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September 30, 2014

By Email for Electronic Filing  
Honorable Kathleen H. Burgess  
Secretary  
State of New York Public  
Service Commission  
Three Empire State Plaza  
Albany, NY 12223-1350

**RE: Case 13-E-0030 et. al., Summary and Assessment of Customer  
Outreach and Education Efforts**

Dear Secretary Burgess:

In accordance with Ordering Clause 1 of the New York State Public Service Commission's February 21, 2014 *Order Approving Electric, Gas and Steam Rate Plans In Accord with Joint Proposal* ("Order") in Case No. 13-E-0030 et. al., Consolidated Edison Company of New York, Inc. ("Con Edison" or the "Company") hereby submits its *Summary and Assessment of Customer Outreach and Education Efforts*.

Please contact me if you have any questions about this Assessment.

Very truly yours,

/s/

Kerri Kirschbaum  
Senior Attorney

c: Active Parties List Case 13-E-0030 (by email)

**Con Edison Company of New York, Inc.**  
**OUTREACH AND EDUCATION PLAN**  
**2014**

Submitted by **Alfred Frederiksen**

on **28 February 2014**

to Susan B. Katz, DPS Office of Consumer Policy

# Con Edison Company of New York, Inc.

## OUTREACH AND EDUCATION PLAN 2014

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# Con Edison Company of New York, Inc.

## UTILITY OUTREACH & EDUCATION AND COMPANY OFFICIALS

Dates Covered by Plan: From: January 1, 2014 To: December 31, 2014

- Contact information for Outreach and Education (O&E) Liaison to Office of Consumer Policy (OCP) Staff:

Name: Chris Gallo  
Title: Sr. Specialist, Customer Outreach & Education  
Mailing Address: 4 Irving Place, 9FL SW New York, NY 10003  
Email: galloc@conEd.com

Telephone No. (212) 460-6750 Fax No. (917) 534-4088

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

Name: Marilyn Caselli  
Title: Sr. Vice President, Customer Operations  
Mailing Address: 4 Irving Place, 1408 New York, NY 10003  
Email: casellim@conEd.com

Telephone No. (212) 460-2744 Fax No. (917) 534-4088

- Contact information for the Director of Outreach and Education:

Name: Alfred Frederiksen  
Title: Department Manager, Customer Outreach & Education  
Mailing Address: 4 Irving Place, 9FL SW New York, NY 10003  
Email: frederiksena@conEd.com

Telephone No. (212) 460-4479 Fax No. (917) 534-4088

- Name and Title of President or Chief Executive Officer:

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

# BUDGET: JANUARY 1, 2014 – DECEMBER 31, 2014

## 2014 Estimated Outreach & Education Budget:

Electric.....	\$1.94 million
Gas.....	\$1.05 million
Winter .....	\$343,537
<hr/>	
Total .....	\$2.99 million

Is the Winter budget part of the Gas & Electric Budget? Y   
N

## 2014 Actual Budget for Outreach & Education:

Electric.....	\$1.94 million
Gas.....	\$1.05 million
Winter .....	\$343,537
<hr/>	
Total .....	\$2.99 million

Is the Winter budget part of the Gas & Electric Budget? Y   
N

# TERRITORY PROFILES

Please provide the following data:

- Total number of residential accounts: 3.8 million
  - Number of electric: 2.9 million
  - Number of natural gas: 944,000
- Estimated or known total population in the service territory: 9.3 million  
Please identify the source of this statistic: The US Census Bureau
- Names of counties served in whole or in part: Bronx County, Kings County, New York County, Queens County, Richmond County and Westchester County
- Total number of customers who participate in online billing: 279,562
- Total number of customers estimated who use mobile applications to manage their account: 445,000
- Total number of customers estimated who use mobile applications to obtain educational information, etc.: 727,000

## Special Needs Customers

- Total number of accounts coded 62 or over: 135,925
- Total number of accounts coded Elderly/Blind/Disabled: 161,850
- Total number of customers known to be on life support equipment  
(electric companies only): 4,826
- Total number of customers estimated to be low income and/or eligible for the Home Energy Assistance Program (HEAP): 577,000
- Total number of customers estimated as receiving HEAP during the last heating season: 37,241
  - regular: 34,220
  - emergency grants: 3,021
- Total number of customers receiving bills and brochures in Braille: 64
- Total number of customers receiving large-print bills: 1,533

## 2014 Outreach & Education Plans with 2013 Results

### **CUSTOMER RIGHTS & RESPONSIBILITIES**

#### **Long Range Goal:**

Con Edison will continue working to ensure that all customers are aware of their rights and responsibilities under the New York State Public Service Law.

#### **How Priority Was Set:**

This is done in compliance with The Home Energy Fair Practices Act amendments to chapter 686, the laws of 2002.

#### **What material is provided to new customers, when, and in what format?**

All new customers receive a copy of the Company's [Welcome to Con Edison brochure](#) and the appropriate rights and responsibilities notice (residential or nonresidential). These documents are sent as inserts, which are included with the customer's first bill.

Additionally, the welcome brochure and rights notices are available online at conEd.com and can be accessed by customers at any time.

#### **Goals for 2014 Plan:**

(Include the target audience, the vehicle to be used and why this audience/s was/were chosen.)

The target audience for O&E efforts related to customer rights and responsibilities is all customers.

#### **New/Continuing Program:**

Continuing

#### **2013 Results (evaluation and feedback):**

See included survey results.

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

Print, Radio and Online Advertising:

N/A

Bill Inserts:

[Welcome to Con Edison!](#)



Res Rights.PDF



NonRes Rights.pdf

Bill Envelope Messaging:

N/A

Brochures:

See bill inserts

Public Relations:

N/A

Community Relations:

N/A

Corporate Partnerships:

Various (the Company partners with community boards, non-profit and governmental organizations throughout the year to communicate information on the rights and responsibilities of utility customers).

Legislative Outreach:

N/A

Website, E-mail, Social Media, and Mobile Application:

The welcome brochure and rights notices are available online at conEd.com. The Company also uses its twitter account (@ConEdison) to communicate various information to customers, including their rights and responsibilities. Customers enrolled in eBill are directed via hyperlink to electronic copies of the rights notices.

Other:

N/A

**Please provide the following information regarding the distribution of the Customer Rights and Responsibilities in 2014:**

**Notification Sent (Y/N):**  Y

**Date Sent:** Feb 2014

**Format of Notification (i.e. bill insert, email):** Bill insert

# 2014 Outreach & Education Plans With 2013 Results

## BILLING SERVICES

### PROVIDING INFORMATION ABOUT BILLING SERVICES AND PAYMENT ALTERNATIVES

#### **Long Range Goal:**

The Company will continue working to ensure that customers are aware of the different billing and payment options available to them through Con Edison, and of the potential benefits that each option offers.

#### **How Priority Was Set:**

This priority was set based on several factors, including:

1. The Company's desire to make doing business with Con Edison as convenient for its customers as possible. This is in keeping with Con Edison's cultural imperative of enhancing external stakeholder and customer relationships.
2. The Company's commitment to sustainability and to being an environmental leader, which is a significant factor in educating customers about billing and payment options such as e\*Bill and electronic payment.
3. The benefit (to both the Company and its customers) of helping customers avoid falling into arrears.

#### **How is education provided to eBill customers?**

Customers enrolled in e\*bill receive a link to view electronic versions of any current bill inserts.

#### **2013 Results (evaluation and feedback):**

See included survey results.

**New/Continuing Program:**

Continuing

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

Print, Radio and Online Advertising

N/A

Bill Inserts



Customer News  
Spring (Eng)\_SCREEN



Customer News  
Summer (Eng)\_SCREEN



Customer News Fall  
(Eng)\_SCREEN.pdf



Customer News  
Winter (Eng)\_SCREEN

Bill Envelope Messaging



E-Bill OE\_PRESS.pdf

Brochures

[Billing and Payment Options](#)

Public Relations

N/A

Community Relations

The Company's Customer Outreach department attends over 85 community events per year at which information about billing and payment options is conveyed to customers. The department also makes presentation to community groups on request.

Corporate Partnerships

Various (the Company partners with community boards, non-profit and governmental organizations throughout the year to communicate information on the rights and responsibilities of utility customers).

Legislative Outreach

N/A

Website, E-mail, Social Media, and Mobile Application

The *Billing and Payment Options* brochure is available online at conEd.com. Additional information is available at [conEd.com/managemybill](http://conEd.com/managemybill) and [conEd.com/customercentral/paymentoption.asp](http://conEd.com/customercentral/paymentoption.asp). The Company also uses its twitter account (@ConEdison) to communicate various information to customers, including billing and payment options that are available to them. Customers enrolled in eBill are directed via hyperlink to electronic copies of bill inserts.

Other

N/A

## **2014 Outreach & Education Plans With 2013 Results**

### **SPECIAL NEEDS**

## **CUSTOMERS WHO ARE LOW-INCOME, ELDERLY AND/OR DISABLED, ON LIFE SUPPORT, AND/OR ARE NON- ENGLISH SPEAKING**

#### **Long Range Goal:**

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

#### **How Priority Was Set:**

The Company set its priority related to special needs customers based on its cultural imperative to enhance external stakeholder and customer relationships.

#### **Goals for 2014 Plan:**

(Include the target audience, the vehicle to be used and why this audience/s was/were chosen.)

Low income customers – information will be provided via Customer News (the Company's quarterly newsletter/bill insert), blast email campaign, in person via Customer Outreach Advocates' attendance at community events and Advocates' presentations to community groups and online at conEd.com.

Elderly, blind and disabled customers – information will be provided via Spotlight (the Company's biannual newsletter, which is sent via direct mail to all customers enrolled in Con Edison's CONCERN program), in person via Customer Outreach Advocates' attendance at community events and Advocates' presentations to community groups and online at conEd.com.

LSE customers – information will be provided via Customer News, direct mailing to all customers with LSE indicators in Con Edison's customer information system, in person via Customer Outreach Advocates' attendance at community events and Advocates' presentations to community groups and online at conEd.com.

Non-English speaking customers – information will be provided in person via Customer Outreach Advocates' attendance at community events and Advocates' presentations to community groups and online at conEd.com.

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

Customer News articles, Spotlight, blast email campaigns, the annual LSE mailing, staffing of community events, presentations to community organizations, online material at conEd.com.

**How does the utility identify these customers?**

Low-income customers are identified through interaction with local departments of social services; elderly, blind and disabled customers, as well as those on life-sustaining equipment typically self-identify, but can also be identified through interaction with local government and/or community agencies; non-English speaking customers self-identify.

**How does the utility encourage these customers to identify themselves?**

The Company publishes information in bill inserts such as Customer News and online to encourage self-identification from special needs customers. Outreach Advocates encourage customers to identify themselves at community events and during presentations to community groups. And, information is mailed annually to medical providers and community organizations reinforcing the importance of LSE customer identification.

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

Customer service representatives have a knowledge of special-needs programs and can discuss them with customers who call to apply for service or for any other reason. However, this is typically done only if the customer self-identifies as a special-needs customer.

The exception to this is for LSE customers. CSRs are required to ask all customers applying for service whether LSE equipment will be present in the home, and must provide LSE information if the customer responds affirmatively.

**New/Continuing Program:**

Continuing

**2013 Results (evaluation and feedback):**

See included survey results.

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

Print, Radio and Online Advertising

N/A

## Bill Inserts



Customer News  
Spring (Eng)\_SCREEN

## Bill Envelope Messaging

N/A

## Brochures

[Safety for Special Customers](#)  
[Customers with Special Needs](#)

## Public Relations

N/A

## Community Relations

The Company's Customer Outreach department attends over 85 community events per year at which information about programs and services for special needs customers is conveyed. The department also makes presentation to community groups on request.

## Corporate Partnerships

Various (the Company partners with community boards, non-profit and governmental organizations throughout the year to communicate information on programs and services for special needs customers).

## Legislative Outreach

N/A

## Website, E-mail, Social Media, and Mobile Application

The *Safety for Special Customers* and *Customers with Special Needs* brochures are available online at conEd.com. Additional information is available at <http://www.coned.com/customercentral/specialservices.asp>. Customers enrolled in eBill are directed via hyperlink to electronic copies of bill inserts. And, the attached blast email is sent to healthcare providers and equipment manufacturers (the images have been removed for security reasons).



**Important**  
life-sustaining equipm

## Other

N/A

## 2014 Outreach & Education Plans with 2013 Results

### WINTER HEATING SEASON AND ENERGY FINANCIAL ASSISTANCE

Please identify the Outreach tools the utility will use to prepare customers for the winter season.

#### **Long Range Goal:**

The Company will ensure that customers are provided with energy-efficiency and winter safety tips, and information on Con Edison's *EnergyShare* program, which offers grants to eligible customers, HEAP and other assistance programs, and the Company's Green Team programs, which offer rebates and incentives for energy-efficiency upgrades.

#### **2014 Planned Activities:**

(In addition to advising customers about what to do to avoid a disconnect of service, this category should include issues such as weatherization, furnace inspection, zone heating, preventing carbon monoxide emergencies, and responding to gas odors, etc.)

In 2014, the Company intends to utilize Customer News and other bill inserts, bill envelopes and blast-email campaigns to disseminate the information included in its long-range goal. Outreach Advocates will also provide this information during presentations to community groups and at community events, and information will be available online at conEd.com.

#### **New/Continuing Program:**

Continuing

#### **Measures to Obtain Evaluation/Feedback:**

To evaluate its outreach and education programs, Con Edison commissions surveys during the summer and winter seasons that seek to measure the effectiveness of the Company's O&E campaigns. These surveys are conducted by a market research firm via telephone interviews with a random sampling of Con Edison customers.

#### **2013 Results (evaluation and feedback):**

See included survey results.

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

Print, Radio and Online Advertising

N/A

Bill Inserts



Customer News  
Winter (Eng)\_SCREEN



EE Fall Bill Insert  
(2).pdf

Bill Envelope Messaging



EnergyShare  
OE\_PRESS.pdf

Brochures

[Help for Those in Need](#)

Public Relations

N/A

Community Relations

The Company's Customer Outreach department attends over 85 community events per year at which information about winter heating season and energy financial assistance is conveyed. The department also makes presentation to community groups on request.

Corporate Partnerships

Various (the Company partners with community boards, non-profit and governmental organizations throughout the year to communicate information on winter heating season and energy financial assistance).

Legislative Outreach

N/A

Website, E-mail, Social Media, and Mobile Application

The *Help for those in Need* brochure is available online at conEd.com. Additional information is available at <http://www.coned.com/customercentral/managemybill.asp> and [conEd.com/energysshare](http://conEd.com/energysshare). Customers enrolled in eBill are directed via hyperlink to electronic copies of bill inserts. And, the attached blast emails are sent to all customers with email addresses on record in the Company's CIS (the images have been removed for security reasons).



Cold winter higher  
bills. Here's how to m



Stay Warm and  
Save.png



Tips to keep you  
safe and warm this w

Other

N/A

# 2014 Outreach & Education Plans with 2013 Results

## NATURAL GAS & ELECTRIC SAFETY

### Long Range Goal:

The Company intends to educate customers about the potential hazards associated with natural gas and electric service, as well as what to do in the event of an emergency.

### How Priority Was Set:

This priority was set based on several factors, including:

- Focus group data and surveys designed to identify areas of interest and concern to customers
- The Company's cultural imperative to enhance external stakeholder and customer relationships
- The Company's commitment to ensuring the safety of its employees, its customers and the public at large
- Regulatory requirements

### Goals for 2014 Plan:

(Examples of Safety Outreach & Education include, but are not limited to, electric live line demos, door hangers, website content, etc.)

Natural gas and electric safety information will be provided in several formats, including bill inserts (electric and gas safety brochures and Customer News), Spotlight, brochures distributed at outreach and education events, online at conEd.com, the Con Edison – Scholastic educational program for schoolchildren and the conEd.com/Kids website.

### 2013 Results (evaluation and feedback):

See included survey results.

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

Print, Radio and Online Advertising

N/A

Bill Inserts

[Natural Gas Safety](#), [Electric Safety](#)



Know the Smell of  
Natural Gas.pdf



Customer News  
Spring (Eng)\_SCREEN



Customer News  
Summer (Eng)\_SCREE



Customer News Fall  
(Eng)\_SCREEN.pdf



Customer News  
Winter (Eng)\_SCREE

Bill Envelope Messaging

N/A

Brochures

[Energy Safety](#)

Public Relations

N/A

Community Relations

The Company's Customer Outreach department attends over 85 community events per year at which information about natural gas and electric safety is conveyed. The department also makes presentation to community groups on request.

Corporate Partnerships

Various (the Company partners with community boards, non-profit and governmental organizations throughout the year to communicate information on natural gas and electric safety).

Legislative Outreach

N/A

Website, E-mail, Social Media, and Mobile Application

The *Energy Safety, Electric Safety and Natural Gas Safety* brochures are available online at conEd.com. Additional information is available at <http://www.coned.com/customercentral/safetytip.asp>. Customers enrolled in eBill are directed via hyperlink to electronic copies of bill inserts. And, the attached blast email is in development to be sent to all customers with email addresses on record in the Company's CIS.



