Con Edison

OUTREACH AND EDUCATION PLAN
2024 - 2025

Submitted by Jon Minners
on April 1, 2025

Con Edison
OUTREACH AND EDUCATION PLAN
2025

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OUTREACH AND EDUCATION PLAN

2025

Section 1: Utility Information

UTILITY OUTREACH & EDUCATION AND COMPANY OFFICIALS

Dates Covered by Plan: From: April 2, 2024 To: April 1, 2025

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

Name:	Jennifer Rodriguez
Title:	Senior Planning Analyst, Customer Outreach
Mailing Address:	4 Irving Place, New York, NY 10003
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Telephone No.	(917) 699-9549

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

Name:	Michael Murphy
Title:	Vice President, Customer Operations
Mailing Address:	4 Irving Place, New York, NY 10003
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- Director of Outreach and Education:

Name:	Jon Minners
Title:	Department Manager, Customer Outreach
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- President or Chief Executive Officer:

Name:	Timothy Cawley
Title	Chairman, President, and Chief Executive Officer

SERVICE PROFILES

Service Territory:

- Names of counties served in whole or in part: New York, Bronx, Queens, Kings, Richmond and Westchester Counties
- Estimated or known total population in the service territory: 9.8M
- Please identify the source of this statistic: Moody's Analytics
- Total number of service accounts:

	Electric	Natural Gas Service	Steam Service
Residential	3,088,094	914,047	232
Commercial	591,479	152,775	1,172

Electronic Access

- Total number of customers who participate in online billing: 1.3M
- Total number of customers using e-mail for utility information and alerts: 2.8M
- Total number of customers using online self-service applications (e.g., mobile and desktop) to manage their account: 1.97M
- Total number of customers using mobile applications to obtain educational information, alerts, etc. (specify whether web-based or text alert): N/A

Low Income Customers

- Estimated number of low-income customers: 444,112
- Estimated number of customers receiving HEAP during the last heating season:
  - Regular: 11,601
  - Emergency grants: 1,251

Special Needs Customers

- Total number of accounts coded 62 or over: 210,255
- Total number of accounts coded Elderly/Blind/Disabled: 242,482
- Total number of customers coded as:
  - Medical emergency: 711
  - LSE customers: 15,382
- Total number of customers receiving bills and brochures in Braille: 43
- Total number of customers receiving large-print bills: 1,525

Customers with Limited English Proficiency (LEP)

- Languages other than English spoken in the service territory: >200
- Source of this information: The New York City Department of Planning

How does the utility identify special needs and LEP customers?

Special needs customers are asked to self-identify at turn-on and the information is retained on the customer account. The Company also performs other outreach activities to encourage special needs customers to identify themselves as described below and in the Special Needs Customer section.

Customers are asked their language preference at turn-on and whenever they contact the call center, and this information is retained on the customer account. Customers are also asked in the Rights and Responsibilities Notice if they prefer to receive communications in Spanish, as required by Home Energy Fair Practices Act (HEFPA).

Does the utility code the customer account once a special need and/or LEP customer has been identified?

Yes.

How does the utility encourage these customers to identify themselves?

In addition to the above, an article is included in each issue of the Company's quarterly newsletter distributed to all customers, Customer News, asking them to advise the Company if they use life support equipment. The newsletter is translated into Spanish for customers who receive bills in Spanish.

The annual Rights and Responsibilities Notices provide customers with an Application for Special Services and non-residential customers with an application to provide information on life support equipment in use at their premise. New customers also receive this notice with their first bill. Information is also available at coned.com.

Con Edison sends a letter annually to customers enrolled in the LSE program requesting that they recertify and to update/confirm their contact information to ensure the Company's records remain current. Additionally, annual mailings to building managers of master-metered buildings; medical facilities, physicians, medical manufacturers, and community-based organizations inform recipients of the Company's need to know about every person that uses LSE and how those individuals can notify Con Edison.

Information is also placed in daily newspapers such as the New York Daily News and El Diario la Prensa.

The Company also distributes literature, including its "Customers with Special Needs" and "Safety for Special Customers" brochures, which discuss the importance of self-identification, at community events and at Con Edison Walk-In Centers. These brochures are produced in English, Spanish, Chinese, Russian and Korean.

Customers are encouraged to provide their language preference whenever they contact the Call Center. Customers are also asked in the Rights and Responsibilities Notice if they prefer to receive communications in Spanish, as required by HEFPA.

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

All customer service representatives (CSRs) are required at turn-on to ask residential customers whether life-support equipment will be used in their homes and to determine the customer's eligibility for the Concern Program, the Company's program for customers who are elderly, blind and/or disabled. CSRs also discuss the programs and services available to these customers as needed.

BUDGET INFORMATION

Estimated Outreach & Education Budget for January – December 2025:

TOTAL BUDGET **$4,276,400**

Electric: Total ..... $**2.565M**

Energy Efficiency ..... **$N/A**

Customer Service ..... **$N/A**

Seasonal Campaigns ..... **$912K (Winter $300K)**

General **$1.653M**

Gas: Total **$1.711M**

Energy Efficiency ..... **$N/A**

Customer Service ..... **$N/A**

Seasonal Campaigns ..... **$530K (Winter $317K)**

General **$1.181M**

Actual Budget for Outreach & Education for January – December 2024:

Provide a budget breakdown of the FY'24 Actual 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.

Total **$4,138,000**
Electric: Total **$2,416,152**
Gas: Total **$1,721,848**

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

- **Customer Service** **$1,819,00**
  Includes messaging on billing, complaint procedures, rate information, rights and responsibilities, special needs, etc.

	Electric	Gas
Bill Inserts	**$**	**$**
Brochures/Flyers	**$75,000**	**$**
Direct Mail	**$**	**$**
Educational Videos	**$100,000**	**$**
Email (Questline)	**$155,000**	**$155,000**
Media (Advertisement)	**$200,000**	**$200,000**
Newsletters	**$**	**$**
Web and digital media (LSE Ad)	**$15,000**	**$**

Oracle AMI Post Communication	**$459,500**	**$459,500**

- **Energy Affordability**.....**$697,800**

	Electric	Gas
Bill Inserts	**$39,500**	**$27,300**
Brochures/Flyers	**$**	**$**
Direct Mail	**$81,300**	**$53,700**
Educational Videos	**$**	**$**
Email	**$29,000**	**$21,000**
Media (Advertisement)	**$120,000**	**$80,000**
Newsletters	**$**	**$**
Web and digital media	**$**	**$**
Other (Resource Direct Line)	**$156,000**	**$**
Other (Weatherization Kits)	**$90,000**	**$**

Estimate Outreach & Education Budget for January – December 2024:

- **Energy Efficiency**.....**$177,000**

	Electric	Gas
Bill Inserts	**$**	**$**
Brochures/Flyers	**$16,200**	**$10,800**
Direct Mail	**$**	**$**
Educational Videos	**$**	**$**
Email	**$**	**$**
Media	**$**	**$**
Newsletters	**$**	**$**
Web and digital media	**$**	**$**
Focus Groups	**$90,000**	**$60,000**

- **Seasonal Communications**.....**$1,002,314**
  Specify the amounts dedicated to winter outreach **N/A**

	Electric		Gas	
	Total	**Winter**	**Total**	**Winter**
Bill Inserts	**$**	**$**	**$**	**$**
Brochures/Flyers	**$**	**$**	**$218,000**	**$**
Direct Mail	**$350,157**	**$**	**$350,157**	**$**
Educational Videos	**$**	**$**	**$**	**$**
Email	**$**	**$**	**$**	**$**
Media	**$**	**$**	**$**	**$**
Newsletters	**$**	**$**	**$**	**$**
Web and digital media	**$**	**$**	**$**	**$**
Concern & Special Needs	**$50,400**	**$**	**$33,600**	**$**

- **Service-Related Communications.....$249,000**
  Includes messaging on outages, infrastructure, metering, safety, tree trimming, etc.

	Electric	Gas
Bill Inserts	**$**	**$**
Brochures/Flyers	**$**	**$**
Direct Mail	**$**	**$**
Educational Videos	**$**	**$**
Email (QUESTLINE)	**$167,000**	**$**
Media	**$**	**$**
Newsletters	**$**	**$**
Web and digital media	**$82,000**	**$**
Other (explain)	**$**	**$**

Estimate Outreach & Education Budget for January – December 2024:

- **Other Communications $136,082**
  Identify and describe other programs that do not fall into the previous categories (e.g., COVID-19).

	Electric	Gas
Email Blasts Designs	**$8,000**	**$**
Translations	**$42,000**	**$42,000**
Diversity & Inclusion	**$20,000**	**$**
Industrial Staffing	**$10,791**	**$10,791**
Employee Education	**$2,500**	**$**
Media	**$**	**$**
Newsletters	**$**	**$**
Web and digital media	**$**	**$**
Other (explain)	**$**	**$**

- **Outreach Events $56,804.00**

INFRASTRUCTURE INVESTMENTS AND DEVELOPMENTS PLANNING

Description of infrastructure investments and structural or physical developments planned for the year and public awareness activities. More information is provided in Section 4.

Activity #1

New or Ongoing Activity: Ongoing

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

Public Awareness Planned: Yes

Activity #2

New or Ongoing Activity: Ongoing

Description and Schedule for Planned Activity: Installation of smart meters and the associated communications network across the service territory. This work includes dedicated, informative customer communications that align with the rollout, such as No Access and Manual Meter Reading Fee communications. Mass deployment is complete, but installation of smart meters continues for customers who had previously not provided access or recently decided to opt into the program, and as needed for new construction. The Company continues to provide associated No Access and Manual Meter Reading Fee communications for these customers but will no longer implement a dedicated public awareness campaign.

Public Awareness Planned: Yes

Activity #3

New or Ongoing Activity: Ongoing

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

Public Awareness Planned: Yes

Activity #4

New or Ongoing Activity: Ongoing

Description and Schedule for Planned Activity: Installation of AMI-enabled natural gas detectors.

Public Awareness Planned: Yes

Activity #5

New or Ongoing Activity: Ongoing

Description and Schedule for Planned Activity: Undergrounding of overhead electrical wires.

Public Awareness Planned: Yes

OUTREACH AND EDUCATION PLAN

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Section 2: 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.

PLEASE FILL OUT:

We are operating under rate plans determined in Cases 22-E-0064, 22-G-0065, and 22-S-0659.

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case Nos. 22-E-0064 and 22-G-0065

Required by Order, Joint Petition, Settlement, Other: Joint Proposal adopted in the *Order Approving Electric and Gas Rate Plans* (2023 Rate Order)

Date the Order was Issued and Effective: July 20, 2023

Summary of O&E requirements: The Company will develop and provide outreach and education activities, programs, and materials to educate the Company's customers regarding their rights and responsibilities and available programs and services. Additionally, the Company will expand language offerings in brochures, in-person event materials, direct mail, flyers and print advertising, where feasible within the Outreach and Education budget. These offerings will include Spanish, Russian, Chinese, Korean, Polish, and Bengali based on Company and external data (e.g., census data) regarding language preference in a given community. The Company will file annually with the Secretary on April 1 a comprehensive Outreach and Education Plan, including information on new and continuing programming (e.g., expanded language offerings, At-Risk and Low-Income Outreach Plans, Regional Outreach Plans, Energy Affordability Program Self-Certification Outreach Plan, Commodity Pricing). This report will use a template prescribed by DPS Staff and will include a detailed breakdown of budget to actual expenses.

Intervals for which the O&E Report/s are required to be submitted (e.g., quarterly, annually): Annually by April 1 of each rate year.

Confirm that past reports have been properly submitted: It is important to note that the reports must be sent to the Secretary's office. Simultaneously you may send a copy to the 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: 4/2/2024
☐ Office of Consumer Services Date:
☐ Other: Date:

(Name of DPS contact person)

Date Reporting May Cease: April 1, 2026

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case Nos. 23-M-0298 and 14-M-0565

Required by Order, Joint Petition, Settlement, Other: Order Authorizing Energy Bill Credit

Date the Order was Issued and Effective: February 15, 2024

Summary of O&E requirements: The Bill Credit Report states that the Joint Utilities, the Department, and stakeholders plan to execute an outreach plan for the Energy Bill Credit. Specifically, the Joint Utilities would provide customers and other stakeholders (such as elected officials) with general information about the program, including eligibility and the lack of a required application. The Working Group would continue to coordinate on bill messaging and other communication methods for the Commission-approved program. The Bill Credit Report states that outreach messaging should not specify when the credit will be issued but rather include a general statement such as “Your credit will be issued in the next billing cycle” to avoid confusion and set realistic expectations for customers.

Intervals for which the O&E Report/s are required to be submitted (e.g., quarterly, annually): N/A

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

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

X Secretary’s Office Date: 5/16/2024
☐ Office of Consumer Services Date:
☐ Other:_____ Date:
(Name of DPS contact person)

Date Reporting May Cease: 60 days after credits are applied to customers’ accounts

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No. 22-S-0659

Required by Order, Joint Petition, Settlement, Other:
Order Adopting Terms of a Joint Proposal

Date the Order was Issued and Effective: November 16, 2023

Summary of O&E requirements:

Pursuant to the JP, starting in January 2024, Con Edison will offer, upon request, customer building audits providing detailed analysis of energy usage, identifying excessive or wasteful usage, and recommending efficiency upgrades or other measures to reduce customer costs. The Company will develop and implement an outreach and education plan to inform customers of the audit program by the end of RY1, such outreach and education plan shall have a specific section for reaching customers of buildings using the Company's steam system in disadvantaged communities.

The Company will maintain its annual outreach and education reporting as established in Case 09-S-0794. The Company will continue to hold educational workshops and meetings for contractors, building owners and managers, architects, engineers, and equipment manufacturers to increase knowledge of steam benefits. The Company will enhance its website to include more information on how customers can convert from gas/oil to steam.

As part of the Steam Business Development Plan, the Company will evaluate how to enhance the Company's outreach and education strategy, which will include working with the City to provide information to the City and the public about the steam system's role in achieving the City's decarbonization objectives.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly, annually):
Annually by January 31 of each rate year.

Confirm that past reports have been properly submitted: It is important to note that the reports must be sent to the Secretary's office. Simultaneously you may send a copy to the 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: 1/31/2025
☐ Office of Consumer Services Date:
☐ Other: Date:
(Name of DPS contact person)
Date Reporting May Cease: N/A

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No. 20-M-0029

Required by Order, Joint Petition, Settlement, Other: In the Matter of the 2019 Amendment to the Public Service Law, Section 66-p (C. 705, L. 2019), Relating to Billing Information for Residential Rental Premises.

Date the Order was Issued and Effective: June 22, 2020

Summary of O&E requirements: The Company will inform its residential customers via website postings, social media, and bill messaging that they could obtain historic electric or gas residential tenant bill information.

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

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

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

☐ Secretary's Office Date:
☐ Office of Consumer Services Date:
☐ Other: Date:
(Name of DPS contact person)

Date Reporting May Cease: N/A

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case Nos. 06-E-0894, 06-E-1158

Required by Order, Joint Petition, Settlement, Other: Order Implementing Outage Recommendations

Date the Order was Issued and Effective: July 20, 2007

Summary of O&E requirements: The Company will send information to all its customers in the spring of each year informing them of the life-support equipment certification and recertification processes, as well as the importance of their identifying themselves to Con Edison as life support equipment customers, and annually report to Staff its compliance within thirty days thereafter.

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

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

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

☐ Secretary's Office Date:
☐ Office of Consumer Services Date:
☐ Other: Email to customers Date: Each spring
(Name of DPS contact person)

Date Reporting May Cease: N/A

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case Nos. 14-M-0565, 20-M-0266

Required by Order, Joint Petition, Settlement, Other: Order Adopting Energy Affordability Policy Modifications and Directing Utility Filings

Date the Order was Issued and Effective: August 12, 2021

Summary of O&E requirements: The Company will incorporate targeted outreach to inform customers of the availability of the self-certification process as part of their annual Outreach and Education plans, which shall be filed by December 1, 2021.

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

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

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

X	Secretary's Office	Date: February 7, 2022 (Self-Certification Plan), February 21, 2023 (Phase 2 Arrears Relief Plan)
☐	Office of Consumer Services	Date:
☐	Other:_____	Date:

(Name of DPS contact person)

Date Reporting May Cease: N/A

OUTREACH AND EDUCATION PLAN

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Section 3: Global Outreach and Education Methods

RESEARCH

New/Continuing Program:

New program continuing previous initiatives.

2024 Results, Evaluation and Feedback:

The Company uses customer research as part of the overall O&E plan to gain insights needed to develop and enhance programs and communications to engage customers and increase awareness of programs and services.

Customer research is conducted primarily though the Con Edison Advisory Community, which was created in 2015. It is composed of approximately 6,000 residential and 1,500 small and medium business customers. The Advisory Community is representative of the Con Edison customer population – for example, capturing borough, some demographics, and account type (Residential or Commercial). These customers are on hand for us to tap into for quick polls, surveys, and qualitative discussions. The Advisory Community provides us with an ongoing dialogue with our customers, giving us the opportunity to develop an in-depth understanding while also giving them a forum to voice their opinion.

