

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

JOINT APPLICATION OF LOUISVILLE GAS AND )  
ELECTRIC COMPANY AND KENTUCKY )  
UTILITIES COMPANY FOR REVIEW, )  
MODIFICATION, AND CONTINUATION OF ) CASE NO. 2014-00003  
EXISTING, AND ADDITION OF NEW, DEMAND- )  
SIDE MANAGEMENT AND ENERGY- )  
EFFICIENCY PROGRAMS )

NOTICE OF FILING

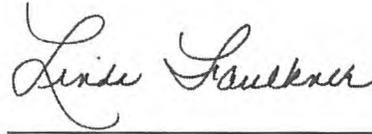
Notice is given to all parties that the following materials have been filed into the record of this proceeding:

- The digital video recording of the evidentiary hearing conducted on September 3, 2014 in this proceeding;
- Certification of the accuracy and correctness of the digital video recording;
- All exhibits introduced at the evidentiary hearing conducted on September 3, 2014 in this proceeding;
- A written log listing, *inter alia*, the date and time of where each witness' testimony begins and ends on the digital video recording of the evidentiary hearing conducted on September 3, 2014.

A copy of this Notice, the certification of the digital video record, hearing log, and exhibits have been electronically served upon all persons listed at the end of this Notice. Parties desiring an electronic copy of the digital video recording of the hearing in Windows Media format may download a copy at: [http://psc.ky.gov/av\\_broadcast/2014-00003/2014-00003\\_03Sep14\\_Inter.aspx](http://psc.ky.gov/av_broadcast/2014-00003/2014-00003_03Sep14_Inter.aspx). Parties wishing an annotated digital video

recording may submit a written request by electronic mail to [pscfilings@ky.gov](mailto:pscfilings@ky.gov). A minimal fee will be assessed for a copy of this recording.

Done at Frankfort, Kentucky, this 16<sup>th</sup> day of September 2014.

A handwritten signature in cursive script that reads "Linda Faulkner".

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COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

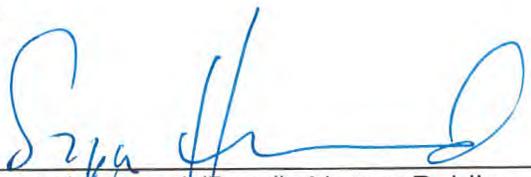
JOINT APPLICATION OF LOUISVILLE GAS AND )  
ELECTRIC COMPANY AND KENTUCKY UTILITIES ) CASE NO. 2014-00003  
COMPANY FOR REVIEW, MODIFICATION, AND )  
CONTINUATION OF EXISTING, AND ADDITION OF )  
NEW, DEMAND-SIDE MANAGEMENT AND ENERGY- )  
EFFICIENCY PROGRAMS )

CERTIFICATE

I, Sonya Harward, hereby certify that:

1. The attached DVD contains a digital recording of the Hearing conducted in the above-styled proceeding on September 3, 2014. Hearing Log, Exhibits, Exhibit List, and Witness List are included with the recording on September 3, 2014.
2. I am responsible for the preparation of the digital recording.
3. The digital recording accurately and correctly depicts the Hearing of September 3, 2014.
4. The "Exhibit List" attached to this Certificate correctly lists all Exhibits introduced at the Hearing of September 3, 2014.
5. The "Hearing Log" attached to this Certificate accurately and correctly states the events that occurred at the Hearing of September 3, 2014 and the time at which each occurred.

Given this 12<sup>th</sup> day of September, 2014.

  
\_\_\_\_\_  
Sonya Harward (Boyd), Notary Public  
State at Large  
My commission expires: August 27, 2017



# Session Report - Detail

2014-00003\_3Aug2014

## Louisville Gas and Electric and Kentucky Utilities

Date:	Type:	Location:	Department:
9/3/2014	Demand Side Management	Public Service Commission	Hearing Room 1 (HR 1)

Judge: David Armstrong; Linda Breathitt; Jim Gardner  
 Witness: Robert Conroy - LG&E and KU; Michael Hornung - LG&E and KU; David Huff - LG&E and KU; Tim Woolf - for Sierra Club  
 Clerk: Sonya Harward

Event Time	Log Event
9:34:57 AM	Session Started
9:35:00 AM	Session Paused
10:05:08 AM	Session Resumed
10:05:12 AM	Chairman David Armstrong - Introductions Note: Harward, Sonya Introduces Vice Chairman Jim Gardner and Commissioner Linda Breathitt.
10:05:38 AM	Atty. Kendrick Riggs for Louisville Gas & Electric Company and Kentucky Utilities Company Note: Harward, Sonya Accompanied by Atty. Duncan Crosby and Atty. Allyson Sturgeon
10:06:00 AM	Atty. Jill Tauber for Sierra Club Note: Harward, Sonya Accompanied by Atty. Joe Childers and Atty. Matthew Gerhart
10:06:23 AM	Atty. Angela Goad for the Attorney General Note: Harward, Sonya Accompanied by Atty. Larry Cook
10:06:29 AM	Atty. Derrick Williamson for Wal-Mart Stores East and Sam's East Note: Harward, Sonya Accompanied by Atty. Don Parker
10:06:34 AM	Camera Lock Deactivated
10:06:45 AM	Atty. Mike Hurtz for Kentucky Industrial Utilities Company
10:06:53 AM	Atty. Tom Fitzgerald for Metropolitan Housing Coalition
10:07:01 AM	Atty. Lisa Kilkelly with Legal Aid Society for Association of Community Ministries, Inc. (ACM)
10:07:08 AM	Atty. Iris Skidmore for Community Action Council for Lexington-Fayette, Bourbon, Harrison, and Nicholas Counties, Inc. (CAC)
10:07:24 AM	Atty. Jeb Pinney for the PSC Note: Harward, Sonya Accompanied by Bob Russell, Errol Wagner, Matthew Baer, and Jeff Johnson
10:07:46 AM	Atty Riggs - Comment Note: Harward, Sonya Addressing the letter the PSC sent in this case regarding the PSC's General Counsel, Richard Raff, and his wife working for the Kentucky Resource Council. KU and LG&E are aware of and have no problem with this issue.
10:08:33 AM	Chairman Armstrong - Calls for Public Comment
10:09:18 AM	Atty. Pinney Note: Harward, Sonya Confirms that proper notice has been given.
10:09:22 AM	No Outstanding Motions
10:09:29 AM	Witness David Huff takes the stand and is sworn in. Note: Harward, Sonya Director of Customer Energy Efficiency and Smart Grid Strategy for LG&E and KU
10:10:36 AM	Direct Exam of Witness Huff by Atty. Riggs Note: Harward, Sonya Witness accepts all pre-filed testimony as still accurate.
10:10:58 AM	Atty. Gerhart Cross Exam of Witness Huff
10:12:14 AM	Atty. Gerhart to Witness Huff Note: Harward, Sonya Asking about programs for industrial customers.

10:14:49 AM	Atty. Gerhart to Witness Huff Note: Harward, Sonya	Referencing Testimony of Tim Woolf (provided to witness by Atty. Riggs), page 36, lines 6-10, regarding a study.
10:16:48 AM	Atty. Gerhart to Witness Huff Note: Harward, Sonya	Referencing in general the Witness's Rebuttal Testimony, regarding his response to Mr. Woolf about energy efficiency programs for industrial customers.
10:21:03 AM	SC - Exhibit 1 Note: Harward, Sonya	LG&E/KU's Response to Wallace McMullen and Sierra Club's Initial Request for Information, dated Feb. 17, 2014, Question 17.
10:21:18 AM	Commissioner Breathitt Note: Harward, Sonya	Interjects a few questions for clarification about various types of tests.
10:22:57 AM	Atty. Gerhart to Witness Huff Note: Harward, Sonya Note: Harward, Sonya	Asking about response to 17.e. of SC - Exhibit 1 to this hearing. Asking about response to 17.c. of SC - Exhibit 1 to this hearing.
10:24:35 AM	SC - Exhibit 2 Note: Harward, Sonya	LG&E/KU's Response to Wallace McMullen and Sierra Club's Supplemental Request for Information, dated Mar. 20, 2014, Question 8.
10:28:45 AM	Atty. Gerhart to Witness Huff Note: Harward, Sonya	Asking when results to the survey (Sierra Club - Exhibit 2 to this hearing) was available to the companies.
10:30:02 AM	Atty. Gerhart to Witness Huff Note: Harward, Sonya	Asking how customers were selected for the survey (Sierra Club - Exhibit 2 to this hearing).
10:33:24 AM	Atty. Gerhart to Witness Huff Note: Harward, Sonya	Asking about industry standards for determining when to offer programs for industrial customers.
10:34:21 AM	Atty. Gerhart Note: Harward, Sonya	Hands out 2 workpapers titled Source: Attachment to LG&E and KU Response to Sierra Club DR 2-8
10:35:47 AM	Atty. Gerhart to Witness Huff Note: Harward, Sonya	Referencing Sierra Club - Exhibit 2 to this hearing.
10:39:02 AM	Atty. Gerhart to Witness Huff Note: Harward, Sonya	Referencing workpapers previously handed out.
10:43:20 AM	Objection by Atty. Riggs Note: Harward, Sonya	Question has been asked numerous times and is not part of the application.
10:43:35 AM	Atty. Gerhart Note: Harward, Sonya	Clarifying his line of questioning.
10:45:12 AM	Atty. Gerhart to Witness Huff Note: Harward, Sonya	Continuing to question about numbers from the survey regarding those that would participate in programs if offered.
10:49:51 AM	Atty. Gerhart to Witness Huff Note: Harward, Sonya	Referencing Witness's Rebuttal Testimony, page 3, lines 7 and 8.
10:55:02 AM	Atty. Gerhart to Witness Huff Note: Harward, Sonya	Referencing Sierra Club - Exhibit 1 to this hearing, question and response to 17.a.
10:57:50 AM	Atty. Gerhart to Witness Huff Note: Harward, Sonya	Continuing to question Witness about regulations that would or would not allow for programs for industrial customers.
10:59:40 AM	Atty. Kurtz Cross Exam of Witness Huff Note: Harward, Sonya	Referencing survey in Sierra Club - Exhibit 2 to this hearing.

11:04:44 AM	Atty. Kurtz to Witness Huff Note: Harward, Sonya	Referencing Testimony of Tim Woolf, page 36, starting at line 13.
11:09:41 AM	Atty. Kurtz to Witness Huff Note: Harward, Sonya	Asking about LG&E and KU's customers wasting or using electricity efficiently.
11:12:00 AM	Atty. Kurtz to Witness Huff Note: Harward, Sonya	Asking about the companies helping customers who need assistance with making their homes more energy efficient.
11:13:08 AM	Atty. Fitzgerald Cross Exam of Witness Huff	
11:13:37 AM	Atty. Fitzgerald to Witness Huff Note: Harward, Sonya	Asking about the goals of the program that are being addressed in this case.
11:16:58 AM	Atty. Fitzgerald to Witness Huff Note: Harward, Sonya	Continuing to ask about non-participants benefiting from the programs.
11:19:43 AM	Atty. Fitzgerald to Witness Huff Note: Harward, Sonya	Referencing KRS 278.285, and provided a copy to the Witness. Asking particularly about KRS 278.285(3).
11:22:04 AM	Atty. Fitzgerald to Witness Huff Note: Harward, Sonya	Referencing Sierra Club - Exhibit 1 to this hearing, regarding an exclusion to KRS 278.285(3).
11:24:12 AM	Atty. Fitzgerald to Witness Huff Note: Harward, Sonya	Referencing Sierra Club - Exhibit 2 to this hearing, regarding number of industrial customers.
11:26:04 AM	Atty. Riggs - Interjection Note: Harward, Sonya	Stated that Mr. Hornung should answer this line of questioning because he sponsored the response.
11:28:39 AM	Atty. Fitzgerald to Witness Huff Note: Harward, Sonya	Asking about Kentucky Pollution Prevention Center.
11:30:43 AM	Atty. Fitzgerald to Witness Huff Note: Harward, Sonya	Asking about the Advanced Metering System, and what the companies are asking of the PSC.
11:32:59 AM	Atty. Fitzgerald to Witness Huff Note: Harward, Sonya	Referencing the companys' response to the AG's data request, Item 10.
11:37:48 AM	Witness Huff Note: Harward, Sonya	Referencing Exhibit DH-4 to the Witness's Testimony.
11:40:08 AM	Atty. Fitzgerald to Witness Huff Note: Harward, Sonya	Asking about TOD pricing.
11:42:37 AM	Atty. Fitzgerald to Witness Huff Note: Harward, Sonya	Asking about flat rate for customers eligible for the AMS program.
11:43:38 AM	Atty. Fitzgerald to Witness Huff Note: Harward, Sonya	Asking about the AMS program being available to only 10,000 customers and if this is discriminatory.
11:46:28 AM	Atty. Fitzgerald to Witness Huff Note: Harward, Sonya	Asking if research was done to determine how many low income and fixed income customers have access to the internet.
11:47:16 AM	Atty. Riggs Note: Harward, Sonya	Requests a break.
11:47:35 AM	Break	
11:47:37 AM	Session Paused	
11:58:33 AM	Session Resumed	
11:58:53 AM	Atty. Pinney Cross Exam of Witness Huff	

11:59:00 AM	Atty. Pinney to Witness Huff Note: Harward, Sonya	Asking about Kentucky Pollution Prevention Center and on the same page of the Witness's Testimony he makes reference to Kentucky E3.
12:00:23 PM	Atty. Pinney to Witness Huff Note: Harward, Sonya	Asking questions about the AMS program and equipment required.
12:01:38 PM	Atty. Pinney to Witness Huff Note: Harward, Sonya	Asking Witness to compare the pre-paid meter program to the AMS program.
12:04:14 PM	Atty. Pinney to Witness Huff Note: Harward, Sonya	Asking if AMS program, as proposed, is cost effective.
12:05:54 PM	Atty. Pinney to Witness Huff Note: Harward, Sonya	Asking how companies arrived at 5,000 advanced meters per company.
12:07:37 PM	Atty. Pinney to Witness Huff Note: Harward, Sonya	Asking about EPA 111.d. regulations and if there are programs that will become irrelevant or that may assist in meeting the requirements.
12:09:01 PM	Vice Chairman Gardner to Atty. Fitzgerald Note: Harward, Sonya	Asking where in the testimony he found the number of commercial customers.
12:09:26 PM	Vice Chairman Cross Exam of Witness Huff Note: Harward, Sonya	Asking how many customers the companies have.
12:09:41 PM	Vice Chairman Gardner to Witness Huff Note: Harward, Sonya	Asking about classification and if industrial customers are tracked by electricity usage or by number of employees.
12:11:40 PM	Vice Chairman Gardner to Witness Huff Note: Harward, Sonya	Asking if any of the proposed programs measures cause increase in energy usage.
12:14:49 PM	Vice Chairman Gardner to Witness Huff Note: Harward, Sonya	Asking if Witness is aware of programs in other states 1) where there is not an opt-out provision in industry and 2) that classify industry by amount of energy used.
12:16:49 PM	Vice Chairman Gardner to Witness Huff Note: Harward, Sonya	Asking how companies respond if an industrial customer asks about energy efficiency.
12:21:42 PM	Vice Chairman Gardner to Witness Huff Note: Harward, Sonya	Asking about cost of the potential study being in the range of \$400,000 to \$450,000, and it going through the DSM surcharge and how it was split between commercial and residential customers.
12:24:45 PM	Vice Chairman Gardner to Witness Huff Note: Harward, Sonya	Asking about the AMS program and how effectiveness or success is going to be measured.
12:28:54 PM	Vice Chairman Gardner to Witness Huff Note: Harward, Sonya	Asking about real-time information and the cost, and if someone will be able to later add this service to their meter.
12:31:45 PM	Vice Chairman Gardner to Witness Huff Note: Harward, Sonya	Asking about the point of having real-time information if it is not used.
12:34:17 PM	Vice Chairman Gardner to Witness Huff Note: Harward, Sonya	Referencing Witness's Rebuttal Testimony regarding welcoming the assistance of ACM to identify and enroll low income participants in these programs.
12:35:33 PM	Commissioner Breathitt Cross Exam of Witness Huff	

12:35:49 PM	Commissioner Breathitt to Witness Huff Note: Harward, Sonya	Asking whose idea it was for the AMS program, and if it is a pilot or a program that can grow.
12:37:50 PM	Commissioner Breathitt to Witness Huff Note: Harward, Sonya	Asking if meters are two-way and for Witness to explain what two-way communications means.
12:39:06 PM	Commissioner Breathitt to Witness Huff Note: Harward, Sonya	Asking if meters can be enhanced to become 3-way.
12:40:09 PM	Commissioner Breathitt to Witness Huff Note: Harward, Sonya	Asking about the RFP.
12:41:22 PM	Commissioner Breathitt to Witness Huff Note: Harward, Sonya	Asking for clarification on response given to Atty. Pinney about cost effectiveness.
12:42:54 PM	Chairman Armstrong Cross Exam of Witness Huff Note: Harward, Sonya	Asking if companies plan to use the AMS in the operations of their companies.
12:44:15 PM	Chairman Armstrong to Witness Huff Note: Harward, Sonya	Asking about meters replacing meter readers and thus those employees losing their jobs.
12:49:36 PM	Atty. Riggs Re-Direct Exam of Witness Huff	
12:50:00 PM	Atty. Riggs to Witness Huff Note: Harward, Sonya	Asking about vendors being chosen at this time for the DSM program and when the company will enter into those contracts.
12:52:05 PM	Atty. Pinney Re-Cross Exam of Witness Huff Note: Harward, Sonya	Asking if company will retain the data concerning how many times a customer accesses their information.
12:53:30 PM	Witness Huff dismissed from the stand.	
12:53:39 PM	Break for lunch.	
12:53:44 PM	Session Paused	
2:01:17 PM	Session Resumed	
2:01:19 PM	Atty. Riggs - Comment Note: Harward, Sonya	Next witness will be Sierra Club's Tim Woolf.
2:01:26 PM	Camera Lock Deactivated	
2:02:26 PM	Witness Tim Woolf takes the stand and is sworn in. Note: Harward, Sonya	Witness for Sierra Club, Vice President of Synapse Energy Economics
2:03:28 PM	Atty. Tauber Direct Exam of Witness Woolf Note: Harward, Sonya Note: Harward, Sonya Note: Harward, Sonya	Witness has changes to his testimony consisting of two small typos. Typo, page 14, lines 19-20, RIM should replace participant. Typo, page 39, lines 22-23, line ends without a period...fixed this sentence.
2:05:21 PM	Atty. Riggs Cross Exam of Witness Woolf	
2:06:20 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Asking about his employment, the Synapse company, and other areas about his work.
2:09:29 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Referencing Witness's Testimony, page 2, line 25.
2:12:41 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Referencing Exhibit TW-1 of Witness's Testimony.
2:15:55 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Referencing Witness's Testimony, page 2, line 25.
2:17:00 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Asking if Witness has conducted an original benefit cost analysis.
2:20:32 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Referencing Witness's Testimony, page 8, line 18.

