



Edward Sherwin
Associate Counsel
Law Department

April 3, 2023

Honorable Michelle L. Phillips
Secretary
State of New York Public Service Commission
Three Empire State Plaza
Albany, NY 12223

Re: Cases 17-M-0475, 19-E-0065, and 19-G-0066
2022 Con Edison Outreach and Education Report

Dear Secretary Phillips:

As requested by the Department of Public Service in an October 20, 2020, letter from John B. Auricchio, Director, Office of Consumer Services, Consolidated Edison Company of New York, Inc. submits its annual Outreach and Education Report ("Report") in the above-referenced cases.

Please note that the Report is also subject to Section M(4) of the Joint Proposal adopted by the New York State Public Service Commission in its January 16, 2020, *Order Adopting Terms of the Joint Proposal and Establishing Electric and Gas Rate Plan* in Cases 19-E-0065 and 19-G-0066. The Joint Proposal requires for the Report to be filed by September 30 each year of its Rate Plan. To comply with this provision, the Company will also file a letter in Cases 19-E-0065 and 19-G-0066 on September 30, 2023, referencing today's filing of the Report.

Respectfully submitted,

Edward Sherwin

Enclosure

**Con Edison
OUTREACH AND EDUCATION PLAN
2022 - 2023**

Submitted by Jon Minners on April 3, 2023
to Erin O'Dell-Keller, DPS Office of Consumer Services
cc: Sangeetha Kailas, DPS Office of Consumer Services

Con Edison

OUTREACH AND EDUCATION PLAN 2022

SECTION 1: UTILITY INFORMATION	1
UTILITY OUTREACH & EDUCATION AND COMPANY OFFICIALS	2
SERVICE PROFILE	3
BUDGET INFORMATION.....	5
INFRASTRUCTURE INVESTMENTS AND DEVELOPMENTS.....	6
SECTION 2: MANDATED OUTREACH AND EDUCATION.....	7
REQUIRED BY COMMISSION ORDER (PART I)	8
REQUIRED BY COMMISSION ORDER (PART II).....	9
REQUIRED BY COMMISSION ORDER (PART II).....	12
REQUIRED BY COMMISSION ORDER (PART II).....	13
SECTION 3: GLOBAL OUTREACH AND EDUCATION METHODS	15
EXECUTIVE SUMMARY.....	16
RESEARCH	19
WEBSITE, SOCIAL MEDIA & MOBILE APPLICATIONS.....	23
EMAIL NOTIFICATIONS	26
OUTREACH EVENTS	28
CUSTOMER ASSISTANCE LINES/CALL CENTER.....	31
SECTION 4: OUTREACH AND EDUCATION TOPICS	33
BILLING SERVICES AND PAYMENT ALTERNATIVES.....	35
SPECIAL NEEDS CUSTOMERS.....	39
SERVICE INTERRUPTIONS.....	43
WINTER HEATING SEASON AND ENERGY FINANCIAL ASSISTANCE.....	48
PRICE VOLATILITY.....	52
NATURAL GAS SAFETY	56
SUMMER DEMAND RESPONSE/LOAD REDUCTION	59
INFRASTRUCTURE AND SECURITY	62
FINANCIAL ASSISTANCE	65
COVID-19.....	68
METERING.....	71
SCAM AWARENESS.....	75
LOW INCOME AND AT RISK-CUSTOMER OUTREACH	78
REGIONAL OUTREACH PLANS.....	84
TENANT BILL DATA	89
SCHOOL CHILDREN EDUCATION.....	91
SECTION 5: EMPLOYEE OUTREACH AND EDUCATION.....	93
CUSTOMER SERVICE EMPLOYEE TRAINING.....	94
APPENDIX A: EVENTS TRACKING... ..	98
APPENDIX B: GLOBAL OUTREACH AND EDUCATION METHODS.....	99
APPENDIX C: OUTREACH AND EDUCATION TOPICS.....	103

OUTREACH AND EDUCATION PLAN 2022

Section 1: UTILITY INFORMATION

UTILITY OUTREACH & EDUCATION AND COMPANY OFFICIALS

Dates Covered by Plan: From: April 2, 2022 To: April 1, 2023

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

Name: Kristina Le-Gallo
Title: Senior Specialist, Customer Outreach
Mailing Address: 4 Irving Place, New York, NY 10003
Email: Legalloy@coned.com
Telephone No. (917) 589-0632

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

Name: Michele O'Connell
Title: Senior Vice President, Customer Operations
Mailing Address: 4 Irving Place, New York, NY 10003
Email: OCONNELLMI@coned.com
Telephone No. (212) 460-2744

- Director of Outreach and Education:

Name: Jon Minners
Title: Department Manager, Customer Outreach
Mailing Address: 4 Irving Place, New York, NY 10003
Email: MinnersJ@coned.com
Telephone No. (347) 978-5964

- President or Chief Executive Officer:

Name: Timothy Cawley

Service Profiles

Service Profiles

- Total number of residential accounts: 3.3M
- Estimated or known total population in the service territory: 9.4M
- Please identify the source of this statistic: Moody's Analytics
- Names of counties served in whole or in part: New York, Bronx, Queens, Kings, Richmond and Westchester Counties

Electronic Access:

- Total number of customers who participate in online billing: 2.2M
- Total number of customers using e-mail for utility information and alerts: 2.6M
- Total number of customers using online self-service applications (i.e., mobile and desktop) to manage their account: 1.8M
- 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: 470,450
- Total number of customers receiving deferred payment agreements: 186,531

Special Needs Customers

- Total number of accounts coded 62 or over: 235,855
- Total number of accounts coded Elderly/Blind/Disabled: 223,570
- Total number of customers coded as:
 - medical emergency: 3,231
 - LSE customers: 6,178
- Total number of customers receiving bills and brochures in Braille: 53
- Total number of customers receiving large-print bills: 1,571

Customers with Limited English Proficiency (LEP)

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

How does the utility identify special needs and LEP customers?

Special needs 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.

Does the utility code the customer account once a special need and/or LSE 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 issues of the Company's quarterly newsletter, Customer News, which is distributed to all customers (Spanish version for those who receive bill messages in Spanish) asking them to advise the Company if they use life support equipment.

Residential customers are provided with an Application For Special Services and non-residential customers receive an application to provide information on life support equipment in use at their building annually in the Rights and Responsibilities Notice, which new customers receive with their first bill. Information is also available at conEd.com.

Con Edison sends a letter annually to those enrolled in the LSE program requesting that they recertify and update/confirm their contact information to ensure the Company's records remain current. Additionally, mailings to building managers of master-metered buildings, as well as to medical facilities, physicians and medical manufacturers and community-based organizations, are sent on an annual basis to inform the recipient 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 NY Daily News and El Diario la Prensa.

The Company also reaches customers regarding special needs at community events. The Company distributes literature, including its "Customers with Special Needs" and "Safety for Special Customers" brochures, which discuss the importance of self-identification, at events and Con Edison Walk In Centers.

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 2023:

TOTAL BUDGET \$4,198,000.00

Electric: Total \$2.519M

Breakdown by Categories

Energy Efficiency\$N/A

Customer Service\$N/A

Seasonal Campaigns\$1.079M (Winter \$366K)

General\$1.439M

Gas: Total \$1.679M

Breakdown by Categories

Energy Efficiency\$N/A

Customer Service\$N/A

Seasonal Campaigns\$511K (Winter \$340K)

General\$1.168M

Actual Budget for Outreach & Education for January – December 2022:

TOTAL BUDGET \$2,761,000.00

Electric: Total \$1.657M

Breakdown by Categories

Energy Efficiency\$N/A

Customer Service\$N/A

Seasonal Campaigns\$812K (Winter \$251K)

General\$844K

Gas: Total \$1.104M

Breakdown by Categories

Energy Efficiency\$N/A

Customer Service\$N/A

Seasonal Campaigns\$387K (Winter \$136K)

General\$717K

INFRASTRUCTURE INVESTMENTS AND DEVELOPMENTS

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 On-going Activity: Ongoing

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

Public Awareness Planned: Yes

Activity #2

New or On-going Activity: Ongoing

Description and Schedule for Planned Activity: Installation of smart meters and the associated communications network across the service territory. Plan includes dedicated, informative customer communications that align with the rollout.

Public Awareness Planned: Yes

Activity #3

New or On-going Activity: Ongoing

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

Public Awareness Planned: Yes

Activity #4

New or On-going Activity: Ongoing

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

Public Awareness Planned: Yes

OUTREACH AND EDUCATION PLAN

2022

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 19-E-0065 and 19-G-0066.

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II) Case Nos. 19-E-0065, 19-G-0066

Required by Order, Joint Petition, Settlement, Other:

Joint Proposal adopted in the *Order Approving Electric and Gas Rate Plans* (2020 Rate Order)

Date the Order was Issued and Effective:

January 16, 2020

Summary of O&E requirements:

The Company will continue to develop and provide outreach and education activities, programs and materials to educate the Company's customers regarding their rights, responsibilities and options as utility customers. Additionally, the Company will implement two new initiatives: (1) targeted outreach and education for low income and at-risk customers to facilitate participation in Next Gen CX and REV programs, and (2) targeted outreach plans by borough and Westchester County. The programs are designed to allow customers to analyze their energy usage and identify opportunities for savings, to manage their accounts using tools that align with their digital preferences, and to evaluate distributed energy resource opportunities by sharing their usage data with third parties. The Company will file plans for these new initiatives with the Secretary by April 1, 2020 and will thereafter incorporate the new initiatives into this annual outreach and education plan, which will continue through these Rate Plans.

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:

- ☒ Secretary's Office Date: August 31, 2020 (Regional Outreach Report);
August 31, 2020 (At-Risk Outreach Report);
November 2, 2020, April 1, 2021, April 1, 2022
(Annual Outreach Reports)
- ☒ Office of Consumer Services Date: December 18, 2020 (Supplement to August
31, 2020 Regional Outreach Report)
- ☐ Other: _____ Date: _____
(Name of DPS contact person)

Date Reporting May Cease: N/A

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II) Case Nos. 16-E-0060, 16-G-0061

Required by Order, Joint Petition, Settlement, Other:
Joint Proposal adopted in the *Order Approving Electric and Gas Rate Plans* (2017 Rate Order)

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

Summary of O&E requirements:

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

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

- | | |
|--|--|
| <input checked="" type="checkbox"/> Secretary's Office | Date: September 29, 2017, October 2, 2018,
September 30, 2019 |
| <input type="checkbox"/> Office of Consumer Services | Date: |
| <input type="checkbox"/> Other: _____ | Date: |
| (Name of DPS contact person) | |

Date Reporting May Cease: N/A

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II) Case No. 13-S-0032

Required by Order, Joint Petition, Settlement, Other:
Order Approving Electric, Gas, and Steam Rate Plans in Accord with Joint Proposal

Date the Order was Issued and Effective:
February 21, 2014

Summary of O&E requirements:

Con Edison will continue to develop and implement outreach and education activities, programs and materials that will aid its customers in understanding their rights and responsibilities as utility customers. The Company will continue to survey its customers and include appropriate questions in the surveys to evaluate its customer outreach program and identify areas where its outreach efforts could be further strengthened or improved.

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

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

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

- | | | |
|-------------------------------------|------------------------------|--------------------------|
| <input checked="" type="checkbox"/> | Secretary's Office | Date: September 30, 2014 |
| <input type="checkbox"/> | Office of Consumer Services | Date: |
| <input type="checkbox"/> | 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:
Order Approving Tariff Amendments

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 have the ability to 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:

- | | |
|--|-------|
| <input type="checkbox"/> Secretary's Office | Date: |
| <input type="checkbox"/> Office of Consumer Services | Date: |
| <input type="checkbox"/> 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 Implement 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 to 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:
Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually): Annually

- | | | |
|---|-------|---|
| <input type="checkbox"/> Secretary's Office | Date: | |
| <input checked="" type="checkbox"/> Office of Consumer Services | Date: | Emailed to OCS annually the end of July |
| <input type="checkbox"/> Other: _____ | Date: | |
| (Name of DPS contact person) | | |

Date Reporting May Cease: N/A

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II) Case No. 14-M-0565, 20-M-0266

Required by Order, Joint Petition, Settlement, Other:
Order Approving Adopting Energy Affordability Policy Modifications and Directing Utility Filings,
Order Authorizing Phase 2 Arrears Reduction Program

Date the Order was Issued and Effective:
August 12, 2021, January 19, 2023

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.

The Phase 2 Report recognized that various stakeholders intend to utilize multiple outreach and education channels, including, but not limited to bill inserts, letters, social media, and postings on individual websites. The Joint Utilities shall file their Phase 2 outreach and education plans.

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

- | | |
|--|--|
| <input checked="" type="checkbox"/> Secretary's Office | Date: February 7, 2022 (Self-Certification Plan) |
| | February 21, 2023 (Phase 2 Arrears Relief Plan) |
| <input type="checkbox"/> Office of Consumer Services | Date: |
| <input type="checkbox"/> Other: _____ | Date: |
| (Name of DPS contact person) | |

Date Reporting May Cease:

OUTREACH AND EDUCATION PLAN 2022

Section 3: Global Outreach and Education Methods

EXECUTIVE SUMMARY

As New York City and Westchester County continued to emerge from a pandemic that had almost completely shut them down just two years ago, 2022 marked a significant year of change for Con Edison and its customers. Customer Outreach worked to meet the needs of customers who were financially impacted by COVID-19 while the war in the Ukraine and inflation created additional problems for customers in the form of higher supply costs and increased energy bills.

Customers first began to experience high bills in the early winter months of 2022. While they had been warned about the potential for increased costs, customers expressed a desire for more proactive communications and felt the Company's initial email notifications, bill messages, bill inserts and on-hold messaging were reactive and overly focused on why the problem happened, instead of what customers could do to mitigate the increase.

The Company had been praised in 2020 and 2021 for its empathetic messaging in its COVID-19 communications, letting customers know "We're here to help." That same level of empathy, while included in initial communications around high winter bills, was pushed front and center for all follow-up communications, which continued into the summer as supply costs remained high.

To help improve on future communications, we surveyed customers about the high bill communications. Overall, 90% of customers found the information helpful, but 78% felt it would be more helpful to include data visualizations and images. In total, 56% of customers felt the email had a positive impact on their perception of Con Edison. Beyond including visualizations, recommendations included even earlier communications around anticipated high energy bills, reducing text and tightening verbiage.

Listening to customer feedback, the Company began communications around winter 2022-2023 high winter bills in September, alerting customers about the potential increase and providing tips to offset costs. As the winter season loomed, Con Edison continued sending emails, this time including charts to help customers understand projected increases in a way that sometimes gets lost with words. When surveyed again, 97% of residential customers and 96% of commercial customers found the communications to be clear, and 90% of customers found the information provided and the inclusion of charts to very or somewhat helpful. And 59% of residential customers and 65% of commercial customers felt their perception of Con Edison was positively impacted by the emails.

Additional indicators telling us we had a successful campaign were the increase in unique page visits to pages highlighted in the high bill communications, including a 14,000% increase in visits to the Level Payment Plan page, a 4,000% increase in visits to the Time of Use page and a 310% increase in visits to the Payment Plans and Assistance webpage. Also, the emails – which were sent to more than a dozen different segments based on county, service class and language – saw open rates in the 60% to 67% range.

With high bills expected to continue into Summer 2023, the Company plans on leaning into customer feedback even further by pairing visualizations with tighter messages to simplify the emails and make it easier for customers to understand and take action.

Paying bills was difficult for some customers with such sharp increases in supply costs, but for many customers, paying their bill has always been difficult. These customers have received regular payment agreement communications, especially during the pandemic. Income eligible

customers were a major target of communications in 2022 as the Company sought to help customers that had been fiscally impacted by COVID-19, and those who would be struggling even if there weren't a pandemic.

The Energy Affordability Program (EAP) provides low-income customers with a discount on their bill if they qualify for government assistance. Formerly known as the low-income discount program, EAP was expanded to include new qualifying public assistance programs. The Company launched a large multi-channel campaign to educate customers about how they can enroll in EAP. This was a significant effort, because being enrolled in EAP by December 31, 2022 also made customers eligible to wipe out arrears incurred before May 1, 2022 as part of the New York State Electric and Gas Bill Relief Program.

