

# Guidelines for Incentive Payments to Conversion Customers

## CASES 15-G-0382 & 13-G-0076

### Marketing and Incentives for Conversions

The Signatory Parties agree to advance marketing and incentives to encourage *customers to convert to natural gas from alternative fuels*, including Massena Electric heating customers. Conversion incentives funding shall be combined and include a total of **\$35,000 annually**. This amount will be subject to a downward-only true up, calculated cumulatively for the period from RY1 until rates are reset. No additional funding for marketing is contemplated or included. The incentive levels and details of the plan will be established collaboratively with Staff. The Company will submit a report to the Secretary with its plan within 90 days of the date of issuance of the Commission's rate order in this proceeding.

### Eligibility

The purpose of the incentive is to attract natural gas customers who will be converting from another fuel and who need a new meter set and turned on. New construction customers are not eligible for this incentive. The conversion customer can be obtained by re-activating an inactive service (reinstalling a regulator and meter, no construction required), by constructing a new gas service line, or by adding a meter to an existing meter set (manifold – the new gas load must be replacing an alternate fuel and not splitting up an existing gas load into smaller loads). Existing gas customers who add or replace a natural gas appliance are not eligible for an incentive payment.

1. **Marketing Allowance.** The Company will spend up to \$3,000 per year to market the program to Non Customers. The remaining \$32,000 will be available for customer incentives. Since this program reaches out to non-customers, use of various forms of media will be required that are not exclusive to our own customers, such as bill inserts. We will put details about the program on our website, [www.stlawrencegas.com](http://www.stlawrencegas.com). We will reach out to Massena Electric Department to see if they will permit us to provide bill inserts to their customers. We will also use newspaper ads, particularly the Free Trader (St. Lawrence County and Franklin County editions) and radio. We will inform realtors of the program and ask that they provide the information to clients who buy homes or businesses that do not currently have a gas account and are in our service territory.
2. **Application is required.** The customer must complete an application for the rebate in order for the Company to determine the level of the incentive to be paid, and for purposes of tracking both the number of people using the program and the dollars awarded and remaining. The program will be closed for the Rate Years on May 31, 2017, 2018 and 2019 or when \$35,000 allotted for each rate year has been expended.

3. **Amount of Incentive**

Natural Gas Water heater	\$150.00
Natural Gas Furnace <90% AFUE	\$300.00
Natural Gas Furnace ≥90% AFUE	\$400.00
Natural Gas Boiler <90% AFUE	\$300.00
Natural Gas Boiler ≥90% AFUE	\$400.00
Natural Gas Fireplace Insert or Stove (not gas logs)	\$150.00
Natural gas clothes Dryer or Range	\$ 75.00

4. **Limit one incentive payment per meter.** If multiple gas appliances are installed, the incentive payment will be based on the appliance which provides the largest incentive payment.
5. **Enbridge St. Lawrence Gas does not recommend specific contractors.** The customer may purchase or rent the gas equipment from a dealer of his or her choosing, or the equipment can be self-installed. The Company reserves the right to verify the installation before making the incentive payment.
6. **The Incentive will be paid to the owner of the property within 60 days after the meter has been set** and turned on, unless physical verification is required and cannot be done within 60 days. (The owner usually is the one who pays for the gas equipment and installation.)



**APPLICATION FOR CONVERSION REBATE**

Customer's Name \_\_\_\_\_

Physical Address \_\_\_\_\_

Town, Zip Code \_\_\_\_\_

Mailing Address (if different) \_\_\_\_\_

**New Gas Equipment to be installed**

Check one:

- \_\_\_\_ Natural Gas Water heater \$150.00
- \_\_\_\_ Natural Gas Furnace <90% AFUE \$300.00
- \_\_\_\_ Natural Gas Furnace ≥90% AFUE \$400.00
- \_\_\_\_ Natural Gas Boiler <90% AFUE \$300.00
- \_\_\_\_ Natural Gas Boiler ≥90% AFUE \$400.00
- \_\_\_\_ Natural Gas Fireplace Insert or Stove \$150.00  
(not gas logs)
- \_\_\_\_ Natural gas clothes Dryer or Range \$ 75.00

Brand - \_\_\_\_\_

Model # - \_\_\_\_\_

Bill Credit \_\_\_\_\_ Check \_\_\_\_\_ Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Customer Signature \_\_\_\_\_

Date approved \_\_\_\_ / \_\_\_\_ / \_\_\_\_ By: \_\_\_\_\_

**How did you learn about this conversion rebate?** (Required – select one or more)

- Radio \_\_\_\_\_ Newspaper (which one?) \_\_\_\_\_
- Enbridge St. Lawrence Gas website \_\_\_\_\_ Realtors \_\_\_\_\_
- Social Media \_\_\_\_\_ Gas Company Representative \_\_\_\_\_
- Other (please explain) \_\_\_\_\_