

Marketing Plan

RUSSELLVILLE GAS BOARD

Effective September 1, 2021

(Adopted 8/9/2021)

Chairman _____

Vice-Chairman _____

Secretary / Treasurer _____

Member _____

Member _____

Contents

1. Standard Natural Gas Metered Service (“Tier 1 - General Service”)	3
2. Low-Usage Natural Gas Metered Service (“Tier 2 – General Service”)	3
3. Natural Gas Appliance Rebate Program	5
4. Home on the Main Program	6

1. Standard Natural Gas Metered Service (“Tier 1 - General Service”)

- a. Program Requirements:
 - i. Customer location must be in our existing service area.
 - ii. Main and service line Installation costs must be feasible as determined by the Board’s General Manager or designated appointee. Excess installation costs must be paid by the customer.
 - iii. Customer appliance load must include one of the following:
 - 1. Gas water heater. This gas water heater can be either a tank or tankless model.
 - 2. Primary gas heating system (not necessarily a central furnace).
 - iv. Customer will pay the established meter deposit for the type of service required.
 - v. Customer must pay new service line connection fee and additional installation costs as determined by the RGB feasibility analysis.
 - vi. This service carries a \$10.00 per month availability charge plus any gas usage.
 - vii. Russellville Gas will install and maintain the gas system to the outlet of the meter.
 - viii. This service is billed on a monthly basis and the net amount must be paid within 15 days of billing or the gross amount applies.
 - ix. Gas service will be discontinued if not paid within 30 days of billing date.
- b. RUSSELLVILLE GAS WILL PROVIDE THE FOLLOWING SERVICES AT NO CHARGE FOR NEW NATURAL GAS METERED CUSTOMER:
 - i. Complete meter set-up.
 - ii. The gas rate for metered service will be the Russellville Gas Board’s “Tier 1 - General Service” rate.
- c. RUSSELLVILLE GAS WILL PROVIDE THE FOLLOWING SERVICES FOR EXISTING NATURAL GAS METERED CUSTOMERS:
 - i. If it is determined by RGB that a customer’s existing natural gas water heater can be repaired by reasonable means, then RGB will repair the existing gas water heater at no charge to the customer.
 - 1. Example replacing a thermocouple.

2. Low-Usage Natural Gas Metered Service (“Tier 2 – General Service”)

- a. Program Requirements:
 - i. Customer location must be in our existing service area.
 - ii. Main and service line Installation costs must be feasible as determined by the Board’s General Manager or designated appointee.
 - iii. Customer will pay the established meter deposit for type of service required.
 - iv. Customer must pay new service line connection fee and additional installation costs as determined by the RGB feasibility analysis.
 - v. This service carries a \$25.00 per month availability charge plus any gas usage.

- vi. Russellville Gas will install and maintain the gas system to the outlet of the meter.
 - vii. This service is billed on a monthly basis and the net amount must be paid within 15 days of billing or the gross amount applies.
 - viii. Gas service will be discontinued if not paid within 30 days of billing date.
- b. RUSSELLVILLE GAS WILL PROVIDE THE FOLLOWING SERVICES AT NO CHARGE FOR NEW NATURAL GAS METERED CUSTOMER:
- i. Complete meter set-up.
 - ii. The gas rate for metered service will be the Russellville Gas Board's "Tier 2 - General Service" rate.

3. Natural Gas Appliance Rebate Program

It is the intent and desire of Russellville Gas Board (RGB) to offer the following program to assist natural gas customers in switching their appliances to a safe, economical, environmentally friendly energy source:

- a. Program Requirements:
 - i. Rebate recipient must be a current RGB natural gas customer.
 - ii. Rebates apply to new installations or replacements of the natural gas appliances listed below.
 - iii. Rebates apply to purchases and installations of new natural gas appliances only.
 - iv. Rebate recipient must provide appliance proof of purchase and installation (i.e. receipt, paid invoice, service order, etc.).
 - v. Rebate requests must be submitted to RGB within one year of new appliance purchase and installation date.
 - vi. All appliance installations must be verified and inspected by RGB prior rebate issuance.
 - vii. Appliances must be installed in the customer’s primary dwelling unit.
 - viii. All rebates require a signed NATURAL GAS APPLIANCE REBATE REIMBURSEMENT AGREEMENT.

- b. Natural Gas Appliance Rebates
 - i. Primary Home Heating Units (Gas Furnace) \$800
 - ii. Water Heaters (Tank or Tankless) \$500
 - iii. Clothes Dryers \$100
 - iv. Ranges / Ovens \$100
 - v. Space Heaters Up to \$300 per heater,
Maximum of \$600
per service location

**Service locations with central heating system(s) do not qualify for this rebate. Heater must have rating of 18,000 BTUs or more.*

4. Home on the Main Program

It is the intent and desire of Russellville Gas Board (RGB) to offer the following program to assist new customers in switching to a safe, economical, environmentally friendly energy source:

a. Program Requirements:

- i. If there is an existing RGB active gas service line available at the new customer’s proposed service location.
 1. Available means, an existing RGB active service line of adequate size and suitably, as determined by RGB, located to provide the necessary natural gas service to the requested site.
- ii. Service location must meet the RGB Standard Natural Gas Metered Service program requirements (i.e. must have natural gas water heater or natural gas primary heating appliance, etc.)
- iii. Meter at proposed service location must be off for a minimum of one year prior to starting new natural gas service and participating in this program.
- iv. Rebates apply to new installations or replacements of the natural gas appliances listed below.
- v. Rebates apply to purchases and installations of new natural gas appliances only.
- vi. Rebate recipient must provide appliance proof of purchase and installation (i.e. receipt, paid invoice, service order, etc.).
- vii. Rebate requests must be submitted to RGB within one year of new appliance purchase and installation date.
- viii. All appliance installations must be verified and inspected by RGB prior rebate issuance.
- ix. Any account that the natural gas service was discontinued due to non-pay does not qualify for this program.
- x. Appliances must be installed in a customer’s primary dwelling unit.
- xi. All rebates require a signed NATURAL GAS APPLIANCE REBATE REIMBURSEMENT AGREEMENT.

b. Natural Gas Appliance Rebate

i.	Primary Home Heating Units (Gas Furnace)	\$1500
ii.	Water Heaters (Tank or Tankless)	\$600
iii.	Clothes Dryers	\$150
iv.	Ranges / Ovens	\$150
i.	Space Heaters*	Up to \$600 per heater, Maximum of \$1,200 per service location

**Service locations with central heating system(s) do not qualify for this rebate. Heater(s) must have a rating of 18,000 BTUs or more.*