

Kentucky Power Company
KPSC Case No. 2019-00366
Commission Staff's 1st Set of Data Requests
Dated October 28, 2019
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DATA REQUEST

KPSC 1_8 Describe in specific detail how the Utility's HEA programs are advertised or communicated to customers. Provide all marketing materials.

RESPONSE

For the 2018 and 2019 program years, the Company provided the following advertisements and communications to customers regarding its HEA programs:

- Customer handbooks are provided to local community action agencies, county judge executive offices, festivals, various community outreach events, and through individual interactions with Customer Service Representatives.¹
- Palm cards are provided to field employees during the fall and winter season for distribution.
- The Company provided a press release describing the program to all major media in its service territory during the 2018 program year.² This release was picked up by The Daily Independent and ran on December 10, 2018.
- Information is provided on the Company's website:
<https://www.kentuckypower.com/account/bills/assistance/> and
<https://www.kentuckypower.com/winterbills>
 - The first link provides a printable flyer regarding the HEART and THAW programs. The flyer also was included in a November 8, 2019 targeted email sent to approximately 11,000 residential customers who were past due on their electric account. The flyer also will be included with a newsletter to elected officials in the Company's service territory notifying them of eligibility changes. A similar newsletter (and flyer) were provided on November 5, 2018 to address the changes to the Company's HEA programs approved by the Commission in Case No. 2018-00311.

¹ Festivals include Hillbilly Days in Pikeville, Summer Motion in Ashland, and the Black Gold Festival in Hazard. Community Outreach events consist of Kentucky Power personnel attending senior citizen facilities, libraries, or community action offices to present an informational session which includes energy conservation tips, optional programs, and assistance programs. Customer Service Representatives meet with various customers regarding inquiries (such as high bills). At their discretion, a customer handbook may be provided.

² Year 2018 for HEART refers to applications which began November 1st 2018 and benefit months January through April 2019. Year 2018 for THAW refers to applications which began January 2019 and benefits awarded January 2019 through April 2019.

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- A targeted postcard was sent in January 2019 to approximately 3,000 residential customers who were between \$200 and \$300 past due on their account.
- A bill insert discussing the THAW program will be sent to residential customers with their December 2019 bill.

Copies of the communications listed above are attached as KPCO_R_KPSC_1_8_Attachment1 through KPCO_R_KPSC_1_8_Attachment6.

Witness: Brian K. West

FEBRUARY 24, 2020 SUPPLEMENTAL RESPONSE

This response is supplemented to identify add Ms. Cobern as a witness.

Witnesses: Brian K. West and Stevi N. Cobern

MARCH 6, 2020 SUPPLEMENTAL RESPONSE

At the February 25, 2020 formal conference Kentucky Power was asked about an advertisement that appeared in newspapers in its service territory promoting the Company's home energy assistance programs. Kentucky Power reviewed its records and identified a newspaper ad promoting HEART and THAW 2018 that was published on December 5, 2018 in the following newspapers:

- Cromona Letcher County News Press
- Hindman Troublesome Creek Times
- Inez Mountain Citizen
- Whitesburg Mountain Eagle
- Grayson Journal-Enquirer
- Hazard Herald
- Pikesville Appalachian News-Express
- Floyd County Chronicle and Times
- Paintsville Herald

Any costs incurred by Kentucky Power for the marketing of HEART and THAW is paid from Company funds and does not affect the available HEA funds.

Witnesses: Brian K. West and Stevi N. Cobern

VERIFICATION

The undersigned, Stevi N. Cobern, being duly sworn, deposes and says she is a Customer Services Coordinator Associate for Kentucky Power, that she has personal knowledge of the matters set forth in the foregoing responses and the information contained therein is true and correct to the best of her information, knowledge, and belief.

Stevi N. Cobern

Stevi N. Cobern

Commonwealth of Kentucky)
)
County of Boyd)

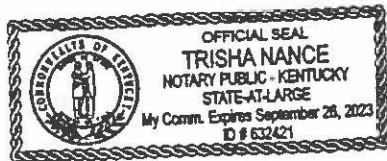
Case No. 2019-00366

Subscribed and sworn before me, a Notary Public, by Stevi N. Cobern this
5th day of March, 2020.

Trisha Nance

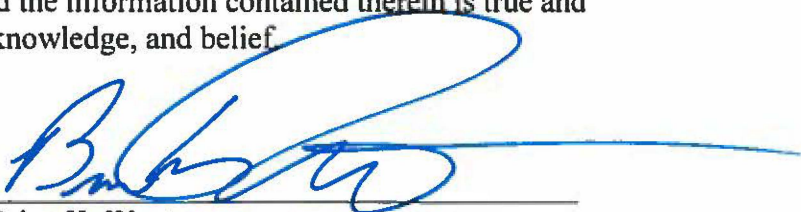
Notary Public

My Commission Expires 9-26-2023



VERIFICATION

The undersigned, Brian K. West, being duly sworn, deposes and says he is the Director of Regulatory Services for Kentucky Power, that he has personal knowledge of the matters set forth in the foregoing responses and the information contained therein is true and correct to the best of his information, knowledge, and belief.



Brian K. West

Commonwealth of Kentucky)
) Case No. 2019-00366
County of Boyd)

Subscribed and sworn before me, a Notary Public, by Brian K. West this
5th day of March, 2020.



Notary Public

My Commission Expires 9-26-2023

