

Con Edison OUTREACH AND EDUCATION PLAN 2017

Submitted by Hollis Krieger
on September 29, 2017
to Honorable Kathleen H. Burgess, Secretary, State of New York Public
Service Commission, Sharon Alvaro, DPS Office of Consumer Services,
et al

Con Edison

OUTREACH AND EDUCATION PLAN 2017

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**Con Edison
OUTREACH AND EDUCATION PLAN
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Utility Information

UTILITY OUTREACH & EDUCATION AND COMPANY OFFICIALS

Dates Covered by Plan: From: January 1, 2017 To: December 31, 2017

- Outreach and Education (O&E) Liaison to Office of Consumer Services (OCS) Staff:

Name: Chris Gallo
Title: Senior Planning Analyst, Customer Outreach
Mailing Address: 4 Irving Place, 9FL SW, New York, NY 10003
Email: galloc@conEd.com
Telephone No. (212) 460-6750 Fax No. () -

- Senior Manager/Officer in charge of Outreach and Education:

Name: Marilyn Caselli
Title: Sr. Vice President, Customer Operations
Mailing Address: 4 Irving Place, New York, NY 10003
Email: casellim@conEd.com
Telephone No. (212) 460-2744 Fax No. () -

- Director of Outreach and Education:

Name: Hollis Krieger
Title: Department Manager, Customer Outreach
Mailing Address: 4 Irving Place, 9FL SW, New York, NY 10003
Email: kriegerh@conEd.com
Telephone No. (212) 460-2079 Fax No. () -

- President or Chief Executive Officer:

Name: Craig Ivey
Title: President, Con Edison Company of New York, Inc.

SERVICE PROFILES

Service Territory:

- Total number of residential accounts: 2.9M
 - Number of electric: 2.9M
 - Number of natural gas: 944K
- Estimated or known total population in the service territory: 9.63M
Please identify the source of this statistic: Moody's Analytics
- Names of counties served in whole or in part: New York, Bronx, Queens, Kings, Richmond and Westchester Counties

Electronic Access:

- Total number of customers who participate in online billing: 1.274M
- Total number of customers using e-mail for utility information and alerts: 2.1M
- Total number of customers using mobile applications to manage their account: 220K (based on total app downloads)
- Total number of customers using mobile applications to obtain educational information, alerts, etc.: (specify whether web-based or text alert) N/A

Low Income Customers

- Estimated number of low income customers and/or number eligible for the Home Energy Assistance Program (HEAP): 445K
- Estimated number of customers receiving HEAP during the last heating season: 44,356
 - regular: 42,590
 - emergency grants: 1,766

Special Needs Customers

- Total number of accounts coded 62 or over: N/A
- Total number of accounts coded Elderly/Blind/Disabled: 196K
- Total number of customers known to be on life support equipment
(Electric companies only): 6,169
- Total number of customers receiving bills and brochures in Braille: 70

- Total number of customers receiving large-print bills: 1,500

Customers with Limited English Proficiency (LEP)

- Languages other than English spoken in the service territory: >200

Please identify the source of this information: The New York City Department of Planning

How does the utility identify special needs and LEP customers?

Special-needs and LEP customers are asked to self-identify at turn-on and whenever they contact Con Edison via the 800-number

How does the utility encourage these customers to identify themselves?

The Company distributes literature, including its Customers with Special Needs and Safety for Special Customers brochures, which discuss the importance of self-identification. Additionally, an article is included twice annually in the Company's quarterly newsletter, Customer News.

Do customer service representatives discuss Special Needs Programs with customers who call to apply for service?

Yes. All customer-service representatives are required at turn-on to ask customers whether life-support equipment will be used in their homes, and to determine the customer's eligibility for the CONCERN Program - the Company's program for customers who are elderly, blind and/or disabled.

CSRs are also able to discuss the programs and services available to these customers as needed.

Note: Specific outreach programs targeted to these customers should be discussed in Section 2: Outreach and Education Topics, under the Special Needs page.

BUDGET INFORMATION

Estimated Outreach & Education Budget for January – December 2017:

Electric: Total \$2.1M

Breakdown by Categories

Energy Efficiency \$N/A

Customer Service \$N/A

Seasonal Campaigns \$1.2M (winter portion: \$358K)

General \$900K

Gas: Total \$1.395M

Breakdown by Categories

Energy Efficiency \$N/A

Customer Service \$N/A

Seasonal Campaigns \$813.3K (winter portion: \$238.6K)

General \$581,700

Actual Budget for Outreach & Education for January – December 2016:

Electric: Total \$2,005,471

Breakdown by Categories

Energy Efficiency \$N/A

Customer Service \$N/A

Seasonal Campaigns \$1,099,214 (winter portion: \$580,832)

General \$906,257

Gas: Total \$1,336,980

Breakdown by Categories

Energy Efficiency \$N/A

Customer Service \$N/A

Seasonal Campaigns \$732,809 (winter portion: \$387,222)

General \$604,171

INFRASTRUCTURE INVESTMENTS AND DEVELOPMENTS

Please describe infrastructure investments and any structural or physical developments (such as tree or pole maintenance) planned for the year. Indicate whether the Company is conducting public awareness regarding these activities. If outreach is planned, use the Infrastructure/ Security in Section 4 to provide more in-depth information about your public awareness activities regarding this topic.

Activity #1:

New or On-going Activity: New

Description and Schedule for Planned Activity: Installation of smart meters and the associated communications network across the service territory.

Public Awareness Planned: Y/N Yes

Activity #2:

New or On-going Activity: New

Description and Schedule for Planned Activity: Inspection of all gas service lines.

Public Awareness Planned: Y/N Yes

Activity #3:

New or On-going Activity: Ongoing

Description and Schedule for Planned Activity: Annual program to trim trees with limbs that pose a potential threat to overhead power lines.

Public Awareness Planned: Y/N No (Corporate Affairs notifies local elected officials)

Con Edison

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Mandated Outreach and Education

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER – (PART I)

Various Commission Orders have included specific Outreach & Education requirements. Please complete the form in Part II of this section for each case that included requirements for O&E, and for which the reporting time is still active. Similarly, we request that all Steam Corporations indicate the last time an O&E report was filed with the Commission and to which office it was sent.

PLEASE FILL OUT:

We have 3 cases at this time and have completed a consolidated form, as all three were included in a single order.

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.16-E-0060, 16-G-0061, 16-E-0196

Required by Order, Joint Petition, Settlement, Other:
Order Approving Electric and Gas Rate Plans

Date the Order was Issued and Effective:
January 25, 2017

Summary of O&E requirements:

Con Edison will continue to develop and implement outreach and education activities, programs and materials that will aid its customers in understanding their rights and responsibilities as utility customers. The Company will coordinate its outreach and education activities related to DCX, GBC, and AMI implementation to the extent practicable. The Company will continue to survey its customers and to include appropriate questions in the surveys to evaluate its customer outreach program and identify areas where its outreach efforts could be further strengthened or improved. The Company will file with the Secretary by September 30 of each Rate Year a summary and assessment of its customer education efforts, including a description of its efforts to coordinate the DCX, GBC and AMI initiatives.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):
Annually by September 30 of each rate year

Confirm that past reports have been properly submitted: It is important to note that the reports must be sent to the Secretary's office. Simultaneously you may send a copy to Michael Corso, Director of the Office of Consumer Services.

Please indicate to which office your O&E Reports were submitted and specify the date/s:

- | | |
|--|--------------------------|
| <input checked="" type="checkbox"/> Secretary's Office | Date: September 30, 2016 |
| <input type="checkbox"/> Office of Consumer Services | Date: |
| <input type="checkbox"/> Other: _____ | Date: |
| (Name of DPS contact person) | |

Date Reporting May Cease: N/A

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Global Outreach and Education Tools

2017 Outreach & Education Plan with 2016 Results

WEBSITE, SOCIAL MEDIA & MOBILE APPLICATIONS

Please describe how the utility uses its Website, Social Media, and Mobile Applications as part of its overall O&E plan. Note: use of these tools for specific topics (e.g. safety) should be described in more detail on the page for that program.

New/Continuing Program:

Continuing

2016 Results, Evaluation and Feedback:

Customers' use of mobile devices to visit the conEd.com website increased again in 2016. However, this increase was much less significant than what has been experienced in recent years. Mobile web use rose only 1.83 percent versus 2015. Nevertheless, mobile accounted for more than 20 percent of total traffic to conEd.com last year.

Additionally, the Company has continued to develop its social media presences on Twitter, Facebook and YouTube. Twitter is currently used to both publish information and respond to account-specific and service-specific inquiries from customers. In 2016, the Company responded to 1,465 inquiries via Twitter.

In 2016, the Company also launched a new mobile app called [Con Edison Heroes](#). Heroes is a digital comic book reader, which includes stories about energy safety featuring Batman, Superman, Wonder Woman and other DC Comics characters. The app's initial story, *Gassed*, promotes natural-gas safety.

Goals for 2017:

The Company's Digital Customer Experience (DCX) group rolled out a re-platformed, redesigned version of conEd.com in December 2016, which includes improved navigation and search capabilities, better content organization and management, and [responsive design](#) for mobile, among other new features.

Thus far, the non-transactional webpages have been completed. The transactional content located inside the login will be rolled out beginning in late 2017, with additional tools and featured introduced gradually through 2020. These new features will be promoted via blast-email campaigns, content in Customer News, social media and other channels.

The new, responsive version of conEd.com appears to have been well received, with mobile traffic increasing by 14.11 percent in the first eight months of the year when compared with the same period in 2016. Mobile devices now account for 35.25 percent of all traffic to the Company's website.

The Company also intends to continue using social media — specifically Twitter — to engage with customers and provide an additional customer-service channel. Through the first eight months of the year, Twitter inquiries have increased 16 percent to 1,698.

A second story was added to the Heroes app as well – *Currents* provides readers with important information about imposters and also provides valuable electric-safety tips.

How Priority Was Set:

This priority was set based on the Company's analytics data, customer feedback and Con Edison's commitment to enhancing the customer experience.

Description of 2017 Program:

DCX continues its work to redesign the My Account (transactional) section of conEd.com to streamline transactions and add additional features. The new version will be introduced in late 2017, with additional features added through 2020.

Measures to Evaluate the 2017 Program:

The Company will use a number of metrics to evaluate its 2017 program. These will include evaluating web analytics, app downloads and reviews, subscribing to JD Power and other customer-satisfaction studies, social media monitoring, and soliciting direct input from customers via an online customer advisory panel.

Provide a List of Tools and Samples of Webpages/Social Media Pages/E-Mail Blasts

2017 Outreach & Education Plan with 2016 Results

Mass/Blast Notifications

Please describe how and when the utility uses e-mail, text alerts and robo-calls for mass notifications as part of its overall O&E plan. Note: use of these tools for specific topics (e.g. safety) should also be described in more detail on the page for that program.

New/Continuing Program:

Continuing

2016 Results, Evaluation and Feedback:

In 2016, the Company distributed 20 blast email campaigns on energy efficiency, safety and the programs and services that Con Edison offers. During storms and other events, text-message notifications and automated outbound calls were utilized to keep customers informed. Email was also used to notify customers of planned and emergency work in their areas.

Goals for 2017:

The Company intends to distribute a minimum of 20 informational email campaigns in 2017, and to continue using text messages, automated phone calls and email to communicate relevant information to customers.

How Priority Was Set:

This priority was set based on the Company's internal performance indicators, as well as Con Edison's commitment to enhancing the customer experience.

Description of 2017 Program:

The Company distributed nine email campaigns through July 2017 and will distribute another 11 before the end of the year. Text-message notifications and outbound phone calls continue to be used to keep customers updated during power outages. Likewise, the Company continues to use email notifications to update customers on work being done in their areas.

Measures to Evaluate the 2017 Program:

The Company will evaluate its efforts using a number of different metrics and tools. These include email-campaign analytics (open rate, click-through rates, etc.), the number of customers enrolled for text-message notifications, the number of work notification emails that are distributed, and others.

Provide a List of Tools and Samples of Webpages/Social Media Pages/E-Mail Blasts

2017 Outreach & Education Plan with 2016 Results

OUTREACH EVENTS

Describe how the utility identifies and participates in public events. Distinguish between utility-sponsored and community sponsored events. Use the tracking sheet in Appendix A to list events conducted in 2015 and those planned for 2016.

New/Continuing Program:

Continuing

2016 Results, Evaluation and Feedback:

In 2016, the Company participated in 109 events, at which Outreach Advocates distributed literature and spoke with customers about energy efficiency, safety and the programs and services that Con Edison offers.

Goals for 2017:

The Company intends to staff a minimum of 75 events in 2017 in order to engage with customers and gain valuable insight into the information that they want and need.

The company will also give a minimum of 20 presentations on smart meters in areas of its service territory where the installation of meters or communications equipment has begun.

How Priority Was Set:

This priority was set based on the Company's internal performance indicators, as well as Con Edison's commitment to enhancing the customer experience.

Description of 2017 Program:

Through July 2017, the Company has staffed 51 events and will staff another 49 before the end of the year.

Measures to Evaluate the 2017 Program:

The Company will evaluate the number of events that it attends in 2017, the overall quality of these events, and the customer insights that are obtained by its Outreach Advocates. It will also ensure that it meets the 20-presentation metric set out in the PSC's Order Approving Advanced Metering Infrastructure Business Plan Subject to Conditions issued March 17, 2016.

2017 Outreach & Education Plan with 2016 Results

CUSTOMER ASSISTANCE LINES/CALL CENTER

New/Continuing Program:

Continuing

2016 Results (evaluation and feedback):

In 2016, Con Edison customer service representatives (CSRs) fielded more than 5.2 million calls, 64.3 percent of which were answered within 30 seconds. This exceeded the year-end goal by 1.3 percent.

Goals for 2017:

In 2017, the Company intends to continue offering high-quality service via its 800-number. It will also continue to refine — and develop new — self-service options, which reduce costs, increase convenience and generally contribute to customer satisfaction.

How Priority Was Set:

This priority was set based on the Company's goal to enhance the customer experience. Increasing the use of self-service tools also serves to cut costs related to agent phone calls.

Description of 2017 Program:

The Company will continue to staff a 24/7 call center in 2017. Customer service representatives will be trained to handle calls on a variety of topics, including those that are credit and high-bill related. Additionally, the Company will use its automated phone system to provide enhanced self-service options, capture voice-of-the-customer data and better evaluate its CSR performance.

Measures to Evaluate the 2017 Program:

The Company utilizes a variety of data to evaluate its call center performance. This includes hold times, average call durations, call volume, first-call resolution statistics, recorded call monitoring and other metrics. The Company's Customer Satisfaction Performance Mechanism targets for 2017 include answering 67% of calls in less than 30 seconds.

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**Section 4
Outreach and Education Topics**

2017 Outreach & Education Plan with 2016 Results

CUSTOMER RIGHTS AND RESPONSIBILITIES

New/Continuing Program:

Continuing

2016 Results, Evaluation and Feedback:

The Company's bill inserts, 'Your Rights and Responsibilities as a Residential Customer' and 'Your Rights and Responsibilities as a Nonresidential Customer,' were sent to residential and nonresidential customers respectively between March and April 2016. New customers also received the inserts with their first bills, as did customers in arrears to whom the inserts were sent along with the required turn-off notices. The inserts are posted online at conEd.com as well.

Goals for 2017:

The Company again included the rights notices as bill inserts to all customers in March/April 2017. Likewise, the notices have been sent to all new customers and customers who receive notices of turn-off for nonpayment.

How Priority Was Set:

The Company's priority regarding notices of customer rights and responsibilities was set in accordance with HEFPA requirements and those outlined in NYCRR 15, as well as the Company's outreach and education goals.

Description of 2017 Program: (see guidance document regarding program elements to include)

The Company will continue its efforts to educate customers about their rights and responsibilities through the channels described above.

Measures to Evaluate the 2017 Program:

The Company evaluates its efforts to educate customers through a variety of channels, including customer satisfaction studies, social media monitoring, and its online customer advisory panel.

Provide a List, Copies of Material Distributed and Method of Distribution in Appendix B

2017 Outreach & Education Plan

with 2016 Results

BILLING SERVICES AND PAYMENT ALTERNATIVES

New/Continuing Program:

Continuing

2016 Results, Evaluation and Feedback:

Throughout 2016, the Company continued to promote its billing and payment options through a variety of channels. This included promoting self-service options such as electronic payment, direct payment and electronic billing (eBill) as convenient and secure methods for customers to receive and pay their bills. Due in part to these efforts, the number of customers enrolled in eBill increased by nearly 36 percent versus 2015. Additionally, 51 percent of all payments received in 2016 were made using Con Edison's electronic or telephone self-service options, with another 23 percent made via customers' personal electronic banking.

Goals for 2017:

The Company intends to continue educating customers in 2017 about the various billing and payment options available to them, and to promote adoption of electronic channels.

How Priority Was Set:

This priority was set based on the Company's outreach and education goals, and its goal of increasing adoption of electronic billing and payment channels, which offer convenience, security and operational cost savings.

Description of 2017 Program: (see guidance document regarding program elements to include)

In 2017, the following communications methods will be used to educate customers about billing and payment options.

- Customer Bills and associated mail correspondence – Any correspondence requesting payment from the customer has a payment coupon with the "Ways To Pay Your Bill" language on the back.
- Residential Rights and Responsibilities Notice – This is mailed to all residential customers when their accounts are established and annually thereafter.
- Non-Residential Rights and Responsibilities Notice – This is mailed to all non-residential

customers when their accounts are established and annually thereafter.

- Internet – The Company’s website includes a comprehensive “Payments Options” webpage.
- Customer News – The Company has a quarterly “Customer News” bill insert, distributed to all customers, that addresses issues of interest to our customers. At the bottom of the front page, the bulletin includes contact information to learn more about Company’s bill paying options.
- Customer Service Representative (“CSR”) in person and over the phone interactions – CSRs are trained to offer complete bill payment information to customers. Attached is the Training Document Provided to CSRs on this issue and the CSR reference material available during interactions with customers.
- Interactive Voice Response (“IVR”) – Customers who call the Company are provided bill payment information when they select the “Billing and Payments” option. The IVR script on this issue is enclosed.
- “Billing and Payment Options” brochure – This brochure is available at Company walk-in centers and distributed at more than 80 Company events each year.
- Other – Presentations given by Company outreach advocates for community organizations, senior centers, homeowners’ associations and other groups also include bill payment information.

Measures to Evaluate the 2017 Program:

The Company will evaluate its 2017 program using awareness surveys and adoption rates of electronic billing and payment options.

Provide a List, Copies of Material Distributed and Method of Distribution in Appendix B

2017 Outreach & Education Plan with 2016 Results

SPECIAL NEEDS CUSTOMERS

New/Continuing Program:

Continuing

2016 Results (evaluation and feedback):

Throughout 2016, the Company made information available to special needs customers through a variety of channels, including bill inserts, blast email campaigns, newspaper ads, radio spots, and online at conEd.com.

As required by directive number eight in the PSC's July 20, 2007 *Order Implementing Outage Recommendations* in Case 06-M-1108, the Company also carried out direct mailings to healthcare providers and distributors of medical equipment, landlords of master-metered buildings and community organizations asking them to urge anyone who uses life-support equipment to register with Con Edison.

Goals for 2017:

The Company will continue working to ensure that special needs customers are given the necessary attention and that they are aware of the programs and services available to them through Con Edison.

How Priority Was Set:

This priority was set based on the Company's concern for special needs customers, as well as the directive set forth in Case 06-M-1108.

Description of 2017 Program: (see guidance document regarding program elements to include)

Low income customers – information will be provided via Customer News, blast email campaigns, in person at community events and presentations to community groups, and online at conEd.com.

Elderly, blind and disabled customers – information will be provided via Spotlight (the Company's biannual newsletter for customers enrolled in the CONCERN program), in person at community events and presentations to community groups, and online at conEd.com. Information is also published in the annual notification of customer rights and responsibilities, as well as in Con Edison's Customer News bill insert.

LSE customers – information will be provided via Customer News, direct mailing to all customers with LSE indicators in Con Edison's customer information system, in person at community events and presentations to community groups, and online at conEd.com. Information is also published in the annual notification of customer rights and responsibilities.

Non-English speaking customers – information will be provided in person at community events and presentations to community groups, online at conEd.com, and twice annually in Customer News.

Measures to Evaluate the 2017 Program:

The Company's 2017 program will be evaluated based on the results of customer awareness surveys and other voice of the customer data.

Provide a List, Copies of Material Distributed and Method of Distribution in Appendix B

2017 Outreach & Education Plan with 2016 Results

WINTER HEATING SEASON AND ENERGY FINANCIAL ASSISTANCE

New/Continuing Program:

Continuing

2016 Results (evaluation and feedback):

During the 2016/2017 winter heating season, the Company communicated information to customers through a variety of channels, including its Customer News bill insert, email campaigns and content available at conEd.com.

Goals for 2017:

The Company will again use a variety of channels to communicate winter energy-efficiency and safety tips, and to make customers aware of available financial assistance.

How Priority Was Set:

This priority was set based on based on the Company's commitment to enhancing the customer experience, and to help customers manage their energy costs.

Description of 2017 Program: see guidance document regarding program elements to include (In addition to advising customers about disconnection of service, this category should include issues such as weatherization, furnace inspection, zone heating, preventing carbon monoxide emergencies, etc.)

During the 2017/2018 heating season, the Company will once again utilize a number of channels to communicate with customers, including conEd.com, the Customer News bill insert and email campaigns. These communications will promote energy safety (including carbon monoxide), offer energy-efficiency tips, and make customers aware of energy-efficiency rebate and incentive programs that are available. As in previous years, the Company will also provide information on the New York Home Energy Assistance Program (HEAP), including hotline numbers and website links.

Measures to Evaluate the 2017 Program:

The Company will measure its winter heating season outreach using awareness surveys and tracking participation rates in rebate and incentive programs.

Provide a List, Copies of Material Distributed and Method of Distribution in Appendix B

2017 Outreach & Education Plan

with 2016 Results

NATURAL GAS & ELECTRIC SAFETY

New/Continuing Program:

Continuing

2016 Results (evaluation and feedback):

Throughout 2016, the Company promoted electric and gas safety through a variety of channels, including:

- *A Smell Gas? Act Fast!* email campaign
- A gas-odorant bill insert
- A gas-odorant postcard mailing to eBill customers
- Gas-safety print and radio ads
- Electric-and-gas-safety content in Customer News
- Electric-and-gas-safety content on conEd.com
- Electric-and-gas-safety messaging published on social media
- Electric-and-gas-safety content included in the Company's Power of Green educational program for schoolchildren
- An electric-safety bill insert
- A gas-safety bill insert that is distributed to all new customers.

Goals for 2017:

The Company will continue to publish electric-and-gas-safety information to raise awareness among customers.

How Priority Was Set:

This priority was set based on the Company's commitment to safety and operational excellence, as well as applicable laws and regulations.

Description of 2017 Program: (see guidance document regarding program elements to include)

The 2017 program will mirror the 2016 program, but will also include:

- A gas-odorant postcard mailing to residents of master-metered buildings located within Con Edison's gas service territory
- A new story in the Con Edison Heroes app, which focuses on imposter and electric safety.

Measures to Evaluate the 2017 Program:

The Company evaluates its natural gas and electric safety program using customer awareness studies, focus groups, social media monitoring and statistics on gas and electric emergency calls.

Provide a List, Copies of Material Distributed and Method of Distribution in Appendix B

2017 Outreach & Education Plan with 2016 Results

NATURAL GAS EXPANSION

New/Continuing Program:

Continuing

2016 Results, Evaluation, and Feedback:

In 2016, the Company continued to promote natural gas as a cleaner-burning alternative to heating oil. Its Gas Conversion Group has also continued working to make converting as easy as possible for customers.

Goals for 2017:

In 2017, the Company will continue raising awareness of the benefits of natural gas and applicable rebates that exist to help offset some of the costs of converting.

How Priority Was Set:

This priority was set based on the Company's desire to grow its business and its commitment to being an environmental leader. It has also been spurred on by New York City's mandated phase out of number six and four heating oils.

Description of 2017 Program: (see guidance document regarding program elements to include)

The Company will use a variety of channels to promote natural gas expansion in 2017, including:

- Information in Customer News
- Email campaigns
- Social media content
- Information posted on conEd.com

Measures to Evaluate the 2017 Program:

Primarily, the Company will use the number of gas conversions to evaluate its 2017 program. However, feedback from customers who have gone through the conversion process will also aid in future decisions.

Provide a List, Copies of Material Distributed and Method of Distribution in Appendix B

2017 Outreach & Education Plan with 2016 Results

SERVICE INTERRUPTIONS

New/Continuing Program:

Continuing

2016 Results, Evaluation, and Feedback:

Throughout 2016, the Company published information on storm and outage safety and emailed this information to customers in advance of a forecasted storm or heat event. The Company also utilized outbound calls and text-message notifications to make customers aware of outages and update them on the restoration status.

Goals for 2017:

The Company will continue using proactive communications to help customers prepare for outages, and to keep them updated during outage restoration.

How Priority Was Set:

This priority was set based on the Company's commitment to enhancing the customer experience and achieving operational excellence, as well as on prior Public Service Commission orders.

