Edward Sherwin
Associate Counsel
Law Department

BY DMM

April 1, 2024

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

Re: Case 17-M-0475 – In the Matter of Utility Outreach and Education Plans

Case 22-E-0064 – Proceeding on Motion of the Commission as to the Rates, Charges, Rules and Regulations of Consolidated Edison Company of New York, Inc. for Electric Service

Case 22-G-0065 – Proceeding on Motion of the Commission as to the Rates, Charges, Rules and Regulations of Consolidated Edison Company of New York, Inc. for Gas Service

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 sent in compliance with Section M(4) of the Joint Proposal adopted by the New York State Public Service Commission in its July 20, 2023, *Order Adopting Terms of the Joint Proposal and Establishing Electric and Gas Rate Plans with Additional Requirements* in Cases 22-E-0064 and 22-G-0065.

Please contact me if you have any questions.

Respectfully submitted,

Edward Sherwin

Enclosure

Consolidated Edison Company of New York, Inc.
4 Irving Place – 18th Floor, New York, NY 10003 tel: 212 460 6300 fax: 212 260 8627 sherwine@coned.com

Con Edison
OUTREACH AND EDUCATION PLAN
2023 - 2024

Submitted by Jon Minners

to Erin O'Dell-Keller, DPS Office of Consumer Services
cc: Sangeetha Kailas, DPS Office of Consumer Services

April 1, 2024

Con Edison

OUTREACH AND EDUCATION PLAN 2023

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OUTREACH AND EDUCATION PLAN

2023 - 2024

Section 1: UTILITY INFORMATION

UTILITY OUTREACH & EDUCATION AND COMPANY OFFICIALS

Dates Covered by Plan: From: April 2, 2023 To: April 1, 2024

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

  Name: Kristina Le-Gallo

  Title: Senior Planning Analyst, 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: Michael Murphy

  Title: Vice President, Customer Operations

  Mailing Address: 4 Irving Place, New York, NY 10003

  Email: MURPHYMICHA@coned.com

  Telephone No. (212) 460-3277

- 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: 3.1M
- Estimated or known total population in the service territory: 9.5M
- 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: 1.1M
- Total number of customers using e-mail for utility information and alerts: 2.7M
- Total number of customers using online self-service applications (e.g., mobile and desktop) to manage their account: 1.85M
- 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: 472,488
- Total number of customers receiving deferred payment agreements: 47,347

Special Needs Customers

- Total number of accounts coded 62 or over: 199,768
- Total number of accounts coded Elderly/Blind/Disabled: 228,813
- Total number of customers coded as:
  - Medical emergency: 718
  - LSE customers: 11,461
- Total number of customers receiving bills and brochures in Braille: 49
- Total number of customers receiving large-print bills: 1,578

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 LEP customer has been identified?

Yes.

How does the utility encourage these customers to identify themselves?

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

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

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

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

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

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

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 2024:

TOTAL BUDGET **$4,335,000.00**

Electric: Total ..... $**2.601M**

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

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

Seasonal Campaigns ..... **$1.144M (Winter $375K)**

General **$1.456M**

Gas: Total **$1.734M**

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

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

Seasonal Campaigns ..... **$554K (Winter $345K)**

General **$1.179M**

Actual Budget for Outreach & Education for January – December 2023:

Provide a budget breakdown of the FY'22 Estimated Budget for Outreach and Education Expenditures. Please make it clear whether your winter budget is part of your overall budget. Spending details should be included in the topic specific pages found in Section 4.

Total **$3,968,168.00**
Electric: Total ..... **$**2,380,900.80
Gas: Total **$1,587,267.20**

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

- **Customer Service** **$1,804,000.00**
  Includes messaging on billing, complaint procedures, rate information, rights and responsibilities, special needs, etc.

	Electric	Gas
Bill Inserts	**$**	**$**
Brochures/Flyers	**$75,000**	**$**
Direct Mail	**$**	**$**
Educational Videos	**$100,000**	**$**
Email (Questline)	**$162,000**	**162,000**
Media (Advertisement)	**$200,000**	**200,000**
Newsletters	**$**	**$**
Web and digital media (LSE Ad)	**$15,000**	**$**

Oracle AMI Post Communication	**$445,000**	**445,000**

- **Energy Affordability**..... **$686,000.00**

	Electric	Gas
Bill Inserts	**$37,800**	**$25,200**
Brochures/Flyers	**$**	**$**
Direct Mail	**$79,200**	**$52,800**
Educational Videos	**$**	**$**
Email	**$27,000**	**$18,000**
Media (Advertisement)	**$120,000**	**$80,000**
Newsletters	**$**	**$**
Web and digital media	**$**	**$**
Other (Resource Direct Line)	**$156,000**	**$**
Other (Weatherization Kits)	**$90,000.00**	**$**

Estimated Outreach & Education Budget for January – December 2023:

- **Energy Efficiency**..... **$219,000.00**

	Electric	Gas
Bill Inserts	**$**	**$**
Brochures/Flyers	**$16,200**	**$10,800**
Direct Mail	**$**	**$**
Educational Videos	**$**	**$**
Email	**$**	**$**
Media	**$**	**$**
Newsletters	**$**	**$**
Web and digital media	**$**	**$**
Focus Groups	**$115,200**	**$76,800**

- **Seasonal Communications**..... **$ 813,866.00**
  Specify the amounts dedicated to winter outreach **N/A**

	Electric		Gas	
	Total	Winter	Total	Winter
Bill Inserts	**$**	**$**	**$**	**$**
Brochures/Flyers	**$**	**$**	**$218,000**	**$**
Direct Mail	**$252,933**	**$**	**$252,933**	**$**
Educational Videos	**$**	**$**	**$**	**$**
Email	**$**	**$**	**$**	**$**
Media	**$**	**$**	**$**	**$**
Newsletters	**$**	**$**	**$**	**$**
Web and digital media	**$**	**$**	**$**	**$**
Concern & Special Needs	**$54,000**	**$**	**$36,000**	**$**

- **<u>Service-Related Communications</u>.....$167,000.00**
  Includes messaging on outages, infrastructure, metering, safety, tree trimming, etc.

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

Estimated Outreach & Education Budget for January – December 2023:

- **<u>Other Communications</u> $67,802.00**
  Identify and describe other programs that do not fall into the previous categories (e.g., COVID-19).

	Electric	Gas
Email Blasts Designs	**$8,000**	**$**
Translations	**$6,439**	**$**
Diversity & Inclusion	**$15,000**	**$**
Industrial Staffing	**$26,128.80**	**$9,734.20**
Employee Education	**$2,500**	**$**
Media	**$**	**$**
Newsletters	**$**	**$**
Web and digital media	**$**	**$**
Other (explain)	**$**	**$**

- **<u>Outreach Events</u> $210,500.00**

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 Ongoing Activity: Ongoing

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

Public Awareness Planned: Yes

Activity #2

New or Ongoing Activity: Ongoing

Description and Schedule for Planned Activity: Installation of smart meters and the associated communications network across the service territory. Plan included dedicated, informative customer communications that aligned with the rollout. Mass deployment is complete, but work continues on installing smart meters, stabilizing the network, and other associated tasks.

Public Awareness Planned: Yes

Activity #3

New or Ongoing Activity: Ongoing

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

Public Awareness Planned: Yes

Activity #4

New or Ongoing Activity: Ongoing

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

Public Awareness Planned: Yes

Activity #5

New or Ongoing Activity: Ongoing

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

Public Awareness Planned: Yes

OUTREACH AND EDUCATION PLAN

2023 - 2024

Section 2: Mandated Outreach and Education

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART I)

Various Commission Orders have included specific Outreach & Education requirements. Please complete the form in Part II of this section for each case that included requirements for O&E, and for which the reporting time is still active.

PLEASE FILL OUT:

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

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

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

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

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

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

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

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

Please indicate to which office your O&E Reports were submitted and specify the date/s: This is the first instance of this report being filed in the above-referenced cases.

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

Date Reporting May Cease:

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

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

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

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

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

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

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

Please indicate to which office your O&E Reports were submitted and specify the date/s: This is the first instance of this report being filed in the above-referenced cases.

☐ Secretary’s Office Date:
☐ Office of Consumer Services Date:
☐ Other: _____ Date:

(Name of DPS contact person)

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

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No. 22-S-0659

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

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

Summary of O&E requirements:

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

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

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

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

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

Date Reporting May Cease:

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No. 20-M-0029

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

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

Summary of O&E requirements: The Company will inform its residential customers via website postings, social media, and bill messaging that they 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:

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

Date Reporting May Cease: N/A

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

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

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

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

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

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

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

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

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

Date Reporting May Cease:

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

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

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

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

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

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

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

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

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

Date Reporting May Cease:

OUTREACH AND EDUCATION PLAN

2023 - 2024

Section 3: Global Outreach and Education Methods

RESEARCH

New/Continuing Program:

New program continuing previous initiatives.

2023 Results, Evaluation and Feedback:

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

Customer Research is conducted primarily though the Con Edison Advisory Community, which was created in 2015 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 so the entire Community is aligned with the makeup of the Con Edison customer universe – for example, 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 2023 included electric and gas safety, high bills, payment assistance, and language access, with insights leveraged to develop enhanced messaging and resources.

On December 24, 2022, due to a natural gas shortage caused by a dramatic drop in temperature, the Company sent emails and text messages to residential customers advising them to lower thermostats and reduce their energy usage. A January 2023 survey of 1,050 customers who received the message offered important suggestions for future events like these, including incremental email communications when the weather indicates a similar pattern, and providing a URL link with important information via text messages. In summer 2023, Customer Outreach participated in a joint emergency preparedness drill alongside colleagues from the Company and counterparts at National Grid to further prepare for this scenario.

High bills resulting from rising energy supply costs continued to be a major factor impacting customers in early 2023. As the Company continued to alert customers about rising costs and how to manage winter bills and usage, a survey was conducted in January 2023 to gauge customer reaction to these communications. A total of 1,000 residential customers and 362 commercial customers completed the survey. More than nine out of ten customers found the information provided very or somewhat helpful. While eight out of ten customers indicated they did not feel additional information was needed in the emails they received, some requested additional cost-saving guidance, a clearer explanation about rising costs and how Con Edison works to reduce them, and comparative energy charts.

To test fresh messaging to educate customers about energy savings, the Company sought feedback in 2023 from a sample group of 1,331 customers on new, more humorous messaging, compared to more traditional summer energy savings email content. Despite feedback that energy consumption and bills are not a laughing matter, the message was well received. Eight in ten respondents indicated that the new messaging grabbed their attention, with 74% of customers indicating they'd be likely to act as a result of the communication, and younger audiences responding more favorably than older audiences. Based on the findings, the

Outreach team is encouraged to periodically try this new tone in certain contexts, provided that the communication is clear and not lost in the humor.

Safety remains a primary concern for the Company and for Customer Outreach and Education. The Company conducted a survey to enhance future communications by determining what safety topics need to be covered on a more frequent basis. With six out of ten respondents recalling seeing safety messaging (most recalled seeing gas safety messaging), the findings indicate that Con Edison should continue to communicate with customers about both electric and gas safety, consider doing so more frequently, and focus on one or two topics in each communication to help customers better absorb the information.

For 2023, a full year after the Company completed the mass deployment phase of its smart meter installation effort, a post-installation target awareness survey was conducted. Results exceeded the PSC's target threshold of 80% awareness, with 91% of respondents having at least some level of awareness of smart meters. In addition, more than half of those surveyed understood the key benefits of smart meters, such as eliminating the need for meter readings, detailed personalized usage information, and minimized estimated bills. The recommendations from the survey indicate room for raising awareness of other key AMI capabilities in future communications, including faster restoration times after outages and remote activation of new accounts.

In a well-received addition to the Company's language access expansion efforts, Customer Outreach began sending emails in languages other than English and Spanish. A translated summer prep email was sent to customers who indicated Korean, Russian, or Chinese as their language preference when they opened their account. In a follow-up survey, conducted in those three languages, the translated email campaign scored high recall rates of 81% for Korean recipients; 72% for Russian recipients; and 80% for Chinese recipients—all significantly higher than the recall rate of 37% of customers who recalled receiving similar messaging in English the year prior. The survey, which recorded opinions from 347 total respondents, also showed that customers greatly appreciated receiving emails in the language they speak, with more than 98% of respondents indicating the message was clear. Additionally, eight out of ten customers indicated that their perception of Con Edison was positively impacted by the email. These findings mirror results from the 2022 survey of customers who received bilingual English-Spanish bill communications and underscore the importance of continuing to expand Con Edison's language access efforts. Based on these findings, Customer Outreach sent additional emails about scam awareness and winter prep in English, Spanish, Russian, Korean, and Chinese in December 2023. Moving forward, Customer Outreach will continue to seek opportunities to send multilingual communications about energy efficiency tips and programs, as well as programs for income-eligible customers.

Additional surveys were conducted around clean energy sentiment, website personalization, and small business start service. In addition, CRA surveys were conducted in the winter and summer to assess customer awareness of core campaign messages, customer perception of Con Edison's communication efforts, and select customer beliefs.

In the summer of 2023, the Company replaced its biannual CRA survey with a recurring Daily Post Transactional (DPT) email survey. Customer Outreach continually monitors DPT reports and insights from the Customer Operations Data and Analytics team, as well as customer insights from the Company's quarterly Customer Experience Executive Summary Report, other surveys noted above, and customer feedback from in-person and virtual events – all to understand the impact of and opportunities for its Customer Outreach efforts.

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

Goals for 2024:

The Company will utilize customer research to:

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

How Priority Was Set:

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

Description of 2024 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 influence customers to engage in energy-saving behavior
- **Low Income** – Awareness of resources available to low-income customers and feedback on elements of our low-income outreach program
- **Event Feedback** – Feedback from community stakeholders who attend the Company's virtual Community Resource conference
- **Regional Outreach** – Testing of elements of the Company's Regional Outreach Plan, including communication preferences, language preferences, and event feedback

Measures to Evaluate the 2024 Program:

The Company will use a number of tools to obtain insights into and evaluate its 2024 Outreach and Education Plan programs. These will include the level of engagement and insights provided by customers in our customer surveys, polls, focus groups, industry benchmarking and industry group participation and how these insights are leveraged.