2:21:47 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Referencing Witness's Testimony, page 9, lines 21-24.
2:25:36 PM	Atty. Tauber - Objection Note: Harward, Sonya	Copies should be provided if an Order is going to be quoted.
2:25:52 PM	KU/LG&E - Exhibit 1 Note: Harward, Sonya	Copy of Order in Case No. 2008-00408, Consideration of the New Federal Standards of the Energy Independence and Security Act of 2007, dated July 24, 2012.
2:27:45 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Referencing KU/LG&E Exhibit 1 to this hearing, page 8.
2:30:09 PM	Atty. Tauber - Objection Note: Harward, Sonya	Mischaracterization of the Witness's testimony.
2:30:48 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Asking Witness about his representation of the Order in CN 2008-00408, KU/LG&E - Exhibit 1 to this hearing.
2:31:08 PM	Atty. Tauber - Objection Note: Harward, Sonya	Again, mischaracterization of the Witness's testimony.
2:31:09 PM	Chairman Armstrong - Overuled Objection	
2:31:50 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Referencing the Commission's Intergrated Resource Plan Regulation, Section 8.
2:32:33 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Referencing Witness's Testimony, page 11, lines 3-5.
2:33:46 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Referencing the Commission's Staff Report on the company's 2011 IRP, page 44. (Atty. Riggs provides a copy for Witness)
2:37:22 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Referencing Witness's Testimony, page 14, lines 25-28.
2:39:08 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Asking questions about the Proposed Clean Power Plant.
2:40:12 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Asking if Witness recognizes that changes may occur to the EPA's proposed regulations before they become final.
2:43:19 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Asking about various regulations that have been enacted.
2:43:55 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Referencing Witness's Testimony, page 16, lines 7-14.
2:45:14 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Again referencing the Commission's Staff Report on the company's 2011 IRP.
2:46:51 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Asking if Witness pulled his information from Section 4, Supply-Side Resource Assessment.
2:48:51 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Referencing Witness's Testimony, page 18, regarding a list of benefits.
2:50:48 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Referencing Witness's Testimony, page 19, line 10.
2:54:20 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Asking about bill impacts of the programs.
2:58:28 PM	Atty. Kurtz Cross Exam of Witness Woolf Note: Harward, Sonya	Referencing Witness's Testimony, page 34, line 22.
3:00:40 PM	Atty. Kurtz to Witness Woolf Note: Harward, Sonya	Asking if utilities have staff that can tell manufacturers how to do their business more efficiently.

3:02:32 PM	Atty. Kurtz to Witness Woolf Note: Harward, Sonya	Referencing Witness's Testimony, page 35, line 21.
3:03:00 PM	Atty. Tauber - Objection Note: Harward, Sonya	Calls for Legal conclusion.
3:03:41 PM	Chairman Armstrong - Ruling on Objection Note: Harward, Sonya	Witness is to answer if he knows.
3:04:40 PM	Atty. Kurtz to Witness Woolf Note: Harward, Sonya	Asking about companies opting out and this increasing the cost of other customers.
3:07:02 PM	Atty. Kurtz to Witness Woolf Note: Harward, Sonya	Asking about opt-out programs.
3:13:40 PM	Atty. Kurtz to Witness Woolf Note: Harward, Sonya	Continuing to ask about opt-out programs and benefits that may be abused by some companies.
3:17:44 PM	Atty. Kurtz to Witness Woolf Note: Harward, Sonya	Asking Witness about visiting industrial facilities in Kentucky.
3:18:17 PM	Atty. Pinney Cross Exam of Witness Woolf	
3:18:40 PM	Atty. Pinney to Witness Woolf Note: Harward, Sonya	Asking who benefits from the \$1 spent to \$3 saved ratio, referencing Witness's Testimony, page 8, lines 13-15.
3:23:01 PM	Atty. Fitzgerald Cross Exam of Witness Woolf	
3:23:33 PM	Atty. Fitzgerald to Witness Woolf Note: Harward, Sonya	Referencing a 2012 Carbon Price Forecast done by Synapse.
3:25:27 PM	Atty. Fitzgerald to Witness Woolf Note: Harward, Sonya	Asking if Witness was surprised that the rebuttal testimony of KU/LG&E Witness's did not address the potential impact of the proposed greenhouse rule since it was released before the filings.
3:28:40 PM	Atty. Fitzgerald to Witness Woolf Note: Harward, Sonya	Asking about Witness's experience in industrial demand management and EE programs in other states.
3:31:31 PM	Vice Chairman Gardner Cross Exam of Witness Woolf	
3:31:55 PM	Vice Chairman Gardner to Witness Woolf Note: Harward, Sonya	Asking if cost benefit analysis included cost for current environmental laws.
3:33:15 PM	Vice Chairman Gardner to Witness Woolf Note: Harward, Sonya	Asking whether analysis used for meters is the California test.
3:35:28 PM	Vice Chairman Gardner to Witness Woolf Note: Harward, Sonya	Asking if Witness disagrees with increased cost of education in the programs.
3:37:33 PM	Vice Chairman Gardner to Witness Woolf Note: Harward, Sonya	Asking about the group of programs that the companies are going to let expire this year.
3:41:42 PM	Vice Chairman Gardner to Witness Woolf Note: Harward, Sonya	Referencing Witness's Testimony, page 7, third bullet, and asking if it's comparable of what the EPA is requesting.
3:46:56 PM	Vice Chairman Gardner to Witness Woolf Note: Harward, Sonya	Referencing Witness's Testimony, bottom of page 23, regarding rate impacts.
3:50:04 PM	Atty. Riggs Re-Cross Exam of Witness Woolf	
3:50:23 PM	Atty. Riggs to Witness Woolf Note: Harward, Sonya	Asking if Witness testified in CN 2012-00578.
3:50:37 PM	KU/LG&E - Exhibit (EXCLUDED FROM THIS CASE) Note: Harward, Sonya	Pages from a transcript of the July 11, 2013 Hearing in CN 2012-00578.

3:53:26 PM	Atty. Tauber - Objection Note: Harward, Sonya	Appropriateness of this line of questioning for re-cross.
3:53:30 PM	Atty. Riggs - Response to Objection	
3:56:37 PM	Atty. Tauber Re-Direct Exam of Witness Woolf	
3:57:35 PM	Atty. Tauber to Witness Woolf Note: Harward, Sonya	Referencing Witness's Testimony, page 8, line 18.
3:58:22 PM	Witness Woolf Note: Harward, Sonya	Referencing Direct Testimony of Michael Hornung, Table on page 12.
4:02:13 PM	Atty. Tauber to Witness Woolf Note: Harward, Sonya	Asking what the TRC score of 3.07 represents from Direct Testimony of Michael Hornung, table on page 12.
4:03:58 PM	Atty. Tauber to Witness Woolf Note: Harward, Sonya	Asking for Witness's recommendation in regards to an opt-out program.
4:10:28 PM	Discussion amongst parties about the last KU/LG&E Exhibit submitted. Note: Harward, Sonya	Various objections and discussion to an exhibit KU/LG&E wishes to have submitted as part of the record in this hearing.
4:14:59 PM	Chairman Armstrong - Ruling on KU/LG&E - Exhibit Note: Harward, Sonya	Excluding document from exhibits in this case.
4:15:15 PM	Atty. Fitzgerald Re-Cross Exam of Witness Woolf	
4:16:45 PM	Break	
4:16:54 PM	Session Paused	
4:28:39 PM	Session Resumed	
4:28:45 PM	Witness Michael Hornung takes the stand and is sworn in. Note: Harward, Sonya	Manager, Energy Efficiency Planning/Development for KU and LG&E
4:29:29 PM	Atty. Riggs Direct Exam of Witness Hornung Note: Harward, Sonya	Witness accepts all pre-filed testimony as still accurate.
4:30:09 PM	Atty. Tauber Cross Exam of Witness Hornung	
4:30:55 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Referencing Witness's Direct Testimony, page 9, lines 11-17.
4:32:15 PM	Sierra Club - Exhibit 3 Note: Harward, Sonya	LG&E/KU's Response to Wallace McMullen and Sierra Club's Initial Request for Information, Question No. 3, dated Feb. 17, 2014
4:36:19 PM	Sierra Club - Exhibit 4 Note: Harward, Sonya	LG&E/KU's Response to Wallace McMullen and Sierra Club's Initial Request for Information, Question No. 6, dated Feb. 17, 2014
4:38:24 PM	Vice Chairman Interjects Clarifying Question	
4:42:10 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Referencing Sierra Club - Exhibit 3 to this hearing.
4:43:12 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Asking about the benefit of enegy efficiency in reducing energy consumption.
4:45:40 PM	Atty. Riggs - Objection Note: Harward, Sonya	Question has been answered.
4:45:47 PM	Chairman Armstrong - Response to Objection Note: Harward, Sonya	Answer the question.
4:47:14 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Asking about new carbon standard proposals.
4:50:02 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Asking if it is the company's conclusion that they will exhaust all achievable efficiency by 2018.

4:51:27 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Discussing the company's cost-benefit analysis - the four tests that were performed.
4:52:17 PM	Sierra Club - Exhibit 5 Note: Harward, Sonya	LG&E/KU's Response to Wallace McMullen and Sierra Club's Initial Request for Information, Question No. 12, dated Feb. 17, 2014
4:53:41 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Referencing page 2 of Sierra Club - Exhibit 5 to this hearing.
4:55:21 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Referencing Witness's Rebuttal Testimony, page 2, lines 8-12.
4:58:58 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Referencing Sierra Club - Exhibit 5 to this hearing.
5:00:14 PM	POST HEARING DATA REQUEST for Atty. Tauber - Sierra Club Note: Harward, Sonya	What number would be substituted for the capacity cost?
5:00:35 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Referencing Witness's Rebuttal Testimony, page 4.
5:02:55 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Asking about offering of rebates for DSM/EE programs.
5:03:38 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Referencing MEH-3, Appendix F.
5:08:48 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Discussing measures that are expected to last for various time periods, 2018 and on.
5:11:06 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Referencing Witness's Rebuttal Testimony, page 3, starting at line 14.
5:13:13 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Asking about the programs that will expire at the end of the year.
5:14:35 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Referencing Witness's Testimony, page 52, MEH-1.
5:16:14 PM	Sierra Club - Exhibit 6 Note: Harward, Sonya	LG&E/KU's Response to Wallace McMullen and Sierra Club's Initial Request for Information, Question No. 15, dated Feb. 17, 2014
5:19:13 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Discussing programs that the companies plan to modify.
5:20:23 PM	Sierra Club - Exhibit 7 Note: Harward, Sonya	LG&E/KU's Response to the Attorney General's Supplemental Data Requests, Question No. 9, dated Mar. 19, 2014
5:25:27 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Asking questions about the Potential Study.
5:26:13 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Referencing the Application, page 6, last part of paragraph 9.
5:29:29 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Referencing Witness's Testimony, page 6, lines 20-22, regarding ongoing DSM programming.
5:35:05 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Discussing capacity cost and avoided energy cost.
5:36:36 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Witness's Rebuttal Testimony, page 12, lines 1-3.
5:39:57 PM	Atty. Tauber to Witness Hornung Note: Harward, Sonya	Referencing Witness's Exhibit, MEH-1, Appendix C, the DSMore Output Reports

5:44:48 PM Atty. Tauber to Witness Hornung  
Note: Harward, Sonya Asking Witness about testimony in a case number. Answer given was 2007-00134.

5:47:20 PM Atty. Kurtz Cross Exam of Witness Hornung  
Note: Harward, Sonya Asking about EPA rule.

5:53:01 PM Break

5:53:34 PM Session Paused

6:05:03 PM Session Resumed

6:05:11 PM Atty. Fitzgerald Cross Exam of Witness Hornung

6:06:25 PM Atty. Fitzgerald to Witness Hornung  
Note: Harward, Sonya Asking questions about the Testimony of Cathy Hinko, regarding money spent by census tracking.

6:09:07 PM Atty. Fitzgerald to Witness Hornung  
Note: Harward, Sonya Asking about We Care program.

6:12:38 PM Atty. Fitzgerald to Witness Hornung  
Note: Harward, Sonya Asking if low-income households generally use more energy.

6:13:30 PM Atty. Fitzgerald to Witness Hornung  
Note: Harward, Sonya Asking about impacts of the proposed greenhouse rule.

6:14:24 PM Atty. Riggs  
Note: Harward, Sonya Answering Atty. Fitzgerald's question about information that may have been provided to the PSC recently in another proceeding.

6:15:42 PM POST HEARING DATA REQUEST by Atty. Fitzgerald, MHC  
Note: Harward, Sonya Cost of compliance with HB 388 and Federal Greenhouse Rule

6:17:43 PM Atty. Fitzgerald to Witness Hornung  
Note: Harward, Sonya Asking about necessity of control of greenhouse gas emissions.

6:19:47 PM Atty. Fitzgerald to Witness Hornung  
Note: Harward, Sonya Referencing Cathy Hinko Testimony, page 6, starting at line 17.

6:24:42 PM Atty. Fitzgerald to Witness Hornung  
Note: Harward, Sonya Asking if poverty cost has been calculated to the rest of the rate base.

6:27:11 PM Atty. Fitzgerald to Witness Hornung  
Note: Harward, Sonya Asking about internet access being needed for the AMS program and if a study has been done about those that lack internet service.

6:29:26 PM Atty. Fitzgerald to Witness Hornung  
Note: Harward, Sonya Asking what the impediment is for expanding the We Care program.

6:32:15 PM Atty. Fitzgerald to Witness Hornung  
Note: Harward, Sonya Asking about helping low-income customers to improve their energy efficiency.

6:33:57 PM Atty. Fitzgerald to Witness Hornung  
Note: Harward, Sonya Asking if utility tracks the number of rental units that participate in the programs.

6:36:47 PM Atty. Fitzgerald to Witness Hornung  
Note: Harward, Sonya Asking about the benefit of energy efficiency programs for customers who have window units.

6:37:11 PM Atty. Riggs - Objection  
Note: Harward, Sonya Let Witness finish response.

6:39:32 PM Atty. Riggs - Objection  
Note: Harward, Sonya Question has already been asked.

6:40:17 PM Atty. Fitzgerald to Witness Hornung  
Note: Harward, Sonya Asking if low-income homeowners are less able to participate in the energy-efficient appliance program.

6:41:40 PM Atty. Fitzgerald to Witness Hornung  
Note: Harward, Sonya Asking if the value is equal for participating and non-participating customers.

6:43:47 PM Atty. Fitzgerald to Witness Hornung  
Note: Harward, Sonya Asking about the AMS program and the companies not having conducted a cost benefit analysis.

6:48:24 PM Atty. Fitzgerald to Witness Hornung  
Note: Harward, Sonya Asking how much has been spent by zip code for the We Care program, and how much has been contributed for DSM by household, zip code, etc.

6:50:27 PM Atty. Fitzgerald to Witness Hornung  
Note: Harward, Sonya Asking if Witness provided number of customers receiving service under industrial tariffs in the Supplemental Data Request, item 7.d.

6:55:37 PM Atty. Fitzgerald to Witness Hornung  
Note: Harward, Sonya Asking about the regulation concerning the opt-out provision.

6:56:22 PM Atty. Riggs - Objection  
Note: Harward, Sonya Asking for Legal conclusion.

7:00:30 PM Atty. Pinney Cross Exam of Witness Hornung  
Note: Harward, Sonya Asking why PSC should approve 10.5 ROE instead of 10.25 ROE.

7:01:36 PM Vice Chairman Gardner Cross Exam of Witness Hornung

7:02:06 PM Vice Chairman Gardner to Witness Hornung  
Note: Harward, Sonya Referencing LG&E/KU's Response to Sierra Club's Supplemental Request, Item 7.d. and table in 7.e.

7:04:30 PM Vice Chairman Gardner to Witness Hornung  
Note: Harward, Sonya Asking about DSM programs and if the load control may increase energy usage.

7:06:47 PM Vice Chairman Gardner to Witness Hornung  
Note: Harward, Sonya Asking if there were any prior surveys done for industrial customers.

7:09:27 PM Vice Chairman Gardner to Witness Hornung  
Note: Harward, Sonya Going through the programs on page 14 of Witness's Direct Testimony.

7:16:30 PM Vice Chairman Gardner to Witness Hornung  
Note: Harward, Sonya Asking about energy component determining how the generation will be met and what that means.

7:22:14 PM Vice Chairman Gardner to Witness Hornung  
Note: Harward, Sonya Referencing Witness's Rebuttal Testimony, page 2, regarding carbon used in some analysis but not others.

7:26:09 PM Vice Chairman Gardner to Witness Hornung  
Note: Harward, Sonya Asking about future filings.

7:27:09 PM Commissioner Breathitt Cross Exam of Witness Hornung  
Note: Harward, Sonya Asking about central air vs. window units, programs that help keep the lights and avoid brown outs, and benefits to low-income customers.

7:30:31 PM Atty. Tauber Re-Cross Exam of Witness Hornung

7:36:23 PM Atty. Fitzgerald Re-Cross Exam of Witness Hornung

7:37:06 PM Atty. Riggs Re-Direct Exam of Witness Hornung

7:37:50 PM Atty. Riggs to Witness Hornung  
Note: Harward, Sonya Referencing Witness's Rebuttal Testimony, page 11.

7:41:35 PM Break

7:41:39 PM Session Paused

7:44:12 PM Session Resumed

7:44:18 PM Witness Robert Conroy takes the stand and is sworn in.  
Note: Harward, Sonya LG&E/KU, Director of Rates

7:44:58 PM Atty. Riggs Direct Exam of Witness Conroy  
Note: Harward, Sonya Witness accepts pre-filed testimony as accurate.

7:45:39 PM Atty. Gerhart Cross Exam of Witness Conroy

7:46:31 PM Atty. Gerhart to Witness Conroy  
Note: Harward, Sonya Referencing Witness's Rebuttal Testimony, page 3, line 5.

7:48:21 PM Atty. Gerhart to Witness Conroy  
Note: Harward, Sonya Referencing the Testimony of Tim Woolf, page 43, line 23.

7:52:11 PM Atty. Gerhart to Witness Conroy  
Note: Harward, Sonya Asking about CN 2007-00319, stated incorrectly earlier in the hearing.

7:53:30 PM Atty. Gerhart to Witness Conroy  
Note: Harward, Sonya Asking about DSM being regulated by the PSC.

7:54:31 PM Atty. Pinney Cross Exam of Witness Conroy  
Note: Harward, Sonya Asking why PSC should approve ROE of 10.5 when only 10.25 was approved in environmental surcharge.

7:55:56 PM Atty. Fitzgerald Cross Exam of Witness Conroy

7:56:18 PM Atty. Fitzgerald to Witness Conroy  
Note: Harward, Sonya Referencing Witness's Rebuttal Testimony, page 4.

8:01:44 PM Vice Chairman Gardner Cross Exam of Witness Conroy

8:02:10 PM Vice Chairman Gardner to Witness Conroy  
Note: Harward, Sonya Asking how many industrial customers participate in special rate design programs, and asking for details about the rate designs.

8:07:00 PM Vice Chairman Gardner to Witness Conroy  
Note: Harward, Sonya Referencing Hornung's Response to SC's Supplemental Response, item 7.

8:10:05 PM Vice Chairman Gardner to Witness Conroy  
Note: Harward, Sonya Asking what options are available for industrial customers with a particular amount of demand.

8:14:46 PM Vice Chairman Gardner to Witness Conroy  
Note: Harward, Sonya Asking about formula for ROE and what it applies to (references page 4 of Witness's Testimony).

8:17:07 PM Vice Chairman Gardner to Witness Conroy  
Note: Harward, Sonya Asking about incentives under the statute, and which the companies will take and not take.

8:19:34 PM POST HEARING DATA REQUEST by Vice Chairman Gardner, PSC  
Note: Harward, Sonya What programs receive additional incentives? And how much is the incentive--a percentage or how computed?

8:23:28 PM Vice Chairman Gardner's clarification of what he is asking for in Post Hearing DR.

8:24:28 PM Session Paused

8:27:21 PM Session Resumed

8:27:37 PM Post Hearing Data Requests due Sept. 12

8:27:45 PM Post Hearing Briefs due Tuesday, Sept. 30

8:28:04 PM Hearing Adjourned

8:28:07 PM Session Paused

8:28:33 PM Session Ended



## Exhibit List Report

2014-00003\_3Aug2014

### Louisville Gas and Electric and Kentucky Utilities

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<b>Name:</b>	<b>Description:</b>
KU/LG&E - Exhibit 1	Copy of Order in Case No. 2008-00408, Consideration of the New Federal Standards of the Energy Independence and Security Act of 2007, dated July 24, 2012.
Sierra Club - Exhibit 1	LG&E/KU's Response to Wallace McMullen and Sierra Club's Initial Request for Information, dated Feb. 17, 2014, Question No. 17.
Sierra Club - Exhibit 2	LG&E/KU's Response to Wallace McMullen and Sierra Club's Supplemental Request for Information, dated Mar. 20, 2014, Question No. 8.
Sierra Club - Exhibit 3	LG&E/KU's Response to Wallace McMullen and Sierra Club's Initial Request for Information, dated Feb. 17, 2014, Question No. 3.
Sierra Club - Exhibit 4	LG&E/KU's Response to Wallace McMullen and Sierra Club's Initial Request for Information, dated Feb. 17, 2014, Question No. 6.
Sierra Club - Exhibit 5	LG&E/KU's Response to Wallace McMullen and Sierra Club's Initial Request for Information, dated Feb. 17, 2014, Question No. 12.
Sierra Club - Exhibit 6	LG&E/KU's Response to Wallace McMullen and Sierra Club's Initial Request for Information, dated Feb. 17, 2014, Question No. 15.
Sierra Club - Exhibit 7	LG&E/KU's Response to the Attorney General's Supplemental Data Requests, dated Mar. 19, 2014, Question No. 9.

