

**COLUMBIA GAS OF KENTUCKY, INC.**  
**RESPONSE TO STAFF'S FIRST REQUEST FOR INFORMATION**  
**DATED JANUARY 26, 2021**

1. Refer to the September 30, 2020 CHOICE Program Status Report (Report),

page 4.

a. Explain all options considered to comply with the requirement of the Commission's Order in Case No. 2017-00115 regarding quarterly bill inserts.

b. State when Columbia Kentucky first included the price calculator on its website.

c. State whether Columbia Kentucky can discern how often customers use the calculator. If so, provide available statistics regarding customer use of the calculator.

d. Provide the step-by-step process a customer would use to calculate a price comparison using the calculator. Screen shots should be included to illustrate each step.

e. State whether Columbia Kentucky believes that its website link and price comparison calculator provide the same immediacy and alert and remind its customers about the CHOICE Program as intended by the Commission's Order.

**Response:**

a. The first option that Columbia worked on was the development of a template for a price comparison chart in a bill insert that would be updated quarterly immediately after revised Gas Cost Recovery rates were approved by the Commission. During the planning phase, Columbia learned that the time line required to create, print and insert a bill insert is approximately 6 to 7 weeks. This meant that the promoted gas cost information would be stale by the time it was delivered.

The next option that Columbia identified was an online tool to provide gas cost comparison information to customers. A field could be created and programmed for customer bills so that each month the customer would see a message directing the customer to Columbia's website for price comparison information. Lead time was required to initially create the online tool, website design, develop additional website content and programming for addition to customer bills (both printed and electronic). Once created, updates could be completed in only a few days. Columbia determined that this was a more effective means of providing timely gas cost comparison

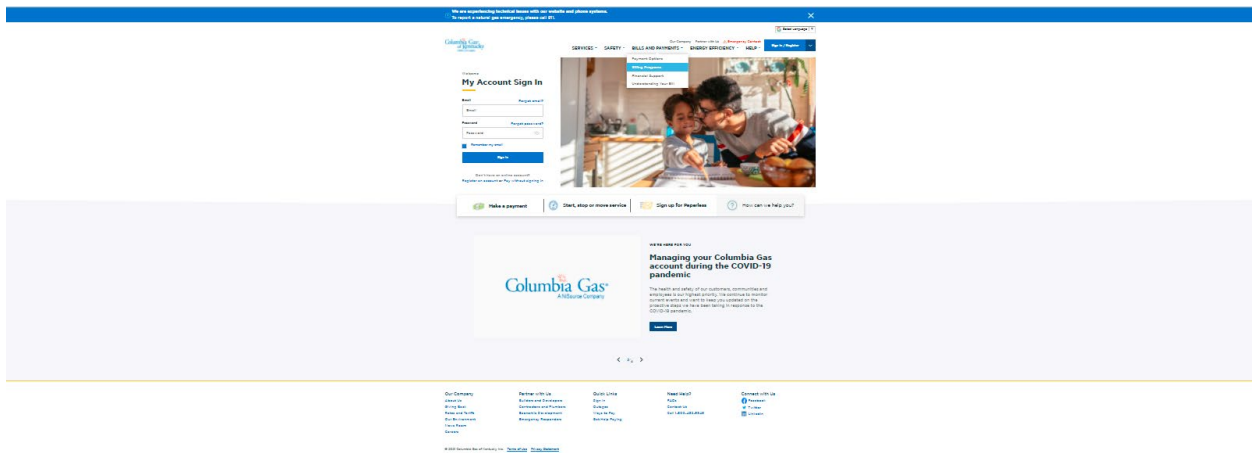
information, over and above what was required by the Commission's Order in Case No. 2017-00115, and chose this option.

b. Columbia Kentucky added the interactive price calculator to its website on February 21, 2019.

c. Statistics are not available on the use of the price calculator itself, however based on Google Analytics for all of 2020, the Make Your Choice screen where the calculator resides on Columbia's website experienced 1,790 page views, for an average of 150 page views per month.

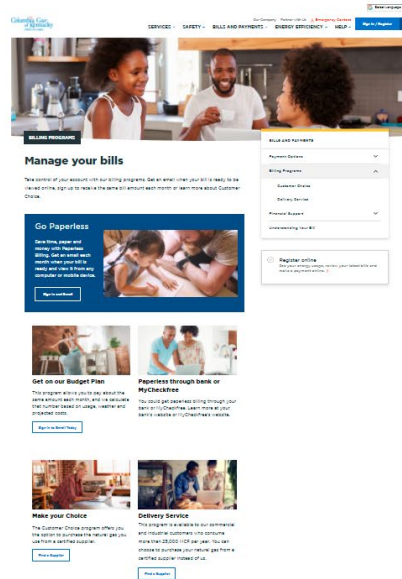
d. The four steps to calculate a price comparison using the calculator are as follows.

1. From the Columbia Gas of Kentucky Website the customer selects the tab - Bills and Payments and Billing Programs from the drop down menu.



<https://www.columbiagasky.com/bills-and-payments/billing-programs>

2. From the Billing Programs page select Customer Choice from the menu.



3. The Customer Choice page will appear. Read down the page to the heading, “Calculate your potential savings”. The heading is just below the heading “Find your current charges” and pictorial “Detail Charges” example of a customer bill.

**Make your Choice**

The Customer Choice program allows you the option to purchase the natural gas you use from a supplier other than Columbia Gas. If you choose to purchase your gas from a different supplier, we will continue to bill you for the gas usage you use, but your meter, service, safety, choice and record is transferred.

The price charged by suppliers is set by a contract or market, meaning there is no guarantee that you are getting the best deal, only what you are getting and we can't control what you get and there is no change in your choice.

**How to enroll**

1. Check out our participation requirements.
2. Review the offer and compare prices. The [Supplier Price Selection Calculator](#) is available to help you compare offers and choose the right one.
3. Submit an offer to purchase gas and receive our Choice selection card that you perform a price comparison for gas usage.
4. Consider the contract terms. Once you've selected a supplier, you agree to contract terms, which can be found in the contract and the Supplier Order.
5. Sign your contract, transferring the supplier. If you choose not to participate, your supplier will change and there is no change in your gas.

**Detail Charges**

Customer Charge	\$10.00
Gas Delivery Charge	\$10.00
<b>Delivery - Columbia Gas of Kentucky</b>	<b>+\$33.32</b>
Customer Credit (Energy)	-\$10.00
Customer Credit (Choice)	-\$10.00
<b>Supplier - Member A</b>	<b>+\$33.30</b>
Energy Incentive and Rebate Program Program Fee	\$0.00
Energy Incentive and Rebate Program Fee	\$0.00
Regulation & Development Fee	\$0.00
Local Fee, Gas Cost, Transfer Fee	\$1.00
State Fee	\$1.00
<b>Taxes &amp; Fees</b>	<b>+\$11.41</b>
<b>Total Current Utility Charges</b>	<b>+\$76.78</b>

**Calculate your potential savings**

The calculator helps you compare your current bill and a potential bill from Choice suppliers. Our calculator is based on our current gas rates.

