

Cascade Natural Gas Corporation Annual Conservation Achievement Report Calendar Year 2021

Community Outreach Report

Communications to customers about program availability remains an important tool in promoting Cascade's Energy Efficiency (EE) offerings. Engagement efforts were focused on navigating the uncertain and hybridized climate of 2021 outreach through, digital, virtual, and printed materials.

As businesses and events reopened with limited capacity, Cascade promoted rebate opportunities for customers who performed home improvement projects or found an opportunity to upgrade equipment for their businesses. The Residential program offered specialized promotions throughout the year such as a targeted promotional code on specific advertisement placement in magazines, or additional incentives through Trade Ally contractors (TA) for customers that served our country either actively or as a Veteran. Commercially, a Re-COV-ery campaign focused on businesses and restaurants offering additional incentives if three or more measures were installed, specifically targeting bundled kitchen upgrades.

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Residential Outreach

While the Company was unable to table and attend Energy Efficiency events as it had in years past, Cascade experimented with its first video streaming campaign over the summer with a 30 second animated commercial. In addition to video commercials, print ads in magazines, or a digital presence online, Cascade marketed in the community at baseball games, in movie theaters, at regional home tours and through radio.

Campaigns: Streaming

Due to canceled events and social distancing, Cascade committed to video marketing and ran its first commercial campaign for streaming networks. A thirty second animated commercial showcasing four common efficiency measures and how to apply for a rebate was broadcast to specific demographics across all of Cascade's service territory. The segment highlights Cascade's rebates, including space and water heating upgrades and insulation, letting customers know about the various options.

The Connected TV streaming campaign was broadcast along free networks provided by Smart TVs or streaming devices such as Pluto TV, Tubi, HGTV and Food Network. The ad was watched to completion by 29,271 viewers between August 15 and September 15, 2021, with a total of 424,242 impressions and 582 clicks for more information about Cascade's EE program. A still image from the ad is provided in Figure 1.

Figure 1: 30 Second Animated Commercial



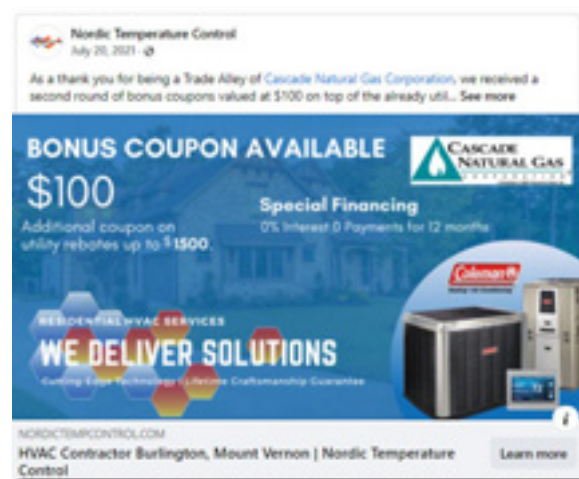
*To view this ad please open the attached file: "Final 30 Second AD"

Online/Website

With the increase in social media and web traffic tracking by the Company, Cascade's EE department can monitor the success of differing outreach messaging ads ranging from general rebate awareness to specific measure call outs or promotions.

Some contractors used social media to show their appreciation for TA bonus coupons, and let customers know the coupons were available with a qualifying install. This was the first time Cascade noted a TA highlight bonus coupons in their customer correspondence and tag Cascade as a partner in a social media post. The Company will investigate opportunities for promoting the idea of TA's advertising rebates in social media communications with customers to further the reach of the EE message. One such advertisement can be seen in Figure 2.

