



**New York State Electric & Gas Corporation
and
Rochester Gas and Electric Corporation**

**OUTREACH AND EDUCATION PLAN
2021**

Submitted by Melanie Palmer
on May 3, 2021
to Sangeetha Kailas, DPS Office of Consumer Services

New York State Electric & Gas Corporation and Rochester Gas and Electric Corporation

OUTREACH AND EDUCATION PLAN 2021

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**New York State Electric & Gas Corporation
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**OUTREACH AND EDUCATION PLAN
2021**

Utility Information

UTILITY OUTREACH & EDUCATION AND COMPANY OFFICIALS

Dates Covered by Plan: From: January 1, 2021 To: December 31, 2021

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

Name: Melanie Palmer
Title: Manager, Programs and Projects – Research & Strategic Communications
Mailing Address: 18 Link Drive, Binghamton, NY 13904
Email: mpalmer@nyseg.com
Telephone No. (607) 727-0526

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

Name: Leona Michelsen
Title: Manager - Research & Strategic Communications
Mailing Address: 83 Edison Drive, Augusta, ME 04336
Email: Leona.Michelsen@cmpco.com
Telephone No. (207) 242-2523

- Director of Outreach and Education:

Name: Theresa VanBrooker
Title: Director – Customer Service
Mailing Address: 89 East Avenue, Rochester, NY 14649
Email: Theresa_VanBrooker@rge.com
Telephone No. (585) 315-0663

- President or Chief Executive Officer:

Name: Carl A. Taylor
Title: President and CEO of NYSEG and RG&E

SERVICE PROFILES

Service Territory:

- Municipalities (counties, towns, villages) served in whole or in part:

NYSEG: DUTCHESS, PUTNAM, WESTCHESTER, COLUMBIA, ESSEX, HAMILTON, RENSSELAER, SARATOGA, WASHINGTON, CLINTON, FRANKLIN, HERKIMER, SAINT LAWRENCE, BROOME, CHEMUNG, CHENANGO, CORTLAND, DELAWARE, GREENE, LEWIS, MADISON, ONEIDA, ORANGE, OTSEGO, SCHOHARIE, SULLIVAN, ULSTER, JEFFERSON, CATTARAUGUS, CHAUTAUQUA, ERIE, GENESEE, NIAGARA, WYOMING, ORLEANS, SCHUYLER, STEUBEN, TIOGA, TOMPKINS, YATES, ALLEGANY, LIVINGSTON, ONTARIO, CAYUGA, ONONDAGA, SENECA, WAYNE

RG&E: ALLEGANY, CAYUGA, LIVINGSTON, MONROE, ONTARIO, WAYNE, GENESEE, WYOMING, OSWEGO

- Estimated or known total population in the service territory: NYSEG: 5,903,648; RG&E 1,342,880

Please identify the source of this statistic: [US Census Bureau 2019](#) estimated county population within NYSEG and RG&E service area counties

- Total number of service accounts:

NYSEG	Electric	Natural Gas Service
Residential	781,110	240,758
Commercial	122,400	31,039

RG&E	Electric	Natural Gas Service
Residential	345,534	297,761
Commercial	41,669	23,882

Electronic Access:

- Total number of customers who participate in online billing: 225,345 (NYSEG); 122,028 (RG&E)
- Total number of customers using e-mail for utility information and alerts:

- NYSEG: 496,276 (customers with email address in our billing system), 51,736 (enrolled in email alerts)
- RG&E: 243,222 (customers with email address in our billing system), 30,201 (enrolled in email alerts)
- Total number of customers using mobile applications to manage their account:
 - NYSEG: 76,467 (manage payments, view billing, report outages and submit meter readings through mobile app)
 - RG&E: 44,113 (manage payments, view billing, report outages and submit meter readings through mobile app)
- Total number of customers using mobile applications to obtain educational information, alerts, etc.: (specify whether web-based or text alert)
 - NYSEG: 162,388 (enrolled in text alerts)
 - RG&E: 87,863 (enrolled in text alerts)

Low Income Customers

- Estimated number of low income customers and/or number eligible for the Home Energy Assistance Program (HEAP): NYSEG: 70,292; RG&E: 45,235
- Estimated number of customers receiving HEAP during the last heating season (November 2020 – March 2021): NYSEG: 37,654; RG&E: 32,546
 - Regular/emergency grants: NYSEG: \$14,056,536.17; RG&E: \$11,610,749.28
 - emergency grants: Our billing system does not differentiate between regular and emergency HEAP

Special Needs Customers

- Total number of accounts coded 62 or over: Total contained in elderly/blind disabled figure.
- Total number of accounts coded Elderly/Blind/Disabled: 142,591 (NYSEG); 35,086 (RG&E)
- Total number of customers known to be on life support equipment: 2,263 (NYSEG); 952 (RG&E)
- Total number of customers receiving bills and brochures in Braille: 0 (NYSEG); 3 (RG&E)
- Total number of customers receiving large-print bills: 167 (NYSEG); 40 (RG&E)

Customers with Limited English Proficiency (LEP)

- Languages other than English spoken in the service territory: While a variety of languages are spoken in our service areas, Spanish remains more widely used than others. According to our IVR phone interpreter service at NYSEG, out of 4,506 interpreter calls in 2020, 4,237 were Spanish. The next highest were Mandarin, Arabic and Portuguese. RG&E accounted for 8,660 Spanish interpreter calls out of 8,905 total calls, followed by Nepali, Arabic and Russian.

Please identify the source of this information: Our phone interpreter service

How does the utility identify special needs and LEP customers?

Although we do not proactively code LEP customers in our system, we have a few ways that we can assist them. When customers call our Customer Care Center, if we identify a need for interpretation, we have a Language Interpreter Service we use to effectively communicate with our LEP customers. The service provides interpreters for a number of different languages and aids in addressing LEP customer's questions and concerns. RG&E has a larger population of Spanish speaking customers and the IVR system provides an upfront option for the menu items in Spanish. We also provide the option to translate the gas safety pages on our website; and brochures can be easily accessed and printed by both customers and representatives:

<https://www.rge.com/wps/portal/rge/networks/footer/support/energylibrary/>

In addition, NYSEG and RG&E gas safety information is available with translation on our websites, as well as translated brochures in the following languages:

- Spanish
- Portuguese
- French
- Italian
- Russian
- Vietnamese
- Arabic
- Chinese
- Thai

How does the utility encourage these customers to identify themselves?

The annual Rights and Responsibilities brochure, one-to-one contact with customer representatives and information on our websites points LEP customers to resources available. We do not have an LEP identifier in our system.

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

At the start of service, our representatives ask a series of questions to understand any needs within the household including if there are household members over the age of 62, blind or disabled (EBD),

using life-sustaining equipment (LSE) or other special needs in the home. If the customer identifies a need, we discuss programs that may be beneficial to them.

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 2021:

Provide a budget breakdown of the FY'21 Estimated Budget for Outreach and Education Expenditures. Please make it clear whether your winter budget is part of your overall budget. Spending details should be included in the topic specific pages found in Section 4.

NYSEG Total **\$1,471,625**
Electric: Total..... **\$785,440**
Gas: Total..... **\$686,188**

RG&E Total **\$835,416**
Electric: Total..... **\$473,323**
Gas: Total..... **\$362,093**

Breakdown by Categories:

- **NYSEG Customer Service**.....**\$252,761**
- **RG&E Customer Service**.....**\$170,741**

Includes messaging on billing, complaint procedures, rate information, rights and responsibilities, special needs, etc.

	NYSEG	NYSEG	RG&E	RG&E
	Electric	Gas	Electric	Gas
Bill Inserts	\$	\$	\$	\$
Brochures/Flyers	\$	\$	\$	\$
Direct Mail (bill envelope teasers)	\$3,120	\$780	\$2,652	\$1,248
Educational Videos	\$	\$	\$	\$
Email	\$28,401	\$7,100	\$14,185	\$6,676
Media	\$	\$	\$	\$
Newsletters/bill inserts	\$163,200	\$40,800	\$93,908	\$44,192
Web and digital media	\$	\$	\$	\$
Other (on hold messages)	\$7,488	\$1,872	\$5,358	\$2,522

Estimated Outreach & Education Budget for January – December 2021:

- **NYSEG Energy Affordability.....\$29,914**
- **RG&E Energy Affordability.....\$25,873**

	NYSEG	NYSEG	RG&E	RG&E
	Electric	Gas	Electric	Gas
Bill Inserts	\$	\$	\$	\$
Brochures/Flyers	\$2040	\$510	\$1068	\$502
Direct Mail	\$960	\$240	\$413	\$194
Educational Videos	\$	\$	\$	\$
Email	\$	\$	\$	\$
Media	\$	\$	\$	\$
Newsletters	\$	\$	\$	\$
Web and digital media	\$	\$	\$	\$
Other (advocacy, marketing items, postage, travel)	\$20,931	\$5,233	\$17,120	\$8,056

- **NYSEG Energy Efficiency.....\$604,000**
- **RG&E Energy Efficiency.....\$395,999**

	NYSEG	NYSEG	RG&E	RG&E
	Electric	Gas	Electric	Gas
Bill Inserts	\$	\$	\$	\$
Brochures/Flyers	\$	\$	\$	\$
Direct Mail	\$	\$	\$	\$
Educational Videos	\$	\$	\$	\$
Email	\$	\$	\$	\$
Media	\$	\$	\$	\$
Newsletters	\$	\$	\$	\$
Web and digital media	\$	\$	\$	\$
Other (explain)	\$515,000	\$89,000	\$312,999	\$83,000

Estimated Outreach & Education Budget for January – December 2021:

- **NYSEG Seasonal Communications.....\$47,000**
Specify the amounts dedicated to winter outreach **\$18,800**

- **RG&E Seasonal Communications.....\$30,000**
Specify the amounts dedicated to winter outreach **\$12,000**

	NYSEG				RG&E			
	Electric		Gas		Electric		Gas	
	total	winter	total	winter	total	winter	total	winter
Bill Inserts	\$	\$	\$	\$	\$	\$	\$	\$
Brochures/Flyers	\$	\$	\$	\$	\$	\$	\$	\$
Direct Mail	\$	\$	\$	\$	\$	\$	\$	\$
Educational Videos	\$	\$	\$	\$	\$	\$	\$	\$
Email	\$	\$	\$	\$	\$	\$	\$	\$
Media	\$	\$	\$	\$	\$	\$	\$	\$
Newsletters	\$	\$	\$	\$	\$	\$	\$	\$
Web and digital media	\$	\$	\$	\$	\$	\$	\$	\$
Other (outbound calls, HEAP winter)	\$37,600	\$15,040	\$9,400	\$3,760	\$20,400	\$8,160	\$9,600	\$3,840

- **NYSEG Service-Related Communications.....\$532,000**

- **RG&E Service-Related Communications.....\$207,000**

Includes messaging on outages, infrastructure, metering, safety, tree trimming, etc.

	NYSEG	NYSEG	RG&E	RG&E
	Electric	Gas	Electric	Gas
Bill Inserts	\$	\$51,000	\$	\$20,000
Brochures/Flyers	\$	\$	\$	\$
Direct Mail	\$	\$100,000	\$	\$36,000
Educational Videos	\$	\$	\$	\$
Email	\$	\$	\$	\$
Media	\$	\$381,000	\$	\$151,000
Newsletters	\$	\$	\$	\$
Web and digital media	\$	\$	\$	\$
Other (explain)	\$	\$	\$	\$

Estimated Outreach & Education Budget for January – December 2021:

- **Other Communications.....Captured in budgets above**
 Identify and describe other programs that do not fall into the previous categories (e.g. COVID-19).

	NYSEG	NYSEG	RG&E	RG&E
	Electric	Gas	Electric	Gas
Bill Inserts	\$	\$	\$	\$
Brochures/Flyers	\$	\$	\$	\$
Direct Mail	\$	\$	\$	\$
Educational Videos	\$	\$	\$	\$
Email	\$	\$	\$	\$
Media	\$	\$	\$	\$
Newsletters	\$	\$	\$	\$
Web and digital media	\$	\$	\$	\$
Other (explain)	\$	\$	\$	\$

- **Outreach Events.....\$**

Actual Outreach & Education Expenditures for January – December 2020:

Provide Outreach and Education expenditures for the previous year. Indicate the total proposed budget for 2020 and the total actual expenditures. Each category table should include actual (not proposed) spending by outreach method/tool for the year.

	Planned	Spent
NYSEG Total	\$1,539,758	\$1,428,940
Electric: Total	\$743,730	\$829,680
Gas: Total	\$796,028	\$599,260

	Planned	Spent
RG&E Total	\$909,133	\$811,962
Electric: Total	\$423,492	\$490,917
Gas: Total	\$485,641	\$321,045

Breakdown by Categories:

	Planned	Spent
▪ <u>NYSEG Customer Service</u>	\$287,032	\$245,631

	Planned	Spent
▪ <u>RG&E Customer Service</u>	\$175,580	\$150,775

Includes messaging on billing, complaint procedures, rate information, rights and responsibilities, special needs, etc.

	NYSEG	NYSEG	RG&E	RG&E
	Electric	Gas	Electric	Gas
Bill Inserts	\$13,915	3,479	\$18,281	\$8,603
Brochures/Flyers	\$	\$	\$	\$
Direct Mail (bill envelope teasers)	\$2,613	\$653	\$2,221	\$1,045
Educational Videos	\$	\$	\$	\$
Email	\$24,330	\$6,083	\$13,809	\$6,499
Media	\$	\$	\$	\$
Newsletters	\$130,019	\$32,505	\$51,071	\$24,033
Web and digital media	\$	\$	\$	\$
Other (on hold messages)	\$7,480	\$1,870	\$5,338	\$2,512
Other (outbound calls)	\$18,148	\$4,537	\$11,807	\$5,556

Actual Outreach & Education Expenditures for January – December 2020:

	Planned	Spent
▪ <u>NYSEG Energy Affordability</u>	\$9,881	\$9,092
	Planned	Spent
▪ <u>RG&E Energy Affordability</u>	\$23,300	\$3,499

	NYSEG	NYSEG	RG&E	RG&E
	Electric	Gas	Electric	Gas
Bill Inserts	\$	\$	\$	\$
Brochures/Flyers	\$	\$	\$	\$
Direct Mail	\$	\$	\$	\$
Educational Videos	\$	\$	\$	\$
Email	\$	\$	\$	\$
Media	\$	\$	\$	\$
Newsletters	\$	\$	\$	\$
Web and digital media	\$	\$	\$	\$
Other (advocacy, marketing items, postage, travel)	\$7,274	\$1,818	\$2,379	\$1,120

	Planned	Spent
▪ <u>NYSEG Energy Efficiency</u>	\$605,776	\$684,465
	Planned	Spent
▪ <u>RG&E Energy Efficiency</u>	\$394,224	\$445,433

	NYSEG	NYSEG	RG&E	RG&E
	Electric	Gas	Electric	Gas
Bill Inserts	\$20,429	\$12,501	\$9,250	\$2,987
Brochures/Flyers	\$	\$	\$	\$
Direct Mail	\$	\$	\$	\$
Educational Videos	\$	\$	\$	\$
Email	\$	\$	\$	\$
Media	\$	\$	\$	\$
Newsletters	\$	\$	\$	\$
Web and digital media	\$	\$	\$	\$
Other (Marketing campaign)	\$594,901	\$56,633	\$367,226	\$65,971

Actual Outreach & Education Expenditures for January – December 2020:

	Planned	Spent
▪ NYSEG Seasonal Communications	\$18,000	\$7,056
Specify the amounts dedicated to winter outreach.....	\$8,086	\$5,755
	Planned	Spent
▪ RG&E Seasonal Communications	\$15,000	\$7,867
Specify the amounts dedicated to winter outreach.....	\$7,202	\$7,266

	NYSEG				RG&E			
	Electric		Gas		Electric		Gas	
	total	winter	total	total	total	winter	total	winter
Bill Inserts	\$	\$	\$	\$	\$	\$	\$	\$
Brochures/Flyers	\$	\$	\$	\$	\$	\$	\$	\$
Direct Mail	\$	\$	\$	\$	\$	\$	\$	\$
Educational Videos	\$	\$	\$	\$	\$	\$	\$	\$
Email	\$	\$	\$	\$	\$	\$	\$	\$
Media	\$	\$	\$	\$	\$	\$	\$	\$
Newsletters	\$	\$	\$	\$	\$	\$	\$	\$
Web and digital media	\$	\$	\$	\$	\$	\$	\$	\$
Other (outbound calls, winter HEAP)	\$5,645	\$4,604	\$1,411	\$1,151	\$5,350	\$4,941	\$2,517	\$2,325

	Planned	Spent
▪ NYSEG Service-Related Communications	\$619,069	\$482,696
	Planned	Spent
▪ RG&E Service-Related Communications	\$301,029	\$204,388

Includes messaging on outages, infrastructure, metering, safety, tree trimming, etc.