The program was successful. One email sent in September discussing EAP and bill relief was sent to 146,586 customers and had a 56.83% open rate, a 7.37% click-to-open rate and a 4.19% click through rate. Customers were interested in learning more about the program. The EAP program saw a net increase of 40,000 new EAP enrollees in 2022.

However, a survey of working class and low-income customers conducted late in 2022 showed that more than half of respondents did not participate in any of the eligible financial assistance programs. This result highlights the need to educate customers about the qualifying public assistance programs themselves to make them EAP-eligible.

As a result of this survey, an effort is being made this year to host an Energy Burden forum that will serve as a working meeting between Con Edison and human service agencies to collaborate on awareness of various government assistance programs and how they help customers qualify for EAP. The collaboration, if successful, would also help make customers aware of other programs and resources that reduce their need to make a choice between rent, utilities, food or medication. The goal would be to hold the event in the fall of 2023.

A large part of the EAP communications plan relied on piloting a language access initiative to help reach all customers, making sure no one fell through the cracks because they didn't speak English or Spanish (the only languages officially required for communications). A new EAP flyer, which includes an enrollment form, was translated into Russian, Chinese and Korean. Other communications, such as a scam awareness flyer and gas safety stickers, were also translated into languages other than English and Spanish. At this time, there is no scientific data to back up the success of the language access effort. But the response in the community has been overwhelmingly positive, as evidenced during the Brighton Beach Jubilee, where the organizers expressed to Customer Outreach personnel that they felt Con Edison was listening to them since they had requested translated material during the previous year's festivities. A recent Customer Outreach event focusing on bill help, EAP and EnergyShare featured a Chinese translator and was covered by The World Journal ([曲怡文推計畫補助家用能源 | 社區新聞 | 紐約 | 世界新聞網](#)), one of the largest Chinese language newspapers outside of Greater China.

A 2022 survey conducted about Spanish-language communications has proven helpful when translating communications in other languages. According to the survey, 55% of respondents say their perception of Con Edison would change for the better if they were to start receiving communications in Spanish only. However, virtually all (96%) say it's valuable to receive communications in both languages, which may lead to similar bilingual approaches for other languages going forward. The goal for 2023 is to survey Russian-, Chinese- and Korean-

speaking customers to see if the results are similar after they start receiving more communications in their language.

Additional findings for all research initiatives can be found in Appendix B under Research. This research will guide us in 2023 as we seek to help customers pay their bills and offer them information in the language they speak, along with other important outreach focuses, such as scam awareness, energy safety, our Life Support Equipment program, and service disruptions.

RESEARCH

New/Continuing Program:

Continuing

2022 Results (evaluation and feedback):

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

Customer research is conducted primarily through the Con Edison Advisory Community, which was created in 2015 and is composed of approximately 9,000 Residential and 1,000 Commercial customers. The Advisory Community is representative of the Con Edison customer population, with specific quota groups set up to align the Community with the makeup of the Con Edison customer population (e.g., capturing borough and account type, Residential or Commercial segmentation). 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 2022 included high bills, gas safety, Life Support Equipment (LSE) communications, smart meters and low-income assistance, with insights leveraged to develop enhanced messaging and resources.

Energy Affordability Program

For 2022, the Company polled both its Advisory Community and a random sample of low-income customers to measure awareness of Con Edison's Energy Affordability Program (EAP) and to gauge the impact of our messaging campaign encouraging customers to check their eligibility and enrollment status. The goal of this effort was to help customers understand if they were already enrolled in EAP or if they needed to self-certify. The need to self-certify was warranted if a customer received government assistance that did not automatically enroll them into EAP but allowed them to enroll in the program, or if a mistake had occurred and a customer should have been auto enrolled in the program but was not. In Fall 2022, a survey of 450 low-income residential customers gauged the impact of the general EAP enrollment campaign, as well as communications related to the New York State Electric and Gas Bill Relief Program (EGBRP). The research highlighted gaps in customer familiarity with the EAP program name (the program name was changed from Low-Income Program to EAP in 2022) and its benefits. These findings informed our approach for the remainder of 2022. Additionally, the program highlighted the need to emphasize the December 31 deadline for Phase 1 of the EGBRP and to continue utilizing offline channels for Company campaigns, like the reminder flyer mailed to customers in December 2022.

Customer Outreach worked with Con Edison's Data Analytics and Marketing Research teams to improve our understanding of the low-income audience, resulting in two new analytics tools. The first, a new Neighborhood Dashboard, offers at-a-glance visualizations of ZIP-code level demographics, including the number of customers enrolled in Con Edison's EAP programs and third-party estimates of demographic information, such as common household languages and homeownership vs. rental rates. Working with the Marketing Research team, Customer Outreach also conducted a segmentation analysis of low-income customers, creating three distinct personas and looking at third-party data estimates regarding these segments and demographic factors within our service territory (e.g., household language and preferred media

channels (TV and email)). Household language will be an important segmentation as Customer Outreach works to target customers in languages beyond English and Spanish. The goal of this effort is to reach customers in the language they speak and not require them to seek out a translation. Customer Outreach will continue to pilot new approaches to engage meaningfully with low-income customers through all channels, including grassroots engagement, virtual/hybrid engagements, and other forms of marketing and advertising.

High Bill Communications

High bills resulting from rising energy supply costs were also a major factor impacting customers in 2022. As the Company did its best to alert customers to these rising costs, a survey was conducted in August 2022 to gauge customer reaction to these communications. More than 1,600 customers completed the survey, with 9 out of 10 customers finding the information provided very or somewhat helpful. We expect to continue conducting surveys around rising energy supply costs to help direct future communications as high costs continue into 2023.

Smart Meters

For 2022, the Company continued to gauge customers' feelings and perceptions of its smart meter installation process and related communications. To close out the mass deployment phase of the project, a post-deployment survey was conducted online and by phone for customers in Queens. Post-installation target awareness among customers exceeded the target threshold of 80%, with 86% of Queens residents who completed the survey reporting they had at least some level of awareness of smart meters. A focus group was also conducted with Queens smart meter customers, segmented by customer demographics (e.g., residential customers, business owners, seniors, Spanish-speaking, low-income, and customers whose first language is neither English nor Spanish). A common finding in the focus groups was that customers had an appetite for concrete smart meter tips and benefits related to energy savings.

School Curricula

As part of its ongoing school education efforts, the Company sought feedback to create effective learning material on the topics of Energy Safety and Energy Conservation, as featured on ConEd.com/Kids. The Company conducted an online poll to identify grade K-6 educators among its Customer Advisory Community. Among 32 who self-identified as educators and expressed interest in providing feedback on our educational content, 18 participated in a follow-up survey to provide feedback about the Company's educational content offerings. Using a virtual "bulletin board focus group," 18 participants were shown samples of Con Edison's educational content available on ConEd.com/Kids, such as printable crossword puzzles and a new series of short videos of Con Edison employees speaking about their work during the Company's 2022 Student Enrichment Day event at the Company's Learning Center. This valuable feedback will be incorporated into Con Edison's ongoing work with schools and will improve the relevance and impact of our content offerings for both students and educators.

Other Topics

The Company also conducted a survey to gauge sentiment among customers who receive a bilingual version of their utility bill in English and Spanish. From this survey, the Company learned that 96% of the 1,100 respondents value having both English and Spanish available, with no strong preference between Spanish-only vs. bilingual bills if given a choice. As part of

the Company's efforts to expand its outreach to limited English proficiency customers in 2023, the Company will continue to conduct research on the impact of its messaging and language access expansion efforts to customers who speak other languages.

Additional surveys were conducted around scam awareness and outage communications and a follow-up survey was started in 2022 and finished in early 2023 around high bill communications. In addition, outreach surveys are conducted bi-annually (Winter and Summer) to assess customer awareness of core campaign messages and perception of Con Edison's communication efforts.

Lastly, industry research and participation in industry groups are also leveraged to keep a pulse on industry trends, initiatives being undertaken by other utilities related to specific customer segments and/or events, and external studies that may include Con Edison customers as participants.

Goals for 2023:

The Company will utilize customer research to:

- Better understand customer needs, preferences/expectations, and feedback
- Develop and/or enhance both general and targeted (e.g., segment, region) customer programs and communications based on the insights gained
- Continue to incorporate the voice of the customer in the creation of new communications, programs/offerings, and shared resources
- Measure the success of our language access initiative and gauge customers' thoughts on translated materials and presentations conducted in their language.

How Priority Was Set:

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

Description of 2023 Program:

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

- **Financial Resources** – Feedback on campaigns related to payment agreements
- **Gas Safety** – Awareness of gas safety practices and feedback on communications
- **Energy Burden** – Understanding what information, channels, and resources are most valuable to customers and which activities are likely to change behavior to help customers engage in energy-saving behavior
- **Low Income** – Awareness of resources available to low-income customers and feedback on elements of our Targeted At-risk and Low-income Outreach Plan,

- **Event Feedback** – Feedback on Community Resource Conferences and from elected leaders, community officials and customers who we interact with at community events.
- **Regional Outreach** – Testing elements of the Company's Regional Outreach Plan, including communication preferences, language preferences, and event feedback
- **Outreach Surveys** – Conducted annually in the summer and winter to assess campaign message awareness and sentiment

Use of customer research for specific topics is described in more detail on the respective pages for programs, below.

Measures to Evaluate the 2023 Program:

The Company will use several tools to obtain insights and evaluate its 2023 Outreach and Education Plan programs. These will include the level of customer engagement as well as insights obtained from customer surveys, polls, focus groups and industry benchmarking.

See Appendix B for Copies of Research Studies and Reports

WEBSITE, SOCIAL MEDIA & MOBILE APPLICATIONS

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.

New/Continuing Program:

Continuing

2022 Results. Evaluation and Feedback:

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

Con Edison regularly updates its website with dedicated information about payment assistance programs and resources, life support equipment, clean energy and a variety of other topics. Expanded and enhanced webpages continue to meet customers' changing needs. To advance the drive to digital, the Company continued to add new features to My Account, the transaction portal for self-service, and improved the mobile app. In 2022, web pages in the Company's My Account portal were redesigned with a reorganized layout featuring easy-access tiles with useful services and information. For detailed information on enhancements to the Company's website and mobile applications please refer to the Company's quarterly Next Generation Customer Experience (Next Gen CX) reports in cases 19-E-0065 and 19-G-0066.

Notable new outreach and educational features on the website and mobile app included:

- As Con Edison resumed post COVID-19 business activities, the website, social media and mobile app were updated to provide information on the reopening of customer service Walk-in Center locations where customers can pay their bills via kiosk and/or speak with a customer service representative in person.
- Information about eligibility and enrollment in Phase 1 and 2 of the NYS Electric and Gas Bill Relief Program were included on the website and apps beginning June 2022. This content raised customer awareness about the arrears relief programs and the need to be enrolled in the EAP in order to receive EGBRP Phase 1 benefits.
- A Sub-metering Bill Calculator was made available to customers living in sub-metered buildings. This calculator allows for an un-authenticated/guest user living in a building that is sub-metered to calculate what their electric charges would be if the customer was billed by Con Edison directly
- New in 2022, customers are able to fill out a financial statement form online. Prior to this enhancement, customers had to speak with a Customer Service Representative over the phone or submit the form via mail or fax.
- As required by the Commission's August 12, 2021 Order Adopting Energy Affordability Program Modifications, a standardized Energy Affordability Program (EAP) self-certification application can also now be submitted online. In addition to enrolling in the

EAP online, customers can check their status as EAP participants via My Account and view their monthly bill discount.

- Continuing the Company's commitment to improving outage communication with its customers, updates were made to align the outage "check status" page to recent design improvements for the Report Outage confirmation screen. This feature also provides information in cases where an outage is predicted based on smart meter data. To avoid duplicate emergency tickets, Con Edison customers now see an updated message on the report outage confirmation page if the outage was previously reported.
- Customers now have access to streamlined online claim forms to upload their supporting documents online, creating a simple and quick way to file a claim.
- Enhanced payment agreement functionality so that customers who break their payment agreement and are eligible for another one may renegotiate a new agreement online.
- To improve and simplify the customer experience online, global navigation was updated to allow customers to change the account they are viewing, add an account, and access their profile and security settings from any page on the site.

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 individual usage patterns.

The Company continued to develop its social media presence on Instagram, Twitter, Facebook, LinkedIn and YouTube. In 2022, the Company utilized social media to promote energy education campaigns, including messages regarding digital self-service tools, gas safety, energy savings, scam awareness, Con Edison's product marketplace, billing and payment text alerts, energy efficiency, electric vehicles (EVs), the Company's Clean Energy Commitment and the Electric and Gas Bill Relief Program.

Customer use of the My Account features and other website resources continues to increase, particularly for topics related to payment assistance. In 2022, Con Edison had 4.1 million page views on the 'Payment Assistance' page and nearly 120,000 customers processed a payment agreement online. Also, the Company received almost 25,000 EAP applications through My Account. The Company continues to work to make its website easy to use and consistently receives offer best in class effort scores, meaning customers think it is easy to do business with Con Edison online.

Goals for 2023:

The Company will continue to use research to better understand customer expectations for the timing, channels and personalization of communications. Through continued research, we will add new resources and channels to educate and engage customers. We will also measure increases in web traffic to translated pages as a result of the Company's effort to provide materials in the languages our customers speak.

The Company will keep 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 our diverse customer segments.

The Company will continue to sustain its social media presences on Instagram, Twitter, 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. Social media channels will also be used to respond to customer inquiries. We will 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 2023 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. We 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. Our 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. We will 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 2023 Program:

The Company will use a number of metrics to evaluate its 2023 program. These will include customer awareness surveys, evaluating web analytics, social media monitoring, and soliciting direct input from customers via surveys and focus groups.

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

EMAIL NOTIFICATIONS

Description of how and when the Company uses e-mail, text alerts and robo-calls 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

2022 Results. Evaluation and Feedback:

In 2022, the Company distributed 45 email campaigns on energy safety, gas safety, scam awareness, and programs and services that Con Edison offers to manage higher energy costs (see Appendix B, Email Notifications for full breakdown of email campaigns). Together these campaigns had a 59% open rate, which is 31 percentage points higher compared to the open rate at similar utilities. During storms and other events, the Company used email campaigns, along with text-message notifications and automated outbound calls, to keep customers informed.

Due to higher energy costs, customers were alerted via email about rising supply costs and provided with helpful information on how to manage energy bills. Additional emails educated customers on free energy efficiency tips, level payment plans, Con Edison's Time of Use Rates, and deferred payment agreements that could help customers in financial need. Research conducted in August 2022 demonstrated a positive reaction among customers toward the Company's communications campaign; it also yielded suggestions that led to changes in high bill emails to feature more graphical elements to help customers better understand the increase. Follow-up research in 2023 showed an increased positive reaction. The two research studies can be found in Appendix B: Research.

Con Edison continued to email customers about imposter/scam awareness, gas service line inspections, energy saving tips, payment assistance programs, financial resources and emergency preparedness. The Company educated customers struggling during the pandemic and sent targeted emails that promoted online self-service tools, such as the payment agreement application within My Account.

In response to the COVID-19 pandemic, the New York State Public Service Commission approved a one-time bill credit for residential and small business customers with past-due balances for service through May 1, 2022. To qualify for a bill credit, customers had to be enrolled in Con Edison's EAP by December 31, 2022. Customers could also qualify if they received benefits under New York State's Emergency Rental Assistance Program (ERAP) or the Home Energy Assistance Program Regular Arrears Supplement (RAS).

Customers enrolled in Con Edison's EAP, or who received ERAP or RAS benefits, received an automatic bill credit and did not need to take any action. Between June and December 2022, the Company emailed residential customers in arrears multiple times to promote the EAP and encourage customers to enroll if they were participating in a qualifying government assistance program. One such email sent in November generated over 1,200 EAP applications in a single day. Research conducted around these emails yielded results signifying that many customers were not enrolled in programs that made them eligible for

EAP. The research, found in Appendix B: Research, is leading to an effort to collaborate with social service agencies to cross-promote benefit programs and EAP to help ease the energy burden experienced by customers.

In addition to the 45 email campaigns, email notifications about planned and emergency work in parts of our service territory were sent to targeted groups of customers 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 customers.

Goals for 2023:

The Company intends to expand on the number of informational email campaigns in 2023 and to continue using text messages, automated phone calls and email to communicate outage information to customers.

