



## **Neighbor-To-Neighbor Program**

### **I. Program Summary**

The program rewards existing Bangor Gas residential customers for each new prospective lead that results in a signed service agreement and commencement of natural gas service. Residential customers who are willing to discuss their natural gas experience and, experience with the conversion process with their family, friends and neighbors are encouraged to present a personalized \$50.00 coupon to a new prospective customer. This program provides a financial reward in the form of an account credit for existing residential customers that are instrumental in convincing a new prospect to convert to natural gas.

The program should increase the number of residential natural gas customers through word of mouth advertising and testimonial type discussions between residential customers receiving natural gas and prospective customers considering switching their household appliances from existing energy types (electricity, propane and oil) to natural gas.

This program rewards an existing residential customer for actively presenting the features and benefits of natural gas to a new prospective customer. The end result of this activity is the new prospect signs a service agreement, converts their household appliance(s) to utilize natural gas and becomes a customer of Bangor Gas. To ensure that the proactive existing customers are properly rewarded, a personalized \$50.00 coupon must be presented at the time the new prospect signs a Service Agreement.

All existing residential customers or new customers who begin taking service within the cities and townships of Bangor, Brewer, Old Town, Orono and Veazie Maine are eligible to participate in this Program subject to the terms and conditions reflected in this filing. Bangor Gas intends to offer this Program until further notice.

### **II. Description of Neighbor-to-Neighbor Program**

#### Procedures:

1. A customer that is already taking gas or signs a Gas Service Agreement requests personalized credit coupons.
2. Bangor Gas provides personalized Account Credit Coupons to customer and a control sheet to keep for their records.
3. Additional Account Credit Coupons will be mailed at the customers' request.
4. A prospective customer presents a valid Account Credit Coupon to Bangor Gas containing the sponsoring customers name when the Service Agreement is signed
5. Prospective customer begins receiving natural gas service.
6. Sponsoring customer receives the \$50 account credit in their next Bangor Gas monthly bill.

### **III. Overall Program Benefits**

Bangor Gas' Neighbor To Neighbor Program will have positive effects for all Bangor Gas ratepayers. Bangor Gas must grow its customer base rapidly to ensure that quality natural gas

service is being provided at the best possible rates. The incentive program will encourage and accelerate early gas service commitments.

Bangor Gas services and the availability of natural gas will enhance the economic environment of the cities and townships of Bangor, Brewer, Old Town, Orono and Veazie Maine. This Program focuses on encouraging customers to commit to gas service, subsequently reducing utility costs for residential customers that convert their appliances to natural gas operation. Early commitment to gas service by customers will have a positive effect on overall system utilization, which has a decreasing effect on gas rates.