**Choice Calculator**

Cost per 100 ft<sup>3</sup>

Current Price: \$ 4.2288      Supplier Price: \$ 2.2242

You save \$2.0046 per 100 ft<sup>3</sup>

How many 100 ft<sup>3</sup> you use

**Current suppliers**

<b>Commodity Products, Inc./Columbia Gas</b> Last Modified: 1/1/2014	<b>BB Energy</b> 813.283.1111 / 813.283.1111	<b>Energy Choice Energy</b> 1.877.777.7777
<b>Energy Choice Energy</b> Last Modified: 1/1/2014	<b>First Energy Services</b> 1.800.455.2222	<b>GE Energy Services, LLC/Columbia Gas of Kentucky</b> 1.800.455.2222
<b>Choice Energy</b> Last Modified: 1/1/2014	<b>Choice Energy Services, Inc.</b> 1.800.455.2222	<b>Energy Choice Energy</b> 1.800.455.2222

4. Columbia’s current gas supply cost is pre-filled in the calculator. To compare offers between different Choice suppliers, the customer may change the amount in the current price box. Enter the dollar amount of a Choice supplier price in the Supplier Price box. Move the slide bar to adjust to the desired consumption for comparison. Below the slide bar is a chart that identifies all of the current participating suppliers. A link to each supplier website is available and may be used to obtain current Choice supplier price offerings. When an amount is entered for the current price, supplier price and a usage amount is selected, the estimated gas cost savings will automatically populate in the blue box.

CUSTOMER CHOICE

## Make your Choice

The Customer Choice program offers you the option to purchase the natural gas you use from a supplier other than Columbia Gas. If you choose to purchase your gas from a different supplier, we will continue to deliver the same reliable service, read your meter, perform safety checks and respond to emergencies.

The prices charged by suppliers are set by a competitive market, meaning there is no guarantee that you'll save money, but they may offer special pricing and incentives. If you'd like to enroll, shop around and make your Choice.

### How to enroll

1. Review our list of current suppliers below.
2. Evaluate the offer and compare prices. The [Kentucky Public Service Commission's](#) website lists full current approved suppliers and eligibility.
3. Suppliers offer different risks and rewards. Our Choice calculator can help you perform a price comparison for gas supply costs.
4. Consider the contract terms. Since many suppliers require you to agree to contract terms, you'll want to know contract length and if you can cancel.
5. Make your Choice by contacting the supplier. If you choose not to participate, your supplier will not change and there is no change in your bill.

**BILLS AND PAYMENTS**

- Payment Options
- Billing Programs
  - Customer Choice
  - Delivery Service
- Financial Support
- Understanding Your Bill

Are you a supplier?  
 Find more information for natural gas suppliers or those interested in becoming suppliers within our service territory. >

### Find your current charges

The Detail Charges section of your bill shows your Delivery and Supply Charges. The example on the right shows the Detail Charges section of a bill for a customer who participates in Choice. The Supply is provided by Marketer A and the Delivery is provided by Columbia Gas of Kentucky. Use our calculator below to compare offers from suppliers and make an educated decision.

Detail Charges	
Customer Charge	\$18.00
Gas Delivery Charge	\$16.42
<b>Delivery - Columbia Gas of Kentucky</b>	<b>+\$32.42</b>
Customer CHOICE Program	
Gas Supply Cost 5 Mcf at \$6.59000 per Mcf	\$32.95
<b>Supply - Marketer A</b>	<b>+\$32.95</b>
Safety Modification and Replacement Program Rider	\$5.46
Energy Assistance Program Surcharge	\$0.30
Energy Efficiency and Conservation Rider	\$0.46
Research & Development Factor	\$0.06
Lex-Fay Urban Govt. Franchise Fee	\$2.98
School Tax	\$2.15
<b>Taxes &amp; Fees</b>	<b>+\$11.41</b>
<b>Total Current Utility Charges</b>	<b>+\$76.78</b>

**Customer CHOICE Program**  
 You have chosen Marketer A as your supplier in Columbia's CHOICE Program. For questions about your gas supply charges, please contact Marketer A at 1-800-323-4567.

## Calculate your potential savings

This calculator helps you compare your current bill and a potential bill from Choice suppliers. Our calculation is based on our current gas rates.

### Choice Calculator

Cost per Mcf

CURRENT PRICE: \$ 4.2538  
 SUPPLIER PRICE: \$ 4.1740

You save \$0.0798 per Mcf

**ESTIMATED SAVINGS**  
**\$1** per month

How many Mcf you use

15 Mcfs

### Current suppliers

<b>Constellation NewEnergy Gas Division, LLC</b> 1-800-765-4373	<b>IGS Energy</b> 877-4IGSGAS (1-877-444-7427)	<b>Kentucky United Energy</b> 1-877-735-7304
<b>Novac Energy Solutions Inc.</b> 1-888-627-SAVE (7283)	<b>Stand Energy Corporation</b> 1-800-598-2046	<b>US Gas &amp; Electric, Inc. DBA Kentucky Gas &amp; Electric</b> 1-888-919-5943
<b>Yista Energy</b> 1-888-508-4782	<b>Volunteer Energy Services, Inc.</b> 1-800-977-8374	<b>XOOM Energy Kentucky, LLC</b> 1-888-997-8979

Choice is a registered service mark of Columbia Gas of Kentucky, Inc.

e. Columbia believes that its website link that appears each month on customer bills and its online price comparison calculator provide even greater immediacy and alert reminders to its customers about the CHOICE Program than the quarterly bill insert that was intended by the Commission's Order.

**COLUMBIA GAS OF KENTUCKY, INC.**  
**RESPONSE TO STAFF'S FIRST REQUEST FOR INFORMATION**  
**DATED JANUARY 26, 2021**

2. Refer to page 5 of the Report. Provide a full explanation of Columbia Kentucky's efforts to comply with finding paragraph 4 of the Commission's Order in Case No. 2017-00115, which is partially provided on page 5. In its entirety, that paragraph stated: "Columbia Kentucky should explore, on its own and with participating marketers, the most effective ways to further educate customers regarding availability of the CHOICE program, features of the program, their own status as participants in the program and which marketer is serving them, how they can determine if they are saving money as participants in the program, and how to evaluate comparative price information in the context of the program. The measures that appear to be most effective in terms of results and cost should be implemented." Columbia Kentucky's explanation should include an account of all of its interactions with marketers and all joint efforts to explore all aspects of effective customer education listed in this paragraph, and any new activities that have been implemented as a result.

**Response:** The information provided on pages 5 through 19 of the Customer Choice Program Status Report ("Report") exhibits the current results of Columbia's interactions



and discussions with participating marketers and its joint efforts to further educate customers. A description of each page is provided below and the report is provided as Attachment A.

