



***national fuel***

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November 23, 2011

Honorable Jaclyn A. Brillling  
Secretary  
New York State Public Service Commission  
Three Empire State Plaza  
Albany, NY 12223

Re: Case 07-M-0548 – Proceeding on Motion of the Commission Regarding an Energy  
Efficiency Portfolio Standard

Case 07-G-0141 – Proceeding on Motion of the Commission as to the Rates, Charges,  
Rules, and Regulations of National Fuel Gas Distribution Corporation for Gas  
Service – Conservation Incentive Program

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Dear Secretary Brillling,

Pursuant to the Order Authorizing Efficiency Programs, Revising Incentive Mechanism,  
and Establishing a Surcharge Schedule issued and effective October 25, 2011 in the above  
referenced proceedings (“Order”), attached please find National Fuel Gas Distribution  
Corporation’s Outreach and Education Implementation Plan. This filing is in compliance to the  
Commission Ordering Paragraph No. 18, page 36, of the Order.

Any questions you may have regarding the attached can be directed to the undersigned at  
(716) 857-7654.

Respectfully submitted,

Karen L. Merkel  
Senior Manager, Corporate Communications

Attachments

STATE OF NEW YORK  
PUBLIC SERVICE COMMISSION

Case 07-M-0548 – Proceeding on Motion of the Commission Regarding an Energy Efficiency Portfolio Standard.

Case 07-G-0141 – Proceeding on Motion of the Commission as to the Rates, Charges, Rules and Regulations of National Fuel Gas Distribution Corporation for Gas Service – Conservation Incentive Program

NATIONAL FUEL GAS DISTRIBUTION CORPORATION  
OUTREACH & EDUCATION  
IMPLEMENTATION PLAN

I. Background

On July 6, 2011 Department of Public Service Staff (“Staff”) issued its Energy Efficiency Portfolio Standard (“EEPS”) Program Review White Paper (“White Paper”), providing a number of conclusions and recommendations for continuing energy efficiency initiatives established in the Commission’s EEPS proceeding.<sup>1</sup> Staff recommends that EEPS programs are effective and should continue with modifications.

Included in the White Paper was a recommendation that the Commission consider whether National Fuel Gas Distribution Corporation’s (“Distribution” or “the Company”) Conservation Incentive Program (“CIP”) should in whole or in part be incorporated within the EEPS portfolio upon expiration of the currently authorized term.<sup>2</sup> White Paper at 48. In comments filed with the Commission on August 22, 2011, Distribution agreed with Staff’s recommendation that the CIP should be incorporated within the EEPS portfolio.

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<sup>1</sup> Case 07-M-0548, Proceeding on Motion of the Commission Regarding and Energy Efficiency Portfolio Standard.

<sup>2</sup> The current term expires on November 30, 2011.

On October 25, 2011 the Commission issued its Order in this proceeding adopting Staff's recommendation, among others, that the CIP should be incorporated within the EEPS portfolio.<sup>3</sup>

Included in the 2011 EEPS Order was a requirement that Distribution file with the Commission an Outreach and Education Implementation Plan. This filing is made in compliance with that requirement.

## II. Overview of Distribution's CIP

### A. Procedural Background

On September 20, 2007 the Commission issued an order directing Distribution to implement a Conservation Incentive Program ("CIP Order").<sup>4</sup> The CIP preceded the energy efficiency programs established for other natural gas utilities in New York as required in the EEPS proceeding.

On October 19, 2009 the Commission issued its Order Approving the Continuation of National Fuel Gas Distribution Corporation's Conservation Incentive Program with Modifications ("2009 CIP Order").<sup>5</sup>

On June 28, 2010, the Company filed a plan with the Commission for continuation of the CIP. On November 22, 2010 the Commission issued its Order Approving the Continuation of

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<sup>3</sup> Case 07-M-0548 – Proceeding on Motion of the Commission Regarding an Energy Efficiency Portfolio Standard; Case 07-G-0141 – Proceeding on Motion of the Commission as to the Rates, Charges, Rules and Regulations of National Fuel Gas Distribution Corporation for Gas Service – Conservation Incentive Program, Order Authorizing Efficiency Programs, Revising Incentive Mechanism, and Establishing a Surcharge Schedule, issued and effective October 25, 2011. ("2011 EEPS Order").

