

**XOOM Energy Kentucky, LLC's Responses to
Staff First Set of Requests for Information
KY PSC Case No. 2020-00386**

Response: April 18, 2022

Staff Request to XOOM Set 1, Question 1

Refer to the Direct Testimony of Travis Kavulla (Kavulla Testimony), page 21. Regarding the list of recommendations to increase customer awareness, state the entity or entities that XOOM foresees being responsive for the attendant costs involved in each activity.

RESPONSE:

An effective, sustained consumer awareness program requires investment by all the major stakeholders in the CHOICE program; Columbia Gas of Kentucky, the gas marketers, and the Public Service Commission. The program design and budget should be developed by collaboration among Columbia, PSC Staff, the gas marketers, and consumer advocates. XOOM suggests that the Commission enter an Order that implements the customer awareness proposals outlined in the Kavulla Testimony at 21:1-12 and establishes a working group tasked with: (1) developing a cost-benefit analysis of these proposals; and (2) determining cost estimates and appropriate investment by stakeholders.

Sponsor: Travis Kavulla

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Staff Request to XOOM Set 1, Question 2

Refer to the Kavulla Testimony, pages 21-22. State whether the consumer protection recommendations arise from problems XOOM has encountered in Columbia Kentucky's service area.

RESPONSE:

No, the consumer protection recommendations are not related to XOOM's performance in the Columbia CHOICE market. In fact, in nine-plus years of marketing to and serving Kentucky customers XOOM has received no complaints.

XOOM Energy Kentucky, LLC										
	2013	2014	2015	2016	2017	2018	2019	2020	2021	Jan 1 - Apr 14, 2022
Complaints	0	0	0	0	0	0	0	0	0	0

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Staff Request to XOOM Set 1, Question 3

Refer to the Kavulla Testimony, page 22. State whether XOOM is aware that the Commission conducted an investigation of natural gas retail competition programs in 2010 at the direction of the Kentucky General Assembly in Case No. 2010-00146.¹

RESPONSE:

XOOM is familiar with Staff's 2010 report to the Kentucky General Assembly on retail natural gas competition programs, although the company was not a participant in the Columbia Gas of Kentucky CHOICE program at the time. (XOOM commenced operating in the CHOICE program in 2013.) The report is a useful point of reference, although much has changed in the dozen years since its release. For example, state and federal energy decarbonization policy, consumer awareness of the climate impact of their energy usage, advancements in technology that make an array of choices available to customers with just a click on a smart device, product innovation, evolving consumer protection standards in competitive energy markets across the U.S., consolidation in the retail energy industry, and the learnings from Winter Storm Uri. A notable takeaway from the 2010 report are the recommendations for additional authority to the PSC to effectively oversee a statewide energy choice market. XOOM is generally supportive of the General Assembly granting the Commission additional regulatory jurisdiction to have authority over the Choice Program.

Sponsor: Travis Kavulla

¹ Case No. 2010-00146, *An Investigation of Natural Gas Retail Competition Programs* (Ky. PSC Dec. 28, 2010).