Smell Gas video  
eblast.docx

Other

N/A

# 2014 Outreach & Education Plans with 2013 Results

## STORM OUTREACH PLANS

### **Long Range Goal:**

The Company plans to redouble its efforts with regard to providing customers with information on what to do in advance of, during and immediately following a storm. Additionally, the Company plans to provide information on what it has done (and continues to do) to reinforce its transmission and delivery systems in the wake of Super Storm Sandy.

### **How Priority Was Set:**

This priority was set based on a number of factors, including:

- Focus group data and surveys designed to identify areas of interest and concern to customers
- The Company's cultural imperative to enhance customer and external stakeholder relationships
- The Company's commitment to ensuring the safety of its employees, its customers and the public at large
- Lessons learned following Super Storm Sandy
- Regulatory requirements

### **Goals for 2014 Winter and Summer Plans:**

The Company plans to provide storm-prep information to customers via bill insert (Customer News, etc.), online at conEd.com, via social media (Twitter, Facebook and YouTube), in person at Outreach events and presentations and via print and radio ads.

### **2013 Results, evaluation, and feedback:**

See included survey results.

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

Print, Radio and Online Advertising

[Stay Plugged in During a Storm](#)

[What did we Learn from the Storm of the Century](#)

[Stay a Step Ahead of a Moving Storm](#)

[Use our Outage Map to Report Power Loss](#)

[Tips for a Safe Storm Season](#)

## Bill Inserts



Customer News  
Spring (Eng)\_SCREEN



Customer News  
Summer (Eng)\_SCREE



Customer News Fall  
(Eng)\_SCREEN.pdf



Customer News  
Winter (Eng)\_SCREE

## Bill Envelope Messaging



Outage Map OE.pdf

## Brochures

[Power Problems? Let us Know!](#)

## Public Relations

N/A

## Community Relations

The Company's Customer Outreach department attends over 85 community events per year at which information about storm safety is conveyed. The department also makes presentation to community groups on request.

## Corporate Partnerships

Various (the Company partners with community boards, non-profit and governmental organizations throughout the year to communicate information on storm safety).

## Legislative Outreach

N/A

## Website, E-mail, Social Media, and Mobile Application

The *Power Problems? Let us Know!* brochure is available online at conEd.com. Additional information is available at <http://www.coned.com/sm/default.asp>. Customers enrolled in eBill are directed via hyperlink to electronic copies of bill inserts. And, the attached blast emails are sent to all customers with email addresses on record in the Company's CIS.



Stay Safe As Storms  
Approach.pdf



Storm ETR.pdf



Meter Reading  
Canceled.pdf



Post Storm Thank  
You.pdf

## Other

N/A

## 2014 Outreach & Education Plans with 2013 Results

### WEBSITE, E-MAIL, SOCIAL MEDIA, & MOBILE APPLICATIONS

Please describe how your utility uses its Website, E-mail, Social Media, and Mobile Applications as part of its O&E plan.

Please describe whether the utility follows a schedule to check whether web links and/or videos, etc., remain accurate.

#### **Long Range Goal:**

The Company plans to continue increasing the options available to customers via its website and mobile platforms (apps and mobile web), with a focus on enhancing the customer experience and making it as convenient as possible to do business with Con Edison. Additionally, the Company plans to continue using social media (Twitter, Facebook, YouTube and Flickr) and email campaigns to connect with customers and provide information across multiple channels.

#### **How Priority Was Set:**

This priority was set based on customer feedback, prior experience using emerging technologies such as mobile and social media and the Company's cultural imperative to enhance external stakeholder and customer relationships.

#### **Goals for 2014 Plan:**

(Include the target audience, the vehicle to be used and why this audience/s was/were chosen.)

In 2014, the Company plans to add a number of self-service options to its website and mobile platforms, as well as to improve upon the experience that it currently provides to mobile users. Social media will continue to be a focus, particularly with regard to outage communications. And, email campaigns will be continue to be used to communicate energy-efficiency information, storm prep and outage updates and notifications of routine and emergency work. The use of email will also be expanded to include account-specific information, such as overdue bill notices.

#### **New/Continuing Program:**

Continuing

**2013 Results (evaluation and feedback):**

See included survey results.

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

Print, Radio and Online Advertising

[Our Mobile App Makes Life Easier](#)

[My conEdison App is Easy to Use](#)

Bill Inserts



Customer News  
Summer (Eng)\_SCREE

Bill Envelope Messaging

N/A

Brochures

N/A

Public Relations

N/A

Community Relations

The Company's Customer Outreach department attends over 85 community events per year at which information about the conEd.com website, blast email campaigns, social media and mobile applications is conveyed. The department also makes presentation to community groups on request.

Corporate Partnerships

Various (the Company partners with community boards, non-profit and governmental organizations throughout the year to communicate information about the conEd.com website, blast email campaigns, social media and mobile applications).

Legislative Outreach

N/A

Website, E-mail, Social Media, and Mobile Application

Information is available at <http://conEd.com/mobileapp>.

Other

N/A

## 2014 Outreach & Education Plans With 2013 Results

### SUMMER DEMAND RESPONSE/LOAD REDUCTION

#### **Long Range Goal:**

The Company plans to continue educating customers to make smart choices regarding the manner in which they use energy, with a particular focus on the importance of energy conservation during the summer peak period. Additionally, the Company will continue promoting the energy-efficiency rebate and incentive programs offered through its Green Team as a means of incentivizing customers to improve the efficiency of their homes and businesses.

The Company will also promote its redesigned voluntary time-of-use (VTOU) rate as a means of incentivizing customers to shift a portion of their electric load to off-peak periods.

#### **How Priority Was Set:**

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

The time-of-use component was set in part based on the Order Approving Electric, Gas and Steam Rate Plans in Accord with Joint Proposal, Issued and Effective February 21, 2014 for Case 13-E-0030 et al.

#### **Goals for 2014 Plan:**

(Include the target audience, the vehicle to be used and why this audience/s was/were chosen.)

The Company will utilize bill inserts, blast-email campaigns, print and radio ads and information available online at conEd.com to achieve the goals specified in the long-range goal.

#### **2014 Planned Activities:**

Activities planned for 2014 include:

- Deploying a summer prep blast email to all customers with email addresses on file in Con Edison's customer information system
- Developing a summer ad campaign to promote energy efficiency and the rebate and incentive programs offered by the Green Team
- Promoting energy efficiency and conservation at outreach events and presentations
- Making information available on the conEd.com website
- Promoting Con Edison's online bill analysis tools, known collectively as 'MyEnergyToolkit'
- Developing literature and online tools to promote the redesigned VTOU rate

## **2013 Results (evaluation and feedback):**

See included survey results.

## **Emergency Load Curtailment Communications includes:**

Press releases are issued as needed (see <http://www.coned.com/newsroom/news/pr20140205.asp>). Additionally, Con Edison representatives communicate directly with large customers when emergency curtailment is required.

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

Print, Radio and Online Advertising

[Energy Tips to Help You Save Money](#)

[100+ Money Saving Energy Tips](#)

Bill Inserts



Customer News  
Summer (Eng)\_SCREE



EE Summer Bill  
Insert\_PRESS.pdf

Bill Envelope Messaging



Summer EE  
Envelope.pdf

Brochures

[The Power of Green](#)

Public Relations

N/A

Community Relations

The Company's Customer Outreach department attends over 85 community events per year at which information about summer demand response and load reduction is conveyed. The department also makes presentation to community groups on request.

Corporate Partnerships

Various (the Company partners with community boards, non-profit and governmental organizations throughout the year to communicate information about summer demand response and load reduction).

Legislative Outreach

N/A

Website, E-mail, Social Media, and Mobile Application

The *Power of Green* brochure is available online at conEd.com. Additional information is available at <http://www.coned.com/customercentral/energysavings.asp> and [conEd.com/greenteam](http://conEd.com/greenteam).

Customers enrolled in eBill are directed via hyperlink to electronic copies of bill inserts. And, the attached blast emails are sent to all customers with email addresses on record in the Company's CIS.



How to Save \$ this  
Summer.rmsg



Stay Cool Save  
Money Save Energy!.

Other  
N/A

**New/Continuing Program:**

A December 20, 2000 Order required reports to be submitted.

The December 20, 2000 “Order Requiring Filings and Reports on Utility Demand Response Programs” (Ordering paragraph 6) in Case 00-E-2054 stated:

6. Not later than February 14, 2001, each such corporation shall provide Staff with a detailed public awareness plan detailing the company’s steps to raise awareness and educate customers regarding the load and capacity situation and actions consumers can take to control their energy usage and bills.

On February 14, 2001, Con Edison filed its public awareness plan to promote general education and awareness of the load and capacity situation within New York City. The Commission’s subsequent orders in Case 00-E-2054 have not required the electric utilities to make subsequent filings of this public awareness plan.

**When was the last report submitted and to what Office?**

February 14, 2001

# 2014 Outreach & Education Plans

## with 2013 Results

### NATURAL GAS EXPANSION

#### **Long Range Goal:**

The Company will continue to provide increased natural gas-related outreach and education, including attending community events and providing robust website information that details, among other things, the process for converting to natural gas. The Company will increase education through social media, and continue to meet routinely with the City's Clean Heat marketing team, the Real Estate Board, plumbing and contracting communities, and individual buildings.

#### **How Priority Was Set:**

This priority was set in compliance with the Order Approving Electric, Gas and Steam Rate Plans in Accord with Joint Proposal, Issued and Effective February 21, 2014 for Case 13-E-0030 et al.

#### **Goals for 2014 Plan:**

(Include the target audience, the vehicle to be used and why this audience/s was/were chosen.)

The target audience consists of residential and commercial customers living in the Company's gas service territory who do not currently heat with natural gas. Vehicles used to target this audience include blast email campaigns, bill inserts such as Customer News and online content available at [conEd.com/naturalgas](http://conEd.com/naturalgas).

#### **2014 Planned Activities:**

Activities planned for 2014 include:

- A blast email campaign will be sent to all customers living in the Company's gas service territory who do not currently heat with natural gas.
- Information on natural gas conversion will be included in the Company's Customer News bill insert.
- [conEd.com/naturalgas](http://conEd.com/naturalgas) will be updated on an as-needed basis.

#### **2013 Results (evaluation and feedback):**

See included survey results.

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

Print, Radio and Online Advertising

N/A

Bill Inserts



Customer News Fall  
(Eng)\_SCREEN.pdf

Bill Envelope Messaging

N/A

Brochures

N/A

Public Relations

N/A

Community Relations

The Company's Customer Outreach department attends over 85 community events per year at which information about converting to natural gas is conveyed. The department also makes presentation to community groups on request.

Corporate Partnerships

Various (the Company partners with community boards, non-profit and governmental organizations throughout the year to communicate information about converting to natural gas).

Legislative Outreach

N/A

Website, E-mail, Social Media, and Mobile Application

Information is available at <http://www.coned.com/gasconversions/default.asp>. Customers enrolled in eBill are directed via hyperlink to electronic copies of bill inserts.

Other

N/A

**New/Continuing Program:**

Continuing

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

As part of various types of Cases before the Commission, this body has, at times, included Outreach & Education requirements. These are generally specific to the matter of the Case.

We would like you to complete the form found on the following page for each Case specific to your company that included stipulations for O&E, and for which the reporting time is still active. Similarly, we request that all Steam Corporations indicate the last time an O&E report was filed with the Commission and to which office it was sent.

## **PLEASE FILL OUT:**

We have 3 number of Cases at this time.

On the next page/s, we, the utility, have completed the form/forms for each active case/s (repeat the form for every Case).

# OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

## Case No. 13-E-0030, 13-G-0031, 13-S-0032

Required by Order, Joint Petition, Settlement, Other:

Order Approving Electric, Gas and Steam Rate Plans in Accord with Joint Proposal

Date the Order was Issued and Effective:

February 21, 2014

Summary of O&E requirements:

a. Customer Outreach and Education

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

b. Email and Cell Numbers

The Company will continue to focus on and develop additional outreach efforts to assist in the collection of customer cell phone numbers and email addresses. With respect to its storm/outage related communications, the Company will continue to utilize blast emails that communicate safety and preparedness information prior to forecasted storms and heat events, and will develop opt-in text messages to provide customers with updated information during storms and other events.

c. Natural Gas Expansion

The Company will continue to provide increased natural gas-related outreach and education, including attending community events and providing robust website information that details, among other things, the process for converting to natural gas. The Company will increase education through social media, and continue to meet routinely with the City's Clean Heat marketing team, the Real Estate Board, plumbing and contracting communities, and individual buildings.

d. VTOU Efforts

The Company will include information related to its new VTOU rate on the coned.com website and in its Customer News bill insert. The Company will update its VTOU brochure and educate its employees to serve as advisors to customers who are interested in the rate. The Company will develop an online time-of-use calculator, which is intended to assist customers in deciding whether or not the new VTOU rate will benefit them within sixty (60) days of the issuance of an Order

adopting this Proposal. The calculator will replace the existing time-of-use quiz on the Company's coned.com/tou webpage. The Company will also work with organizations such as the Greater New York Automobile Dealers Association and individual dealers in the Con Edison service territory in an attempt to obtain their assistance with educating new EV buyers about VTOU rates. The Company will provide the following VTOU information to residential customers after service initiation: information on the new VTOU rate; where to find additional information (including a link to the calculator); and how to apply for the new VTOU rate. Finally, the Company will provide written notification to existing SC1 VTO customers of the availability of the new VTOU rate.

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

Annually by September 30 of each rate year

Confirm that past reports have been properly submitted: IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY'S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.

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

- |   |                      |
|---|----------------------|
| <input type="checkbox"/> Secretary's Office                   | Date:                |
| <input checked="" type="checkbox"/> Office of Consumer Policy | Date: September 2013 |
| <input type="checkbox"/> Other: _____                         | Date:                |
| (Name of DPS contact person)                                  |                      |

Date Reporting May Cease: N/A

## 2014 Outreach & Education Plans with 2013 Results

### PROVIDING QUALITY CUSTOMER SERVICE AND UTILITY EMPLOYEE TRAINING

#### **Long Range Goal:**

The Company intends to enhance its external and stakeholder relationships and to foster an atmosphere of openness, fairness and trust among employees.

#### **How Priority Was Set:**

This priority has been set based on a number of factors, including:

- Focus group data and surveys designed to identify areas of interest and concern to customers
- The Company's cultural imperatives to enhance external stakeholder and customer relationships and to promote openness, fairness and trust
- Regulatory requirements

#### **Goals for 2014 Plan:**

(Include the target audience, the vehicle to be used and why this audience/s was/were chosen.)

In 2014, the Company plans to:

- Continue commissioning surveys and focus groups designed to solicit feedback from customers on current practices and recommendations for ways that the Company can improve
- Continue the Company's energy-efficiency awareness campaign, which provides information that can assist customers in reducing their energy costs and becoming more environmentally friendly
- Deploy Outreach Advocates to the field to provide a two-way conduit through which information can be provided to customers and feedback can be obtained from customers
- Continue developing and distributing customer-centric information for employees via online (eLearning) modules, emails, and other internal education campaigns
- Continue holding internal seminars, conferences and brainstorming sessions focused on openness, fairness and trust
- Continue to enhance the Company's online and mobile platforms, which allow customers to do business with Con Edison at the time and in the location of their choosing

#### **2013 Results (evaluation and feedback):**

See included survey results.

**New/Continuing Program:**

Continuing

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

Print, Radio and Online Advertising

[Are Landmarks Any More Important Than Nightlights?](#)

[Three Children. Twelve Hours. Need. Hot. Bath. Now.](#)

[Quarters Don't Make Your Washing Machine Work. Electricity Does.](#)

[You Don't Have an Off Switch. Why Should We?](#)

[The Show Can't Go on if the Lights Don't.](#)

Bill Inserts

N/A

Bill Envelope Messaging

N/A

Brochures

N/A

Public Relations

N/A

Community Relations

The Company's Customer Outreach department attends over 85 community events per year at which information about providing quality customer service is conveyed. The department also makes presentation to community groups on request.

Corporate Partnerships

Various (the Company partners with community boards, non-profit and governmental organizations throughout the year to communicate information about providing quality customer service).

Legislative Outreach

N/A

Website, E-mail, Social Media, and Mobile Application

Information is available at [conEd.com/customercentral](http://conEd.com/customercentral). The attached blast email is sent to all customers with email addresses on record in the Company's CIS.



