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May 31, 2012

filed electronically in docket office on 06/01/12

Mr. David Foster, Chief  
Utilities Division  
Tennessee Regulatory Authority  
460 James Robertson Parkway  
Nashville, TN 37243-0505

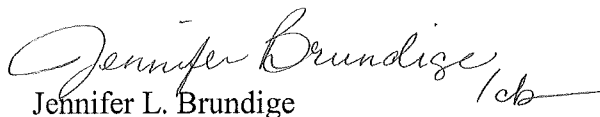
Re: Docket No. 09-000183

Dear Mr. Foster:

Pursuant to the Tennessee Regulatory Authority's November 8, 2010 Order in Docket 09-00183, Chattanooga Gas Company hereby files the enclosed report detailing the costs incurred with the programmable Thermostat Program and a detailed accounting of all money spent on the Education and Outreach Program for the period of April 1, 2011 – March 31, 2012. A copy of the report is being provided to the Consumer Advocate and Protection Division of the Office of Attorney General & Reporter.

Should there be any questions, please contact Archie Hickerson at 404-584-4570 or at [ahickers@aglresources.com](mailto:ahickers@aglresources.com).

Sincerely,

  
Jennifer L. Brundige

/cb

Enclosure

cc: Pat Murphy  
Archie Hickerson

CHATTANOOGA GAS COMPANY

energySMART

REPORT TO  
THE TENNESSEE REGULATORY AUTHORITY  
DOCKET 09-00183

APRIL 1, 2011-MARCH 31, 2012

MAY 31, 2012

Chattanooga Gas Company  
Report to the Tennessee Regulatory Authority  
On the energySMART Program for the Ten Months Ended  
March 31, 2011

On November 16, 2009 Chattanooga Gas Company (CGC or Company) filed a petition before the Tennessee Regulatory Authority (TRA or Authority) seeking approval to increase its rates and charges, implement a series of proposed energy conservation programs collectively referred to as energySMART, and to modify its rate design to include the Alignment and Usage Adjustment (AUA) revenue de-coupling mechanism and an energySMART Program Recovery Adjustment (ESPRA) Rider. As set forth in the Company's testimony, the energySMART proposal included:

- A Community Outreach and Customer Education Program;
- A Residential Free Programmable Thermostat Program;
- A Residential Low Income Weatherization Grants Program;
- A Residential Space Heating High Efficiency Furnace/Boiler Incentive Program;
- A Residential Tankless Water Heater Incentive Program;
- A Residential High Efficiency Storage Water Heater Program;
- A Commercial Food Service Equipment Incentive Program;
- A Commercial Space Heating Furnace/Boiler Incentive Program;
- A Commercial Tankless Water Heater Incentive Program;
- A Commercial High Efficiency Storage Water Heater Incentive Program; and
- A Commercial Booster Water Heater Incentive Program.

As explained in the testimony entered on behalf of the Company, one of the goals of energySMART is to reduce consumption of natural gas by encouraging behavioral and philosophical changes in CGC's customers that are sustainable and not merely driven by the price of natural gas. The AUA revenue de-coupling mechanism is designed to allow the Company the opportunity to recover its cost of service and earn its authorized rate of return while taking proactive measures specifically designed to encourage customers to reduce consumption. The (ESPRA) Rider was proposed for funding of the energySMART programs.

The Authority convened a contested case, Docket 09-00183, and conducted a public hearing on the merits of the Company's petition on April 12, 13, and 26, 2010. At the

regularly schedule TRA Conference on May 24, 2010<sup>1</sup> the Authority approved a rate increase and, on a three year trial basis, approved the revenue de-coupling mechanism (AUA) applicable to the Residential Customer classes only, and a modified energySMART plan consisting of the Residential Free Programmable Thermostat Program and a limited Community Outreach and Customer Education program.

While the Authority approved the Residential Free Programmable Thermostat Program, it did not approve the Company's proposal to recover the funds for this program through the energySMART Rider, but directed that the program be funded from the revenue from non-jurisdictional transaction under CGC's Asset Management Agreement.

As explained in the testimony entered on its behalf, the Company proposed a Community Outreach and Customer Education Program with estimated expenditures of \$300,000 in the first year and gradually decreasing the next two years to a baseline level of approximately \$200,000. As proposed, CGC would fund up to \$100,000 of the costs incurred over the baseline amount during the first year, \$50,000 over the baseline in the second year, and \$25,000 over the baseline in the third year with the amount in excess of the \$175,000 from non-ratepayer funds being recovered through the (ESPRA) Rider. As proposed, CGC would utilize various methods of communication including newspapers, magazines, radio, television, billboards, digital media, direct mail and bill inserts to reach consumers, and develop literature to distribute directly to consumers by means of its own field service representatives, HVAC contractors, plumbers and other collaborative relationships to provide customer information and encourage customers to conserve and to use energy more efficiently. In its decision on May 24, 2010, the Authority adopted a less aggressive Community Outreach and Customer Education Program limiting the expenditures to \$150,000 annually during the three year trial period with the Company maintaining its commitments to funding \$100,000 in year one, \$50,000 in year two, and \$25,000 in year three as proposed in its testimony. As with the thermostat program, the Authority directed that funding of the

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<sup>1</sup> The written Order in docket 09-00183 was issued November 8, 2010.

Community Outreach and Customer Education Program in excess of the Company's commitment be also be recovered from the asset management revenue.

At its May 24, 2010 Conference, the Authority also directed that during the three year trial period, the Company annually provide \$20,000, if available from the asset management gains, to be used to fund consumer-oriented research, and directed that the TRA Staff to work with the National Regulatory Research Institute ("NRRI") to establish a set of measures sufficient to evaluate the Programmable Thermostat and Community Outreach and Education Programs. The Authority directed that the Company file annual reports, concurrent with the Interruptible Margin Credit Rider (IMCR) reports, that include the details of the costs incurred with the programmable Thermostat Program, a detailed accounting of all money spent on its Community Outreach and Customer Education Program, and the program evaluation created by the TRA Staff with the assistance of the NRRI. The following is the report for the period of April 1, 2011 through March 31, 2012.

#### Residential Free Programmable Thermostat Program

The demand for the programmable thermostats continues to exceed the Company's expectation. Based on the experience of other natural gas local distribution companies offering similar programs, CGC expected to receive requests for and to issue approximately 1,500 programmable thermostats per program year. However, during the first seven months after the program was initiated in September 2010, the Company received over 3,343 requests, and approved 3,196 applications for thermostats. This was over twice the number anticipated during the first year and represented approximately 6% CGC's customer that were eligible to receive the free thermostats.

During the second reporting year, the level of requests for the thermostats declined from that experienced during the first seven months of the program, but the 1,794 thermostats that were issued for the twelve months ended March 31, 2012 again exceeded the 1,500

anticipated. The table below shows the number of requests and the number of thermostats issued for each month from September 2010-March 2012.