See Appendix B for Copies of Research Studies and Reports

WEBSITE, SOCIAL MEDIA & MOBILE APPLICATIONS

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

New/Continuing Program:

Continuing

2023 Results, Evaluation and Feedback:

The Company uses its website, mobile applications, and social media platforms to educate, inform, and engage customers. The Company, however, held off on some updates to the website as it prepared to launch its new billing system in October.

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

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

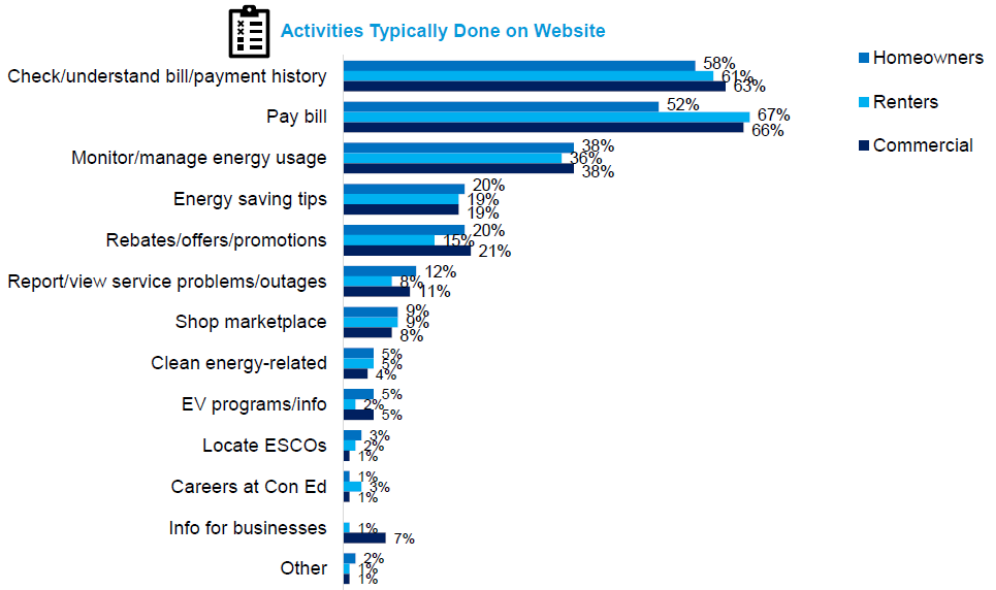
To assist and educate customers about managing energy usage, outreach campaigns encouraged customers to log in/register for My Account for an in-depth look at hourly energy use. As a result, our research showed strong engagement with the Home Energy Report communications, leading to higher customer satisfaction as more than 56% of customers were motivated by the reports to reduce energy usage and 36% made proactive adjustments, such as lowering the thermostat during sleep time and when nobody is home.

The Company continued to develop its social media presence on Instagram, X (formerly known as Twitter), Facebook, LinkedIn, and YouTube. In 2023, the Company used 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 Phase 2 of the Electric and Gas Bill Relief Program (EGBRP).

Customer use of the My Account features and other website resources continues to increase, particularly for topics related to payment assistance. In 2023, Con Edison had nearly 424K customers sign up for My Account and more than 58K customers use the Payment Agreement tool online. The Payment Assistance page had 803K views. The Company continues to make its website easy to use and consistently receives best-in-class effort scores, meaning customers think it is easy to do business with Con Edison online.

Goals for 2024:

Based on research conducted, most customers use the website for bill-related transactions:



While customers were satisfied with Con Edison's website, most were interested in seeing more personalized content, including neighborhood images. The Company will continue to use research to better understand customer expectations for the timing, channels and personalization of communications. Con Edison will also measure increases in web traffic to translated pages because of the Company's effort to provide materials in the languages its customers speak.

The Company will 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 Con Edison's diverse customer segments.

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

How Priority Was Set:

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

Description of 2024 Program:

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

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. Con Edison will also explore new social media channels that cater to customers of limited English proficiency. The Company will add new resources and channels to provide customers with the best possible customer experience.

Measures to Evaluate the 2024 Program:

The Company will use a number of metrics to evaluate its 2024 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 Appendices B for samples of webpages, social media pages, email blasts, and advertising

EMAIL NOTIFICATIONS

Below is a 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

2023 Results, Evaluation and Feedback:

In 2023, the Company distributed 41 email campaigns on energy safety, gas safety, payment assistance, scam awareness, and programs and services that Con Edison offers to manage energy costs (see Appendix B, Email Notifications for a full breakdown of email campaigns). Together, these campaigns had a 67% open rate, which is 25 percentage points higher than the open rate at similar utilities, according to Questline Digital's Engage Platform, which measures email campaign performance. '

During storms and other events, the Company sent customers email and text messages and made automated outbound calls to critical, life-support and Concern customers (i.e., elderly, blind and/or disabled). The Company emailed existing residential customers throughout the year to promote the Energy Affordability Program (EAP). New Con Edison customers also received an email that educated them about the EAP and encouraged them to self-certify if they participated in a qualifying government assistance program. This email had an average open rate of 72%, with nearly 90,000 customers engaged through unique clicks for enrollment and information in the email.

In a well-received addition to the Company's Language Access program, Customer Outreach also began sending emails in languages other than English and Spanish. Research conducted in September 2023 regarding the Summer Prep multilingual campaign found positive reactions among customers toward energy efficiency, financial programs and other helpful resources. A Summer and Winter Prep email was sent in English, Spanish, Korean, Chinese, and Russian to customers who indicated these as their language preferences when they signed up for their account. The emails had an average open rate of 72%, with nearly 31K customers engaged through unique clicks to "Tips & Tools for Lowering Your Energy Bill" and "Save With Rebates and Energy Saving Incentives" web pages.

Con Edison continued to email customers about imposter/scam awareness (this campaign was also sent to customers in English, Spanish, Chinese, Korean and Russian), gas service line inspections, energy-saving tips, payment assistance programs, financial resources and emergency preparedness. The Company sent targeted emails that promoted online self-service tools, such as the payment agreement application within My Account.

In addition to email campaigns, email notifications to targeted groups of customers about planned and emergency work in parts of our service territory continued 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. Work began in 2023 to enhance these communications.

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. Customers were notified about the credit via email, along with bill messages.

Goals for 2024:

The Company intends to expand informational email campaigns into additional languages as Con Edison recognizes and emphasizes the importance of continuing to expand its language access and communication efforts. The Company will also continue to enhance its work notification email program to alert customers and elected officials about work being performed in their communities.

The Company will continue to educate customers via email on available programs and keep them informed of energy safety tips, energy efficiency programs, payment agreement options and financial resources, updates about energy costs, EAP enrollment, and self-service options available online within My Account.

How the Priority Was Set

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

Description of 2024 Program:

The Company intends to distribute a minimum of 20 informational email campaigns in 2024 and to continue using text messages, automated phone calls and email to communicate outage information to customers. Con Edison will also expand its efforts to send emails in languages outside of English and Spanish.

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.

Measures to Evaluate the 2024 Program:

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

See Appendix B for Samples of E-Mail Notifications

OUTREACH EVENTS

What follows is a 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 2023 and those completed thus far in 2024.

New/Continuing Program:

Continuing

2023 Results, Evaluation and Feedback:

In 2023, the Company participated in 215 events throughout New York City and Westchester County at the request of elected officials, local community groups, schools, and senior centers, among other stakeholders. This was a 45 percent increase over the 148 events in 2022 as Customer Outreach expanded its partnerships in the community to include more groups in Disadvantaged Communities (DACs), communities with Limited English Proficiency (LEP), and schools that re-opened in the service territory.

The Company selects events that provide opportunities for educating and engaging customers and are responsive to requests from elected officials and community groups. Outreach Advocates distribute literature and provide information to customers about topics relevant to the needs and interests of the area. In 2023, efforts to promote the Energy Affordability Program (EAP), bill relief initiatives for those who continued to be impacted by COVID-19, and supply cost increases that resulted in higher winter bills dominated the outreach effort. Other topics of interest included energy efficiency, scam awareness, payment assistance programs, and energy safety, with an emphasis on gas safety. With the mass deployment of smart meters completed in its service territory, that topic was absorbed into discussions around tools to save money on customer energy bills and was no longer a standalone topic of discussion.

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

As part of its regional outreach effort, the Company targeted communities where English is not the primary language. This included continuing monthly outreach efforts at the Chinese Consolidated Benevolent Association (CCBA) in Chinatown to help customers with billing-related questions and offer information on the EAP, bill relief, energy safety, and scam awareness in the language they speak.

Some additional examples include:

- Working with Marks Jewish Community House (JCH) on May 24, for a presentation to seniors in Brooklyn that was conducted in English, Russian and Chinese, with interpreters provided by Marks JCH;
- Providing Con Edison staff who could speak to customers in Chinese at the Hong Kong Dragon Boat Event in Queens on August 12;
- Providing Con Edison staff that could speak Russian at the Brighton Beach Jubilee in Brooklyn on August 27;

- Offering information in Korean, Bengali, Chinese and Spanish at the Jamaica Energy Efficiency Small/Medium Business Street Sweep in Queens on October 25; and
- Sending our new Chinese-speaking Customer Outreach employee to Brooklyn to present information on scam awareness in Chinese to seniors at the Health Essential Association.

In addition, as part of the regional outreach effort, the Company continued a large-scale effort to work with local police precincts to provide scam awareness presentations at meetings and events sponsored by the NYPD. Customer Outreach also had a large presence at various National Night Out Against Crime events. In addition, Customer Outreach began working with the Queens District Attorney's Office on a scam awareness presentation in April and with the Staten Island District Attorney's Office to start scam awareness presentations in 2024.

Regional outreach events continued to be an important aspect of the EAP enrollment effort. Con Edison continued outreach in low-income communities to spread information about the program in English, Spanish, Russian, Chinese, Korean and, for the first time, Bengali and Polish. In addition, because customers with Medicaid must self-enroll into the EAP, Outreach continued to pinpoint communities with high Medicaid enrollment to educate them about how to enroll in EAP. A similar effort was added this year to include veterans and their families, who have to self-certify if they receive Veterans' Disability benefits or Survivors Pension. Customer Outreach also partnered with several food pantries in Staten Island to help spread the word about EAP and other payment assistance programs.

To further help low- to moderate-income customers with their bills, Con Edison has continued its partnership with the Public Utility Law Project of New York (PULP).

Customer Outreach continued to host its virtual Community Resources Conference to educate more than 100 representatives from city and state agencies and community groups throughout our service territory on a number of Con Edison-related topics. Con Edison hosted two community conferences in 2023, educating participants about topics that included summer and winter weather and bill outlooks, information on financial assistance, energy-savings tips, and language access. PULP provided details on some of its programs during the Spring conference, which also included information on the Company's Life Support Equipment (LSE) Program and career path opportunities for young adults. The winter edition included information on Con Edison's environmental justice efforts and its work to assist residents in DACs.

Con Edison has been working to provide support to DACs. As part of this effort, in 2023 Customer Outreach attended events in 72 DACs and nine DAC-adjacent communities to provide important information on resources available to customers, including details on the Company's EAP, payment assistance programs, EnergyShare grants, and energy efficiency programs, among other resources.

In keeping with its commitment to a clean energy future, Con Edison's Customer Outreach team was also present at a number of environmentally themed events. These included the 29th Annual Bronx Parks Speak Up on February 25; the Forum for a Sustainable Future in Staten Island on March 22; a large-scale Con Edison outreach effort at the Earth Day Initiative in Manhattan on April 16; and on April 22, when Customer Outreach teams were present at the Earth Day at Mt. Vernon City Hall and the Downtown Brooklyn Earth Day Celebration at Albee Square, among other events held throughout the year.

Schools were an essential part of events in 2023 to provide information on energy conservation and energy safety. During Climate Action Day, on December 6, members of the Customer Outreach team presented to students at Maspeth High School in Queens and P.S. 245 in Brooklyn. Including Climate Action Day, Customer Outreach attended approximately 20 events at local schools in the service territory.

In addition, Con Edison continued building relationships with educators and government organizations such as the NYC Department of Youth & Community Development and the Mayor's Office of Youth Employment. As part of this effort, the Company successfully hosted its second Student Enrichment Day in August 2023, where two groups of high school STEM students partook in a two-day demonstration on the topics of energy safety, energy conservation, and career planning. Students also had the opportunity to examine a Steam Emergency Truck and the latest lineup of the Company's electric vehicles.

Customer Outreach continued its push to promote electric vehicles and had a large presence at this year's New York International Auto Show in April. Customer Outreach brought the Company's electric vehicles to promote Con Edison's EV programs at a number of other events this year, including during a special event in partnership with the Staten Island FerryHawks minor league baseball team on August 17; Department of Public Works Day in Tuckahoe (Westchester) on October 21; and the Irvington EV Fair, also in Westchester, on November 5, among others.

Goals for 2024:

The Company will continue to identify and participate in events, meetings and presentations that provide opportunities for educating and engaging customers regarding their rights and responsibilities, options as utility customers, payment agreement plans, self-service, energy safety, and other topics. Con Edison will also respond to requests from elected officials and community groups that invite the Company to discuss specific topics, such as energy savings tips, EAP enrollment, electric and gas safety, and services offered to special needs and low-income customers.

The Company will look to include more events in 2024 attended by people with limited English proficiency to share information on important programs like EAP and how to avoid falling victim to a scam or energy safety emergency. The Company will expand on its partnership with the NYPD and local District Attorney's offices to provide scam awareness on a more regular basis.

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

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

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

How Priority Was Set:

This priority was set based on 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 agreed to develop and implement a targeted regional outreach plan.