End of summer  
means beginning of s

Other

N/A

## 2014 Outreach & Education Plans with 2013 Results

### UTILITY OUTREACH EVENT SCHEDULE

<b>DATE</b>	<b>EVENT</b>	<b>LOCATION</b>
Jan. 3	CPC Chinese New Years	Manhattan
Jan. 11	WESTCOP Presentation	Westchester
Jan. 18	I.S. 211 Parent Association	Brooklyn
Jan. 23	CSCS The Power of Aging	Manhattan
Feb. 6	QICA Program- Accessible Transportation	Queens
Feb. 15-17	NYS Black & Puerto Rican Caucus	Albany
Feb. 16	CPC Lunar New Year Celebration	Brooklyn
Feb. 23	19th Annual Bronx Speaks Up	Bronx
Mar. 7	S.I. Clean & Green Expo	Staten Island
Mar. 8	Living In America Fair 2012	Queens
Mar. 9-10	20th Annual GLBT Expo (at Jacob Javits Center)	Manhattan
Mar. 16 & 17	Westchester County Home Show	Westchester
Mar. 22-24	Somos El Futuro - NYS Hispanic Legislation	Albany
Mar. 23	The Hudson Valley Gateway Experience	Westchester
Mar. 29 - Apr. 7	N.Y. Auto Show	Manhattan
Apr. 4	Citizens Housing & Planning Council	Manhattan
Apr. 6	Brooklyn Housing & Family Services	Brooklyn
Apr. 12	South Shore Children's Presentation	Staten Island
Apr. 13	China Town Cherry Blossom Festival	Manhattan
Apr. 15	Spring Health Fair	Manhattan
Apr. 16	Small Business Breakfast	Manhattan
Apr. 16	Inter- Agency Counsel Senior Housing Forum	Staten Island
Apr. 20	18th Annual WHUD Kids Fair	Westchester
Apr. 21	Pelham Bay Park Earthfest	Bronx
Apr. 21	Harlem Earth Day	Manhattan
Apr. 21	Union Square Earth Day	Manhattan
Apr. 21	Kensico Dam- Earth Day	Westchester
Apr. 22	MTA Earth Week	Manhattan
Apr. 25	AMR Presentation @ Lincoln Hospital	Bronx
Apr. 26	Hudson Valley Hospital Center Fair	Westchester
Apr. 27	Run For The Wild- Bronx Zoo	Bronx
Apr. 27	Forest Hills Elementary Earth Day Fair	Queens
May 1	Salute to Seniors Expo	Westchester
May 2	LIFE in Action	VARIOUS
May 10	P.S. 50 Presentation	Queens
May 11	UFT Spring Conference	Manhattan
May 16	Staten Island Chamber of Commerce: Before Business Hours Meeting	Staten Island
May 18	Go Green @Greenpoint- Earth day Festival	Brooklyn
May 20	College of Staten Island	Staten Island
May 22	QICA Meeting	Queens

May 23	Henry Street Settlement Board Meeting	Manhattan
May 30	Health Care Senior Presentation on Energy Safety	Peekskill
June 1	Festival & Carnaval del Boulevard	Manhattan
June 2	Transfiguration School and Parish	Manhattan
June 2	L.E.S. Day Life	Manhattan
June 3	CSCS- Council of Senior Centers 2013 Annual Awards Benefit	Manhattan
June 6	Community Housing Event (Housing and Family Services)	Brooklyn
June 9	11th Annual Russian Heritage Festival	Brooklyn
June 18	Washington Heights BID: Merchant Breakfast Meeting	Manhattan
June 19	1st Annual Small Business Summit: NYC Business Solutions	Manhattan
June 19	Colony South Brooklyn Housing Board Meeting	Brooklyn
June 21	Advocacy Today Conference	Manhattan
June 23	Housing Recovery Forum	Brooklyn
June 27	Isabella Geriatric Resource Center	Manhattan
July 13	Bronx Family Fun Day	Bronx
July 13	Bryant Garden Festival	Westchester
July 14	Hartsdale Irish Festival	Westchester
July 17	Harmony Day	Staten Island
July 20	City of Water Day@ Governors Island	Manhattan
July 23	Small Business Breakfast/ EEF Promotion	Staten Island
July 24	Summer Energy Academy Programs	Brooklyn
July 25	Broadwalk Bash	Staten Island
July 27	NYC Housing- West Brighton Family Day	Staten Island
Aug. 3	AAFE: "Living In America Fair"	Queens
Aug. 6	30th Annual National Night Out	Manhattan
Aug. 6	NYC Senior Citizens Day Expo & Awards	Manhattan
Aug. 7	Astella Development Corp. Meeting	Brooklyn
Aug. 8	Economic Development Day: Columbia University Learner Hall	Manhattan
Aug. 10 & 11	Dragon Boat Festival	Queens
Aug. 12	NYC Dept. of Aging	Manhattan
Aug. 13	Community Board 12 Meeting	Manhattan
Aug. 15	Individual and Community Preparedness	Manhattan
Aug. 15	2013 Harmony Day Picnic	Manhattan
Aug. 17	23rd Annual Unity Day Sand Sculpting Contest	Brooklyn
Aug. 17	Annual Coney Island Event	Brooklyn
Aug. 17	NYC Children's Festival (Harlem Week)	Manhattan
Aug. 17 & 18	Harlem Week	Manhattan
Aug. 20	"Back to School" @ Tappen Park	Staten Island
Aug. 25	Brighton Beach Jubilee	Brooklyn
Aug. 29	St. Claire's Church: Seniors and Energy	Bronx
Aug. 31	Richmond County Fair	Staten Island
Sept. 7	Yonkers Riverfest	Westchester
Sept. 8	"Singles on the Go Social Club	Staten Island
Sept. 9&10	Buying Event @ Javits Center	Manhattan
Sept. 12	Grandparents/ Seniors Information Day	Brooklyn
Sept. 14	Bronx 2nd Annual Cert	Bronx
Sept. 16	College of Staten Island Board Meeting	Staten Island
Sept. 17	Small Business Breakfast	Staten Island
Sept. 18	Colony South Board Meeting	Brooklyn
Sept. 19	Henry Street Settlement Board Meeting	Manhattan

Sept. 20	CPC: Annual Family Day	Manhattan
Sept. 21	Hudson Valley Irish Fest	Westchester
Sept. 21	Bridges to Wellness Community Festival	Manhattan
Sept. 28	11th Battery Park Community Awareness Day	Manhattan
Sept. 28	P.S. 140 Parent Symposium	Queens
Oct. 1	OEM's Special Needs Advisory Group	Brooklyn
Oct. 2	CCBA Monthly Meeting	Manhattan
Oct. 3	HeartShare Meeting	Brooklyn
Oct. 4	QICA Meeting	Queens
Oct. 5	CSI - Live Green/Embrace Pink	Staten Island
Oct. 6	Deepavali Festival of Lights - South Street Seaport	Manhattan
Oct. 8	Community Board 12 Meeting	Manhattan
Oct. 9	Isabella Geriatric Center: "Fall into Health Fair"	Manhattan
Oct. 10	WHICOA: Executive Board	Manhattan
Oct. 12	Bed- Stuy Alive! Street Festival	Brooklyn
Oct. 13	Seniors: Singles on the Go	Staten Island
Oct. 16	Community Board 5 District Service Cabinet	Brooklyn
Oct. 17	Gold Card Club: Seniors	Westchester
Oct. 17	S.I. Interagency Council Meeting	Staten Island
Oct. 17	College of Staten Island Board Meeting	Staten Island
Oct. 18	Senior Citizen Information Day	Staten Island
Oct. 18	Hudson Valley Health Fair	Westchester
Oct. 19	Good home! Good health! Fair	Brooklyn
Oct. 20	Greenburg Nature Center Fall Festival	Westchester
Oct. 22	Twelfth Annual Health Fair	Manhattan
Oct. 24	WHICOA: Executive Board	Manhattan
Oct. 24	Snug Harbor Event	Staten Island
Oct. 25	Fall Advocacy Today Conference	Manhattan
Oct. 26 & 27	9th Annual Westchester Home Show	Westchester
Oct. 29	LES IA Meeting	Manhattan
Nov. 5	Renew Energy Event	Brooklyn
Nov. 6	Renew Energy Event	Staten Island
Nov. 6	9FL Safety Fair	Manhattan
Nov. 6	Chines Consolidated Benevolent Association	Manhatan
Nov. 7	QICA Meeting	Queens
Nov. 7	Manhattan Chamber of Commerce Awards Breakfast	Manhattan
Nov. 7	LES Power Partnership Community Night Superstorm Sandy: What did we learn?	Manhattan
Nov. 12	Community Board 12 Meeting	Manhattan
Nov. 12	Washington Heights Business Improvement District	Manhattan
Nov. 13	Henry Street Settlement Board Meeting	Manhattan
Nov. 13	Association of Black Social Workers Senior Center	Manhattan
Nov. 13	NYSW RC (Community)	Staten Island
Nov. 14	Washington Heights/ Inwood Council on Aging (WHICOA)	Manhattan
Nov. 14	P.S. 50Q: Afterschool Plus Program	Queens
Nov. 14	S.I. Interagency Council Meeting	Staten Island
Nov. 18	Staten Island Center for Independent Living: Blind and Low Vision Group	Staten Island
Dec. 4	QICA Meeting	Queens
Dec. 4	CCBA Monthly Meeting	Manhattan

Dec. 5	WHICOA: Executive Board	Manhattan
Dec. 9	El Corazon	Manhattan
Dec. 10	Community Board 12 Meeting	Manhattan
Dec. 12	WHICOA: Executive Board	Manhattan
Dec. 12	Parent Workshop	Queens
Dec. 14	Senator Dilan's Office Open House	Brooklyn
Dec. 14	Banana- Kelly Street Community Board	Bronx

# 2014 Outreach & Education Plans with 2013 Results

## **ELECTRIC VEHICLES AND VOLUNTARY TIME-OF-USE**

### **Long Range Goal:**

The Company will continue to support the adoption of electric vehicles (EVs) by providing customers with general information on the types of vehicles and charging options available. The Company will also promote its new VTOU rate as a means of further reducing the costs associated with driving an EV.

### **How Priority Was Set:**

This priority was set based on the Company's commitment to being a leader in the area of sustainability, and its cultural imperative of enhancing external stakeholder and customer relationships.

### **Goals for 2014 Plan:**

(Include the target audience, the vehicle to be used and why this audience/s was/were chosen.)

The target audience includes all customers interested in electric vehicles, time-of-use rates or both. The Company intends to provide this audience with the following:

- Information on the different types of vehicles and charging options that are available, which will be posted to the Company's [conEd.com/electricvehicles](http://conEd.com/electricvehicles) website.
- VTOU information, which will be provided to auto dealers in the Con Edison service territory.
- An online VTOU calculator to assist customers in determining whether VTOU rates are right for them.
- An online EV calculator, which will help customers decide whether an electric vehicle is right for them.
- Other voluntary time-of-use information, which will be available on [conEd.com/tou](http://conEd.com/tou) and [conEd.com/electricvehicles](http://conEd.com/electricvehicles).

### **New/Continuing Program:**

Continuing with new aspects

### **2013 Results (evaluation and feedback):**

See included survey results

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

Print, Radio and Online Advertising

N/A

Bill Inserts

Information on the new VTOU rate to be included in Customer News.

Bill Envelope Messaging

N/A

Brochures

[Time-of-Use Rates](#) (revision in progress)



Public Relations

N/A

Community Relations

The Company's Customer Outreach department attends over 85 community events per year at which information about electric vehicles and voluntary time-of-use is conveyed. The department also makes presentation to community groups on request.

Corporate Partnerships

Various (the Company partners with community boards, non-profit and governmental organizations throughout the year to communicate information about electric vehicles and voluntary time-of-use).

Legislative Outreach

N/A

Website, E-mail, Social Media, and Mobile Application

Information is available at [conEd.com/electricvehicles](http://conEd.com/electricvehicles) and [conEd.com/tou](http://conEd.com/tou) (revisions to both in progress).

Other

N/A



***Summer 2014 Outreach Campaign***  
**Customer Awareness And Understanding**

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

21 August 2014



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**Background**

Con Edison continually works to provide premier service to its customers. To inform its efforts, the Customer Outreach organization seeks to measure the extent to which customers possess the information and hold the beliefs promoted by its Summer Outreach and Education efforts. Con Edison asked CRA, Inc. to administer an assessment to inform Summer Outreach and Education strategies and maximize the effectiveness of future campaigns. This report provides detailed findings of the 2014 assessment and compares them to findings from the most recent summers.

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***Research Design***

CRA conducted 500 telephone interviews with a random sample of Con Edison residential customers, culled from random digit dialing to Con Edison's service area. These interviews occurred during August 2014, and the average interview lasted 18 minutes. The margin of error for the overall findings is  $\pm 4$  percent (at the 95-percent confidence level).

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***Report Structure***

This report presents the findings for this research in three sections: (1) Con Edison's 2014 Campaign, (2) Implications and Conclusions, and (3) Detailed Findings.

---

## Con Edison's 2014 Campaign

In 2014, Con Edison employed a variety of channels to communicate key messages to customers. This section presents a brief synopsis of the 2014 Outreach and Education Campaign's key messages.

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

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## Implications and Conclusions

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

1. **The 2014 Campaign again successfully influenced customer attitudes and beliefs.** Across seven of the eight beliefs targeted by the campaign, customers who recall at least one aspect of the campaign were significantly more likely to express agreement than customers who do not recall the campaign.
2. **Customers are most likely to recognize Con Edison's efforts to keep customers safe and to make paying bills more convenient.** Across the eight targeted beliefs, customers were most likely to agree that "Con Edison is working to keep customers safe" and "Con Edison is working to make it easier and more convenient for customers to pay their bills" with nearly 80 percent of customers agreeing with these statements. Further, perceptions in several areas are more favorable than in 2013. Specifically, customers are more likely than 2013 to agree that "Con Edison is working to make it easier and more convenient for customers to pay their bills," "Con Edison is working to help the environment," "Con Edison is among the most reliable utility companies in the United States," and "Con Edison's Green Team makes it easy for customers to save energy and money."
3. **Of the four campaign elements Con Edison promoted this summer, information on the paperless e-bill program is the most recalled message.** In 2014, roughly 60 percent of customers recalled information on paperless e-bill program, indicating that customers are becoming more accepting of electronic billing and payment. This is reinforced by the significant increase in the percentage of customers who say they participate in the program. Further, recall of this message, along with recall of instructions for reporting energy problems or safety issues, increased from their 2013 levels.
4. **Con Edison's targeted topics address customer desires for information.** As in previous years, thematic analysis of customers' information desires revealed strong desires for information about conserving energy and saving money. Con Edison addressed these most prominent desires as part of its 2014 Outreach Campaign. Con Edison should continue to focus its efforts in these areas, disseminating information primarily through electronic methods and mailings, specifically bill inserts.

5. **In 2014, customers are significantly more likely to say they have or planned to make changes to their energy consumption.** In 2014, more than 90 percent of respondents report that they have done, or will do, something differently to conserve energy. Customers who recall the campaign and those who do not are equally likely to report energy-saving behavior, indicating the growing awareness among all customers about the importance of conserving energy.
6. **Customers are increasingly likely to want to receive information via electronic methods.** In 2014, 35 percent of customers indicated that they prefer to receive information from email, web sites, or social media and an additional 7 percent prefer telephone or text messaging. However, desire for printed information remains strong, with 25 percent preferring mailings and an additional 19 percent specifically saying that they prefer bill inserts.
7. **Demand for materials in languages other than English increased slightly, but remains relatively low.** While 40 percent of respondents report speaking languages other than, or in addition to, English, only 17 percent of these customers—or 7 percent of all customers—report that they would like to receive information in other languages, with Spanish being the most requested language.
8. **Con Edison should continue to promote its energy efficiency website and the MyEnergy Toolkit.** Many customer concerns and requests for information reflect a desire to save energy and money. Con Edison’s energy efficiency website that outlines financial incentives available as well as the calculators that are part of the MyEnergy Toolkit offer valuable support for managing bills. However very few customers are aware of these resources.
9. **There is a clear opportunity to increase awareness of Con Edison’s time-of-use rate program.** Only 14 percent of customers interviewed said they are aware of this program. However, half of respondents said they would be able to shift the majority of their electrical usage between midnight and 8 a.m. if they were offered a discount.

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## Detailed Findings

This section provides detailed findings for the Summer 2014 Customer Outreach Campaign assessment and compares them to the findings from recent assessments. The *Summary of Findings* offers a top-line overview of these findings.

---

### 1. Summary of Findings

- ◆ ***Customers are most likely to recall messages about Con Edison's paperless, e-bill program.***

In 2014, 60 percent of customers recalled receiving information about this program, a significant increase from the 2013 level. Further, the percentage of respondents who report that they have enrolled in the program increased significantly, with 41 percent now saying they have enrolled, compared to 34 percent in 2013.

- ◆ ***As a result of the 2014 campaign, customers are more likely to agree with seven of the eight targeted belief statements.***

Customers who recalled at least one aspect of the 2014 Campaign are significantly more likely than those who do not recall the campaign to agree with all belief statements put forth in this survey, *except* "Con Edison is among the most reliable utility companies in the United States." Customers are significantly more likely than in 2013 to agree that "Con Edison is working to make it easier and more convenient for customers to pay their bills," "Con Edison is working to help the environment," "Con Edison is among the most reliable utility companies in the United States," and "Con Edison's Green Team makes it easy for customers to save energy and money."

- ◆ ***Roughly 90 percent of customers plan to change their energy consumption behavior.***

In 2014, 90 percent of customers reported that they either have changed or plan to change their energy usage behavior, representing a significant increase from the 2013 finding. The general awareness of the importance of conserving energy is reinforced by customers' reported desires for information about saving energy and saving money.

- ◆ ***Customers are relatively unaware of Con Edison's time-of-use rate program.***

Only 14 percent of customers recall hearing information about this program, and only 13 percent say they are enrolled in the program. However, half of respondents say they would be able to shift their usage patterns if they were to receive a discount.

- ◆ ***Customers offered a moderately favorable rating for Con Edison’s communication efforts.***

Roughly 63 percent of customers rated Con Edison’s communication efforts as “excellent” or “good,” resulting in an average rating of 6.56 (on a 10-point scale). In 2014, approximately 83 percent of customers reported that they are hearing *at least* as much information from Con Edison in 2014 as they did in previous years.