<sup>4</sup> Case 07-G-0141 - Proceeding on the Motion of the Commission as to the Rates, Rules, and Regulations of National Fuel Gas Distribution Corporation for Gas Service, Order Adopting Conservation Incentive Program, issued and effective September 20, 2007.

<sup>5</sup> Case 07-G-0141 - Proceeding on the Motion of the Commission as to the Rates, Rules, and Regulations of National Fuel Gas Distribution Corporation for Gas Service, Order Approving the Continuation of National Fuel Gas Distribution Corporation's Conservation Incentive Program with Modifications, issued and effective October 19, 2009.

National Fuel Gas Distribution Corporation’s Conservation Incentive Program with Modifications (“2010 CIP Order”).<sup>6</sup>

B. Overview of CIP Components

The CIP included the following programs: (1) residential natural gas appliance rebates; (2) a non-residential equipment replacement program (“NRCIP”); (3) the Low-Income Usage Reduction Program (“LIURP”); and (4) an outreach and education component. Upon approval of the CIP, Distribution partnered with New York State Energy Research and Development Authority (“NYSERDA”) for the administration of LIURP (through the existing EmPower New York program) and the NRCIP.

The 2011 EEPS Order further identified total program costs for Distribution’s CIP by allocating evaluation, measurement and verification (“E M & V”) and Outreach and Education (“O & E”) to the three programs as summarized in Table 1 below.

Table 1: CIP Budget Approved in 2011 EEPS Order				
	Program Budget	E M & V	O & E	Total
Low Income Usage Reduction Program	\$3,559,295	\$203,184	\$301,200	\$4,063,679
Residential Rebate Program	\$3,559,295	\$203,184	\$301,200	4,063,679
Small Volume Non-Residential Rebate Program	\$1,515,810	\$95,632	\$301,200	\$1,912,642
Total	\$8,634,400	\$502,000	\$903,600	\$10,040,000

The Commission increased program budgets for the LIURP and residential rebate programs and essentially left the NRCIP program funding intact. The total E M & V budget was increased slightly. As in prior years, Distribution sought to reduce the O & E budget while sustaining a level sufficient to support adequate customer awareness. In the 2011 EEPS Order,

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<sup>6</sup> Case 07-G-0141 - Proceeding on the Motion of the Commission as to the Rates, Rules, and Regulations of National Fuel Gas Distribution Corporation for Gas Service, Order Approving the Continuation of National Fuel Gas Distribution Corporation’s Conservation Incentive Program with Modifications, issued and effective November 22, 2010.

the Commission reduced Distribution's O & E budget to an aggregate level commensurate with the statewide average for EEPS. The O & E budget reduction recognized the maturity of Distribution's CIP. Distribution's CIP has been in place for four years. The Company's O & E efforts in prior years have established a public identity for the CIP as a utility program that enables customers to save on their utility bills through conservation and efficiency measures. The O & E implementation plan that will be further explained in this filing builds upon the programs and tactics established during the first four years of the CIP.

The following sections of this filing present the O & E implementation plan for each program element: 1) Residential Rebates; 2) NRCIP; and 3) LIURP. Because the plan is forward-looking and subject to further development with proposed participants, the Company cannot be certain that each of its features will be implemented exactly as described. Distribution expects that as implementation proceeds, adjustments to the plan may be necessary within available resources. Staff will be notified if any such modifications are material in scope or anticipated effect.

Additional information provided in each section of the following reports include: a) specific budget amounts for each element of the program which are provided in Appendix A to this implementation plan; b) a list and description of O & E marketing vehicles to be used; c) an explanation of the target market for each program; d) a timeline for development, implementation, and evaluation of the O & E marketing efforts; e) how the O & E/marketing programs relate to the entity's general and other O & E/marketing programs; and f) the efforts taken to minimize overlap and customer confusion that may result from O & E/marketing activities in the same or adjacent market areas.

### III. CIP Year 5 Outreach & Education Plan

#### A. Residential Rebates

1. Program Description – The residential program is an equipment replacement program, modeled after a Vermont Gas Systems program, which was cited by the ACEEE, as one of the nation’s exemplary natural gas energy efficiency programs. Distribution’s program offers equipment replacement rebate incentives for single family and multi-family dwellings, to encourage them to install high efficiency space heating and water heating appliances. These appliances are by far the largest two users of natural gas in residential buildings, and are therefore most likely to show the largest savings to our customers when they upgrade their appliances. Distribution set minimum efficiency levels for each appliance type based on federal Energy Star and New York State Energy Smart guidelines.

