

Customer Outreach and Education Plan

As with any significant change to the bill format, KeySpan Energy Delivery will undertake a comprehensive outreach program for consumers, employees, and other interested parties. Although the primary objective of the plan will be to familiarize stakeholders with the features of the newly redesigned bill, it will also present an opportunity to educate customers about the benefits of retail choice and how the bill redesign will assist them in making a choice.

As the Commission has acknowledged, the new elements in the redesigned bill have the potential to cause confusion. Consumer education will explain the benign nature of the bill format changes, with particular emphasis on the line items that will appear to be new charges.

In the month prior to implementation, the Company will conduct training courses for customer contact personnel. Printed reference materials will be provided, in addition to electronic versions on the company intranet. Other employees, such as government and media relations representatives, will be notified via e-mail. This will assist them in responding to public inquiries received by elected officials and the media. Reference materials will also be made available to external parties who regularly interact with KeySpan Energy Delivery customers on billing matters. These include energy service companies, authorized payment centers, and select government agencies, such as the New York City Human Resources Administration and the Nassau and Suffolk County Social Service Departments.

The Company will preview the upcoming changes to the bill in the regular customer newsletter *Consumer Update* immediately prior to launch. The last bill in the old format will have a bill message announcing the upcoming changes. At introduction of the redesign, each bill will be sent in a specially marked envelope and include a dedicated bill insert to guide customers through the new bill features. This piece will include a bill image along with definitions of terms used. This piece will also promote our retail choice program *NaturalChoice*SM and the associated Web site pages at <http://naturalchoice.keyspanenergy.com>. Posters with similar information will be displayed in each of the Company's Customer Offices.

The customer service section of www.keyspanenergy.com will be updated to provide an interactive version of the information provided in the bill insert. E-mail links will be provided on this page to solicit opinion and to handle inquiries related to the bill redesign.

The Company's customer service telephone menus will be updated with the option to hear a pre-recorded message providing a brief description of and the reasons for the bill changes. At the end of the message the option to speak with a customer service representative will be provided. This method has been used successfully in the past to

deflect some inquiries, thereby minimizing the impact on the normal operation of our call centers.