Description of 2017 Program: (see guidance document regarding program elements to include)

The Company will use various channels in 2017 to communicate with customers before, during and after service interruptions, including:

- Information posted on conEd.com
- The Company's online outage map
- Pre-storm/heat-event email campaigns
- Outbound calls to LSE and Medical Emergency customers in advance of forecast storms and heat events
- Proactive outbound phone calls to customers in areas where an outage exists
- Proactive text-message notifications to the 124,000 customers who have enrolled for this service

Measures to Evaluate the 2017 Program:

Con Edison will evaluate the success of its 2017 program using feedback from customers and metrics including the number of customers registered for text-message notifications, the number of outages reported online and via the mobile app, the number of outbound calls placed to customers during outages, and the timeliness of pre-storm/heat-event emails.

Provide a List, Copies of Material Distributed and Method of Distribution in Appendix B

2017 Outreach & Education Plan with 2016 Results

SUMMER DEMAND RESPONSE/ LOAD REDUCTION

The December 20, 2000 Order, Case Number 00-E-2054, required utilities to provide Staff with a public awareness plan detailing the company's steps to educate customers regarding the load and capacity situation and actions consumers can take to control their energy usage and bills.

New/Continuing Program:

Continuing

2016 Results, Evaluation, and Feedback:

In 2016, the Company utilized bill inserts, email campaigns, print and radio ads and online content to educate customers about making smart choices with regard to how they use energy, with a particular focus on the importance of energy conservation during the summer peak period. Additionally, the Company continued to promote the energy-efficiency rebate and incentive programs offered through its Green Team as a means of incentivizing customers to improve the efficiency of their homes and businesses.

The Company also promoted its voluntary time-of-use (TOU) rate as a means of incenting customers to shift a portion of their electric load to off-peak periods.

Goals for 2017:

In advance of the 2017 summer season, the Company published information designed to raise awareness about the need to use energy wisely and the benefits associated with energy-efficient habits and upgrades.

How Priority Was Set:

The December 20, 2000 Order, Case Number 00-E-2054, required utilities to provide Staff with a detailed public awareness plan detailing the Company's efforts to raise awareness and educate customers about the load and capacity situation and actions consumers can take to control their energy use and bills.

Additionally, the Order Approving Electric, Gas and Steam Rate Plans in Accord with Joint Proposal, Issued and Effective February 21, 2014 for Case 13-E-0030 et al. instructed the Company to continue its efforts to educate customers about time-of-use rates.

Description of 2017 Program: (see guidance document regarding program elements to include)

Prior to the summer 2017 season, the Company used various channels to educate customers about demand response and load reduction. These included:

- Email campaigns
- Information in Customer News
- Information posted online at conEd.com
- Social media posts
- Print ads and radio spots

Measures to Evaluate the 2017 Program:

The Company will use awareness surveys and other *voice-of-the-customer* data to evaluate its 2017 program.

Provide a List, Copies of Material Distributed and Method of Distribution in Appendix B

2017 Outreach & Education Plan with 2016 Results

INFRASTRUCTURE & SECURITY

This section should include outreach and education programs regarding structural or physical developments, e.g. tree/pole maintenance, transmission system upgrades, etc. Also include public awareness campaign/materials that focus on recognizing threats to utility systems and how you direct customers on how to report any wrong doing.

New/Continuing Program:

Continuing

2016 Results (evaluation and feedback):

In 2016, the Company continued to publish information related to infrastructure investments, both on its website and through press releases. The Company also deployed a comprehensive campaign aimed at helping customers recognize imposters who may pose as Con Edison employees and other types of scams. Information about tree/pole maintenance was provided to local municipalities and elected officials by the Company's Corporate Affairs employees.

Goals for 2017:

Throughout 2017, the Company will make information about infrastructure investments available online and will issue press releases as needed. The Company will also continue its imposter/scam campaign, and Corporate Affairs employees will continue to communicate tree/pole maintenance updates to local municipalities and elected officials.

How Priority Was Set:

The infrastructure priority was set based on the Company's commitment to achieving operational excellence. The imposter/scam campaign was prioritized following a number of incidents across the country in which individuals committed crimes while posing as utility workers.

Description of 2017 Program: (see guidance document regarding program elements to include)

The 2017 program will include the use of a number of communications channels, including:

- Press releases
- Content posted to conEd.com

- Information in Customer News
- Email campaigns
- Social media posts
- Print and radio ads
- A new story in the Con Edison Heroes app, which features imposter-awareness information

Measures to Evaluate the 2017 Program:

The Company will evaluate its 2017 program using awareness surveys, email-campaign analytics, and feedback from local municipalities and elected officials.

Provide a List and Two Copies of All Material Distributed, and Method of Distribution

2017 Outreach & Education Plan with 2016 Results

METERING

This section should include outreach and education programs regarding metering (e.g. how to read a meter), submetering, and AMR programs.

New/Continuing Program:

Continuing with new elements

2016 Results (evaluation and feedback):

Throughout 2016, Con Edison made information on how to take and submit a meter reading available on its website. Additionally, email campaigns were sent with meter-reading instructions in the event that regular meter readings were cancelled due to inclement weather.

Goals for 2017:

In 2017, the Company will continue to publicize instructions for taking and submitting meter readings as needed.

Additionally, the Company has developed a comprehensive awareness plan to inform customers about its automated metering infrastructure (AMI), or “smart meter,” rollout and educate them about the benefits that smart meters provide.

How Priority Was Set:

This priority was set according to the Company’s AMI Customer Engagement Plan filed with the Secretary of the New York Public Service Commission on July 29, 2016 in Case 15-E-0050

Description of 2017 Program: (see guidance document regarding program elements to include)

See the [Advanced Meter Infrastructure Customer Engagement Plan](#).

Measures to Evaluate the 2017 Program:

The Company’s 2017 program will be evaluated according to the metrics specified in section 3.6 of the Customer Engagement Plan.

To date, the Company has sent roughly 100,000 90-day postcards and 64,400 45-day letters to customer in Staten Island and Westchester, where smart-meter and communications-equipment installations have begun.

Going forward, the Company will provide information via letter and email to customers whose smart meters have been commissioned, in order to educate them about the detailed usage data available through conEd.com, the ability to provide this data to third-parties via Green Button Connect My Data, ways to use this data to save energy and money, and more.

Provide a List and Two Copies of All Material Distributed, and Method of Distribution

Con Edison
OUTREACH AND EDUCATION PLAN
2017

Section 5
Employee Outreach and Education

2017 Outreach & Education Plan with 2016 Results

CUSTOMER SERVICE EMPLOYEE TRAINING

New/Continuing Program:

Continuing

2016 Results (evaluation and feedback):

In 2016, the Company continued to train employees via its eight-hour Enhancing Customer Relationships (ECR) course. The course has now been completed by virtually all Customer Operations employees and more than half of all employees. The Company's +1 Customer Experience training has also been completed by nearly 100 percent Con Edison employees.

Goals for 2017:

Throughout 2017, the Company will continue to provide customer-relationship training to its employees, and will expand this training to include contractors. The eight-hour Enhancing Customer Relationships (ECR) course will be established as required training for all new hires.

The Company will also provide its CSRs with smart-meter training, which will include information on the Company's implementation plan, frequently-asked questions and their answers and other information to help them become ambassadors for the project and trusted energy advisors.

Description of 2017 Program:

The Company will use a variety of methods to educate employees to provide a *Plus-One Customer Experience* (i.e. an experience that exceeds customer expectations). These include:

- The eight-hour ECR course
- Contractor training class
- Shorter ECR eLearning modules
- Video screens, which display customer-experience-related items
- The Company-wide Applause Blog, which recognizes employees who have provided Plus-One experiences

Measures to Evaluate the 2017 Program:

The program will be evaluated using survey data and customer feedback.

Provide a List and Two Copies of All Material Distributed, and Method of Distribution

Con Edison OUTREACH AND EDUCATION PLAN 2017

Appendix A Outreach and Education Events



2016 OUTREACH
EVENTS.xlsx

Con Edison OUTREACH AND EDUCATION PLAN 2017

Appendix B Outreach and Education Materials

- Website, Social Media and Mobile Applications:

- ConEd.com
- [Twitter.com/ConEdison](https://twitter.com/ConEdison)
- [Facebook.com/ConEdison](https://facebook.com/ConEdison)
- [YouTube.com/ConEdisonNY](https://youtube.com/ConEdisonNY)
- conEd.com/Heroes

- Mass/Blast Notifications:

- [Text Notifications](#)
- [Call Before You Dig](#)
- [Gas Safety](#)
- [Westchester Home Show](#)

- Customer Rights and Responsibilities:



ResRights-ShortForm
-Eng_WEB.pdf

-



Non-ResRights-Short
Form-Eng_WEB.pdf

-

- Billing Services and Payment Alternatives:

- conEd.com (payment options)
- conEd.com (billing services)



BillingAndPaymentOp
tionsBrochure.pdf

-

- Special Needs Customers:

- conEd.com
- [LSE Email Campaign](#) (medical providers)



- Spotlight Winter_16 (Eng)_PRESS.PDF



- CustomerNews_Spring17_SCREEN_ENG.pdf

- Winter Heating Season and Energy Financial Assistance:

- conEd.com/EnergyEfficiency
- conEd.com (payment plans and assistance)
- conEd.com (EnergyShare)
- conEd.com (electric safety)
- conEd.com/GasSafety
- [Energy Efficiency Programs Email Campaign](#)



- Customer News Winter_16(Eng)_SCREEN

- Electric and Natural Gas Safety:

- [Smell Gas? Act Fast! Email Campaign](#)



- GasOdorantBillInsert.pdf



- GasMasterMeterAndEbillPostcard.pdf



- CustomerNews-Fall17.pdf



- ElectricSafetyBillInsert.pdf

- conEd.com (electric safety)
- conEd.com/GasSafety

- Natural Gas Expansion:

- conEd.com/GasConversion
- Customer News (see Fall 2017 issue above)

- Service Interruptions:

- conEd.com
- [Outage Map](#)

- [Winter storm email campaign](#)
- Summer Demand Response and Load Reduction:
 - [Smart A/C Email Campaign](#)
 - [Room A/C Rebate Email Campaign](#)
 - Time of Use (see Customer News Fall 2017 issue above)
 - [conEd.com/TOU](#)
 - [conEd.com/EnergyEfficiency](#)
 - [Summer-prep Press Release](#)
- Infrastructure and Security
 - [conEd.com](#)
 - [conEd.com/ScamAlert](#)
 - [Infrastructure Press Release](#)
 - [Customer News](#) (scam and imposter information)
 - [Imposter Email Campaign](#)

CON EDISON WINTER OUTREACH CAMPAIGN SUMMARY

2017

AWARENESS OF OUTREACH CAMPAIGN MESSAGES

	2016 % Recall	2017 % Recall	Change from 2016 to 2017
Can recall at least one campaign message	80.6%	82.8%	↔
2017 messages:			
Information explaining how to report problems	58.2%	56.3%	↔
Advice on how to use energy wisely during the winter	44.4%	44.9%	↔
Information about scams or imposters	N/A	38.1%	-
Tips on staying safe in the winter	35.5%	33.7%	↔
Getting help to pay bills	34.0%	33.7%	↔
Rebates and incentives to use energy more efficiently	25.6%	24.2%	↔

PERCEPTIONS OF CON EDISON'S COMMUNICATION EFFORTS

	2016 Avg. Rating	2017 Avg. Rating	Change from 2016 to 2017
How well is Con Edison communicating with customers about important energy-related issues?	6.98	7.20	↑

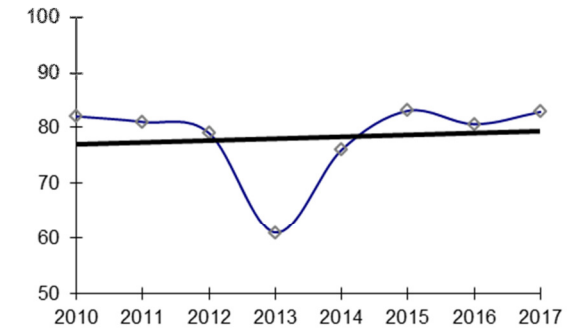
TARGETED BEHAVIOR

	2016 Percent	2017 Percent	Change from 2016 to 2017	Significant Campaign Impact?
Do something differently to help conserve energy and save money	90.1%	88.0%	↔	✓

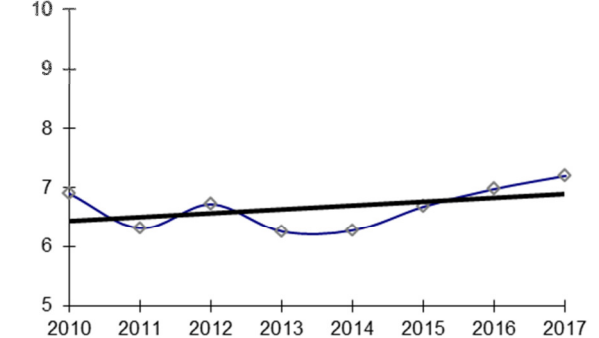
TARGETED BELIEFS

	2016 % Agree	2017 % Agree	Change from 2016 to 2017	Significant Campaign Impact?
I know how to reach Con Edison when I have a service problem.	97.2%	95.8%	↔	✓
When I have a problem with my electric service, I know that I have to call Con Edison or report the problem on-line for them to resolve it	89.0%	92.4%	↔	
Con Edison has enough energy to meet normal winter needs.	84.6%	89.2%	↑	
Con Edison offers electronic billing (e-billing) and electronic payment options that are convenient and easy to use.	81.8%	84.6%	↔	
Con Edison responds to emergencies 24 hours a day, seven days a week.	79.6%	80.4%	↔	✓
Con Edison is doing a good job of educating its customers about how to save energy in winter months.	65.0%	69.3%	↑	✓
Con Edison's Level Payment Plan helps customers manage monthly energy bills.	68.4%	67.9%	↔	✓
Con Edison's website, the Con Edison Kid's website, and Con Edison's EnergyLine provide useful information.	58.2%	67.3%	↑	✓
Con Edison has programs and information available to help you use energy more efficiently and rebates and incentives to save you money.	59.2%	64.3%	↑	✓
Con Edison is doing a good job of educating its customers about energy costs.	58.2%	62.9%	↑	✓

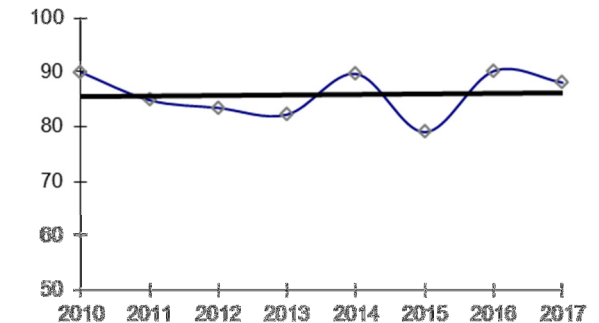
Percent Recall At Least One of the Messages



Perceptions of Communication Efforts



Percent Have Done / Will Do Something Different





Winter Outreach 2017 Campaign
Customer Awareness And Understanding

Prepared for
Consolidated Edison Company of New York, Inc.
New York, NY

30 March 2017

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Background

Con Edison continually works to provide premier service to its customers. To inform its efforts, the Customer Outreach organization seeks to measure the extent to which customers possess the information and hold the beliefs promoted by its Winter Outreach and Education efforts. Con Edison has asked CRA, Inc. to administer an annual assessment to inform Outreach and Education strategies and maximize the effectiveness of future winter campaigns. This report summarizes the findings for the 2017 administration of the study.

Research Design

CRA conducted telephone interviews with 500 Con Edison residential customers, culled from random digit dialing to Con Edison's service area. These interviews occurred during March 2017, and the average interview lasted 20 minutes. The margin of error for the overall findings is ± 4 percent (at the 95-percent confidence level).

Report Structure

This report presents the findings for this research in three sections: (1) Con Edison's 2017 Winter Campaign, (2) Implications, and (3) Detailed Findings.

Con Edison's 2017 Winter Campaign

For the winter of 2016 / 2017, Con Edison employed a variety of channels to communicate key messages to customers. This section presents a synopsis of the 2017 Winter Energy Education Campaign.

- ♦ ***Con Edison employed a variety of media to deliver key messages to customers, including:***
 - ✓ Radio and print advertisements and broadcasts
 - ✓ Customer News inserted in the bill and other special bill inserts
 - ✓ Con Edison's website, Con Edison's EnergyLine, and Con Edison's Kids website
 - ✓ A winter mailing campaign
 - ✓ Assorted mailed literature and brochures
- ♦ ***Con Edison delivered messages on the following key topics for the 2016/2017 Winter season:***
 - ✓ *Managing winter energy bills:* Con Edison offered tips on conserving energy, shared information about Con Edison's Level Payment Plan, and encouraged customers to call the EnergyLine to get more information on using energy wisely.
 - ✓ *Con Edison's programs, rebates, and incentives:* Con Edison promoted its programs to help customers use energy more efficiently and available rebates and incentives to help customers save money.
 - ✓ *Financial Assistance:* Con Edison shared information about Home Energy Assistance Program grants and Con Edison's EnergyShare fund that provides help for eligible customers. Con Edison also assured customers of their availability to work with customers on billing issues.
 - ✓ *Winter safety:* Con Edison shared a variety of prevention and preparedness tips for winter.
 - ✓ *Reporting of problems and emergencies:* Con Edison publicized its toll-free customer service line to ensure customers know where to call for emergencies and outages.
 - ✓ *Scams or imposters:* Con Edison shared warnings and information to help customers identify scams and imposters.

Conclusions

From the findings presented in this report, several important conclusions emerge. Con Edison's Customer Outreach group discussed these conclusions, and where appropriate, developed a plan of action.

1. **Overall awareness of campaign messages remained high.** While the 2016/2017 winter weather was mild, awareness of campaign elements remained constant, with more than 80 percent recall of at least one message.
2. **The Winter Outreach Campaign successfully influenced seven of ten customer attitudes and beliefs.** To assess the impact of the campaign, the research team compared the ratings between two customer segments: those customers who recalled at least one aspect of the campaign and those who did not. Across seven of ten targeted beliefs, customers who recalled at least one aspect of the campaign were significantly more likely to express agreement than customers who did not recall the campaign—highlighting the success of the campaign.
3. **Further, the Winter Campaign resulted in increased levels of agreement for five of the ten targeted beliefs.** Specifically, customers are more likely than in 2017 to agree that Con Edison:
1) has enough energy to meet normal winter needs, 2) is educating customers about how to save energy, 3) provides useful information via its websites and EnergyLine, 4) offers programs and incentives to help customers use energy more efficiently and save money, and 5) is doing a good job of educating customers about energy costs.
4. **Ratings of Con Edison's communication efforts increased significantly in 2017.** The survey asked customers to rate how well Con Edison communicates with them about energy-related issues. The resulting average rating of 7.20 is moderately favorable and represents a significant improvement from 2016.
5. **Demand for both print and electronic communication remains high.** When asked to name their preferred source of energy information, a total of 62 percent of respondents noted that they prefer to receive information in Con Edison bill inserts and other mailings. Further, 40 percent prefer electronic methods such as email, text, or Con Edison websites.. This reinforces Con Edison's strategy to continue sharing information with customers using multiple channels.
6. **Con Edison should continue to promote its rebate and incentive programs.** Customers continue to express a strong desire for information on how to save energy and money. However, only 6 percent of survey respondents say they have either applied for or received rebates or incentives to improve their home's energy efficiency, revealing an opportunity to enhance awareness.

Detailed Findings

This section provides detailed findings for the 2017 Winter Customer Outreach Campaign assessment. The *Summary* offers a top-line overview of these findings.

1. Summary

- ♦ ***Overall recall of Con Edison's key winter messages remains impressive.***

Overall recall of Winter Campaign messages remains high, with 83 percent of respondents recalling at least one of the six winter messages.

- ♦ ***Agreement levels are robust for all ten targeted belief statements.***

At least 63 percent of survey respondents agree with each of the ten targeted beliefs, with the highest levels of agreement approaching 96 percent. Further, agreement levels for five beliefs increased significantly from their 2016 levels: "Con Edison has enough energy to meet normal winter needs," "Con Edison is doing a good job of educating its customers about how to save energy in winter months," "Con Edison's website, the Con Edison Kid's website and Con Edison's EnergyLine provide useful information," "Con Edison has programs and information available that help you use energy more efficiently and provides you with rebates and incentives that save you money," and "Con Edison is doing a good job of educating its customers about energy costs." Additionally, customers who recalled at least one aspect of the 2017 Winter Campaign are significantly more likely than those who do not recall the campaign to hold seven of these targeted beliefs.

- ♦ ***Perceptions regarding Con Edison's communication with customers improved significantly.***

Customers offered a rating of 7.20 (on a 10-point scale) for Con Edison's efforts to communicate with customers about energy-related issues, a significant improvement from the 2016 level.

- ♦ ***Customers most want to receive information about saving energy and saving money, Con Edison's efforts to provide reliable service, billing issues and energy costs, and other ways to manage their costs.***

Qualitative analysis of customers' information desires reveals that customers are primarily seeking information about saving energy, saving money, and reliability. Con Edison's 2017 Winter Campaign specifically targeted these most important issues.

- ♦ ***Customers prefer to receive information from print and electronic sources.***

In 2017, a total of 62 percent of respondents noted that they prefer to receive information in Con Edison bill inserts or other mailings. Further, 40 percent prefer electronic methods such as email, text, or Con Edison websites.

- ♦ ***Few customers have applied for or received a Con Edison rebates or incentive for upgrading their home's energy efficiency.***

Only 6 percent of customers report that they have taken advantage of Con Edison's rebates and incentives, revealing an opportunity for further promotion.

2. Awareness of Outreach Campaign Messages

To help Con Edison gauge the effectiveness of its 2017 Winter Campaign, CRA explored customer awareness across six targeted campaign topic areas:

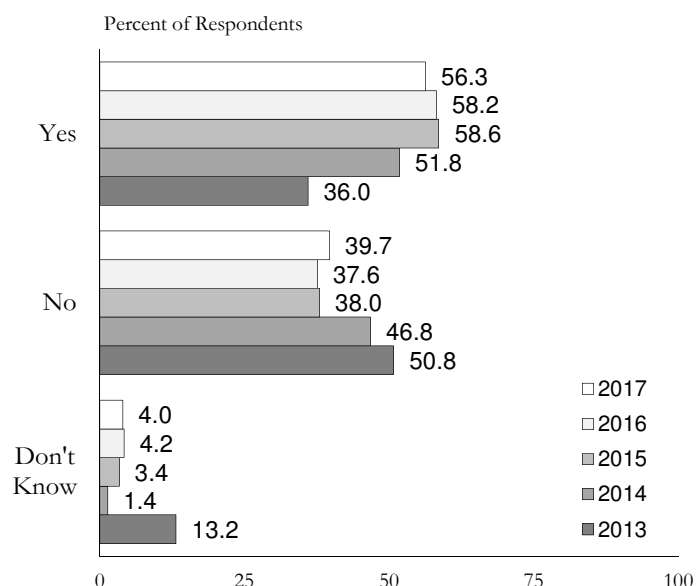
- ♦ **Using energy wisely during the winter.**
- ♦ **Energy-efficiency rebates and incentive programs to help customer use energy more efficiently.**
- ♦ **Staying safe in the winter.**
- ♦ **Scams and imposters.**
- ♦ **Getting help to pay bills.**
- ♦ **Reporting problems with electric, gas, or steam service.**

Analyses show that roughly 83 percent of customers recall at least one of the six messages. This section presents the detailed findings for each of the targeted topics, in descending order of customer awareness.

Reporting Service Problems

In 2017, Con Edison shared information with customers to make clear how to report problems with electric, gas, or steam service. As shown, roughly 56 percent of customers recalled communications explaining how to report problems.

Do you remember seeing or reading anything from Con Edison explaining how to report problems with your electric, gas, or steam service?



Interviewers asked only customers *who recalled receiving information explaining how to report problems* to describe the information they saw or read. Analysis of the comments revealed two primary themes. Please note that respondents may have mentioned more than one theme in their responses.

- 90 percent of customers who recalled this message said that they recall detail about **phone numbers to call in case of an emergency**.
- Nearly 20 percent of customers who recalled this message also referred to recommendations about **steps to take in an emergency**.