Description of 2024 Program:

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

Measures to Evaluate the 2024 Program:

The Company will evaluate the number and type of events that it attends in 2024, 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

2023 Results, Evaluation and Feedback

The Company continues to operate call centers that are available to customers 24 hours a day, 7 days a week, 365 days a year. In 2023, the Company's customer service representatives (CSRs) answered 2,966,477 phone calls during the PSC incentive period (Monday to Friday, 9am to 5pm excluding holidays), of which 2,317,853 (78%) were answered within 30 seconds.

In 2023, Customer Outreach continued supporting dedicated lines to assist targeted customer groups, like the Senior Direct Line to assist senior citizens who can call and be connected directly with a CSR, and Resource Direct, a line to help low-income and at-risk customers learn about the resources available to them. In 2023, the Walk-in Centers remained open and available to our customers. 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 enhance its digital self-service tools to meet the needs of the growing share of customers that prefer to transact their business with us online. For example, the Company updated its virtual assistant, named Watt, to help customers pay their bills, move their service to a new address, or make payments, step-by-step, in English or Spanish. While this reduces the need to speak to a CSR, customers can ask to speak to a CSR at any point during their interaction with Watt and have a smooth transition to have their inquiry addressed by a representative.

After several years of planning, training and testing, on October 10, 2023, the Company successfully transitioned from its legacy mainframe Customer Service System (CSS) to the Oracle Customer Care & Billing (CC&B) platform. The Company allocated special resources to staff the call center as CSRs trained for months in the lead-up to the transition. Quality customer service was a main priority throughout the transition, regardless of which channel customers use to do business with Con Edison. The special resources brought in during training stayed on to help the call center in the months immediately following the transition as the Company stabilized CC&B, which the Company's benchmarking efforts indicated can be a challenging time for utility customer service organizations.

Goals for 2024:

In 2024, the Company intends to continue offering high-quality service around the clock via its main number, 1-800-75-CONED. Con Edison will also continue to refine and develop new self-service options for its Interactive Voice Response (IVR) system that reduce costs, increase convenience, and contribute to customer satisfaction. One such initiative is to increase the number of transactions that can be completed within the IVR, so customers do not have to speak with a CSR unless they want to. The Company continues to offer multilingual IVR options that enable self-service in Spanish, Cantonese, Mandarin, Korean, Russian, and Polish. Rotating educational messages are provided in the IVR while customers are on hold.

With the new billing system complete, work will soon resume to enhance the Company's online self-service options. Con Edison recognizes that our customers increasingly prefer to use self-service to transact their business and email or text if they have questions or need assistance. As such, the Company will continue to enhance and add new features to the array of customer service transactions available in My Account, the online portal for self-service. The Company will use Customer News, email blasts, social media, advertising, and other channels to educate and engage customers about using My Account.

Con Edison will continue to train assigned employees of the Resource Direct Line on using special screen sharing capabilities that provide low-income and at-risk customers with a guided experience to assist them in navigating My Account and understanding the resources available to them.

The Company will continue to provide the necessary support to monitor and stabilize CC&B and work on enhancements to the new billing system as needed.

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 2024. CSRs will be trained to handle calls on a variety of topics, including changes to the EAP, new website features, energy efficiency programs, the Select Pricing Plan and other rate options. As noted above, the Company will provide enhanced self-service options in My Account and through the IVR. Watt, Con Edison's virtual assistant, will also remain available to customers around the clock.

Measures to Evaluate the 2024 Program:

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

OUTREACH AND EDUCATION PLAN

2023 - 2024

Section 4: Outreach and Education Topics

CUSTOMER RIGHTS AND RESPONSIBILITIES

New/Continuing Program:

Continuing

2023 Results, Evaluation and Feedback:

"Your Rights and Responsibilities as a Customer Billed Under Residential or Religious Rates" and "Your Rights and Responsibilities as a Nonresidential Customer," were sent to residential or religious and nonresidential customers, respectively, as bill inserts, in April and May 2023, and to new customers with their first bills. Customers in arrears also received a notice of rights and responsibilities with the final notices of turn-off for nonpayment. The rights notices are also continuously available on the Company's website.

Goals for 2024:

The Company continues to make updates to the rights notices, making it easier for our customers to understand their rights and responsibilities.

- In 2024, the rights notices will reflect a change in terminology from "Level Payment Plan" to "Budget Billing Plan" due to our change in customer service systems.
- The Company will update information regarding our "Time-of-Use" program to include Select Pricing Plan, with details made available at conEd.com/SelectPricingPlan.
- The Company will update additional governmental assistance programs under "Income-Eligible Customers" to include the Veterans Disability or Survivors Pension and the Lifeline Telephone Service Program.
- The Company will provide additional clarification under "Special Protections" to include customers who inform us that they use our services for supplemental electrical heating.
- Weather-related protections formalized in the 2023 Rate Order will also be explained in the notice. Specifically, the notice will inform customers that we will not disconnect their service (a) on days when the Central Park high temperature, factoring in wind chill, is forecasted to be 32° F or lower or (b) the day of or day before the local heat index is forecasted to reach 90° F or higher at Central Park and, if the heat index exceeds 90° F, for the next two consecutive days.
- Two additional sections will be added to the 2024 residential rights notices: "Meter Access" and "Payment Policy."
    - The "Meter Access" section will read "Customers who do not control meter access must notify Con Edison of the responsible party. You may be subject to penalties if Con Edison cannot obtain meter access."
    - The "Payment Policy" section will read "Your payment is considered late if it is not received by the due date shown on the bill and a late-payment charge of 1.5% per month may be assessed on all delinquent balances. If we make a billing mistake that results in an overpayment, we may be required to refund the overpayment with interest."
- A final decision will be made in regard to changing the term "Voluntary Time-of-Use" to "Voluntary Time-Variant."

Rights notices will be sent as bill inserts to all customers on schedule in April and May 2024. 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 Company's website.

How Priority Was Set:

The Company's priority regarding notices of customer rights and responsibilities was set in accordance with HEFPA requirements and those outlined in Title 16 of the New York Codes, Rules and Regulations, as well as the Company's outreach and education goals.

Description of 2024 Program:

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

Measures to Evaluate the 2024 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

2023 Results, Evaluation and Feedback:

Throughout 2023, the Company continued to promote its billing and payment options through a variety of channels, including bill messages, bill inserts, emails, web content, brochures, flyers, and in-person and virtual presentations.

One of the largest efforts to promote billing services and payment alternatives was the complete rebranding of the Company's Billing & Payment Options brochure, the first such re-branding in nearly a decade. The newly developed brochure includes information on auto-pay, online payments, and paying by phone, mail, or in person. The brochure also highlights information on signing up for billing and payment alerts, details on the Company's Budget Billing Plan (formerly known as the Level Payment Plan), and how customers can make the switch to paperless billing. Scam awareness is also included in the brochure to keep customers safe while paying their bills. As part of our language access plan, the brochure was printed in five languages – English, Spanish, Chinese, Korean, and Russian.

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

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.

The Company continued its multi-channel campaign for residential customers promoting the Energy Affordability Program (EAP). The campaign's focus was email, web content, in-person and virtual presentations, and paid advertising through social media and print. Content was also provided on special palm cards inserted into energy efficiency starter" kits for EAP customers and given out at food pantries throughout Con Edison's service territory. The main change to this year's effort included the translation of the EAP application into two additional languages: Polish and Bengali. (See "Low Income" section for more details on this campaign.) Throughout all these communications, residential customers were encouraged to check their eligibility and enrollment status for these programs, with a special emphasis placed on customers who had to self-enroll into the program (e.g., Medicaid-only customers and veterans).

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

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

The Company also promoted electronic and direct payment options and electronic billing (eBill) as convenient and secure methods for customers to receive and pay their bills. In 2023, a paid advertising campaign in print and digital (search, social and display) directed users to the Ways to Pay Your Con Edison Bill web page. The campaign led to over 1 million clicks to the site and had a search click-through-rate exceeding 50%.

Due in part to these efforts, the number of customers enrolled in eBill increased to 68 percent in 2023. Additionally, 67 percent of all electronic payments received in 2023 were made using Con Edison's electronic or telephone self-service options, with another 33 percent made via customers' personal electronic banking.

In 2023, Con Edison's Walk-in Centers continued to assist customers with making in-person payments or to speak with a representative with any account inquiry. Location-specific status changes related to on-site payment methods accepted or hours of operation were quickly communicated to the PSC, as well as to customers through several channels, including bill messages, the website, and the mobile app, and were continuously monitored and updated.

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

Goals for 2024:

The Company intends to continue educating customers in 2024 about the various billing and payment options available to them, to promote adoption of electronic channels, and to implement new services that will help customers better manage their bill payments.

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

Con Edison will continue to use all resources as mentioned to educate customers on payment assistance programs, bill help resources, and customer protections. The Company will continue to update its website and My Account to allow customers better access, additional self-service options, and more flexibility in managing their accounts and financial plans.

Updates will also be made to our virtual assistant Watt to meet the evolving needs of customers in opening and closing accounts, paying their bills, moving their service to a new address, or managing each step of the payment process.

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

How Priority Was Set:

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

Description of 2024 Program:

In 2024, the following channels will educate customers about billing and payment options:

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

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

Measures to Evaluate the 2024 Program:

The Company will evaluate its 2024 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

2023 Results, Evaluation and Feedback:

Throughout 2023, the Company made information available to special needs customers through a variety of channels, including bill inserts, brochures, newsletters, online at conEd.com, and via community events and meetings.

These platforms allowed the Company to direct customers online where they could access the Life-Support Equipment (LSE) brochure, “Safety for Special Customers”, ,” or download an LSE form and send it to Con Edison by email, mail, or fax. Customers could also request 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 and property managers of master-metered buildings, and community organizations asking them to urge anyone who uses life-support equipment to register with Con Edison. Additionally, in 2023, Customer Outreach worked with Corporate Affairs on a special LSE press release and CBS news segment to promote LSE awareness.

Con Edison provided important information about special needs customers to more than 100 representatives from New York City and State agencies and community groups during the Company’s Virtual Community Resource Conference on April 25, 2023. The event included information on Con Edison’s LSE program, the Company’s growing Language Access Program, its EnergyShare program, the Home Energy Assistance Program (HEAP), how to enroll in the programs and the financial assistance they provide. On December 5, 2023, Con Edison hosted its Winter Virtual Community Resources Conference. This conference continued to focus on the needs of special needs customers with information on winter bill forecasts and expectations, the Company’s residential weatherization program, our support of DACs and commitments to environmental justice, and the Energy Affordability Program (EAP).

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

In 2023, Customer Outreach channeled significant resources into translating important documents, such as its Safety for Special Customers brochure, into additional languages (Chinese, Korean, and Russian, among others) to help vulnerable populations who do not speak English or Spanish. The brochure is directed toward customers using Life Support Equipment, so that they register their accounts/equipment with Con Edison, thus enabling the

Company to take additional measures to communicate with them in preparation for inclement weather. Con Edison also translated its Customers with Special Needs Flyer, which provides information on resources available to seniors, customers with disabilities, and LSE customers, including payment options and important phone numbers. The flyer was printed in English, Spanish, Chinese, Korean, and Russian.

In addition, Concern customers were prompted to update their contact information to make sure they continue to receive alerts about weather conditions, power outages, and emergency repairs in their neighborhood. An additional effort was made to increase notifications to human services agencies in the Company's service territory before outage events so the agencies can provide additional support to their constituents during an emergency.

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 2024:

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

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

Language access will also expand in 2024, with additional brochures and flyers being translated into such languages as Spanish, Russian, Chinese, Korean, Polish and Bengali. The Company's goal is to continue translating important materials that are taken out into the community (e.g., brochures such as *Save Money, Save Energy; Alternative Payment Options*, *Electric Safety*, and *How to Get Through a Power Outage*) until all brochures and flyers are produced in a number of different languages. The number of materials printed will depend on the population of customers that speak that language, but smaller quantities can be produced on an as-needed basis. A new *New to New York* brochure will be distributed in Walk-in Centers in multiple languages to help immigrant populations navigate the process of setting up a Con Edison account, paying their bills, and other important information new customers should know.

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, 22-E-0064, and 22-G-0065.

Description of 2024 Program:

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

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

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

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

Communications materials will be submitted to Staff in the 2024 Life Support Equipment filing in Cases. 06-E-0894 & 06-E- 1158

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

Measures to Evaluate the 2024 Program:

The Company's 2024 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

2023 Results, Evaluation, and Feedback:

During 2023, the Company continued to publish information on storm and outage safety on its website. The Company also continued to use text messages, outbound calls, and email notifications to make customers aware of outages and update them on their restoration status. In addition, email blasts and text message campaigns were sent to customers in advance of forecasted storm or heat events. Press releases, media engagement, and social media posts were also used to provide information related to service interruptions.

Con Edison's Customer Outreach team was deployed in mobile Customer Information Centers on May 9 during a gas outage in Whitestone, Queens, and during an electrical outage around Avenue T in Brooklyn on September 7. During these events, Outreach staff provided information on the outage, restoration times, dry/wet ice, claims procedures, and any other issues related to an outage. Although not needed in 2023, the Company's outage plan continues to include bilingual employees to speak to customers with limited English proficiency.

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

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

On the customer-facing end, in 2023 Con Edison went through a major effort to replace its Customer Information System, moving from a legacy mainframe platform to a modern cloud-based system called Customer Care and Billing (CC&B). The new CC&B allows the Company to deliver more timely and accurate bills to all customers and provide Customer Service Representatives (CSRs) better tools to support callers with their transactions and assistance needs, including creating outage tickets and checking the status of existing service issues. Before the release of this new system, the Outage Communications team supported extensive testing of internal and external systems integrations required to ensure all features and functions of the Outage Communications Program would continue to perform at an optimum level after the transition to CC&B.

On the operations side, the Company worked to upgrade its Outage Management System in 2023, which required redesigning parts of the platform so messages can continue to flow to customers experiencing service issues. Con Edison also embarked on an effort to unify the Outage Management Systems system that serve its two sister companies — Consolidated Edison Company of New York (CECONY) and Orange & Rockland Utilities (ORU) — so all customers in the territory can receive identical levels of services and care. These projects

require continuous testing to ensure all features and functionalities customers enjoy today will continue to work as the transition to the new and upgraded systems takes place. They will also create paths for new and continuous improvements into the future.

