



SUMMARY REPORT of FINDINGS
Columbia Gas of Kentucky
Customer CHOICE® Survey

Prepared For: Columbia Gas of Kentucky

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1.1 Overview and Methodology

Columbia Gas of Kentucky initiated this research study in compliance with the Kentucky Public Service Commission’s request that customer perceptions of the Customer Choice program available through Columbia Gas of Kentucky be assessed.

The objectives of the study were as follows:

- 1) Measure awareness of the Customer Choice program
- 2) Assess the primary reasons for participation in the program
- 3) Understand why customers who are aware of the program choose not to participate
- 4) Quantify the savings that participants perceive they have realized through the program
- 5) Gauge overall satisfaction with the program

The online survey was designed to target both Choice and non-Choice customers, with a representative sample of residential and commercial customers within each group. Email invitations to the online survey were sent to segmented customer lists by Columbia Gas. The lists were identified as Choice and non-Choice customers and within residential and commercial customers.

The online survey design allowed respondents to answer different sets of questions, depending on the respondents’ self-identification as a “Current” or “Non” Choice participant. This self-identification occasionally did not correspond to the customer list. The discrepancies between self-identification and list identity among the respondents are detailed in the table below:

List Type	Total (Base: 293)	Residential Customer Defined		
		Current Choice (Base: 71)	Non-Choice (Base: 180)	Don’t Know (Base: 42)
Current Choice	24.2%	100%	30.0%	95.2%
Not Choice	75.8%	0%	70.0%	4.8%

Among the 167 customers who were identified as Current Choice customers on the Columbia Gas list:

- 24.2% responded that they were currently in the Choice program.
- 3.6% responded that they had previously been in the program, but were no longer participating.

List Type	Total (Base: 46)	Commercial Customer Defined		
		Current Choice (Base: 2)	Non-Choice (Base: 41)	Don't Know (Base: 3)
Current Choice	0%	0%	26.8%	66.6%
Never Choice	100%	100%	73.2%	33.3%

The online survey was launched on March 30th, 2021 with reminders/resent invitations going out April 5th, April 8th and April 14th. The survey closed on April 19th.

Notes:

Throughout this report, questions allowing multiple responses are marked with an asterisk (). Totals for these questions may add to more than 100%.*

1.2 Profile of Respondents

Residential Customers

In which county do you live?

	Total (Base: 293)	Choice (Base: 71)	Non-Choice (Base: 180)	Don't Know (Base: 42)
Fayette	37.9%	26.8%	40.0%	47.6%
Bluegrass (CUME)	27.3%	31.0%	27.8%	19.0%
Franklin	10.9%	9.9%	12.2%	7.1%
Clark	4.1%	2.8%	5.0%	2.4%
Scott	3.8%	7.0%	2.8%	2.4%
Woodford	3.1%	4.2%	2.8%	2.4%
Bourbon	2.0%	2.8%	1.7%	2.4%
Harrison	2.0%	2.8%	2.2%	
Jessamine	0.7%		1.1%	
Estill	0.3%			2.4%
Madison	0.3%	1.4%		
Eastern (CUME)	12.6%	14.1%	12.2%	11.9%
Boyd	5.1%	5.6%	5.6%	2.4%
Greenup	3.1%	7.0%	1.1%	4.8%
Mason	1.7%		2.2%	2.4%
Montgomery	1.7%	1.4%	1.7%	2.4%
Lawrence	0.7%		1.1%	
Floyd	0.3%		0.6%	
Other	6.8%	7.0%	7.2%	4.8%
No answer	15.4%	21.1%	12.8%	16.7%

Each respondent was categorized according to his or her self-identified participation history in the Customer Choice Program:

Program Participation		
	#	%
Total	293	100.0%
Current Choice	71	24.2%
Not Choice	180	61.4%
Don't Know	42	14.3%