Areas of focus in 2024 included: Energy Affordability Program (EAP) self-certification; life support equipment registration; language access; payment assistance; and smart meter, gas, and electric outage communications. The Company leveraged insights on these topics to develop enhanced messaging and resources.

Safety remains a primary focus for the Company and for Customer Outreach and Education, especially during emergency events, such as an outage. In 2024, the Company conducted two studies to examine the customer experience around communications during electric and gas outages. In April, the company surveyed 256 residential and 95 small business customers who had experienced a gas service outage within the last year. Among those surveyed, approximately half didn't notice they'd experienced an interruption. Overall, 4 in 10 respondents said that the gas outage experience and response had a positive impact on their perception of Con Edison, while another 5 in 10 reported that their perception of the company remained the same after the event. Customers indicated that they would appreciate notifications with updates during gas service interruptions, particularly via email and/or text messaging. The Company implemented these lessons learned during gas outage events in the fall and winter, providing impacted customers text message alerts with information on the restoration process.

Similarly, the Company conducted a second survey in October for customers who experienced electric outages in the past year. Among the 793 customers surveyed, 72% of respondents felt the company communicated extremely well or very well, with 77% rating the information they received during the outage as very or somewhat accurate. Additionally, approximately 65% of respondents felt that the company communicated with the right amount of frequency in terms of communication. Overall, these results align with increased customer satisfaction rates following the installation of AMI smart meters. The company will continue to use these results to inform outage communications moving forward.

Language access also continues to be an area of focus for the company. In May 2024, the company worked with a research vendor to conduct focus groups for self-identified Limited English Proficient (LEP) customers to collect feedback on a wide range of the company's safety messaging materials – such as gas and electric safety and scam awareness – in both digital and print formats. The Company facilitated 6 focus groups around 5 languages: Korean, Russian, two dialects of Chinese (Mandarin and Cantonese), and two Spanish groups. Each group provided detailed feedback on several digital and print communications in both English and the participant's preferred language. Overall, customers in the focus group indicated a strong preference to receive communications in their native language. According to the participants, providing communications in their native language offers several benefits, such as increased consumer confidence, feelings of goodwill toward Con Edison, and a heightened awareness of the importance of communication. These findings align with Customer Outreach's continued focus on language access, including the translation of printed materials, paid advertising, and email in additional languages since 2021.

The Company also implemented other changes based on actionable recommendations from the focus group participants. For example, participants identified the color red as a significant indicator of importance. As such, the Company incorporated red into arrears messaging in early 2025, designing print notices in red and including a language block asking customers to pay attention and a QR code that links to translation options. Additionally, based on the widespread use of messaging apps noted by participants, the Company produced new visually appealing and shareable electric safety videos in English, Spanish, Chinese (Mandarin and Cantonese), Korean, and French, and available on the Con Edison Energy Safety web page.

In 2024, the Company also conducted surveys to understand customers' perceptions of steam stacks, bill payment kiosks, and a personalized video series used to promote enrollment in budget billing. Full survey details can be found in Appendix B.

Customer Outreach also monitors the Daily Post Transactional (DPT) reports and insights from the Customer Operations Data and Analytics team, as well as customer insights from the Company's quarterly Customer Experience Executive Summary Report, other surveys and focus groups noted above, and customer feedback from in-person and virtual events – all to understand the impact of and opportunities for its Customer Outreach efforts.

Lastly, the Company continues to leverage industry research and participation in industry groups to keep a pulse on industry trends, initiatives by other utilities related to specific customer segments and/or events, and studies that may include Con Edison customers as participants.

Goals for 2025:

The Company will utilize customer research to:

- Better understand customer needs, preferences/expectations, and feedback on educational materials
- Develop and/or enhance both general and targeted (i.e., by segment, region, etc.) customer programs and communications based on the insights gained
- Continually incorporate the voice of the customer in the creation of new communications, programs/offerings, and shared resources

How Priority Was Set:

This priority was set based on the Company's commitment to engaging customers and enhancing the customer experience.

Description of 2025 Program:

Key areas of focus include, but are not limited to:

- **Financial Resources** – Feedback on campaigns related to billing and payment
- **Gas Safety** – Awareness of gas safety practices and feedback oncommunications
- **Energy Burden** – Understanding what information, channels, and resources are most valuable to energy burdened customers behavior
- **Low Income** – Awareness of resources available to low-income customers, including the Energy Affordability Program, and feedback on elements of the Company's low-income outreach program
- **Event Feedback** – Feedback from community stakeholders who attend the Company's virtual Community Resource conference
- **Regional Outreach** – Testing of elements of the Company's Regional Outreach Plan, including communication preferences, language preferences, and event feedback

Measures to Evaluate the 2025 Program:

The Company will use a number of tools to obtain insights into and evaluate its 2025 Outreach and Education Plan programs. These will include the level of engagement and insights provided by customers in customer surveys, polls, focus groups, industry benchmarking and industry group participation and how these insights are leveraged.

See Appendix B for Copies of Research Studies and Reports

CUSTOMER ASSISTANCE TELEPHONE LINES/CALL CENTER

New/Continuing Program:

Continuing

2024 Results, Evaluation and Feedback

Quality customer service continues to be a main priority, regardless of which channel customers use to do business with Con Edison. The Company continues to operate call centers that are available to customers 24 hours a day, 7 days a week, 365 days a year. In 2024, the Company's customer service representatives (CSRs) answered 3,062,515 phone calls during the PSC incentive period (Monday to Friday, 9am to 5pm, excluding holidays), of which 2,169,973 (70.9%) were answered within 30 seconds.

In 2024, Customer Outreach continued supporting dedicated lines to assist specific customer groups. This included the Senior Direct Line which connects senior citizens directly with a CSR and the Resource Direct line, which helps low-income and at-risk customers learn about the resources available to them. Walk-in Centers remained available to our customers who prefer assistance in person, such as with making payments, and other account inquiries.

Additionally, the Company continued to enhance its digital self-service tools to meet the needs of the growing share of customers that prefer to transact their business with us online. For example, the Company updated its virtual assistant, named Watt, which can assist in English or Spanish to:

- Help customers pay their bills
- Move their service to a new address
- Stop service at their current address
- Register an online profile
- Request a payment extension
- Enroll in a payment agreement

Watt is available to customers via the Company's website and the Interactive Voice Response (IVR) system. While this service reduces the need to speak to a CSR, customers can ask to speak to a CSR at any point during their interaction with Watt and have a smooth transition to have their inquiry addressed by a representative. An added feature allows customers to get assistance on questions about various initiatives and offerings including the Energy Affordability Program, meter reading and gas inspections.

Goals for 2025:

In 2025, the Company plans to continue offering high-quality service around the clock via its main number, 1-800-75-CONED. Con Edison will also continue to refine and develop new self-service options for its Interactive Voice Response (IVR) system that reduce costs, increase convenience, and contribute to customer satisfaction. One such initiative is to increase the number of transactions that can be completed within the IVR, so customers do not have to speak with a CSR unless they want to. The Company continues to offer multilingual IVR options

that enable self-service in Spanish, Cantonese, Mandarin, Korean, Russian, and Polish. Rotating educational messages are provided in the IVR while customers are on hold.

Con Edison recognizes that customers prefer to use self-service to transact their business and email or text if they need assistance. As such, the Company will continue to enhance and add new features to the array of customer service transactions available in My Account, the online portal for self-service. The Company will use Customer News, email campaigns, social media, advertising, and other channels to educate and engage customers about using My Account.

The Company will work on retaining the CSRs hired in 2024 to manage incoming customer calls and overall wait times during the PSC incentive period. The Company will also continue to work on improving wait times during the off-hour period.

How Priority Was Set:

This priority was set based on the Company's goal to enhance the customer experience and increase the use of self-service tools to improve customer convenience and reduce call volumes.

Description of the Program:

The Company will continue to staff a 24/7 call center in 2025. CSRs will be trained to manage calls on a variety of topics, including changes to the EAP, new website features, energy efficiency programs, the Select Pricing Plan and other rate options. As noted above, the Company will provide enhanced self-service options in My Account and through the IVR. Watt, Con Edison's virtual assistant, will also remain available to customers around the clock.

Measures to Evaluate the 2025 Program:

The Company utilizes a variety of data to evaluate its call center performance. These include hold times average, call durations, call volume, first-call resolution statistics, recorded call monitoring and customer experience metrics.

MASS/BLAST NOTIFICATIONS

Formerly the Email Notifications section, below is a description of how and when the Company uses e-mail, text alerts and robocalls for mass notifications as part of its overall O&E plan. Use of these tools for specific topics (e.g., service interruptions) is described in more detail in Section 4: Outreach and Education Topics.

New/Continuing Program:

Continuing

2024 Results, Evaluation and Feedback:

In 2024, the Company distributed 72 email campaigns on energy safety, gas safety, emergency notifications, the Energy Affordability Program (EAP), payment assistance, scam awareness, self-service online tools, energy savings tips, energy efficiency initiatives and other programs and services that Con Edison offers to manage energy costs (see Appendix B, Email Notifications for a full breakdown of email campaigns). On average, these campaigns had a 60% open rate, which is 17 percentage points higher than the open rate at similar utilities, according to Questline Digital's Engage Platform, which measures email campaign performance.

During storms and other events, the Company sent customers email and text messages and made automated outbound calls to critical, life-support and Concern customers (i.e., elderly, blind and/or disabled). The Company emailed existing residential customers throughout the year to promote the Energy Affordability Program. New Con Edison customers also received an email that educated them about the EAP and encouraged them to self-certify if they participated in a qualifying government assistance program. This email had an average open rate of 76%, with nearly 36,000 customers engaged through unique clicks for enrollment and information in the email.

Con Edison also continued to email customers about imposter/scam awareness, alternative rate plans such as Time of Use and the Select Pricing Plan, electric vehicle smart charge program, energy-saving tips, payment assistance programs, financial resources, and emergency preparedness. This work included proactive emails to prep customers for upcoming summer high bills and winter high bills. In addition, the Company sent targeted emails to promote online self-service tools, such as our new Home Energy Analysis Tool to further assist customers on decreasing their energy usage. The Company also sent targeted emails to educate customers about pilot programs such as Con Edison's Mount Vernon Utility Thermal Energy Network program.

In October, the Company expanded its language access through the inclusion of a new translation widget on all email campaigns. Similar to Google Translate, the new widget allows customers to have any email they receive translated into a multitude of languages, beyond English, Spanish, Chinese, Korean and Russian.

In addition to email campaigns, the Company continued to send email notifications to targeted groups of customers about planned and emergency work in parts of its service territory throughout the year. The notifications included information about the work being performed

along with any inconvenience (e.g., noise, loss of parking, interruption of service, etc.) the work may cause.

Goals for 2025:

The Company plans to continue leveraging its new translation widget for email campaigns to educate customers in the languages they speak. The Company will continue to keep customers informed via email of energy safety tips, energy efficiency programs, payment agreement options and financial resources, updates about energy costs, EAP enrollment, and self-service options available online within My Account Additionally the Company will continue to educate customers on available programs, including new programs aimed at meeting the Company's clean energy commitment.

Finally, the Company will continue to enhance its work notification email program to alert customers and elected officials about work being performed in their communities.

How the Priority Was Set

This priority was set based on customer research/feedback and Con Edison's commitment to informing and engaging customers and enhancing the customer experience.

Description of 2025 Program:

The Company plans to distribute a minimum of 20 informational email campaigns in 2025 and to continue using text messages, automated phone calls and email to communicate outage information to customers. Con Edison will continue its efforts to send emails in languages outside of English and Spanish.

Additionally, the Company will continue to educate customers on available programs and keep them informed of energy safety tips, payment agreement options, available financial resources, updates for rising energy costs, EAP enrollment, and other energy efficiency initiatives.

Measures to Evaluate the 2025 Program:

The Company will evaluate its efforts using several different metrics and tools, including customer awareness surveys, email-campaign analytics (open rate, click-through rates, etc.), and the number of work notification emails that are sent.

See Appendix B for Samples of E-Mail Notifications

UTILITY OUTREACH EVENTS

Following is a description of utility outreach events. Appendix A includes a complete list of events conducted in 2024 and those completed thus far in 2025.

New/Continuing Program:

Continuing

2024 Results, Evaluation and Feedback:

In 2024, the Company participated in 239 events throughout New York City and Westchester County at the request of elected officials, local community groups, schools, and senior centers, among other stakeholders. This was a 11% increase over the 215 events in 2023 as Customer Outreach expanded its partnerships in the community to include more groups in Disadvantaged Communities (DACs), communities with Limited English Proficiency (LEP), and schools in the service territory.

The Company selects events that provide opportunities for educating and engaging customers and is responsive to requests from elected officials and community groups. Outreach Advocates distribute literature and provide information to customers about topics relevant to the needs and interests of the area. In 2024, outreach efforts focused on promoting the Energy Affordability Program (EAP), payment assistance programs and winter/summer preparedness. Other topics of interest included energy efficiency, scam awareness, life support equipment (LSE) and energy safety, with an emphasis on gas safety.

Traditional tabling events and in-person presentations continued to make up the majority of events, but Customer Outreach continued presentations to customers using virtual platforms, which some organizations find attract a larger number of participants. Regardless of the medium, the goal remained the same: to educate customers about the various resources and services available to them.

As part of its regional outreach effort, the Company focused on communities where English is not the primary language. This included continuing monthly outreach efforts at the Chinese Consolidated Benevolent Association (CCBA) in Chinatown to help customers with billing-related questions and offer information on the EAP, bill relief, energy safety, and scam awareness in Chinese. Additionally, the Company continued similar outreach with Marks Jewish Community House in Brooklyn in English, Chinese and Russian. Additional examples can be found in the Regional Outreach section of this report.

As part of the regional outreach effort, the Company also continued a large-scale effort to collaborate with local police precincts and district attorney’s offices to provide scam awareness presentations at meetings and events. Customer Outreach also participated at various National Night Out Against Crime events.

Regional outreach events continued to be an important aspect of the EAP enrollment effort. Con Edison continued outreach in low-income communities to spread information about the program in English, Spanish, Russian, Chinese, Korean, Bengali and Polish. In addition, because customers with Medicaid must self-enroll into the EAP, Customer Outreach continued to focus on communities with high Medicaid enrollment to educate customers about how to self-certify.

The Company conducted similar outreach efforts to veterans and their families, who must self-certify if they receive Veterans' Disability benefits or Survivors Pension. Customer Outreach also partnered with several food pantries throughout the service territory to help spread the word about EAP and other payment assistance programs.

To further help low- to moderate-income customers with their bills, Con Edison partnered with the Public Utility Law Project of New York (PULP), HeartShare, WE-ACT, and local elected officials. This work included events offering customers support from an on-site customer service representative to address account-specific related inquiries and provide information about programs to help them save money or better manage their bills. Additionally, the Company conducted larger initiatives in partnership with National Grid, officials from social service agencies and HeartShare to educate customers about available government assistance that can be used to enroll in the EAP and apply for a grant administered by HeartShare.

Customer Outreach continued to host its virtual Community Resources Conference to educate more than 100 representatives from city and state agencies and community groups throughout our service territory on a number of Con Edison-related topics. Con Edison hosted two community conferences in 2024, educating participants about topics that included summer and winter weather and bill outlooks, electric safety, energy efficiency programs, emergency response, and new animated videos available on the Con Edison School Education platform. The Company also provided information about efforts to expand its bill collection program in 2025.

Con Edison more than doubled efforts compared to 2023 to provide support to DACs. In 2024, Customer Outreach attended events in 159 DACs and 15 DAC-adjacent communities to provide important information on resources available to customers, including details on the Company's EAP, payment assistance programs, EnergyShare grants, and energy efficiency programs, among other resources.

In keeping with its commitment to a clean energy future, Con Edison's Customer Outreach team was also present at a number of environmentally themed events. These included the 30th Annual Bronx Parks Speak Up; the Earth Day Initiative in Manhattan; the Rivertowns Clean Energy Expo; two Earth Day events held in conjunction with Montefiore Medical Center in the Bronx, the Staten Island Green Energy Symposium and the Queens Climate Expo at the NY Hall of Science, among other events held throughout the year.

Lastly, schools were an essential part of events in 2024 to provide information on energy conservation and energy safety. The Company attended more than 25 events for elementary, middle, and high school students. In addition, Con Edison continued building relationships with educators and government organizations, such as the NYC Department of Youth & Community Development and the Mayor's Office of Youth Employment. As part of these efforts, the Company hosted its 3rd Annual Student Enrichment Day in August 2024, where two groups of high school students participated in a two-day demonstration on energy safety, energy conservation, and career planning. Students also had the opportunity to examine six workstations which included a Steam Emergency Truck and the Company's latest lineup of electric vehicles.

Goals for 2025:

The Company will continue to identify and participate in events, meetings and presentations that provide opportunities for educating and engaging customers regarding their rights and responsibilities, options as utility customers, payment agreement plans, self-service, energy

safety, and other topics. Con Edison will also respond to requests from elected officials and community groups that invite the Company to discuss specific topics, such as energy savings tips, EAP enrollment, electric and gas safety, and services offered to special needs and low-income customers.

