

199—28.5(476) Program announcements.**28.5(1) Distribution and approval.**

a. Participating utilities shall send a program announcement to each eligible customer within six months after electing to participate in the supplemental plan.

b. The program announcement shall be sent out every two years after the initial mailing until January 1, 1985.

c. Each new customer shall receive a program announcement within 60 days of becoming a new customer, and every two years thereafter until January 1, 1985.

d. In order to minimize the number of duplicate announcements, the participating utility will not be required to send announcements to those customers who are eligible under the I-SAVE conservation plan for covered utilities.

e. All program announcements must be submitted for approval to the Iowa utilities board prior to distribution.

f. The energy audits may be offered to customers on a conditional nondiscriminate basis. All customers who receive a conditional offer of any audit must receive an unconditional offer of an audit within two years.

g. The calculation procedures for the cost and savings estimates contained in the program announcement will be approved by the Iowa utilities board. This will ensure that all program announcements in the state will be consistent.

h. All estimates in the program announcement will be based on recent prices and appropriate climatological data for the state.

28.5(2) Content. The content of the program announcement shall contain the following elements, at a minimum:

a. A list of all program and state measures with an estimate of savings in energy costs, which are likely to be produced in one year, expressed in ranges of dollars or percentages.

b. A list of all energy conserving practices, a statement that they are of low or no cost, and an estimate of savings in energy costs, which are likely to be produced in one year, expressed in ranges of dollars or percentages and a statement to the effect that the total energy savings may be less than the sum of the cost savings projected for the individual measures.

c. An offer and description of the program audit; installation arrangement service; financing arrangement service; and contractor, lender and supplier lists.

The description of each service shall include information on how a customer may obtain each service, the direct cost, if any, and the scope of benefits included in that service. For rate-regulated utilities, the direct cost to the consumer for the program audit and related service shall not exceed \$15.

d. Inclusion of the following disclosure or its equivalent: "Energy savings depend on many factors. The estimates contained in the announcement are based on estimates for typical houses. Your costs and savings will be different if your house is a different size or type, if your family is a different size or if your energy using habits are different from those we assumed. The energy audit which we offer will provide more specific estimates for your house."

e. A brief explanation of the benefits of the federal and state energy credits; and

f. A brief description of the benefits of the weatherization assistance program for low income persons, 10 CFR Part 440, and a brief description of who is eligible for such assistance.

g. No advertising for sale, installation, or financing by any supplier, contractor or lender of any energy conservation measure, renewable resource measure, state measure or energy conserving practice. If a participating REC or municipal utility finances the sale or installation of such measures or practices, the program announcement may so state.

h. No information regarding any product which is not an energy conservation measure, a renewable resource measure, state measure or any energy conservation practice may be included in the program announcement.