Figure 2: TA Social Media Post

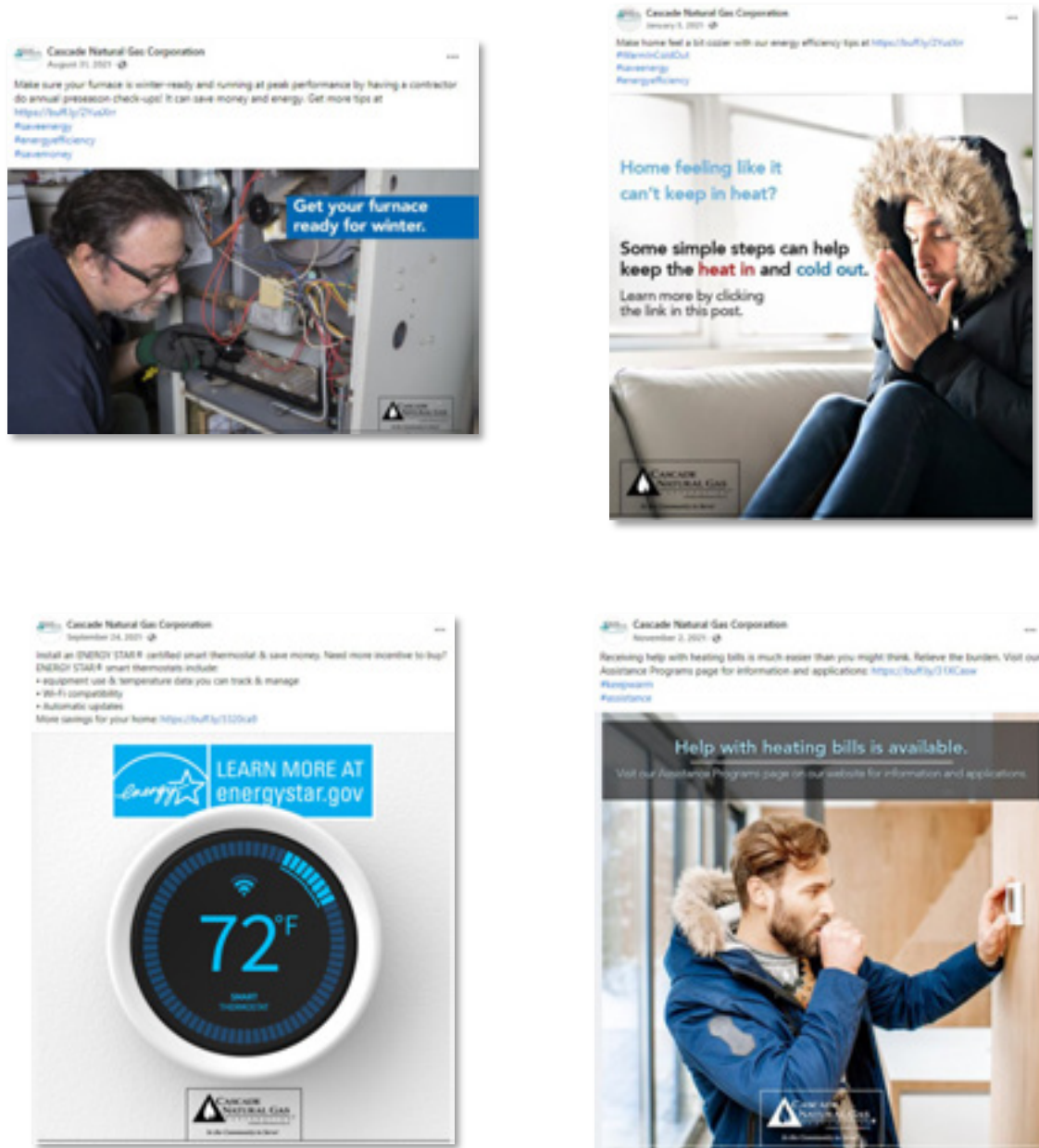


Social Media

As the community worked to come out of the pandemic, Cascade recognized that some customers may not be able to afford large upgrades, or that supply chain issues caused months long delays for upgrades to be completed. The program pivoted to focus more on what customers could control for both residential and low-income customers.

Behavioral changes like adjusting a thermostat or completing annual check-ups to ensure the home is running as efficiently as possible were spotlighted as the social media posts included in Figure 3 demonstrate.

Figure 3: CNGC Residential Social Media Posts



Website Analytics

Website traffic trended in line with the program's application intake, matching the steady interest through the year with an increase in the cooler months and lower activity through the summer. Table 1 provides a breakdown of page views per month by URL.

Table 1: 2021 Pageviews per Month by Website

2021 Pageviews	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
/residential-rebate-offerings/	1387	1264	1221	783	1	773	768	949	968	1185	1149	1092
/energy-efficiency/	823	791	788	676	0	594	669	787	774	654	879	794
/residential-rebate-offerings/residential-rebate-application/	575	483	431	343	0	307	305	376	415	490	550	586

As Figure 4 demonstrates, Google Analytics show that 77.2% of online users were new visitors to Cascade’s website. It is encouraging to see website traffic from customers who haven’t participated in the program, and likely are new to energy efficiency or the Company’s rebate offerings. The data shows there is room for growth when targeting new customers instead of repeat customers.

Figure 4: 2021 Web Analytics Review



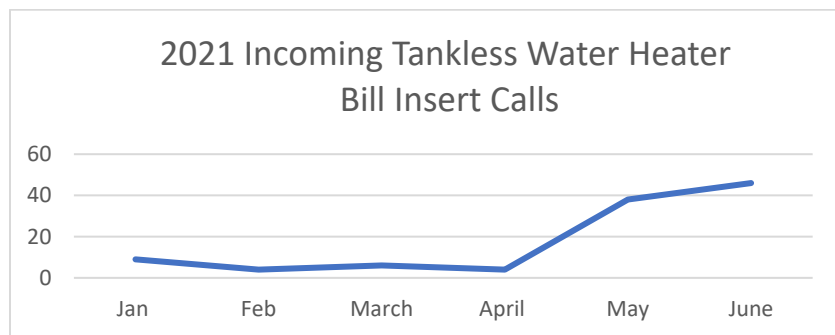
Figure 5 shows the number of new unique users visiting the website per month. A steady flow of visitors is shown throughout the year. Please note that the month of May did not see zero new unique users. An error occurred in the tracking for May that resulted in the metrics for this month being unrecorded.

Figure 5: 2021 Website Traffic by New Users to Energy Efficiency Landing Page



In May, the department released a well-received bill insert highlighting tankless water heaters. The increase in calls shown in Figure 6 demonstrates the effectiveness of the bill insert. The department continues to track bill insert calls to monitor the impact of messaging on Cascade’s online platforms, as well as tracking telephone communications with customers.

Figure 6: 2021 Incoming Tankless Water Heater Bill Insert Phone Calls



While most customers land on the main EE landing page by directly searching the web link, some come from third party websites where the customer may be purchasing new equipment. For instance, as seen in Table 2, the second most popular third-party website is ENERGY STAR®. Most customers were on the ENERGY STAR rebate finder page, which led them to one of the EE pages. Another example is Lopi Stoves. Most customers that came from the Lopi Stoves page were looking at a specific model, 34 DVL Deluxe Ember Glow fireplace, which then led them to the Cascade EE landing page.

Table 2: 2021 Third Party Web Referrals

Source	Users
	2,426 % of Total: 17.42% (13,928)
1. customer.cngc.com	668 (26.85%)
2. energystar.gov	452 (18.17%)
3. lopistoves.com	153 (6.15%)
4. homedepot.com	116 (4.66%)
5. cngc.dsmcentral.com	104 (4.18%)
6. fireplacex.com	84 (3.38%)
7. eastads.simpli.fi	66 (2.65%)
8. westads.simpli.fi	57 (2.29%)
9. lowes.com	47 (1.89%)
10. sensi.emerson.com	34 (1.37%)

Residential Advertising

The Company's advertising is most active in the spring and fall aligning with the Home Building Association (HBA) home shows across the state when there tends to be a higher concentration of community activities; for more info on advertising with HBAs see the [Home Builder and Homeowners](#) section of this report. Table 3 outlines the advertisements that were placed throughout the year, and Table 4 shows the annual impressions for each media type.