The Company will look to include more events in 2025 attended by people with limited English proficiency to share information on important programs like EAP and how to avoid falling victim to a scam or energy safety emergency. The Company will expand on its partnership with the NYPD and local District Attorney's offices to provide scam awareness on a more regular basis.

Customer Outreach will also continue to work with food pantries, organizations that collaborate with immigrant populations, case management agencies, and other charitable organizations to enable low-income and at-risk customers to receive the benefits for which they are eligible, including options to better manage their bills.

Additional virtual Community Resource Conferences are planned to educate customers on a variety of topics. The Company is working with City, State and Federal agencies and local community groups to schedule in-person events to help promote programs that help customers manage their energy costs. Customer Outreach is also looking into partnerships with local community groups to host events and help customers manage their bills one-on-one.

Finally, Customer Outreach will continue to expand its educational offerings around electric vehicles, rolling out literature to better educate customers on EVs while also planning specific events that allow customers to view EVs firsthand as they learn about programs that can benefit them if they choose to own such a vehicle.

How Priority Was Set:

This priority was set based on our commitment to educate and engage with customers and community groups on various topics. As part of the Joint Proposal adopted in the 2020 Rate Order, the Company agreed to develop and implement a targeted regional outreach plan.

Description of 2025 Program:

The Company is actively seeking opportunities to increase its participation in events and presentations that provide meaningful interactions with its customers on topics of interest to them (e.g., low-income programs, energy efficiency, energy safety, scam awareness) in the languages they speak.

Measures to Evaluate the 2025 Program:

The Company will evaluate the number and type of events that it attends in 2025, the overall quality of these events, and the customer insights that are obtained by its Outreach Advocates.

See Appendix A for Events Tracking Information

WEBSITE, SOCIAL MEDIA & MOBILE APPLICATIONS

What follows is a description of how the Company uses its website, social media, and mobile applications as part of its overall O&E plan. Use of these tools for specific topics (e.g., safety) is described in more detail on the pages for those programs in Section 4.

New/Continuing Program:

Continuing

2024 Results, Evaluation and Feedback:

The Company uses its website, mobile applications, and social media platforms to educate, inform, and engage customers.

Con Edison's website has dedicated information about payment assistance programs and resources, life support equipment, clean energy, and other topics. The Company continued to promote online and app features in My Account, the transaction portal for self-service.

Customers with smart meters continued to receive individualized usage reports, high bill alerts and bill messages. These communications aim to drive customers to the Con Edison website, where they can access My Account to continue engaging with their detailed usage data and receive energy-saving tips and program promotions based on their usage patterns.

To assist and educate customers about managing energy usage, outreach campaigns encouraged customers to log in/register for My Account for an in-depth look at hourly energy use. This work included an email campaign in September 2024 to promote online tools available to customers, such as Con Edison's Home Energy Breakdown calculator which helps customers determine the sources of their energy usage. The email campaign had a total open rate of 64.25%, 16% higher than benchmarked projections.

The Company continued to develop its social media presence on Instagram, X (formerly known as Twitter), Facebook, LinkedIn, and YouTube. In 2024, the Company used social media to promote energy education campaigns, including messages regarding digital self-service tools, gas safety, energy savings, scam awareness, billing and payment text alerts, energy efficiency, electric vehicles (EVs), payment assistance and the Company's Clean Energy Commitment.

Customer use of the My Account features and other website resources continued to increase, particularly for topics related to payment assistance. In 2024, Con Edison had nearly 356K customers sign up for My Account and more than 59K customers use the Payment Agreement tool online. The Payment Assistance page had 978K views. The Company continues to make its website easy to use and consistently receives best-in-class effort scores, meaning customers think it is easy to do business with Con Edison online.

Goals for 2025:

The Company will continue to use research to better understand customer expectations for the timing, channels, and personalization of communications. Con Edison will also measure

increases in web traffic to translated pages because of the Company's effort to provide materials in the languages its customers speak.

The Company will continue utilizing various channels to educate customers on Company programs and services and drive customers online and to the mobile app, where they can find resources and self-service options through My Account. Website content and My Account functionality will continue to be enhanced and targeted communications will be used to engage Con Edison's diverse customer segments.

The Company will also continue to sustain its social media presence on Instagram, X, Facebook, LinkedIn, and YouTube to promote energy education campaigns and provide customers with timely information about payment options, energy efficiency programs and other topics of interest. The Company will also explore social media channels that cater to customers with limited English proficiency.

How Priority Was Set:

This priority was set based on customer research/feedback and Con Edison's commitment to informing and engaging customers and enhancing the customer experience.

Description of 2025 Program:

The Company will continue to enhance the website and mobile app to make it easier for customers to navigate, pay their bills, set up or stop service, and learn more about programs and services available to them. Con Edison will continue to drive customers to these tools through various communication channels, including direct mail and flyers that will include materials translated into languages other than English and Spanish, email, and social media.

Con Edison's social media presence will remain a vital tool in promoting energy education campaigns, information on services and resources available to customers and as a source of timely information. Con Edison will also explore new social media channels that cater to customers of limited English proficiency. The Company will add new resources and channels to provide customers with the best possible customer experience.

Measures to Evaluate the 2025 Program:

The Company will use a number of metrics to evaluate its 2025 program. These include evaluating web analytics, social media monitoring, and soliciting direct input from customers via surveys and focus groups.

See Appendices B for samples of webpages, social media pages, email blasts, and advertising

OUTREACH AND EDUCATION PLAN

2024 - 2025

Section 4: Outreach and Education Topics

BILLING SERVICES AND PAYMENT ALTERNATIVES

New/Continuing Program:

Continuing

2024 Results, Evaluation and Feedback:

Throughout 2024, the Company continued to promote its billing and payment options through a variety of channels, including bill messages, bill inserts, emails, web content, brochures, flyers, and in-person and virtual presentations.

This work included the creation of a new personalized video campaign which provides information on auto-pay, Con Edison's Budget Billing Plan (formerly known as the Level Payment Plan), and ways that customers can switch to paperless billing. The video is available in English and Spanish and is tailored to each customer by only promoting programs the customer is not already enrolled in, making it a valuable resource to the viewer.

In addition to the personalized video, other messaging sent to customers included education about alternative payment options, such as Budget Billing, and tools like high-bill alerts that notify customers when their energy usage is high compared to previous usage. Customers continued to receive payment reminders via text or emails letting them know when their bill was ready or due, or when payment was received. As part of these communications, customers were also directed to a dedicated phone line (Resource Direct) to call for information on payment alternatives and help with self-service and payment agreements.

The Company also provides information on payment options in its *Billing and Payment Options* brochure, available in English, Spanish, Russian, Chinese and Korean. Similar payment information is included in the Company's *New to New York* brochure, which was developed in 2024 and designed to help immigrant customers when creating a Con Edison account for the first time. This brochure is available in Walk-in-Centers and in English, Spanish, Chinese, Korean, Russian, Haitian Creole, Hindi, and Polish.

Con Edison continued to update its payment assistance web portal at www.coned.com/BillHelp to provide information about using self-service to sign up for payment agreements and how to get help through our Resource Direct line.

Additionally, the Company continued its multi-channel campaign for residential customers promoting the Energy Affordability Program through email, web content, in-person and virtual presentations, and paid advertising through social media and print. The Company also provided content on special palm cards that were inserted into energy efficiency starter kits for EAP customers and given out at food pantries throughout Con Edison's service territory. Throughout all these communications, residential customers were encouraged to check their eligibility and enrollment status for these programs, with a special emphasis placed on customers who had to self-enroll into the program (e.g., Medicaid-only customers and veterans).

Con Edison also continued to employ a multi-channel seasonal campaign—including email, web content, IVR messages, Walk-in Center posters, social media, in-person and virtual presentations, and press releases—to help customers understand more about their rates, winter and summer bill increases, and what they could do to manage costs. Programs and rates

promoted through the campaign included Budget Billing, Payment Agreements, and Time of Use rates, along with helpful energy savings tips.

The Company also promoted electronic and direct payment options and electronic billing (eBill) as convenient and secure methods for customers to receive and pay their bills. In 2024, a paid advertising campaign in print and digital (search, social and display) directed users to the Ways to Pay Your Con Edison Bill web page. Due in part to these efforts, the number of customers enrolled in eBill increased to 75% in 2024. Additionally, 79% of all electronic payments received in 2024 were made using Con Edison's electronic or telephone self-service options, with another 9% made via customers' personal electronic banking.

In 2024, Con Edison's Walk-in Centers continued to assist customers with making in-person payments and received more than 216,000 payments. Customers can also speak with a representative about any account inquiry at a Walk-In Center. Location-specific status changes related to on-site payment methods accepted or hours of operation were quickly communicated to the PSC, as well as to customers through several channels, including bill messages, the website, and the mobile app, and were continuously monitored and updated.

Alternative payment methods not accepted by the Company (e.g., cash apps, such as Zelle and Venmo, cryptocurrency, and pre-paid debit or gift cards) were also highlighted as part of a scam awareness educational advertising campaign and during in-person and virtual presentations to various community groups as part of the Company's regional outreach effort.

Goals for 2025:

The Company plans to continue educating customers in 2025 about the various billing and payment options available to them, to promote adoption of electronic channels, and to implement new services that will help customers better manage their bill payments.

If new payment methods are adopted, changes will be incorporated into the Company's Payment Options and Scam Awareness outreach and education campaigns.

With a renewed focus on collections activities in 2025, Con Edison understands the importance of continuing to use all available resources to educate customers on payment assistance programs, bill help resources, and customer protections. As such, the Company will continue to update its website and My Account to allow customers better access, additional self-service options, and more flexibility in managing their accounts and financial plans.

Additionally, Con Edison will continue to encourage customers to leverage smart meter technology to monitor their usage and realize energy savings. Working with Opower, the Company will continue to review and update personalized email and print communications to customers to promote relevant programs and energy-saving tips. This includes automated high-bill alerts that customers receive 15 days before their bill when usage is 30% higher than the same time the prior year, allowing them to make changes and potentially avoid a high bill. The Company will also drive customers to the Home Energy Analysis web tool to help them receive customized tips to reduce energy consumption and avoid higher bills.

How Priority Was Set:

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

Description of 2025 Program:

In 2025, the following channels will educate customers about billing and payment options:

- **Customer Bills and Associated Mail Correspondence** – Any correspondence requesting payment from the customer has a payment coupon with the "Ways to Pay Your Bill" language on the back.
- **Rights and Responsibilities Notice** – Annual mailing to all customers that includes information on customer protections and financial assistance. New customers also receive this brochure with their first bills. Customers in arrears received a notice of rights and responsibilities with the final notices of turn-off for nonpayment. The rights notices are also made available on the website.
- **Company Website** – The Company's website includes a comprehensive "Payment Options" webpage.
- **Customer News** – The Company's quarterly bill insert distributed to all customers.
- **Spotlight Newsletter** – The Company's biannual newsletter that addresses issues of interest to Concern customers, including payment options and billing services.
- **Customer Service Representative ("CSR")** – CSRs provide information on bill payment options to customers in person, over the phone and through the web chat feature.
- **Walk-in Centers** – Con Edison has six locations where customers can walk in, pay their bills, and talk to CSRs. Information on billing services and payment options is available from CSRs and in various formats.
- **Interactive Voice Response** – Customers who call the Company are provided with bill payment information when they select the "Billing and Payments" option.
- **"Billing and Payment Options" Brochure** – This brochure is available in English, Spanish, Russian, Korean and Chinese and distributed at Company walk-in centers and outreach events.
- **"New to New York" Brochure –** This brochure, created for immigrants who are creating their first Con Edison account, includes information on payment options and scams, among other topics. It is available in English, Spanish, Chinese, Korean, Russian, Haitian Creole, Hindi, and Polish.
- **Educational Advertising** – Includes print, digital, radio and social media ads.
- **Email Campaigns** – Communications sent to customers who provide their email addresses.

- **Outreach Events** – In-person tabling and presentations at community events and the Customer Outreach sponsored Virtual Community Resource Conference series.

Measures to Evaluate the 2025 Program:

The Company will evaluate its 2025 program using customer awareness surveys and adoption rates of electronic billing and payment options.

See Appendices B and C for Copies of Material Distributed and Method of Distribution

CUSTOMER RIGHTS & RESPONSIBILITIES

New/Continuing Program:

Continuing

2024 Results, Evaluation and Feedback:

The Company sent "Your Rights and Responsibilities as a Customer Billed Under Residential or Religious Rates" and "Your Rights and Responsibilities as a Nonresidential Customer," to residential or religious and nonresidential customers, respectively, as bill inserts, in May 2024, and to new customers with their first bills. Customers in arrears also received a notice of rights and responsibilities with the final notices of turn-off for nonpayment. The rights notices also continued to be made available on the Company's website.

Goals for 2025:

The Company will continue to review and make the necessary updates to the rights notices, making it easier for customers to understand their rights and responsibilities. This includes, but is not limited to the following activities:

- Updating the Energy Supplier section to include the new website for more information on Energy Service Companies (ESCOs) at www.coned.com/ESCO.
- Updating the Rate Information section to include the option for customers to request a two-year statement.

Rights notices will be sent as bill inserts to all customers on schedule in May 2025. The notices will also be sent to all new customers and customers who receive final notices of turn-off for nonpayment. Updates will also be made available on the Company's website.

How Priority Was Set:

The Company's priority regarding notices of customer rights and responsibilities was set in accordance with HEFPA requirements, Commission regulations, and the Company's outreach and education goals.

Description of 2025 Program:

The Company will continue its efforts to educate customers about their rights and responsibilities through the channels described above. In addition, Con Edison will also educate customers about billing, payment assistance, and rates through bill inserts, information on the Company's website and at virtual and in-person community events. The notices of customer rights and responsibilities are also available in a Spanish-language version.

Measures to Evaluate the 2025 Program:

The Company evaluates its efforts to educate customers through a variety of channels, including customer awareness surveys, social media monitoring, and interactions with customers at virtual and in-person community outreach events.

See Appendix C for Copies of Material Distributed and Method of Distribution

EXTREME HEAT

New/Continuing Program:

Continuing

2024 Results, Evaluation, and Feedback:

In 2024, Con Edison continued preparing customers for what to expect during extreme weather events. Through a multichannel approach, the Company communicated to customers about potential weather impacts through email, text messaging, robocalls, web content, IVR on-hold messaging, press releases, media engagement, and social media. The goal of the messaging is to prepare customers for potential outages that may impact their quality of life, allowing the customer to make any arrangements they can make to mitigate any hardships.

Customers are also informed of their rights during extreme weather events. Con Edison will not disconnect residential customers on days when the Central Park high temperature, factoring in wind chill, is forecasted to be 32° F or lower. In addition, between November 1 and April 15, the Company will not disconnect service to customers enrolled in the CONCERN program, i.e., those in which all members of the household are 62 or older, 18 or younger, blind, or permanently disabled. During this period, income-eligible customers whose heat and/or power had previously been disconnected can use a HEAP payment to restore their service. Additionally, if a customer requests a payment agreement, Con Edison will use their HEAP payment as the down payment.

During the warmer weather months, customers are informed that Con Edison will not disconnect residential customers the day of or day before the local heat index is forecasted to reach 90° F or higher at Central Park. If the heat index exceeds 90° F, the Company will also suspend disconnections over the next two consecutive days.

For more information on how the Company manages weather impacts on gas and electric, including communications and attendance at Customer Information Centers (CIC), see the Service Interruptions Section.

Goals for 2025:

For 2025, Customer Outreach will remain ready to respond to any outages, especially during extreme weather periods.

In addition, the Company will continue to inform customers of their rights during extreme weather, as Con Edison increases collections efforts in 2025.

How Priority Was Set:

This priority was set based on the Company’s commitment to enhancing the customer experience and responsibilities described in the Company’s emergency response plans. Customer protections during extreme weather events were established as part of the 2020 Rate Order and then continued as part of the 2023 Rate Order.

Description of 2025 Program:

The Company will continue to communicate with customers before, during and after extreme weather events through various channels, including:

- Information posted on coned.com
- The Company's online outage map
- Email campaigns in multiple languages
- Text messages
- Outbound calls to LSE and Medical Emergency customers in advance of extreme weather events
- Social media posts
- Press releases
- Media outreach
- Customer Outreach staffing at Customer Information Centers

For customers identified as Spanish-speaking, information provided through outbound calling and email blasts are provided in English and Spanish. Material on the Company's website can be translated into multiple languages using Google Translate. All emails will be translated into multiple languages using a tool designed by Questline.

Measures to Evaluate the 2025 Program:

Con Edison will evaluate the success of its 2025 program using feedback from customers via surveys and polls with our Customer Advisory Community and through direct contact with customers in the field.

See Appendices B and C for Copies of Material Distributed and Method of Distribution

INFRASTRUCTURE & SECURITY

Below is a description of outreach and education programs regarding structural or physical developments, such as tree/pole maintenance and transmission system upgrades, and public awareness campaign/materials that focus on recognizing threats to utility systems and how the Company directs customers to report any wrongdoing.