The Company will continue to educate customers on available programs and keep them informed of energy safety tips, payment agreement options and financial resources, updates for rising energy costs, EAP enrollment, the second phase of the New York State Electric and Gas Bill Relief Program and promote self-service options available online within *My Account*.

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 2023 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. We will continue to drive customers to these tools through various communication channels, including direct mail, email and social media. Our 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. The Company will add new resources and channels to provide customers with the best possible customer experience,

Measures to Evaluate the 2023 Program:

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

See Appendix B for Samples of E-Mail Blasts

OUTREACH EVENTS

Description of how the utility identifies and participates in public events with differences noted between utility-sponsored and community-sponsored events. The tracking sheet in Appendix A lists events conducted in 2022 and those completed thus far in 2023.

New/Continuing Program:

Continuing

2022 Results, Evaluation and Feedback:

In 2022, Customer Outreach participated in 148 events throughout NYC and Westchester County as requested by elected officials, local community groups, and senior centers, among other stakeholders. This was a significant increase over the 67 events in 2021 as New York City and State emerged from the COVID-19 shutdowns that began in 2020. The 148 events also surpassed the pre-pandemic record of 97 events in 2019, as Customer Outreach worked to accommodate the many community groups eager to return to the normalcy of a pre-pandemic world.

The Company attends events that provide opportunities for educating and engaging customers, as well as in response 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 2022, changes to the low-income discount program, renamed the Energy Affordability Program (EAP), bill relief initiatives for those impacted by COVID-19, and supply cost increases leading to higher bills dominated much of the outreach effort. Other event topics included energy efficiency, scam awareness, payment assistance programs and energy safety with an emphasis on gas safety, as well as other programs and services that Con Edison offers. The Company also gave six smart meter presentations in the remaining deployment areas of Queens and the Bronx, marking the end of the mass deployment awareness phase of the smart meter project.

In keeping with its Regional Outreach Plans, the Company was able to target the specific needs of the communities we visited. This included restarting a monthly outreach effort at the Chinese Consolidated Benevolent Association in Chinatown to help customers with billing-related questions and offer information on the EAP program, arrears relief, energy safety and scam awareness in the language they speak. As was the case in Chinatown, language access became an important aspect of the regional outreach effort. One example included providing a Russian translator and materials translated into Russian for customers who attended the Brighton Beach Jubilee in Brooklyn. Other examples included having a Spanish-speaking staff member talk to customers in Spanish about various resources at the Media at Arts Al Fresco Lunch & Learn event in Sleepy Hollow and about scams at the SEBCO Senior Center in the Bronx. Customer Outreach also made sure a Chinese translator could speak with customers in Chinese at the Mayor's Office Mid-Autumn Moon Festival and had a Korean-speaking staff member meet with Korean customers at Queens City Councilmember Linda Lee's Town Hall.

In addition, as part of the Regional Outreach Plans, the Company embarked on a large-scale effort to work with local police precincts to increase scam awareness at meetings and events sponsored by the NYPD. Customer Outreach also had a large presence at various National Night Out Against Crime events in the Company's service territory.

In-person events were an important aspect of the Company's effort to get customers signed up for monthly EAP bill discounts and a EGBRP Phase 1 bill credit to erase arrears EAP customers had accumulated during the pandemic. Customer Outreach spread information about the program in various languages (i.e., English, Spanish, Russian, Chinese, and Korean). In addition, because customers with Medicaid are not part of the Company's automated enrollment process with New York City or Westchester County, Customer Outreach pinpointed communities with high Medicaid enrollment to educate them about the steps they can take to enroll in EAP. Customer Outreach also partnered with the Public Utility Law Project of New York (PULP) on one virtual and four in-person events in Queens to work one-on-one with low-income customers to educate them about EAP and other resources. Moreover, Customer Outreach partnered with several food pantries in Staten Island to help spread the word about EAP, bill relief and payment assistance programs.

While traditional in-person tabling events became widely used once again by community groups, elected officials and other organizations, Customer Outreach also continued accept invitations to present to customers using virtual platforms as some groups eased more slowly into routines halted by the pandemic. Customer Outreach continued to host its virtual Community Resources Conference to educate more than 100 representatives from different city and state agencies and community groups throughout our service territory on Con Edison-related topics. Three such forums were held last year, educating participants about a number of seasonal topics, the most important of which were the changes to the EAP program, bill relief for customers financially impacted by COVID, the summer weather outlook, and what customers could do to lower high winter bills.

After the success of 2021's electric vehicle event at Angelina's Ristorante in Staten Island, Customer Outreach continued its push to promote electric vehicles and had a large presence at this year's New York International Auto Show at the Jacob Javits Center. Customer Outreach also brought out the Company's electric vehicles to promote Con Edison's EV programs at other events, including the Downstate's 14th Annual Earth Day Event in Brooklyn and a special Youth Enrichment event sponsored by Con Edison at The Learning Center in Queens.

Customer Outreach was also present at a number of environmentally themed events, including the Hudson Yard Earth Day event in Manhattan, the Woodlawn BID Earth Day event in Queens, the Fresh Kills Park Earth Day event in Staten Island, the Senator Roxanne Persaud Earth Day event in Brooklyn and the Hastings "Get Your Green On" spring event in Westchester.

Goals for 2023:

The Company plans to continue identifying and participating 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. We also plan to respond to requests from elected officials and community groups that invite Con Edison to discuss specific topics, such as energy savings tips, EAP enrollment, electric and gas safety, and services offered by the Company to special needs and low-income customers.

The Company hopes to increase the types of events it attends in 2023 to include more events attended by people with limited English proficiency to make sure they don't miss out on important programs like EAP, scam awareness and gas safety. To present to customers with limited English proficiency, Outreach will work with organizers to provide a translator, either from

the organizer, other departments within Con Edison (i.e., the Call Center), or newly hired Customer Outreach employees who speak languages other than English and Spanish.

The Company will expand on its partnership with the NYPD to provide scam awareness on a more regular basis and will look to include local District Attorney's offices in this effort. Customer Outreach will also continue to work with food pantries and other charitable organizations to make sure low-income customers receive the benefits they need.

Additional virtual Community Resource Conferences are being planned to educate stakeholders on a variety of topics. A face-to-face effort is also in the works to partner with New York City, State and Federal agencies and local community groups to promote programs that help customers overcome their energy burden. Customer Outreach also hopes to partner with local community groups to host events and help customers one-on-one to manage their bills.

Customer Outreach will continue to expand its educational offerings around electric vehicles, bringing out literature to better acquaint customers with 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 the Company's 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 also agreed to develop and implement a targeted Regional Outreach Plan which has a large in-person component.

Description of 2023 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. The Company plans to continue and develop new partnerships with community organizations to provide targeted communications to customers. Con Edison hopes to collaborate with human service agencies to share ideas and cross-promote programs that can help customers make difficult decisions between paying for rent, utilities, groceries and medicine.

Measures to Evaluate the 2023 Program:

The Company will evaluate the number and type of events that it attends in 2023, the overall quality of these events, and the customer insights that are obtained by its Outreach Advocates.

See Appendix A for Events Tracking Information

CUSTOMER ASSISTANCE LINES/CALL CENTER

New/Continuing Program:

Continuing

2022 Results (evaluation and feedback):

Con Edison continues to operate call centers that are available to customers 24 hours a day, 7 days a week, 365 days a year. In 2022, Con Edison customer service representatives (CSRs) answered 2,832,654 phone calls during the incentive period, of which 1,786,280 (63%) were answered within 30 seconds. Winter supply price spikes, followed by sustained high prices, inflation and a resumption of credit activities in 2022 all contributed to increased call volumes (over 300,000 in the incentive period alone), which was a factor in the Company falling short of achieving its service level goal.

In 2022, Customer Outreach continued supporting dedicated lines to assist targeted customer groups: the Senior Direct Line to assist senior citizens who can call and be directed right to a CSR, and Resource Direct, a line to help low-income and at-risk customers learn about the resources available to them. For Resource Direct, assigned employees have screen sharing capability and have been trained to provide customers with a guided experience to assist them in navigating My Account.

The Company also reopened its Walk-in Centers in 2022. The Walk-in Centers not only assist customers with making payments to their accounts, but with any account inquiry they may have.

Additionally, the Company continued to evolve its available digital self-service transactions to meet the needs of the growing share of customers that prefer to transact their business with us online. For example, the Company updated virtual assistant, named Watt, to help Spanish-speaking customers pay their bills, move their service to a new address, or make payments, step-by-step, in Spanish. While this reduces the need to speak to a CSR, customers can ask to speak to a CSR at any point in the conversation and experience a smooth transition to handle their inquiry. Additional information about website enhancements can be found in Section 3 and in the Company's Next Gen CX quarterly reports.

Goals for 2023:

In 2023, the Company intends to continue offering high-quality service via its main number, 800-75-CONED. We will also continue to refine and develop new self-service options for our 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.

The Company's planned transition from its legacy mainframe customer service system to the Oracle Customer Care & Billing (CC&B) platform is scheduled to take place in September 2023, which will impact the call center. The Company's goal is to provide customers with a quality customer service experience throughout the transition, regardless of which channel they use to do business with us. As such, we have a robust plan to train our existing CSRs and bring in

additional resources to support customers during and after the implementation. For example, the Company has hired hundreds of CSRs on a provisional basis to support the call center while existing CSRs are being trained on the new system. These resources will also be available to help as CC&B is launched and stabilized, which our benchmarking indicates can be a challenging time for utility customer service organizations.

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 2023. Customer service representatives will be trained to handle calls on a variety of topics, including changes to the Energy Affordability Program (EAP), the New York State Electric and Gas Bill Relief program, high energy supply charges, new website features, the smart meter program, energy efficiency programs and new REV demonstration pilots. As noted above, the Company will provide enhanced self-service options at My Account and through the IVR. A web-chat application is also available to customers using the Company website.

Measures to Evaluate the 2023 Program:

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

OUTREACH AND EDUCATION PLAN 2022

Section 4: Outreach and Education Topics

CUSTOMER RIGHTS AND RESPONSIBILITIES

New/Continuing Program:

Continuing

2022 Results. Evaluation and Feedback:

The Company updated its residential and non-residential rights notices adding, “Con Edison added language to our tariff, effective December 1, 2021, which states, by accepting service from Con Edison, you consent to us contacting you by phone, automated voice call, email, or text message regarding your utility service. You may opt-out by contacting us at 1-800-752-6633 or reply STOP in response to a text message. In cases of emergency, Con Edison may contact you regardless of opt-out status.” The notices, “Your Rights and Responsibilities as a Residential Customer” and “Your Rights and Responsibilities as a Nonresidential Customer,” were sent to residential and nonresidential customers respectively, as bill inserts, in April and May 2022, and to new customers 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 available on the Company’s website.

Goals for 2023:

The Company continues to make updates to the rights notices to make it easier for our customers to understand their rights to purchase electricity and gas from an energy services company (ESCO). Content will be added on domestic abuse victims’ rights and protections for residential customers using supplemental heating equipment. Rights notices will be sent as bill inserts to all customers on schedule in April/May 2023. The notices will also be sent to all new customers and customers who receive final notices of turn-off for nonpayment. Updates to the rights notices will also be made available on the website.

How Priority Was Set:

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

Description of 2023 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 website and at virtual and in-person community events. The notices of customer rights and responsibilities are also available in Spanish.

Measures to Evaluate the 2023 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

BILLING SERVICES AND PAYMENT ALTERNATIVES

New/Continuing Program:

Continuing

2022 Results. Evaluation and Feedback:

Throughout 2022, the Company continued to promote its billing and payment options through a variety of channels, including bill inserts, emails, web content, brochures, flyers and in-person and virtual presentations.

Messaging included education about alternative payment options, such as Con Edison's level payment plan, and tools like high bill alerts that notify customers when their energy usage is high compared to previous periods. Customers continued to receive payment reminders via text or email letting them know when their bill was ready or due or when payment had been received. As part of this campaign, customers were also directed to a dedicated phone line (Resource Direct) for information on payment alternatives and help with self-service and payment agreements.

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.

Following its bill redesign in 2021, the Company continued to utilize bill messages to promote and educate customers about programs and savings.

In mid-2022, the Company launched a multi-channel campaign for residential customers promoting the recently renamed Energy Affordability Program (EAP) (formerly the low-income discount program) and the New York State Electric and Gas Bill Relief Program approved by the Public Service Commission in June 2022. As part of the campaign, which included bill messages, bill inserts, web, email, IVR messaging, in-person and virtual presentations, and paid advertising through social media and print, the Company encouraged residential customers to check their eligibility and enrollment status for these programs. (See "Low Income" section for more details on this campaign.)

In response to rising energy supply costs, the Company employed a multi-channel campaign that included bill messages, email, website, IVR messages, Walk-in Center posters, social media, in-person and virtual presentations, and press releases, to help customers understand more about their rates and what they could do to manage costs. Programs and rates promoted through the campaign included Level Payment Plans, Payment Agreements, Time of Use rates, and ESCOs, 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 2022, a paid SEO advertising campaign directed customers searching for how to pay their bill to a dedicated "Payment Options" page on the Con Edison website.

Due in part to these efforts, the number of customers enrolled in eBill increased to 67 percent in 2022. Additionally, 65 percent of all payments received in 2022 were made using Con Edison's

electronic or telephone self-service options, with another 30 percent made via customers' personal electronic banking.

In 2022, the Company also announced the re-opening of all six of its Walk-In Centers for the first time since the COVID-19 pandemic began. Location-specific status changes related to on-site payment methods accepted or hours of opening were quickly communicated to the PSC, as well as to customers, through several channels, including bill messages, website, and mobile app, and were continuously monitored and updated.

The Company also highlighted that it does not accept alternative payment methods (e.g., cash apps, such as Zelle and Venmo, cryptocurrency, and pre-paid debit or gift cards) as part of an online and print scam awareness educational advertising campaign and during in-person and virtual presentations to various community groups.

Goals for 2023:

The Company intends to continue educating customers in 2023 about their billing and payment options, to promote adoption of electronic channels, and to implement new services that will help customers better manage their bill payments. Con Edison will continue to use all resources mentioned above to educate customers on payment assistance programs, bill help resources, and customer protections. The Company will continue to update our website and My Account to allow customers better access, additional self-service options, and more flexibility in managing their accounts and financial plans.

In addition, a communications campaign, through emails, bill messages, social media posts and new content at coned.com/billhelp and coned.com/billrelief, educated customers about the second phase of the New York State Electric and Gas Bill Relief Program.

As new payment methods are adopted by the Company (e.g., over-the counter (OTC) cards for select Medicare programs), changes will be incorporated into Con Edison's "Payment Options" webpage and scam awareness outreach and education campaigns to make sure customers are aware of official Con Edison payment options.

Work will continue to further redesign the bill with a new Oracle Linux billing platform that is planned to be implemented in 2023. The design of the new meter billing table format is dynamic and can now accommodate multiple rates and/or programs that may be implemented in the future as a result of new renewable energy initiatives. The Bill Redesign Project has set the stage to automate the manual complex billing processes for major accounts that would have required excessive time and cost had the Company not moved forward with the updates and will ensure smoother integration.

In addition to a new-look bill, Con Edison will continue updating its Alexa skills and Google Assistant actions that allow customers to check their account balance, make or schedule a payment, set payment reminders, and manage multiple accounts on a Google and/or Alexa device. Updates will also be made to the virtual assistant Watt to meet customers' evolving needs.

Following the completion of the smart meter rollout, Con Edison will continue to encourage customers to utilize tools available to them to monitor their usage and realize energy savings. Working with OPower, the Company will develop personalized email and print communications to customers to promote relevant programs and energy savings 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 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 2023 Program:

In 2023, 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.
- **Residential and Non-Residential Rights and Responsibilities Notice**
- **Company Website** – The Company's website includes a comprehensive “Payments 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 our Concern customers, including payment options and billing services.
- **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.
- **Customer Service Representative (“CSR”)** – CSRs provide information on bill payment options to customers in person, over the phone and through the web chat feature.
- **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 at Company Walk-in Centers and distributed at outreach events.
- **Educational Advertising**
- **E-mail Campaigns**
- **Outreach Events**

Measures to Evaluate the 2023 Program:

The Company will evaluate its 2023 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

SPECIAL NEEDS CUSTOMERS

New/Continuing Program:

Continuing

2022 Results (evaluation and feedback):

Throughout 2022, the Company made information available to special needs customers through a variety of channels, including bill inserts, brochures, and online at conEd.com.

