



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

**OUTREACH AND EDUCATION PLAN  
2023**

Submitted by Melanie Palmer  
on April 17, 2023

to Erin O'Dell-Keller, DPS Office of Consumer Services

cc: Sangeetha Kailas, DPS Office of Consumer Services

# New York State Electric & Gas, Rochester Gas and Electric

## OUTREACH AND EDUCATION PLAN 2023

### Section 1: Utility Information

Utility Outreach & Education And Company Officials	4
Service Profiles	5
Budget Information	9
Infrastructure Investments and Developments	16

### Section 2: Mandated Outreach and Education

Outreach & Education Required By Commission Order (Part I)	18
Outreach & Education Required By Commission Order (Part II)	19

### Section 3: Global Outreach and Education Methods and Tools

Customer Assistance Telephone Lines/Call Center	23
Mass/Blast Notifications (E-Mail, Text, Robo-calls)	25
Outreach Materials	28
Utility Outreach Events	30
Website, Social Media & Mobile Applications	32

### Section 4: Outreach and Education Topics

Billing Services and Payment Alternatives	35
Customer Rights & Responsibilities	38
Energy Efficiency Programs	40
Energy Service Affordability	43
Infrastructure & Security	46
Metering	49
Natural Gas/Electric Safety	51
Natural Gas Expansion	56
Price Volatility	58
Service Interruptions	60
Special Needs Customers	62
Summer Demand Response/Load Reduction	64
Winter Heating Season	66
Other	68

### Section 5: Employee Outreach and Education

Customer Service Training	72
---------------------------	----

Appendix A: Outreach and Education Events Tracking

Appendix B: Outreach and Education Materials

Appendix C: Evaluation of 2022 Outreach and Education Programs

**New York State Electric & Gas, Rochester Gas and Electric**  
**OUTREACH AND EDUCATION PLAN**  
**2023**

**Utility Information**

# UTILITY OUTREACH & EDUCATION AND COMPANY OFFICIALS

Dates Covered by Plan: From: January 1, 2023 To: December 31, 2023

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

Name: Melanie Palmer  
Title: Manager – Programs/Projects, Customer Communications  
Mailing Address: P.O. Box 5224, Binghamton, NY 13902-5224  
Email: mpalmer@nyseg.com  
Telephone No. (607) 727-0526

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

Name: Leona Michelsen  
Title: Manager, Customer Communications  
Mailing Address: 83 Edison Drive, Augusta, ME 06336  
Email: leona.michelsen@cmpco.com  
Telephone No. (207) 242-2523

- Director of Outreach and Education:

Name: Theresa VanBrooker  
Title: Vice President – NY Customer Service  
Mailing Address: 180 South Clinton Ave, Rochester, NY 14604  
Email: Theresa\_VanBrooker@rge.com  
Telephone No. (585) 315-0663

- President or Chief Executive Officer:

Name: Patricia H. Nilsen  
Title: President and CEO, NYSEG and RG&E

# SERVICE PROFILES

## Service Territory:

- Municipalities (counties, towns, villages) served in whole or in part:
  - NYSEG Counties: DUTCHESS, PUTNAM, WESTCHESTER, COLUMBIA, ESSEX, HAMILTON, RENSSELAER, SARATOGA, WASHINGTON, CLINTON, FRANKLIN, HERKIMER, BROOME, CHEMUNG, CHENANGO, CORTLAND, DELAWARE, GREENE, LEWIS, MADISON, ONEIDA, ORANGE, OTSEGO, SCHOHARIE, SULLIVAN, ULSTER, CATTARAUGUS, CHAUTAUQUA, ERIE, NIAGARA, WYOMING, ORLEANS, SCHUYLER, STEUBEN, TIOGA, TOMPKINS, YATES, ALLEGANY, LIVINGSTON, ONTARIO, CAYUGA, ONONDAGA, SENECA, WAYNE
  - RG&E Counties: ALLEGANY, CAYUGA, LIVINGSTON, MONROE, ONTARIO, WAYNE, GENESEE, WYOMING, ORLEANS

- Estimated or known total population in the service territory: NYSEG: 6,344,952; RG&E: 1,286,984

Please identify the source of this statistic: US Census Bureau Data. 2020 Decennial Census Redistricting Data (PL 94-171). Population above reflects counties in whole, even if partially served by utility.

- Total number of service accounts: NYSEG: 979,226; RG&E: 438,745

<b>NYSEG</b>	<b>Electric</b>	<b>Natural Gas</b>	<b>Combined Elec &amp; Gas</b>
Residential	600,141	54,965	186,697
Commercial	107,070	13,355	16,998
<b>RG&amp;E</b>	<b>Electric</b>	<b>Natural Gas</b>	<b>Combined Elec &amp; Gas</b>
Residential	88,963	40,644	258,740
Commercial	26,099	7,917	16,382

## Electronic Access:

- Total number of customers who participate in online billing: NYSEG: 346,962; RG&E: 181,159
- Total number of customers using e-mail for utility information and alerts:
  - NYSEG: 511,069 (customers with email address in our billing system), 67,142 (enrolled in email alerts)

- RG&E: 248,975 (customers with email address in our billing system), 37,695 (enrolled in email alerts)
- Total number of customers using mobile applications to manage their account:
  - NYSEG: 265,637 (manage payments, view billing, report outages and submit meter readings through mobile app)
  - RG&E: 224,481 (manage payments, view billing, report outages and submit meter readings through mobile app)
- Total number of customers using mobile applications to obtain educational information, alerts, etc.: (specify whether web-based or text alert)
  - NYSEG: 36,696 (Help and Support within Mobile App), 738,423 (enrolled in text alerts)
  - RG&E: 22,683 (Help and Support within Mobile App), 354,976 (enrolled in text alerts)

### Low Income Customers

- Estimated number of low-income customers and/or number eligible for the Home Energy Assistance Program (HEAP): NYSEG: 91,901; RG&E: 52,784
- Estimated number of customers receiving HEAP during the last heating season (11/1/22-3/20/23):
  - regular: NYSEG: 39,721; RG&E: 32,333
  - emergency grants: Included above, our billing system does not differentiate between regular and emergency HEAP

### Special Needs Customers

- Total number of accounts coded 62 or over: Total contained in elderly/blind disabled figure.
- Total number of accounts coded Elderly/Blind/Disabled: NYSEG: 58,114; RG&E: 18,260
- Total number of customers known to be on life support equipment: NYSEG: 2,150; RG&E: 877
- Total number of customers receiving bills and brochures in Braille: NYSEG: 0; RG&E: 3
- Total number of customers receiving large-print bills: NYSEG: 173; RG&E: 36

## Customers with Limited English Proficiency (LEP)

- Languages other than English spoken in the service territory: While a variety of languages are spoken in our service areas, Spanish remains more prevalent than others. According to our phone interpreter service at NYSEG out of 8,771 interpreter calls in 2022, 8,328 were Spanish. The next highest were Mandarin, Arabic and Portuguese. RG&E received 7,502 Spanish interpreter calls out of 7,835 total calls, with requests for Mandarin, Nepali and Arabic following.

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

## How does the utility identify special needs and LEP customers?

Although we do not code LEP customers in our billing system, we have several ways we can assist customers that have limited English proficiency. When customers call our Customer Care Center, they can utilize our interpreter service to place service requests, ask billing questions or make other changes on their account. The interpreter service provides interpreters for a number of different languages. In addition, we have a library of brochures translated to Spanish for RG&E customers: [rge.com/web/rge/support/energylibrary/informacion-en-espanol](http://rge.com/web/rge/support/energylibrary/informacion-en-espanol).

Natural gas safety information is available with translation on our websites, as well as translated brochures in the following languages: Spanish, Portuguese, French, Italian, Russian, Vietnamese, Arabic, Chinese and Thai.

At the start of service, Customer Service Representatives ask a series of questions about special needs in the home and update coding in our billing system. Representatives may also learn of special needs when a customer contacts us about their account, updating their account coding or providing additional information needed to code their account, such as life-support customers.

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

Customers can learn about translation services and materials on our website and with our Customer Service Representatives. We do not have a limited English proficiency identifier in our billing system.

Customers with special needs are provided a Rights and Responsibilities brochure at the start of service and annually in March that includes information on self-identifying needs. Customers may also learn about protections on our websites.

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

At the start of service, our representatives ask a series of questions to understand any needs within the household including if there are household members over the age of 62, blind or disabled (EBD), using life-sustaining equipment (LSE) or other special needs in the home. If the customer identifies a need, we discuss programs that may be beneficial to them. New customers also receive the Rights

and Responsibilities brochure with a welcome letter to learn about special protections and programs they may qualify for.

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

# BUDGET INFORMATION

## Estimated Outreach & Education Budget for January – December 2023:

Provide a budget breakdown of the FY'23 Estimated Budget for Outreach and Education Expenditures. Please make it clear whether your winter budget is part of your overall budget. Spending details should be included in the topic specific pages found in Section 4.

**NYSEG Total.....\$1,565,558**

**Electric: Total.....\$638,663**

**Gas: Total.....\$926,896**

**RG&E Total .....\$713,583**

**Electric: Total.....\$289,819**

**Gas: Total.....\$423,764**

**Breakdown by Categories:** note – breakdown can be modified to reflect the Utility’s unique budget tracking categories

▪ **NYSEG Customer Service.....\$421,025**

▪ **RG&E Customer Service.....\$204,875**

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

	<b>NYSEG Electric</b>	<b>NYSEG Gas</b>	<b>RG&amp;E Electric</b>	<b>RG&amp;E Gas</b>
Bill Inserts	\$	\$	\$	\$
Brochures/Flyers	\$	\$	\$	\$
Direct Mail (envelope teasers, mailings)	\$28,436	\$8,494	\$14,119	\$11,552
Educational Videos	\$	\$	\$	\$
Email (includes affordability, seasonal, service related, other)	\$56,225	\$16,795	\$22,457	\$18,374
Media (newsprint)	\$	\$	\$	\$
Newsletters (EnergyLines, bill inserts)	\$232,321	\$69,394	\$71,783	\$58,732
Web and digital media	\$	\$	\$	\$
Other (on hold messages)	\$7,207	\$2,153	\$4,323	\$3,537

**Estimated Outreach & Education Budget for January – December 2023:**

- **NYSEG Energy Affordability**.....\$33,885
- **RG&E Energy Affordability**.....\$20,870

	NYSEG Electric	NYSEG Gas	RG&E Electric	RG&E Gas
Bill Inserts	\$	\$	\$	\$
Brochures/Flyers	\$4,428	\$1,323	\$1,359	\$1,112
Direct Mail	\$874	\$261	\$220	\$180
Educational Videos	\$	\$	\$	\$
Email (included in customer service)	\$	\$	\$	\$
Media	\$	\$	\$	\$
Newsletters (included in customer service)	\$	\$	\$	\$
Web and digital media	\$	\$	\$	\$
Other (Outbound Calls, advocacy items, IT)	\$20,790	\$6,210	\$9,900	\$8,100

- **NYSEG Energy Efficiency**.....\$274,431
- **RG&E Energy Efficiency**.....\$163,822

	NYSEG Electric	NYSEG Gas	RG&E Electric	RG&E Gas
Bill Inserts	\$44,290	\$7,630	\$10,586	\$3,032
Brochures/Flyers	\$1,404	\$242	\$771	\$221
Direct Mail	\$69,647	\$4,342	\$54,956	\$4,540
Educational Videos	\$	\$	\$	\$
Email	\$69,647	\$17,568	\$29,393	\$19,406
Media	\$	\$	\$	\$
Newsletters	\$	\$	\$	\$
Web and digital media	\$28,342	\$19,531	\$21,128	\$12,287
Other (Clean Heat Sponsorship)	\$11,788	\$	\$7,502	\$

- **NYSEG Seasonal Communications**.....\$45,000  
Specify the amounts dedicated to winter outreach \$18,000
- **RG&E Seasonal Communications**.....\$30,000  
Specify the amounts dedicated to winter outreach \$12,000

	NYSEG Electric		NYSEG Gas		RG&E Electric		RG&E Gas	
	total	winter	total	winter	total	winter	total	winter
Bill Inserts	\$	\$	\$	\$	\$	\$	\$	\$
Brochures/Flyers	\$	\$	\$	\$	\$	\$	\$	\$
Direct Mail	\$	\$	\$	\$	\$	\$	\$	\$
Educational Videos	\$	\$	\$	\$	\$	\$	\$	\$
Email	\$	\$	\$	\$	\$	\$	\$	\$
Media	\$	\$	\$	\$	\$	\$	\$	\$
Newsletters	\$	\$	\$	\$	\$	\$	\$	\$
Web and digital media	\$	\$	\$	\$	\$	\$	\$	\$
Other (Outbound Calls)	\$34,650	\$13,860	\$10,350	\$4,140	\$16,500	\$6,600	\$13,500	\$5,400

**Estimated Outreach & Education Budget for January – December 2023:**

- **NYSEG Service-Related Communications.....\$648,100**
- **RG&E Service-Related Communications.....\$257,700**  
Includes messaging on outages, infrastructure, metering, safety, tree trimming, etc.

	<b>NYSEG Electric</b>	<b>NYSEG Gas</b>	<b>RG&amp;E Electric</b>	<b>RG&amp;E Gas</b>
Bill Inserts	\$	\$85,600	\$	\$32,000
Brochures/Flyers	\$	\$	\$	\$
Direct Mail	\$	\$165,500	\$	\$84,000
Educational Videos	\$	\$	\$	\$
Email	\$	\$	\$	\$
Media	\$	\$384,000	\$	\$135,000
Newsletters	\$	\$	\$	\$
Web and digital media	\$1,000	\$	\$6,700	\$
Other (explain)	\$	\$	\$	\$

- **NYSEG Other Communications.....\$100,000**
- **RG&E Other Communications.....\$0**  
Identify and describe other programs that do not fall into the previous categories (e.g. COVID-19).

	<b>NYSEG Electric</b>	<b>NYSEG Gas</b>	<b>RG&amp;E Electric</b>	<b>RG&amp;E Gas</b>
Bill Inserts	\$	\$	\$	\$
Brochures/Flyers	\$	\$	\$	\$
Direct Mail	\$	\$80,000	\$	\$
Educational Videos	\$	\$	\$	\$
Email	\$	\$	\$	\$
Media	\$	\$20,000	\$	\$
Newsletters	\$	\$	\$	\$
Web and digital media	\$	\$	\$	\$
Other (explain)	\$	\$	\$	\$

- **NYSEG Outreach Events.....\$43,118**
- **RG&E Outreach Events.....\$36,316**

## Actual Outreach & Education Expenditures for January – December 2022:

Provide Outreach and Education expenditures for the previous year. Indicate the total proposed budget for 2022 and the total actual expenditures. Each category table should include actual (not proposed) spending by outreach method/tool for the year.

	Planned	Spent
<b>NYSEG Total</b> .....	<b>\$1,095,801</b>	<b>\$1,327,447</b>
<b>Electric: Total</b> .....	<b>\$388,011</b>	<b>\$544,125</b>
<b>Gas: Total</b> .....	<b>\$707,790</b>	<b>\$783,323</b>

	Planned	Spent
<b>RG&amp;E Total</b> .....	<b>\$478,461</b>	<b>\$627,956</b>
<b>Electric: Total</b> .....	<b>\$193,634</b>	<b>\$252,365</b>
<b>Gas: Total</b> .....	<b>\$284,827</b>	<b>\$375,591</b>

### Breakdown by Categories:

	Planned	Spent
▪ <b>NYSEG Customer Service</b> .....	<b>\$279,660</b>	<b>\$415,621</b>
▪ <b>RG&amp;E Customer Service</b> .....	<b>\$142,011</b>	<b>\$199,727</b>

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

	NYSEG Electric	NYSEG Gas	RG&E Electric	RG&E Gas
Bill Inserts	\$	\$	\$	\$
Brochures/Flyers	\$	\$	\$	\$
Direct Mail (bill envelope teasers)	\$841	\$251	\$1,454	\$1,189
Educational Videos	\$	\$	\$	\$
Email (includes affordability, seasonal, service related, other)	\$34,742	\$10,377	\$14,043	\$11,489
Media (newsprint)	\$	\$	\$	\$
Newsletters (EnergyLines, bill inserts)	\$277,246	\$82,814	\$90,036	\$73,666
Web and digital media	\$	\$	\$	\$
Other (on hold messages)	\$7,200	\$2,151	\$4,318	\$3,533

**Actual Outreach & Education Expenditures for January – December 2022:**

	Planned	Spent
▪ <b>NYSEG Energy Affordability</b> .....	<b>\$26,091</b>	<b>\$6,615</b>
▪ <b>RG&amp;E Energy Affordability</b> .....	<b>\$24,160</b>	<b>\$7,554</b>

	NYSEG Electric	NYSEG Gas	RG&E Electric	RG&E Gas
Bill Inserts	\$	\$	\$	\$
Brochures/Flyers	\$2,617	\$782	\$935	\$765
Direct Mail	\$264	\$79	\$1,617	\$1,323
Educational Videos	\$	\$	\$	\$
Email	\$	\$	\$	\$
Media	\$	\$	\$	\$
Newsletters	\$	\$	\$	\$
Web and digital media	\$	\$	\$	\$
Other (Outbound Calls, subscriptions, seminars)	\$2,212	\$661	\$1,603	\$1,312

	Planned	Spent
▪ <b>NYSEG Energy Efficiency</b> .....	<b>\$120,000</b>	<b>\$265,334</b>
▪ <b>RG&amp;E Energy Efficiency</b> .....	<b>\$80,000</b>	<b>\$192,180</b>

	NYSEG Electric	NYSEG Gas	RG&E Electric	RG&E Gas
Bill Inserts	\$39,611	\$9,903	\$10,583	\$5,212
Brochures/Flyers	\$1,256	\$314	\$771	\$380
Direct Mail	\$62,289	\$5,635	\$54,940	\$7,805
Educational Videos	\$	\$	\$	\$
Email	\$62,289	\$22,800	\$29,385	\$33,360
Media	\$	\$	\$	\$
Newsletters	\$	\$	\$	\$
Web and digital media	\$25,348	\$25,348	\$21,123	\$21,123
Other (Heat Pump sponsorship)	\$10,543	\$	\$7,500	\$

**Actual Outreach & Education Expenditures for January – December 2022:**

	Planned	Spent
▪ <b>NYSEG Seasonal Communications</b> .....	<b>\$45,000</b>	<b>\$3,762</b>
Specify the amounts dedicated to winter outreach.....	<b>\$18,000</b>	<b>\$1,505</b>
▪ <b>RG&amp;E Seasonal Communications</b> .....	<b>\$30,000</b>	<b>\$2,508</b>
Specify the amounts dedicated to winter outreach.....	<b>\$12,000</b>	<b>\$1,003</b>

	NYSEG Electric		NYSEG Gas		RG&E Electric		RG&E Gas	
	total	winter	total	winter	total	winter	total	winter
Bill Inserts	\$	\$	\$	\$	\$	\$	\$	\$
Brochures/Flyers	\$	\$	\$	\$	\$	\$	\$	\$
Direct Mail	\$	\$	\$	\$	\$	\$	\$	\$
Educational Videos	\$	\$	\$	\$	\$	\$	\$	\$
Email	\$	\$	\$	\$	\$	\$	\$	\$
Media	\$	\$	\$	\$	\$	\$	\$	\$
Newsletters	\$	\$	\$	\$	\$	\$	\$	\$
Web and digital media	\$	\$	\$	\$	\$	\$	\$	\$
Other (explain)	\$2,897	\$1,159	\$865	\$346	\$1,380	\$552	\$1,129	\$452

	Planned	Spent
▪ <b>NYSEG Service-Related Communications</b> .....	<b>\$524,210</b>	<b>\$523,721</b>
▪ <b>RG&amp;E Service-Related Communications</b> .....	<b>\$201,450</b>	<b>\$206,291</b>

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

	NYSEG Electric	NYSEG Gas	RG&E Electric	RG&E Gas
Bill Inserts	\$	\$45,010	\$	\$21,318
Brochures/Flyers	\$	\$	\$	\$
Direct Mail	\$	\$88,859	\$	\$44,384
Educational Videos	\$	\$	\$	\$
Email	\$	\$	\$	\$
Media	\$	\$372,909	\$	\$134,206
Newsletters	\$	\$	\$	\$
Web and digital media	\$6,943	\$	\$6,383	\$
Other (Sponsorship)	\$	\$10,000	\$	\$

**Actual Outreach & Education Expenditures for January – December 2022:**

	Planned	Spent
▪ <b><u>NYSEG Other Communications</u></b> .....	<b>\$100,840</b>	<b>\$92,112</b>
▪ <b><u>RG&amp;E Other Communications</u></b> .....	<b>\$840</b>	<b>\$0</b>

Identify and describe other programs that do not fall into the previous categories (e.g. COVID-19).