Page 5 - shows a picture of the "Detail Charges" section of a Columbia customer bill. Enrolled Choice participants are able to see the name of their selected supplier and contact info on every monthly billing statement in this section. This addition was made to the already shown display of "Customer Choice Program" line showing the agreed upon gas supply cost from the marketer. Every month, just under the "Total Current Utility Charges" is printed a statement reminding the customer that they have chosen to participate in the Customer Choice Program. The message is customized to each individual customer providing the supplier name and contact information.

Page 6 - provides a page from Columbia's in-bill newsletter, or bill insert. Information to educate customers on availability of the Customer Choice Program and where to go to learn more is included in each issue.

Page 7 - provides statistics showing customers are actively engaged in the Customer Choice program.

Pages 8-10 - provide a chart by year, showing all the various types of efforts used by marketers to engage customers and provide educational information.

Pages 11 – 17 - provide samples of the types of materials for website, direct mail, door-to-door, and telemarketing contact with customers.

Pages 18 -19 – provide samples of innovative ways created by marketers to inform customers by referrals and surveys.

Columbia maintains frequent contact with the participating marketers, as part of its ongoing management of the program, discussing any issues, customer satisfaction and opportunities for improvement. Identifying options to address the program aspects listed in finding paragraph 4 of the Commission’s Order in Case No. 2017-00115 is an open, ongoing slate. Ideas for discussion may originate from multiple sources, including the marketers, customers, and Columbia itself. The results of these considerations and discussions produce changes from time to time, some small tweaks, others more robust. For example, a change in language to improve clarity of a marketer offer or a new way to improve the customer experience and enhance education. The rise in social media has afforded new opportunities, for example. The most effective in terms of results and cost have been implemented and are what has been provided in the current report. As part of its ongoing conversations, Columbia is open to any and all ideas to improve customer education about the Choice program from all interested parties, including Commission Staff.



Columbia Gas of Kentucky, Inc.  
Customer Choice<sup>SM</sup> Program  
Status Report



Columbia Gas of Kentucky, Inc.  
Customer Choice<sup>SM</sup> Program  
Status Report

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## Introduction

On March 1, 2017, Columbia Gas of Kentucky, Inc. (“Columbia”) established Case No. 2017-00115 requesting to continue its pilot Small Volume Gas Transportation Service (“SVGTS”) and Small Volume Aggregation Service (“SVAS”) tariffs (collectively the CHOICE program”), for five years effective March 31, 2017, through March 31, 2022.

On June 19, 2017 the Kentucky Public Service Commission (Commission) issued its Order in Case No. 2017-00115 granting Columbia’s request to continue its pilot CHOICE program, as proposed, through March 31, 2022. The Commission directed that Columbia continue to submit annual reports related to its CHOICE program and in addition submit a Status Report no later than September 30, 2020.

Columbia submits the following CHOICE Program Status Report as directed by the Commission;



## Columbia's Informational Additions

CASE NO. 2017-00115

*2. Columbia's informational additions to customer bills should include a link to the Commission's Web site at <http://psc.ky.gov/Home/ColumbiaChoice> where comparative price information concerning Columbia's and marketers' gas cost can be found.*

Customer bills include a link to the Commission's Website where Columbia and participating CHOICE Marketers gas costs can be located for comparative pricing. In addition, Columbia's Website contains information related to its gas cost and information regarding participating CHOICE Marketers.

### Message Board

- Enjoy the convenience of managing your account online by enrolling in Paperless Billing. Monthly email alerts, 24/7 account access and up to two years of past bills and payment history! Enroll today at **[ColumbiaGasKY.com/PaperlessBilling](http://ColumbiaGasKY.com/PaperlessBilling)**.
- Never worry about missing a payment or writing a check again by enrolling in Automatic Payment today at **[ColumbiaGasKY.com](http://ColumbiaGasKY.com)**.
- Take the seasonal highs and lows out by dividing your yearly energy use into 12 equal monthly payments - for budgeting that's a whole lot easier. Enroll today at **[ColumbiaGasKY.com/Budget](http://ColumbiaGasKY.com/Budget)**.
- Natural gas prices for participating Customer CHOICE Program suppliers can be found at **<http://psc.ky.gov/Home/ColumbiaChoice>**

*Customer Statement Date: 08/27/2020*



## Price Comparison

CASE NO. 2017-00115

*3. Columbia should include price comparison charts with customer bills once per quarter so that they can compare Columbia's gas cost with participating marketers' prices. The quarterly bill inserts should be provided immediately after Columbia's Gas Cost Recovery rates are approved by the Commission, along with the statement that marketer offerings are subject to change more frequently.*

Columbia found the most effective means to provide gas cost comparison information was via its Website (<https://www.columbiagasky.com/bills-and-payments/billing-programs/choice>). A CHOICE Calculator, located on Columbia's Website, was developed to assist customers in determining potential gas cost savings. Columbia in its quest to develop a quarterly bill insert found that as Gas Cost Recovery rates are filed quarterly, any attempt to develop and publish a communication to coincide with rate adjustments would be ineffective. The lead time required for developing, printing and distributing bill inserts would result in the publication of outdated gas cost information.

### Columbia Gas of Kentucky Price comparison

The screenshot shows the 'Calculate your potential savings' section of the Columbia Gas of Kentucky website. It features a 'Choice Calculator' form with two input fields: 'CURRENT PRICE' (set to \$2.9266) and 'SUPPLIER PRICE' (empty). To the right, a blue box displays 'ESTIMATED SAVINGS' as '\$-- per month'. The website header includes navigation links for SERVICES, SAFETY, BILLS AND PAYMENTS, ENERGY EFFICIENCY, and HELP, along with a 'Sign In / Register' button.



## Educational & Marketing Materials

CASE NO. 2017-00115

*4. Columbia should explore, on its own and with participating marketers, the most effective ways to further educate customers regarding availability of the CHOICE program, features of the program, their own status as participants in the program and which marketer is serving them.....*

## Columbia Materials

Customers that are enrolled in the CHOICE Program are provided the Marketer name and contact information on their monthly billing statement.

<b>Detail Charges</b>	
Customer Charge	\$16.00
Gas Delivery Charge	\$16.42
<hr style="border-top: 1px dashed black;"/>	
<b>Delivery - Columbia Gas of Kentucky</b>	<b>+\$32.42</b>
Customer CHOICE Program	
Gas Supply Cost 5 Mcf at \$6.59000 per Mcf	\$32.95
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<b>Supply - Marketer A</b>	<b>+\$32.95</b>
Safety Modification and Replacement Program Rider	\$5.46
Energy Assistance Program Surcharge	\$0.30
Energy Efficiency and Conservation Rider	\$0.46
Research & Development Factor	\$0.06
Lex-Fay. Urban Govt. Franchise Fee	\$2.98
School Tax	\$2.15
<hr style="border-top: 1px dashed black;"/>	
<b>Taxes &amp; Fees</b>	<b>+\$11.41</b>
<hr style="border-top: 1px solid black;"/>	
<b>Total Current Utility Charges</b>	<b>+\$76.78</b>
<b>Customer CHOICE Program</b>	
You have chosen Marketer A as your supplier in Columbia's CHOICE Program. For questions about your gas supply charges, please contact Marketer A at 1-800-123-4567.	



