

COLUMBIA GAS OF KENTUCKY, INC.
RESPONSE TO XOOM'S FIRST REQUEST FOR INFORMATION
DATED FEBRUARY 4, 2022

12. Provide the advertising plan and customer education plan regarding the Choice Program and all other utility communications to customers. Provide bill inserts, direct mail pieces, print advertisements, electronic media, and any other communications with customer.

Response: Columbia utilizes existing communication channels, including its customer newsletter, monthly bills, and social media to inform customers about its CHOICE Program. Please see Attachment A to 2021-00386 Xoom's Data Request Set 1 No. 12.