	NYSEG Electric	NYSEG Gas	RG&E Electric	RG&E Gas
Bill Inserts	\$	\$	\$	\$
Brochures/Flyers	\$	\$	\$	\$
Direct Mail	\$	\$72,114	\$	\$
Educational Videos	\$	\$	\$	\$
Email	\$	\$	\$	\$
Media	\$	\$19,998	\$	\$
Newsletters	\$	\$	\$	\$
Web and digital media	\$	\$	\$	\$
Other (explain)	\$	\$	\$	\$

▪ <b><u>NYSEG Outreach Events</u></b> .....	<b>\$20,281</b>
▪ <b><u>RG&amp;E Outreach Events</u></b> .....	<b>\$19,695</b>

# INFRASTRUCTURE INVESTMENTS AND DEVELOPMENTS

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

## **Activity #1:** Routine vegetation management

**New or On-going Activity:** Ongoing.

**Description and Schedule for Planned Activity:** Routine Tree Care, or vegetation management, is ongoing at both companies which includes transmission and distribution vegetation management (normal trimming, hazard/danger tree removals, reclamation trimming and hot spot) on circuits across our service area.

**Public Awareness Planned:** Yes. Customers on planned maintenance distribution circuits are notified, as well as landowners in distribution tree work areas. General information is available online at: [nyseg.com/outages/weareready/treecare](https://nyseg.com/outages/weareready/treecare) and [rge.com/outages/weareready/treecare](https://rge.com/outages/weareready/treecare).

**Activity #2:** Ongoing capital projects to upgrade and/or replace aging infrastructure, and in response to capacity needs.

**New or On-going Activity:** Ongoing.

**Description and Schedule for Planned Activity:** NYSEG and RG&E's team of Public Outreach Specialists proactively work with stakeholders who may be impacted by facility upgrades, including civil construction. In addition, public and customer communications may be developed to support awareness of reliability improvements made in our communities.

**Public Awareness Planned:** Yes. Awareness campaigns are developed based on the level of impact. This may include outreach to specific stakeholders, the public via media channels and directly to customers through our bill insert newsletter, *EnergyLines*.

**New York State Electric & Gas, Rochester Gas and Electric**  
**OUTREACH AND EDUCATION PLAN**  
**2023**

**Mandated Outreach and Education**

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

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

### **PLEASE FILL OUT:**

We have 4 number of Cases at this time for each active case.

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

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

Required by Order, Joint Petition, Settlement, Other: Joint Petition

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

Supersedes Case Nos.

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

Summary of O&E requirements:

The Companies shall continue to develop and implement outreach and education activities, programs and materials that will support customers in understanding their rights and responsibilities as utility customers. The Companies shall continue to annually file their respective outreach and education plans with the Secretary to the Commission and will also continue to provide a copy of each such plan to the Director of the Office of Consumer. Additionally, as a result of the approved JP, outreach and education will be part of the Companies Advanced Metering Infrastructure Plan, the Senior Study, Residential Methane Detection Program, and Walk-In Office Closure Customer Outreach Implementation Plan.

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

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

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

**Error! Bookmark not defined.**  Secretary's Office      Date: [OBJ] [OBJ] [OBJ]  
 X Office of Consumer Services      Date:  
 Other: \_\_\_\_\_      Date:  
(Name of DPS contact person)

Date Reporting May Cease: [OBJ] [OBJ] [OBJ]

## Case No. 14-M-0565

Required by Order, Joint Petition, Settlement, Other:  
Order

Date the Order was Issued and Effective:  
January 19, 2023

Summary of O&E requirements:

The Companies shall file their Phase 2 Outreach and Education plans, including information regarding payment assistance and DPAs.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):  
one time by February 18, 2023.

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 Richard Berkley, Director of the Office of Consumer Services.

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

X Secretary's Office	Date: February 17, 2023
Office of Consumer Services	Date:
Other: _____	Date:
(Name of DPS contact person)	

Date Reporting May Cease: February 18, 2023

**Error! Bookmark not defined. Case No. 11-G-0565**

Required by Order, Joint Petition, Settlement, Other:  
Order

Date the Order was Issued and Effective:  
April 17, 2015

Summary of O&E requirements:

The Collaborative Report submitted to the DPS by NGA indicates the process to develop and implement an educational school program. Educational services to school children is part of existing process for sending an annual transmittal to schools for electric safety. Beginning in 2016, letter to schools included implementation of new natural gas safety program kit for grades 1-5, available to all schools in NYSEG and RG&E service areas.

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

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

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

**Error! Bookmark not defined.**  Secretary’s Office      Date:   
Office of Consumer Services      Date: \_\_\_\_\_  
Other: \_\_\_\_\_      Date: \_\_\_\_\_  
(Name of DPS contact person)

Date Reporting May Cease: Unknown

**New York State Electric & Gas, Rochester Gas and Electric**  
**OUTREACH AND EDUCATION PLAN**  
**2023**

**Global Outreach and Education Tools**

## 2023 Outreach & Education Plan with 2022 Results

### CUSTOMER ASSISTANCE LINES/CALL CENTER

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

**New/Continuing Program:**

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

<b>Phone Service Provided</b>	<b>NYSEG</b>	<b>RG&amp;E</b>
Customer Service, Monday - Friday 7 a.m. to 7 p.m.	800.572.1111	800.743.2110
Energy Services Installation (Construction and Upgrades) 7 a.m. to 4:30 p.m.	866.717.2279	800.790.2897
Electric Emergency 24 x 7	800.572.1131	800.743.1701
Gas Emergency 24 x 7	800.572.1121	800.743.1702
Automated Services Line	800.600.2275	800.295.7323
Credit Assistance Line	888.315.1755	877.266.3492
Catch the Wind	800.994.1314	800.994.1314
Mandatory Hourly Pricing (MHP)	800.572.1111	800.743.2110
Energy Smart Community	800.925.1559	N/A
<b>Fax Service Provided</b>	<b>NYSEG</b>	<b>RG&amp;E</b>
Customer Service, Monday – Friday 7 a.m. to 7 p.m.	800.827.5927	585.724.8880
Energy Services Installation (Construction and Upgrades) 7 a.m. to 4:30 p.m.	844.515.1572	844.515.1574
Credit	888.505.3399	585.724.8811
Energy Assistance Program	800.325.9920	585.724.8811

**Summary of 2022 Results and Lessons Learned:** Provide detailed evaluation in Appendix C.

Service level targets are in place to measure the percent of calls answered in 30 seconds. NYSEG completed the year with a 43.23% service level with an overall goal of 70%. RG&E completed the year with a 41.61% service level with an overall goal of 70%. Call volumes were as follows:

<b>Phone Service Provided</b>	<b>NYSEG Call Volumes</b>	<b>RG&amp;E Call Volumes</b>
Customer Service (Monday –Friday, 7am-7pm)	1,214,990	835,311
Energy Services Installation (Construction and Upgrades, Monday –Friday, 7am-4:30pm)	60,232	28,732
Electric Emergency*	73,258	25,305
Gas Emergency *	30,169	18,312
Automated Services**	1,776,599	847,220
*Tracked Monday-Friday, (7am-7pm)		
**Source: NY IVR Report > Total Successful=KUBRA+'NYCUS7 Meter Read Successful'+ 'NYCUS16 Pay by Phone Successful'+ 'NYCUS9 Storm Detail Successful'		

**Goals for 2023:**

Achieve regulatory service levels and customer satisfaction goals.

**How Priority Was Set:**

As required to achieve service level, contact satisfaction and customer needs.

**Description of 2023 Program:** (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

Continue offering phone services as required.

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

# 2023 Outreach & Education Plan with 2022 Results

## Mass/Blast Notifications

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

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

Continuing.

### **Summary of 2022 Results and Lessons Learned:** Provide detailed evaluation in Appendix C

Our customers have a variety of alerts options to stay informed and easily manage their account. Customers can receive a text message, email or phone call notification for a meter read reminder or outage information and restoration updates. Payment received alerts are also available via text message to confirm a payment has posted. Customers can enroll their account in our alerts service with the option to add unlimited contacts for each enrollment type (text, email and phone). This option is often helpful for seasonal properties, customers that would like more than one type of alert and caregivers such as adult children that want to check on elderly parents. In addition, two-way text functionality can help customers stay up to date on their account or receive information quickly and easily. By using short codes (NYSEG: 697348, RG&E: 743898), customers can text the word “REG” to enroll and receive confirmation when their payment posts and “APP” to receive a link to download our mobile app from the App Store or Google Play. For customers enrolled in text alerts, they can also use “BAL” for their current account balance and payment due date, “OUT” to report a power outage, “STATUS” for an update on a power outage, and “READ” to provide a meter reading by text message during their billing window.

*Outage Alerts:* Customers enrolled in Outage Alerts can stay up to date with personalized information if they experience a power outage. Automatic text, email or phone call alerts will be sent when an outage is detected to customers that enroll in Outage Alerts, based on their preferred communication channel. The service address and estimated restoration time are provided in the alert. An optional do not disturb time can be set based on customer preference. Customers enrolled in alerts via text can also text “OUT” to report an outage or “STATUS” for an update on power status. In 2022, we expanded our Outage Alerts program to include automatic enrollments enabling our customers to receive automatic updates if a power outage should occur.

*Meter Read Reminder Alerts:* To receive a monthly bill based on actual use and replace estimated readings, our customers can receive an alert when it’s time to provide a meter reading. Reminders are

sent based on the type and frequency a customer chooses. Customers can submit their reading by text, through the website, using our automated phone line or through the mobile app.

*Payment Alerts:* Text Payment Alerts provide a convenient way for customers to receive confirmation that their payment has posted to their account, without the need to go online and or call to validate payment has been received.

*Critical Contact:* This enhanced texting service provides customers with life-sustaining equipment (LSE) an additional way to communicate with us during a storm. This functionality allows us to text LSE customers in preparation for a storm and to make sure they are safe. If a customer experiences an outage, they can text us and request additional information about the outage, and one of our customer advocates will call them directly. Currently there are 2,150 NYSEG customers and 877 RG&E customers on life support equipment.

Additionally, customers that have provided an email address and/or phone number to us may also receive information through a targeted campaign. Email continues to be a preferred channel for information, and we regularly reach our customers on various topics from energy efficiency and assistance programs to ways to manage monthly bills as supply prices increase. Outbound calls also continue to be a communication channel effective at communicating information quickly for topics such as storm preparation for vulnerable customers and assistance available for customers that may be behind on bills.

### **Goals for 2023:**

In February 2023, NYSEG and RG&E introduced a new monthly email newsletter, similar to our printed bill insert, *EnergyLines*. Our customers continue to use email as a preferred channel and providing useful programs and services directly to inboxes provides another opportunity to educate and reach customers with important information. To ensure our customers continue to have helpful resources and information, we plan to continue to highlight our alerts programs for customers so they can stay informed during a power outage, receive a bill based on actual energy use with a customer provided meter reading, receive confirmation a payment has been received. We will also begin introducing new functionality enabled by smart meters. Usage Alerts will allow customers to receive automatic notifications and updates about their energy usage and costs, which in turn can help create better understanding and management of monthly energy bills.

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

Providing personalized options and delivering information quickly and easily helps ensure our customers can get the information that helps them stay informed, plan and manage their account. By offering a variety of options that allow for easy enrollment and access to information, we're able to encourage customers to choose the way they'd like to receive information.

**Description of 2023 Program:** (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

In an increasingly digital world, customers continue to use mobile devices and look for automated options to receive information from their utility. NYSEG and RG&E continue to develop new digital tools that can provide value to our customers, while looking for opportunities to personalize their experience through their preferred channels. Customers are made aware of these options through multiple channels including EnergyLines newsletter bill inserts and monthly emails, websites, email campaigns, news releases, on hold messages and bill messages.

<b>Customers enrolled in Alerts</b>	<b>NYSEG</b>	<b>RG&amp;E</b>
Outage Alerts	Year-end 2021: 147,365 Year-end 2022: 635,512*	Year-end 2021: 70,262 Year-end 2022: 317,752*
Meter Read Alerts	Year-end 2021: 76,341 Year-end 2022: 107,378	Year-end 2021: 53,549 Year-end 2022: 74,480
Payment Alerts	Year-end 2021: 2,033 Year-end 2022: 6,497	Year-end 2021: 639 Year-end 2022: 2,592
Critical Contact (life-sustaining equipment customers)	Year-end 2021: 1,318 Year-end 2022: 2,147	Year-end 2021: 790 Year-end 2022: 863

\*Automatic Outage Alert enrollment

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

Currently, NYSEG has 67,142 contacts subscribed to email alerts, 738,423 subscribed to text, and 13,317 contacts subscribed in voice alerts.

RG&E has 37,695 contacts subscribed to email alerts, 354,976 subscribed to text alerts and 5,027 contacts subscribed to voice alerts.

# 2023 Outreach & Education Plan with 2022 Results

## OUTREACH MATERIALS

Identify the types of materials (e.g. print, visual aids, exhibits) developed for consumer outreach and education programs. Note: use of these tools for specific topics (e.g. safety) should also be described in more detail on the page for that program.

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

Continuing.

### **Summary of 2022 Results:** Provide detailed evaluation in Appendix C

In previous years, customer needs shifted as many in-person services and transactions were limited due to state guidelines during the pandemic. In addition, digital demands continue to grow, even for customers that may have interacted with us differently in the past. Our websites continue to serve as an online account management tool and provide helpful educational information for our customers to choose their preferred billing and payment options, assistance and efficiency programs that can help manage monthly bills, and services that can help. Digitally focused resources remained a priority to reach our customers, while printed materials were also used to support more in-person interactions with the easing of pandemic related pauses throughout 2022.

### **Goals for 2023:**

Continue to develop outreach materials that are easy to understand, helpful and available in a variety of channels. Improving our customers experience through digital enhancements that make it easier to do business with us and communicating with customers in their preferred channel (email, text, online, social media, in person, through third party agencies) to deliver useful resources that help them understand and manage bills.

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

Outreach materials are developed based on research, data, cost and needs. Consideration and prioritization is driven by goals and customer needs. Supporting awareness through mass channels or participation and engagement through direct communications and in-person interactions.

**Description of 2023 Program:** (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

Continue to produce materials and resources that support awareness of and engagement in programs, products, services that can help our customers. Highlight resources online and through other owned channels, such as on hold and bill messages, *EnergyLines* newsletters, email campaigns and fact sheets or other collateral used for outreach.

# 2023 Outreach & Education Plan with 2022 Results

## UTILITY OUTREACH EVENTS

Describe how the utility identifies and participates in events such presentations, community fairs, consumer advocate workshops, etc. Distinguish between utility-sponsored and community sponsored events. Use the tracking sheet in Appendix A to list events conducted in 2022 and those planned for 2023.

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

Continuing.

### **Summary of 2022 Results:** Provide detailed evaluation in Appendix C

NYSEG and RG&E serve approximately 40% of upstate New York with unique communities and customer needs throughout the state. When identifying opportunities for outreach, many factors are considered including customer need, program changes for trade allies and contractor networks, building awareness of important safety information, opportunities to improve customer experience through participation in industry, state or local workshops or events, and identifying community sponsored events that can help us reach our customers. Partnering with local events, municipalities and agencies creates an opportunity to educate specific groups or the general public on a variety of topics. In addition, company sponsored events, such as smart meter open houses, not only provides an opportunity for education but also the ability for our customers to ask questions and meet our outreach teams.

### **Goals for 2023:**

Continue to identify existing events and opportunities to educate and reach our customers and stakeholders. In 2023, additional outreach will continue as we upgrade communities across our service area to smart meters.

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

Community outreach provides an additional channel to reach our customers, stakeholders, agencies, human service organizations, contractors and community leaders that also live and work within our communities. Building and maintaining these relationships allows us to get important information about our services and programs to a wider audience.

**Description of 2023 Program:** (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

- **Target audience:** Customers, Human Service and Community Agencies, Government and Municipal Leaders, Trade Allies, Contractors
- **Key Messages:** We're here to help. Resources and programs that can help with monthly bills. Smart meter benefits and installation schedules. Program and service updates.
- **Outreach materials:** Presentations, fact sheets
- **Delivery vehicles:**
  - One-to-one in-person meetings, virtual meetings, phone and email
  - Community events
  - Agency workshops and planning sessions

# 2023 Outreach & Education Plan with 2022 Results

## WEBSITE, SOCIAL MEDIA & MOBILE APPLICATIONS

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

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

Continuing.

### **Summary of 2022 Results and Lessons Learned:** Provide detailed evaluation in Appendix C

*Websites:* Understanding the importance of digital interactions and finding ways to create easy, secure, and convenient ways for our customers to complete transactions including receiving bills, making payments, starting or stopping service and reporting power outages remains a focus. In 2022, we enhanced our websites to further support growing mobile device use. In addition to an online customer transaction center, we understand the need for educational materials and resources to better understand bills, programs and services that can help. With our refreshed websites, we also introduced new landing pages by topic.

nyseg.com total unique visitors in 2022: 5,362,268

rgc.com unique visitors in 2022: 2,687,617

*Social Media:* social media is integral to how customers engage with our brands for critical information, customer service, storm, safety and program information. Content is created in collaboration with key teams across the business combined with analysis of customer comments, posts and needs. Both brands are active on Facebook and Twitter seeing positive page growth throughout 2022. Content was shared on both brands channels frequently with content shared in at least three posts per channel per week yearlong. Combined, the brands reached 1.5 million Facebook users and 830,000 Twitter users.

*Mobile App:* Our Mobile App provides a simple, secure way for customers to manage their account. Key functionality includes: My Account, view bill/payments, make a payment, eBill enrollment and cancellation, outage reporting, outage list and map, AutoPay enrollment and cancellation, Budget Billing enrollment and cancellation, and submit a meter reading.

### **Goals for 2023:**

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

*Social Media:* Our goals in 2023 are to continue raising awareness on critical customer programs, safety messaging, community support, infrastructure/ project work as well as brand awareness and values including sustainability; innovation; and DEI.

*Mobile App:* Highlight the Mobile App and the self-service functionality it offers to make it easier for customers to do business with us.

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

*Websites/Mobile App:* As the utility industry moves toward more digital self-service customer options, we continually strive to provide our customers with a positive experience that provides them an easy and convenient way to pay bills and manage their account, report outages receive status updates, and view and monitor usage.

*Social Media:* The priorities for social media messaging are set by analyzing customer feedback on existing content, consulting with business partners across the organization including customer-facing teams, as well as research and trends analysis.

**Description of 2023 Program:** (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

*Websites:*

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

*Social Media:*

- **Target audience:** Customers, thought leaders, employees
- **Key Messages:** customer programs, safety messaging, community support, infrastructure/ project work as well as brand awareness and values including sustainability; innovation; and DEI.
- **Schedule:** Ongoing

*Mobile App:*

- **Target audience:** Customers
- **Key Messages:** Manage your account anytime, anywhere. Our app provides you with an even easier way to manage your account.
- **Schedule:** Ongoing

**New York State Electric & Gas, Rochester Gas and Electric**  
**OUTREACH AND EDUCATION PLAN**  
**2023**

**Section 4**  
**Outreach and Education Topics**

# 2023 Outreach & Education Plan with 2022 Results

## BILLING SERVICES AND PAYMENT ALTERNATIVES

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

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

Continuing.

### **Summary of 2022 Results and Lessons Learned:** Provide detailed evaluation in Appendix C

NYSEG and RG&E continue to offer convenient ways to receive and pay bills. Customers can choose their preference for receiving and paying bills and many of the options below are also included in annual Rights and Responsibilities bill inserts, included with March bills, at the start of new service and online anytime.

Customers can make a payment with no convenience fee online through our website, Mobile App, by phone using our automated phone system or with a Customer Service Representative, at our kiosks in walk-in office locations, by mail, automatically with AutoPay or at an approved third-party pay agent. Customers can also contact us to discuss making payment arrangements available with no fees or interest, including an option to establish a payment arrangement online for eligible customers.

Below are some additional details on billing services available and how they are communicated:

*Billing/eBill:* Customers are offered the option of receiving mailed paper bills or email bills, eBill, at the start of service. eBill delivers bill and payment reminders right to a customer's email inbox, with up to 13 months of eBills available online. Billing options are also made available when customers are calling for billing or account questions. Information on eBill is communicated in email communications, *EnergyLines* bill insert, bill messages, on hold messages and on our websites: [nyseg.com/eBill](https://nyseg.com/eBill) and [rge.com/eBill](https://rge.com/eBill)

*Budget Billing:* This billing option will not reduce electric and natural gas costs, but it can help to spread charges for high usage months more evenly over a twelve-month period. Budget Billing is highlighted in *EnergyLines* bill inserts, email campaigns, on hold messages, within payment agreements (printed and online), online or through our automated phone service where customers can enroll, increase installment amounts or remove an account from Budget Billing. Information about budget billing can be found on our websites: [nyseg.com/BudgetBilling](https://nyseg.com/BudgetBilling) and [rge.com/BudgetBilling](https://rge.com/BudgetBilling)

*Customer Meter Reading:* Our Meter Read Alerts provide customers an option to enroll and receive emails, phone calls or text messages reminding them when their reading is due. Customers can also provide their readings by using our online form, submitting through our mobile app, calling and providing through our automated phone service or by speaking to a customer service representative. Customers enrolled in text message reminders can also submit a meter reading through two-way text by

texting “READ” when the meter reading is due. These options are promoted by bill message, in our bill insert *EnergyLines*, in on hold messages, in letters and emails regarding meter reading, during phone calls and one-to-one contacts with Customer Service Representatives and on our websites: [nyseg.com/meter-reads1](https://nyseg.com/meter-reads1) and [rge.com/meter-reads](https://rge.com/meter-reads).