Table 3: Calendar of Ad Requests

January <ul style="list-style-type: none"> ✓ Best Version Media Magazine (BVM) ✓ Taylored Living Magazine ✓ SICBA Annual Directory ✓ BIAWC Annual Directory 	February <ul style="list-style-type: none"> ✓ BVM ✓ CWHBA Annual Directory 	March <ul style="list-style-type: none"> ✓ BVM ✓ SICBA Home & Garden show book and bingo card
April <ul style="list-style-type: none"> ✓ BVM ✓ Taylored Living ✓ Kitsap Earth Day Newspaper ✓ BIAWC Home & Garden Show insert ✓ LCCA Spring Directory 	May <ul style="list-style-type: none"> ✓ BVM ✓ Yakima/Walla Walla Baseball campaign ✓ Mount Baker Theater (MBT) film preview 	June <ul style="list-style-type: none"> ✓ BVM
July <ul style="list-style-type: none"> ✓ BVM ✓ Taylored Living 	August <ul style="list-style-type: none"> ✓ BVM ✓ MBT program ad ✓ NW Fair Ad 	September <ul style="list-style-type: none"> ✓ BVM ✓ MBT program ad ✓ KBA Tour of Homes ✓ CWHBA Tour of Homes ✓ LCCA Fall Directory
October <ul style="list-style-type: none"> ✓ BVM ✓ Taylored Living ✓ MBT program ad ✓ Whatcom Home Tour 	November <ul style="list-style-type: none"> ✓ BVM ✓ MBT program ad ✓ Veteran Promo ✓ TA Promo 	December <ul style="list-style-type: none"> ✓ BVM ✓ MBT program ad

Table 4: Annual Impressions by Media Type

Print	Digital	Video	Radio
429,901	280,501	462,187	1,007

Print and Digital Advertising

When possible, Cascade advertised at in person events across the service territory with static or digital signage, event programs, and shared community messaging encouraging customers to participate in the many options available through Cascade's EE programs.

Baseball campaigns

Cascade advertised with 3 baseball teams during the 2021 season with stadium signage and player interviews promoting the "most efficient" player of the game aligned with Cascade EE imagery and messaging. Figure 7 demonstrates a still image of the advertisement played during the interview. Follow the link to watch the interview and advertisement online.

The Bellingham Bells outreach touched 51,248 fans over the summer season through stadium signage and the distribution of pocket schedules through the community. The Bells made the playoffs against the Yakima Valley Pippins, providing an opportunity for customers from both communities to learn about Cascade's rebate program.

Even with social distancing, the Yakima Valley Pippins were able to reach nearly 21,000 fans in the stadium and over 23,200 streaming views during the 2021 season. Between the concourse signage, 30 second home game video, and player interviews, Cascade made over 40,000 impressions with Yakima customers.

Figure 7: 'Most Efficient Player of the Game' Post-Game Interview Link



The Walla Walla Sweets play to a stadium that can hold over 2,300 fans and their baseball games received similar reception to that of the Pippins. Cascade leveraged concourse signage, streaming videos, and logoed giveaways to reach the Sweets approximate 40,000 fans. The 30 second commercial during more than 20 broadcasts reached 14,945 views and via radio 1,007 unique

listeners were exposed to Cascade's message. See Figure 8 for more examples of the advertisements Cascade used with the Pippins and the Sweets.

Figure 8: Baseball Advertising Across Teams



Theater

Theaters were able to reopen for the summer of 2021 with socially distanced movies followed by a full production season of in person theatrical performances. Cascade partnered with the Mount Baker Theater in Bellingham Washington to run two static ads for 30 seconds each as seen in Figure 9. The ads were shown 5 times per film during the previews in May to a captive audience. The Company estimates that there were 696 unique impressions generated through this effort based on ticket sales from the duration of this advertisements run in the theater.

Figure 9: Static Movie Preview Ads



Cascade advertised in 11 digital theater programs at Mount Baker Theater during the fall of 2021. The advertisements, as seen in Figure 10, in these programs informed customers of potential residential incentives. By advertising with the digital ticket email, all theater attendees were able to access the Cascade web link with the advertisement in their program or via a QR code at the performance. Mount Baker Theater provided an outlet for a more diverse audience as attendees may have visited for comedy acts like David Sedaris, musical performances from artists such as Wilco, variety shows like Stunt Dogs, or holiday specials which included Stars of Magic.

Figure 10: Theater Program Advertising



Home Builder and Homeowners

Throughout 2021, Cascade continued print and digital advertising with HBA, regional directories, Home and Garden Shows, and New Home tours as illustrated in Figure 11. Cascade ran two biannual directory ads for regional HBAs informing builders, customers, and contractors of available new construction rebates.

Figure 11: HBA Directories



Spring Home and Garden shows were either canceled or virtual in 2021, but those who were able to host an event got creative with engagement. The Skagit & Island County Builders Association offered a BINGO card for customers to engage with business members by either visiting or interacting with them for a discount, item, or social media engagement. Others held virtual tours with links to partner

websites and allowed for advertising on their digital platform. Examples of engagement opportunities and advertisements are provided in Figure 12.

