



*the Energy to Lead*

# **Residential Feedback:** What are the Opportunities for Natural Gas?

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Behavior, Energy, and Climate Change Conference

# Why Should We Care?



37408

DEPARTMENT

10 CFR Part 4

[Docket Number  
0011]

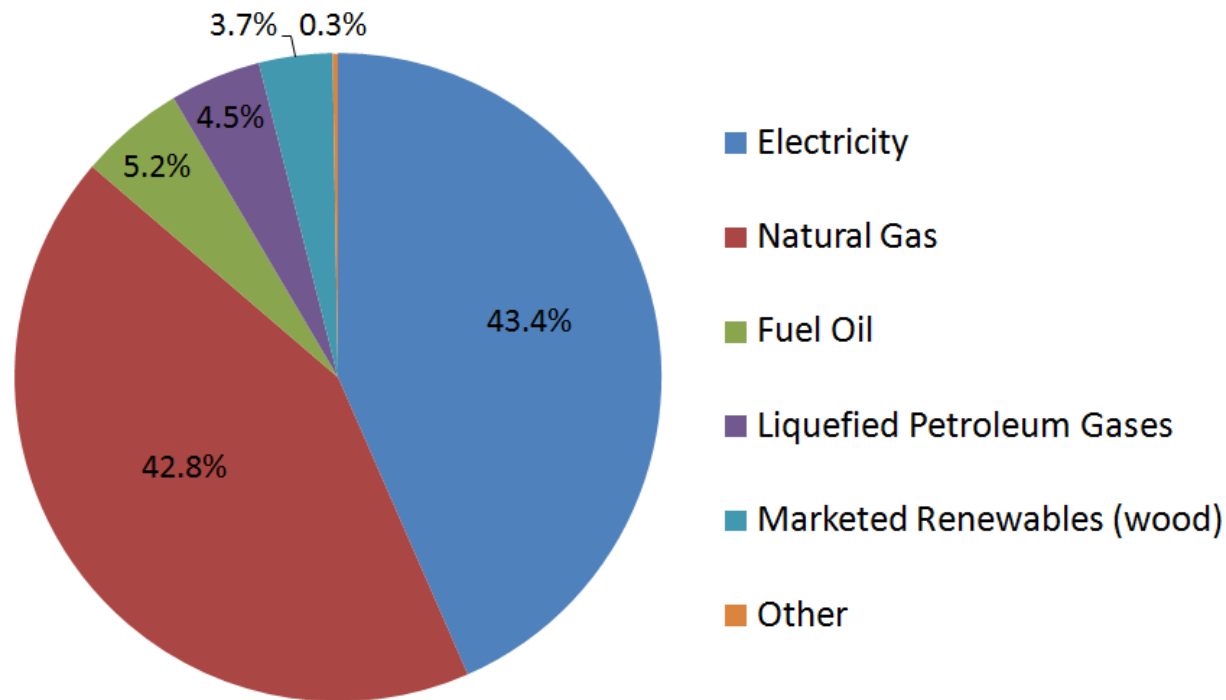
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Central Air Co  
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AGENCY: Office  
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ACTION: Direct

2010 Residential Fuel Mix



Source: EIA, Annual Energy Outlook 2011

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# Research Objectives

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- 1) Review **body of research** on electricity feedback to identify parallel lessons for gas.
- 2) Highlight **benefits and challenges** of different classes of feedback as related to gas.
- 3) Examine **commercially available** options.
- 4) Identify **3 gas feedback options** with strong potential as focus of future R&D projects.

# What Makes Gas Different?



Images from Microsoft Office: <http://office.microsoft.com/en-us/images/>

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# Near-Term Opportunities for Gas

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## 1. Enhanced Billing

Relatively low cost, large market penetration potential, customer targeting has potential for higher savings.

## 2. Advanced Thermostats

Single-point source for the majority of gas use in the home, large gas savings potential, easy direct purchase option.

## 3. AML-driven Usage Alerts

Speaks to customer's bottom line, ability to increase customer satisfaction, can be a low-cost addition once smart meters are in place.

A blue curved graphic on the left side of the slide, resembling a stylized arrow or a wing, pointing towards the right. It has a gradient from dark blue to light blue.

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**Thank you!**

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