	NYSEG	NYSEG	RG&E	RG&E
	Electric	Gas	Electric	Gas
Bill Inserts (odorant)	\$	\$39,292	\$	\$19,646
Brochures/Flyers	\$	\$	\$	\$
Direct Mail	\$	\$74,374	\$	\$37,095
Educational Videos	\$	\$	\$	\$
Email	\$	\$	\$	\$
Media	\$	\$361,747	\$	\$141,319
Newsletters	\$	\$	\$	\$
Web and digital media (Moore)	\$4,925	\$1,231	\$4,186	\$1,970
Other (explain)	\$	\$1,127	\$	\$172

Actual Outreach & Education Expenditures for January – December 2020:

- Planned Spent
- **Other Communications**.....**Captured in budgets above**
 Identify and describe other programs that do not fall into the previous categories (e.g. COVID-19).

	NYSEG	NYSEG	RG&E	RG&E
	Electric	Gas	Electric	Gas
Bill Inserts	\$	\$	\$	\$
Brochures/Flyers	\$	\$	\$	\$
Direct Mail	\$	\$	\$	\$
Educational Videos	\$	\$	\$	\$
Email	\$	\$	\$	\$
Media	\$	\$	\$	\$
Newsletters	\$	\$	\$	\$
Web and digital media	\$	\$	\$	\$
Other (explain)	\$	\$	\$	\$

- **Outreach Events**.....\$

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: Ongoing. Public outreach associated with ongoing capital projects to upgrade and/or replace aging infrastructure, and in response to capacity needs. Consistent internal educational efforts to spotlight how Public Outreach efforts can help the organization achieve its common goals.

Description and Schedule for Planned Activity: NYSEG and RG&E have a robust portfolio of capital projects employing a team of Public Outreach Specialists to proactively work with stakeholders who may be impacted by facility upgrades, including civil construction. With the objective of providing obstacle-free construction, the specialist coordinates with the municipality, abutters, specialty organizations, etc. during the planning, execution and close-out phases of project development. In doing so, public input is considered in final designs, construction schedules and restoration. The team utilizes a suite of materials for stakeholder communications as outlined below in Schedule A.

Public Awareness Planned: Yes. A custom public awareness campaign is developed for each project based on the level of impact and the number of abutters. The Public Outreach Specialist is the liaison with our customers, ensuring that we are considering their needs for each unique situation and that the project's scope of work exemplifies the organization's commitment to Design with the Community in Mind.

Activity #2:

New or On-going Activity: Routine vegetation management is ongoing for both Companies.

Description and Schedule for Planned Activity: NYSEG and RG&E have ongoing transmission and distribution vegetation management (Normal trimming, Hazard/Danger Tree removals, Reclamation trimming and Hot spot) on circuits across our service areas.

Public Awareness Planned: Yes. NYSEG and RG&E will communicate to all customers on planned maintenance distribution circuits. Most landowners are contacted before distribution tree work is started. General information is available on the Companies websites:

<https://www.nyseg.com/wps/portal/nyseg/outages/weareready/treecare/>

<https://www.rge.com/wps/portal/rge/outages/weareready/treecare/>

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2021**

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 1 number of Cases at this time and have completed a form for each active case.

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No. 19-E-0378, 19-G-0379, 19-E-0380, 19-G-0381

Required by Order, Joint Petition, Settlement, Other:

JP

Date the Order was Issued and Effective: November 19, 2020

Supersedes Case Nos.

01-G-1668, 02-E-0198, 02-G-0199, 03-E-0765, 03-G-0766, 05-E-1222, 09-E-0715, 09-G-0716, 09-E-0717, 09-G-0718, 15-E-0283, 15-G-0284, 15-E-0285, 15-G-0286

Summary of O&E requirements:

The Companies shall continue to develop and implement outreach and education activities, programs and materials that will support customers in understanding their rights and responsibilities as utility customers. The Companies shall continue to annually file their respective outreach and education plans with the Secretary to the Commission and will also continue to provide a copy of each such plan to the Director of the Office of Consumer.

Additionally, as a result of the approved JP, outreach and education will be part of the Companies Advanced Metering Infrastructure Plan, the Senior Study, Residential Methane Detection Program, Customer Service COVID-19 Assistance Outreach Plan, and Walk-In Office Closure Customer Outreach Implementation Plan.

Outreach and education material will be provided for:

Advanced Metering Infrastructure (AMI)

AMI outreach and education will be done through phases and in various ways. For both NYSEG and RG&E, Customer Care Centers (and installation vendor Contact Centers) shall be fully equipped with translation services that allow for customer translation of more than 350 languages. During all Phases of the Plan, the Companies will take into account, the needs of the community to develop the appropriate channel for communications.

The Aware Phase shall consist of general customer and community messaging. This will take place in local area(s), and shall include meetings and communications with local and community leaders along with regional messaging. Messaging during the Aware phase shall build upon general awareness and emphasize smart meter benefits and opportunities to give customers more control, choice and convenience. Other messages shall provide safety, privacy and security information.

The Informed Phase shall consist of direct customer communications regarding meter installation and Smart Meter benefits. The Inform Phase begins before meters are deployed for individual customers and will include administration of the Opt-Out program and coordination of access for installations.

The Engaged Phase starts as customers receive their smart meter and shall provide customers with knowledge to participate in smart meter opportunities. The Engaged Phase will help customers achieve the benefits of AMI-enabled products and services to manage energy use. These activities will be repeated throughout the Companies' service areas.

To achieve a comprehensive and effective communications campaign, mass media channels such as television, radio, traditional print and social media will be considered.

The Senior Study

The scope of the Senior Study, shall include the identification of potential partnerships and associated activities for senior customer outreach concerning energy efficiency opportunities, low income discounts, and other senior customer-related opportunities. Outreach shall include outbound calling campaigns, bill messages, websites, emails, interactive voice response messages and EnergyLines Bill inserts.

Residential Methane Detection Program

Discussion of a Residential Methane Detection ("RMD") Program that distributes RMDs to targeted customers (e.g., low income customers) and involves RMD-related gas safety outreach and education shall proceed.

Customer Service COVID-19 Assistance Outreach Plan

In order to notify customers of potential assistance available to help with their utility bill, the Companies shall use various additional means including outbound calling campaigns, bill messages, websites, emails, interactive voice response messages and EnergyLines Bill inserts. The Companies will similarly engage in additional customer advocate communications, including expanded community, agency and municipality outreach, all with the goal of ensuring that vulnerable populations are aware of payment options and assistance programs.

Walk-In Office Closure Customer Outreach Implementation Plan

The Companies shall provide outreach and communications regarding customer options for completing transactions and meeting with a Company representative in person, including communications at third-party payment locations, customer contact centers, websites, remaining customer service walk-in offices, as well as including such information in bill inserts.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):
Annually

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 the Director of the Office of Consumer Services.

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**OUTREACH AND EDUCATION PLAN
2021**

Global Outreach and Education Tools

2021 Outreach & Education Plan with 2020 Results

CUSTOMER ASSISTANCE LINES/CALL CENTER

Include any plans relating to the use of call centers/customer assistance communication channels (e.g. telephone, chat). List and describe the purpose of all the channels available for consumers to seek assistance. Does the Company produce outreach materials specifically regarding the call centers or is call center information included in publications on specific topics?

New/Continuing Program:

Continuing. NYSEG and RG&E provide several phone numbers for customers to reach us.

Phone Service Provided	NYSEG	RG&E
Customer Service, Monday - Friday 7 am - 7 pm	1.800.572.1111	1.800.743.2110
Energy Services Installation (Construction and Upgrades) (7 am - 4:30 pm)	1.866.717.2279	1.800.790.2897
Electric Emergency 24 x 7	1.800.572.1131	1.800.743.1701
Gas Emergency 24 x7	1.800.572.1121	1.800.743.1702
Automated Services	1.800.600.2275	1.800.295.7323
Credit Assistance Line	1.888.315.1755	1.877.266.3492
Catch the Wind	1.800.356.9734	1.877.743.2110
MHP Hotline	1.607.762.7621	1.800.743.2110
Energy Efficiency Rebate Hotline	1.800.995.9525	1.800.995.9295
Customer Assistance - Appeals	1.800.231.2888	1.800.743.1150
Energy Smart Community	1.800.925.1559	NA
Fax Service Provided	NYSEG	RG&E
Customer Service, Monday - Friday 7 am to 7 pm	1.800.827.5927	1.585.724.8880
Energy Services Installation (ESI)	1.844.515.1572	1.844.515.1574
Credit	1.888.505.3399	1.585.771.6383
DSS	1.585.340.1666	1.585.771.6383
Energy Assistance Program	1.607.762.8880	1.585.771.6383
Customer Assistance Appeals	1.607.762.4189	1.585.724.8201
Billing	1.585.340.1665, 1.800.472.6409	1.585.724.8881

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C.

Service level targets are in place to measure the percent of calls answered in 30 seconds. NYSEG completed the year with a 68.67% service level with an overall goal of 63%. RG&E completed the year with a 77.77% service level with an overall goal of 77%. Call volumes were as follows:

Phone Service Provided	NYSEG Call Volumes	RG&E Call Volumes
Customer Service (Monday – Friday, 7am-7pm)	765,535	522,557
Energy Services Installation (Construction and Upgrades, Monday – Friday, 7am-4:30pm)	85,568	52,490
Electric Emergency*	64,448	15,972
Gas Emergency *	14,356	14,048
Automated Services	3,954,358	1,845,642
<i>*Tracked Monday-Friday, (7am-7pm)</i>		

Goals for 2021:

Achieve regulatory service levels and customer satisfaction goals.

How Priority Was Set:

As required to achieve service levels and customer needs.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, etc.)

Continue offering phone services as required.

- Service levels are tracked using Call Center software and reported monthly to the PSC
- Customer representatives are quality monitored and coached to assure high quality customer service
- Contacts with customers are surveyed at random and the results are reported to the PSC monthly

2021 Outreach & Education Plan with 2020 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.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

NYSEG and RG&E offer alerts to our customers for a few different services. Customers can receive a text message, email or phone call notification for a meter read reminder or outage information and restoration updates. Customers can enroll their accounts in this service with the option to add unlimited contacts for each enrollment type (text, email and phone). This option is helpful for adult children that want to check on elderly parents, seasonal properties or for customers that would like more than one type of reminder. A two-way text functionality was also implemented so that customers can text the word “APP” to their utility’s short code (NYSEG 697-348, RG&E 743-898) and receive a link to download the mobile app from the App store. Email templates used for outage and meter read alerts were refreshed to provide customers a mobile responsive experience as well as continued quick access to important and relative links to products and services on our websites.

Outage Alerts: To ensure our customers stay informed during a power outage, we offer a variety of ways to get information. Automatic text, email or phone call alerts will be sent when an outage is detected to customers that enroll in Outage Alerts. The service address and estimated restoration time are provided in the alert, sent to each address impacted by an outage. An optional do not disturb time can be set based on customer preference. Customers enrolled in alerts via text can also text OUT to report an outage or STATUS for an update on power status. In 2020, enhanced verbiage was added to email and voice alerts that were held due to a customer's Do Not Disturb preferences. This helped to provide clarity as to why messages may have been delayed in sending. Timestamps were also added to text alerts to provide clarity as to what time the message was generated.

Meter Read Reminder Alerts: To receive a monthly bill based on actual use and replace estimated readings, customers can receive an alert when it’s time to provide a meter reading. Reminders are sent based on the type and frequency a customer chooses. Customers can submit their reading by text, through the website, on the IVR or through the mobile app.

Critical Contact: This enhanced texting service provides customers with life-sustaining equipment (LSE) a convenient and easy way to communicate with us during a storm. This functionality allows us

to text LSE customers in preparation for a storm and to make sure they are safe. If a customer experiences an outage, they can text us and request additional information about the outage, and one of our advocates will call them directly. Currently there are 2,192 NYSEG customers and 970 RG&E customers on life support equipment.

Goals for 2021:

- Payment text alerts were implemented at NYSEG and RG&E at the start of 2021. Customers can enroll by texting “REG” to their utility’s short code (NYSEG 697-348, RG&E 743-898) and receive a text message confirmation when their payment has posted to their account. This will alleviate customers having to call or look online to see if a payment has been received and enrollment is also via text.
- Implement an easier text alerts enrollment process. Customers enrolling in text alerts for Outage Alerts or Meter Read Alerts for the first time for a specific phone number will no longer be required to respond “Yes” to a confirmation text message to start receiving alerts. Customers can enroll online or over the phone and will receive a confirmation message that does not require a response. This will streamline the enrollment process and remove an added step that was often missed by customers.

How Priority Was Set:

Mobile options are important to ensure our customers stay informed. By offering a variety of options that allow easy enrollment and access to information, we’re able to encourage customers to choose the way they’d like to receive information. The popularity of mobile options is evident with our enrollment rate growing at a rate of 51% at NYSEG and 38% at RG&E, as shown below in year over year enrolled customers.

Based on JD Power research we know that proactive communications, primarily delivered through digital channels, such as email, text message, or social media post, are having a significant positive impact on residential electric utility customer satisfaction.

Source: JD Power Residential Electric Utility Customer Satisfaction 2018

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, etc.)

To provide consistent branded communications and transactions across channels based on our Customer Experience Guiding Principles:

- We will let customers know what to expect next and confirm completion.
- We will interact with customers in their preferred channel.

More and more customers continue to use mobile devices and look for automated options to contact their utility and we continue to promote alerts to meet those needs. Our customers are made aware of these options through multiple channels including bill inserts, websites and news releases:

<https://www.rge.com/wps/portal/rge/outages/stayinformed/outagealerts/>

<https://www.nyseg.com/wps/portal/nyseg/outages/stayinformed/outagealerts>

Interest in alerts continues to grow:

Customers Enrolled In Alerts	NYSEG	RG&E
Outage Alerts	Year-end 2019: 73,532 Year-end 2020: 109,491	Year-end 2019: 39,252 Year-end 2020: 52,052
Meter Read Reminder Alerts	Year-end 2019: 35,349 Year-end 2020: 54,135	Year-end 2019: 28,399 Year-end 2020: 40,717

The flexibility of the alerts program allows customers to enroll in multiple delivery methods as well as enroll multiple phone numbers and email addresses so that customers can ensure that they and members of their households receive information.

Currently, NYSEG has 51,736 contacts subscribed to email alerts, 162,388 subscribed to text, and 12,788 contacts subscribed in voice alerts.

RGE has 30,201 contacts subscribed to email alerts, 87,863 subscribed to text alerts and 4,936 contacts subscribed to voice alerts.

2021 Outreach & Education Plan with 2020 Results

OUTREACH MATERIALS

Identify the types of materials (e.g. print, visual aids, exhibits) developed for consumer outreach and education programs. 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.

Summary of 2020 Results: Provide detailed evaluation in Appendix C

At the start of the pandemic in 2020, customer needs continued to shift to digital resources as many in-person services and transactions were limited due to state guidelines. Digital demands continued to grow, even for customers that had interacted differently in the past. Our websites housed important updates on how we were operating, keeping our customers and employees safe and provided resources customers could use at home or anywhere. In addition, new tools like how-to videos were developed to provide customers with a new medium to interact with and learn from. Customer interest in digital services and products, such as eBill, our mobile app, alerts and our websites, continued to grow. With this growth, digitally focused resources were adapted to meet needs.

Goals for 2021:

Resources with easy to understand benefits will remain a focus as we develop outreach materials in 2021. Improving our customer experience through digital enhancements and communicating with customers via our email and social media channels make it easy for our customers to do business with us. Highlighting safety, regulatory requirements, programs, services and products that can help customers through our mass channels such as websites and EnergyLines newsletters will continue to support awareness with our customer base.

How Priority Was Set:

Outreach materials are developed based on research, data, cost and needs. Consideration is also given to our goals and supporting awareness through mass channels or participation and engagement through direct communications and contacts.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule)

Continue to produce materials and resources that support awareness of and engagement in programs, products, services.

2021 Outreach & Education Plan with 2020 Results

UTILITY OUTREACH EVENTS

Describe how the utility identifies and participates in events such presentations, community fairs, consumer advocate workshops, etc. Distinguish between utility-sponsored and community sponsored events. Use the tracking sheet in Appendix A to list events conducted in 2020 and those planned for 2021.

New/Continuing Program:

Continuing.

Summary of 2020 Results: Provide detailed evaluation in Appendix C

In-person events changed significantly in 2020 with the onset of the COVID-19 pandemic and shifts to virtual settings. Many groups within NYSEG and RG&E that normally participated in community sponsored events experienced postponements/cancellations. Where virtual events were possible, NYSEG and RG&E continued to take an active part in events, especially our Customer Advocate team.

Goals for 2021:

Continue to participate in virtual events and participate in outreach events when safe to do so for our customers and employees.

How Priority Was Set:

Community outreach provides an additional channel to reach our customers, as well as human service organizations that work within our communities. Building and maintaining these relationships supports trust and effective communication.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, etc.)