Profile of Residential Respondents, continued

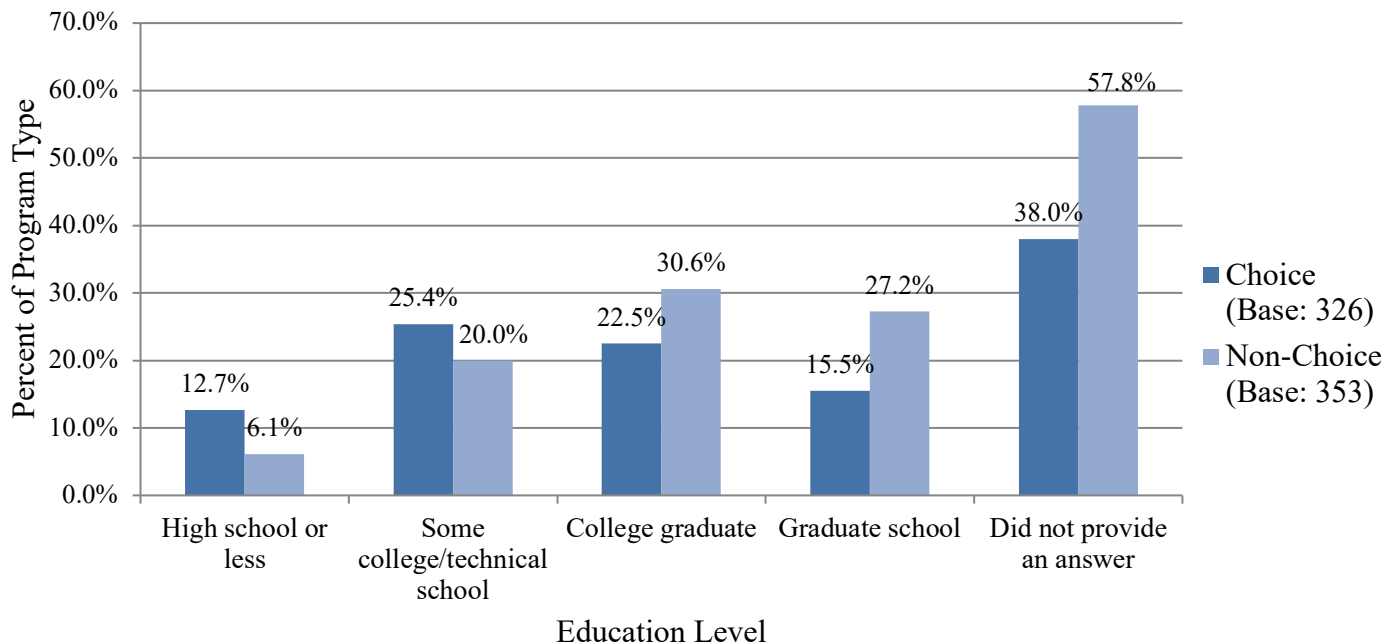
The customer list was used to stratify the sample to reflect the geography of Columbia Gas Choice and non-Choice customers. The tables below show the resulting geographical composition of the Choice and non-Choice respondents included in this study:

<i>Choice</i>	Residential (Base: 71)
Fayette	26.8%
Bluegrass	31.0%
Eastern	14.1%

<i>Non-Choice</i>	Residential (Base: 180)
Fayette	40.0%
Bluegrass	27.8%
Eastern	12.2%

What was the last grade of school you had the opportunity to complete?

