

BEFORE THE WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION

**Docket Nos. UE-151871 UG-151872
Puget Sound Energy's
Electric and Natural Gas Equipment Lease Service**

WUTC STAFF DATA REQUEST NO. 057

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Referring to the Lease Pricing Worksheet for Schedule 75, please provide a definition of customer acquisition costs and the method that PSE used to determine it. Additionally, please provide all data, in Excel format with numbers and formulas intact, used to calculate the customer acquisition costs reflected in the Lease Pricing Worksheet. Please sort by customer class.

Response:

Puget Sound Energy ("PSE") objects to WUTC Staff Data Request No. 057 as unduly burdensome as it seeks information already in the possession of, obtainable by, or otherwise available to WUTC Staff. Without waiving such objections, and subject thereto, PSE responds as follows:

PSE defines customer acquisition as the process of communicating to and educating customers about tariff product and service offerings, managing prospective customer applications and inquiries generated by a variety of marketing activities, validating customer and site eligibility, completing application processes and document management, and conducting post service inspections.

The calculations used to derive customer acquisition costs can be found on lines 71 through 78 on the tab titled "Program Assumptions (HC)" of the lease pricing worksheet that PSE provided on February 19, 2016.

Attached as Attachment A to WUTC Staff Data Request No. 057 is an MS Excel worksheet that is referred to as the "Cost to Acquire model (WH / HVAC)" in cell G73 on the tab titled "Program Assumptions (HC)" of the lease pricing worksheet that PSE provided on February 19, 2016.

Attachment A to PSE's Response to WUTC STAFF Data Request No. 057 is **CONFIDENTIAL** per Protective Order in WUTC Docket Nos. UE-151871 and UG-151872.

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"CONFIDENTIAL" Table of Contents

DR NO.	"CONFIDENTIAL" Material
057	Attachment A to PSE's Response to WUTC STAFF Data Request No. 057 is CONFIDENTIAL per Protective Order in WUTC Docket Nos. UE-151871 and UG-151872.