- ◆ ***Customers most want to continue to hear information about conserving energy and saving money on their bill.***

Qualitative analysis of customer information desires revealed that roughly 35 percent of customers want continued information about conserving energy and being environmentally conscious.

Additionally, 35 percent of customers would like information on how to save money on their bill or lowering their rates. Con Edison’s 2014 campaign specifically targeted both of these issues.

- ◆ ***Customers continue to prefer to receive information from electronic and printed sources.***

In 2014, 35 percent of customers want to receive information from Con Edison via email, the Internet, or social media. Further, 25 percent of customers would like to receive information from Con Edison in mailings or letters, with an additional 19 percent of customers specifically reporting that they prefer to get important information in bill inserts.

## 2. Awareness of Outreach Campaign Messages

To help Con Edison gauge the effectiveness of its 2014 Campaign, CRA explored customer awareness across the four targeted campaign topic areas:

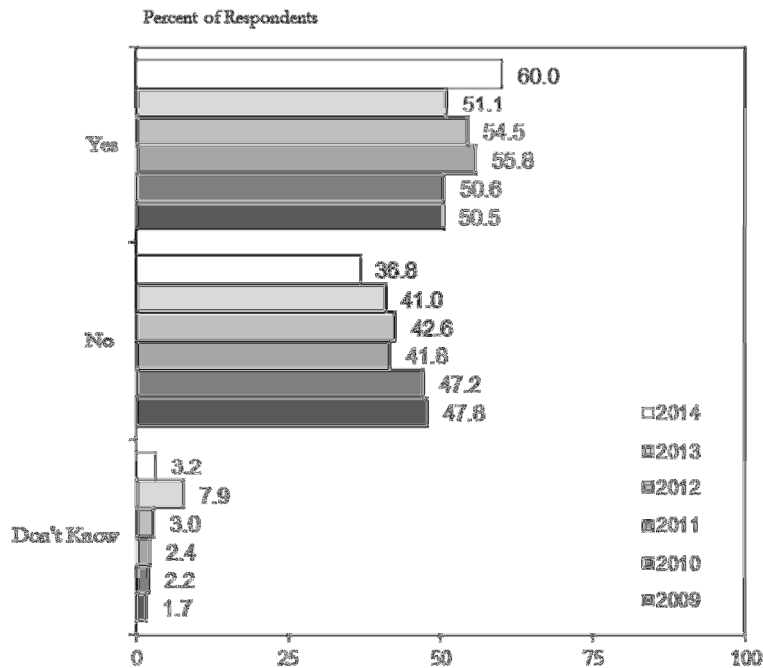
- ◆ Advice on how to conserve energy.
- ◆ Instructions for reporting energy problems or safety issues.
- ◆ Con Edison’s paperless, e-bill option.
- ◆ Con Edison’s MyEnergy Toolkit.

This section presents these findings, describing the detailed findings for each of the targeted topics, in descending order of customer awareness. Overall, roughly **82 percent** of customers recalled at least one campaign message – a robust recall level.

### Con Edison’s Paperless, E-Bill Program

As shown in the following graph, 60 percent of customers recalled receiving information about Con Edison’s paperless, e-bill program, a **significant increase** from 2013 level.

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



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

- Roughly 60 percent of these customers described the program as an **option to help save trees and the environment**. Their comments include:
  - ✓ Enroll in electronic billing to reduce paper. The fact that they are concerned about saving trees and resources. They are trying to be environmentally conscious.
  - ✓ How I can save trees and be green. It's healthier, less paper, less trees being cut down. That's a good thing. Let's try to be paperless so we don't have to have all these papers and bills coming in. We can do something modern and stop wasting paper.
  - ✓ Paperless billing conserves trees. Basically, save the environment and don't waste paper.
  - ✓ Save a tree, do bill online. Save a stamp.
- Roughly 40 percent of these customers generally recalled an option to **pay their bills online with automatic payments**. Their comments include:
  - ✓ I don't have to worry about paper bills coming in. It's all online.
  - ✓ I read about it on the bill, so I paid through online banking. It helps save paper, save waste with extra garbage, save the planet.
  - ✓ They advise that if I decided to pay through the internet, I can pay my bills online with a debit credit card or check by phone, and there will be no charge. They make it so easy to pay Con Edison's bills. We're on your side; we're not looking to make money.
  - ✓ I can pay for my bills online. I can pay for it with direct deposit or my credit card. They're trying to help people out who prefer paying that way.
- Further, roughly a quarter of these customers are pleased that **Con Edison's e-bill program makes paying bills easier**. Their comments include:
  - ✓ I saw that they said they said it would be easier and that I wouldn't need any stamps. It turned out that it wasn't a bad idea. They wanted to make it easier for themselves and for me.
  - ✓ I heard that I could pay my bill through the internet every month. It would be easier for them to get their money if we did direct billing rather than writing checks.
  - ✓ I can pay online or by telephone. Multiple options. It saves time and cuts back on manual labor.
  - ✓ They're making it easier for us to pay our bills. It is an easier way to pay your bills.

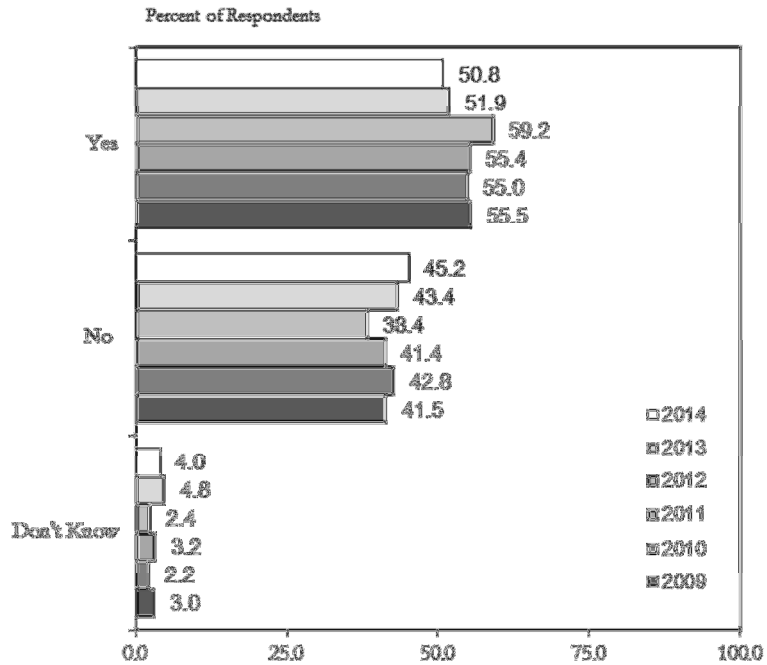
To evaluate the effectiveness of various communication vehicles in conveying this information, interviewers then asked customers the source of the information they heard about e-billing. The table below presents sources offered by at least ten respondents.

Response	2014
Bill insert	63%
Con Edison web sites	17%
Email	12%
Con Edison's Energy Line	11%
Newspaper advertisement	4%
Television advertisement	4%
Subway car advertisement	3%

**Advice on How to Conserve Energy**

In 2014, nearly 51 percent of customers recalled communications telling them how to conserve energy.

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



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

- Roughly 65 percent of these customers recalled messages that **encourage people to conserve energy, with some speaking of avoiding blackouts**. Their comments include:
  - ✓ How to save energy or how to pay less. They give me ways to pay less.
  - ✓ Cutting back on energy to not have so many blackouts. Conserve and use other techniques to prevent blackouts.
  - ✓ Telling me basically about which stuff to use to save energy. It conserves our resources.
  - ✓ I always get tips on conserving energy. This season, we're in the hot weather. Saving so there won't be any blackouts unless it gets really hot and everyone is burning their air conditioners.
- Roughly 35 percent of these customers said that they recalled information specifically related to **controlling temperature in more cost effective ways, such as changing filters, closing blinds and insulating windows and doors**. Their comments include:
  - ✓ How to conserve energy in summer months and how to reduce energy bill in summer months. Basic things like buying drapes and not leaving things plugged in.
  - ✓ How to keep my air conditioner at a good temperature. The information about trees to help keep the house cool. Help the environment.
  - ✓ If I use air conditioner at a lower setting, it will save energy. I should make sure my windows and doors have a seal around them to keep air in. We should conserve energy as much as possible.
  - ✓ Making sure filters are clean in the air conditioner units. For home owners, using the thermostat correctly, making it cooler in winter and warmer in summer.
- Roughly 35 percent of customers recalled tips such as **turning off lights and unplugging electrical items and power strips when not in use**. Their comments include:
  - ✓ Disconnecting all electricity cords, unnecessary items, light bulbs. It helped me a lot.
  - ✓ Using appliances less. Turning lights off when I don't need them
  - ✓ They sent me something about unplugging the computer and microwave. Don't leave them on all day. They are trying to look out for us. Trying to make us become more aware.
  - ✓ They just say unplug anything when I'm not using it and turn off power strips. Simple things.

- Nearly 15 percent of these respondents mentioned **Energy Saver™ appliances**. Their comments include:
  - ✓ They educate you on Energy Saver™ appliances. Did you know if you look for the Energy Saver™ on the appliances, you can lower your bill? They are trying to promote a green environment in the interest of preserving the environment for our children and grandchildren.
  - ✓ Some energy saving things about products or refrigerators. They were doing what they could to try and educate us about having old appliances, saying that they could use more electricity as opposed to something new. They show their concern about people saving money on their utility bill.
  - ✓ Using energy saving appliances. Not to overuse energy.
  - ✓ They just tell me what to look for when I buy an air conditioner. It was informative to me

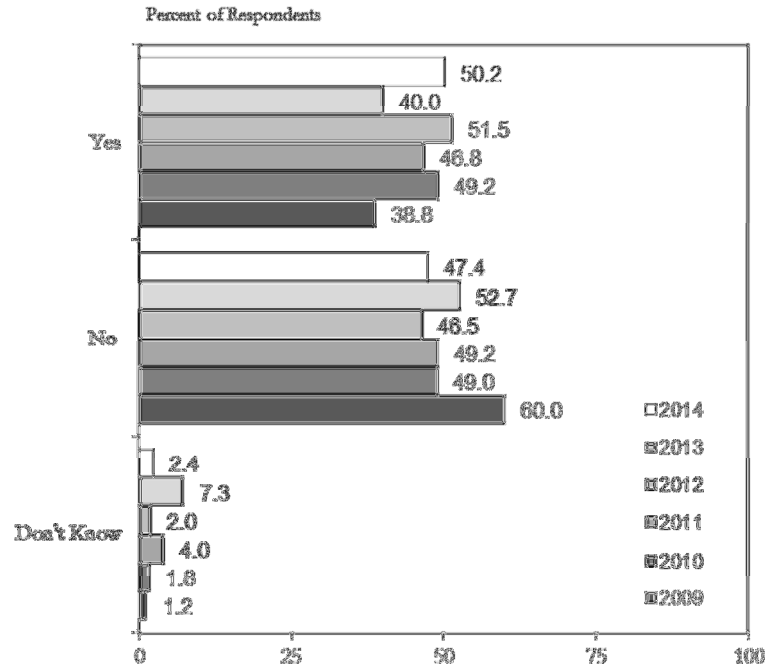
To evaluate the effectiveness of various communication vehicles, interviewers then asked customers the source of the energy conservation information. The following table presents the findings for each category mentioned by at least ten respondents.

<b>Response</b>	<b>2014</b>
Bill insert	<b>65%</b>
Con Edison web sites	<b>9%</b>
Newspaper advertisement	<b>8%</b>
Subway car advertisement	<b>7%</b>
Television advertisement	<b>6%</b>
Con Edison's Energy Line	<b>4%</b>

**Instructions for Reporting Energy Problems or Safety Issues**

As shown, roughly 50 percent of customers recalled receiving instructions for reporting energy problems or safety issues, a **significant increase** from the 2013 level.

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



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

- Roughly 45 percent of these customers said they heard recommendations to **immediately report problems or safety issues to Con Edison**. Their comments include:
  - ✓ They say to report any problems. If I have any problems, to call that number, and I'll be able to get through no matter what time of the day it is. They're helpful and available at any time.
  - ✓ If you have any emergency, contact them. They're telling you for safety reasons, that if you have an emergency with gas or wires, to call them to let them know. They want you to be safe.
  - ✓ If problems occur, call the company. Call the number to report power outages. If there's a problem, report it and the company will be diligent in solving any problems.
  - ✓ If you need to report an electric outage or something, they give you a direct number to call. That if you need to report it, you can contact them 24 hours, and someone is always there. .

- Roughly 40 percent recalled **specific instructions to call Con Edison’s emergency number or 911 in emergency situations**. Their comments include:
  - ✓ It says it in the bill, if you smell gas, call 911. If your power goes out, call. It was very socially responsible, to raise our consciousness of the power grid and how not to overload it.
  - ✓ They tell you in the bill that if you have any emergency, to call their emergency number. They’re telling you for safety reasons, that if you have an emergency with gas or wires, to call them to let them know. They want you to be safe.
  - ✓ To call 911 for a gas leak or emergency. Report it immediately.
  - ✓ Usually the bill tells me to report any gas leak and they give me a number to call. They give me valuable information if I have a gas leak. Safety and to prevent any disasters because of a gas leak.
- Roughly one-quarter recalled **messages about safety**. Their comments include:
  - ✓ It said if we have something that smells like rotten eggs, it’s carbon monoxide that escaped. That has to be reported right away. They are trying to prevent any tragedy.
  - ✓ Whenever I call, they give tips about gas leaks and all this safety information and it’s really good.
  - ✓ They want me to dial 911 if I smell gas and they described various signs of leaking gas. Smells and visual things that I’ve never seen in my life to keep us safe.
  - ✓ They say to report anything suspicious. Report lights flickering. I have to be more cautious about lights. During summertime, we have outages. Be aware of the situation.

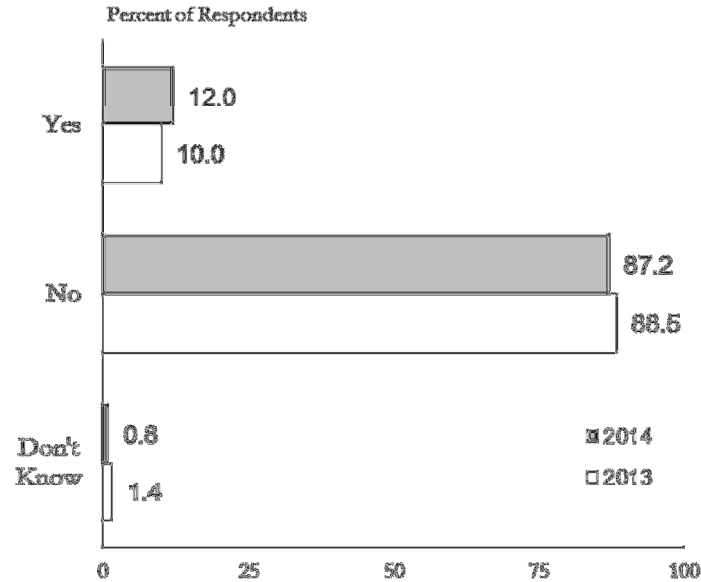
To evaluate the effectiveness of various communication vehicles in conveying this information, interviewers then asked customers who recalled this information the source of instructions for reporting power problems. The table below presents sources offered by at least ten respondents.

<b>Response</b>	<b>2014</b>
Bill insert	<b>61%</b>
Con Edison’s Energy Line	<b>21%</b>
Television messages	<b>10%</b>
Subway car advertisement	<b>10%</b>
Con Edison web sites	<b>8%</b>
Radio advertisement	<b>6%</b>
Newspaper advertisement	<b>6%</b>

## MyEnergy Toolkit

As shown, only 12 percent of customers reported that they are familiar with Con Edison's MyEnergy Toolkit.

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



Con Edison asked only those customers who had heard of the MyEnergy Toolkit if they had used any of the calculators. Only 10 customers reported using a calculator, with 9 using the Home Energy and Appliance calculator.

Interviewers asked only customers *who had used a calculator* to describe their experience. Very few customers were able to comment:

- Several customers described the calculators as **easy to use and helpful**.
- One customer described the calculators as **interesting because it gave them a better idea of energy usage in the home**.

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### **3. The Campaign's Impact on Targeted Attitudes**

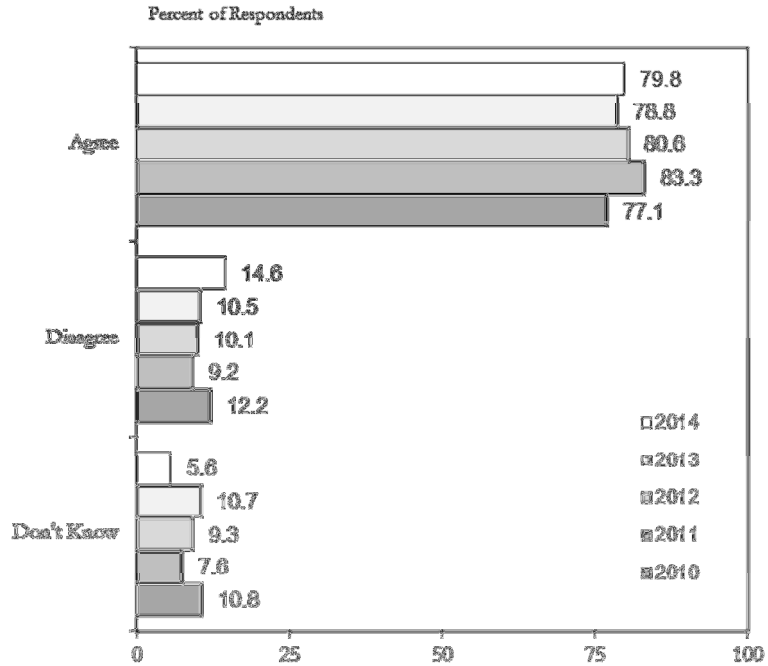
In order to assess the effectiveness of the Summer 2014 Customer Outreach Campaign, the survey included a number of items designed to measure the extent to which customers possess the information and hold the beliefs promoted by Con Edison's Outreach and Education efforts. The research team designed a series of eight statements related to the campaign, and interviewers asked customers whether they agree or disagree with each statement.