CHOICE Program information is included with Columbia’s in-bill newsletter. The newsletter is also distributed via email to those customers who have elected to provide Columbia their email information.



**Meter program resumes**


Columbia Gas has resumed maintenance and testing of natural gas meters after a brief suspension this spring as a COVID-19 precaution.

Meter testing is required by state regulations to ensure meters are operating properly and accurately recording natural gas usage. The work is performed at no cost to the customer and usually takes about 45 minutes.

This work will require access to customers’ homes, and Columbia Gas is following the Centers for Disease Control and Prevention (CDC) recommendations and the Kentucky Healthy at Work reopening guidelines outlined on our website at [ColumbiaGasKy.com/COVID-19](http://ColumbiaGasKy.com/COVID-19).

Customers will be contacted by mail and email if their meter is due for maintenance or testing. It is important to schedule an appointment as soon as possible to avoid service interruptions.

To learn more about our meter change program, visit [ColumbiaGasKy.com/meter](http://ColumbiaGasKy.com/meter).

**AVAILABLE NOW**  
**BILLING**  
AND  
**PAYMENT**  
**INFORMATION**  
**TEXTED TO YOUR PHONE**

Sign into Your Account & complete the Billing and Payment Alerts information

**Register now for the Virtual VA5K**

Kentucky veterans sacrificed everything to serve our country, and Columbia Gas is committed to honor and support our heroes come high water – or pandemic.

That’s why we’re proud to support the Veterans VA5K, which will go virtual – but no less patriotic – this year. The race has raised more than \$121,000 since 2016. Columbia Gas partners with the Lexington Department of Community Corrections to organize the event. Proceeds go to the Lexington Veterans Health Care System and the Lexington Fisher House. To register or volunteer, visit [VeteransVA5K.com](http://VeteransVA5K.com).

**Customer Choice Program™**

Take control of your gas bill by choosing your natural gas supplier. It’s your Choice.

Go to [ColumbiaGasKY.com/Choice](http://ColumbiaGasKY.com/Choice) for more information.

Natural gas prices for participating Customer CHOICE Program suppliers can be found at [Psc.KY.Gov/Home/ColumbiaChoice](http://Psc.KY.Gov/Home/ColumbiaChoice).

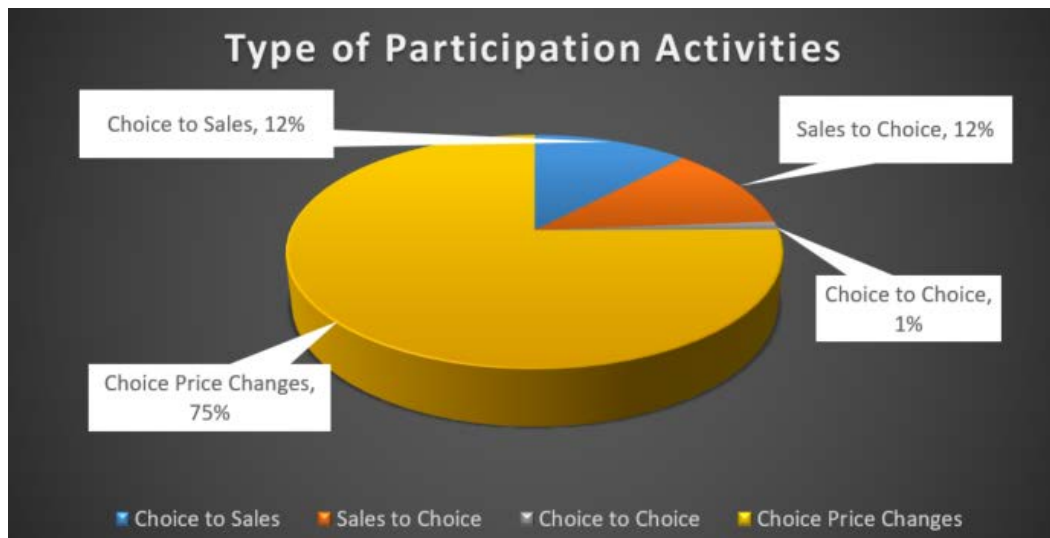
KY08.201



Customers are actively engaged with Marketers. The following statistics are based on the numbers of customers that choose to purchase gas from Columbia or a participating CHOICE Marketer and the changes in pricing Marketers offer to customers in a competitive market.

Type of Participation Activities				
Program Year	Choice to Sales	Sales to Choice	Choice to Choice	Choice Price Changes
2017	424	221	77	2,364
2018	526	473	50	3,663
2019	561	640	24	2,807
2020	278	395	16	2,298

\*The chart represents the summation of the 'Program Year' data represented above



Choice to Sales – Number of customers that transfer from the Choice Program to Tariff Sales Service

Sales to Choice – Number of customers that transfer from Tariff Sales Service to the Choice Program

Choice to Choice – Number of customers that switch from Marketer A to Marketer B

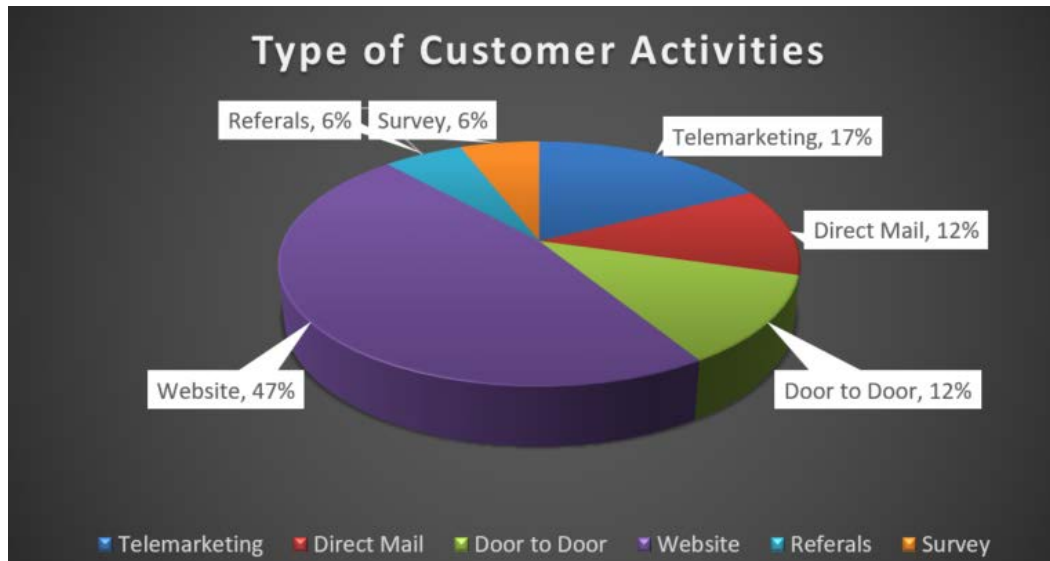
Choice Price Changes – Number of customers that change gas supply pricing with their current Marketer