- **Target audience:** Customers, Human Service and Community Agencies, Government and Municipal leaders
- **Outreach materials:** Presentations, fact sheets
- **Delivery vehicles:**
 - One-to-one in-person meetings, virtual meetings, phone calls
 - Community events
 - Agency workshops and planning sessions
- **Schedule:** See Appendix A

2021 Outreach & Education Plan with 2020 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.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

Websites:

With the COVID-19 pandemic in 2020, our websites continued to be a critical tool for transactions and educational information. Our home page includes useful tools and resources to help understand and manage energy use, while a pandemic update page highlights assistance available to help with bills, tools to manage your account and how we're maintaining safe and reliable service. NYSEG launched a streamlined user experience in June 2020, introducing a new preferences tab through My Account. This enhancement allows customers to easily enroll/de-enroll in billing, payment and alerts services while easily selecting their preferred contact preferences for those services. RG&E launched this enhancement in July 2020.

nyseg.com total unique visitors in 2020: 3,279,719
nyseg.com unique visitors (mobile view): 2,361,234

rge.com unique visitors in 2020: 2,190,365
rge.com unique visitors (mobile view): 1,132,241

Social Media:

RG&E saw a steady growth throughout the year and did not experience any "storm bumps." The channels highlighted our employees and community stories frequently, which correlates to smaller bumps--like the November bump-- which is attributable to profiling an employee's award and a community-focused story. RG&E has had a well- balanced reputation and opportunity to grow positive sentiment by showcasing the community investments.

NYSEG channels were steadily growing through the year before the Isaias-driven bump. NYSEG has the highest negative sentiment among our brands due to Isaias--an examination of the negative comments were correlated to the storm. The steady channel growth, however, shows the detractors remained

following us or had a net gain, but likely did not unfollow us. There is opportunity to communicate more about our community investment given the negativity came around our infrastructure.

NYSEG counts 6,574 Twitter followers in 2020 (14.2% increase)

RG&E counts 4,113 Twitter followers in 2019 (4.5% increase)

NYSEG counts 9,025 Facebook fans (30.6% increase) and RG&E 2,435 (19.6% increase) in 2020

NYSEG had 3,453 inbound messages on Twitter

NYSEG had 6,984 inbound messages on FB

NYSEG had 696 outbound tweets on Twitter

NYSEG had 349 outbound posts on FB

RG&E had 593 inbound messages on Twitter

RG&E had 809 inbound messages on FB

RG&E had 211 outbound messages on Twitter

RG&E had 193 outbound messages on Facebook

Mobile App:

Through the app we measured downloads and transactions completed through the mobile app.

Mobile App Downloads: (Apple Store/ Google Play Store)

NYSEG- 76,467

RGE- 44,113

Mobile App Payments:

NYSEG- 118,538

RGE- 66,729

Mobile App eBill Management: (Enroll/De-enroll)

NYSEG- 17,734

RGE- 12,017

Mobile App AutoPay Management: (Enroll/ De-enroll)

NYSEG- 4,047

RGE- 2,669

Mobile App Budget Billing Management (Enroll/De-enroll)

NYSEG- 3,200

RGE- 2,041

Mobile App Outages Reported

NYSEG- 16,140

RGE- 3,757

Mobile App Meter Reads Submitted

NYSEG- 18,193

RGE- 25,046

Goals for 2021:

Websites:

Continue to provide customers with easy and convenient access to understand and manage their account, billing and payment preferences, as well as educational information on available programs, assistance and safety information.

Social Media:

Continue customer-focused messages around services and programs to help save money and energy. Targeted regional posts around investments and project completions, as well as community-investments, giving and employee spotlights.

Mobile App:

Promote the mobile applications and the self-service functionality it offers to make it easier for customers to do business with us. Much of the mobile app is tailored to NYSEG and RG&E residential customers to provide a seamless digital experience offering key functionality that increases functionality on the website will be available on the mobile app to ensure a positive experience that is both secure and simplified. Key functionality includes: My Account, View Bill/Payments, Make a Payment, eBill Enrollment and Cancellation, Outage Reporting, Outage List and Map, AutoPay Enrollment and Cancellation, Budget Billing Enrollment and Cancellation, Notifications and Submit a Meter Reading.

How Priority Was Set:

Website/ Mobile App:

As the utility industry moves more toward mobile applications, we continually strive to provide our customers with a positive experience that provides them an easy and convenient way to pay bills and manage their account, report outages receive status updates, and view and monitor usage.

Social Media:

Analyzing past results and taking into account company priorities.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, etc.)

Websites:

- **Target audience:** Customers, contractors, municipalities, community members (leaders, organizations, police, fire, safety), energy suppliers, and regulators
- **Key Messages:** Dependent on the wide variety of transactions, programs, services, products and educational materials
- **Schedule:** Ongoing

Social Media:

- **Target audience:** Customers, community leaders
- **Key Messages:** see goals and programs
- **Schedule:** 4-5 posts per week during blue sky days

Mobile App:

The mobile app will provide customers another option to self-serve and do business with us anytime, anywhere.

**New York State Electric & Gas Corporation
and
Rochester Gas and Electric Corporation**

**OUTREACH AND EDUCATION PLAN
2021**

Section 4

Outreach and Education Topics

2021 Outreach & Education Plan with 2020 Results

BILLING SERVICES AND PAYMENT ALTERNATIVES

This section should include outreach and education programs regarding how consumers are informed of bill payment services and options. Indicate how this information is shared with new customers and special needs populations such as those with Limited English Proficiency.

New/Continuing Program:

NYSEG and RG&E continue to offer convenient ways to receive and pay bills. Customers may receive bills in the mail or through our eBill service, with email bill and payment reminders. Customers may also be billed on Budget Billing, may receive large print bills and Braille bills. Quarterly billing for Senior citizens (RG&E), Extended Bill payment (both companies) or One Less Worry billing (NYSEG). We also offer a Friendly Reminder Third Party service.

Customers may pay by automated phone system, our mobile-friendly website, mobile app, with a customer representative by phone, night deposit boxes in walk-in offices, mail, AutoPay and payment locations via Western Union and at K-Marts and Walmarts. Due to the COVID-19 pandemic, kiosks available in our walk-in offices were not available after March 2020 due to temporary office closures. As part of our most recent rate case, customers can now make payments with no convenience fee at our approved third party payment locations. Customers may make payment arrangements when having trouble paying their bill.

Summary of 2020 Results and Lessons Learned:

NYSEG and RG&E's billing and payment options and communications included the following:

Billing: Customers are offered the option of receiving paper or email bills at the start of service. This offer is also made when customers are calling for billing or account questions. Information on eBill is communicated on bill envelopes, email communications, bill inserts including *EnergyLines* and on our websites:

<https://www.nyseg.com/wps/portal/nyseg/account/billingoptions/aboutebill/>

<https://www.rge.com/wps/portal/rge/account/billingoptions/aboutebill/>

Budget Billing: NYSEG and RG&E offer a Budget Billing payment plan. This plan will not reduce electric and natural gas costs, but it can help to spread charges for high usage months more evenly over a twelve month period. This payment option is promoted in *EnergyLines* bill inserts, via the back page of payment agreements, online where customers can enroll, increase installment amounts or remove an account from the budget, via on-hold messages, during phone calls and one-to-one contact with customer representatives. Budget Billing is also included in the Rights and Responsibilities brochures and in bill messages. Information about budget billing can be found on our websites:

<https://www.nyseg.com/wps/portal/nyseg/account/billingoptions/budgetbilling/>

<https://www.rge.com/wps/portal/rge/account/billingoptions/budgetbilling/>

Customer Meter Reading: Our Meter Read Alerts provides customers can option to enroll and receive emails, phone calls or text messages reminding them when their reading is due. Customers can also provide their readings by using our online form, submitting through our mobile app, or calling and providing through our IVR or by speaking to a customer service representative. These options are promoted via bill messages, in our bill insert *EnergyLines*, in on-hold messages, online, in the Rights and Responsibilities brochure, in letters and emails regarding meter reading, and during phone calls and one-to-one contacts with customer representatives.

Large print bills: Customers indicating they have a vision concern during the start of service or during other customer service calls are offered this service. The service is also communicated periodically through *EnergyLines*, online and during one-to-one contact with customer representatives.

Braille bills: Customers indicating they have vision impairment during the start of service or during any other customer service calls are offered this service. Customers are also offered this service during one-to-one contacts with customer representatives and online.

Quarterly billing for Senior Citizens: If a customer is 62 years of age or older and meets the guidelines specified by New York State Law they may pay their RG&E bill on a quarterly basis rather than monthly. To qualify for this service, customers must be a residential customer whose **annual** billing is less than \$150.00. This option is offered as applicable when a customer calls in concerned about paying minimal bills, during one-to-one contacts with customer representatives and online.

Convenient Due Date: This option is for customers on fixed incomes whose bill payment date conflicts with the receipt of their benefits checks. This option is promoted in the Rights and Responsibilities brochure, online and during one-to-one contact with customer representatives.

Additional resources/Help: Additional resources/help are promoted in the Rights and Responsibilities brochure, online, during one-to-one contact with customer representatives, via on-hold messages and in letters about payments.

One Less Worry billing: One Less Worry allows for the one-time extension of the payment date of a customer's utility bill for 30 days with no late charges incurred. Customers (or members of their immediate household) who are hospitalized are eligible. This option may be discussed with the customer during customer calls, one-to-one contacts with customer representatives, online and in the Rights and Responsibilities brochure.

Friendly Reminder Third Party Service: If circumstances make it difficult for a customer to keep track of their account, they can designate someone (friend, relative or agency) to receive a notice from us whenever their service is at risk of being terminated. The person or agency is not responsible for paying the bill but can help the customer make sure to avoid an interruption. This option is promoted in various brochures including Rights and Responsibilities, online and during phone calls and one-to-one contacts with customer representatives.

Goals for 2021:

- Continue current programs.
- Offer customers the ability to make payments and manage their account from their mobile device.
- The COVID-19 pandemic has provided an opportunity to highlight the various channels and ways customers can do business with us. Customer interest in digital channels and options continues to grow, especially during the pandemic when in-person options may have been restricted due to state regulations.

How Priority Was Set:

Offering various options for billing and payment contributes to customer satisfaction and results in improved convenience for our customers. Communicating options to our customers continued to be important through the COVID-19 pandemic.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, etc.)

- **Target audience:** All customers
- **Key messages:** Manage your account anytime, anywhere. We have free tools to help you manage your account from the comfort and safety of your home.
- **Outreach materials:** EnergyLines bill inserts
- **Delivery vehicles:**
 - Websites
 - Videos (Enroll in eBill)
 - Email
 - Social media
 - Mobile app
 - On hold messaging
 - Bill messages
- **Schedule:** To the extent possible, identify when specific delivery vehicles and campaign elements will be rolled out.
 - Websites - continue to host educational material on billing and payment options available. In 2020, new educational videos were introduced including how to enroll in eBill
 - Social media – regular rotations of account management tools available are highlighted throughout the year.
 - Email – highlights various billing and payment options available in footer of email, dependent on email topic.

2021 Outreach & Education Plan with 2020 Results

CUSTOMER RIGHTS AND RESPONSIBILITIES

This section should include outreach and education programs regarding how consumers are informed of their rights as a utility customer. Indicate how this information is shared with new customers and special needs populations such as those with Limited English Proficiency. Also include details regarding the Company's requirements under Case 20-M-0029 to inform customers of the right to obtain billing history of a dwelling.

New/Continuing Program:

This is a continuing program to comply with the provisions of the Home Energy Fair Practices Act (HEFPA) and enable customers to make informed choices about utility services and options, resolve utility problems and learn their rights and responsibilities as utility customers.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

In 2020, new customers received a welcome letter with information about NYSEG and RG&E service and included the Rights and Responsibility (R&R) brochure. In addition, the R&R brochure was inserted with all customer bills in March 2020. Online billing customers received a link to view the insert on our website. Customer feedback is received via the contact centers and is reviewed and considered when making any changes to clarify the information provided in the brochure, as well as any new regulations that need to be communicated annually to customers.

As part of Case 20-M—0029, NYSEG and RG&E updated website information for tenants and landlords to reflect the option for prospective tenants to submit a written request for a billing history. In addition, this information was also highlighted as a bill message to customers.

The R&R brochure is available anytime at [nyseg.com](https://www.nyseg.com) and [rge.com](https://www.rge.com) in the Energy Library.

<https://www.nyseg.com/wps/portal/nyseg/networksfooter/support/energylibrary/>
<https://www.rge.com/wps/portal/rge/networksfooter/support/energylibrary/>

Goals for 2021:

Review the R&R brochure for any required updates and provide to customers via welcome letter, bill inserts and websites.

How Priority Was Set:

HEFPA required.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, etc.)

- **Target audience:** All customers
- **Outreach materials:** Rights and Responsibilities bill insert
- **Delivery vehicles:**
 - Websites
 - Welcome Letters (new customers)
 - Bill insert (March annually)

2021 Outreach & Education Plan with 2020 Results

ENERGY EFFICIENCY PROGRAMS

If the Company files a separate outreach plan as part of a Commission proceeding, the plan should be briefly described here. Reference the case number and date of most recent filing.

New/Continuing Program:

Continuing. The 2020 Energy Efficiency outreach program was a continuation of the existing programs with the addition of a few new programs. Bill inserts, company websites, and customer newsletter EnergyLines (included with customer bills) promoted the programs, and we continued direct program communications such as direct mail, paid digital ads and email campaigns.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

During 2020, two of the four NYSEG and RG&E energy efficiency portfolio goals were exceeded at spending levels below budget and RG&E electric achieved 94% of target. The Companies believe the awareness created by outreach efforts contributed to the success. Bill inserts and targeted outreach has proven to be effective ways to advertise the Companies' residential energy efficiency programs. Trade Allies continue to be an integral part of outreach for both the Commercial and Industrial and Multi-Family rebate programs.

Several new residential programs were started or updated in 2020, as noted below.

- Energy Star Retail Products Platform (ESRPP): In July 2020, this program expanded to online sales within the NYSEG and RG&E territories for the current participating retailers.
- NYS Clean Heat Program launched in 2020:
 - **Target Audience:** Includes all residential, commercial and industrial electricity and natural gas customers.
 - **Key Messages:** Heat pumps offer an energy-efficient alternative to conventional heating and cooling systems and can provide up to 100 percent of your heating and cooling needs. NYSEG and RG&E offer rebates.
 - **Outreach materials:** Co-branded campaign with NYSERDA and program communications to support education, awareness and participation including bill inserts, emails and websites.
 - **Delivery Vehicles:** Media includes streaming radio and TV, paid digital advertising, targeted public relations efforts.
- Low to Moderate Income Program: In the first quarter of 2020 the Companies finalized an agreement to collaborate with NYSERDA to expand its current LMI offering, the EmPower NY program, in NYSEG's and RG&E's service territories. NYSERDA's EmPower NY program provides no-cost energy efficiency services to low-income homeowners and renters, including air sealing, installation of energy-efficient lighting, and upgrading refrigerators and freezers. The agreement with

NYSERDA will continue through December 31, 2021 and will be reviewed annually to determine funding levels based upon new program offerings or enhancements developed collaboratively with NYSERDA and JU.

- **Behavior Program:** NYSEG and RG&E introduced a Behavior program, launched in March 2021. The purpose of the Behavioral Program is to enhance customer awareness of energy use within their homes and motivate them to reduce usage by providing them with personalized energy use, tips and ways to reduce their energy use via personalized reports of their energy usage. A random sample of customers was selected for the program to start with the ability to expand the number of customers at a future time.
- **General Awareness Campaign:** The general awareness campaign ran June through December 2020. Utilizing highly visible mass media channels, such as radio, television, streaming services and digital advertisements to build awareness of NYSEG and RG&E energy efficiency programs that could help customers save money. This effort complemented direct communications to customers as part of programs to encourage participation. The campaign also supported customer satisfaction. Based on our research, customers that are aware of programs are more satisfied, with satisfaction increasing among those that are both aware and participate in programs.

Goals for 2021:

The purpose of the 2021 outreach program is to encourage eligible customers to participate in NYSEG and RG&E's energy efficiency programs, with the goal of meeting or exceeding the individual and portfolio energy efficiency program targets in a cost-effective manner.

NYS Clean Heat Program: NYSEG and RG&E will take part in the statewide marketing campaign for the Clean Heat program with the other Joint Utilities and NYSERDA. In addition, NYSEG and RG&E plan to utilize bill inserts and send customer emails.

How Priority Was Set:

The Public Service Commission Orders of December 13, 2018 and January 16, 2020 in Case 18-M-0084 directed the New York Utilities to implement immediate and accelerated energy savings targets for each of their electric and gas portfolios starting in 2019. By the year 2025, NYSEG electric targets increase to 4.3 times over 2018 levels and RG&E electric targets increase to 3.5 times over 2018 levels. By 2025, the gas targets will be 2.5 times higher at NYSEG and 1.5 times higher at RG&E over 2018 levels. The Companies O&E plans must expand program offerings and awareness to customers to meet these aggressive targets and help customer manage their energy bills.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, etc.)

- **Target Audience:** Includes all electricity and natural gas customers
- **Key Messages:** Smart Energy is about two things: More comfortable living and more comfortable energy bills. Thanks to the latest technology, national programs, and rebates and incentives through NYSEG and RG&E, our customers can have them both at the same time at their home or business.

- **Outreach materials:** Websites, brochures, bill inserts.
- **Delivery Vehicles:** Planned media includes paid digital advertising, customer emails, direct mail, social media, and targeted public relations efforts.

The program URLs below are included for the NYSEG and RG&E Energy Efficiency programs.