Figure 12: Home Show Advertisements

Home and Garden Show Bingo

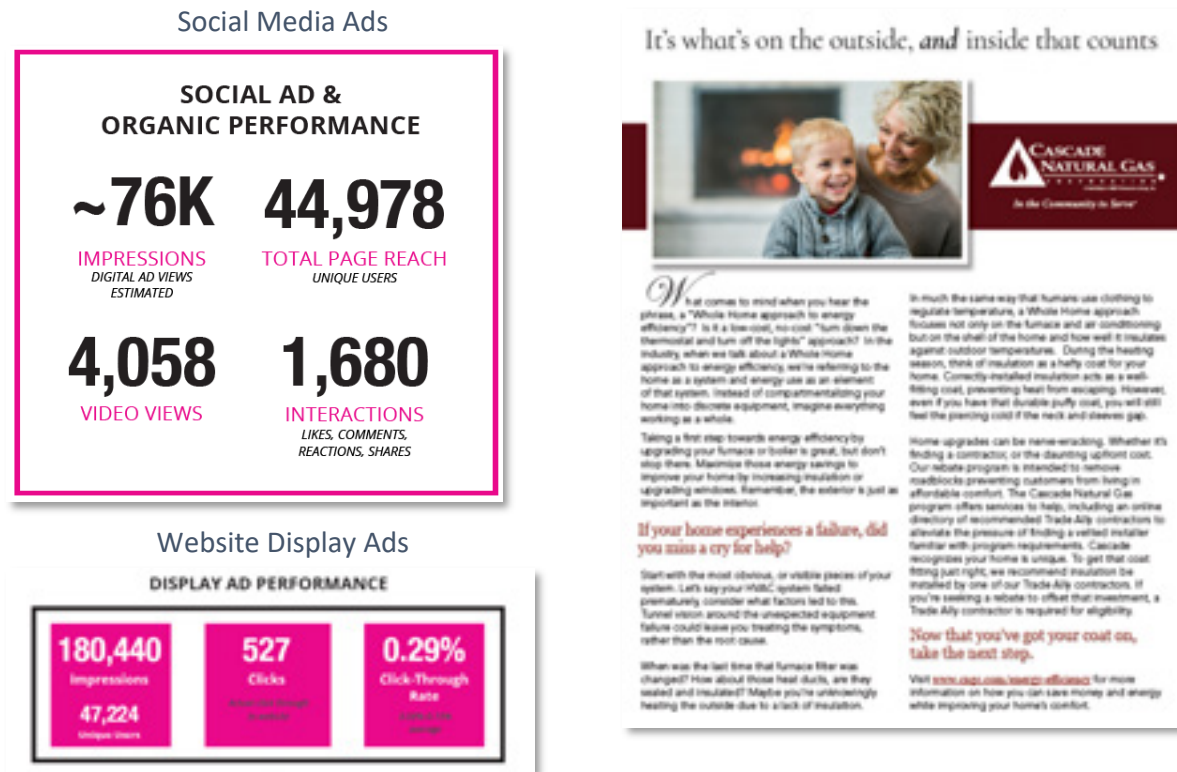


Tour of Homes Ads



HBAs adapted and adjusted to restrictions for Home Tours across the state offering virtual, in person and a hybrid model. Central Washington HBA excelled with their hybrid tour resulting in the most homes on tour in the state as well as thousands of unique users and impressions visiting their webpages or viewing their digital display ads. Cascade was forward thinking in running an article describing EE rebates in more detail as Central Washington HBA received about 76,000 digital ad views using advanced audience targeting based on consumer interests. Figure 13 provides a more detailed looks at the impressions generated through Central Washington HBA's web traffic, as well as an example of how the in depth article looked.

Figure 13: CWHBA Home Tour Statistics and Article



Print outreach

Outreach in a magazine 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.

Best Version Media expanded to 6 magazines in the Cascade territory: 2 in Bellingham, 2 in Skagit county, and 1 each in Moses Lake and Pasco. Taylored Living magazine focuses on the Tri Cities region. With strategic articles and monthly changing advertisements, customers were exposed to all the incentives Cascade offers through the year. Four articles on energy efficiency ran through each of the various magazines. Examples of the magazine advertisements are shown in Figure 14.

Figure 14: Best Version Media Magazine Advertisements





CASCADE NATURAL GAS
In the Community to Serve®
866.626.4479

Cash incentives, for energy efficient installs

Swap out your standard gas furnace to high-efficiency!
Delight in years of savings, and a \$400 rebate.

**Write PROMO CODE:REB8T35
on your invoice for an extra \$20 back!**

www.cngc.com/energy-efficiency



CASCADE NATURAL GAS
In the Community to Serve®

Veterans Day

HONORING ALL WHO SERVED
★★★★

November Limited Time Offer

As a special thank you this Veteran's Day, Cascade Natural Gas is honoring all veterans and active military duty personnel with a \$100 bonus incentive during November.

For our customers who served, and have installed a qualifying, high-efficiency* natural gas upgrade in November, please write promo code VET2021 on your rebate application or invoice to receive the bonus.

Visit www.cngc.com/energy-efficiency/ or scan the QR Code to apply now!



*Restrictions apply; see terms and conditions.
Call 866-626-4479 with questions.



CASCADE NATURAL GAS
In the Community to Serve®

Purchasing a new home can feel like a game of tug of war

Luckily, applying for rebates with Cascade is easier and you could be a winner if you act now!

Collect invoices from all 2021 energy efficient space and water heat installs and apply for a rebate.

Visit www.cngc.com/energy-efficiency/ to apply online, or download a fillable application to mail in with your invoice(s).

Then sit back and wait for your reward in the mail!

In the Spring of 2021 Taylored Living adjusted to a subscription only distribution, becoming a more high-end periodical throughout the Tri Cities region with a quarterly distribution. A coffee table or waiting room magazine with a 3-month viewership in the community could result in 25,000-50,000 viewers per quarter. This allows for broader messaging to customers as they are considering interior design, home improvement ideas or possibly a grander remodel. As illustrated in Figure 15, Cascade focused on home and water heating ads to present luxury designs with fireplace ambiance and new windows.

Figure 15: Taylored Living Magazine Ads

OPEN A Window TO ENERGY SAVINGS
HOW TO USE RAISED YOUR HEAT TO HELP YOUR HEATING BILL

enjoy THE GIFT OF FREE SOLAR HEAT

Looking for ways to save?
During times like these we can't afford to let heat fly out the window. Choose to stay warm by installing energy efficient, low-E double-pane windows in your home. Submit your invoice, THERC rebates, and application online today at cascadenaturalgas.com/energyefficiency

A FUNCTIONAL APPROACH
Understanding Functional Medicine, Get Information & Spring Products That Can Help

Incentives to keep you toasty this fall
Rebates can make transitioning from standard to efficient equipment affordable!

Fireplace incentives available
Visit our website to see what rewards are in your future.
www.cngc.com/energyefficiency

Save in the SAVINGS
Cut back on heating costs by installing an energy-efficient tankless water heater!

Visit: www.cngc.com/energyefficiency
to claim your **\$350** rebate today!

888-428-4278

Visit: www.cngc.com/energyefficiency
for all offerings from Cascade.

You'll flip over these rebates!

- \$400 Furnace
- \$300 Fireplace
- \$750 Boiler

Email/ Holiday Card

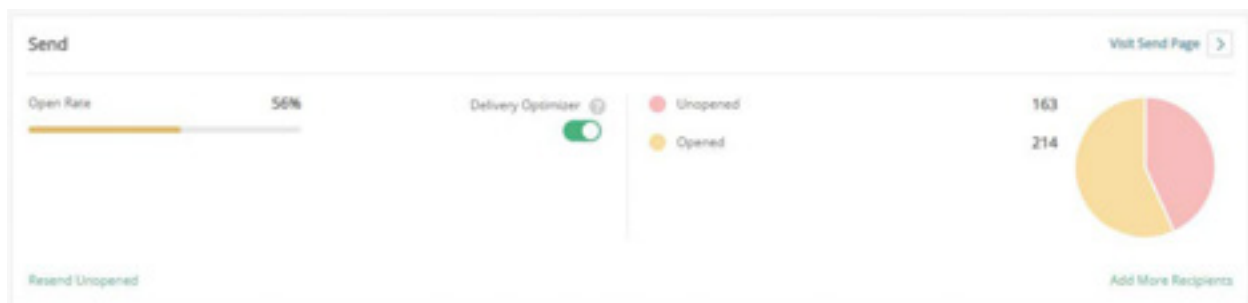
Due to the success of last year's virtual card and with Cascade's staff and many partners still working remotely, a digital holiday card was distributed to partners, vendors, and friends of the Energy Efficiency program. The 2021 Holiday Card is shown in Figure 16.