*Large print/Sight Saver bills:* Customers indicating they have a vision impairment during the start of service or during other customer service calls are offered this service. The service is also communicated in our annual Rights and Responsibilities brochure, during one-to-one contact with Customer Service Representatives and online: [nyseg.com/HelpWithBill](https://nyseg.com/HelpWithBill) and [rge.com/HelpWithBill](https://rge.com/HelpWithBill).

*Braille bills:* RG&E customers indicating they have vision impairment during the start of service or during any other customer service calls are offered this service. Customers are also offered this service during one-to-one contacts with customer representatives and online: [rge.com/HelpWithBill](https://rge.com/HelpWithBill).

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

*Convenient Due Date:* This option is for customers on fixed incomes whose bill payment date conflicts with the receipt of their benefits checks. This option is discussed during one-to-one contact with Customer Service Representatives.

*Additional resources/Help:* Additional resources/help are included in the Rights and Responsibilities brochure, online, in email campaigns, bill messages, during one-to-one contact with Customer Service representatives, via on hold messages.

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

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

### **Goals for 2023:**

Continue current programs.

## **How Priority Was Set:**

Offering various options for billing and payment contributes to customer satisfaction and results in improved convenience for our customers. The Home Energy Fair Practice Act (HEFPA) and Public Service Law also shape offerings for customers.

**Description of 2023 Program:** (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, evaluation plan, etc.)

- **Target audience:** All customers
- **Key messages:** Manage your account anytime, anywhere. We have free tools to help you manage your account.
- **Outreach materials:** Websites, EnergyLines newsletter bill inserts
- **Delivery Vehicles:**
  - Websites
  - EnergyLines newsletter bill inserts
  - Email
  - Social media
  - Mobile App
  - On hold messaging
  - Bill Messages
- **Schedule:**
  - Websites – available anytime
  - Social media – regular rotations of account management tools available are highlighted throughout the year.
  - Email – highlights various billing and payment options (footer, dependent on email)
- **Measures to evaluate/obtain feedback:**
  - Contact Satisfaction Survey
  - Call Listening, customer feedback

# 2023 Outreach & Education Plan with 2022 Results

## CUSTOMER RIGHTS AND RESPONSIBILITIES

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

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

Continuing.

### **Summary of 2022 Results and Lessons Learned:** Provide detailed evaluation in Appendix C

Our process provides new customers with a welcome letter and information about NYSEG or RG&E, including a natural gas odorant brochure and our Rights and Responsibilities brochure. After learning that this process didn't automatically occur after a billing system upgrade, we promptly mailed custom letters with this important information and inserts to impacted customers. Annually each March, all customers receive this brochure inserted with bills. Online billing, or eBill, customers receive a link to view the insert on our website within the Energy Library. The brochure includes information on service policies, billing and payment options, metering and access, special protections and supply choice, as well as how to contact us for billing and emergencies, complaint processes and selecting the most advantageous rate. Beginning in 2020, prospective tenants could learn how to obtain up to a two-year billing history for a potential rental property at no cost online: [nyseg.com/account/moving/landlordsandrenters](https://nyseg.com/account/moving/landlordsandrenters) and [rge.com/account/moving/landlordsandrenters](https://rge.com/account/moving/landlordsandrenters). This information is also included in our Rights and Responsibilities brochure.

### **Goals for 2023:**

Continue to review the brochure for any required updates or helpful information (as space allows) and provide to customers annually and at the start of service.

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

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

**Description of 2023 Program:** (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, evaluation plan, etc.)

- **Target audience:** All customers
- **Outreach materials:** Bill insert, online
- **Delivery Vehicles:**
  - Websites
  - Welcome Letters (new customers)
  - Bill insert (March annually)
- **Schedule:** March annually, new customers in welcome letter
- **Measures to evaluate/obtain feedback:**
  - Contact Satisfaction Survey
  - Call listening

# 2023 Outreach & Education Plan with 2022 Results

## ENERGY EFFICIENCY PROGRAMS

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

### New/Continuing Program:

Continuing. The 2022 Energy Efficiency outreach program was a continuation of the existing programs with the addition of a few new programs. Bill inserts, company websites, and customer newsletter *EnergyLines* (included with customer bills) promoted the programs, and we continued direct program communications such as direct mail, paid digital ads and email campaigns.

In 2022, the NYSEG and RG&E energy efficiency portfolio goals were aggressive. NYSEG and RG&E electric programs and NY Clean Heat met their SEEP targets in 2022, while gas did not. Marketing efforts were critical to the results achieved. Residential programs continuously see benefit from bill inserts and targeted outreach, typically through customer emails. Trade allies also received communications related to the NY Clean Heat, Commercial & Industrial Rebate, Small Business Direct Install and Multi-Family programs.

The following changes were made to the energy efficiency portfolio of programs in 2022:

- *Small Business Direct Install:* This program added gas measures late in 2022 with limited uptake.
- *Small Business Customer Choice:* This program was a pilot program running parallel with Small Business Direct Install allowing customers to choose their own contractor to receive rebates.
- The energy efficiency team conducted Low Income community outreach at local food pantries and other community-based events (in partnership with advocacy and outreach teams). Educational literature was provided as part of an energy kit (which included energy saving measures such as LEDs, water saving devices, home sealing items). Recipients were provided information on how to sign up for free energy audit programs offered through joint statewide offerings with Empower and the Affordable Multi-family programs.
- Information cards were placed at local appliance retailers (such as Lowes and The Home Depot) to highlight our Appliance Recycling Program. Placements provided visibility to customers about the option to environmentally dispose of an old refrigerator, with convenient free pick up, payment and energy savings, all at a time when they are buying a new one.
- Expanded outreach for our Residential Rebates program was done through the use of more frequent email campaigns to local HVAC installation contractors.
- Our multifamily programs also worked to secure a list of building owners in the state via industry contacts and conduct recurring updates and notifications on our multifamily incentive programs.

- Partnerships with national mass merchant retailers (such as Lowes, Walmart, Home Depot, Target etc.) were established. Product discounts were provided at point of sale on items such as LEDs, thermostats, water heaters, air purifiers and more. Retailers also agreed to allow us to place educational collateral at the point of sale highlighting the value proposition of energy savings.

Customers can learn about available residential programs by visiting us online at: [nyseg.com/residential-rebates-and-programs](https://nyseg.com/residential-rebates-and-programs) and [rge.com/residential-rebates-and-programs](https://rge.com/residential-rebates-and-programs). Business offerings are available online at: [nyseg.com/business-rebates-and-programs](https://nyseg.com/business-rebates-and-programs) and [rge.com/business-rebates-and-programs](https://rge.com/business-rebates-and-programs).

**Summary of 2022 Results and Lessons Learned:** Provide detailed evaluation in Appendix C

- Small Business: Customers appreciated multiple ways to receive rebates and were not specifically in need of a direct install program. As well, the gas measures would have benefit from more work building a contractor network ready to install these measures at launch.
- Point of sale marketing is effective with major retailers.
- Direct email messaging to key trade allies is an effective means to increase participation and awareness of program offerings, while creating efficiencies for customers.
- Direct community outreach to low-income populations is effective at gaining visibility to programs as well as providing immediate savings for those that need it the most. Joint promotions and coordination with our advocacy and outreach teams is an ideal format for identifying opportunities.

**Goals for 2023:**

In 2023, the outreach program hopes to continue to encourage customers to participate in our energy efficiency programs. The programs hope to exceed 2023 SEEP targets by utilizing this outreach to help customers realize cost effective energy savings. Point of sale discounts and educational collateral at retail will diversify to include even more products. Increased participation in local community events. Expansion of outreach to include education at schools located in Disadvantaged Communities.

**How Priority Was Set:**

The Public Service Commission Orders of December 13, 2018 and January 16, 2020 in Case 18-M-0084 directed the New York Utilities to implement immediate and accelerated energy savings targets for each of their electric and gas portfolios starting in 2019. By the year 2025, NYSEG electric targets increase to 4.3 times over 2018 levels and RG&E electric targets increase to 3.5 times over 2018 levels. By 2025, the gas targets will be 2.5 times higher at NYSEG and 1.5 times higher at RG&E over 2018 levels. Education around efficiency and awareness of programs and resources available to our customers is critical to meeting these aggressive targets and helping our customers manage their monthly energy bills.

**Description of 2023 Program:** (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, evaluation plan, etc.)

- **Target Audience:** All electricity and natural gas customers, trade allies
- **Key Messages:** Smart Energy is about two things: More comfortable living and more comfortable energy bills. We offer a variety of energy efficiency programs and rebates to help you manage your monthly energy costs.
- **Outreach materials:** Websites, brochures, bill inserts.
- **Delivery Vehicles:**
  - Websites
  - Bill inserts
  - Paid digital advertising
  - Email campaigns
  - Direct mail
  - Social media
- **Public and Community Relations:** Press releases, AVANews online blog, Community Connections newsletters (government and community leaders)

# 2023 Outreach & Education Plan with 2022 Results

## ENERGY SERVICE AFFORDABILITY

If the Company files a separate outreach plan as part of a Commission proceeding (e.g. Energy Affordability Program), the plan should be briefly described here. Reference the case number and date of most recent filing such as bill relief program (Phase 1 and Phase 2).

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

New and continuing.

### **Summary of 2022 Results and Lessons Learned:** Provide detailed evaluation in Appendix C

Energy Affordability continued to be an area of focus in 2022, with new relief programs available and as a key message in managing monthly energy use with sustained energy supply price increases. As mentioned within the energy efficiency section of this plan, the pairing between efficiency and affordability is key for customers managing energy bills. Education continued to integrate savings tips, efficiency programs and assistance programs that can help.

Additional assistance programs such as the Emergency Rental Assistance Program (ERAP), expanded qualifications for our Energy Assistance Program (EAP) and Electric and Gas Bill Relief continued to be helpful resources for our customers in need. The availability of these programs were highlighted through our EnergyLines bill inserts, bill messages, on hold messages, fact sheets and on our websites at: [nyseg.com/HelpWithBill](http://nyseg.com/HelpWithBill) and [rge.com/HelpWithBill](http://rge.com/HelpWithBill). Direct communications were also developed to support customers in need through email campaigns, outbound calling campaigns, field cards, door hangers and direct mail.

Electric and Gas Bill Relief (phase 1) was approved in mid-2022 for residential customers enrolled in EAP. Customers that received benefits under ERAP or the Home Energy Assistance Program (HEAP) – Regular Arrears Supplement (RAS) in the prior heating season also qualified. Eligible customers received a one-time bill credit automatically to reduce past-due balances prior to May 1, 2022, including payment plans.

Monroe County administered its own ERAP for residents and as a qualifier for Electric and Gas Bill Relief (phase 1), a postcard was developed for Monroe County renters to confirm they received ERAP and return to RG&E to qualify for the one-time bill credit relief before phase 1 closed at the end of 2022.

Our Customer Service Representatives were also trained and received key talking points to ensure helpful information was available to guide our customers to available programs and assistance that can help. Below are some of our assistance programs:

*EAP Basic Benefit – Monthly Bill Credit (LIRR):* The EAP Basic Benefit is referred to as Low Income Rate Reduction (LIRR) and is designed to help residential electric and natural gas customers learn more about the wise use of energy and provide a reduction on monthly energy bills. This benefit is applied

automatically when a HEAP benefit is applied to a NYSEG or RG&E account and will continue automatically if a HEAP benefit is applied annually. Customers receiving a HEAP benefit with another fuel provider can also provide documentation of the benefit to enroll. The monthly bill credit amount varies based on heating source. Enrolled customers are also referred to the New York State Electric Research and Development Authority (NYSERDA) for energy saving measures through programs like EmPower New York.

*Expanded EAP Eligibility:* In September 2021, customers receiving state assistance such as Supplemental Security Income (SSI), Medicaid or Supplemental Nutrition Assistance Program (SNAP) could also qualify for EAP and a monthly discount on energy bills. An application was developed in early 2022 that eligible customers can complete and submit with proof of participation in other state assistance by email, mail or fax to apply. Customers without online access can also request a printed application by contacting our Customer Care Center. Customers can access the online application by visiting: [nyseg.com/EAPapply](http://nyseg.com/EAPapply) or [rge.com/EAPapply](http://rge.com/EAPapply).

*EAP Limited Benefit - Arrears Forgiveness (LIAF):* The EAP Limited Benefit is referred to as Low Income Arrears Forgiveness (LIAF) and is designed to help residential electric and natural gas customers reduce or eliminate past due amounts (arrears). Customers on LIAF will also receive a forgiveness amount on their monthly invoice. They are required to enroll in our Budget Billing plan. Customers will have a maximum of 36 months to complete the LIAF benefit. Customers are automatically enrolled if they meet eligibility criteria including already enrolled in basic monthly benefit, have made three payments on account in the last 12 months, have arrears no less than \$240 but no greater than \$1,500.

*Project SHARE Heating Fund:* Our Project SHARE Heating Fund is designed to help income-eligible customers with energy emergencies. Active-duty military personnel and well-discharged veterans with an active disconnect notice may qualify regardless of income. To receive a Project SHARE Heating Fund grant, you must have an active account with us, have active disconnect notice, meet the current HEAP income guideline, and exhausted all other assistance.

*Payment plans:* We can help customers that are struggling to manage monthly bills. Residential, and some qualifying business customers, may be eligible for a payment plan with no fees or interest. Beginning in February 2022, qualifying residential customers can also visit us online to view available payment plans and enroll without the need to contact us at [nyseg.com/MyAccount](http://nyseg.com/MyAccount) and [rge.com/MyAccount](http://rge.com/MyAccount).

In addition to our above programs, below are additional resources we educate our customers about or ways they may learn about our programs:

*EmPower New York:* Provides no-cost energy efficiency solutions to income-eligible New Yorkers, whether they rent or own. Customers may qualify for an energy assessment, high-efficiency lighting, home insulation, replacement of an older, inefficient refrigerator and much more. Online at: [nyserda.ny.gov/All-Programs/empower-new-york](http://nyserda.ny.gov/All-Programs/empower-new-york). Customers may learn about EmPower New York on our website, through our online marketplace NYSEG Smart Solutions and RG&E Smart Solutions, in email campaigns, through energy-saving kits distributed at local food banks and throughout the community, with referrals after receiving HEAP or with enrollment in EAP and when calling and speaking to our Customer Service Representatives.

*New York Energy Advisor*: Connects eligible New Yorkers with customized energy-related assistance. By completing a few questions for their household, customers can receive personalized recommendations and assistance that can help. Online at: [energyadvisor.ny.gov](https://energyadvisor.ny.gov).

**Goals for 2023:**

Continue to highlight available assistance for customers in need. Continue to tie energy assistance with energy efficiency programs as an effective means of managing monthly bills through partnerships with other statewide utilities, NYSERDA and directly with our customers.

**How Priority Was Set:**

HEFPA, Cases 14-M0565, 20-M-0266 (order adopting energy affordability policy modifications). Continue to highlight valuable programs and assistance that can help customers manage monthly bills and reduce energy use to control costs.

# 2023 Outreach & Education Plan with 2022 Results

## INFRASTRUCTURE & SECURITY

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

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

Continuing.

### **Summary of 2022 Results and Lessons Learned:** Provide detailed evaluation in Appendix C

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

*Infrastructure Investments:* As new technologies and equipment become available and as we continue to perform maintenance work to upgrade our system and ensure reliable and safe delivery of energy service, we're excited to share the investments we're making with our customers, the public and community and government leaders. In 2022, we utilized our *EnergyLines* newsletter bill inserts and AVANews online blog to share the work we're doing. We also shared information through press releases which are also regularly shared through our Community Connections newsletter to government and community leaders.

*Pole Maintenance:* Each year we inspect thousands of our utility poles. During the inspection process, wood poles are assessed for treatment to preserve and prolong the life of the pole. Customers can learn about our pole maintenance online at: [nyseg.com/PoleTreatment](https://nyseg.com/PoleTreatment) and [rge.com/PoleTreatment](https://rge.com/PoleTreatment). Notices are also distributed to customers in areas where treatments are used that provide additional detail on the treatments used, where they can learn more about treatments and contact information for any questions.

### **Goals for 2023:**

*Tree Care:* Continue to educate customers about our Tree Care program, including the different requirements for line clearance for transmission and distribution systems, as well as information pertaining to the “Right Tree in the Right Place” to avoid future line clearance issues. As part of efforts to increase system reliability and storm resiliency, NYSEG and RG&E will be conducting Reclamation Trimming work in multiple Divisions. This work will include increased overhead vegetation clearance. More than 50% of power outages in the NYSEG service area are due to trees or branches contacting wires and other electric equipment. To enhance reliability for customers throughout the region, NYSEG trims overgrown trees and vegetation under the direction of certified arborists. NYSEG follows the American National Standards Institute and Tree Care Industry Association guidelines. Preplanning of this work will include customer outreach and education as part of our notification process.

*Infrastructure Investments:* Regarding infrastructure improvements, we will continue to share the investments we’re making to our system through newsletters such as *EnergyLines* and *Community Connections*, as well as press releases.

*Pole Maintenance:* Pole inspections and treatments will continue in 2023, with additional information available on our websites and in notices.

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

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

*Infrastructure Investments:* Reliable service is a key driver of customer satisfaction for both our residential and business customers.

*Pole Maintenance:* Inspecting poles for longevity supports reliability and customer satisfaction. Treatments used are approved by and registered with the United States Environmental Protection Agency (EPA) and Department of Energy Conservation (DEC).

**Description of 2023 Program:** (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, evaluation plan, etc.)

*Tree Care:* Continue to educate customers about our Tree Care program, highlighting reliability and safety throughout our messaging. This is communicated through our monthly newsletters as well as our notification process. Notification postcards are sent to customers on all planned maintenance circuits, prior to work starting. In addition, our employees and contractors will attempt to personally notify the customers in person or via a door card prior to the work taking place. Lastly, our arborists participate in Arbor Day events and activities, and are available to respond to customer inquiries and concerns when

necessary. Municipal officials will also receive information about NYSEG and RG&E's Tree Care program.

*Infrastructure Investments:* Continue to communicate valuable investments that support reliability for our customers.

*Pole Maintenance:* Continue to inspect poles, treat and replace as needed.

# 2023 Outreach & Education Plan with 2022 Results

## METERING

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

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

Continuing.

### **Summary of 2022 Results and Lessons Learned:** Provide detailed evaluation in Appendix C

Many of our customers can receive bills based on actual use by providing a meter reading during their billing window. Our Customer Meter Reading Program continued in 2022, allowing customers to enroll and select the way they would like to be reminded including by text message, email and/or phone call. Customers can also provide a meter reading online or through the Mobile App by logging in to My Account, by phone using our automated phone service or by text message if enrolled in text meter read alerts. Customers may learn about this service when speaking to a Customer Service Representative, through bill messages, on hold messages, our *EnergyLines* newsletter, email campaigns, door hangers, social media and our website: [nyseg.com/meter-reads1](https://nyseg.com/meter-reads1) and [rge.com/meter-reads](https://rge.com/meter-reads). We also offer resources that can help customers learn how to read their meter including a meter reading guide and a video available on our websites.

In November 2022, we began a soft start installing smart meters in our Ithaca service area, with meter upgrades planned for our entire service area over the next several years. Smart meters will enable customers to be billed based on their actual use monthly so the need for bill estimates, onsite visits and customer meter reads is greatly reduced. Smart meters also help to pinpoint and respond to outages more quickly, make moving easier with faster access to electricity service when it's needed and stopping service when you don't. Finally, smart meters enable better understanding of energy use and control of costs with detailed energy use information and recommendations to save energy through new tools like Energy Manager.

A comprehensive plan for outreach and education was filed as part of the 2020 Joint Proposal and includes a phased communication approach to raise awareness, inform and engage customers. In 2022, outreach began as part of the aware phase beginning with municipal and community stakeholders, community open houses and events, newsprint ads and email campaigns in areas scheduled for upgrades. As meter upgrades began, customers also received an outbound call about their upcoming upgrade and a door hanger when the upgrade was successfully completed, or if an appointment was needed to complete. Customers could learn about smart meters, benefits, what to expect and new tools to help them manage energy use on our websites: [nyseg.com/SmartMeters](https://nyseg.com/SmartMeters) and [rge.com/SmartMeters](https://rge.com/SmartMeters).

Comprehensive frequently asked questions, fact sheets and videos were created and available for customers on our websites, through communications sent and at outreach events.

### **Goals for 2023:**

Continue to educate our customers on how to read meter, receive reminders to provide reads and the benefits of actual meter readings. In addition, continuing to focus on safety and clear meter access during winter months including information in bill inserts and on our websites.

Smart meter upgrades will continue in 2023 with full deployment schedules starting in Spring 2023. Outreach will continue as described and customers will also receive a postcard several weeks ahead of upgrades in their neighborhood. Paid media is in development and also planned to build awareness of benefits and new tools customers will have access to manage their account.

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

HEFPA, providing customers options to submit a meter reading and replace an estimate. As filed in 2020 Joint Proposal. Customer satisfaction.

**Description of 2023 Program:** (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, evaluation plan, etc.)

- **Target audience:** All customers
- **Key messages:** Receive a bill based on actual use by providing a meter reading. Ensure clear access to your meter. Smart meters provide automated meter readings, fewer onsite visits and access to your detailed energy use so you can better understand and manage monthly bills.
- **Outreach materials:** Websites, *EnergyLines* newsletter bill inserts,
- **Delivery Vehicles:**
  - Websites
  - *EnergyLines* newsletter bill inserts
  - Bill messages
  - On hold messages
  - Outbound calling campaigns
  - Email campaigns
  - Newsprint ads
  - Door hangers
  - Direct mail/postcard
- **Schedule:** Ongoing as needed

# 2023 Outreach & Education Plan with 2022 Results

## NATURAL GAS/ELECTRIC SAFETY

### New/Continuing Program:

Continuing.