**LOUISVILLE GAS AND ELECTRIC COMPANY  
KENTUCKY UTILITIES COMPANY**

**Response to Wallace McMullen and Sierra Club's Initial Request for Information  
Dated February 17, 2014**

**Case No. 2014-00003**

**Question No. 17**

**Witness: David E. Huff / Michael E. Hornung**

- Q-17. Refer to page 1 of the Potential Study (Exhibit MEH-3).
- a. Explain why the Potential Study did not evaluate the DSM potential for the industrial sector.
  - b. Identify what percentage of each of LG&E and KU's load is from the industrial sector.
  - c. State whether LG&E or KU offer or intend to offer any DSM programs for the industrial sector.
    - i. If so, identify each such program
    - ii. If not, explain why not
  - d. State whether any of LG&E or KU's individual industrial customers with energy intensive processes implement DSM programs.
    - i. If so, identify each such program and their estimated energy savings per year.
  - e. State whether LG&E and/or KU have carried out or reviewed any assessment of the DSM potential for their industrial customers.
    - i. If so, produce such assessment
    - ii. If not, explain why not.
- A-17.
- a. Customer experience is a top priority for the Companies. The Companies routinely work with our DSM Advisory group for residential and commercial programs; however, because KRS 278.285(3) provides for exclusion of industrial customers, the companies have not pursued DSM programing for the industrial sector.
  - b. The industrial sector is approximately 30% of the Companies' annual energy sales.

- c. The Companies currently have no plans to offer energy-efficiency programs to the industrial sector as sufficient interest is not present to make programming economical.
- d. The Companies have continual discussions with their industrial customers to understand their energy needs for the purposes of system and reliability planning. Through these discussions customers have shared their implemented and planned energy efficiency projects. As these conversations were not for the purpose of identifying energy efficiency projects, the Companies have not tracked the specifics associated with these efforts.
- e. The Companies have not carried out or reviewed any assessment regarding industrial energy-efficiency potential.

**LOUISVILLE GAS AND ELECTRIC COMPANY  
KENTUCKY UTILITIES COMPANY**

**Response to Wallace McMullen and Sierra Club's Supplemental Request for Information  
Dated March 20, 2014**

**Case No. 2014-00003**

**Question No. 8**

**Witness: Michael E. Hornung**

Q-8. Refer to Appendix D of Exhibit MEH-1 at page 3. Please provide the survey instrument that the Companies used to conduct a survey of their Industrial Customer segment and the survey results.

A-8. See attached.

## Energy Efficiency Programs for Industrial Customers

PN-12903

*Notes: Respondents will not see headers or question numbers.  
Respondents may use the navigation button to go back.  
All questions are required.*

### Introduction

#### Instructions for Completing the Survey

Do not use your **RELOAD** or **BACK** browser buttons. Only use the navigations buttons at the bottom of the survey.

You can finish the survey in more than one session. If you need to leave before you have completed the survey, press the "**SUSPEND**" button at the bottom of the page to save your responses. When you return, the page that you were on when you left will be displayed.

#### Questions about Survey

For questions about the survey, please contact Mike Hornung, Manager Energy Efficiency Planning & Development for LG&E and KU, at [mike.hornung@lge-ku.com](mailto:mike.hornung@lge-ku.com). For technical assistance, please contact Doug Hobaugh at [doug@essex3.com](mailto:doug@essex3.com).

### Questions

- 1) First, we have a few questions about your company's **current efforts to control electricity costs**.

Please indicate your level of agreement with the following statements:

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
a) Electricity costs are a major cost component for your company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Your company has a comprehensive program to reduce electricity costs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) The long payback period is a concern in justifying energy efficiency programs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**[Page break]**

- 2) Please describe the **types of steps** your company has taken within the past three years to **control electricity costs**.

**[Page break]**

Intro 2)

You may be familiar with Demand-Side Management (DSM) programs offered by utilities in other states to their industrial customers.

In typical programs, companies are offered rebates or other incentives for purchasing and installing specific high-efficiency equipment in existing facilities. Approved equipment can include lighting retrofits, chillers, packaged HVAC systems, motors, and boilers.

In order to qualify for the incentives, companies must first have the utility conduct a reduced-cost feasibility study for potential energy efficiency measures.

This type of program is funded with a DSM charge on each monthly bill.

Should a program be instituted, industrial companies would have the option to either participate in the program and pay the DSM charge monthly, or opt out of the program.

<<Intro 2 should be visible at top of page for questions 3,4,6,7,9>>

- 3) Please indicate your **best estimate of your company's response** to a program like this, should it become available.

- Definitely would participate
- Probably would participate
- Might or might not participate <<Go to Q6>>
- Probably would opt out <<Go to Q7>>
- Definitely would opt out <<Go to Q7>>

[Page break]

- 4) <<If Q3=1 or 2>> What are the **reasons** your company would be **likely to participate** in the described DSM program? Please provide details.

[Page break]

- 5) <<If Q3=1 or 2>> How much of a **factor** would each of the following be in your company's **decision to participate** in a DSM program? <<Randomize>>

	Major factor	Moderate factor	Minor factor	Not a factor	Don't know
a) Attractiveness of potential rebates or other incentives for equipment purchases	<input type="checkbox"/>				
b) Plans for near-term equipment upgrades that would be covered by the DSM program	<input type="checkbox"/>				
c) Easier to justify the cost/benefit of DSM charges as compared to internal programs	<input type="checkbox"/>				
c) Lack of internal resources to structure and implement efficiency programs	<input type="checkbox"/>				

<<Go to Q9>>

[Page break]

- 6) <<Q3=3>> What are the **reasons** your company **might or might not participate** in the described DSM program? Please provide details.

<<Go to Q8>>

[Page break]

- 7) <<If Q3=4 or 5>> What are the **reasons** your company would be **likely to opt out** of the described DSM program? Please provide details.

[Page break]

- 8) <<If Q3=3 or 4 or 5>> How much of a **factor** would each of the following be in your company's **possible decision to opt out** of a DSM program. <<Randomize>>

	Major factor	Moderate factor	Minor factor	Not a factor	Don't know
a) Existing energy efficiency programs, either planned or implemented	<input type="checkbox"/>				
b) Preference for designing own energy efficiency programs	<input type="checkbox"/>				
c) Uncertain return on investment for monthly DSM charges	<input type="checkbox"/>				
c) No plans for near-term equipment upgrades that would be covered by the DSM program	<input type="checkbox"/>				

[Page break]

- 9) Please describe any suggestions for **other types of utility-sponsored energy efficiency programs** that would be of benefit to your company.

No suggestions

[Page break]

**Firmographics**

10) Which sector is your company in?

Public sector

Non-profit-sector

Retail trade

Wholesale trade

Manufacturing

Construction

Service

Other type of business (Please specify)

**[Page break]**

11) Which best classifies the current stage of your company's business life cycle?

Start-up or foundational stage

Rapid growth or expansion

Steady state/slow growth/mature

Decline or negative growth

**[Page break]**

12) Do we have your permission to share your company name, along with your specific responses, with LG&E and KU?

Yes

No

**[Page break]**

Closer) Thank you for participating in this survey. LG&E and KU appreciate your input.

Sample No.	Utility	Status	Account_Type	Q1a) Electricity costs are a major cost component for your company	Q1b) Your company has a comprehensive program to reduce electricity costs	Q1c) The long payback period is a concern in justifying energy efficiency programs	Q3) Best estimate of company's response to a program like this	Q5a) Attractiveness of potential rebates or other incentives for equipment purchases
2	LG&E	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
3	KU	Complete	Major Accounts	Somewhat agree	Neither agree nor disagree	Somewhat agree	Probably would participate	Major factor
6	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Probably would opt out	
7	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	Major factor
8	LG&E	Complete	Major Accounts	Strongly agree	Somewhat disagree	Strongly agree	Probably would participate	Major factor
10	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Definitely would participate	Moderate factor
14	LG&E	Complete	Major Accounts	Strongly agree	Somewhat disagree	Strongly agree	Probably would participate	Moderate factor
15	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Moderate factor
17	LG&E	Complete	Major Accounts	Neither agree nor disagree	Somewhat disagree	Strongly agree	Probably would participate	Major factor
21	KU	Complete	Major Accounts	Strongly agree	Neither agree nor disagree	Neither agree nor disagree	Probably would participate	Major factor
22	KU	Complete	Major Accounts	Somewhat agree	Strongly disagree	Strongly agree	Probably would opt out	
27	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
31	LG&E	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Definitely would opt out	
32	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Definitely would participate	Major factor
35	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
36	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	Minor factor
37	LG&E	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
38	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat disagree	Probably would opt out	
39	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
40	KU	Complete	Major Accounts	Somewhat agree	Strongly agree	Somewhat agree	Might or might not participate	
41	KU	Complete	Major Accounts	Neither agree nor disagree	Strongly disagree	Strongly agree	Probably would participate	Major factor
42	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
45	KU	Complete	Major Accounts	Somewhat agree	Somewhat agree	Strongly agree	Might or might not participate	
46	LG&E	Complete	Major Accounts	Strongly agree	Strongly agree	Somewhat agree	Might or might not participate	
51	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Moderate factor
55	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
56	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Definitely would participate	Major factor
57	KU	Complete	Major Accounts	Somewhat agree	Strongly agree	Somewhat agree	Probably would participate	Moderate factor
60	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	Major factor
62	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
63	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would opt out	
64	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
67	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
72	LG&E	Complete	Major Accounts	Somewhat agree	Somewhat disagree	Strongly agree	Might or might not participate	
73	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
74	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	Moderate factor
77	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Definitely would participate	Major factor
79	KU	Complete	Major Accounts	Strongly agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
82	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
83	KU	Complete	Major Accounts	Strongly agree	Strongly disagree	Neither agree nor disagree	Definitely would opt out	
88	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would opt out	
94	KU	Complete	Major Accounts	Strongly agree	Somewhat disagree	Strongly agree	Probably would participate	Minor factor
101	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat disagree	Probably would participate	Moderate factor
104	LG&E	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
106	LG&E	Complete	Major Accounts	Somewhat agree	Somewhat agree	Strongly agree	Probably would opt out	
107	KU	Complete	Major Accounts	Somewhat agree	Strongly disagree	Strongly agree	Probably would opt out	
113	KU	Complete	Major Accounts	Strongly agree	Somewhat disagree	Somewhat agree	Probably would participate	Minor factor
117	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Moderate factor
120	LG&E	Complete	Major Accounts	Strongly agree	Neither agree nor disagree	Strongly agree	Probably would participate	Major factor
124	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Definitely would opt out	
125	LG&E	Complete	Major Accounts	Somewhat agree	Strongly agree	Somewhat agree	Might or might not participate	
127	KU	Complete	Major Accounts	Somewhat agree	Strongly agree	Strongly agree	Probably would participate	Major factor

Sample No.	Utility	Status	Account_Type	Q1a) Electricity costs are a major cost component for your company	Q1b) Your company has a comprehensive program to reduce electricity costs	Q1c) The long payback period is a concern in justifying energy efficiency programs	Q3) Best estimate of company's response to a program like this	Q5a) Attractiveness of potential rebates or other incentives for equipment purchases
129	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
131	LG&E	Complete	Major Accounts	Somewhat agree	Somewhat agree	Strongly agree	Probably would participate	Moderate factor
133	KU	Complete	Major Accounts	Neither agree nor disagree	Somewhat disagree	Strongly agree	Probably would opt out	
135	LG&E	Complete	Major Accounts	Somewhat agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
136	KU	Complete	Major Accounts	Strongly agree	Somewhat disagree	Strongly agree	Probably would participate	Not a factor
139	LG&E	Complete	Major Accounts	Strongly agree	Neither agree nor disagree	Somewhat agree	Probably would participate	Major factor
142	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Somewhat agree	Definitely would opt out	
144	LG&E	Complete	Major Accounts	Strongly agree	Somewhat disagree	Somewhat agree	Might or might not participate	
146	KU	Complete	Major Accounts	Somewhat agree	Somewhat agree	Strongly agree	Might or might not participate	
148	KU	Complete	Major Accounts	Somewhat agree	Strongly agree	Strongly agree	Definitely would opt out	
150	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
156	LG&E	Complete	Major Accounts	Somewhat agree	Somewhat agree	Strongly agree	Might or might not participate	
157	KU	Complete	Major Accounts	Strongly agree	Strongly disagree	Strongly disagree	Might or might not participate	
158	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
161	KU	Complete	Major Accounts	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Might or might not participate	
167	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
168	LG&E	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
170	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
171	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
173	LG&E	Complete	Major Accounts	Strongly agree	Somewhat disagree	Strongly agree	Might or might not participate	
176	LG&E	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly disagree	Might or might not participate	
178	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
181	KU	Complete	Major Accounts	Strongly agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
183	LG&E	Complete	Major Accounts	Strongly disagree	Strongly disagree	Strongly disagree	Definitely would opt out	
187	KU	Complete	Major Accounts	Somewhat agree	Somewhat agree	Somewhat agree	Might or might not participate	
190	LG&E	Complete	Major Accounts	Somewhat agree	Somewhat agree	Somewhat disagree	Probably would participate	Major factor
192	LG&E	Complete	Major Accounts	Strongly agree	Neither agree nor disagree	Somewhat agree	Might or might not participate	
193	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Minor factor
197	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
199	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Neither agree nor disagree	Might or might not participate	
200	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
205	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	Moderate factor
206	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
209	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
216	LG&E	Complete	Major Accounts	Strongly agree	Strongly agree	Somewhat disagree	Definitely would opt out	
217	LG&E	Complete	Major Accounts	Somewhat agree	Somewhat disagree	Somewhat agree	Might or might not participate	
220	LG&E	Complete	Major Accounts	Somewhat agree	Somewhat disagree	Strongly agree	Probably would participate	Major factor
222	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
226	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
229	KU	Complete	Major Accounts	Somewhat agree	Strongly agree	Strongly agree	Definitely would opt out	
230	LG&E	Complete	Major Accounts	Somewhat agree	Somewhat agree	Somewhat agree	Probably would participate	Moderate factor
235	KU	Complete	Major Accounts	Somewhat agree	Somewhat disagree	Somewhat agree	Probably would opt out	
236	LG&E	Complete	Major Accounts	Strongly agree	Strongly disagree	Strongly disagree	Probably would participate	Major factor
237	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
238	KU	Complete	Major Accounts	Somewhat agree	Neither agree nor disagree	Neither agree nor disagree	Might or might not participate	
239	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
241	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
246	LG&E	Complete	Major Accounts	Strongly agree	Neither agree nor disagree	Somewhat agree	Might or might not participate	
248	LG&E	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
253	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
254	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Moderate factor
256	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	

Sample No.	Utility	Status	Account_Type	Q1a) Electricity costs are a major cost component for your company	Q1b) Your company has a comprehensive program to reduce electricity costs	Q1c) The long payback period is a concern in justifying energy efficiency programs	Q3) Best estimate of company's response to a program like this	Q5a) Attractiveness of potential rebates or other incentives for equipment purchases
257	LG&E	Complete	Major Accounts	Strongly agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
258	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
259	KU	Complete	Major Accounts	Somewhat disagree	Strongly agree	Somewhat agree	Definitely would opt out	
260	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Definitely would opt out	
261	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
263	KU	Complete	Major Accounts	Somewhat agree	Strongly agree	Strongly agree	Definitely would participate	Moderate factor
264	LG&E	Complete	Major Accounts	Strongly agree	Strongly disagree	Neither agree nor disagree	Might or might not participate	
268	KU	Complete	Major Accounts	Somewhat agree	Somewhat agree	Strongly agree	Might or might not participate	
269	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Somewhat agree	Probably would participate	Moderate factor
270	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
271	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
273	LG&E	Complete	Major Accounts	Strongly agree	Strongly agree	Somewhat agree	Might or might not participate	
274	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Definitely would opt out	
275	LG&E	Complete	Major Accounts	Somewhat agree	Neither agree nor disagree	Somewhat agree	Probably would participate	Moderate factor
283	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
285	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
286	LG&E	Complete	Major Accounts	Somewhat agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
288	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
294	LG&E	Complete	Other Industrial	Strongly agree	Strongly disagree	Somewhat agree	Probably would opt out	
309	LG&E	Complete	Other Industrial	Neither agree nor disagree	Somewhat agree	Strongly agree	Might or might not participate	
322	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Neither agree nor disagree	Probably would participate	Major factor
333	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Neither agree nor disagree	Might or might not participate	
361	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Strongly disagree	Might or might not participate	
364	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
388	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Might or might not participate	
404	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	Major factor
420	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat disagree	Probably would opt out	
426	LG&E	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	Major factor
448	KU	Complete	Other Industrial	Strongly disagree	Strongly agree	Strongly agree	Might or might not participate	
465	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Might or might not participate	
474	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Somewhat agree	Probably would participate	Major factor
490	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
496	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Neither agree nor disagree	Might or might not participate	
504	KU	Complete	Other Industrial	Somewhat agree	Strongly agree	Somewhat agree	Probably would participate	Don't know
508	KU	Complete	Other Industrial	Somewhat agree	Strongly agree	Strongly agree	Definitely would participate	Major factor
512	LG&E	Complete	Other Industrial	Strongly agree	Strongly disagree	Somewhat agree	Probably would opt out	
521	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Strongly agree	Might or might not participate	
526	LG&E	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
566	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Neither agree nor disagree	Definitely would participate	Major factor
569	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would opt out	
588	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly disagree	Probably would participate	Moderate factor
609	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat agree	Might or might not participate	
610	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Strongly agree	Might or might not participate	
635	LG&E	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat disagree	Definitely would participate	Major factor
637	KU	Complete	Other Industrial	Neither agree nor disagree	Somewhat agree	Somewhat agree	Might or might not participate	
639	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Somewhat agree	Probably would participate	Moderate factor
649	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Somewhat agree	Probably would opt out	
709	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Strongly agree	Probably would opt out	
711	LG&E	Complete	Other Industrial	Strongly agree	Somewhat agree	Neither agree nor disagree	Might or might not participate	
723	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
726	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
727	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	

