

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 SECOND 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 March 1, 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 Columbia Kentucky's response to Commission Staff's First Request for Information (Staff's First Request), Item 1(a). Explain each basis for Columbia Kentucky's assertion that its online tool to provide gas cost comparison information to customers is "a more effective means of providing timely gas cost comparison information, over and above [the quarterly bill inserts] required by the Commission's Order in Case No. 2017-00115"

2. Refer to Columbia Kentucky's response to Staff's First Request, Item 1(d).

a. Confirm that in Step 4 the customer must manually click a link to each individual marketer's website, navigate through each website's various menus to discover price offers, then enter marketers' prices one a time to discover how each marketer compares to Columbia Kentucky's and to other marketers.

b. State whether any guidance is given as to the most appropriate Mcf usage to enter to achieve a valid comparison. If not, state how a customer would calculate the difference in annual gas cost charges based on his or her own usage or based on a typical customer's usage.

3. Refer to Columbia Kentucky's response to Staff's First Request, Item 3(b).

a. State whether Columbia Kentucky considered additions to the previous survey questions based on its education efforts since 2017.

b. State whether the Matrix Group believes the 2012 survey questions to be adequate to evaluate whether Columbia Kentucky and participating marketers have implemented 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.

c. Explain why Columbia Kentucky does not intend to add survey questions regarding customers' knowledge of Columbia Kentucky's online tool to provide gas cost comparison information to customers.

d. Explain whether Columbia Kentucky utilized any customer satisfaction survey when it launched its online tool to provide gas cost comparison information to customers.

4. Refer to Columbia Kentucky's response to Staff's First Request, Item 3(c). Confirm that the online survey will utilize the same questions as the telephone survey.

5. Refer to Columbia Kentucky's response to Staff's First Request, Item 3(d). State whether Columbia Kentucky is aware of any customer survey performed by a CHOICE marketer.

6. Refer to Columbia Kentucky's response to Staff's First Request, Item 4.

a. Provide the cost to develop the online tool to provide gas cost comparison information to customers.

b. State whether quarterly updates to Columbia Kentucky's gas cost are performed by consultants.

c. Explain why Columbia Kentucky does not track costs associated with the CHOICE program's education activities.



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DATED FEB 12 2021

cc: Parties of Record

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