New/Continuing Programs:

New and continuing

2024 Results Evaluation and Feedback:

In 2024, the Company continued to publish information related to infrastructure developments in Customer News, on its website, and through press releases. Awareness campaigns continued for the gas service line inspection program. The Company concluded the smart meter project awareness campaign, following the completion of mass deployment. Information about tree/pole maintenance was sent to customers, distributed at Westchester events, and provided to local municipalities and elected officials. The Company continued its deployment and communication regarding AMI-enabled natural gas detectors which is expected to be complete by the end of 2025. Con Edison also promoted its undergrounding pilot program that would reduce overhead outages, especially during weather-related emergencies, among other objectives.

- Details on the smart meter campaign are in the Metering section.
    - The Company continued to reach out to customers who have not had their Smart Meters installed due to no access or obstruction issues. The correspondence was sent by email and direct mail and included information around no access fees.
    - In addition, the Company sent communication to residential customers who did not provide access or completed an opt-out form to be removed from the smart meter program, which stated a manual-reading fee would be accessed.
- Campaign activities continued for the gas service line inspection program including:
    - Announcement letter and other customer communications advising of the program.
    - Features in Customer News publications
    - Dedicated gas service line inspection webpage on Coned.com at Gas Service Line Inspections.
    - Information provided to Customer Service Representatives on communications and the daily inspections schedule to enable adequate fielding of customer inquiries.
    - Informational Drop Cards created and distributed to customers by field agents.
- Activities for tree/pole maintenance include:
    - Features in Customer News publications
    - Paid newspaper ads
    - Media News outlets to promote Con Edison’s “Hazardous tree removal” program
    - Email campaigns
    - Mailers

  - Door hangers
  - Tree Maintenance Guide (distributed at community events)
  - Collaborative monthly meetings with NYC Parks Department
  - Seedlings and booklets on proper tree care and maintenance distributed across the service territory in celebration of Arbor Day and as part of “The Right Tree Right Place” initiative.
- Activities for the AMI natural gas detectors include:
  - Pre-installation notification letter to ensure access is granted for the installation of the gas detectors.
  - Post-installation notification letter to residents that their home or building has a natural gas detector. The letter discusses the benefits of the natural gas detector and informs them about what happens when an alarm sounds. Customers will be educated about the signs of a gas leak and will continue to be advised to call Con Edison or 911 if they suspect a gas leak.
  - Dedicated Energy Safety and Precautions webpage (https://www.coned.com/en/safety/energy-safety) that is continuously updated with more information and a detailed FAQ section.
  - Information provided to Customer Service Representatives about the gas detectors so they can effectively field customer questions.
- Activities for the Undergrounding pilot include:
  - NYC and Westchester presentations
  - Property Owner Agreement letters for optional undergrounding service/burying of power lines.
  - Door hanger notifications (pre-construction and during construction)
  - A-frame signage including QR code on locations of undergrounding work.
  - Dedicated customer inquiry telephone at 914-925-6399 and website (https://www.coned.com/en/our-energy-future/our-energy-vision/where-we-are-going/undergrounding).
  - Brochure, including QR code, with a brief description of the project and what customers can expect in the coming months.

Goals for 2025:

Throughout 2025, the Company will make information about infrastructure investments available through Customer News and online and social media channels and will issue press releases as needed. The Company will continue its gas service line inspection campaigns and No Access and Manual Meter Reading Fee communications to customers moving forward with smart meter installations. The Company will also continue to communicate tree/pole maintenance updates and electric transmission line information to local municipalities and elected officials and conduct customer tree trimming email and direct mail campaigns. Activities for the AMI natural gas detectors will continue as these devices are installed and mass deployment is completed. The Company will continue its undergrounding efforts.

How Priority Was Set:

This priority was set based on the Company’s commitment to sharing information with customers and the community on developments that impact them and that improve Company infrastructure and pave the way to our energy future. Customer education requirements related to the gas service line inspection program were outlined in the PSC’s April 20, 2017 Order Establishing Statewide Inspection Schedules and Procedural Requirements in Case 15-G-0244.

2025 Outreach & Education Plan with 2024 Results

Description of 2025 Program:

The target audience includes all customers, elected officials, and community leaders. The 2025 program will include the use of multi-channel communications, including:

- Information in Customer News
- Direct mail and emails for smart meters
- Direct mail and emails for the gas service line inspection program
- Direct mail and email campaigns for tree/pole maintenance
- Direct mail and emails for the natural gas detector rollout
- Door hanger correspondence
- A-frame signage with QR Code accessibility
- Press releases
- In-person/online presentations to customers, municipalities, community groups, and elected officials
- Presentations at Customer Outreach and Education's virtual Community Resource Conference
- Hosting online community conferences
- Participating in events run by Be Social Change
- Content posted to conEd.com
- Social media posts
- Print and radio ads
- Podcasts

Measures to Evaluate the 2025 Program:

The Company will evaluate its 2025 program using customer awareness surveys and feedback from local municipalities and elected officials.

See Appendix C for Copies of Material Distributed and Method of Distribution

METERING

New/Continuing Program:

Continuing

2024 Results, Evaluation and Feedback:

In 2024, with the mass deployment of smart meters officially completed, Con Edison worked to complete the remaining smart meter installations. The Company continued to send communications by email or direct mail to residential customers who did not provide access to their meter for a meter exchange. These communications also notified customers about the potential fees associated with not providing access or opting out of the smart meter program. Additionally, the company continued to educate customers about the benefits of smart meters through print and electronic communications and encourage customers to use smart meter data to help manage their energy use.

Once a smart meter was installed, digital and print engagement communications were sent to residential and non-residential customers. These communications offered insights into customers' energy usage, energy efficiency tips, and additional information aimed to encourage customers to take advantage of the benefits of their new smart meters. High-bill alerts leveraged smart meter data to provide customers with opportunities to change their usage habits if they used more energy than they did the prior year. Customers could also opt to receive a Weekly Energy Use Report (WAMI) to help them make better decisions about their energy usage. Commercial customers received a monthly report similar to the WAMI.

Customers who opted out of the smart meter program were charged a meter reading fee and were given the opportunity to set up an appointment to have a smart meter installed and avoid future charges. Customers that did not opt out of the smart meter process but refused access to Con Edison's equipment for the meter exchange were notified of the $100 no-access fee that would be charged each month access was not granted. These customers had the option to opt out of the program or set up an appointment to have a smart meter installed.

Commercial and complex-billed customers also continued to receive smart meters throughout the year. These customers have access to in-depth interval data, personalized energy insights, and more via My Account to help them track their energy use. Customers were also directed to coned.com/yoursmartmeter for more information.

A video, leveraging smart meter technology, that both provides energy saving tips and shows customers how to view and manage their energy use online was shared with customers via emails and social media posts.

Throughout 2024, the Company also continued to make information available on its website and through bill messages on how to take and submit a meter reading. Additionally, those instructions were included in pre-event email campaigns to inform customers on how to submit meter readings if regular readings are canceled due to inclement weather.

More than 70,000 customers from the Bronx, Manhattan, and Queens are currently enrolled in Wave 4 of the Innovative Pricing Pilot (IPP). The IPP – known to customers as either the Smart Energy Plan or the Fixed Delivery Billing Plan (depending on the rate in which they are

enrolled) – is intended to give electric customers greater control over their energy use and costs. Wave 4 is an expansion wave that was added to validate or normalize the data collected between April 2019 and October 2022 during the three original waves nearly two-thirds of which were conducted during the COVID-19 pandemic or in its immediate aftermath. The initial three pilot waves included a total of 86,011 customers from Staten Island, Westchester County, and Brooklyn.

Through the IPP, which was the nation's largest residential and small-commercial demand-rate pilot at the time, the Company introduced seven demand-based rates with peak and off-peak hours to gauge customer acceptance and satisfaction and measure bill and load impacts. Customers were recruited for the IPP at random using both default and opt-in strategies. All recruited participants received five communications prior to enrollment, including a welcome kit that included FAQs, tips for managing energy use on the new rates, and information about customer support.

Ongoing IPP education includes monthly print and electronic communications and a custom experience within conEd.com/MyAccount, which includes a bill-comparison tool, frequently asked questions (FAQs), and specialized tips.

All participants were protected by a one-year price guarantee, through which they were credited back the difference if they paid more on the Pilot rate over the first 12 months than they would have on their prior rate. Customers enrolled in Con Edison's Energy Affordability and/or Concern (i.e., elderly, blind and disabled) Programs were given a price guarantee for the full two-year pilot period.

A comprehensive evaluation of the first three waves of the IPP was filed with the New York Public Service Commission in Case 18-E-0397 on December 22, 2023.

Goals for 2025:

In 2025, Con Edison will continue to reach customers that did not have a smart meter installed during the initial phase of the project. Letters and emails will continue to be sent to these customers to help schedule installations.

Customers who have not opted out of the smart meter program and do not provide access to installers attempting a meter upgrade will continue to be charged a $100 no-access fee until they opt out of the program or schedule an appointment. These customers will continue to receive communications notifying them of their options.

Information about smart meters will continue to be given to customers to highlight the benefits of having a smart meter, including through presentations focused on energy efficiency and tips to help lower bills during periods of extreme weather conditions and/or high energy supply rates.

Efforts will continue to engage customers that already received a smart meter to encourage them to take advantage of its benefits. Con Edison will use multiple channels to educate customers about the detailed usage data available through coned.com and ways to use this data to manage their energy use.

Customers who do not have a smart meter will continue to receive instruction for taking and submitting meter readings to avoid estimated bills.

Customers that are part of Wave 4 of the IPP will continue to receive ongoing communications like those sent to customers throughout the first three waves of the pilot. Likewise, Wave 4 customers have the same features at conEd.com.com/MyAccount that were available to customers in Waves 1-3. Wave 4 will conclude in May 2025. A final evaluation, including the results of all four pilot waves, is scheduled to be filed in October 2025.

How Priority Was Set:

This priority was set through the Company's AMI Customer Engagement Plan. Regarding meter reading education, Con Edison is committed to providing customers with convenient meter reading options until smart meters are fully deployed throughout its territory.

Description of 2025 Program:

The Company will use various channels in 2025 to increase awareness and engagement with smart meters, including:

- Letters and emails
- Bill messages
- Company website
- Social media posts
- Digital screens at Walk-in Centers
- Advertising campaigns related to the My Account portal, when necessary
- In-person and virtual presentations held with elected officials, business organizations and community groups, which will also include information about other energy efficiency initiatives.
- Communications, such as drop cards, door hangers, and stickers left behind by contractors and Company forces installing smart meters at homes and businesses.
- Engagement communications (e.g., welcome letters, participation reports high bill alerts, and weekly energy reports) to encourage customers to take advantage of the full benefits of their smart meters.
- Continued website and pre-outage event email campaigns regarding how to take and submit a meter reading.

Measures to Evaluate the 2025 Program:

The Company will use a number of metrics to evaluate its 2025 program. These will include smart meter-related email analytics, social media monitoring and soliciting direct input from customers via surveys. For the Smart Energy Plan, Con Edison will evaluate customer load and bill impacts, opt-in and opt-out rates across rates and recruitment methods, and customer survey metrics.

See Appendix C for Copies of Material Distributed and Method of Distribution

NATURAL GAS/ELECTRIC SAFETY

New/Continuing Program:

Continuing

2024 Results, Evaluation and Feedback

Con Edison conducts comprehensive, multi-channel and multilingual campaigns annually to educate customers and the public at large across New York City and Westchester County about gas and electric safety. The Company reaches customers primarily through direct mail, youth outreach efforts, advertising, email campaigns, the Con Edison website, social media channels, and community outreach events.

Throughout 2024, the Company promoted electric and gas safety through a variety of channels, including:

- Direct mail to all customers in Con Edison's gas service territory with gas-odorant/peel-and-sniff bill inserts and postcards with safety information. The insert was included with customers' October/November bill and all new customers' first bills. Ebill customers received a postcard in December.
- *Call Before You Dig/811* and *Smell Gas? Act Fast!* email campaigns in the spring and fall, focused on pipeline safety and on what customers can do if they smell gas (with a link to a gas safety video), respectively. All emails were sent in English and Spanish. A *Smell Gas? Act Fast!* Bill insert was sent to gas customers in November 2024.
- Email and print communications sent to customers on the importance of providing access for the purpose of gas line inspections. The communications included warnings of a no-access fee associated with failure to provide access for inspections. Warnings were also sent to customers about the possibility of having their gas turned off if the Company remained unable to complete the inspection. Continuous efforts were made to communicate to certain customers when it was determined that their gas meter could be relocated outside. This effort was made as part of planned gas work in various communities. The customers who met the criteria (i.e., no physical barriers, no building code issues) were provided with drop cards informing them of the free initiative. Customers would then call a number to arrange an appointment to have the work performed.
- A natural gas detector giveaway campaign for customers in Harlem.
- An electric safety bill insert distributed to customers in early 2024.
- Email communications sent to customers on the importance of using electric safely to avoid hazardous conditions.
- *Customer News*, a quarterly bill insert distributed to all customers, and *Spotlight,* a biannual newsletter distributed to all Concern customers, featuring gas safety content in every edition.
- Electric and gas safety content featured on ConEd.com, including safety information and maps indicating power outage and gas leak locations and details. Google Translate makes this content available in multiple languages.

- Social media posts related to electric and gas safety, including safety tips, are frequently shared via the Company's Facebook, Instagram, X (formerly known as Twitter), and YouTube channels.
- The Company's Schoolchildren Education Program, (https://www.coned.com/en/community-affairs/for-teachers-students), designed to educate schoolchildren about energy safety. In 2024, additional updates were made to Con Edison's in-house platform, coned.com/Kids, including two new interactive cartoon videos covering electric and gas safety. The videos allow students to make choices that directly impact the safety of the protagonists in the video. Corresponding lesson plans allow educators an opportunity to expand on the lessons from the videos.
- Information shared on energy safety at various community events, including at the 3rd annual Student Enrichment Day in August 2024, where a group of high school STEM students participated in demonstrations and learned about energy safety at a Con Edison facility. The Company also shared information on energy safety initiatives at Virtual Community Resource Conferences, including a look at the Company's new electric safety videos, school children education videos and emergency outage procedures.
- Reviewed and produced natural gas safety and electric safety brochures.
- Continued deployment of AMI-enabled natural gas detectors including an education program for customers receiving these devices to highlight the benefits and remind customers that the devices are not a replacement for their own vigilance around gas safety.
- A set of short and engaging "Electric Safety Videos designed to serve as a reminder to use electricity safely. This is the first video that the Company has created in multiple languages (English, Spanish, Mandarin, Cantonese, Korean, Russian and French) beyond English and Spanish.

Goals for 2025:

Natural gas and electric safety remain just as important this year as ever. The Company will continue to educate its customers through a variety of channels and venues.

As part of its Regional Outreach Plan, the Company plans to follow the continued deployment of the AMI-enabled natural gas detectors to raise the awareness of gas safety in the local communities about receiving the device. The mass deployment of the AMI-enabled natural gas detectors is expected to conclude at the end of 2025.

To further promote gas safety, the Company will continue its gas inspection program, including reminders to customers of the importance of allowing inspectors access to Con Edison equipment. To highlight the seriousness of these inspections, a fee is charged when access is not provided.

The Company will continue to remind customers about gas safety via direct communications, such as email campaigns, including reminders to call 811 before digging, especially as residential customers consider more home projects during the warmer weather ahead.

Research will continue to assess both customer awareness of gas safety practices and feedback on existing communications and material.

Finally, the Company will continue to send out email campaigns to remind customers to safely use electricity, especially during the wintertime when space heaters become more widely used and gifts containing lithium batteries are often received during the holidays.

How Priority Was Set:

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

Description of 2025 Program:

The 2025 program will mirror the 2024 program, with optimization of channel activities (i.e., messaging, targeting, etc.) as needed.

Measures to Evaluate the 2025 Program:

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

See Appendices B and C for Copies of Material Distributed and Method of Distribution

SERVICE INTERRUPTIONS

New/Continuing Program:

Continuing

2024 Results, Evaluation, and Feedback:

During 2024, the Company continued to publish information on storm and outage safety on its website. The Company also continued to use text messages, outbound calls, and email notifications to make customers aware of outages and update them on their restoration status. In addition, email blasts and text message campaigns were sent to customers in advance of forecasted storm or heat events. Press releases, media engagement, and social media posts were also used to provide information related to service interruptions.

Con Edison's Customer Outreach team was deployed in mobile Customer Information Centers (CIC) on July 16 in Astoria, Queens, and the following day in Harlem, Manhattan due to a heatwave causing power outages for customers in these respective areas. The CIC was also deployed on September 23 and 24 to Webster Avenue, The Bronx, due to a gas outage resulting from a pipe failure, and from October 12 through October 16 in the Flat Iron District in Manhattan until gas was completely restored. Outreach returned to Webster Avenue, The Bronx, from December 18 through December 20 when a watermain break caused an extensive gas outage in the area. The CIC was also deployed to Sedgewick Avenue, The Bronx, on December 24, after a fire hydrant explosion caused a gas outage in the area.