Sample No.	Utility	Status	Account_Type	Q1a) Electricity costs are a major cost component for your company	Q1b) Your company has a comprehensive program to reduce electricity costs	Q1c) The long payback period is a concern in justifying energy efficiency programs	Q3) Best estimate of company's response to a program like this	Q5a) Attractiveness of potential rebates or other incentives for equipment purchases
730	LG&E	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
741	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	Not a factor
746	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
764	LG&E	Complete	Other Industrial	Strongly agree	Strongly disagree	Somewhat agree	Might or might not participate	
779	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Not a factor
787	LG&E	Complete	Other Industrial	Somewhat agree	Strongly agree	Strongly agree	Probably would participate	Major factor
800	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Moderate factor
808	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
822	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
870	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
876	KU	Complete	Other Industrial	Strongly disagree	Strongly disagree	Strongly agree	Might or might not participate	
885	LG&E	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
904	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Somewhat agree	Might or might not participate	
905	KU	Complete	Other Industrial	Somewhat disagree	Strongly agree	Strongly disagree	Probably would opt out	
908	LG&E	Complete	Other Industrial	Strongly agree	Somewhat disagree	Strongly agree	Might or might not participate	
910	LG&E	Complete	Other Industrial	Strongly agree	Neither agree nor disagree	Neither agree nor disagree	Might or might not participate	
913	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Strongly agree	Probably would opt out	
916	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Might or might not participate	
918	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Probably would opt out	
919	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Moderate factor
927	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Somewhat agree	Might or might not participate	
938	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Might or might not participate	
941	KU	Complete	Other Industrial	Strongly agree	Strongly disagree	Strongly disagree	Probably would participate	Moderate factor
962	LG&E	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	Major factor
984	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Neither agree nor disagree	Probably would participate	Moderate factor
1002	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Neither agree nor disagree	Probably would participate	Major factor
1070	KU	Complete	Other Industrial	Neither agree nor disagree	Neither agree nor disagree	Strongly agree	Might or might not participate	
1089	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Somewhat agree	Might or might not participate	
1130	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Neither agree nor disagree	Might or might not participate	
1135	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
1141	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Definitely would opt out	
1144	KU	Complete	Other Industrial	Strongly agree	Strongly disagree	Somewhat agree	Might or might not participate	
1150	KU	Complete	Other Industrial	Strongly agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
1156	LG&E	Complete	Other Industrial	Neither agree nor disagree	Strongly disagree	Somewhat agree	Probably would opt out	
1184	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
1193	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Probably would opt out	
1202	LG&E	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat disagree	Might or might not participate	
1203	KU	Complete	Other Industrial	Strongly agree	Strongly disagree	Strongly agree	Probably would opt out	
1219	KU	Complete	Other Industrial	Somewhat agree	Strongly agree	Strongly agree	Definitely would opt out	
1272	KU	Complete	Other Industrial	Neither agree nor disagree	Somewhat disagree	Neither agree nor disagree	Might or might not participate	
1313	KU	Complete	Other Industrial	Somewhat agree	Strongly agree	Somewhat agree	Probably would opt out	
1317	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
1339	KU	Complete	Other Industrial	Neither agree nor disagree	Strongly disagree	Strongly disagree	Definitely would opt out	
1341	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat agree	Might or might not participate	
1347	LG&E	Complete	Other Industrial	Somewhat disagree	Strongly disagree	Somewhat agree	Might or might not participate	
1360	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Neither agree nor disagree	Probably would participate	Moderate factor
1388	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Neither agree nor disagree	Probably would opt out	
1401	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat agree	Probably would opt out	
1416	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
1424	KU	Complete	Other Industrial	Neither agree nor disagree	Somewhat agree	Somewhat agree	Probably would opt out	
1433	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
1450	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Somewhat agree	Probably would participate	Major factor

Sample No.	Utility	Status	Account_Type	Q1a) Electricity costs are a major cost component for your company	Q1b) Your company has a comprehensive program to reduce electricity costs	Q1c) The long payback period is a concern in justifying energy efficiency programs	Q3) Best estimate of company's response to a program like this	Q5a) Attractiveness of potential rebates or other incentives for equipment purchases
1466	KU	Complete	Other Industrial	Strongly disagree	Neither agree nor disagree	Somewhat disagree	Probably would participate	Major factor
1528	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
1529	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Somewhat agree	Might or might not participate	
1532	LG&E	Complete	Other Industrial	Neither agree nor disagree	Neither agree nor disagree	Strongly agree	Might or might not participate	
1544	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Somewhat agree	Might or might not participate	
1569	LG&E	Complete	Other Industrial	Somewhat agree	Strongly disagree	Somewhat agree	Might or might not participate	
1571	KU	Complete	Other Industrial	Somewhat disagree	Somewhat agree	Somewhat agree	Probably would opt out	
1573	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Probably would participate	Not a factor
1599	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
1606	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
1623	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Somewhat agree	Probably would opt out	
1625	KU	Complete	Other Industrial	Somewhat disagree	Strongly disagree	Strongly agree	Definitely would opt out	
1633	LG&E	Complete	Other Industrial	Somewhat agree	Strongly agree	Somewhat agree	Probably would participate	Moderate factor
1652	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly disagree	Probably would participate	Moderate factor
1679	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Might or might not participate	
1818	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Strongly agree	Might or might not participate	
1828	LG&E	Complete	Other Industrial	Somewhat disagree	Somewhat agree	Strongly agree	Might or might not participate	
1858	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
1879	KU	Complete	Other Industrial	Strongly agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
1973	KU	Complete	Other Industrial	Somewhat disagree	Strongly disagree	Strongly disagree	Might or might not participate	
1977	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Somewhat agree	Might or might not participate	
1985	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Definitely would opt out	
1989	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	Moderate factor
1999	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Might or might not participate	
2000	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
2038	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
2060	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Strongly agree	Might or might not participate	
2071	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Strongly agree	Definitely would opt out	
2072	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Neither agree nor disagree	Probably would opt out	
2095	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
2099	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Neither agree nor disagree	Might or might not participate	
2121	LG&E	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat agree	Might or might not participate	
2138	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Definitely would opt out	
2139	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Might or might not participate	
2141	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
2151	KU	Complete	Other Industrial	Somewhat disagree	Somewhat disagree	Somewhat disagree	Might or might not participate	
2157	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Neither agree nor disagree	Might or might not participate	
2160	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Somewhat agree	Probably would participate	Major factor
2199	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
2206	KU	Complete	Other Industrial	Strongly agree	Neither agree nor disagree	Somewhat agree	Might or might not participate	
2216	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Strongly agree	Might or might not participate	
2218	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would opt out	
2224	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
2239	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Somewhat agree	Probably would opt out	
2242	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Strongly agree	Definitely would opt out	
2252	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Definitely would participate	Major factor
2262	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Probably would opt out	
2265	LG&E	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
2278	LG&E	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
2290	KU	Complete	Other Industrial	Strongly agree	Neither agree nor disagree	Somewhat agree	Probably would participate	Moderate factor
2298	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Somewhat agree	Probably would participate	Major factor
2302	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Might or might not participate	

Sample No.	Utility	Status	Account_Type	Q1a) Electricity costs are a major cost component for your company	Q1b) Your company has a comprehensive program to reduce electricity costs	Q1c) The long payback period is a concern in justifying energy efficiency programs	Q3) Best estimate of company's response to a program like this	Q5a) Attractiveness of potential rebates or other incentives for equipment purchases
2305	KU	Complete	Other Industrial	Somewhat agree	Strongly disagree	Strongly agree	Probably would opt out	
2308	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
2332	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
2338	KU	Complete	Other Industrial	Somewhat agree	Strongly disagree	Strongly disagree	Definitely would opt out	
2346	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
2362	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Neither agree nor disagree	Might or might not participate	
2364	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would opt out	
2383	LG&E	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
2393	KU	Complete	Other Industrial	Somewhat disagree	Strongly agree	Somewhat agree	Might or might not participate	
2449	LG&E	Complete	Other Industrial	Neither agree nor disagree	Somewhat agree	Strongly agree	Probably would opt out	
2457	LG&E	Complete	Other Industrial	Somewhat agree	Strongly agree	Strongly agree	Might or might not participate	
2459	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Moderate factor
2460	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	Major factor
2487	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Might or might not participate	
2490	LG&E	Complete	Other Industrial	Strongly agree	Strongly agree	Somewhat disagree	Might or might not participate	
2510	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Somewhat agree	Might or might not participate	
2544	LG&E	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Strongly agree	Probably would opt out	
2545	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Might or might not participate	
2550	LG&E	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Somewhat agree	Probably would opt out	
2569	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
2611	LG&E	Complete	Other Industrial	Neither agree nor disagree	Somewhat disagree	Somewhat disagree	Probably would participate	Moderate factor
2635	LG&E	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Probably would opt out	
2644	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Somewhat agree	Might or might not participate	
2646	KU	Complete	Other Industrial	Strongly agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
2701	KU	Complete	Other Industrial	Somewhat agree	Strongly agree	Strongly agree	Might or might not participate	
2727	KU	Complete	Other Industrial	Strongly agree	Strongly disagree	Somewhat agree	Definitely would opt out	
2733	LG&E	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	Minor factor
2738	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Might or might not participate	
2740	KU	Complete	Other Industrial	Somewhat agree	Strongly agree	Strongly agree	Definitely would participate	Major factor
2742	LG&E	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
2743	LG&E	Complete	Other Industrial	Somewhat agree	Strongly disagree	Strongly agree	Might or might not participate	
2748	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Somewhat disagree	Probably would participate	Major factor
2756	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat agree	Might or might not participate	
2765	KU	Complete	Other Industrial	Strongly disagree	Strongly disagree	Neither agree nor disagree	Definitely would opt out	
2769	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Strongly agree	Definitely would opt out	
2800	KU	Complete	Other Industrial	Strongly agree	Strongly disagree	Strongly agree	Definitely would participate	Major factor
2811	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Definitely would opt out	
2813	KU	Complete	Other Industrial	Strongly agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
2818	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Somewhat disagree	Probably would participate	Major factor
2835	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Definitely would opt out	
2868	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat disagree	Might or might not participate	
2870	LG&E	Complete	Other Industrial	Neither agree nor disagree	Strongly agree	Somewhat agree	Might or might not participate	
2884	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Neither agree nor disagree	Probably would participate	Minor factor
2900	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Somewhat agree	Might or might not participate	
3455	KU	Complete	Other Industrial	Strongly agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
3475	LG&E	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat agree	Definitely would opt out	
3488	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Strongly agree	Might or might not participate	
3489	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat disagree	Probably would participate	Major factor
3528	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Neither agree nor disagree	Probably would opt out	
3542	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat disagree	Definitely would opt out	
3543	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Neither agree nor disagree	Might or might not participate	
3544	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	

Sample No.	Utility	Status	Account_Type	Q1a) Electricity costs are a major cost component for your company	Q1b) Your company has a comprehensive program to reduce electricity costs	Q1c) The long payback period is a concern in justifying energy efficiency programs	Q3) Best estimate of company's response to a program like this	Q5a) Attractiveness of potential rebates or other incentives for equipment purchases
3550	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Definitely would opt out	
3561	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Somewhat agree	Probably would opt out	
3571	KU	Complete	Other Industrial	Strongly disagree	Neither agree nor disagree	Neither agree nor disagree	Probably would participate	Minor factor
3575	KU	Complete	Other Industrial	Neither agree nor disagree	Somewhat agree	Somewhat agree	Probably would opt out	
3591	KU	Complete	Other Industrial	Somewhat agree	Strongly disagree	Strongly agree	Probably would participate	Minor factor
3610	LG&E	Complete	Other Industrial	Strongly agree	Neither agree nor disagree	Neither agree nor disagree	Might or might not participate	
3630	KU	Complete	Other Industrial	Strongly agree	Strongly disagree	Strongly agree	Probably would opt out	
3636	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
3639	KU	Complete	Other Industrial	Neither agree nor disagree	Somewhat agree	Strongly agree	Probably would participate	Moderate factor
3650	LG&E	Complete	Other Industrial	Strongly agree	Strongly agree	Somewhat agree	Might or might not participate	
3657	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would opt out	
3659	LG&E	Complete	Other Industrial	Strongly agree	Somewhat disagree	Strongly agree	Might or might not participate	
3664	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Strongly agree	Might or might not participate	
3669	LG&E	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Probably would participate	Major factor
3675	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat disagree	Probably would opt out	
3678	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat agree	Probably would participate	Moderate factor
3680	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat disagree	Might or might not participate	
3702	KU	Complete	Other Industrial	Somewhat agree	Strongly agree	Somewhat agree	Probably would participate	Moderate factor
3804	KU	Complete	Other Industrial	Somewhat agree	Strongly agree	Strongly agree	Probably would participate	Major factor
3852	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would opt out	
3861	KU	Complete	Other Industrial	Somewhat disagree	Strongly disagree	Strongly disagree	Probably would participate	Major factor
3863	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Somewhat agree	Probably would opt out	
3896	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Strongly agree	Probably would participate	Moderate factor

Sample No.	Utility	Q5b) Plans for near-term equipment upgrades that would be covered by the DSM program	Q5c) Easier to justify the cost/benefit of DSM charges as compared to internal programs	Q5d) Lack of internal resources to structure and implement efficiency programs	Q8a) Existing energy efficiency programs, either planned or implemented	Q8b) Preference for designing own energy efficiency programs	Q8c) Uncertain return on investment for monthly DSM charges
2	LG&E	Minor factor	Major factor	Not a factor			
3	KU	Major factor	Major factor	Major factor			
6	KU				Not a factor	Major factor	Moderate factor
7	KU	Major factor	Moderate factor	Moderate factor			
8	LG&E	Major factor	Moderate factor	Minor factor			
10	KU	Moderate factor	Moderate factor	Major factor			
14	LG&E	Don't know	Major factor	Major factor			
15	LG&E	Moderate factor	Moderate factor	Major factor			
17	LG&E	Major factor	Moderate factor	Moderate factor			
21	KU	Moderate factor	Major factor	Major factor			
22	KU				Not a factor	Moderate factor	Don't know
27	KU				Not a factor	Not a factor	Moderate factor
31	LG&E				Major factor	Not a factor	Not a factor
32	LG&E	Major factor	Minor factor	Minor factor			
35	LG&E				Don't know	Don't know	Major factor
36	KU	Major factor	Minor factor	Minor factor			
37	LG&E	Major factor	Major factor	Moderate factor			
38	LG&E				Major factor	Moderate factor	Moderate factor
39	LG&E				Moderate factor	Moderate factor	Major factor
40	KU				Minor factor	Major factor	Major factor
41	KU	Major factor	Not a factor	Major factor			
42	KU				Major factor	Moderate factor	Major factor
45	KU				Minor factor	Minor factor	Moderate factor
46	LG&E				Minor factor	Minor factor	Major factor
51	KU	Moderate factor	Major factor	Major factor			
55	KU				Moderate factor	Minor factor	Major factor
56	KU	Major factor	Moderate factor	Not a factor			
57	KU	Moderate factor	Moderate factor	Moderate factor			
60	KU	Major factor	Moderate factor	Not a factor			
62	KU				Minor factor	Minor factor	Moderate factor
63	KU				Not a factor	Minor factor	Minor factor
64	KU				Not a factor	Not a factor	Minor factor
67	KU	Don't know	Minor factor	Major factor			
72	LG&E				Minor factor	Minor factor	Major factor
73	LG&E	Don't know	Moderate factor	Major factor			
74	KU	Minor factor	Minor factor	Moderate factor			
77	KU	Moderate factor	Minor factor	Moderate factor			
79	KU				Major factor	Moderate factor	Major factor
82	KU				Major factor	Minor factor	Not a factor
83	KU				Not a factor	Not a factor	Not a factor
88	KU				Minor factor	Minor factor	Major factor
94	KU	Minor factor	Not a factor	Major factor			
101	KU	Moderate factor	Not a factor	Not a factor			
104	LG&E	Moderate factor	Major factor	Major factor			
106	LG&E				Moderate factor	Major factor	Major factor
107	KU				Don't know	Moderate factor	Major factor
113	KU	Minor factor	Minor factor	Major factor			
117	KU	Moderate factor	Moderate factor	Moderate factor			
120	LG&E	Moderate factor	Moderate factor	Moderate factor			
124	KU				Major factor	Major factor	Major factor
125	LG&E				Major factor	Minor factor	Major factor
127	KU	Major factor	Moderate factor	Not a factor			

Sample No.	Utility	Q5b) Plans for near-term equipment upgrades that would be covered by the DSM program	Q5c) Easier to justify the cost/benefit of DSM charges as compared to internal programs	Q5d) Lack of internal resources to structure and implement efficiency programs	Q8a) Existing energy efficiency programs, either planned or implemented	Q8b) Preference for designing own energy efficiency programs	Q8c) Uncertain return on investment for monthly DSM charges
129	KU				Not a factor	Moderate factor	Major factor
131	LG&E	Minor factor	Moderate factor	Moderate factor			
133	KU				Minor factor	Major factor	Major factor
135	LG&E	Minor factor	Minor factor	Minor factor			
136	KU	Minor factor	Major factor	Major factor			
139	LG&E	Major factor	Major factor	Major factor			
142	KU				Don't know	Don't know	Don't know
144	LG&E				Not a factor	Not a factor	Moderate factor
146	KU				Not a factor	Minor factor	Major factor
148	KU				Not a factor	Major factor	Major factor
150	KU				Major factor	Minor factor	Moderate factor
156	LG&E				Minor factor	Minor factor	Major factor
157	KU				Not a factor	Moderate factor	Not a factor
158	KU				Major factor	Moderate factor	Major factor
161	KU				Minor factor	Moderate factor	Moderate factor
167	LG&E				Don't know	Major factor	Don't know
168	LG&E				Moderate factor	Moderate factor	Moderate factor
170	KU				Don't know	Moderate factor	Major factor
171	KU				Not a factor	Not a factor	Major factor
173	LG&E				Not a factor	Major factor	Major factor
176	LG&E				Major factor	Minor factor	Moderate factor
178	KU	Major factor	Don't know	Minor factor			
181	KU				Moderate factor	Minor factor	Moderate factor
183	LG&E				Not a factor	Not a factor	Not a factor
187	KU				Moderate factor	Don't know	Major factor
190	LG&E	Minor factor	Moderate factor	Minor factor			
192	LG&E				Moderate factor		
193	LG&E	Moderate factor	Major factor	Moderate factor		Not a factor	Major factor
197	KU	Major factor	Major factor	Moderate factor			
199	KU				Moderate factor	Major factor	Don't know
200	KU				Minor factor	Moderate factor	Major factor
205	LG&E	Moderate factor	Minor factor	Don't know			
206	LG&E				Not a factor	Not a factor	Moderate factor
209	KU				Major factor	Major factor	Don't know
216	LG&E				Moderate factor	Major factor	Moderate factor
217	LG&E				Not a factor	Not a factor	Major factor
220	LG&E	Moderate factor	Minor factor	Moderate factor			
222	KU	Moderate factor	Major factor	Not a factor			
226	LG&E				Minor factor	Not a factor	Major factor
229	KU				Not a factor	Not a factor	Moderate factor
230	LG&E	Moderate factor	Moderate factor	Moderate factor			
235	KU				Major factor	Minor factor	Minor factor
236	LG&E	Major factor	Major factor	Major factor			
237	KU				Not a factor	Not a factor	Major factor
238	KU				Not a factor	Don't know	Major factor
239	KU	Major factor	Don't know	Don't know			
241	KU				Major factor	Major factor	Moderate factor
246	LG&E				Don't know	Don't know	Don't know
248	LG&E				Major factor	Major factor	Major factor
253	KU				Major factor	Minor factor	Major factor
254	KU	Minor factor	Minor factor	Minor factor			
256	KU				Not a factor	Not a factor	Major factor

Sample No.	Utility	Q5b) Plans for near-term equipment upgrades that would be covered by the DSM program	Q5c) Easier to justify the cost/benefit of DSM charges as compared to internal programs	Q5d) Lack of internal resources to structure and implement efficiency programs	Q8a) Existing energy efficiency programs, either planned or implemented	Q8b) Preference for designing own energy efficiency programs	Q8c) Uncertain return on investment for monthly DSM charges
257	LG&E				Not a factor	Major factor	Major factor
258	KU	Major factor	Major factor	Major factor			
259	KU				Major factor	Moderate factor	Major factor
260	KU				Moderate factor	Major factor	Moderate factor
261	KU				Minor factor	Minor factor	Major factor
263	KU	Moderate factor	Moderate factor	Moderate factor			
264	LG&E				Major factor	Not a factor	Moderate factor
268	KU				Moderate factor	Not a factor	Major factor
269	KU	Minor factor	Moderate factor	Not a factor			
270	KU				Minor factor	Minor factor	Major factor
271	LG&E				Moderate factor	Moderate factor	Major factor
273	LG&E				Don't know	Minor factor	Major factor
274	LG&E				Moderate factor	Moderate factor	Moderate factor
275	LG&E	Moderate factor	Minor factor	Moderate factor			
283	LG&E				Minor factor	Moderate factor	Moderate factor
285	KU				Minor factor	Minor factor	Major factor
286	LG&E				Moderate factor	Not a factor	Major factor
288	LG&E				Don't know	Don't know	Major factor
294	LG&E				Major factor	Not a factor	Major factor
309	LG&E				Not a factor	Not a factor	Moderate factor
322	KU	Moderate factor	Major factor	Major factor			
333	KU				Minor factor	Moderate factor	Moderate factor
361	KU				Moderate factor	Moderate factor	Major factor
364	KU				Minor factor	Minor factor	Major factor
388	KU				Minor factor	Minor factor	Major factor
404	KU	Major factor	Major factor	Major factor			
420	KU				Not a factor	Not a factor	Not a factor
426	LG&E	Major factor	Minor factor	Moderate factor			
448	KU				Don't know	Don't know	Don't know
465	KU				Don't know	Don't know	Don't know
474	KU	Not a factor	Minor factor	Moderate factor			
490	KU				Moderate factor	Moderate factor	Major factor
496	KU				Don't know	Not a factor	Major factor
504	KU	Major factor	Don't know	Don't know			
508	KU	Major factor	Moderate factor	Not a factor			
512	LG&E				Not a factor	Not a factor	Major factor
521	KU				Moderate factor	Minor factor	Major factor
526	LG&E				Minor factor	Minor factor	Minor factor
566	KU	Minor factor	Major factor	Moderate factor			
569	KU				Not a factor	Not a factor	Don't know
588	KU	Moderate factor	Moderate factor	Minor factor			
609	KU				Minor factor	Minor factor	Major factor
610	KU				Not a factor	Not a factor	Moderate factor
635	LG&E	Major factor	Major factor	Major factor			
637	KU				Don't know	Don't know	Don't know
639	KU	Moderate factor	Moderate factor	Moderate factor			
649	KU				Moderate factor	Major factor	Major factor
709	KU				Major factor	Not a factor	Major factor
711	LG&E				Moderate factor	Minor factor	Major factor
723	KU	Major factor	Not a factor	Major factor			
726	KU				Moderate factor	Moderate factor	Major factor
727	KU				Don't know	Don't know	Don't know

