

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE ANNUAL COST RECOVERY FILING FOR)	
DEMAND SIDE MANAGEMENT BY THE UNION)	CASE NO.
LIGHT, HEAT AND POWER COMPANY)	2004-00389

COMMISSION STAFF'S SUPPLEMENTAL DATA REQUEST
TO THE UNION LIGHT, HEAT AND POWER COMPANY

The Union Light, Heat and Power Company ("ULH&P") is requested, pursuant to 807 KAR 5:001, to file with the Commission the original and 6 copies of the following information, with a copy to all parties of record. The information requested herein is due by December 20, 2004. When a number of sheets are required for an item, each sheet should be appropriately indexed, for example, Item 1(a), Sheet 2 of 6. Include with each response the name of the person who will be responsible for responding to questions relating to the information provided. Careful attention should be given to copied material to ensure that it is legible. Where information requested herein has been provided, in the format requested herein, reference may be made to the specific location of said information in responding to this information request.

1. ULH&P proposes that its revised demand-side management tariff riders become effective with the first billing cycle in January of 2005. Provide the date of this billing cycle.

2. Describe ULH&P's system of internal controls as it applies to incentives or customer rewards for Energy Star Products. The description should include, but not be limited to, the following areas:

a. The control environment as it relates to policies and procedures for disbursement of incentives or customer rewards.

b. The risks from external and internal sources that must be assessed and the steps undertaken in order to manage those risks.

c. Control activities, including approvals, authorizations, verifications, reconciliations, reviews of operating performance, security of assets and segregation of duties.

d. Monitoring of the system's incentive performance.

3. Has ULH&P decided what information will be captured from the marketing program and how the information will be used? Explain the response in detail.

4. Refer to Item 6 of the response to the Commission Staff's initial data request. Part (a) states that there are no marketing and informational materials prepared yet. The examples of marketing and informational materials used by WECC in similar programs in other areas appear to be acceptable for use in point of purchase displays; however, it is not clear that customer marketing materials will be solely informational. Submit any materials that may be used in marketing to utility customers, regardless of their stage of development.

5. Refer to Item 7 of the response to the Commission Staff's initial data request. Part (b) states that \$13,685 is allocated to Marketing – brochure development,

printing, and mailings. Provide examples of the brochures to be mailed and a detailed breakdown of the \$13,685 in costs.



Beth O'Donnell
Executive Director
Public Service Commission
P. O. Box 615
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DATED: December 3, 2004

cc: All Parties