Date Filed: November 09, 2026

**Witness: Elizabeth N. Jones**
**Request from: Public Utilities Regulatory Authority**

**Question:**

(FEE FREE PROGRAM) Application, Sch. WP C-3.15. Discuss what benefits the Company has seen with the implementation of the Fee Free Program and how the Company quantifies such benefits.

**Response:**

The goal of removing the fee for residential credit and debit card payments was to eliminate a high customer dissatisfier and related complaints. The Company advocated for removal of the fee for credit and debit card payments for residential customers because it was a dissatisfier, caused complaints, and residential customers do not expect to have to pay a fee.

Since the removal of the fee, residential customers paying by debit or credit card have benefited from an improved customer experience that aligns with customer expectations of not incurring a fee for those payment methods. The implementation has been successful in achieving its objectives of removing a customer dissatisfier and reducing customer concerns related to debit and credit card payment fees. Since 2022, fewer than one percent of residential electric customers have expressed dissatisfaction related to credit or debit card fees. In many of these instances, customers either had not attempted to use a credit or debit card since the fee was eliminated or mistakenly believed a fee had been charged when no fee was assessed. Overall, customer feedback indicates that the elimination of the fee has been well received and has met customer expectations.