Sample No.	Utility	Q5b) Plans for near-term equipment upgrades that would be covered by the DSM program	Q5c) Easier to justify the cost/benefit of DSM charges as compared to internal programs	Q5d) Lack of internal resources to structure and implement efficiency programs	Q8a) Existing energy efficiency programs, either planned or implemented	Q8b) Preference for designing own energy efficiency programs	Q8c) Uncertain return on investment for monthly DSM charges
730	LG&E	Moderate factor	Major factor	Moderate factor			
741	KU	Not a factor	Not a factor	Not a factor			
746	KU				Moderate factor	Not a factor	Moderate factor
764	LG&E				Not a factor	Minor factor	Minor factor
779	KU	Not a factor	Minor factor	Minor factor			
787	LG&E	Don't know	Major factor	Moderate factor			
800	KU	Moderate factor	Moderate factor	Moderate factor			
808	KU				Major factor	Don't know	Major factor
822	KU				Minor factor	Minor factor	Major factor
870	KU				Not a factor	Not a factor	Moderate factor
876	KU				Not a factor	Not a factor	Major factor
885	LG&E	Don't know	Major factor	Major factor			
904	KU				Don't know	Don't know	Don't know
905	KU				Major factor	Not a factor	Major factor
908	LG&E				Minor factor	Moderate factor	Minor factor
910	LG&E				Moderate factor	Minor factor	Major factor
913	KU				Moderate factor	Major factor	Major factor
916	KU				Not a factor	Major factor	Major factor
918	KU				Minor factor	Minor factor	Major factor
919	KU	Major factor	Moderate factor	Moderate factor			
927	KU				Moderate factor	Moderate factor	Moderate factor
938	KU				Moderate factor	Moderate factor	Major factor
941	KU	Moderate factor	Minor factor	Major factor			
962	LG&E	Major factor	Minor factor	Minor factor			
984	KU	Major factor	Major factor	Major factor			
1002	KU	Moderate factor	Moderate factor	Minor factor			
1070	KU				Don't know	Don't know	Major factor
1089	KU				Moderate factor	Minor factor	Major factor
1130	KU				Don't know	Don't know	Don't know
1135	KU				Don't know	Not a factor	Major factor
1141	KU				Moderate factor	Major factor	Not a factor
1144	KU				Not a factor	Not a factor	Major factor
1150	KU				Don't know	Don't know	Major factor
1156	LG&E				Major factor	Not a factor	Moderate factor
1184	KU				Don't know	Major factor	Minor factor
1193	KU				Moderate factor	Moderate factor	Minor factor
1202	LG&E				Minor factor	Minor factor	Major factor
1203	KU				Major factor	Major factor	Major factor
1219	KU				Major factor	Major factor	Minor factor
1272	KU				Don't know	Don't know	Don't know
1313	KU				Major factor	Major factor	Moderate factor
1317	KU	Moderate factor	Moderate factor	Moderate factor			
1339	KU				Don't know	Don't know	Not a factor
1341	KU				Minor factor	Not a factor	Major factor
1347	LG&E				Not a factor	Minor factor	Major factor
1360	KU	Moderate factor	Moderate factor	Don't know			
1388	KU				Not a factor	Not a factor	Moderate factor
1401	KU				Not a factor	Not a factor	Moderate factor
1416	KU				Minor factor	Major factor	Major factor
1424	KU				Moderate factor	Minor factor	Minor factor
1433	KU	Major factor	Major factor	Major factor			
1450	KU	Minor factor	Minor factor	Minor factor			

Sample No.	Utility	Q5b) Plans for near-term equipment upgrades that would be covered by the DSM program	Q5c) Easier to justify the cost/benefit of DSM charges as compared to internal programs	Q5d) Lack of internal resources to structure and implement efficiency programs	Q8a) Existing energy efficiency programs, either planned or implemented	Q8b) Preference for designing own energy efficiency programs	Q8c) Uncertain return on investment for monthly DSM charges
1466	KU	Moderate factor		Moderate factor			
1528	KU				Don't know	Not a factor	Major factor
1529	KU				Minor factor	Minor factor	Major factor
1532	LG&E				Not a factor	Moderate factor	Major factor
1544	KU				Major factor	Minor factor	Major factor
1569	LG&E				Not a factor	Not a factor	Major factor
1571	KU				Minor factor	Minor factor	Minor factor
1573	KU	Not a factor	Don't know	Not a factor			
1599	KU	Moderate factor	Minor factor	Moderate factor			
1606	KU				Not a factor	Moderate factor	Don't know
1623	KU				Major factor	Minor factor	Major factor
1625	KU				Don't know	Don't know	Not a factor
1633	LG&E	Moderate factor	Moderate factor	Moderate factor			
1652	KU	Not a factor	Not a factor	Moderate factor			
1679	KU				Not a factor	Moderate factor	Major factor
1818	KU				Don't know	Major factor	Major factor
1828	LG&E				Moderate factor	Minor factor	Major factor
1858	KU	Moderate factor	Major factor	Moderate factor			
1879	KU				Not a factor	Don't know	Major factor
1973	KU				Don't know	Don't know	Don't know
1977	KU				Don't know	Don't know	Don't know
1985	KU				Not a factor	Not a factor	Not a factor
1989	KU	Moderate factor	Moderate factor	Major factor			
1999	KU				Don't know	Don't know	Don't know
2000	KU				Major factor	Major factor	Major factor
2038	KU				Minor factor	Moderate factor	Major factor
2060	KU				Don't know	Don't know	Moderate factor
2071	KU				Not a factor	Not a factor	Major factor
2072	KU				Major factor	Major factor	Major factor
2095	KU	Moderate factor	Moderate factor	Moderate factor			
2099	KU				Don't know	Not a factor	Moderate factor
2121	LG&E				Moderate factor	Not a factor	Minor factor
2138	KU				Minor factor	Minor factor	Major factor
2139	KU				Major factor	Major factor	Major factor
2141	KU				Not a factor	Not a factor	Major factor
2151	KU				Minor factor	Not a factor	Minor factor
2157	KU				Not a factor	Not a factor	Moderate factor
2160	KU	Major factor	Moderate factor	Moderate factor			
2199	KU	Major factor	Moderate factor	Major factor			
2206	KU				Don't know	Don't know	Don't know
2216	KU				Not a factor	Minor factor	Major factor
2218	KU				Don't know	Not a factor	Minor factor
2224	KU				Major factor	Minor factor	Major factor
2239	KU				Not a factor	Don't know	Major factor
2242	KU				Not a factor	Not a factor	Not a factor
2252	KU	Not a factor	Major factor	Not a factor			
2262	KU				Not a factor	Don't know	Major factor
2265	LG&E				Moderate factor	Don't know	Major factor
2278	LG&E	Major factor	Major factor	Major factor			
2290	KU	Not a factor	Moderate factor	Major factor			
2298	KU	Major factor	Moderate factor	Moderate factor			
2302	KU				Minor factor	Not a factor	Don't know

Sample No.	Utility	Q5b) Plans for near-term equipment upgrades that would be covered by the DSM program	Q5c) Easier to justify the cost/benefit of DSM charges as compared to internal programs	Q5d) Lack of internal resources to structure and implement efficiency programs	Q8a) Existing energy efficiency programs, either planned or implemented	Q8b) Preference for designing own energy efficiency programs	Q8c) Uncertain return on investment for monthly DSM charges
2305	KU				Not a factor	Don't know	Minor factor
2308	KU	Minor factor	Major factor	Major factor			
2332	KU				Minor factor	Major factor	Major factor
2338	KU				Not a factor	Not a factor	Not a factor
2346	KU	Moderate factor	Moderate factor	Moderate factor			
2362	KU				Minor factor	Minor factor	Major factor
2364	KU				Minor factor	Moderate factor	Minor factor
2383	LG&E	Major factor	Moderate factor	Moderate factor			
2393	KU				Minor factor	Minor factor	Minor factor
2449	LG&E				Major factor	Major factor	Major factor
2457	LG&E				Moderate factor	Not a factor	Major factor
2459	KU	Moderate factor	Don't know	Moderate factor			
2460	KU	Major factor	Moderate factor	Moderate factor			
2487	KU				Major factor	Major factor	Moderate factor
2490	LG&E				Not a factor	Don't know	Not a factor
2510	KU				Not a factor	Don't know	Major factor
2544	LG&E				Not a factor	Not a factor	Not a factor
2545	KU				Not a factor	Not a factor	Major factor
2550	LG&E				Moderate factor	Moderate factor	Major factor
2569	KU				Major factor	Major factor	Minor factor
2611	LG&E	Moderate factor	Moderate factor	Moderate factor			
2635	LG&E				Don't know	Major factor	Moderate factor
2644	KU				Not a factor	Not a factor	Major factor
2646	KU				Don't know	Major factor	Major factor
2701	KU				Don't know	Don't know	Don't know
2727	KU				Not a factor	Major factor	Major factor
2733	LG&E	Moderate factor	Moderate factor	Not a factor			
2738	KU				Moderate factor	Moderate factor	Minor factor
2740	KU	Major factor	Major factor	Major factor			
2742	LG&E				Major factor	Moderate factor	Moderate factor
2743	LG&E				Not a factor	Not a factor	Major factor
2748	KU	Don't know	Moderate factor	Moderate factor			
2756	KU				Moderate factor	Minor factor	Major factor
2765	KU				Not a factor	Not a factor	Major factor
2769	KU				Not a factor	Major factor	Major factor
2800	KU	Major factor	Major factor	Major factor			
2811	KU				Moderate factor	Major factor	Major factor
2813	KU				Moderate factor	Not a factor	Moderate factor
2818	KU	Minor factor	Major factor	Not a factor			
2835	KU				Not a factor	Not a factor	Not a factor
2868	KU				Not a factor	Not a factor	Moderate factor
2870	LG&E				Major factor	Moderate factor	Don't know
2884	KU	Minor factor	Not a factor	Not a factor			
2900	KU				Not a factor	Not a factor	Major factor
3455	KU				Not a factor	Not a factor	Major factor
3475	LG&E				Major factor	Not a factor	Major factor
3488	KU				Not a factor	Moderate factor	Moderate factor
3489	KU	Major factor	Major factor	Not a factor			
3528	KU				Not a factor	Major factor	Major factor
3542	KU				Major factor	Not a factor	Not a factor
3543	KU				Don't know	Don't know	Don't know
3544	KU				Minor factor	Minor factor	Major factor

Sample No.	Utility	Q5b) Plans for near-term equipment upgrades that would be covered by the DSM program	Q5c) Easier to justify the cost/benefit of DSM charges as compared to internal programs	Q5d) Lack of internal resources to structure and implement efficiency programs	Q8a) Existing energy efficiency programs, either planned or implemented	Q8b) Preference for designing own energy efficiency programs	Q8c) Uncertain return on investment for monthly DSM charges
3550	KU				Major factor	Minor factor	Major factor
3561	KU				Not a factor	Not a factor	Minor factor
3571	KU	Not a factor	Minor factor	Moderate factor			
3575	KU				Not a factor	Not a factor	Not a factor
3591	KU	Not a factor	Don't know	Minor factor			
3610	LG&E				Moderate factor	Moderate factor	Major factor
3630	KU				Not a factor	Not a factor	Major factor
3636	KU	Major factor	Minor factor	Major factor			
3639	KU	Minor factor	Moderate factor	Major factor			
3650	LG&E				Not a factor	Not a factor	Major factor
3657	KU				Major factor	Moderate factor	Major factor
3659	LG&E				Major factor	Moderate factor	Major factor
3664	KU				Not a factor	Not a factor	Major factor
3669	LG&E	Moderate factor	Moderate factor	Major factor			
3675	KU				Not a factor	Not a factor	Major factor
3678	KU	Moderate factor	Moderate factor	Not a factor			
3680	KU				Don't know	Don't know	Major factor
3702	KU	Moderate factor	Minor factor	Moderate factor			
3804	KU	Major factor	Major factor	Minor factor			
3852	KU				Moderate factor	Moderate factor	Not a factor
3861	KU	Major factor	Minor factor	Not a factor			
3863	KU				Not a factor	Not a factor	Moderate factor
3896	KU	Moderate factor	Moderate factor	Minor factor			

Sample	Q8d) No plans for near-term equipment upgrades that would be covered by the	Q10) Company sector	Q10_revised) Company sector - backcoded some Other Specifies	Q10O) Other specify - Company sector	Q11) Current stage of your company's business life cycle
2	Utility DSM program	Manufacturing	Manufacturing		Rapid growth or expansion
3	LG&E	Manufacturing	Manufacturing		Steady state/slow growth/mature
6	KU Moderate factor	Manufacturing	Manufacturing		Rapid growth or expansion
7	KU	Manufacturing	Manufacturing		Rapid growth or expansion
8	LG&E	Manufacturing	Manufacturing		Steady state/slow growth/mature
10	KU	Other	Other	Third party storage company	Steady state/slow growth/mature
14	LG&E	Non-profit sector	Non-profit sector		Steady state/slow growth/mature
15	LG&E	Manufacturing	Manufacturing		Steady state/slow growth/mature
17	LG&E	Manufacturing	Manufacturing		Steady state/slow growth/mature
21	KU	Manufacturing	Manufacturing		Steady state/slow growth/mature
22	KU Don't know	Manufacturing	Manufacturing		Rapid growth or expansion
27	KU Moderate factor	Manufacturing	Manufacturing		Rapid growth or expansion
31	LG&E Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
32	LG&E	Manufacturing	Manufacturing		Steady state/slow growth/mature
35	LG&E Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
36	KU	Manufacturing	Manufacturing		Steady state/slow growth/mature
37	LG&E	Manufacturing	Manufacturing		Rapid growth or expansion
38	LG&E Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
39	LG&E Moderate factor	Manufacturing	Manufacturing		Rapid growth or expansion
40	KU Minor factor	Other	Manufacturing	contract manufacturer in the pharmaceutical industry	Rapid growth or expansion
41	KU	Wholesale trade	Wholesale trade		Rapid growth or expansion
42	KU Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
45	KU Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
46	LG&E Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
51	KU	Manufacturing	Manufacturing		Rapid growth or expansion
55	KU Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
56	KU	Manufacturing	Manufacturing		Steady state/slow growth/mature
57	KU	Manufacturing	Manufacturing		Steady state/slow growth/mature
60	KU	Manufacturing	Manufacturing		Steady state/slow growth/mature
62	KU Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
63	KU Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
64	KU Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
67	KU	Manufacturing	Manufacturing		Steady state/slow growth/mature
72	LG&E Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
73	LG&E	Other	Wholesale trade	Alcoholic Beverage Service	Rapid growth or expansion
74	KU	Other	Mining, oil, and gas	Mining	Steady state/slow growth/mature
77	KU	Manufacturing	Manufacturing		Steady state/slow growth/mature
79	KU Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
82	KU Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
83	KU Not a factor	Manufacturing	Manufacturing		Rapid growth or expansion
88	KU Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
94	KU	Manufacturing	Manufacturing		Steady state/slow growth/mature
101	KU	Manufacturing	Manufacturing		Steady state/slow growth/mature
104	LG&E	Manufacturing	Manufacturing		Steady state/slow growth/mature
106	LG&E Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
107	KU Don't know	Other	Other	Private sector	Steady state/slow growth/mature
113	KU	Wholesale trade	Wholesale trade		Decline or negative growth
117	KU	Manufacturing	Manufacturing		Steady state/slow growth/mature
120	LG&E	Manufacturing	Manufacturing		Steady state/slow growth/mature
124	KU Major factor	Manufacturing	Manufacturing		Rapid growth or expansion
125	LG&E Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
127	KU	Manufacturing	Manufacturing		Steady state/slow growth/mature

Sample No.	Utility	Q8d) No plans for near-term equipment upgrades that would be covered by the DSM program	Q10) Company sector	Q10_revised) Company sector - backcoded some Other Specifies	Q100) Other specify - Company sector	Q11) Current stage of your company's business life cycle
129	KU	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
131	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
133	KU	Moderate factor	Manufacturing	Manufacturing		Rapid growth or expansion
135	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
136	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
139	LG&E		Wholesale trade	Wholesale trade		Steady state/slow growth/mature
142	KU	Don't know	Manufacturing	Manufacturing		Steady state/slow growth/mature
144	LG&E	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
146	KU	Minor factor	Public sector	Public sector		Steady state/slow growth/mature
148	KU	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
150	KU	Don't know	Manufacturing	Manufacturing		Steady state/slow growth/mature
156	LG&E	Not a factor	Manufacturing	Manufacturing		Rapid growth or expansion
157	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
158	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
161	KU	Moderate factor	Manufacturing	Manufacturing		Rapid growth or expansion
167	LG&E	Don't know	Non-profit sector	Non-profit sector		Steady state/slow growth/mature
168	LG&E	Moderate factor	Other	Other	Privately Owned Utility	Steady state/slow growth/mature
170	KU	Moderate factor	Manufacturing	Manufacturing		Rapid growth or expansion
171	KU	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
173	LG&E	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
176	LG&E	Not a factor	Public sector	Public sector		Rapid growth or expansion
178	KU		Manufacturing	Manufacturing		Decline or negative growth
181	KU	Moderate factor	Manufacturing	Manufacturing		Rapid growth or expansion
183	LG&E	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
187	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
190	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
192	LG&E	Not a factor	Manufacturing	Manufacturing		Rapid growth or expansion
193	LG&E		Manufacturing	Manufacturing		Rapid growth or expansion
197	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
199	KU	Major factor	Manufacturing	Manufacturing		Rapid growth or expansion
200	KU	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
205	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
206	LG&E	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
209	KU	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
216	LG&E	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
217	LG&E	Not a factor	Manufacturing	Manufacturing		Rapid growth or expansion
220	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
222	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
226	LG&E	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
229	KU	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
230	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
235	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
236	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
237	KU	Moderate factor	Manufacturing	Manufacturing		Decline or negative growth
238	KU	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
239	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
241	KU	Moderate factor	Manufacturing	Manufacturing		Rapid growth or expansion
246	LG&E	Don't know	Manufacturing	Manufacturing		Decline or negative growth
248	LG&E	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
253	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
254	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
256	KU	Don't know	Manufacturing	Manufacturing		Steady state/slow growth/mature

