

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

EAST KENTUCKY POWER COOPERATIVE)
INC.'S FILING TO RESUME THE DEMAND-)
SIDE MANAGEMENT DEMONSTRATION) CASE NO. 2007-00553
PROJECT FOR DIRECT LOAD CONTROL OF)
WATER HEATERS AND AIR CONDITIONERS)

FIRST DATA REQUEST OF COMMISSION STAFF TO
EAST KENTUCKY POWER COOPERATIVE, INC.

East Kentucky Power Cooperative, Inc. ("EKPC"), pursuant to 807 KAR 5:001, is to file with the Commission the original and six copies of the following information, with a copy to all parties of record. The information requested herein is due on or before February 15, 2008. Responses to requests for information shall be appropriately bound, tabbed and indexed. Each response shall include the name of the witness responsible for responding to the questions related to the information provided.

Each response shall be answered under oath or, for representatives of a public or private corporation or a partnership or association or a governmental agency, be accompanied by a signed certification of the preparer or person supervising the preparation of the response on behalf of the entity that the response is true and accurate to the best of that person's knowledge, information, and belief formed after a reasonable inquiry.

EKPC shall make timely amendment to any prior responses if it obtains information which indicates that the response was incorrect when made or, though

correct when made, is now incorrect in any material respect. For any requests to which EKPC fails or refuses to furnish all or part of the requested information, EKPC shall provide a written explanation of the specific grounds for its failure to completely and precisely respond.

Careful attention should be given to copied material to ensure that it is legible. When the requested information has been previously provided in this proceeding in the requested format, reference may be made to the specific location of that information in responding to this request. When applicable, the requested information shall be separately provided for total company operations and jurisdictional operations.

1. Has EKPC developed marketing materials in anticipation of promoting this project as a permanent program? If yes, provide copies of the marketing materials.

2. Explain the process through which Good Cents Solutions was chosen as the administrator of the project. If there was an RFP involved in the selection process, provide the estimates submitted by all respondents.

3. Explain whether there has been any indication from EKPC's Member Systems or those Members' customers that there is interest in participating in this program. Identify the Member Systems that have expressed an interest in this program in addition to the current participants.

4. Explain how the incentive would be paid to residential participants living in a multi-family residence.

5. Refer to Section III Key Assumptions, page 1 of the report outlining the results of this project, filed on December 20, 2007. How did EKPC arrive at the

assumption of 50,000 participants? Include all necessary calculations and workpapers used by EKPC to make the assumption.

A handwritten signature in black ink, consisting of several overlapping loops and a horizontal line at the bottom.

Beth O'Donnell
Executive Director
Public Service Commission
P. O. Box 615
Frankfort, KY 40602

DATED February 1, 2008

cc: All Parties