### Summary of 2022 Results and Lessons Learned: Provide detailed evaluation in Appendix C

Based on the NYSEG and RG&E NGA Pipeline Public Awareness Evaluation 2022 Executive Summaries provided in Appendix C, our outreach program conducted in 2022 was very effective. The NYSEG and RG&E scores for “How might you detect a gas leak” went up from the 2018 study for all the groups surveyed: Affected Public, Public Officials, EMS Officials and Excavators.

There was a decrease in Public Official and EMS recall of Dig Safe messages, which is why it’s important that we continue sending these groups the Excavator Manual and other gas safety information annually. We will also continue emailing Public Officials gas safety messages four times per year.

Excavator scores increased for recalling Dig Safe messages and all across the board, except for a slight decrease at RG&E, which could be attributed to the logo change from Dig Safely NY to UDig NY.

### Summary of Results:

Safety education occurs routinely and regularly throughout the year. Messages on safe digging practices (Dig Safe) are issued in the spring, Leak Detection information is published in late spring / early summer, and carbon monoxide safety information is provided just prior to and during the heating season (late fall and early winter).

The following is a summary of activities conducted through Research and Strategic Customer Communications, Government and Community Relations and/or other departments.

### **Dig Safe**

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

In addition to training, a direct mail user’s guide to safe excavation practices in New York and the protection of underground facilities is published and sent annually, as well as emergency contact information and availability of Dig Safe information online at company websites. This direct mail was sent to contractors, public officials and first responders.

The mailer includes the following items (samples are included in Appendix B):

- GSTC001 NYSEG RGE Excavator Manual 2022

- GSTC002 NYSEG RGE UDig Guide to Marks Card 2022
- GSTC004 NYSEG RGE UDig Calendar Card 2022
- GSTC005 NYSEG RGE UDig Safety Poster 2022
- GSTC201 NYSEG RGE Odorant Brochure 2022

The companies send a Dig Safe message email in the spring, reaching more than 325,000 customers and elected officials with a 40% NYSEG and 46% RG&E open rate, well above market average. Print and radio Dig Safe ads are placed in the spring. Ad and email samples are included in Appendix B:

- GSTE202 NYSEG RGE Natural Gas Safety Email Message May 2022 Call Before You Dig
- GSTZ201 NYSEG RGE UDIG NY Spring 2022 Advertising Campaign

### **Carbon Monoxide Information Program**

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

A natural gas emergency information sheet is mailed annually to identified first responders, elected and municipal officials and DOT, DPW and highway departments in our franchise area. The program also discusses the operation of CO detectors and the proper use of instrumentation. Training in relation to natural gas excavation activities is also available. A sample of this letter and materials are located in Appendix B:

- GSTD007 NYSEG RGE First Responder Mailing Materials 2022

The companies sent a Carbon Monoxide safety message email in the fall, reaching more than 350,000 natural gas customers and elected officials resulting in a 41% NYSEG and 48% RG&E open rate. Carbon Monoxide safety ads are placed in print and radio in November. Ad and email samples are included in Appendix B:

- GSTE204 NYSEG RGE Natural Gas Safety Email Carbon Monoxide Safety Nov 2022
- GSTZ203 NYSEG RGE Carbon Monoxide Fall 2022 Ad Campaign
- GSTZ002 NYSEG RGE Leak Detection Campaign Spring 2022

### **Pipeline Public Awareness Program**

This program addresses activities to enhance public protection through increased public awareness and knowledge. The NYSEG and RG&E websites include a safety factsheet, annual mailings are conducted, and bill inserts are provided to customers for gas odor recognition and response. New customers receive an odor recognition “scratch and sniff brochure” included with their welcome letter. This same odorant brochure is also inserted annually with all customer bills, and the brochure is sent to all eBill gas customers who do not receive hard copy bills.

Our program also includes print, radio, digital, billboard and transit advertising, and customer messaging via emails. Odorant brochure, ad and email samples are located in Appendix B:

- GSTC201 NYSEG RGE Odorant Brochure 2022
- GSTE203 NYSEG RGE Natural Gas Safety Email Aug 2022 Pipeline Safety

## **Natural Gas Leak Detection and Reporting**

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

NGA digital campaign reports are located in Appendix B:

- NYSEG NGA Fall 2022 Digital Report
- RGE NGA Fall 2022 Digital Report
- NYSEG NGA Spring 2022 Digital Report
- RGE NGA Spring 2022 Digital Report

The same messaging is also used at widely attended events such as the Spiedie Fest & Balloon Rally in Binghamton, NY. Nosey stickers with the natural gas mercaptan odor are distributed at the event to educate children and their parents about the smell and how important it is to report a suspected leak. This event was held in August 2022 and is planned again for August 2023.

## **School Materials**

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

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

## **First Responder – Electricity and Natural Gas Safety**

NYSEG and RG&E promote and participate in first responder pipeline safety training with Paradigm Liaison Services. This first responder training is done throughout the service area April through May. Throughout the year NYSEG and RG&E provide enhanced natural gas emergency response training at fire stations in the service area. Training includes hands-on gas leak scenario and leak simulation training using leak simulator technology and focusing on incident command and response for indoor and outdoor leaks.

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

## **Lessons Learned:**

All natural gas safety message collateral was refreshed in 2022. Images were updated while the same important information remained intact. There are plans to update the images again in 2023, and revisit the direct mail and email pieces sent to Public Officials and EMS Officials to see if we can raise awareness scores in 2026.

### **Goals for 2023:**

The purpose of natural gas and electricity safety communications is to make all our customers aware of the precautions necessary to keep them safe from the dangers of natural gas and electricity.

The companies want to heighten gas and electricity safety awareness.

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

Natural Gas and Electricity Safety Awareness is mandated by the New York State Public Service Commission.

**Description of 2023 Program:** (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, evaluation plan, etc.)

- **Target audience** All customers, first responders, contractors, elected officials, educators
- **Key messages** Recognize signs of a gas leak, call before you dig, watch overhead when working outdoors, no line is safe to touch ever, contact the utility or 911 for electricity or natural gas emergencies.
- **Outreach materials:** Bill inserts, envelopes, advertising, direct mail, brochures, email, websites
- **Delivery vehicles:**
  - Media: Newspaper, Radio, TV, Digital
  - Websites: [nyseg.com](http://nyseg.com) and [rge.com](http://rge.com)
  - Email: Gas safety messages sent to all natural gas customers with email addresses four times per year
  - Customer Care Center On Hold Messages: NYSEG 1.800.572.1111, RG&E 1.800.743.2110.
  - Bill Print Messages: All customer bills (residential and nonresidential, gas and electric)
  - Direct Mail: Call Before You Dig Excavator Manual; Gas Emergency Information First Responder Letter and Fact Sheet; Pipeline Safety Awareness Letter and Fact Sheet
  - Customer Contact: Spiedie Fest & Balloon Rally, scheduled for August 2023.
  - Communication with eBill customers: Odorant brochures are sent to all eBill customers annually in February. Bill print messages are visible on hard copy and in pdf bill sent electronically.
- **Public and Community Relations:** As noted throughout this section, Public Officials are included in all company gas safety mailings and are also copied on all customer gas safety emails.
- **Corporate Partnerships:** Member of the National Gas Association (NGA). The NGA is running a NYSEG and RG&E spring and possibly fall Call Before You Dig and Leak Detection campaign using digital, radio and TV ads.
- **Schedule:** Below are our targeted dates for 2023:
  - Customer Safety Emails: February, May, August, November

- Media: NGA spring Call Before You Dig and Leak Detection digital campaign. Pipeline Public Awareness Program will include print, radio, television, billboard and transit advertising, and customer messaging via social media and emails. NYSEG and RG&E will also place a separate leak detection and reporting radio and newsprint campaign in early summer, as well as Dig Safe print and newspaper ads in the spring.
- On Hold Messages: Dig Safe and Gas Leak Detection, all year
- Bill Print Messages: Dig Safe June, July, August, September
- Send Envelopes: Dig Safe April-May-June
- Remit Envelopes: Generator Safety January-February-March; Look up...Look out Electricity Safety April-May-June; Gas Leak Detection July-August-September; Carbon Monoxide Safety October-November-December
- Billboard and Transit Ads: Starting mid-August and continuing until the end of December, ads featuring Nosey and how to report suspected leaks by calling 911 are planned to be in market.
- Event: Spiedie Fest & Balloon Rally in Binghamton, NY in August. Nosey stickers with the natural gas mercaptan odor are distributed at the event to educate children and their parents about the smell and how important it is to report a suspected leak. Planning a Live Line Demonstration for electricity safety, too.
- **Additional information:**
  - New Customers receive a gas odorant scratch and sniff brochure with their mailed welcome letter.
  - Limited English Proficiency (LEP) Outreach – Google translate is available on all gas and electricity safety web pages at nyseg.com and rge.com. The Gas Odorant brochure has a translation QR code as well as where to find translations in several different languages. Spanish gas safety sheets are also available at nyseg.com and rge.com.
- **Measures to Evaluate/Obtain Feedback:** Informal feedback is gathered from internal and external audiences following presentations, activities, programs and initiatives. Website hits/visits are also tracked, as are the number of dig-ins (data that gauges feedback through adherence to safety requirements). Surveys and focus groups are also conducted in conjunction with the Northeast Gas Association. The results of the NGA Great Blue 4-Year Pipeline Safety Effectiveness Study are included in Appendix C.

# 2023 Outreach & Education Plan with 2022 Results

## NATURAL GAS EXPANSION

### New/Continuing Program:

Continuing.

### Summary of 2022 Results and Lessons Learned: Provide detailed evaluation in Appendix C

Based on Case 19-E-0378 of the Joint Proposal - Appendix M, "Natural Gas Matters", there will be no promotion of natural gas. The only exception is outreach to customers who are applying for natural gas service in the Town of Plattsburgh and North Country buildout areas. NYSEG is required based on orders 12-G-0499 and 13-G-0092 to inform residential customers in these areas of any surcharge cost.

### Goals for 2023:

Based on Case 19-E-0378 of the Joint Proposal - Appendix M, "Natural Gas Matters", there will be no promotion of natural gas. NYSEG will provide a letter to customers who are applying for natural gas service in the Town of Plattsburgh and North Country buildout areas. NYSEG is required based on order 12-G-0499 and 13-G-0092 to inform residential customers in these areas of any surcharge cost.

### How Priority Was Set:

Based on Case 19-E-0378 of the Joint Proposal - Appendix M, "Natural Gas Matters", there will be no promotion of natural gas and case numbers 12-G-0499 and 13-G-0092.

**Description of 2023 Program:** (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, evaluation plan, etc.)

NYSEG will continue to provide a letter to customers who are applying for natural gas service within the Town of Plattsburgh and North Country buildout areas. The letters will be an informative piece to relay surcharge costs to potential customers. The delivery methods the company will be utilizing are email or direct mail.

# 2023 Outreach & Education Plan with 2022 Results

## PRICE VOLATILITY

This section should describe outreach and education efforts to proactively communicate with customers about price volatility including unexpected surges in energy supply prices, the impact on utility bills, and steps the utility will take to mitigate costs and protect customers.

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

Continuing.

### **Summary of 2022 Results and Lessons Learned:** Provide detailed evaluation in Appendix C

Assessments of energy commodity prices suggested continued market supply energy price increases year over year in both the summer months and into the 2022-2023 winter season. With customers facing other affordability challenges and to help prepare our customers with tools to manage bills and control costs, a comprehensive plan continued through 2022. This included education on our role, the market driven impacts to energy prices, our efforts to buffer market costs (such as purchasing and storing natural gas supplies) and the pass-through supply cost without profit if purchasing energy supply from NYSEG or RG&E. This education focused on several key areas.

*Using less energy:* We offer no-cost and low-cost energy savings tips and energy efficiency programs where you can find rebates and incentives to lower energy use and control costs.

*Shop for supply:* You can shop for supply through a third-party Energy Services Company (ESCO), or supplier at any time. We offer a list of current suppliers, helpful questions to ask suppliers as you shop and point to DPS resources available.

*Manage your bill:* We're here to help with resources and assistance to understand and manage your monthly bill. Budget Billing can help spread your energy costs evenly over 12 months to help with seasonal fluctuations in energy use. We offer payment plans, an Energy Assistance Program (EAP) that provides monthly bill credits and recently expanded eligibility criteria, and Project SHARE. In addition, the Home Energy Assistance Program (HEAP) and Emergency HEAP can help income-eligible households pay for energy bills, repairs and weatherization.

Messaging was developed across channels to support awareness, including our websites, email campaigns, bill messages, on hold messages, social media, AVANews online blog and monthly *EnergyLines* newsletter bill inserts. Customers could find information on our websites at [nyseg.com/UnderstandYourUsage](http://nyseg.com/UnderstandYourUsage) and [rge.com/UnderstandYourUsage](http://rge.com/UnderstandYourUsage).

### **Goals for 2023:**

Efforts on education continued into 2023, with expanded focus on day night and time of use customers that may see a more immediate impact from non-hedged pricing options during times when energy was in higher demand.

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

Our comprehensive plans for outreach and education on supply costs was driven by market indicators and our continued customer first approach and ensuring our customers have the resources to manage and understand monthly bills.

**Description of 2023 Program:** (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, evaluation plan, etc.)

- **Target audience:** All customers
- **Key Messages:** Use less energy, shop for supply, manage your bill with resources and assistance
- **Outreach materials:**
- **Delivery vehicles:**
  - Websites – ongoing
  - Email campaigns – February, June, November 2022
  - Bill messages – ongoing throughout the year
  - On hold messages – ongoing throughout the year
  - Monthly *EnergyLines* newsletter bill inserts – ongoing throughout the year
  - Social media
  - AVANews online blog
  - Fact sheets
  - Field cards
- **Public and Community Relations:** Media interviews, legislative outreach
- **Schedule:** continue as needed, specifically during winter/summer seasons when supply price impacted by supply demand
- **Measures to evaluate/obtain feedback:** Contact satisfaction, call listening

# 2023 Outreach & Education Plan with 2022 Results

## SERVICE INTERRUPTIONS

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

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

Continuing.

### **Summary of 2022 Results and Lessons Learned:** Provide detailed evaluation in Appendix C

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

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

Notification typically occurs five days prior to the planned interruption by outbound call. Whenever possible, life support customers are contacted by telephone five days prior to scheduled power interruption so that alternate methods can be used to operate health/life sustaining equipment such as battery back-up, non-electrical or temporary relocation of customer until service is restored.

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

During major events, additional information is available on our social media channels, within storm press releases, our websites and through outgoing email campaigns that include information on how to obtain outage restoration information, how to contact us, safety tips, how we restore power and our program for customers using Life Sustaining Equipment. Customers appreciate being informed during an outage event and having information on restoration timing so they can plan accordingly.

### **Goals for 2023:**

Continue to notify customers in advance of planned outages so they know what to expect and can plan and make arrangements as needed. During major events, ensure customers are able to easily find information on restoration so they can plan accordingly. Continue to encourage our customers to enroll in Outage Alerts as the best way to get current information on an interruption.

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

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

**Description of 2023 Program:** (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, evaluation plan, etc.)

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

- **Target audience:** Impacted customers
- **Key Messages:** For planned outages: when and how long an interruption will occur. For unplanned outages: Confirmation of interruption, where to find restoration information, how to receive updates (Outage Alerts, websites, by phone, social media, public information),
- **Outreach materials:** brochures, websites
- **Delivery vehicles:**
  - Planned: outbound calls, postcards, Outage Alerts
  - Unplanned: Outage Alerts, email campaigns, websites, by phone, social media, news outlets
- **Public and Community Relations:** Press releases, media inquiries and news outlets
- **Schedule:** As needed.
- **Measures to evaluate/obtain feedback:** Contact satisfaction, call listening.

# 2023 Outreach & Education Plan with 2022 Results

## SPECIAL NEEDS CUSTOMERS

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

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

Continuing.

### **Summary of 2022 Results and Lessons Learned:** Provide detailed evaluation in Appendix C

The programs to identify and provide special protections to elderly, blind and/or disabled customers and life-sustaining equipment users continued in 2022. Identifying customers with special needs allows us to easily reach customers that may need additional support in winter months, during extended outages or help managing monthly bills. Customers are asked about any special needs at the start of service and notified of rights through our annual Rights and Responsibilities brochure. Additionally, Customer Service Representatives are trained to listen for needs that may be in the home and prompt for additional information that may help provide protections to customers at risk, especially during cold weather months. Customers can also learn about some of our protections online at: [nyseg.com/HelpWithBill](https://nyseg.com/HelpWithBill) and [rge.com/HelpWithBill](https://rge.com/HelpWithBill).

Annually, life-sustaining equipment customers are contacted with a renewal survey. This mailing helps ensure customers are still eligible for the program if there are any changes in the home. More importantly, it also provides a regular touchpoint with customers to provide updated contact information should they experience an extended outage and need to execute a backup plan or move to an alternate location.

While Limited English Proficiency customers are not coded in our billing system, we do offer a number of ways to help customers that may speak another language. Customers can access our interpreter service when calling us. We also offer translation services on important safety sections of our website, some field materials and have a number of fact sheets translated to Spanish for RG&E customers within our Energy Library online: [rge.com/web/rge/support/energylibrary/informacion-en-espanol](https://rge.com/web/rge/support/energylibrary/informacion-en-espanol). Important natural gas safety campaigns, such as dig safe and carbon monoxide safety, have been developed in Spanish for print and radio in Rochester. Scratch and sniff natural gas leak brochures are available with an important information translation to save the document and visit our website to view its translated version. This message is listed in Spanish, French, Italian, Portuguese, Arabic, Chinese, Thai, Russian and Vietnamese.

### **Goals for 2023:**

Programs will continue in 2023 to ensure protections are in place for at risk customers with special needs.

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

HEFPA requirements for elderly, blind, disabled, life support customers and Non-English speaking customers.

**Description of 2023 Program:** (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, evaluation plan, etc.)

- **Target audience:** All customers, special needs customers
- **Key Messages:** We offer special, personalized benefits and services for customers with life-sustaining equipment. If everyone in your household (including yourself) is either blind or disabled, 18 years of age or under, or at least 62 years of age or older, we will attempt to contact you by phone or in person at least 72 hours before termination of service to work out a payment agreement.
- **Outreach materials:** Websites, fact sheets, Rights and Responsibilities brochure
- **Delivery vehicles:**
  - Planned: outbound calls, postcards, Outage Alerts
- **Schedule:**
  - Rights and Responsibilities: Start of service, annually in March
  - Ongoing via contact with Customer Service Representatives, within email campaigns (life-sustaining equipment) and on our website
- **Measures to evaluate/obtain feedback:** Contact satisfaction, call listening.

# 2023 Outreach & Education Plan with 2022 Results

## SUMMER DEMAND RESPONSE/ LOAD REDUCTION

Case Number 00-E-2054 required utilities to provide a public awareness plan detailing the Company's steps to educate customers regarding the load and capacity situation and actions consumers can take to control their energy usage and bills. If the Company files a separate plan as part of a proceeding, the plan should be briefly described here. Reference the case number and date of most recent filing.

### New/Continuing Program:

Continuing.

### Summary of 2022 Results and Lessons Learned: Provide detailed evaluation in Appendix C

The following programs are available for customers:

- **Commercial System Relief Program (CSRP):** Our commercial and industrial load relief demand response program. Online at: [nyseg.com/cidr](http://nyseg.com/cidr) and [rge.com/cidr](http://rge.com/cidr).
- **Distribution Load Relief Program (DLRP):** Our distribution-based commercial and industrial demand response program, contingent on system critical situations (i.e. voltage reduction).
- **Term-and Auto Dynamic Load Management (DLM) Program:** Our longer term (3 to 5 year) commercial and industrial load relief demand response program, used for peak-shaving and contingency events at the circuit level. Participants are selected through an annual competitive procurement process.
- **Direct Load Control Program (DLC):** Our residential and small commercial demand response program, Smart Savings Rewards. Online at: [nyseg.com/smartenergy/rebatesandprograms/smartsavingsrewards](http://nyseg.com/smartenergy/rebatesandprograms/smartsavingsrewards) and [rge.com/smartenergy/rebatesandprograms/smartsavingsrewards](http://rge.com/smartenergy/rebatesandprograms/smartsavingsrewards).

CSRP, DLRP and Term-and Auto-DLM program education was primarily conducted through our websites. Our Smart Savings Rewards program was highlighted through company websites, program microsites, thermostat manufacturers, home energy reports (behavioral program), email campaigns and bill inserts. In addition, customers shopping on our online marketplaces, NYSEG Smart Solutions and RG&E Smart Solutions, can receive an instate rebate when enrolling their thermostat in Smart Savings Rewards at purchase.

Smart Savings Rewards program participants were surveyed at the end of the 2022 season. The results of the survey showed 69% of NYSEG participants and 67% of RG&E participants were satisfied or very satisfied with all program features. Partnership with thermostat manufacturers and email campaigns continue to be effective channels for supporting program enrollment, with 74% of participants indicating they heard about the program through an email from the utility or their thermostat manufacturer.

