equipment.





# Multi-Family and Housing Authority of the City of Austin

*2012 Results*



## **MAKING A DIFFERENCE:**

**Multi-Family and Housing Authority of  
City of Austin (HACA)**

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- Created attic insulation rebate program in multi-family apartment complexes
- Pledged \$170,000 to the Housing Authority of the City of Austin (HACA) for upgrades to the Meadowbrook apartments

# FY 2013 Rebate Increases

## *Natural Gas Dryer & Tankless Water Heater*

### Fiscal Year 2013 Plans: Rebate Increases

- Increased natural gas dryer rebate from \$75 to \$225 after retailer feedback
- Increased natural gas tankless water heater rebate from \$300 to \$600 as a result of plumber and contractor focus groups



# FY 2013 Rebate Changes

## *Commercial Kitchen Equipment & Educational Outreach*



### **Fiscal Year 2013 Plans:**

## **Revised commercial kitchen rebates and education**

- New EnergyStar appliance options
- Percentage of cost instead of flat rebate amount per appliance
- Rebate education for local restaurant and commercial businesses in 2013



# FY 2013 Educational Outreach

## *Hispanic Market Outreach*

### **Fiscal Year 2013 Plans:**

### **Hispanic Market Outreach**

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- Research to determine most effective way to educate Hispanic market about energy-efficient natural gas appliances and rebates
- Launch outreach program to Hispanic market





# FY 2013 Budget Overview



Residential Rebates:  
Increase of \$299,500

Education:  
Increase of \$46,000

Commercial Rebates:  
Decrease of \$38,900

Operating and Maintenance:  
Decrease of \$10,525



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