Sample	Q8d) No plans for near-term equipment upgrades that would be covered by the		Q10) Company sector	Q10_revised) Company sector - backcoded some Other Specifies	Q100) Other specify - Company sector	Q11) Current stage of your company's business life cycle
No.	Utility	DSM program				
257	LG&E	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
258	KU		Wholesale trade	Wholesale trade		Start-up or foundational
259	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
260	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
261	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
263	KU		Public sector	Public sector		Steady state/slow growth/mature
264	LG&E	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
268	KU	Minor factor	Manufacturing	Manufacturing		Rapid growth or expansion
269	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
270	KU	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
271	LG&E	Don't know	Other	Other	UPS -sorting facility for customer and shipping	Rapid growth or expansion
273	LG&E	Don't know	Public sector	Public sector		Steady state/slow growth/mature
274	LG&E	Moderate factor	Retail trade	Retail trade		Rapid growth or expansion
275	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
283	LG&E	Moderate factor	Manufacturing	Manufacturing		Rapid growth or expansion
285	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
286	LG&E	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
288	LG&E	Don't know	Manufacturing	Manufacturing		Steady state/slow growth/mature
294	LG&E	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
309	LG&E	Not a factor	Other	Other	Cash Logistics	Steady state/slow growth/mature
322	KU		Service	Service		Steady state/slow growth/mature
333	KU	Moderate factor	Public sector	Public sector		Steady state/slow growth/mature
361	KU	Moderate factor	Manufacturing	Manufacturing		Rapid growth or expansion
364	KU	Don't know	Retail trade	Retail trade		Steady state/slow growth/mature
388	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
404	KU		Other	Other	Private Water Treatment Plants	Steady state/slow growth/mature
420	KU	Not a factor	Retail trade	Retail trade		Steady state/slow growth/mature
426	LG&E		Manufacturing	Manufacturing		Rapid growth or expansion
448	KU	Not a factor	Manufacturing	Manufacturing		Start-up or foundational
465	KU	Don't know	Public sector	Public sector		Steady state/slow growth/mature
474	KU		Manufacturing	Manufacturing		Decline or negative growth
490	KU	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
496	KU	Don't know	Manufacturing	Manufacturing		Decline or negative growth
504	KU		Public sector	Public sector		Steady state/slow growth/mature
508	KU		Wholesale trade	Wholesale trade		Steady state/slow growth/mature
512	LG&E	Major factor	Construction	Construction		Rapid growth or expansion
521	KU	Minor factor	Other	Mining, oil, and gas	Coal Mine	Steady state/slow growth/mature
526	LG&E	Minor factor	Public sector	Public sector		Steady state/slow growth/mature
566	KU		Wholesale trade	Wholesale trade		Steady state/slow growth/mature
569	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
588	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
609	KU	Major factor	Wholesale trade	Wholesale trade		Decline or negative growth
610	KU	Not a factor	Wholesale trade	Wholesale trade		Steady state/slow growth/mature
635	LG&E		Public sector	Public sector		Steady state/slow growth/mature
637	KU	Don't know	Service	Service		Steady state/slow growth/mature
639	KU		Retail trade	Retail trade		Steady state/slow growth/mature
649	KU	Major factor	Retail trade	Retail trade		Decline or negative growth
709	KU	Major factor	Retail trade	Retail trade		Steady state/slow growth/mature
711	LG&E	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
723	KU		Manufacturing	Manufacturing		Decline or negative growth
726	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
727	KU	Don't know	Manufacturing	Manufacturing		Decline or negative growth

Sample No.	Utility	Q8d) No plans for near-term equipment upgrades that would be covered by the DSM program	Q10) Company sector	Q10_revised) Company sector - backcoded some Other Specifies	Q100) Other specify - Company sector	Q11) Current stage of your company's business life cycle
730	LG&E		Service	Service		Steady state/slow growth/mature
741	KU		Retail trade	Retail trade		Decline or negative growth
746	KU	Moderate factor	Service	Service		Steady state/slow growth/mature
764	LG&E	Not a factor	Manufacturing	Manufacturing		Decline or negative growth
779	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
787	LG&E		Public sector	Public sector		Rapid growth or expansion
800	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
808	KU	Don't know	Non-profit sector	Non-profit sector		Steady state/slow growth/mature
822	KU	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
870	KU	Moderate factor	Public sector	Public sector		Steady state/slow growth/mature
876	KU	Not a factor	Service	Service		Steady state/slow growth/mature
885	LG&E		Other	Other	Construction and mining	Decline or negative growth
904	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
905	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
908	LG&E	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
910	LG&E	Minor factor	Non-profit sector	Non-profit sector		Steady state/slow growth/mature
913	KU	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
916	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
918	KU	Minor factor	Other	Other	Media	Steady state/slow growth/mature
919	KU		Manufacturing	Manufacturing		Rapid growth or expansion
927	KU	Moderate factor	Service	Service		Steady state/slow growth/mature
938	KU	Minor factor	Other	Construction	Electrical Contracting	Rapid growth or expansion
941	KU		Manufacturing	Manufacturing		Decline or negative growth
962	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
984	KU		Public sector	Public sector		Steady state/slow growth/mature
1002	KU		Retail trade	Retail trade		Start-up or foundational
1070	KU	Major factor	Manufacturing	Manufacturing		Rapid growth or expansion
1089	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1130	KU	Don't know	Service	Service		Steady state/slow growth/mature
1135	KU	Don't know	Other	Other	Commercial Real Estate	Steady state/slow growth/mature
1141	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1144	KU	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1150	KU	Don't know	Manufacturing	Manufacturing		Steady state/slow growth/mature
1156	LG&E	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1184	KU	Don't know	Retail trade	Retail trade		Steady state/slow growth/mature
1193	KU	Major factor	Wholesale trade	Wholesale trade		Steady state/slow growth/mature
1202	LG&E	Minor factor	Manufacturing	Manufacturing		Rapid growth or expansion
1203	KU	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1219	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1272	KU	Don't know	Retail trade	Retail trade		Steady state/slow growth/mature
1313	KU	Moderate factor	Other	Other	Pubic and Service	Steady state/slow growth/mature
1317	KU		Public sector	Public sector		Steady state/slow growth/mature
1339	KU	Not a factor	Service	Service		Steady state/slow growth/mature
1341	KU	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1347	LG&E	Not a factor	Wholesale trade	Wholesale trade		Steady state/slow growth/mature
1360	KU		Non-profit sector	Non-profit sector		Steady state/slow growth/mature
1388	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1401	KU	Major factor	Manufacturing	Manufacturing		Decline or negative growth
1416	KU	Don't know	Manufacturing	Manufacturing		Steady state/slow growth/mature
1424	KU	Moderate factor	Retail trade	Retail trade		Steady state/slow growth/mature
1433	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
1450	KU		Service	Service		Rapid growth or expansion

Sample No.	Utility	Q8d) No plans for near-term equipment upgrades that would be covered by the DSM program	Q10) Company sector	Q10_revised) Company sector - backcoded some Other Specifies	Q100) Other specify - Company sector	Q11) Current stage of your company's business life cycle
1466	KU		Construction	Construction		Steady state/slow growth/mature
1528	KU	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1529	KU	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1532	LG&E	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1544	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1569	LG&E	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1571	KU	Minor factor	Retail trade	Retail trade		Steady state/slow growth/mature
1573	KU		Wholesale trade	Wholesale trade		Steady state/slow growth/mature
1599	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
1606	KU	Not a factor	Other	Mining, oil, and gas	oil operator	Steady state/slow growth/mature
1623	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1625	KU	Not a factor	Other	Mining, oil, and gas	Oil Production	Steady state/slow growth/mature
1633	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
1652	KU		Other	Other	Sports Facility	Rapid growth or expansion
1679	KU	Not a factor	Manufacturing	Manufacturing		Rapid growth or expansion
1818	KU	Major factor	Retail trade	Retail trade		Steady state/slow growth/mature
1828	LG&E	Major factor	Manufacturing	Manufacturing		Decline or negative growth
1858	KU		Construction	Construction		Steady state/slow growth/mature
1879	KU	Major factor	Manufacturing	Manufacturing		Decline or negative growth
1973	KU	Major factor	Construction	Construction		Decline or negative growth
1977	KU	Don't know	Construction	Construction		Steady state/slow growth/mature
1985	KU	Not a factor	Service	Service		Decline or negative growth
1989	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
1999	KU	Don't know	Manufacturing	Manufacturing		Steady state/slow growth/mature
2000	KU	Not a factor	Public sector	Public sector		Steady state/slow growth/mature
2038	KU	Moderate factor	Other	Other	Healthcare	Steady state/slow growth/mature
2060	KU	Don't know	Service	Service		Steady state/slow growth/mature
2071	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2072	KU	Major factor	Manufacturing	Manufacturing		Decline or negative growth
2095	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
2099	KU	Not a factor	Other	Mining, oil, and gas	Oil Production	Steady state/slow growth/mature
2121	LG&E	Major factor	Manufacturing	Manufacturing		Decline or negative growth
2138	KU	Minor factor	Other	Other	Warehousing	Steady state/slow growth/mature
2139	KU	Major factor	Manufacturing	Manufacturing		Decline or negative growth
2141	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2151	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2157	KU	Don't know	Manufacturing	Manufacturing		Steady state/slow growth/mature
2160	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
2199	KU		Public sector	Public sector		Steady state/slow growth/mature
2206	KU	Don't know	Manufacturing	Manufacturing		Steady state/slow growth/mature
2216	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2218	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2224	KU	Minor factor	Non-profit sector	Non-profit sector		Steady state/slow growth/mature
2239	KU	Major factor	Manufacturing	Manufacturing		Decline or negative growth
2242	KU	Major factor	Retail trade	Retail trade		Steady state/slow growth/mature
2252	KU		Manufacturing	Manufacturing		Rapid growth or expansion
2262	KU	Don't know	Retail trade	Retail trade		Rapid growth or expansion
2265	LG&E	Don't know	Manufacturing	Manufacturing		Rapid growth or expansion
2278	LG&E		Service	Service		Rapid growth or expansion
2290	KU		Retail trade	Retail trade		Decline or negative growth
2298	KU		Service	Service		Steady state/slow growth/mature
2302	KU	Not a factor	Service	Service		Steady state/slow growth/mature

Sample No.	Utility	Q8d) No plans for near-term equipment upgrades that would be covered by the DSM program	Q10) Company sector	Q10_revised) Company sector - backcoded some Other Specificies	Q100) Other specify - Company sector	Q11) Current stage of your company's business life cycle
2305	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2308	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
2332	KU	Minor factor	Other	Mining, oil, and gas	Mining	Decline or negative growth
2338	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2346	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
2362	KU	Minor factor	Public sector	Public sector		Decline or negative growth
2364	KU	Major factor	Construction	Construction		Decline or negative growth
2383	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
2393	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2449	LG&E	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2457	LG&E	Major factor	Manufacturing	Manufacturing		Decline or negative growth
2459	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
2460	KU		Other	Other	Restaurant and entertainment	Start-up or foundational
2487	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2490	LG&E	Minor factor	Other	Other	info tech	Rapid growth or expansion
2510	KU	Major factor	Other	Other	Conveyor Installation	Steady state/slow growth/mature
2544	LG&E	Major factor	Manufacturing	Manufacturing		Decline or negative growth
2545	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2550	LG&E	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2569	KU	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2611	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
2635	LG&E	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2644	KU	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2646	KU	Not a factor	Wholesale trade	Wholesale trade		Start-up or foundational
2701	KU	Don't know	Retail trade	Retail trade		Steady state/slow growth/mature
2727	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2733	LG&E		Manufacturing	Manufacturing		Rapid growth or expansion
2738	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2740	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
2742	LG&E	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2743	LG&E	Major factor	Manufacturing	Manufacturing		Decline or negative growth
2748	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
2756	KU	Moderate factor	Other	Other	senior living	Steady state/slow growth/mature
2765	KU	Not a factor	Retail trade	Retail trade		Steady state/slow growth/mature
2769	KU	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2800	KU		Public sector	Public sector		Steady state/slow growth/mature
2811	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2813	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2818	KU		Service	Service		Steady state/slow growth/mature
2835	KU	Not a factor	Public sector	Public sector		Steady state/slow growth/mature
2868	KU	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
2870	LG&E	Moderate factor	Wholesale trade	Wholesale trade		Steady state/slow growth/mature
2884	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
2900	KU	Minor factor	Service	Service		Steady state/slow growth/mature
3455	KU	Not a factor	Public sector	Public sector		Steady state/slow growth/mature
3475	LG&E	Major factor	Retail trade	Retail trade		Steady state/slow growth/mature
3488	KU	Minor factor	Construction	Construction		Steady state/slow growth/mature
3489	KU		Wholesale trade	Wholesale trade		Steady state/slow growth/mature
3528	KU	Moderate factor	Retail trade	Retail trade		Steady state/slow growth/mature
3542	KU	Major factor	Retail trade	Retail trade		Steady state/slow growth/mature
3543	KU	Don't know	Service	Service		Steady state/slow growth/mature
3544	KU	Major factor	Service	Service		Steady state/slow growth/mature

Sample No.	Utility	Q8d) No plans for near-term equipment upgrades that would be covered by the DSM program	Q10) Company sector	Q10_revised) Company sector - backcoded some Other Specifies	Q100) Other specify - Company sector	Q11) Current stage of your company's business life cycle
3550	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
3561	KU	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
3571	KU		Retail trade	Retail trade		Steady state/slow growth/mature
3575	KU	Not a factor	Other	Mining, oil, and gas	oil production	Steady state/slow growth/mature
3591	KU		Retail trade	Retail trade		Decline or negative growth
3610	LG&E	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
3630	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
3636	KU		Other	Other	Transportation company	Steady state/slow growth/mature
3639	KU		Retail trade	Retail trade		Rapid growth or expansion
3650	LG&E	Major factor	Other	Other	TV Station	Steady state/slow growth/mature
3657	KU	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
3659	LG&E	Minor factor	Manufacturing	Manufacturing		Rapid growth or expansion
3664	KU	Major factor	Manufacturing	Manufacturing		Decline or negative growth
3669	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
3675	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
3678	KU		Retail trade	Retail trade		Steady state/slow growth/mature
3680	KU	Major factor	Public sector	Public sector		Steady state/slow growth/mature
3702	KU		Construction	Construction		Steady state/slow growth/mature
3804	KU		Public sector	Public sector		Steady state/slow growth/mature
3852	KU	Not a factor	Public sector	Public sector		Steady state/slow growth/mature
3861	KU		Other	Other	Health Care Facility	Rapid growth or expansion
3863	KU	Major factor	Service	Service		Steady state/slow growth/mature
3896	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature

**LOUISVILLE GAS AND ELECTRIC COMPANY  
KENTUCKY UTILITIES COMPANY**

**Response to Wallace McMullen and Sierra Club's Initial Request for Information  
Dated February 17, 2014**

**Case No. 2014-00003**

**Question No. 3**

**Witness: Michael E. Hornung**

Refer to the Direct Testimony of Michael Hornung at page 4 line 22 to page 5 line 3.  
With regards to the 650 GWh of cumulative energy savings referenced therein:

- a. Express 650 GWh in cumulative energy savings as a percentage of retail sales (through Nov. 2013).
  - b. Identify over what time period such savings has been achieved.
  - c. For each year of that time period, identify the incremental energy savings achieved in MWh and as a percentage of retail sales.
  - d. For each year of that time period, identify the Companies' spending on energy efficiency.
- 
- a. The 650 GWh in cumulative energy savings as a percentage of retail sales through November 2013 is 0.16%.
  - b. The 650 GWh of energy savings is cumulative of both Companies' DSM/EE efforts since 1994.
  - c. Please see attachment.
  - d. Please see attachment.

(c)

Percentage of Energy Savings to Retail Sales	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013*	Total
GWh	7	3	5	6	7	6	5	7	44	118	155	121	167	650
Retail Sales	29,843	31,347	30,986	31,895	33,282	32,639	34,301	33,273	31,665	34,276	32,803	32,794	30,096	419,203
Percentage of Retail Sales	0.024%	0.009%	0.016%	0.017%	0.020%	0.019%	0.014%	0.020%	0.140%	0.344%	0.473%	0.369%	0.555%	0.16%

(d)

Actual Expense (\$000's)	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013*	Total
DSM/EE Programs	\$2,184	\$4,058	\$6,758	\$7,768	\$7,747	\$8,461	\$8,989	\$10,630	\$21,489	\$22,024	\$24,802	\$27,555	\$35,171	\$187,636

**LOUISVILLE GAS AND ELECTRIC COMPANY  
KENTUCKY UTILITIES COMPANY**

**Response to Wallace McMullen and Sierra Club's Initial Request for Information  
Dated February 17, 2014**

**Case No. 2014-00003**

**Question No. 6**

**Witness: Michael E. Hornung**

Q-6. Refer to the Direct Testimony of Michael Hornung at page 13. With regards to the projected incremental energy savings identified therein for each of the years 2015 through 2018, express the savings for each year as a percentage of retail sales.

A-6.

<b>Year</b>	<b>Incremental Energy Savings (MWh)</b>	<b>Retail Sales (MWh)</b>	<b>Savings as % of Retail Sales</b>
2015	196,115	34,096,431	0.575%
2016	196,678	34,269,878	0.574%
2017	199,165	34,420,725	0.579%
2018	200,261	34,692,935	0.577%

LOUISVILLE GAS AND ELECTRIC COMPANY  
KENTUCKY UTILITIES COMPANY

Response to Wallace McMullen and Sierra Club's Initial Request for Information  
Dated February 17, 2014

Case No. 2014-00003

Question No. 12

Witness: Michael E. Hornung

Q-12. Refer to Exhibit MEH-1 at page 12. With regards to the DSMore modeling carried out for the Proposed DSM/EE Program Plan:

- a. Produce the DSMore modeling files, include all inputs and outputs, and workpapers (in machine-readable format with formulas intact) for all DSM modeling
- b. Identify the assumed value for each of following costs used in the DSMore modeling and specify the unit of its measure (e.g., \$/MWh, \$/MW, \$/ton, etc.):
  - i. Marginal energy cost
  - ii. Marginal generation capacity cost
  - iii. Marginal transmission & distribution capacity cost
  - iv. Fossil fuel cost
  - v. Environmental capacity cost
  - vi. Carbon price
  - vii. SO<sub>2</sub> allowance price
  - viii. NO<sub>x</sub> allowance price

A-12.

- a. The Companies do not own the DSMore model, but rather use it under license. Therefore, they cannot provide the DSMore model itself in response to this request.

Please see the Companies' responses to KPSC 1-31 and 1-33, which contain the program-specific inputs and outputs of the DSMore modeling.

- b. The values used in the DSMore modeling are as follows.
  - i. Please see attachment. Avoided energy costs are represented in \$/kWh.
  - ii. Avoided capacity cost used in the energy efficiency potential study was \$100/kW-yr.
  - iii. Transmission and distribution capacity costs are pieces of avoided energy costs used in the model and are not available as separate values.

- iv. Coal prices are a piece of avoided energy costs used in the model and are not available as a separate value. Please see attachment for natural gas prices in \$/Therm.
- v. The Company does not utilize an “Environmental Capacity Cost”.
- vi. The carbon price imbedded within the avoided energy costs is \$0.
- vii. The SO<sub>2</sub> price imbedded within the avoided energy costs is \$1/ton.
- viii. The NO<sub>x</sub> prices imbedded within the avoided energy costs \$50/ton for annual allowances and \$20/ton for ozone allowances. Ozone allowance prices are incremental to annual allowance prices during the ozone season.