Lessons learned for 2022 included additional evaluation of the Smart Savings Rewards rebate amount to provide customers value and reduce barriers to participate. Instant rebates through our online marketplace, offering customers the ability to stack both efficiency rebates and demand response program enrollment, further supports growth in participant enrollments. Finally, although Smart Savings Rewards temperature adjustment events run from May 1 to September 30, customers can benefit from enrollment and enhanced and automated energy savings by using a smart thermostat year-round. Continuing education on program benefits year-round and encouraging eligible customers to enroll is a valuable way for customers to control costs and manage monthly energy use.

### **Goals for 2023:**

Continue to grow participation in available programs. In 2023, Smart Savings Rewards enrollment rebate was adjusted from \$45 to \$70.

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

Offering demand response and load reduction programs supports state energy goals, reliable service during peak energy demand and provides additional incentives by offering customers financial encouragement to reduce energy use.

**Description of 2023 Program:** (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, evaluation plan, etc.)

- **Target audience:** Residential and small commercial electric customers with central air conditioning
- **Key Messages:** Get paid to use less energy.
- **Outreach materials:** Websites, bill inserts
- **Delivery vehicles:**
  - Websites
  - Email campaigns
  - Thermostat manufacturer outreach once device is installed and set up
  - Bill inserts
- **Schedule:** Ongoing through websites, regular bill inserts and email campaign opportunities through our online marketplaces
- **Measures to Evaluate:** Annual Smart Savings Rewards participant survey

# 2023 Outreach & Education Plan with 2022 Results

## WINTER HEATING SEASON

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

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

Continuing.

### **Summary of 2022 Results and Lessons Learned:** Provide detailed evaluation in Appendix C

As we enter into each winter heating season, we prepare our customers with a variety of information from safety, energy efficiency tips and how to manage energy bills. Our websites serve as a resource for valuable information about how to prepare for the heating season, in addition to our *EnergyLines* newsletter, bill messages, on-hold messages, brochures available on our websites and at community outreach events and bill envelopes. Some of the topics we highlight include:

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

In November 2022, the Home Energy Assistance Program (HEAP) opened. At the start of each winter season, we update our websites to reflect eligibility criteria for HEAP and begin outbound calling campaigns to customers that may be eligible for benefits, including information on how to apply. Our *EnergyLines* newsletters included information about winter safety tips, Budget Billing, energy efficiency programs and tips, energy assistance available including HEAP and Emergency Rental Assistance Program (ERAP). We also issued press releases and social media posts to promote HEAP and raise awareness of winter safety and efficiency tips. Customers also learned of available seasonal assistance through bill messages, on hold messages and within email campaigns.

### **Goals for 2023:**

Continue to educate and raise awareness of winter heating season topics including energy management through energy assistance, energy efficiency programs and services and resources we offer to better understand and manage energy bills. Provide helpful winter and energy-saving tips, as well as valuable safety information to ensure continued safe delivery and use of energy. In 2022, managing monthly bills including increasing market supply costs continued to be an important topic throughout the year. We will continue to highlight resources available to manage market supply impacts as needed in 2023.

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

We inform customers about winter heating season related information annually. Energy assistance resources, energy efficiency programs, winter safety and efficiency tips, and programs and services that can help our customers support safe, reliable service and ensures our customers have the resources they need to manage monthly energy bills.

**Description of 2023 Program:** (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, evaluation plan, etc.)

- **Target audience:** All customers
- **Key Messages:** We're here to help. Simple savings tips. Our free tools put you in control of your energy bill. Important safety information.
- **Outreach materials:** Websites, brochures, advertisements
- **Delivery vehicles:**
  - Websites
  - Brochures
  - Email campaigns
  - Outbound call campaigns
  - Radio ads
  - Bill envelopes
  - Bill messages
  - On hold messages
- **Public and Community Relations:** press releases, media interviews
- **Schedule:** Ongoing at start of heating season and throughout winter months.
- **Measures to Evaluate:** Feedback is often elicited informally from customer groups or human service agencies. The RG&E/NYSEG Quarterly Low-Income Reports is also a source used to evaluate the programs in place.

# 2023 Outreach & Education Plan

## Other

Include any outreach program not identified elsewhere in the manual.

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

Continuing.

### **Summary of 2022 Results and Lessons Learned:** Provide detailed evaluation in Appendix C

*The Residential Agricultural Discount program:* Qualifying residential, agricultural customers can receive a bill discount through annual enrollment in this program. Each year, a letter and application is mailed to participants encouraging them to reapply for the upcoming program year to continue receiving a discount. Customers may learn about this discount program through Customer Service Representatives or on our websites: [nyseg.com/ResAgDiscount](https://nyseg.com/ResAgDiscount) and [rge.com/ResAgDiscount](https://rge.com/ResAgDiscount).

*The Residential Methane Detection Program (RMD):* Beginning in 2021, NYSEG and RG&E began distribution of methane detectors that would support early detection of natural gas leaks. Detectors were purchased and distributed to 35,000 residential, low-income (receiving HEAP benefit or enrolled in our Energy Assistance Program), natural gas customers in 2022. Included with the detectors were brochures explaining what the detectors are, how to test and use them and other natural gas safety information. Detector manufacturer user guides and scratch and sniff inserts were also included with the detectors.

*Choose a Supplier (NYSEG Natural Gas only):* As part of previous rate cases, NYSEG completes annual outreach to natural gas customers about choice in purchasing energy supply and to encourage market competition. Each year residential natural gas customers receive postcards reminding them of their choice in purchasing energy supply and some questions that may be helpful while shopping for natural gas supply. In addition, newsprint ads are placed in NYSEG natural gas service areas. Customers can learn about their supply choices by visiting [nyseg.com/choice](https://nyseg.com/choice).

*Inside natural gas safety inspections:* As part of state and federal requirements, we contact customers with an inside natural gas meter to perform required leak and corrosion inspections periodically. This may include a visit to the property while performing work in their neighborhood, leaving a door hanger to schedule an appointment if they are not home when we arrive, a series of direct mail letters notifying customers that we will need access to perform the inspection and to contact us for an appointment to avoid a no access fee, and email campaigns encouraging customers to contact us to schedule their appointment. If we are unable to access an inside meter for inspection, we may assess a \$100 no access fee and service could be turned off until the service is inspected and deemed safe. Customers can learn about inside gas safety inspections, including frequently asked questions, by visiting

[nyseg.com/gassafetyinspections](http://nyseg.com/gassafetyinspections) and [rge.com/gassafetyinspections](http://rge.com/gassafetyinspections) In early 2022, we introduced a new online scheduling tool that allows customers to schedule an appointment time if we miss them during our visit. The online scheduling tool is included in email campaigns and can be accessed online at [nyseg.com/gasinspectionappt](http://nyseg.com/gasinspectionappt) and [rge.com/gasinspectionappt](http://rge.com/gasinspectionappt).

### **Goals for 2023:**

*The Residential Agricultural Discount program:* Beginning in 2023, current program participants will be reminded of the need to reapply for the upcoming program year via bill message. Customers were notified in their 2022 letter about the need to reapply each year and how to locate the annual application on our website or by contacting us to request an application, if needed.

*The Residential Methane Detection Program (RMD):* In 2023, distribution of detectors will continue to residential, low-income, natural gas customers. Distribution packages will include a methane detector, brochure, user manual from the manufacturer and scratch and sniff insert. Distribution is planned throughout the year.

*Choose a Supplier (NYSEG Natural Gas only):* NYSEG will again plan to send postcards and place print and digital ads to support this initiative. With deregulation occurring approximately 20 years ago and supply choice being a component of customer control of energy costs, we will explore the need with regulators to continue this effort in the future.

*Inside natural gas safety inspections:* Field visits and communications will continue to meet the required inspections and ensure continued safe and reliable delivery of natural gas. This will include continued use of the online scheduling tool, as well as targeted direct communications such as door hangers, letters and emails if we aren't able to gain access for an inspection.

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

*The Residential Agricultural Discount program:* Cases 11-E-1076 (2013) *Tariff leaves no 117.45 (NYSEG) and 86 (RG&E)*

*The Residential Methane Detection Program (RMD):* Cases 19-G-0379, 19-G0381 (2020)

*Choose a Supplier (NYSEG Natural Gas only):* Cases 01-G-1668, 01-G-1683 (2002)

*Inside natural gas safety inspections:* As required by state and federal requirements.

**Description of 2023 Program:** (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, evaluation plan, etc.)

*Residential Agricultural Discount program:*

- **Target audience:** Current program participants
- **Key Messages:** It's time to reapply for the Residential Agricultural Discount program.
- **Outreach materials:** Websites, direct mail
- **Delivery vehicles:** Websites, direct mail, application

- **Schedule:** Late May annually, with the need to reapply before July 1 for re-enrollment by September 1 for full program benefit.
- **Measures to evaluate/obtain feedback:** Call listening, customer feedback.

*Residential Methane Detection program:*

- **Target audience:** NYSEG and RG&E residential, low-income (HEAP/EAP), natural gas customers
- **Key Messages:** Your new natural gas detector protects your family. If the natural gas detector alarm sounds, respond immediately.
- **Outreach materials:** Brochures (natural gas detector, scratch and sniff insert)
- **Delivery vehicles:** Direct mail (package)
- **Schedule:** Running through 2023
- **Measures to evaluate/obtain feedback:** Call listening, customer feedback.

*Choose a Supplier (NYSEG Natural Gas only):*

- **Target audience:** NYSEG residential, natural gas customers
- **Key Messages:** It's your choice! You can purchase your natural gas supply from a supplier. When choosing a supplier, consider their answers to these questions.
- **Outreach materials:** Websites
- **Delivery vehicles:** Websites, direct mail, newsprint, digital ads
- **Schedule:** Annually in October/November
- **Measures to evaluate/obtain feedback:** Call listening, customer feedback.

*Inside natural gas safety inspections:*

- **Target audience:** natural gas customers with inside meters
- **Key Messages:** It's important we gain access for your inspection, to ensure the continued safe and reliable delivery of natural gas. There is no cost for the inspection. We are required by the New York State Public Service Commission (PSC) to perform routine leak inspection and corrosion inspection periodically.
- **Outreach materials:** Websites
- **Delivery Vehicles:**
  - Websites
  - Direct mail
  - Door hangers
  - Email campaigns
  - Radio campaigns
- **Schedule:** throughout the year, based on schedule
- **Measures to evaluate/obtain feedback:** Call listening, customer feedback

**New York Electric & Gas, Rochester Gas and Electric**  
**OUTREACH AND EDUCATION PLAN**  
**2023**

**Section 5**

**Employee Outreach and Education**

# 2023 Outreach & Education Plan with 2022 Results

## CUSTOMER SERVICE EMPLOYEE TRAINING

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

NYSEG and RG&E have training programs for Customer Service Representatives to assure they are informed regarding the programs and policies that may be helpful to the customer, as well as the transactions that support this work. Representatives are trained initially in a progression sequence and receive refresher training and updates on a variety of topics to ensure knowledge and the ability to resolve customer concerns on the first contact.

Representatives are kept up to date with any information on new programs or products that are available to the customer by having access to a SharePoint site. If it is determined that additional training beyond SharePoint communication is needed, the representatives are trained accordingly.

In 2023, the Companies are developing a web based training pilot for the General level of progression. This platform is designed to increase engagement and efficiency. This medium for training will provide additional flexibility and allow the representatives to “re-train” or “re-enforce” on gaps identified by their leadership.

### **Summary of 2022 Results and Lessons Learned:** Provide detailed evaluation in Appendix C

The training is periodically reviewed and updated to ensure timely and accurate information and to reflect new programs and offerings available to the customer. Training effectiveness was evaluated by customer representative testing, phone call quality monitoring and customer satisfaction surveys. Training continued to be held virtually due to COVID-19 concerns as well as the Company's shift to a hybrid model. In 2022 the training team created new training material as relevant to the Company's new system, CRM+B. As part of this review and modification of material all customer facing programs and processes were reviewed and ensured to be accurate.

### **Goals for 2023:**

The Companies will complete the pilot for the web based training program to implement and assess. New training content developed in 2022 will also continue to be trained virtually to remote representatives.

**Description of 2023 Program:** (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, evaluation plan, etc.)

Training both virtually and web based to customer service representatives will be conducted in 2023. All customer facing programs will continue to be instructed as part of these programs. The training team will monitor feedback from representatives via a training feedback form as well as continue to monitor calls for quality.

**New York State Electric & Gas, Rochester Gas and Electric**  
**OUTREACH AND EDUCATION PLAN**  
**2023**

**Appendix A**

**Outreach and Education Events**

## 2023 Outreach & Education Plan with 2022 Results

### 2022 UTILITY OUTREACH EVENT SCHEDULE

In an effort to evaluate the previous plan year, please provide a schedule of events attended or conducted during 2022. Indicate if the event was in-person or virtual. If events are already schedule for 2023, please include those on a separate sheet.

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
3/22/22, 5/12/22, 9/16/22	Heritage Hills Customer Service Event	Town of Somers	NYSEG	Seniors in the Heritage Hills Community
February 10, 2022	Electrical Safety Training	Mahopac Fire Department	NYSEG	Mahopac Fire Department members
October 2022	Damage Assessment Drill	Town of Pound Ridge	NYSEG/Town of Pound Ridge OEM	First responders
April 2022	LED Light/Power Strip Giveaway	Town of Bedford	Bedford 2030	Bedford 2030 (group advocating with energy efficiency and greener energy)
October 2022	Brewster Division Municipal Officials Meeting	Brewster Division	NYSEG	Local elected officials
February 16, 2022	Career Connections – Churchville-Chili Middle School (careers in Sustainability and Renewable Energy)	Rochester Division	RG&E	5th and 6 <sup>th</sup> graders
August 6, 2022	Broome County Spiedie Fest & Balloon Rally (natural gas safety)	Broome County, Binghamton, NY	NYSEG	General public
Summer 2022	Auburn Police Department Security Light Program in conjunction with NYSEG Energy Efficiency (Dusk to dawn LED light giveaway.)	City of Auburn	NYSEG	Educate low income/high crime areas of energy efficiency of outdoor security lighting.
March 23, 2022	Energy Smart Hartwick (presentation on EV charging stations)	Town of Hartwick	NYSEG	Town committee
February 22, 2022	Town of Hamden - response to numerous customer complaints received by Supervisor regarding issues with CDG billing	Town of Hamden	NYSEG	Town Supervisor and Clerk requested explanations that they could provide to citizens
March 31, 2022	Department of Environmental Conservation (Electric wire safety training)	Sullivan County	NYSEG	First responders.
February 24, 2022	Tompkins County Council of Governments Meeting (presentation on AMI implementation)	Tompkins County	NYSEG	Members of the consolidated council of governments of Tompkins County.
March 7, 2022	Cornell University Admitted Students Career Fair (presentation on NYSEG in the community)	Ithaca, NY	NYSEG	Incoming graduate students at Cornell University.

March 17, 2022	Tompkins County Chamber of Commerce Networking at Noon Sustainability Panel (presentation on AMI implementation)	Tompkins County	NYSEG	Member businesses of the County's Chamber Of Commerce
March 21, 2022	Hangar Theatre Annual Community Education Meeting (Presentation on charitable giving of Avangrid Foundation)	Ithaca, NY	NYSEG	Hangar Theatre Board
July 6, 2022	Sully Branch Library Career Day (Rochester City School District)	Rochester, NY	RG&E	Grade School Children
July 26, 2022	New York AMI Community Open House – Ithaca Division	Moravia, NY	NYSEG	Community Members
July 27, 2022	New York AMI Community Open House – Ithaca Division	Ithaca, NY	NYSEG	Community Members
July 28, 2022	New York AMI Community Open House – Ithaca Division	Trumansburg, NY	NYSEG	Community Members
June 22, 2022	Auburn Salvation Army – LMI Collateral Distribution	Auburn, NY	NYSEG	Low income customers
July 14, 2022	Electrify Ithaca Kickoff (General information on NYSEG's involvement in electrify campaign)	Ithaca, NY	NYSEG	Community Members
July -August – Sept 2022	Auburn Police Department Safety Lighting Program	Auburn, NY	NYSEG	Low income customers
June 23, 2022	Association of Erie County Governments – EV-Make Ready	Hamburg, NY	NYSEG	Local Elected Leaders
June 24, 2022	New York State Special Olympics (Presentation on NYSEG's community giving efforts)	Ithaca, NY	NYSEG	New York State Special Olympics Board and Participants
February 15, 2022	Westchester County Legislature Commodity Pricing Hearing	White Plains, NY	NYSEG	Westchester County Officials and Community Members
March 23, 2022	Putnam County Legislature – Commodity Pricing Hearing	Carmel, NY	NYSEG	Putnam County Officials and Community Members
June 26, 2022	Dutchess County Town Hall with County Executive Marc Molinaro	Beekman, NY	NYSEG	Community Members
August 2, 2022	Town of Somers Touch a Truck Event	Somers, NY	NYSEG	Community Members
August 22, 2022	Vestal Fire Department - Live Line Demo	Johnson City, NY	NYSEG	Vestal Fire Department
August 24, 2022	Oxford Fire Department - Electrical Awareness Training	Oxford, NY	NYSEG	Village of Oxford Fire Department
February 14, 2022	Binghamton University Sustainable Communities program colloquium	Binghamton, NY	NYSEG	Binghamton University Students
August 27, 2022	The Discovery Center Truck Day	Binghamton, NY	NYSEG	Young Children (0 - 9 years old)
August 25 <sup>th</sup> , 2022	Town of Irondequoit Senior Health Expo	Irondequoit, NY	RG&E	Senior Citizens
August 26 <sup>th</sup> , 2022	Monroe County Office for the Aging Salute to Seniors Event – Customer Service Advocacy	Ontario, NY	RG&E	Seniors & Community Members
October 1 <sup>st</sup> , 2022	Town of Gates Fire Department Open House – AMI, Electric Safety, Vegetation Management	Gates, NY	RG&E	Community Members
October 2 <sup>nd</sup> , 2022	Town of Spencerport Fire Department Open House – AMI, Electric Safety, Vegetation Management	Spencerport, NY	RG&E	Community Members

September 14 <sup>th</sup> , 2022	City of Rochester AMI Smart Meter Event – Rochester Central Division	Rochester, NY	RG&E	Community Members
September 16, 2022	Rochester Chamber of Commerce – Colors of Success DEI Award Event – Informational Table	Rochester, NY	RG&E	Community Members
September 22, 2022	AMPED One Year Anniversary - Informational Table	Rochester, NY	RG&E	Community Members, Climate Focused Organizations
September 24, 2022	Electrify Buffalo 2.0 - Information Table and NYSEG SME's promoting EV Make-Ready Program	Buffalo, NY	NYSEG	Community Members
September 28, 2022	Town of Henrietta AMI Smart Meter Open House – Rochester Central Division	Henrietta	RG&E	Community Members
September 30, 2022	Greentopia/Genesee Land Trust Tour of High Falls Gorge	Rochester, NY	RG&E	Community Members
October 1, 2022	American Foundation for Suicide Prevention Walk – Electric Safety	Rochester, NY	RG&E	Community Members
October 8 <sup>th</sup> , 2022	Alzheimer's Association Walk to End ALZ – Information Table	Rochester, NY	RG&E	Community Members
November 7, 2022	Otsego County First Responders – Electrical Awareness Training	Cooperstown	NYSEG	First Responders
October 10, 2022	Elmira Heights Fire Department Open House – Gas Safety Table	Elmira, NY	NYSEG	Community Members
October 20, 2022	Erie County Association of Highway Superintendent's Quarterly Meeting – EV Make-Ready	Holland, NY	NYSEG	Highway Superintendents
November 4, 2022	Career Fair – Gilbertsville-Mt. Upton School Electric Safety	Gilbertsville, NY	NYSEG	Students and Faculty
November 30, 2022	Lewisboro Seniors Meeting- AMI presentation	Lewisboro, NY	NYSEG	Community Members
October 19, 2022	Dutchess County-AMI Open House	Beekman NY	NYSEG	Community Members
October 20, 2022	Putnam County-AMI Open House	Brewster, NY	NYSEG	Community Members
October 26, 2022	Westchester County-AMI Open House	Somers, NY	NYSEG	Community Members
September 24, 2022	Sodus Harvest Fest AMI Event hosted by Mower	Village of Sodus, NY	RG&E	Community Members served by the Sodus Division
November 3, 2022	The Community Place of Greater Rochester - AMI Smart Meter Presentation/Customer Advocates Presented Programs and Services	Rochester, NY	RG&E	Senior Community Members
June 22, 2022	Touch A Truck and First Responder Safety Event	Waterville, NY	NYSEG	Community members
1/20/2022	Winter Consumer	WebEX	Agency Presentation	Low Income
2/2/2022	OCCSAM	ZOOM	Agency Presentation	Low Income
4/11/2022	Ibero/ connecting with new staff	817 East Main St	Agency Presentation	Low Income
4/5/2022	Beechwood & Emma Comprehensive Neighborhood plan	ZOOM	Networking Meeting	Low Income

