

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

JOINT APPLICATION PURSUANT TO 1994 HOUSE)
BILL NO. 501 FOR THE APPROVAL OF KENTUCKY)
POWER COMPANY COLLABORATIVE DEMAND-)
SIDE MANAGEMENT PROGRAMS, AND FOR)
AUTHORITY TO RECOVER COSTS, NET LOST)
REVENUES AND RECEIVE INCENTIVES) CASE NO. 2010-00095
ASSOCIATED WITH THE IMPLEMENTATION OF)
ONE NEW RESIDENTIAL, ONE COMBINED)
RESIDENTIAL/COMMERCIAL, AND ONE)
COMMERCIAL DEMAND-SIDE MANAGEMENT)
PROGRAM BEGINNING JANUARY 1, 2010)

INITIAL DATA REQUEST OF COMMISSION STAFF
TO KENTUCKY POWER COMPANY

Kentucky Power Company ("Kentucky Power"), pursuant to 807 KAR 5:001, is to file with the Commission the original and five copies of the following information, with a copy to all parties of record. The information requested herein is due on or before April 23, 2010. 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.

Kentucky Power shall make timely amendment to any prior response 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 request to which Kentucky Power fails or refuses to furnish all or part of the requested information, Kentucky Power 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. Refer to Kentucky Power's application of February 26, 2010. In Tab 1, Residential Efficient Products Program paragraph 1, Kentucky Power refers to "special sales events." Provide a description of the events.

2. Refer to Tab 1, Section 6 of the application, titled "Implementation Plan." It is noted that, rather than having mail-in rebate and claim forms, the qualifying product would be listed at a lower retail price or marked down automatically at the point of sale. At the end of every month, the retailer would provide a point-of-sale report and would be reimbursed for the discount provided on each unit it has sold.

- a. How are potential "select retailers" identified?
- b. Describe the content of and provide a copy of the monthly report.
- c. Describe the procedures that will be in place to ensure the accountability of the program.

d. Will the company track who has purchased the residential efficient products and where they are installed? If yes, explain how.

e. What are the sales tax consequences associated with this program?

f. If there are any sales tax consequences as a result of this program, who will be responsible for addressing such consequences?

3. Refer to Tab 1, Section 9 of the application, titled "Annual Budget." Provide a copy of the cited Market Potential Study performed by Summit Blue Consulting, LLC.

4. Refer to Tab 1, Section 10 of the application, titled "Expected Savings/Benefits." Provide an explanation of how energy savings per year are calculated for all the proposed programs.

5. Provide any calculations involved with the cost/benefit analysis results provided for each proposed program.

6. Refer to Tab 2, Commercial High Efficiency Heat Pump/Air Conditioner Program. Section 6A mentions promoting the program by other "expeditious means."

a. Provide examples of other "expeditious means" of promoting the program.

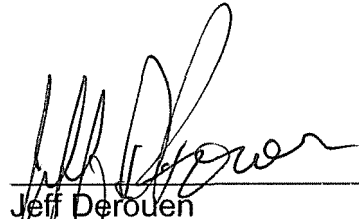
b. Identify what procedures are in place to ensure fair and equitable distribution of the program's funding to customers, dealers, and vendors.

7. The commercial efficiency heat pump program does not contain a cost/benefit analysis.

- a. Explain why no cost/benefit analysis is provided for this program.
- b. If available, please provide a cost/benefit analysis for this program

with supporting documentation.

8. Refer to Tab 3, Section 6 of the application, titled "Implementation Plan," Section A. Explain the process for selecting those HVAC dealers with whom relationships are to be developed.



Jeff Derouen
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Public Service Commission
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DATED APR - 9 2010

cc: Parties of Record

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