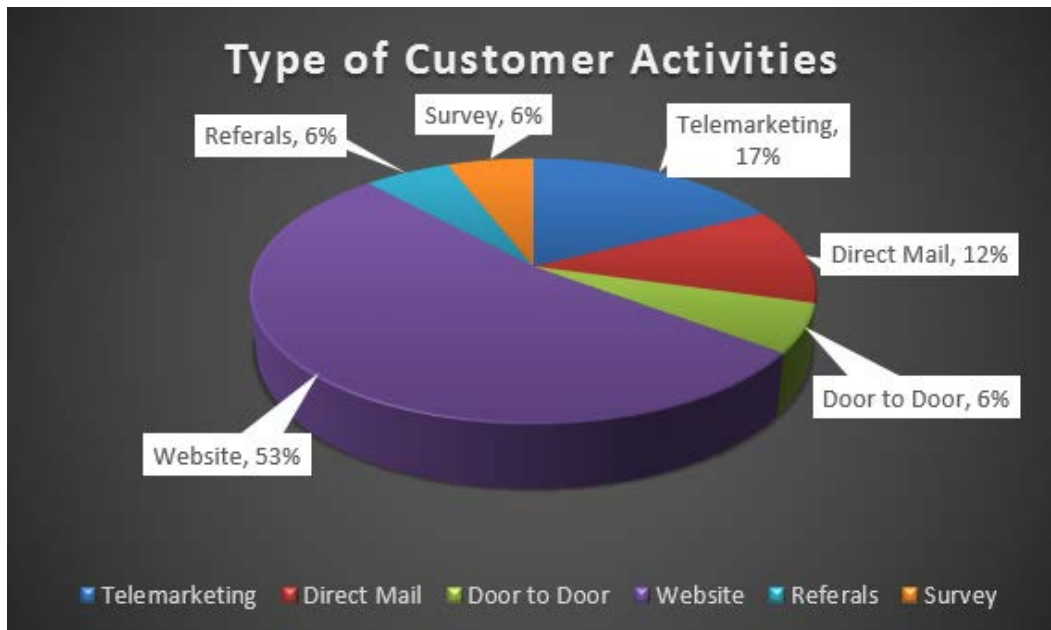
## Marketer Materials

A summary of the marketers participating for program year 2017-2020 and the types of materials used by each marketer. Following this summary are examples of the types of materials used. The examples were chosen at random and in no particular marketer order.

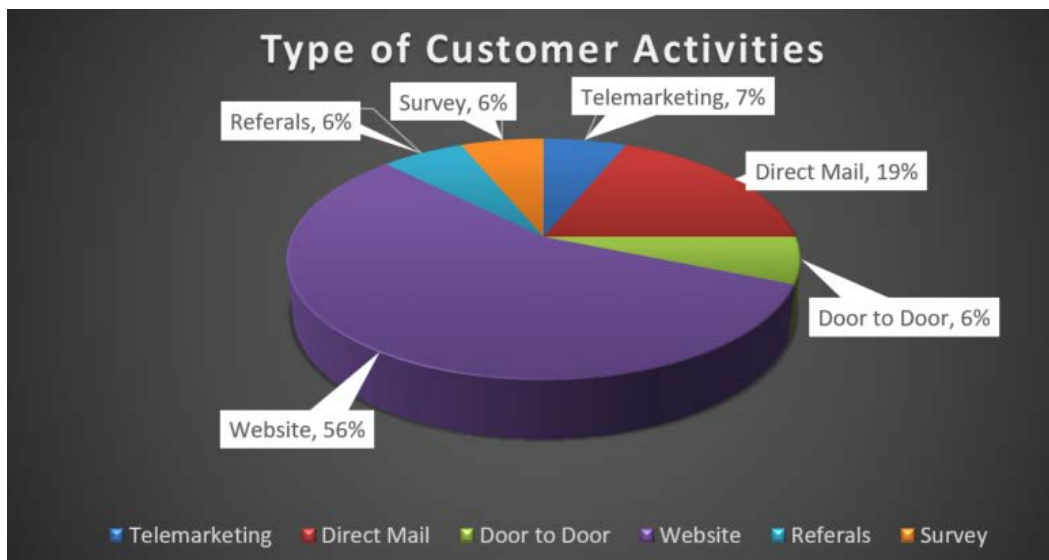
April 2019 - March 2020	Program Year						Frequency
Participating Marketers	Telemarketing	Direct Mail	Door to Door	Website	Referrals	Survey	
Marketer A	X	X	X	X			Entire Program Year
Marketer B				X			Entire Program Year
Marketer C			X				12/2019 - 2/2020
Marketer D				X			Entire Program Year
Marketer E				X			Entire Program Year
Marketer F				X			Entire Program Year
Marketer G	X			X			Entire Program Year
Marketer H				X			Entire Program Year
Marketer I		X		X	X	X	Entire Program Year
Marketer J	X						11/1/19 - 3/31/20

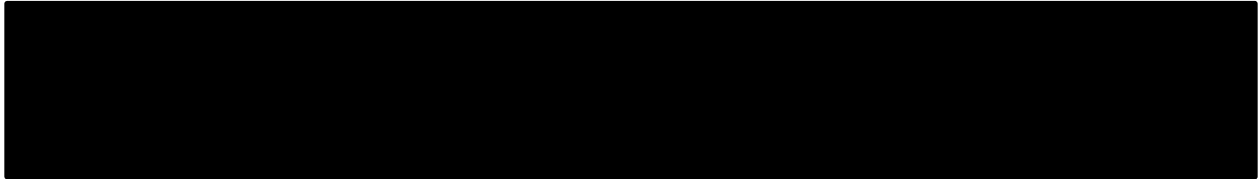


April 2018 - March 2019		Program Year					Frequency
Participating Marketers	Telemarketing	Direct Mail	Door to Door	Website	Referrals	Survey	
Marketer A	X	X	X	X			Entire Program Year
Marketer B				X			Entire Program Year
Marketer C	X			X			11/1/18 - 3/31/19
Marketer D				X			Entire Program Year
Marketer E				X			Entire Program Year
Marketer F				X			Entire Program Year
Marketer G	X			X			Entire Program Year
Marketer H				X			Entire Program Year
Marketer I		X		X	X	X	Entire Program Year



April 2017 - March 2018	Program Year						Frequency
Participating Marketers	Telemarketing	Direct Mail	Door to Door	Website	Referrals	Survey	
Marketer A		X	X	X			Entire Program Year
Marketer B		X		X			Website -Entire Program Year Direct Mail - 4/2017 - 5/2017
Marketer C				X			Entire Program Year
Marketer D				X			Entire Program Year
Marketer E				X			Entire Program Year
Marketer F				X			Entire Program Year
Marketer G	X			X			Entire Program Year
Marketer H				X			Entire Program Year
Marketer I		X		X	X	X	Entire Program Year





## Understanding Energy and Choosing What's Best for You

The energy market is constantly growing and evolving. Homes, businesses and communities now have more options for their energy supply. That not only means more competition in the marketplace, but also an increase in conflicting information that you have to assess. That is why we want to give you a better understanding of how energy works and what options are available so you can find one that fits your needs!