#### 2. O & E Marketing Vehicles

a. Website – NationalFuelForThought.com will be maintained with up-to-date information regarding the CIP. The site includes an area to download rebate applications, review eligible appliances/rebate amounts and get up-to-date information on the NEED program and Buffalo Sabres sponsorship program. Tips for conserving energy are also featured on the site.

b. Research – As requested by the Commission, a research tracking study will be conducted to evaluate awareness of the program within the marketplace. The tracking study will measure recall, familiarity, and effectiveness of communication tactics.

- c. Conservation Kits – Distribution will produce “Conservation Kits” to distribute at various events or at organizations (such as community groups) who will further distribute the kits. The Conservation Kits will include information about the CIP, low-cost ways to conserve energy, as well as energy conservation items including; weather-stripping, a window insulation kit, electric outlet sealers and caulking.
- d. Brochure – Explains the residential CIP, rebate amounts and contact information on how/where to learn more.
- e. Application Pads – Gummed rebate application pads to be available for Distribution’s Energy Partners (independent local contractors) and at the Buffalo Home & Garden Show and other public events.
- f. Bill Insert – An insert that will be inserted into two (2x/year) customer monthly bills. The Bill Insert will communicate the CIP details, rebate amounts, guidelines and contact information to learn more.
- g. Buffalo Sabres Sponsorship – The CIP will be the presenting sponsor of the Buffalo Sabres “Green Team” for the 2011-2012 season.<sup>7</sup> This sponsorship includes, sixty (60) in-game TV spots, one (1) open/close billboard in an estimated five (5) sponsored games, one (1) Green Program live intermission report in an estimated five (5) games, Green Program Scoreboard logo to appear in and out of break in an estimated five (5) sponsored games; Signage, one (1) Concourse Diorama, 360 Ribbon Board – Green Team for one (1) minute at each regular season home game; the

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<sup>7</sup> As in previous years, the Sabres sponsorship, owing to the payment schedule, is funded from the prior year budget.

CIP logo included on Sabres Green Team home page; involvement is various community outreach programs designed to promote conservation on a grassroots level.

h. Buffalo Home & Gardens Show – Each year this annual show attracts more than 45,000 consumers— homeowners, contractors, developers, renters, etc.—to experience the newest trends and receive guidance in remodeling, gardening, renovation and more. Distribution would partner with this show to be the official energy provider of the Buffalo Home & Garden Show and utilize this partnership to promote the residential and non-residential CIP rebate program, provide the CIP seminars on how to make a house more energy efficient, and distribute the CIP kits to show attendees.

i. Print Media – Print ads will be utilized in order to maintain the general market awareness of the CIP, through Year 5 to drive consumers to NationalFuelforThought.com for conservation and rebate information. Print will communicate valuable information in more detail than can be expressed in many other mediums. The media plan includes insertions in a combination of paid and unpaid community newspapers.

j. Digital Media – An online digital campaign will be developed as part of our residential outreach program. The campaign will be built as a outreach campaign with a schedule on high traffic local sites and an ad network, delivering the CIP message on national websites in our geographic service area. Projected impressions: 1,500,000.

k. CIP Savings Card – A discount card that allows customers to redeem savings for a variety of services through various heating contractor partners.

Services can include, service calls, furnace filters, etc.. The savings card will be displayed at point-of-sale and will be available for download on [NationalFuelforThought.com](http://NationalFuelforThought.com).

2. Target Market – Focus will be reaching homeowners in areas with the largest population of our customer base, focusing on the winter and fall season when the message is most relevant to the majority of homeowners.

3. Development Timeline – See Appendix B.

4. Relationship Between General and Other O & E/Marketing Programs – In an effort to keep consistent branding across all Distribution communications, materials are designed to retain a similar look and feel through branding (use of the [NationalFuelforThought](http://NationalFuelforThought.com) logo with the “flame” as well as color palette).

5. Efforts to Minimize Overlap and Customer Confusion with Adjacent Market Areas – The CIP has been advertised in Distribution’s service territory since the program’s inception in 2007. According to the most recent research study, total awareness of the CIP has increased over the last three survey periods (January 2009 – July 2011) from 25 percent to 45 percent in the “Total Awareness” category. To maintain this high level of awareness, Distribution will continue to use the same “look and feel” in its communication pieces.