As the pandemic and continued spread of COVID-19 left some community groups still feeling unsafe, Con Edison provided information about special needs customers through virtual platforms in early 2022. However, as the year progressed, community partners returned to in-person events and meetings, making it possible for the Company to provide valuable information to customers via outdoor events and some indoor presentations.

These platforms allowed the Company to direct customers online where they could access the LSE brochure, "Safety for Special Customers"; they could also download an LSE form, fill it out, and send it to Con Edison by email, mail or fax, even if they did not have access the My Account portal. Customers could also receive physical LSE application forms to mail in once completed. Another feature allows Con Edison customers to track the status of their LSE form 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 of master-metered buildings and community organizations asking them to urge anyone who uses life-support equipment to register with Con Edison.

Because of a brief electric service interruption that occurs during the installation of smart meters, customers enrolled in the LSE program also continued to receive emails allowing them to make appointments for smart meter installations at a time that is convenient and safe for them.

Con Edison provided additional information related to the LSE program to more than 100 representatives from New York City and State agencies and community groups during the Company's virtual Summer Community Resources Conference on June 21, 2022. The event included information on Con Edison's Energy Affordability Program (EAP), the new Electric and Gas Bill Relief Program, and benefits for eligible customers. A speaker from the New York City Human Resources Administration (HRA) also provided information about the Home Energy Assistance Program (HEAP), how to enroll in the program and the financial assistance it provides. In addition, the conference focused on summer bill forecasts and expectations, outage reporting and Con Edison's outage map features, and storm and hurricane safety.

This year, the first phase of New York State's Electric and Gas Bill Relief Program was introduced, which offered bill forgiveness to EAP customers with a past due balance from bills for service through May 1, 2022. Con Edison employed a multi-channel approach to relay information about this program to eligible customers, including its most vulnerable populations, through its website, bill messages, bill inserts, social media, Customer News and Spotlight newsletters and in-person presentations.

To make bill payments more accessible for customers with disabilities, Con Edison continued to leverage voice-assisted technologies with its Alexa skills and Google Assistant actions. These tools provide options for customers to check their account balance, make or schedule a payment, set payment reminders, and manage multiple accounts on a Google or Alexa device. If the customer doesn't have a device, they can still access these services via their mobile phone through the Alexa or Google Assistant apps.

The Company expanded its 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 in the Joint Proposal adopted by the 2020 Rate Order "to implement a new targeted program to inform low-income and at-risk customers about their customer enhancement options." The program continues to feature targeted education designed to deliver information and tools to help customers manage their energy costs, utilize self-service options to manage their accounts and learn about payment assistance available to them. Additional efforts to expand on this initiative include translating important documents, such as the EAP enrollment form and information on scams, into additional languages to help vulnerable populations who do not speak English or Spanish.

In addition, Concern customers were notified, in both English and Spanish, to update their contact information to make sure they continued to receive alerts about weather conditions, power outages, and emergency repairs going on in their neighborhood. An additional effort was made to increase notifications to human services agencies in New York City and Westchester County prior to outage events so the agencies can provide an additional level of support to their constituents during an emergency.

In 2022, the Company also expanded its weatherization kit effort and offered weatherization items in Energy Efficiency kits to low-income customers via an online request form.

Messaging for special needs customers was also frequently included in Con Edison's "Customer News" bill insert, biannual Spotlight Newsletter and quarterly bill messages.

Goals for 2023:

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

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 also expand this year, subject to Commission approval of the Joint Proposal in Cases 22-E-0064 and 22-G-0065, with additional brochures and flyers being translated into such languages as Spanish, Russian, Chinese, Korean, Polish and Bengali. The goal would be to start translating important materials that are taken out into the community (e.g., *Safety for Special Customers*, *Save Money*, *Save Energy* and *How to Get Through a Power Outage*) and continue translating until all brochures and flyers are produced in a number of different languages. Printing of these materials would depend on the population of customers that speak that language, but smaller quantities can be produced on an as-needed basis.

Con Edison also communicated information about Phase 2 of the New York State Electric and Gas Bill Relief Program, which provided eligible residential customers a one-time bill relief credit of up to \$4,750 toward a past-due balance for bills through May 1, 2022. This effort will help customers, including special needs customers, who did not receive relief during the first phase of the program.

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, as well as the notification requirements relating to special needs customers under Public Service Law and the directives set forth in Cases 06-M-1108, 19-E-0065 and 19-G-0066.

Description of 2023 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 receive information as described below.

Elderly, blind and disabled customers – Information will be provided via Spotlight (the Company's biannual newsletter for customers enrolled in the Concern program for elderly blind and disabled customers) sent out 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, the 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 also 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 2023 for Case Nos. 06-E-0894 & 06-E-1158 "Report on Program to Identify Life Support Equipment Users".

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, several communications targeting at-risk and low-income customers will be translated into additional languages, including Spanish, Russian, Chinese, Korean, Polish and Bengali.

Measures to Evaluate the 2023 Program:

The Company's 2023 program will be evaluated based on the results of customer awareness surveys.

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

SERVICE INTERRUPTIONS

New/Continuing Program:

Continuing

2022 Results, Evaluation, and Feedback:

Throughout 2022, 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 storms, such as Tropical Storm Nicole, and 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 deployed in the field in Customer Information Centers during a heat event on August 9, 2022, at E. 179th Street and Vyse Avenue. Using lessons learned as part of the Company's Regional Outreach Plan, a bilingual employee deployed as part of the outreach response to speak with customers in the area whose primary language was Spanish. Outreach met with customers to provide information on the outage, restoration times, claims procedures and other issues related to the storm. They also directed customers to dry ice crews that were deployed at the Customer Information Center locations.

Customer Outreach used several tools during outage response efforts for the first time in 2022, 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, Customer Outreach staff used two new apps installed on their phones – one that provides up-to-date outage notifications and another that shows the Distribution Feeder Board, highlighting which networks are out of service.

Offering customer care through the best and lowest-effort experience possible is always a priority for Con Edison. As such, in 2022, the dedicated Outage Communications Journey Mapping team continued to use a customer-centric approach to enhance the programs and channels customers use to report their outages and receive status updates, apply data analytics and customer research to develop new touchpoints with customers, and expand the program to provide timely and proactive information when customers need assistance the most. Customers who reported problems with their electric service received updates via the channel of their choice (text or voice calls) and an e-mail with the same information, if an email address was on file. By providing the option for customers to receive updates via text messages and emails, in addition to automated voice calls, Con Edison met the modern customer's expectations: relevant information at their fingertips when they need it.

These automated touchpoints are built based on a "Mobile First" approach, which automatically sends text messages to customers who provide cell phone numbers when reporting outages. The mobile first approach was developed in response to customer research pointing to an overwhelming preference for text messages to receive updates about outages and restoration. In polls and surveys, close to 80% of Con Edison customers responded they prefer text messages as an outage notification channel. Customers can opt out from text at any time and choose to receive outage updates via voice calls instead.

In 2022, the Company continued to improve the Outage experience for customers. For the first time, Con Edison sent messages to its entire territory leveraging a new tool that allows the delivery of urgent communications not based on pre-existing scripts or templates. The ad-hoc messaging tool can create and distribute messages via text or automated voice calls based on a specific emergency, targeting only the customers directly impacted by that event. This new program was very useful during Winter Storm Elliot, which brought in an extreme drop in temperatures and created a nationwide gas shortage crisis that impacted the East Coast. As gas supplies approached critical levels, Con Edison was able to distribute a conservation appeal via text message to all customers with a cell phone number on file.

The Company also continued to comb through the free form texts customers write in response to our automated texts to identify messages associated with vulnerable customers, such as those using life support equipment. Using text analytics technology, the system flags a series of specific keywords associated with medical emergencies and sends email alerts to a dedicated group of Customer Service Representatives (CSRs) who will run wellness checks on those customers and register them as LSE if they are not yet registered with the Company.

In 2022, the Company continued to work on training internal stakeholders on all outage-related customer communications, with a particular focus on the new process for customer messaging during emergency power shutoffs — or those situations in which the Company is forced to shut power off for customers in order to avoid larger damage to the grid and more extensive outages. The goal of these training sessions is to fully prepare all employees whose responsibilities include producing and delivering this type of customer communications ahead of the summer season, when heat waves become a threat.

Last year, the Company also expanded its proactive outage communications via text to allow customers to use SMS/texting to report outages 365 days of the year. Before, the availability of that feature was limited to large storm events. The new program allows customers to use their cell phone of record to report an outage at any time, with no restrictions, by simply texting “OUT” to 688-243 and going through the prompts without any registration needed.

The Company also continued to expand its work on leveraging smart meters data to improve our response to power problems.

In addition, Con Edison expanded the reach of its Outage Map educational video by producing a version in Spanish to be included in email blasts, the website, social media and press releases sent as part of pre-storm communications.

The Company also continued to encourage Concern customers to provide updated contact information so that they can be reached during outage events. Human services agencies in New York City (HRA) and Westchester County (DSS) were also alerted prior to outage events so that they could provide an additional level of support to their constituents during an emergency.

Goals for 2023:

For 2023, our focus will be on the internal systems that keep the Outage Communications program up and running.

Con Edison is going through a major project to replace our legacy Customer Information System, with a cloud-based Oracle system called Customer Care and Billing (CC&B). CC&B will provide CSRs with a modern system to support their transactions and assistance needs,

including creating outage tickets and obtaining status of existing outages. The Company's Outage Management System (OMS) is also being upgraded. As a result of these projects, Con Edison will unify the customer service infrastructure that serves its two sister companies — Consolidated Edison Company of New York (CECONY) and Orange & Rockland Utilities (ORU).

These projects are a massive undertaking and require continuous testing to ensure all the features and functionalities our customers enjoy today will continue to work as we transition to the new systems. The CC&B and OMS projects will also enable opportunities for future enhancements as we continue to prioritize the customer experience.

To meet the growing customer expectations and continuously improve the customer experience, the Company proposed capital outage communication initiatives in the 2022 rate case, that will enable it to respond to the ever-evolving outage communication needs.

The Company sees an opportunity to develop the new technologies and platforms described below to provide more detailed information to targeted groups of customers before, during and after outage events to meet safety and customer satisfaction goals.

Emergency Customer Messaging Center (ECMC)

ECMC will be a centralized platform that will allow the Company to identify a specific group of customers affected by an imminent or ongoing emergency and create a customized message that can be quickly approved and sent out to those customers. Specifically, the ECMC will deliver the following capabilities:

- Quickly identify customers affected by an imminent or ongoing emergency event and pull a very targeted list of customer contact information (e.g., based on their geographic area, equipment their account is associated with, smart meter status, etc.).
- Write a new emergency communication specific to the event, to be sent via text and automated calls to customers during that imminent or ongoing emergency.
- Execute the steps above and include an approval process within one single platform to get the messages out to customers as quickly as possible.

The ECMC will require integration with the currently isolated data systems used to house customer information to pinpoint the specific customers the Company wants to reach and pull the customer data with precision and agility. The platform would be built to push the customer list and text/recorded voice message to a messaging partner to send to customers.

Emergency Event Task Tool (EETT)

EETT will be an internal operational and communications task management platform focused on large-scale predictive outages.

- Develop a centralized digital tool for a variety of outage scenarios to coordinate internal tasks for executing customer communications. This will allow all customer-facing employees to be prepared to collaborate and execute their tasks before, during and after any outage event

- All internal employees should be able to interact with the tool in real time, receive email notifications on tasks due, and obtain updates on events
- Archiving: the tool will save a record of all event activity and tasks, including time stamps, comments, and customer communications

In 2023, the Company will also continue to leverage smart meter data to improve our response to power problems, with a focus on increasing the speed of resolution for power service issues. Another area of focus in 2023 will be service appointments for repairs that require visits from our crews to customers' premises. The Company plans to introduce text message confirmations for those appointments to give customers a chance to confirm or request to reschedule the work, increasing the convenience for them and the chance of a successful visit for our crews.

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 2023 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 and text messages
- Daily outage email communications for weather events that have a large impact on our 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 advertisement in various platforms
- A Call Center group specializing in social media responses
- Media outreach
- Outbound text messages, phone calls and emails to customers who report outages
- Proactive text-message notifications to customers who provided cell phone numbers
- Customer Outreach staffing at Customer Information Centers
- Customer brochure - "How to Get Through a Power Outage"

- Press releases

For customers identified as Spanish-speaking, information provided through outbound calling and email blasts are provided in English and Spanish. Some materials will be translated into multiple languages as part of a new initiative to reach limited English proficient customers in the language they speak. Material at the Company's website can be translated into multiple languages using Google Translate.

Measures to Evaluate the 2023 Program:

Con Edison will evaluate the success of its 2023 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 collected will include the number of outages reported online, via the mobile app and by text, and the timeliness of pre-storm/heat event emails and emails sent during an outage event.

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

2022 Results. Evaluation and Feedback:

During the 2022/2023 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 and bill relief for customers impacted by COVID-19. The campaign also encouraged 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.

In the winter edition of Customer News, residential customers were warned of a predicted 32% increase in gas heating costs, as well as a 24% increase in electric costs, and to expect additional bill increases if they used more energy than prior years. Customers were directed to the Home Energy Analysis tool for suggestions to help improve their energy efficiency and control energy costs to ease the burden of these increases.

The winter edition of Customer News also featured energy savings tips customers could use to lower their bills. Residential customers and homeowners received email blasts highlighting specific energy-saving tips they could use during the winter months and information about the Company's level payment plan and time of use 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 tips for both gas and electric customers during the holidays and winter months. For more information, see Natural Gas & Electric Safety in Section 4.

The Company also distributed approximately 9,800 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 via Customer Outreach's virtual Community Resource conferences.

Also in 2022, the New York State Electric and Gas Bill Relief Program (EGBRP) provided arrears relief to low-income customers in the form of a bill credit. The Company launched a large-scale multi-channel campaign to make customers aware of the program and the need to be enrolled in the EAP by December 31, 2022 to receive a bill credit.

Throughout the year and into the start of the winter season, email blasts, bill inserts, bill messages, social media posts, advertising campaigns and posters placed in Walk-in Centers sought to reach vulnerable customers. The Company also attended events in vulnerable areas and worked with local food pantries to get the word out about the first phase of the bill relief effort.

Con Edison also worked with the Public Utility Law Project of New York (PULP) and local elected officials on a number of utility payment assistance events. The Company also worked alongside other entities, including National Grid, the Public Service Commission (PSC), and the New York City Human Resource Agency (HRA), to reach vulnerable communities and customers facing financial hardship. At these events, Customer Outreach staff provided information on the forecasted winter heating increases, EAP applications, weatherization kit eligibility, and one-on-one billing assistance.

The Company also held and participated in virtual meetings with agencies and community organizations on winter preparedness, including information on protections for customers impacted by COVID to improve awareness of payment assistance and winter energy efficiency.

The year also marked the Company's first effort to expand its language offerings to low-income customers. In previous years, information was provided in English and Spanish, along with a language block telling customers in additional languages to have the important material translated to them. This year, information on EAP was also provided in Chinese, Korean and Russian to help customers get the financial assistance they need without having to seek out a translator.

Goals for 2023:

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 provide a multi-channel communications plan via IVR messaging, social media posts, email blasts, bill messages and media responses to help explain supply costs while offering assistance to customers having difficulty paying their bills. The Company will continue exploring ways to better educate customers about any potential increases in supply costs before they happen and to proactively warn customers should increases appear imminent.

A communications campaign will educate customers about the second phase of the New York State EGBRP. As part of the campaign, eligible residential customers will be notified that they will receive a one-time bill relief credit of up to \$4,750 and eligible small business customers will be notified of a one-time bill credit of up to \$11,000. The credits will be applied automatically toward a past-due balance from bills for service through May 1, 2022. Customers that received a credit during the first phase of the EGBRP are not eligible for the second round of bill credits. Phase 2 EGBRP information will be conveyed through emails, bill messages, social media posts and new content at coned.com/billhelp and coned.com/billrelief.

The Company looks forward to more in-person Outreach opportunities and hopes to further expand its language capabilities in 2023.

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 2023 Program:

During the 2022/2023 heating season, the Company will 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
- 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
- Smart meter customer-focused bill messages
- Educational advertising
- Virtual forums
- Bill messages
- IVR messaging
- Posters

These communications will promote energy safety and energy efficiency and provide information on payment assistance programs. Customers with smart meters will receive individualized energy-saving tips through high bill alerts and emails with links to My Account, which will provide energy-saving tips based on their usage and information about energy-efficiency rebates and incentives. Customers can also fill out the Home Energy Analysis to receive customized energy savings tips for the winter months based on answers to questions about their home.