Figure 16: 2021 Holiday Card



Going digital is a great way for the department to communicate with partners while saving time and resources. The third-party service Greenvelope provided a customizable email merge template making for a swift, painless process to reach more than half of the intended audience. The impression chart provided by Greenvelope shows a 56% open rate (see Figure 17).

Figure 17: Holiday Card Open Rate Report



Collateral

In 2021, Cascade produced collateral promoting both specific measures and program offerings in general.

Trade Ally Collaboration

Each year Cascade relies on its TA network of contractors to spread the word about energy efficiency incentives to their shared customers. Through additional coupons or shared advertising, Cascade's TAs benefit from increased business and happy customers.

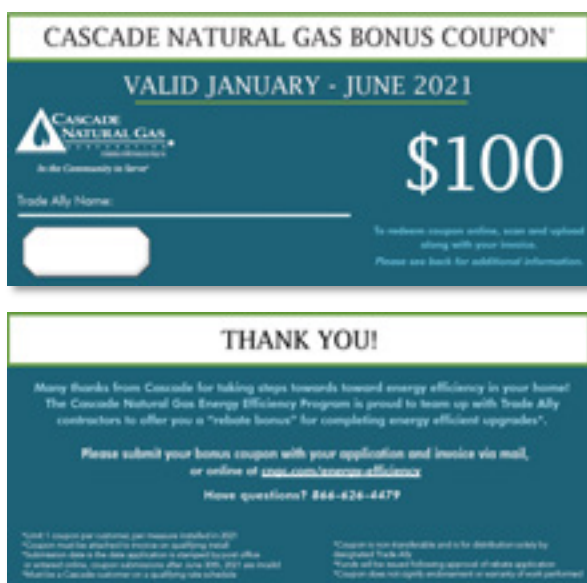
Bonus coupons

Unlike previous years when a single batch of bonus coupons was mailed to TAs in late spring for use throughout the remaining year, two batches of bonus coupons good for 6 months each were distributed in 2021. The additional coupons were intended to help TAs incentivize customer participation as everyone continued to recover from the pandemic.

Cascade opted to offer 2 batches of coupons with each individual coupon worth \$100. This was a change from the previous year when the coupons reduced in value to \$50 if redeemed after July. The higher value was meant to help TA's secure customer sales and provide an extra cash incentive during harder economic times. Early in 2021, 2175 coupons were mailed out, with an additional 630 sent in the summer to TAs who submitted at least one coupon before June 30th. Cascade found 20% of the coupons distributed were redeemed resulting in \$64,000 worth of bonus incentives. Figure 18 demonstrates the two sets of bonus coupons that were distributed to TAs in 2021.

Figure 18: Bonus Coupons

Winter Bonus Coupon



Summer Bonus Coupon



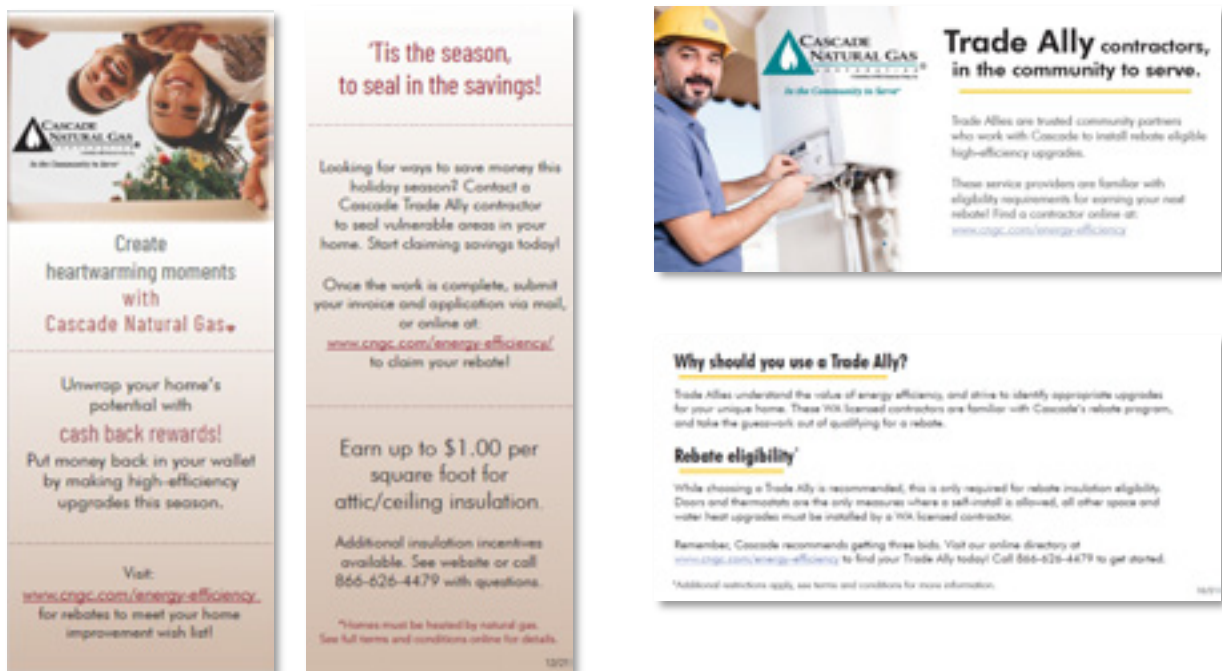
Radio Campaigns

Cascade offered TA's the opportunity to partner on radio campaigns in 2021, showcasing rebate opportunities that the contractor can offer their customers. Offering each TA marketing funds to promote Cascade's energy efficiency program alongside their business, fourteen contractors participated in a 60 second commercial broadcast for a week over 3 radio stations. To hear a selection of these ads, please open the attached files: West Mechanical Radio AD; Clean Crawls Radio AD; Ronk Bros Radio AD.

Bill Inserts

TAs are an important part of the EE program, and Cascade utilized bill inserts to highlight the benefits of choosing a TA for a customer's upgrade. Figure 19 provides examples of the residential bill inserts. While the rebate program may be known, customers may not know the numerous contractors at their disposal who are familiar with Cascade's rebates and efficiency requirements. Instead of talking with a contractor who may just be trying to close a sale, Cascade's trusted TAs will take the time to talk about high efficiency with Cascade's customers, explain the benefits, and what the customer must do to claim a rebate.

