

**GOVERNMENT OF THE DISTRICT OF COLUMBIA
OFFICE OF THE ATTORNEY GENERAL**

**KARL A. RACINE
ATTORNEY GENERAL**



**Public Advocacy Division
Public Integrity Section**

ELECTRONIC FILING

November 14, 2019

Ms. Brinda Westbrook-Sedgwick
Public Service Commission
Of the District of Columbia Secretary
1325 G Street, NW, Suite 800
Washington, DC 20005

**Re: Formal Case No. 1125 – In the Matter of the Promotion of the Utility
Discount Programs**

Dear Ms. Westbrook-Sedgwick:

On behalf of the Department of Energy & Environment please find enclosed the Response to Order Nos. 17161 and 17283 for October 2019. If you have any questions regarding this filing, please do not hesitate to contact the undersigned.

Respectfully submitted,

KARL A. RACINE
Attorney General

By: /s/ Brian Caldwell
BRIAN CALDWELL
Assistant Attorney General
(202) 727-6211 – Direct

Email: brian.caldwell@dc.gov

cc: Service List

**BEFORE THE PUBLIC SERVICE COMMISSION
OF THE DISTRICT OF COLUMBIA**

IN THE MATTER OF:

**The Promotion of
The Utility Discount
Programs**

)
)
)

Formal Case No. 1125

**THE DEPARTMENT OF ENERGY & ENVIRONMENT'S
RESPONSE TO ORDER NOS. 17161 AND 17283**

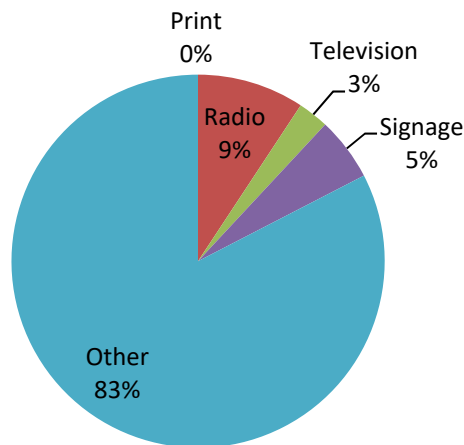
Pursuant to Order Nos. 17161 and 17283 of the Public Service Commission of the District of Columbia, the Department of Energy & Environment (DOEE) hereby provides the following response. In October 2019, DOEE collected and analyzed 571 surveys. The following are the results of these surveys:

Question No. 1: How did you learn about the Utility Discount Programs (UDP)?

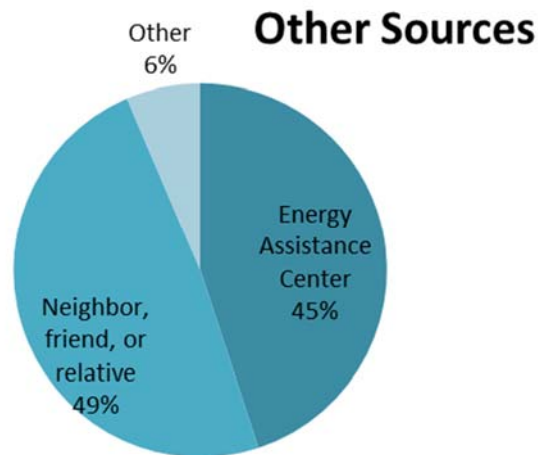
Response:

In October 2019, 83% of the surveyed applicants reported learning about the UDP through “other” or nontraditional sources followed by 9% reporting radio and 5% stating signs on buses and metro stations. Television was selected by 3% of respondents. The following chart provides a graphical depiction of the relative share of the responses to this question:

All Sources



For the respondents that reported learning about the UDP through non-traditional media sources (83% of total respondents), 49% cited word-of-mouth from family or friends, 45% stated they learned about the UDP from DOEE’s Energy Assistance Centers, and 6% did not identify any particular source. The following chart provides a graphical depiction of the relative share of the responses to this question:



Question No. 2: On a scale of 1-5, how would you rate the information you have received on UDP? (revised)¹

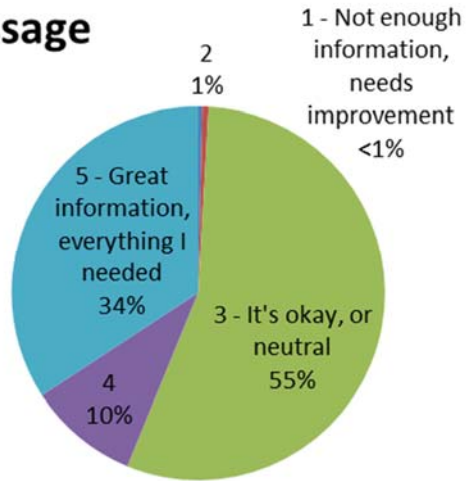
Response:

Approximately 99% of respondents² said the CEP messaging was a “3 – It’s okay or neutral” or better; 34% rated it a “5 – Great information, everything I needed.” The following chart provides a graphical depiction of the relative share of the responses to this question:

¹ Previously question 2 asked, “Was there enough information provided?” with response selections ranging from 1 - not enough to 5 - too much. The approved FY 2016 CEP Plan revised this question.