Customer Outreach used several tools in the field, including a dashboard that pulls information about specific customer inquiries related to an outage and provides up-to-date information on the status of the customer's outage. In addition, Outreach staff used two new apps installed on their phones – Outages, which provides up-to-date outage notifications, and DIS, which shows the Distribution Feeder Board, highlighting which systems are out of service.

The Company also continued to encourage Concern customers (i.e., elderly, blind and/or disabled) to provide updated contact information so they can be reached during outage events. The Company alerted human services agencies in New York City and Westchester County before outage events so that they could provide additional support to their constituents during an emergency.

On the customer-facing end, the Company's new Outage Communications section, a dedicated technical and business team under Customer Operations focused on maintaining, executing and improving the way the Company communicates with customers about outages and emergencies. This team's work included:

- **Outage Communications Messaging Portal**

During the second quarter, the Outage Communications team developed the Outage Communications Messaging Center (OCMC) platform, a new easy-to-use web portal for sending "ad hoc" messages, which streamlines existing processes and enables internal teams to quickly create and deploy multi-channel notifications via SMS, Voice, and Email to customers for unexpected service-related events or unusual situations.

In the third quarter, the team kicked off a multi-year project to expand the platform capabilities to include other emergency and outage communications that depend on pre-scripted templates. By the end of the 2024, the Company also began utilizing the new OCMC platform to deploy all pre-storm or pre-weather preparation communications.

- **Pre-Weather Preparation Campaigns**

During 2024, customers experienced a higher than usual volume of pre-weather preparation communications due to a number of heatwaves impacting the Con Edison service territory. Over a 45-day period during the summer months, the Company sent a total of 8.9 million pre-heatwave messages as part of three different messaging campaigns focused on all regions within the Company's service territory. In July alone, there were two back-to-back heatwaves. This required the Company to modify messaging for the second heatwave warning to indicate the heatwave was continuing. The new script meets a goal to increase the number of touchpoints to customers as the impacts of climate change are expected to bring stronger and more frequent weather events to the region.

- **Outage Communications Survey**

In Q4, the Outage Communications team completed a study with customers who recently experienced outages as part of the fourth wave of this biennial survey. The online survey collected feedback from Con Edison electric customers (both residential and commercial) who experienced an outage within the past year and received a restoration message from Con Edison. 793 customers completed the survey. The survey results indicated that customers prefer text as the channel to receive immediate communications and report outages. Half of customers responded to one of Con Edison's three communications to report their outage, with four in 10 replying to the text message received. Additionally, based on the survey results, receiving updates are important to customers during an outage, including more frequent updates even if the information is not precise and could change.

- **Outage Management System Upgrade**

In 2024, the Outage Communications team continued to support Electric Operations IT on the release of a major upgrade on the Outage Management System, or NMS 2.6, an Oracle product. This is a multi-year project involving many internal integrations with other customer-facing organizations that depend on the NMS and its downstream systems to manage the restoration work and provide accurate information to customers about their outages. The team worked with developers and its vendor Message Broadcast to test the new system and ensure a successful release. The transition to the upgraded NMS 2.6 was scheduled to be completed by end of December, but it was postponed to Q1 of 2025, due to technical issues identified during testing.

Goals for 2025:

For 2025, Customer Outreach will continue to respond to any outages. Customer Outreach will continue to prepare customers and human service agencies with email communications around pre-weather events that may cause outages. Customers will be able to translate all pre-weather emails into multiple languages through the Company's new translation widget. The team also plans to update the *How to Get Through a Power Outage* brochure with new information and translate into multiple languages.

In addition, the Outage Communications team is set to achieve the following milestones across three key initiatives:

- **Outage Communications Messaging Center**

The team will continue the work to expand the capabilities of the new Outage Communications Messaging Center (OCMC) platform. By the end of Q1, the team will deliver the development and integrations needed to include in the new platform messaging for planned outages. In addition, the team will plan and execute training for Electric Operations' personnel and control center operators, who will be able to schedule and deploy customer messaging directly, without the need for the Outage Communications team's intervention. By onboarding these messaging campaigns into the OCMC platform, the team will eliminate steps and reduce the time needed to prepare and deliver the messages.

- **Outage Management System Upgrade**

The team will continue working with Electric Operations IT on the release of the upgraded Outage Management System, or NMS 2.6. Once the release is completed, the team will monitor the flow of data between NMS and its vendor Message Broadcast, including testing outage communications to customers.

- **Reminders: Electric Repairs, New Customer Turn-ons, Gas Inspections**

In 2025, the team will work with multiple organizations across the Company to create new appointment reminders via text messages and automated phone calls for situations in which crews need to perform long term repair, inspect meters before they are turned on after new construction, and/or perform mandatory gas line inspections. Once completed, this work will result in reminders generated for hundreds of thousands of appointments every year.

How Priority Was Set:

This priority was set based on the Company's commitment to enhancing the customer experience and responsibilities described in the Company's emergency response plans.

Description of 2025 Program:

The Company will continue to use various channels to communicate with customers before, during and after service interruptions.

- Information posted on coned.com
- The Company's online outage map
- Pre-event email campaigns in multiple languages
- Pre-event text messages
- Daily outage email communications for weather events that have a large impact on the Company's service territory
- Mobile apps
- Outbound calls to LSE and Medical Emergency customers in advance of forecasted storms and heat events
- Social media posts and paid advertisements on various platforms
- A Call Center group specializing in social media responses
- Media outreach
- Outbound text messages, phone calls, and emails to customers who reportoutages

- Proactive text-message notifications to customers who provided cell phone numbers
- Customer Outreach staffing at Customer Information Centers
- “How to Get Through a Power Outage” customer brochure, which will be translated into multiple languages this year
- Press releases

For customers identified as Spanish-speaking, information provided through outbound calling and email blasts are provided in English and Spanish. Material on the Company’s website can be translated into multiple languages using Google Translate. Emails can be translated into multiple languages via a special widget developed by Con Edison vendor, Questline.

Measures to Evaluate the 2025 Program:

Con Edison will evaluate the success of its 2025 program using feedback from customers via large surveys and polls with our Customer Advisory Community. In addition, the Company will conduct daily post-transaction random surveys with customers via email and text. Other metrics will include the number of outages reported online and via the mobile app and by text and the timeliness of pre-storm/heat-event emails and emails sent during an outage.

See Appendices B and C for Copies of Material Distributed and Method of Distribution

SPECIAL NEEDS CUSTOMERS

New/Continuing Program:

Continuing

2024 Results, Evaluation and Feedback:

Throughout 2024, the Company made information available to special needs customers through a variety of channels, including bill inserts, brochures, newsletters, online at conEd.com, and via community events and meetings. These platforms allowed the Company to direct customers online to access the Life-Support Equipment (LSE) brochure, Safety for Special Customers brochure, or download an LSE form and send it to Con Edison by email, mail, or fax. Customers can also request physical LSE application forms to mail in. Once a customer submits their completed LSE form, they can track the status of their LSE application online regardless of the channel they used to enroll in the program.

In addition to online information, and as required by the PSC's July 20, 2007 Order Implementing Outage Recommendations in Case 06-M-1108, the Company carried out direct mailings to LSE customers, healthcare providers, distributors of medical equipment, landlords and property managers of master-metered buildings, and community organizations asking them to urge anyone who uses life-support equipment to register with Con Edison.

The Company also developed a new model for providing one-stop outreach to vulnerable customers based on an event coordinated and facilitated in partnership with Senator Lanza's office, Human Resources Administration (HRA) and National Grid in Staten Island. As part of this event, the Company led a seminar focused on customer assistance programs, scam awareness, and safety, and made employees available for one-on-one discussion opportunities. The Company plans to host similar events throughout the service territory in the future.

Additionally, the Company partnered with Henry Street Settlement and its Senior Companion program to deliver a new series of events focused on different topics, including the Energy Affordability Program, payment assistance, budget billing, scam awareness and other programs that can benefit vulnerable populations. This "train the trainer" program, encouraged senior companions in attendance to take their knowledge and pass it on to seniors in their care. Events took place at Henry Street Settlement's Brooklyn, Bronx, and Manhattan locations, which include customers from all of New York City. Presentations were conducted in English and Spanish.

The Company also continues to expand efforts to engage Concern customers (i.e., elderly, blind and disabled customers) through its Low Income and At-Risk Customer Education Program. The program addresses requirements from the 2020 Rate Order "to implement targeted outreach and education for low-income and at-risk customers." The program continues to feature education designed to deliver information and tools to help customers manage energy costs, utilize self-service options, and learn about payment assistance available to them.

In 2024, Customer Outreach continued to focus resources into translating important documents, including our Safety for Special Customers brochure, into additional languages to help vulnerable populations who do not speak English or Spanish. The brochure is directed toward customers using Life Support Equipment, so that they register their

accounts/equipment with Con Edison, thus enabling the Company to take additional measures to communicate with them in preparation for inclement weather. The Company also provides information on resources available to seniors, customers with disabilities, and LSE customers, including payment options and important phone numbers through its Special Needs Flyer. This flyer is printed in English, Spanish, Chinese, Korean, and Russian.

As discussed in the Billing Services and Payment Alternatives section, the Company developed the *New to New York* brochure, a new resource distributed in Walk-in Centers, available in multiple languages, and designed to help immigrant populations navigate the process of setting up a Con Edison account, paying their bills, and other important information new customers should know. Based on the results of focus groups conducted with customers who speak languages other than English, the Company identified the need to revamp this new brochure to better serve our customers in the languages they speak.

Finally, the Company frequently included messaging for special needs customers in the "Customer News" bill insert, biannual Spotlight Newsletter, and quarterly bill messages.

Goals for 2025:

The Company will continue working to ensure that special needs customers are given the necessary attention and that they are aware of the programs and services available to them. We will continue to seek to enhance the resources available to special needs customers via online/social media and in the community.

In addition, the Company continues to make accessibility updates throughout conEd.com, on both transactional and non-transactional pages. For example, customers with disabilities will have an enhanced experience when paying their bill if they use assistive technology or a keyboard to navigate instead of a mouse.

Language access will continue to expand in 2025, with additional communications being translated into such languages as Spanish, Russian, Chinese, Korean, Polish and Bengali. The Company's goal is to continue translating important materials that are taken out into the community until all brochures and flyers are produced in a number of different languages. The number of materials printed will depend on the population of customers that speak that language, but smaller quantities can be produced on an as-needed basis. As mentioned in Section 4, work will also commence to update the *New to New York* brochure to better suit our customer needs.

The Company will also continue using multiple channels to encourage Concern customers to provide updated contact information to increase communications during emergencies and will continue to expand its efforts to work with human services agencies throughout its service territory to better serve these vulnerable populations.

How Priority Was Set:

This priority was set based on the Company's concern for special needs customers, the notification requirements relating to special needs customers under Public Service Law, and Commission orders in Cases 06-M-1108, 22-E-0064, and 22-G-0065.

Description of 2025 Program:

All customers will receive information regarding their eligibility to receive the protections and services provided to special needs customers via the annual rights and responsibilities notices. Special needs customers and customers with other hardships will also receive information as described below.

Elderly, blind, and disabled customers – Information will be provided via Spotlight (the Company's biannual newsletter for elderly, blind and disabled customers) in the Spring and Fall, during virtual and in-person meetings and events, and online at conEd.com. An Application for Special Services form is also provided in the annual notification of customer rights and responsibilities.

In addition, customers will be targeted with information and activities as part of the Low Income and At-Risk Customer Education Program described above.

LSE customers – Information will be provided via Customer News, bill messages, direct mailing to all customers with the LSE indicator in Con Edison's customer information system, in person at community events and presentations to community groups, and online at conEd.com. An Application for Special Services form is provided in the annual notification of customer rights and responsibilities. Mailings will also be sent to healthcare providers and distributors of medical equipment, landlords of master-metered buildings, and community organizations asking them to urge anyone who uses life-support equipment to register with Con Edison.

Communications materials will be submitted to Staff in the 2025 Life Support Equipment filing in Cases. 06-E-0894 & 06-E-1158.

Information is translated in Spanish for Customer News, Spotlight and in the annual notification of customer rights and responsibilities and is available in multiple languages at conEd.com. As noted above, additional communications targeting at-risk and low-income customers will be translated into other languages, including Spanish, Russian, Chinese, Korean, Polish, and Bengali.

Measures to Evaluate the 2025 Program:

The Company's 2025 program will be evaluated based on the results of customer awareness surveys.

See Appendix C for Copies of Material Distributed and Method of Distribution

SUMMER DEMAND RESPONSE/LOAD REDUCTION

New/Continuing Program:

Continuing

2024 Results, Evaluation, and Feedback:

The Company continued to publish and promote, through email campaigns, customer newsletters, social media, press releases, online content, and bill messages, information designed to raise awareness about the increase in energy use during the warmer months and the potential for higher bills.

The Company offered tips on how to save energy to reduce costs during the summer to mitigate the impacts of rising energy supply and delivery costs. The communications also discussed the need to use energy wisely and the benefits of seasonal energy efficient habits and upgrades. For example, the Company sent a Summer Savings email to ensure that more customers benefited from savings tips.

Communications—such as press releases, social media posts, email blasts and occasional robocalls—were also sent to encourage customers to reduce their energy use during extreme heat events that could result in outages. Information was also sent to human services agencies to alert their constituents of potential outages and what customers could do to help avoid them.

Ensuring income-eligible customers were shielded from some of the rising summer costs, the Company continued to promote its Energy Affordability Program to help eligible customers receive discounts on their energy bills. These communications were created in English, Spanish, Russian, Chinese, Korean, Polish and Bengali to reach even more customers in need of assistance.

During the summer months, the Company continued to allow customers to apply for EnergyShare grants.

The Company also continued to promote its voluntary time-of-use (TOU) rate through an email notification, the Customer News newsletter, and at the Company's website to encourage customers to shift a portion of their electric load to off-peak periods. In addition, the Company promoted the Select Pricing Plan rate, which encourages customers are encouraged to reduce their energy use, when possible, during peak hours (Monday through Friday, 12 p.m. to 8 p.m.) and reduce their energy costs.

Goals for 2025:

The Company will continue to use bill messages, newsletters, email campaigns, social media, press releases, advertising, and online content to educate customers about making smart energy choices, with a particular focus on energy conservation during the summer peak period. Additionally, the Company will promote its energy efficiency programs to incentivize customers to manage their energy use and improve the efficiency of their homes and businesses.

Con Edison will continue to offer proactive communications to customers about increases in energy costs if projected for the summer. The Company plans to leverage its newsletters, email blasts, bill messages, and its Virtual Community Resource Conference to keep customers informed and to warn them if such increases are imminent.

Emergency weather-related email communications will continue to warn customers about potential outages and when customer help is needed to reduce the strain on the grid during extreme heat.

The addition of a new translation widget will allow all emails to be translated in multiple languages.

The Company will also continue to promote the TOU rate and the Select Pricing Plan to encourage customers to shift a portion of their electric load to off-peak periods.

The Company will also continue to promote its EAP to help eligible customers receive discounts on their energy bills. EAP communications will be sent in additional languages as the Company continues to expand its language access plan.

How Priority Was Set:

The December 20, 2000 Order in Case No. 00-E-2054 required utilities to provide Staff with a detailed public awareness plan on their efforts to raise awareness and educate customers about load and capacity issues and actions customers can take to control their energy use and bills.

Additionally, the Order Approving Electric and Gas Rate Plans in Accord with Joint Proposal, Issued and Effective July 20, 2023 for Cases 22-E-0064 and 22-G-0065 instructed the Company to continue its efforts to educate customers about time-of-use rates.

Description of 2025 Program:

The Company uses various channels to educate customers about demand response and load reduction. These include:

- Customer News
- Email campaigns
- Company website
- Social media posts
- Advertisements
- Press releases
- High bill alerts for customers with smart meters
- Interval data displays within My Account (for customers with smart meters) with a temperature comparison feature to help customers visualize the correlation between high temperatures and increased energy use.
- Smart meter customer-focused bill messages

Customer News and email blast campaigns are available in English and Spanish. Important brochures and flyers will be translated into additional languages, including Russian, Chinese, and Korean. Emails can also be translated into multiple languages by customers using a newly

designed translation widget while material on the Company's website can also be translated into a variety of languages using Google Translate.

Measures to Evaluate the 2025 Program:

The Company will use awareness surveys, digital marketing analytics, participation rates in rebate and incentive programs, and other voice-of-the-customer data to evaluate its 2025 program.

See Appendices B and C for Copies of Material Distributed and Method of Distribution

WINTER HEATING SEASON AND ENERGY FINANCIAL ASSISTANCE

New/Continuing Program:

Continuing

2024 Results, Evaluation and Feedback:

During early 2024 and the late 2024/2025 winter heating season, the Company communicated information to customers about winter energy efficiency, electric and natural gas safety, and payment assistance programs through a variety of channels, including bill inserts, newsletters, posters, email campaigns, press releases, educational advertising, social media, and content available at conEd.com.