The Company will also provide information about the Low-Income Home Energy Assistance Program (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 distributes information about EnergyShare through Customer News, educational brochures distributed at community events, and community partners.

Measures to Evaluate the 2023 Program:

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

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

PRICE VOLATILITY

New/Continuing Program:

Continuing

Description of Program:

The Company developed a robust communications campaign to prepare customers for the lasting impacts of inflation and disruptions in the global supply chain that resulted in increased supply costs on their monthly energy bill. In addition to proactive messaging around high bills, the Company's outreach around supply price volatility includes information for customers about energy efficiency and payment assistance programs through a variety of channels, including bill inserts, bill messages, on-hold call messages, email campaigns, press releases, educational advertising, drop cards, social media posts, outreach events and conferences and web content at conEd.com. The program also included information on governmental assistance programs, such as the EAP, the New York State EGBRP for customers impacted by COVID-19, HEAP and EnergyShare grants.

2022 Results, Evaluation and Feedback:

At the start of the year, customers began seeing increases in their gas and electric bill due to increased energy supply costs resulting from market forces outside of the Company's control, including periods of colder-than-usual weather that impacted the price of natural gas. Those price trends continued due to other disruptions, such as the war in Ukraine. The Company first issued a winter bill outlook in the Customer News newsletter that goes to all customers. To keep customers abreast of the situation, the Company also developed emails, bill messages, on-hold call messages and a press release to provide information on why supply prices had increased and what customers could do to prepare for changes in their bill.

The Company conveyed empathy for the impact of high bills on customers, letting them know Con Edison was here to help if they had trouble paying their bills in the form of flexible payment agreement options. The messages also explained the market drivers for increased supply costs, emphasized gas and electric prices and their impact on heating, and provided context around winter changes in usage and the impact on bills. The messages also offered information on time of use rates, level payment plans, and ways customers could leverage their new smart meters to track energy usages and make appropriate changes to save money on their bills. As customers expressed their indifference to the reasons behind the supply price increase and reacted more favorably to empathetic approaches, Con Edison responded in kind, focusing on ways to help customers as it sent additional communications .

As winter came to a close, the Company began alerting customers about the likelihood of increased electric bills during the summer, first through Customer News and then through email notifications, bill messages, on-hold messaging and a press release. Customer Outreach also provided information to customers at community presentations and meetings and via its own Virtual Community Resource Conference. The Company also made changes to its [Seasonal Bill Outlook \(www.coned.com/en/accounts-billing/your-bill/winter-bills\)](http://www.coned.com/en/accounts-billing/your-bill/winter-bills) web page. As with the winter price volatility messaging, the Company provided customers information about the reasons for bill increases and what customers could do to mitigate the increases, either by monitoring their usage on *MyAccount* and making changes to their usage or by enrolling in various programs.

Customers having trouble paying their bill were directed to set up a payment plan online at www.conEd.com/PaymentPlans.

Research was conducted in relation to the communications sent to customers about the high summer bills. While largely positive, customers had several suggestions about what they would like to see from such a campaign, such as graphic displays and tighter messaging. The Company used these suggestions to help guide its winter email campaign.

Moving into the fall, supply price forecasts for the end of 2022 and early 2023 were expected to be higher than earlier in the year, so the Company developed an even more extensive proactive communications campaign. The campaign kicked off in September with a press release alerting customers of an expected supply price increase. A podcast episode was also developed to provide information on high winter bills. Customers also received an email notification with help for managing high energy bills. The email was forwarded to social service agencies throughout the service territory to disseminate to their clients. Social media content was also developed. Customer Outreach provided information at in-person events and an advertising campaign was used to alert qualifying customers about potential savings by enrolling in the EAP.

The campaign continued in October with a bill onsert mirroring the initial email notification, a bill message and automated on-hold messaging directing customers to Con Edison's website for further information. The Company's [Seasonal Bill Outlook](#) web page was also updated to provide information on expected price increases impacting residential and non-residential customers differently in NYC and Westchester. Customers continued to receive email notifications, including tips to mitigate the increase in supply prices, and visitors to the Walk-in Centers received further information via posters and video content. Customer Outreach addressed the topic in its fall virtual Community Resource Conference and partnered with the Public Utility Law Project (PULP) at two in-person events to help customers financially impacted by the bill increases. Internally, the Company developed talking points for customer-facing employees that were also highlighted on digital displays, posters and via Con Edison's internal Yammer social media network.

In November, customers received a winter savings tips email in relation to increased electric and gas supply prices. In addition, customers with heat pumps also received an email detailing expected increases in their bills and tips they could follow to ease the burden. Concern customers received information via the Company's Spotlight newsletter. Customer Outreach partnered with PULP at two more events to directly connect with customers.

In December, using insights gleaned in customer research, the Company developed a new monthly email campaign that presented customers with a more visual look into the supply price volatility using graphs for gas and electricity prices. The goal was to help customers budget better on a monthly basis. Steam customers impacted by winter increases were also sent an email with information about higher-than-normal bills. Additional information was provided in the Customer News newsletter sent with customer bills. Internally, Customer Outreach met with customer-facing employees to take part in a poverty simulator to build empathy toward customers as they faced high winter bills and the resumption of residential collections activities in October 2022.

Goals for 2023:

The Company will continue to inform customers about supply price volatility. Customers will continue to receive monthly emails illustrating specific increases with graphs that highlight the

changes from the previous month's bill along with changes to the previous year's bill. The emails will continue to be segmented based on region (NYC or Westchester), service class (residential, small business or mid-sized to large commercial) and language (English or Spanish).

Customers will also receive emails highlighting different programs that could help them save money or budget better. The Company sent both the time of use email and level payment plan emails in January 2023.

Customers will continue to receive information via bill messages, on-hold messaging, and information at Walk-in Centers. Customer Outreach will continue to meet with the community at meetings, presentations and tabling events to explain why supply prices have increased and what customers can do to stave off some of the impact.

With summer costs also expected to continue to be high, the Company will take a proactive approach to alerting the community via all the channels available, as outlined below.

How Priority Was Set:

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

Description of 2023 Program:

The Company will use various channels to increase awareness about price volatility:

- Company website
- Press releases
- Email notifications
- Customer News newsletter
- Spotlight newsletter
- Bill messages
- Bill onserts
- On-hold call messaging
- Social media
- Community events, meetings and presentations
- Customer Outreach Virtual Community Resource Conference
- Walk-in Center information
- Advertising campaigns

- Podcasts and/or media placements

Measures to Evaluate the 2023 Program:

The Company will measure the program using awareness surveys and by tracking enrollment rates into various programs (e.g., Time of Use, Level Payment Plans and payment agreements).

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

NATURAL GAS & ELECTRIC SAFETY

New/Continuing Program:

Continuing

2022 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 2022, 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/postcards with safety information. The insert was included with customers' October bills and within all new customers' first bills. Ebill customers also received a postcard. The Company sent an additional postcard targeting master metered tenants in 2022.
- *Smell Gas? Act Fast!* and *Call Before You Dig/811* email campaigns, which were conducted in the spring and fall, focused on what to do if customers smell gas, along with a link to the gas safety video and pipeline safety information. Emails were distributed in English and Spanish.
- Email and print communications were sent to customers informing them of the importance of providing access for the purpose of gas service line inspections. The communications included warnings of a no-access fee for failure to provide access for the purpose of inspection. Warnings were also sent to customers about the possibility of having their gas turned off if the Company remained unable to complete the inspection.
- A new effort was made to communicate with certain customers when it was determined that their gas meter could be relocated outside during planned gas work in various communities. Customers who met the criteria (e.g., 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.
- An electric safety bill insert was distributed to customers early in 2022.
- Customer News, a quarterly bill insert distributed to all customers, features gas safety content in every edition.
- ConEd.com features electric and gas safety content, including safety information and maps indicating power outage and gas leak locations and details. Google translations are also available in multiple languages.

- The Company used social media channels, including Facebook, Instagram, Twitter and YouTube, to share safety tips.
- The Company used advertising mediums, including print, radio, digital display and social media, to raise customer awareness.
- The Company's [Schoolchildren Education Program](#), the Con Edison Heroes mobile app and Con Edison-based DC Comic books are all designed to reach and educate school children about energy safety. In 2022, additional updates were made to our in-house platform, [coned.com/Kids](#), including the addition of materials for high school students. The website continues to allow educators, students and parents to easily navigate through a variety of educational topics, including energy safety, based on grade level and preferred language (English or Spanish).
- The Company also shared information on energy safety at various community events. As part of its Regional Outreach Plan, Customer Outreach hosted our first Student Enrichment Day in August 2022, in which a group of STEM-learning high school students took part in demonstrations and learned about energy safety at a Con Edison facility. Information on gas and electric safety and the gas service line inspection program was also featured at the Company's virtual Community Resource Conferences in 2022.
- Natural gas safety and electric safety brochures are reviewed and produced annually.
- The Company also continued its deployment of AMI-enabled natural gas detectors. A subsequent education program continued to target customers receiving these devices to highlight the benefits of the devices, but to also remind customers that the devices are not a replacement for their own vigilance around gas safety.

Goals for 2023:

Natural gas and electric safety remains a top priority. The Company will continue to educate our customers through a variety of channels and venues.

As part of its Regional Outreach Plan, the Company plans to track the continued deployment of the AMI-enabled natural gas detectors and raise the awareness of gas safety in the local communities about to receive the device.

To further promote gas safety, the Company is continuing its gas service line inspection program and regularly reminds customers of the importance of allowing inspectors access to our equipment.

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

Customer research will continue to assess both customer awareness of gas safety practices as well as feedback on existing communications and materials.

How Priority Was Set:

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

Description of 2023 Program:

The 2023 program will mirror the 2022 program, with optimization of channel activities (e.g., messaging, targeting) as needed.

Measures to Evaluate the 2023 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

SUMMER DEMAND RESPONSE/LOAD REDUCTION

New/Continuing Program:

Continuing

2022 Results, Evaluation, and Feedback:

In 2022, customers faced both rising energy supply costs and rising consumption of electricity as customers continued to remain home due to remote and hybrid schedules. The Company published and promoted, through email campaigns, customer newsletters, social media, press releases, online content, smart meter-customer focused emails and bill messages, information designed to raise awareness about the increase in energy use during the warmer months. The communications also discussed the need to use energy wisely and the benefits associated with seasonal energy-efficient habits and upgrades.

Communications, such as press releases, social media posts, email blasts and occasional automated calls, were also sent to encourage customers to reduce their energy usage during extreme heat events that could result in outages.

This year, the Company added a Summer Cooling Program to its EnergyShare Fund, extending the program beyond the heating season to support customers in need year-round. This was available to qualifying residential customers who met income guidelines. Con Edison also removed the EnergyShare program requirement that customers have an active disconnect notice to reach more customers in need of financial assistance.

The Company also promoted its voluntary time-of-use (TOU) rate as a means of encouraging customers to shift a portion of their electric load to off-peak periods, through the Customer News publication and at the Company's website. An email blast was also sent out later in the year to promote the TOU rate.

As customers faced increased economic hardships and the Public Service Commission expanded ways in which customers could enroll in a utility's EAP (i.e., online form for self-certification), Con Edison continued to communicate with customers about ways to enroll and the benefits of the EAP. Communications were sent in additional languages, beyond English and Spanish, including Chinese, Russian and Korean, to reach more customers in need of assistance.

Goals for 2023:

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

Addressing customer concerns over rising energy supply costs, Con Edison will continue to offer proactive communications to customers about changes in these costs. At the same time, customers will be warned of increased costs related to usage during extreme weather events. The Company plans to leverage its newsletters, email blasts, bill messages, and its virtual

Community Resource Conference to keep customers informed and warn them when such increases are imminent.

The Company will continue to promote its EAP to help eligible customers receive important discounts on their energy bill. Communications will be sent in several different languages as part of the Company's expansion of its language access program.

How Priority Was Set:

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

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

Description of 2023 Program:

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

- 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 Spanish. Important brochures and flyers will be translated into additional languages, including Russian, Chinese and Korean. Material at the Company's website can be translated into multiple languages using Google Translate.

Measures to Evaluate the 2023 Program:

The Company will use awareness surveys, digital marketing analytics, tracking participation rates in rebate and incentive programs, and other voice-of-the-customer data to evaluate its 2023 program.

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

INFRASTRUCTURE AND SECURITY

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 on how to report any wrongdoing.

New/Continuing Programs:

Continuing

2022 Results: (evaluation and feedback):

In 2022, the Company continued to publish information related to infrastructure developments in Customer News, on its website, and in press releases. Awareness campaigns continued for the smart meter project and gas service inspection line program. Information about tree/pole maintenance was sent to customers, distributed at Westchester events, and provided to local municipalities and elected officials. The Company also continued deployment of AMI-enabled natural gas detectors following a pilot program, and a new education program was launched targeting customers receiving these devices.

- Details on the *smart meter* campaign are in the Metering Section of this report.
 - A post-deployment check-in survey was conducted in Queens, with results showing an average smart meter awareness rate of 86 percent. Additional feedback was collected via a post-deployment focus group conducted in March 2022 for Queens customers.
- 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
 - Dedicated gas service line inspection webpage on coned.com (<https://www.coned.com/en/safety/energy-safety/gas-safety/gas-service-line-inspections>)
 - CSRs provided with information on communications and on daily inspections schedules so they can field customer calls/inquiries.
 - Informational drop cards were distributed to customers.
- Activities for *tree/pole maintenance* included:
 - Features in Customer News publications
 - Email campaign
 - Mailer
 - Tree Maintenance Guide distributed at community events

- Presentation at Customer Outreach's virtual Community Resource Conference
- Activities for the *AMI natural gas detectors* included:
 - Pre-installation notification letter to ensure access is granted for installation of the gas detectors.
 - Post-installation notification letter to notify 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 webpage (<https://www.coned.com/en/safety/energy-safety/gas-safety/natural-gas-detector>) that is being updated with more information and a more robust FAQ section.
 - CSRs were provided with information about the gas detectors so they could field customer questions.

Goals for 2023:

Throughout 2023, the Company will make information about infrastructure investments available through Customer News, online and social media channels and will issue press releases as needed. The Company will continue its smart meter and gas service line inspection campaigns. We will continue to communicate tree/pole maintenance updates and electric transmission line information to local municipalities and elected officials and conduct email and direct mail campaigns targeted to customers regarding tree trimming. Activities for the AMI natural gas detectors will continue as these devices are installed.

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 the Company infrastructure. 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.

Description of 2023 Program: The target audience includes all customers, elected officials and community leaders.

The 2023 program will include the use of multi-channel communications including:

- Information in Customer News
- Direct mail and emails for the smart meter engagement program
- Direct mail and email campaigns 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
- Press releases
- In-person/online presentations to customers, municipalities, community groups and elected officials
- Presentations at Customer Outreach's virtual Community Resource Conferences
- Hosting online community conferences
- Participating in events run by Be Social Change, a networking community that shares ideas to make a social impact, including with the environment.
- Content posted to conEd.com
- Social media posts
- Print and radio ads
- Brochures and drop cards, as needed

Measures to Evaluate the 2023 Program:

The Company will evaluate its 2023 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

FINANCIAL ASSISTANCE

New/Continuing Program:

Continuing

2022 Results:

After struggling in 2021, customers continued to feel the economic impacts of COVID-19 in 2022. Customer Outreach understood from its research and customer feedback that customers were worried about how they would pay arrears and/or bills going forward, so our intensive outreach regarding financial assistance continued with the simple message, “We’re Here to Help.” This message permeated various communications, all aimed at making sure customers struggling with their bills knew that they had options to get back on track. Even as turn-offs for non-payment resumed in October, customers were encouraged through a variety of communication channels to sign up for payment agreement programs that would keep them from service terminations.

The financial assistance webpage at coned.com/BillHelp was continuously updated with information on COVID-19 bill protections, the EAP, setting up a payment agreement online, the Resource Direct dedicated phone line for low-income customers, the EnergyShare program, NYSEDA programs for low-income customers, energy efficiency programs and the New York State EGBRP. In addition, during 2022 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.