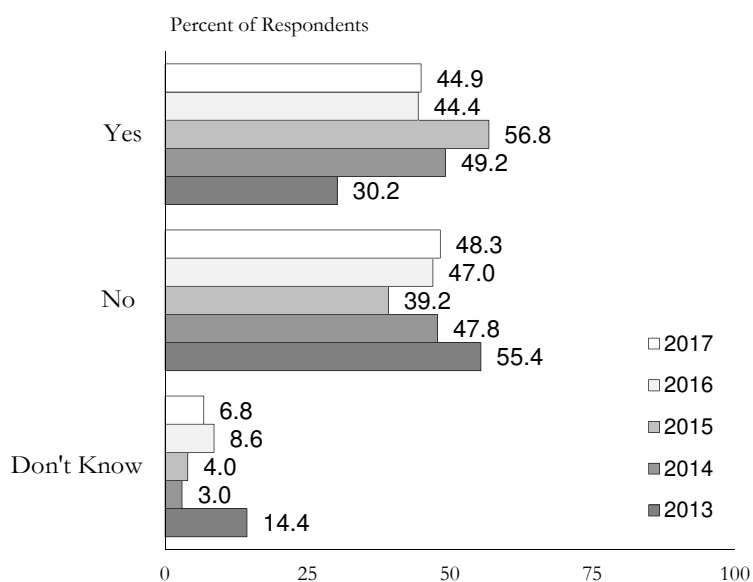
To evaluate the effectiveness of various information vehicles, interviewers then asked customers to recall the source of this information. The following table presents the findings for each category mentioned by at least ten respondents. The percentage of customers who recalled seeing this information in Con Edison's bill inserts decreased significantly from the 2016 level, while the percentage who say they saw it in newsletters increased.

Response	2017
Bill insert	47%
Newsletter	22%
Telephone	15%
Email	9%
Con Edison's websites	7%

Using Energy Wisely in the Winter

Approximately 45 percent of customers recalled communications telling them how to use energy wisely during the winter.

Thinking back to this past winter, do you remember seeing or reading anything from Con Edison about how to use energy wisely during the winter?



Interviewers asked only customers *who recalled receiving information about using energy wisely* to describe the information they saw or read. Analysis of the comments revealed five primary themes. Please note that respondents may have mentioned more than one theme in their responses.

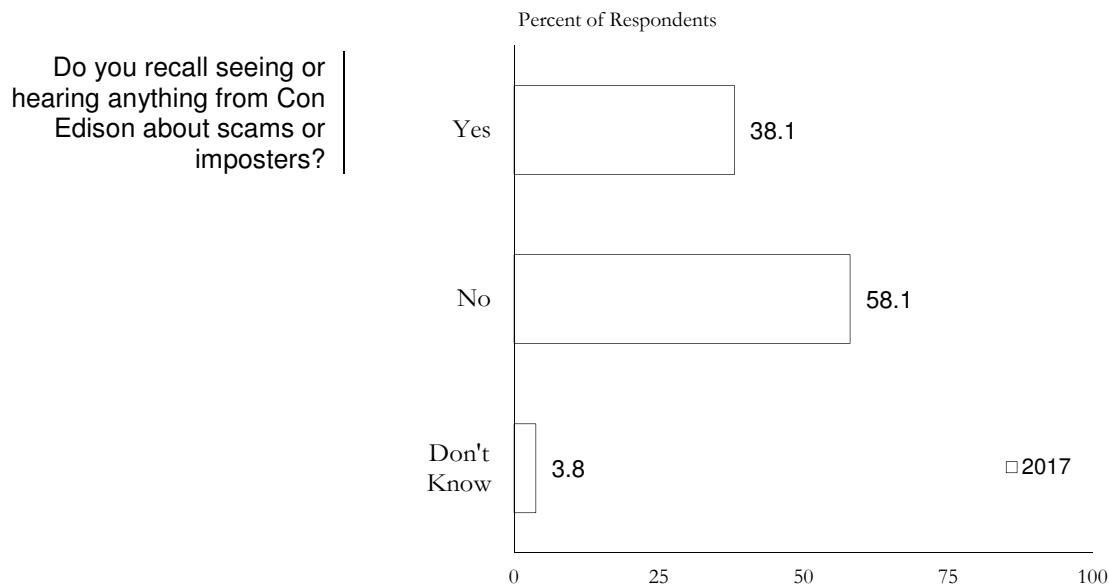
- Roughly 40 percent of customers who recalled this message described the information in **general terms as ways to conserve energy or save money.**
- Roughly 30 percent of customers who recalled this message remembered **specific recommendations for minimizing energy consumption, such as unplugging appliances, turning off lights when not in use, and LED lights.**
- Approximately 30 percent of customers who recalled this message described **recommendations related to heating and cooling, such as adjusting or replacing their thermostats or ways to minimize heating or cooling loss.**
- Nearly 30 percent of customers who recalled this message remembered **tips about winterizing their homes, such as insulating around windows and doors.**
- More than 5 percent of customers who recalled this message referred to **information on comparing their energy usage with that of neighbors.**

To evaluate the effectiveness of various information vehicles, interviewers then asked customers to recall the source of the energy-saving information from Con Edison. The following table presents the findings for each category mentioned by at least ten respondents. The percentage of respondents who saw the information in bill inserts decreased from the 2016 level, while the percentage who saw it in newsletters increased.

Response	2017
Bill insert	42%
Newsletter	29%
Email	19%
Con Edison's websites	6%

Scam and Imposters Awareness Campaign

38 percent of customers reported that they recall seeing or hearing information from Con Edison about scams or imposters.



Interviewers asked only customers *who recalled seeing or hearing information from Con Edison about scams or imposters* to describe the information they saw or read. Analysis of the comments revealed five primary themes. Please note that respondents may have mentioned more than one theme in their responses.

- Nearly half of customers who recalled this message said they **were told to look at the Con Edison employee identification badge and to call Con Edison if they are concerned.**
- Nearly 20 percent of customers who recalled this message spoke of **Con Edison's service procedures at customers' homes: advance notification of appointments, arriving in a uniform with a badge, and not asking for personal information or payments.**
- More than 15 percent of customers spoke of **Con Edison warning to customers to be careful of people coming to the door and not to let them in the home.**
- Nearly 10 percent of customers who recalled this message spoke of **Con Edison reminding customers to not give personal information over the phone.**
- Nearly 10 percent of customers who recalled this message mentioned **general awareness about scams and imposters.**

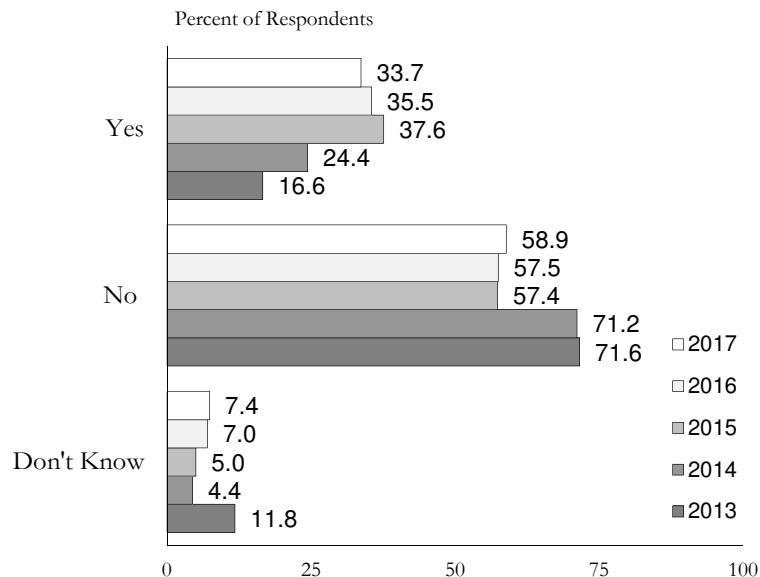
To evaluate the effectiveness of various information vehicles, interviewers then asked customers to recall the source of information about scams and imposters. The following table presents the findings for each category mentioned by at least ten respondents.

Response	2017
Newsletter	25%
Bill insert	24%
Telephone	15%
Email	12%
Website	9%

Staying Safe in the Winter

As shown, roughly 34 percent of customers recalled hearing safety tips.

Thinking back to this past winter, do you remember seeing or reading tips from Con Edison on how to stay safe this winter?



Interviewers asked only customers *who recalled receiving safety tips* to describe the information they saw or read. Analysis of the comments revealed four primary themes. Please note that respondents may have mentioned more than one theme in their responses.

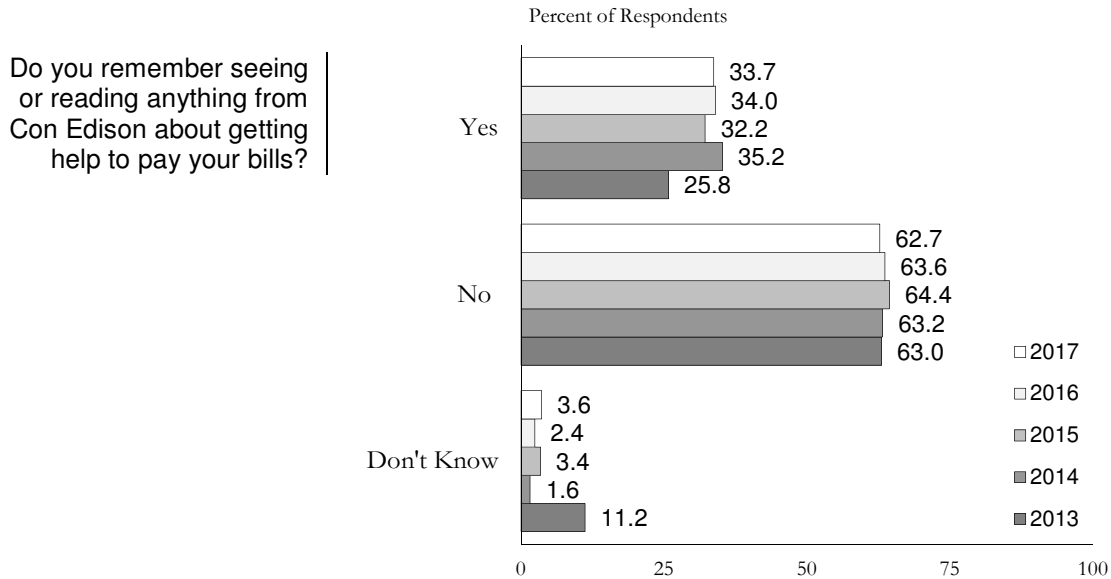
- Roughly one-third of customers who recalled this message spoke of specific safety tips they received, such as **proper usage of stoves, not overloading electric outlets, and installing carbon monoxide and smoke detectors.**
- Nearly 30 percent of customers who recalled this message spoke **generally of staying safe.**
- One-quarter of customers who recalled this message reiterated the need to **conserve energy and to seal windows.**
- Nearly 20 percent of customers who recalled this message spoke of the importance of **calling Con Edison if they smell gas.**

To evaluate the effectiveness of various information vehicles, interviewers then asked customers to recall the source of the safety information from Con Edison. The table below presents sources offered by at least ten respondents. The percentage of respondents who saw the information in bill inserts and via email decreased from 2015, while the percentage that saw the information in newsletters increased.

Response	2017
Bill insert	40%
Newsletter	31%
Email	17%
Telephone	8%
Con Edison's websites	7%

Help with Paying Bills

The survey explored whether customers recalled receiving information about where to get help paying bills. As shown, 34 percent of customers recalled receiving such information.



Interviewers asked only customers *who recalled receiving information about help paying bills* to describe the information they saw or read. Analysis of the comments revealed three primary themes. Please note that respondents may have mentioned more than one theme in their responses.

- Nearly 45 percent of customers who recalled this message said that they remembered receiving **logistical information about who to contact or how to qualify for various programs.**
- More than 40 percent of customers who recalled this information recalled descriptions of **specific programs offered, including the Home Energy Assistance Program (HEAP), level payment plans, payment arrangements, and help for the elderly and disabled.**
- More than 15 percent of customers who recalled this message said **Con Edison offers options such as online payment and rebate programs to help customers pay bills.**

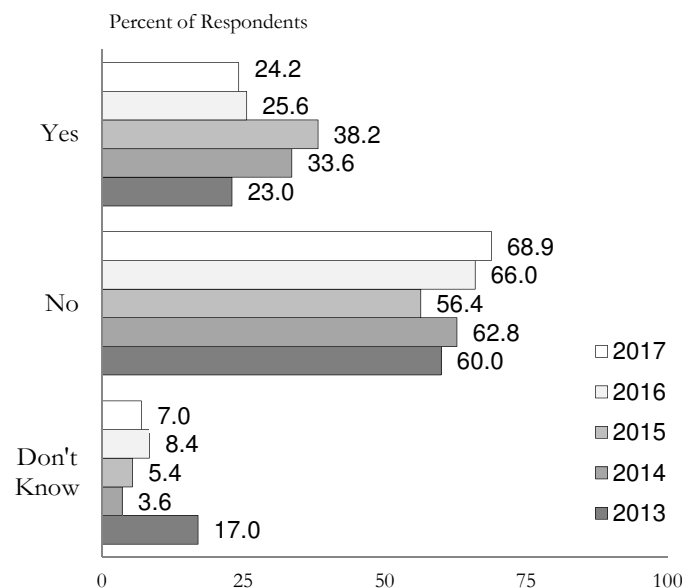
To evaluate the effectiveness of various information vehicles in conveying this information, interviewers then asked customers to recall the source of the information regarding help paying bills. The table below presents sources offered by at least ten respondents. The percentage of customers who saw this information in bill inserts decreased from 2016, while the percentage that saw it in newsletters increased.

Response	2017
Bill insert	57%
Newsletter	24%
Telephone	7%
Email	7%
Con Edison's websites	6%

Con Edison Rebates and Incentives

The survey explored whether customers recalled receiving information about Con Edison's energy efficiency rebates and incentive programs. As shown, roughly 24 percent of customers recalled receiving this information.

Do you remember seeing or reading anything from Con Edison about its energy-efficiency rebates and incentive programs that can help you use energy more efficiently?



Interviewers asked only customers *who recalled receiving information about Con Edison's energy-efficiency rebates and incentive programs* to describe the information they saw or read. Analysis of the comments revealed five primary themes. Please note that respondents may have mentioned more than one theme in their responses.

- Nearly 40 percent of customers who recalled this message generally recalled a **message to conserve**.
- More than 30 percent of customers who recalled this message spoke of **rebates and incentives on EnergyStar™ appliances, security systems, new heaters and air conditioners, and converting to gas**.
- Approximately 20 percent of customers who recalled this message **spoke of specific energy saving tips like using energy efficient light bulbs, turning off lights, insulating windows, adjusting thermostats, and unplugging appliances**.
- Roughly 10 percent of customers who recalled this message specifically spoke of the **smart thermostat incentive**.
- A few customers who recalled this message specifically spoke of available **heating programs**.

To evaluate the effectiveness of various information vehicles in conveying this information, interviewers then asked customers to recall the source of the information regarding Con Edison's energy-efficiency rebates and incentive programs. The table below presents sources offered by at least ten respondents. The percentage who saw the information in bill inserts or via email decreased from the 2016 levels, while the percentage who saw it in a newsletter increased.

Response	2017
Bill insert	40%
Newsletter	28%
Email	12%

3. The Campaign's Impact on Targeted Beliefs

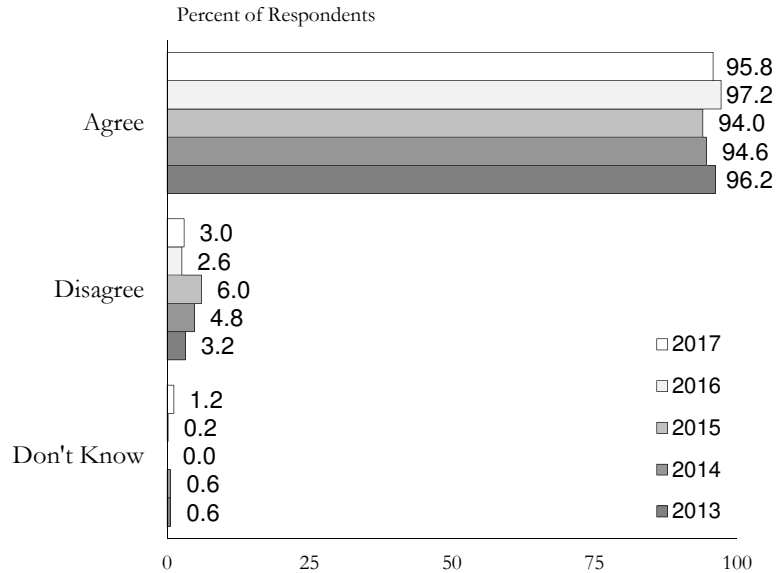
In order to assess the effectiveness of the 2017 Winter Customer Outreach Campaign, the survey included a number of items designed to measure the extent to which customers possess the information and hold the beliefs promoted by Con Edison's Outreach and Education efforts. The research team designed a series of ten statements related to the campaign, and interviewers asked customers whether they agree or disagree with each statement.

This section details the findings for each statement, *presented in decreasing order of customer agreement*. Additionally, to facilitate assessment of the effectiveness of the campaign, the section presents customer agreement findings for three customer segments, with the campaign's impact noted:

- ♦ Customers who recall at least one aspect of the 2017 Winter Campaign. **(Recall)**
- ♦ The overall respondent population. **(Total)**
- ♦ Customers who do not recall any aspect of the 2017 Winter Campaign. **(Don't Recall)**

Knowing How To Reach Con Edison

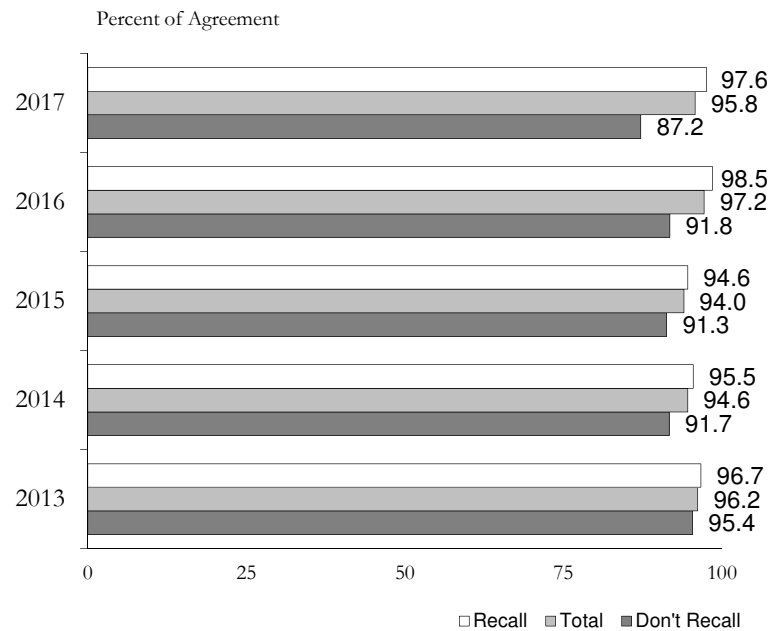
I know how to reach Con Edison when I have a problem with my service.



As shown, an impressive 96 percent of customers know how to reach Con Edison when they have a problem with their service.

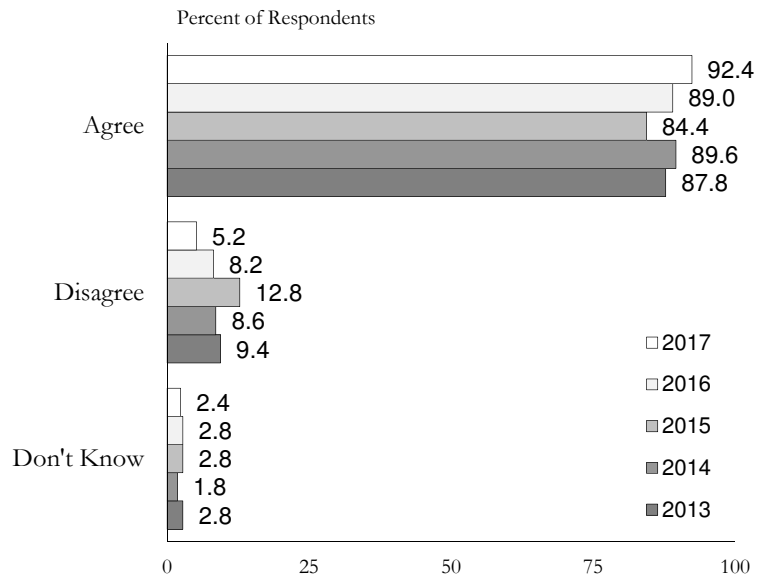
The graph below depicts the percentage of respondents, by segment, who expressed agreement. As shown, roughly 98 percent of customers who recalled the campaign agree, while 87 percent of those who did not recall the campaign agree. This represents a statistically significant difference, indicating that the 2017 Winter Campaign had a real impact on customer perceptions.

Notable Campaign Impact



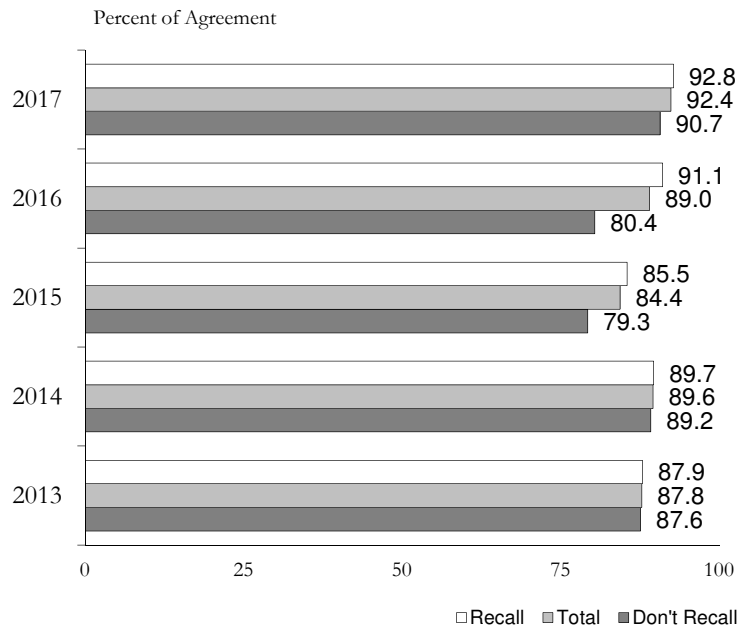
Calling Con Edison for Service Problems

When I have a problem with my electric service, I know that I have to call Con Edison or report the problem on-line for them to resolve it.



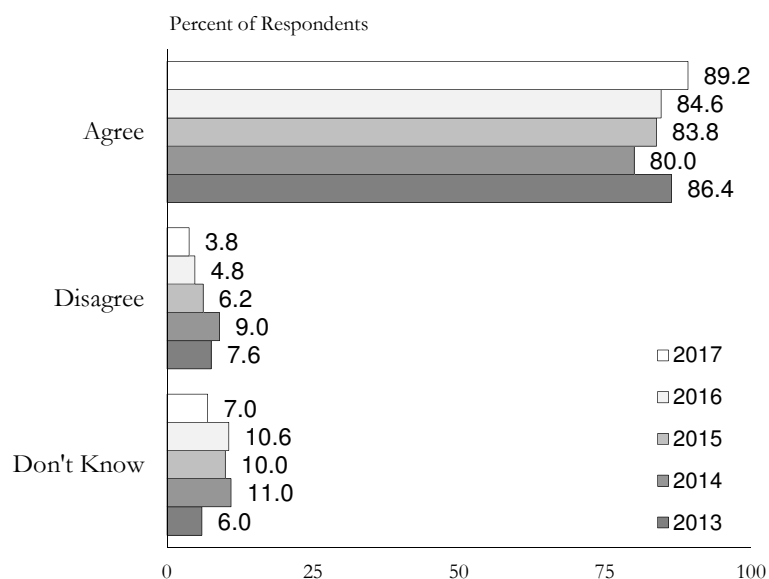
As illustrated, 92 percent of customers know that they have to call Con Edison to resolve problems with their electric service.

The graph below depicts the percentage of respondents, by segment, who expressed agreement. As reflected, roughly 93 percent customers who recall the campaign agree, while 91 percent who do not recall the campaign agree.



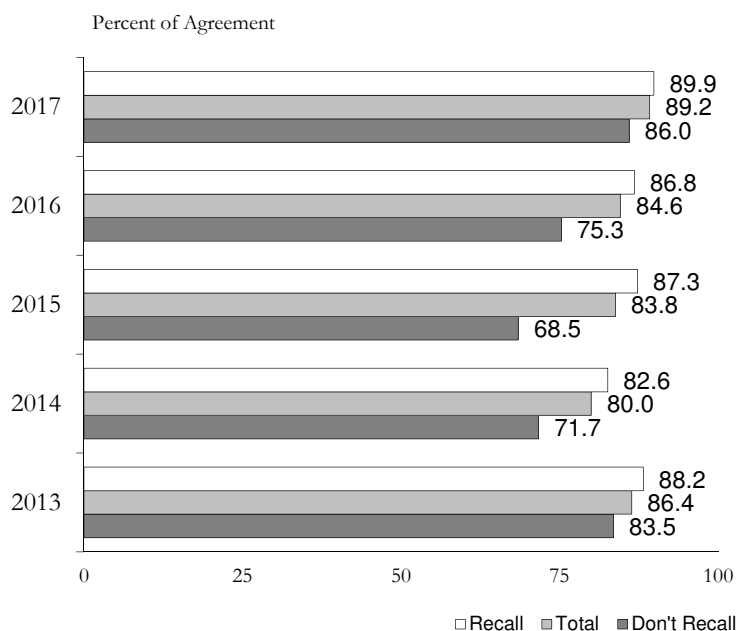
Energy Supply

Con Edison has enough energy to meet normal winter needs.