Our multi-channel payment agreement campaign continued to provide information on payment assistance, including encouraging customers to use online resources to get payment assistance. The campaign consisted of emails and direct mail to customers without email addresses, a My Account instructional video featuring the self-service payment agreement tool, and targeted advertising. These communications also highlighted Resource Direct, a dedicated phone line to assist low income and at-risk customers with options about payment.

Additionally, to help customers prepare for winter heating season bill increases, the Company proactively implemented communications in the fall of 2024 and through the end of the year about the 2024/2025 winter bill forecast. For example, in the winter edition of Customer News, the Company notified residential customers of a predicted 3.1% increase in gas heating costs and a 0.2% increase in electric costs, and to expect additional bill increases if they used more energy than in prior years. The winter edition of Customer News also featured energy-saving tips to help customers lower their bills and directed customers to the online Home Energy Analysis tool for additional suggestions to help improve their energy efficiency and control energy costs.

Communication efforts also included an email notification to residential customers and homeowners highlighting specific energy-saving tips they could use during the winter months. The winter prep email was sent in English, Spanish, Russian, Chinese and Korean. Customers also received information about the Company's Energy Affordability Program, its budget billing program, and alternative rates. Energy-saving tips were also featured on social media posts to help customers better manage their costs.

Other communication campaigns focused on energy safety for both gas and electric customers during the holidays and winter months. For more information, see the Natural Gas & Electric Safety section.

The Company also distributed approximately 1,310 energy efficiency and weatherization kits to low-income customers. The weatherization kit included a 17" roll of foam weather strip, a self-adhesive door sweep, and a heat shrink film window insulation kit. Low-income customers could request these kits through an online portal, free of charge. The Company promoted this program through email campaigns to low-income customers and presentations in the community. The

Company expanded its weatherization kit program to include Title I schools in its service territory. In 2024, Con Edison distributed a total of 21,560 kits to Title I schools.

The Company also participated in the Low-Income Home Energy Affordability Program (LIHEAP) Action Day in Washington, D.C, meeting with both House and Senate staff to advocate for the needs of utility customers and ask that they consider fully funding LIHEAP.

The Company also held and participated in virtual meetings and trainings with agencies and community organizations on winter preparedness, including information on protections for struggling customers, payment assistance, and winter energy efficiency.

Finally, as described in the Email Communications section and the Special Needs Customers sections, Con Edison continued to expand its language access offerings in a variety of languages including, Spanish, Russian, Korean, Chinese, Polish, and Bengali and implemented a new translation widget in customer emails.

Goals for 2025:

The Company will continue to use a variety of channels to communicate winter energy efficiency and safety tips and to make customers aware of available payment assistance programs.

The Company will continue to communicate to customers about expected winter bill increases and what they can do to offset those costs. Con Edison will also continue to offer information to customers about what assistance is available to them if they have difficulty paying their bills.

The Company looks forward to more in-person Outreach opportunities and expects to continue to expand its language capabilities in 2025.

How Priority Was Set:

This priority was set based on the Company's commitment to educating customers on energy safety and helping customers manage their energy costs.

Description of 2025 Program:

During the 2025/2026 heating season, the Company will once again utilize a number of channels to communicate with customers. These include:

- Customer News
- Spotlight
- Email campaigns
- Company website
- Social media posts
- Press releases
- High bill alerts for customers with smart meters
- Bill messages
- Home Energy Analysis tool
- Interval data displays within My Account (for customers with smart meters) with a temperature comparison feature to help customers visualize the correlation between low temperatures and increased energy use

- Customer-focused bill messages
- Educational advertising
- Virtual forums
- IVR messaging
- Walk-in Center messaging, including posters and digital displays

These communications will promote energy safety and energy efficiency and provide information on payment assistance programs. Customers with smart meters will receive individualized energy savings tips through high-bill alerts and emails. These communications will include links to My Account, where customers can access energy savings tips based on their usage and get information about energy efficiency rebates and incentive programs. Customers can also fill out the Home Energy Analysis to receive customized energy savings tips.

Information will also be provided about LIHEAP, including hotline numbers and website links (see the Financial Assistance section). Con Edison provides energy fund grants from its EnergyShare program to eligible customers and shares information about EnergyShare through Customer News, targeted emails, educational brochures distributed at community events, bill messages, and community partners. Discussions around expanding EnergyShare's reach to customers in arrears are currently underway.

Spanish-language versions of Customer News and Spotlight are provided. Important brochures, flyers and emails will continue to be translated into additional languages, including Russian, Chinese, and Korean. Material on the Company's website can be translated using Google Translate. And all emails will be translated using a special widget designed by our vendor, Questline.

Measures to Evaluate the 2025 Program:

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

See Appendices B and C for Copies of Material Distributed and Method of Distribution

FINANCIAL ASSISTANCE

New/Continuing Program:

Continuing

2024 Results:

The financial assistance webpage at coned.com/BillHelp was continuously updated with information on the Energy Affordability Program (EAP), payment agreements, the Resource Direct dedicated phone line for low-income customers, the EnergyShare program, NYSERDA programs for low-income customers, energy efficiency programs, and the New York State Electric and Gas Bill Relief Program (EGBRP). The Company also directed customers EmPower+, a New York State program that helps low- and moderate-income households save energy and money toward energy improvements made to their primary residence. In addition, in 2024, the Company communicated financial assistance information through Customer News, Spotlight, Customer Rights and Responsibilities notices, email campaigns, IVR messaging, Walk-in Center posters, social media, and meetings and conferences.

The Company also updated the *Save Energy, Save Money* brochure to include new tips to help customers save money on their energy bills and promote the Company's clean energy commitment. The brochure is translated into Spanish and, for the first time, in Chinese, Korean, and Russian.

Finally, as required by the Commission, the Company and other New York State utilities continued to offer a multilingual standardized enrollment form for the EAP. Con Edison's EAP enrollment form continues to be distributed in multiple languages, including English, Spanish, Chinese, Russian, Korean, Polish and Bengali.

Goals for 2025:

During 2025, the Company will continue to use the variety of channels mentioned above to make customers aware of the availability and accessibility of payment assistance programs.

The Company will continue to seek out partnership opportunities with regional community organizations to educate customers on financial assistance available to them and to help those impacted by recent increases in energy bills.

Con Edison will continue to host its virtual Community Resource Conferences, where information on Company resources, along with City and State programs, will be delivered to elected leaders, City and State agencies, nonprofit groups, and community organizations to pass onto their constituents. The recordings of these conferences will be publicly posted at https://conedoutreach.com.

In addition, the multi-channel payment agreement campaign will continue to provide information on payment assistance to customers impacted by higher bills and still dealing with financial hardship post-pandemic. The Company will also continue to promote EnergyShare through email notifications encouraging potentially eligible customers to apply for the grant.

Con Edison will continue to explore ways that provide hands-on assistance to customers in need through community partnerships, such as with HeartShare, which facilitates the EnergyShare grants. We will also continue to conduct our monthly outreach effort with Chinese-speaking customers at the Chinese Consolidated Benevolent Association. The Company also plans to continue its outreach partnership with the Public Utility Law Project of New York (PULP) and will actively seek out partnerships with community organizations that work with customers with limited English proficiency. The Company will also continue partnering with the Public Service Commission at winter fairs to provide customers with information on the EAP and other financial resources.

Con Edison will further promote the EAP by educating customers not automatically enrolled in the program about how to self-certify that they receive public assistance. A multi-channel campaign to sign up eligible customers will take place through email blasts, letters, newsletters, website, advertising campaigns, community outreach and a flyer that features an enrollment form in multiple languages. Additionally, Con Edison will promote any expansion of the Energy Affordability Program to moderate income customers.

How Priority Was Set:

The Company is committed to educating customers on the payment assistance available to them.

Description of 2025 Program:

In 2025, the Company will utilize several channels to make customers aware of financial assistance programs available from both the Company and government programs. These channels include:

- **Rights and Responsibilities Notices** – Annual mailing to all customers which includes information on customer protections and financial assistance. New customers also receive this brochure with their first bills. Customers in arrears receive a notice of rights and responsibilities with the final notices of turn-off for nonpayment. The rights notices are also available on coned.com.
- **Customer News** – Quarterly bill inserts.
- **Email Campaigns** – Emails targeting customers with information to help them manage their energy bills.
- **Spotlight** – The Company's biannual newsletter for customers enrolled in the Concern program.
- **Company Website** – The *Help Paying Your Bill* webpage provides customers with available resources.
- **Customer Service Representatives** – CSRs and SCSRs offer information on bill payment assistance to customers in person, over the phone, and through the Company's web chat feature.
- **Interactive Voice Response ("IVR")** – Customers who call the Company are provided bill payment assistance information when they select the "Billing and Payments" option.

- **"Billing and Payment Options" Brochure** – A brochure to help customers understand the options available to them when paying their bill. In addition to English and Spanish, the brochure is offered in Russian, Chinese, and Korean, and will be translated into additional languages as needed.

- **"New to New York" Brochure –** A brochure that helps immigrant customers who are creating a Con Edison account to better understand the financial programs available to them. The brochure is offered in English, Spanish, Chinese, Korean, Russian, Haitian Creole, Hindi, and Polish.

- **Online Conferences** – Con Edison will host quarterly conferences with community organizations and regional conferences for customers throughout its service territory.

- **Social Media** – The Company will share information on Facebook and Instagram to help customers take advantage of programs and resources to help them manage their bills.

- **Energy Affordability Program** – A flyer, translated into multiple languages, featuring an enrollment form and information about the EAP.

- **Posters** – Assistance-focused posters will be on display at all Company Walk-in Centers.

- **Promotional Palm Cards –** Payment Assistance and EAP information is included on a palm card distributed at food banks throughout the Con Edison service territory.

Customer News, Spotlight, and the Rights and Responsibilities notice are available in a Spanish-language version. Important brochures and flyers will continue to be translated into additional languages, including Russian, Chinese, and Korean. Material on the Company's website can be translated using Google Translate and emails will also be translated into multiple languages using the new translation widget.

Measures to Evaluate/Obtain Feedback of 2025 Program: The Company will utilize surveys to get insights on customer awareness of these programs.

See Appendices B and C for Copies of Material Distributed and Method of Distribution

SCAM AWARENESS

New/Continuing Program:

Continuing

2024 Results, Evaluation, and Feedback:

Since 2016, the Company has been educating customers about imposters posing as Con Edison employees attempting to gain entry to customer premises. Customers are provided with tools on how to differentiate a real Con Edison employee from a fake one, including a process to use employee numbers to verify visiting Con Edison employees and contractors via the Company's 800 number. The campaign also includes information on scams where a caller or visitor threatens to turn off electric or gas service unless the customer immediately makes a payment through untraceable gift cards, pre-paid debit cards, cash apps (e.g., Venmo) or cryptocurrency (e.g., Bitcoin).

In 2024, the Company continued its campaign to raise awareness of additional scams targeting our customers, including scammers using Zelle and other cash apps. Customers were also reminded that the Company does not accept payments by gift cards, cash apps, Zelle, Venmo, or Bitcoin, and will only accept online payments through coned.com and coned.com/guestpayment.

The Company continued its paid digital and social media posts, including translations for Scam Awareness print ads to expand access for limited-English proficient communities. These print ads were published in 12 languages in culturally specific media outlets: English, and nine citywide designated languages—Spanish, Chinese, Russian, Korean, Haitian-Creole, Bengali, Urdu, Arabic, and Polish—as well as Greek and Japanese. The Company posted about scams 33 times across all social media platforms in 2024. Each post focused on a different scam topic, such as phone scams, spoofing, link click scams, payment scams (general), Fraud Awareness Week, Utility Scam Awareness Week and National Consumers Protections Week. Overall, these campaigns incorporated diverse, representative images of Con Edison's customer base alongside common signs and tactics of scammers, through local newspapers and social media, and emphasized that customers should trust their gut and hang up and/or call Con Edison's 800 number to verify any request for payment or employee visit.

The Company also issued press releases and developed two email campaigns on scam awareness, including an email in November featuring a new translation widget that enabled customers to translate the email in a number of languages.

Information was provided to customers through flyers, articles in the quarterly Customer News, the Company's bi-annual Spotlight newsletter, email notifications, the conEd.com scam awareness page, social media, on-hold messaging, and the advertising campaign noted above. Updates on scam awareness were made on the Company's website.

Customer Outreach met a significant increase in demand for presentations and tabling at large community events within Con Edison's service territory. Scam awareness was prominently featured at these events in several languages. Scam awareness was also incorporated in the Outreach team's virtual presentations, including its Virtual Community Resource Conferences and presentations to community boards and in partnership with elected officials' offices. These

efforts alerted community leaders to signs of scammers and kept them informed about the Company's Scam Awareness campaign. In partnership with community-based organizations, bilingual presenters or interpreters were made available at presentations and tabling events in Mandarin, Russian, and Spanish to advise audiences on Con Edison imposters.

Customer Outreach maintained strong partnerships with the NYPD, holding presentations at precincts throughout New York City. For National Night Out Against Crime, the Outreach Team attended events hosted by at least one local precinct in all five boroughs and Westchester, providing relevant information and print materials on Scam Awareness. Customer Outreach also provided scam prevention information at events hosted by various senators, councilmembers, assembly members, and community organizations throughout the five boroughs and Westchester.

Additionally, the Company also continued its working relationship with the United Utilities Against Scams, a group of more than 150 utilities across North America, to review and incorporate learnings as part of a joint November Utility Scam Awareness week campaign aimed at bringing attention to the ongoing problem of scammers targeting utility customers.

Training was also essential to the success of the scam awareness effort. New Company field employees and contractors were trained in how to identify themselves to customers during field visits and to be patient with customers who request to verify their information at 1-800-75-CONED. Call center employees were also trained to handle imposter calls and undergo annual online training. They were also sent periodic reminders of how to handle scam calls. At the call center, scam calls continue to be handled as a priority above everything except emergency calls.

There were a total of 552 reported incidents in 2024. Of those, 194 were reports of physical imposters, and 358 were reports of phone imposters trying to receive payment.

Goals for 2025:

Con Edison will continue using proactive communications to help customers in New York City and Westchester identify common scam signs, including any new or emerging tactics of scammers. Recognizing that scams are continually evolving, Con Edison plans to extend the run of its multilingual, multi-channel awareness campaigns through paid channels and community partnerships. The Company also plans to explore additional partnership opportunities with community organizations, social service providers, and New York City and State agencies to deepen its impact on this and other customer well-being topics.

Payment options will also remain an important part of the Company's scam awareness campaign, informing customers about the forms of payment Con Edison accepts and which websites are safe for customers to use to make a payment. The Company will update this information and alert customers if it changes the types of payments it accepts.

As the Company expands its Regional Outreach initiatives, it will continue to present on scam awareness during virtual meetings with community groups and local police precinct councils in collaboration with the NYPD and Westchester County Police Department community teams. The Company will continue to expand its scam awareness campaign efforts to other DA offices throughout its service territory. Con Edison also plans to maintain its strong presence at National Night Out Against Crime and continue arming customers with tools to prevent them from being the victim of scams.

Con Edison will also continue its work with the United Utilities Against Scams to share information on new scams and approaches to increasing scam awareness among our customers.

In addition, Con Edison will continue to expand its language accessibility efforts for scam awareness education.

Internally, as part of our Imposter Home Awareness Training, the Company will continue to educate employees of their responsibility to properly identify themselves when attempting to gain access to a customer premise or when working on customer property.

How Priority Was Set:

This priority was set based on the Company's concern for the wellbeing of customers, especially vulnerable customers often targeted by imposters and scams (e.g., young adults, seniors, immigrant populations, young customers opening their first Con Edison account, and small businesses).

Description of 2025 Program:

The Company will use various channels in 2025 to increase scam awareness:

- Customer News
- Spotlight
- Press releases
- Multi-language, multi-media advertising campaigns
- Multi-language email notifications
- Updated website content
- Social media posts
- IVR message
- Flyers
- Walk-in Center messaging
- Employee awareness activities
- Contractor training
- Onboarding training curriculum
- Virtual presentations to the community
- Outreach presentations within the Company and to external customers
- Collaborations with law enforcement agencies
- Collaboration with United Utilities Against Scams

Measures to Evaluate the 2025 Program:

Con Edison will evaluate the success of its 2025 program using feedback from corporate security, police contacts, marketing campaign reports, and customers, as well as through customer awareness surveys.

See Appendices B and C for Copies of Material Distributed and Method of Distribution

LOW INCOME AND AT-RISK CUSTOMER OUTREACH

New/Continuing Program:

Continuing

2024 Results, Evaluation and Feedback:

As part of the Company's settlement in Cases 19-E-0065 and 19-G-0066, Con Edison agreed to develop and implement more targeted efforts to educate and engage low-income and at-risk customers. In 2019, efforts were begun to develop the Company's Low-income and At-Risk Customer Education Program including the launch of customer research and benchmarking activities to guide the creation of the filing, which was submitted in September 2020. Work conducted prior and after the submission of the filing marked the first year of the program's implementation.