Education by Program Type



Profile of Residential Respondents, continued

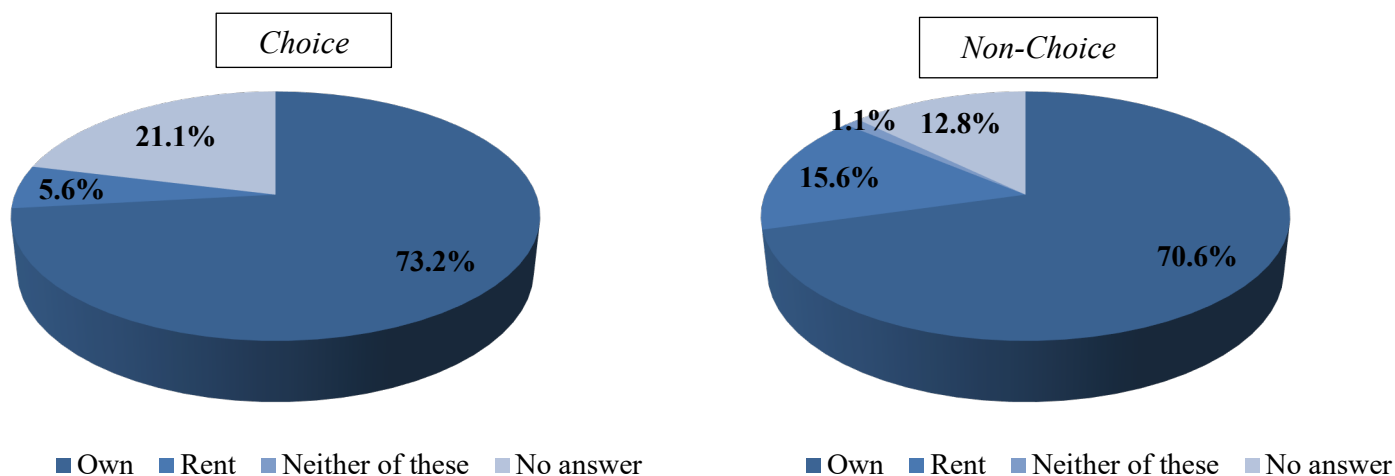
Into which of the following age categories does your age fall?

	Total (Base: 293)	Choice (Base: 71)	Non-Choice (Base: 180)	Don't Know (Base: 42)
18-34	3.1%		5.0%	
35-44	5.1%	1.4%	7.8%	
45-54	5.8%	1.4%	7.2%	7.1%
55-64	27.0%	23.9%	25.6%	38.1%
65+	40.6%	50.7%	38.9%	31.0%
Prefer not to answer	3.1%	1.4%	2.8%	7.1%
No answer	15.4%	21.1%	12.8%	16.7%

Including yourself, how many people live in your household?

	Total (Base: 293)	Choice (Base: 71)	Non-Choice (Base: 180)	Don't Know (Base: 42)
One	20.8%	21.1%	22.8%	11.9%
Two	42.3%	40.8%	41.7%	47.6%
Three	8.9%	7.0%	9.4%	9.5%
Four	3.8%	2.8%	3.9%	4.8%
Five or more	3.4%	2.8%	3.9%	2.4%
Prefer not to answer	5.5%	4.2%	5.6%	7.1%
No answer	15.4%	21.1%	12.8%	16.7%

Do you own or rent your home?



Profile of Residential Respondents, continued

Gender

	Choice (Base: 71)	Non-Choice (Base: 180)
Male	46%	41%
Female	31%	44%
Prefer not to answer	1%	3%
No answer	15%	13%

Do you have access to the internet?

Program Participation	Internet Access	Total
Choice (Base: 71)	Yes	78.9%
	No	
	No answer	21.1%
Non-Choice (Base: 180)	Yes	85.6%
	No	1.7%
	No answer	12.8%

2.0 Summary of the Research Residential Customers

Are you aware of the Customer CHOICE® program?

	Total (Base: 293)	#
Yes	48.5%	142
No	51.5%	151

Are you a current participant in the Columbia Gas of Kentucky Customer Choice Program?

	Total (Base: 293)	#
Yes	24.2%	71
No	61.4%	180
Don't Know	14.3%	42

2.1 Current Choice Residential Customers

How long have you been a Choice customer?