### [What is Energy Choice?](#)

In 17 states, consumers can choose their energy supplier because of Energy Choice. Find out what this means for you.



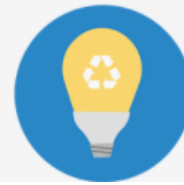
### [Understanding Energy Costs](#)

Keep a handle on your energy budget by determining what you're spending on home energy each month.



### [Choosing an Energy Supplier](#)

Choosing an energy supplier is easy thanks to a competitive market, but we know that it can be overwhelming. Read this to get started.





# THANKS!



**BECAUSE OF YOU WE WERE  
ABLE TO KEEP 10,600 KIDS  
WARM THIS PAST WINTER**  
and help them be comfortable playing outside!



**YOU MADE A  
DIFFERENCE.  
NOW IT'S  
OUR TURN!**

Sit back and enjoy the  
peace of mind that comes  
with having **ICC Energy** as  
your trusted energy advisor.





## Door to Door Sample

### SAMPLE SCRIPT FOR DOOR TO DOOR AGENTS

#### **GATE KEEPER (INTRO SCRIPT)**

Hello, is the account holder of your natural gas account available?

- [If they say NO, immediately state the following] "Ok, apologies for the interruption, I'll come back at another time. Have a good day."
- [If they say anything of a positive affirmation, then proceed with the Pitch]

#### **PITCH**

My name is [state your first and last name] on behalf of [redacted] an independent company that is not affiliated with your utility, that is authorized as a natural gas supplier for your utility territory. I'm here to talk to you about a product offering and options we have for your natural gas supply. If your account qualifies, you'll still get your bill and service from your LDC, but with the supply portion provided by Nordic at a rate of \$\_\_\_\_ per Mcf for the first **two (2)** months. After that, the price will be a variable rate equal to Nordic's costs to acquire your gas plus \$\_\_\_\_ per Mcf for the remaining **22 months**. For the entire duration of your time with [redacted] your natural gas account will be included in our [redacted] in which we will procure carbon offsets for 100% of your natural gas usage at no additional cost.

[redacted] There are NO cancellation fees **AT ALL...ever.**

If you can grab a copy of your bill, I will show you all the information to compare. I'll wait here.

**Once customer has bill, confirm that they are not already with a competitive supplier. If they are, explain that they must first cancel their current supplier to be eligible for our offering and thank them for their time.**

**If the customer is not with another supplier:** [redacted]

[redacted] That will be your new rate as of your next effective meter reading for your first **two (2)** months of service.

Ok, now before we continue, let me just make sure you qualify:

1. This is a residential account, correct?  
[If "NO" state:] Ok, no problem. Nordic's program is also available for commercial accounts too, as long as you use less than 25,000 Mcf of gas per year.  
[If "YES" move to next step]
2. Are you the person listed on the utility bill?  
[If "NO" state:] Ok, is that person available? [if still "no"] Ok what's a better time to try back? Have a great day. [End activities.]  
[If "YES" move to next step]

Now all we need to do is just verify some basic pieces of information:

- 1) Your name exactly how it appears on the bill, including any misspellings.
- 2) The service address on the bill. Is the billing address the same as the service address? [If no, get correct mailing address]
- 3) The best contact number for you to be reached at is \_\_\_\_\_, correct?





SAMPLE SCRIPT FOR DOOR TO DOOR AGENTS *cont.*

4) The only other thing I need to verify is your account number.

5) Are there any other electricity or natural gas accounts for your home (or business if this is commercial)?

**Ok, let me go ahead and give you my information. Again, my first name is \_\_\_\_\_ and my last name is \_\_\_\_\_ . My agent ID is \_\_\_\_\_ . The telephone number for Customer Service \_\_\_\_\_ time, but I will also be leaving you a copy of everything.**

Your new rate start date is determined by your next available meter read date, and your enrollment being accepted by your LDC. Remember, you can change your mind for any reason, without penalty, by filling out and sending the form (Agent leaves 2 copies of the Notice of Cancellation with the customer) in the next 7 business days or just calling \_\_\_\_\_

Ok we're just about done. The last thing we need to do is to verify your enrollment using our verification process, okay?

We want to make sure you understand that your utility will still fully service your account, read your meter, handle any emergencies, and send just one bill like they always have. \_\_\_\_\_ supply your natural gas to the utility. Now the verification will send you a message asking you to confirm you understand the terms and conditions and asking you to sign the agreement. Do you have any questions for me before we get started?

Okay, make sure you respond to the verification questions and sign both the Customer Consent Form and the Natural Gas Supply Agreement. Thank you for taking the time to speak with me today. After the verification, you're all set and \_\_\_\_\_ will be your gas supplier once your utility accepts the enrollment.



## Telemarketing Sample

### SAMPLE SCRIPT FOR TELEMARKETING AGENTS

██████████  
Hello Mr./Ms. \_\_\_\_\_, please?

**Engage Customers** – This can be added on any part of the call. Engaging customers address the following:

1. You encourage the customer to clarify details of the offer
2. The customer gets to speak up in the call and allow supplier to verify customer's voice
3. Customer will remember you more, so when customer service reaches out to customer, he or she will hopefully have better recall of the conversation with you.

**Contact Not Available:**

No problem, are you able to make decisions regarding the Columbia Gas account?

**If No:** Is there anyone available who can make decisions regarding that account?

**If Still No:** No problem, we can just try back another time – have a great day!

**Contact Available:**

Hi Mr./Ms. \_\_\_\_\_, this is \_\_\_\_\_, calling on behalf of ██████████ and not Columbia Gas of Kentucky, before we proceed, do you have a Columbia Gas account?

**If Yes:** That's great! For your protection, this call is being recorded and will only take a moment of your time. I'm calling to thank you for being a valued customer of Columbia Gas, and to let you know that ██████████ is offering a limited time reduced rate for your gas supply to help you save money.

Are you interested in lowering your gas bill?

**If Yes:** That's great! Before we continue, are you on any type of budget billing such as LIHEAP, PIPP, or CAP? **If YES:** Advise the customer that we do not want them to lose the benefits and Thank them for their time and proceed to the Non-Sale Courtesy Close and end the call. **If NO,** (Go to **presenting the benefits**).