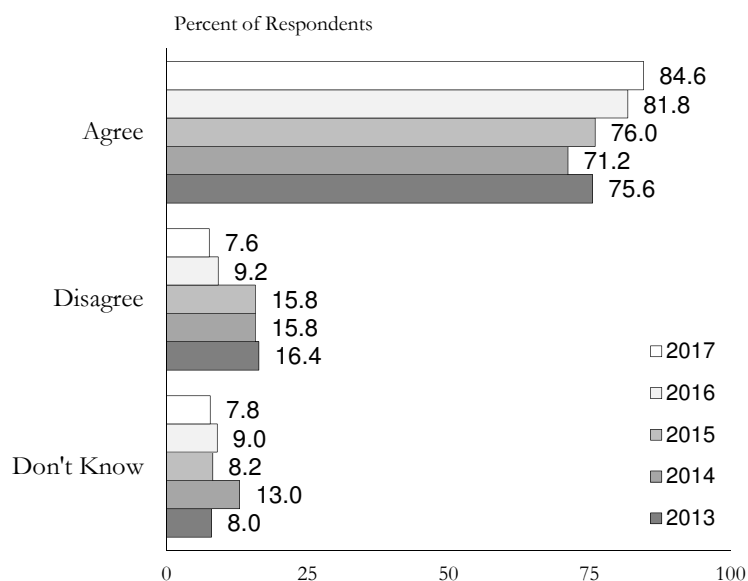
As shown, roughly 89 percent of respondents agree that Con Edison has enough energy to meet normal winter needs a **significant increase from 2016 finding**.

The graph below depicts the percentage of respondents, by segment, that agree with the statement. As shown, nearly 90 percent of customers who recalled the campaign agree, while 86 percent of those who did not recall the campaign agree.



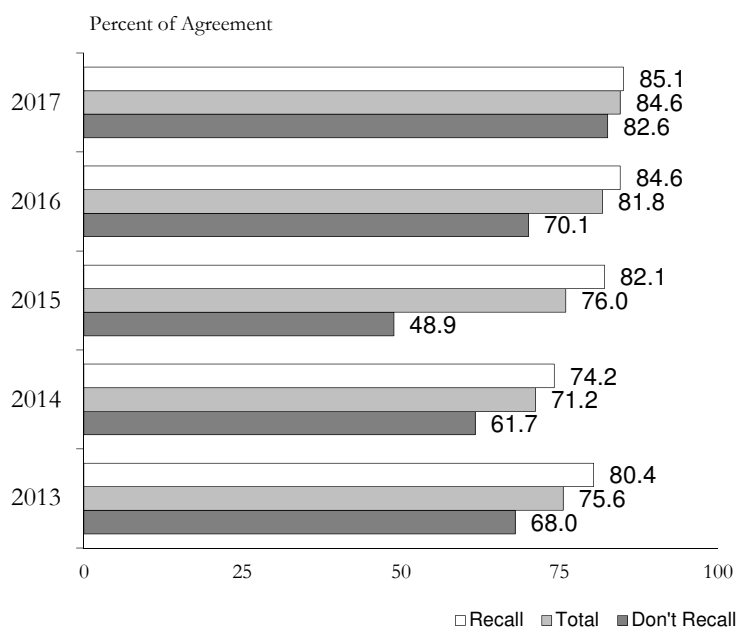
E-Billing

Con Edison offers electronic billing (e-billing) and payment options that are convenient and easy to use.



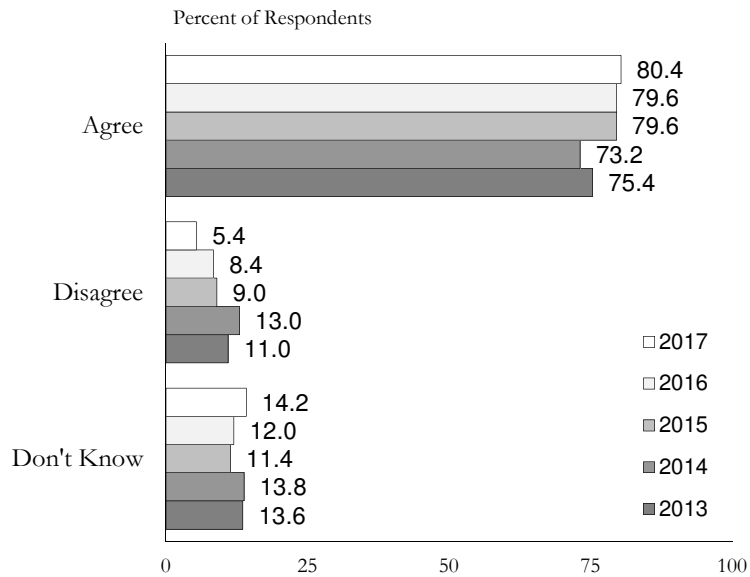
As shown, nearly 85 percent of customers agree that Con Edison offers electronic billing and payment options that are convenient.

The graph below depicts the percentage of respondents, by segment, that agree with the statement. As shown, roughly 85 percent of customers who recalled the campaign agree, while 83 percent of those who did not recall the campaign agree.



Emergency Response

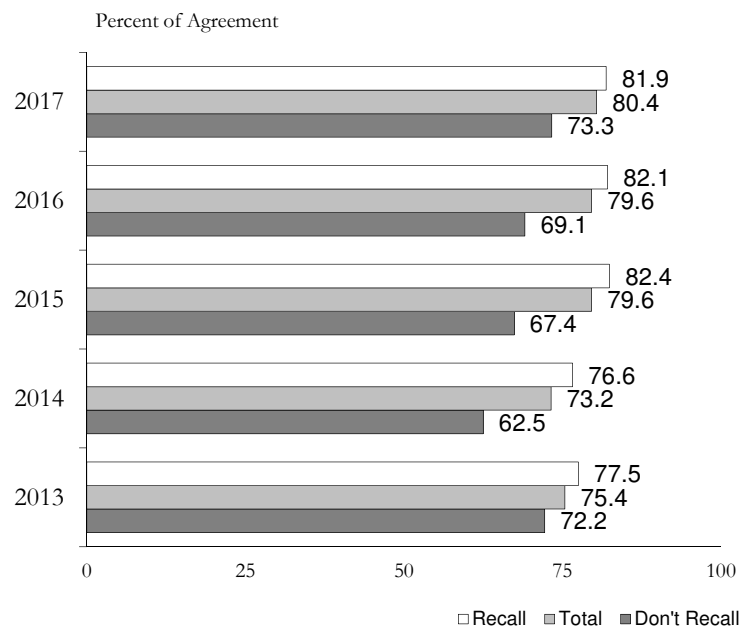
Con Edison responds to emergencies 24 hours a day, seven days a week.



As illustrated, roughly 80 percent of respondents agree that Con Edison responds to emergencies 24 hours a day, seven days a week.

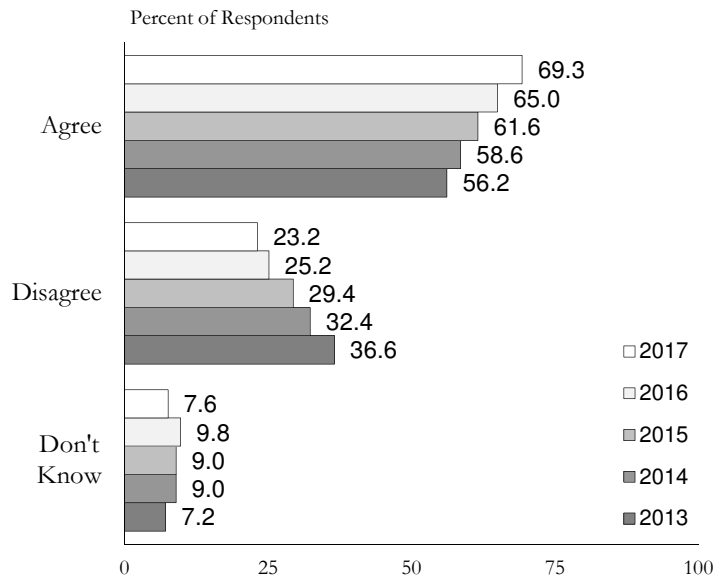
The graph below depicts the percentage of respondents, by segment, who agree with the statement. As shown, 82 percent of customers who recalled the campaign agree, while 73 percent of those who did not recall the campaign agree. This represents a statistically significant difference, indicating that the 2017 Winter Campaign significantly increased levels of agreement related to emergency response.

Notable Campaign Impact



Educating Customers

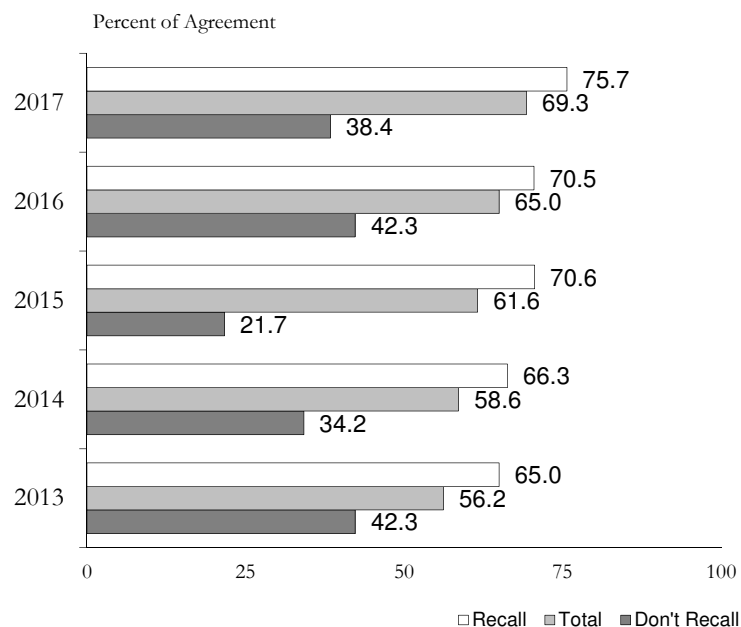
Con Edison is doing a good job of educating its customers about how to save energy in winter months.



As illustrated, roughly 69 percent of customers agree that Con Edison is doing a good job of telling them how to save energy in the winter, a **significant improvement from 2016**.

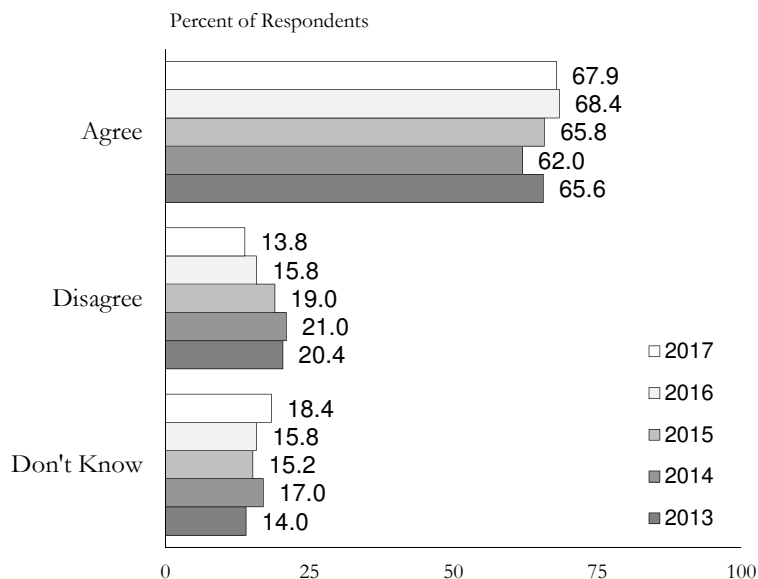
The graph below depicts the percentage of respondents, by segment, that agree with the statement. As shown, 76 percent of customers who recalled the campaign agree, while only 38 percent of those who did not recall the campaign agree, a statistically significant difference, indicating that the 2017 Winter Campaign had a notable impact.

Notable Campaign Impact



Level Payment Plan

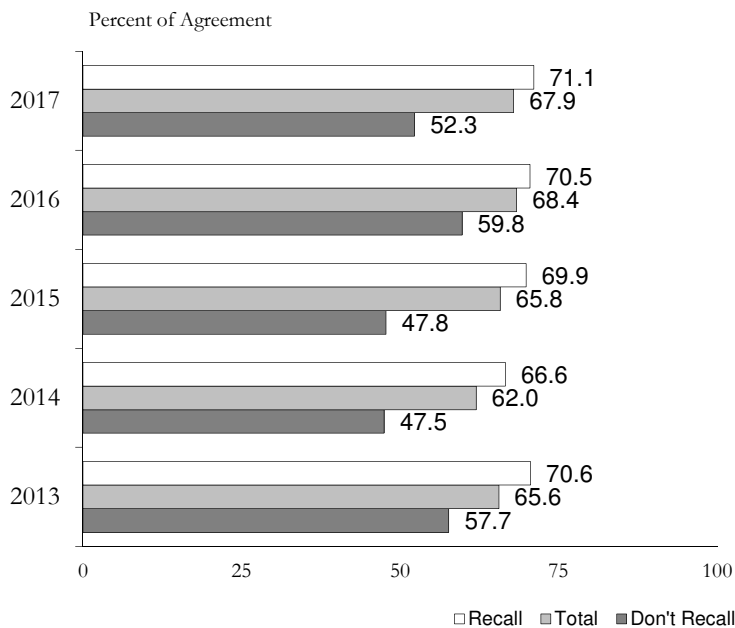
Con Edison's Level Payment Plan helps customers manage monthly energy bills.



As illustrated, roughly 68 percent of customers agree that Con Edison's Level Payment Plan is helpful in managing monthly bills.

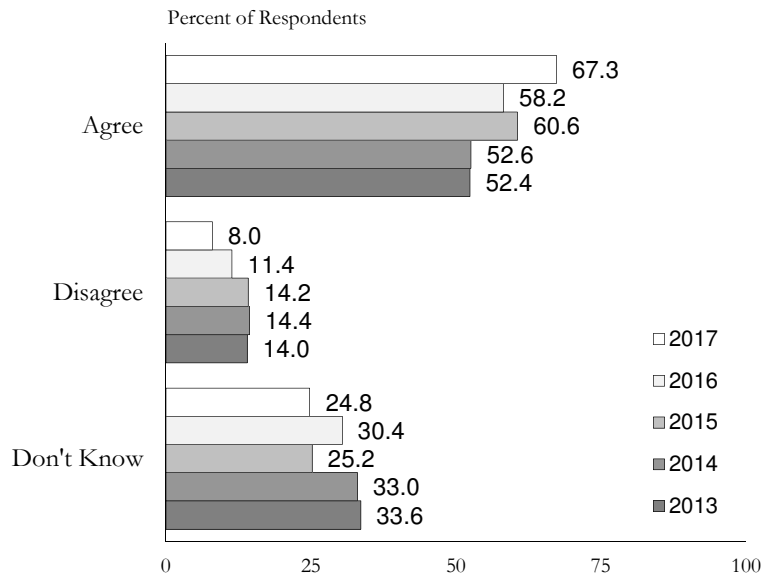
The graph below depicts the percentage of respondents, by segment, that agree with the statement. As shown, roughly 71 percent of customers who recalled the campaign agree, while only 52 percent of those who did not recall the campaign agree, a statistically significant difference, indicating that the 2017 Winter Campaign significantly increased levels of agreement.

Notable Campaign Impact



Website Usefulness

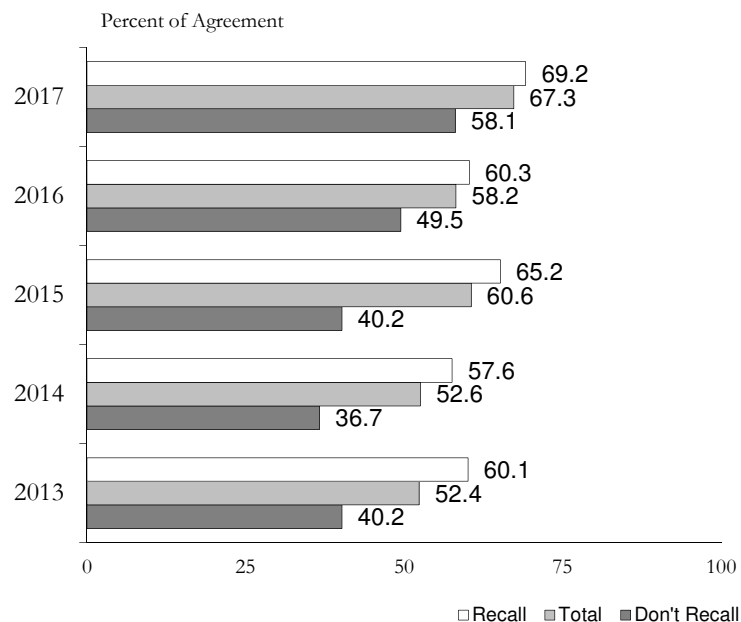
Con Edison's website, the Con Edison Kid's website, and Con Edison's EnergyLine provide useful information.



As shown, roughly 67 percent of respondents agree that the Con Edison websites provide useful information, a **significant increase from 2016**.

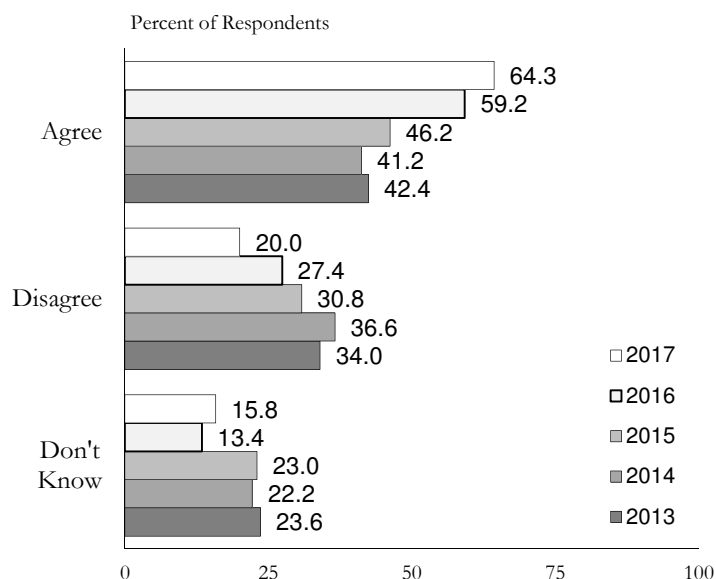
The graph below depicts the percentage of respondents, by segment, that agree with the statement. As shown, 69 percent of customers who recalled the campaign agree, while only 58 percent of those who did not recall the campaign agree, a statistically significant difference. This indicates that the 2017 Winter Campaign significantly increased levels of agreement.

Notable Campaign Impact



Energy Rebates and Incentives

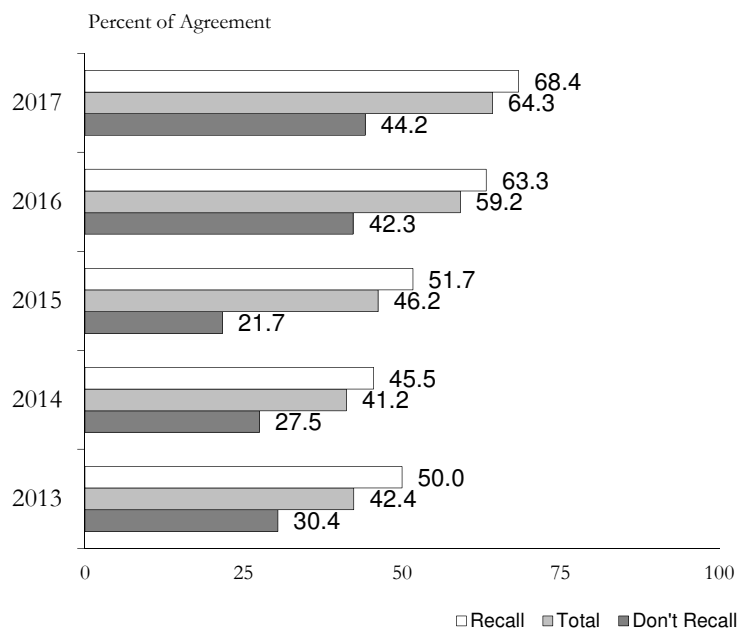
Con Edison has programs and information available that help you use energy more efficiently and provide you with rebates and incentives to save you money.



As shown, roughly 64 percent of respondents agree that Con Edison's helps them use energy more efficiently and helps save money, a **significant increase from 2016**.

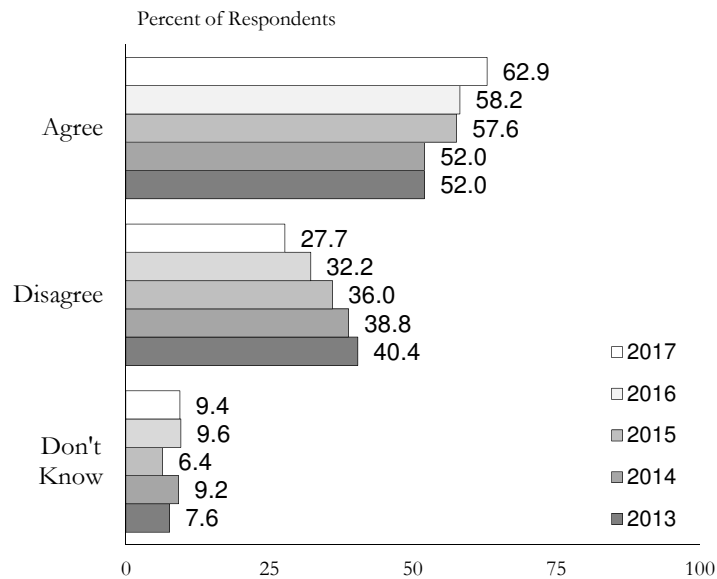
The graph below depicts the percentage of respondents, by segment, that agree with the statement. As shown, 68 percent of customers who recalled the campaign agree, while only 44 percent of those who did not recall the campaign agree, a statistically significant difference. This indicates that the 2017 Winter Campaign significantly increased levels of agreement.

Notable Campaign Impact



Explanation of Costs

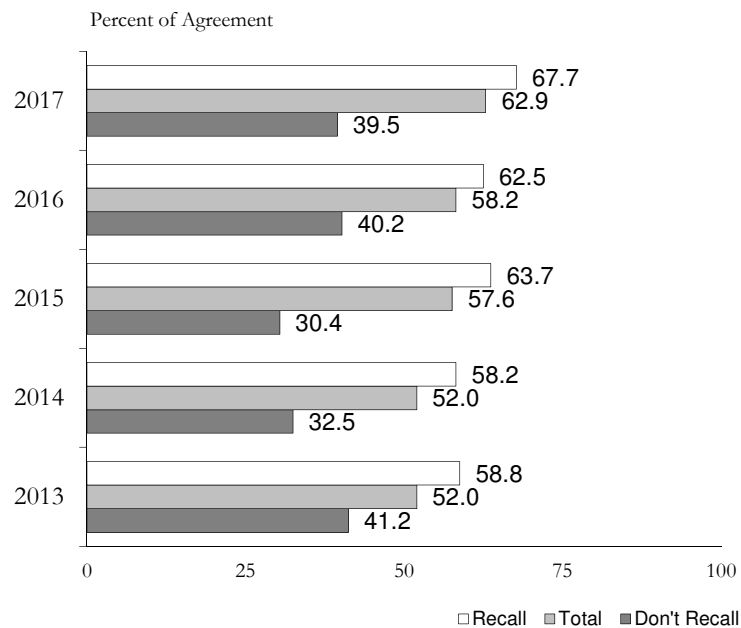
Con Edison is doing a good job of educating its customers about energy costs.



As illustrated, roughly 63 percent of respondents agree that Con Edison is doing a good job of educating them about energy costs, a **significant increase from 2016**.

The graph below depicts the percentage of respondents, by segment, that agree with the statement. As shown, 68 percent of customers who recalled the campaign agree, while only 40 percent of those who did not recall the campaign agree, a statistically significant difference. This indicates that the 2017 Winter Campaign significantly increased levels of agreement.

Notable Campaign Impact

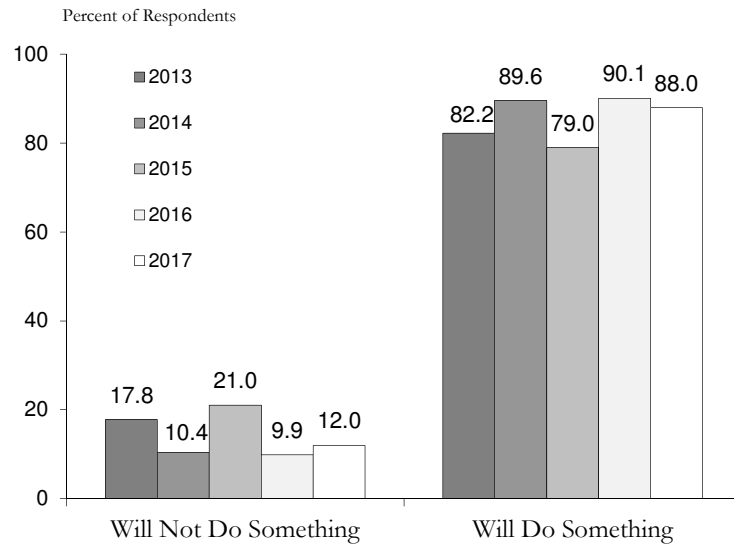


4. The Campaign's Impact on Targeted Behavior

One goal of the 2017 Customer Outreach campaign was to increase customer efforts to conserve energy in their own households. The research team designed a survey item to determine the campaign's impact on actual customer behavior.