	Residential (Base: 71)	#
Less than 2 years	2.8%	2
2 – under 3 years	18.3%	13
3 – under 4 years	7.0%	5
5 – under 6 years	16.9%	12
6 – under 10 years	5.6%	4
10 or more years	21.1%	15
Don't recall	22.5%	16
No answer	5.6%	4
Mean years	8.2	
Median years	5.0	

Current Choice Residential Customers, continued

*Thinking back to when you first enrolled in the Choice Program, why did you originally decide to participate?**

	Residential (Base: 71)	#
To save money	67.6%	48
To get a longer term fixed price	26.8%	19
Other¹	5.6%	4
No answer	9.9%	7

*What is the greatest benefit you receive from participating in the Customer Choice Program?**

	Residential (Base: 71)	#
Getting a fixed rate that is the same each month	56.3%	40
Saving money	50.7%	36
Having a choice of energy suppliers	21.1%	15
Other²	2.8%	2
Not sure	2.8%	2
No answer	9.9%	7

Have you saved money by participating in the Choice Program?

	Residential (Base: 71)	#
Yes	38.0%	27
No	7.0%	5
Unsure/Don't know	45.1%	32
No answer	9.9%	7

*[If you have saved money,] How do you know you have saved money?**

	Residential (Base: 27)	#
Lower unit rate	55.6%	15
Lower monthly bills	18.5%	5
By comparing my bill to other people's gas bills	18.5%	5
No answer	7.4%	2

¹ See Appendix

² See Appendix

Current Choice Residential Customers, continued

In the course of a year, how much do you think you have saved?

<i>Dollar amount saved</i>	Residential (Base: 27)	#
Under \$100	18.5%	5
\$100 - \$199	14.8%	4
\$200 - \$299	11.1%	3
\$300 or more	3.7%	1
Don't know/Not sure	37.0%	10
Other	7.4%	2
No answer	7.4%	2
Mean dollars saved	\$109.8	
Median dollars saved	\$100.0	

*[If you have not saved money,] Why do you continue to participate in the Choice Program?**

	Residential (Base: 37)	#
I hope to save money	62.2%	23
I like having a long-term fixed price	40.5%	15
My contract with the gas supplier	13.5%	5
I like having the option to choose my gas supplier	13.5%	5
It is easier to remain in the program than to switch back to Columbia	10.8%	4
Other³	16.2%	6

³ See Appendix

Current Choice Residential Customers, continued

If your monthly gas bills were not lower as a result of the Choice Program, how likely is it that you would switch back to Columbia Gas?

<i>Scale: Very likely = 4; Not at all likely = 1</i>	Residential (Base: 71)	#
Very likely	53.5%	38
Somewhat likely	14.1%	10
Not very likely	1.4%	1
Not at all likely	2.8%	2
It depends⁴	4.2%	3
Don't know/ Not sure	5.6%	4
No answer	18.3%	13
Mean	3.6	

How satisfied are you with your participation in the Customer Choice Program?

<i>Scale: Very satisfied = 4; Not at all satisfied = 1</i>	Residential (Base: 71)	#
Very satisfied	26.8%	19
Somewhat satisfied	31.0%	22
Not very satisfied	7.0%	5
Not at all satisfied	4.2%	3
Don't know/Not sure	12.7%	9
No answer	18.3%	13
Mean	3.2	

*[If not satisfied] Why are you not satisfied with your participation in the Customer Choice Program?**

	Residential (Base: 8)	#
I am not saving money	25.0%	2
Other⁵	75.0%	6

⁴ See Appendix

⁵ See Appendix

Non-Choice Residential Customers

Have you ever been a participant in the Columbia Gas of Kentucky Customer Choice Program?

	Residential (Base: 180)	#
Yes	3.3%	6
No	12.2%	22
No answer	84.4%	152

2.2 Previous Choice Residential Customers

For how long were you a Choice customer?