In 2023, the Company also continued to explore new ways of leveraging smart meter data to improve its responses to power problems, with a focus on more quickly resolving power service issues. One relevant project was delivered in December: a restoration validation tool based on AMI meter data that identifies customers whose power is not returned when an area outage is restored – internally known as "single outages." Before, all customers in the restored area would receive the same generic restoration message, with instruction for them to call the Company back if their power problem persisted. Now, since the release of the new tool, the Company can identify customers whose power is not restored and automatically reopen the outage ticket, so the customer can continue to receive timely updates on restoration efforts. This project has eliminated a major pain point for customers, who needed to spend time contacting the Company to deal with continuing outages and is expected to reduce call volumes to the call centers. It also created new efficiencies by providing more data to the work organizers, allowing them to prioritize crew assignments to resolve these single outages.

Another important project in 2023 was a new messaging platform for confirming and rescheduling appointments for customers waiting for service repairs or installations. Those appointments are usually made many days in advance, and, in many cases, the crews would get to the customer's address only to discover that they were not available or that they didn't have clear access to the equipment needed for the service, despite the instructions provided to customers over the phone and email. This created frustration for customers and employees and wasted thousands of dollars of Company resources. The Company introduced text messages that remind customers about their appointments two days in advance, giving them a chance to confirm or request to reschedule the work, increasing customer convenience and the chances of a successful visit for Con Edison crews.

At the end of the year, the Company initiated the first phase of work to upgrade existing "ad hoc" messaging to customers, a 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.

Lastly, the Company created a new group under Customer Operations solely dedicated to outage and emergency communications, hiring a new section manager in October. The section will be responsible for maintaining the Outage Communications Program and leading the development of all projects related to providing information about service interruptions and other emergencies to impacted customers.

Goals for 2024:

For 2024, the focus will be expanding the scope and reach of the Outage Communications Program. Here is a list of some of the projects aligned for the year:

- Hiring, onboarding, and training two full time employees for the new Outage and Emergency Communications section to support the maintenance of the Outage Communications program, the execution of emergency messaging, and the

development of new features and functions that will improve the customer experience around service interruptions and other emergencies.

- (ORU) Moving the Outage Communications Messaging Center into Phase 2 and 3 of development, releasing new features at the end of every phase.
- Planning and executing training for employees responsible for ad hoc messaging deployment to fully realize the benefits of Phase 1 enhancements.
- Redesigning Customer Contact Master Data files to improve data accuracy, expand the number of reachable customers, and increase cadence of file transfers to the Company's vendor, Message Broadcast.
- Executing training with control center operators to leverage the new AMI Restoration Validation engine to handle "single outage" tickets.
- Working with the Digital Analytics & Insights team to identify opportunities to improve the digital experience for outage customers.
- Developing a pool of multilingual employees who can be deployed to communities with limited English proficiency during an outage.

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 2024 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 the Company's service territory
- Mobile apps
- Outbound calls to LSE and Medical Emergency customers in advance of forecasted storms and heat events
- Social media posts and paid advertisements on various platforms
- A Call Center group specializing in social media responses
- Media outreach
- Outbound text messages, phone calls, and emails to customers who report outages
- Proactive text-message notifications to customers who provided cell phone numbers
- Customer Outreach staffing at Customer Information Centers
- "How to Get Through a Power Outage" customer brochure, which will be translated into multiple languages this year
- Press releases

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

Measures to Evaluate the 2024 Program:

Con Edison will evaluate the success of its 2024 program using feedback from customers via large surveys and polls with our Customer Advisory Community. In addition, the Company will conduct daily post-transaction random surveys with customers via email and text. Other metrics will include the number of outages reported online and via the mobile app and by text, as well as the timeliness of pre-storm/heat-event emails and emails sent during an outage.

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

WINTER HEATING SEASON AND ENERGY FINANCIAL ASSISTANCE

New/Continuing Program:

Continuing

2023 Results, Evaluation and Feedback:

During early 2023 and the late 2023/2024 winter heating season, the Company communicated information to customers about winter energy efficiency, electric and natural gas safety, and payment assistance programs through a variety of channels, including bill inserts, newsletters, posters, email campaigns, press releases, educational advertising, social media, and content available at conEd.com.

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

At the start of 2023, a comprehensive email campaign was sent to customers depending on their location (New York City or Westchester) and account type (residential, small to medium commercial, or large commercial) highlighting the energy costs customers could expect during January and February. A survey was conducted to gauge customer reaction to these segmented communications, which included graphs to help customers understand the increases. A total of 1,000 residential customers and 362 commercial customers completed the survey, with more than 9 in 10 customers finding the information provided very or somewhat helpful.

As supply costs began to stabilize in time for the 2023/2024 winter season, communications around higher bills continued, albeit on a smaller scale. In the winter edition of Customer News, residential customers were warned of a predicted 1% increase in gas heating costs, as well as a 14% increase in electric costs, and to expect additional bill increases if they used more energy than in prior years. Customers were directed to the online Home Energy Analysis tool for suggestions to help improve their energy efficiency and control energy costs.

The winter edition of Customer News also featured energy-saving tips to help customers lower their bills. Residential customers and homeowners received email notifications highlighting specific energy-saving tips they could use during the winter months. For the first time, based on the success of its summer prep email series, the winter prep email was sent in English, Spanish, Russian, Chinese and Korean. Customers also received information about the Company’s Budget Billing Plan and alternative rates. Energy-saving tips were also featured on social media posts to help customers better manage their costs.

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

The Company also distributed approximately 5,670 energy efficiency and weatherization kits to low-income customers. The weatherization kit included a 17" roll of foam weather strip, a self-adhesive door sweep, and a heat shrink film window insulation kit. Low-income customers could request these kits through an online portal, free of charge. The Company promoted this program through email campaigns to low-income customers and presentations in the community.

A communications campaign educated customers about the second phase of the New York State Electric and Gas Bill Relief Program (EGRBP). As part of the campaign, eligible residential and small business customers were notified that they would receive a one-time bill relief credit of up to $4,750 and $11,000, respectively. 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 EGBRP were not eligible for the second round of bill credits. Phase 2 EGBRP information was conveyed through emails, bill messages, social media posts, and new content at coned.com/billhelp and coned.com/billrelief.

Outreach also represented Con Edison at the Low-Income Home Energy Affordability Program (LIHEAP) Action Day in Washington, D.C. Outreach was part of the New York State team that met with both the House and Senate staff to advocate for the needs of utility customers and ask that they consider fully funding LIHEAP.

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

In 2023, Con Edison also expanded its language access 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. In 2022, information on EAP was also provided in Chinese, Korean and Russian for which they were eligible. In 2023, EAP enrollment forms were translated into two additional languages: Polish and Bengali. In 2023, the Company also translated its Safety for Special Customers brochure, which focuses on our Life Support Equipment customers, and our Help for Those in Need brochure, which includes financial assistance programs available to eligible customers. Those two brochures are now available in English, Spanish, Russian, Korean and Chinese.

Goals for 2024:

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

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

The Company looks forward to more in-person Outreach opportunities and expects to continue to expand its language capabilities in 2024.

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.

2024 Outreach & Education Plan with 2023 Results

Description of 2024 Program:

During the 2024/2025 heating season, the Company will once again utilize a number of channels to communicate with customers. These include:

- Customer News
- Spotlight
- Email campaigns
- Company website
- Social media posts
- Press releases
- High bill alerts for customers with smart meters
- Home Energy Analysis tool
- Interval data displays within My Account (for customers with smart meters) with a temperature comparison feature to help customers visualize the correlation between low temperatures and increased energy use
- Customer-focused bill messages
- Educational advertising
- Virtual forums
- IVR messaging
- Walk-in Center messaging, including posters and digital displays

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

Information will also be provided about LIHEAP, including hotline numbers and website links (see the Financial Assistance section). Con Edison provides energy fund grants from its EnergyShare program to eligible customers and shares information about EnergyShare through Customer News, targeted emails, educational brochures distributed at community events, and community partners.

Spanish-language versions of Customer News and Spotlight are provided. Important brochures, flyers and emails 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 the 2024 Program:

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

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

NATURAL GAS & ELECTRIC SAFETY

New/Continuing Program:

Continuing

2023 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 2023, the Company promoted electric and gas safety through a variety of channels, including:

- Direct mail to all customers in Con Edison's gas service territory with gas-odorant/peel-and-sniff bill inserts and postcards with safety information. The insert was included with customers' October/November bill as well as within all new customers' first bills. Ebill customers received a postcard in December. An additional postcard mailing targeting master-metered tenants in the Company's gas service territory was sent in 2023.
- *Smell Gas? Act Fast!* and *Call Before You Dig/811* email campaigns, which were both conducted in the spring and fall, focused on what to do if customers smell gas (with a link to a gas safety video) and pipeline safety information, respectively. Emails were distributed in English and Spanish. An additional 811 Before You Dig email campaign was conducted in August 2023. A *Smell Gas? Act Fast!* Bill onsert was sent to gas customers in December 2023.
- Email and print communications were also sent to customers on the importance of providing access for the purpose of gas line inspections. The communications included warnings of a no-access fee associated with failure to provide access for inspections. Warnings were also sent to customers about the possibility of having their gas turned off if the Company remained unable to complete the inspection.
- Continuous efforts were made to communicate to certain customers when it was determined that their gas meter could be relocated outside. This effort was made as part of planned gas work in various communities. The customers who met the criteria (i.e., no physical barriers, no building code issues) were provided with drop cards informing them of the free initiative. Customers would then call a number to arrange an appointment to have the work performed.
- An electric safety bill insert was distributed to customers early in 2023.
- *Customer News*, a quarterly bill insert distributed to all customers, and *Spotlight,* a biannual newsletter distributed to all Concern 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.
- Social media posts related to electric and gas safety, including safety tips, are frequently shared via the Company's Facebook, Instagram, Twitter, and YouTube channels.
- The Company's Schoolchildren Education Program is designed to educate schoolchildren about energy safety. In 2023, additional updates were made to Con

Edison's in-house platform, coned.com/Kids, including four new cartoon videos covering topics such as electric safety, gas safety, and outage safety. The website continues to allow educators, students, and parents to easily navigate through educational topics, including energy safety, based on grade level and preferred language (English and Spanish).

- The Company also shared information on energy safety at various community events. As part of its Regional Outreach Plan, Customer Outreach and Education hosted its second annual Student Enrichment Day in August 2023, where a group of high school STEM students participated in demonstrations and learned about energy safety at a Con Edison facility.
- The Company also held Virtual Community Resource Conferences with community organizations. The Company shared information on how we educate customers about energy safety and the Company's gas line inspection program.
- Natural gas safety and electric safety brochures are reviewed and produced annually.
- The Company also continued its deployment of AMI-enabled natural gas detectors. An education program targeted customers receiving these devices to highlight the benefits of the device and to remind customers that the devices are not a replacement for their own vigilance around gas safety.

Goals for 2024:

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

As part of its Regional Outreach Plan, the Company plans to follow the continued deployment of the AMI-enabled natural gas detectors to raise the awareness of gas safety in the local communities about to receive the device. In addition, targeted outreach in Harlem will coincide with the tragic 10th anniversary of the gas explosion on March 12, 2014, that leveled two apartment buildings at 1644 and 1646 Park Avenue.

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

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

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 2024 program will mirror the 2023 program, with optimization of channel activities (i.e., messaging, targeting, etc.) as needed.

Measures to Evaluate the 2024 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

2023 Results, Evaluation, and Feedback:

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

The Company offered tips on how to save energy to reduce costs during the summer to mitigate the impacts of rising energy supply and delivery costs. The communications also discussed the need to use energy wisely and the benefits of seasonal energy-efficient habits and upgrades.

For the first time, the Company sent a Summer Savings email in English, Spanish, Korean, Chinese, and Russian to customers who indicated these as their language preferences. The goal was to ensure that more customers benefited from energy savings tips. The emails experienced higher-than-normal open rates, and research found customers who received the communications developed higher trust in the Con Edison brand.

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

Ensuring income-eligible customers were shielded from some of the rising summer costs, the Company continued to promote its Energy Affordability Program (EAP) to help eligible customers receive discounts on their energy bills. As the Company expanded its Language Access program, these communications were sent in Polish and Bengali, along with English, Spanish, Russian, Chinese, and Korean, to reach even more customers in need of assistance.

As in 2022, Con Edison allowed customers to apply for EnergyShare grants during the summer months whether or not they had an active disconnect notice on their account. An expansion of the application period and the removal of the active disconnect notice requirement allowed more customers to receive financial assistance.

The Company continued to promote its voluntary time-of-use (TOU) rate through an email notification, the Customer News newsletter, and at the Company's website to encourage customers to shift a portion of their electric load to off-peak periods.

Goals for 2024:

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

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

Emergency weather-related email communications are being developed in multiple languages to warn customers about potential outages and when customer help is needed to reduce the strain on the grid during extreme heat.

In addition to the voluntary TOU rate, the Select Pricing Plan will also be promoted on the Company's website to encourage customers to shift a portion of their electric load to off-peak periods. The Select Pricing Plan rate offers options to avoid large spikes that come from running major appliances and devices all at once. While on this program, customers are encouraged to reduce their energy use, when possible, during peak hours (Monday through Friday, 12 p.m. to 8 p.m.).

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

How Priority Was Set:

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

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

Description of 2024 Program:

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

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

Customer News and email blast campaigns are available in English and Spanish. Important brochures and flyers will be translated into additional languages, including Russian, Chinese, and Korean, and material on the Company's website can also be translated into multiple languages using Google Translate.

Measures to Evaluate the 2024 Program:

The Company will use awareness surveys, digital marketing analytics, participation rates in rebate and incentive programs, and other voice-of-the-customer data to evaluate its 2024 program.

