

Attachment SPF-1

Liberty Utilities (EnergyNorth Natural Gas) Corp. d/b/a Liberty Utilities

DG 14-041

Staff Data Requests, Set#1 – Cast Iron/Bare Steel Step Adjustment

Date Request Received: 3/27/14
Request No. Staff 1-7

Date of Response: 4/11/14
Respondent: William T. Sherry

REQUEST:

For the FY 2015 CIBS program, please describe what efforts have been, or will be, undertaken by the Company to add customers along the mains to be replaced.

RESPONSE:

Regarding the FY 2015 CIBS program, the following are efforts the Company will be taking in conjunction with gas main replacement projects in the coming year.

- Abutter Letters will be mailed to all affected residences/businesses for two purposes:
 1. Notify them of the work to be performed; including timing, reason for work, and Liberty Utilities point of contact.
 2. Remind non-customers of the opportunity to access natural gas.

- Liberty Utilities will perform a marketing test in no less than two (2) project areas.
 1. Abutment Letters will be mailed in accordance with NHPUC rules and regulations.
 2. Liberty Utilities will determine affected customers that are non-subscribers.
 3. Liberty Utilities Sales Rep will canvass two (2) test markets by placing *door hanger* advertisements on all non-subscriber residential homes and introduce Liberty Utilities Sales Rep to any affected businesses (face-to-face) to discuss the opportunity to subscribe.
 4. Market test will occur within two (2) weeks after letter mailing.

- Liberty Utilities will measure the marketing program effectiveness by:
 1. Documenting the total number of residences and businesses affected by the construction.
 2. Documenting the quantity of current subscribers affected by the construction.
 3. Documenting the quantity of non-subscribers affected by the construction.
 4. Documenting the quantity of non-subscribers converted to subscribers (Abutment Letter only).
 5. Documenting the quantity of non-subscribers converted to subscribers (Abutment Letter and Door Hanger combined).
 6. Provide analysis regarding the “lift” provided by the dual marketing campaigns