	Residential (Base: 6)	#
Less than 4 years	16.7%	1
4 years or more	33.3%	2
Not sure	33.3%	2
No answer	16.7%	1
Mean years	6.3	
Median years	6.0	

Why are you no longer participating in the Choice Program?

	Residential (Base: 6)	#
I was not saving money	50.0%	3
Columbia Gas was less expensive	16.7%	1
Other⁶	16.7%	1
No answer	16.7%	1

⁶ See Appendix

2.3 Indicated Never Participated in Choice Residential Customers

What has kept you from participating in the Customer Choice Program?

	Residential (Base: 22)	#
Satisfied with current plan with Columbia Gas	31.8%	7
Haven't looked into the program	31.8%	7
I don't believe I would save money	18.2%	4
Not interested	4.5%	1
Other ⁷	13.6%	3

2.4 All Residential Respondents

How important is it to you to have the ability to choose from whom you buy your gas supply, whether you save money or not?

Scale: Very important = 4; Not at all important = 1	Residential Total (Base: 293)	Current Choice (Base: 71)	Non-Choice (Base: 180)	Don't Know (Base: 42)
Very important	23.5%	22.5%	22.8%	28.6%
Somewhat important	35.2%	39.4%	35.6%	26.2%
Not very important	16.7%	8.5%	18.3%	23.8%
Not at all important	7.5%	5.6%	9.4%	2.4%
Don't know	9.6%	5.6%	11.7%	7.1%
No answer	7.5%	18.3%	2.2%	11.9%
Mean	2.9	3.0	2.8	3.0

Are you aware that your gas supplier and the price you are paying appear on your monthly bill?

	Residential Total (Base: 293)	Current Choice (Base: 71)	Non-Choice (Base: 180)	Don't Know (Base: 42)
Yes	59.0%	69.0%	60.6%	35.7%
No	33.4%	12.7%	37.2%	52.4%
No answer	7.5%	18.3%	2.2%	11.9%

⁷ See Appendix

All Residential Respondents, continued

Are you aware that there is a Choice calculator tool on Columbia Gas' website that allows customers to calculate potential cost savings with the Choice program?

	Residential Total (Base: 293)	Current Choice (Base: 71)	Non-Choice (Base: 180)	Don't Know (Base: 42)
Yes	8.9%	14.1%	5.6%	14.3%
No	83.6%	67.6%	92.2%	73.8%
No answer	7.5%	18.3%	2.2%	11.9%

Are you aware that you can compare Columbia's gas cost to the gas cost of gas suppliers in the Customer Choice program on the Public Service Commission's website?

	Residential Total (Base: 293)	Current Choice (Base: 71)	Non-Choice (Base: 180)	Don't Know (Base: 42)
Yes	10.2%	18.3%	7.2%	9.5%
No	82.3%	63.4%	90.6%	78.6%
No answer	7.5%	18.3%	2.2%	11.9%

Do you feel there is sufficient information available to make an informed decision regarding your choice of gas suppliers?

	Residential Total (Base: 293)	Current Choice (Base: 71)	Non-Choice (Base: 180)	Don't Know (Base: 42)
Yes	21.5%	29.6%	19.4%	16.7%
No	18.8%	21.1%	18.3%	16.7%
Don't know/Not sure	52.2%	31.0%	60.0%	54.8%
No answer	7.5%	18.3%	2.2%	11.9%

Summary of the Research

Commercial Customers

Are you aware of the Customer CHOICE® program?

	Total (Base: 46)	#
Yes	28.3%	13
No	71.7%	33

Are you a current participant in the Columbia Gas of Kentucky Customer Choice Program?

	Total (Base: 46)	#
Yes	4.3%	2
No	89.1%	41
Don't Know	6.5%	3

2.5 Current Choice Commercial Customers

How long have you been a Choice customer?

	Commercial (Base: 2)	#
Less than 2 years	50.0%	1
5 – under 6 years	50.0%	1
Mean years		2.8
Median years		2.8

Thinking back to when you first enrolled in the Choice Program, why did you originally decide to participate?