B. NRCIP (Non-Residential)

1. Program Description – The small non-residential program is also an equipment replacement program, modeled after a Vermont Gas Systems program, which was cited by the ACEEE, as one of the nation’s exemplary natural gas energy efficiency programs. NRCIP, administered by NYSERDA under its Existing Facilities

program, will offer equipment replacement pre-qualified and customized rebate incentives to customers using less than 12,000 Mcf, to encourage them to install high efficiency space heating, water heating and process heating equipment. However, customers will also be eligible to receive rebates for non-equipment replacement changes made to heating, water heating and process heating equipment, such as adding insulation to a process heating oven, or updating controls to a space heating boiler. These custom incentives are set on a case-by-case basis, based upon the incremental installed cost of the new equipment and the estimated resulting gas energy savings.

2. A technical engineering analysis must first be performed to confirm energy savings. The rebate amount will be up to 50 percent of the incremental cost, with a cap of \$25,000. The Company has contracted with NYSERDA to administer the day-to-day project management of this program.

3. O & E Marketing Vehicles

a. Website – NationalFuelForThought.com will be maintained with up-to-date information regarding the CIP. The site includes an area to download rebate applications, review eligible appliances and rebate amounts, get up-to-date information on the NEED program (see NRCIP section) and Buffalo Sabres sponsorship as well as tips for conserving energy.

b. Research – As requested by the Commission, a research tracking study will be conducted to evaluate awareness of the program within the marketplace. The tracking study will measure recall, familiarity, and effectiveness of communication tactics.

c. Brochure – Collateral piece explaining the non-residential CIP, rebate amounts and contact information on how/where to learn more.

d. Application Pad – Gummed rebate application pads to be available for all Distribution's Energy Partners (independent local contractors) and at the Buffalo Home & Garden Show and other public events.

e. Bill Insert – An insert that will be inserted into two (2x/year) customer monthly bills. The Bill Insert will communicate the CIP details, rebate amounts, guidelines and contact information to learn more.

f. Buffalo Sabres Sponsorship – The CIP will be the presenting sponsor of the Buffalo Sabres "Green Team" for the 2011-2012 season. This sponsorship includes, sixty (60) in-game TV spots, one (1) open/close billboard in an estimated five (5) sponsored games, one (1) Green Program live intermission report in an estimated five (5) games, Green Program Scoreboard logo to appear in and out of break in an estimated five (5) sponsored games; Signage, one (1) Concourse Diorama, 360 Ribbon Board – Green team for one (1) minute at each regular season home game; the CIP logo included on Sabres Green Team home page; involvement in various community outreach programs designed to promote conservation on a grassroots level.

g. Buffalo Home & Garden Show – Each year this annual show attracts more than 45,000 consumers – homeowners, contractors, developers, renters, etc. – to experience the newest trends and receive guidance in remodeling, gardening, renovation and more. Distribution would partner with this show to be the official energy provider of the Buffalo Home & Garden Show and utilize this partnership to promote the residential and non-residential CIP rebate program, provide the CIP

seminars on how to make a house more energy efficient, and distribute the Conservation Kits to show attendees.

h. Print Media – Will utilize the local business publication, *Business First*, to maintain the program awareness within a general business audience.

To maximize budget, Distribution will build a custom program with the journal to include use of smaller, non-traditional print opportunities that will drive traffic online to find more robust information about the program.

i. Online Media – Will utilize the online version of *Business First* in conjunction with the print campaign. This website targets a general business audience, with daily email blasts and opportunities to sponsor specific online segments of the publication. A separate online campaign focused on news and business websites will also be launched by working with an ad network. The ad network allows for a campaign that focuses on regional placements in national news websites, assuming that an internet user consuming news online would be more likely to fall into the non-residential target audience.

j. Radio Media – Two seasonal radio campaigns for winter and fall are planned, utilizing the news talk radio station in market. The radio spots will drive people online for more robust information. The buy will focus on drive time opportunities giving us reach in the market against an older adult audience. In addition to the news talk format, we will also include underwriting opportunities on the local NPR affiliates.

k. Direct Mail – Over-sized post card will be mailed to all non-residential customers in the winter of 2012 informing them that the CIP has been

renewed and that fixed and customized rebates are available for them to upgrade their natural gas appliances to more energy-efficient equipment. The mailer will provide the NationalFuelForThought.com website address as well as the 1-800-365-3234 phone number for them to learn more and obtain a non-residential rebate application.

