

EXHIBIT NO. _____

BEFORE
THE PUBLIC UTILITIES COMMISSION OF OHIO

In the Matter of the Long-Term)	
Forecast Report of Ohio Power Company)	Case No. 18-501-EL-FOR
And Related Matters)	

DIRECT TESTIMONY OF
NICOLE FRY
ON BEHALF OF
OHIO POWER COMPANY

Filed: September 19, 2018

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NICOLE FRY

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1 **PERSONAL DATA**

2 **Q. PLEASE STATE YOUR NAME, POSITION AND BUSINESS ADDRESS.**

3 A. My name is Nicole Fry. I am an Associate Director at Navigant Consulting (“Navigant”)
4 within Navigant’s Energy Practice. My business address is 1375 Walnut Street, Suite
5 100, Boulder, Colorado, 80302.

6 **Q. PLEASE SUMMARIZE YOUR EDUCATIONAL BACKGROUND AND**
7 **BUSINESS EXPERIENCE.**

8 A. I hold a Bachelor of Science in Environmental Systems Engineering and Master of
9 Science in Energy and Geo-Environmental Engineering from Penn State University. I
10 also have a Master of Business Administration from the University of Colorado Leeds
11 School of Business.
12 Prior to joining Navigant in 2013, I worked for the Office of Energy Efficiency and
13 Renewable Energy (EERE) at the U.S. Department of Energy (U.S. DOE) in
14 Washington, DC. In the four years I served in this role, I supported program management
15 for the Geothermal Technologies Program and the Building Technologies Program; I also
16 served a one-year rotation as Deputy Associate Director for Energy Efficiency at the
17 White House Council on Environmental Quality. My consulting experience at Navigant
18 has principally consisted of impact and process evaluation for utility demand side
19 management and renewable energy programs. In this role I have managed the design,

implementation, and/or analysis of more than a dozen customer and stakeholder research efforts including online surveys, phone surveys, and in-depth interviews.

Q. HAVE YOU PREVIOUSLY FILED TESTIMONY IN A REGULATORY PROCEEDING?

A. No.

PURPOSE OF TESTIMONY

Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY IN THIS PROCEEDING?

A. The purpose of my testimony is to describe the design and implementation of Navigant's primary research conducted as part of our assessment of commercial and industrial (C&I) and residential customer interest in, and attitudes toward, renewable energy generated in Ohio and delivered by AEP Ohio. Navigant conducted a survey of residential and small commercial and industrial customers between August 13 and 24, 2018 (Survey). The Survey questions, approach and results are detailed in Exhibit TH-1, "AEP Ohio voice of the Customer: Attitudes and Expectations for Renewable Energy" (VOC Report), dated September 12, 2018.

RESIDENTIAL AND COMMERCIAL & INDUSTRIAL CUSTOMER SURVEY

Q. WAS THE SURVEY DESIGNED AND IMPLEMENTED BY YOU OR UNDER YOUR DIRECTION?

Yes.

Q. HOW DID NAVIGANT CONDUCT ITS PRIMARY RESEARCH OF CUSTOMER EXPECTATIONS AND ATTITUDES FOR RENEWABLE ENERGY IN OHIO?

1 A. Navigant's main research activity supporting the findings in the VOC Report was an
2 online Survey of three AEP Ohio customer groups: active Percentage of Income Payment
3 Plan (PIPP) residential customers, residential non-PIPP customers, and small C&I
4 customers. Navigant worked with AEP Ohio to randomly send email Survey invitations
5 to 120,000 residential non-PIPP customers, 20,000 residential PIPP customers, and
6 20,000 small C&I customers to participate in the August 2018 Survey. For the Survey,
7 Navigant defined the small C&I segment as single-meter customers with annual metered
8 consumption less than 1,000,000 kWh/year. Navigant estimated a five percent response
9 rate for the Survey, targeting 8,000 total Survey completes across the three groups to
10 ensure that the Survey results were statistically significant. The Survey sample
11 requirements for statistical significance at 90% confidence and 10% precision were 275
12 responses for each of the three customer groups. Navigant screened Survey participants
13 to exclude anyone who stated that they were not a current AEP Ohio customer at the time
14 of the Survey. As described in this report, Navigant received the following number of
15 completed Survey responses from AEP Ohio customers: 7,498 residential non-PIPP, 660
16 residential PIPP, and 664 small C&I. Based on my experience and expertise, the survey
17 is a valid measurement tool that reflects the reasonable steps available to both control
18 against bias and generate statistically significant results in an effort to accurately reflect
19 the views of AEP Ohio's customers that are referenced in the VOC Report.

20 **Q. WHAT STEPS DID NAVIGANT TAKE TO ENSURE A HIGH-QUALITY**
21 **SURVEY?**

22 A. This Survey achieved a large number of completes above the sample design targets. The
23 Survey asked several different questions related to customer perspectives on renewable

1 energy and included an opportunity to provide open-ended comments, for the purpose of
2 obtaining a holistic assessment of customer attitudes about renewable energy. When
3 asking customers what they view as the most important benefits of renewable energy, the
4 benefit options were presented to participants in a random order. Finally, when asking
5 customers about their tradeoff preferences for AEP Ohio investments in renewable versus
6 maintaining current bill amounts, Navigant presented the question in two ways and split
7 participants to randomly see one of these two questions, to minimize response bias.

8 **Q. DOES THIS CONCLUDE YOUR DIRECT TESTIMONY?**

9 **A. Yes.**

CERTIFICATE OF SERVICE

In accordance with Rule 4901-1-05, Ohio Administrative Code, the PUCO's e-filing system will electronically serve notice of the filing of this document upon the following parties. In addition, I hereby certify that a service copy of the foregoing *Direct Testimony of Nicole Fry* was sent by, or on behalf of, the undersigned counsel to the following parties of record this 19th day of September, 2018.

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Summary: Testimony - Direct Testimony of Nicole Fry submitted by Ohio Power Company electronically filed by Mr. Steven T Nourse on behalf of Ohio Power Company