	Commercial (Base: 2)	#
To get a longer fixed term price	50.0%	1
To save money	50.0%	1

Current Choice Commercial Customers, continued

What is the greatest benefit you receive from participating in the Customer Choice Program?

	Commercial (Base: 2)	#
Getting a fixed rate that is the same each month	50.0%	1
Other ⁸	50.0%	1

Have you saved money by participating in the Choice Program?

	Commercial (Base: 2)	#
Yes		
No	50.0%	1
Unsure/Don't know	50.0%	1

Why do you continue to participate in the Choice Program?

	Commercial (Base: 2)	#
Other ⁹	50.0%	1
No answer	50.0%	1

If your monthly gas bills were not lower as a result of the Choice Program, how likely is it that you would switch back to Columbia Gas?

	Commercial (Base: 2)	#
Very likely	100.0%	2
Somewhat likely		
Not very likely		
Not at all likely		
Mean	4.0	

⁸ See appendix

⁹ See appendix

Current Choice Commercial Customers, continued

How satisfied are you with your participation in the Customer Choice Program?

	Commercial (Base: 2)	
	%	#
Very satisfied		
Somewhat satisfied		
Not very satisfied		
Not at all satisfied	50.0%	1
Don't know/Not sure	50.0%	1
Mean	1.0	

[If not satisfied] Why are you not satisfied?

	Commercial (Base: 1)
I am not saving money	100.0%

Non-Choice Commercial Customers

Have you ever been a participant in the Columbia Gas of Kentucky Customer Choice Program?

	Commercial (Base: 41)	
	%	#
Yes	14.6%	6
No		
Don't know	4.9%	2
No answer	80.5%	33

2.6 Previous Choice Commercial Customers

How long were you a Choice customer?

	Commercial (Base: 6)	#
Less than 2 years	16.7%	1
2 – under 4 years	33.3%	2
4 years or more	16.7%	1
Not sure	16.7%	1
No answer	16.7%	1
Mean years	3.8	
Median years	2.0	

Why are you no longer participating in the Choice Program?

	Commercial (Base: 6)	#
I was not saving money	66.7%	4
I had problems with my gas supplier	16.7%	1
No answer	16.7%	1

2.7 All Commercial Respondents

How important is it to have the ability to choose from whom you buy your gas supply, whether you save money or not?

	Commercial Total (Base: 46)	Current Choice (Base: 2)	Non-Choice (Base: 41)	Don't Know (Base: 3)
Very important	41.3%	50.0%	41.5%	33.3%
Somewhat important	21.7%		24.4%	
Not very important	15.2%	50.0%	12.2%	33.3%
Not at all important	10.9%		9.8%	33.3%
Don't know	8.7%		9.8%	
No answer	2.2%		2.4%	
Mean	3.0	3.0	3.1	2.3

All Commercial Respondents, continued

Are you aware that your gas supplier and the price you are paying appear on your monthly bill?

	Commercial Total (Base: 46)	Current Choice (Base: 2)	Non-Choice (Base: 41)	Don't Know (Base: 3)
Yes	54.3%	100.0%	51.2%	66.7%
No	43.5%		46.3%	33.3%
No answer	2.2%		2.4%	

Are you aware that there is a Choice calculator tool on Columbia Gas' website that allows customers to calculate potential cost savings with the Choice program?

	Commercial Total (Base: 46)	Current Choice (Base: 2)	Non-Choice (Base: 41)	Don't Know (Base: 3)
Yes	2.2%	50.0%		
No	95.7%	50.0%	97.6%	100.0%
No answer	2.2%		2.4%	

Are you aware that you can compare Columbia's gas cost to the gas cost of gas suppliers in the Customer Choice Program on the Kentucky Public Service Commission's website?