<b>CGC Free Thermostat Program Sept 2010 - March 2011</b>				
<b>Month Requested</b>	<b>Approved/ Processed</b>	<b>Cancelled</b>	<b>Denied</b>	<b>Total Requests</b>
September 2010	32	4		36
October 2010	1,227	22	1	1,250
November 2010	903	12	15	930
December 2010	537	25	27	589
January 2011	299	18	14	331
February 2011	100	1	3	104
March 2011	98	3	2	103
<b>Total Sept 2010-March 2011</b>	<b>3,196</b>	<b>85</b>	<b>62</b>	<b>3,343</b>
<b>April 2011-March 2012</b>				
<b>Month Requested</b>	<b>Approved/ Processed</b>	<b>Cancelled</b>	<b>Denied</b>	<b>Total Requests</b>
April 2011	143		11	154
May	128	4	7	139
June	55	2		27
July	43	1		44
40756	57	4		61
September 2011	73			73
October 2011	243	3	1	247
November 2011	583	13	4	600
December 2011	232	4	1	237
January 2012	134	1	4	139
40940	62		1	63
March 2012	41			41
<b>Total April 2011-March 2012</b>	<b>1,794</b>	<b>32</b>	<b>29</b>	<b>1,825</b>
<b>Total September 2010-March 2012</b>	<b>4,990</b>	<b>117</b>	<b>91</b>	<b>5,168</b>

As of March 2012 approximately 9 % of CGC's eligible customers had received programmable thermostats.

The total cost of the program for the twelve months March 31, 2012 was \$40,230.71. Of that total, \$33,638 was for the purchase of the thermostats (3,196 units X \$18.75/unit=\$33,638) with the remaining \$6,593.21 paid to Employment Horizons to store, pack,

and ship the thermostats to requesting customers. The average cost per unit issued for the twelve months ended March 31, 2012 was \$23.33 ( $\$41,806/1,794 \text{ units} = \$23.30/\text{unit}$ ). The detailed accounting is provided on Exhibit A.

### Community Outreach and Customer Education

The Community Education and Outreach plan evolved since initiated in 2010 and has resulted in CGC reaching all of its customers through various outreach and education efforts. The outreach effort was centered on two messages:

1. CGC residential customers were qualified to receive one free programmable thermostat per 12-month period.
2. Energy conservation-not just around natural gas but around all energy resources-is better for the environment and those saving translate into lower energy use and therefore lower energy bills.

The Company has used customer bill inserts, on-bill messages, social media, outdoor boards, online and print advertisements and radio advertising to promote the thermostat program. Depending on the media, either the thermostat program or energy conservation was the primary message, with other secondary messages. For instance, although the thermostats only were available to CGC customers, radio advertising promoted both the energy saving provided by the device (primary message) and reinforced the good decision to reduce residential energy use (secondary message). The outreach efforts gave Company representatives the opportunity to talk with homeowners and business owners about the benefits of energy conservation and its importance to the environment, and provided both phone and Internet contact information for those people to learn additional energy conservations tips or more about the CGC energySMART program. Additionally, the program leveraged relationships with community non-profits, contractors and builders and Company representatives. Those partnerships, in particular agreements with the Tennessee Aquarium and Chattanooga Creative Discovery Museum, capitalized on the considerable credibility and audience each non-profit has (several hundred thousand collectively) and their commitment to environmental initiatives. Through

these partnerships, CGC was able to educate thousands more stakeholder about energy conservation that would otherwise been possible.

During the period of April 1, 2011-March 31, 2012 the Company incurred \$128,747<sup>2</sup> in its Community Outreach and Customer Education. Of that amount, \$70,192<sup>3</sup> is being recovered from the Asset Management Revenue. A detailed accounting of the Community Outreach and Customer Education program for the 12 months ended March 31, 2012 is provided in Attachment B. Samples of the energySMART messaging are included in Attachment C.

### Research and Development

At its May 24, 2010 Conference, the Authority directed that during the three year trial period, the Company annually provide \$20,000, if available from the asset management gains, to be used to fund consumer-oriented research. As a result, CGC is participating in funding the Microscale Absorption Cooling System Development project being conducted by the Georgia Tech Research Corporation. The goal of project, that is scheduled to be completed by April 2013, is to develop a prototype microscale absorption (heat pump) cooling system with a 2 ton (7KW) cooling capacity, offering an efficient alternative to traditional air conditioning technologies. The finished product will have a variety of end uses such as residential and commercial space-conditioning; combined cooling, heating, and power (CCHP); diesel engine, waste-heat driven cooling; and automotive or transportation cooling.

The primary market needs in this arena are access to a compact, energy efficient space-conditioning heat driven system that minimizes the use of electricity, especially during peak load periods, and uses environmentally benign fluids. In addition, the system must be functional with minimal operator intervention while achieving overall efficiencies that provide lower operating cost

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<sup>2</sup> Includes \$221 from the 10 months ended March 31, 2011 that had been misclassified and not included in the report for reporting period ended March 31, 2011.

<sup>3</sup> In Docket 09-00183, CGC committed to not seek recovery of \$100,000 of the Outreach and Customer Education Program expenditures during the first year of the program, (June 1, 2010-May 31, 2011), not to seek recovery of \$50,000 during the second year of the program, (June 1, 2011-May 31, 2012), and \$25,000 for the third year, (June 1, 2012-May 31, 2013). Since the 12 months ended March 31, 2012 includes the last 2 months of the program year 1, and the first 10 months of program year 2 the non-recoverable cost was prorated. (April 1, 2011-May 31, 2011 = 2/12 X, \$100,000=\$16,667, June 1, 2011-March 31, 2012 = 10/12X 50,000=\$41,667). Total un-recoverable cost is \$16,667+\$41,667=\$58,333.



compared to traditional cooling options. The finished product will represent a significant size, mass and material cost reduction from currently available technologies with the ability to be scaled to the conditioning size required by the end user.

#### Program Evaluation

The TRA Staff, with the assistance of the NRRI, has not yet established a set the measures to be used to evaluate the Free Programmable Thermostat, and Community Outreach and Education Programs. However, the TRA Staff, the Company, and the NRRI are currently negotiating a contract for the NRRI to provide assistance to the Staff as directed in the November 8, 2010 Order in Docket 09-00183. Since the evaluation measures have not yet been developed, CGC is providing as alternative, the internally developed analysis of the program included in Attachment D for the benefit of the Authority and its Staff.