The Program consists of three components:

- Education and support to help low-income and other at-risk customers migrate to digital resources.
- A behavioral program focused on educating these customers on the benefits of energy conservation and available energy savings programs.
- Education on other available non-utility governmental and community programs

In 2024, the Company continued to communicate with low-income customers regarding changes to legislation, protections, and other available financial assistance. Language access remained a key focus of the program.

In the first quarter of 2024, communications were issued to inform customers of the NYS Energy Bill Credit, a credit automatically applied to eligible residential customers who had not previously received a bill relief credit as part of the New York State Public Service Commission's Electric and Gas Bill Relief Program in 2022 and 2023.

The Company continued to communicate extensively about the Energy Affordability Program, which provides a monthly bill credit for income-eligible customers receiving qualifying benefits. EAP applications with information about the program and how to apply were again distributed at in-person events and online as downloadable PDFs in English, Spanish, Russian, Korean, Chinese, Polish, and Bengali.

Communications about EAP included email campaigns, website updates, social media posts, and newsletters, among other channels. EAP information is also included in the Company's "New to New York" brochure, available at Con Edison Walk-In Centers in English, Spanish, Russian, Chinese, Korean, Polish, Hindi, and Haitian-Creole. Customers were informed about which qualifying government assistance programs require them to self-enroll, which ones should automatically enroll them, and how to check their enrollment status. The Company also sent seven monthly email campaigns to new residential customers with information about the EAP program and developed a press release highlighting the program along with other programs and resources available to help customers manage their bills. In addition, the Company sent automated text messages to remind eligible low-income customers to recertify their documentation to continue receiving discounts on their energy bill.

Additionally, the Company continued its multilingual advertising campaign encouraging customers to check their EAP eligibility and enrollment status. These ads invite case workers, friends, and relatives of eligible customers to check if someone they know may be eligible for the EAP bill discount. The campaign ran across several channels, including a print ad that appeared in eight languages in community papers across our service territory: English, Spanish, Chinese (Mandarin), Russian, Korean, Haitian-Creole, Urdu, Bengali, and Polish. Each ad showed representative images of customers of diverse ages, races, and ethnicities, based on demographics specific to each publication. In addition, paid ads ran on social media and digital advertising platforms in English and Spanish.

The Company also collaborated with organizations like HeartShare, which administers the EnergyShare program, to help customers having difficulty paying their bills. Since the COVID-19 pandemic, the Company has worked with HeartShare to make the EnergyShare grant program open to customers year-round. Information about the program is made available in the Customer News and Spotlight newsletters, on the Con Edison website, and through email communications sent to customers. Additionally, a brochure with information about the EnergyShare program and other financial assistance options, was printed in English, Spanish, Russian, Korean, and Chinese.

In May 2024, the company conducted focus groups for self-identified Limited English Proficient (LEP) customers to collect feedback on a wide range of safety message materials, such as gas and electric safety and Scam Awareness, as well as the “New to New York” brochure, which includes information about Bill Help resources. The focus groups were moderated in Spanish, Korean, Russian, and two dialects of Chinese (Mandarin and Cantonese).

Building on the findings from these focus groups and research of multilingual and Limited English Proficient customers, the Customer Outreach team continued to expand and improve its translation of materials regarding programs for special needs customers and energy savings through Company-owned channels.

The company continued to offer printed bills, letters, notices and brochures/inserts in English and Spanish. In February 2024, the Save Money Save Energy foldout brochure was refreshed and updated to include the company’s latest clean energy incentive programs. In addition to English and Spanish, the brochure is also available in Chinese, Russian, and Korean. Additional brochures continue to be available in these languages, including Billing and Payment Options, Help for Customers in Need, and Support for Customers with Special Needs (Life Support Equipment).

In 2024, a number of enhancements were completed to expand language access in email communication. In Fall 2024, the company introduced a new translation widget for email communications, allowing customers to select from 134 language options on most email communications.

In Summer 2024, the Company publish a Spanish version of its monthly Home Energy Report (print and email) and weekly AMI usage reports (email). As a result, the company has seen significantly higher clickthrough rates on the Spanish versions of these emails, with several monthly editions achieving more than double the clickthrough rate compared to the English edition. In addition to these efforts, the Company continues to localize and send several emails in Spanish. Occasionally, the company will localize emails in additional languages, such as Chinese, Russian, and Korean.

The Con Edison website, conEd.com, offers translation of all pages into Spanish and a translation widget for Arabic, Bengali, Chinese, French, Haitian Creole, Hindi, Italian, Korean, Polish, Portuguese (Brazilian), Russian, Spanish, Urdu, and Yiddish.

The Company continued to update its low-income resource page at conEd.com/BillHelp. In addition to offering information about protections and resources for customers, the site was continually updated to include information about government assistance programs needed to qualify for the EAP. The site also includes information about our EnergyShare grant program, NYSERDA programs, public assistance programs including HEAP, and tips to help customers save money on their utility bills. The information is available on the site in English and Spanish and can be translated to a multitude of languages using the site's Google Translate widget.

In addition to the EAP communications, the Company continued to inform other at-risk residential and commercial customers about programs available to them, including payment agreement plans and Budget Billing (formerly Level Payment Plan), through a variety of channels, including bill inserts, IVR messaging, drop cards, outbound calls, and virtual outreach presentations.

In conjunction with these efforts, the Company continued an advertising campaign, using social media and digital ads in English and Spanish, to increase awareness and adoption of online self-service tools for paying bills and entering payment agreements. Separately, a multilingual paid advertising campaign promoted scam awareness specifically to low-income and at-risk customers in local community papers and in English and Spanish on social media.

The Company also continued to drive customers to its Resource Direct phone line and Senior Direct phone line through email, newsletters, and community presentations. The Company's dedicated resource phone lines provide enhanced support to low-income, senior, and at-risk customers, including help with payment assistance plans and special services. The team staffing Resource Direct was trained to assist customers in transitioning to digital services and took advantage of a screen sharing application to help customers sign up for My Account and use self-service to make payment agreements, get payment extensions, and sign up for level billing, among other options.

Demand for in-person events continued to increase in 2024, where Customer Outreach continued to provide a wealth of information to customers on managing high bills, payment agreements, and other payment assistance programs, including the EAP.

As part of our regional outreach effort, the Company continued to track the frequency of events in Disadvantaged Communities (DACs), as defined by NYSERDA. The Company also continued to build on its outreach and partnerships with community-based organizations and elected officials' offices, including those with food pantries and case management services for benefits and those serving limited English proficient or multilingual communities. Con Edison continued to focus on areas with high volumes of Medicaid customers to help them understand the EAP enrollment process and events for veterans to raise awareness about two programs – Veterans Disability and Survivors Pension – that also qualify for the EAP but require self-enrollment. The same effort was made to ensure customers received information about these programs in the language(s) they speak, as available. At Con Edison's annual Veterans Day event, the Company also presented about the program to employees, sharing resources with colleagues and city agencies who provide services to veterans.

In 2024, the Company distributed 1,310 free energy efficiency kits, which also contain a weatherization kit, to income-eligible customers via the online portal, savingskit.conEd.com. The

Company promoted this program and the portal through email campaigns to low-income customers and through presentations at local community events. The website currently directs customers to energy savings tips for lowering bills at conEd.com/WaysToSave. In partnership with the Energy Efficiency team, Customer Outreach partnered with food banks to distribute the remaining subscription kit inventory of approximately 4,000 kits through local food banks in our service territory. The Company modified its weatherization kit program to include Title I schools in its territory. In 2024, we distributed a total of 21,560 kits to Title I schools.

Con Edison continued its Community Resource Conference series, offering information on programs benefiting low-income and at-risk customers. The Company also continued to deepen and form relationships with community-based organizations. In partnership with nonprofit organizations like Heartshare, PULP, WeACT, and elected officials in our service territory, Con Edison offered in-person touchpoints to resolve account-specific billing issues. Customer Outreach and Education also partnered with local food banks and other community-based organizations to distribute EAP information and applications in multiple languages and information about special services for customers with Life Support Equipment.

Goals for 2025:

The Company will continue to provide information about programs to help low-income and at-risk customers through a variety of channels, including direct mail, email campaigns, bill inserts, brochures, and online at conEd.com. The Customer Outreach and Education Team will continue to promote “Customer Well-Being” as a high-level objective, promoting customer safety through education (e.g., electric and gas safety education and scam awareness) and reducing energy burden through energy savings and dedicated programs. Con Edison will also continue to provide information to customers about payment assistance programs through virtual presentations and community partnerships, with additional attention to DACs.

In 2025, the resumption of regular collection and severance activity for customers in arrears will be challenging, particularly following years of bill relief programs and additional pandemic-specific protections. Con Edison will reacquaint customers with the important rules and regulations around the collections process – paying bills on time, avoiding breaking payment agreements, seeking financial assistance when needed.

The company will continue to deepen its existing partnerships and educational reach with social service nonprofits and associations, City and State agencies, and other organizations. Customer Outreach will participate in and/or co-design regional events for and alongside these partners about these issues. Con Edison will look to actively build on collaborative regional community events with various community-based organizations and convene events to advance customer well-being across our service territory. Through these activities, the Company hopes to enhance its subject matter expertise and create an ongoing forum for communication about simplifying access to key benefits and programs.

The Company will continue to help customers understand the EAP, including eligibility requirements, key benefits, and how customers can check their eligibility and enroll in the program. This effort will include helping customers understand which governmental assistance programs automatically enroll them into EAP and which do not, meaning that they would have to self-certify to enroll. Communications will include email blasts, letters, IVR messaging, talking points for customer-facing employees, information in the Company’s Customer News and Spotlight newsletters, website content, and a flyer with an application form. Additionally, the

Company will seek out local partners and community-based organizations to distribute this information alongside the other services they provide for relevant vulnerable audiences.

In 2025, the Company will pilot a new personalized Financial Assistance Advisor tool. The new tool will allow customers to log in to MyAccount and see a list of bill help resources and programs available to them, including both Con Edison programs and other benefits available through Access HRA, an online benefits portal and mobile app for New York City residents. Once rolled out, additional communications will be developed to promote this new resource.

The Company will continue to provide communications about safety and savings programs to customers in the languages they speak, and partner with agencies and community-based organizations to provide interpreters at presentations. With these partners, the Company will also share resources and programs external to the Company to serve customers using a more holistic approach.

The Company will continue to expand the application process for EnergyShare grants to pay up to $200 toward customer energy bills.

Con Edison will also update its website at c onEd.com/BillHelp to include the latest information available on programs and resources for low-income and at-risk customers.

Finally, Con Edison will continue to update customers about how supply and delivery costs will impact them in the winter and summer months and what they can do to manage usage and monthly bills.

How Priority Was Set:

This priority was set according to the PSC's July 20, 2023 *Order Adopting Terms of Joint Proposal and Establishing Electric and Gas Rate Plan* ("2022 Rate Order") in Cases 22-E-0064 and 22-G-0065.

Description of 2025 Program:

The Company will use various channels in 2025 to increase awareness about programs and resources that aid low-income and at-risk customers including:

- Email and direct mail campaigns
- Instructional videos
- Resource Direct Line
- Targeted advertising campaigns
- Targeted social media messaging
- Quarterly Customer News newsletter
- Biannual Spotlight Newsletter
- Company website
- Virtual Community Resource Conferences
- In-person events and presentations
- Outreach materials sent to community partners
- Customer surveys
- Employee training
- Walk-in Center messaging
- Bill messages

Measures to Evaluate the 2025 Program:

The Company will measure the program through the following metrics:

- The number of low income and at-risk customers signing up for Con Edison's My Account
- The number of customers that sign up for the Energy Affordability Program
- The number of customers that use the self-service payment agreement portal
- The number of customers in arrears
- The number of customers that break payment agreements
- The number of disconnections due to lack of payment and subsequent reconnects
- Engagement data from email and marketing/advertising reports
- Customer feedback gathered from surveys and focus groups
- Customer feedback during virtual and in-person events and presentations
- The number of calls to Resource Direct

See Appendices B and C for Copies of Material Distributed and Method of Distribution

REGIONAL OUTREACH PLANS

New/Continuing Program:

Continuing

2024 Results, Evaluation and Feedback:

The Company leveraged partnerships with community and governmental agencies within each region to identify opportunities to engage customers through those organizations' community events and meetings. The Outreach team used those opportunities to present information and materials to customers in various communities throughout the service territory about topics relevant to the needs and interests of the area, including the Energy Affordability Program (EAP), payment agreement plans, energy efficiency, scam awareness, energy safety, and other programs and services that Con Edison offers.

The Company continued to share information with our community partners about Con Edison programs and services and information from our website on subjects of interest, such as gas safety and the Life Support Equipment program. Con Edison also worked with local organizations to bring services to the community. An example included efforts with the Chinese Consolidated Benevolent Association to provide monthly outreach and account specific assistance to Limited English Proficient (LEP) customers, primarily senior persons in the Chinatown community.

The Plan addressed the challenges of meeting the needs of a diverse customer base by developing regional outreach plans specific to the Bronx, Brooklyn, Manhattan, Queens, Staten Island and Westchester. Identification of customer segments in each region was critical to effective regional outreach. Outreach worked closely with community leaders and organizations and used demographic data from governmental resources and analytics modeling to identify customer segments and opportunities for customer engagement. Special attention was given to identifying customers that require enhanced support but are not yet participating in programs like the EAP and to customers not yet registered as users of life support equipment.

After identifying customer segments by region, the Company developed a plan to provide customized communications, activities, and resources in each region. As part of the plan, the Company broadened and strengthened its community partnerships with human services providers, local senior centers, public libraries, housing associations, youth organizations, AARP chapters, and LGBT community groups.

With the addition of two hires in Q4 2023 – both with extensive customer assistance experience within the Company – Customer Outreach was able to significantly expand its footprint and deepen its regional outreach efforts. This included 239 in-person and virtual events in 2024 on topics such as energy efficiency, energy safety, high bills, EAP, energy savings tips, life support equipment, and scam awareness.

Building on similar work from prior years, Customer Outreach partnered with bilingual Customer Assistance representatives and local community partners and elected officials to provide bilingual account-specific assistance in customers' primary language. In partnership with the Brooklyn Borough President's Office Constituent Service Day, two bilingual assistance events were developed for English and Spanish-speaking customers. Additionally, an expanded

partnership with Marks JCH Bensonhurst in Brooklyn led to two new customer assistance days for LEP Russian-speaking and Chinese-speaking customers. Other Language Access efforts included continuing our monthly outreach effort at the Chinese Consolidated Benevolent Association (CCBA) in Chinatown to help customers with billing-related questions and offer information on the EAP, bill relief, energy safety, and scam awareness in Mandarin and Cantonese.

Con Edison continued its Community Resource Conference series, offering information on programs benefiting low-income and at-risk customers. The Company also continued to deepen and form relationships with community-based organizations. In partnership with nonprofit organizations like Heartshare, PULP, WeACT, and elected officials in our service territory, Con Edison offered in-person educational events, as well as new touchpoints to resolve account-specific billing issues.

In partnership with the office of NY State Senator Andrew Lanza in Staten Island, several organizations including Con Edison, National Grid, NYC's Human Resource Administration (HRA), and HeartShare, hosted a Community Assistance Seminar in April. With a combination of guest speakers and informational tables, the event was a model for bridging gaps between government assistance programs and utility bill help programs, helping utility customers reduce their energy burden, while simultaneously helping customers speak directly with external subject matter experts from city agencies and other community partners. The event's success paved a path for similar collaborations across New York City and Westchester to educate customers about energy savings and public assistance programs, while simultaneously strengthening relationships with key inter-agency and stakeholders in the community.

The company deepened its engagement with Disadvantaged Communities by partnering with community organizations engaging with DAC residents. In September, the Company tabled and presented at “Power Uptown,” a teach-in hosted by WeAct and the Columbia University Energy Opportunity Lab highlighting issues and resources related to energy safety and energy affordability for residents in disadvantaged communities. In December, through a separate partnership with PULP and a WeAct, the Company coordinated a bilingual customer assistance event in Harlem for English and Spanish-speaking customers.

In addition, Customer Outreach partnered with The Henry Street Settlement to extend the reach of its educational efforts and to help vulnerable populations access programs in Disadvantaged Communities. Using a "train the trainer" model, Customer Outreach representatives trained volunteers from The Henry Street Settlement Senior Companion Program, a volunteer corps of active older adult volunteers (55+) who provide friendly visiting, shopping assistance, companionship, and escort services to homebound or isolated seniors. The Company provided training at all four Senior Companion Program offices (1 in the Bronx, 2 in Manhattan and 1 in Brooklyn), including two English and Spanish training sessions to empower Spanish-speaking senior companions to share with Limited English proficient (LEP) audiences. By educating these volunteers on utility financial assistance programs, senior services, and scam awareness, educators were equipped to share this information with hundreds of seniors in DACs. The Company plans to host additional train the trainer sessions in future including other topics such as energy efficiency programs.