4/8/2022	Warm Weather Training for Walk In Office Reps	TEAMS	Agency Presentation	Other
4/27/2022	Warm Weather Training (Field Personnel)	400 West Ave	Agency Presentation	Other
5/13/2022	Connected communities out reach Grand Ave	Grand Ave Park	Customer Event	Low Income
5/20/2022	80 Parrish St Community outreach	80 Parrish St Conference Room	Agency Presentation	Elderly
5/21/2022	Arnett Club Bike Clinic	340 Arnette Blvd	Customer Event	Low Income
6/4/2022	A Family Affair (Square Fair)	Aberdeen Park	Customer Event	Low Income
6/7/2022	Baden Street Settlement	152 Baden Street	Agency Visit	Other
6/15/2022	Northwest Neighborhood Service Maplewood Area	Sacred Heart Cathedral 296 Flower City Park	Customer Event	Low Income
6/24/2022	Northwest Neighborhood Service Maplewood Area	Jones Square Park 170 Saratoga Ave	Customer Event	Low Income
7/8/2022	CCSI Open House	1099 Jay St	Agency Presentation	Charitable Group
7/20/2022	Northwest Neighborhood Service Maplewood Area	Jr Wilson Park 160 Burrows ST	Customer Event	Low Income
7/23/2022	Health and Wellness Initiative	639 Jefferson ave	Customer Event	Low Income
8/4/2022	Ontario DSS Presentation	DSS in Canandaigua	Agency Presentation	Social Services / APS
5/21/2022	Arnett Club Bike Clinic	340 Arnette Blvd	Customer Event	Low Income
6/4/2022	A Family Affair (Square Fair)	Aberdeen Park	Customer Event	Low Income
6/7/2022	Baden Street Settlement	152 Baden Street	Agency Visit	Other
6/15/2022	Northwest Neighborhood Service Maplewood Area	Sacred Heart Cathedral 296 Flower City Park	Customer Event	Low Income
6/24/2022	Northwest Neighborhood Service Maplewood Area	Jones Square Park 170 Saratoga Ave	Customer Event	Low Income
7/8/2022	CCSI Open House	1099 Jay St	Agency Presentation	Charitable Group
7/20/2022	Northwest Neighborhood Service Maplewood Area	Jr Wilson Park 160 Burrows ST	Customer Event	Low Income
7/23/2022	Health and Wellness Initiative	639 Jefferson ave	Customer Event	Low Income
8/4/2022	Ontario DSS Presentation	DSS in Canandaigua	Agency Presentation	Social Services / APS
8/6/2022	Front Porch Festival	214C Lake Ave	Customer Event	Low Income
8/27/2022	Book Bag Giveaway	111 N Chestnut street	Customer Event	Low Income
9/14/2022	AMI Open House	Rochester Riverside Convention Center	Customer Event	Other
9/28/2022	AMI Open House	St. Annes Church	Customer Event	Other
10/3/2022	State Of Rochester Economy-Networking Panel Discussion	Hyatt Regency Hotel	Networking Meeting	Other
10/13/2022	AMI Open House	41 Backus St (Recreation Center)	Customer Event	Other
10/14/2022	Fashion Week	2695 E Henrietta Rd	Misc	Other
10/24/2022	Cold Weather Training (WIO Reps)	TEAMS	Agency Presentation	Other

10/26/2022	Cold Weather Training (Field Personnel)	400 West Ave	Agency Presentation	Other
10/27/2022	October Benefit & Well Being Fair	Scottsville Rd	Misc	Other
11/3/2022	Community Place Senior Meeting	145 Parsells Ave	Customer Presentation	Low Income
11/3/2022	AMI Open House	Brighton Town Hall	Customer Event	Other
11/14/2022	Southwest Net Office	923 Genesee St	Agency Visit	Other
11/19/2022	Ibero- Winter Coat Giveaway	Eugenio Mara De Hostos Charter School (27 Zimbrich St)	Customer Event	Low Income
1/11/2022	Orleans County Agency Mtg	Zoom	Networking Meeting	Other
1/20/2022	Cayuga County Agency Mtg	Zoom	Networking Meeting	Other
2/2/2022	Ontario County Agency Mtg	Zoom	Networking Meeting	Other
2/16/2022	CAAST Agency Mtg	Webex	Networking Meeting	Other
2/22/2022	Canandaigua Resource Room	120 N Main St, Canandaigua	Misc	Low Income
3/16/2022	CAAST Agency Mtg	Webex	Networking Meeting	Other
3/17/2022	Cayuga County Agency Mtg	Zoom	Networking Meeting	Other
5/20/2022	Parrish St Apts	80 parrish st, canandaigua	Customer Presentation	Elderly
4/6/2022	OCCSAM - ontario cty mtg	Zoom	Networking Meeting	Other
4/5/2022	Tier 1 mtg- Yates cty	Zoom	Networking Meeting	Other
5/2/2022	Long Term Care Council Mtg	Zoom	Networking Meeting	Elderly
6/1/2022	OCCSAM - ontario cty mtg	Zoom	Networking Meeting	Other
6/27/2022	Wayne Cty mtg	boces conference center, newark	Networking Meeting	Other
8/2/2022	Tier 1 mtg- Yates cty	Zoom	Networking Meeting	other
8/3/2022	OCCSAM - ontario cty mtg	Zoom	Networking Meeting	Other
8/12/2022	Mosaic Health Fair	2 rubin dr, rushville	Customer Event	Low Income
8/1/2022	Cayuga Cty Long Term Care Mtgh	Zoom	Networking Meeting	Elderly
8/4/2022	Ontario Cty DSS	3010 County Complex Dr, CDGA	Agency Presentation	Social Services / APS
8/17/2022	CAAST Agency Mtg	Webex	Agency Visit	Other
10/5/2022	OCCSAM - ontario cty mtg	Zoom	Agency Visit	Other
10/28/2022	Geneva YMCA Senior Expo	399 William st, geneva	Customer Event	Elderly
11/16/2022	CAAST Agency Mtg	Webex	Agency Visit	Other
11/17/2022	Cayuga Cty mtg	Zoom	Agency Visit	other
1/4/2022	Nascentia's R.A. A. D.: Resources for Aging and Disabled	Zoom	Meeting	Human Services Org.
1/12/2022	Tioga County Network Meeting	TEAMS	Meeting	Human Services Org.
1/13/2022	Broome County Network Meeting	Zoom	Meeting	Human Services Org.
2/24/2022	Salvation Army	Phone	Networking Meeting	Charitable Group
3/16/2022	Tioga County Network Meeting	TEAMS	Meeting	Human Services Org.

3/17/2022	Broome County Network Meeting	Zoom	Meeting	Human Services Org.
8/11/2022	Kirkwood Town Fair	Veteran's Memorial Park 311 Main St Kirkwood NY 13795	Customer Event	Other
8/26/2022	Tioga County Community BBQ	Catholic Charities 139 Roki Blvd Nichols NY 13812	Customer Event	Veteran
9/14/2022	Tioga County Network Meeting	Hickories Park Owego NY	Meeting	Human Services Org.
9/15/2022	Broome County Network Meeting	Cornell Cooperative Extension of Broome County	Networking Meeting	Other
9/27/2022	Tioga County Health Fair	Tioga Downs Nichols NY	Customer Event	Low Income
10/5/2022	Nascentia's R.A. A. D.: Resources for Aging and Disabled	Zoom	Meeting	Human Services Org.
10/24/2022	Broome County's Council for Self Reliance	Mothers & Babies Perinatal Network State St Binghamton NY	Networking Meeting	Charitable Group
11/2/2022	Nascentia's R.A. A. D.: Resources for Aging and Disabled	Zoom	Meeting	Human Services Org.
11/9/2022	Tioga County Network Meeting	Catholic Charities 139 Roki Blvd Nichols NY 13812	Meeting	Human Services Org.
11/10/2022	Broome County Network Meeting	BSC	Networking Meeting	Other
11/17/2022	Clear Path for Veteran's Thanksgiving Lunch	American Legion Robinson St Binghamton	Customer Event	Veteran
2/24/2022	Eldercare and Community Resource Expo	YMCA, Hornell NY	Customer Event	Elderly
3/9/2022	EFSP Steuben Local Board Meeting	Virtual	Board Meeting	Low Income
3/9/2022	EFSP Chemung Local Board Meeting	Virtual	Board Meeting	Low Income
5/12/2022	Legal Assistance of Western NY	Conference Call	Agency Presentation	Other
6/16/2022	Chemung County OFA Senior Games Picnic and Information Fair	Harris Hill Youth Camp, Horseheads, NY	Customer Event	Elderly
7/26/2022	LSE Home Visits (3)	All near Moravia, NY	Home Visit	Other
7/26/2022 7/27/2022 7/28/2022	NY AMI Open Houses (3) Ithaca Division	Moravia, Ithaca & Trumansburg NY	Customer Event	Other
10/18/2022	Sr Health and Information Fair	Corning Sr Center	Customer Event	Elderly
11/1/2022	Catholic Charities agency visit	12 Allen St, Hornell, NY	Agency Visit	Food Bank / Pantry
1/19/2022	Chenango County Interagency Meeting	Zoom	Networking Meeting	Low Income
2/9/2022	Otsego County NY Connects	Zoom	Agency Presentation	
2/24/2022	Otsego County OFA	Email	Misc	
3/10/2022	Brain Injury Association of NYS	Zoom	Misc	Other
3/15/2022	Delaware County Human Service Council Meeting	Zoom	Networking Meeting	
3/30/2022	Catholic Charities and the Regional Food Bank Mass Food Distribution	Sidney Fire Station	Customer Event	Food Bank / Pantry

## 2023 Outreach & Education Plan with 2022 Results

### 2023 UTILITY OUTREACH EVENT SCHEDULE

In an effort to evaluate the previous plan year, please provide a schedule of events attended or conducted during 2022. Indicate if the event was in-person or virtual. If events are already schedule for 2023, please include those on a separate sheet.

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
1/23/2023	Lancaster/Lockport MUNY meeting	Erie County Fire Training Academy	NYSEG	Elected Officials
1/11/2023	Southern Tier Master Teachers Tour of ECC	Vestal ECC	NYSEG	K-12 Teachers
1/19/2023	Tioga County Council of Government	Owego Village Hall	NYSEG	Elected Officials
2/9/2023	City of Rochester Total Health & Wellness Initiative	Gantt R-Center, Rochester, NY 14605	City of Rochester	Disadvantaged Communities
2/15/2023	Churchville-Chili Middle School Career Connections	139 Fairbanks Road, Churchville, NY 14422 (Rochester)	Churchville-Chili Central School District	5th and 6th graders
2/15/2023	Energy Kit Distribution	Brewster Head Start	NYSEG	Disadvantaged Communities
2/15/2023	Energy Kit Distribution	Putnam Cap	NYSEG	Disadvantaged Communities
2/16/2023	Assemblymember Lunsford Information Session	Virtual	Assemblymember Jen Lunsford	Seniors, Low-Moderate Income Individuals
2/16/2023	Heritage Hills office Hours	Heritage Hills Community Center	NYSEG	Heritage Hills residents
2/16/2023	Energy Kit Distribution	Rochester Habitat for Humanity	RG&E	Disadvantaged Communities
2/17/2023	Energy Kit Distribution	Action for a Better Community	RG&E	Disadvantaged Communities
2/21/2023	Sodus AMI Open House	Sodus Public Library	NYSEG	General Public
2/21/2023	Energy kit distribution	Resurrection Life Pantry	NYSEG	Disadvantaged Communities
2/22/2023	City of Rochester Total Health & Wellness Initiative	Lightfoot R-Center, Rochester, NY 14608	City of Rochester	Disadvantaged Communities
2/23/2023	Energy Kit Distribution	Lifespan	RG&E	Disadvantaged Communities
3/2/2023	Wolcott AMI Open House	Leavenworth Middle School	NYSEG	General Public
2/27/2023	Silo Ridge Senior Event	Silo Ridge	Silo Ridge	Disadvantaged Communities
2/28/2023	City of Rochester "R-Connect" Community Resource & Employment Fair	Carter St R-Center, Rochester, NY	City of Rochester	Disadvantaged Communities
2/28/2023	Livingston County Local Emergency Planning Committee	Livingston County Emergency Planning Committee	Livingston County	Committee Members
3/2/2023	Putnam County Intelligence Briefing	Putnam EOC	Putnam Sheriff Dept	Law Enforcement
3/8/2023	Heritage Hills Men's Club	HH Community Center	Heritage Hills Men's Club	Heritage Hills Community

3/9/2023	Energy Kit Distribution	Economic Opportunity Program of Chemung and Schuyler Counties, Elmira	NYSEG	Disadvantaged Communities
3/9/2023	Sodus Division MUNY Meeting	Town of Williamson	RG&E Sodus Division	Elected Officials and Town Government
3/22/2023	Energy Kit Distribution	Urban League of Rochester	RG&E	Disadvantaged Communities
3/25/23	Power Of Trees	Fox Lane High School	Bedford 2030	General Public
3/29/2023	Dover High School Career Day	Dover High School	Dover High School	High School students
3/3/2023	Energy kit distribution	Cooperstown	Otsego OFA	Disadvantaged Communities
3/7/2023	Energy kit distribution	Delhi	Delaware OFA	Disadvantaged Communities
3/7/2023	Electrical Safety Presentation	Margaretville	NYSEG	First Responders
3/13/2023	Lyell-Otis Neighborhood Association AMI Event	Lyell Public Library	Lyell-Otis LOCA Neighborhood	General Public
3/14/2023	PLEX Neighborhood Association AMI Event	Zoom	PLEX Neighborhood Association	General Public
3/18/2023	Wadsworth Square Neighborhood Association AMI Event	Marshall Street Bar	Wadsworth Square Neighborhood Assoc.	General Public
3/21/2023	Charlotte Community Association AMI Event	75 Stutson St, Rochester, NY	Charlotte Community Association	General Public
3/22/2023	Energy Kit Distribution	St. Margaret's Mary Church. Apalachin	Food Bank of the Southern Tier	Disadvantaged Communities
3/22/2023	City of Rochester "R-Connect" Community Resource & Employment Fair	Ave D R-Center, Rochester, NY	City of Rochester	Disadvantaged Communities
3/31/2023	Geneva/Canandaigua MUNY Meeting	NYSEG/RG&E @ Geneva Division Office	NYSEG/RG&E	Elected Officials and City Government
3/31/2023	Elmira Municipal Meeting	NYSEG, Elmira	NYSEG	Elected Officials
4/5/2023	City of Rochester "R-Connect" Community Resource & Employment Fair	Ryan R-Center, Rochester, NY	City of Rochester	Disadvantaged Communities
4/11/2023	Greece AMI Open House	Greece Town Hall	RG&E	General Public
4/19/2023	Putnam Valley Senior Event - AMI	Put Valley Senior Center	Putnam Valley	Putnam Valley Seniors
4/19/2023	City of Rochester "R-Connect" Community Resource & Employment Fair	Caldwell R-Center, Rochester, NY	City of Rochester	Disadvantaged Communities
4/19/2023	Park-Meigs Neighborhood Association AMI Event	597 East Ave, Rochester, NY	Park-Meigs Neighborhood Association	General Public
4/20/2023	Hornell Municipal Meeting	NYSEG, Hornell	NYSEG	Elected Officials
4/22/2023	Climate Solutions Summit AMI event	Rochester Convention Center	Climate Solutions Accelerator	General Public
4/25/2023	Carmel Senior Event – AMI	Carmel Senior Center	NYSEG	Carmel Seniors
4/26/2023	Mahopac Senior Event – AMI	Mahopac Senior Center	NYSEG	Mahopac Seniors
April 2023	Town of Brighton & Neighborhood Associations Meeting with RG&E Operations	Town of Brighton Office Building	Town of Brighton	Willowbend & Evans Farm Neighborhood Associations, Residents in Edgewood Ave area.

5/9/2023	City of Rochester Neighborhood Association President's Meeting – AMI Event	Zoom	City of Rochester	City of Rochester Neighborhood Association President's
5/15/2023	North East Main Neighborhood Association AMI Event	1933 East Main St, Rochester, NY	North East Main Neighborhood Association	General Public
5/20/2023	City of Rochester Total Health & Wellness Initiative	Parcel 5, Midtown, Rochester, NY	City of Rochester	Disadvantaged Communities
5/24/2023	City of Rochester "R-Connect" Community Resource & Employment Fair	Rochester Community Sports Complex, Rochester, NY	City of Rochester	Disadvantaged Communities
5/30/2023	Livingston County Local Emergency Planning Committee	Livingston County Emergency Planning Committee	Livingston County	Committee Members
6/10/2023	City of Rochester Total Health & Wellness Initiative	Lightfoot Field, Flint St, Rochester, NY	City of Rochester	Disadvantaged Communities
8/26/2023	City of Rochester Total Health & Wellness Initiative	International Plaza, N. Clinton Ave, Rochester, NY	City of Rochester	Disadvantaged Communities
1/24/2023	Energy Kit Distribution	Binghamton Plaza 33 W. State Street	Food Bank of the Southern Tier / NYSEG	Disadvantaged Groups Served
3/9/2023	Energy Kit Distribution	Binghamton, NY	Clear Paths For Veterans / NYSEG	Disadvantaged Groups Served
3/22/2023	Energy Kit Distribution	Whitney Point, NY	Clear Paths For Veterans / NYSEG	Disadvantaged Groups Served
04/06/2023	Municipal Official Meeting	Ithaca, NY	NYSEG	Elected Officials
2/10/2023	Municipal Officials Meeting	Binghamton, NY	NYSEG	Elected Officials
03/27/2023	Energy Kit Distribution	Ithaca New York	Tompkins Community Action	LMI Customers
03/28/2023	Energy Kit Distribution	Watkins Glen, New York	Schuyler County Housing	LMI Customers
03/28/2023	Energy Kit Distribution	Keuka, New York	Keuka Housing Council	LMI Customers
03/27/2023	Public Policy Panel	Ithaca, New York	Cornell University	Graduate Students In Public Policy
4/26/2023	Seneca Housing & Services Fair (Energy Saving Kits)	Seneca Falls, NY	Seneca Housing, Inc	Low Income Housing Programs
1/10/2023	Food Bank of the Southern Tier: Mobile Food Pantry	Binghamton Plaza 3 W State St. Binghamton	Customer Event	Low Income
1/10/2023	Tioga County Community Network Meeting	TEAMS	Networking Meeting	Other
1/17/2023	Broome County Community Network Meeting	BSC	Networking Meeting	Other
1/17/2023	Catholic Charities: Mother Theresa's Cupboard	207 Garfield Ave Endicott NY	Customer Event	Low Income
1/18/2023	Catholic Charities: 100 Main St Pantry	100 Main St Binghamton NY 13905	Customer Event	Low Income
1/18/2023	Tioga County Community Network Meeting	TEAMS	Networking Meeting	Other

1/19/2023	Broome County Community Network Meeting	S.T.I.C . 135 E Frederick St Binghamton NY	Networking Meeting	Other
1/24/2023	Family & Children's Counseling Services: Advocate Presentation	Zoom	Agency Presentation	Elderly
1/24/2023	Family & Children's Counseling Services: Advocate Presentation	Zoom	Agency Presentation	Elderly
1/25/2023	Food Bank of the Southern Tier Mobile Food Pantry	St Margaret Mary Church 1110 Pennsylvania Ave, Apalachin	Customer Event	Low Income
1/26/2023	Union Endicott Agency Day	Union Endicott District Office 1100 East Main St Endicott	Networking Meeting	Other
1/26/2023	Catholic Charities: 100 Main St Pantry	100 Main St Binghamton NY 13905	Customer Event	Low Income
1/31/2023	Orleans Cty Agency Meeting	3010 County Complex Dr, Hopewell	Networking Meeting	Social Services / APS
1/31/2023	DSS office	3010 County Complex Dr, Hopewell	Customer Event	Social Services / APS
1/31/2023	3CC, Roch to pick up Energy Saving Kits	TEAMS		
12/13/2022	Health Expo for Seniors	3CC, Roch		
2/1/2023	RGE A/M Lunsford TH organizational mtg	Del Lago Resort & Casino	Customer Event	Elderly
2/10/23	DSS office	TEAMS	Misc	Other
2/14/2023	Energy Efficient Kit handouts mtg	3010 County Complex Dr, Hopewell	Customer Event	Social Services / APS
2/15/2023	RGE Outreach Planning mtg	TEAMS	Misc	Low Income
2/15/23	Ontario Cty Agency Mtg	TEAMS	Misc	Other
2/15/23	RGE A/M Lunsford presentation mtg	Zoom	Networking Meeting	Social Services / APS
2/15/23	NYSERDA Finger Lakes Hub Partner Presentation	TEAMS	Misc	Other
2/15/23	Logistics mtg for the RGE Total Wellness & Health pop-ups	Zoom	Agency Presentation	Low Income
2/16/2023	Cayuga Cty Long Term Care Council mtg	TEAMS	Misc	Other
2/16/2023	Tier 1 (Yates Cty Agency mtg)	Zoom	Networking Meeting	Elderly
2/17/2023	City of Rochester Community Total Health & Wellness Pop-Up Event	Yates County Auditorium	Networking Meeting	Social Services / APS
2/2/2023	Orleans Cty Agency Meeting	David Gantt Recreation Center (700 North St, Rochester, NY 14605)	Customer Event	Low Income
2/2/2023	Virtual Town Hall presentation mtg	TEAMS	Networking Meeting	Social Services / APS
2/2/2023	A/M Lunsford Town Hall mtg	TEAMS	Misc	Other
2/2/23	Ontario Cty DSS office in person for RGE	Zoom	Customer Presentation	Other
2/21/2023	Churches In Action Resource Room	3010 county complex dr, canandaigua	Misc	Social Services / APS
2/21/2023	Niagara County Agency mtg	120 n main st, canandaigua	Customer Event	Low Income
2/21/2023	City of Rochester Community Total Health & Wellness Pop-Up Event	Zoom	Agency Visit	Social Services / APS
2/22/2023	Neighborhood Assoc Roch mtg	Willie Walker Lightfoot Recreation Center, 271 Flint St, Rochester, NY 14608	Customer Event	Other