CHATTANOOGA GAS COMPANY  
energySMART

REPORT TO  
THE TENNESSEE REGULATORY AUTHORITY  
DOCKET 09-00183

APRIL 1, 2011-MARCH 31, 2012

ATTACHMENT A

energySmart Programmable Residential Thermostat Program  
Detailed Accounting  
Summary

**Chattanooga Gas Company**  
**energySMART Residential Thermostat Program**  
**Cost**

<b>April 2011 - March 2012</b>				
<b>Month</b>	<b>Approved/ Processed</b>	<b>Cancelled</b>	<b>Denied</b>	<b>Total Requests</b>
April 2011	143		11	154
May	128	4	7	139
June	55	2		27
July	43	1		44
40756	57	4		61
September 2011	73			73
October 2011	243	3	1	247
November 2011	583	13	4	600
December 2011	232	4	1	237
January 2012	134	1	4	139
40940	62		1	63
March 2012	41			41
Total April 2011-March 2012	1,794	32	29	1,825
Thermostats Issued through April 2011-March 31, 2012	1,794	85	62	3,343
Cost of Purchase/Thermostat	\$ 18.75			
Cost of Thermostats Processed	\$ 33,637.50			
Processing and storage	\$ 6,593.21			
Total to be recovered	\$ 40,230.71			
Total per unit issued	\$ 22.43			

*Cancelled = duplicate requests*

*Denied = subsequent request from same customer during program year*

CHATTANOOGA GAS COMPANY  
energySMART

REPORT TO  
THE TENNESSEE REGULATORY AUTHORITY  
DOCKET 09-00183

ATTACHMENT A-1

energySmart Programmable Residential Thermostat Program

Detailed Accounting

APRIL 1, 2011-MARCH 31, 2012

## CHATTANOOGA GAS COMPANY

## ATTACHMENT A-1

## energySMART Residential Programmable Thermostat Program

## Detailed Accounting

APRIL 1, 2011-MARCH 31, 2012

Cost incurred April 2011-May 2011

AP Unit	Voucher	Account	Dept	Project	Monetary Amount	Description	Invoice #	Vendor ID	Vendor Name
AP045	45256721	159001	8000	043373	25.00	THERMOSTATS	3858EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29534323	159001	8000	043373	18.00	THERMOSTATS	3867EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29534323	159001	8000	043373	15.00	MAILING POSTAGE AND ENVELOPES	3867EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29534323	159001	8000	043373	110.00	US POSTAGE	3867EMP	0000102097	EMPLOYMENT HORIZONS
AP045	45259493	159001	8000	043373	25.00	THERMOSTATS	3901EMP	0000102097	EMPLOYMENT HORIZONS

April 2011-May 2011		Total	\$	193.00
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Cost incurred June 2011-March 2012

AP Unit	Voucher	Account	Dept	Project	Monetary Amount	Description	Invoice #	Vendor ID	Vendor Name
AP045	45262352	159001	8000	043373	\$ 25.00	THERMOSTATS	3963EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29546034	159001	8000	043373	57.60	THERMOSTATS	4027EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29546034	159001	8000	043373	48.00	ENVELOPS MAILING AND POSTAGE	4027EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29546034	159001	8000	043373	352.00	US POSTAGE	4027EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29550923	159001	8000	043373	19.80	THERMOSTATS	635083	0000102097	EMPLOYMENT HORIZONS
AP029	29550923	159001	8000	043373	16.50	ENVELOPS MAILING AND POSTAGE	635083	0000102097	EMPLOYMENT HORIZONS
AP029	29550923	159001	8000	043373	121.00	US POSTAGE	635083	0000102097	EMPLOYMENT HORIZONS
AP045	45269181	159001	8000	043373	25.00	THERMOSTATS	4109EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29557493	159001	8000	043373	21.15	THERMOSTATS	4114EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29557493	159001	8000	043373	17.63	ENVELOPS MAILING AND POSTAGE	4114EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29557493	159001	8000	043373	129.25	US POSTAGE	4114EMP	0000102097	EMPLOYMENT HORIZONS
AP045	45274737	159001	8000	043373	25.00	THERMOSTATS	4195EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29566629	159001	8000	043373	30.60	THERMOSTATS	4233EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29566629	159001	8000	043373	25.50	ENVELOPS MAILING AND POSTAGE	4233EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29566629	159001	8000	043373	187.00	US POSTAGE	4233EMP	0000102097	EMPLOYMENT HORIZONS
AP045	45279557	159001	8000	043373	25.00	THERMOSTATS	4291EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29569064	159001	8000	043373	29.25	THERMOSTATS	4326EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29569064	159001	8000	043373	24.38	ENVELOPS MAILING AND POSTAGE	4326EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29569064	159001	8000	043373	178.75	US POSTAGE	4326EMP	0000102097	EMPLOYMENT HORIZONS
AP045	45279918	159001	8000	043373	28,125.00	1F78-151 DIGITAL THERMOSTATS	1271020700	0000003478	FOX APPLIANCE PARTS OF ATLANTA
AP029	29575415	159001	8000	043373	421.85	BLANKET REQUEST FOR DISTRIBUTI	4350EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29575416	159001	8000	043373	25.00	BLANKET REQUEST FOR DISTRIBUTI	4386EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29579328	159001	8000	043373	847.28	BLANKET REQUEST FOR DISTRIBUTI	4419EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29580193	159001	8000	043373	740.03	BLANKET REQUEST FOR DISTRIBUTI	4436EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29581174	159001	8000	043373	25.00	BLANKET REQUEST FOR DISTRIBUTI	4494EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29586028	159001	8000	043373	861.58	BLANKET REQUEST FOR DISTRIBUTI	4521EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29591605	159001	8000	043373	25.00	BLANKET REQUEST FOR DISTRIBUTI	4571EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29591691	159001	8000	043373	958.10	BLANKET REQUEST FOR DISTRIBUTI	4582EMP	0000102097	EMPLOYMENT HORIZONS
AP029	29593191	159001	8000	043373	1,137.96	BLANKET REQUEST FOR DISTRIBUTI	4641EMP	0000102097	EMPLOYMENT HORIZONS

June 2011-March 2012		Total	\$	34,525.21
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Total		\$	34,718.21
Less Thermostats			28,125.00
Total Thermostat Administrative		\$	6,593.21

Thermostats refers to charges for storage and handling of thermostats.

CHATTANOOGA GAS COMPANY  
energySMART

REPORT TO  
THE TENNESSEE REGULATORY AUTHORITY  
DOCKET 09-00183

APRIL 1, 2011-MARCH 31, 2012

ATTACHMENT B

energySmart Community Outreach and Customer Education  
Detailed Accounting  
Summary

Chattanooga Gas Company  
energySmart Community Outreach and Customer Education  
Cost Detail  
April 1, 2011-March 31, 2012

Cost April 1, 2011-March 31, 2012	Annual	Per Month	Number of Months	Recoverable Cost
TN Aquarium (4/1/2011-3/31/2012)	\$ 14,333	\$ 1,194	12	\$ 14,333
Creative Discovery Museum (4/1/2011-3/31/2012)	12,000	1,000	12	12,000
Other Outreach and Education Costs				102,192
Total				\$ 128,526

	Annual	Per Month		
Non-Ratepayer funds for 1st Yr per docket 09-00183	\$100,000	\$8,333		
No of Months April 1, 2011-May 31, 2011			2	
Non-Ratepayer funds April 1, 2011-May31, 2011				\$16,667
Non-Ratepayer funds for 2nd Yr per docket 09-00183	\$50,000	\$4,167		
No of Months June 1, 2011-March 31, 2012			10	
Non-Ratepayer funds June 1, 2011-March 31, 2012				\$41,667
Non-Ratepayer funds April 1, 2011-March 31, 2012				\$58,333
Recoverable Cost April 1, 2011-March 31, 2012				<u><u>\$ 70,192</u></u>

Three Yr TN Aquarium Sponsorship	Annual Payment	\$ 15,000
Years		3
Total		\$ 45,000
Less: Credit toward River George Explorer Passes		2,000
Adjusted Costs		\$ 43,000
Annual Costs		<u><u>\$ 14,333</u></u>

