

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

ELECTRONIC INVESTIGATION OF COLUMBIA)	CASE NO.
GAS OF KENTUCKY, INC.'S FILING OF)	2020-00402
CUSTOMER CHOICE SURVEY RESULTS)	

COMMISSION STAFF'S FIRST REQUEST FOR INFORMATION
TO COLUMBIA GAS OF KENTUCKY, INC.

Columbia Gas of Kentucky, Inc. (Columbia Kentucky), pursuant to 807 KAR 5:001, is to file with the Commission an electronic version of the following information. The information requested herein is due on February 5, 2021. The Commission directs Columbia Kentucky to the Commission's March 16, 2020 and March 24, 2020 Orders in Case No. 2020-00085¹ regarding filings with the Commission. The Commission expects the original documents to be filed with the Commission within 30 days of the lifting of the current state of emergency. All responses in paper medium shall be appropriately bound, tabbed, and indexed. Electronic documents shall be in portable document format (PDF), shall be searchable, and shall be appropriately bookmarked.

Each response shall include the name of the witness responsible for responding to the questions related to the information provided. Each response shall be answered under oath or, for representatives of a public or private corporation or a partnership or association or a governmental agency, be accompanied by a signed certification of the preparer or the person supervising the preparation of the response on behalf of the entity

¹ Case No. 2020-00085, *Electronic Emergency Docket Related to the Novel Coronavirus COVID-19* (Ky. PSC Mar. 16, 2020), Order at 5–6. Case No. 2020-00085, *Electronic Emergency Docket Related to the Novel Coronavirus COVID-19* (Ky. PSC Mar. 24, 2020), Order at 1–3.

that the response is true and accurate to the best of that person's knowledge, information, and belief formed after a reasonable inquiry.

Columbia Kentucky shall make timely amendment to any prior response if Columbia Kentucky obtains information that indicates the response was incorrect when made or, though correct when made, is now incorrect in any material respect. For any request to which Columbia Kentucky fails or refuses to furnish all or part of the requested information, Columbia Kentucky shall provide a written explanation of the specific grounds for its failure to completely and precisely respond.

Careful attention shall be given to copied material to ensure that it is legible. When the requested information has been previously provided in this proceeding in the requested format, reference may be made to the specific location of that information in responding to this request. When applicable, the requested information shall be separately provided for total company operations and jurisdictional operations. When filing a paper containing personal information, Columbia Kentucky shall, in accordance with 807 KAR 5:001, Section 4(10), encrypt or redact the paper so that personal information cannot be read.

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. 2017-00115² regarding quarterly bill inserts.
 - b. State when Columbia Kentucky first included the price calculator on its website.

² Case No. 2017-00115, *Tariff Filing of Columbia Gas of Kentucky, Inc. to Extend its Small Volume Gas Transportation Service* (Ky. PSC June 19, 2017).

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.

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.

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.

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.



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Public Service Commission
P.O. Box 615
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DATED JAN 26 2021

cc: Parties of Record

Case No. 2020-000402

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