Additional examples included:

- January 25: NYPD Public Safety and Office of Immigrant Outreach Lunar New Year event for seniors at CCBA in Manhattan

- January 25: First customer assistance event at Marks Jewish Community House (JCH) in Brooklyn in English, Russian, and Chinese

- February 22: Tabling at UA3 Food pantry in Manhattan with Chinese print materials for EAP, Scam Awareness, and Bill Help resources to and bilingual representatives

- June 26: Bilingual presentation to Spanish-speaking elected officials in Ossining.

- August 25: The Company provided staff that could speak Russian at the Brighton Beach Jubilee in Brooklyn.

- November 19 : Customer Outreach partnered with the Manhattan Borough President's Office to share bill help, Scam Awareness, EAP, and LSE information in English and Spanish at the Harlem Business Improvement District Holiday Lights event.

Enrolling customers in the EAP continued to remain a priority, with a focus on reaching customers in the languages they speak through enrollment forms available in English, Spanish, Russian, Chinese and Korean, Polish, and Bengali. Outreach staff brought translators to communities to help customers understand information about the program and its benefits in their preferred language, and downloadable PDFs in these languages are located on conEd.com/EAP.

As described in the Low Income and At-Risk Customer Outreach section, the Company continued a multi-lingual advertising campaign encouraging low-income customers to check their eligibility and enrollment status in the EAP. The campaign ran across several channels, including a print ad that appeared in nine languages in community papers across our service territory: English, Spanish, Chinese (Mandarin), Russian, Korean, Haitian-Creole, Urdu, Bengali, and Polish. In addition, paid ads ran on social media and digital advertising platforms in English and Spanish.

The Company continued in-person outreach in communities with high Medicaid enrollment rates and held events for veterans and their families to educate them about the steps they can take to self-enroll in EAP if they receive Medicaid, Veterans' Disability benefits or Survivors Pension.

Con Edison also continued partnering with Police Precinct Community Councils throughout its service territory to provide information on scams impacting customers during virtual and in-person presentations. Customer Outreach also continued its large presence at National Night Out Against Crime events.

In commemoration of the 10th anniversary of the East Harlem Gas Explosion, a series of gas safety presentations were held around Harlem to remind customers about the event and about steps they can take to report potential gas leaks.

To communicate with customers about the Company's commitment to a clean energy future, Customer Outreach targeted communities for environmentally themed events, including seven Earth Day events. As part of Con Edison's clean energy education, Customer Outreach partnered with our eMobility team to promote electric vehicles and incentive programs such as

SmartCharge NY. In addition, Electric vehicles were on display at five events, with information about these programs available at several community tabling events.

Customer Outreach was supported efforts to raise customer awareness of Con Edison's Utility Thermal Energy Network (UTEN) pilot project in Mount Vernon. This work included door-to-door canvassing, participation in town halls and community events, coordination of energy assessments, assistance with project communications.

Customer Outreach continued to engage with students, parents, and educators to promote energy safety and energy conservation through school-based presentations, back to school events, PTA presentations, and new educational videos on these topics were published to ConEd.com/Kids. In April, the Company's Regional Corporate Affairs and Customer Outreach teams partnered with the office of NY State Senator Cordell Cleare on an Electric and Gas Safety Art contest for local elementary and middle school students, culminating in a community celebration event. In May, Customer Outreach collaborated with the company's Sustainability team, presenters from EPRI, and fourth grade students at a Public School in Brooklyn whose mascot is a bumblebee to educate them about the company's Pollinators Program, which facilitates bee pollination on company real estate's rooftops.

Children and their families were also included as part of a special Outreach partnership with the Brooklyn Cyclones, a minor league affiliate for the New York Mets, and the Staten Island Ferryhawks, an affiliate of the New York Yankees. The Cyclones partnership featured Con Edison content on the team's scoreboard to promote electric vehicles and held regular trivia contests featuring information on energy safety, energy efficiency, and scam awareness. Banner advertising from Con Edison was also included on the Brooklyn Cyclones' website. Customer Outreach also reached customers at the games via special tabling events, including special camp days.

Con Edison Customer Outreach also hosted two virtual community resource conferences in 2024 to educate residents about seasonal topics, including summer and winter weather and bill outlooks, information on financial assistance, energy-savings tips, and language access. NYC Office of Emergency Management (NYCEM) presented on summer emergency preparedness during the Summer virtual conference, highlighting safety tips and additional resources available during heat emergencies such as cooling centers. The winter conference included multilingual electric safety videos and information about the resumption of regular collections activities going into the new year.

Goals for 2025:

The Company will continue a multi-channel approach that includes emails, direct mail, community organization channels, social media, and advertising specific to the Bronx, Brooklyn, Manhattan, Queens, Staten Island, and Westchester communities. Continued efforts will be made to make inroads in DACs and reach out to populations where the predominant language is not English.

In 2025, the Company will also focus on communicating with customers in arrears and facing turn off notices.

Customer Outreach will also continue to work with food pantries, organizations that work with immigrant populations, case management agencies, and other charitable organizations to make sure low-income and at-risk customers receive available benefits.

In addition, the Company will continue to incorporate guidance from the Joint Utilities Environmental Justice working group and the company's new Environmental Justice department into its outreach and education.

Customer Outreach will continue to coordinate engagement efforts with customers in Mount Vernon as part of the Company's UTEN project, including education about available programs, energy safety tips, energy efficiency programs, payment agreement options and financial resources, updates about energy costs, EAP enrollment, and self-service options available online within My Account.

For schools and other youth-facing programs, the company will continue to incorporate and promote new media and self-serve resources for educators and classrooms on conEd.com/Kids

Other partnerships will include regular outreach at HeartShare's intake centers, additional one-on-one customer assistance events, and electric vehicle events.

Customer Outreach will also migrate its microsite for Virtual Community Resource conferences to conEd.comto facilitate webinar registration and to help key community stakeholders such as elected officials offices and community based organizations sign up and/or continue to access critical resources shared during these events.

Language access will continue be an important aspect of the Regional Outreach Plan. The Company will engage communities with customers of limited English proficiency (LEP) through translators or staff members who speaks customers' preferred languages and will continue to seek ways to deepen engagement and education opportunities for LEP customers.
To address scams, Outreach plans to continue partnering with regional criminal enforcement agencies (e.g., police precincts and district attorney's offices) to conduct virtual and in-person presentations to educate customers about scams. Additionally, with the resumption of collections activities, the company will continue to update Scam Awareness guidance and materials to help customers distinguish the Company's collection efforts from scammers.

The Company will continue its relationships with the Brooklyn Cyclones and the Staten Island FerryHawks.

Customer Outreach will continue its Virtual Community Resource Conference and will continue to host and partner on similar virtual events in 2025.

Mailings to community partners will expand to keep them informed about Company services and programs, including in the quarterly Customer News bill insert, Spotlight newsletter for Concern customers, and educational campaigns.

Throughout the year, the Company will leverage customer feedback and ongoing research to enhance the outreach program and its components by ensuring customer needs and preferences are assessed and addressed. Research will include surveys and focus groups. Additional insights will be gathered through benchmarking with industry groups.

How Priority Was Set:

This priority was set in compliance with the PSC's January 16, 2020 *Order Adopting Terms of Joint Proposal and Establishing Electric and Gas Rate Plan* ("2020 Rate Order") in Cases 19-E-0065 and 19-G-0066.

Description of 2025 Program:

The Company will use various channels in 2025 to implement this program:

- Email and direct mail campaigns
- Targeted advertising campaigns
- Targeted social media messaging
- Biannual Spotlight Newsletter
- Walk-in Center messaging
- Company website
- Community presentations and tabling events
- Virtual Community Resource Conferences hosted by the Company
- Outreach materials sent to community partners
- Community organization channels (e.g., community newsletters)
- Customer surveys
- Benchmarking

Measures to Evaluate the 2025 Program:

Feedback from customers and community groups gathered from surveys and focus groups will be used to evaluate this program.

See Appendix C for Copies of Material Distributed and Method of Distribution

TENANT BILL DATA

New/Continuing Program:

Continuing

Description of Program:

In accordance with Case 20-M-0029, the Company will inform its residential customers that they can obtain historic electric or gas residential tenant bill information. The Company is also required by law to send a copy of the report to the landlord.

2024 Results, Evaluation and Feedback:

Con Edison continued to inform residential customers that they, or an authorized agent, may obtain up to 24 months of energy billing history, for an apartment or home, within 10 business days of making a request through the Company website. All personal information is removed from the report to protect the privacy of the building's prior and current occupants.

The report helps customers make informed decisions when looking to rent by providing an estimate of how much their bills could cost at their prospective residence. The report also informs customers that their actual bills will vary depending on daily routines and use of appliances and electronic devices. Customers are also made aware that other factors, such as fees or credits, could have impacted the previous tenant's bills.

To make it easy for customers to request this information, they are directed to a webpage at www.conEd.com/PastBills, which details the program and includes the request form. A bill message also informs them of the new effort and directs them to the webpage for more information. Social media posts also reference the program.

Information on the program was also provided to customers during presentations, meetings, and tabling events.

Goals for 2025:

Con Edison will continue to inform customers that they may obtain historic electric or gas residential Information. All communications will direct customers to the website for further information. Details on the program will also be provided to customers at Outreach events.

How Priority Was Set:

This priority was in accordance with Case 20-M-0029 and based on the Company's commitment to sharing information with customers and on developments that impact them.

Description of 2025 Program:

The Company will use various channels to increase awareness about the tenant bill data requirement:

- Company website
- Bill messages

- Social media
- Community events
- Home shows

Measures to Evaluate the 2025 Program:

The Company will measure the program based on the number of customers submitting requests for past tenant data.

See Appendix C for Copies of Material Distributed and Method of Distribution

SCHOOL CHILDREN EDUCATION PROGRAM

New/Continuing Program:

Continuing

Description of Program:

In accordance with 16 NYCRR 126.4, electric utilities shall urge school systems within their service territories to conduct electrical safety education programs and shall cooperate with school officials to develop and present such programs. At a minimum, this shall include the annual transmittal of a notice to all school districts operating in the utilities' franchise areas that speakers and/or films are available from the utilities for the school's use.

2024 Results, Evaluation and Feedback:

After a successful transition of the Schoolchildren Education Program to an in-house platform at conEd.com/Kids in 2022, the Company continued to create new digital learning materials in 2024. Additionally, the Company utilized research results from surveys and focus groups with educators to develop material to accompany existing curriculum.

In 2024, additional energy safety and energy conservation material was added to the Schoolchildren Education Program platform at conEd.com/Kids in the form of six lesson plans themed after holidays such as: Solar Appreciation Day (March), Earth Day (April), World Environment Day (June), Zero Emissions Day (September), Energy Efficiency Day (October), and Fire Prevention Week (October). The lesson plans include interactive activities that focus on important topics such as energy conservation and energy safety. The Company also created two new interactive energy safety cartoon videos were also created.

The Company expanded its outreach to educators and students by fielding over 25 events for elementary, middle, and high school students on energy safety and conservation. Con Edison continued building its relationships with educators and government organizations, such as the NYC Department of Youth & Community Development and the Mayor's Office of Youth Employment. As part of this effort, the Company successfully hosted its 3rd Annual Student Enrichment Day in August 2024, where two groups of high school STEM students partook in a two-day demonstration on energy safety, energy conservation, and career planning. Students also had the opportunity to examine six workstations which included a Steam Emergency Truck and the Company's latest lineup of electric vehicles.

To encourage student participation in Con Edison's education programs, letters notifying all school districts of the educational website were sent and an additional follow-up email was sent to corresponding superintendents. The letter also encouraged educators to invite Customer Outreach to present to students on energy safety and energy conservation.

Goals for 2025:

Con Edison will continue using proactive communications and outreach events to promote conEd.com/Kids to its educator audience. Con Edison will also begin implementing different marketing strategies to further promote the site to educators, students, and families.

Additional learning tools will be sourced and made available via the Con Edison education website to educators, customers, the general public, and children of all grade levels.

Con Edison will continue to send letters to all school districts within its service territory. Additional email correspondence will also be sent.

Outreach will continue to partner with various company resources and will continue networking with established contacts in the Department of Education.

How Priority Was Set:

This priority was set in accordance with 16 NYCRR 126.4.

Description of 2025 program:

The Company will use various channels in 2025 to promote the Schoolchildren Education Program:

- Customer News newsletter
- Spotlight newsletter
- Email notifications
- Updated website content
- Social media posts
- Printed and digital correspondence
- Walk-in Center messaging
- Virtual and in-person presentations to the community
- Collaborations with the Department of Education
- Marketing/advertising strategies

Measures to Evaluate the 2025 Program:

Con Edison will evaluate the success of our 2025 program using feedback from educators, children, and parents at school presentations, outreach events and through the continued use of survey data.

See Appendices B and C for Copies of Material Distributed and Method of Distribution

OUTREACH AND EDUCATION PLAN

2024 - 2025

Section 5: Employee Outreach and Education

CUSTOMER SERVICE EMPLOYEE TRAINING

New/Continuing Program:

Continuing

2024 Results, Evaluation and Feedback:

In 2024, the Company continued to utilize different mediums to conduct customer experience training for employees and contractors, including classroom training, virtual training, and structured job briefings.

Con Edison's Immersive Training for CSRs continued through a hybrid approach of in-person trainings, and virtual training.

The Company continued training employees through its Enhancing Customer Relationships (ECR) Course. All new CSRs and CFRs received this training. Customer experience training is also provided to contract employees. Among other skills, this training provides information on the sensitive handling of LSE and Concern customers who have special equipment that requires electricity to operate. Training also includes methods to alleviate concerns around imposters and how to properly identify a Con Edison employee or contractor.

The Company continued to provide CSRs with smart-meter training, which enables CSRs to engage customers and provide information about the benefits of smart meters, frequently asked questions, and other information to help them educate customers about their smart meters.

As part of the Low-Income Customer Education Plan, the Company continues to maintain the Resource Direct Line, available via our call center. This line serves to increase digital literacy, share energy efficiency information, and promote self-service. Representatives handling calls on this line have screen-sharing capabilities, which help demonstrate the ways customers can navigate and use the Con Edison website and My Account. Representatives from the Resource Direct Line are continually trained on low-income resources and other relevant information, as needed.

As part of the Heat Pump Winter Campaign, the Company added new information to its training on Clean Heat and other initiatives supported through the Energy Efficiency Line in the call center.

In addition, CSRs were trained on the functionality of Watt, the virtual assistant for the Con Edison website. Watt is an interactive feature that can help customers complete various transactions and promotes self-service options.

The Customer Operations Diversity, Equity & Inclusion (DEI) Council also provided training on DEI subjects, intended to increase awareness of the principles of diversity, equity, and inclusion among internal and external audiences. The effort in 2024 included understanding Generational Diversity.

Standards of Business Conduct (SBC) training was an online course in 2024 to educate employees on Company standards of ethics and integrity. SBC defines the ways the Company's corporate values, principles, policies, laws, and regulations shape our work. SBC

provides instruction and serves as a framework for employee decision making, not only helping to keep employees physically safe but helping to protect Con Edison's reputation.

Employees continue to be trained on the domestic violence attestation form to assist victims of domestic violence who are customers of record. This form is available on the Special Services page of the Company website to allow CSRs to send the form to a customer, if needed.

Employees also continued trainings on the Public Service Law provision requiring utilities to allow residential customers to be addressed by their preferred name or pronouns, regardless of if they differ from their legal name. This training demonstrates respect for customers' identities and helps create a welcoming and inclusive environment.

Goals for 2025:

Customer experience training will continue to be provided to employees and contractors through classroom training, online training, and structured job briefings.

CSRs will continue to receive training on new features available through My Account. Smart meter training will continue online. The Company will continuously update and conduct training for enrichment CSRs and SCSRs during team meetings. Customer-facing contractors will receive the ECR contractor course as part of their training.

CSRs will continue to educate customers about new features of Watt as it expands its functionality to assist more customers.

CSRs are currently receiving updated trainings about Non-Residential Agreements and Residential Agreements to help assist customers to pay their bills.

The Customer Operations DEI Council will also continue to provide training on topics related to diversity, equity, and inclusion. This effort includes the development of new General Education Communications (GECs) on various topics. This year's GEC will focus on introvert and extrovert personality traits. A recent survey was sent to get feedback on various topics that may be of interest to employees.

CSRs will continue to receive training on the domestic violence attestation form and updating customers' preferred names and pronouns.

How Priority Was Set:

To provide customers with positive experiences, the Company provides continuous customer experience training to enhance employee knowledge and capabilities and sustain employee focus and engagement. With the continuous rollout of new features on the Con Edison website and mobile applications, employees will continue to be trained so they can assist customers in using new digital features. Training continues to help CSRs educate and engage customers about their smart meters.

Description of 2025 Program:

The Company's ongoing customer experience training effort will continue to target employees and contractors. The 2025 program will include various formats, including:

- CSR Immersive Training at the call center
- Online training classes

- In-person training classes
- Structured job briefings
- Video screens that display customer experience related items
- Online poverty simulator

Measures to Evaluate/Obtain Feedback of 2025 Program:

For the customer experience training effort, call quality monitoring and feedback will be used as part of the Immersive Training Program. Call Center CSR phone calls are regularly evaluated for effectives, and employees are coached as needed.