One Yr. Creative Discovery Museum Contract	Annual Payment	\$ 12,000
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CHATTANOOGA GAS COMPANY  
energySMART

REPORT TO  
THE TENNESSEE REGULATORY AUTHORITY  
DOCKET 09-00183

APRIL 1, 2011-MARCH 31, 2012

ATTACHMENT B-1

energySmart Community Outreach and Customer Education  
Detailed Accounting  
By Month



Chattanooga Gas Company  
energySmart Community Outreach and Customer Education Program  
Cost  
12 Months Ended March 31, 2012

ATTACHMENT B-1  
Page 1 of 4

Month	Year	Amount	Vendor	Description	MESSAGING/PURPOSE
4	2011	\$ 1,810.50	CITADEL BROADCASTING CHATTANOOGA	BROADCASTING SERVICE	WGOW-AM airtime for Oct. 2010. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
4	2011	1,963.50	CITADEL BROADCASTING CHATTANOOGA	BROADCASTING SERVICE	WSKZ-FM airtime for Oct. 2010. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
4	2011	1,474.75	CITADEL BROADCASTING CHATTANOOGA	BROADCASTING SERVICE	WGOW-AM airtime for Nov 2010. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
4	2011	1,453.50	CITADEL BROADCASTING CHATTANOOGA	BROADCASTING SERVICE	WSKZ-FM airtime for Nov. 2010. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
4	2011	510.00	CITADEL BROADCASTING CHATTANOOGA	BROADCASTING SERVICE	WSKZ-FM airtime for Dec. 2010. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
4	2011	293.25	CITADEL BROADCASTING CHATTANOOGA	BROADCASTING SERVICES	WGOW-AM airtime for Dec. 2010. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
4	2011	1,899.75	JACKSON TELECASTERS, INC	MEDIA SERVICES	WDEF-FM airtime for Oct. 2010. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
4	2011	633.25	JACKSON TELECASTERS, INC	MEDIA SERVICES	WDEF-FM airtime for Nov/Dec 2010. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
4	2011	1,266.50	JACKSON TELECASTERS, INC	MEDIA SERVICES	WDEF-FM airtime for Nov 2010. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
4	2011	1,870.00	ULTRA MEDIA, INC.	AGL RESOURCES PLAN CHATTANOOGA	March 2011 media buying services. Placement of media/advertising for CGC energySMART on radio, outdoor, print and online. Also assistance in management of campaign.
4	2011	382.50	WDOD OF CHATTANOOGA, INC	MEDIA SERVICES	WDOD-FM airtime for Nov/Dec 2010. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
4	2011	765.00	WDOD OF CHATTANOOGA, INC	MEDIA SERVICES	WDOD-FM airtime for Nov 2010. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
4	2011	1,147.50	WDOD OF CHATTANOOGA, INC	MEDIA SERVICES	WDOD-FM airtime for Oct 2010. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
5	2011	1,266.50	CITADEL BROADCASTING CHATTANOOGA	BROADCASTING SERVICE	WGOW-FM airtime for May 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
5	2011	1,266.50	CITADEL BROADCASTING CHATTANOOGA	BROADCASTING SERVICE	WGOW-FM airtime for April 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
5	2011	1,283.50	CITADEL BROADCASTING CHATTANOOGA	BROADCASTING SERVICE	WGOW-FM airtime for April 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.

Chattanooga Gas Company  
energySmart Community Outreach and Customer Education Program  
Cost  
12 Months Ended March 31, 2012

ATTACHMENT B-1  
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5	2011	1,912.50	CLEAR CHANNEL BROADCASTING	NET SPOT BILLING	WUSY-FM airtime for May 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
5	2011	1,912.50	CLEAR CHANNEL BROADCASTING	NET SPOT BILLING	WUSY-FM airtime for April 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
5	2011	1,394.00	JACKSON TELECASTERS, INC	MEDIA SERVICES	WDEF-FM airtime for April 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
5	2011	1,394.00	JACKSON TELECASTERS, INC	MEDIA SERVICES	WDEF-FM airtime for May 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
5	2011	1,020.00	ULTRA MEDIA, INC.	AGL RESOURCES PLAN CHATTANOOGA	April 2011 media buying services. Placement of media/advertising for CGC energySMART on radio, outdoor, print and online. Also assistance in management of campaign.
6	2011	\$1,283.50	CITADEL BROADCASTING CHATTANOOGA	BROADCASTING SERVICE	WSKZ-FM airtime for May 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
6	2011	595.00	ULTRA MEDIA, INC.	AGL RESOURCES PLAN CHATTANOOGA	May 2011 media buying services. Placement of media/advertising for CGC energySMART on radio, outdoor, print and online. Also assistance in management of campaign.
7	2011	1,360.00	ULTRA MEDIA, INC.	AGL RESOURCES PLAN CHATTANOOGA	June 2011 media buying services. Placement of media/advertising for CGC energySMART on radio, outdoor, print and online. Also assistance in management of campaign.
8	2011	1,615.00	ULTRA MEDIA, INC.	AGL RESOURCES PLAN CHATTANOOGA	July 2011 media buying services. Placement of media/advertising for CGC energySMART on radio, outdoor, print and online. Also assistance in management of campaign.
9	2011	1,997.50	ULTRA MEDIA, INC.	AGL RESOURCES PLAN CHATTANOOGA	Aug. 2011 media buying services. Placement of media/advertising for CGC energySMART on radio, outdoor, print and online. Also assistance in management of campaign.
10	2011	637.50	JACKSON TELECASTERS, INC	BROADCASTING SERVICE	WDEF-FM airtime for Oct. 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
10	2011	2,431.00	FREEDOM BROADCASTING OF TN, INC	BROADCASTING SERVICE	WTVN-TV airtime for Sept. 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
10	2011	2,358.75	SARKES TARZIAN, INC	BROADCASTING SERVICE	WRCB-TV airtime for Sept. 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
10	2011	5,980.00	SCREENVISION DIRECT	BROADCASTING SERVICE	Oct. 2011 airtime in Chattanooga theaters to promote awareness of CGC energySMART program, programmable thermostats and energy savings.
10	2011	450.00	SCREENVISION DIRECT	MEDIA SERVICES	Oct. 2011 media buying service for placement of media/advertising for CGC energySMART, programmable thermostats and energy savings.
10	2011	803.25	CLEAR CHANNEL BROADCASTING	NET SPOT BILLING	WUSY-FM airtime for Sept. 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
10	2011	3,017.50	ULTRA MEDIA, INC.	AGL RESOURCES PLAN CHATTANOOGA	Sept. 2011 media buying services. Placement of media/advertising for CGC energySMART on radio, outdoor, print and online. Also assistance in management of campaign.