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

- ◆ Customers who recall at least one aspect of the 2014 campaign (82 percent). **(Recall)**
- ◆ The overall respondent population. **(Total)**
- ◆ Customers who do not recall any aspect of the 2014 campaign. **(Don't Recall)**

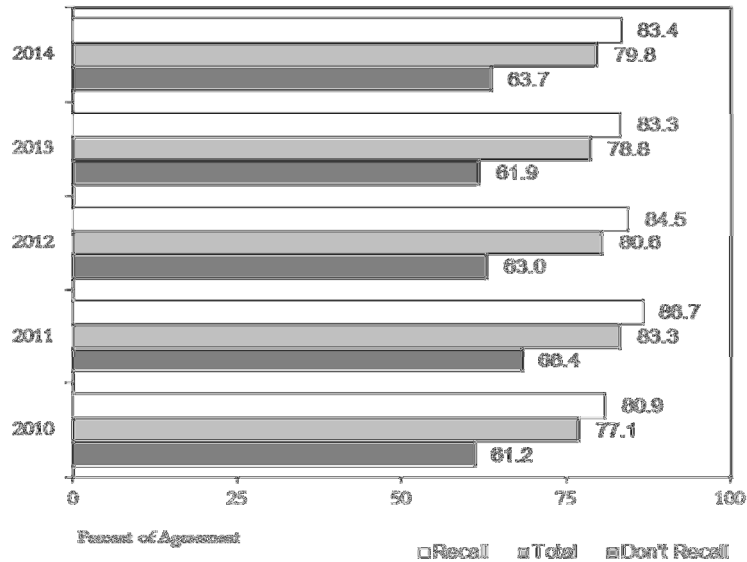
**Keeping Customers Safe**

Con Edison is working to keep customers safe.



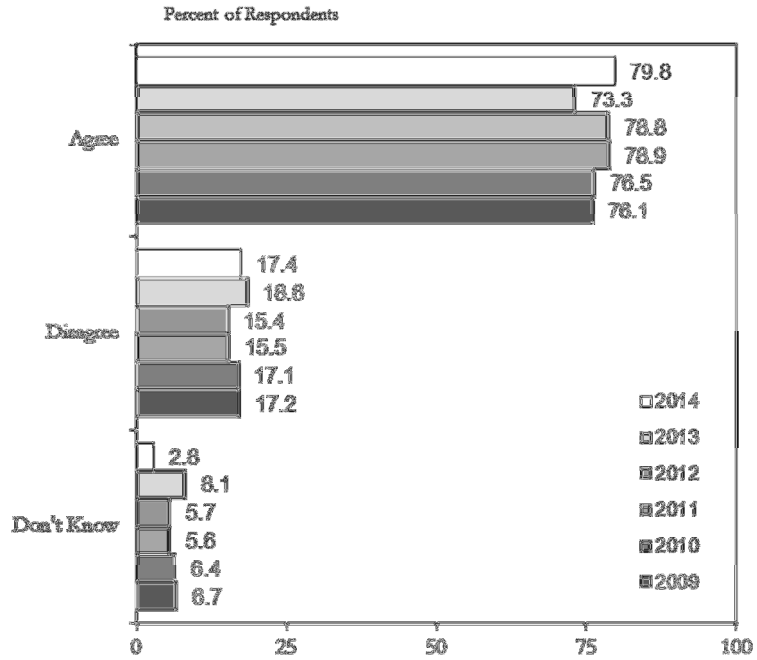
As shown, approximately 80 percent of customers agree that Con Edison is working to keep customers safe. The graph below depicts the percentage of respondents, by segment, who expressed agreement. Roughly 83 percent of customers who recalled the campaign agree, while only 64 percent of those who did not recall the campaign agree, a statistically significant difference. This indicates that the campaign significantly increased levels of agreement.

**Notable Campaign Impact**



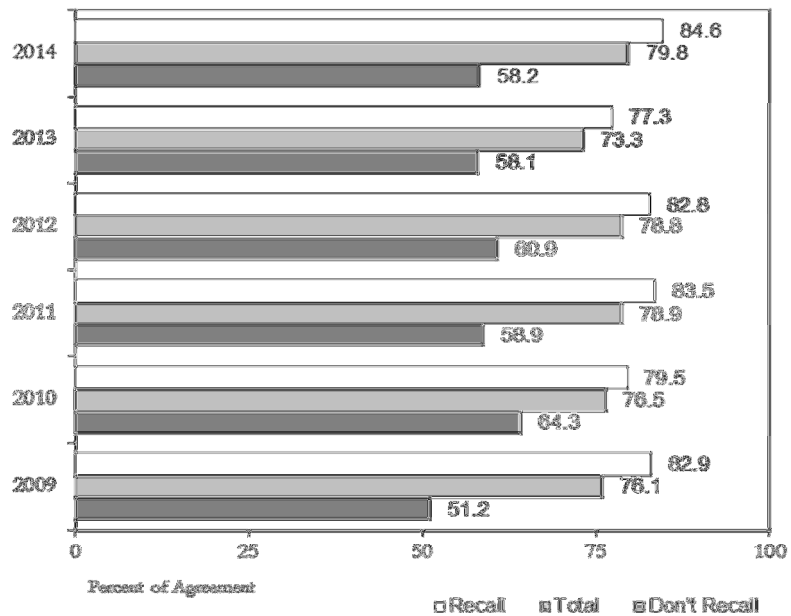
## Convenient Bill Payment

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



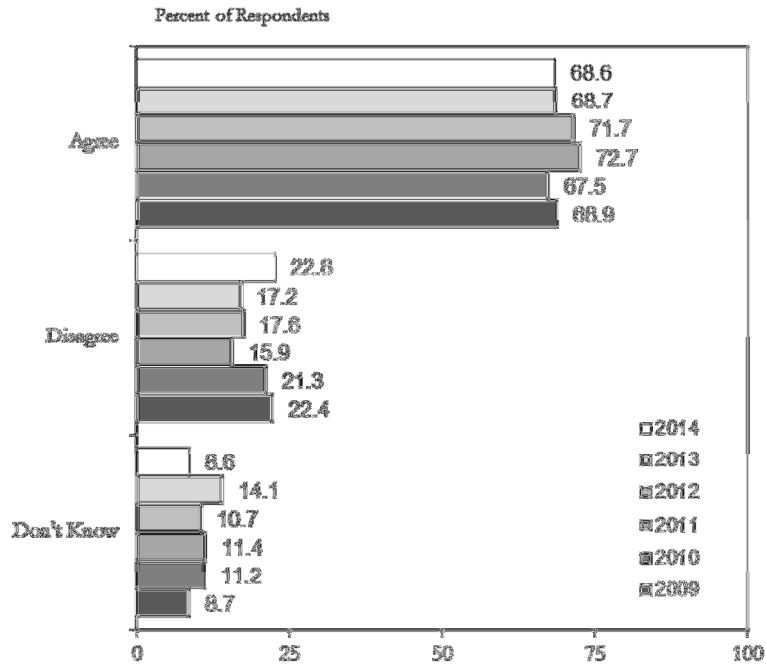
As shown, roughly 80 percent of customers agree that Con Edison is working to make bill paying more convenient for its customers, a significant increase from 2013. Further, 85 percent of customers who recalled the campaign agree, while only 58 percent of those who did not recall the campaign agree, a statistically significant difference. This indicates that the campaign significantly increased levels of agreement.

## Notable Campaign Impact



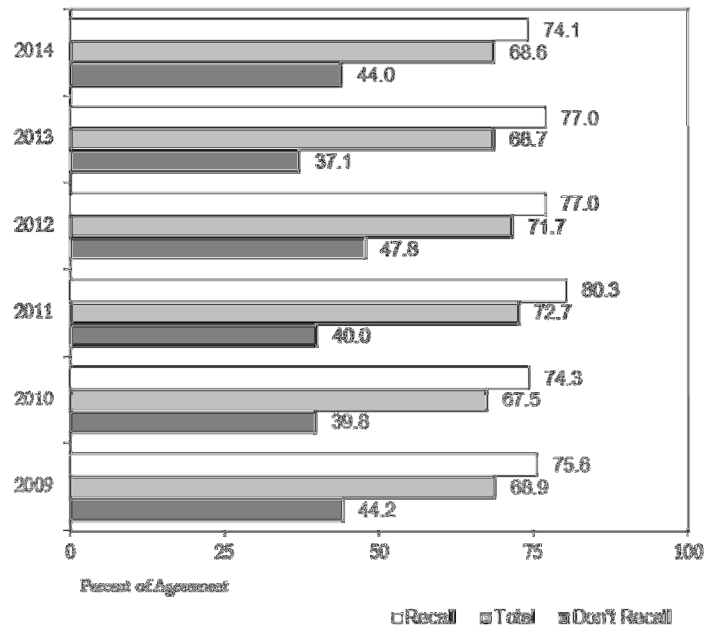
## Energy-Saving Devices

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



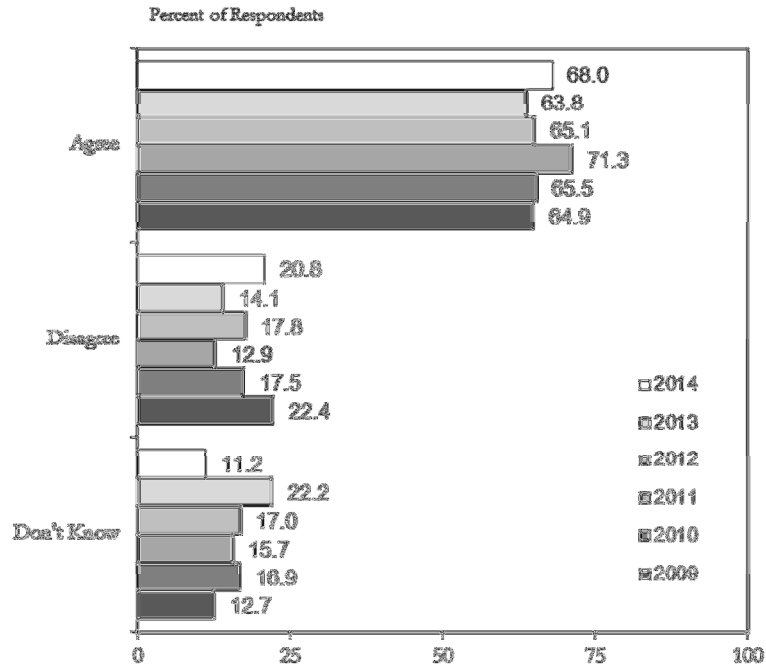
Approximately 69 percent of respondents agree that Con Edison is sharing information about energy-saving devices to help them save money. The graph below depicts the percentage of respondents, by segment, who agree with the statement. As shown, 74 percent of customers who recalled the campaign agree, while only 44 percent of those who did not recall the campaign agree, a statistically significant difference. This indicates that the campaign significantly increased levels of agreement.

### Notable Campaign Impact



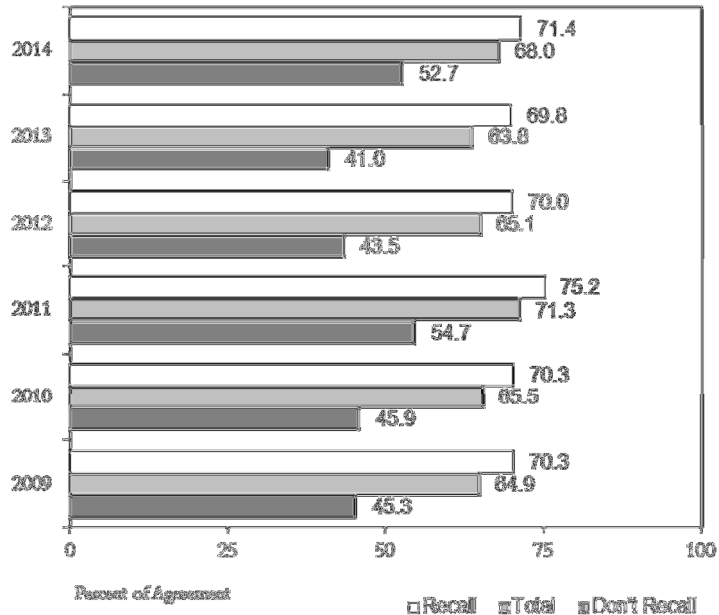
**Help the Environment**

Con Edison is working to help the environment.



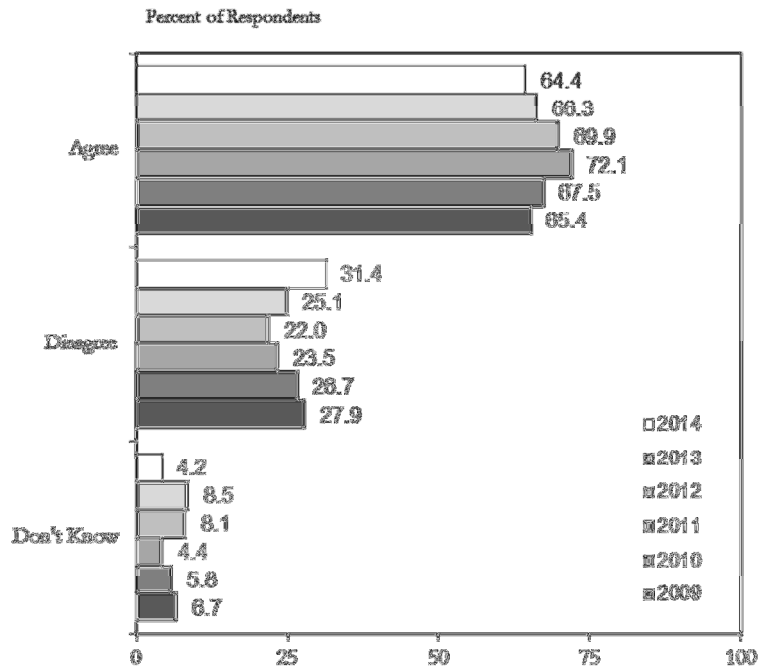
As shown, 68 percent of customers agree that Con Edison is working to help the environment, a significant increase from 2013. The graph below depicts the percentage of respondents, by segment, who agree with the statement. Approximately 71 percent of customers who recalled the campaign agree, while only 53 percent of those who did not recall the campaign agree, a statistically significant difference. This indicates that the campaign significantly increased levels of agreement.

**Notable Campaign Impact**



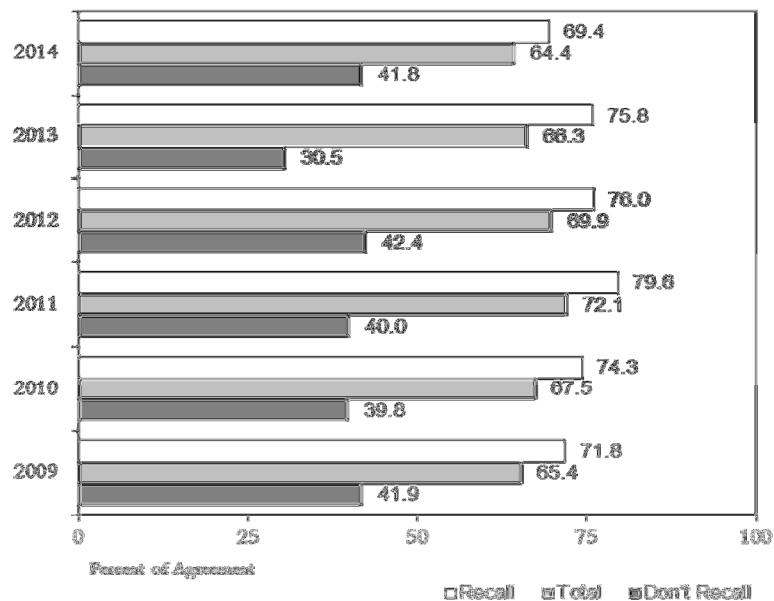
## Energy and Money Savings

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



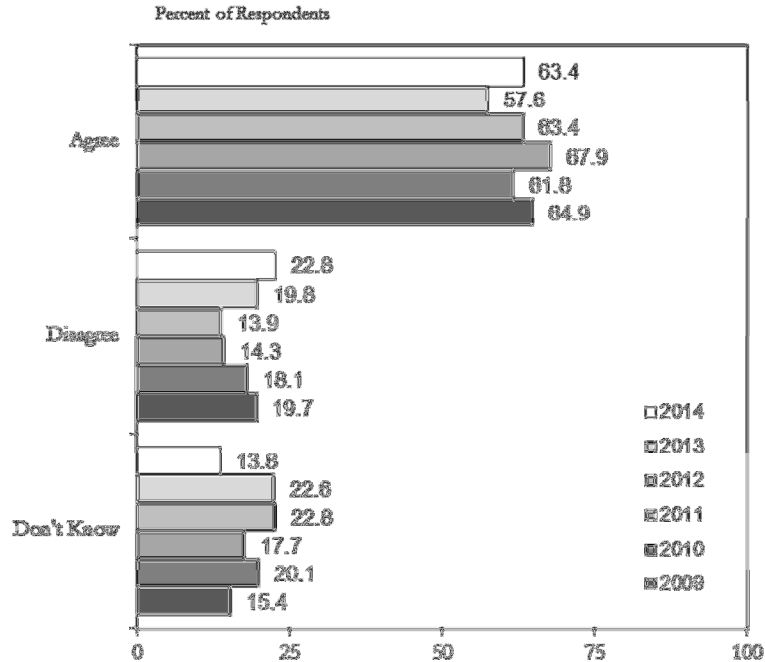
As shown, roughly 64 percent of respondents agree that Con Edison is doing a good job of educating them about energy consumption. The graph below depicts the percentage of respondents, by segment, who agree with the statement. Approximately 69 percent of customers who recalled the campaign agree, while only 42 percent of those who did not recall the campaign agree, a statistically significant difference. This indicates that the campaign significantly increased levels of agreement.