NYSEG and RG&E Energy Efficiency Program Landing Pages:

<https://www.nyseg.com/wps/portal/nyseg/saveenergy/>
<https://www.rge.com/wps/portal/rge/saveenergy/>

NYSEG and RG&E Residential Rebate program pages:

<https://www.rge.com/wps/portal/rge/saveenergy/rebatesandprograms/residentialrebates/>
<https://www.nyseg.com/wps/portal/nyseg/saveenergy/rebatesandprograms/residentialrebates/>

NYSEG and RG&E NY Clean Heat program pages:

<https://nyseg.com/heatpumps>
<https://rge.com/heatpumps>

NYSEG and RG&E Multifamily Program pages:

<https://www.nyseg.com/wps/portal/nyseg/saveenergy/businesssolutions/multifamily/>
<https://www.rge.com/wps/portal/rge/saveenergy/businesssolutions/multifamilyenergyefficiency/>

NYSEG and RG&E Appliance Recycling Program pages:

<https://www.rge.com/wps/portal/rge/saveenergy/rebatesandprograms/appliancerecycleprogram/>
<https://www.nyseg.com/wps/portal/nyseg/saveenergy/rebatesandprograms/appliancerecyclingprogram/>

NYSEG and RG&E Marketplace Program pages:

<https://www.rge.com/wps/portal/rge/saveenergy/rebatesandprograms/rge-smart-solutions/>
<https://www.nyseg.com/wps/portal/nyseg/saveenergy/rebatesandprograms/nysegsmartsolutions/>

NYSEG & RG&E Small Business Direct Install Program pages:

<https://www.nyseg.com/wps/portal/nyseg/saveenergy/businesssolutions/smallbusinessdirectinstall/>
<https://www.rge.com/wps/portal/rge/saveenergy/businesssolutions/smallbusinessdirectinstall/>

NYSEG & RG&E Commercial & Industrial Rebate Program pages:

<https://www.nyseg.com/wps/portal/nyseg/saveenergy/businesssolutions/commercialandindustrialrebates/>
<https://www.rge.com/wps/portal/rge/saveenergy/businesssolutions/commercialandindustrial/>

2021 Outreach & Education Plan with 2020 Results

ENERGY SERVICE AFFORDABILITY

If the Company files a separate outreach plan as part of a Commission proceeding, the plan should be briefly described here. Reference the case number and date of most recent filing.

New/Continuing Program:

Continuing.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

Energy affordability continues to be an area of focus, especially in 2020 during the COVID-19 pandemic. While home energy use changed with more time at home and financial circumstances changed for many households, understanding and managing energy use became important to many customers. In addition, communicating assistance available to customers that are familiar with programs as well as customers that had not participated before. Finally, federal assistance programs were extended (HEAP) while new state assistance programs (Parker Mosley) were implemented to support customers through the pandemic.

A multi-channel plan was developed that incorporated regular communications on HEAP, EAP and programs that can help, as well as extensions to apply and new disconnect protections and flexible payment plans available. Regular articles in our EnergyLines bill inserts encouraged customers to contact us to learn about assistance available to them. Our websites highlighted regular assistance, disconnect protections, payment plan options and other actions we were taking to limit customer impacts (suspension of late payment charges, security deposits). Direct communications to customers behind on their bills included outbound calls and emails about assistance available to help manage energy charges and avoid disconnection through self-certification.

Programs highlighted included:

Home Energy Assistance Program (HEAP) and Emergency HEAP

The federal grant program that helps eligible households pay for energy costs, repairs and weatherization. Some households may be eligible for an additional emergency benefit.

EAP Basic Benefit – Monthly Bill Credit (LIRR)

The EAP Basic Benefit is referred to as Low Income Rate Reduction (LIRR) and is designed to help residential electric and natural gas customers learn more about the wise use of energy. Once a HEAP benefit is applied to an account, enrollment in EAP is automatic and includes a monthly bill credit.

EAP Limited Benefit - Arrears Forgiveness (LIAF)

The EAP Limited Benefit is referred to as Low Income Arrears Forgiveness (LIAF) and is designed to help residential electric and natural gas customers reduce or eliminate past due amounts (arrears) between \$240 and \$1500 over a 36 month enrollment period. Customers enrolled in LIAF will receive a forgiveness amount on their monthly invoice. Budget Billing enrollment is a requirement of participation.

Goals for 2021:

The COVID-19 pandemic continues to evolve and as it does, we will continue to provide customers with current assistance that can help. The companies are also interested in understanding how the federal rent and utilities assistance programs will be implemented in New York and how it may help customers in need. Building awareness of assistance programs continues to be good for our customers and our business.

How Priority Was Set:

HEFPA.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, etc.)

- **Target audience:** Customers in arrears that may benefit from assistance, All customers (awareness for those with changing circumstances)
- **Key messages:** We're here to help, Contact us today to learn how we can help, We offer flexible payment plans, You may qualify for assistance.
- **Outreach materials:** EnergyLines bill inserts
- **Delivery vehicles:**
 - Websites
 - Emails
 - Outbound calls
 - Bill messages
- **Schedule:**
 - Website – ongoing
 - Emails, bill messages – October 2020
 - Outbound calls - ongoing

2021 Outreach & Education Plan with 2020 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 the Company directs customers on how to report any wrongdoing.

New/Continuing Program:

Continuing.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

Trees require periodic maintenance pruning and/or removal when they grow near or into electric lines. NYSEG and RG&E prune trees using the natural pruning methods, so trees are trained to grow away from electric lines, thus reducing future problems. Hazard and danger trees and limbs over-hanging wires may need special attention to prevent serious damage to electric facilities. NYSEG and RG&E's preventive maintenance program employs trained personnel utilizing sound arboriculture practices to prune trees that have the potential to interfere with the overhead electrical facilities. During storm restoration efforts landowners are generally not notified in advance of tree work. Only trained and qualified line clearance personnel may work within ten feet of energized power lines. In addition to one-to-one education, the company websites include information on proper planting locations and tree trimming practices.

Goals for 2021:

Continue to educate customers about our Tree Care program, including the different requirements for line clearance for transmission and distribution systems, as well as information pertaining to the "Right Tree in the Right Place" to avoid future line clearance issues.

As part of efforts to increase System reliability and storm resiliency, NYSEG and RGE will be conducting Reclamation Trimming work in multiple Divisions. This work will include increased overhead vegetation clearance. More than 50% of power outages in the NYSEG service area are due to trees or branches contacting wires and other electric equipment. To enhance reliability for customers throughout the

region, NYSEG trims overgrown trees and vegetation under the direction of certified arborists. NYSEG follows the American National Standards Institute and Tree Care Industry Association guidelines. Pre-planning of this work will include customer outreach and education as part of our notification process.

How Priority Was Set:

NYSEG and RG&E have a comprehensive vegetation management program in order to support the safety and reliability of its system. In addition to line clearance work, the Companies are attempting to encourage planting the right species of tree on the rights-of-way to reduce future tree pruning and removal needs while still promoting environmentally sound and aesthetically acceptable communities. Outreach is essential to accomplish this and to prevent customer complaints.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, etc.)

Continue to educate customers about our Tree care Program, highlighting reliability and safety throughout our messaging. This is communicated through our monthly newsletters as well as our notification process.

Notification postcards are sent to customers on all planned maintenance circuits, prior to work starting. In addition, our employees and contractors will attempt to personally notify the customers in person or via a door card prior to the work taking place.

Lastly, our arborists participate in Arbor Day events and activities, and are available to respond to customer inquiries and concerns when necessary. Municipal officials will also receive information about NYSEG and RG&E's Tree Care program.

General information about our Tree Care program can be found on our websites:

<https://www.nyseg.com/wps/portal/nyseg/outages/weareready/treecare/>

<https://www.rge.com/wps/portal/rge/outages/weareready/treecare/>

2021 Outreach & Education Plan with 2020 Results

METERING

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

New/Continuing Program:

Continuing.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

Customer meter reading programs continued in 2020 using multiple channels including one-to-one contact with customer representatives, bill messages, bill inserts, social media and our websites. Our customers can review a reminder to provide a meter reading a number of different ways by signing up for one of our alerts via text message, email, or a phone call.

Our customers can find information on our meter reading programs by visiting our websites and viewing the following pages:

<https://www.rge.com/wps/portal/rge/account/meterreads/whyreadyourmeter>

<https://www.nyseg.com/wps/portal/nyseg/account/metereads/whyreadyourmeter>

<https://www.rge.com/wps/portal/rge/account/meterreads/readingyourmeter>

<https://www.nyseg.com/wps/portal/nyseg/account/meterreads/readingyourmeter>

RG&E customers that were within their billing window and without a recent actual read were targeted through an email campaign and/or outbound phone call with the opportunity to read their meter and information on how to read. A similar communication effort for NYSEG customers within their billing window began in April 2020, with this effort ending in December 2021.

A how-to video was created in the fall of 2020 and hosted on our websites. The video provides an overview of how to read your meter and submit a meter reading using our mobile app.

Goals for 2021:

Continue to educate our customers on how to read meters, reminder options and the benefits of actual readings.

Creating awareness around safety and meter access is planned for 2021. Customers will receive summer and winter safety tips for creating a safe environment around their meter. This information will be included in bill inserts, social media and on our websites.

NYSEG and RG&E will also begin planning for outreach and education around smart meter deployment across our service areas, with installations expected to begin in July 2022. Details of the Outreach and Engagement Plan can be found as part of the Joint Proposal and will include a phased communication approach – Aware, Informed and Engaged - for each service area. The Aware Phase will consist of general customer and community messaging prior to deployment of smart meters in each service area where deployments will begin. This phase will inform customers and communities on the deployment schedule, benefits of smart meters and answer questions about safety, privacy and security. The Informed Phase will build on the Aware Phase and include direct communications to customers about the timing of their smart meter installation and benefits of the new meters. Finally, the Engaged Phase will begin for customers after a smart meter is installed and will educate customers about the tools available to better understand and manage energy use.

How Priority Was Set:

NYSEG and RG&E encourage customers to understand how to read their meter, which can lead to a better understanding of their energy usage.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, etc.)

Continue to expand awareness of reminder options through our alerts program. Information on meter reading programs is available on our website and in bill inserts.

2021 Outreach & Education Plan with 2020 Results

NATURAL GAS/ELECTRIC SAFETY

New/Continuing Program:

Continuing.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C
Safety education occurs routinely and regularly throughout the year. Traditionally, messages on carbon monoxide and chimney cleaning are provided prior to and during the heating season.

The following is a summary of activities completed in 2020:

Call Before You Dig:

NYSEG and RG&E promote and participate in training of contractors with Dig Safely New York to assure natural gas safety during excavation activities. Training includes education about the properties of natural gas and offers refresher safety courses by proactive outreach and upon request.

In addition to training, a direct mail user's guide to safe excavation practices in New York and the protection of underground facilities is published and sent annually, as well as emergency contact information and availability of Dig Safely information online at company websites.

Carbon Monoxide Information Program:

Training of excavators and emergency officials includes education on responding to natural gas emergencies including carbon monoxide (CO) awareness to fire departments in the franchise area. The program assists firefighters and other emergency responders in identifying CO emergencies, determining safe work practices, conducting and determining appropriate actions to be taken to protect life and safety.

A natural gas emergency information sheet was mailed to identified first responders, elected and municipal officials and DOT, DPW and highway departments in our franchise area. The program also discusses the operation of CO detectors and the proper use of instrumentation. Training in relation to natural gas excavation activities is also available.

Pipeline Public Awareness Program:

This program addresses activities to enhance public protection through increased public awareness and knowledge. The NYSEG and RG&E websites include a safety factsheet, annual mailings are conducted, and bill inserts are provided to customers for gas odor recognition and response. Every new customer is mailed a welcome letter that includes a scratch and sniff brochure. Each year when the scratch and sniff brochure is inserted with bills, a separate mailing goes to eBill customers to ensure they receive the odorant brochure. Our program also includes print, radio, television, billboard and transit advertising, and customer messaging via social media and emails.

Natural Gas Leak Detection and Reporting:

NYSEG and RG&E place an April through June "Nosey" leak detection and reporting campaign with the

Northeast Gas Association (NGA). The NGA campaign uses digital Desktop, Tablet, Mobile and TV ads. Due to the success of the spring NGA digital campaign, NYSEG and RG&E through the NGA placed the digital campaign again in October. NYSEG and RG&E also place a separate leak detection and reporting radio and newsprint campaign in June.

Starting mid-August and continuing until the end of December, billboard and transit ads featuring Nosey and how to report suspected leaks by calling 911 or the utility are in market.

The same messaging is also typically used at widely attended events such as the Spiedie Fest & Balloon Rally in Binghamton, NY. Nosey stickers with the natural gas mercaptan odor are distributed at the event to educate children and their parents about the smell and how important it is to report a suspected leak. Due to the pandemic, planned community events for 2020 were canceled.

Informal feedback is gathered from internal and external audiences following presentations, activities, programs and initiatives. Website hits/visits are also tracked, as are the number of dig ins (data that gauges feedback through adherence to safety requirements). Surveys and focus groups are also conducted in conjunction with the Northeast Gas Association.

School Materials:

In an effort to provide age-appropriate resources, NYSEG & RG&E purchased commercially produced electric and natural gas safety information kit for use in schools. These resources are used when requests are received for in-school programs to promote electric and natural gas safety.

In the companies' annual mailing to schools on electric safety information, schools were offered the opportunity to request a Nosey gas safety curriculum kit. The "Nosey" character and gas safety curriculum kits were developed in collaboration with the Northeast Gas Association. Information about ready-to-use lesson plans for Electric Universe and Energy Underground being available at nyseg.com or rge.com was also included in this mailing. Web-based programs and materials are available on a 24/7 basis to educators.

First Responder – Electricity and Natural Gas Safety:

NYSEG and RG&E promote and participate in first responder pipeline safety training with Paradigm Liaison Services. This first responder training is done throughout the service area April through May. Paradigm released a 100% virtual event schedule for 2020 due to the pandemic.

Throughout the year NYSEG and RG&E provide enhanced natural gas emergency response training at fire stations in the service area. Due to the pandemic training at fire stations was done only through February 2020. Training includes hands-on gas leak scenario and leak simulation training using leak simulator technology and focusing on incident command and response for indoor and outdoor leaks.

In 2020 NYSEG and RG&E started offering a "Responding to Utility Emergencies" First Responder Training online at nyseg.com and rge.com. Created for Fire, EMS, Police/Security, Public Works, Contractors, and Community Officials, Responding to Utility Emergencies (RTUE) offers FREE training to help First Responders understand the hazards and maintain personal safety when working near electric and gas utilities and dealing with electric and gas emergencies.

Goals for 2021:

- The purpose of natural gas and electricity safety communications is to make all our customers aware of the precautions necessary to keep them safe from the dangers of natural gas and electricity.
- What is the utility trying to accomplish this year? Heighten safety awareness.
- Has the COVID -19 pandemic affected the development and delivery of this program? Yes. We have had to hold training virtually and online, instead of in person. Also, events where we would distribute safety information were cancelled in 2020 and are still tentative for 2021 at best.

How Priority Was Set:

This program is mandated by the New York State Public Commission.

Description of 2021 Program: (see guidance document regarding program elements to include)

Target Audience: All customers, first responders, contractors, elected officials.

Key Messages: Recognize signs of a gas leak, call before you dig, watch overhead when working outdoors, no line is safe to touch ever, contact the utility for any electricity or natural gas emergency.

Outreach Materials: Bill inserts, envelopes, advertising, direct mail, brochures

Delivery Vehicles:

- Media: Newspaper, Radio, TV, Digital online advertising
- Websites: nyseg.com and rge.com
- Email: Gas safety messages sent to all gas customers four times per year
- Customer Relations Center On Hold Messages: NYSEG 1.800.572.1111, RG&E 1.800.743.2110.
- Bill Print Messages: All customer bills (residential and nonresidential, gas and electric)
- Direct Mail: Call Before You Dig Excavator Manual, user's guide to safe excavation practices in New York and the protection of underground facilities, is published and sent annually. A natural gas emergency information sheet will be mailed to identified first responders, elected and municipal officials and DOT, DPW and highway departments in our franchise area. The program also discusses the operation of CO detectors and the proper use of instrumentation.
- Customer Contact: Tentative Spiedie Fest & Balloon Rally in Binghamton, NY in August; Virtual online training programs.
- Communication with eBill customers: Odorant brochures sent to all eBill customers annually in February.

Corporate Partnerships: Member of the National Gas Association (NGA). The NGA is running a NYSEG and RG&E spring Call Before You Dig campaign using digital, radio and TV ads.

Schedule: Below are our targeted dates for 2021.

- Customer Safety Emails: February, May, August, November
- On Hold Messages: Call Before You Dig and Gas Leak Detection, all year
- Bill Print Messages: Call Before You Dig June, July, August, September
- Send Envelopes: Call Before You Dig March-April; Look up...Look out Electricity Safety May-June.

- Remit Envelopes: Generator Safety January-February; Plant trees away from power lines March-April; Gas Leak Detection July-August; Dangers of Carbon Monoxide poisoning September-October.
- Event: Spiedie Fest & Balloon Rally in Binghamton, NY in August. Nosey stickers with the natural gas mercaptan odor are distributed at the event to educate children and their parents about the smell and how important it is to report a suspected leak. Due to the pandemic, planned community events for 2021 are still tentative.
- Billboard and Transit Ads: Starting mid-August and continuing until the end of December, ads featuring Nosey and how to report suspected leaks by calling 911 or the utility are planned to be in market.
- Media: NGA spring Call Before You Dig digital campaign. Pipeline Public Awareness Program will include print, radio, television, billboard and transit advertising, and customer messaging via social media and emails. NYSEG and RG&E will also place a separate leak detection and reporting radio and newsprint campaign in June, as well as Call Before You Dig print and newspaper ads in May.