Chattanooga Gas Company  
energySmart Community Outreach and Customer Education Program  
Cost  
12 Months Ended March 31, 2012

ATTACHMENT B-1  
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10	2011	1,147.50	NEW AGE MEDIA OF TN, LLC	BROADCASTING SERVICE	WDSI-TV airtime for Sept. 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
10	2011	599.25	CITADEL BROADCASTING CHATTANOOGA	BROADCASTING SERVICE	WGOW-AM/FM airtime for Sept. 2011 CGC Fall campaign. Created awareness and education around the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
10	2011	522.75	CITADEL BROADCASTING CHATTANOOGA	BROADCASTING SERVICE	WSKZ-FM airtime for Sept 2011 CGC Fall campaign. Created awareness and education for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
10	2011	90.00	BREWER BROADCASTING	MEDIA SERVICES	Oct. 2011 media buying service for placement of media/advertising for CGC energySMART, programmable thermostats and energy savings.
10	2011	135.00	BREWER BROADCASTING	MEDIA SERVICES	Oct. 2011 media buying service for placement of media/advertising for CGC energySMART, programmable thermostats and energy savings.
11	2011	3,021.75	CLEAR CHANNEL BROADCASTING	BROADCASTING SERVICE	WUSY-FM airtime for Oct 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
11	2011	350.00	BREWER BROADCASTING	BROADCASTING SERVICE	WALV-FM airtime for Oct. 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
11	2011	445.00	BREWER BROADCASTING	BROADCASTING SERVICE	WPLZ-FM airtime for Oct. 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
11	2011	660.00	BREWER BROADCASTING	BROADCASTING SERVICE	WMPZ-FM airtime for Oct. 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
11	2011	1,495.00	BREWER BROADCASTING	BROADCASTING SERVICE	WJTT-FM airtime for Oct. 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
11	2011	1,134.75	JACKSON TELECASTERS, INC	MEDIA SERVICES	WDEF-FM airtime for Sept. 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
11	2011	1,572.50	ULTRA MEDIA, INC.	AGL RESOURCES PLAN CHATTANOOGA	Oct. 2011 media buying service for placement of media/advertising for CGC energySMART, programmable thermostats and energy savings.
11	2011	4,972.50	NEW AGE MEDIA OF TN, LLC	BROADCASTING SERVICE	WDSI-TV airtime for Oct. 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
11	2011	10,773.75	SARKES TARZIAN, INC	BROADCASTING SERVICE	WRCB-TV airtime for Oct. 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
11	2011	14,866.50	FREEDOM BROADCASTING OF TN, INC	BROADCASTING SERVICE	WTVC-TV airtime for Oct 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
12	2011	771.43	NATIONAL CINEMEDIA LLC	BROADCASTING SERVICE	Oct. 2011 airtime in Chattanooga theaters to promote awareness and education of CGC energySMART program, programmable thermostats and energy savings.
12	2011	28.57	NATIONAL CINEMEDIA LLC	BROADCASTING SERVICE	Oct. 2011 airtime in Chattanooga theaters to promote awareness and education of CGC energySMART program, programmable thermostats and energy savings.
12	2011	1,232.50	ULTRA MEDIA, INC.	AGL RESOURCES PLAN CHATTANOOGA	Nov. 2011 media buying service for placement of media/advertising for CGC energySMART, programmable thermostats and energy savings.

Chattanooga Gas Company  
energySmart Community Outreach and Customer Education Program  
Cost

ATTACHMENT B-1  
Page 4 of 4

12 Months Ended March 31, 2012

12	2011	340.00	ULTRA MEDIA, INC.	AGL RESOURCES PLAN CHATTANOOGA	Dec. 2011 media buying service for placement of media/advertising for CGC energySMART, programmable thermostats and energy savings.
12	2011	6,387.75	JACKSON TELECASTERS, INC	BROADCASTING SERVICE	WDEF-FM airtime for Oct. 2011. Created awareness for the CGC energy SMART program, programmable thermostats and the energy savings from using a programmable thermostat.
2	2012	42.50	ULTRA MEDIA, INC.	AGL RESOURCES PLAN CHATTANOOGA	Jan. 2012 media buying service for placement of media/advertising for CGC energySMART, programmable thermostats and energy savings.
2	2012	250.00	NATIONAL CINEMEDIA LLC	PRODUCTION	Oct. 2011 production of advertising spot for advertising spot for theaters promoting our CGC energySMART program and programmable thermostats.
3	2011	30.12			Pcard Expenditures
4	2011	66.14			Pcard Expenditures
5	2011	77.69			Pcard Expenditures
6	2011	29.46			Pcard Expenditures
9	2011	191.52			Pcard Expenditures
10	2010	1,012.75	Payroll		Payroll for Community Outreach & Customer Education
10	2010	497.03	Payroll		Payroll for Community Outreach & Customer Education
4/1/2011- 3/31/2012		14,333.33	TENNESSEE AQUARIUM		Sponsorship of Conservation Education Programs
4/1/2011- 3/31/2012		12,000.00	CREATIVE DISCOVERY MUSEUM		Sponsorship of Conservation Education Programs
Total		\$ 128,525.54			

CHATTANOOGA GAS COMPANY  
energySMART

REPORT TO  
THE TENNESSEE REGULATORY AUTHORITY  
DOCKET 09-00183

APRIL 1, 2011-MARCH 31, 2012

ATTACHMENT C

SAMPLES OF THE ENERGYSMART MESSAGING



## CELEBRATE EARTH MONTH AND SAVE!

Dear %%FIRSTNAME%%,

April is Earth Month! How will you celebrate? By being a natural gas customer you are already doing your part for the environment. Through our energySMART program, we make it easy for you to do even more!



- Request and install your [FREE programmable thermostat](#)
- Learn easy-to-follow conservation tips
- Test your knowledge with our energySMART quiz
- Analyze your home's energy use with our user-friendly online bill analysis tools

Visit us online today!

[GET STARTED](#)

### Join Us at These Events

Chattanooga Gas will celebrate Earth Month as part of the TN Aquarium's Party for the Planet.

Aquarium Plaza  
Saturday, April 30  
10 a.m. – 4 p.m.  
Join us for games, crafts, energy education and more!

*And remember...*

Visit us for Chattanooga Gas Free Family Nights at the Creative Discovery Museum! Second Thursday of Each Month 5:30 – 8 p.m.

### Another Reason to Celebrate National Safe Digging Month



There are more than 100 billion feet of underground utilities in the United States, according to the Common Ground Alliance.

That's why before beginning even shallow digging in your yard you need to have your utility lines marked. Dial 811 at least 72 hours before beginning your project. The best part? It's FREE!

[LEARN MORE](#)

## DID YOU KNOW?

Failure to call 811 before digging results in more than 60,000 unintentional hits of underground utility lines annually across the United States. Know What's Below...Call Before You Dig!

[LEARN MORE](#)

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**1-866-643-4170**

Natural Gas Leaks, Odors or Emergencies



### Energy Savings

- [Conservation Tips](#)
- [Thermostat Instructions](#)

## Energy Savings

These days we're all trying to be more environmentally responsible, but where do you start? Our energySMART program offers tips for conserving energy and resources in ways that are easy and save you money, too!

### Learn and Compare

Find out how choosing natural gas appliances can save you money and energy as well, compared with propane or electricity.

[Learn more >](#)

### Control Your Heating Bills with a FREE Programmable Thermostat

Regulating your heating and cooling with a programmable thermostat can help you better control your energy expenses. According to the U.S. Department of Energy, by using the recommended manufacturer settings, you can save up to \$180 a year on your heating and cooling bills.

