

## **Beth Fitzjarrald, E Source**

**Title:** Gas Savings from HER Programs

**Abstract:** Ask an average consumer what they think they can do to save energy, and their first response will likely be "Turn off the lights" or "Unplug my electronics." Many of these top-of-mind behavioral modifications focus on electricity savings from limiting the use of lighting, air conditioning, and electronics. And though decarbonization will push us toward lower natural gas use, some North American households continue to use natural gas to fuel more than 40% of home energy needs. Behavior programs have the potential to meet consumers where they are and create meaningful natural gas savings, but they need to be thoughtfully designed.

E Source conducted research on whether home energy report (HER) programs can significantly influence residential gas use. HER programs are by far the most common utility-run behavioral program, but they often focus on electric savings. As utilities transition DSM portfolios to deal with higher baselines, higher energy savings goals, and limited savings from lighting, many are turning to HER programs as a reliable and cost-effective source of savings. If utilities included natural gas savings in their HER programs, they could scale up the programs to reach broader audiences. HER offerings could be useful tools for gas utilities and help dual-fuel utilities expand their reach.

In this presentation, we will share the results of our research, including an overview of the state of natural gas HER programs and strategies that program managers can use to maximize gas savings.