As stated previously, the first phase of the EGBRP focused on arrears relief for EAP customers, and customers already enrolled in the EAP received bill credits automatically. To maximize the number of customers benefitting from the EGBRP, the Company ran a large-scale multi-channel communications campaign in Q3 and Q4 2022 to help more customers document their participation in public assistance and enroll in the EAP. Customers had to enroll by December 31, 2022 to be included in the first phase of the bill relief effort.

Additionally, as required by the Commission, in 2022 the Company and other NYS utilities launched a new standardized enrollment form for the EAP. Con Edison’s enrollment form was distributed in multiple languages, including English, Spanish, Chinese, Russian and Korean, to help increase the number of EAP customers enrolled.

To further help customers behind with their bills, the EnergyShare utility grant program continued to allow previous recipients to reapply for the grant annually.

Goals for 2023:

During 2023, the Company will continue to use the variety of channels mentioned above to make customers aware of the financial assistance programs.

The Company will continue to seek out partnership opportunities with regional community organizations to educate customers on financial assistance available to them in light of the COVID-19 pandemic and those impacted by the substantial increase in energy supply costs.

Per the Commission's January 19, 2023 order implementing a second phase of the EGBRP, a communications campaign educated customers about the second phase of the program. Eligible residential customers have been notified that they will receive a one-time bill relief credit of up to \$4,750 and eligible small business customers were notified of a one-time bill credit of up to \$11,000. The credits were applied automatically toward past-due balances from bills for service through May 1, 2022. Customers that received a credit during the first phase of the program are not eligible for the second round of bill credits. This information was conveyed through emails, bill messages, social media posts and new content at coned.com/billhelp and coned.com/billrelief.

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 remain for customers to view at <https://conedoutreach.com>.

In addition, the multi-channel payment agreement campaign will continue to provide information on payment assistance to customers impacted by the recent increase in energy supply costs. The Company will also continue to promote EnergyShare through email blasts encouraging potentially eligible customers to apply for the assistance grant.

Con Edison will explore ways to provide hands-on assistance to customers in need through partnerships it has in the community, such as HeartShare, which facilitates the EnergyShare grants and its monthly outreach effort with Chinese-speaking customers at the Chinese Consolidated Benevolent Association. The Company hopes to continue its outreach partnership with the Public Utility Law Project of New York (PULP) and will actively seeking out partnerships with community organizations that work with limited-English proficient customers.

In addition, Con Edison will further promote its EAP by educating customers not automatically enrolled into the program how to self-certify that they receive public assistance that makes them eligible for a monthly discount. A multi-channel campaign to sign up eligible customers will take place through email blasts, letters, newsletter items, website, advertising campaigns, community outreach and a flyer that features an enrollment form in multiple languages.

How Priority Was Set:

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

Description of 2023 Program:

During 2023, 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
- **Customer News** – Quarterly bill inserts

- **Email Campaigns** – Emails targeting customers with information to help them with their energy bills.
- **Spotlight** – The Company’s biannual newsletter for customers enrolled in the Concern program
- **Company Website** – The *Help Paying Your Bill* webpage has been enhanced to provide customers with resources that are available to help them.
- **Contact 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** – An updated brochure that will help customers understand the options available to them when paying their bill.
- **Online Conferences** – Con Edison will host quarterly conferences with community organizations and regional conferences for customers throughout its service territory.
- **Social Media** - Information on Facebook and Instagram that can help customers take advantage of programs or resources to help them manage their bills.
- **Energy Affordability Program (EAP) flyer** – A flyer featuring an enrollment form and information about the EAP
- **Posters** – Payment assistance focused posters will be on display at all Company Walk-in center locations throughout the year
- **Other** – Virtual presentations given by Company Outreach advocates for community organizations, senior centers, homeowners’ associations and other groups

Note that Customer News, Spotlight and the Rights and Responsibilities notices are available in a Spanish language version. Important brochures and flyers will be translated into additional languages, including Russian, Chinese and Korean. Material on the Company’s website can be translated using Google Translate.

Measures to Evaluate/Obtain Feedback of 2023 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

COVID-19 RESPONSE

New/Continuing Program:

Continuing

2022 Results. Evaluation and Feedback:

While 2022 marked a return to normalcy for many people, the fiscal challenges that resulted from the COVID-19 pandemic remained and the goal for Con Edison was to help customers get back on track with their finances.

The “We’re Here to Help” campaigns of the previous years remained, as customers were made aware of financial assistance programs, including payment agreements that could help them pay their bills over time to avoid the service terminations that resumed toward in late 2022. The multi-channel communications campaign around payment agreement is highlighted in the Financial Assistance section of the report.

Customers had a number of options to help them overcome some of the financial hurdles that got in their way due to COVID-19. The New York State Emergency Rental Assistance Program (ERAP) was developed to provide economic relief to low and moderate-income households at risk of experiencing homelessness or housing instability by providing rental arrears, temporary rental assistance and utility arrears assistance.

In addition, the Home Energy Assistance Program (HEAP) Regular Arrears Supplement (RAS) was provided supplemental assistance to HEAP-eligible households who had electricity and/or gas account arrears documented by their utility vendor.

Both programs were launched in 2021 to assist customers through 2022. But the largest benefit aimed at helping customers get back on track was the implementation of the New York State Electric and Gas Bill Relief Program. Launched in 2022, the first phase of the bill relief program erased past-due balances for service through May 1, 2022, in the form of a bill credit for customers enrolled in a utility’s Energy Affordability Program (EAP) and similar programs at other utilities. Customers had to be enrolled in EAP by December 31, 2022 to be eligible.

The Company developed a large-scale multi-channel communications campaign to help customers enroll in EAP. Information about EAP, including qualifying programs, bill discounts and the bill relief program, was included in emails, bill messages, bill onserts, IVR on-hold messaging, posters at Walk-in Centers, Company newsletters, social media posts and advertising campaigns. The Company also made changes to the Coned.com/BillHelp page to reflect the changes to EAP. An enrollment form was also developed and distributed at various in-person events. The enrollment form was distributed in multiple languages, including English, Spanish, Chinese, Russian and Korean, to help increase the number of EAP customers receiving the bill relief credit.

Meanwhile, a second phase of the bill relief program was being developed to help customers that were not enrolled in EAP receive financial assistance. That phase would launch in 2023.

The return to normalcy also included the reopening of Walk-in Centers in March 2022, which gave customers another option to pay their bills and the Company another opportunity to connect with customers about the various programs and resources available to them.

In addition, 2022 marked a full return to in-person events, as Customer Outreach engaged with customers at 148 events in NYC and Westchester. The increase in events allowed the Company to educate customers about the tools available to them to overcome the financial impact of COVID.

Goals for 2023:

In 2023, the main focus was to educate customers about the second phase of the New York State Electric and Gas Bill Relief Program.

A communications campaign will educate customers about the second phase of the New York State Electric and Gas Bill Relief program. As part of the campaign, eligible residential customers will be notified that they will receive a one-time bill relief credit of up to \$4,750 and eligible small business customers will be notified of a one-time bill credit of up to \$11,000. The credits will be applied automatically toward a past-due balance from bills for service through May 1, 2022. Customers that received a credit during the first phase of the program are not eligible for the second round of bill credits. The information will be conveyed through emails, bill messages, social media posts and new content at coned.com/billhelp and coned.com/billrelief.

The Company will also continue to educate customers about the availability and accessibility of payment assistance programs and will continue to partner with regional community organizations to help educate customers financially impacted by COVID on the financial assistance available to them.

How Priority Was Set:

This priority was set based on Public Service Commission approval of the New York State Electric and Gas Bill Relief Program, benchmarking of other utilities in New York State and the continuous monitoring of guidelines from our local and state authorities and the U.S. Centers for Disease Control and Prevention.

Description of 2023 Program:

The Company will use various channels in 2023 to guide us and inform employees and customers about COVID-19 related news, programs and resources:

- Email and direct mail campaigns
- Targeted advertising campaigns
- Targeted social media messaging
- Quarterly Customer News bill insert
- Biannual Spotlight Newsletter
- Company website
- Bill messages
- IVR on-hold messaging

- Walk-in Center posters
- In-Person and virtual presentations
- Outreach materials sent to community partners
- Customer surveys

Measures to Evaluate/Obtain Feedback of 2023 Program:

The Company will measure the program through the following metrics:

- The number of customers that remain in arrears after bill relief efforts
- The dollar amount in arrears that remains uncollected after bill relief efforts
- The number of customers that fall back into arrears during the year
- The number of customers that sign up for payment agreements
- Customer feedback gathered from surveys
- Customer feedback during presentations
- Feedback from elected officials and community groups

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

METERING

New/Continuing Program:

Continuing

2022 Results (evaluation and feedback):

In 2022, Con Edison concluded its comprehensive customer engagement program to inform customers in the Bronx and Queens about its automated metering infrastructure (AMI), or smart meters. The program aimed to educate customers about the benefits of smart meters and engage them in using smart meter data to help manage their energy usage. Smart meter outreach activities took place before, during and after the installation of smart meters and included awareness surveys, focus groups, printed and electronic communications, advertising campaigns, meetings with local and community leaders, community presentations, and the distribution of educational materials at community outreach events.

Two months prior to receiving a smart meter, customers received communications letting them know about their smart meter installation, including a link to an online appointment tool to schedule installations at a time more convenient to them. Emails were also sent to encourage LSE customers, who may not be able to handle an unscheduled power outage, to make an appointment to have a smart meter installed.

Emails were sent to customers approximately two weeks before a smart meter was scheduled to be installed, again with a link if customers wanted to schedule their appointment at a specific time. Additional emails were sent to customers who on previous installation attempts had not provided access to their meter, resulting in the Company's inability to perform a meter exchange.

Once a smart meter was installed, engagement communications, both digital and print, were sent to residential and non-residential customers. Engagement communications offered customers insights into their energy usage along with energy efficiency tips and additional information aimed at encouraging customers to take advantage of the benefits of their new smart meters. High-bill alerts leverage smart meter data to notify customers if they are using more energy compared to their usage the year prior. Residential customers also had the option to receive a Weekly AMI Energy Use Report (WAMI) to help them make better decisions about their energy usage. Commercial customers received a monthly report similar to the WAMI.

As mass deployment of smart meters ended in the beginning of the year, the Company began targeted efforts to install AMI in locations that did not provide access during mass deployment.

As of January 2022, no-access fees resumed for AMI installation. Customers that did not opt out of the smart meter installation but refused access to Con Edison's equipment for purposes of the smart meter upgrade were notified of the \$100 no-access fee that would be charged each month that the Company attempted an installation but was not granted access. These customers had the option to opt out of the program or set up an appointment to have a smart meter installed.

Complex billed customers also continued to receive smart meters throughout the year. Because meters change how these customers view their energy usage through the My Account portal, customers were directed to coned.com/yoursmartmeter for more information.

Con Edison continued testing seven time-variant, demand delivery rates in 2022 through its Innovative Pricing Pilot (IPP). The IPP – which is known to customers as either the Smart Energy Plan or the Fixed Delivery Billing Plan, depending on the rate for which they're enrolled – is intended to give electric customers greater control over their energy use and costs.

The first two waves of the pilot – which lasted two years and included residential and small commercial customers – began in Staten Island and Westchester County in 2019 and concluded at the end of September 2021. The third wave was originally scheduled to begin in April 2020 and include residential and small commercial customers in Brooklyn. However, this was delayed six months due to the COVID-19 pandemic. Wave 3 therefore began in October 2020 and concluded at the end of September 2022.

Customers were recruited for the IPP using both default and opt-in strategies. All 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 education has included monthly communications delivered both in print and electronically. Participants also have access to a custom experience within conEd.com/MyAccount, which includes a bill-comparison tool, monthly and daily demand graphs, and specialized tips, information and FAQs.

All participants were protected by a one-year price guarantee, through which they were credited back the difference if they paid more on the IPP over the first 12 months than they would have on their prior rates. This guarantee was extended six months for Wave 1 participants, whose price guarantees were originally scheduled to expire in April 2020, at the onset of the COVID-19 pandemic. Customers enrolled in Con Edison's Energy Affordability Program (EAP) and/or the Company's Concern (elderly, blind and disabled) program were given a price guarantee for the full two-year pilot period.

In January 2023, the Company began recruiting nearly 100,000 residential and small commercial customers for Wave 4 of the IPP. Wave 4 is intended to help validate and/or normalize the data collected through the first three waves of the IPP, the majority of which were conducted during the COVID-19 pandemic. Adding a fourth wave also allows the Company to collect data from the Bronx, Manhattan and Queens – the three boroughs that were not included in the original pilot.

The Wave 4 recruitment campaign was conducted between January and March 2023, and participating customers will be enrolled on their pilot rates beginning in April. Each customer will be recruited via a default strategy (automatic enrollment unless they explicitly opt out) and offered one of five rates from the original pilot (Rate I, II, IV, VII or the small-commercial rate). A group of 12,500 customers recruited via default for Rate I will also be given the option of opting into subscription Rate V as an alternative. This is designed to test customer preference when they are asked to choose between a traditional/variable rate and a subscription rate, which fixes a portion of customers' electric delivery charges for a year at a time.

Like the original pilot, customers recruited for Wave 4 will be sent five different communications prior to enrollment and will be offered a one-year price guarantee. EAP and Concern program customers will be offered a price guarantee for the duration of the two-year pilot period, which will end in April 2025.

Wave 4 customers will receive ongoing communications like those sent to customers throughout the original pilot. Likewise, Wave 4 customers will have the same features available through conEd.com/MyAccount that were available to customers in Waves 1-3.

Results from the IPP will be published in quarterly filings to the New York Public Service Commission beginning in August 2023, with a final evaluation report filed in July 2025. Customers who do not have a smart meter will continue to receive instructions for taking and submitting meter readings to avoid estimated bills.

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.

Goals for 2023:

The Company's primary goal for metering outreach in 2023 is to reach customers who did not have a smart meter installed during the mass deployment 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 (residential only) or schedule an appointment. These customers will continue to receive communications notifying them of their options. Customers who opted out of receiving a smart meter will continue to receive instructions for taking and submitting meter readings to avoid estimated bills.

Efforts will continue to engage customers with smart meters to encourage them to take advantage of the benefits of AMI. 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, as well as products available at the Con Edison marketplace that can work in conjunction with the smart meter to help save customers money.

While the Company will no longer be making AMI deployment-related presentations in 2023, smart meters will be incorporated into other presentations focusing on clean energy, price volatility and outages.

How Priority Was Set:

This priority was set according to the Company's AMI Customer Engagement Plan. With regard to meter reading education, Con Edison is committed to providing customers that opt out of AMI with convenient meter reading options.

Description of 2023 Program:

The Company will use various channels in 2023 to increase awareness and engagement of smart meters, including:

- Letters and emails related to installations and no access issues
- Bill messages
- Company website

- Social media posts
- Posters at Walk-in Centers
- Advertising campaigns related to the My Account portal
- In-person and virtual presentations held with elected officials, business organizations and community groups. These presentations will be held in conjunction with 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, high bill alerts, and weekly energy reports) to encourage customers to take advantage of the full benefits of their smart meters

The Company will continue to make information available on how to take and submit a meter reading through its website and pre-outage event email campaigns.

Measures to Evaluate the 2023 Program:

The Company will measure the program through the following metrics:

- The number of customers that have smart meters installed
- The number of customers that use the Con Edison's My Account portal once they receive targeted messaging

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

SCAM AWARENESS

New/Continuing Program:

Continuing

2022 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. In this campaign, customers are provided with tools on how to differentiate a real Con Edison employee from a fake one and how customers can verify visiting Con Edison employees and contractors using the employee number. The campaign also includes information on scams where a caller or visitor will threaten to turn off electric or natural gas service unless payment is made immediately through untraceable gift cards, pre-paid debit cards, cash apps (e.g., Venmo) and cryptocurrency (e.g., bitcoin).

In 2022, the Company expanded its campaign to raise awareness of additional scams targeting our customers, such as scammers' use of 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.

In addition to press releases and email blasts, the Company expanded the length of its paid digital and social media advertising campaign to run beyond November's Utility Scam Awareness Week and throughout the entire year. The Company also increased the number of foreign-language translations in scam awareness print ads to expand language access. These print ads were published in eight languages (English, Spanish, Chinese (Mandarin), Russian, Korean, Haitian-Creole, Bengali, and Urdu). Overall, these campaigns incorporated diverse, representative images of Con Edison's customer base alongside common signs and tactics of scammers. Ads appeared in local newspapers, radio, social media, and online, with an emphasis on empowering customers to hang up and/or call Con Edison's 800 number to verify the legitimacy of any request for payment.