**If No:** No problem, I can explain the benefits to you now (Go to **presenting the benefits**)

**If No:** Mr./Ms. \_\_\_\_\_, our programs are mostly designed for residential customers who use natural gas at their home. Thank you for your time. If you have any questions, please contact ██████████  
██████████

**Present Benefits:**

██████████ participates in a customer choice program, which is designed to give consumers in the area the ability to select their natural gas supplier while continuing to receive the delivery of natural gas and their monthly statement from Columbia Gas. With ██████████ as your supplier, you can receive a low winter fixed rate, which is ██████████

██████████ Winter fixed pricing protects you from price increases and gives you the control you want for the cost of your gas during the winter when you're using most of your gas to heat your home and to also take advantage of low market during warmer months by having a variable rate - All while getting superior customer service and reliability from a local company.



SAMPLE SCRIPT FOR TELEMARKETING AGENTS *cont.*

Remember, with this program, Columbia Gas will still deliver your gas, read your meter, provide your emergency customer service and bills you just the way they always have. This plan will switch just the gas supply portion of your bill to [REDACTED]. There are no costs or deposit requirements to enroll in the program.

**If the customer asks "How much will I save?"**

**DO NOT** ever give a dollar amount or a percentage.

**The correct answer is that:** Everyone's bill is a little different. The PROGRAM is based on individual customer's Usage and Billing cycle. The PROGRAM DETAILS will be confirmed with the supplier in their welcome package that is sent out to you.

In order to take advantage of this rate, I need to know if your home qualifies. I need to verify how your name appears on the Columbia Gas invoice. I can wait while you get that information. (verify information)

I show your name as FIRST NAME, LAST NAME. Is that correct?

I show your service address as \_\_\_\_\_.

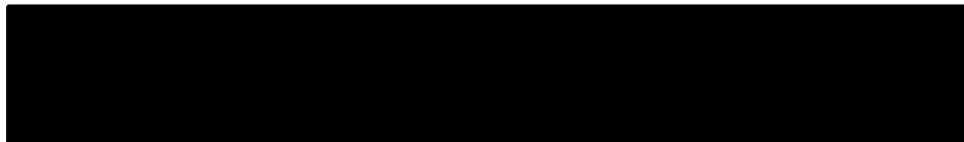
Is the billing address the same as the service address?

**If No:** Obtain mailing address they desire.

What is your email address?

And what is your account number for Columbia Gas? Enter Account Number (repeat back to customer to ensure it is entered correctly. It will be 15 digits)

We have 4 options for you to choose. We can offer a 1- or 2-year fixed rate, or a 2-year winter fixed rate. (I would only get into these other offers if they are not interested in the original offer. Otherwise, it may confuse them with too many options.) Offers are:



**Select offer.**

Great, I've locked you in for the (offer selected).

OK, you're all set. Please keep your account number handy, since I will be transferring you to the verification department just to make sure that I have your clerical information correct. The verification company will not be able to answer any of your questions, so if you have any questions, I will be happy to answer them now. Do you have any questions?



SAMPLE SCRIPT FOR TELEMARKETING AGENTS *cont.*

**Summarize the Sales Call Details** – Summarizing sales call details ensures that customer understood the offer and has no questions that can come up during third party verification. To summarize call details, sales agent should do the following:

1. When you present the offer, ask customer to write down the rates as well as your name (agent information) and the customer service phone number for the supplier.
2. Repeat the rates to the customer for example: “To summarize, your electric rate will be (rate) per kwh and your gas rate will be (rate) per therm.”
3. Ask customer to repeat the rates: “Can you repeat the rates for me please.” Or “Can you say those rates for me again please.”

**Repeat also any other rates or offers that you discussed with customer.**

**Quality Close** – this is to ensure that all offers discussed with customer are in the sales recording and no part of the sale recording was altered.

1. Ask the customer to confirm that all offers have been discussed and summarized.
2. Say the following: “Mr. Smith, did I make you any other offers other than the ones we just summarized?” Make sure that customer responds clearly with a “No.”

Please hold while I transfer your call. Transfer call to TPV.

**Non-Sale Close:**

Thank you for your time, and if you have any questions, please contact [REDACTED]

**FAQ's**

Q: Who is eligible to participate in de-regulation?

Q: Why Choose [REDACTED]

Q: How can [REDACTED] reduce my natural gas bill?

Q: Will I receive two bills – a bill from my utility and a bill from [REDACTED]

Q: What do I watch out for?

**Who is eligible to participate in de-regulation?**

Any residential, commercial or industrial customer in Pennsylvania, Maryland, D.C., Ohio, Kentucky or Virginia can now choose their energy supplier.

**Why Choose [REDACTED]**

By choosing [REDACTED] you are protecting yourself by locking in a twelve-month fixed price for your natural gas supply. This will protect you from the price increases that utility customers typically experience. You are also choosing a local company known for its superior customer service, integrity and reliability. [REDACTED] buys and sells natural gas to thousands of customers just like you. We have the expertise to purchase your natural gas supply at very low rates and pass the savings on to you.



Make a Choice. Take Control.

Referral Sample

# Columbia Gas Solicitation Notification

Please complete one form per local distribution jurisdiction



Conducted Solicitation: Y  N  Attached Materials: Y  N  Number of Customers: \_\_\_\_\_

Certified Retail Natural Gas Supplier (CRNGS): [Redacted]

Start Date of Intended Solicitation: 4/1/2019 End Date of Intended Solicitation : 3/31/2020

**Solicitation Details:**  
By way of background, [Redacted] method of marketing in Kentucky has been through the use of direct sellers who have independent representatives who promote [Redacted] to their friends, family and acquaintance [Redacted]. The independent representative then sends the customer [Redacted] on line portal where the customer is then able to select the best product for his/her family and enroll in a [Redacted].  
[Redacted]

Targeted Areas for Solicitation:		Telephone US Mail D272*		
City	Zip Code	x	x	x

Targeted Areas for Solicitation:		Telephone US Mail D272*		
City	Zip Code	x	x	x

\*Door to Door

IF MORE SPACE IS NEEDED PLEASE USE PAGE 2 OF THIS FORM



## Survey Sample



[Redacted]

Dear John Doe,

Recently, we sent you an email inviting you to complete a survey about your customer experience after [Redacted] we sincerely value our customers' opinions, so we hope you will participate. This survey should take less than 5 minutes to complete.

We, [Redacted] thank you for taking the time to complete this survey and we look forward to hearing from you.

[Please click here to provide your feedback](#)

Sincerely,  
[Redacted]



## Survey Results

CASE NO. 2017-00115

*6. The Status Report filing should also include the format of a survey to follow up on the one conducted as part of Case No. 2012-00132. The survey questions should receive Commission approval and be conducted between the closing of the 2020 Status Report case and Columbia's filing for approval of its next program extension. The survey results should be used by Columbia and participating marketers to guide further education efforts.*

The Matrix Group will design, program and host an online survey and conduct telephone interviews by the targeted completion date of second quarter 2021. The survey questions will be based on the objectives outlined by Columbia Gas and mirror those from the 2012 study (see Appendix A).



# Appendix A





### Customer Choice Telephone Survey

Hello, I'm \_\_\_ with The Matrix Group, and I'm calling on behalf of the Public Service Commission and Columbia Gas. The Public Service Commission has asked Columbia Gas to conduct an anonymous survey to gain an understanding of how customers feel about the Customer Choice Program. Your responses will remain confidential throughout the survey.