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

INFRASTRUCTURE AND SECURITY

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

New/Continuing Programs:

New and continuing

2023 Results Evaluation and Feedback:

In 2023, the Company continued to publish information related to infrastructure developments in Customer News, on its website, and through press releases. Awareness campaigns continued for the smart meter project and gas service line inspection 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. Con Edison also promoted its undergrounding pilot program that would reduce overhead outages, especially during weather-related emergencies, among other objectives.

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

  - Door hangers
  - Tree Maintenance Guide (distributed at community events)
  - Collaborative monthly meetings with NYC Parks Department
  - As part of the "The Right Tree Right Place" initiative, the Company distributed seedlings and booklets on proper tree care and maintenance across the service territory in celebration of Arbor Day.
- Activities for the AMI natural gas detectors include:
  - Pre-installation notification letter to ensure access is granted for the installation of the gas detectors.
  - Post-installation notification letter to residents that their home or building has a natural gas detector. The letter discusses the benefits of the natural gas detector and informs them about what happens when an alarm sounds. Customers will be educated about the signs of a gas leak and will continue to be advised to call Con Edison or 911 if they suspect a gas leak.
  - Dedicated webpage (Energy Safety and Precautions) that is continuously updated with more information and a detailed FAQ section.
  - Customer service representatives were provided with information about the gas detectors so they can effectively field customer questions.
  - FDNY Commissioner endorsement of the Company's Natural Gas detectors was featured in several news publications. Link: News article (silive.com)
  - Featured natural gas detectors on Con Edison's "Plugged In" Podcast" streaming on the Company's intranet site, Instagram, YouTube and other sites featuring podcasts. Link: Con Edison's "Plugged In" Podcast
- Activities for the Undergrounding include:
  - NYC and Westchester presentations
  - Property Owner Agreement letters for optional undergrounding service/burying of power lines.
  - Door hanger notifications (pre-construction and during construction)
  - A-frame signage including QR code on locations of undergrounding work.
  - Dedicated customer inquiry telephone at 914-925-6399 and website at Undergrounding Power Lines.

Goals for 2024:

Throughout 2024, the Company will make information about infrastructure investments available through Customer News and online and social media channels and will issue press releases as needed. The Company will continue its 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 customer tree trimming email and direct mail campaigns. Activities for the AMI natural gas detectors will continue as these devices are installed. The Company will continue its undergrounding efforts.

How Priority Was Set:

This priority was set based on the Company's commitment to sharing information with customers and the community on developments that impact them and that improve Company infrastructure and pave the way to our energy future. Customer education requirements related to the gas service line inspection program were outlined in the PSC's

April 20, 2017 Order Establishing Statewide Inspection Schedules and Procedural Requirements in Case 15-G-0244.

Description of 2024 Program:

The target audience includes all customers, elected officials, and community leaders.

The 2024 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 emails for the gas service line inspection program
- Direct mail and email campaigns for tree/pole maintenance
- Direct mail and emails for the natural gas detector rollout
- Door hanger correspondence
- A-frame signage with QR Code accessibility
- Press releases
- In-person/online presentations to customers, municipalities, community groups, and elected officials
- Presentations at Customer Outreach and Education's virtual Community Resource Conference
- Hosting online community conferences
- Participating in events run by Be Social Change
- Content posted to conEd.com
- Social media posts
- Print and radio ads
- Podcasts
- Brochures and drop cards, as needed

Measures to Evaluate the 2024 Program:

The Company will evaluate its 2024 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

2023 Results:

Customer Outreach research and customer feedback indicated 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.”

The financial assistance webpage at coned.com/BillHelp was continuously updated with information on the Energy Affordability Program (EAP), payment agreements, the Resource Direct dedicated phone line for low-income customers, the EnergyShare program, NYSERDA programs for low-income customers, energy efficiency programs, and the New York State Electric and Gas Bill Relief Program (EGBRP). In addition, in 2023, 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.

Per the Commission’s January 19, 2023, order implementing a second phase of the EGBRP, a communications campaign educated customers about the latest iteration of the program. Eligible residential customers received a one-time bill relief credit of up to $4,750 and eligible small business customers received 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 were 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.

Customer Outreach also partnered with Con Edison’s Energy Efficiency team to make sure information on EAP and payment assistance programs was included in 62,544 four-packs of LED bulbs that were distributed at food banks throughout the Company’s service territory.

Additionally, as required by the Commission, the Company and other New York State utilities offered a multilingual standardized enrollment form for the EAP. Con Edison’s EAP enrollment form continues to be distributed in multiple languages, including English, Spanish, Chinese, Russian, and Korean, with Polish and Bengali added in 2023.

Goals for 2024:

During 2024, the Company will continue to use the variety of channels mentioned above to make customers aware of the availability and accessibility of payment assistance programs.

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

Con Edison will continue to host its virtual Community Resource Conferences, where information on Company resources, along with City and State programs, will be delivered to elected leaders, City and State agencies, nonprofit groups, and community organizations to

pass onto their constituents. The recordings of these conferences will be publicly posted at https://conedoutreach.com.

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

Con Edison will explore ways to provide hands-on assistance to customers in need through community partnerships, such as with HeartShare, which facilitates the EnergyShare grants and conducts a monthly outreach effort with Chinese-speaking customers at the Chinese Consolidated Benevolent Association. A similar effort with Chinese- and Russian-speaking customers has been replicated at Marks Jewish Community House in Brooklyn, with the first event occurring on January 25, 2024, and additional outreach efforts are planned on a quarterly basis. The Company also plans to continue its outreach partnership with the Public Utility Law Project of New York (PULP) and will actively seek out partnerships with community organizations that work with customers with limited English proficiency. The Company has also begun partnering with the Public Service Commission at winter fairs to provide customers with information on the EAP and other financial resources.

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

Additionally, Con Edison will promote the forthcoming Enhanced Energy Affordability Program and Energy Affordability Guarantee Pilot as directed by the Public Service Commission. Outreach will include clear communications and FAQs for participants and the public.

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

How Priority Was Set:

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

Description of 2024 Program:

In 2024, the Company will utilize several channels to make customers aware of financial assistance programs available from both the Company and government programs. These channels include:

- **Rights and Responsibilities Notices** – Annual mailing to all customers which includes information on customer protections and financial assistance. New customers also receive this brochure with their first bills. Customers in arrears receive a notice of rights and responsibilities with the final notices of turn-off for nonpayment. The rights notices are also available on coned.com.

- **Customer News** – Quarterly bill inserts.
- **Email Campaigns** – Emails targeting customers with information to help them manage their energy bills.
- **Spotlight** – The Company's biannual newsletter for customers enrolled in the Concern program.
- **Company Website** – The *Help Paying Your Bill* webpage has been enhanced to provide customers with available resources.
- **Customer Service Representatives** – CSRs and SCSRs offer information on bill payment assistance to customers in person, over the phone, and through the Company's web chat feature.
- **Interactive Voice Response ("IVR")** – Customers who call the Company are provided bill payment assistance information when they select the "Billing and Payments" option.
- **"Billing and Payment Options" Brochure** – An updated brochure to help customers understand the options available to them when paying their bill. In addition to English and Spanish, the brochure has been translated into Russian, Chinese, and Korean, and will be translated into additional languages as needed.
- **Online Conferences** – Con Edison will host quarterly conferences with community organizations and regional conferences for customers throughout its service territory.
- **Social Media** – The Company will share information on Facebook and Instagram to help customers take advantage of programs and resources to help them manage their bills.
- **Energy Affordability Program** – A flyer, translated into multiple languages, featuring an enrollment form and information about the EAP.
- **Posters** – Assistance-focused posters will be on display at all Company Walk-in Centers.
- **Promotional Palm Cards –** Payment Assistance and EAP information is included on a palm card distributed at food banks throughout the Con Edison service territory.

Customer News, Spotlight, and the Rights and Responsibilities notice are available in a Spanish-language version. Important brochures and flyers will 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 2024 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

METERING

New/Continuing Program:

Continuing

2023 Results, Evaluation and Feedback:

Throughout 2023, Con Edison worked to complete remaining smart meter installations. The Company continues to educate customers about the benefits of smart meters through print and electronic communications and encourage customers to use smart meter data to help manage their energy use.

Customers continued to receive communications informing them of upcoming smart meter installations. The Company continues to send communications sent to customers who did not provide access to their meter for a meter exchange, reminding them that they can call Con Edison or one of its contractors to schedule an appointment at a time they find more convenient. The communications also warn customers about the potential fees associated with not providing access or opting out of the smart meter program. All smart meter communications reference any contractors involved in the installation by business name, to both alert customers of upcoming installations and to allay any potential scam concerns.

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

Customers who opted out of the smart meter program were charged a meter reading fee and were given the opportunity to set up an appointment to have a smart meter installed and avoid future charges.

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

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

Throughout 2023, the Company also continued to make information available on its website and through bill messages on how to take and submit a meter reading. Additionally, those instructions were included in pre-event email campaigns to inform customers on how to submit meter readings if regular readings are canceled due to inclement weather.

In April 2023, the Company enrolled 89,594 customers from the Bronx, Manhattan, and Queens in Wave 4 of the 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 in which they are enrolled) – is intended to give electric customers greater control over their energy use and costs. Wave 4 is an expansion wave that was added to either validate or normalize the data collected April 2019 and October 2022 during the three original waves between – nearly two thirds of which were conducted during the COVID-19 pandemic or in its immediate aftermath. The initial three pilot waves included a total of 86,011 customers from Staten Island, Westchester County, and Brooklyn.

Through the IPP – at the time, the nation's largest residential and small-commercial demand-rate pilot – the Company introduced seven demand-based rates with peak and off-peak hours in order to gauge customer acceptance and satisfaction, as well as to measure bill and load impacts. Customers were recruited for the IPP at random 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 IPP education includes monthly print and electronic communications and 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 rate. Customers enrolled in Con Edison's Energy Affordability and/or Concern (i.e., elderly, blind and disabled) Programs were given a price guarantee for the full two-year pilot period.

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

Goals for 2024:

In 2024, Con Edison will continue to reach customers that did not have a smart meter installed during the initial phase of the project. Letters and emails will continue to be sent to these customers to help schedule installations.

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

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

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

A video that both provides energy saving tips and shows customers how to view and manage their energy use online will be shared with customers via emails and social media posts.

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

Wave 4 of the IPP will continue throughout 2024. Wave 4 customers will continue to receive ongoing communications like those sent to customers throughout the first three waves of the pilot. Likewise, Wave 4 customers have the same features at conEd.com.com/MyAccount that were available to customers in Waves 1-3. Wave 4 will conclude in May 2025. A final evaluation, including the results of all four pilot waves, is scheduled to be filed in October 2025.

How Priority Was Set:

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

Description of 2024 Program:

The Company will use various channels in 2024 to increase awareness and engagement with smart meters, including:

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

Measures to Evaluate the 2024 Program:

The Company will measure the program through the following metrics:

- The percentage of customers with a smart meter for at least 30 days that are targeted with messages regarding their energy savings tools, personalized usage and/or savings tips.
- The number of customers that have smart meters installed.
- The number of customers that use Con Edison's My Account portal after they receive targeted messaging.

- For the Smart Energy Plan, Con Edison will evaluate customer load and bill impacts, opt-in and opt-out rates across rates and recruitment methods, and customer survey metrics.

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

SCAM AWARENESS

New/Continuing Program:

Continuing

2023 Results, Evaluation, and Feedback:

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

In 2023, the Company expanded its campaign to raise awareness of additional scams targeting our customers, including scammers using Zelle and other cash apps. Customers were also reminded that the Company does not accept payments by gift cards, cash apps, Zelle, Venmo, or Bitcoin, and will only accept online payments through coned.com and coned.com/guestpayment.

Beginning in Q1 2023, the Company expanded its paid digital and social media advertising campaign to run year-round, beyond November's Utility Scam Awareness Week. The Company also increased the number of translations in Scam Awareness print ads to expand access for limited-English proficient communities. These print ads were published in 12 languages in culturally specific media outlets: English, and nine citywide designated languages—Spanish, Chinese, Russian, Korean, Haitian-Creole, Bengali, Urdu, Arabic, and Polish—as well as Greek and Japanese. Overall, these campaigns incorporated diverse, representative images of Con Edison's customer base alongside common signs and tactics of scammers, through local newspapers and social media, and emphasized that customers should trust their gut and hang up and/or call Con Edison's 800 number to verify any request for payment or employee visit.

The Company also issued press releases and sent two emails to all customers on Scam Awareness, including an email in December that was translated and sent to customers who previously indicated a language preference for Spanish, Russian, Korean, or Chinese.

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

Customer Outreach met a significant increase in demand for presentations and tabling at large community events within Con Edison's service territory. Scam Awareness was prominently featured at these events in several languages. Scam awareness was also incorporated in the Outreach team's virtual presentations, including its Virtual Community Resource Conferences and presentations to community boards and in partnership with elected officials' offices. These efforts alerted community leaders to signs of scammers and kept them informed about the Company's Scam Awareness campaign. In partnership with community-based organizations,

bilingual presenters or interpreters were made available at presentations and tabling events in Mandarin, Russian, and Spanish to advise audiences on Con Edison imposters.

Information was included in Customer Outreach presentations and correspondence to notify customers that Con Edison does not solicit payments via outbound calls, a commonly used tactic of scammers.

Customer Outreach maintained strong partnerships with the NYPD, holding presentations at precincts throughout New York City. For National Night Out Against Crime, the Outreach Team attended events hosted by at least one local precinct in all five boroughs and Westchester, providing relevant information and print materials on Scam Awareness. Outreach presented Scam Awareness prevention with both the Queens and Staten Island District Attorney's offices and tabled alongside the Brooklyn DA's office.

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

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

There were a total of 610 reported incidents in 2023. Of those, 252 were reports of phone imposters trying to receive payment or deceive customers, and 358 were reports of physical imposters. Thirty-four reports led to criminal investigations.