Additional Information:

- Every new customer is mailed a welcome letter that includes a gas odorant recognition brochure with their welcome letter.
- Limited English Proficiency outreach: Google translate is available on all gas safety web pages at nyseg.com and rge.com. Odorant brochure has translation QR code as well as where to find translations in several different languages. Spanish safety sheets are also available at nyseg.com and rge.com.

Training

- Call Before You Dig Training: NYSEG and RG&E promote and participate in training of contractors with Dig Safely New York to assure natural gas safety during excavation activities. Training includes education about the properties of natural gas and offers refresher safety courses by proactive outreach and upon request.
- Training of excavators and emergency officials includes education on responding to natural gas emergencies including carbon monoxide (CO) awareness to fire departments in the franchise area. The program assists firefighters and other emergency responders in identifying CO emergencies, determining safe work practices, conducting and determining appropriate actions to be taken to protect life and safety.
- In 2020 NYSEG and RG&E started offering a “Responding to Utility Emergencies” First Responder Training online at nyseg.com and rge.com. Created for Fire, EMS, Police/Security, Public Works, Contractors, and Community Officials, Responding to Utility Emergencies (RTUE) offers FREE training to help First Responders understand the hazards and maintain personal safety when working near electric and gas utilities and dealing with electric and gas emergencies.
- NYSEG and RG&E promote and participate in first responder pipeline safety training with Paradigm Liaison Services. This first responder training is done throughout the service area April through May. Paradigm released a 100% virtual event schedule for 2020 due to the pandemic.

School Materials

In the companies’ annual mailing to schools on electric safety information, schools are offered the opportunity to request a Nosey gas safety curriculum kit. The “Nosey” character and gas safety curriculum kits were developed in collaboration with the Northeast Gas Association. Information about ready-to-use lesson plans for Electric Universe and Energy Underground being available at nyseg.com or rge.com will also be included in this mailing. Web-based programs and materials are available on a 24/7 basis to educators.

2021 Outreach & Education Plan with 2020 Results

NATURAL GAS EXPANSION

New/Continuing Program:

Continuing.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

Based on the approved Joint Proposal in Cases 19-E-0378, 19-G-0379, 19-E-0380 and 19-G-0381, Appendix M, “Natural Gas Matters” (the “Joint Proposal”, the Companies have agreed that promotion of natural gas will be removed from Company websites, mailings, emails and marketing materials. NYSEG has a continuing requirement under orders issued in Cases 12-G-0499, 13-G-0092 and 15-G-0235 to inform residential customers in a limited number of areas of any surcharge costs and fuel cost comparisons.

Goals for 2021:

Based on the Joint Proposal - Appendix M, “Natural Gas Matters”, the Companies will cease promotion of Natural Gas. NYSEG is required based on orders issued in cases 12-G-0499, 13-G-0092 and 15-G-0235 to inform residential customers in a limited number of areas (Town of Plattsburgh, North Country, the Village of Cobleskill, and the Town of Maine) of any surcharge cost and other relevant information.

How Priority Was Set:

Consistent with the Joint Proposal - Appendix M, “Natural Gas Matters”.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, etc.)

NYSEG will continue to provide a letter to customers who may apply for natural gas service within the Town of Plattsburgh, North Country, Village of Cobleskill and Town of Maine. The letters will be to relay surcharge costs to potential customers. The only delivery method the company will be utilizing is direct mail. Customers will also be informed of opportunities to reduce gas use and to consider alternative forms of energy consumption, as noted in Appendix M of the Joint Proposal.

2021 Outreach & Education Plan with 2020 Results

SERVICE INTERRUPTIONS

This section should include public awareness program regarding storm preparations, safety tips and restoration efforts. In addition, the Company should describe its outreach efforts to customers and stakeholders prior to, during and after an outage event including use of web, social media, etc.

New/Continuing Program:

Continuing program. Whenever safety considerations provide adequate time, prior notification to customers regarding planned power interruptions will be given in order to:

- Provide all other affected customers with advance notification in order to make appropriate plans.
- Give advance notification and time to prepare customers dependent on electric service for life and health sustaining equipment.

In addition, customers can enroll in Outage Alerts for updates via email, phone or text message should an unplanned service interruption or major weather event occur. Restoration information is also available through our websites or by calling our IVR phone system.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

Calls were made to customers in advance of planned outages wherever possible. For unplanned outages, customers can enroll in Outage Alerts for updates during an outage. During major events, additional information is available on our social media channels, within storm press releases, our websites and through outgoing mass emails that include information on how to obtain outage restoration information, how to contact us, safety tips, how we restore power and our program for customers using Life Sustaining Equipment. Customers appreciate being informed of outage events and having information on restoration timing so they can plan accordingly.

Goals for 2021:

- **Target Audience:** All Customers Affected and Life Support Customers
- **Vehicle:** NYSEG and RG&E will provide notification to our customers five (5) days prior to the scheduled interruption by a dialer call and/or telephone call to the customers affected. Whenever possible, life support customers are contacted by telephone five days prior to scheduled power interruption so that alternate methods can be used to operate health/life sustaining equipment such as battery back-up, non-electrical or temporary relocation of customer until service is restored.

For unplanned outages, customers can enroll in Outage Alerts for restoration information via email, phone or text message. Restoration information is also available through our websites or by calling our IVR phone system. During major events, information is available on our social media channels, our websites, through local News channels (via our storm press releases) and in outgoing mass emails to customers impacted or expected to be impacted with email address contact information on their account and stored in our billing system.

- **Why Targeted:** Customers need to know about any planned interruptions so they can plan ahead to prevent unwarranted health hazards and to alleviate customer inconvenience. Life support customers need to know about any planned interruptions so they can plan ahead to prevent unwarranted health hazards, alleviate customer inconvenience and make arrangements for back-up power if necessary.

During unplanned outages, it is important for our customers to be able to easily find information on restoration so they can plan and make arrangements as needed.

How Priority Was Set:

HEFPA, Emergency Response Plan (ERP) and customer satisfaction.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, etc.)

Provide advance notification of scheduled interruptions whenever possible. When safety considerations do not allow for notification to be given in the manner detailed in this plan, NYSEG and RG&E will strive to minimize any inconvenience or adverse impact. Life Support and large customers will be contacted by phone or personal contact prior to planned interruptions so that appropriate arrangements may be made.

2021 Outreach & Education Plan with 2020 Results

SPECIAL NEEDS CUSTOMERS

This section includes messaging and communication efforts for a variety of special needs customers including Elderly, Blind and Disabled, medical hardship/Life Sustaining Equipment users, and consumers with Limited English Proficiency.

New/Continuing Program:

Continuing.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

Life Support Program/Elderly and Disabled Outreach:

NYSEG and RG&E will evaluate the life-sustaining customer program annually based on feedback received from the annual review. The Customer Satisfaction Survey conducted for NYSEG and RG&E by Great Blue Research indicated customers are aware of special protections provided during cold weather and to the elderly or disabled.

With these findings in mind, NYSEG and RG&E will:

- Increase outreach regarding special protections provided during cold weather and to elderly by:
 - Providing HEAP information (when HEAP is available) on all termination notices highlighting these “special protections” in *EnergyLines* and other customer publications.
 - Include special protection information at nyseg.com and rge.com.

NYSEG and RG&E will continue to track customer awareness of cold weather and special customer protections using the results from the Customer Satisfaction Survey. Approximately 2,263 customers are enrolled in the NYSEG Life Support Customer Program and 952 in the RG&E program.

In May of 2020, renewal surveys were mailed to over 2200 NYSEG and 1000 RGE customers. This mailing helps to determine those customers still eligible for the program as well as providing updated contact information in the event of an extended outage.

Outreach 2020	Events
Charitable Group - Food Banks	3
DSS	2
Government Agency	15
Human Services Org.	53
Other	42
Veterans Events	3
(blank)	
Grand Total	118

Goals for 2021:

- To comply with the provisions of the Home Energy Fair Practices Act (HEFPA);
- To protect the rights and safety of our elderly and/or disabled customers and to address their special energy needs;
- To provide special attention and prevent hardships during power interruptions;
- To provide a liaison that will respond to the specific concerns of the life support customer;
- To aid and information to customers that prefer to speak in a language other than English.
- To enable customers who speak a language other than English to transact business with NYSEG and RG&E;
- To promote a clear understanding of NYSEG and RG&E's customer programs, services, policies and other energy-related issues.

How Priority Was Set:

Elderly and/or Disabled Customers:

Initial demographic data and focus groups identified the special energy issues of elderly and/or disabled customers. Physical limitations of elderly and/or disabled customers indicate the need for large print bills and publications.

NYSEG and RG&E have an obligation to identify their elderly and/or disabled customers in order to afford them the special protections under the Home Energy Fair Practices Act (HEFPA) 16 NYCRR Part 11.5b that states:

No utility shall terminate or refuse to restore service where a residential customer is known to or identified to the utility to be blind, disabled, or 62 years of age or older, and all the remaining residents of the household are 62 years of age or older, 18 years of age or under, or blind or disabled, without complying with the procedures specified in this subdivision.

Life Support Customers:

The Home Energy Fair Practices Act (HEFPA) 16 NYCRR Part 11.5.a.5 states:

Special rule for life-sustaining systems. If a customer or a resident of the customer's premises suffers from a medical condition requiring utility service to operate a life-sustaining device, such as an iron lung or a dialysis machine, certification by a medical doctor or qualified official of a local board of health shall remain in effect until terminated by the commission or its designee, provided the residential customer demonstrates an inability to pay charges for service providing the information required by Appendix A-3, *infra*, or such other form approved by the commission, on not less than a quarterly basis. Every utility shall maintain a special file on such residential customers and an appropriate identification on the meters of such customers for the purpose of ensuring that utility service is provided if the medical emergency and customer inability to pay continue, as determined by the commission. In addition to other applicable requirements, a utility shall provide 15 days' written notice to the commission before terminating service to any such customer.

Non-English-Speaking Customers:

The NYSEG and RG&E service areas have a diverse population that is home to a growing number of immigrants and refugees from many parts of the world. In addition, Rochester, New York has the second largest Hispanic population (approximately 8%) in New York State. Census data reveals a continued sharp increase in this population growth for both companies. As well as proactively

providing information in Spanish, RG&E has met with and continues ongoing dialogue with local Hispanic community leaders, elected officials and staff that have expressed and advocated for the need to continue and expand information provided in Spanish. We provide a notice on the natural gas safety scratch and sniff insert that is sent to all customers. The message appears in English, Spanish, Portuguese, French, Italian, Russian and Vietnamese.

NYSEG and RG&E have the availability to provide interpretations to all non-English speaking customers in fifty languages/dialects. Many of those requests are for Spanish interpreters.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, etc.)

Description of 2021 Program:

Elderly and/or Disabled Customers:

Existing elderly and/or disabled customers will receive bill insert materials in large print upon request (RG&E also offers Braille bills upon request), proactive calls to alert them of weather conditions that may cause power interruptions, and information on special services via bill inserts. Customer advocates are also on staff to assist these customers if needed.

Existing Life Support Customers Will Receive:

- An annual life support survey update request via mail (included but not limited to a follow-up letter and/or phone call if no response is received)
- Annual blaster calls to confirm and update most recent contact information
- Text alerts in advance of an event providing information regarding weather forecasts, likelihood of outages and critical information for weathering a storm
- Customers are offered a rebate for permanently installed generators
- Dedicated phone line

New Life Support Customers Will Learn of the Program Through:

- The Rights and Responsibilities brochure
- Bill Inserts
- Health care providers will learn of the program through mailings and/or presentations
- Customer advocates are also on staff to assist these customers if needed
- Online resources through web and medical portal.
- Public health agencies and medical equipment suppliers
- Partnering with community agencies to inform and educate customers

Non-English-Speaking Customers:

NYSEG and RG&E will provide a variety of services and approaches to reach and inform our Non-English-speaking customers (See list below).

Examples of Outreach & Education include but are not limited to:

- NYSEG and RG&E subscribe to the Lionbridge Interpreters Language Service to facilitate interpretations.
- Customers calling RG&E's Integrated Voice Response System can select the Spanish submenu messages to navigate their Spanish options.
- A significant percentage of Public Affairs staff time is dedicated to developing, overseeing and implementing Hispanic outreach initiatives, activities and programs.

- Key communications (including brochures, door hangers, fliers, signage and Web information) have been translated to Spanish.
- New information is frequently evaluated to determine the need for its translation.
- Continue dialogue with public affairs, customer service representatives, customer advocates, key community leaders and agencies serving the non-English speaking population. NYSEG and RG&E can deliver presentations in Spanish to customer groups and agencies.
- Spanish information is provided at key fairs, festivals and other mass appeal events in the Hispanic community.
- All the walk-in offices in the City of Rochester have bilingual staff (Spanish) that can provide information to customers in Spanish.
- The RG&E Customer Care Center also has bilingual staff that can talk to Spanish speaking customers over the phone when they are available. If not available, our interpreter service will assist with translation over the phone.
- Spanish radio spots have been placed in Spanish programs at Rochester area radio station Poder 97.1 WPEL. (Dig Safely)
- Spanish Pipeline Gas Safety Tips were translated and added to RG&E website
- Spanish Call Before You Dig Print Ads place in La Voz and El Mensajero newspapers.
- Carbon monoxide safety Spanish print will be placed in the Spanish publications: El Mensajero and La Voz (Fall Campaign)
- Spanish Carbon Monoxide Safety radio spots placed in PODER 97.1 FM. (Fall Campaign)

2021 Outreach & Education Plan with 2020 Results

SUMMER DEMAND RESPONSE/ LOAD REDUCTION

Case Number 00-E-2054 required utilities to provide 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. If the Company files a separate plan as part of a proceeding, the plan should be briefly described here. Reference the case number and date of most recent filing.

New/Continuing Program:

Continuing demand response programs for 2021.

Commercial System Relief Program (CSRP): Our commercial and industrial load relief demand response program

Distribution Load Relief Program (DLRP): Our distribution-based commercial and industrial demand response program, contingent on system critical situations (i.e. voltage reduction). Currently on reserve due to no enrolled participants in 2021.

Term- and Auto Dynamic Load Management (DLM) Program: Our longer term (3 to 5 year) commercial and industrial load relief demand response program, used for peak-shaving and contingency events at the circuit level. Participants are selected through an annual competitive procurement process, there are no enrolled participants in 2021.

Direct Load Control Program (DLC): Our residential and small commercial demand response program, Smart Savings Rewards.

The Companies filed the "Annual Dynamic Load Management Report" on November 13, 2020 (Case 14-E-0423) which includes marketing campaign samples for the DLC program and plans for 2021.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

CSRP, DLRP, and Term- and Auto-DLM program education was done through company websites.

A wide range of channels were utilized to engage customers and maximize DLC enrollments and participation. These efforts included the use of company websites, program microsites, emails, search ads, social ads, and bill inserts.

Customer surveys were conducted at the end of the 2020 season for the DLC program. The results of the surveys showed 82% of NYSEG participants and 83% of RG&E participants were satisfied or very satisfied with all program features.

Goals for 2021:

In order to increase enrollments in the DLC program, the Companies plan to leverage the use of email marketing as and bill inserts as primary tools to reach potential customers and educate them about the program.

How Priority Was Set:

We will be utilizing email marketing as the primary channel for the DLC program as that demonstrated to be the most successful outreach used in 2020.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, etc.)

DLC Program:

- **Target Audience:** Residential and small commercial customers with central air conditioning
- **Outreach Materials:** Emails, postcards, and bill inserts.
- **Delivery Vehicles:** Email, direct mail, bill inserts
 - Commercial System Relief Program site pages: [NYSEG Commercial System Relief Program](#) and [RG&E Commercial System Relief Program](#)
 - Direct Load Control site pages: <https://enrollmythermostat.com/nyseg-rge/>
 - EnergyLines (customer newsletter), reference brochures and bill inserts can be found in the Energy Library: [NYSEG Energy Library](#), [RG&E Energy Library](#)
 - In addition, thermostat providers send program enrollment information, pre-season and other communications about the program once customers set up their device
- **Schedule:**
 - Spring (Earth Day) email campaign (residential electric and combo customers)
 - April bill insert (residential customers)
 - Summer email campaign (current program participants)
 - July or August bill insert (residential customers)
 - Mid-season summer email campaign (residential electric and combo customers)
 - Fall (Energy Efficiency Day) email campaign (residential electric and combo customers)

2021 Outreach & Education Plan with 2020 Results

WINTER HEATING SEASON

The winter program should include information for consumers about managing energy bills and staying safe. Topics can include bill management, disconnection of service, energy conservation tips, weatherization, furnace inspection, zone heating, preventing carbon monoxide emergencies, etc.