2/24/2023	Ontario Cty DSS office in person for RGE	TEAMS	Misc	Other
2/27/2023	NY AMI Open House	3010 county complex dr, canandaigua	Customer Event	Social Services / APS
2/27/23	Yates Cty Tier 1 agency mtg	5957 New Hartford St., Wolcott	Customer Event	Other
2/28/2023	RGE Neighborhood Assoc Presentation	zoom	Networking Meeting	Social Services / APS
2/28/2023	Orleans Cty Agency Meeting	Lyell Otis Neighborhood Association	Customer Presentation	Other
2/6/2023	YO (Yates & Ontario) RAAD (Resource & Advocacy for the Aging and Disabled) meeting	TEAMS	Agency Visit	Social Services / APS
2/6/2023	City of Rochester Community Resource & Employment Fair	Keuka Housing Council, Inc.; 200 E. Elm St.; Penn Yan, N.Y. 14527	Networking Meeting	Social Services / APS
2/7/2023	Geneva FLCC Resource Fair	Avenue D R-Center, 200 Ave. D	Customer Event	Low Income
2/8/2023	Schuyler Outreach Christmas Food Bag Give-away	Schuyler Outreach, Watkins Glen, NY	Customer Event	Food Bank / Pantry
2/9/2023	Chemung Department of Aging and Long Term Care Advisory Board Meeting	Virtual	Board Meeting	Elderly
3/10/2023	CCE Budgeting Educator	Email	Misc	Low Income
3/13/2023	ProAction of Steuben and Yates	Email	Misc	Low Income
3/13/2023	LSE Home Visit	208 W Hudson St, Elmira, NY 14901	Home Visit	Low Income
3/14/2023	ProAction of Steuben and Yates	117 E Steuben St, Bath, NY 14810	Customer Event	Low Income
3/14/2023	Chemung Department of Aging and Long Term Care	425 Pennsylvania Ave, Elmira, NY 14901	Customer Event	Elderly
3/16/2023	Silver Spoon Café - Customer outreach	323 Owego St, Montour Falls, NY 14865	Customer Event	Elderly
3/2/2023	Tompkins Catholic Charities	320 W Buffalo St, Ithaca NY 14850	Misc	Low Income
3/22/2023	Community Resource Group	Zoom	Board Meeting	Charitable Group
3/22/2023	Dover Community Action Program	RTE 22 Plains, NY 12522 Dover	Misc	Low Income
3/24/2023	Catholic Charities	175 Main Street NY 10509 Brewster,	Misc	Low Income
3/28/2023	Putnam County Health Dept	1 Geneva Road NY 10509 Brewster,	Home Visit	Low Income
3/29/2023	Brewster Head Start	1511 RTE 22, Suite C9 NY 10509 Brewster,	Customer Event	Low Income
3/8/2023	Putnam CAP	121 North Main Street NY 10509 Brewster,	Customer Event	Low Income
3/9/2023	Utility Assistance Workshop	Amenia Town Hall	Customer Event	Low Income
	Community Resource Group Meeting	Zoom	Misc	Low Income
	Mid Hudson Clean Energy HUB	Phone		Other
1/19/2023	Chemung Department of Aging and Long Term Care Advisory Board Meeting	Virtual	Board Meeting	Elderly
1/31/2023	CCE Budgeting Educator	Email	Misc	Low Income
1/31/2023	ProAction of Steuben and Yates	Email	Misc	Low Income
2/2/2023	LSE Home Visit	208 W Hudson St, Elmira, NY 14901	Home Visit	Low Income

2/8/2023	ProAction of Steuben and Yates	117 E Steuben St, Bath, NY 14810	Customer Event	Low Income
2/8/2023	Chemung Department of Aging and Long Term Care	425 Pennsylvania Ave, Elmira, NY 14901	Customer Event	Elderly
2/16/2023	Silver Spoon Café - Customer outreach	323 Owego St, Montour Falls, NY 14865	Customer Event	Elderly
2/17/2023	Tompkins Catholic Charities	320 W Buffalo St, Ithaca NY 14850	Misc	Low Income
1/10/2023	Community Resource Group	Zoom	Board Meeting	Charitable Group
2/15/23	Dover Community Action Program	RTE 22 Plains, NY 12522 Dover	Misc	Low Income
2/15/23	Catholic Charities	175 Main Street NY 10509 Brewster,	Misc	Low Income
2/15/23	Putnam County Health Dept	1 Geneva Road NY 10509 Brewster,	Home Visit	Low Income
2/15/23	Brewster Head Start	1511 RTE 22, Suite C9 NY 10509 Brewster,	Customer Event	Low Income
2/10/23	Putnam CAP	121 North Main Street NY 10509 Brewster,	Customer Event	Low Income
2/27/23	Utility Assistance Workshop	Amenia Town Hall	Customer Event	Low Income
3/14/2023	Community Resource Group Meeting	Zoom	Misc	Low Income
2/2/23	Mid Hudson Clean Energy HUB	Phone		Other

**New York State Electric & Gas, Rochester Gas and Electric**  
**OUTREACH AND EDUCATION PLAN**  
**2023**

**Appendix B**

**Outreach and Education Materials**

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

<b>Topic Area</b>	<b>Outreach Materials/Tools</b>	<b>Method of Distribution</b>
Customer Rights & Responsibilities	NYSEG Welcome Letter NonResidential Redacted 2023	• Direct Mail
Customer Rights & Responsibilities	RGE Welcome Letter Residential Redacted 2023	• Direct Mail
Customer Rights & Responsibilities	NRRB201 NYSEG Residential Rights and Responsibilities March 2022	• Bill Inserts • Websites (Energy Library)
Customer Rights & Responsibilities	RRRB202 RGE Residential Rights and Responsibilities March 2022	• Bill Inserts • Websites (Energy Library)
Customer Rights & Responsibilities	NRRB203 NYSEG Non-Residential Rights and Responsibilities March 2022	• Bill Inserts • Websites (Energy Library)
Customer Rights & Responsibilities	RRRB204 RGE Non-Residential Rights and Responsibilities March 2022	• Bill Inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Service Affordability, Energy Efficiency Programs, Special Needs Customers	NPPC001 NYSEG We are here to help Fact Sheet	• Websites • Outreach Events
Billing Services and Payment Alternatives	NYSEG Account Payment and Billing Options Webpage	• Websites
Billing Services and Payment Alternatives	NYSEG RGE Budget Billing Fact Sheet	• Websites • Outreach Events
Billing Services and Payment Alternatives	RGE Account Payment and Billing Options Webpage	• Websites
Billing Services and Payment Alternatives, Energy Service Affordability, Energy Efficiency Programs, Special Needs Customers	RPPC001 RGE We are here to help Fact Sheet	• Websites • Outreach Events
Energy Efficiency Programs	NEEC001 NYSEG EE Residential Overview Fact Sheet	• Websites • Outreach Events
Energy Efficiency Programs	NEEC001 NYSEG EE Programs Brochure	• Websites • Outreach Events
Energy Efficiency Programs	NEEE014 February Clean Heat Customer Email 02.02.22	• Email
Energy Efficiency Programs	NEEE016 February Clean Heat Customer Retargeting Email 2.23.22	• Email

Energy Efficiency Programs	NEEE017 March Clean Heat HPWH Customer Email 03.23.22	• Email
Energy Efficiency Programs	NEEE018 June Clean Heat Customer Email 07.01.22	• Email
Energy Efficiency Programs	NEEE019 August Clean Heat GSHP Customer Email	• Email
Energy Efficiency Programs	NEEE020 September Clean Heat GSHP Customer Email	• Email
Energy Efficiency Programs	NEEE026 November Clean Heat Customer Email	• Email
Energy Efficiency Programs	NEEG027 NYSEG Lighting Pricing Sticker 1.75x2	• Retail point of purchase
Energy Efficiency Programs	NEEG028 NYSEG Showerhead Point of Purchase	• Retail point of purchase
Energy Efficiency Programs	NY Clean Heat Contractor Newsletter 6-23-22	• Email
Energy Efficiency Programs	NY Clean Heat Contractor Newsletter 8-24-22	• Email
Energy Efficiency Programs	NY Clean Heat Contractor Newsletter 10-14-22	• Email
Energy Efficiency Programs	NYSEG 14x10 Pallet APR22	• Retail point of purchase
Energy Efficiency Programs	NYSEG 14x11 Large APR22	• Retail point of purchase
Energy Efficiency Programs	NYSEG 4x3 Small APR22	• Retail point of purchase
Energy Efficiency Programs	NYSEG and RG&E Appliance Recycling Facebook Post 8.22	
Energy Efficiency Programs	NYSEG Appliance Recycling Tear Pad 5.22	• Retail point of purchase
Energy Efficiency Programs	NYSEG EE Appliance Recycling \$75 600 x 900 Email 8.22	• Email
Energy Efficiency Programs	NYSEG Lighting Point of Purchase	• Retail point of purchase
Energy Efficiency Programs	NYSEG RGE Energy-Wise Checklist Fact Sheet	• Websites • Outreach Events
Energy Efficiency Programs	NYSEG RGE Home Energy Use Guide	• Websites • Outreach Events
Energy Efficiency Programs	NYSEG Smart Energy Business Rebates and Programs Webpage	• Websites
Energy Efficiency Programs	NYSEG Smart Energy Residential Rebates and Programs Webpage	• Websites
Energy Efficiency Programs	NYSEG Thermostat Peghook Point of Purchase	• Retail point of purchase
Energy Efficiency Programs	NYSEG Thermostat Point of Purchase	• Retail point of purchase
Energy Efficiency Programs	NYSEG Thermostat TearPad Point of Purchase	• Retail point of purchase
Energy Efficiency Programs	REEC001 RGE EE Residential Overview Fact Sheet	• Websites • Outreach Events

Energy Efficiency Programs	REEC002 RGE EE Programs Brochure	<ul style="list-style-type: none"> <li>• Websites</li> <li>• Outreach Events</li> </ul>
Energy Efficiency Programs	REEE014 February Clean Heat Customer Email 02.02.22	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Energy Efficiency Programs	REEE016 Clean Heat Customer Retargeting Email 02.23.22	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Energy Efficiency Programs	REEE017 March Clean Heat HPWH Customer Email 03.23.22	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Energy Efficiency Programs	REEE018 June Clean Heat Customer Email 07.01.22	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Energy Efficiency Programs	REEE019 August Clean Heat GSHP Customer Email	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Energy Efficiency Programs	REEE026 November Clean Heat Autumn Customer Email	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Energy Efficiency Programs	REEG027 RGE Lighting Pricing Sticker 1.75x2 Point of Purchase	<ul style="list-style-type: none"> <li>• Retail point of purchase</li> </ul>
Energy Efficiency Programs	REEG028 RGE Showerhead Point of Purchase	<ul style="list-style-type: none"> <li>• Retail point of purchase</li> </ul>
Energy Efficiency Programs	RGE 14x10 Pallet APR22	<ul style="list-style-type: none"> <li>• Retail point of purchase</li> </ul>
Energy Efficiency Programs	RGE 14x11 Large APR22	<ul style="list-style-type: none"> <li>• Retail point of purchase</li> </ul>
Energy Efficiency Programs	RGE 4x3 Small APR22	<ul style="list-style-type: none"> <li>• Retail point of purchase</li> </ul>
Energy Efficiency Programs	RGE Appliance Recycling 10.75x23 Table Tent 5.22	<ul style="list-style-type: none"> <li>• Retail point of purchase</li> </ul>
Energy Efficiency Programs	RGE Smart Energy Business Rebates and Programs Webpage	<ul style="list-style-type: none"> <li>• Websites</li> </ul>
Energy Efficiency Programs	RGE Smart Energy Residential Rebates and Programs Webpage	<ul style="list-style-type: none"> <li>• Websites</li> </ul>
Energy Efficiency Programs	RGE Thermostat Peghook Point of Purchase	<ul style="list-style-type: none"> <li>• Retail point of purchase</li> </ul>
Energy Efficiency Programs	RGE Thermostat Point of Purchase	<ul style="list-style-type: none"> <li>• Retail point of purchase</li> </ul>
Energy Efficiency Programs	RGE Thermostat TearPad Point of Purchase	<ul style="list-style-type: none"> <li>• Retail point of purchase</li> </ul>
Natural Gas Safety, Winter Heating Season	GSTC009 NYSEG RGE CO Prevention Fact Sheet	<ul style="list-style-type: none"> <li>• Websites</li> <li>• Outreach Events</li> </ul>
Energy Service Affordability	NDUH001 NYSEG Collections Transition Door Hanger	<ul style="list-style-type: none"> <li>• Field visits</li> </ul>
Energy Service Affordability	NPPD005 NYSEG EAP Renewal 07.27.22	<ul style="list-style-type: none"> <li>• Direct Mail</li> </ul>
Energy Service Affordability	NPPD006 NYSEG ERAP Received Letter 07.20.22	<ul style="list-style-type: none"> <li>• Direct Mail</li> </ul>
Energy Service Affordability	NPPF001 NYSEG Energy Assistance Program Application	<ul style="list-style-type: none"> <li>• Websites</li> <li>• Outreach Events</li> </ul>
Energy Service Affordability	NPPM002 RPPM002 NY Emergency Rental Assistance Bill Message 06.14.22	<ul style="list-style-type: none"> <li>• Bill Message</li> </ul>

Energy Service Affordability	NPPO004 RPPO005 NY EAP Renewal Calls 11.08.22	• Outbound Call
Energy Service Affordability, Special Needs Customers	NYSEG Account Help With Bill Webpage	• Websites
Energy Service Affordability	NYSEG EAP Renewal Email Residential November 2022	• Email
Energy Service Affordability	NYSEG Elec & Gas Bill Relief Email December 2022	• Email
Energy Service Affordability, Price Volatility, Energy Efficiency Programs	NYSEG Energy Assistance Email Business May 2022	• Email
Energy Service Affordability, Price Volatility, Energy Efficiency Programs	NYSEG Energy Assistance Email Residential May 2022	• Email
Energy Service Affordability	NYSEG ERAP Received Email July 2022	• Email
Energy Service Affordability	NYSEG Online Payment Plans Email Residential March 2022	• Email
Energy Service Affordability	NYSEG RGE HEAP Card 2022-2023 10.12.22	• Field visits
Energy Service Affordability	RDUH001 RGE Collections Transition Door Hanger	• Field visits
Energy Service Affordability	RGE Account Help With Bill Webpage	• Websites
Energy Service Affordability	RGE EAP Renewal Email Residential November 2022	• Email
Energy Service Affordability	RGE Elec & Gas Bill Relief Email December 2022	• Email
Energy Service Affordability, Price Volatility, Energy Efficiency Programs	RGE Energy Assistance Email Business May 2022	• Email
Energy Service Affordability, Price Volatility, Energy Efficiency Programs	RGE Energy Assistance Email Residential May 2022	• Email
Energy Service Affordability	RGE ERAP Received Email July 2022	• Email
Energy Service Affordability	RGE Monroe County ERAP EGBR Postcard	• Direct mail
Energy Service Affordability	RGE Online Payment Plans Email Residential March 2022	• Email
Energy Service Affordability, Price Volatility, Energy Efficiency Programs, Billing Services and Payment Alternatives	RPPB001 RGE Payment Plans and Assistance Rochester Water Bill Insert 03.15.22	• Bill Insert (City of Rochester Water Bills)
Energy Service Affordability	RPPD005 RGE EAP Renewal 07.27.22	• Direct mail
Energy Service Affordability	RPPD006 RGE ERAP Received Letter 07.20.22	• Direct mail
Energy Service Affordability	RPPF001 RGE Energy Assistance Program Application	• Websites • Outreach Events
Natural Gas Safety, Other	GSTC201 NYSEG RGE Odorant Brochure 2022	• Bill Insert • Websites • Outreach Events
Energy Efficiency Programs, Summer Demand Response and Load Control	NEEB005 NYSEG Res Rebate Smart Savings May 2022	• Bill Insert

Energy Efficiency Programs, Summer Demand Response and Load Control	NEEB204 NYSEG April 2022 Clean Heat SSR Bill Insert	• Bill Insert
Energy Efficiency Programs	NEEB208 NYSEG Appliance Recycling Res Rebate Program Insert August 2022	• Bill Insert
Price Volatility, Energy Efficiency Programs, Energy Service Affordability, Metering, Billing Services and Payment Alternatives, Natural Gas/Electric Safety, Winter Heating Season	NPBN201 NYSEG EnergyLines January 2022	• Bill Insert • Websites
Price Volatility, Energy Efficiency Programs, Energy Service Affordability, Metering, Billing Services and Payment Alternatives, Infrastructure & Security	NPBN202 NYSEG EnergyLines February 2022	• Bill Insert • Websites
Billing Services and Payment Alternatives, Infrastructure & Security, Energy Efficiency Programs, Natural Gas/Electric Safety	NPBN204 NYSEG EnergyLines April 2022	• Bill Insert • Websites
Infrastructure & Security, Billing Services and Payment Alternatives, Energy Efficiency Programs, Natural Gas Safety, Metering	NPBN205 NYSEG EnergyLines May 2022	• Bill Insert • Websites
Price Volatility, Energy Efficiency Programs, Metering, Billing Services and Payment Alternatives, Energy Service Affordability, Service Interruptions, Natural Gas/Electric Safety	NPBN206 NYSEG EnergyLines June 2022	• Bill Insert • Websites
Infrastructure & Security, Billing Services and Payment Alternatives, Energy Efficiency Programs, Price Volatility, Natural Gas Safety	NPBN207 NYSEG EnergyLines July 2022	• Bill Insert • Websites
Billing Services and Payment Alternatives, Infrastructure & Security, Energy Efficiency Programs, Summer Demand Response and Load Control	NPBN208 NYSEG EnergyLines August 2022	• Bill Insert • Websites
Billing Services and Payment Alternatives, Price Volatility, Energy Efficiency Programs, Energy Service Affordability, Metering, Natural Gas/Electric Safety, Special Needs Customers	NPBN209 NYSEG EnergyLines September 2022	• Bill Insert • Websites
Price Volatility, Energy Service Affordability, Billing Services and Payment Alternatives, Metering, Energy Efficiency Programs, Natural Gas Safety, Winter Heating Season	NBPN210 NYSEG EnergyLines October 2022	• Bill Insert • Websites
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Price Volatility, Metering	NPBN211 NYSEG EnergyLines November 2022	• Bill Insert • Websites

Price Volatility, Energy Efficiency Programs, Billing Services and Payment Alternatives, Energy Service Affordability, Metering, Winter Heating Season, Natural Gas Safety	NBPN212 NYSEG EnergyLines December 2022	<ul style="list-style-type: none"> <li>• Bill Insert</li> <li>• Websites</li> </ul>
Energy Efficiency Programs, Summer Demand Response and Load Control	REEB005 RGE Res Rebate Smart Savings May 2022	<ul style="list-style-type: none"> <li>• Bill Insert</li> </ul>
Energy Efficiency Programs, Summer Demand Response and Load Control	REEB204 RGE April 2022 Clean Heat SSR Bill Insert	<ul style="list-style-type: none"> <li>• Bill Insert</li> </ul>
Energy Efficiency Programs	REEB208 RGE Appliance Recycling Res Rebate Program Insert August 2022	<ul style="list-style-type: none"> <li>• Bill Insert</li> </ul>
Price Volatility, Energy Efficiency Programs, Energy Service Affordability, Metering, Billing Services and Payment Alternatives, Natural Gas/Electric Safety, Winter Heating Season	RPBN201 RGE EnergyLines January 2022	<ul style="list-style-type: none"> <li>• Bill Insert</li> <li>• Websites</li> </ul>
Price Volatility, Energy Efficiency Programs, Energy Service Affordability, Metering, Billing Services and Payment Alternatives, Infrastructure & Security	RPBN202 RGE EnergyLines February 2022	<ul style="list-style-type: none"> <li>• Bill Insert</li> <li>• Websites</li> </ul>
Billing Services and Payment Alternatives, Infrastructure & Security, Energy Efficiency Programs, Natural Gas/Electric Safety	RPBN204 RGE EnergyLines April 2022	<ul style="list-style-type: none"> <li>• Bill Insert</li> <li>• Websites</li> </ul>
Infrastructure & Security, Billing Services and Payment Alternatives, Energy Efficiency Programs, Natural Gas Safety, Metering	RPBN205 RGE EnergyLines May 2022	<ul style="list-style-type: none"> <li>• Bill Insert</li> <li>• Websites</li> </ul>
Price Volatility, Energy Efficiency Programs, Metering, Billing Services and Payment Alternatives, Energy Service Affordability, Service Interruptions, Natural Gas/Electric Safety	RPBN206 RGE EnergyLines June 2022	<ul style="list-style-type: none"> <li>• Bill Insert</li> <li>• Websites</li> </ul>
Infrastructure & Security, Billing Services and Payment Alternatives, Energy Efficiency Programs, Price Volatility, Natural Gas Safety	RPBN207 RGE EnergyLines July 2022	<ul style="list-style-type: none"> <li>• Bill Insert</li> <li>• Websites</li> </ul>
Billing Services and Payment Alternatives, Infrastructure & Security, Energy Efficiency Programs, Summer Demand Response and Load Control	RPBN208 RGE EnergyLines August 2022	<ul style="list-style-type: none"> <li>• Bill Insert</li> <li>• Websites</li> </ul>
Billing Services and Payment Alternatives, Price Volatility, Energy Efficiency Programs, Energy Service Affordability, Metering, Natural Gas/Electric Safety, Special Needs Customers	RPBN209 RGE EnergyLines September 2022	<ul style="list-style-type: none"> <li>• Bill Insert</li> <li>• Websites</li> </ul>
Price Volatility, Energy Service Affordability, Billing Services and	RPBN210 RGE EnergyLines October 2022	<ul style="list-style-type: none"> <li>• Bill Insert</li> <li>• Websites</li> </ul>