Goals for 2024:

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

Payment options will also remain an important part of the Company's scam awareness campaign, allowing customers to know 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, it will continue to present on scam awareness during virtual meetings with community groups and local police precinct councils in collaboration with the NYPD and Westchester County Police Department community teams. The Company will continue to expand its scam awareness campaign efforts to other DA offices throughout its service territory. Con Edison also plans to maintain its strong presence at

National Night Out Against Crime and continue arming customers with tools to prevent them from being the victim of scams.

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

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

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

How Priority Was Set:

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

Description of 2024 Program:

The Company will use various channels in 2024 to increase scam awareness:

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

Measures to Evaluate the 2024 Program:

Con Edison will evaluate the success of its 2024 program using feedback from corporate security, police contacts, marketing campaign reports, and customers, as well as through customer awareness surveys.

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

LOW INCOME AND AT-RISK CUSTOMER OUTREACH

New/Continuing Program:

Continuing

2023 Results, Evaluation and Feedback:

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

The Program consists of three components:

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

In 2023, the Company continued to communicate with low-income customers regarding changes to legislation, protections, and other available financial assistance. Central to the program was an expansion of language access.

In the first quarter of 2023, communications were issued to notify customers about Phase 2 of the New York State Public Service Commission's Electric and Gas Bill Relief Program, a credit automatically applied to eligible residential customers who had not received a bill relief credit in Phase 1, as well as small business customers who met specific criteria.

The Company continued to communicate extensively about the Energy Affordability Program (EAP), including a monthly bill credit for customers receiving qualifying benefits. The Company also transitioned away from "Low Income" customer-facing language in favor of "Energy Affordability Program." An example of this transition included changing the EAP email address from LowIncomeRate@conEd.com to EAP@conEd.com.

EAP applications with information about the program and how to apply were again distributed at in-person events in English, Spanish, Russian, Korean, and Chinese, with the addition of Polish and Bengali in 2023. They were also made available online as downloadable PDFs.

Communications about EAP included email campaigns, website updates, social media posts, IVR phone system messages, newsletters, and messages on and appended to customers' monthly bill ("onserts"). Customers were informed about which qualifying government assistance programs require them to self-enroll, which ones should automatically enroll them, and how to check their enrollment status. The Company also sent monthly emails to new

customers, developed a press release about the program, updated bill and IVR messaging, conducted an interview with News 12 Bronx and Brooklyn, and developed a postcard for customers who did not have an email address on record with a QR code that directed them to the online application form.

Additionally, the Company developed an advertising campaign encouraging customers to check their EAP eligibility and enrollment status. These new ads were developed with case workers, friends, and relatives of eligible customers in mind, with a call to action to check if someone they know may be eligible for the EAP bill discount. The campaign ran across several channels, including a print ad that appeared in eight languages in community papers across our service territory: English, Spanish, Chinese (Mandarin), Russian, Korean, Haitian-Creole, Urdu, and Bengali, with the addition of Polish in 2023. Each ad showed representative images of customers of diverse ages, races, and ethnicities, based on demographics specific to each publication. In addition, paid ads ran on social media and digital advertising platforms in English and Spanish.

Outreach continued to pinpoint communities with high Medicaid enrollment to educate them about the steps they can take to enroll in EAP. A similar effort was added in 2023 to include veterans and their families, who must self-enroll if they receive Veterans' Disability benefits or Survivors Pension.

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

Building on research of multilingual and limited English proficient customers, the Customer Outreach team also expanded its translation of materials regarding programs for special needs customers and energy savings through Company-owned channels. Several brochures were designed and translated into English, Spanish, Korean, Russian, and Chinese, encompassing information about Life Support Equipment, the Company's EnergyShare Program, and billing and payment options.

In a well-received addition to the Company's language access program, Customer Outreach also began sending emails in languages other than English and Spanish. A summer prep email was sent in English, Spanish, Korean, Chinese, and Russian to customers who indicated these as their language preference. The email was also adapted into a flyer for distribution at tabling events.

The email campaign resulted in significantly higher open rates. A follow-up survey was conducted in the five languages to understand customer sentiment. The results showed that customers appreciated receiving emails in the language they speak, thus resulting in higher brand trust relative to the average Company emails. These findings mirror results from a 2022 survey of customers who received bilingual English-Spanish bill communications and emphasize the importance of continuing to expand Con Edison's language access research and communication efforts.

In the Fall, emails in these five languages were sent as part of a Scam Awareness campaign. A winter prep email was sent soon after. Additionally, email communications around potential outages related to weather-related events is currently being translated into these languages as well as Yiddish, Arabic, and Haitian-Creole.

The Company continued to update its low-income resource page at conEd.com/BillHelp. In addition to offering information about protections and resources for customers, the site was continually updated to include information about government assistance programs needed to qualify for the EAP, as well as increased discount amounts that took effect December 1, 2023. Additional information was shared about the EnergyShare grant program. The site also includes information on NYSERDA programs, tips to help customers save money on their utility bills, and promotions for the Con Edison Marketplace until it was replaced in December 2023 by an in-store rebate program for select products. Updates will continue to meet the needs of EAP customers as well as others looking for help paying their bills. The information is available on the site in English and Spanish and can be translated to a multitude of languages using the site's Google Translate widget.

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

In conjunction with these efforts, an advertising campaign, using social media and digital ads in English and Spanish, was created to increase awareness and adoption of online self-service tools for paying bills and entering payment agreements. A separate advertising campaign promoted scam awareness specifically to low-income and at-risk customers. The campaign was expanded to include more languages than the previous year and ran for a longer period of time to make sure customers were aware of potential scams.

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

Demand for in-person events continued to increase in 2023, where Customer Outreach continued to provide a wealth of information to customers on managing high bills, payment agreements, and other payment assistance programs, as well as the EAP.

As part of our regional outreach effort, the Company began tracking the frequency of events in Disadvantaged Communities (DACs), as defined by NYSERDA. We also continued to build on our outreach and partnerships with community-based organizations and elected officials' offices, including those with food pantries and case management services for benefits and those serving limited English proficient or multilingual communities. We continue to focus on areas with high volumes of Medicaid customers to help them understand the EAP enrollment process and events for veterans to raise awareness about two programs -- Veterans Disability and Survivors Pension – that also qualify for the EAP but require self-enrollment. The same effort

was made to ensure customers received information about these programs in the language(s) they speak, as available.

Customer Outreach also continued to collaborate with the Company's Energy Efficiency team to engage customers in managing their energy. Those groups distributed approximately 5,760 weatherization kits to EAP customers that included a 17" roll of foam weather strip, a self-adhesive door sweep, and heat shrink film window insulation. 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 (i.e., elderly, blind and/or disabled), and presentations via Customer Outreach's Virtual Community Resource conferences, with a link to https://savingskit.coned.com/, where eligible EAP customers could request a kit.

Con Edison continued its Community Resource Conference series, offering information on programs benefiting low-income and at-risk customers. The Company also continued to deepen and form relationships with community-based organizations. In partnership with Heartshare and elected officials in its service territory, Con Edison offered in-person touchpoints to resolve account-specific billing issues. Customer Outreach and Education also partnered with local food banks and other community-based organizations to distribute EAP information and applications in multiple languages, as well as information about special services for customers with Life Support Equipment. Customer Outreach also partnered with Con Edison's Energy Efficiency team to include information on EAP and payment assistance programs in 62,544 4-packs of LED bulbs distributed at food banks throughout the Company's service territory.

Finally, while not specific to low-income customers, Con Edison developed a robust communication plan—including email blasts, bill onserts, bill messages, newsletter articles, press releases, Walk-in-Center notifications, and local news segments—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 savings tips, programs to help customers budget, and payment assistance programs.

Goals for 2024:

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

In 2024, the Company will notify customers regarding the New York State Energy Bill Credit, another credit to be automatically applied to customers, the Enhanced Energy Affordability Program, and the Energy Affordability Guarantee Pilot, along with additional programs that may be developed during the year.

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 and Education will continue to participate in and/or co-design regional events for and alongside these partners. Con Edison will look to actively build on collaborative

regional community events with various community-based organizations and 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, including eligibility requirements, key benefits, and how customers can check their eligibility and enroll in the program. This effort will include helping customers understand which governmental assistance programs automatically enroll them into EAP and which do not, meaning that they would have to self-certify to enroll. Communications will include email blasts, letters, IVR messaging, talking points for customer-facing employees, information in the Company's Customer News and Spotlight newsletters, website content, and a flyer with an application form. Additionally, the Company will seek out local partners and community-based organizations to distribute this information alongside the other services they provide for relevant vulnerable audiences.

As efforts to promote the EAP continue, additional research will be conducted to better understand which channels can help customers who do not currently engage with 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 changes to 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 will continue to provide communications about safety and savings programs to customers in the languages they speak. To reach even more customers, Con Edison will continue to translate important materials in languages other than Spanish and partner with agencies and community-based organizations to provide translators at presentations. With these partners, the Company will also share resources and programs external to the Company to serve customers using a more holistic approach.

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

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

The Company will also explore new ways to distribute its free energy savings weatherization kits program as a core benefit of the EAP and will promote new in-store rebates that have replaced the Marketplace.

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

How Priority Was Set:

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

2024 Outreach & Education Plan with 2023 Results

Description of 2024 Program:

The Company will use various channels in 2024 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 Community Resource Conferences
- In-person events and presentations
- Outreach materials sent to community partners
- Customer surveys
- Employee training
- Walk-in Center messaging
- Bill messages

Measures to Evaluate the 2024 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 sign up for the Energy Affordability Program
- 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

2024 Results, Evaluation and Feedback:

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

The Company continued to share information with our community partners about Con Edison programs and services and information from our website on subjects of interest, such as gas safety and the Life Support Equipment program. Con Edison also works with local organizations to bring services to the community. An example includes efforts with the Chinese Consolidated Benevolent Association to provide outreach to residents in the Chinatown community. Similar work has been conducted with the Washington Heights and Inwood Council on Aging and the Washington Heights & Inwood Chamber of Commerce to help Concern customers (i.e., elderly, blind and/or disabled) and the community's small business population.

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

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

Through a joint collaboration between our Customer Outreach and Energy Efficiency teams, the Company identified several food pantries through which we provided information on the EAP and payment assistance programs together with 62,544 four-packs of LED bulbs.

Enrolling customers in the EAP continued to remain a priority, with a focus on reaching customers in the languages they speak through enrollment forms available in English, Spanish, Russian, Chinese and Korean. In 2023, Polish and Bengali were added to the enrollment effort, with new languages expected to be added as needed. Outreach staff brough translators to communities to help customers understand information about the program and its benefits in their preferred language.

A key component of the Company's Language Access effort was the development of a *New to New York* brochure in English, Spanish, Chinese, Korean, Russian, Haitian Creole, Hindi, and Polish. These brochures were distributed in Walk-in Centers targeting the language-specific needs of the communities Con Edison serves.

Other Language Access efforts included continuing our monthly outreach effort at the Chinese Consolidated Benevolent Association (CCBA) in Chinatown to help customers with billing-related questions and offer information on the EAP, bill relief, energy safety, and scam awareness in the language they speak.

Additional examples included:

- May 2: Working with Manhattan's Community Board 9's Senior Advisory Board to provide information to customers in English and Spanish.

- May 24: Working with Marks Jewish Community House (JCH) to give a presentation to seniors in Brooklyn in English, Russian, and Chinese.

- August 12: Con Edison also provided staff that could speak to customers in Chinese at the Hong Kong Dragon Boat Event in Queens.

- August 27: The Company provided staff that could speak Russian at the Brighton Beach Jubilee in Brooklyn.

- October 25: Con Edison offered information in Korean, Bengali, Chinese, and Spanish at the Jamaica Energy Efficiency Small/Medium Business Street Sweep in Queens.

- November 14: Customer Outreach partnered with the Manhattan Borough President's Office on an English and Spanish Harlem Business Improvement District Holiday Lights event.

- December 8: A new Outreach staff member provided information on scam awareness in Chinese to seniors at the Health Essential Association in Brooklyn.

An advertising campaign encouraged low-income customers to check their eligibility and enrollment status in the EAP. In 2023, new ads were developed specifically with case workers, friends, and relatives of eligible customers in mind, with a call to action to check if someone they know may be eligible for the EAP discount on their monthly bill. The campaign ran across several channels, including a print ad that appeared in nine languages in community papers across our service territory: English, Spanish, Chinese (Mandarin), Russian, Korean, Haitian-Creole, Urdu, and Bengali, with the addition of Polish in 2023. Each ad showed representative images showcasing customers of diverse ages, races, and ethnicities, based on demographics specific to each publication. In addition, paid ads ran on social media and digital advertising platforms in English and Spanish.

Because customers with Medicaid have to self-enroll into the EAP, Outreach continued to pinpoint communities with high Medicaid enrollment to educate them about how to enroll in the EAP. A similar effort was made to partner with groups for veterans, who also must self-enroll if they receive Veterans' Disability benefits or Survivors Pension.

Con Edison also continued partnering with Police Precinct Community Councils throughout its service territory to provide information on scams impacting customers during virtual and in-person presentations. Customer Outreach also continued its large presence at National Night Out Against Crime events. In addition, Customer Outreach began working with the Queens District Attorney's Office on a scam awareness presentation on April 20 and with the Staten Island District Attorney's office in preparation for scam awareness presentations in 2024.

To communicate with customers about the Company's commitment to a clean energy future, Customer Outreach targeted communities for environmentally themed events, including the 29th Annual Bronx Parks Speak Up on February 25; the Forum for a Sustainable Future in Staten Island on March 22; a large-scale Con Edison outreach effort at the Earth Day Initiative in Manhattan on April 16; and the Earth Day event at Mt. Vernon City Hall and the Downtown Brooklyn Earth Day Celebration at Albee Square on April 22, among other events.

Targeted outreach around the clean energy future also included promoting electric vehicles. Two years after its successful EV Showcase at Angelina's Ristorante in Staten Island, Customer Outreach continued to promote EVs to customers with a large presence at the New York International Auto Show at the Jacob Javits Center in April; during a special event in partnership with the Staten Island FerryHawks minor league baseball team on August 17; at the Department of Public Works Day in Tuckahoe (Westchester) on October 21; and the Irvington EV Fair, also in Westchester, on November 5, among others. As part of this effort, Customer Outreach unveiled its new EV Coloring Book giveaway to promote the benefits of EVs to children.