## Notable Campaign Impact

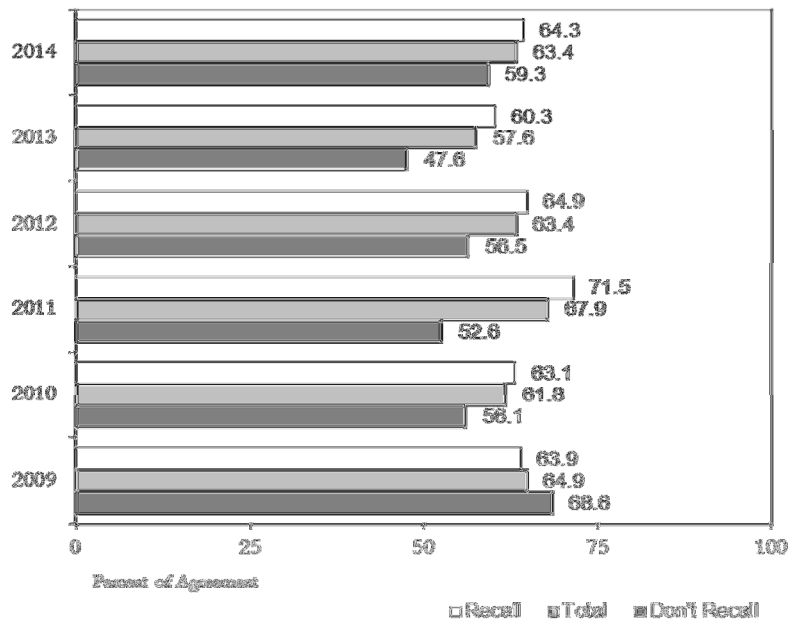


## Reliability

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

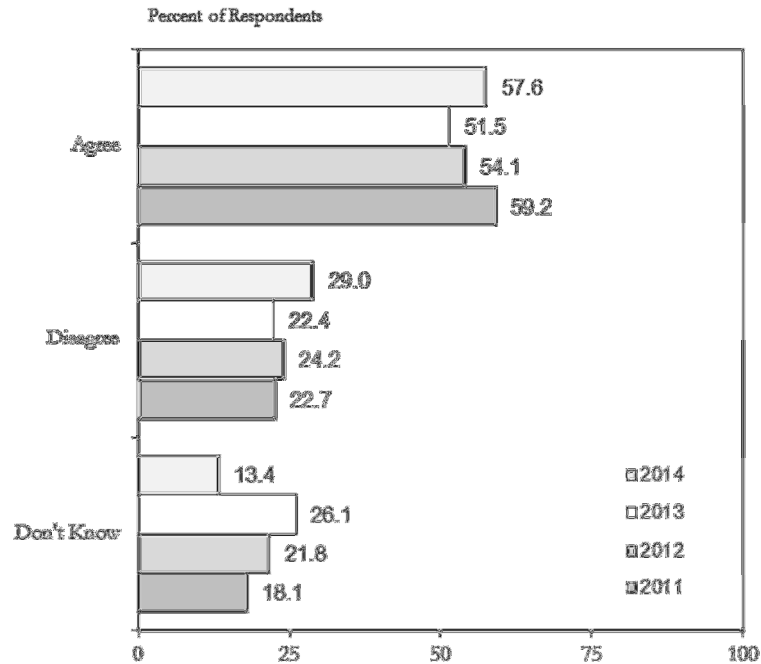


Approximately 63 percent of customers agree that Con Edison is one of the most reliable utility companies in the United States, a significant improvement from 2013. As shown in the graph below, 64 percent of customers who recalled the campaign agree, while only 59 percent of those who did not recall the campaign agree, reflecting relatively level perceptions across groups.



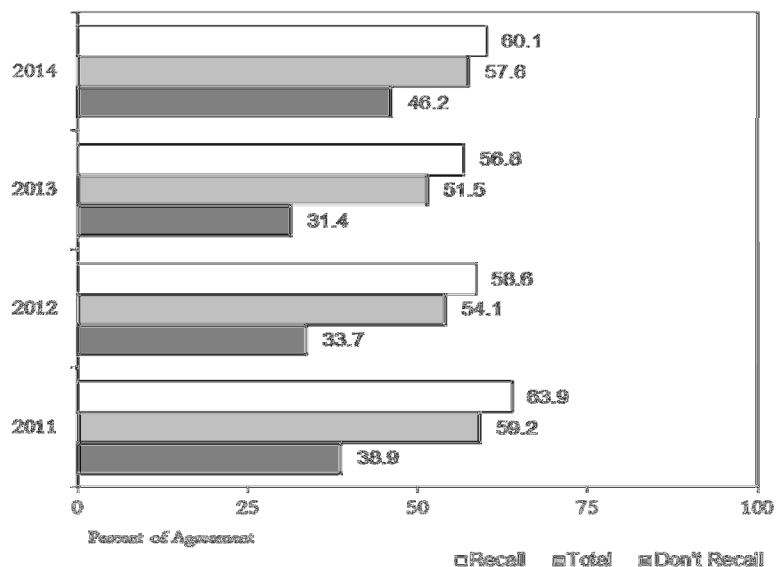
## Green Team Helpfulness

Con Edison's Green Team makes it easy for customers to save energy and money.



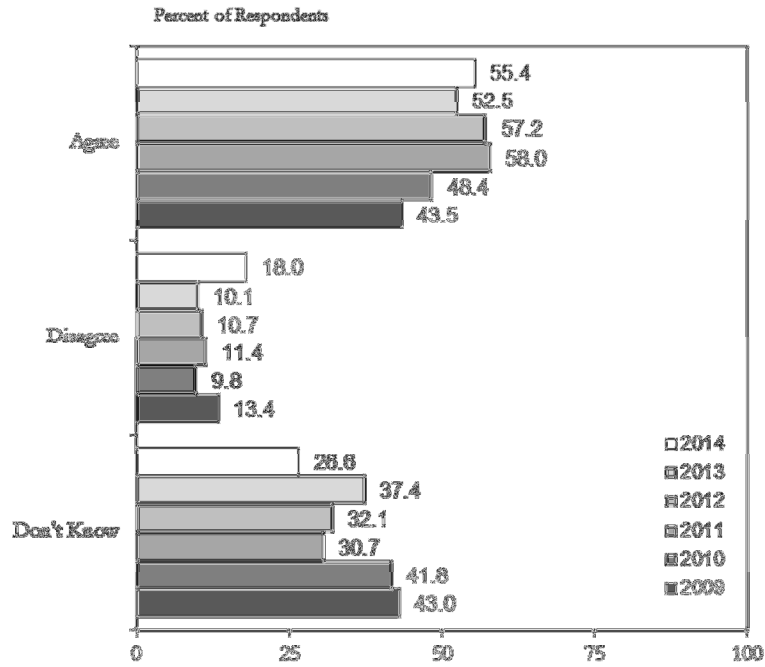
Approximately 58 percent of respondents agree that Con Edison's Green Team makes it easy for customers to save energy and money, a significant improvement from 2013. The graph below depicts the percentage of respondents, by segment, who agree with the statement. As shown, roughly 60 percent of customers who recalled the campaign agree, while only 46 percent of those who did not recall the campaign agree, a statistically significant difference. This indicates that the campaign significantly increased levels of agreement.

### Notable Campaign Impact



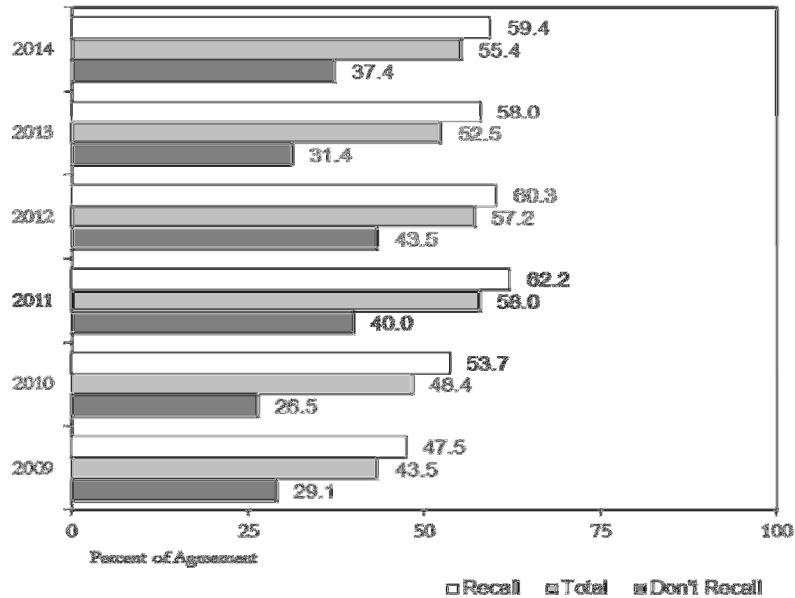
**Web Site Usefulness**

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



Approximately 55 percent of respondents agree that the Con Edison web sites provide useful information. The large percentage of customers who “don’t know” indicates a lack of familiarity with available web resources. However, as shown in the graph below, 59 percent of customers who recalled the campaign agree, while only 37 percent of those who did not recall the campaign agree, a statistically significant difference. This indicates that the campaign significantly increased levels of agreement.

**Notable Campaign Impact**

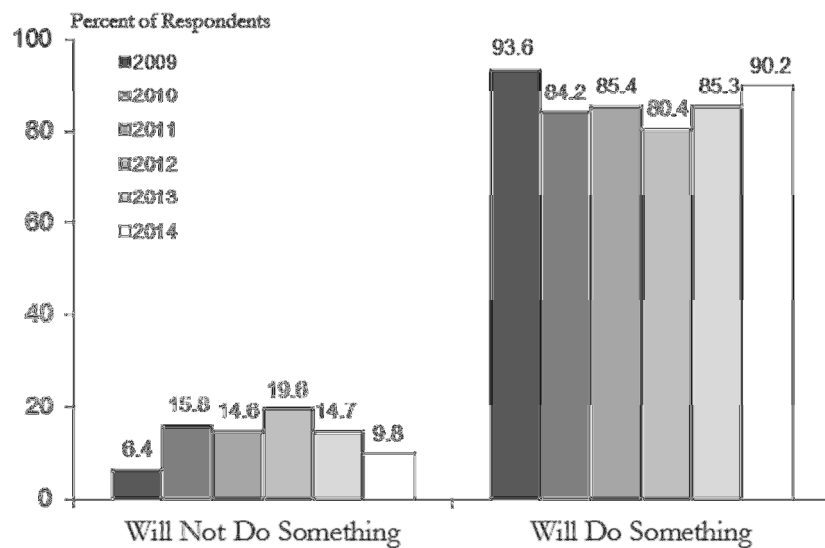


#### 4. The Campaign's Impact on Targeted Behavior

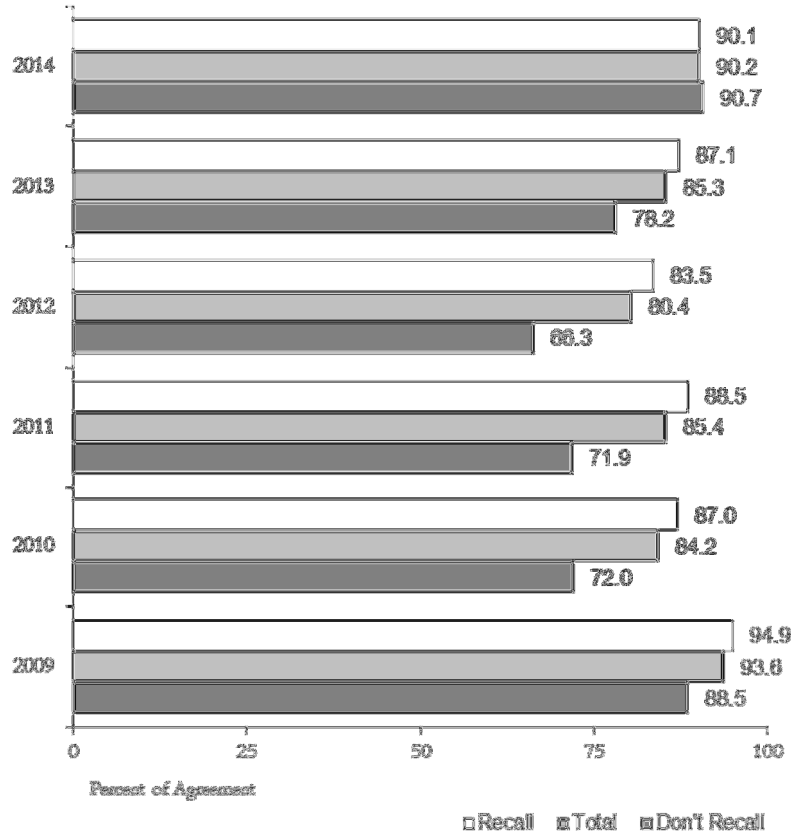
One goal of the 2014 Customer Outreach campaign was to increase customer efforts to conserve energy in their own households. The research team designed a survey item to determine the campaign's impact on actual customer behavior.

Interviewers asked customers what, if anything, they have done differently over the past few months, or what they will do in the next few months to conserve energy and save money in their households. As shown in the chart below, roughly 90 percent of respondents said that they either have changed, or intend to change, their behavior, a significant increase from the 2013 level.

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



The graph below reports the findings by customer segment. As shown, the percentage of customers who plan energy-conserving behavior is relatively equal across all groups, indicating the customers are generally aware of the importance of saving energy.



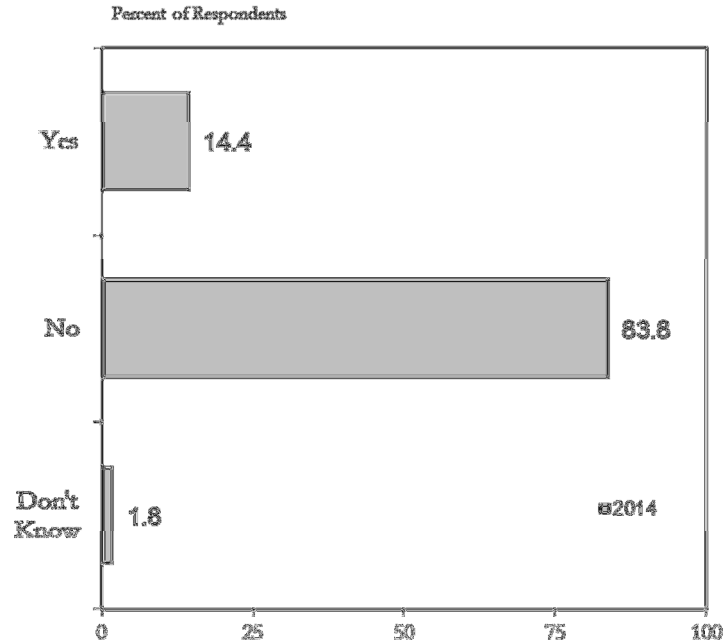
To determine prominent behavior changes, the research team coded customer responses describing what they will do differently. The table below details the actions planned by customers over the years. As shown, in 2014, 46 percent of customers who reported that they will change their energy consumption behavior say they will limit the use of their appliances by turning them off or unplugging them.

