



Michael J. Sheehan, Esq.
Senior Counsel
Phone: 603-724-2135
Email: Michael.Sheehan@libertyutilities.com

December 20, 2017

Via Electronic Mail Only

Randall S. Knepper
Director, Safety Division
New Hampshire Public Utilities Commission
21 South Fruit Street, Suite 10
Concord, New Hampshire 03301-2429

Re: 2017 Marketing Report

Dear Mr. Knepper:

I write with the marketing report required by the last CIBS order, “that Liberty provide Staff with a report by the end of 2018 [sic] documenting the results of its market research conducted during the 2018 CIBS year and its plan for marketing to new customers going forward.” Order No. 26,036 at 6 (June 30, 2017). Following is the responsive information. Let me know if you have any questions.

For the 2017 CIBS campaign, Liberty sent letters to every one of the 1,419 households along the CIBS routes. The letters were sent to both current and potential customers. Of the 1,419 households who received the letters, 1,265 were already natural gas customers, so only 154 households along the 2017 CIBS routes were not customers. Thus, these routes already had a saturation rate of 89%.

Out of the 154 letters that were sent to non-customers, we received 26 responses. Eighteen of those 26 homeowners signed up to receive gas service. Seven of those meters have been turned on. The other 11 services should have meters installed by the end of 2018.

Liberty also conducted the following marketing efforts in 2017:

- 1) 150 personalized letters sent to homeowners whose streets were scheduled to be repaved;
- 2) Approximately 2,500 letters sent to potential customers adjacent to gas mains and service extension projects that were constructed in 2017;
- 3) Approximately 400 letters sent to potential on-main customers whose neighbors recently converted to natural gas;
- 4) Conducted in-person neighborhood meetings in areas where the company is trying to extend its distribution system;

- 5) Staffed a booth at the Tri City Expo trade show to conduct business-to-business marketing with potential non-residential customers, developers, builders, and trade allies; and
- 6) Produced promotional items for both commercial and residential sales representatives including door hangers, brochures, and other various handouts.

The overall sales and marketing efforts yielded impressive results. Liberty added 1,621 new customers in 2017, as compared to about 1,200 customers in 2014, 1,817 new customers in 2015, and 1,637 new customers in 2016. For reference, the predecessor company averaged about 600 new customers each year. This 2017 growth required about 12 miles of new main and 782 new services. The Company intends to engage in a similar marketing effort for the upcoming CIBS season.

Please let me know if you need any other information.

Sincerely,



Michael J. Sheehan

Cc: Alexander Speidel, Esq.