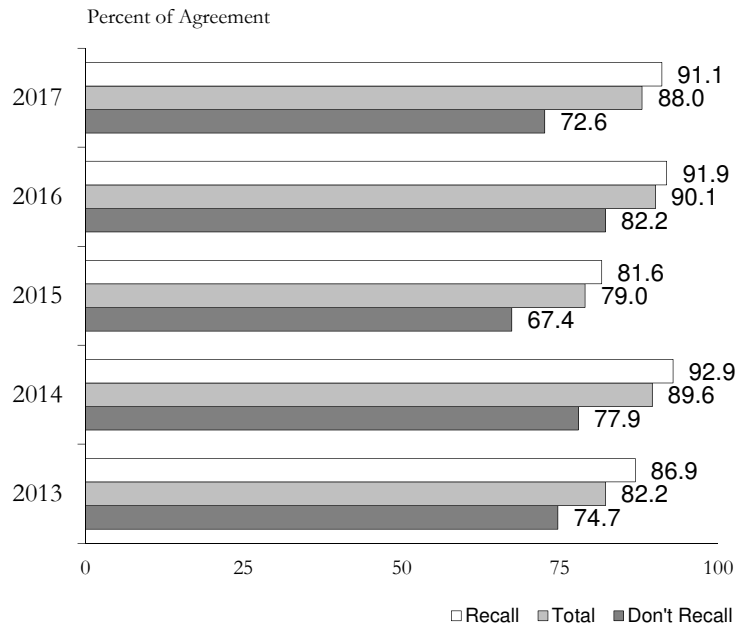
Interviewers asked customers what, if anything, they have done differently over the past few months, or what they will do in the next few months to conserve energy and save money in their households. As shown below, 88 percent of respondents offered comments indicating that they either have changed, or intend to change, their behavior.

What, if anything, have you done differently over the past few months, or what will you do in the next few months to help you conserve energy and save money in your own household?



The graph below reports, by customer segment, the percentage of customers who plan a behavior change over time. As shown, 91 percent of those who recalled the campaign plan to change their behavior, while only 73 percent of those who did not recall the campaign plan a change, indicating that the 2017 Winter Campaign significantly increased intent to change.

**Notable
Campaign Impact**



Con Edison currently serves roughly 2.7 million residential customers. A comparison of the responses of customers who recall the campaign compared to those who do not suggests that the 2017 Winter Customer Outreach Campaign did increase significantly the number of customers who plan to change their behavior. Specifically, extrapolating based on the total customer base, the number of customers who report a behavior change increased from 1,960,200 to 2,376,700 for those who recall the campaign, an increase of *416,500 customers*.

To determine prominent behavior changes, the research team coded customer responses describing what they will do differently. The table below details the actions planned by customers in 2017. As shown, 45 percent of the customers who reported that they will change their energy consumption behavior say they will turn off lights when they leave the room, a significant increase from 2016. Further, 35 percent of the customers plan to limit their use of appliances and electronics in some way. The percentage of customer who say they will minimize usage of their heaters / air conditioners and use energy-efficient light bulbs also increased from 2016.

Response	2017
Turn off lights	45%
Limit use of appliances / electronics	35%
Minimize heater / AC usage	30%
Use energy-efficient light bulbs	17%
Update heating / cooling / insulation / windows, etc.	13%
Buy energy-efficient appliances	5%

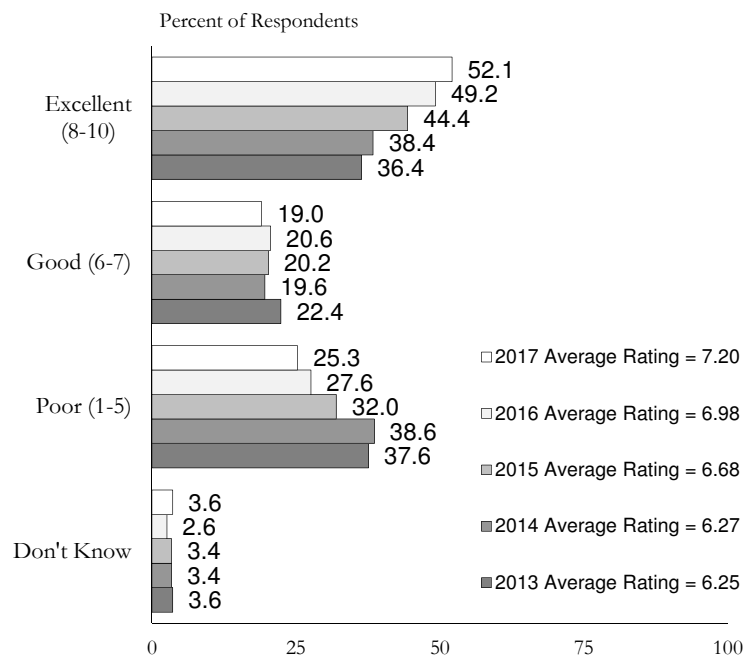
5. Customer Information Needs

To facilitate Con Edison's efforts to further refine and target their Outreach work, the survey included items designed to gauge customer perceptions of Con Edison's communication efforts, elicit customers' perceived information needs, and explore their preferences for how Con Edison should address those information needs.

Customer Perceptions of Con Edison's Communication Efforts

As shown below, roughly 52 percent of respondents provided ratings from 8 to 10 for Con Edison's communication efforts, reflecting highly favorable perceptions of the company's Outreach and Education Campaign. Further, 19 percent of respondents offered moderately favorable ratings and only 25 percent rated Con Edison's communication efforts as less than satisfactory. The resulting average rating is 7.20, a significant increase from the 2016 rating.

On a scale from 1 to 10, how well is Con Edison communicating with customers about important energy-related issues?



To explore perceptions in greater depth, interviewers asked customers to explain their ratings. Roughly two-thirds of respondents offered comments indicating that their **overall perceptions of Con Edison and its customer service, whether positive or negative**, influenced their responses. These customers commented:

- ✓ They have always been here to service me.
- ✓ I have liked all my years with Con Edison.
- ✓ I had a couple of issues that were rectified within the hour.
- ✓ When I have a problem with my bills, they always work out a payment plan.
- ✓ Con Ed did not call me back on the phone.

Qualitative analysis of the comments from the remaining customers who expressed satisfaction with Con Edison's efforts to communicate with them indicate that most of these customers are pleased that Con Edison **shares important information in a variety of ways:**

- ✓ I feel like I get a lot of information from them and they handle all of my problems when I have them.
- ✓ The bill inserts are very explanatory and I appreciate that part of it.
- ✓ They do a wonderful job of informing us of things and they even do well checking on us. A great effort on the part of the company.
- ✓ They are always putting out information; they are always emailing you. They are always letting their customers know what is going on.
- ✓ They send you stuff in the mail with your bill; they're communicating.
- ✓ You see postings on Facebook about power outages; they constantly email you. They also have a lot of information on their site.
- ✓ They're very efficient. You don't even have to call for a problem, they call you and tell you when something is wrong. They always keep you up-to-date.
- ✓ They include so much information and they are detailed. They even take the time to update the Kid's Website.
- ✓ Because they are really good and they share information on the internet, on the phone, and on the bills. The price could be cheaper, especially here in New York.

Qualitative analysis of the comments from customers who are less than satisfied with Con Edison's efforts to communicate with them revealed two themes:

- Roughly 55 percent of *dissatisfied* customers say they offered less-than-favorable ratings because they are **unaware of Con Edison programs**. These customers commented:
 - ✓ I don't know about anything in terms of savings.
 - ✓ I have not received enough information to say. Rebates and discounts; I have heard nothing about that.
 - ✓ They are giving services I didn't know about.
 - ✓ I didn't know most of the information you asked me about.
 - ✓ Nobody called me to tell me how I can save my energy. They didn't even offer me a senior citizen discount.
 - ✓ I think that there should be more education because the rates are extremely high. I am sure that there are a lot of people who would like more information on how to save energy and costs.
 - ✓ I don't know anything about rebates.
 - ✓ I didn't receive energy saving information last winter.

- Roughly 45 percent of customers said **they would like Con Edison to send more information and in different ways.** These customers commented:
 - ✓ I specifically remember their tips being useful. I think they need to keep things streamlined as possible to make it more effective. If there are rebates and rewards they need be better advertised because I did not know that. That would motivate me to open more emails.
 - ✓ Even though they put a lot of effort getting the information out there, emails are easy to remove. So is mail; it's easy to toss out. Maybe if it was an advertisement on television, or on a billboard, or maybe even a bus, it would get the information out easier and effectively.
 - ✓ I believe they offer quite a few resources and that information is valuable. They could send more information throughout the month as well.
 - ✓ Their website is very confusing; they need to share information in other ways.
 - ✓ They do send you information to help you, but they need to send more information and should give courtesy calls to check up on the elderly, especially in the winter months.
 - ✓ There are no hard-copy flyers or things sent out and the email notifications are infrequent.
 - ✓ Because I really don't hear much besides in my bill. Maybe they are sending stuff, but I've never seen anything else.

To inform future Winter Outreach campaigns, the research effort explored customers' information needs. The survey asked customers to describe the energy-related issues important to them that they would like to receive information about from Con Edison.

Customer responses revealed six primary informational desires; Con Edison's 2017 Winter Campaign specifically targeted all of these desires except information about green energy.

- Roughly 40 percent of customers say that information about **saving money and conserving energy** is most important to them. These customers commented:
 - ✓ Having heat rebates. How to save.
 - ✓ How not to use energy, resources. New equipment to save energy.
 - ✓ Help in trying to conserve energy.
 - ✓ How to control costs and save money on bills.
 - ✓ How to save more money on my Con Edison bill.
- Roughly one-quarter of customers asked for information about the **reliability of Con Edison energy**. These customers commented:
 - ✓ Assurances that we will have constant energy.
 - ✓ Maintaining heat over winter; keeping the power on.
 - ✓ Making sure that I have service without any interruptions because I run a business from home so I can't afford anything to be disrupted..
 - ✓ Making sure the service is provided. How the costs are calculated.
- Nearly 20 percent of customers would like to see more information regarding **billing issues and energy costs**. Comments included:
 - ✓ A better breakdown of the bill and explaining how it is so high each month.
 - ✓ How to understand electric and gas and the wattage. Most people don't understand about wattage and how much gas they use.
 - ✓ More about the service charges.
 - ✓ How the costs are calculated.
- Nearly 10 percent of customers would like to hear **about rebates and incentive programs**. These customers commented:
 - ✓ More about rebates and incentives. Kicking down the prices in the winter.
 - ✓ Energy efficiencies, rebates, and services.
 - ✓ What rebates they have. They need to do a better job communicating with customers in the Northeast. They need to stop charging people 220 dollars to turn electricity back on.
 - ✓ I would like more information on their rebates.

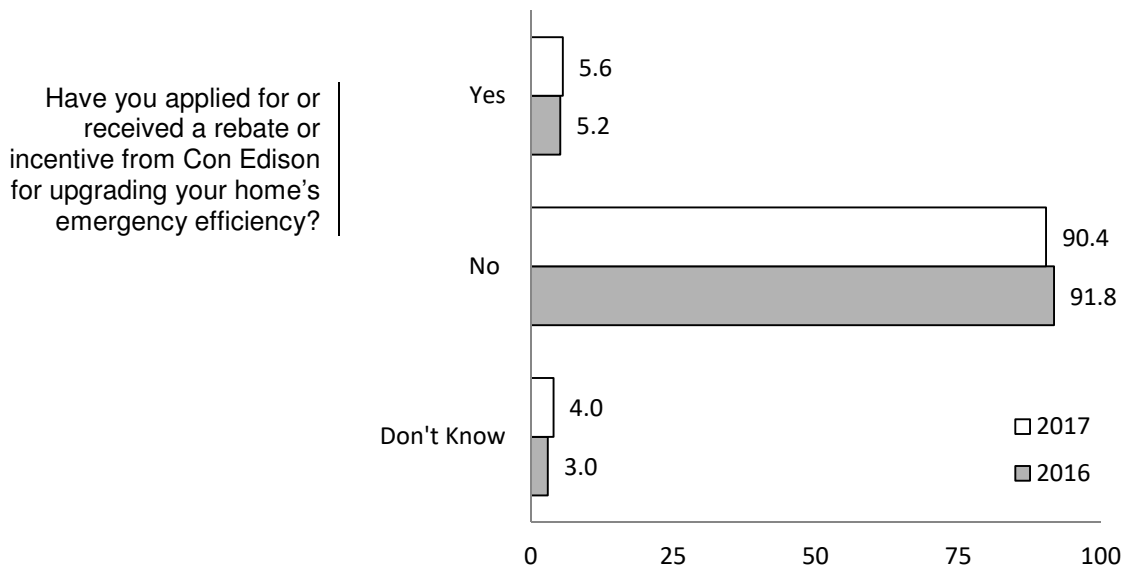
- Roughly 5 percent of customers would like to hear **about programs that will help them pay their bills**. These customers commented:
 - ✓ About any program that they have pertaining to senior citizens.
 - ✓ They should supply electric heaters that save energy for the elderly. We think Con Edison should have special programs to help those in need, like the elderly and special needs customers, pay their bills. It's a necessary service.
 - ✓ More information about government assistance with bills.
 - ✓ The programs that would help you pay your bill.
- Nearly 5 percent of customers would like information regarding **green energy sources**. These customers commented:
 - ✓ I'd like to hear about solar panels.
 - ✓ I wish Con Edison would produce green energy.
 - ✓ Could share more on green energy solutions and options.

To facilitate Con Edison's ability to effectively deliver the messages that customers want and need to hear, the survey explored customers' preferred information sources. The following table presents the findings for each category mentioned by at least 5 percent of customers. Customers are most likely to prefer to receive information from Con Edison in print or electronically.

Response	2017
Mail	37%
Email / Text	33%
Bill inserts	25%
Television / Radio / Print Advertisement	11%
Telephone	9%
Con Edison websites	7%

Customer Participation in Rebate or Incentive Programs

The survey sought to assess customer participation in Con Edison rebate and incentive programs. As shown below, only 6 percent of respondents say they have either applied for or received a rebate or incentive from Con Edison for upgrading their home's energy efficiency.

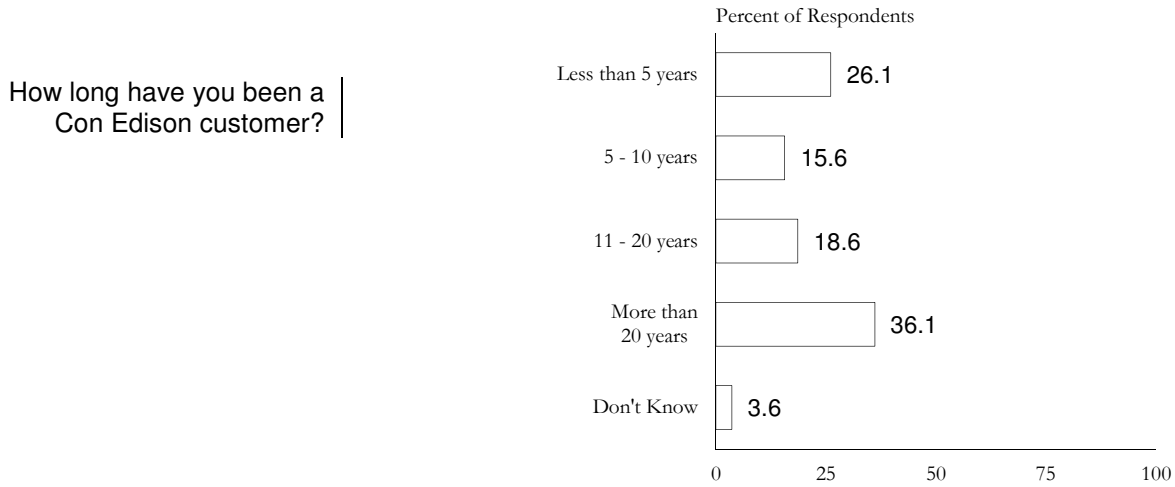


Interviewers asked only customers *who said they had participated* to name the rebate or incentive. Only 19 customers offered substantive responses, saying they had received rebates or incentives for:

- Heating and air conditioning upgrades
- Energy-saving appliance purchases
- Programmable thermostats
- Insulated windows and doors

6. Demographic Composition

The following graph details the demographic composition of the respondent population.

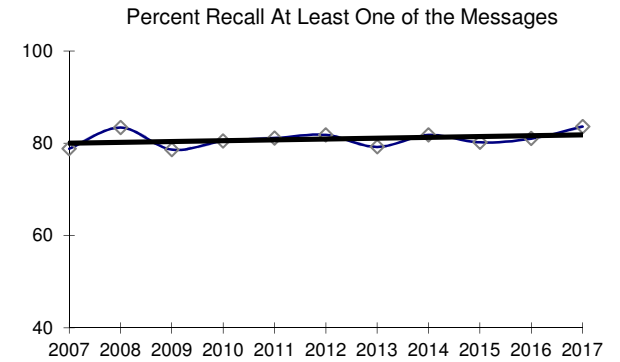


No significant differences emerged based on the length of time respondents have been Con Edison customers.

AWARENESS OF OUTREACH CAMPAIGN MESSAGES

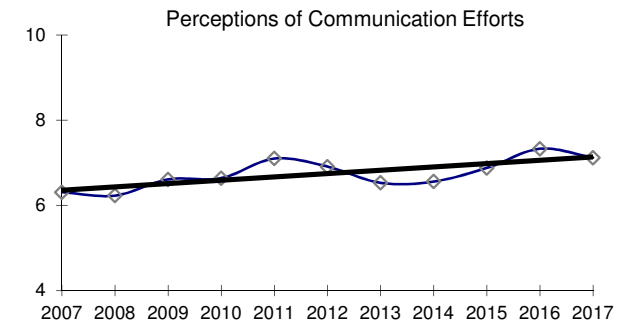
	2016 % Recall	2017 % Recall	Change from 2016 to 2017
Can recall at least one of the messages*	81.0%	83.6%	↔
Advice on how to conserve energy	56.4%	60.8%	↑
Instructions for reporting energy problems or safety issues	57.4%	56.8%	↔
Information on Con Edison's paperless, e-bill program	49.4%	54.4%	↑
MyEnergyCalculators	12.4%	17.6%	↑

* Messages may vary from year to year.



PERCEPTIONS OF CON EDISON'S COMMUNICATION EFFORTS

	2016 Avg. Rating	2017 Avg. Rating	Change from 2016 to 2017
On a scale from 1 to 10, how well is Con Edison communicating with customers about important energy-related issues?	7.33	7.12	↔

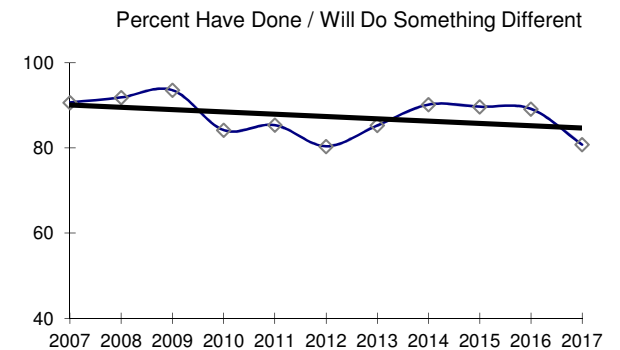


TARGETED BEHAVIOR

	2016 Percent	2017 Percent	Change from 2016 to 2017	Sig. Impact
Have done / will do something differently to help conserve energy and save money in their household.	89.2%	80.8%	↓	

TARGETED BELIEFS

	2016 % Agree	2017 % Agree	Change from 2016 to 2017	Sig. Impact
Con Edison is working to keep customers safe.	87.4%	84.0%	↔	✓
Con Edison is working to make it easier and more convenient for customers to pay their bills.	81.6%	79.4%	↔	✓
Con Edison is sharing information about Energy Star® appliances and programmable thermostats to help customers save energy.	70.0%	73.6%	↔	✓
Con Edison is doing a good job of educating its customers about how to save energy and save money.	71.0%	72.2%	↔	✓
Con Edison is working to help the environment.	68.6%	63.4%	↓	✓
Con Edison is among the most reliable utility companies in the United States.	68.4%	61.8%	↓	
Con Edison's web site (coned.com), the Con Edison Kid's web site, and Con Edison's EnergyLine provide useful information.	58.4%	55.0%	↔	✓
Con Edison's energy efficiency rebate and incentive programs make it easy for customers to save energy and money.*	55.0%	53.2%	↔	✓



*Item edited in 2016 to reflect current terminology.



Summer 2017 Outreach Campaign
Customer Awareness And Understanding

Prepared for
Consolidated Edison Company of New York, Inc.
New York, NY

August 2017

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Background

Con Edison continually works to provide premier service to its customers. To inform its efforts, the Customer Outreach organization seeks to measure the extent to which customers possess the information and hold the beliefs promoted by its Summer Outreach and Education efforts. Con Edison asked CRA, Inc. to administer an assessment to inform Summer Outreach and Education strategies and maximize the effectiveness of future campaigns. This report provides detailed findings of the 2017 assessment and compares them to findings from the most recent summers.

Research Design

CRA conducted 500 telephone interviews with a random sample of Con Edison residential customers, culled from random digit dialing to Con Edison's service area. These interviews occurred during August 2017, and the average interview lasted 18 minutes. The margin of error for the overall findings is ± 4 percent (at the 95-percent confidence level).

Report Structure

This report presents the findings for this research in three sections: (1) Con Edison's 2017 Campaign, (2) Implications and Conclusions, and (3) Detailed Findings.

Con Edison's 2017 Campaign

In 2017, Con Edison employed a variety of channels to communicate key messages to customers. This section presents a brief synopsis of the 2017 Outreach and Education Campaign's key messages.

- ♦ ***Con Edison employed print, subway, and radio messaging along with mailings and bill inserts to deliver messages that informed customers about:***
 - ✓ Energy conservation and tips for being green, such as using appliances and air conditioners more efficiently, ways to cool homes without using air conditioners, turning off lights, using fluorescent light bulbs, and purchasing Energy Star[®] appliances.
 - ✓ Instructions for reporting gas or electric problems.
 - ✓ Con Edison's paperless, e-bill program.
 - ✓ Safety tips.
 - ✓ Con Edison web sites.
 - ✓ Con Edison's programs that promote the availability of digital thermostats.
 - ✓ Information about energy efficiency rebate and incentive programs.
 - ✓ Information for LSE customers.
 - ✓ Con Edison's MyEnergyCalculators.
- ♦ ***Con Edison used its web sites, telephone services (such as the Con Edison EnergyLine and Con Edison's 1-800 number), and other vehicles (such as walk-in center video displays) to deliver a variety of important messages such as:***
 - ✓ Energy conservation tips.
 - ✓ Instructions for reporting problems with power.
 - ✓ Con Edison's paperless, e-bill program.
 - ✓ Con Edison's MyEnergyCalculators.

Implications and Conclusions

From the numerous findings presented in this report, several important conclusions emerge. Con Edison's Customer Outreach group discussed these conclusions, and where applicable, developed a plan of action to address issues. This section summarizes key conclusions.

1. **The 2017 Campaign again successfully influenced customer attitudes and beliefs.** Across seven of the eight beliefs specifically targeted by the campaign, customers who recall at least one aspect of the campaign were significantly more likely to express agreement than customers who do not recall the campaign.
2. **Customers are most likely to recognize Con Edison's efforts to keep customers safe and to make paying bills more convenient.** Across the eight targeted beliefs, customers were most likely to agree that "Con Edison is working to keep customers safe" and "Con Edison is working to make it easier and more convenient for customers to pay their bills." However, perceptions related to two of the eight statements are significantly less favorable than in 2016: "Con Edison is working to help the environment" and "Con Edison is among the most reliable utility companies" reversed the increases they saw in 2016.
3. **Of the four campaign elements Con Edison promoted this summer, conserving energy is the most recalled message.** In 2017, roughly 61 percent of customers recalled information on energy conservation, a significant increase from 2016. Further, customers are more likely than in 2016 to report they recall hearing about Con Edison's paperless e-bill program and to be aware of Con Edison's My Energy Calculators.
4. **Customers' rating of Con Edison's communication efforts remains solid.** In 2017, customers offered an average rating of 7.12 for Con Edison's communication efforts with many customers praising Con Edison's efforts to share important information.
5. **Con Edison's targeted topics address customer desires for information.** As in previous years, thematic analysis of customers' information desires revealed the greatest desire for information about conserving energy and saving money. Con Edison addressed these most prominent desires as part of its 2017 Outreach Campaign, and should continue to focus on this information in its Outreach efforts.
6. **In 2017, customer intent to make changes to their energy consumption decreased significantly.** In 2017, roughly 81 percent of respondents report that they have done, or will do, something differently to conserve energy, representing a statistically significant decrease. However, the Summer Campaign did have an impact on reported behavior, with those who recall the campaign significantly more likely to change their behavior.