**Avoided Energy Costs  
\$/kWh**

	Winter				Spring			
	Weekday		Weekend		Weekday		Weekend	
	Off-peak	Peak	Off-peak	Peak	Off-peak	Peak	Off-peak	Peak
2014	\$0.0272	\$0.0294	\$0.0271	\$0.0283	\$0.0274	\$0.0313	\$0.0265	\$0.0292
2015	\$0.0296	\$0.0321	\$0.0295	\$0.0304	\$0.0290	\$0.0344	\$0.0274	\$0.0308
2016	\$0.0317	\$0.0346	\$0.0312	\$0.0328	\$0.0313	\$0.0360	\$0.0300	\$0.0333
2017	\$0.0338	\$0.0360	\$0.0336	\$0.0345	\$0.0331	\$0.0376	\$0.0320	\$0.0354
2018	\$0.0351	\$0.0370	\$0.0345	\$0.0357	\$0.0335	\$0.0377	\$0.0323	\$0.0355
2019	\$0.0350	\$0.0369	\$0.0350	\$0.0357	\$0.0335	\$0.0384	\$0.0319	\$0.0360
2020	\$0.0368	\$0.0385	\$0.0367	\$0.0372	\$0.0348	\$0.0398	\$0.0339	\$0.0367
2021	\$0.0381	\$0.0393	\$0.0383	\$0.0389	\$0.0368	\$0.0419	\$0.0363	\$0.0388
2022	\$0.0398	\$0.0413	\$0.0396	\$0.0402	\$0.0389	\$0.0430	\$0.0384	\$0.0402
2023	\$0.0396	\$0.0418	\$0.0394	\$0.0405	\$0.0388	\$0.0433	\$0.0383	\$0.0401
2024	\$0.0407	\$0.0434	\$0.0402	\$0.0412	\$0.0399	\$0.0450	\$0.0394	\$0.0415
2025	\$0.0425	\$0.0455	\$0.0420	\$0.0432	\$0.0418	\$0.0459	\$0.0407	\$0.0426
2026	\$0.0455	\$0.0478	\$0.0449	\$0.0459	\$0.0447	\$0.0482	\$0.0442	\$0.0458
2027	\$0.0468	\$0.0493	\$0.0466	\$0.0476	\$0.0456	\$0.0495	\$0.0449	\$0.0471
2028	\$0.0513	\$0.0522	\$0.0510	\$0.0523	\$0.0501	\$0.0541	\$0.0497	\$0.0517
2029	\$0.0521	\$0.0542	\$0.0518	\$0.0531	\$0.0510	\$0.0552	\$0.0505	\$0.0525
2030	\$0.0550	\$0.0567	\$0.0546	\$0.0555	\$0.0538	\$0.0576	\$0.0533	\$0.0553
2031	\$0.0559	\$0.0582	\$0.0555	\$0.0571	\$0.0553	\$0.0608	\$0.0543	\$0.0562
2032	\$0.0562	\$0.0605	\$0.0554	\$0.0570	\$0.0550	\$0.0594	\$0.0540	\$0.0565
2033	\$0.0576	\$0.0614	\$0.0568	\$0.0594	\$0.0566	\$0.0621	\$0.0556	\$0.0584

	Summer				Autumn			
	Weekday		Weekend		Weekday		Weekend	
	Off-peak	Peak	Off-peak	Peak	Off-peak	Peak	Off-peak	Peak
2014	\$0.0270	\$0.0321	\$0.0268	\$0.0296	\$0.0284	\$0.0310	\$0.0278	\$0.0292
2015	\$0.0290	\$0.0362	\$0.0277	\$0.0319	\$0.0301	\$0.0336	\$0.0292	\$0.0314
2016	\$0.0321	\$0.0377	\$0.0304	\$0.0346	\$0.0324	\$0.0352	\$0.0315	\$0.0336
2017	\$0.0337	\$0.0392	\$0.0319	\$0.0360	\$0.0339	\$0.0360	\$0.0336	\$0.0350
2018	\$0.0333	\$0.0394	\$0.0321	\$0.0362	\$0.0338	\$0.0366	\$0.0335	\$0.0352
2019	\$0.0340	\$0.0403	\$0.0329	\$0.0372	\$0.0361	\$0.0384	\$0.0357	\$0.0372
2020	\$0.0356	\$0.0426	\$0.0346	\$0.0386	\$0.0364	\$0.0386	\$0.0364	\$0.0372
2021	\$0.0375	\$0.0444	\$0.0370	\$0.0399	\$0.0389	\$0.0415	\$0.0381	\$0.0396
2022	\$0.0391	\$0.0469	\$0.0388	\$0.0418	\$0.0397	\$0.0417	\$0.0398	\$0.0405
2023	\$0.0394	\$0.0480	\$0.0388	\$0.0426	\$0.0398	\$0.0433	\$0.0394	\$0.0410
2024	\$0.0408	\$0.0510	\$0.0399	\$0.0438	\$0.0407	\$0.0436	\$0.0404	\$0.0420
2025	\$0.0423	\$0.0497	\$0.0417	\$0.0446	\$0.0426	\$0.0466	\$0.0421	\$0.0443
2026	\$0.0453	\$0.0529	\$0.0447	\$0.0473	\$0.0455	\$0.0478	\$0.0449	\$0.0466
2027	\$0.0464	\$0.0542	\$0.0459	\$0.0491	\$0.0469	\$0.0512	\$0.0466	\$0.0492
2028	\$0.0508	\$0.0599	\$0.0506	\$0.0536	\$0.0511	\$0.0542	\$0.0507	\$0.0527
2029	\$0.0518	\$0.0626	\$0.0510	\$0.0544	\$0.0522	\$0.0556	\$0.0512	\$0.0532
2030	\$0.0547	\$0.0660	\$0.0542	\$0.0597	\$0.0551	\$0.0580	\$0.0547	\$0.0560
2031	\$0.0558	\$0.0670	\$0.0552	\$0.0596	\$0.0564	\$0.0600	\$0.0558	\$0.0578
2032	\$0.0565	\$0.0654	\$0.0551	\$0.0594	\$0.0563	\$0.0600	\$0.0559	\$0.0582
2033	\$0.0577	\$0.0680	\$0.0571	\$0.0608	\$0.0584	\$0.0639	\$0.0558	\$0.0592

**Natural Gas Prices**  
**\$/Therm**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2014	\$0.451	\$0.449	\$0.442	\$0.426	\$0.428	\$0.431	\$0.434	\$0.436	\$0.437	\$0.440	\$0.449	\$0.469
2015	\$0.472	\$0.470	\$0.463	\$0.447	\$0.448	\$0.451	\$0.455	\$0.457	\$0.457	\$0.461	\$0.471	\$0.491
2016	\$0.477	\$0.475	\$0.468	\$0.451	\$0.453	\$0.456	\$0.460	\$0.462	\$0.462	\$0.466	\$0.476	\$0.496
2017	\$0.489	\$0.487	\$0.480	\$0.463	\$0.465	\$0.468	\$0.472	\$0.474	\$0.474	\$0.478	\$0.488	\$0.509
2018	\$0.504	\$0.502	\$0.494	\$0.477	\$0.479	\$0.481	\$0.486	\$0.488	\$0.488	\$0.492	\$0.502	\$0.524
2019	\$0.527	\$0.525	\$0.517	\$0.499	\$0.501	\$0.504	\$0.508	\$0.511	\$0.511	\$0.515	\$0.526	\$0.548
2020	\$0.551	\$0.548	\$0.540	\$0.521	\$0.523	\$0.526	\$0.531	\$0.533	\$0.534	\$0.538	\$0.549	\$0.573
2021	\$0.590	\$0.587	\$0.578	\$0.558	\$0.560	\$0.563	\$0.568	\$0.571	\$0.571	\$0.576	\$0.588	\$0.613
2022	\$0.636	\$0.633	\$0.623	\$0.601	\$0.604	\$0.607	\$0.613	\$0.615	\$0.616	\$0.621	\$0.634	\$0.661
2023	\$0.672	\$0.670	\$0.659	\$0.636	\$0.639	\$0.643	\$0.648	\$0.651	\$0.651	\$0.657	\$0.671	\$0.699
2024	\$0.703	\$0.700	\$0.690	\$0.665	\$0.668	\$0.672	\$0.678	\$0.681	\$0.681	\$0.687	\$0.701	\$0.731
2025	\$0.739	\$0.736	\$0.725	\$0.699	\$0.702	\$0.706	\$0.712	\$0.715	\$0.716	\$0.722	\$0.737	\$0.768
2026	\$0.772	\$0.769	\$0.758	\$0.731	\$0.734	\$0.738	\$0.745	\$0.748	\$0.748	\$0.755	\$0.771	\$0.803
2027	\$0.810	\$0.807	\$0.795	\$0.767	\$0.770	\$0.774	\$0.781	\$0.785	\$0.785	\$0.792	\$0.808	\$0.843
2028	\$0.840	\$0.836	\$0.824	\$0.795	\$0.798	\$0.803	\$0.810	\$0.813	\$0.814	\$0.821	\$0.838	\$0.874
2029	\$0.876	\$0.872	\$0.859	\$0.828	\$0.832	\$0.837	\$0.844	\$0.848	\$0.848	\$0.855	\$0.873	\$0.911
2030	\$0.914	\$0.911	\$0.897	\$0.865	\$0.869	\$0.874	\$0.882	\$0.885	\$0.886	\$0.893	\$0.912	\$0.951
2031	\$0.955	\$0.951	\$0.937	\$0.904	\$0.908	\$0.913	\$0.921	\$0.925	\$0.926	\$0.933	\$0.953	\$0.994
2032	\$1.002	\$0.998	\$0.983	\$0.948	\$0.952	\$0.958	\$0.966	\$0.971	\$0.971	\$0.979	\$1.000	\$1.043
2033	\$1.041	\$1.037	\$1.021	\$0.985	\$0.989	\$0.995	\$1.004	\$1.008	\$1.009	\$1.017	\$1.039	\$1.083

**LOUISVILLE GAS AND ELECTRIC COMPANY  
KENTUCKY UTILITIES COMPANY**

**Response to Wallace McMullen and Sierra Club's Initial Request for Information  
Dated February 17, 2014**

**Case No. 2014-00003**

**Question No. 15**

**Witness: Michael E. Hornung**

- Q-15. Refer to Exhibit MEH-1 at pages 52-3. With regards to the proposal to allow the Residential High Efficiency Lighting program to expire:
- a. Identify and produce all studies, analyses, or documents regarding whether the Residential High Efficiency Lighting could provide additional cost-effective energy savings beyond 2014
  - b. Identify and produce all studies, analyses, or documents supporting the Companies' proposal to allow the Residential High Efficiency Lighting program to expire.
  - c. Referring to page 52, please identify the date(s) when the evaluation of the direct mail and coupon methods was conducted. Please state whether the Company has explored other marketing approaches for CFLs since that time. If so, please identify such approaches.
  - d. Identify the residential socket saturation rate for CFLs in LG&E and KU's service territories.
- A-15.
- a. Please see the response to KPSC 1-24.
  - b. Please see Exhibit MEH-2, page 17 in the Direct Testimony of Michael E. Hornung in this proceeding.
  - c. The direct mail and coupon methods were used and evaluated in 2010. Since then, the Companies have explored and implemented the following marketing approaches: a customer "opt-in" feature for future CFL campaigns; more robust Residential High Efficiency Lighting webpage; inclusion in social media; and exposure through the Companies' television-based mass-media efforts.
  - d. Based on a residential-customer survey conducted by Navigant, saturation levels for homes with roughly 40 sockets are approximately 20 and 15 percent for LG&E and KU, respectively.

**LOUISVILLE GAS AND ELECTRIC COMPANY  
KENTUCKY UTILITIES COMPANY**

**Response to the Attorney General's Supplemental Data Requests  
Dated March 19, 2014**

**Case No. 2014-00003**

**Question No. 9**

**Witness: Michael E. Hornung**

- Q-9. Please reference the Companies' Response to AG 1-16. The AG requested a detailed answer of the proposal to reduce the small commercial program goals. Per the Companies' response "the small commercial program will continue to be available to customers just as it has historically been available. Customers enrolled will still be eligible for incentives and eligible customers can continue to enroll." Please specify in detail exactly how the Joint Applicants propose to reduce the small commercial program goals.
- A-9. The table below provides an overview of the approved commercial program goals from Case No. 2011-00134<sup>1</sup>.

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Total
Annual Installations	540	600	600	600	400	400	400	3,540
Demand (MW)	0.8	0.9	0.9	0.9	0.6	0.6	0.6	5.3

The Companies are requesting that going forward in years 2015-2018 that the small commercial installations will be assumed as being zero as the demand opportunities with the large commercial segment will be greater and provide more demand reduction opportunities than that of the small commercial segment. That said, any small commercial customer who wishes to participate in the small commercial program will be allowed to participate as the technology is the same as used on a residential customer.

<sup>1</sup> For full programmatic participation and energy and demand reduction goals please refer to Case No.2011-00134, Volume I- MEH-1, pages 20-22.

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

CONSIDERATION OF THE NEW FEDERAL	)	
STANDARDS OF THE ENERGY INDEPENDENCE	)	CASE NO.
AND SECURITY ACT OF 2007	)	2008-00408

ORDER

The Commission initiated this proceeding on November 13, 2008 to investigate the adoption of the new Public Utility Regulatory Policies Act of 1978 ("PURPA") standards set forth in the Energy Independence and Security Act of 2007 ("EISA 2007") which was signed into law on December 19, 2007. EISA 2007 added four new PURPA standards applicable to electric utilities and two new PURPA standards applicable to natural gas utilities. EISA 2007 also includes one non-PURPA standard applicable to electric utilities.

The Commission addressed each of the EISA 2007 standards in its Order of October 6, 2011 ("the Commission's Order") in this case. Among other things, the Commission's Order required the adoption of the Smart Grid Investment Standard as set forth in EISA 2007 and required each jurisdictional electric generating utility to adopt a Kentucky Integrated Resource Plan ("Kentucky IRP") Standard. Although the EISA 2007 Gas Energy Efficiency Standard was not adopted, the Commission required each of the five major local gas distribution companies ("LDCs") to develop policies and procedures to ensure that cost-effective energy efficiency is considered as a priority resource. The Commission also indicated its intention to establish a new administrative

proceeding to focus solely on Smart Grid and Smart Meter initiatives and to manage the efforts of the Smart Grid Collaborative established in this case. The Commission ordered that a record of the efforts of the collaborative, as detailed in the Commission Staff's ("Staff's") informal conference ("IC") memo of November 2, 2009; Staff's IC memo of February 19, 2010; and in the Joint Response on behalf of the parties filed on April 29, 2010, be incorporated into the record of the proposed new administrative proceeding.

On October 28, 2011, East Kentucky Power Cooperative, Inc. ("EKPC") filed an application for rehearing in which it requested clarification or modification of five items in the Order. On October 31, 2011, Louisville Gas and Electric Company ("LG&E"), Kentucky Utilities Company ("KU"), Kentucky Power Company, Duke Energy Kentucky, Inc., and Big Rivers Electric Corporation ("Big Rivers") (collectively "Movants") filed a motion, which was deemed to be an application for rehearing, requesting clarification and amendment of several aspects of the Commission's Order. By Order entered November 17, 2012, the Commission granted both applications for rehearing. The following discussion addresses the various issues raised in the parties' motions.

#### EKPC's Rehearing Requests

In its October 28, 2011 filing, EKPC requests that the Commission address the applicability of PURPA and EISA 2007 to EKPC and several of the electric cooperative distribution utilities. EKPC points out that the Commission's Order provides an initial statement that EKPC and several of its member-cooperatives are not subject to PURPA or the new PURPA standards set forth in EISA 2007. But, as EKPC further points out, the Commission's Order later states that all jurisdictional electric utilities were made

parties to the proceeding and that the EISA 2007 standards apply to all the jurisdictional electric utilities. EKPC believes the Commission's statements are inconsistent and asks the Commission to reconcile those statements.<sup>1</sup>

EKPC also asks that the Commission incorporate the comments of the Attorney General of the Commonwealth of Kentucky, by and through his Office of Rate Intervention ("AG"), and the Community Action Council for Lexington-Fayette, Bourbon, Harrison, and Nicholas Counties, Inc. ("CAC") into the record of the proposed new smart grid administrative case. EKPC points out that, in ordering paragraph 5 of the Commission's Order, the Commission stated that the record of the efforts of the Smart Grid Collaborative, as detailed in the Staff's IC memos of November 2, 2009 and February 19, 2010, and LG&E/KU's Joint Response on behalf of the parties filed on April 29, 2010, were to be incorporated into the record of the upcoming administrative proceeding on smart grid issues. EKPC notes that the Commission failed to state that the comments submitted by the AG and CAC on March 25, 2011 would also be incorporated and asks that the Commission do so.<sup>2</sup>

EKPC requests that the Commission clarify the requirement to adopt the Kentucky IRP Standard. The Commission's Order did not require adoption of the EISA 2007 IRP Standard, but instead developed a Kentucky IRP Standard and required its adoption. EKPC states that it does not object to the provisions of the Kentucky IRP Standard per se. However, EKPC cites a 1991 decision of the Franklin Circuit Court which rejected the Commission's efforts to adopt by an order guidelines for filing

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<sup>1</sup> East Kentucky Power Cooperative, Inc.'s Application for Rehearing of Commission's Order of October 2, 2011, at 1-2.

<sup>2</sup> *Id.* at 2-3.

forecasted test-year rate cases. The Court held that the guidelines constituted a new policy and that the Commission could implement a new policy only through the promulgation of an administrative regulation. EKPC asks for rehearing and clarification on this issue.

EKPC also requests that the Commission clarify the requirement to adopt the Smart Grid Investment Standard. Like the adoption of the Kentucky IRP Standard, EKPC asserts that adopting the Smart Grid Investment Standard by order, rather than by a regulation, is contrary to the 1991 decision of the Franklin Circuit Court. EKPC also asks for clarification of apparent inconsistent statements in the Commission's Order as to whether the Smart Grid Investment Standards apply only to generating utilities or to all electric utilities.<sup>3</sup>

Finally, EKPC asks for an explanation of the basis for the statements in the Commission's Order regarding the commitment of EKPC and its member-owners to Demand-Side Management and energy efficiency (collectively "DSM"). That Order included several statements relating to DSM that EKPC viewed as criticism of its commitment, and that of its member cooperatives, to DSM. EKPC states that it has reviewed the information provided by the Investor-Owned Utilities ("IOUs") in this proceeding regarding their DSM efforts and believes that its efforts and those of its member-cooperatives are equal to those of the IOUs. EKPC, therefore, asks the Commission to clarify how its conclusions about the cooperatives' efforts were reached.<sup>4</sup>

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<sup>3</sup> *Id.* at 7-8.

<sup>4</sup> *Id.* at 8-10.

### Requests of the Movants

The Movants request that the Commission clarify and revise the Kentucky IRP Standard. The Movants state that the term "priority resource," as used in the second paragraph of the Kentucky IRP Standard, is inconsistent with the use of the terms "equal priority" and "cost-effective" in the first paragraph thereof and ask that the Commission revise the Kentucky IRP Standard to clarify the requirement.<sup>5</sup> The Movants assert that their respective systems are planned on the basis of achieving the lowest reasonable cost as required by the Kentucky IRP regulation, 807 KAR 5:058, Section 8. They state that, by referring to energy efficiency as a "priority resource," the Commission is suggesting that energy efficiency should be given priority over other more cost-effective supply-side or demand-side alternatives.

Next, the Movants note that although the EISA 2007 Gas Energy Efficiency Standard was not adopted, the Commission did require the five major gas LDCs to develop policies and procedures to ensure that cost-effective energy efficiency is considered as a priority resource. The Movants state that the lowest reasonable cost is the planning criteria for gas systems, just as it is for electric systems, and that a priority should not be placed on a resource unless it satisfies that criteria. Thus, they ask the Commission to amend its Order to delete the term "priority" and simply use the term "resource" in the requirement.<sup>6</sup>

Finally, the Movants request that the Commission defer adoption of the Smart Grid Investment Standard. Given the Commission's intention to open a new

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<sup>5</sup> Joint Motion for Clarification and Amendment of Order (filed Oct. 28, 2011) at 1-2.

<sup>6</sup> *Id.* at 3.

administrative proceeding to address smart grid and smart meter issues, the Movants state their belief that it is premature to indicate the adoption of the Smart Grid Investment Standard at this time.<sup>7</sup>

The Commission issued an Order on November 17, 2011 granting all rehearing requests. That Order also established a due date for submission of briefs addressing in general all of the issues raised on rehearing, as well as the specific issue of whether adoption of the Kentucky IRP Standard and the EISA 2007 Smart Grid Investment Standard constitute the adoption of new policies that requires the promulgation of administrative regulations. One brief was filed jointly on behalf of all of the electric and gas utilities that were parties to this case.<sup>8</sup>

## DISCUSSION OF ISSUES

### The Kentucky IRP Standard

The EISA 2007 IRP Standard for electric utilities would require each one to integrate energy efficiency resources into utility, state, and regional plans and adopt policies establishing cost-effective energy efficiency as a priority resource.

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<sup>7</sup> *Id.* at 3-4.