l. Co-Op Funding – Co-op advertising funds will be distributed to Distribution’s Energy Partners (independent local contractors). The contractor’s ads will be required to have the CIP messaging and featuring high-efficiency natural gas appliances/equipment encompassed within the rebate program, driving overall awareness of the CIP.

m. Outreach Administrative Coordinator – Distribution would like to engage a CIP outreach coordinator to be the main point of contact for smaller commercial entities seeking information and assistance in navigating through the commercial rebates program for high-efficiency natural gas equipment. This person/entity would be responsible for acting as the main liaison for the non-residential rebate program; providing guidance and hands-on expertise working with commercial businesses to create greater awareness and increased acceptance of the non-residential rebate program. This position would be determined by a “request for proposal” process within Distribution’s Energy Partners. This is a new tactic within the CIP program that the Company believes is necessitated by the need to improve applicant response rates for NRCIP.

n. Brochure – A collateral piece that will be provided to the Outreach Administrative Coordinator as well as Distribution’s Energy Partners for use with their customers. Contractors will be educated on the messaging in the piece they

will be responsible for distributing. The brochure aims to speak directly to consumers whose furnace will need to be replaced in the near future (based on contractor inspection). The brochure will outline the CIP, encouraging homeowners to take advantage of the CIP rebates that are available.

o. CIP Savings Card – A discount card that allows customers to redeem savings for a variety of services through various heating contractor partners. Services can include, service calls, furnace filters, etc.. The savings card will be displayed at point-of-sale and will be available for download on NationalFuelforThought.com.

4. Target Market – Both “large” and “small” non-residential Distribution customers. This audience includes contractors responsible for installing and servicing heating equipment in Distribution’s service territory.

5. Development Timeline – See Appendix B.

6. Relationship Between General and Other O & E/Marketing Programs – In an effort to keep consistent branding across all Distribution communications, materials are designed to retain a similar look and feel through branding (use of the NationalFuelforThought logo with the “flame” as well as color palette).

7. Efforts to Minimize Overlap and Customer Confusion with Adjacent Market Areas – The CIP has been advertised in Distribution’s service territory since the program’s inception in 2007. According to the most recent research study, total awareness of the CIP has increased over the last three survey periods (January 2009 – July 2011) from 25 percent to 45 percent in the “Total Awareness” category. To

maintain this high level of awareness, Distribution will continue to use the same “look and feel” in its communication pieces.

C. LIURP (Low-Income Usage Reduction Program)

1. Program Description – The LIURP is a weatherization program for low-income customers. Participants receive a heating system check, an energy audit, installation of weatherization, infiltration reduction, natural gas usage reduction measures and consumer education. The program design is consistent with, and is being administered as part of, NYSERDA’s EmPower New York<sup>SM</sup> (“EmPower”) program, and contractors will follow procedures and guidelines developed for that program. Households receiving gas efficiency services under the LIURP will be evaluated for electric reduction measures to be paid for by NYSERDA with the System Benefits Charge (“SBC”) funds.

2. O & E Marketing Vehicles for LIURP and CIP rebates for low-income customers.

a. Block Club Leader Outreach – Distribution proposes to create an informational program where block club leaders come together to receive training on conservation and weatherization. At the training program, the leaders will receive the tools they need to help block club members sign up for an energy audit. Working with “Neighbors Connecting,” a non-profit network that involves more than 500 City of Buffalo block clubs and 21,000 neighborhood leaders, we will solicit and train the block club leaders. Distribution believes this grassroots outreach will increase the awareness of and acceptance in the LIURP.

b. Partnership with a Social Service Organization(s) –

Tapping into its relationships with established social service organizations, Distribution proposes to develop a partnership Take-In Program. The Company would train members of specific organizations on Distribution's CIP. Once trained, the social service organization would be authorized to recruit individuals as LIURP candidates.