Payment Alternatives, Metering, Energy Efficiency Programs, Natural Gas Safety, Winter Heating Season		
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Price Volatility, Metering	RPBN211 RGE EnergyLines November 2022	<ul style="list-style-type: none"> <li>• Bill Insert</li> <li>• Websites</li> </ul>
Price Volatility, Energy Efficiency Programs, Billing Services and Payment Alternatives, Energy Service Affordability, Metering, Winter Heating Season, Natural Gas Safety	RBPN212 RGE EnergyLines December 2022	<ul style="list-style-type: none"> <li>• Bill Insert</li> <li>• Websites</li> </ul>
Billing Services and Payment Alternatives	NPAV001 NYSEG Generic Return Env	<ul style="list-style-type: none"> <li>• Envelope</li> </ul>
Billing Services and Payment Alternatives, Other	NPBV007 NYSEG Jul Aug Sept Send Env	<ul style="list-style-type: none"> <li>• Envelope</li> </ul>
Billing Services and Payment Alternatives, Natural Gas Safety	NPBV008 NYSEG Jul Aug Sept Return Env	<ul style="list-style-type: none"> <li>• Envelope</li> </ul>
Billing Services and Payment Alternatives, Winter Heating Season, Natural Gas Safety	NPBV010 NYSEG Oct Nov Dec Return Env	<ul style="list-style-type: none"> <li>• Envelope</li> </ul>
Billing Services and Payment Alternatives, Winter Heating Season	NPBV011 NYSEG Oct Nov Dec Send Env	<ul style="list-style-type: none"> <li>• Envelope</li> </ul>
Billing Services and Payment Alternatives, Winter Heating Season, Service Interruptions, Electric Safety	NPBV201 NYSEG Jan Feb Mar Send Env	<ul style="list-style-type: none"> <li>• Envelope</li> </ul>
Billing Services and Payment Alternatives, Natural Gas Safety	NPBV203 NYSEG Jan Feb Mar Return Env	<ul style="list-style-type: none"> <li>• Envelope</li> </ul>
Billing Services and Payment Alternatives, Natural Gas Safety	NPBV204 NYSEG April May June Send Env	<ul style="list-style-type: none"> <li>• Envelope</li> </ul>
Billing Services and Payment Alternatives, Electric Safety	NPBV205 NYSEG April May June Return Env	<ul style="list-style-type: none"> <li>• Envelope</li> </ul>
Billing Services and Payment Alternatives, Energy Service Affordability	NPPV001 NYSEG Generic Send Env	<ul style="list-style-type: none"> <li>• Envelope</li> </ul>
Billing Services and Payment Alternatives, Energy Service Affordability	RPAV001 RGE Generic Send Env	<ul style="list-style-type: none"> <li>• Envelope</li> </ul>
Billing Services and Payment Alternatives, Other	RPBV007 RGE Jul Aug Sept Send Env	<ul style="list-style-type: none"> <li>• Envelope</li> </ul>
Billing Services and Payment Alternatives, Natural Gas Safety	RPBV008 RGE Jul Aug Sept Return Env	<ul style="list-style-type: none"> <li>• Envelope</li> </ul>
Billing Services and Payment Alternatives, Winter Heating Season, Natural Gas Safety	RPBV010 RGE Oct Nov Dec Return Env	<ul style="list-style-type: none"> <li>• Envelope</li> </ul>
Billing Services and Payment Alternatives, Winter Heating Season	RPBV011 RGE Oct Nov Dec Send Env	<ul style="list-style-type: none"> <li>• Envelope</li> </ul>
Billing Services and Payment Alternatives, Winter Heating Season, Service Interruptions, Electric Safety	RPBV201 RGE Jan Feb Mar Send Env	<ul style="list-style-type: none"> <li>• Envelope</li> </ul>
Billing Services and Payment Alternatives, Natural Gas Safety	RPBV203 RGE Jan Feb Mar Return Env	<ul style="list-style-type: none"> <li>• Envelope</li> </ul>

Billing Services and Payment Alternatives, Natural Gas Safety	RPBV204 RGE April May June Send Env	• Envelope
Billing Services and Payment Alternatives, Electric Safety	RPBV205 RGE April May June Return Env	• Envelope
Billing Services and Payment Alternatives, Energy Service Affordability	RPPV001 RGE Generic Return Env	• Envelope
Infrastructure & Security	NRLC001 NYSEG Pole Inspection and Treatment Notice	• Field visits
Infrastructure & Security	NYSEG RGE Tree Care Fact Sheet	• Websites • Outreach Events
Infrastructure & Security	NYSEG RGE Wooden Pole Treatment Program Fact Sheet	• Websites • Outreach Events
Infrastructure & Security	RRLC001 RGE Pole Inspection and Treatment Notice	• Field visits
Infrastructure & Security	Tree Trimming Postcard	• Direct Mail
Infrastructure & Security	Vegetation Hanger	• Field visits
Metering	NGAD002 RGAD002 NYSEG RGE Smart Meter Postcards	• Direct Mail
Metering	NGAH001 Smart Meter Upgrade Successful Install Door Hanger	• Field visits
Metering	NGAH002 Smart Meter Upgrade Unsuccessful Door Hanger	• Field visits
Metering	NGAW003 NYSEG Smart Meter FAQs	• Websites • Outreach Events
Metering	NMTH002 NYSEG Meter Reading Door Hanger	• Field visits
Metering	NYSEG Account Meter Reads Webpage	• Websites
Metering	NYSEG Smart Meters Webpage	• Websites
Metering	RGAH001 Smart Meter Upgrade Successful Install Door Hanger	• Field visits
Metering	RGAH002 Smart Meter Upgrade Unsuccessful Door Hanger	• Field visits
Metering	RGAW003 RGE Smart Meter FAQs	• Websites • Outreach Events
Metering	RMTH002 RGE Meter Reading Door Hanger	• Field visits
Metering	RGE Account Meter Reads Webpage	• Websites
Metering	RGE Smart Meters Webpage	• Websites

Natural Gas/Electric Safety	GSTC001 NYSEG RGE Excavator Manual 2022	<ul style="list-style-type: none"> <li>• Websites</li> <li>• Direct Mail</li> </ul>
Natural Gas/Electric Safety	GSTC002 NYSEG RGE UDig Guide to Marks Card 2022	<ul style="list-style-type: none"> <li>• Direct Mail</li> </ul>
Natural Gas/Electric Safety	GSTC004 NYSEG RGE UDig Calendar Card 2022	<ul style="list-style-type: none"> <li>• Direct Mail</li> </ul>
Natural Gas/Electric Safety	GSTC005 NYSEG RGE UDig Safety Poster 2022	<ul style="list-style-type: none"> <li>• Direct Mail</li> </ul>
Natural Gas Safety	GSTC001 NYSEG RGE Odorant Brochure 2022	<ul style="list-style-type: none"> <li>• Websites</li> <li>• Direct Mail</li> </ul>
Natural Gas/Electric Safety	GSTD007 NYSEG RGE First Responder Mailing Materials 2022	<ul style="list-style-type: none"> <li>• Direct Mail</li> </ul>
Natural Gas Safety	GSTZ002 NYSEG RGE Leak Detection Campaign Spring 2022	<ul style="list-style-type: none"> <li>• Mass Media (radio, print)</li> </ul>
Natural Gas Safety	GSTZ201 NYSEG RGE UDIG NY Spring 2022 Advertising Campaign	<ul style="list-style-type: none"> <li>• Mass Media (radio, print)</li> </ul>
Natural Gas Safety	GSTZ203 NYSEG RGE Carbon Monoxide Fall 2022 Ad Campaign	<ul style="list-style-type: none"> <li>• Mass Media (radio, print)</li> </ul>
Natural Gas/Electric Safety	NSTD004 NYSEG Educator Letter	<ul style="list-style-type: none"> <li>• Direct Mail</li> </ul>
Natural Gas Safety	NYSEG Natural Gas Safety Email February 2022	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Natural Gas Safety	NYSEG Natural Gas Safety Email May 2022	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Natural Gas Safety	NYSEG Natural Gas Safety Email August 2022	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Natural Gas Safety	NYSEG Natural Gas Safety Email November 2022	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Natural Gas Safety	RGE Natural Gas Safety Email February 2022	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Natural Gas Safety	RGE Natural Gas Safety Email May 2022	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Natural Gas Safety	RGE Natural Gas Safety Email August 2022	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Natural Gas Safety	RGE Natural Gas Safety Email November 2022	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Natural Gas/Electric Safety	RSTD003 RGE Educator Letter	<ul style="list-style-type: none"> <li>• Direct Mail</li> </ul>
Natural Gas Expansion	North Country – Application Letter – Expansion Area 2023	<ul style="list-style-type: none"> <li>• Direct Mail</li> <li>• Email</li> </ul>
Natural Gas Expansion	Town of Plattsburgh – Application Letter – Expansion Area 2023	<ul style="list-style-type: none"> <li>• Direct Mail</li> <li>• Email</li> </ul>
Natural Gas Expansion, Energy Efficiency Programs	NYSEG RG&E Clean Heat Buying Guide	<ul style="list-style-type: none"> <li>• Direct Mail</li> <li>• Email</li> <li>• Websites</li> </ul>
Other	Natural Gas Inside Line Inspections Radio Ads 2022	<ul style="list-style-type: none"> <li>• Mass Media (radio)</li> </ul>

Other	NGAD003 NYSEG Choose a Supplier Postcard	• Direct Mail
Other	NGAK003 NYSEG Choose a Supplier 5.25X7 Print Ad	• Mass Media (print)
Other	NNGC001 NYSEG Natural Gas Detector Brochure	• Direct Mail
Other	NNGD001 NYSEG Gas Inside Inspection Appointment Needed Letter 1	• Direct Mail
Other	NNGD002 NYSEG Gas Inside Inspection Appointment Needed Letter 2	• Direct Mail
Other	NNGD003 NYSEG Gas Inside Inspection Appointment Needed Letter 3	• Direct Mail
Other	NNGH003 NYSEG Gas Inside Inspections Door Hanger	• Field visits
Other	NNGE003 NYSEG Gas Inside Inspection Appointment Needed Email	• Email
Other	NXXD001 NYSEG RAD Enrolled 5.23.22	• Direct Mail
Other	NXXF001 NYSEG 2022 RAD Application 5.23.22	• Direct Mail • Website
Other	RNGC001 RGE Natural Gas Detector Brochure	• Direct Mail
Other	RNGD001 RGE Gas Inside Inspection Appointment Needed Letter 1	• Direct Mail
Other	RNGD002 RGE Gas Inside Inspection Appointment Needed Letter 2	• Direct Mail
Other	RNGD003 RGE Gas Inside Inspection Appointment Needed Letter 3	• Direct Mail
Other	RNGH002 RGE Gas Inside Inspections Door Hanger	• Field visits
Other	RNGE002 RGE Gas Inside Inspection Appointment Needed Email	• Email
Other	RXXD001 RGE RAD Enrolled 5.23.22	• Direct Mail
Other	RXXF001 RGE 2022 RAD Application 5.23.22	• Direct Mail • Website
Price Volatility, Energy Service Affordability, Energy Efficiency Programs, Billing Services and Payment Alternatives	NPRC001 NYSEG Winter Pricing Fact Sheet	• Website • Outreach Events
Price Volatility, Energy Service Affordability, Energy Efficiency Programs, Billing Services and Payment Alternatives	NPRC002 NYSEG Manage Understand Usage Field Card	• Field visits

Price Volatility, Energy Service Affordability, Energy Efficiency Programs, Billing Services and Payment Alternatives	NPRC003 NYSEG Understand and Manage Your Monthly Energy Bill Fact Sheet	<ul style="list-style-type: none"> <li>• Website</li> <li>• Outreach Events</li> </ul>
Price Volatility, Energy Service Affordability, Energy Efficiency Programs, Billing Services and Payment Alternatives	NPRE003 NYSEG Winter Pricing Email 2.25.22	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Price Volatility, Energy Service Affordability, Energy Efficiency Programs, Billing Services and Payment Alternatives	NPRE004 NYSEG Summer Pricing Email 6.28.22	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Price Volatility, Energy Service Affordability, Energy Efficiency Programs, Billing Services and Payment Alternatives	NRPE005 NYSEG Winter Pricing Email 11.19.22	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Price Volatility, Energy Service Affordability, Energy Efficiency Programs, Billing Services and Payment Alternatives	RPRC001 RGE Winter Pricing Fact Sheet	<ul style="list-style-type: none"> <li>• Website</li> <li>• Outreach Events</li> </ul>
Price Volatility, Energy Service Affordability, Energy Efficiency Programs, Billing Services and Payment Alternatives	RPRC002 RGE Manage Understand Usage Field Card	<ul style="list-style-type: none"> <li>• Field visits</li> </ul>
Price Volatility, Energy Service Affordability, Energy Efficiency Programs, Billing Services and Payment Alternatives	RPRC003 RGE Understand and Manage Your Monthly Energy Bill Fact Sheet	<ul style="list-style-type: none"> <li>• Website</li> <li>• Outreach Events</li> </ul>
Price Volatility, Energy Service Affordability, Energy Efficiency Programs, Billing Services and Payment Alternatives	RPRE003 RGE Winter Pricing Email 2.25.22	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Price Volatility, Energy Service Affordability, Energy Efficiency Programs, Billing Services and Payment Alternatives	RPRE004 RGE Summer Pricing Email 6.28.22	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Price Volatility, Energy Service Affordability, Energy Efficiency Programs, Billing Services and Payment Alternatives	RRPE005 RGE Winter Pricing Email 11.19.22	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Service Interruptions, Natural Gas/Electric Safety	NYSEG RGE Flood Safety Fact Sheet	<ul style="list-style-type: none"> <li>• Website</li> <li>• Outreach Events</li> </ul>
Service Interruptions, Natural Gas/Electric Safety	NYSEG RGE Weathering Storm Emergencies Fact Sheet	<ul style="list-style-type: none"> <li>• Website</li> <li>• Outreach Events</li> </ul>
Service Interruptions, Natural Gas/Electric Safety, Special Needs Customers	NYSEG Storm Extended Outage Email	<ul style="list-style-type: none"> <li>• Email</li> </ul>
Service Interruptions, Natural Gas/Electric Safety, Special Needs Customers	NYSEG Storm Preparation Email	<ul style="list-style-type: none"> <li>• Email</li> </ul>

Service Interruptions, Natural Gas/Electric Safety, Special Needs Customers	NYSEG Storm Responding Email	• Email
Service Interruptions, Natural Gas/Electric Safety, Special Needs Customers	RGE Storm Preparation Email	• Email
Service Interruptions, Natural Gas/Electric Safety, Special Needs Customers	RGE Storm Responding Email	• Email
Summer Demand Response and Load Control	NYSEG DLM Program Guide	• Website
Summer Demand Response and Load Control	RG&E DLM Program Guide	• Website
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Infrastructure & Security, Metering, Natural Gas/Electric Safety, Service Interruptions, Seasonal Heating & Cooling Safety	23-03-24 2022 NY Social Media Outreach Reporting	• Social channels (Facebook, Twitter)

**New York State Electric & Gas, Rochester Gas and Electric**  
**OUTREACH AND EDUCATION PLAN**  
**2023**

**Appendix C**  
**2022 Outreach and Education Program**  
**Evaluation**

## 2022 Results, Evaluation and Feedback:

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

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

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
<b>Contact Satisfaction Surveys</b>	Alerts (outage, meter reading, payment)	Customer feedback collected and addressed	Contact satisfaction surveys
<b>Contact center feedback/call listening</b>	Alerts (outage, meter reading, payment)	Customer feedback collected and addressed	Call listening, contact center representative feedback
<b>Campaign analytics</b>	Emails	Percent delivered, opened, click through rates	Email platform
<b>Campaign analytics</b>	Outbound calls	Percent delivered	Outbound call platform

### Utility Outreach Events

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK

### Website, Social Media & Mobile Applications

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
<b>Contact Center Feedback/Call Listening</b>	Web and Mobile app	Customer feedback collected and addressed	Call listening, contact center representative feedback
<b>Apple Connect</b>	Mobile app	Monitors number of mobile app downloads	App Store, Google Play Analytics
<b>Google Analytics</b>	Website	Used to measure site activity, understand customer journeys and improve customer experience	Google Analytics
<b>NPS (Net Promoter Score)</b>	Web and Mobile app	Customer feedback on transaction experience	NPS survey

		and improvement opportunities	
--	--	-------------------------------	--

**Billing Services and Payment Alternatives**

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
<b>Contact Center Feedback/Call Listening</b>	Billing and payment customer contacts	Customer feedback collected and addressed	Call listening, contact center representative feedback
<b>Contact Satisfaction Surveys</b>	Billing and payment customer contacts	Customer feedback collected and addressed	Contact satisfaction surveys

**Customer Rights & Responsibilities**

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
<b>Contact center feedback/call listening</b>	Billing and payment topics, start/end of service	Customer feedback collected and addressed	Call listening, contact center representative

**Energy Efficiency Programs**

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK

**Energy Service Affordability**

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
<b>Contact center feedback/call listening</b>	Billing and payment customer contacts	Customer feedback collected and addressed	Call listening, contact center representative

**Infrastructure & Security**

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK

<b>Contact Satisfaction Surveys</b>	Tree care	Customer feedback collected and addressed	Contact satisfaction surveys
<b>Contact center feedback/call listening</b>	Tree care	Customer feedback collected and addressed	Call listening, contact center representative

**Metering**

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
<b>Contact Satisfaction Surveys</b>	Metering	Customer feedback collected and addressed	Contact satisfaction surveys
<b>Contact center feedback/call listening</b>	Metering	Customer feedback collected and addressed	Call listening, contact center representative feedback

**Natural Gas/Electric Safety**

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
<b>See appendix c attachments</b>			

**Natural Gas Expansion**

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
<b>N/A</b>	N/A	N/A	N/A

**Service Interruptions**

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
<b>Contact Satisfaction Surveys</b>	Service Interruptions	Customer feedback collected and addressed	Contact satisfaction surveys
<b>Contact center feedback/call listening</b>	Service Interruptions	Customer feedback collected and addressed	Call listening, contact center representative

### Special Needs Customer

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
<b>Contact Satisfaction Surveys</b>	Special needs customers	Customer feedback collected and addressed	Contact satisfaction surveys
<b>Contact center feedback/call listening</b>	Special needs customers	Customer feedback collected and addressed	Call listening, contact center representative feedback
<b>Annual renewal surveys</b>	Life-sustaining equipment program	Evaluates those still eligible for program and ensures updated contact information	Annual renewal surveys

### Summer Demand Response/Load Reduction

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK

### Winter Heating Season

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
<b>Contact center feedback/call listening</b>	Special needs customers	Customer feedback collected and addressed	Call listening, contact center representative feedback
<b>Community agency feedback</b>	Assistance programs	Feedback collected and addressed from community agency outreach	Community agency feedback

### Customer Service Training

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
<b>Progression Training</b>	Customer Service Training	Each progression encompasses a series of exercise packets, quizzes and a final assessment to measure	Trainees

		competency and knowledge retention. Based on results, trainees are provided with coaching, feedback and support in the areas of challenges and/or concern.	
<b>Training Evaluation</b>	Customer Service Training	The End of Course Evaluation is utilized to provide trainees the platform to evaluate the way training is delivered and the effectiveness of the trainer facilitation practices. The trainer analyzes the results and looks for gaps and process improvement opportunities.	Trainees
<b>Call Quality Monitoring</b>	Multiple	If a training gap and/or process improvement is identified during call monitoring, the Quality Assurance department provides feedback to ensure training communication and content are aligned with business practices. In addition, the QA team also conducts a training for all new hires to ensure the QA standards are followed. This training takes place prior to trainees commencing the final step of the their training, on-the-job-training.	Quality Assurance Department
<b>Customer Satisfaction Survey</b>	Multiple	Customer satisfaction surveys provide another avenue to measure training content consistency and standardization.	Customer

		Based on results, training is included to determine and identify any gaps that exist with company processes and/or protocols. Once verification and/or correction is determined, changes/updates are made to the training content and communication is uploaded to the SharePoint Training site for required all stakeholders.	
--	--	--	--

**Other**

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
<b>Contact center feedback/call listening</b>	Residential Agricultural Discount program, Residential Methane Detection program, Choose a Supplier, Inside natural gas safety inspections	Customer feedback collected and addressed	Call listening, contact center representative feedback