Chattanooga Gas customers who have a natural gas furnace can now apply for a FREE programmable thermostat through our simple online process. Please note this thermostat offer is not available for new construction.



### How Do I Get My FREE programmable thermostat?






1. [Apply online](#) or call 866-643-4168 (option 3). Restrictions apply. View the offer [Terms and Conditions](#)
2. Your FREE programmable thermostat will arrive within eight weeks. Simple instructions for proper installation and programming will be included.

Apply for yours today!

### Take the Next Step to Energy Efficiency

After you've started to conserve energy by installing your programmable thermostat, consider taking additional energy efficiency measures, such as weatherizing your home, upgrading your water heater or heating system to a new energy efficient model, or installing a high-efficiency tankless water heater. Energy efficient appliances can reduce your natural gas consumption and help you save money on your energy bill. [Learn about even more ways to be energy SMART.](#)

[Click here](#) for information about installing or programming your FREE thermostat.

	<h3>How energySMART Are You?</h3> <p>Take the energySMART quiz and test your energy IQ. <a href="#">Start the quiz &gt;</a></p>
	<h3>Analyze Your Energy Use</h3> <p>This calculator allows you to compare your carbon footprint with Natural Gas appliances vs. electric appliances. <a href="#">Open carbon calculator &gt;</a></p>
	<h3>Learn the Lingo!</h3> <p>Check out our energySMART conservation glossary. <a href="#">Learn more &gt;</a></p>
	<h3>Save Money and Protect the Environment</h3> <p>Here are some simple steps you can take to Save Money and Resources Today. <a href="#">Go to tips &gt;</a></p>
	<h3>energySMART Conservation Tips</h3> <p>Get information on energy efficient products and practices from <a href="#">ENERGY STAR &gt;</a></p>

#### Take Control of Your Energy Consumption

- Carbon calculator
- Energy saving ideas
- Conservation tips

[Learn More >](#)



**How often do you have a heating and air equipment check up?**

- ☐ once per year
- ☐ once every few years
- ☐ never

Vote

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## INTRODUCING...PAY BY TEXT

**Dear Mrs. Customer,**

You're on-the-go and don't have time to waste! Now paying your monthly natural gas bill is quicker and even easier! Pay-by-text is a fast and secure way to pay your bill each month with a simple text message.

Sign up is free and as easy as one, two, three...

- 1) Sign up online and designate a bank account or a debit, credit or ATM card from which to pay.
- 2) Receive a text alert five days before your bill is due every month.
- 3) Simply reply, "Yes CGC" to pay.

No personal information is sent via text...it's secure, quick and easy!

*\*A Western Union payment convenience fee will apply.*

[SIGN UP TODAY!](#)



### Your Safety and Protection are Important

That's why we take care to ensure your personal and financial safety.

- Ask to see our field service representative's company ID when they are working in or around your home.
- Any customer who doubts about the legitimacy of any call from customer service, especially one in which payment is requested should call us directly.

[LEARN MORE](#)

### IMPORTANT: Water Heater Safety

The U.S. Consumer Product Safety Commission (CPSC) urges all users to lower their water heaters to 120 degrees Fahrenheit. Keeping it at this temperature may reduce or eliminate the risk of most tap water scald injuries.

Never take hot water temperature for granted. Always hand-test before using, especially when bathing children and infants.

[MORE SAFETY TIPS](#)



## DID YOU KNOW?

According to the U.S. Department of Energy - by combining proper equipment maintenance and upgrades with appropriate insulation, air sealing, and thermostat settings, you can cut your energy use for heating and cooling, and reduce environmental emissions, from 20% to 50%.

### [OTHER WAYS TO SAVE](#)

---

[About Us](#) | [Natural Gas Safety](#) | [Rates and Tariff](#)  
[Your Home](#) | [Your Business](#) | [Builders / Developers](#)

 [→ SEARCH](#)

**1-866-643-4170**

Natural Gas Leaks, Odors or Emergencies



### Energy Savings

- [Conservation Tips](#)
- [Thermostat Instructions](#)

## Energy Conservation

### Conserve More Energy – and Save Money – Right Now

The energy choices you make are important. They affect the environment, certainly. They also affect how comfortable you are in your own home. And very importantly, they affect how much money you spend. That's why, at Chattanooga Gas, we want to help you to save money and energy. We believe that by helping our customers conserve energy, we all benefit.

If you're using natural gas today, you've already made a good choice for the environment, your home and your finances. If you're still thinking about adding more natural gas appliances – or switching to natural gas – you can learn more about saving money and energy at [Energy Star](#).



You can figure out how natural gas can reduce your carbon footprint with [this calculator](#).

And you can get started saving money and energy right now by following these tips:

### Stoves

- When you're cooking, adjust the flame to fit the bottom of the pot or pan. Turning up the flame beyond the bottom only wastes energy.

- Keep stove burner surfaces clean.
- Cover pots and pans with lids when cooking.
- Cook food at high heat to bring to temperature then reduce to complete cooking.

### Sinks and Showers

- Fix leaky faucets.
- Install low volume showerheads and faucets.

### Washers and Dryers

- Use a water-level setting that matches the size of the load you're washing.
- Select the proper setting and time for the clothing type and load size.
- In your dryer, separate heavier clothes (towels, heavy cottons) from the lightweight fabrics (synthetics) for more efficient drying.
- Dry full loads, but be sure not to overload your dryer.
- Clean the dryer's lint filter before every load.
- Don't add wet clothes during the drying cycle.
- Don't over-dry clothes. Use the automatic moisture control if your dryer has one, or select the appropriate amount of time on the automatic timer.
- Be sure the outside dryer vent is free of any obstructions and the vent cover fully opens when the dryer is in use.

### Water Heaters and Furnaces

- Lower the temperature setting on your water heater to 120 degrees.
- Put an insulation wrap around the sides of your water heater. (But remember: Never put insulation on the top of the heater or near the bottom.)
- Add insulation in your attic.
- Lower the thermostat when no one is home.
- Install a programmable thermostat to automatically adjust the temperature each day.
- Clean or replace all filters at least once per month.
- Have the system inspected and maintained regularly.
- Keep heating and return vents free of all obstructions for proper airflow.

For more great tips, check out the U.S. Department of Energy's [Energy Savers site](#).

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## local business

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### Chattanooga's first waterfront hotel opens

videos » photos » e-edition »



There are many  
ways to Go Green...

Chattanooga Gas®  
An AGC Resources Company

advertisement

top headlines »

Bessie Smith Strut gets \$10,000 donation from  
City of Chattanooga

## WEATHERIZE NOW, SAVE MONEY LATER!

**Dear %%FIRSTNAME%%,**

As the weather cools, start thinking about ways to conserve energy as the temperatures drop. Here are some tips to saving money and energy this season:

- Have your furnace checked and serviced. Many HVAC companies offer fall “tune up” specials but remember, use a company you trust, not just one that just offers a deal.
- Go room to room feeling for drafts, paying special attention to areas around windows and doors. Seal gaps with weatherstripping, and caulk any cracks around frames. Don’t forget around outlets and switchplates.
- Add another layer of insulation to your attic. The Department of Energy recommends an average of 18” for maximum energy savings.