<sup>8</sup> Joint Brief of Atmos Energy Corporation, Big Rivers Electric Corporation, Big Sandy Rural Electric Cooperative Corporation, Blue Grass Energy Cooperative Corporation, Clark Energy Cooperative, Inc., Columbia Gas of Kentucky, Inc., Cumberland Valley Electric, Delta Natural Gas Company, Inc., Duke Energy Kentucky, Inc., East Kentucky Power Cooperative, Inc., Farmers Rural Electric Cooperative Corporation, Fleming-Mason Energy Cooperative, Grayson Rural Electric Cooperative Corporation, Inter-County Energy Cooperative Corporation, Jackson Energy Cooperative Corporation, Jackson Purchase Energy Corporation, Kenergy Corp., Kentucky Power Company, Kentucky Utilities Company, Licking Valley Rural Electric Cooperative Corporation, Louisville Gas and Electric Company, Meade County Rural Electric Cooperative Corporation, Nolin Rural Electric Cooperative Corporation, Owen Electric Cooperative, Inc., Salt River Electric Cooperative Corporation, Shelby Energy Cooperative, Inc., South Kentucky Rural Electric Cooperative Corporation, and Taylor County Rural Electric Cooperative Corporation (collectively, the "Utility Group"), filed January 13, 2012.

The Commission decided not to require adoption of the EISA 2007 IRP Standard and instead developed a Kentucky IRP Standard and required its adoption. The Kentucky IRP Standard as set forth in the Commission's Order is as follows:

Each electric utility shall integrate energy efficiency resources into its plans and shall adopt policies establishing cost-effective energy efficiency resources with equal priority as other resource options.

In each integrated resource plan, the subject electric utility shall fully explain its consideration of cost-effective energy efficiency resources as a priority resource as required by regulation. In each certificate case, the subject electric utility shall fully explain its consideration of cost-effective energy efficiency resources as a priority resource.

In each rate case, the subject electric utility shall fully explain its consideration of cost-effective energy efficiency resources and the impact of such resources on its test year.<sup>9</sup>

In its consideration of the EISA 2007 IRP Standard, the Commission recognized the fact that the proposed federal standard went beyond 807 KAR 5:058, the IRP regulation, and, therefore, the EISA 2007 IRP Standard could not be adopted without a change in the IRP regulation and, perhaps, other statutes. Even though most of the jurisdictional electric utilities supported the principles of the EISA 2007 IRP Standard, they also stated that there was no need to adopt the standard, given the authority granted the Commission in the current statutes and IRP regulation.

In an effort to express support for the principles of the EISA 2007 IRP Standard, the Commission decided to develop an IRP standard that embodied those principles but was consistent with the current IRP regulation and other applicable regulations and statutes. The intent of the Commission in developing the Kentucky IRP Standard was to create and adopt a standard that did not require the establishment of new

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<sup>9</sup> Order of Oct. 6, 2011 at 24.

administrative regulations and, at the same time, to emphasize the need for energy efficiency.

In the Final Order, the Commission clearly described its intent by stating the following:

While similar to the federal standard, the Kentucky IRP Standard recognizes the limitations of our current statutes and regulations. Simply put, the Kentucky IRP Standard requires the electric utilities to make energy efficiency resources a priority to the extent that those resources are in compliance with the current statutes and regulations. The Commission believes that the Kentucky IRP Standard preserves the current flexibility available through 807 KAR 5:058 to the electric utilities in their consideration of energy resources, yet encourages them to make greater efforts to consider and offer cost-effective energy efficiency programs.<sup>10</sup>

The Commission has reviewed the Movants arguments that the term "priority resource," as used in the second paragraph of the Kentucky IRP Standard, is inconsistent with the use of the terms "equal priority" and "cost-effective," in the first paragraph. Based on this review, the Commission finds that its use of the term "priority resource," while consistent with the EISA 2007 IRP Standard, may go beyond what is permissible under KRS Chapter 278, the IRP regulation, and other regulations. Therefore, we find it necessary and appropriate to clarify the Kentucky IRP Standard.

We also believe that the concern for the need to promulgate administrative regulations arises from our use of the term "priority resource" in the second paragraph of the Kentucky IRP Standard. We further believe that the last sentence of the second paragraph and the third paragraph of the standard as written may also be construed as going beyond the Commission's current authority because of the requirements set forth

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<sup>10</sup> *Id.* at 25.

in our standard. The last sentence of the second paragraph requires electric utilities to explain the consideration of cost-effective energy efficiency resources as a priority resource in each certificate case. The third paragraph includes the requirement to explain the consideration and impact of cost-effective energy efficiency resources in each rate case.

While the Commission has the authority to inquire into and review the activities of the utilities regarding energy efficiency in conjunction with certificate cases, rate cases, and other investigations, we agree that the requirements of the Kentucky IRP standards as currently stated may go beyond our existing authority. The Commission has traditionally inquired into the different resources considered by the utilities to meet energy needs in certificate cases and purchased power contract cases. Also, the Commission has regularly inquired into utilities' DSM activities and has considered the extent of those activities as one factor, along with cost-of-service studies, when making rate design decisions. Our intent was to indicate that energy efficiency will continue to be reviewed in all appropriate cases, either as a result of the utility addressing the issue in its application or through discovery.

In keeping with our intent to emphasize the need for cost-effective energy efficiency and to require adoption of a standard that is consistent with our statutes and regulations, and to ensure consistency with our existing authority, the Commission will revise the Kentucky IRP Standard as requested by the Utility Group.<sup>11</sup> Therefore, the revised Kentucky IRP Standard will read as follows:

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<sup>11</sup> Joint Brief at 8.

Each electric utility shall integrate energy efficiency resources into its plans and shall adopt policies establishing cost-effective energy efficiency resources with equal priority as other resource options.

In each integrated resource plan, certificate case, and rate case, the subject electric utility shall fully explain its consideration of cost-effective energy efficiency resources as defined in the Commission's IRP regulation (807 KAR 5:058).

In requiring all jurisdictional electric utilities to adopt this Kentucky IRP Standard, the Commission reaffirms its support for greater energy efficiency and also reaffirms its position that no new administrative regulations are required to do so since we are not modifying any existing regulations.

#### The EISA 2007 Gas Energy Efficiency Standard

The Commission's Order declined to adopt the EISA 2007 Gas Energy Efficiency Standard, but did adopt a requirement that the five major gas utilities develop policies and procedures to ensure that cost-effective energy efficiency is considered as a priority resource. The Movants object to the use of the term "priority resource" regarding this requirement and ask the Commission to amend its Order to simply use the term "resource" in the requirement.<sup>12</sup> The five large jurisdictional gas utilities that were parties to this case stated that they gave the same priority to all resource options, including energy efficiency, as they plan their systems based on lowest reasonable cost. They also stated that existing statutes and regulations give the Commission authority to review gas energy efficiency proposals.<sup>13</sup>

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<sup>12</sup> EKPC's Application for Rehearing at 3.

<sup>13</sup> Joint Brief at 12-13.

As with the Kentucky IRP Standard, the Commission believes that it has the authority to inquire into and review the activities of gas utilities regarding energy efficiency in appropriate proceedings, and the gas utilities have expressed their agreement. However, we agree that, as written, the use of the term “priority resource,” while consistent with the EISA 2007 Gas Energy Efficiency Standard, may exceed the Commission’s authority and is not what we intended. We, therefore, will amend the requirement for gas utilities by removing the word “priority.” Therefore, the gas utilities that were parties to this case will be required to develop policies and procedures that consider cost-effective energy efficiency in the same manner as all other cost-effective resources.

Again, the Commission believes that this requirement is consistent with its existing authority. Based on the gas utilities’ statement that consideration of all cost-effective resources is embedded in their planning processes, the Commission believes that the requirement should only represent a formal statement of their planning and should not require the implementation of new administrative regulations.

#### The EISA 2007 Smart Grid Investment Standard

The Commission required the jurisdictional electric utilities to adopt the EISA 2007 Smart Grid Investment Standard. The standard requires that, prior to undertaking investments in nonadvanced grid technologies, a jurisdictional electric utility must demonstrate that it considered an investment in a qualified Smart Grid system based on certain factors. The EISA 2007 Smart Grid Investment Standard also requires each state to consider rate recovery of Smart Grid capital expenditures, operating expenses,

and other costs related to the deployment of smart grid technology, including a reasonable return on capital expenditures.

In its request for rehearing, EKPC asks for clarification on the adoption of the Smart Grid Investment standard in light of the 1991 decision of the Franklin Circuit Court.<sup>14</sup> Also, the Movants request that the Commission defer adoption of the EISA 2007 Smart Grid Investment Standard, arguing that its adoption is premature given the Commission's stated intention to establish a new administrative proceeding to address smart grid and smart meter issues.<sup>15</sup>

In their Joint Brief, the Utility Group notes that smart grid technologies are constantly changing and continue to develop. Also, in addition to the argument that new regulations may be required to implement the EISA 2007 Smart Grid Standard, the Utility Group asks that the Commission proceed with the new smart grid administrative case before developing smart grid standards.<sup>16</sup>

The Commission has broad authority to investigate and review the capital investments of all jurisdictional utilities. Further, the Commission finds it reasonable for Kentucky's jurisdictional electric utilities to investigate and consider Smart Grid technology and infrastructure as part of their investment decisions. However, based on our decision to establish a new administrative proceeding to examine the issues related to smart grid investment, we find it reasonable to not require the adoption of the Smart

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<sup>14</sup> EKPC's Application for Rehearing at 7.

<sup>15</sup> Movants Request for Clarification at 3-4.

<sup>16</sup> Joint Brief at 9.

Grid Investment Standard at this time. We will defer to that future case any decision on its adoption and will proceed with the administrative case.

#### EKPC's Commitment to DSM and Energy Efficiency

As EKPC states in its rehearing request, the Commission's Order does not include any analysis or comparison of evidence to support the statements and conclusions on DSM efforts that EKPC viewed as criticism of EKPC's and its member-cooperatives' commitment to DSM.<sup>17</sup> The statements in the Commission's Order were based on information from a number of other proceedings, as well as from this case.

In recent months, the Commission has become aware that one cannot discern from the filed tariffs the menu of available DSM programs that provide for rebates or discounts for either the cooperatives or the IOUs. The Commission has significantly more information about the menu of DSM programs offered by the IOUs due to the fact that each of them utilizes the DSM surcharge, as authorized under KRS 278.285, as a vehicle to recover DSM-related costs. Therefore, they submit regular applications for cost-recovery purposes and they identify and discuss in detail the DSM programs offered to their customers.

EKPC states in its rehearing request that a comparison of responses to data requests shows that EKPC and its member cooperatives offered as many programs as the IOUs, and the reported savings from those DSM programs was on par with the IOUs.<sup>18</sup> A review of the list of DSM programs offered by EKPC and its members was included in the testimony in this case. That list does show that there is a more diverse

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<sup>17</sup> EKPC's Application for Rehearing at 10.

<sup>18</sup> *Id.*

menu of DSM programs offered than can actually be found in their authorized tariffs. This situation just recently became evident during Case No. 2011-00372.<sup>19</sup> In an informal conference during that case, the Commission became aware that EKPC's member distribution cooperatives offered a number of DSM programs that were not filed in tariffs.

Clearly, the menu of DSM programs available to the EKPC member distribution cooperatives, and offered to their respective customers, is greater than what was evident by the record at the time the Commission's Order was issued. It further appears that the menu of DSM programs offered by EKPC and its member cooperatives may approach that of the IOUs. The Commission recognizes that the participation of each member cooperative in DSM programs is based on a consideration of the needs of its own members. Consequently, some of the EKPC member cooperatives offer a full array of DSM programs, while others do not. Thus, we find it appropriate to revise the Commission's Order to recognize the commitment of EKPC and its members to DSM.

#### Utilities Subject To The Commission's Order

In its rehearing request, EKPC asks for clarification of what it believes to be contradictory findings in the Commission's Order as to whether the EISA 2007 standards apply to all of the jurisdictional electric utilities that were made parties to this case, or whether the standards apply to only some of those utilities, not including EKPC and certain other jurisdictional electric cooperatives.<sup>20</sup> EKPC cites to the Commission's

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<sup>19</sup> Case No. 2011-00372, Tariff Filing of Jackson Energy Cooperative Corporation for Approval to Implement Five New Demand-Side Management Programs (Ky. PSC, February 24, 2012), Informal Conference held Oct. 31, 2011, Informal Conference Memo filed Nov. 2, 2011.

<sup>20</sup> EKPC's Application for Rehearing at 2.

Order, at 3, where it lists the names of “[t]he electric utilities that are not subject to PURPA.” EKPC also references the finding in the Commission’s Order, at 10-11, that:

The four PURPA standards relating to Integrated Resource Planning, Rate Design Modifications to Promote Energy Efficiency Investments, Consideration of Smart Grid Investments, and Smart Grid Information, as well as the non-PURPA waste energy standard, apply to all the jurisdictional electric utilities that were made parties to this proceeding.<sup>21</sup>

Based on a review of EKPC’s rehearing argument, the Commission acknowledges the need to provide clarification. In the November 13, 2008 Order initiating this case, all the electric utilities, including those such as EKPC that are not subject to PURPA, were made parties to the case. The reason for doing so, as set forth in that Order, was that, “[T]he Commission has determined that all Kentucky jurisdictional electric utilities will be made parties to the proceeding as it is possible that they may be required to comply with any eventual Commission decision.”<sup>22</sup> By joining as parties to this case the electric utilities that are not subject to PURPA, the Commission was following the precedent established in the two prior administrative cases where it considered the PURPA standards enacted by the Energy Policy Act of 2005.<sup>23</sup>

The intent of the above quoted finding in the Commission’s Order, at 10-11, was to state that the Commission had decided that its decisions therein on the four PURPA

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<sup>21</sup> Order of Oct. 6, 2011 at 10-11.

<sup>22</sup> Order of November 13, 2008 at 3.

<sup>23</sup> Administrative Case No. 2006-00045, Consideration of the Requirements of the Federal Energy Policy Act of 2005 Regarding Time-Based Metering, Demand Response, and Interconnection Service (Ky. PSC Dec. 21, 2006) at 2; Case No. 2007-00300, Consideration of the Requirements of the Federal Energy Policy Act of 2005 Regarding Fuel Sources and Fossil Fuel Generation Efficiency (Ky. PSC Aug. 25, 2009) at 1-2.

standards would be binding on all jurisdictional electric utilities. Thus, that sentence should have stated that:

The Commission's decisions herein on the four PURPA standards relating to Integrated Resource Planning, Rate Design Modifications to Promote Energy Efficiency Investments, Consideration of Smart Grid Investments, and Smart Grid Information, as well as the non-PURPA waste energy standard, apply to all the jurisdictional electric utilities that were made parties to this proceeding.

Therefore, the Commission's Order is clarified as set forth in the immediately preceding sentence to provide that the Commission's decision is applicable to all jurisdictional utilities.

#### Evidence To Be Incorporated Into New Administrative Case

The Commission's Order stated, in ordering paragraph 5, that the record of the efforts of the Smart Grid Collaborative, as detailed in (1) Staff's IC memo of November, 2, 2009; (2) Staff's IC memo of February 19, 2010; and (3) E.ON U.S. LLC's Joint Response on behalf of the parties filed on April 29, 2010, "shall be incorporated into the record of the separate upcoming administrative proceeding on smart grid issues." EKPC notes that the Commission failed to state that the joint comments submitted by the AG and CAC on March 25, 2011 would also be incorporated into the record of the new case and asks the Commission to do so.<sup>24</sup>

The Commission agrees with this request. We had intended to include those joint comments but overlooked doing so. The Commission, therefore, places all parties on notice of its intent to incorporate the March 25, 2011 joint comments of the AG and CAC in the record of the new administrative proceeding. The joint comments of the AG

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<sup>24</sup> *Id.* at 3.

and CAC, as well as those previously cited in the Commission's Order, will be incorporated in the record by the order initiating the new administrative case.<sup>25</sup>

Having reviewed EKPC's and the Movants' requests for rehearing and being otherwise sufficiently advised, the Commission finds that:

1. All jurisdictional utilities that were made parties to this case are bound by and must adhere to the Commission's decisions in this proceeding on: (1) whether or not the EISA 2007 PURPA standards, or different standards, are adopted; and (2) which jurisdictional utilities must adopt the standards that are adopted by the Commission.

2. The Kentucky IRP Standard is revised as discussed above and it shall be adopted by the jurisdictional electric generating utilities.

3. The Kentucky IRP Standard, as revised, is not in conflict with the IRP Regulation or any other regulation or statute; therefore, no new administrative regulations are required for its adoption.

3. The requirement of the LDC Members to consider cost-effective energy efficiency is revised as discussed above.

4. The five major LDCs shall develop policies and procedures to ensure that cost-effective energy efficiency is given the same priority as all other cost-effective resources.

5. The Smart Grid Investment Standard shall not be adopted at this time, and a decision on whether or not to adopt that standard will be deferred until the completion of a new Smart Grid/Smart Meter administrative case.

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<sup>25</sup> On December 20, 2011 the AG and CAC filed a joint motion noting that the Commission's Order did not incorporate their March 25, 2011 joint comments into the new administrative case and requesting that they be incorporated. This motion, which is essentially an application for rehearing and not filed in accordance with KRS 278.400, will be denied as moot based on our decision to grant EKPC's request to incorporate the same joint comments.

6. The Commission's statements regarding the DSM and energy efficiency efforts of the member cooperatives are revised as discussed in the findings above.

7. The Commission will incorporate the March 25, 2011 comments of the AG and CAC into the record of the new administrative proceeding.

IT IS HEREBY ORDERED that:

1. The Commission's October 6, 2011 Order is amended to the extent that the last sentence beginning on page 10 is revised to read as follows:

The Commission's decision herein on the four PURPA standards relating to Efficiency Investments, Consideration of Smart Grid Investments, and Smart Grid Information, as well as the non-PURPA waste energy standard, apply to all jurisdictional electric utilities that were made parties to this proceeding.

2. The Kentucky IRP Standard, set forth in the Commission's October 6, 2011 Order at the bottom of page 24, is revised to read as follows:

Each electric utility shall integrate energy efficiency resources into its plans and shall adopt policies establishing cost-effective energy efficiency resources with equal priority as other resource options.

In each integrated resource plan, certificate case, and rate case, the subject electric utility shall fully explain its consideration of cost-effective energy efficiency resources as defined in the Commission's IRP regulation (807 KAR 5:058).

3. The revised Kentucky IRP Standard set forth in ordering paragraph 2 above shall be adopted by each jurisdictional electric generating utility.

4. The five major LDCs shall develop policies and procedures that ensure that cost-effective energy efficiency is given the same priority as all other cost-effective resources.

5. The Commission's October 6, 2011 Order is amended to the extent that ordering paragraph 3 therein is modified to read as follows:

The Smart Grid Investment Standard shall not be adopted at this time, and a decision on whether or not to adopt that standard will be deferred until the completion of a new Smart Grid/Smart Meter administrative case.

6. The March 25, 2011 comments of the AG and CAC shall be incorporated into the record of the new Smart Grid/Smart Meter administrative proceeding.

7. Within 30 days of the date of this Order, each jurisdictional electric generating utility shall submit a statement to the Commission indicating its adoption of the revised Kentucky IRP Standard.

8. Within 90 days of the date of this Order, each of the five major LDCs shall submit the pertinent policies and procedures to ensure that cost-effective energy efficiency is given the same priority as all other cost-effective resources.

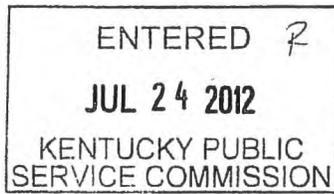
9. All other provisions of the Commission's October 6, 2012 Order shall remain in full force and effect.

10. Any documents filed in the future pursuant to ordering paragraphs 7 and 8 above shall reference this case number and shall be retained in the appropriate utility's general correspondence file.

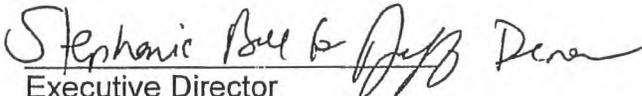
11. This case is closed and is removed from the Commission's docket.

By the Commission

Commissioner Breathitt is abstaining from this proceeding.



ATTEST:

  
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Case No. 2008-00408

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