7. **Customers continue to want to receive information in a variety of ways.** In 2017, more customers, 38 percent, prefer to receive information via electronic means such as email or the internet. Preferences for printed information remains strong, with 31 percent preferring mailings and an additional 18 percent specifically saying that they prefer bill inserts. Because customers are most likely to report recall of information received in bill inserts, it's important to continue to share information in this manner.
8. **Demand for materials in languages other than English remains relatively low.** While roughly 34 percent of respondents report speaking languages other than, or in addition to, English, only 18 percent of those who speak other languages—or 6 percent of all customers—report that they would like to receive information in another language than English, primarily in Spanish.
9. **Con Edison should continue to promote its energy efficiency website and the MyEnergyCalculators.** Many customer concerns and requests for information reflect a desire to save energy and money. Con Edison's current resources, such as the energy efficiency website and MyEnergyCalculators, offer valuable support for managing bills. However, relatively few customers are aware of these resources.

Detailed Findings

This section provides detailed findings for the Summer 2017 Customer Outreach Campaign assessment and compares them to the findings from recent assessments. The *Summary of Findings* offers a top-line overview of these findings.

1. Summary of Findings

- ♦ ***Customers report higher awareness of three of the four Summer Outreach campaign messages.***

In 2017, 61 percent of customers recalled receiving information about energy conservation, a significant increase from 2016. Customers are also more likely than in 2016 to recall information about the paperless, e-bill program and to be familiar with MyEnergy Calculators.

- ♦ ***Customers are less likely than in 2016 to agree with two targeted beliefs.***

In 2017, we saw significant decreases in agreement levels for: “Con Edison is working to help the environment” and “Con Edison is among the most reliable utility companies in the United States,” reversing the increases we saw in 2016. Further, as in previous years, the Summer Campaign did not have significant impact on perceptions of reliability, suggesting those perceptions are based on customers’ experiences rather than the information they receive.

- ♦ ***Customers’ rating of Con Edison’s communication efforts remains solid.***

More than 70 percent of customers rated Con Edison’s communication efforts as “excellent” or “good,” resulting in an average rating of 7.12 (on a 10-point scale). In 2017, roughly 85 percent of customers reported that they are hearing *at least* as much information from Con Edison in 2017 as they did in previous years.

- ♦ ***Nearly 81 percent of customers plan to change their energy consumption behavior.***

In 2017, 81 percent of customers reported that they either have changed or plan to change their energy usage behavior. While this represents a significant decrease from 2016, a number of customers reported that they have previously made a number of changes and are doing all they can. Further, the Summer Campaign significantly increased the percentage of customers who intend to change their behavior.

- ♦ ***Con Edison's campaign continues to address customers' most-desired information topics.***

Qualitative analysis of customer information desires revealed that, as in previous years, the most prominent information desires are saving money and conserving energy. Con Edison's 2017 campaign specifically targeted both of these issues that consistently matter most to customers.

- ♦ ***Con Edison's communication methods match customer preferences.***

In 2017, 38 percent of customers prefer to receive information via electronic sources such as email or the internet. Further, 31 percent of customers would like to receive information from Con Edison in mailings or letters, with an additional 18 percent of customers specifically reporting that they prefer to get important information in bill inserts, the most-recalled source.

2. Awareness of Outreach Campaign Messages

To help Con Edison gauge the effectiveness of its 2017 Campaign, CRA explored customer awareness across the four targeted campaign topic areas:

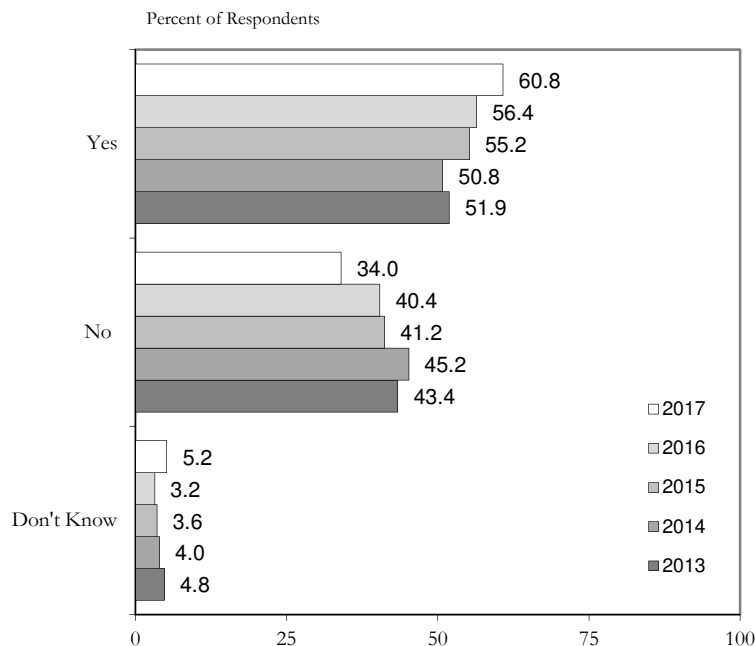
- ♦ Advice on how to conserve energy.
- ♦ Instructions for reporting energy problems or safety issues.
- ♦ Con Edison's paperless, e-bill option.
- ♦ Con Edison's MyEnergyCalculators.

This section presents these findings, describing the detailed findings for each of the targeted topics, in descending order of customer awareness. Overall, roughly **84 percent** of customers recalled at least one campaign message – a robust recall level, slightly higher than in 2016, and one we would consider a best-practice level.

Advice on How to Conserve Energy

In 2017, roughly 61 percent of customers recall communications telling them how to conserve energy, a significant increase from 2016.

Thinking back to this past summer, do you remember seeing, hearing, or reading anything from Con Edison telling you how to conserve energy?



Interviewers asked customers who recalled receiving information about conserving energy to describe the information they saw, heard, or read. Analysis of the comments revealed five primary themes:

- More than one-quarter of these customers said that they recalled information specifically related to **controlling temperature in more cost effective ways**, such as adjusting A/C temperature or using programmable thermostats, using fans, or closing blinds. Their comments include:
 - ✓ To raise your thermostat in the summer.
 - ✓ It was about setting the thermostat temperature. I think it said to set it in the summer to 72 to save energy. Also they were offering to give you a thermostat.
 - ✓ Make sure everything is off inside the house, lower the shades to keep the sun out, adjust your temperature.
 - ✓ Keep your shades pulled; raise the A/C temperature. Plug drafts, insulation, double glass.
- Roughly one-quarter of these customers generally recalled messages that **encourage people to conserve energy**. Their comments include:
 - ✓ It gave a lot of different ways to save energy.
 - ✓ Ways we can save energy and lower our bill with appliances and things like that. Community stuff that you can get involved with and energy saving things. The more people that save energy, the more they can be sure to have enough, and it also helps you to lower your bill.

- ✓ There is something included with my bill telling me how to save energy. It's making sure I'm on top of things.
- ✓ To conserve energy because there are a lot of blackouts.
- Roughly one-quarter specifically recalled tips such as **turning off lights, unplugging electrical items when not in use, and running appliances at night**. Their comments include:
 - ✓ I got information about not leaving things on when you leave the house.
 - ✓ Remembering not to leave things plugged in.
 - ✓ To charge my phone and when I am finished to unplug it.
 - ✓ They sent a little flyer about how to lower the thermostat and to turn off the TV.
- Roughly 10 percent of these respondents mentioned **EnergyStar® appliances**. Their comments include:
 - ✓ I think it was type of AC that has an energy-saver label on it.
 - ✓ Different emails on how to conserve energy, and buying energy-efficient appliances.
 - ✓ Purchasing new appliances to save electricity. Programmable thermostats.
- Several of these respondents mentioned **energy efficiency comparisons to neighbors**. Their comments include:
 - ✓ I got an email, because I signed up for electronic statements, and it tells you how to conserve energy. You get a monthly report telling you how you're doing and how efficient I am compared to my neighbors.
 - ✓ Just an email saying that I use more energy in the building than other occupants.
 - ✓ They sent me emails and letters telling me I need to conserve energy. They sent me letters saying I use a lot more energy than my neighbors.

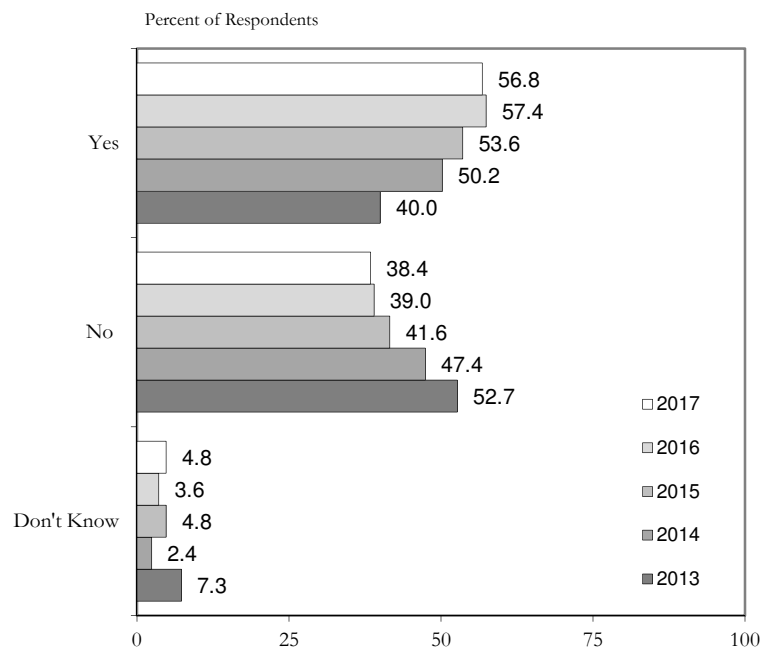
To evaluate the effectiveness of various communication vehicles, interviewers then asked customers the source of the energy conservation information. The following table presents the findings for each category mentioned by at least ten respondents. The percentage of customers who recall receiving this information in bill inserts is significantly lower than in 2016.

Response	2017
Bill insert	51%
Email	8%
Con Edison web sites	6%
Con Edison's Energy Line	5%
Newspaper advertisement	4%

Instructions for Reporting Energy Problems or Safety Issues

Thinking back to this past summer, do you remember seeing, hearing, or reading about Con Edison telling you how to report energy problems or safety issues to Con Edison?

As shown, roughly 57 percent of customers recalled receiving instructions for reporting energy problems or safety issues.



Interviewers asked customers who recalled receiving information about reporting power problems to describe the information they saw, heard, or read. Analysis of the comments revealed three primary themes:

- Roughly 60 percent of these customers said they recalled recommendations to **quickly report outages or safety issues**. Their comments include:
 - ✓ If I see or smell something, I should call Con Edison.
 - ✓ If you smell gas, call right away. I was pleased by their message.
 - ✓ I heard that if you smell gas to go outside and call Con Edison. Also something about blackouts.
 - ✓ If you have an electric outage or a gas emergency, you should call immediately.
- Roughly one-quarter recalled **specific instructions to call Con Edison's emergency number or 911 in emergency situations**. Their comments include:
 - ✓ My bill says that if you are experiencing a gas leak. call 911.
 - ✓ If there is a gas leak, call Con Edison or 911.
 - ✓ They gave phone numbers to call in case of an emergency.
 - ✓ Call Con Edison's 800 number if you have an outage or an emergency.
- Nearly 15 percent recalled **messages related about safety**. Their comments include:
 - ✓ Information saying if you hear a hissing sound or smell gas to not turn on the lights. To get out of the house.
 - ✓ Every time you call, they ask if you smell gas or tell you what to do if you do smell gas. Number one, they are concerned about the home owner and number two they are concerned about the equipment.
 - ✓ I heard through email about the things you should do in a storm.
 - ✓ You get out of the building or you stay away from the lines if there is an emergency.
 - ✓ They send materials saying what to do if you smell gas so that you are safe.

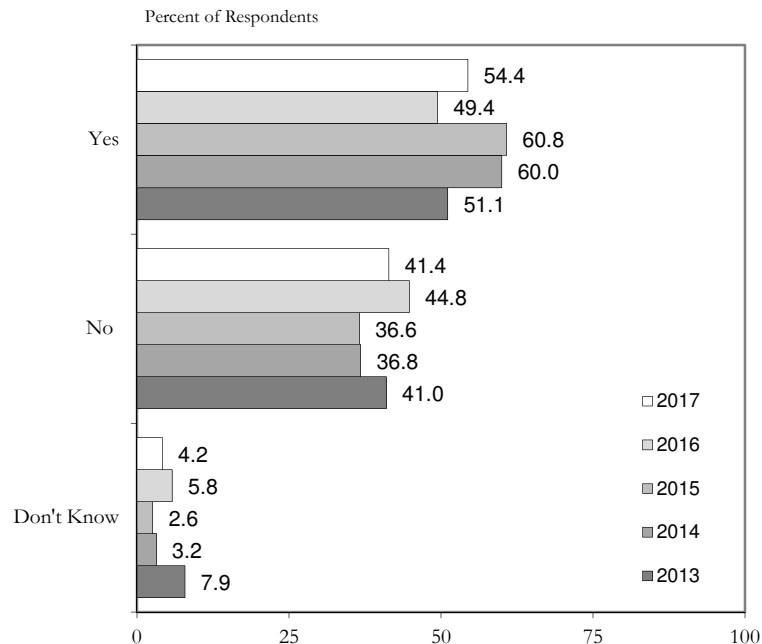
To evaluate the effectiveness of various communication vehicles in conveying this information, interviewers then asked customers who recalled this information the source of instructions for reporting power problems. The table below presents sources offered by at least ten respondents. Customers are more likely than in 2016 to say that they saw this information in bill inserts and less likely to say they heard it on Con Edison's Energy Line.

Response	2017
Bill insert	55%
Con Edison's Energy Line	11%
Email	8%
Con Edison web sites	6%

Con Edison's Paperless, E-Bill Program

As shown in the following graph, roughly 54 percent of customers recalled receiving information about Con Edison's paperless, e-bill program, a significant increase from the 2016 finding.

Thinking back to this past summer, do you remember seeing, hearing, or reading about Con Edison's paperless, e-bill payment option that saves time, and postage?



Interviewers asked customers who recalled receiving information about Con Edison's e-bill program to describe the information they saw, heard, or read. Analysis of the comments revealed three primary themes:

- Nearly two-thirds of these customers said they recalled hearing about the **option to go paperless as a way to help save the environment**. Their comments include:
 - ✓ You get the statement every month on your computer and it saves paper and energy.
 - ✓ To save paper, go with electronic bill and try the paperless option.
 - ✓ To go green to save energy and money.
 - ✓ They offer the option to "save paper, go paperless!"
 - ✓ That Con Edison wants to help the environment and save trees.
- Further, nearly 30 percent of these customers generally recalled an option to **pay their bills online**. Their comments include:
 - ✓ You can pay online.
 - ✓ To open an account online to make the payments.
 - ✓ They showed me the easy way to pay my bills online.
 - ✓ The online payment will automatically come from my bank.
- Nearly 10 percent of these customers spoke of the **convenience associated with Con Edison's e-bill program**. Their comments include:
 - ✓ You get a text that your bill is due. You don't have to wait for the bill in the mail.
 - ✓ Time savings with paperless.
 - ✓ They say it's convenient.
 - ✓ They recommend it because it is easier and faster.

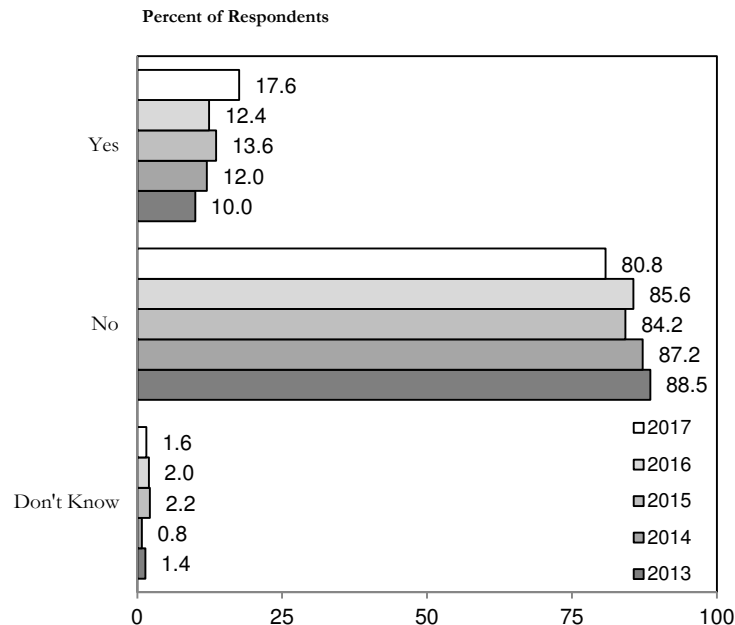
To evaluate the effectiveness of various communication vehicles in conveying this information, interviewers then asked customers the source of the information they heard about e-billing. The table below presents sources offered by at least ten respondents. Respondents are more likely than in 2016 to have seen this information on Con Edison web sites and less likely to have heard it on the Web sites up; energy line down;

Response	2017
Bill insert	56%
Email	10%
Con Edison web sites	14%
Con Edison's Energy Line	4%
Newspaper Advertisement	4%
Power Your way Info Line	4%

MyEnergyCalculators

As shown, roughly 18 percent of customers reported that they are familiar with Con Edison's MyEnergyCalculators, a significant increase from the 2016 level.

Are you familiar with Con Edison's MyEnergyCalculators, a series of energy calculators that is available on conEd.com?



Con Edison asked only those customers who had heard of the MyEnergyCalculators if they had used any of the calculators. Only 17 customers who had heard of MyEnergyCalculators reported using a calculator, with the most-commonly used calculators being the Home Energy, Appliance, and CFL Lighting calculators.

Interviewers asked only customers *who had used a calculator* to describe their experience. Very few customers offered comments, revealing mixed perceptions of the calculators:

- ✓ They provide their customers with good information.
- ✓ Easy to use and has a lot of great information.
- ✓ I think it is self-explanatory. If I ever have any questions, I submit to the calculator and get the corrections.
- ✓ It was very easy to use the calculators.
- ✓ It gives me an idea on how I can get certain appliances, and how to save money.
- ✓ It was interesting and it showed me my energy use. But it was not 100% right.
- ✓ The information they provide is not helpful. They are hard to understand.
- ✓ Frustrating because it didn't work at all.
- ✓ I enjoyed it, but didn't follow up on it where it was informative.

3. The Campaign's Impact on Targeted Attitudes

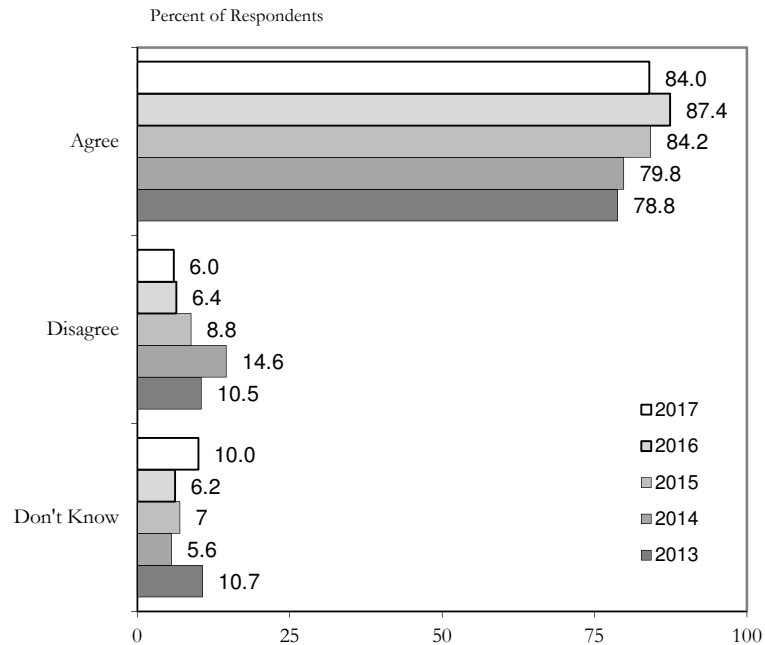
In order to assess the effectiveness of the Summer 2017 Customer Outreach Campaign, the survey included a number of items designed to measure the extent to which customers possess the information and hold the beliefs promoted by Con Edison's Outreach and Education efforts. The research team designed a series of eight statements related to the campaign, and interviewers asked customers whether they agree or disagree with each statement.

This section details the findings for each statement, *presented in decreasing order of customer agreement*. Additionally, to facilitate assessment of the effectiveness of the campaign, the section presents customer agreement findings for three customer segments, with the campaign's impact noted:

- ♦ Customers who recall at least one aspect of the 2017 campaign – 84 percent. **(Recall)**
- ♦ The overall respondent population. **(Total)**
- ♦ Customers who do not recall any aspect of the 2017 campaign. **(Don't Recall)**

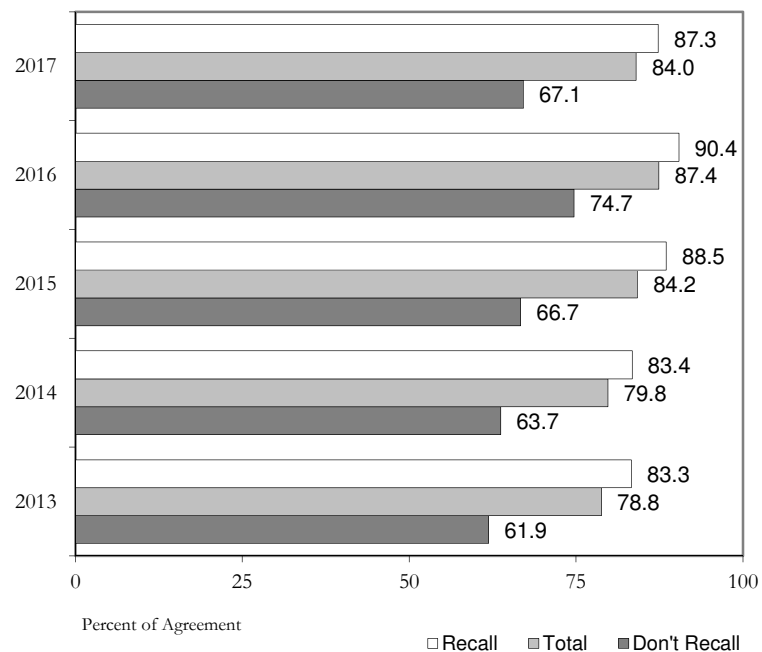
Keeping Customers Safe

Con Edison is working to keep customers safe.



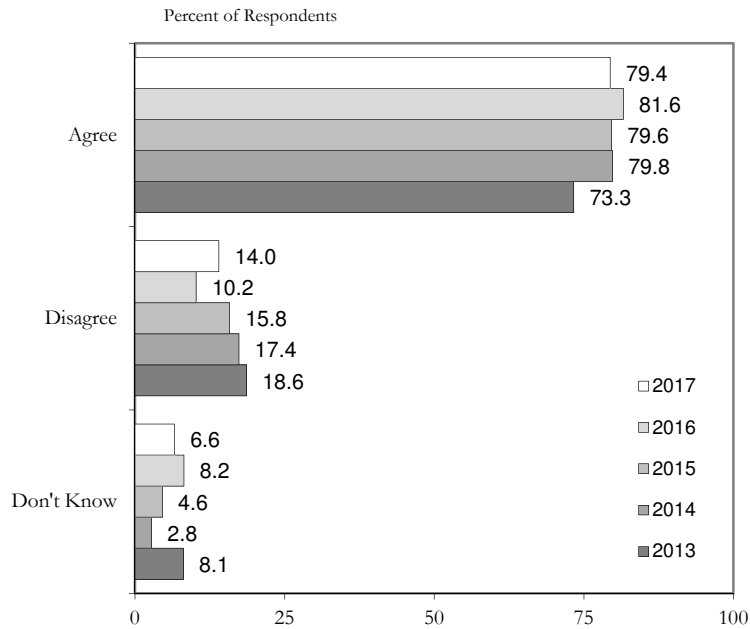
As shown, approximately 84 percent of customers agree that Con Edison is working to keep customers safe. The graph below depicts the percentage of respondents, by segment, who expressed agreement. Roughly 87 percent of customers who recalled the campaign agree, while only 67 percent of those who did not recall the campaign agree, a statistically significant difference. This indicates that the campaign significantly increased levels of agreement.