Want more great tips on how to save energy and money?

[LEARN MORE](#)

### Generating Peace of Mind

Unstable weather can mean unstable power supplies. This fall, invest in a natural gas generator so you can provide comfort and safety for your family during outages.

Choose the size that meets your family’s needs, from running the freezer to running the whole house.

[FOLLOW THESE TIPS](#)

### Did You Get Yours?

If you have a natural gas furnace, you’re eligible for a [free programmable thermostat!](#)



According to the U.S. Department of Energy, by using the recommended manufacturer settings, you can save up to \$180 a year on your heating and cooling bills.

[APPLY FOR YOURS TODAY](#)

**DID YOU KNOW?**

Natural gas patio heaters let your family keep enjoying the outdoors on your patio or deck, even when the temperatures drop. They radiate heat downward to warm a 12- to 20-foot area and are most effective when the outdoor temperatures are between 50 and 70 degrees.

[LEARN MORE](#)

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**1-866-643-4170**

Natural Gas Leaks, Odors or Emergencies



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- [Conservation Tips](#)
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The energy choices you make are important. They affect the environment, certainly. They also affect how comfortable you are in your own home. And very importantly, they affect how much money you spend. That's why, at Chattanooga Gas, we want to help you to save money and energy. We believe that by helping our customers conserve energy, we all benefit.

If you're using natural gas today, you've already made a good choice for the environment, your home and your finances. If you're still thinking about adding more natural gas appliances – or switching to natural gas – you can learn more about saving money and energy at [Energy Star](#).



You can figure out how natural gas can reduce your carbon footprint with [this calculator](#).

And you can get started saving money and energy right now by following these tips:

#### Stoves

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- Select the proper setting and time for the clothing type and load size.
- In your dryer, separate heavier clothes (towels, heavy cottons) from the lightweight fabrics (synthetics) for more efficient drying.
- Dry full loads, but be sure not to overload your dryer.
- Clean the dryer's lint filter before every load.
- Don't add wet clothes during the drying cycle.
- Don't over-dry clothes. Use the automatic moisture control if your dryer has one, or select the appropriate amount of time on the automatic timer.
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- Add insulation in your attic.
- Lower the thermostat when no one is home.
- Install a programmable thermostat to automatically adjust the temperature each day.
- Clean or replace all filters at least once per month.
- Have the system inspected and maintained regularly.
- Keep heating and return vents free of all obstructions for proper airflow.

For more great tips, check out the U.S. Department of Energy's [Energy Savers site](#).

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## AUGUST 11 IS NATIONAL 811 DAY!

Dear %%FIRSTNAME%%,

Planning a home improvement project? Planting a tree?  
Installing a fence or deck?

National 811 Day is a good time for us to remind you that for small or large digging projects, you should call the Tennessee One Call system by dialing 811. They coordinate with the appropriate utilities to have underground lines located and marked - all free of charge.

By having utility lines properly marked, you can avoid accidentally damaging them when hand digging or when using mechanical equipment. Property owners can do their part to keep our community safe from serious accident and possible service disruption.

So, on August 11 and every day of the year, plan ahead and be safe – dial 811 before you begin your outdoor projects – it's free and it's the law!

[LEARN MORE](#)



### A Family Night Out...On Us!

Join us for Chattanooga Gas Free Family Nights at the Creative Discovery Museum!

Second Thursday of Each Month  
5:30 – 8 p.m.

Gather up your family and come out to a free evening of art lessons, science demonstrations, energy education and more! While you're there, enter for a chance

### Did You Get Yours?

If you have a natural gas furnace, you're eligible for a free programmable thermostat!



According to the U.S. Department of Energy, by using the recommended manufacturer settings, you can save up to \$180 a year on your heating and cooling bills.

[APPLY FOR YOURS TODAY](#)

to win a free museum membership.

[LEARN MORE](#)

## DID YOU KNOW?

Natural gas lights are beautiful, but also functional! You can control modern gas lights with switches installed inside your house, or with timers. And there's a bonus benefit: Gas lights don't attract bugs.

[LEARN MORE](#)

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## ***Creative Discovery Museum / Chattanooga TN / Kids Attractions***

Creative Discovery Museum is one of the **top children's museums in the country**. Located in the heart of **downtown Chattanooga**, just steps away from the Tennessee Aquarium, Tennessee Riverfront and other fun **Chattanooga Attractions for kids**. There are events and fun things to do every day at **Creative Discovery Museum!**

**MAKE FRIENDS    LEARN LOTS    HAVE FUN**



**READ MORE**

**SIGN UP FOR SUMMER CAMPS**

SPRING HOURS	
MONDAY	10 AM - 5 PM
TUESDAY	10 AM - 5 PM
WEDNESDAY	10 AM - 5 PM
THURSDAY	10 AM - 5 PM
FRIDAY	10 AM - 5 PM
SATURDAY	10 AM - 5 PM
SUNDAY	NOON - 5 PM

### **Questions?**

Call (423) 756-2738 during our normal office hours, 8:30 a.m. to 4:45 p.m., Monday - Friday or email us anytime at [info@cdmfun.org](mailto:info@cdmfun.org)

### **Visit the Museum!**

Creative Discovery Museum  
321 Chestnut Street  
Chattanooga, TN 37402



- [Member Event](#)

**SPECIAL MEMBER EVENT** Members - Join us Friday, May 25 from 5:30 p.m. - 8 p.m. for a special Members Only Night. Come enjoy all the fun and excitement that Creative Discovery Museum offers after hours. Get a sneak peek at this summer's exhibit, TINKERTOY®: Build your Imagination™. Membership must be active at time of reservation and at the time of the event. Photo ID and valid membership card are required at the door. [READ MORE](#)

- [summer-camp](#)

**SUMMER CAMP IS FILLING UP** Don't miss out on a summer of fun. Make your reservations today! [READ MORE](#)

- [Smash Art](#)

**TURN OLD ELECTRONICS IN TO NEW ART** Join us Saturday, May 19 for Smash Art, a tinkering workshop for children and adults. Learn how to transform electronics into repurposed objects, toys and robotics. [READ MORE](#)

## SEVERE WEATHER – ARE YOU READY?

Dear %%FIRSTNAME%%,

When severe weather strikes, you can have peace of mind with a natural gas generator. Fully automatic, these units are self contained, quiet and available when the power goes out. The appropriate size for your home depends on what the system will be used to power. Be sure to purchase yours from a qualified dealer who can best determine the right fit for your home or business and your budget.

*Stay Safe*

To help you further prepare:

- If you are evacuated, do not turn off your service. Upon return, if you suspect a natural gas leak contact us immediately.
- If you smell natural gas, immediately leave the house and call our 24-hour emergency response line, at 1-866-643-4170.



[LEARN MORE](#)

### In Our Community

Last month, Chattanooga Gas teamed with the Tennessee Aquarium and others to raise money for the Chattanooga Area Red Cross to help victims of the recent tornados that devastated our community in April.

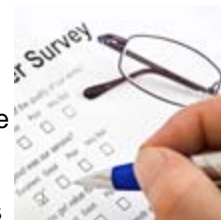
The two-hour event raised more than \$30,000.