<b>Response</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Limit use of appliances / unplug	39%	32%	54%	46%	41%	<b>46%</b>
Minimize AC / heater usage	35%	43%	40%	51%	44%	<b>37%</b>
Turn off lights	48%	37%	45%	36%	37%	<b>33%</b>
Use energy-efficient light bulbs	25%	15%	19%	12%	13%	<b>11%</b>
Update heating / cooling / insulation	9%	7%	5%	10%	6%	<b>6%</b>
Buy energy-efficient appliances	8%	9%	12%	12%	9%	<b>6%</b>

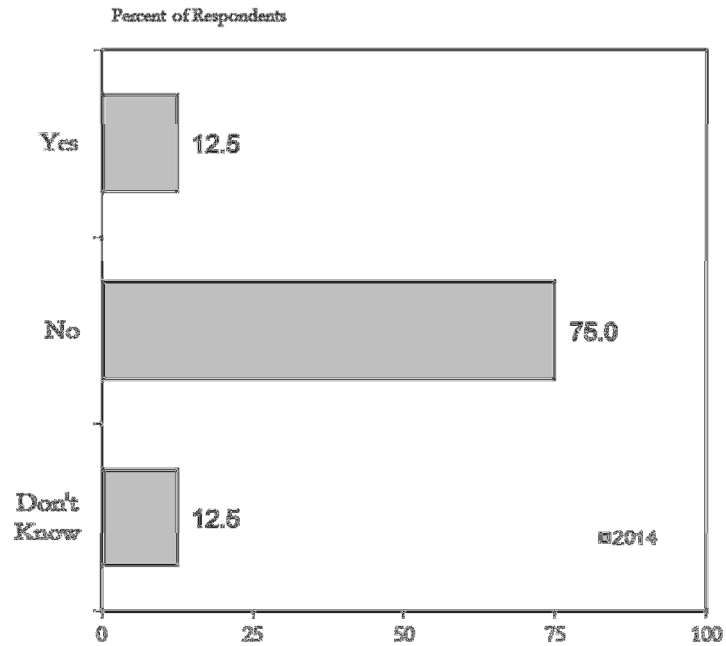
## 5. Energy Usage

In 2014, for the first time, the survey also explored awareness of and participation in Con Edison's new voluntary time-of-use rate program which offers pricing based on the time of day that you are using energy. As shown below, roughly 14 percent of customers recalled receiving such information and 13 percent say they participate in the program.

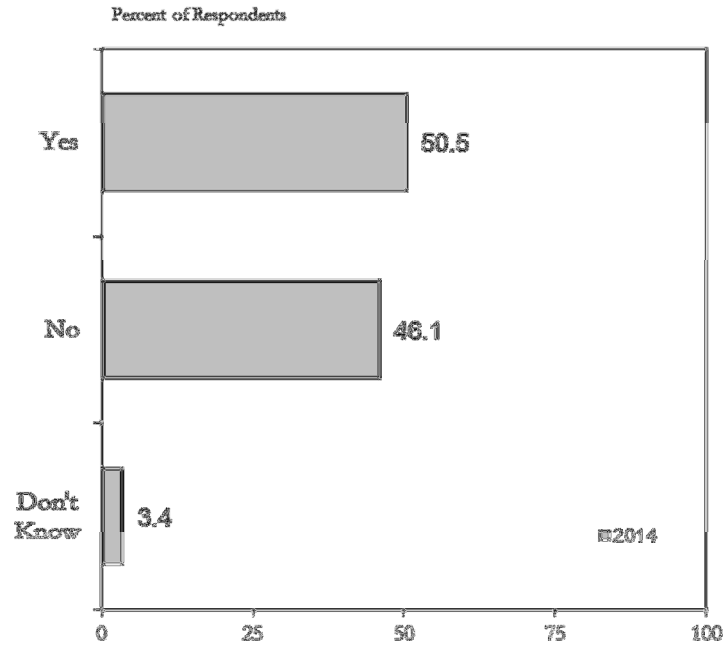
Thinking back to this summer, do you remember seeing, hearing, or reading anything about Con Edison's new voluntary time of use rate?



Are you currently enrolled in Con Edison's time-of-use billing program?



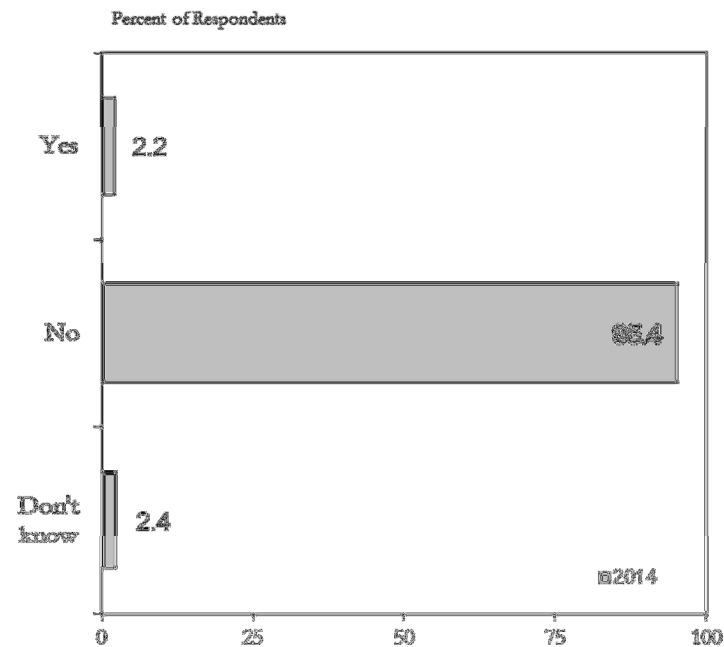
Would you be able to shift the majority of your electricity use to the period between midnight and 8 a.m. if you were offered a discount to do so?



As shown above, just over half of respondents say they would be able to shift their electricity usage to an overnight period if they were offered a discount to do so.

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

Do you charge an electric vehicle at your home?



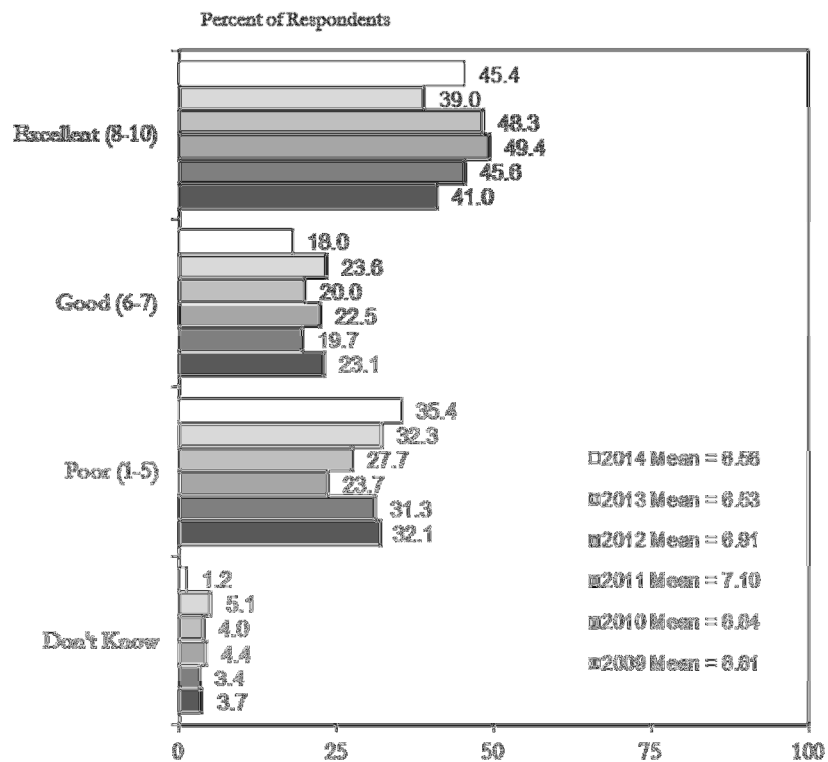
**6. Customer Information Needs and Preferences**

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

**Customer Perceptions of Con Edison’s Communication Efforts**

As shown below, 45 percent of respondents provided ratings from 8 to 10 for Con Edison’s communication efforts, reflecting highly favorable perceptions of the company’s Outreach and Education Campaign. Additionally, 18 percent of respondents offered ratings from 6 to 7, while roughly 35 percent rated Con Edison’s communication efforts as less than satisfactory. The resulting average rating is a moderately favorable 6.56.

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



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

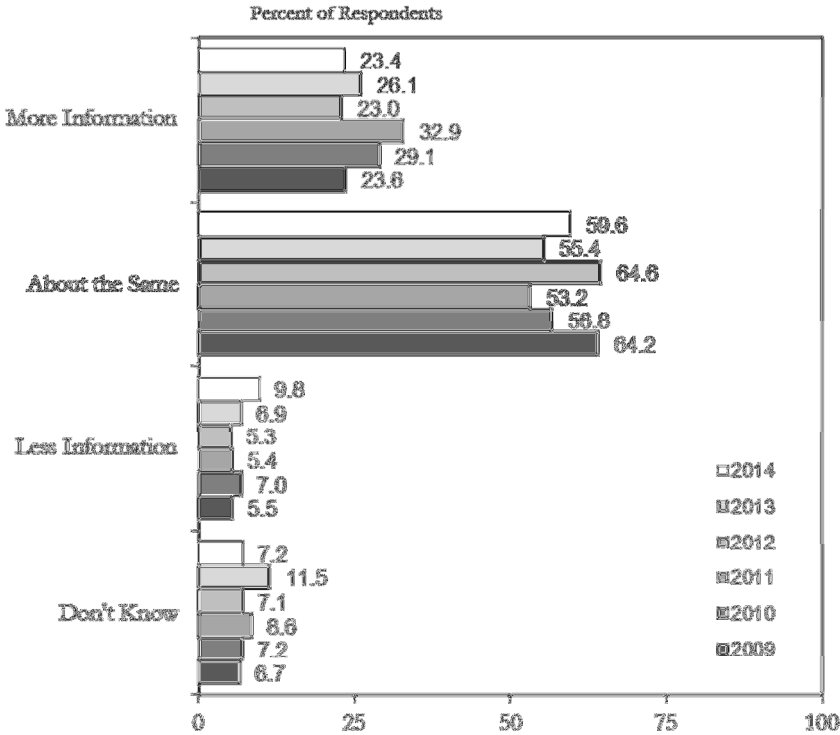
- Roughly 45 percent of satisfied customers indicated that their ratings of Con Edison's communication efforts are influenced by their **positive experience with the company overall**. These customers commented:
  - ✓ I have been a customer for seven years and have liked them.
  - ✓ I have different power companies and they don't offer the same things that Con Edison does. Con Edison will work with me. I will refer Con Edison to anyone.
  - ✓ I just believe they're the best energy company. I always have and I always will. I got calls all the time to change to a supplier and I did once because they came to my door and they gave me a spiel about saving money. The first month, the bill was lower but after that, it went way up so I switched back to Con Edison and I wouldn't switch again.
  - ✓ When I had my own home, when I called them, they were there. They treated my family very well. I have six kids and they were very nice to my family. They cleaned up, swept up. I couldn't believe it.
- Roughly 30 percent of satisfied customers believe that Con Edison **shares valuable information using a variety of methods**. These customers commented:
  - ✓ I just think that, in every paper bill, they send a lot of information. They are doing a good job.
  - ✓ I receive a lot of emails and there is a lot of information on their website about these issues.
  - ✓ Very good. They give information on how to save money and offer many ways and time to pay.
  - ✓ I have seen emails about energy saving and things consumers may do.
- However, 20 percent of those who reported satisfaction offered **suggestions for enhancing communication**. These customers commented:
  - ✓ Every month, there's always something telling you how to save energy, but they could also call like you're calling for the survey.
  - ✓ They could put more information in the bill.
  - ✓ I know I've seen stuff more than one time but they don't emphasize it enough. They aren't being rigorous enough to get people to use what's there.
  - ✓ Your website is not very easy to understand. It's not very accessible and it's not easy to use for everyone. It's something you can improve on because it does not tell me when I made the payment.

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

- More than 55 percent of less-than-satisfied customers indicated that their ratings of Con Edison's communication efforts are influenced by their **negative perceptions of the company's service or rates**. These customers commented:
  - ✓ I don't see anything that really tells me Edison is active in providing good service to their customers. I don't believe their services are great. I don't believe they hear their customers, and when I call, the automated system creates frustration.
  - ✓ I've had a problem every month. My bill goes up \$20 every month. I went to ask and they didn't tell me how to save money.
  - ✓ I don't like Con Edison but I have no choice in using them. I had a bad past experience after the hurricane. I feel they threw me under the bus.
  - ✓ They charge absolutely too much money. Sometimes, when there's rain and the lights go out or they're troubleshooting, it takes forever to get through to them. I call the phone and I have to wait, wait, wait.
- Roughly 45 percent of dissatisfied customers are unaware of or **have received limited information** from Con Edison. These customers commented:
  - ✓ I don't feel they do anything to communicate on how I should lower my bill or how I could get things to be cheaper.
  - ✓ I gave it a 5 because I don't hear much about anything.
  - ✓ I don't think they're proactively trying to reach people. They're not using marketing tools that would be more helpful in sending a message.
  - ✓ I have not heard any news and any updates about electricity.

The survey also asked customers to compare the amount of information they heard from Con Edison in 2014 with the amount of information from the previous year.

Compared to last year, are you hearing more information, less information, or about the same amount of information from Con Edison about the energy-related issues that are important to you?



As shown above, approximately 83 percent of customers reported receiving *at least* as much information in 2014 as in previous years. Only 7 percent of respondents reported that they received less information than in 2013.

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

Customer responses to this item revealed five primary informational desires. Con Edison addressed two of these desires, reducing costs and conserving energy, in the 2014 Summer Outreach Campaign:

- Roughly 35 percent of customers would like to receive information about **conserving energy and being environmentally conscious**. Comments included:
  - ✓ I want to be able to analyze appliances in home so I can upgrade or save energy. I would like a marketplace to buy saving appliances. I want to see improvement in my household.
  - ✓ I would like more information on energy saving equipment like heaters and light bulbs; how many kilowatts. More specifics about energy savings. The 60 watt light bulb. Is that better than 100 watt?
  - ✓ Saving energy. How to minimize my footprint in the environment.
  - ✓ Energy savings. Information on what type of technologies are out there, about new appliances. Paybacks for using fewer watts.
- Nearly 35 percent of customers said they simply want to hear about **saving money and reducing their bills**. These customers commented:
  - ✓ How to save money.
  - ✓ How to get the supply charges down and just the cost down. I would just like to know how to save energy so that I'm not paying as much.
  - ✓ Lowering the prices.
  - ✓ Saving gas, saving money. Programs that they have, if they have them.
- Nearly 10 percent of customers would like **help understanding their bills**. These customers commented:
  - ✓ I really don't understand the bill. As far as the rates, usage, units, how it's measured, how it's priced. It is like it's in another language. I would like to understand these things.
  - ✓ How the bills are broken down and how they are generated.
  - ✓ They told us about fluctuating gas prices, and I am confused.
  - ✓ They should be clearer about the bills and what they mean.
- Nearly 10 percent of customers said they would like information about **what Con Edison is doing to prevent outages**. Comments included:
  - ✓ About the availability of electricity so we don't have any blackouts.
  - ✓ What Con Edison is doing to maintain or upgrade their system or infrastructure.

- ✓ Not losing my power in storms and a quick restoration when there is an outage. When there is an outage, more precise time tables of when it will be restored.
- ✓ We get a lot of blackouts. I don't know if it's a Con Edison problem. The electricity will go out and all of a sudden, there is a spike when the electricity goes out.
- Nearly 10 percent of customers noted that they would like more information about **alternative sources of energy**. Comments included:
  - ✓ Coal versus nuclear. How they get their energy if it's nuclear, coal, or hydro-powered.
  - ✓ I would like to know more about solar energy; to be informed more.
  - ✓ More information about independent providers. They don't stress it enough because it is competition and public service announcements.
  - ✓ Nuclear energy and the lack thereof.

To facilitate Con Edison's ability to effectively deliver the messages that customers want and need to hear, the survey explored customers' preferred information sources. The following table presents the findings for each category mentioned by at least 5 percent of customers in 2014. Customers are most likely to prefer electronic and printed methods of communication.

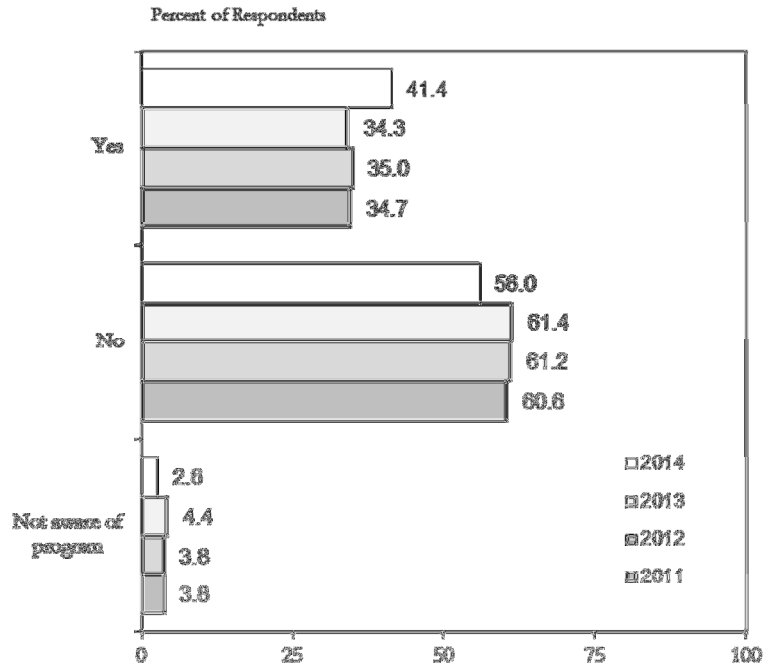
<b>Response</b>	<b>2014</b>
Email / Internet / Social Media	<b>35%</b>
Mailings / Flyers	<b>25%</b>
Bill inserts	<b>19%</b>
Television	<b>7%</b>
Telephone / Text	<b>7%</b>

## 7. Electronic Billing

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

As shown below, roughly 41 percent of customers report that they have signed up for the electronic billing option, a significant increase from the 2013 level of 34 percent.