New/Continuing Program:

Continuing.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

The action plan was carried out as described. Below are some examples of the communication vehicles used to promote this outreach. Our websites, nyseg.com and rge.com, use the landing pages, Usage & Safety, Your Home, Your Account and Your Business pages to promote:

- Budget Billing
- Winter energy-savings tips
- Winter safety tips (including generator safety and CO protection)
- Service and Assistance
- Energy Assistance: HEAP and EAP Can Help
- Energy Efficiency Programs and Rebates
- NYSEG and RGE Project Share Heating Fund
- Having heating systems inspected

NYSEG & RG&E *EnergyLines*:

The *EnergyLines* bill insert goes to all residential customers 11 times a year. Typically, heating-season related articles are published from September to February. The articles that address heating and energy efficiency were:

- Brochures are available online at NYSEG and RGE website, upon request and are also used at community events
- NYSEG & RG&E Bill Envelopes: NYSEG and RG&E use the space on its outgoing envelopes and space on the customer return envelopes to promote many programs. During the heating season, we tailor those messages toward energy efficiency

NYSEG & RG&E Bill Messages:

On the back of the NYSEG and RG&E bills there is a space for outreach and education messages. During the heating season (September – February), we typically publish messages that address:

- Budget Billing
- HEAP and EAP
- Beware of carbon monoxide poisoning

- Winter energy efficiency tips

In November of 2020 NYSEG & RG&E made blaster calls to customers that may be eligible for HEAP as reminders of the benefits of the HEAP program its opening date, how to apply and its tentative closing date.

Goals for 2021:

To raise awareness of how commodity (supply) prices and weather affect natural gas bills.

- To provide tools customers can use to help manage their natural gas bills
- To encourage customers who are having difficulty paying their bills to contact us immediately

The companies informed customers on the topics listed above through the remainder of the Winter heating season, using a variety of communication vehicles, as summarized above. The information and communication vehicles to be used for the upcoming heating season will be similar to what was provided in the prior heating season.

How Priority Was Set:

NYSEG and RG&E inform customers about winter heating season-related information on a regular basis and provide information on how to use energy wisely and provided tools to help manage natural gas bills available via internal and external resources.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, etc.)

- How to read and understand your natural gas bill
- The difference between delivery and supply charges
- How to use energy wisely
- Promotion of Budget Billing
- Information on low-income energy assistance programs
- Information on rebates for rebates to assist customers install more energy efficient heating systems
- Alerts to customers to encourage having heating systems checked before use each season
- Carbon monoxide (CO) and natural gas safety information, including symptoms of CO poisoning and natural gas leak identification through sight, sound and smell
- Contact us if you are having trouble paying your energy bill so we can help
- Highlighting the relative price of various home energy fuels
- Referring customers enrolled in NYSEG and RG&E Energy Assistance Programs to NYSERDA

2021 Outreach & Education Plan

COVID 19 (Coronavirus)

This section should focus on the following outreach and education items:

- 1) efforts/measures to make residential customers aware of COVID-19 shut-off moratorium protections and available assistance for arrears/payment
- 2) measures to ensure the safety of employees and customers when conducting outreach activities such as participating in events. Include any changes you may have made to your outreach processes.”

New/Continuing Program:

New in 2020.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

With the COVID-19 pandemic, some new customer needs emerged including changing financial circumstances, changes in energy use due to more time at home and altered interactions with businesses including new safety measures and means of transacting. NYSEG and RG&E developed communications plans to reassure our customers we would continue to provide safe and reliable service, follow CDC guidelines during interactions, have digital tools and energy assistance programs that can help, have modified collections and service practices and raise awareness of impacts of household changes including more people or time at home.

Communications included dedicated pandemic webpages that provided information on above mentioned, customer emails with updates about the measures we are taking to keep our communities safe and assistance available, upfront IVR and on hold messaging, social media, bill inserts, and bill messages.

NYSEG pandemic page:

https://www.nyseg.com/wps/portal/nyseg/home!/ut/p/z1/04_Sj9CPykssy0xPLMnMz0vMAfljo8zijQ19XT1MnA38_H38jQwCDbzcLS1Dg4xdvUz1wwkpiAJKG-AAjgZA_VFqJThMcAw2hSrAY0ZBboRBpqOilgB34GEx/?1dmy¤t=true&urile=wcm%3apath%3a%2Fnysegagr_ourcompany%2Fourcompany%2Fnc_news%2Fpandemic-update

RG&E pandemic page:

https://www.rge.com/wps/portal/rge/home!/ut/p/z1/04_Sj9CPykssy0xPLMnMz0vMAfljo8zijQ19XT1MnA38_3C0tHA0CDZydLQL8vI0M3I30wwkpiAJKG-AAjgZA_VFqJbhMMDCFKsBjRkFuhEGmo6liAJTND8!/?1dmy¤t=true&urile=wcm%3apath%3a%2Frggeagr_ourcompany%2Fourcompany%2Fnc_news%2Fpandemic-update

As discussed in the Outreach Events section, the majority of in-person events NYSEG and RG&E participate in were delayed, moved to a virtual format or cancelled.

As part of the Joint Proposal, qualifying customers received a one-time \$100 COVID Relief Bill Credit between December 2020 and January 2021. Credits were applied automatically in three phases to qualifying customer accounts. Qualifying customers included residential low income program participants, residential customers on minimum payment agreements, and small commercial customers on a payment agreement or in arrears. The second and third phases included residential customers with a new minimum payment agreement or as a new HEAP recipient, as well as small commercial customers with a new payment agreement. Each bill credit recipient received a bill message describing the credit received and where to find it on their bill. Information about the bill credits was also included on the pandemic webpages referenced above.

Goals for 2021:

Continue to communicate about available assistance and protections, as well as measures we are taking to ensure the safety of our customers and employees.

How Priority Was Set:

Customer needs and changing business operations drove the need for outreach and communication about the COVID-19 pandemic. Communicating about various tools, resources, programs, assistance and business practices became a high priority due to the pandemic in 2020.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, etc.)

- **Target audience:** All customers
- **Key messages:** We are here to help. If you are having trouble managing your energy bill, please call us. We have payment options and programs that may help. Safety of employees, customers top priority. Being home changed usage patterns – our tools can help you understand and manage your energy use. Try our digital tools from the safety and comfort of home.
- **Outreach materials:** Websites, EnergyLines newsletter (bill inserts)
- **Delivery vehicles:**
 - Websites
 - Email
 - On hold messaging
 - Bill messages
 - Social media
- **Schedule:**
 - Ongoing as needs change

2021 Outreach & Education Plan

Other

Include any outreach program not identified elsewhere in the manual.

New/Continuing Program:

Continuing.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

The Residential Agricultural Discount program provides a discount to qualifying residential, agricultural customers through annual enrollment in this program. Each year, a letter and application is mailed to participants encouraging them to reapply for the upcoming program year to continue receiving a discount. Customers may learn about this discount program through information on our websites below or through one-to-one discussions with our customer service representatives.

NYSEG Residential Agricultural Discount:

<https://www.nyseg.com/wps/portal/nyseg/saveenergy/rebatesandprograms/residentialagriculturaldiscount/>

RG&E Residential Agricultural Discount:

<https://www.rge.com/wps/portal/rge/saveenergy/rebatesandprograms/residentialagriculturaldiscount/>

Goals for 2021:

Continue to communicate to current participants

How Priority Was Set:

To comply with Order in Case 11-E-0176, customer satisfaction.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, etc.)

- **Target audience:** Participants enrolled in the program.
- **Key messages:** Reapply to continue receiving your discount!
- **Outreach materials:** Websites
- **Delivery vehicles:**
 - Websites
 - Direct mail
- **Schedule:**
 - Website – ongoing
 - Direct Mail – May 2021

**New York State Electric & Gas Corporation
and
Rochester Gas and Electric Corporation**

**OUTREACH AND EDUCATION PLAN
2021**

Section 5

Employee Outreach and Education

2021 Outreach & Education Plan with 2020 Results

CUSTOMER SERVICE EMPLOYEE TRAINING

New/Continuing Program:

NYSEG and RG&E have training programs for customer representatives to assure they are informed regarding the programs and policies that may be helpful to the customer, as well as the transactions that support this work. Representatives are trained initially in a progression training sequence and receive refresher training and updates on a variety of topics to ensure knowledge and the ability to resolve customer concerns on the first contact. Representatives are kept up to date with any information on new programs or products that are available to the customer by having access to a SharePoint site.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

The training is periodically reviewed and updated to ensure timely and accurate information and to reflect new programs and offerings available to the customer. Training effectiveness was evaluated by customer representative testing, phone call quality monitoring and customer satisfaction surveys. Adjusting to a virtual approach and creating new and innovative ways to train has been a takeaway and will continue in 2021.

Goals for 2021:

Continuing programs. Due to the COVID-19 pandemic, we have adapted our training programs to a virtual environment to allow social distancing to be followed while still educating and assessing our employees.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, etc.)

Representatives will continue to receive training as described above due to COVID-19 pandemic.

**New York State Electric & Gas Corporation
and
Rochester Gas and Electric Corporation**

**OUTREACH AND EDUCATION PLAN
2021**

Appendix A

Outreach and Education Events

2021 Outreach & Education Plan with 2020 Results

2020 UTILITY OUTREACH EVENT SCHEDULE

In an effort to evaluate the previous plan year, please provide a schedule of events attended or conducted during 2020. Indicate if the event was in-person or virtual. If events are already schedule for 2021, please include those on a separate sheet.

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
1/8/2020	VA Network Meeting	Williamson	Human Services Org.	Human Service agencies and the people they serve.
1/8/2020	CAAST Meeting (Geneva agency meeting)	Geneva	Human Services Org.	Human Service agencies and the people they serve.
1/8/2020	Otsego County Inter Agency Meeting	Otsego	Human Service Org	Human Service agencies and the people they serve.
1/8/2020	VA Network Meeting	Williamson	Community Agency	Human Service agencies and the people they serve.
1/9/2020	Broome County Community Network Meeting	Johnson City	Other	Human Service agencies and the people they serve.
1/9/2020	Broome County Community Network Meeting	Johnson City	Community Agency and Utility	Human Service agencies and the people they serve.
1/15/2020	Chenango County Inter Agency Meeting	Norwich	Human Service Org	Human Service agencies and the people they serve.
1/20/2020	RGE Programs/Service	Canandaigua	Other	Human Service agencies and the people they serve.
1/20/2020	RGE Programs and Services	Canandaigua	Other	Human Service agencies and the people they serve.
1/29/2020	Wayne Agency Network quarterly meeting	Newark	Human Services Org.	Human Service agencies and the people they serve.

1/29/2020	Wayne County Agency Mtg	Newark	Human Services Org.	Human Service agencies and the people they serve.
2/5/2020	OCCSAM Meeting	Hopewell.	Human Services Org.	Human Service agencies and the people they serve.
2/5/2020	Ontario County Agency mtg	Hopewell.	Other	Human Service agencies and the people they serve.
2/12/2020	Tioga County Network Meeting	Owego	Other	Human Service agencies and the people they serve.
2/19/2020	Emergency Preparedness for persons with disabilities Workshop - Broome County	Binghamton	Human Service Org	Human Service agencies and the people they serve.
2/24/2020	Community Center at Lantern Hill	Oneonta	Other	Human Service agencies and the people they serve.
2/25/2020	Delaware Interagency Meeting	Delhi	Human Service Org	Human Service agencies and the people they serve.
2/26/2020	Emergency Preparedness for persons with disabilities Workshop - Otsego County	Otsego	Human Service Org	Human Service agencies and the people they serve.
2/27/2020	HBGR	Rochester	Human Services Org.	Human Service agencies and the people they serve.
2/28/2020	Reintroduction email to Cattaraugus and Allegany County DSS	Belmont	DSS	Human Service agencies and the people they serve.
2/28/2020	Reintroduction email to Cattaraugus and Allegany County DSS	Olean	DSS	Human Service agencies and the people they serve.
3/4/2020	Federation for the Homeless	Phone Call & Fax	Human Services Org.	Human Service agencies and the people they serve.
3/4/2020	Dutchess County Veterns Services	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
3/9/2020	Catholic Charities of Orange, Sullivan & Ulster Counties	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.

3/10/2020	Veterans Stand Down 2020	Rochester	Veterans Events	Human Service agencies and the people they serve.
3/10/2020	Sullivan Alliance Leading Together (SALT)	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
3/11/2020	Regional Economic CAP (RECAP)	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
3/11/2020	Community Energy Engagement Program	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
3/17/2020	Coronavirus: United Way 211	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
3/18/2020	Coronavirus:Putnam CAP	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
3/18/2020	Coronavirus: Sullivan OFA	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
3/18/2020	Coronavirus : Putnam Catholic Charities	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
3/18/2020	Coronavirus: Putnam OFA	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
3/18/2020	Coronavirus: Dover CAP	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
3/18/2020	Coronavirus : Putnam DSS	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
3/18/2020	Coronavirus: Sullivan DSS	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
3/18/2020	Coronavirus: Sullivan Veteran's Services	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
3/9/2020	Catholic Charities of Orange, Sullivan & Ulster Counties	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.

3/10/2020	Veterans Stand Down 2020	Rochester	Veterans Events	Human Service agencies and the people they serve.
3/10/2020	Sullivan Alliance Leading Together (SALT)	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
3/11/2020	Regional Economic CAP (RECAP)	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
3/11/2020	Community Energy Engagement Program	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
3/17/2020	Coronavirus: United Way 211	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
3/18/2020	Coronavirus:Putnam CAP	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
3/18/2020	Coronavirus: Sullivan OFA	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
3/19/2020	Broome County Community Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.
3/19/2020	Broome County Community Network Meeting	via conference call	Human Service Org	Human Service agencies and the people they serve.
3/19/2020	Sullivan Alliance Leading Together (SALT)	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
4/2/2020	Broome County Community Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.
4/2/2020	Broome County Community Network Meeting	via conference call	Human Service Org	Human Service agencies and the people they serve.
4/8/2020	Tioga County Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.
4/15/2020	LMI Stakeholders Meeting: CASE 18-M-0084 - In the Matter of a Comprehensive Energy Efficiency Initiative	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.

4/16/2020	Broome County Community Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.
4/16/2020	Broome County Community Network Meeting	via conference call	Human Service Org	Human Service agencies and the people they serve.
4/17/2020	CCCS/RGE/NYSEG Overview Meeting	Rochester	Human Services Org.	Human Service agencies and the people they serve.
4/22/2020	CCE Earth Day 2020 Virtual Facebook Event	Virtual Meeting	Other	Human Service agencies and the people they serve.
4/22/2020	Tioga County Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.
4/22/2020	Otsego County Inter Agency Meeting	via conference call	Human Service Org	Human Service agencies and the people they serve.
5/1/2020	Zoom meeting with HBGR	Virtual Meeting	Veterans Events	Human Service agencies and the people they serve.
5/7/2020	Broome County Community Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.
5/7/2020	Broome County Community Network Meeting	via conference call	Human Service Org	Human Service agencies and the people they serve.
5/14/2020	Schoharie County Network Meeting	via conference call	Human Service Org	Human Service agencies and the people they serve.
5/20/2020	Chenango County Inter Agency Meeting	Virtual Meeting	Human Service Org	Human Service agencies and the people they serve.
5/20/2020	Steuben EFSP Meeting	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
5/20/2020	Chemung EFSP Meeting	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
6/3/2020	OCCSAM meeting	Virtual Meeting	Other	Human Service agencies and the people they serve.

6/3/2020	Ontario County Agency mtg	Virtual Meeting	Other	Human Service agencies and the people they serve.
6/3/2020	Cornell Cooperative Extension- LIVE FACEBOOK Events: SMART ENERGY CHOICES	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.
3/19/2020	Broome County Community Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.
3/19/2020	Broome County Community Network Meeting	via conference call	Human Service Org	Human Service agencies and the people they serve.
3/19/2020	Sullivan Alliance Leading Together (SALT)	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
4/2/2020	Broome County Community Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.
4/2/2020	Broome County Community Network Meeting	via conference call	Human Service Org	Human Service agencies and the people they serve.
4/8/2020	Tioga County Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.
4/15/2020	LMI Stakeholders Meeting: CASE 18-M-0084 - In the Matter of a Comprehensive Energy Efficiency Initiative	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
4/16/2020	Broome County Community Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.
4/16/2020	Broome County Community Network Meeting	via conference call	Human Service Org	Human Service agencies and the people they serve.
4/17/2020	CCCS/RGE/NYSEG Overview Meeting	Rochester	Human Services Org.	Human Service agencies and the people they serve.
4/22/2020	CCE Earth Day 2020 Virtual Facebook Event	Virtual Meeting	Other	Human Service agencies and the people they serve.
4/22/2020	Tioga County Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.