Figure 19: Residential Bill Inserts



We have rebates!
cng.com/energyefficiency

Residential Incentives:

Space & Water Heat Rebates:

- High-Efficiency Furnace
\$400 - 95% AFUE+
- High-Efficiency Fireplace
\$300 - 70% FE+
- High-Efficiency Boiler
\$750 - 95% AFUE+
- Exterior Entry Door
\$100 - U-Factor .21 or lower
- High-Efficiency Tankless
\$350 - .91 UEF+
- Combination Radiant Heat
\$1,250 - 95% AFUE+
- Thermostat
\$25 - Programmable for 7 days

CASCADE NATURAL GAS
In the Community to Serve®

Residential Incentives:

Insulation Rebates:

- Floor Insulation
\$.75 per square foot
- Wall Insulation
\$.75 per square foot
- Attic or Ceiling Insulation
Post R-38 - **\$.75** per square foot
Post R-49 - **\$1.00** per square foot
- Duct Sealing - **\$150**
- Whole House Air Sealing - **\$150**
- Duct Insulation
\$.50 per linear foot

Insulation rebates must be installed by a Trade Ally contractor.
www.cng.com/energy-efficiency

Window Rebates:

- ≤ .27 U-Factor - **\$7.00** per square foot
- ≤ .30 U-Factor - **\$5.00** per square foot

Rebates are for recent installs only.
To apply, submit an application online with invoices. Call 866-626-6479 for more details.

Don't pay to heat unused hot water!

Instead, install a high-efficiency tankless water heater and get paid to save on heating costs with a rebate from Cascade.

CASCADE NATURAL GAS
In the Community to Serve®

Are you in hot water?

Most homeowners aren't familiar with the term standby heat loss. This occurs when water in a conventional water heater is constantly heated and stored and unused heat seeps into the surrounding area.

A tankless or on-demand water heater runs only when you need it, instead of making you pay around the clock for hot water you're not using.

Tankless Natural Gas Water Heater

\$350 Rebate
.91 UEF or higher

Must be installed by a WA Licensed contractor.

Cascade distributed two bill inserts to increase customer awareness of the Company's Low Income Weatherization Program. The bill inserts provide information on how the program can help income qualifying individuals increase their homes energy efficiency. These inserts can be seen in Figure 20.

Figure 20: Low Income Bill Inserts

Keep your home warm and cozy this winter.

Relieve the burden of managing energy costs. Cascade Natural Gas is proud to partner with your local weatherization agency to deliver whole home energy upgrades to low income households.

CASCADE NATURAL GAS
In the Community to Serve®

Community Action Agencies

For an appointment or more information, please call or visit online:

- Blue Mountain Action Council**
Bella Walla: 509-529-4880 | www.bmac.org
- Chelan Douglas Community Action Council**
Wenatchee: 509-662-6154 | www.cdcaac.org
- Coastal Community Action Program**
Aberdeen (Clallam Harbor County): 800-626-4882 or 360-323-5182 | www.coastalcap.org
- Community Action Connections**
Pasco (Benton/Franklin Counties): 509-543-4042
Prosser: 509-786-2274 | www.cfac.org
- Community Action Council of Lewis, Mason, & Thurston Counties**
Shelton (Benton County): 360-426-8726
or 800-678-5225 | www.caclm.org
- Community Action of Shugik County**
Mount Vernon (Shugik County): 360-419-1585 or 888-401-0458 | www.communityactionshugik.org
- King Community Resources**
Bremerton (Shannon County): 360-377-0283 | www.kcr.org
- Lower-Columbia Community Action Council**
Longview (Cowlitz/Stikine Counties): 360-435-3635 or 888-953-2170 | www.lowercolumbia.org
- NW Community Action Center**
South Salem County: 509-885-7630 | www.nwccap.org
- OKC of Washington**
Yakima (Upper Yakima County): 509-248-6701
Grand Adams County: 509-765-4356 | www.okc.org
- The Opportunity Council**
Bellingham (Whatcom County): 360-734-5121
Oak Harbor Island County: 360-746-6777 | www.opcc.org
- Snohomish County Human Services Department**
Everett (Snohomish County): 425-388-7390
snohomishcountygov.org/Human-Services

www.cng.com

Weatherization for income-qualified households involves a range of services including heating equipment replacement and repair, duct sealing, and insulation.

Washington State Low Income Weatherization Program Income Eligibility Guidelines
Income levels must be no more than the greater of 60% State median income or 200% of Federal Poverty.

Household Size	1 Person	2 People	3 People	4 People	5 People	6 People	7 People	8 People
60% State Median Income	\$11,763	\$14,321	\$17,291	\$20,261	\$23,031	\$26,401	\$30,431	\$34,261
200% of Federal Poverty	\$15,760	\$20,840	\$26,520	\$32,720	\$39,440	\$46,760	\$54,640	\$63,080

Please refer to <https://www.commerce.wa.gov/growing-the-economy/energy/weatherization-and-energy-efficiency/> or contact your local weatherization agency for the latest income qualifications.

Call 866-623-1130 to get connected with the weatherization agency serving your community or email conserve@nrgc.com

Commercial Outreach

The Commercial/Industrial (C/I) community outreach team supported several new tactics in 2021 to drive program awareness and participation for Commercial and Industrial rebates. Throughout the year, the team focused on three key initiatives:

- Foodservice giveaway – Outreach plans to develop a series of promotional pieces advertising a foodservice equipment giveaway to support struggling restaurants in the CNGC service territory.
- Re-COV-ery campaign – Given that many operating businesses are looking for additional support on their path to recovery, outreach focused on campaign messaging that addresses current customer priorities.
- Hard-to-reach focus – To support increased business development efforts in Zone 2, the outreach team developed a postcard promoting Program awareness and TAs in this region. Additionally, with the need to reach out to the Spanish-speaking market, the program developed advertisements specifically targeting a Spanish-language audience.

Campaigns: Case Studies

In 2021, C/I focused on business recovery and promoting energy efficiency projects with great success.