Notable Campaign Impact



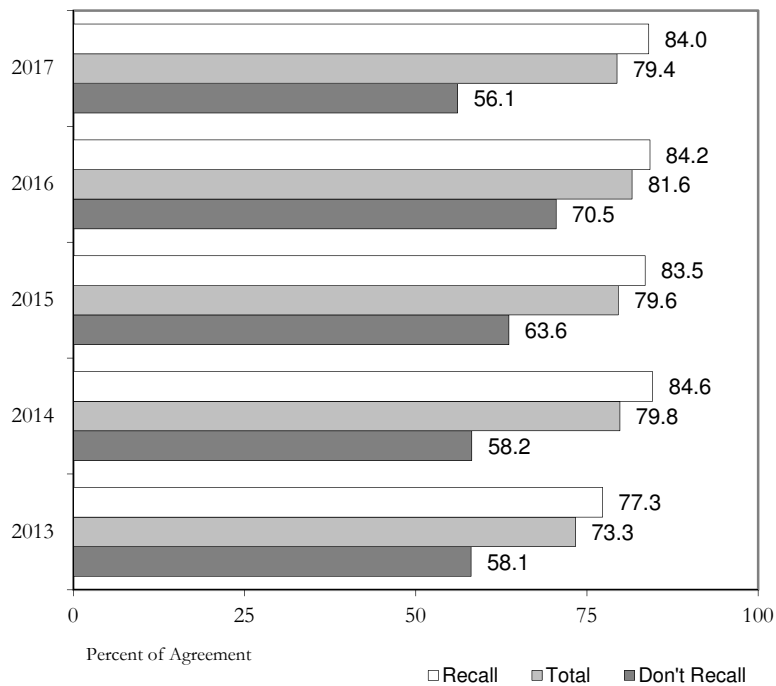
Convenient Bill Payment

Con Edison is working to make it easier and more convenient for customers to pay their bills.



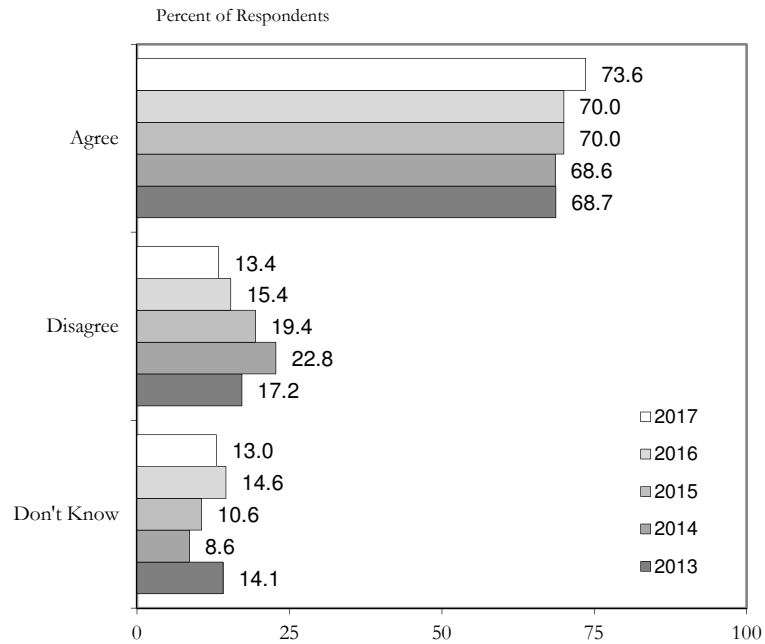
As shown, roughly 79 percent of customers agree that Con Edison is working to make bill paying more convenient for its customers. Further, 84 percent of customers who recalled the campaign agree, while only 56 percent of those who did not recall the campaign agree, a statistically significant difference. This indicates that the campaign significantly increased levels of agreement.

Notable Campaign Impact



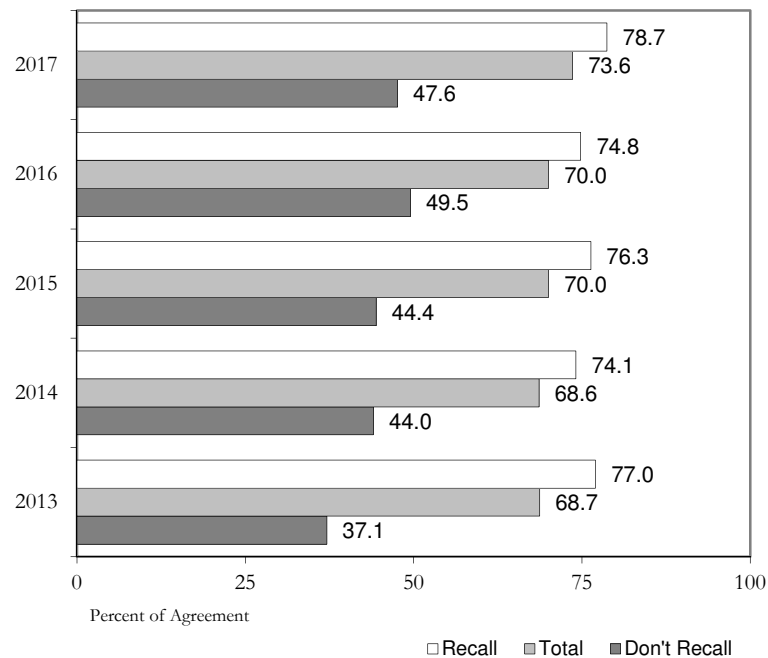
Energy-Saving Devices

Con Edison is sharing information about Energy Star® appliances and programmable thermostats to help customers save energy.



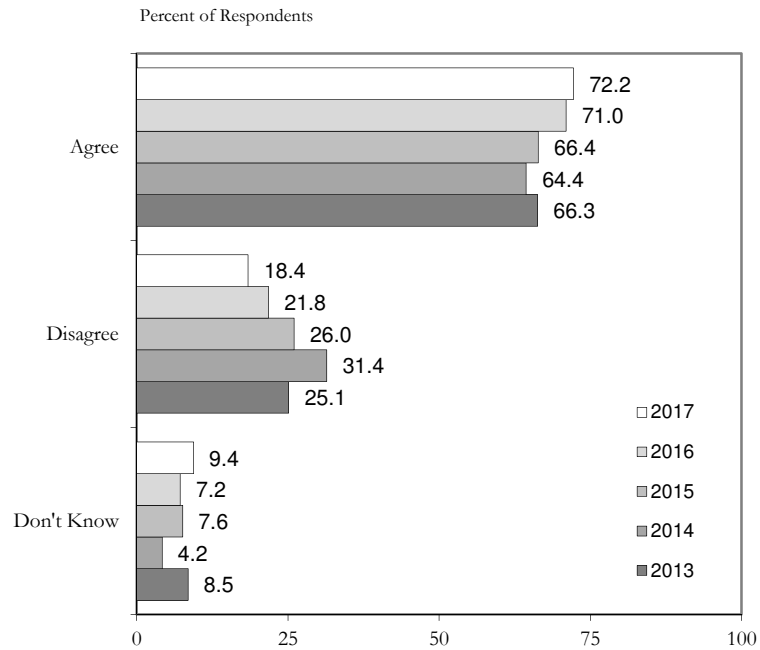
In 2017, 74 percent of respondents agree that Con Edison is sharing information about energy-saving devices to help them save money. As shown below, 79 percent of customers who recalled the campaign agree, while only 48 percent of those who did not recall the campaign agree, a statistically significant difference. This indicates that the campaign significantly increased levels of agreement.

Notable Campaign Impact



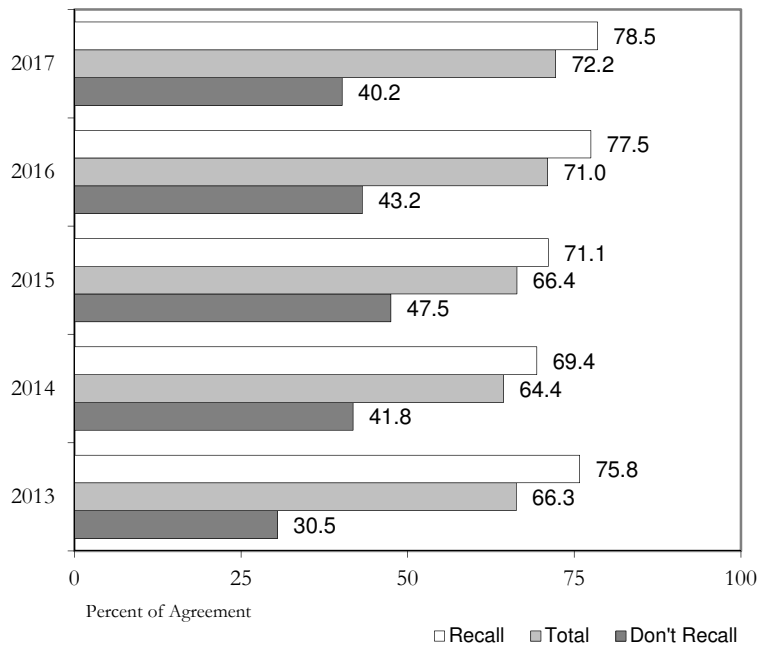
Energy and Money Savings

Con Edison is doing a good job of educating its customers about how to save energy and save money.



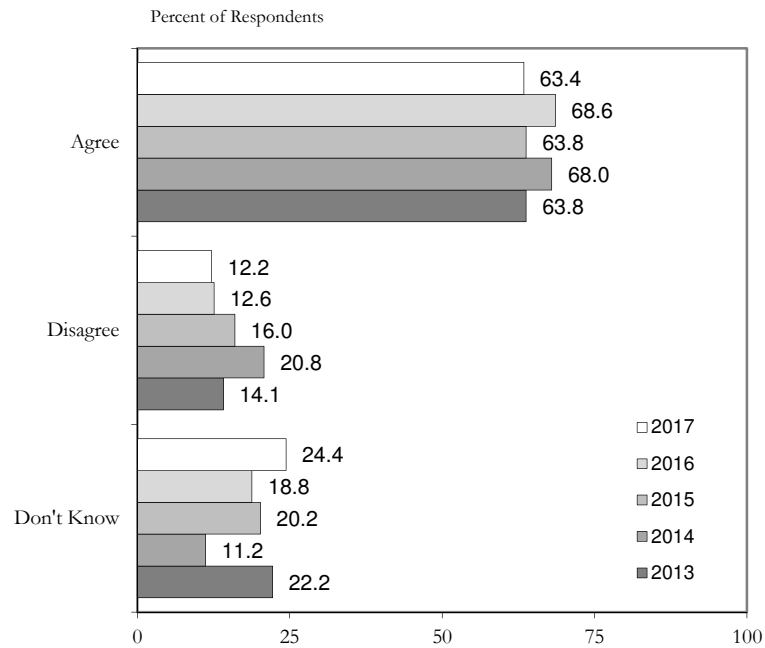
As shown, 72 percent of respondents agree that Con Edison is doing a good job of educating them about energy consumption, a significant increase from the 2016 finding. Approximately 79 percent of customers who recalled the campaign agree, while only 40 percent of those who did not recall the campaign agree, indicating that the campaign significantly increased levels of agreement.

Notable Campaign Impact



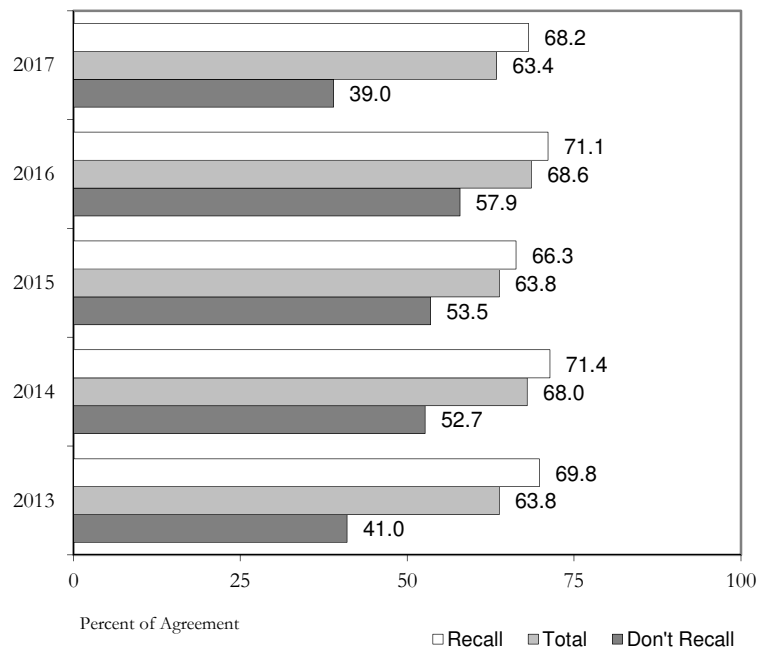
Help the Environment

Con Edison is working to help the environment.



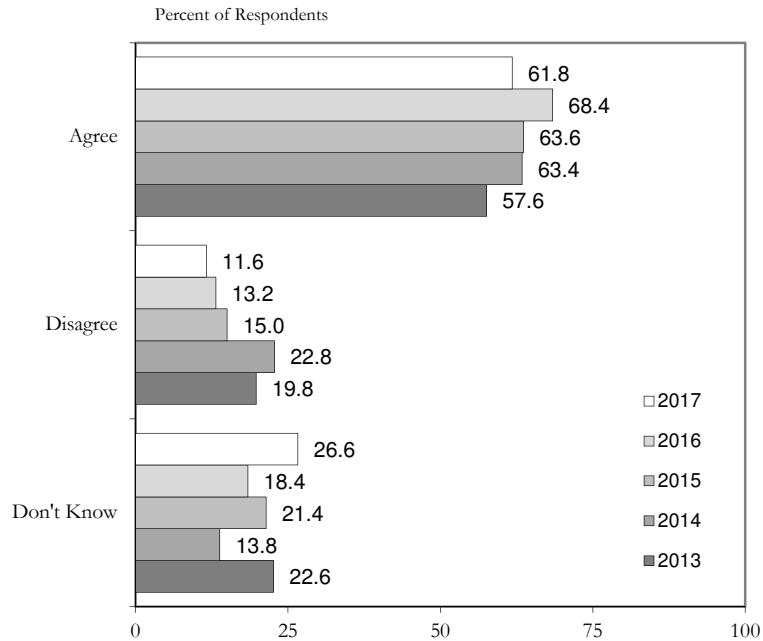
In 2017, 63 percent of customers agree that Con Edison is working to help the environment, a significant decrease from 2016. As shown below, approximately 68 percent of customers who recalled the campaign agree, while only 39 percent of those who did not recall the campaign agree, a statistically significant difference. This indicates that the campaign significantly increased levels of agreement.

Notable Campaign Impact

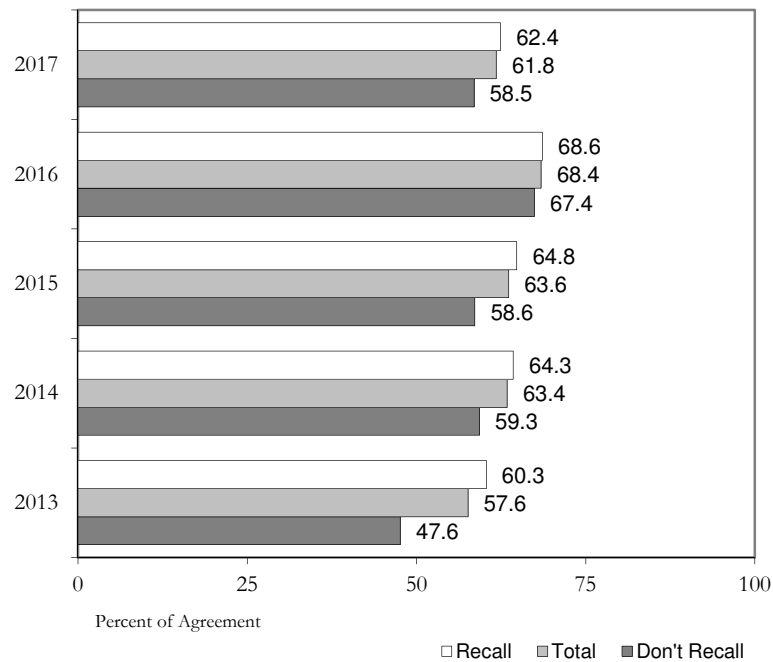


Reliability

Con Edison is among the most reliable utility companies in the United States.

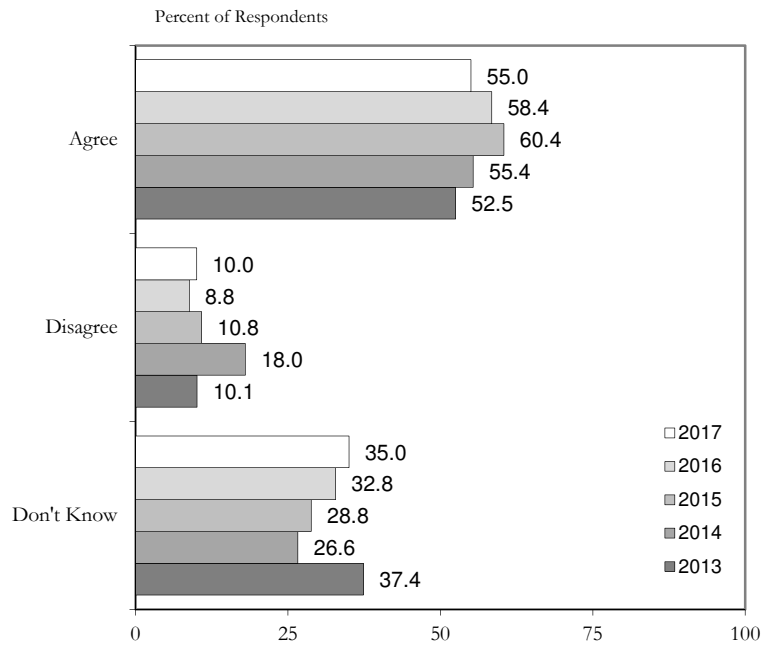


Approximately 62 percent of customers agree that Con Edison is one of the most reliable utility companies, a significant decrease from 2016. As shown in the graph below, 62 percent of customers who recalled the campaign agree, while 58 percent of those who did not recall the campaign agree, reflecting no significant impact from the Summer Campaign.



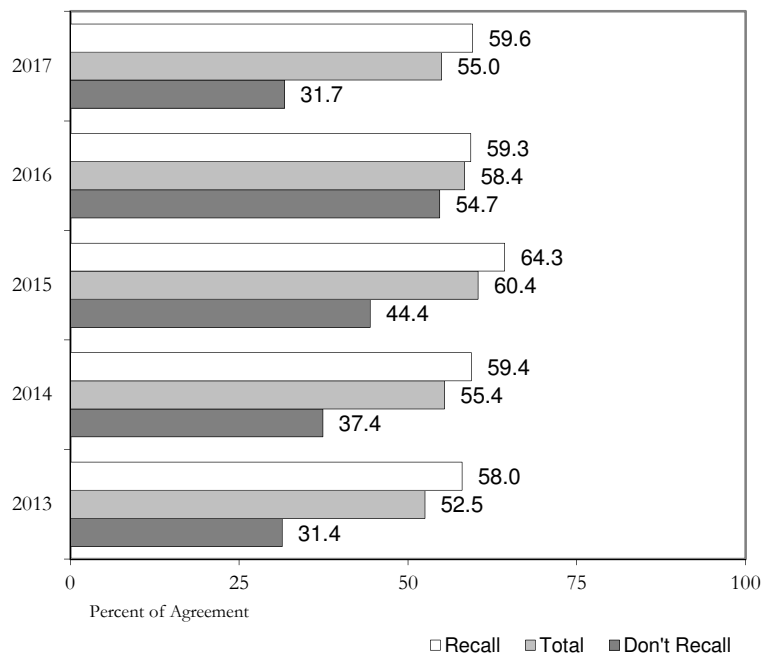
Web Site Usefulness

Con Edison's web site (ConEd.com), the Con Edison Kid's web site, and Con Edison's EnergyLine provide useful information.



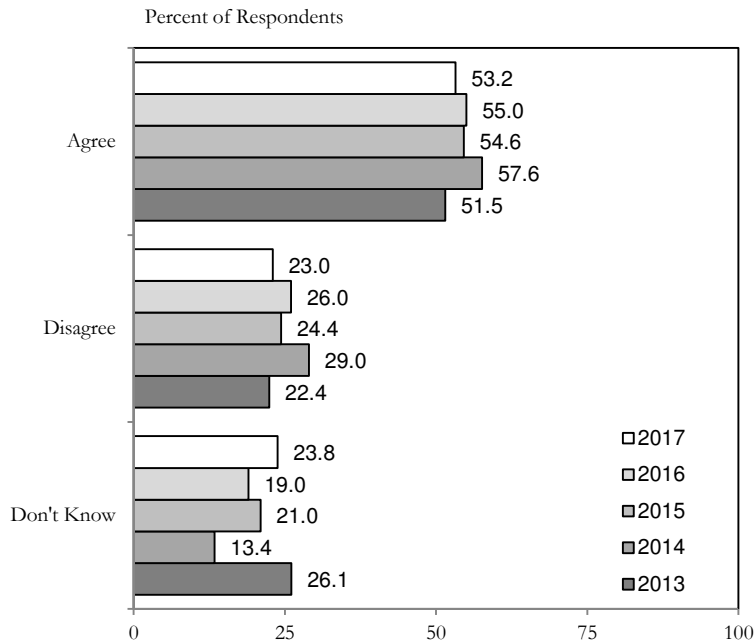
Approximately 55 percent of respondents agree that the Con Edison web sites provide useful information. As shown in the graph below, 60 percent of customers who recalled the campaign agree, while only 32 percent of those who did not recall the campaign agree, reflecting a significant impact from the Summer 2017 Campaign.

Notable Campaign Impact



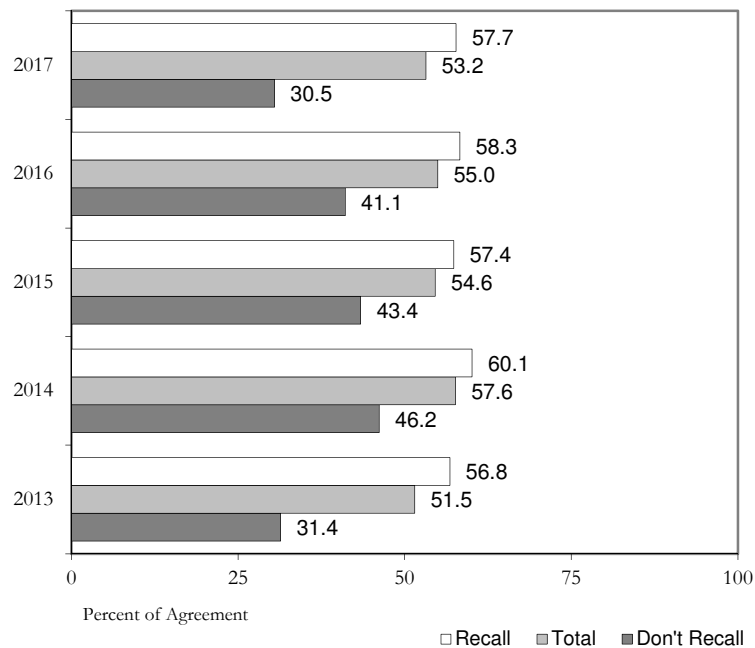
Rebates and Incentives

Con Edison's energy efficiency rebate and incentive programs make it easy for customers to save energy and money. *[Item edited in 2016 to reflect current terminology.]*



In 2017, 53 percent of respondents agree that Con Edison's rebates and incentives make it easy for customers to save energy and money. As shown below, roughly 58 percent of customers who recalled the campaign agree, while only 31 percent of those who did not recall the campaign agree, a statistically significant difference. This indicates that the campaign significantly increased levels of agreement.

Notable Campaign Impact

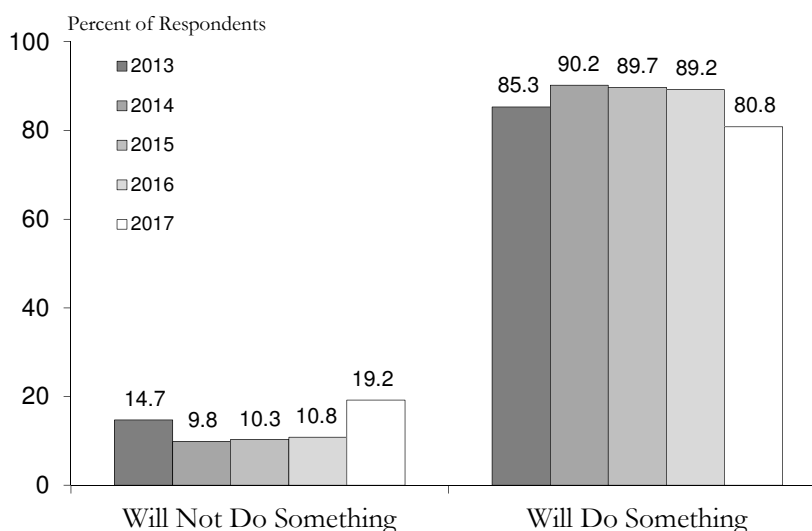


4. The Campaign's Impact on Targeted Behavior

One goal of the 2017 Customer Outreach campaign was to encourage customer efforts to conserve energy in their own households, thus impacting actual customer behavior.