4/22/2020	Otsego County Inter Agency Meeting	via conference call	Human Service Org	Human Service agencies and the people they serve.
5/1/2020	Zoom meeting with HBGR	Virtual Meeting	Veterans Events	Human Service agencies and the people they serve.
5/7/2020	Broome County Community Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.
5/7/2020	Broome County Community Network Meeting	via conference call	Human Service Org	Human Service agencies and the people they serve.
5/14/2020	Schoharie County Network Meeting	via conference call	Human Service Org	Human Service agencies and the people they serve.
5/20/2020	Chenango County Inter Agency Meeting	Virtual Meeting	Human Service Org	Human Service agencies and the people they serve.
5/20/2020	Steuben EFSP Meeting	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
5/20/2020	Chemung EFSP Meeting	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
6/3/2020	OCCSAM meeting	Virtual Meeting	Other	Human Service agencies and the people they serve.
6/3/2020	Ontario County Agency mtg	Virtual Meeting	Other	Human Service agencies and the people they serve.
6/3/2020	Cornell Cooperative Extension- LIVE FACEBOOK Events: SMART ENERGY CHOICES	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.
6/4/2020	Food Assistance	Phone Call & E-mail	Human Services Org.	Human Service agencies and the people they serve.
6/10/2020	Tioga County Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.
6/11/2020	Broome County Community Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.

6/11/2020	Broome County Community Network Meeting	via conference call	Human Service Org	Human Service agencies and the people they serve.
6/22/2020	Foodlink	Virtual Meeting	Charitable Group - Food Banks	Human Service agencies and the people they serve.
7/8/2020	CAAST Meeting (Geneva agency meeting)	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.
7/28/2020	HBGR	Virtual Meeting	Veterans Events	Human Service agencies and the people they serve.
8/1/2020	Tioga County Rural Ministry Annual Food Distribution	Owego	Human Services Org.	Human Service agencies and the people they serve.
8/1/2020	Tioga County Rural Ministry Annual Food Distribution	Owego	Human Services Org.	Human Service agencies and the people they serve.
8/4/2020	Yates county agency mtg	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.
8/26/2020	Suez Cares Water & Waste Water Management Company	Phone Call & E-mail	Other	Human Service agencies and the people they serve.
9/1/2020	Yates county agency mtg	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.
9/9/2020	Tioga County Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.
9/17/2020	cayuga county mtgq	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.
9/17/2020	Broome County Community Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.
9/30/2020	Broome County Office for Aging Presentation	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
10/7/2020	Ontario County Agency mtg	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.

10/14/2020	CAAST Meeting (Geneva agency meeting)	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.
10/26/2020	Broome County DSS Presentation	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
10/27/2020	LIFE VIRTUAL PRESENTATION	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
10/27/2020	Public Service Commission Cold Weather Training - Albany	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
10/28/2020	Public Service Commission Cold Weather Training - NYC	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
10/28/2020	Public Service Commission Cold Weather Training - NYC	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
9/9/2020	Tioga County Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.
9/17/2020	cayuga county mtgq	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.
9/17/2020	Broome County Community Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.
9/30/2020	Broome County Office for Aging Presentation	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
10/7/2020	Ontario County Agency mtg	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.
10/14/2020	CAAST Meeting (Geneva agency meeting)	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.
10/26/2020	Broome County DSS Presentation	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
10/27/2020	LIFE VIRTUAL PRESENTATION	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.

10/27/2020	Public Service Commission Cold Weather Training - Albany	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
10/28/2020	Public Service Commission Cold Weather Training - NYC	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
10/28/2020	Public Service Commission Cold Weather Training - NYC	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
10/31/2020	NOMA (North of Main)	Binghamton	Human Services Org.	Human Service agencies and the people they serve.
10/31/2020	NOMA	Binghamton	Human Service Org	Human Service agencies and the people they serve.
11/3/2020	Yates county agency mtg	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.
11/4/2020	Tioga County Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.
11/4/2020	Otsego County Inter Agency Meeting	Virtual Meeting	Human Service Org	Human Service agencies and the people they serve.
11/6/2020	Regional Food Bank Mass Food Distribution /Catholic Charities	Sidney	Human Service Org	Human Service agencies and the people they serve.
11/6/2020	Regional Food Bank Mass Food Distribution	Sidney	Human Service Org	Human Service agencies and the people they serve.
10/14/2020	CAAST Meeting (Geneva agency meeting)	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.
10/26/2020	Broome County DSS Presentation	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
10/27/2020	LIFE VIRTUAL PRESENTATION	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
10/27/2020	Public Service Commission Cold Weather Training - Albany	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.

10/28/2020	Public Service Commission Cold Weather Training - NYC	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
10/28/2020	Public Service Commission Cold Weather Training - NYC	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
10/31/2020	NOMA (North of Main)	Binghamton	Human Services Org.	Human Service agencies and the people they serve.
10/31/2020	NOMA	Binghamton	Human Service Org	Human Service agencies and the people they serve.
11/3/2020	Yates county agency mtg	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.
11/4/2020	Tioga County Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.
11/4/2020	Otsego County Inter Agency Meeting	Virtual Meeting	Human Service Org	Human Service agencies and the people they serve.
11/6/2020	Regional Food Bank Mass Food Distribution /Catholic Charities	Sidney	Human Service Org	Human Service agencies and the people they serve.
11/6/2020	Regional Food Bank Mass Food Distribution	Sidney	Human Service Org	Human Service agencies and the people they serve.
11/12/2020	Community Connection Series- FLCC	Virtual Meeting	Other	Human Service agencies and the people they serve.
11/12/2020	Broome County Community Network Meeting	Phone Conference	Other	Human Service agencies and the people they serve.
11/14/2020	CAAST Meeting (Geneva agency meeting)	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
11/17/2020	Catholic Charities outlook Teams power PowerPoint presentation- Refugee &resettlement case management	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.
11/19/2020	cayuga county mtgq	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.

11/25/2020	Ontario County Community meal	Canandaigua	Human Services Org.	Human Service agencies and the people they serve.
12/8/2020	HBGR	Virtual Meeting	Veterans Events	Human Service agencies and the people they serve.
12/11/2020	Rehabilitation Support Services, Inc.	Apalachin	Human Services Org.	Human Service agencies and the people they serve.
12/11/2020	Veteran - Homeless Prevention Taskforce Staff Meeting	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
12/16/2020	Steuben EFSP Meeting	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
12/16/2020	Chemung EFSP Meeting	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
2020	Dig Safely-Natural Gas	Various throughout NYSEG & RG&E Service Areas	NYSEG and RG&E	First Responders, i.e., Fire Departments, municipal employees, those doing excavating
Feb. – March 2020	Damage Prevention Vehicle driver refresher training	Various throughout NYSEG & RG&E Service Areas	NYSEG and RG&E	Damage Prevention Vehicle drivers
01-16-20	Cameron Ministries Presentation	Rochester	Cameron Ministries	Staff at Cameron Ministries
01-24-20	Radio Interview at PODER Radio	Rochester	PODER 97.1 FM	Spanish speaking community
2-24-2020	Dig Safely-Natural Gas	Vestal	NYSEG and RG&E	First Responders, i.e., Fire Departments
02-28-20	Cool Women with Hot Jobs	Rochester	Young Women’s College Prep Charter School	Students 9 th to 12 th grade
03-10-20	Rochester Transmission Project - Open House Public Meeting at Lyell Library	Rochester	RG&E RTP Team	Neighborhood residents
03-11-20	Rochester Transmission Project - Open House Public Meeting at Gates Town Hall	Rochester	RG&E RTP Team	Neighborhood residents

03-12-20	Southern Tier Dig Safely New York Excavator Seminar	Dryden	NYSEG	Those doing excavating municipal employees
April-May 2020	Arbor Day Planting – Right Tree Right Place	Auburn, NY	NYSEG	Community Stakeholders
April 2020	Putnam Hospital Parade	Carmel NY	NYSEG	Parade in support of Putnam County first responders
May 2020	Earth Day Planting – Right Tree Right Place	Ithaca, NY	NYSEG	Children’s Program - Museum of the Earth (PRI)
May 2020	Earth Day Planting – Right Tree Right Place	Somers NY	NYSEG	Town of Somers residents and local municipal partners.
07-30-20	Drive-thru Community Outreach Fair	Rochester	Ibero American Action League	Community-at-Large with emphasis on the Spanish speaking community
08-2020	NY National Gas Pipeline Safety Awareness and Emergency Response Training through Paradigm	Emergency Response Virtual Training	NYSEG and RG&E	First Responders, i.e., Fire Departments, municipal employees, those doing excavating
08-11-2020	Tour of Rainbow Falls Hydro Dam	Au Sable Chasm, NY	NYSEG	Adirondack Architectural Heritage (AARCH) Organization
10-22-2020	Emergency Restoration Process	Columbia Co Fire Training Center	NYSEG	Columbia County Fire Chiefs

2021 Outreach & Education Plan with 2020 Results

2021 UTILITY OUTREACH EVENT SCHEDULE

In an effort to evaluate the previous plan year, please provide a schedule of events attended or conducted during 2020. Indicate if the event was in-person or virtual. If events are already schedule for 2021, please include those on a separate sheet.

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
4/30/21	Arbor Day Tree Planting	Auburn, NY	AVANGRID, Vegetation Management	All customers
4/30/21	Arbor Day Tree Planting	Oneonta, NY	AVANGRID, Vegetation Management	All customers
4/30/21	Arbor Day Tree Planting	Binghamton, NY	AVANGRID, Vegetation Management	All customers
4/30/21	Arbor Day Tree Planting	Ithaca, NY	AVANGRID, Vegetation Management	All customers
4/30/21	Arbor Day Tree Planting	Rochester, NY	AVANGRID, Vegetation Management	All customers
4/30/21	Arbor Day Tree Planting	Geneva, NY	AVANGRID, Vegetation Management	All customers
1/5/2021	Tier 1 Mtg (Yates)	Virtual Meeting	Human Service Org	Human Service agencies and the people they serve.
1/14/2021	Tioga County Network Meeting	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.
1/21/2021	Cayuga Cty mtg	Virtual Meeting	Human Service Org	Human Service agencies and the people they serve.
1/21/2021	Broome County Network Meeting	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.
1/27/2021	Steuben and Chemung EFSP Local Board	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
2/2/2021	Tier 1 Mtg (Yates)	Virtual Meeting	Human Service Org	Human Service agencies and the people they serve.
2/2/2021	Chemung APS staff training	Virtual Meeting	Government Agency	Human Service agencies and the people they serve.
2/12/2021	Chemung/Elmira Salvation Army PSHF meeting	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.

2/17/2021	CAAST mtg (Geneva agencies)	Virtual Meeting	Human Service Org	Human Service agencies and the people they serve.
2/19/2021	Dover CAP - NYSEG Customer Protections and Special Services	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.
3/2/2021	REALIGN Meeting Session I	Virtual Meeting	Human Services Org.	Human Service agencies and the people they serve.
3/17/2021	Cattaraugus Co DSS/APS	Olean	Government Agency	Human Service agencies and the people they serve.
February 2021	Damage Prevention Vehicle driver refresher training	Virtual	NYSEG and RG&E	Damage Prevention Vehicle drivers
March-April 2021	Dig Safely New York Excavator Seminar	9 Virtual Events	NYSEG and RG&E	Those doing excavating municipal employees
April-May 2021	NY National Gas Pipeline Safety Awareness and Emergency Response Training through Paradigm	Emergency Response Virtual Training	NYSEG and RG&E	First Responders, i.e., Fire Departments, municipal employees, those doing excavating
March 11 th 2021	Electric Safety Presentation	Mahopac Fire Department	NYSEG	First responders
May 2 nd 2021	Earth Day Tree Donation	Town of Dover	NYSEG	Municipal Partners, Town of Dover Community
October 2021	Damage Assessment Training	Pound Ridge Town Hall	NYSEG	Pound Ridge Police/Fire department first responders
December 2021	Lewisboro Light Parade	Town of Lewisboro	NYSEG	Lewisboro municipal partners and town community

**New York State Electric & Gas Corporation
and
Rochester Gas and Electric Corporation**

**OUTREACH AND EDUCATION PLAN
2021**

Appendix B

Outreach and Education Materials

Include a table detailing materials/tools used as part of your outreach and education program. Provide copies of the materials, including screenshots of web, social media and electronic communications.

Topic Area	Outreach Materials/Tools	Method of Distribution
Customer Rights & Responsibilities	NYSEG Welcome Letter 2020 Redacted	<ul style="list-style-type: none"> • Direct mail
Customer Rights & Responsibilities	RGE Welcome Letter 2020 Redacted	<ul style="list-style-type: none"> • Direct mail
Customer Rights & Responsibilities	March 2020 NYSEG Res Rights & Resp (Annual brochure)	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Customer Rights & Responsibilities	March 2020 NYSEG Nonres Rights & Resp (Annual brochure)	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Customer Rights & Responsibilities	March 2020 RGE Res Rights & Resp (Annual brochure)	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Customer Rights & Responsibilities	March 2020 NYSEG Nonres Rights & Resp (Annual brochure)	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Service Affordability, Natural Gas Safety, Winter Heating Season	Jan 2020 NYSEG EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Service Affordability, Natural Gas Safety, Winter Heating Season	Jan 2020 RGE EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Service Affordability, Winter Heating Season	Feb 2020 NYSEG EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Service Affordability, Winter Heating Season	Feb 2020 RGE EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, COVID-19, Energy Service Affordability, Natural Gas/Electric Safety	April 2020 NYSEG EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, COVID-19,	April 2020 RGE EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert)

Energy Service Affordability, Natural Gas/Electric Safety		<ul style="list-style-type: none"> • Websites (Energy Library)
Billing Services and Payment Alternatives, COVID-19, Energy Efficiency Programs, Energy Service Affordability, Natural Gas Safety	May 2020 NYSEG EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, COVID-19, Energy Efficiency Programs, Energy Service Affordability, Natural Gas Safety	May 2020 RGE EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Infrastructure and Security, Natural Gas Safety	June 2020 NYSEG EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Infrastructure and Security, Natural Gas Safety	June 2020 RGE EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, COVID-19, Energy Efficiency Programs, Natural Gas Safety	July 2020 NYSEG EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, COVID-19, Energy Efficiency Programs, Natural Gas Safety	July 2020 RGE EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, COVID-19, Energy Efficiency Programs, Energy Service Affordability	August 2020 NYSEG EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, COVID-19, Energy Efficiency Programs, Energy Service Affordability	August 2020 RGE EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, Infrastructure & Security, Natural Gas/Electric Safety, Service Interruptions	Sept 2020 NYSEG EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Infrastructure & Security, Natural Gas/Electric Safety	Sept 2020 RGE EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, COVID-19, Energy Efficiency Programs,	Oct 2020 NYSEG EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert)

Infrastructure & Security, Natural Gas Safety		<ul style="list-style-type: none"> • Websites (Energy Library)
Billing Services and Payment Alternatives, COVID-19, Energy Efficiency Programs, Infrastructure & Security, Natural Gas Safety	Oct 2020 RGE EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, COVID-19, Energy Efficiency Programs, Energy Service Affordability, Service Interruptions	Nov 2020 NYSEG EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, COVID-19, Energy Efficiency Programs, Energy Service Affordability, Service Interruptions	Nov 2020 RGE EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, COVID-19, Energy Efficiency Programs, Energy Service Affordability, Natural Gas/Electric Safety, Service Interruptions, Winter Heating Season	December 2020 NYSEG EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, COVID-19, Energy Efficiency Programs, Energy Service Affordability, Natural Gas/Electric Safety, Service Interruptions, Winter Heating Season	December 2020 RGE EnergyLines (Newsletter bill insert)	<ul style="list-style-type: none"> • EnergyLines newsletter (bill insert) • Websites (Energy Library)
Billing Services and Payment Alternatives, Service Interruptions, Electric Safety	Jan Feb 2020 NYSEG Out Env	<ul style="list-style-type: none"> • Outer billing envelope
Natural Gas/Electric Safety, Service Interruptions, Winter Heating Season	Jan Feb 2020 NYSEG Return Env	<ul style="list-style-type: none"> • Inner return payment envelope
Billing Services and Payment Alternatives, Service Interruptions, Electric Safety	Jan Feb 2020 RGE Out Env	<ul style="list-style-type: none"> • Outer billing envelope
Natural Gas/Electric Safety, Service Interruptions, Winter Heating Season	Jan Feb 2020 RGE Return Env	<ul style="list-style-type: none"> • Inner return payment envelope
Billing Services and Payment Alternatives, Natural Gas Safety	March April 2020 NYSEG Out Env	<ul style="list-style-type: none"> • Outer billing envelope
Infrastructure & Security	March April 2020 NYSEG Return Env	<ul style="list-style-type: none"> • Inner return payment envelope
Billing Services and Payment Alternatives, Natural Gas Safety	March April 2020 RGE Out Env	<ul style="list-style-type: none"> • Outer billing envelope