Children are essential to helping Con Edison promote energy safety and energy conservation, as they often pass along the lessons they learn to their parents. As such, targeting schools was an important part of the regional outreach effort on energy conservation and energy safety. For example, on April 28, Customer Outreach provided two presentations to all students at P.S. 84 in Queens. During Climate Action Day, on December 6, members of the Customer Outreach team spoke to students at Maspeth High School in Queens and P.S. 245 in Brooklyn. In total, Customer Outreach attended approximately 20 events at schools in the service territory.

Children and their families were also included as part of a special Outreach partnership with the Brooklyn Cyclones, a minor league affiliate for the New York Mets. As in 2022, the Cyclones featured Con Edison content on the team's scoreboard to promote electric vehicles and held regular trivia contests featuring information on energy safety, energy efficiency, and scam awareness. Banner advertising from Con Edison was also included on the Brooklyn Cyclones' website. New to this year's partnership, Customer Outreach also reached customers at the games via special tabling events, some of which were dedicated to special camp days, among other events. Building off the partnership with the Cyclones, Customer Outreach held one event with the Staten Island FerryHawks, a minor league team in the Atlantic League. The partnership is expected to expand in 2024.

In-person meetings and events are an important channel for reaching many diverse customer segments. Customer Outreach was highly sought after for presentations, tabling, and meetings in 2023, completing 215 in-person and virtual events. This allowed Con Edison to directly interact with customers in different regions about topics like energy efficiency, energy safety, high winter bills, the EAP, bill relief, and scam awareness.

The Company also continued to host its quarterly virtual meetings. Con Edison hosted two community conferences in 2023 to educate residents about seasonal topics, including summer and winter weather and bill outlooks, information on financial assistance, energy-savings tips,

and language access. The Public Utility Law Project of New York (PULP) provided details on some of its programs during the Spring conference, which also included information on the Company's Life Support Equipment Program and career-path opportunities for young adults. The winter edition included information on Con Edison's environmental justice efforts and our work to assist residents in Disadvantaged Communities (DACs).

DACs—defined as areas burdened by cumulative environmental pollution and other hazards that can lead to negative public health effects; areas with concentrations of people that are of low-income, high unemployment, high rent burden, low levels of home ownership, low levels of educational attainment, or members of groups that have historically experienced discrimination on the basis of race or ethnicity; and areas vulnerable to the impacts of climate change such as flooding, storm surges, and urban heat islands—were a new area of focus in 2023. Customer Outreach attended events in 72 DACs and nine DAC-adjacent communities to provide information on resources, including EAP enrollment, payment assistance programs, EnergyShare grants, and energy efficiency programs.

Pinpointing specific demographics within Con Edison's service territory remained an important element of the Company's Regional Outreach Plan. Customer Outreach continued to work with Con Edison's Data Analytics team to expand on the Neighborhood Dashboard, which offers at-a-glance visualizations of ZIP-code level demographics, EAP enrollment by ZIP code, and third-party estimates of demographic information such as common household languages and homeownership rates. A dashboard has also been established to identify communities within DACs.

Goals for 2024:

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

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. Outreach has established a partnership with Marks JCH on a series of quarterly events that will allow the Company to interact with customers, one-on-one, in Chinese and Russian.

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

Other partnerships will include regular outreach at HeartShare's intake centers, additional one-on-one sessions with customers through PULP, and electric vehicle events.

Language access will be an important aspect of the Regional Outreach Plan. The Company will engage communities with customers of limited English proficiency through translators or staff members who speaks the customers' preferred languages. Documents, such as flyers and brochures, will continue to be translated in languages beyond English and Spanish to inform customers about programs and resources available to them in their preferred language.

To address scams, Outreach plans to continue partnering with regional criminal enforcement agencies (e.g., police precincts and district attorney's offices) to conduct virtual and in-person presentations to educate customers about scams that target vulnerable populations.

The Company will continue its relationship with the Brooklyn Cyclones and will expand its relationship with the FerryHawks in Staten Island.

The success of the Company's Community Resource Conference has prompted Con Edison to host several more virtual conferences in 2024. Additionally, an in-person April event in Staten Island, held in conjunction with Senator Andrew Lanza and New York City's Human Resources Administration, is planned to address the growing energy burden felt by our most vulnerable customers.

Mailings to community partners will be expanded to keep them informed about information shared with customers about Company services and programs, 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 outreach program and its components by ensuring customer needs and preferences are assessed and addressed. Research will be performed using surveys and focus groups. Additional insights will be gathered through benchmarking with industry groups.

How Priority Was Set:

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

Description of 2024 Program:

The Company will use various channels in 2024 to implement this program:

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

Measures to Evaluate the 2024 Program:

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

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

TENANT BILL DATA

New/Continuing Program:

Continuing

Description of Program:

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

2023 Results, Evaluation and Feedback:

Con Edison continued to inform residential customers that they, or an authorized agent, may obtain up to 24 months of energy billing history 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 customers 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, they are directed to a webpage at www.conEd.com/PastBills, which details the program and includes the request form. A bill message also informs them of the new effort and directs them to the webpage for more information.

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

Goals for 2024:

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

How Priority Was Set:

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

Description of 2024 Program:

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

- Company website
- Bill messages

- Social media
- Community events
- Home shows

Measures to Evaluate the 2024 Program:

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

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

SCHOOLCHILDREN EDUCATION PROGRAM

New/Continuing Program:

Continuing

Description of Program:

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

2023 Results, Evaluation and Feedback:

After a successful transition of the Schoolchildren Education Program to an in-house platform at conEd.com/Kids, the Company used research results from a focus group with educators in its service territory to source new digital learning materials for 2023.

Additional energy safety and energy conservation material was added to the Schoolchildren Education Program platform at conEd.com/Kids in the form of eight cartoon videos with corresponding questionnaires. The Company used this opportunity to create contemporary material that aligned with Con Edison's Clean Energy Commitment, including topics such as customer energy efficiency, electric vehicles, and geothermal energy solutions. The Company expanded its energy safety material by placing additional focus on topics such as electric safety, gas safety, fire prevention, and outage safety.

Beyond animated videos, Con Edison's focus on its Clean Energy Commitment saw the development of a new coloring book for children highlighting electric vehicles.

The Company expanded our outreach to educators and students by fielding roughly 20 events for elementary, middle, and high school students on energy safety and conservation. Con Edison continued building relationships with educators and government organizations, such as the NYC Department of Youth & Community Development and the Mayor's Office of Youth Employment. As part of this effort, the Company successfully hosted its second Student Enrichment Day in August 2023, during which two groups of high school STEM students partook in a two-day demonstration on energy safety, energy conservation, and career planning. Students also had the opportunity to examine a Steam Emergency Truck and the latest lineup of the Company's electric vehicles.

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

Goals for 2024:

Con Edison will continue using proactive communications and outreach events to promote conEd.com/Kids to its educator audience.

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

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

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

How Priority Was Set:

This priority was set in accordance with 16 NYCRR 126.4.

Description of 2024 Program:

The Company will use various channels in 2024 to promote the Schoolchildren Education Program:

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

Measures to Evaluate the 2024 Program:

Con Edison will evaluate the success of our 2024 program using feedback from educators, children, and parents. We will utilize Outreach Events for this goal and also use surveys to obtain additional feedback.

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

OUTREACH AND EDUCATION PLAN
2023 - 2024

Section 5: Employee Outreach and Education

CUSTOMER SERVICE EMPLOYEE TRAINING

New/Continuing Program:

Continuing

2023 Results, Evaluation and Feedback:

In 2023, the Company continued to utilize different mediums to conduct customer experience training for employees and contractors, including classroom training, virtual training, and structured job briefings.

Con Edison's Immersive Training for CSRs continued through a hybrid approach of in-person trainings twice a week and three days of virtual training. Immersive training for provisional CSRs hired for the CORE project was conducted in a similar fashion.

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

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

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

CSRs began CORE training to prepare for the implementation of the new Oracle Customer Care & Billing (CC&B) customer information system in late 2022 and continued through implementation in October 2023. Ongoing training continues to be provided to CSRs on updates to CC&B.

The Company added to the training information on its Heat Pump Winter Bill Campaign, the Select Pricing Plan, and how gas prices will impact customer bills the winter.

In addition, CSRs were trained on the implementation and functionality of Watt, the virtual assistant for the Con Edison website. Watt is an interactive feature created to assist customers with service management and other account management features. Watt can help customers complete various transactions and promotes self-service options.

The Customer Operations Diversity & Inclusion (D&I) Council also provided training on D&I subjects, intended to increase awareness of the principles of diversity and inclusion among

internal and external audiences. The effort in 2023 included understanding gender identity and proper pronouns, as well as neurodiversity in the workplace.

Standards of Business Conduct (SBC) training was held virtually in 2023 to educate employees on Company standards of ethics and integrity. SBC defines the ways the Company's corporate values, principles, policies, laws, and regulations shape our work. SBC provides instruction and serves as a framework for employee decision making, not only helping to keep employees physically safe but helping to protect Con Edison's reputation.

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

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

Goals for 2024:

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

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

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

An online poverty simulator will continue to help customer service employees increase their empathy for low-income customers who face situations beyond just struggling to pay their energy bills. The poverty simulator promotes awareness and understanding of the difficulties of customers facing poverty. The program was paused in 2023 as the Company prepared for the launch of CC&B.

The Customer Operations D&I Council will also continue to provide training on topics related to diversity and inclusion. This effort includes the development of new General Education Communications (GECs) on various topics.

In 2024, CSRs will continue to receive training on the domestic violence attestation form and updating customers' preferred names and pronouns.

How Priority Was Set:

To provide customers with positive experiences, the Company provides continuous customer experience training to enhance employee knowledge and capabilities, as well as to sustain employee focus and engagement. With the continuous rollout of new features on the Con Edison website and mobile applications, employees will continue to be trained so they can

assist customers in using new digital features. Training continues to help CSRs educate and engage customers about their smart meters.

Description of 2024 Program:

The Company's ongoing customer experience training effort will continue to target employees and contractors. The 2024 program will include various formats, including:

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

Measures to Evaluate/Obtain Feedback of 2024 Program:

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

APPENDIX A – EVENTS TRACKING

Outreach and Education

- **2023 Outreach Events & Presentations**
  - Appendix A1 2023 Outreach Events
- **2024 Outreach Events & Presentations**
  - Appendix A2 2024 Outreach Events YTD

APPENDIX B - MATERIALS

Section 3: Global Outreach and Education Methods

- **Research**
  - Appendix B1 - Christmas Eve Gas Shortage Survey Report
  - Appendix B2 - Winter High Bill Email Survey Report
  - Appendix B3 - Curt Energy Savings Series Survey Report
  - Appendix B4 - Level Payment Plan Survey Report
  - Appendix B5 - Smart Meter Survey Report
  - Appendix B6 - Electric & Gas Safety Survey Report
  - Appendix B7 - Summer Prep Multi-Language Survey Report
  - Appendix B8 - Website Personalization Survey Report
  - Appendix B9 - Website Personalization Follow-up Survey Report
  - Appendix B10 - Small Business Start Service Survey Report
  - Appendix B11 - Clean Energy Transition Focus Group Report
  - Appendix B12 - Clean Energy Card Sorting Report
  - Appendix B13 - Environmental Issues Poll Report
  - Appendix B14 - Social Issues Poll Report
  - Appendix B15 - Electric Vehicle Curbside Charging Pilot W6 Report
  - Appendix B16 - Electric Vehicle Curbside Charging Pilot W7 Report
  - Appendix B17 - Smart Charge NY 2023 Annual Survey Report
  - Appendix B18 - Q1 Customer Experience Executive Summary Report
  - Appendix B19 - Q2 Customer Experience Executive Summary Report
  - Appendix B20 - Q3 Customer Experience Executive Summary Report
  - Appendix B21 - Q4 Customer Experience Executive Summary Report
  - Appendix B22 - 2023 Con Edison Winter Outreach Campaign Report
  - Appendix B23 - 2023 Summer Outreach and Education Report

- **Website, Social Media and Mobile Applications**
  - ConEd.com
  - Twitter.com/ConEdison
  - Facebook.com/ConEdison
  - YouTube.com/ConEdisonNY
  - Instagram.com/ConEdison
  - Appendix B24 Educational Advertising 2023 (Includes Social Media Advertising)
  - Email Notifications *(*See Appendix B, Email Notification section below*)*

- **2023 - 2024 Educational Advertising**
  - Appendix B24 Educational Advertising 2023

- **Email Notifications**:

  Winter High Bills

  - Jan. 10 - Here's a Snapshot of Energy Costs Now (Westchester Residential)
  - Jan. 10 - Here's a Snapshot of Energy Costs Now (NYC Residential)
  - Jan. 10 - Here's a Snapshot of Energy Costs Now (NYC Small - Medium Commercial)

- Jan. 10 - Here's a Snapshot of Energy Costs Now (NYC Large Commercial)
- Jan. 10 - Here's a Snapshot of Energy Costs Now (Westchester Small - Medium Commercial)
- Jan. 10 - Here's a Snapshot of Energy Costs Now (Westchester Large Commercial)
- Jan. 10 - Aquí está una captura instantánea de los costos de energía ahora (Westchester Residential)
- Jan. 10 - Aquí está una captura instantánea de los costos de energía ahora (NYC Residential)

- Feb. 9 - Here's Your Snapshot of Energy Costs (NYC Residential)
- Feb. 9 - Here's Your Snapshot of Energy Costs (NYC Large Commercial)
- Feb. 9 - Here's Your Snapshot of Energy Costs (NYC Small - Medium Commercial)
- Feb. 9 - Here's Your Snapshot of Energy Costs (Westchester Residential)
- Feb. 9 - Here's Your Snapshot of Energy Costs (Westchester Large Commercial)
- Feb. 9 - Here's Your Snapshot of Energy Costs (Westchester Small - Medium Commercial)
- Feb. 9 - Aquí está tu instantánea de los costos de energía (NYC Residential)
- Feb. 9 - Aquí está tu instantánea de los costos de energía (Westchester Residential)

- Oct. 13 - Help with Winter Energy Bills
- Oct. 13 - Ayuda con las facturas de energía de invierno

Summer High Bills

- June 7 - Act Now: Higher Summer Energy Bills Expected
- June 7 - Actúe ahora: Se esperan facturas de energía más altas para el verano

Payment Assistance and Resources

- Jan. 23 - You May Be Eligible for a Bill Credit
- Jan. 23 - Puede que califique para recibir un crédito de factura

- Feb. 21 - You May Be Eligible for a Bill Credit

- Mar. 23 - More Help Is Waiting for You.
- Mar. 23 - Más facilidades de pago disponibles para usted

- Mar. 30- You're Just a Few Clicks From Staying on Track
- Mar. 30 - Está a solo unos clics de ponerse al día con su cuenta

- Mar. 31 - URGENT: You Have an Outstanding Balance

- June 26 - See how you may save up to $142 a month.
- June 26 - Descubre cómo puedes ahorrar hasta $142 al mes.