Distribution would develop an incentive plan to compensate the social service organization for its administrative costs in securing suitable applicants for the LIURP and assisting these candidates within the process to qualify and obtain housing weatherization.

c. Faith-based Community Outreach – Distribution proposes

to build a turn-key speaker's bureau program that provides customer education about the LIURP following Sunday services at various faith-based organizations located in neighborhoods with the LIURP-eligible housing stock. These venues can be an effective means of delivering information to low-income populations less accessible through commercial means. The presenter will provide a 10-minute presentation regarding the LIURP, explaining the purpose and the process, and distribute weatherization kits.

d. Website – [NationalFuelForThought.com](http://NationalFuelForThought.com) will be maintained

with up-to-date information regarding the CIP. The site includes an area to download rebate applications, review eligible appliances and rebate amounts, get up-to-date information on the NEED program (see NRCIP section) and Buffalo Sabres sponsorship as well as tips for conserving energy.

e. Research – As requested by the Commission, a research

tracking study will be conducted to evaluate awareness of the program within the

marketplace. The tracking study will measure recall, familiarity, and effectiveness of communication tactics.

f. Bill Insert – Twice annually an insert will be enclosed with customer bills. The Bill Insert will communicate the CIP details, rebate amounts, guidelines and contact information to learn more.

g. Conservation Kits – Distribution will produce “Conservation Kits” to hand out at various CIP-sponsored events. The Conservation Kits will include information about the CIP, low-cost ways to conserve energy, as well as energy conservation items including; weather-stripping, a window insulation kit, electric outlet sealers and caulking.

h. NEED Program – The National Energy Education Development Project’s Energy Detectives Program includes hands-on classroom materials and take-home kits that make it possible for participating students and their families to learn about energy efficiency while adopting conservation measures. Materials provided to students and their families include: information on the CIP, energy efficiency tip brochures, electric outlet and switch draft stoppers, window insulation kits, weather strip caulking cords, faucet aerators, water-saving showerheads and other tools. In addition to energy-saving classroom materials and kits, a formal structure for students is created by integrating classroom lessons and activities with energy education and community outreach projects. Todd Rogers, Certified Energy Manager Northeast Coordinator, will undertake to secure schools within urban settings with limited resources to become NEED partners.

3. Target Market – Low income individuals/families who either qualify for a free home energy audit/ weatherization assistance, or who can take advantage of the CIP rebate program.

4. Development Timeline – See Appendix B.

5. Relationship Between General and Other O & E/Marketing Programs – In an effort to keep consistent branding across all Distribution communications, materials are designed to retain a similar look and feel through branding (use of the NationalFuelforThought logo with the “flame” as well as color palette).

6. Efforts to Minimize Overlap and Customer Confusion with Adjacent Market Areas – The CIP has been advertised in Distribution’s service territory since the program’s inception in 2007. According to the most recent research study, total awareness of the CIP has increased over the last three survey periods (January 2009 – July 2011) from 25 percent to 45 percent in the “Total Awareness” category. To maintain this high level of awareness, Distribution will continue to use the same “look and feel” in its communication pieces.

