

Missouri Gas Energy,
a Division of Southern Union Company

For: All Missouri Service Areas

PROMOTIONAL PRACTICES

PP

REBUILD JOPLIN: EXPERIMENTAL PILOT PROGRAM FOR RESIDENTIAL AND SGS NATURAL GAS ENERGY EFFICIENCY INCENTIVES

A. Purpose

The Rebuild Joplin Program is designed to assist tornado victims, encourage rebuilding efforts, and promote energy efficiency in the tornado-impacted areas in and around Joplin, Missouri by offering increased appliance incentives through MGE's energy efficiency program.

B. Definitions

Administrator: MGE may administer the Rebuild Joplin Program in-house and/or in partnership with contracted vendors (as necessary).

Participant:

- Existing or prospective MGE customers served under the Residential or SGS rate classes in Jasper and Newton Counties.
- Builders and/or contractors who build or repair structures that are or will be served under MGE's Residential or SGS rate classes in Jasper and Newton Counties.

C. Availability

The Rebuild Joplin Program is available to Participants who purchase and install a natural gas space heating or water heating appliance that meets Energy Star® criteria (where applicable) through December 31, 2012 or as long as authorized funds are available, whichever occurs first. Participants are eligible to receive the following incentives:

- \$ 50 for tank water heater greater than or equal to .62 but less than .67 EF
- \$125 for tank water heater greater than or equal to .67 but less than .80 EF
- \$400 for a .80 EF or greater condensing tank water heater or .82 or greater EF tankless water heater
- \$400 for a natural gas furnace greater than or equal to .90 but less than .96 AFUE
- \$600 for natural gas furnace .96 AFUE or higher.
- \$450 for a combination furnace/water heater that meets Energy Star® criteria.
- \$400 for a natural gas boiler system that meets Energy Star® criteria.
- \$ 25 for a programmable thermostat if purchased in conjunction with a space heating system.

D. PROGRAM FUNDING

The Rebuild Joplin Program, along with MGE's other energy efficiency initiatives, will be funded in accordance with the Commission's Report and Order issued in GR-2009-0355 and will be subject to adjustment as provided therein. A maximum of \$1,000,000 of such funding may be applied to the Rebuild Joplin Program and the Rebuild Joplin Energy Star New Homes Program in the aggregate (including incentives, administrative expenses, promotions/advertising, and such other Program costs) through December 31, 2012 or as long as authorized funds are available, whichever occurs first. The Energy Efficiency Collaborative will monitor expenditures made for the Rebuild Joplin program, pursuant to reports to be provided by MGE, and may recommend increasing the \$1,000,000 cap on program funding for consideration by the Commission. Expenditures for the Rebuild Joplin program may be deferred and treated as a regulatory asset and ratemaking treatment of such deferred amounts will be considered in MGE's next general rate proceeding.

DATE OF ISSUE	November 9 2011	DATE EFFECTIVE	December 9 2011
	month day year		month day year

ISSUED BY: Michael R. Noack

Director, Pricing and Regulatory Affairs
Missouri Gas Energy, Kansas City, MO. 64111

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E. ENERGY EFFICIENCY COLLABORATIVE

The Energy Efficiency Collaborative (EEC), which was formed in Case No. GT-2008-0005 and continued in Case No. GR-2009-0355, will provide oversight for the implementation of this Rebuild Joplin Program.

F. OTHER CONDITIONS:

MGE will submit reports on a quarterly basis (due within 45 days from the end of the quarter) to the EEC. These reports will detail the cost and participation in the program. The following information will be included in the quarterly reports:

- a. The total number of incentive requests and the number of incentive requests approved;
- b. The dollars spent on incentives, evaluation, administrative expenses and promotion/advertising;
- c. Number and type of any complaints received and the resolution of the complaints; and

A detailed post-implementation evaluation the Rebuild Joplin Program shall be completed within six (6) months of the end of the Program's termination date. This evaluation will be funded by energy efficiency program funds. Where feasible, this review will include both process evaluations and cost effectiveness (impact) evaluations.

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