Do you have just a few minutes to answer our questions? Thank you! (OR ASK FOR A MORE CONVENIENT TIME TO CALL BACK)

1. Are you the person in your household who is responsible for making decisions regarding your Columbia Gas bill?

- Yes >>> **GO TO Q 2**
- No >>> May I speak to the individual who is responsible for those decisions? Thank you! (OR ASK FOR A MORE CONVENIENT TIME TO CALL BACK)

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

- Yes >>> **GOTOQ2A**
- No >>> **GOTOQ8**
- Don't Know >>> **THANK & TERMINATE**

2A. How long have you been a Choice customer? \_\_\_\_\_

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

- To get a longer fixed term price
- To save money
- Other -----

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

\_\_\_\_\_

5. Have you saved money by participating in the Choice Program?

- Yes >>> **GOTO QSA & B**
- No >>> **GO TO QSC**
- Unsure/Don't know >>> **GO TO QSC**

5A. How do you know you have saved money?

- Lower monthly bills
- Other - SPECIFY

5B. In the course of a year how much do you think you have saved?

\$ \_\_\_\_\_ % \_\_\_\_\_



5C. Why do you continue to participate in the Choice Program?

- I hope to save money.
- My contract with the gas supplier
- I like having a long-term fixed price
- It is easier to remain in the program than to switch back to Columbia
- Other- SPECIFY: \_\_\_\_\_

6. 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?

- Very Likely
- Somewhat Likely
- Not Very Likely
- Not At All Likely
- Don't Know/Not Sure
- It Depends: \_\_\_\_\_

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

- Very satisfied
- Somewhat satisfied
- Not very satisfied >> GO TO Q7A
- Not at all satisfied >> GO TO Q7A

7A. Why are you not satisfied: \_ \_ \_ \_ \_ >>> **GO TO Q10**

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

- Yes >>> **GOTO Q8A & 8B**
- No >>> **GOTO Q9**

8A. For how long were you a Choice customer? \_ \_ \_ \_ \_

8B. Why are you no longer participating in the Choice Program?

- I was not saving money
  - I had problems with my gas supplier.
  - Other \_\_\_\_\_
- >>> **GO TO Q10**

9. Are you aware of the Customer Choice Program?

- Yes >>> **GO TO 9A**
- No >>> **GO TO Q10**

9A. What has kept you from participating in the Customer Choice Program?

- It is too much trouble to switch
- I don't believe I would save money
- I don't understand the program
- Other: \_ \_ \_ \_ \_



10. 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?

- Very important
- Somewhat important
- Not very important
- Not at all important
- Don't know

11. 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?  
[www.psc.state.ky.us.Home/ColumbiaChoice](http://www.psc.state.ky.us/Home/ColumbiaChoice)

- Yes                       No

*The following questions are for classification purposes only.*

12. In what county do you live? \_ \_ \_ \_ \_

13. Do you own or rent your home?

- Own
- Rent

14. Into which of the following age categories do you fall?

- |                             |                             |  |
|-----------------------------|-----------------------------|--|
| <input type="radio"/> 18-24 | <input type="radio"/> 45-54 |  |
| <input type="radio"/> 25-34 | <input type="radio"/> 55-64 |  |
| <input type="radio"/> 35-44 | <input type="radio"/> 65+   | <input type="radio"/> Refused >>> <b>Do Not Read</b> |

15. Including yourself, how many people live in your household?

- |                             |                                    |
|-----------------------------|------------------------------------|
| <input type="radio"/> One   | <input type="radio"/> Four         |
| <input type="radio"/> Two   | <input type="radio"/> Five or more |
| <input type="radio"/> Three |                                    |

16. What was the last grade of school you had the opportunity to complete? READ LIST

- |  |  |
|--|--|
| <input type="radio"/> Less than high school          | <input type="radio"/> College Graduate               |
| <input type="radio"/> High school graduate           | <input type="radio"/> Graduate School                |
| <input type="radio"/> Some college/ technical school | <input type="radio"/> Refused >>> <b>Do Not Read</b> |

17. Do you have access to the Internet?

- Yes                       No



If you are interested in learning more about the Customer Choice Program, please visit:

[www.columbiagaskv.com](http://www.columbiagaskv.com) or call 800-432-9345

**That concludes our questions.  
Thank you so much for your time and cooperation.**

**RESPONDENT GENDER BY OBSERVATION**      0 Male                                      0 Female

**COLUMBIA GAS OF KENTUCKY, INC.**  
**RESPONSE TO STAFF'S FIRST REQUEST FOR INFORMATION**  
**DATED JANUARY 26, 2021**

3. Refer to page 20 of the Report.

a. State whether Columbia Kentucky has engaged the Matrix Group to design, program and host an online survey and conduct telephone interviews. If so, provide a report of its progress, and the expected timeline to complete the survey process by the end of the second quarter of 2021. If not, provide Columbia Kentucky's proposed timeline for engaging the Matrix Group and the accomplishment of the required survey activities.

b. State whether it is Columbia Kentucky's intention to issue a survey that is identical to the 2012 survey, which is reproduced in Appendix A of the Report. If not, provide the survey that Columbia Kentucky intends to issue.

c. Provide the online survey that Columbia Kentucky intends to issue.

d. State whether Columbia Kentucky has had any communication with currently active CHOICE marketers regarding the required survey.

**Response:**

**a.** Columbia has engaged in discussions with The Matrix Group, and as directed in the Order in Case No. 2020-00402 is awaiting Commission approval of the proposed survey format before proceeding. The Matrix Group will design, program and host an online survey and conduct telephone interviews by the targeted completion date of second quarter 2021.

**b.** It is Columbia's intention to use the 2012 survey format, pending Commission approval.

**c.** Refer to Appendix A of Columbia's September 30, 2020 Customer Choice Program Status Report. The report is provided as Attachment A to Question No. 2

**d.** Columbia has not had any communications with currently active CHOICE marketers regarding the survey.

**COLUMBIA GAS OF KENTUCKY, INC.**  
**RESPONSE TO STAFF'S FIRST REQUEST FOR INFORMATION**  
**DATED JANUARY 26, 2021**

4. Refer to finding paragraph 5 and ordering paragraph 7 of the Commission's Order in Case No. 2017-00115. Identify specific areas of the Report that are intended to address "details of education activities in which it or participating marketers have engaged, the amount Columbia [Kentucky] spends on each activity, and customer response to such activities." The response should specifically include the amount that Columbia Kentucky has spent on each education activity, as required by that Order.

**Response** Please see responses to Staff's First Request for Information Dated January 26, 2021, Question 1 and Question 2. Columbia primarily utilizes internal resources to develop educational content and marketer engagement as part of other assigned responsibilities, the primary exception would be when technology resources are required or an external consultant is engaged for the customer survey. Columbia is unable to specify an amount spent on each education activity.