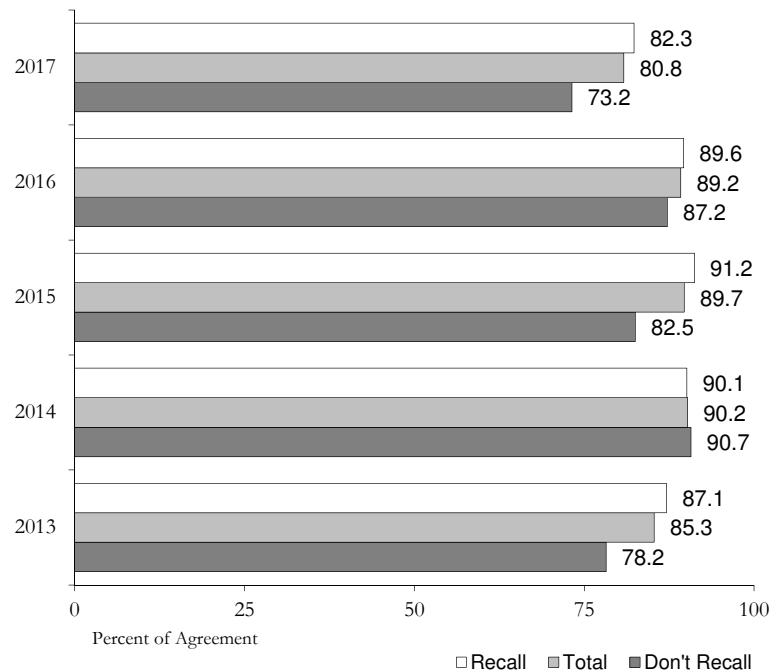
Interviewers asked customers what, if anything, they have done differently over the past few months, or what they will do in the next few months to conserve energy and save money in their households. As shown in the chart below, roughly 81 percent of respondents said that they either have changed, or intend to change, their behavior. It is important to note, that while this represents a significant decrease from 2016, many customers noted that they feel they are already doing all they can.

What, if anything, have you done differently over the past few months, or what will you do in the next few months to help you conserve energy and save money in your own household?



The graph below reports the findings by customer segment. In 2017, 82 percent of customers who recall the campaign say they either have already or intend to do something differently, while only 73 percent of those who do not recall the campaign intend to make a change. This represents a statistically significant difference, reflecting a notable campaign impact.

**Notable
Campaign Impact**

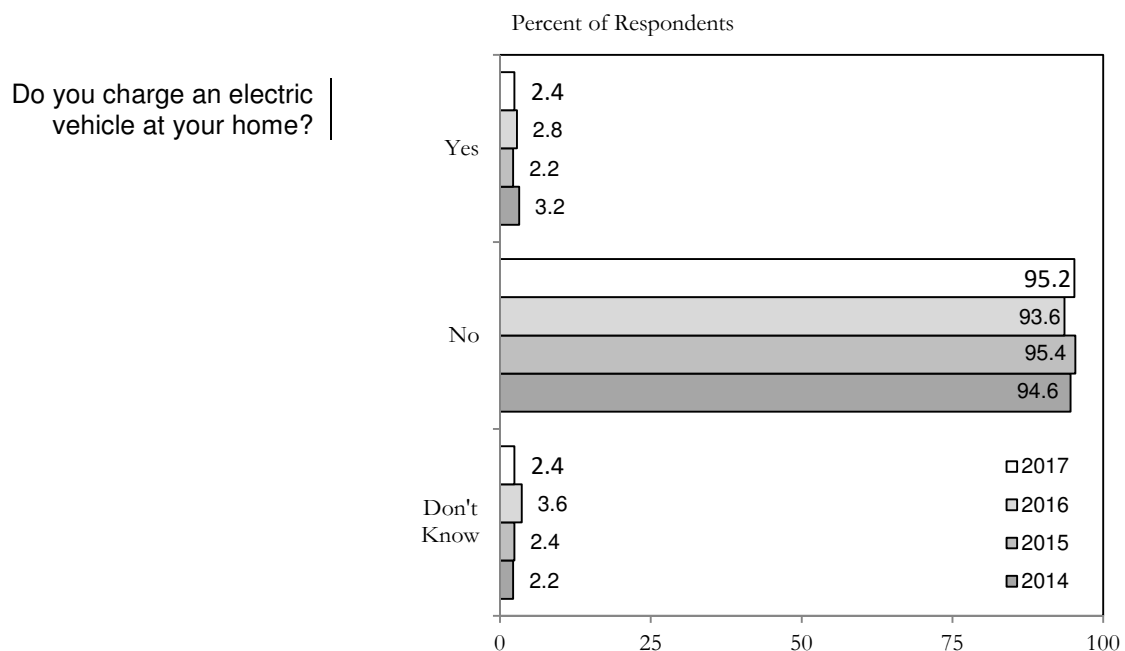


To determine prominent behavior changes, the research team coded customer responses describing what they will do differently. The table below details the actions planned by customers over the years. As shown, in 2017, more than half of customers who reported that they will change their energy consumption behavior say they will modify usage of their air conditioners.

Response	2013	2014	2015	2016	2016
Minimize AC / heater usage	44%	37%	35%	55%	51%
Turn off lights	37%	33%	35%	37%	37%
Limit use of appliances / unplug	41%	46%	31%	31%	28%
Use energy-efficient light bulbs	13%	11%	9%	8%	12%
Update heating / cooling / insulation	6%	6%	6%	7%	12%
Buy energy-efficient appliances	9%	6%	7%	9%	10%

5. Energy Usage

To understand potential energy needs, the survey also sought information about electric vehicle usage. As shown, very few customers charge electric vehicles at their homes.



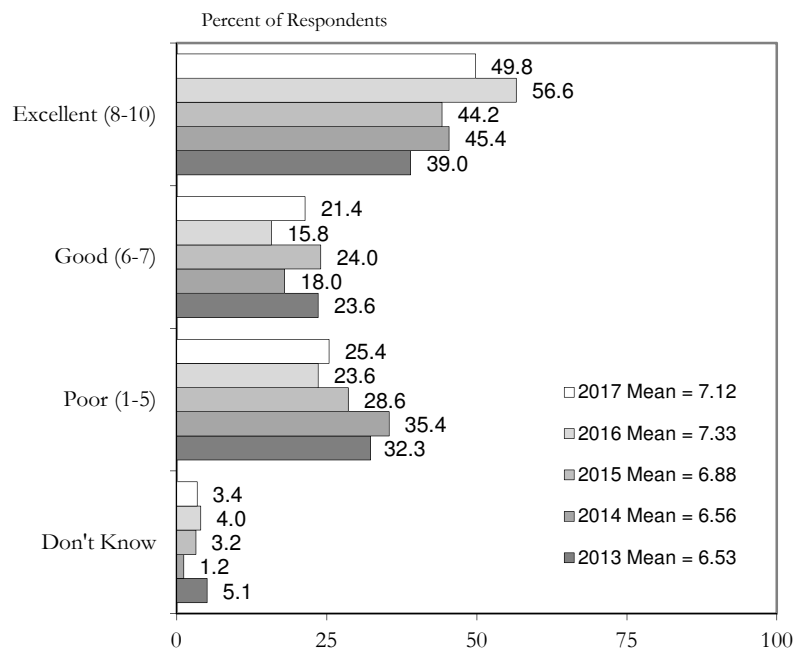
6. Customer Information Needs and Preferences

To facilitate Con Edison's efforts to provide premier service across all areas, the survey included items designed to gauge customer perceptions of Con Edison's communication efforts, elicit customers' perceived information needs, and explore their preferences for how Con Edison should address those information needs.

Customer Perceptions of Con Edison's Communication Efforts

As shown below, roughly 50 percent of respondents provided ratings from 8 to 10 for Con Edison's communication efforts, reflecting highly favorable perceptions of the company's Outreach and Education Campaign. Additionally, 21 percent of respondents offered ratings from 6 to 7, while only 25 percent rated Con Edison's communication efforts as less than satisfactory. The resulting average rating is a moderately favorable 7.12, statistically similar to the 2016 rating.

On a scale from 1 to 10, how well is Con Edison communicating with customers about important energy-related issues?



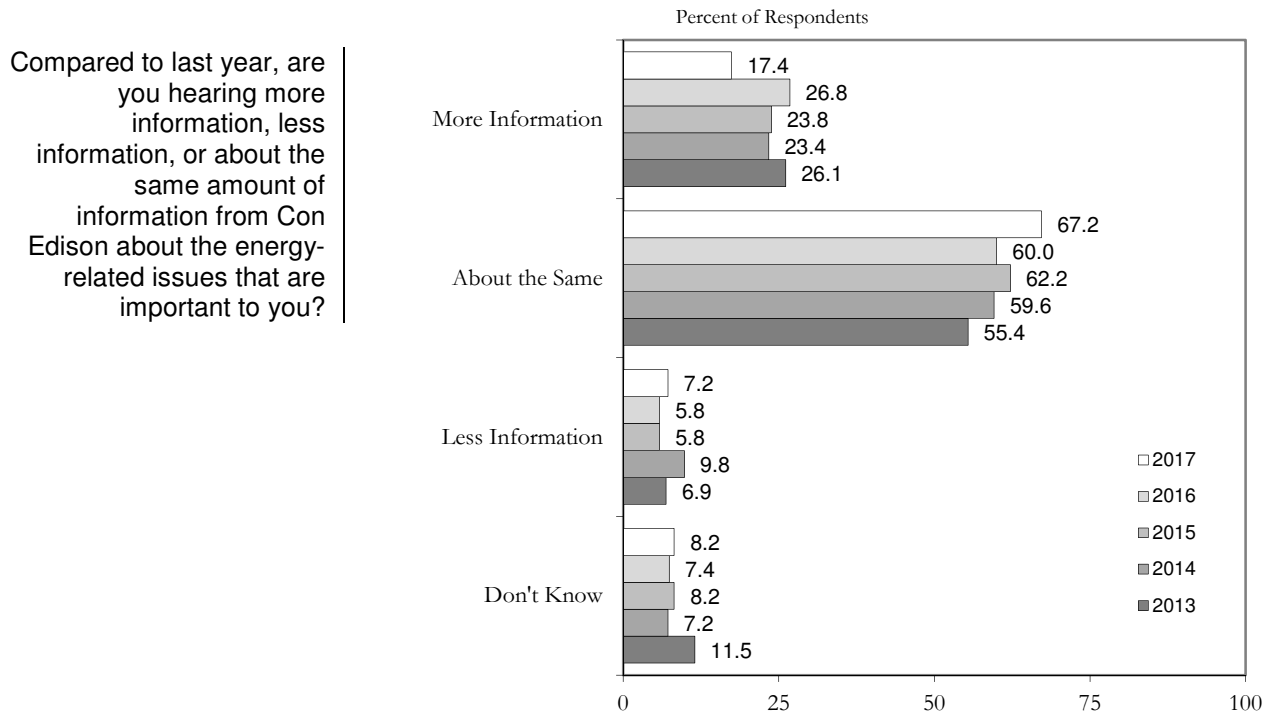
To explore perceptions in greater depth, interviewers then asked customers to explain their ratings. Qualitative analysis of the comments from customers who expressed satisfaction with Con Edison's efforts to communicate with them revealed the following:

- More than half of satisfied customers indicated that their ratings of Con Edison's communication efforts are influenced by their **favorable perceptions of Con Edison overall**. These customers commented:
 - ✓ Every time I call I get a response. They are good about it. They respond and attend to my problems. They're reliable.
 - ✓ I think they're a good company.
 - ✓ I've never really had a problem before. I am a satisfied customer.
 - ✓ They're very reliable. I've never had a power outage.
 - ✓ They are doing an excellent job; they care for the environment.
- Roughly 40 percent of satisfied customers are pleased with Con Edison's efforts to **ensure they receive important information**. These customers commented:
 - ✓ A few days ago there was a storm here, and they were telling us what we should do for safety and conservation.
 - ✓ I do hear and see a lot of information from Con Edison. Whether it's on a bill, a radio ad, or a subway ad, they are sharing information in many ways.
 - ✓ I feel that Con Edison really tries to convey information regarding to saving energy. It's a difficult task. Most of us question "Why do we want to do it?"
 - ✓ They always send me information on how to save energy and money.
- However, nearly 10 percent of those who reported satisfaction offered **suggestions for improvement**. These customers commented:
 - ✓ I just feel like they could get information out there in different ways. They could call; people don't always read their bills or the website. I live in the metro area, so more marketing would be helpful; maybe billboards on the sides of buses to catch people's attention.
 - ✓ Personally, our company gets lot of customer outreach from Con Edison, but I do not think smaller customers get that type of attention.
 - ✓ I think they could do a better job of informing people. I think they could put it information in more places, such as in ads, YouTube, etc.
 - ✓ I don't see this information anywhere other than the bill, so if you don't look at it, you don't hear about any of this.
 - ✓ They haven't expanded their customer based to new media. People are attached to their phone and live online. I think it would be cool to get an email or alert about outages. They need to expand to new media like a social media page or a Twitter page, I don't know if they do that or not. Twitter is a great real time response. It would be great, people live on that.

Thematic analysis of the comments from customers who did not offer favorable ratings for Con Edison's efforts to communicate with them revealed the following:

- Roughly 70 percent of dissatisfied customers are **unfamiliar with the information Con Edison shares**. These customers commented:
 - ✓ I don't know about all of the things that you are telling me about.
 - ✓ I don't know when there is no energy, and I don't know when they are coming to work on my block. If there is a problem and if they know about it ahead of time or when they need to do work, we should get advance notice.
 - ✓ Elderly people have limited access to information; many don't have internet.
 - ✓ I have never gotten any type of information about saving and do not receive much information from them.
 - ✓ Personally I haven't seen anything of what you are talking about. Nobody calls here to provide information.
- Roughly 30 percent of less-than-satisfied customers indicated that their ratings of Con Edison's communication efforts are influenced by their **negative perceptions of the company's service or rates**. These customers commented:
 - ✓ Con Edison is billing me for services that I haven't used. They are charging me for two apartments and I only have one.
 - ✓ My only problem is the rates that I have to pay.
 - ✓ If they would just lower their rates, I would be happier. Not everyone can go out and buy a new refrigerator.
 - ✓ They only care about the money and themselves, you only have one company that's a monopoly.

The survey also asked customers to compare the amount of information they heard from Con Edison in 2017 with the amount of information from the previous year.



As shown above, approximately 85 percent of customers reported receiving *at least* as much information in 2017 as in previous years. Only 7 percent of respondents reported that they received less information than in 2016.

To inform future Outreach campaigns, the research effort explored the information needs that customers currently perceive. The survey asked customers to describe the energy-related issues important to them.

Customer responses to this item revealed two primary informational desires. Con Edison addressed both of these desires – conserving energy and reducing costs – in the 2017 Summer Outreach Campaign:

- Nearly 40 percent of customers want to hear how to **save money**. These customers commented:
 - ✓ How to save money. Offer more plans or a discount to save money.
 - ✓ How we can cut costs? I'm always complaining about how high the rates are. They can educate the customer a little more on that aspect.
 - ✓ How to save on my gas and electric bill.
 - ✓ I need information to lower the bill.
- Roughly 28 percent of customers would like to receive information about **conserving energy**. Comments included:
 - ✓ I'd like to know more about how to conserve energy and use less.
 - ✓ How to use the energy-saver mode on the A/C to conserve energy. The average person doesn't know about this; they need to be more informative about this through the summer.
 - ✓ Energy efficiency; conservation.
 - ✓ New products that come out that are more energy efficient.
 - ✓ Conservation, how I would use less energy.

Responses revealed three additional, although less prominent, desires:

- More than 10 percent of customers would like more information about **alternative sources of energy**. Comments included:
 - ✓ How to use solar energy.
 - ✓ Green power; renewable power.
 - ✓ Clean energy. I guess that has to be solar.
 - ✓ Atomic energy and retaining nuclear plants.

Nearly 10 percent of customers would like **information about rates and energy delivery**. These customers commented:

- ✓ How the bills and charges add up compared to previous months.
- ✓ More information on electricity energy prices.
- ✓ I would like to know why my bill fluctuates so much when my energy usage doesn't.
- ✓ Source of electricity. Where they get their electricity from.

- Further, nearly 5 percent of customers said they would like information about **safety issues**. Comments included:
 - ✓ I want to hear more about safety.
 - ✓ How to stay safe.
 - ✓ Gas safety.
 - ✓ General safety issues and information about power outages.
 - ✓ Security of the national power grid.

To facilitate Con Edison's ability to effectively deliver the messages that customers want and need to hear, the survey explored customers' preferred information sources. The following table presents the findings for each category mentioned by at least 5 percent of customers in 2017. Customers are most likely to prefer electronic and printed methods of communication, with the percentage of customers requesting electronic means increasing significantly from 2016.

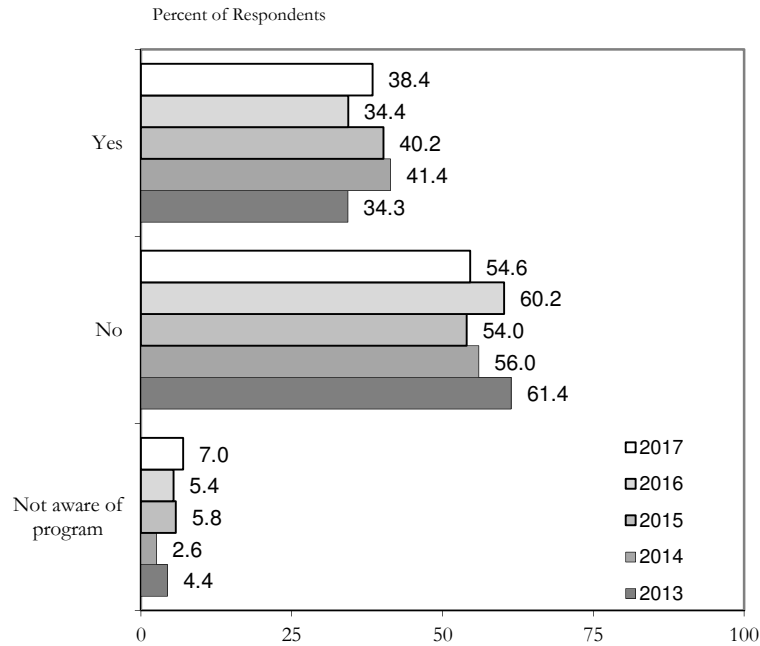
Response	2017
Electronic means such as email / internet / social media	38%
Mailings / Flyers	31%
Bill inserts	18%
Telephone / Text	5%
Television	5%

7. Electronic Billing

To assess how customers are responding to the electronic billing option, the survey asked respondents to share whether or not they currently take advantage of Con Edison's electronic billing option.

As shown below, roughly 38 percent of customers report that they have signed up for the electronic billing option, a significant increase from 2016.

Do you take advantage of Con Edison's electronic billing option?



Interviewers asked customers who report that they do take advantage of Con Edison's electronic billing option what reasons they have for paying their bill electronically. Analysis of the comments revealed two common themes:

- Roughly three-quarters of those who participate say that paying electronically is **convenient**. Their comments include:
 - ✓ To make it easier for me.
 - ✓ So I won't forget to pay my bill.
 - ✓ More convenient.
 - ✓ It's easier. When I get on the computer, there is a reminder to pay the bill.
- Nearly one-quarter of these customers value **saving paper and the environment**. Their comments include:
 - ✓ To cut down on the paper that comes into my house that I then throw away.
 - ✓ Saves paper. Saving paper saves the environment.
 - ✓ Less paper mail and ease of payment.

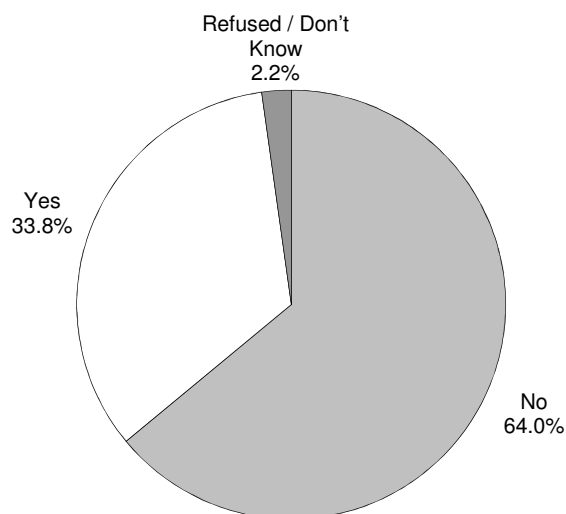
Interviewers asked customers who report that they do not take advantage of Con Edison's electronic billing option what, if anything, Con Edison could do to encourage them to use electronic billing. Roughly two-thirds of these customers simply said that **nothing would encourage them to participate in the program**. Additionally, roughly 15 percent said they cannot take advantage of this option because they **don't have access to a computer or the internet**. Analysis of the remaining comments revealed:

- Nearly 15 percent of those who do not participate reported that they would like a **financial incentive to sign up**. Their comments include:
 - ✓ Getting a discount would encourage me.
 - ✓ A discount; some sort of incentive.
 - ✓ Give me a discount. If they don't have to mail anything out, they are saving money. So they should pass that on.
 - ✓ If it helped save me money, I would sign up
- More than 5 percent requested **more education about the program**. Their comments include:
 - ✓ Send me more information.
 - ✓ Somehow explain it to me.
 - ✓ They could make it easier by sharing more information.
- Several offered **suggestions for improving this option**. Their comments include:
 - ✓ Easier access to log in. And the account number is too long.
 - ✓ Get someone to help me sign up; it's so complicated.
 - ✓ Make it easier to sign up; the password has to be so complex.
- Finally, a few customers spoke of **security concerns**. Their comments include:
 - ✓ To assure safety with the use of e-billing and no personal calling.
 - ✓ Unless they make it more safe and provide security to keep it from being hacked. Build trust with customers and reassure us that it is safe.

8. Customer Language Preferences

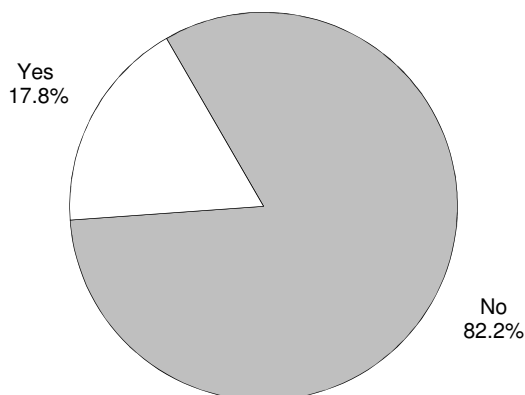
To effectively educate consumers, communications must be disseminated in a manner that customers can understand. Because of the diversity in Con Edison's service area, the survey explored respondents' language preferences.

Do you speak a language other than English?



As illustrated above, roughly 34 percent of respondents indicated that they speak a language in addition to or other than English. Only 18 percent of customers who speak another language, or 6 percent of all customers, indicated that they would like to receive information from Con Edison in that language.

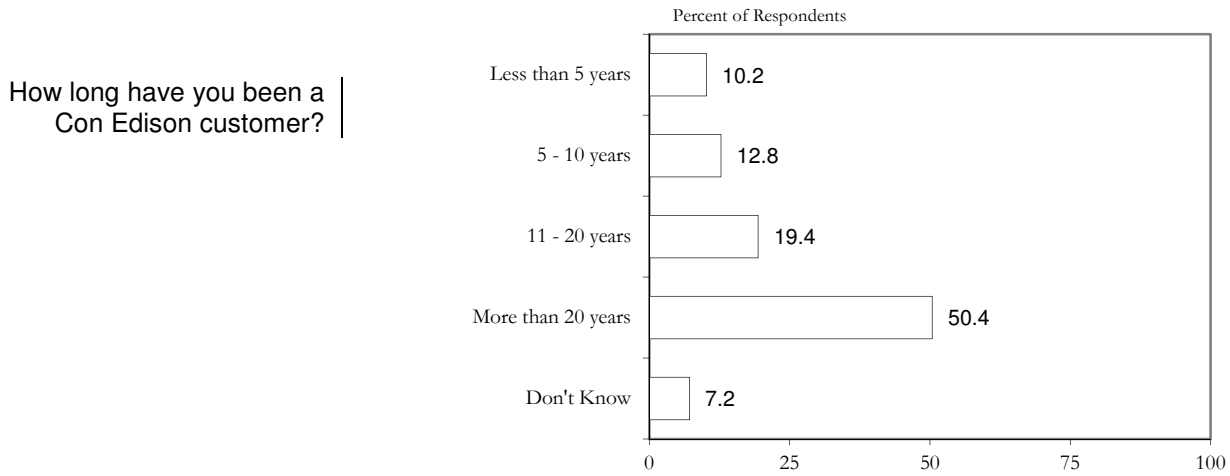
Would you like to receive information from Con Edison in the language other than English that you most frequently use?



Interviewers asked those customers who speak another language which language they prefer. Roughly **three-quarters of these respondents indicated that they are Spanish speakers**. The other languages mentioned by more than 5 respondents are **Arabic, Chinese, French, Italian, and Russian**.

9. Demographic Composition

The following graph details the demographic composition of the respondent population.



No significant differences in customer perceptions arose based on the length of time respondents have been Con Edison customers.