## National Fuel CIP Year 5 Outreach and Education Budgeting

## APPENDIX A

11/22/11

Item	Residential			Non-Residential			Low Income			Sub-Total	Notes
	Budget	Media	Total	Budget	Media	Total	Budget	Total			
Website Updates	\$ 6,000.00			\$ 6,000.00			\$ 6,000.00			\$ 18,000.00	
Research	\$ 10,000.00			\$ 10,000.00			\$ 10,000.00			\$ 30,000.00	April/May; Nov/Dec
Conservation Kits	\$ 65,000.00			\$ -			\$ 65,000.00			\$ 130,000.00	
Brochures (Res and Non Res)	\$ 4,600.00			\$ 3,600.00			\$ -			\$ 8,200.00	Res = 15,000; Non-Res = 5,000
Application Pad Reprint	\$ 2,600.00			\$ 2,500.00			\$ -			\$ 5,100.00	Res = 6,000; Non-Res = 5,000
Bill Insert	\$ 6,800.00			\$ 6,800.00			\$ 6,800.00			\$ 20,400.00	revise creative, 2 time in yr; 2 panel/4 pags/color
Media Planning/Buying Stewardship	\$ 12,000.00			\$ 12,000.00			\$ -			\$ 24,000.00	
Sabres Sponsorship Support	\$ 20,000.00			\$ -			\$ -			\$ 20,000.00	
Sabres Year 5	\$ 30,000.00			\$ 30,000.00			\$ -			\$ 60,000.00	
Buffalo Home Show - Year 5	\$ 5,000.00			\$ 5,000.00			\$ -			\$ 10,000.00	
Buffalo Home Show - Year 6	\$ 1,250.00			\$ 1,250.00			\$ -			\$ 2,500.00	
Account Planning	\$ 8,000.00			\$ 8,000.00			\$ 8,000.00			\$ 24,000.00	
NEED Program	\$ -			\$ -			\$ 120,000.00			\$ 120,000.00	
Bee News/Community Publications (Residential)	\$ 7,800.00			\$ -			\$ -			\$ 7,800.00	
Digital (Residential)	\$ 7,000.00			\$ -			\$ -			\$ 7,000.00	
Radio (Non-Residential)	\$ -			\$ 6,000.00			\$ -			\$ 6,000.00	
Business First Print and Digital (Non-Residential)	\$ -			\$ 12,000.00			\$ -			\$ 12,000.00	
Online/Digital (Non-Residential)	\$ -			\$ 7,000.00			\$ -			\$ 7,000.00	
Direct Mail	\$ -			\$ 8,400.00			\$ -			\$ 8,400.00	5,000 oversized post cards, print/mail/postage
Co-op Funding	\$ -			\$ 60,000.00			\$ -			\$ 60,000.00	
Outreach Administrative Coordinator	\$ -			\$ 55,000.00			\$ -			\$ 55,000.00	
Brochure	\$ -			\$ 3,800.00			\$ -			\$ 3,800.00	10,000 3-panel brochures, full color
CIP Savings Card	\$ 3,550.00			\$ 2,300.00			\$ -			\$ 5,850.00	revise existing creative, print 40,000 cards
Neighborhood Connections	\$ -			\$ -			\$ 11,750.00			\$ 11,750.00	
Soc. Service Org. Take-In Program	\$ -			\$ -			\$ 20,000.00			\$ 20,000.00	
Faith-based Community Outreach	\$ -			\$ -			\$ 53,650.00			\$ 53,650.00	
	\$ 189,600.00	\$111,600.00	\$ 301,200.00	\$ 239,650.00	\$61,550.00	\$301,200.00	\$ 301,200.00	\$ 301,200.00		\$ 730,450.00	Total of Agency/Out-of-Pocket
										\$173,150.00	Total Media Spend
										\$ 903,600.00	Total Spend

Total:

**National Fuel**  
**Conservation Incentive Program Year V**  
**Proposed Media Plan 12/1/2011- 11/30/2012**  
**11/22/2011**

**MEDIA FLOWCHART**

MEDIA FLOWCHART		2011																												
		Month	DECEMBER					JANUARY					FEBRUARY				MARCH				APRIL									
		Week of (M)	26	3	10	17	24	26	2	9	16	23	30	6	13	20	27	5	12	19	26	2	9	16	23					
Holidays		GRPs: Target A25-54					Christmas	New Year's			Martin Luther King Jr Day				Valentine's	President's Day			St. Patrick's Day			Easter								
Residential:																														
Print										X				X																
Digital											Imp. 1,500,000																			
Non-Residential:																														
Business First																														
Print																														
Digital																														
Digital													Projected Impressions: 4,500,000																	
Radio																														
LIURP																														
Block Leader Outreach Program																														
Social Service Organization Partnership																														
Faith Based Community Outreach																														
Additional Tactics																														
Website								X																						
Research																						X								
Conservation Kits								X																						
Brochures								X																						
Application Pads								X																						
Bill Inserts											X																			
Buffalo Sabres Sponsorship																														
Buffalo Home Show																			X	X										
NEED Program								X																						
CIP Savings Card								X																						
Direct Mail								X																						

## National Fuel

Conservation Incentive Program Year V  
Proposed Media Plan 12/1/2011- 11/30/2012  
11/22/2011

MEDIA FLOWCHART		2012																													
		MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER					
		30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19
Holidays			Mother's Day			Memorial Day		Father's Day			4th of July									Labor Day					Columbus Day				Election Day		Thanksgiving
Residential:																															
Print																							X				X				
Digital																															
Non-Residential:																															
Business First																															
Print																															
Digital																															
Digital																															
Radio																															
LIURP																															
Block Leader Outreach Program																															
Social Service Organization Partnership																															
Faith Based Community Outreach																															
Additional Tactics																															
Website																															
Research																													X		
Conservation Kits																															
Brochures																															
Application Pads																															
Bill Inserts																						X									
Buffalo Sabres Sponsorship																															
Buffalo Home Show																															
NEED Program																															
CIP Savings Card																													X		
Direct Mail																															