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



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

- Nearly 85 percent of those who participate say that paying electronically is **convenient and saves time**. Their comments include:
  - ✓ It's faster and convenient. If you have a smart phone, you can pay the bill wherever you are.
  - ✓ It is much easier; you don't have to leave your house. You can do it from the comfort of your home.
  - ✓ My apartment has bad mailing, and it's easier to keep track electronically.
  - ✓ I don't have to sit down and get out a pen, envelope, stamp, and mail it. Which I would then forget to mail.

- Roughly 10 percent of these customers appreciate **that they no longer have to worry about late payments**. Their comments include:
  - ✓ It's easy, and I won't forget it, and it's automated, so I don't have to worry about it.
  - ✓ I never have to go on the computer. They take it out of my checking account every month without me having to do it.
  - ✓ It's convenient and saves time. I can do it automatically and I don't have to monitor it to make sure it is paid.
  - ✓ To simplify things and guarantee I make the payment on time.
- Nearly 10 percent of these customers value **saving paper and saving money**. Their comments include:
  - ✓ To save paper; it's a faster delivery.
  - ✓ They told me they donate a dollar, and I don't like many papers lying around. I usually shred them.
  - ✓ Usually I pay by check, but when I'm late, I'll do it to save paper and stamps.
  - ✓ It saves time; you don't have to use stamps; you don't have to write a check.

Interviewers asked customers who report that they do not take advantage of Con Edison's electronic billing option what else, if anything, could Con Edison do to encourage them to use electronic billing. Of these customers, more than half of the respondents **simply said that nothing would encourage them to use electronic billing**. Additionally, nearly 10 percent said they cannot take advantage of this option because they **do not have a computer or internet access**. Analysis of the remaining comments revealed four common themes:

- Roughly 15 percent of those who do not participate reported that they would like a **discount on their bill or some other financial incentive to sign up**. Their comments include:
  - ✓ Discount on my bill. Take off a percent for signing up.
  - ✓ Don't charge for it. My family lives walking distance to the supermarket where we pay it.
  - ✓ Offer an incentive to do it. There are benefits on their end. What incentives are on my end to do it?
  - ✓ Saving a certain amount on their bill by doing electronic billing.
- Approximately 10 percent requested **more information about the program**. Their comments include:
  - ✓ Explain more what it is and what would happen if I sign up. They should explain it simply to the customer.

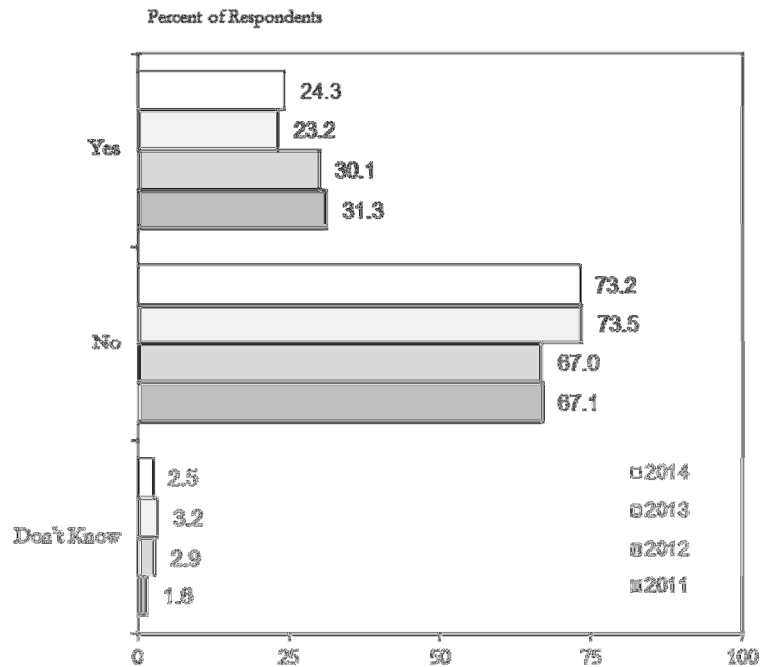
- ✓ Make special announcement on TV and commercials with action. People understand action more. Hispanic people are visual learners and watch more TV than listen to radio.
- ✓ Share information on other popular websites; put “click here to find out how to save energy and money.”
- ✓ Provide more information on how I could do it.
- Nearly 10 percent of these customers spoke of **security concerns**. Their comments include:
  - ✓ Guarantee my information won't be sold.
  - ✓ I wouldn't use it. I don't do anything off the computer because my identity was stolen.
  - ✓ I just want to pay it. I don't want it automatically taken out of my account. I want to write the check and be the one putting it in the mailbox.
  - ✓ They could change the methods for how I pay. Con Edison wants a direct line into my checking account, and I don't like that. I would prefer to be able to transfer the money to them at my convenience and my leisure.
- Finally, roughly 5 percent offered **suggestions for improving this option**. Their comments include:
  - ✓ Donate more to places, like the trees. If I had known that, I would have signed up years ago.
  - ✓ I would probably switch to electronic if I could pay by debit.
  - ✓ Let me pay by credit card and not pay a fee.
  - ✓ Make it more user-friendly. It's complicated.
  - ✓ They could make their website easier to use, number one. Number two, they could share the savings.
  - ✓ They need to figure out how to do auto-pay in different banks. That way we can do auto pay since they don't accept my bank.

**Customer Awareness of Electronic Billing Incentive**

The survey gauged customer awareness of its incentive to donate \$1 to plant trees for each customer who signs up for electronic billing.

As shown below, roughly 24 percent of customers report that they are aware of this incentive, while approximately 73 percent report that they are not. Only 3 percent report that they are unsure.

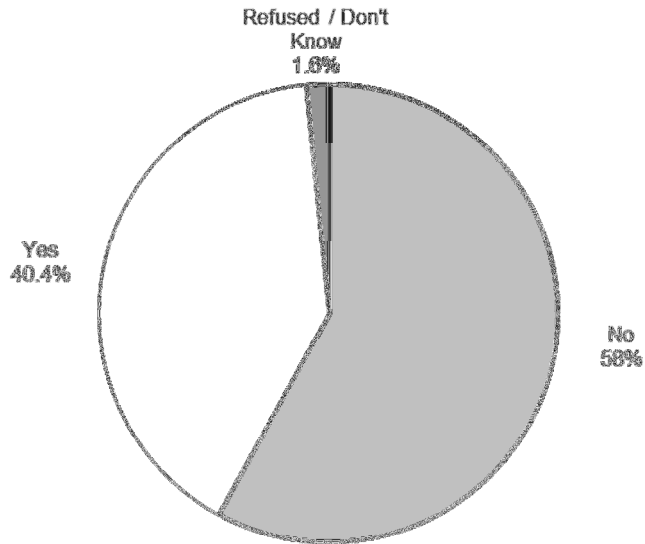
Are you aware that Con Edison donates \$1 to plant trees for each customer who signs up for electronic billing?



**Customer Language Preferences**

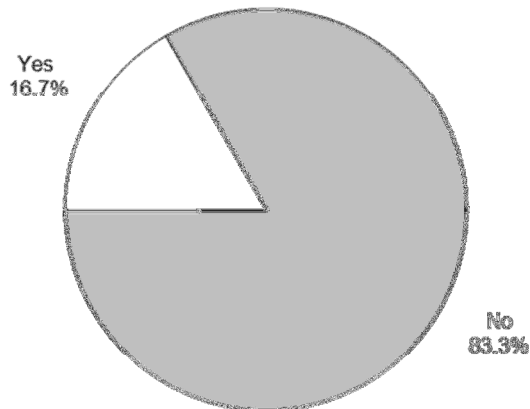
To effectively educate consumers, communications must be disseminated in a manner that customers can understand. Because of the diversity in Con Edison’s service area, the survey explored respondents’ language preferences.

Do you speak a language other than English?



As illustrated above, roughly 40 percent of respondents indicated that they speak a language other than English. As shown below, roughly 17 percent of customers who speak another language indicated that they would like to receive information from Con Edison in that language.

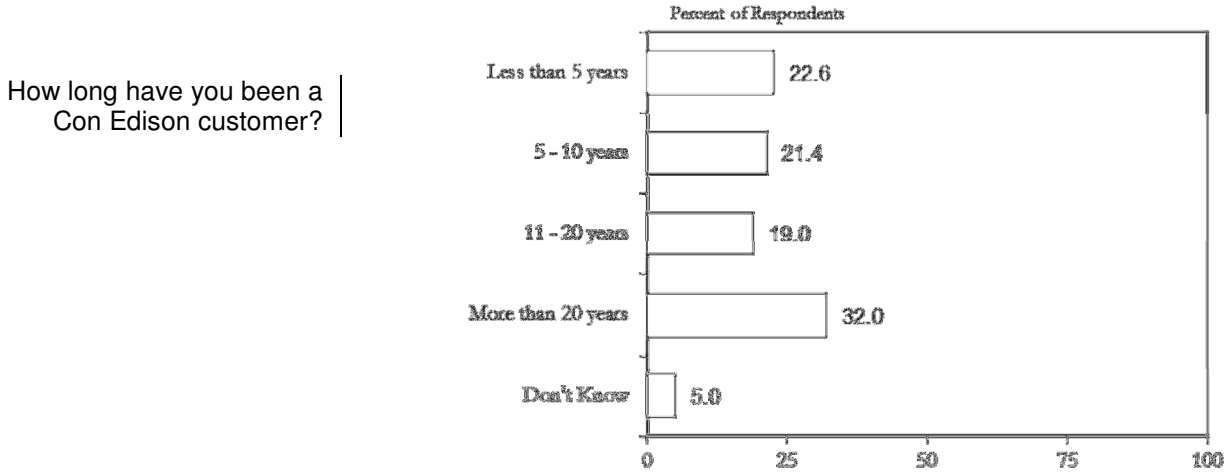
Would you like to receive information from Con Edison in the language other than English that you most frequently use?



Interviewers asked those customers who speak another language which language they prefer. Roughly **55 percent of these respondents indicated that they are Spanish speakers**. The other languages mentioned by more than 5 respondents are **French, Chinese, Italian, and Russian**.

**8. Demographic  
Composition**

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



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

## Residential Utility Customer Outreach & Education Plan 2014-2015

Company Name: Con Edison

Date: 30 September 2014

Contact Name: Chris Gallo @ 212/460-6750

**Total Program Budget:** \$616,824

Electric Budget: \$126,412

Gas Budget: \$490,412

Specify Subject Area (and Associated Budget if Available)	Paid Media (newspaper, radio, television, out-of-home, online, etc.)	Direct Mail and Other Marketing	Web site and Technology (social media, webinars and video)	Education Materials – type and distribution methods including for online billing customers	Customer Contact (including presentations, events, face-to-face)	Staff Education & Training
<p>Paid Media (newspaper, radio, television, out-of-home, online, etc.):</p> <p>Total: \$27,000</p>	<p>Con Edison will continue to deploy an educational mass-media campaign, which will include information related to energy safety, energy efficiency and system reliability. The media campaign will consist of subway and print ads, targeted online advertising and radio spots.</p>	<p>A winter mailing will be prepared and sent to community-based, religious, and non-profit organizations within the Company's service territory. The mailing serves as an important resource for these groups, and allows them to order Con Edison brochures and pamphlets as needed.</p>	<p>Information on a variety of topics – including energy efficiency and safety, the availability of assistance for customers in need and emergency preparedness – is available on the Company's conEd.com website. The ability to report and check the status of a power outage is also available.</p>	<p>Customer News, Con Edison's quarterly newsletter, will feature articles on important and timely topics. This and all bill inserts are provided electronically to online billing customers.</p>	<p>Representatives from the Company's Outreach and Education department will continue to staff events throughout the service territory and present information on efficiency and safety to groups who request this service. In all, Company Outreach Representatives will have made direct contact with over one million customers by the end of 2014.</p>	<p>Tailgate and team meetings are conducted on a regular basis for customer contact employees (e.g., meter readers and collections representatives). These meetings serve to familiarize the employees with relevant issues and important messages that may be communicated to customers if prompted.</p>
<p>Direct Mail and Other Marketing: <i>Fall/Winter Messages (Advertising) – email campaigns, posters in walk-in centers:</i></p> <p>Total: \$318,824</p>	<p>Scholastic publishing, with whom the Company partners to provide educational material for school children, will publish ads both on their website and in their <i>Parent &amp; Child</i> and <i>Instructor</i> magazines. The ads will promote energy efficiency and safety and will drive users/readers to the conEd.com/kids and conEd.com/GreenTeam websites.</p>	<p>A winter edition of SPOTLIGHT, Con Edison's bi-annual newsletter for elderly, blind and disabled customers, will be mailed to all those enrolled in the CONCERN Program.</p>	<p>Efficiency and safety tips for schoolchildren are made available via the conEd.com/Kids website, and the Scholastic.com/PowerOfGreen microsite.</p>	<p>Company literature pertaining to energy efficiency, safety, the reporting of power problems and other energy issues will be distributed at company events and mailed to customers when appropriate. Educational reminder items directing consumers to conEd.com will also be distributed at events and presentations.</p>	<p>In the event that there is a large or prolonged service outage, Outreach Advocates will also be dispatched to provide information and assistance to those who are affected.</p>	<p>On-screen messages on a variety of issues will be made available via the Customer Information System (CIS) to all customer service employees. The Company's intranet will also be utilized as a communications vehicle. Additional electronic updates will be distributed to communicate time-sensitive information as needed.</p>
<p>Web site and Technology (social media, webinars and video):</p> <p>Total: \$70,000</p>		<p>A complete educational program on energy efficiency and safety will be distributed to over 31,000 school teachers in the Con Edison service territory.</p>	<p>The Con Edison EnergyLine (1-800-609-4488) provides customers with recorded messages on energy efficiency and safety and allows customers to order brochures and other literature. Additionally, on-hold messaging on a variety of important topics will be made available via the 1-800-75-CONED customer service line.</p>	<p>Multi-lingual communications (e.g., brochures in Spanish, Chinese, Korean, Haitian Creole, Polish, Hindi, and Russian) will be made available for non-English speaking customers.</p>	<p>Con Edison's Outreach Representatives will support the efforts to reduce energy consumption on the Brownsville Network by attending events in the communities served by this network.</p>	
<p>Education Materials – type and distribution methods including for online billing customers:</p> <p>Total: \$150,000</p>		<p>A winter-prep email with energy efficiency and storm-prep information will be sent to all customers with email addresses on file with Con Edison.</p>	<p>A mobile version of the conEd.com website and the <i>My conEdison</i> app for iPhone and Android devices are available for use by customers on the go. Both the app and mobile website provide a host of useful information, as well as the ability to report and check the status of a power problem, pay your bill, even record a meter reading.</p>	<p>The Company will continue to distribute custom-made comic books on energy efficiency and safety throughout the winter to customers directly at Company events.</p>		<p>An email will be sent to Company employees in an effort to ensure that they are ready with the information needed to assist customers during the cold weather season.</p>
<p>Customer Contact (including presentations face-to-face):</p> <p>Total: \$47,000</p>		<p>Information related to the Company's hedging activities, which protect customers from fluctuations in the price of energy will also be communicated through a variety of channels (e.g. Customer News, bill messages, on-hold messages, etc.).</p>	<p>In order to better educate schoolchildren on the importance of gas safety, the Company is currently developing an interactive app, which will feature characters created by DC Comics (Batman, Superman, etc.). The app is scheduled to be available in late 2014/early 2015.</p>	<p>A Braille version of various publications will be mailed to our visually impaired customers who regularly receive Braille bills.</p>		<p>Refresher training on the Company's online energy calculators will be provided for groups of customer service representatives (CSRs) prior to the cold-weather season. The calculators provide users with a greater understanding of where their energy dollars are going and can estimate potential energy savings related to efficiency upgrades. The refresher training will coach CSRs to use the calculators as a means of resolving high-bill inquiries and counseling customers on how to reduce their energy costs.</p>
<p>Staff Education &amp; Training:</p> <p>Total: \$4,000</p>		<p>This winter, the Company will send – via standalone mailer – a copy of its new <i>Smell Gas? Act Fast!</i> odorant card to all non-direct customers living within its gas service territory. This includes residents of NYCHA and other master-metered buildings.</p> <p>Natural gas conversion information will be made available online at conEd.com and in Customer News.</p> <p>Information on the Company's voluntary time-of-use rate will also be made available online and in Customer News.</p>	<p>Voluntary time-of-use and electric vehicle calculator s will be available on conEd.com to help customers decide if VTOU and/or an EV are right for them.</p>	<p>Video monitors in Con Edison Walk-in Centers will display winter energy-efficiency and safety information.</p> <p>Finally, the Company's new <i>Smell Gas? Act Fast!</i> odorant card will be included as inserts in the bills of all customers living within the Con Edison gas service territory.</p>		<p>Employees will be scheduled for additional training at internal and/or external facilities whenever necessary or appropriate.</p>