The Company conducted two scam awareness surveys of its Advisory Community in spring 2022. In April, customers were asked to share stories of their encounters with scammers to inform the Company's understanding of customers' familiarity with scamming techniques. In May, a survey of residential and commercial customers gauged the impact and clarity of Con Edison's scam awareness communications (specifically emails, social media posts and flyers). The results showed that 90% of respondents found that the communications about scams were easy to understand and helpful. Additionally, upon completing the May survey, respondents were invited to visit Con Edison's scam awareness website, garnering clicks from nearly half of the 2,044 respondents. Based on this feedback and level of engagement, the Company's goal is to increase the frequency of scam awareness messaging and continue to find innovative ways to expand messaging across multiple channels throughout the year.

Information was provided to customers through flyers, articles in the Customer News and Spotlight newsletters, email blasts, the conEd.com scam awareness page, social media, on-hold messaging, and the advertising campaign noted above.

Scam Awareness was prominently featured at in-person outreach events, many of which were done in partnership with elected officials and/or the New York City Police Department. Scam awareness was also incorporated in the Customer Outreach team's virtual presentations and its Community Resource Conferences.

Training was also essential to the success of this effort. Company field employees and contractors received imposter training, including how to identify themselves to customers during field visits and be patient with customers who request to verify their information at 1-800-75-CONED. Contractors performing gas service line inspections were also trained. Call center employees were trained to handle imposter calls and underwent annual scam awareness training. Representatives are 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. According to Corporate Security, the call center fielded approximately 1,296 reports of scam/impostors in 2022, compared to 1,361 in 2021, 611 in 2020, and 743 in 2019.

The Company also continued its working relationship with the United Utilities Against Scams, a group of more than 150 utilities across North America, to benchmark on best practices and incorporate learning as part of a joint Utility Scam Awareness week campaign in November.

Goals for 2023:

Con Edison will continue using proactive communications to help customers remain vigilant, including raising awareness of any new or emerging tactics of scammers. Recognizing that scams are continually evolving, we plan to extend the run of our multi-lingual, multi-channel awareness campaigns through paid channels and community partnerships throughout the year. Customer Outreach also plans to look for partnership opportunities with community organizations, social service providers, and city and state agencies to deepen our impact on this and other customer well-being topics.

Payment options will also remain an important part of the Company's scam awareness campaign, reminding customers of the forms of payment Con Edison accepts, as well as which websites are safe for customers to use to make a payment.

As the Company expands its Regional Outreach initiatives, efforts 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 has also begun discussions with the Queens District Attorney's office about working together to inform customers about scams and hopes to expand this effort to other D.A. offices throughout our service territory.

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

Internally, as part of our Imposter Home Awareness Training, the Company will continue to educate employees and contractors 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., seniors, immigrant populations, young customers opening their first Con Edison account, and small businesses).

Description of 2023 Program:

The Company will use various channels in 2023 to increase scam awareness:

- Customer news
- Spotlight
- Press releases
- Multi-language, multi-media advertising campaigns
- Email blasts
- Updated website content
- Social media posts
- IVR messages
- Flyers
- Walk-in Center messaging
- Employee awareness activities
- Contractor training
- Onboarding training curriculum
- Virtual presentations to the community
- Outreach presentations within the Company
- Collaborations with the NYPD and WCPD community teams
- Collaboration with United Utilities Against Scams

Measures to Evaluate the 2023 Program:

Con Edison will evaluate the success of its 2023 program using feedback from Corporate Security, police contacts, marketing campaign reports, and surveys to get insights on customer awareness.

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

2022 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 targeted efforts to educate and engage low-income and at-risk customers. The Company filed its Low Income and At Risk Customer Outreach plan with the Commission in 2020, and in 2021 incorporated the topic into its annual Outreach Plan.

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 to manage energy costs and available energy savings programs, and
- Education on available assistance programs

In 2022, the Company continued to communicate with low-income customers regarding financial assistance available to them. Notable new developments in 2022 included re-branding the low-income discount program as the Energy Affordability Program (EAP), adding qualifying government assistance programs to EAP materials, introducing a standardized EAP application consistent with other utilities in New York State, and rolling out a new online process for customers to self-certify their eligibility for enrollment in the EAP.

Communications about EAP included email campaigns, website updates, social media posts, IVR messages, newsletters, bill messages and bill inserts. Customers were informed about which qualifying government assistance programs require them to self-certify vs. those that are part of the Company's automatic enrollment process with social services agencies, and how to check their enrollment status on their bills and in My Account. Additionally, an advertising campaign with information about the program was developed for limited income audiences, 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, and Bengali. In addition to social media, radio, and digital advertising in English and Spanish, the company printed the actual EAP application in five languages -- English, Spanish, Russian, Chinese, and Korean -- and distributed it at community events and as online PDFs to our community partners.

As previously discussed, the PSC approved the first phase of its Electric and Gas Bill Relief Program (EGBRP) in June 2022 and directed utilities to provide arrears credits to customers that enrolled in the EAP through December 31, 2022. The Company promptly incorporated the EGBRP communications plan required under the PSC's order into its outreach campaigns, with a particular focus on informing customers of their ability to self-certify for EAP enrollment.

The Company allocated additional resources to promote the EAP to residential customers, doubling advertising resources mid-year in a bid to raise awareness about the EAP and EGBRP

and boost EAP self-certification. By the end of 2022, both EAP and the EGBRP were promoted across several channels, including email, social media, radio and the website, all encouraging customers to check their eligibility and enrollment status for EAP. Emails announcing the EGBRP were sent to all residential customers, with additional follow-up to customers with qualifying past-due balances.

The Company also incorporated feedback from surveys and nimbly responded to customer feedback in real-time. For example, a fall 2022 survey showed that many EAP-enrolled customers were not familiar with the program by name or its benefits. Customers also were not aware of the December 31 enrollment deadline to receive arrears relief under the EGBRP. In response to these survey results, the Company mailed an additional flyer in early December to customers with a qualifying past-due balance with information and a QR code directing them to the EAP enrollment form.

In addition to the EAP and bill relief communications, the Company continued to inform residential and commercial customers about payment agreement options through a variety of channels, including bill inserts, IVR messaging, drop cards, website information, outbound calls, and virtual outreach presentations.

As noted in the Financial Assistance section, the Company continued to update its low-income resource page at www.coned.com/BillHelp and created coned.com/BillRelief, a new FAQ page for the EGBRP. In addition to offering information about customer protections and resources, these sites included information on new government assistance programs needed to qualify for the EAP, along with updated information on increased discount amounts. Additional information was developed to help customers apply for an EnergyShare grant. With more customers choosing to enter into payment agreements due to the economic impacts of COVID-19, the site also included in-depth information and a video tutorial to help customers access self-service tools. The site was rounded out with information on NYSEDA programs, the Con Edison Marketplace and tips to help customers save money on their utility bills. This site will continue to evolve to meet the needs of our low-income customers.

In conjunction with these efforts, the Company created 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 into payment agreements. A separate advertising campaign promoted scam awareness specifically for low-income and at-risk customers, increasing both the number of translations and the length of the campaign by several weeks relative to the prior year.

The Company also continued to drive EAP customers to our Resource Direct phone line through email, newsletters, community presentations and content at conEd.com. The Company's dedicated resource phone line provides enhanced support to low-income, senior, and at-risk customers, including help with payment assistance plans and special services available to them. 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.

With the return to in-person events, Customer Outreach was able to provide a wealth of information to customers and community groups related to EAP, bill relief, payment agreements and other payment assistance programs. Thanks to its robust Regional Outreach Plan, the Company also leveraged demographic data to pinpoint areas with high volumes of Medicaid

customers and helped them understand they needed to self-certify for EAP enrollment because, as of 2020, social service agencies can no longer share information about Medicaid recipients with the Company. The same effort was made to ensure customers received information about the EAP in the languages they speak.

Customer Outreach also continued to collaborate with the Company's Energy Efficiency team to engage customers in managing their energy by distributing approximately 9,800 weatherization kits to EAP customers. The kits included a 17" roll of foam weather strip, a self-adhesive door sweep, and a heat shrink film window insulation kit. Customers received a description of each item and directions on how to install them. The program was promoted through email blasts to low-income customers, our Spotlight newsletter to Concern customers, and presentations via Customer Outreach's virtual Community Resource conferences, with a link where eligible EAP customers could request their kit: <https://savingskit.coned.com/>.

The Company also collaborated with organizations like HeartShare, which administers the EnergyShare program, to help customers having difficulty paying their bills. The Company retained COVID changes to the program for 2022, including year-round acceptance of applications.

In 2022, Con Edison was recognized by the National Energy & Utility Affordability Coalition (NEUAC) for its annual Corporate Excellence Award, recognizing outstanding achievements by a company or corporate entity on behalf of its low-income customers.

As part of its commitment to customer experience and diversity, equity, and inclusion, the Company also introduced training for customer-facing employees across our service territory in the form of a game-based poverty simulator. Designed to improve employee understanding of the daily challenges faced by vulnerable customers and their family members, this exercise was received positively by employees at all levels of the Company.

As noted in previous sections, Con Edison also continued its Community Resource Conference series, offering information on programs benefiting low-income and at-risk customers. The Company also saw success with pilot regional outreach efforts targeting low income and at-risk customers. In partnership with the Public Utility Law Project (PULP) and Senator Leroy Comrie's office, Con Edison resolved account-specific billing issues via remote video and in-person events. Additionally, Customer Outreach also worked with local food banks and community centers to help distribute EAP information and applications in multiple languages.

Finally, while not specific to low-income customers, Con Edison developed a robust communication plan, including email blasts, bill inserts, bill messages, newsletter articles, press releases, Walk-in-Center notifications and podcast content, to help customers better prepare for changes to supply prices that impacted their bills in the summer cooling and winter heating seasons. Communications included information on energy saving strategies, budgeting tips and payment assistance programs.

Goals for 2023:

The Company will continue to provide information about programs available to help low-income and at-risk customers through a variety of channels, including direct mail, email blasts, bill inserts, and brochures and online at conEd.com. The Customer Outreach team will adopt and promote "Customer Well-Being" as a high-level objective, ensuring customer safety through education (e.g., electric and gas safety education and scam awareness) and reducing energy

burdens through energy savings and dedicated programs to help customers better manage their energy bills. Con Edison will also continue to provide information to customers about payment assistance programs through virtual presentations and community partnerships.

In early 2023, the Company implemented a multi-channel communications plan to inform customers of the second phase of EGBRP. The plan will highlight a one-time credit for residential and small business customers with qualifying balances for service through May 1, 2022 who did not receive a Phase 1 EGBRP credit in 2022.

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 continue to participate and/or co-design regional events for and alongside these partners, the demand for which exceeded pre-pandemic levels in 2022. Con Edison will look to actively build on collaborative regional community events with PULP and to convene an event 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 eligibility requirements, key benefits, and how customers can check their eligibility and enroll in the program. This effort will include helping customers understand what governmental assistance programs automatically enroll them into EAP and which programs do not automatically enroll them, meaning that they would have to self-certify to receive the discount. 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 EAP application form. Additionally, the Company will actively seek out local community partners and agencies that can assist with distribution and localization of this information.

As efforts to promote EAP continue, additional research will be conducted to better understand which channels can help engage customers who do not currently utilize self-service options (beyond automatic payment of bills). In addition, a multi-channel payment agreement campaign will continue to provide information on payment assistance and additional protections provided to customers. The Company will work to enhance its advertising impact and to pursue new research-informed channels to deepen both reach and impact of its educational messaging.

The Company is working to expand its efforts to communicate with low-income customers in the languages they speak. Con Edison hopes to translate important materials into languages other than Spanish to reach even more customers with economic concerns. The Company will also partner with agencies and nonprofit groups to provide translators at presentations to help in this cause.

The Company will continue to expand the availability of EnergyShare grants to pay up to \$200 toward customer energy bills. [

Con Edison will also update its website at www.coned.com/billhelp to include the latest information on programs and resources for low-income and at-risk customers.

The Company will also maintain its free energy savings weatherization kits program as a core benefit of EAP, as well as rebates and savings available to customers through our Marketplace.

Finally, with supply costs remaining volatile in 2023, Con Edison will continue to update customers about how these costs will impact them and what they can do to combat those costs.

How Priority Was Set:

This priority was set according to the PSC's January 16, 2020 *Order Adopting Terms of Joint Proposal and Establishing Electric and Gas Rate Plan* ("2019 Rate Order") in Cases 19-E-0065 and 19-G-0066, the August 2021 EAP Order, and the Commission's orders regarding the EGBRP in Cases 14-M-0565 and 20-M-0266.

Description of 2023 Program:

The Company will use various channels in 2023 to increase awareness about programs and resources that provide assistance to 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 presentations held with city and state agencies and community groups
- 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 2023 Program:

The Company will measure the program through the following metrics:

- The number of targeted customers signing up for Con Edison's My Account

- The number of customers that use the self-service payment agreement
- 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

2022 Results (evaluation and feedback):

The Company continues to leverage partnerships with community and governmental agencies within each of its six operating regions to engage customers through community events and meetings. In 2022, Customer Outreach teams used these opportunities to present information and materials about topics relevant to the needs and interests of each area including, but not limited to, energy efficiency, scam awareness, payment assistance, energy safety, and other programs and services that Con Edison offers. In regions where smart meters were being deployed in 2022, the Company continued to present information about the smart meter project, including information on the installation process and smart meter benefits.

The Company continued to share information with its community partners about Company programs and services and website information on subjects of interest to all customers, with special focus on gas safety and life support equipment program. We also worked with community organizations to bring services to the community. Some examples include our efforts with the Chinese Consolidated Benevolent Association to provide outreach to residents in the Chinatown community, which resumed in 2022 after a two-year suspension due to COVID-19. Similar work has been conducted with the Washington Heights and Inwood Council on Aging and the Washington Heights & Inwood Chamber of Commerce to help our Concern and small business population.

As part of the Joint Proposal adopted in the 2020 Rate Order, the Company agreed to develop and implement a more targeted regional outreach plan, which was filed with the Commission on August 30, 2020.

The Regional Outreach 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 the Company's effective regional activities. Outreach worked closely with community leaders and organizations and used public demographic data 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 or the Concern program for the elderly, blind, or disabled customers. Once the Company identified customer segments within a region, it developed plans to target customers for customized communications, activities and resources to provide education and promote engagement within each region.

In-person meetings and events are an important channel for reaching many of the diverse customer segments in our six operating regions. As New York State recovered from the pandemic and returned to normal business activities, in-person events returned. Customer Outreach was highly sought after for presentations, tabling and meetings this year. In total, the team completed 148 in-person and virtual events, presentations and meetings this year, which was well-beyond pre-pandemic numbers and allowed Con Edison to directly interact with customers about such topics as energy efficiency, energy safety, high winter bills, EAP, bill relief and scam awareness, among others.

As part of the plan, the Company felt it was important to broaden and strengthen its existing community partnerships with human services providers, local senior centers, public libraries, housing associations, youth organizations, AARP chapters, and LGBT community groups to identify and engage with customers on a deeper level. The Company determined that sticking with existing community partners was not enough to develop a viable program and began efforts to identify new partnerships in the community that would help us educate customers.

The Company identified several food pantries in our service territory that would include Con Edison materials in packages they handed out to customers. Customer Outreach developed a drop card with information on resources that could help low-income customers and those financially impacted by COVID. These drop cards were given out by the food pantries to help customers having difficulty paying their bills. In addition, these customers were also provided an enrollment form to help them sign up for the EAP.

Signing up for EAP had greater significance in 2022 due to the implementation of the New York State Electric and Gas Bill Relief Program (EGBRP). In addition to the bill discounts EAP customers receive, the first phase of the bill relief program allowed customers enrolled in EAP by December 31, 2022, to have their past-due balance for service through May 1, 2022 erased in the form of a bill credit.

Enrolling customers in the EAP was a priority and that meant making sure to reach customers in the languages they speak. Identifying communities that spoke languages other than English or Spanish, Customer Outreach was able to provide enrollment forms in Russian, Chinese and Korean. Outreach staff made sure to travel to communities with translators, so customers understood information about the program and the benefits of signing up for EAP.