² 7 or 1.23% % of those surveyed did not respond to this question

CEP Message

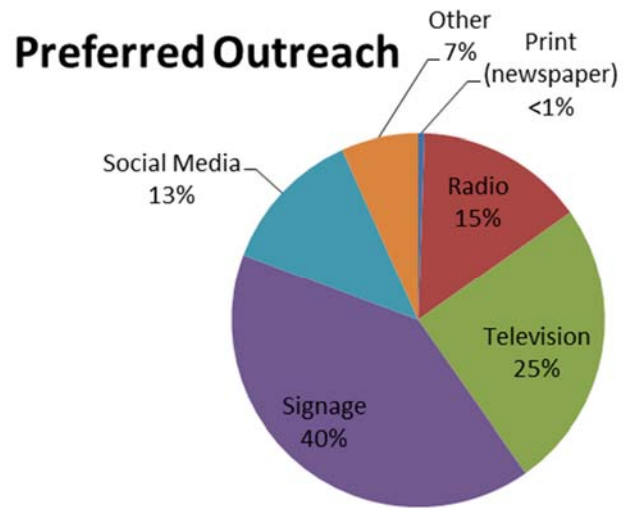


Question No. 3: What method of outreach would be most effective to inform you about the UDP?

Response:

Signs on buses and in metro stations was preferred by 40% of survey respondents³ in October 2019, followed by television with 25% and radio with 15%. Another 13% preferred social media while 7% did not identify any particular method. Print, or newspaper advertising, was preferred by less than 1% of respondents. The following chart provides a graphical depiction of the relative share of the responses to this question:

³ 17 or 2.46% of those surveyed did not respond to this question



Respectfully submitted,

/s/ Kenley P. Farmer

Kenley P. Farmer

Associate Director

Affordability & Efficiency Division

Department of Energy & Environment

Government of the District of Columbia

1200 First Street NE, 5th Floor

Washington, DC 20002

202-671-3314

Kenley.farmer@dc.gov

CERTIFICATE OF SERVICE

I hereby certify that on this 14th day of November 2019, I caused true and correct copies of the Department of Energy & Environment's Response to Order Nos. 17161 and 17283 for October 2019, to be emailed to the following:

Lara Walt, Esq.
General Counsel
Public Service Commission
1333 H Street, N.W.
7th Floor, East Tower
Washington, D.C. 20005
LWalt@psc.dc.gov

Jennifer L. McClellan, Esq.
Verizon Washington, DC Inc.
1300 I Street NW, Suite 400W
Washington, DC 20005
Jennifer.l.mcclellan@verizon.com

Kenley Farmer
Department of Energy & Environment
1200 First Street, N.E., 5th Floor
Washington, D.C. 20002
kenley.farmer@dc.gov

Cathy Thurston-Seignious, Esq.
Washington Gas Light Company
101 Constitution Avenue, NW
Washington, D.C. 20080
cthurston-seignious@washgas.com

Michael Engleman, Esq.
Engleman Fallon, PLLC
1717 K Street, NW
Washington, D.C. 20006
mengleman@efenergyllaw.com

Kenneth Mallory, Esq.
Assistant People's Counsel
Office of the People's Counsel
1133 15th Street, N.W.
Suite 500
Washington, D.C. 20005
kmallory@opc-dc.gov

Hussain Karim, Esq.
Department of Energy & Environment
1200 First Street, N.E., 5th Floor
Washington, D.C. 20002
Hussain.Karim@dc.gov

Salvatore Cooper
Solix, Inc.
30 Lanidex Plaza West
Parsippany, NJ. 07054
Salvatore.cooper@solix.com

Dennis Jamouneau, Esq.
Potomac Electric Power Company
701 9th Street, NW
Suite 1100, 10th Floor
Washington, D.C. 20068
djamouneau@pepcoholdings.com

/s/ Brian Caldwell
Brian Caldwell