Gas Fryer Give away

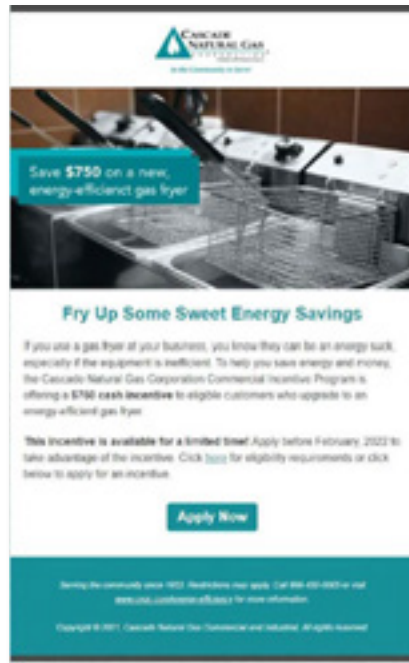
Restaurants were some of the hardest hit industries during the pandemic and Cascade was committed to help them. A promotional equipment giveaway of a Gas Fryer to a customer in each of the three service zones concluded in April with three restaurant winners. Postcards were mailed to more than 900 restaurant customers and 50 responded to the drawing. Figure 21 shows the postcards that were mailed to restaurant customers, as well as an email distributed to restaurant customers showcasing Cascade's incentives for high efficiency Gas Fryers.

Figure 21: Gas Fryer Mailer and Ad

Mailer



Email



Legacy Jiu Jitsu

Legacy Jiu Jitsu's successful energy efficiency project was a great subject to highlight in Zone 3. In June, a bill insert was run showcasing the project and in October, the team developed an email blast highlighting the Legacy Jiu Jitsu customer case study, which received a 45.5% open rate and a 2.1% click-through rate. See Figure 22 for examples of the bill insert and email highlighting Legacy Jiu Jitsu's energy efficiency project.

Figure 22: Legacy Jiu Jitsu Advertising

Bill Insert



Email



Ostrom Mushroom Farms

Installing three high efficient boilers for savings of over 91,000 therms, the Ostrom Mushroom Farms' project completed in mid 2021. Cascade worked with a videographer to develop a customer case study video for Ostrom Mushroom Farms in Sunnyside, WA. The case study was uploaded to the website, shared on CNGC's YouTube channel and posted on social media. Click on Figure 23 to view the Case Study.

Figure 23: Ostrom Mushroom Farms Video



Online/Website

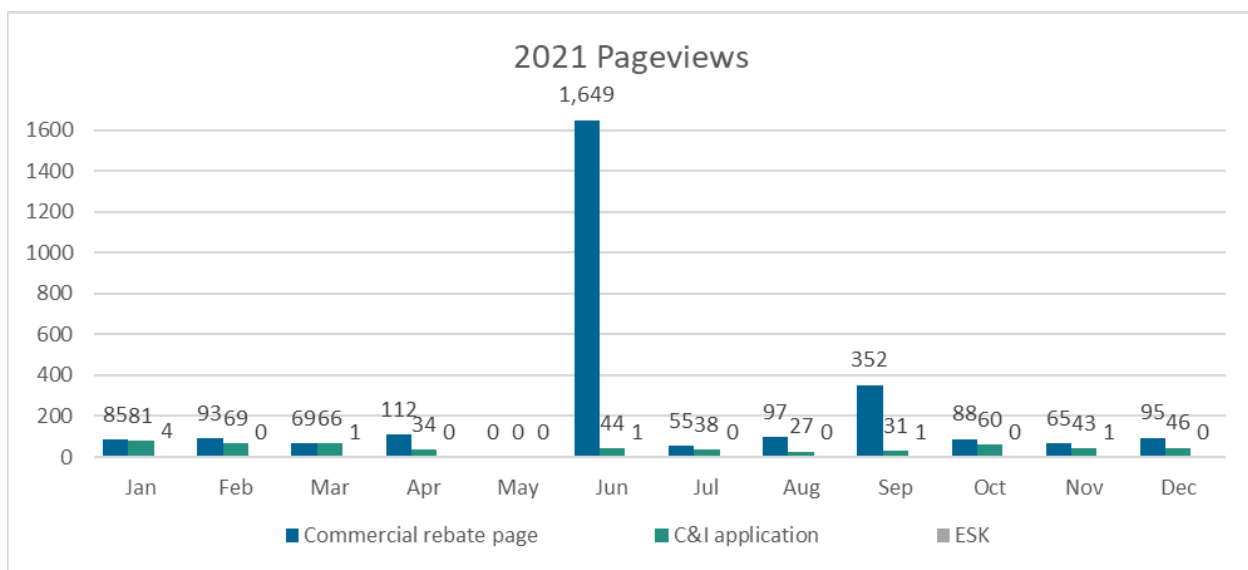
The Commercial EE website experienced a steady flow of traffic with small increases during the winter months, which were primarily direct traffic and traffic from Google. Table 5 provides a breakdown of webpage traffic by URL name.

Table 5: 2021 Webpage Traffic by Month

2021	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
/energy-efficiency/commercial-rebate-offerings/	85	93	69	112	0	1,649	55	97	352	88	65	95
/commercial-and-industrial-rebate-application/	81	69	66	34	0	44	38	27	31	60	43	46
/apply-for-an-energy-saving-kit/	4	0	1	0	0	1	0	0	1	0	1	0
/energy-efficiency/	630	624	627	530	0	467	527	620	603	520	707	624

Like Residential, in the beginning of May the Google tracking code was inadvertently altered resulting the traffic for May not being tracked. Once the issue was resolved, there was a significant increase in traffic to the C/I rebate page, which is suspected to be attributed to the pause in the month prior. Figure 24 shows the page views through 2021.

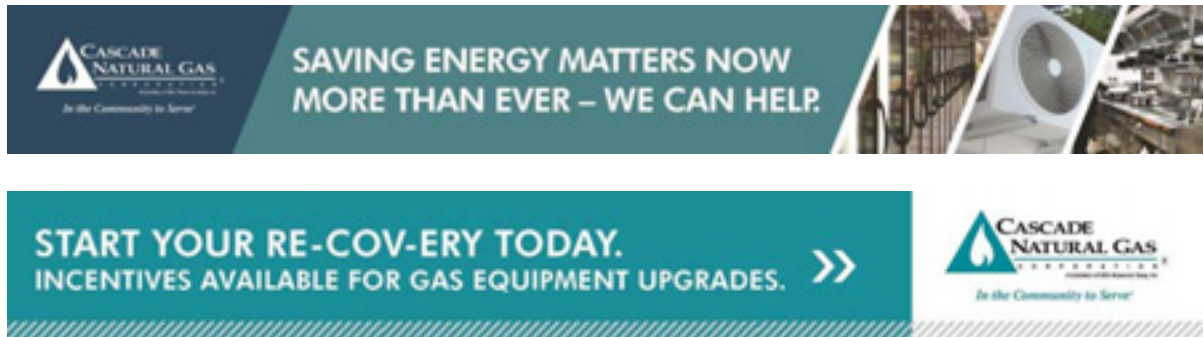
Figure 24: 2021 Commercial Webpage Views Compared to Applications



Print and Digital Advertising

Advertisements in 2021 primarily focused on promoting the Re-COV-ery initiative and highlighting relevant customer stories, in both English and for the first time, Spanish. Due to a changing business landscape, most advertisements were digital with a few print advertisements such as the web banners in Figure 25 and the printed and digital ads in Figure 26.

