

199—16.7(476) Filing of promotional practices.

16.7(1) Each public utility subject to rate regulation shall file with the board written documentation describing any proposed new promotional practice as defined in the board's uniform system of accounts no less than 30 days prior to the practice's expected implementation. All practices for which the costs are to be charged to account 424 (electric and gas) shall be set forth. The accounts currently being charged with these practices shall be so listed. The company shall show the following data for each promotional practice.

- a.* The name, number, or letter designation of each such promotional practice.
- b.* The class of persons to which such promotional practice is being offered or granted.
- c.* Whether such promotional practice is being uniformly offered or granted to the persons within such class.
- d.* A description of such promotional practice, which shall include a statement of the terms and conditions governing same.
- e.* A description of the advertising or publicity employed with respect to such promotional practice.
- f.* If such promotional practice is offered or granted, in whole or in part, by an affiliate or other person, the identity of such affiliate or person and the nature of such party's participation shall be disclosed.
- g.* The expiration date of the practice, if known, or an estimated date.
- h.* Other information relevant to a complete understanding of such promotional practice.
- i.* The date or estimated date of the beginning of such promotional practices.

16.7(2) Any promotional practice, or program which includes a promotional practice, designed to develop or implement programs that promote energy efficiency and are part of the utility's energy efficiency plan developed pursuant to 199—Chapter 35 shall be deemed not to be a promotional practice for purposes of this rule and shall be exempt from the requirements of this rule.

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