One example included providing a Russian translator and materials translated into Russian for customers who attended the Brighton Beach Jubilee in Brooklyn. Other examples included having a Spanish-speaking staff member talk to customers at the Media at Arts Al Fresco Lunch & Learn event in Sleepy Hollow. Customer Outreach also had a Chinese translator speak with customers at the Mayor's Office Mid-Autumn Moon Festival and a Korean-speaking staff member at Queens City Councilmember Linda Lee's Town Hall.

Additionally, an advertising campaign with information about the program was developed for limited income audiences, 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, and Bengali.

Because customers with Medicaid had to self-enroll into the EAP, Outreach pinpointed communities with high Medicaid enrollment to educate them about the steps they can take to enroll in EAP. Customer Outreach also partnered with the Public Utility Law Project of New York (PULP) on one virtual and four in-person events in Queens to work one-on-one with low-income customers to help educate them about EAP and other resources.

The ability to pinpoint specific demographics within Con Edison's service territory was an important element of expanding the Company's Regional Outreach Plan. Customer Outreach worked with Con Edison's Data Analytics and Marketing Research teams to improve our understanding of the low-income audience, resulting in two new tools. The first, a new Neighborhood Dashboard, offers at-a-glance visualizations of ZIP-code level demographics, including the number of customers enrolled in the EAP by ZIP code and third-party estimates of demographic information such as common household languages and total homeownership vs.

renter rates. Working with the Marketing Research team, Customer Outreach also conducted a segmentation analysis of low-income customers, creating three distinct personas and looking at third-party data estimates regarding their demographics (e.g., household language and preferred media channels (TV and email)).

Con Edison also continued partnering with Police Precinct Community Councils at virtual and in-person presentations throughout its service territory to provide information on scams impacting customers. The partnerships led to the largest Outreach presence at National Night Out Against Crime this year, with representatives at one event in every borough and Westchester to promote scam awareness and other important programs.

After the success of 2021's electric vehicle event at Angelina's Ristorante in Staten Island, Customer Outreach continued its push to promote electric vehicles and had a large presence at this year's New York International Auto Show at the Jacob Javits Center. Customer Outreach also brought out the Company's electric vehicles to promote Con Edison's EV programs at other events, including the Downstate's 14th Annual Earth Day Event in Brooklyn and a special Youth Enrichment event sponsored by Con Edison at The Learning Center in Queens.

In Brooklyn, as warmer weather allowed for in-person outdoor events, Con Edison sponsored the BRIC Celebrate Brooklyn concert series. As part of the sponsorship, the Customer Outreach team took part in several events, offering information relevant to customers in the community, from EAP enrollment to energy efficiency tips.

Also in Brooklyn, Customer Outreach partnered with the Brooklyn Cyclones, the minor league affiliate for the New York Mets, to feature Con Edison content at the team's home games. Customer Outreach featured display content on the team's scoreboard to promote electric vehicles and regular trivia contests with information on energy safety, energy efficiency and scam awareness. Banner advertising from Con Edison was also included on the Cyclones' website. Outreach even participated in a first-pitch ceremony to help kick-start the partnership.

Smart meters remained a focus of the Regional Outreach Plan at the start of the year as the mass deployment stage of the project ended in the Bronx and Queens. The Company held presentations in both boroughs to highlight the benefits of smart meters and educate customers about the installation process. It also conducted marketing and advertising campaigns and focus groups in Queens as to wrap up mass installation of smart meters in those communities.

The Company also continued to host its quarterly virtual meetings last year. Dubbed the Community Resource Conference, the virtual platform allowed the Company an opportunity to provide information on energy supply price increases, changes to the EAP, bill relief, payment agreements, emergency response, the LSE program, scam awareness, energy efficiency and social issues impacting our customers. In turn, the event also allowed representatives from outside Con Edison to share their own programs that would benefit our customers, including an important fire safety discussion that touched on electric scooters and similar devices.

Goals for 2023:

The Company will continue a multi-channel approach that includes email, direct mail, community organization channels, social media and advertising specific to the Bronx, Brooklyn, Manhattan, Queens, Staten Island and Westchester.

Outreach will continue looking at different partners in those communities. As stated above, Con Edison will continue its outreach in Chinatown and will actively seek out similar events that will allow us to speak to customers in their preferred language. Other planned activities include regular outreach at HeartShare's intake centers, one-on-one sessions with customers through our partnership with PULP, and additional EV events this year.

Language access will be an important aspect of the Regional Outreach Plan. The Company will use all the tools at its disposal to reach out to customers of limited English proficiency by using a translator or staff person that speaks the customer's preferred language. Important documents, such as flyers and brochures, will continue to be translated in languages beyond English and Spanish to make sure all customers are informed about important programs and resources available to them.

To address scams, Customer Outreach plans to continue partnering with local police precinct community councils to conduct virtual and, potentially, in-person presentations to educate customers about scams that target our vulnerable populations. Customer Outreach is also in talks with the Queens District Attorney's Office about partnering for scam awareness presentations and hopes to expand to other DA's offices in the service territory.

The Company will work on renewing its relationship with the Brooklyn Cyclones and will seek out a similar arrangement with the FerryHawks, a minor league team on Staten Island.

Also, after the success of its Community Resource Conference, planning is underway to host several more virtual conferences this year. An in-person event is also under consideration, with a focus on addressing the growing energy burden felt by our most vulnerable customers.

Mailings to community partners will also be expanded to update community partners on information shared with customers, including in the quarterly Customer News bill insert, Spotlight newsletter for Concern customers, and educational campaigns.

Throughout the year, customer feedback and ongoing research will be leveraged to enhance the program and its components by ensuring customer needs and preferences are both assessed and addressed. Research will be performed using surveys and focus groups. Additional insights will also 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* ("2019 Rate Order") in Cases 19-E-0065 and 19-G-0066.

Description of 2023 Program:

The Company will use various channels in 2023 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
- Virtual presentations hosted by elected officials and community groups
- Virtual Community Resource Conferences hosted by the Company
- Virtual Regional 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 2023 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 the June 22, 2020 Order Approving Tariff Amendments in 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 same to the landlord.

2022 Results, Evaluation and Feedback:

Con Edison continued to inform residential customers via bill messages, website information and in-person and virtual presentations that they, or an authorized agent, may obtain up to 24 months of energy billing history 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 estimate how much their bills will cost at their prospective residence but informs them that their actual bills will vary depending on daily routines and use of appliances and electronic devices. Other factors, such as fees or credits, may also impact a previous tenant's bills.

To make it easy for customers to request this information, the Company directs customers to a webpage at www.conEd.com/PastBills, which details the program and includes the request form. A bill message also informs customers of this service and directs them to the webpage for more information.

Information on this service was also provided to customers during in-person and virtual presentations, meetings and tabling events.

Goals for 2023:

Con Edison will continue to inform customers via bill messages, website information and in-person events that they may obtain historic electric or gas usage information for residential rental premises. All communications will direct customers to the website above for further information.

How Priority Was Set:

This priority was in accordance with the June 22, 2020 Order in Case 20-M-0029 and based on the Company's commitment to sharing information with customers and on developments that impact them.

Description of 2023 Program:

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

- Company website
- Bill messages
- Social media
- Community events
- Home shows

Measures to Evaluate the 2023 Program:

The Company will measure the program through the following metric: the number of customers submitting requests for past tenant data.

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

SCHOOLCHILDREN EDUCATION PROGRAM

New/Continuing Program:

Revised/Continuing

Description of Program:

In accordance with 16 NYCRR 126.4, “[e]lectric 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.”

2022 Results, Evaluation and Feedback:

In 2021, Con Edison successfully transitioned the Schoolchildren Education Program to an in-house platform at conEd.com/Kids. In 2022, the Company added energy safety and energy conservation material to the platform. The Company also held a focus group with our educator customer audience, who provided opinions on the materials housed on our site. The feedback from this focus group will be used to build additional learning materials.

The Company also expanded our content to include older students by partnering with educators, the NYC Department of Youth & Community Development and the Mayor’s Office of Youth Employment. As part of this effort, the Company hosted our first Student Enrichment Day in August 2022, at which a group of STEM-learning high school students participated in a day of demonstrations on energy safety, energy conservation and career planning. Students also had the opportunity to examine the Customer Information Center used for emergency response and one of the Company’s electric vehicles.

To facilitate student participation in our programs, the Company sent letters to all school districts about our educational website and an additional follow-up email to the corresponding superintendents. The letter also encouraged educators to invite Customer Outreach to present to students on energy safety and energy conservation topics.

Goals for 2023:

Con Edison will continue using proactive communications to promote conEd.com/Kids to our educator audience. The Company will also schedule outreach events targeting educator audiences.

Additional interactive and digital learning tools targeting all grade levels will be sourced and made available via our website to our educators, customers and the public. Any updates or errors will be rectified in a timely manner by the Company’s web team.

Con Edison will continue to send correspondence to all school districts within our service territory. Follow-up email correspondence will also be sent.

Customer Outreach will continue to partner with the Energy Efficiency and Demand Management department and their Smart Kids Program, networking with established contacts in

the Department of Education. We are also looking into the feasibility of hosting a second Student Enrichment Day this summer.

How Priority Was Set:

This priority was set in accordance with 16 NYCRR 126.4, as stated above.

Description of 2023 Program:

The Company will use various channels in 2023 to promote the Schoolchildren Education Program:

- Customer News
- Email blasts
- Updated website content
- Social media posts
- Printed and digital correspondence
- Walk-in Center messaging
- Virtual and in-person presentations to the community
- Outreach presentations within the Company
- Collaborations with the Department of Education
- Collaborations with Con Edison's Smart Kids Program

Measures to Evaluate the 2023 Program:

Con Edison will evaluate the success of its 2023 program using feedback from educators, children, and parents. We will utilize Outreach events and surveys to obtain additional feedback.

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

OUTREACH AND EDUCATION PLAN 2022

Section 5: Employee Outreach and Education

CUSTOMER SERVICE EMPLOYEE TRAINING

New/Continuing Program:

Continuing

2022 Results. Evaluation and Feedback:

In 2022, the Company continued to utilize different media to conduct customer experience training, including classroom training, virtual training and structured job briefings for its employees and contractors.

As the Company resumed returning to the workplace, our immersive training for customer service representatives (CSRs) took on a hybrid approach of in-person trainings twice a week and three days of virtual training. Immersive training for provisional CSRs hired for the CORE project were conducted in a similar fashion.

The Company continued training employees through its eight-hour Enhancing Customer Relationships (ECR) Course. All new CSRs and Customer Field Representatives (CFRs) receive this training. Customer experience training is also provided to contract employees, including AMI meter installers and gas service line inspectors. Among other skills, this contractor training is specific to the sensitive handling of LSE customers having special equipment that requires electricity to operate.

The Company continued to provide its CSRs with smart meter training, which included information on the Company's implementation plan, frequently asked questions and other information to help them educate and inform customers about their smart meters.

As part of the Low-Income and At-Risk Customer Outreach Plan, the Company maintained a dedicated phone line called Resource Direct. 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 allows them to show customers how to navigate and use the Con Edison website, including My Account. Representatives from Resource Direct are continually trained on low-income resources and other relevant information, as needed.

At the start of 2022, protections were still in place to help customers who faced financial hardships during the pandemic. Representatives were trained about these protections, which included prevented service interruptions for residential and small business customers attesting to financial hardship. In addition, the Company informed representatives of more lenient payment agreements and bill assistance programs, including the Company's effort to enroll customers in the Company's Energy Affordability Program (EAP), formerly known as the low-income discount program.

The Company's CSRs were also trained on the New York State-sponsored programs available to customers financially impacted by the pandemic, including the state Emergency Rental Assistance Program (ERAP) and Electric and Gas Bill Relief Program (EGBRP).

When the Company resumed collections and service turn-offs in October 2022, CSRs were notified of what to say to impacted customers. As part of this effort, employees were provided customer sensitivity training facilitated by Customer Outreach personnel through an online poverty simulator program. By design, employees go through a challenging simulation, making

professional, family and financial decisions that customers face every day. The tool allowed employees to understand the hardships customers face. The employees also received EAP, COVID Bill Relief, and Winter High Bill training in the same session.

The Company also trained employees on a service that allows for prospective tenants and/or their authorized agents to request energy bills from previous occupants to give them a sense of possible energy expenses before moving into a new rental apartment or house.

In late 2022, CSRs began CORE training to prepare for the implementation of the new Customer Care and Billing (CC&B) program. Training is ongoing and will continue in 2023 to prepare for the transition to the new CC&B system.

Added to employees' general training was information on the Company's Heat Pump Winter Bill Campaign and Select Pricing Plan and making representatives aware of how increased gas prices would impact the bills of all customers this winter (2022-2023). The training also raised awareness that customers with electric heat pumps may be impacted slightly more by high electric supply costs.

In addition, CSRs were trained on the functionality of Watt, Con Edison's virtual assistant. Watt is an interactive feature created to assist customers with service management and other account management features.

The Customer Operations Diversity & Inclusion Council provided training on the principles of diversity and inclusion for internal and external audiences. This year's effort prepared employees for the return to the workplace, including how to respect differences among each other beyond race, ethnicity, religion, and sexual orientation, including differing stances on COVID, masks, vaccinations and the return to the office.

Standards of Business Conduct (SBC) training was held virtually and in-person in 2022 to educate employees how the Company prides itself on fostering an ethics and integrity-focused culture. Our SBC defines the ways our corporate values, principles, policies, laws, and regulations shape our work. They provide instruction and serve as a framework for decision-making, not only helping to keep us physically safe but helping to keep our reputations, as a company and as individuals, intact.

Employees were trained on the Domestic Violence Attestation Form, which assists victims of domestic violence by helping them remove their names from accounts shared with their abusers. This is available on the Special Services page of the Company website and in E-info to allow CSRs access to send the form to a customer, if needed.

Employees were also trained on regulations governing preferred names and pronouns under the Home Energy Fair Practices Act (HEFPA), which states that every utility shall provide residential customers with an option to be addressed by their preferred name or preferred pronoun, regardless if it differs from their legal name.

Goals for 2023:

During 2023, the Company will continue to provide COVID-19-related training to its employees and explore ways to better help our customers. Customer experience training will continue to be provided to employees and contractors through several different mediums including classroom training, online training, and structured job briefings.

As we continue to move out of the pandemic, immersive training for CSRs will continue in a hybrid approach where CSRs will attend in-person trainings two days a week while also completing three days of virtual training. Immersive training of 145 provisional CSRs for the new CORE project will be conducted under the same hybrid approach.

The Company's General Education Communications (GEC) were streamlined to allow for engagement, support and comradery, which was critical component needed in our new hybrid work environment necessary for a maintaining a healthy environment.

CSRs will continue to receive training on new features available through My Account. Smart meter training will continue being conducted online. The Company will continuously conduct, and update training provided to CSRs during team meetings. Installers from new contractors being brought in for the final phase of AMI installations will receive the ECR contractor course as part of their training.

Employees will continually be trained on Phase 2 of the New York State Electric and Gas Bill Relief Program so that we may be able to assist qualifying customers with any questions or concerns.

In addition, CSRs will continue to educate customers about Watt as it expands its functionality to assist more customers.

The online poverty simulator will continue to help customer service employees increase their empathy for low-income customers who face situations that go beyond just struggling to pay their energy bills.

The Customer Operations Diversity and Inclusion Council will also continue to provide training on topics related to diversity and inclusion to help develop better communication between internal and external audiences. This effort includes the development of new GECs on such topics as stereotypes, pronouns and neurodiversity.

The Domestic Violence Form and Preferred Name/Preferred Noun training will continue into 2023.

How Priority Was Set:

As the Company is committed to providing customers with positive experiences, continued customer experience training is provided to sustain employee focus and engagement. With the continuous rollout of new features on the website and mobile applications, employees will be trained so they can assist customers in utilizing new digital features.

Smart meter training continues to help CSRs educate and engage our customers about their smart meters and usage data.

Description of 2023 Program:

For the customer experience training effort, the target audience includes employees and contractors. Training efforts are ongoing.

The 2023 program will include various formats, including:

- CSR immersive training at the call center
- Online training classes
- Structured job briefings
- Video screens that display customer experience related items including recognition of employees who have provided +1 experience to customers.
- Online poverty simulator

Measures to Evaluate/Obtain Feedback of 2023 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, and employees are coached as needed.