	Commercial Total (Base: 46)	Current Choice (Base: 2)	Non-Choice (Base: 41)	Don't Know (Base: 3)
Yes	6.5%		7.3%	
No	91.3%	100.0%	90.2%	100.0%
No answer	2.2%		2.4%	

Do you feel there is sufficient information available to make an informed decision regarding your choice of gas supplier?

	Commercial Total (Base: 46)	Current Choice (Base: 2)	Non-Choice (Base: 41)	Don't Know (Base: 3)
Yes	15.2%	50.0%	14.6%	
No	32.6%	50.0%	29.3%	66.7%
Don't know	50.0%		53.7%	33.3%
No answer	2.2%		2.4%	

All Commercial Respondents, continued

How many people are employed at your location?

	Commercial Total (Base: 46)	Current Choice (Base: 2)	Non-Choice (Base: 41)	Don't Know (Base: 3)
1 - 9	73.9%	50.0%	73.2%	100.0%
10 - 49	13.0%	50.0%	12.2%	
50 - 99	2.2%		2.4%	
100 or more	2.2%		2.4%	
No answer	8.7%		9.8%	

3.0 Appendix

A. “Other” and “It depends” Responses

1. Thinking back to when you first enrolled in the Choice Program, why did you originally decide to participate?

“I did not know I had a choice.”

“I was dumb.”

“Wasn’t for sure about the program. He told us several names that we knew and we enrolled.”

“Approached by a vendor.”

2. What is the greatest benefit you receive from participating in the Customer Choice Program?

“I have never changed suppliers because I have no good info.”

“Not sure I’m getting the best price anymore.”

3. [If you have not saved money,] Why do you continue to participate in the Choice Program?

“I don’t get any notice of what other suppliers are offering.”

“I cannot figure out when the contract expires, I don’t know what to do.”

“Have not been asked to change or given a price.”

“I’m not sure how to change it.”

“It’s like a bad habit that if you don’t think about it you just pay it every month.”

“Just unsure of the price issues.”

4. If your monthly gas bills were not lower as a result of the Choice Program, how likely is it that you would switch back to Columbia Gas?

“Depends on what was stated above. I always had variable rates once and they were outrageous years ago.”

“Depends on the service. Gas burns the same.”

“Depends on how often I have information on the cost and when I can make a selection.”

5. Why are you not satisfied [with your participation in the Customer Choice Program]?

“It sucks.”

“I assume I am saving money, however there doesn’t appear to be any way of knowing that and information is extremely hard to find.”

“I have no way of knowing if I am saving money or not.”

"I have 2 houses side by side and one is on Columbia and the other is not. When I asked if I could switch my other house back to Columbia Gas at the same price that I currently have on the other one, they told me no! It makes no sense!"

"Pricing from each supplier should be provided on each bill, it is a real pain to call or email each supplier to get pricing."

"Don't know current price vs what I'm paying. Also signed a long term (5 year) contract. I'm sorry I did that. Currently in the 2nd or 3rd year of the contract."

6. Why are you no longer participating in the Choice Program?

"Don't like the hassle."

7. What has kept you from participating in the Customer Choice Program?

"Have not seen a spreadsheet of cost differentials."

8. What is the greatest benefit you receive from participating in the Customer Choice Program?

"No benefit."

9. Why do you continue to participate in the Choice Program?

"Columbia Gas is a good company."

B. Additional Comments

Residential Respondents

Why does it cost so much to operate a gas furnace for a 1620 sq. foot house?

How many suppliers are there and are the rates available?

Once a year, be sent an email to make comparisons. Also, if a company raises their rates to get a notification.

Mailing that explains Choice.