Infrastructure & Security	March April 2020 RGE Return Env	<ul style="list-style-type: none"> • Inner return payment envelope
Billing Services and Payment Alternatives, Electric Safety	May June 2020 NYSEG Out Env	<ul style="list-style-type: none"> • Outer billing envelope
Billing Services and Payment Alternatives	May June 2020 NYSEG Return Env	<ul style="list-style-type: none"> • Inner return payment envelope
Billing Services and Payment Alternatives, Electric Safety	May June 2020 RGE Out Env	<ul style="list-style-type: none"> • Outer billing envelope
Billing Services and Payment Alternatives	May June 2020 RGE Return Env	<ul style="list-style-type: none"> • Inner return payment envelope
Billing Services and Payment Alternatives	Jul Aug 2020 NYSEG Out Env	<ul style="list-style-type: none"> • Outer billing envelope
Natural Gas Safety	Jul Aug 2020 NYSEG Return Env	<ul style="list-style-type: none"> • Inner return payment envelope
Billing Services and Payment Alternatives	Jul Aug 2020 RGE Out Env	<ul style="list-style-type: none"> • Outer billing envelope
Natural Gas Safety	Jul Aug 2020 RGE Return Env	<ul style="list-style-type: none"> • Inner return payment envelope
Billing Services and Payment Alternatives, Service Interruptions, Electric Safety	Sept Oct 2020 NYSEG Out Env	<ul style="list-style-type: none"> • Outer billing envelope
Natural Gas Safety	Sept Oct 2020 NYSEG Return Env	<ul style="list-style-type: none"> • Inner return payment envelope
Billing Services and Payment Alternatives, Service Interruptions, Electric Safety	Sept Oct 2020 RGE Out Env	<ul style="list-style-type: none"> • Outer billing envelope
Natural Gas Safety	Sept Oct 2020 RGE Return Env	<ul style="list-style-type: none"> • Inner return payment envelope
Billing Services and Payment Alternatives, Winter Heating Season	Nov Dec 2020 NYSEG Out Env	<ul style="list-style-type: none"> • Outer billing envelope
Special Needs Customers, Winter Heating Season	Nov Dec 2020 NYSEG Return Env	<ul style="list-style-type: none"> • Inner return payment envelope
Billing Services and Payment Alternatives, Winter Heating Season	Nov Dec 2020 RGE Out Env	<ul style="list-style-type: none"> • Outer billing envelope
Special Needs Customers, Winter Heating Season	Nov Dec 2020 RGE Return Env	<ul style="list-style-type: none"> • Inner return payment envelope
Energy Efficiency Programs	Jan 2020 NYSEG Res Rebate Sealed Insert	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Energy Efficiency Programs	Jan 2020 RGE Res Rebate Sealed Insert	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives	May 2020 NYSEG Catch the Wind Bill Insert	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives	May 2020 RGE Catch the Wind Bill Insert	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives	June 2020 NYSEG ESCO Env Disc Bill Insert	<ul style="list-style-type: none"> • Bill inserts (targeted to customers with ESCO supply only)

		<ul style="list-style-type: none"> • Websites (Energy Library)
Billing Services and Payment Alternatives	June 2020 RGE ESCO Env Disc Bill Insert	<ul style="list-style-type: none"> • Bill inserts (targeted to customers with ESCO supply only) • Websites (Energy Library)
Energy Efficiency Programs, Summer Demand/Load Reduction	July 2020 NYSEG Fridge Recycle Smart Savings Bill Insert	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Energy Efficiency Programs, Summer Demand/Load Reduction	July 2020 RGE Fridge Recycle Smart Savings Bill Insert	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Energy Efficiency Programs, Summer Demand/Load Reduction	August 2020 NYSEG Res Rebate SSR Bill Insert	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Energy Efficiency Programs, Summer Demand/Load Reduction	August 2020 RGE Res Rebate SSR Bill Insert	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Energy Efficiency Programs	September 2020 NYSEG Appliance Recycling Heat Pump Bill Insert	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Energy Efficiency Programs	September 2020 RGE Appliance Recycling Heat Pump Bill Insert	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives	Oct 2020 RGE Tax Increase Notice	<ul style="list-style-type: none"> • Bill inserts (targeted)
Billing Services and Payment Alternatives	Nov 2020 NYSEG ESCO Env Disc Bill Insert	<ul style="list-style-type: none"> • Bill inserts (targeted to customers with ESCO supply only) • Websites (Energy Library)
Billing Services and Payment Alternatives	Nov 2020 NYSEG ESCO Env Disc Bill Insert	<ul style="list-style-type: none"> • Bill inserts (targeted to customers with ESCO supply only) • Websites (Energy Library)
Billing Services and Payment Alternatives	Dec 2020 NYSEG Electric Rates Summary	<ul style="list-style-type: none"> • Bill inserts (targeted to nonresidential customers only) • Websites
Billing Services and Payment Alternatives	Dec 2020 NYSEG Gas Rates Summary	<ul style="list-style-type: none"> • Bill inserts (targeted to nonresidential customers only) • Websites
Billing Services and Payment Alternatives	Dec 2020 RGE Electric Rates Summary	<ul style="list-style-type: none"> • Bill inserts (targeted to nonresidential customers only) • Websites
Billing Services and Payment Alternatives	Dec 2020 RGE Gas Rates Summary	<ul style="list-style-type: none"> • Bill inserts (targeted to nonresidential customers only) • Websites
Natural Gas Safety	NYSEG RGE Nat Gas Odorant Insert	<ul style="list-style-type: none"> • Bill inserts • Websites

Natural Gas Safety	2017-1667_MarkOutSafety_M	• Direct Mail
Natural Gas Safety	2019-2537-NYSEG-RGE Excavation Poster	• Direct Mail
Natural Gas Safety	2020 NYSEG RGE Contractor_Rental Rev	• Direct Mail
Natural Gas Safety	2020 NYSEG RGE_First Responder Rev	• Direct Mail
Natural Gas Safety	2020 NYSEG RGE_Public Official Rev	• Direct Mail
Natural Gas Safety	20-3197 NYSEG RGE Excavator Envelope	• Direct Mail
Natural Gas Safety	20-3197 NYSEG RGE Excavator Manual	• Direct Mail
Natural Gas Safety	NYSEG RGE 4x6 GuideToMarks_v2	• Direct Mail
Natural Gas Safety	2020 First Responder Letter	• Direct Mail
Natural Gas Safety	2020 Natural Gas Emergencies Sheet	• Direct Mail
Natural Gas Safety	2020 NaturalGas fact sheet	• Direct Mail
Natural Gas Safety	2020 NYSEG-RGE-Public Officials Info Card	• Direct Mail
Natural Gas Safety	2020 Public Officials Envelope	• Direct Mail
Natural Gas Safety	Nosey_AD_NYSEG_APR2018_4.89x7	• Newsprint
Natural Gas Safety	Nosey_AD_RG&E_APR2018_4.89x7	• Newsprint
Natural Gas Safety	NYSEG Gas Leak Spot 5-6-20	• Radio
Natural Gas Safety	RGE Gas Leak Spot 5-6-20	• Radio
Natural Gas Safety	19-2628 RG&E 811 Ad 4.93x7	• Newsprint
Natural Gas Safety	19-2628 RG&E 811 Ad LaVoz_spa	• Newsprint
Natural Gas Safety	19-2628 RG&E 811 Ad El Mensajero_spa	• Newsprint
Natural Gas Safety	CALL BEFORE YOU DIG 811 NYSEG	• Radio
Natural Gas Safety	CALL BEFORE YOU DIG 811 RG&E	• Radio
Natural Gas Safety	NYSEG_Dig_Safely_Ad_4.89x7_FINAL_color	• Newsprint
Natural Gas Safety	RGE-Spring 2019 Call Before You Dig (SP)	• Radio
Natural Gas Safety	NG1045 NYSEG Report 2020-06-24	• Evaluation report
Natural Gas Safety	NG1045 RGE Report 2020-11-16	• Evaluation report
Natural Gas Safety	NG1045 RGE Report 2020-06-24	• Evaluation report
Natural Gas Safety	NG1045 RGE Report 2020-11-16	• Evaluation report
Natural Gas Safety	NGA 2020 Pipeline Media Ad Campaign Post-Survey (exhibits – NYSEG)	• Survey results
Natural Gas Safety	NGA 2020 Pipeline Media Ad Campaign Post-Survey (exhibits – Rochester Gas & Electric)	• Survey results
Natural Gas Safety	NYSEG (Nosey digital ads)	• Digital Ads
Natural Gas Safety	RGE (Nosey digital ads)	• Digital Ads
Natural Gas Safety	Endicott	• Billboard
Natural Gas Safety	Nosey_billboard	• Billboard
Natural Gas Safety	Rochester	• Transit/bus
Natural Gas Safety	Rochester-2	• Transit/bus
Natural Gas Safety	Rochester-3	• Transit/bus
Natural Gas Safety	Transit RGE Completion Report 2020	• Evaluation report
Natural Gas Safety	319717 NYSEG RGE RP1162 Letter Proof	• Direct Mail
Natural Gas Safety	319717 NYSEG 2019 Pipeline Safety Fact Sheet Proof	• Direct Mail
Natural Gas Safety	NYSEG RGE Nat Gas Odorant Insert	• Direct Mail
Natural Gas Safety	914028-NYSEG #10	• Direct Mail
Natural Gas Safety	NYSEG Natural Gas Safety Emails 2020	• Email
Natural Gas Safety	RG&E Natural Gas Safety Emails 2020	• Email
Infrastructure & Security	Tree Trimming Postcard	• Direct Mail
Infrastructure & Security	Tree+Care+Information+Sheet	• Fact Sheet handout
Infrastructure & Security	Vegetation Hanger	• Field Service
Metering	NYSEG COVID Indoor Meter Read Email	• Email

Metering	RGE COVID Indoor Meter Read Email	• Email
Metering	NYSEG Meter Read Email with video 2020	• Email
Metering	RG&E Meter Read Email with video 2020	• Email
Service Interruptions	NYSEG Pre-Storm Email 2020	• Email
Service Interruptions	NYSEG Storm Email 2020	• Email
Service Interruptions	RG&E Pre-Storm Email 2020	• Email
Service Interruptions	Planned Interruption Example	• Direct Mail
Service Interruptions	Combo Weathering Storm Emerg Broc	• Outreach Handout • Website
COVID-19	NYSEG COVID 19 Pandemic Email Campaigns 2020	• Email
COVID-19	RG&E COVID 19 Pandemic Email Campaigns 2020	• Email
COVID-19	Web-NYSEG-Pandemic-Page-5-04-20	• Website
COVID-19	Web-RGE-Pandemic-Page-5-04-20	• Website
Winter Heating Season	17-331 RG&E CO Ad_Spanish	• Outreach Handout
Winter Heating Season	20-21 Cold Weather Training PSC	• Internal Cold Weather Training
Winter Heating Season	FACT SHEET - PSHF	• Outreach Handout
Winter Heating Season	PSHF 2020 Presentation	• Outreach
Winter Heating Season	RGE 2017 PSA Carbon Monoxide_SP	• Radio
Billing and Payment Alternatives, Metering, Natural Gas/Electric Safety, Energy Service Affordability, Winter Heating Season	RGE NYSEG We Are Here To Help You	• Outreach • Websites
Energy Service Affordability, COVID-19	NYSEG Assistance Available Email 2020	• Email
Energy Service Affordability, COVID-19	RGE Assistance Available Emails 2020	• Email
Energy Efficiency Programs	AVAN-2004 2020 Residential Social	• Paid Social Ads
Energy Efficiency Programs	AVAN-2004 NYSEG_Audio 30 REV1_MusicMix	• Radio
Energy Efficiency Programs	AVAN-2004 RGE_Audio 15_MusicMix	• Radio
Energy Efficiency Programs	AVAN-2004 Video NYSEG Business_r3 480p	• Digital Ads – Video
Energy Efficiency Programs	AVAN-2013 RGE_Audio 30_Biz	• Radio
Energy Efficiency Programs	FINAL_NYSEG RGE_EE Digital Mass Media Campaign June 2020	• Digital Ads
Energy Efficiency Programs	FINAL_NYSEG RGE_EE_Paid Search Ads_June 2020	• Paid Search
Energy Efficiency Programs	NYSEG_EE_RES_2020Q4_300x600_Light	• Digital Ads
Energy Efficiency Programs	RGE_EE_RES_2020Q4_300x600_Fridge	• Digital Ads
Energy Efficiency Programs	NYSEG Clean Heat – Heat Pump – Emails 2020	• Email
Energy Efficiency Programs	RGE Clean Heat – Heat Pump – Emails 2020	• Email
Other	FINAL NYSEG RAD Enrolled 2020 5.13.20	• Direct Mail
Other	FINAL RGE RAD Enrolled 2020 5.13.20	• Direct Mail

**New York State Electric & Gas Corporation
and
Rochester Gas and Electric Corporation**

**OUTREACH AND EDUCATION PLAN
2021**

Appendix C

**2020 Outreach and Education Program
Evaluation**

2020 Results, Evaluation and Feedback:

Describe the measures used to evaluate the success of the outreach and education program, and where applicable provide copies of the results. Provide industry expert feedback, (i.e. reports, survey results etc.) Identify who the industry experts are and what they evaluated. Include copies of analytics and any other form of feedback demonstrating the results of your program.

Mass/Blast Notifications (E-Mail, Text, Robo-calls)

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Contact Satisfaction Surveys	Alerts (Outage, Meter Reads)	Customer feedback collected and addressed	Contact Satisfaction Surveys
Contact Center Feedback/Call Listening	Alerts (Outage, Meter Reads)	Customer feedback collected and addressed	Call listening, contact center representative feedback

Utility Outreach Events

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
n/a	n/a	n/a	n/a

Website, Social Media & Mobile Applications

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Contact Center Feedback/Call Listening	Website/mobile app	Customer feedback collected and addressed	Call listening, contact center representative feedback
App Store Analytics	Mobile app	Monitors number of mobile app downloads	App Store Analytics
In-app feedback tool	Mobile app	Customer feedback on experience and improvement opportunities	Firestore Analytics
Google Analytics	Website	Used to measure site activity, understand customer journeys and improve customer experience	Google Analytics

Billing Services and Payment Alternatives

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Contact Center Feedback/Call Listening	Billing and Payment options	Customer feedback collected and addressed	Call listening, contact center representative feedback

Customer Rights & Responsibilities

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Contact Center Feedback/Call Listening	Rights and Responsibilities	Customer feedback collected and addressed	Call listening, contact center representative feedback

Energy Efficiency Programs

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
AVANGRID perception survey	Awareness of efficiency programs	As part of our perception survey, customers are asked about awareness of Energy Efficiency programs. Results in 2020 found 68% of NYSEG customers and 69% of RG&E customers were very aware or somewhat aware of programs.	AVANGRID perception survey

Energy Service Affordability

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Contact Center Feedback/Call Listening	Energy Affordability	Customer feedback collected and addressed	Call listening, contact center representative feedback

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Infrastructure & Security

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Contact Center Feedback/Call Listening	Tree Care	Customer feedback collected and addressed	Call listening, contact center representative feedback

Metering

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Contact Center Feedback/Call Listening	Metering programs	Customer feedback collected and addressed	Call listening, contact center representative feedback

Natural Gas/Electric Safety

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Summary of campaign total impressions, audience and effectiveness	NYSEG spring Natural Gas Public Safety Awareness Campaign	ATTACHED	Northeast Gas Association and the ideas agency
Summary of campaign total impressions, audience and effectiveness	RG&E spring Natural Gas Public Safety Awareness Campaign	ATTACHED	Northeast Gas Association and the ideas agency
Summary of campaign total impressions, audience and effectiveness	NYSEG fall Digital Natural Gas Public Safety Awareness Campaign	ATTACHED	Northeast Gas Association and the ideas agency
Summary of campaign total impressions, audience and effectiveness	RG&E fall Digital Natural Gas Public Safety Awareness Campaign	ATTACHED	Northeast Gas Association and the ideas agency
Pipeline Media Ad Campaign Post-Survey	NYSEG - 2020 NGA Pipeline Safety Awareness	ATTACHED	Northeast Gas Association and GreatBlue Research

	& Message Retention Study		
Pipeline Media Ad Campaign Post-Survey	RG&E - 2020 NGA Pipeline Safety Awareness & Message Retention Study.	ATTACHED	Northeast Gas Association and GreatBlue Research

Natural Gas Expansion

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
n/a	n/a	n/a	n/a

Service Interruptions

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Contact Center Feedback/Call Listening	Service interruptions	Customer feedback collected and addressed	Call listening, contact center representative feedback

Special Needs Customer

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Customer Satisfaction Survey	Special needs customers	Customer feedback collected and addressed	Contact Satisfaction Surveys
Annual renewal surveys	Life Sustaining Equipment Program	Evaluates those still eligible for program and ensures updated contact information	Annual renewal surveys
Contact Center Feedback/Call Listening	Special needs customers	Customer feedback collected and addressed	Call listening, contact center representative feedback

Summer Demand Response/Load Reduction

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Survey	Smart Savings Rewards demand	Satisfaction with program remains high with primary motivator saving money.	Smart Savings Rewards end

	response program	<ul style="list-style-type: none"> Satisfied with events: 98% (NYSEG), 98% (RG&E) Preferred participation incentive bill credit: 70% (NYSEG), 72% (RG&E) Enrollment motivator saving money: 60% (NYSEG), 61% (RG&E) Program satisfaction: 4.1/5 (NYSEG), 4.1/5 (RG&E) 	of season survey

Winter Heating Season

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Community agency feedback	Assistance programs	Feedback collected and addressed from community agency outreach	Community agency feedback
Contact Center Feedback/Call Listening	Assistance programs	Customer feedback collected and addressed	Call listening, contact center representative feedback

COVID-19 (Coronavirus)

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Informal benchmarking	Websites	Research team reviewed top performing websites for internal understanding of	Informal website benchmarking
Best Practices	Email/Websites	As an organization with utilities across the Northeast, best practices on COVID-19 communications were applied across our companies in various channels	Best practices

Other

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
n/a	n/a	n/a	n/a