Want to help? Donate to the Chattanooga Disaster Relief effort.

[DONATE TODAY!](#)

### We Want to Know!

We know you're busy...that's why we strive to offer you convenience and choice when it comes to doing business with us.



What improvements would you like to see in our bill payment options? Why do you use one over another?

Your answers will help provide us better insight into which options you prefer so we can better serve you!

[TAKE OUR SURVEY](#)

## DID YOU KNOW?

You can better understand your energy bills with our free, online bill analysis tool. Take control of your energy use today!

[LEARN MORE](#)

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1-866-643-4170

Natural Gas Leaks, Odors or Emergencies



## Energy Savings

- [Conservation Tips](#)
- [Thermostat Instructions](#)

## Energy Savings

These days we're all trying to be more environmentally responsible, but where do you start? Our energySMART program offers tips for conserving energy and resources in ways that are easy and save you money, too!

### Learn and Compare

Find out how choosing natural gas appliances can save you money and energy as well, compared with propane or electricity.

[Learn more >](#)

### Control Your Heating Bills with a FREE Programmable Thermostat

Regulating your heating and cooling with a programmable thermostat can help you better control your energy expenses. According to the U.S. Department of Energy, by using the recommended manufacturer settings, you can save up to \$180 a year on your heating and cooling bills.

Chattanooga Gas customers who have a natural gas furnace can now apply for a FREE programmable thermostat through our simple online process. Please note this thermostat offer is not available for new construction.



### How Do I Get My FREE programmable thermostat?

1. [Apply online](#) or call 866-643-4168 (option 3). Restrictions apply. View the offer [Terms and Conditions](#)
2. Your FREE programmable thermostat will arrive within eight weeks. Simple instructions for proper installation and programming will be included.






[Apply for yours today!](#)

### Take the Next Step to Energy Efficiency

After you've started to conserve energy by installing your programmable thermostat, consider taking additional energy efficiency measures, such as weatherizing your home, upgrading your water heater or heating system to a new energy efficient model, or installing a high-efficiency tankless water heater. Energy efficient appliances can reduce your natural gas consumption and help you save money on your energy bill. [Learn about even more ways to be energy SMART.](#)

[Click here](#) for information about installing or programming your FREE thermostat.



	<h2>How energySMART Are You?</h2> <p>Take the energySMART quiz and test your energy IQ.  <a href="#">Start the quiz &gt;</a></p>
	<h2>Analyze Your Energy Use</h2> <p>This calculator allows you to compare your carbon footprint with Natural Gas appliances vs. electric appliances.  <a href="#">Open carbon calculator &gt;</a></p>
	<h2>Learn the Lingo!</h2> <p>Check out our energySMART conservation glossary.  <a href="#">Learn more &gt;</a></p>
	<h2>Save Money and Protect the Environment</h2> <p>Here are some simple steps you can take to Save Money and Resources Today.  <a href="#">Go to tips &gt;</a></p>
	<h2>energySMART Conservation Tips</h2> <p>Get information on energy efficient products and practices from  <a href="#">ENERGY STAR &gt;</a></p>

**Take Control of Your Energy Consumption**

- Carbon calculator
- Energy saving ideas
- Conservation tips

[Learn More >](#)



**How often do you have a heating and air equipment check up?**

- ☐ once per year
- ☐ once every few years
- ☐ never

Vote

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CHATTANOOGA GAS COMPANY

energySMART

REPORT TO  
THE TENNESSEE REGULATORY AUTHORITY  
DOCKET 09-00183

APRIL 1, 2011-MARCH 31, 2012

ATTACHMENT D

PROGRAM EVALUATION

# CHATTANOOGA GAS COMPANY

## ATTACHMENT A-1

### energySMART Residential Programmable Thermostat Program

#### Tentative Evaluation

#### Assumptions

Discount Rate			7.41%
Inflation Rate			2.38%
Measure Life			15 Years
Program Years			3 Years
Cost to the Participant			\$ 35
Non-Company Rebate			\$ 0
Annual Energy Savings in Therms			-12.7
Cost to the Utility per Participant			\$ 18.75
Overhead per Participant			\$ 3.92
Total Number of Participants (3 Years)			6,490
Total Program Cost (3 Years)			\$ 147,128

#### PARTICIPANTS TEST

Benefits:	
Bill Reductions, Primary Fuel (AC)	\$ 305,737
Incentives	\$ 115,620
Bill Reductions, Alternate Fuel (AC)	\$ 0
Avoided Cost, Alternate Fuel Equipment	\$ 0
Total Benefits	\$ 421,357
Costs:	
Participant Costs	\$ 215,824
Bill Increases, Primary Fuel (AC)	\$ 0
Bill Increases, Alternate Fuel (AC)	\$ 0
Total Costs	\$ 215,824
Net Benefit	\$ 205,533
Benefit/Cost Ratio	1.95

#### TOTAL RESOURCE COST TEST

Benefits:	
Avoided Cost, Primary Fuel Utility (MC)	\$ 263,329
Avoided Cost, Alternate Fuel (MC)	\$ 0
Avoided Cost, Alternate Fuel Equipment	\$ 0
Total Benefits	\$ 263,329
Costs:	
Utility Cost	\$ 24,172
Participant Costs	\$ 215,824
Primary Utility Increased Cost (MC)	\$ 0
Alternate Utility Increased Cost (MC)	\$ 0
Total Costs	\$ 239,997
Net Benefit	\$ 23,332
Benefit/Cost Ratio	1.10

#### RATE IMPACT MEASURE TEST

Benefits:	
Avoided Cost, Primary Utility (MC)	\$ 263,329
Revenue Gains, Primary Utility (AC)	\$ 0
Avoided Cost, Alternate Fuel (MC)	\$ 0
Revenue Gains, Alternate Utility (AC)	\$ 0
Total Benefits	\$ 263,329
Costs:	
Primary Utility Increased Cost (MC)	\$ 0
Alternate Utility Increased Cost (MC)	\$ 0
Revenue Loss, Primary Utility (AC)	\$ 348,145
Utility Cost	\$ 24,172
Incentives	\$ 115,620
Revenue Loss, Alternate Utility (AC)	\$ 0
Total Costs	\$ 487,937
Net Benefit	\$ (224,609)
Benefit/Cost Ratio	0.54

#### PROGRAM ADMINISTRATOR TEST

Benefits:	
Avoided Cost, Primary Fuel Utility (MC)	\$ 263,329
Avoided Cost, Alternate Fuel Utility (MC)	\$ 0
Total Benefits	\$ 263,329
Costs:	
Incentives	\$ 115,620
Primary Utility Increased Cost (MC)	\$ 0
Primary Utility Cost	\$ 24,172
Alternate Utility Increased Cost (MC)	\$ 0
Alternate Utility Cost	\$ 0
Total Costs	\$ 139,793
Net Benefit	\$ 123,536
Benefit/Cost Ratio	1.88

MC = Calculation Based on Utility Marginal Cost

AC = Calculation Based on Utility Average Cost

MC = Calculation Based on Utility Marginal Cost

AC = Calculation Based on Utility Average Cost