Figure 25: Webpage Banners

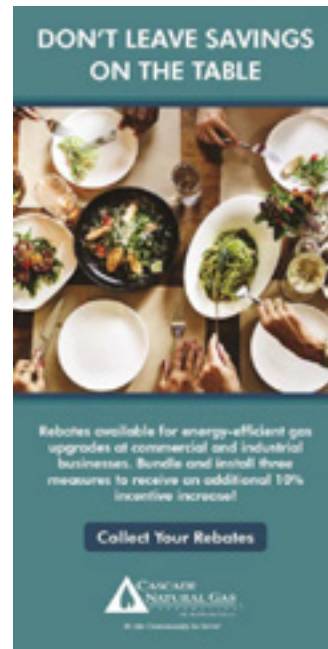


Advertisements promoting the program were developed for the following publications/channels:

- Bellingham Herald
- Tri-Cities Area Journal of Business
- Kitsap Sun
- Skagit Valley Herald
- Yakima Herald
- Google search (Spanish and English)
- Tri-Cities Chamber of Commerce e-newsletter
- Washington Hospitality Association Annual Buyer's Guide

The RE-COV-ery ads were split into three messaging themes: “Start your Re-COV-ery today”, “Don’t leave savings on the table” and “Saving matters now more than ever”. In addition to the publications and channels listed above, the team placed five print ads in El Sol De Yakima and a 30-second ad spot in KZHR La Super 92.5 radio to reach more Hispanic-dominant communities.

Figure 26: Printed and Digital Ads



Email/ Holiday Card

Four emails were distributed in 2021 to CNGC customers and TAs. The team added about 2,200 customers to the email distribution list in Q2, which increased average open rates. The emails had an average open rate of 37.2% and an average click rate of 2%. Table 6 demonstrates reception to Emails sent in 2021.

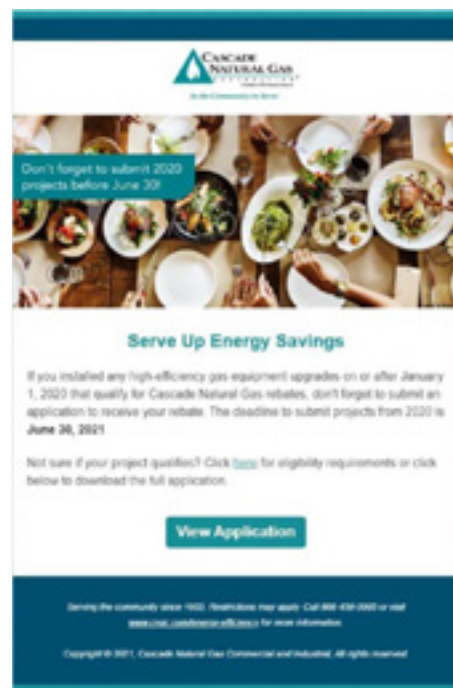
Table 6: Email Blast Reception

Date/Topic	Open Rate	Click Rate
May – Re-COV-ery	35%	3%
June – 2020 project application deadline	24%	3%
October – Legacy Jiu Jitsu customer case study	46%	2%
December – Happy Holidays	40%	1%

In May, the team developed an email campaign promoting Re-COV-ery and sent the email to 2,900 customers. This was followed later in the year by an efficiency success story sent in October and holiday greetings being shared in December. See Figure 27 for examples of the Email Ads sent in 2021.

Figure 27: Email Ads

Email



Holiday Card



Collateral

The team developed a foodservice magnet to promote rebates as illustrated in Figure 28. The magnets were distributed to foodservice retailers in all zones. The purpose was to have these magnets serve as a consistent reminder about Cascade's C/I program offerings available to customers.

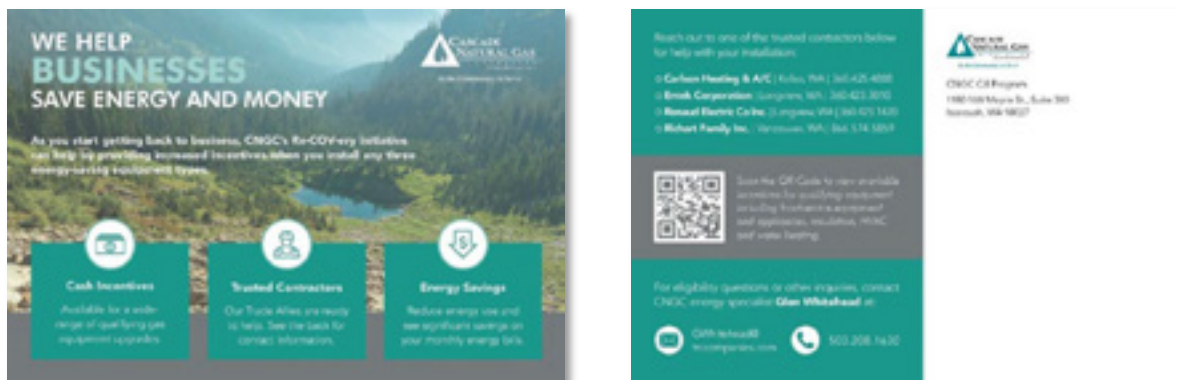
Figure 28: Cascade Food Service Magnet



A Zone 2 direct mailer, as seen in Figure 29, was sent out to engage more customers in an under-served areas. This was part of an effort to focus on areas with lower participation. The front of the mailer mentioned Re-COV-ery and provided a few benefits to participation and the back listed out

TAs in the area available to install upgrades. The QR code linking to the C/I rebates page on the back of the mailer received 10 scans.

Figure 29: Zone 2 Mailer



Bill inserts highlighted the Re-COV-ery campaign helping restaurants with bundling rebates are shown in Figure 30.

Figure 30: Bill Inserts