I have looked again this fall at the options. Only a handful of the suppliers actually provide service in my area. Trying to compare each offer with penalties and different pricing is only accomplished with a 4-year math degree and a slide rule. I don't know when I can select a new supplier because I have no information about when my contract renewal date is. I don't want to incur a huge penalty and I don't have time to be a gas purchasing agent in all of the free time I don't have I like the idea of having a choice but right now I feel I am locked into the 15-year plan I have because I have no idea what is going on. Maybe an informational flyer to the Columbia Gas homes with useful information would help. An easier comparison matrix, start an end dates of the contracts, a website that you can put your zip code in and only get the suppliers that participate in your area would be nice so I don't spend hours looking up each company, making a chart of what penalties and units of measure they charge their rates at; only to find out they are not providing in my area would be helpful. Thank you for the opportunity to express myself.

Better communication of the existence of the information.

What are historic rate comparisons between Columbia Gas and any Choice partners?

A direct link to the site.

It would be helpful to see the Columbia Gas price per unit for the next year. I think the Columbia Gas price can change from month to month, but the other suppliers provide a fixed rate.

A more direct notification and explanation of this option. I remember something about this years ago. I thought it went away.

Not sure since I was unaware of the program.

A straight forward presentation of the facts and choices.

It would be nice to have it all on the bill.

Getting this information to customers in a way that is simple and obvious thereby allowing every customer the means to make an informed choice.

A price comparison chart.

Links in emails to the website that gives comparison information on the gas supplier choices. Maybe one to the calculator for savings also.

How to change suppliers.
It's hard to define what I don't know!
It is helpful to have all information from all suppliers in one place. I usually get letters from each supplier separately. I didn't know I could compare online.
More information about how to use the Choice program would be helpful.
How can the customer obtain a list of competitor gas prices?
Mailing of previous charges comparing costs.
A pamphlet mailed to home outlining this program including all pros and cons!
Anything on paper.
I worry about fluctuations in gas prices. I do not want a choice.
Email the resident who their supplier is.
Why don't you offer the lowest prices since you are basically a monopoly.
The customer should know that the price of other suppliers can and usually will become higher than Columbia's price and that Columbia potentially makes more profit when customers choose to purchase from someone else.
Direct mail instructions.
Mailing information through USPS.
I just need to learn about this.
I want to continue with Columbia Gas KY.
A clear way to be provided with information on who is supplying gas, and the cost differentials.
A real comparison of prices including fees.

Commercial Respondents

Do all of the supplier's charge \$71.19 a month just to have their line?
More details and specifics.
Something to the effect of an awareness program.
If natural gas supply sources are cut back, how much more will that cost?
When utilities encouraged people to go paperless and have auto-pay, many (including me) NEVER again see a bill. So all of the information you have on the bill is probably not seen by many customers. Frankly, I find the Choice program just one more unnecessary thing to think about and monitor and update. Why can't Columbia Gas just offer the cheapest gas, or at least renegotiate the prices more frequently? We are all busy, we have many demands everyday on us. Please just sell me the cheapest (or close to it) gas and we're good.
Transparency.
How to choose different suppliers, reliability information (i.e. does the supplier reliably deliver natural gas without interruption), price stability information for each supplier.
You might send an email explaining what it is.

Price isn't the only concern. What about business practices, ecological impact, and other concerns that might influence one's decision on natural gas suppliers? I guess I should look into this more. To be truthful, I had forgotten about the Choice program.

Exactly how to change.

Nothing. I appreciate your sending this to me. We have always been satisfied with your service and don't plan on changing.

Access to a log of complaints from the various gas suppliers. I feel over the years of using that I was not dealing with reputable companies.

When we were in the Choice program, I assumed that we were continuing to save money as had been the case at first. When we realized that we had been paying more than the non-Choice cost for quite some time, we ended our participation. It seemed simpler. So, one thing that would make the Choice program better would be to have the current cost that the customer is paying for gas as well as the rate that it is currently for non-Choice customers. That would help things be simple and open.

Commercial business shouldn't have to pay several fees on multiple meters if it is under one business.

Never heard of this and find no message where I would have been informed.

I don't know. This is the first I have ever heard of this.

More introductory information regarding the Choice program. Emails or correspondence to customers.