- Aug. 10 - More Help Is Waiting for You.
- Aug. 10 - Más facilidades de pago disponibles para usted

- Aug. 28 - Find out if you can get a discount on your bill. Here's how.
- Aug. 28 - Averigüe si puede obtener un descuento en su factura. Así es cómo.

- Sep. 21 - Find out if you can get a discount on your bill. Here's how.
- Sep. 21 - Averigüe si puede obtener un descuento en su factura. Así es cómo.

- Oct. 30 - Find out if you can get a discount on your bill. Here's how.
- Oct. 30 - Averigüe si puede obtener un descuento en su factura. Así es cómo.

- Nov. 15 - Don't Miss Up to $200 off Your Energy Bill
- Nov. 15 - No se pierda la oportunidad de acceder a un descuento de hasta $200 para el pago de su factura de energía

- Nov. 20 - Find out if you can get a discount on your bill. Here's how.
- Nov. 20 - Averigüe si puede obtener un descuento en su factura. Así es cómo.

- Dec. 18 - Find out if you can get a discount on your bill. Here's how.
- Dec. 18 - Averigüe si puede obtener un descuento en su factura. Así es cómo.

- Feb. 12, 2024 - Find out if you can get a discount on your bill. Here's how.
- Feb. 12, 2024 - Averigüe si puede obtener un descuento en su factura. Así es cómo.

Summer Prep

- Jun 21 - Sweet Summer Energy Savings
- Jun 21 - Dulce ahorro de energia este Verano (Spanish)
- Jun 21 - Приятная летняя экономия энергии (Russian)
- Jun 21 - 甜 美的夏季优惠 (Chinese)
- Jun 21- 여름철 에너지 절약 (Korean)

Winter Prep

- Dec. 14- Get Tips for Managing Your Winter Bill
- Dec. 14- Obtenga consejos para administrar su factura de invierno (Spanish)
- Dec. 14- 取得管理冬季帳單的技巧 (Chinese)
- Dec. 14- 겨울철 난방비 청구서 관리를 위한 팁 얻기 (Korean)
- Dec. 14- Советы по управлению счетами в зимний период (Russian)

Energy Savings

- Jan. 25- This May Be a Better Plan For Your Heat Pump
- Jan. 25 - Six Ways to Save With Your Heat Pump
- Oct. 20 - You May Be Eligible for Additional Bill Credits

Life Support Equipment

- May 23 - Can You Help Save Another Life?
- May 23 - Actúe ahora: Se esperan facturas de energía más altas para el verano

Electric Safety

- Dec. 13 - Stay Plugged In on Electric Safety
- Dec. 13 - Manténgase al corriente en materia de seguridad eléctrica

Gas Safety

- Jan. 24 - Crews Are Out Doing Gas Safety Checks
- Jan. 24 - Las cuadrillas están realizando inspecciones de seguridad de gas

- June 22 - Important: Gas Service Type Change Requests

- Nov. 1 - How to Spot a Gas Leak
- Nov. 1 - Cómo detectar una posible fuga de gas.

Call Before You Dig

- May 4 – Digging Outside? Call 8-1-1 first.
- May 4 – ¿Excavando afuera? Llame al 8-1-1 primero.

- Aug. 8 - Digging Outside? Call 8-1-1 first.
- Aug. 8 - ¿Excavando afuera? Llame al 8-1-1 primero.

Scam Awareness

- Apr. 6 - Scam Alert: Beware of Suspicious Callers
- Apr. 6 - Alerta de estafa: Cuidado con las llamadas sospechosas

- Dec. 11- Scam Alert: Beware of Con Edison Impersonators
- Dec. 11- Alerta de estafas: tenga cuidado con los suplantadores de identidad de Con Edison (Spanish)
- Dec. 11- Предупреждение о мошенничестве: остерегайтесь лиц, выдающих себя за сотрудников Con Edison (Russian)
- Dec. 11- 스캠 경고: Con Edison을 사칭하는 경우를 조심하세요 (Korean)
- Dec. 11- 詐騙提醒：謹防有人冒充 Con Edison (Chinese)

Time of Use

- Jan. 17 - See How Others Are Saving on Energy Bills
- Jan. 17 - Vea cómo otras personas ahorran en facturas de energía

Level Payment Plan

- Jan. 3 - How to Have a More Predictable Bill

- Jan. 3 - Cómo obtener una factura más predecible

Westchester Home Show

- Nov. 1- Free tickets to the Westchester County Home Show

- Feb. 29, 2024 - Free tickets to the Westchester County Home Show

- Mar. 8, 2024 - Free tickets to the Westchester County Home Show

Contact Information

- Apr 25 – Attention: You May Need to Update Your Contact Information
- Apr 25 - Atención: Es necesario que actualice su información de contacto

Billing Information

- Sep 19 - You're Getting a New Account Number
- Sep 19 - Recibirá un nuevo número de cuenta

- Oct 2 - You're Getting a New Account Number
- Oct 2 - Recibirá un nuevo número de cuenta

- Oct 6 - An Error in Your Most Recent Bill Has Been Corrected
- Oct 6 - Se ha corregido un error en su factura más reciente

Pre-Storm Emails

- Mar. 13- Storm Alert: Prepare Now for Possible Outages
- Mar. 13- Alerta de tormenta: prepárese ahora para posibles apagones

- July 3 - Heat Advisory
- July 3 - Advertencia de altas temperaturas

- July 26 - Heat Advisory
- July 26 - Advertencia de altas temperaturas

- Sep. 5 - Heat Advisory
- Sep. 5 - Advertencia de altas temperaturas

- Dec. 17- Storm Alert: Prepare Now for Possible Outages
- Dec. 17 - Alerta de tormenta: prepárese ahora para posibles apagones

- Jan. 8, 2024 - Storm Alert: Prepare Now for Possible Outages
- Jan. 8, 2024 - Alerta de Tormenta: Prepárese ahora para posibles apagones

- Jan. 12, 2024 - Storm Alert: Prepare Now for Possible Outages
- Jan. 12, 2024 - Alerta de Tormenta: Prepárese ahora para posibles apagones

- Feb. 12, 2024 - Storm Alert: Prepare Now for Possible Outages
- Feb. 12, 2024 - Alerta de Tormenta: Prepárese ahora para posibles apagones

- **Utility Outreach Event Schedule**: (See Appendix A, Outreach & Education Event Tracking for 2022/2023)

- **Customer Assistance Telephone Lines/Call Center:** N/A

APPENDIX C – MATERIALS

Section 4: Outreach and Education Topics

- **Customer Rights and Responsibilities (Residential and Non-Residential):**

  - Appendix C1 2023 Residential Rights and Responsibilities Notice – English
  - Appendix C2 2023 Residential Rights and Responsibilities Notice - Spanish
  - Appendix C3 2023 Non-Residential Rights and Responsibilities Notice – English
  - Appendix C4 2023 Non-Residential Rights and Responsibilities Notice – Spanish

- **Billing Services and Payment Alternatives:**

  - Appendix C5 Billing and Payment Options brochure - English
  - Appendix C6 Billing and Payment Options brochure - Spanish
  - Appendix C7 Billing and Payment Options brochure - Chinese
  - Appendix C8 Billing and Payment Options brochure - Korean
  - Appendix C9 Billing and Payment Options brochure - Russian
  - Email campaigns:
    - Help with Winter Energy Bills
    - Get Tips for Managing Your Winter Bill
  - Webpages:
    - Payment Options | Con Edison
    - Payment Plans & Assistance Saving on Energy Costs | Con Edison
    - Financial Assistance Programs | Con Edison
    - How to Read Your Bill | Con Edison
  - Appendix C10 High Bill Alert
  - Energy Affordability Program Enrollment Forms (See Appendices C81 – C87 – Low-Income and At-Risk Customer Education Plan)
  - Educational Advertising (See Appendix B24 Educational Advertising 2023)
  - Appendix C11 Bill Payment Coupon
  - Rights Notices (See Appendices C1- C4, Customer Rights and Responsibilities Notices)
  - Customer News (See Appendices C29 – C38 – Bill Help Sections)
  - Spotlight Newsletter (See Appendices C39 – C42 – Bill Help Sections)

- **Special Needs Customers:**

  - Special Services and Protections | Con Edison
  - Appendix C12 Bill Message (LSE Education)
  - Appendix C13 LSE Form
  - Press Release: June 2023 - Using Life-Support Equipment? Con Edison Needs to Know
  - Appendix C14 Safety for Special Customers Brochure – English
  - Appendix C15 Safety for Special Customers Brochure – Spanish

- Appendix C16 Safety for Special Customers Brochure – Chinese
- Appendix C17 Safety for Special Customers Brochure – Korean
- Appendix C18 Safety for Special Customers Brochure – Russian
- Appendix C19 Help for Those in Need Brochure - English
- Appendix C20 Help for Those in Need Brochure - Spanish
- Appendix C21 Help for Those in Need Brochure - Chinese
- Appendix C22 Help for Those in Need Brochure - Korean
- Appendix C23 Help for Those in Need Brochure – Russian
- Appendix C24 Customers with Special Needs Flyer – English
- Appendix C25 Customers with Special Needs Flyer - Spanish
- Appendix C26 Customers with Special Needs Flyer - Chinese
- Appendix C27 Customers with Special Needs Flyer - Korean
- Appendix C28 Customers with Special Needs Flyer - Russian
- LSE Identification Program Report (All documents can be found in the July 31, 2023 PSC filing, “Report On Program To Identify Life Support Equipment Users”)
- Appendix C29 Customer News Spring 2023 – English (Life Support Equipment)
- Appendix C30 Customer News Spring 2023 – Spanish (Life Support Equipment)
- Appendix C31 Customer News Summer 2023 – English (Life Support Equipment)
- Appendix C32 Customer News Summer 2023 – Spanish (Life Support Equipment)
- Appendix C33 Customer News Fall 2023 – English (Life Support Equipment)
- Appendix C34 Customer News Fall 2023 – Spanish (Life Support Equipment)
- Appendix C35 Customer News Winter 2023-24 – English (Life Support Equipment)
- Appendix C36 Customer News Winter 2023-24 – Spanish (Life Support Equipment)
- Appendix C37 Customer News Spring 2024 – English (Life Support Equipment)
- Appendix C38 Customer News Spring 2024 – Spanish (Life Support Equipment)
- Appendix C39 Spotlight Spring 2023 – English
- Appendix C40 Spotlight Spring 2023 – Spanish
- Appendix C41 Spotlight Fall 2023 – English
- Appendix C42 Spotlight Fall 2023 – Spanish
- Rights Notices (See Appendices C1- C4, Customer Rights and Responsibilities Notices)

- **Service Interruptions:**

  - Social Media (See Appendix B, Website, Social Media, and Mobile Applications section)
  - Email Campaigns: See Appendix B (Email Notifications, Sample Pre-Storm Emails)
  - Examples of Press Releases:
    - Jan. 2023 - Con Edison Crews Restored Service to Customers in the Bronx | Con Edison
    - July 2023 - Con Edison Crews Mobilize For High Heat For The Second Time In July | Con Edison
    - Dec. 2023 - Con Edison Restoring Customers as Storm Passes Through the Region | Con Edison
    - Jan. 2024 - Con Edison Mobilizing for Weekend Storm | Con Edison

- Webpages:
  - Report an Outage or Service Issue | Con Edison
  - Prevent & Recover From Outages | Con Edison
  - Outage Map | Con Edison
- Tutorial Video (Outage Map) – English
- Tutorial Video (Outage Map) – Spanish
- Appendix C43 How to Get Through a Power Outage Brochure

- **Winter Heating Season and Energy Financial Assistance**

  - Social Media (See Appendix B, Website, Social Media, and Mobile Applications section)
  - Educational Advertising (See Appendix B24 Educational Advertising 2023)
  - Email campaigns:
    - Help with Winter Energy Bills
    - Get Tips for Managing Your Winter Bill
    - Don't Miss Up to $200 off Your Energy Bill
    - Also see Appendix B (Mass/Blast Notifications, Payment Assistance and Resources section)
  - Press Releases:
    - March 2023 - Con Edison Crews Prepping for Storm Sage
    - Oct. 2023 - Con Edison Offers Consumer Friendly Programs to Help Customers Save On Winter Bills; Company Urges Customers to Conserve Energy
    - Feb 2024 - Con Edison Crews Mobilizing For Tuesday Morning Snow And Windstorm
  - Webpages:
    - Tips & Tools for Lowering Your Energy Bill | Con Edison
    - Save With Rebates and Energy Saving Incentives | Con Edison
    - Payment Plans & Assistance Saving on Energy Costs | Con Edison
    - Financial Assistance Programs | Con Edison
    - Electric Safety | Con Edison
    - Gas Safety | Con Edison
    - How to Read Your Bill | Con Edison
    - About Your Bill & Rates | Con Edison
  - Appendix C44 Weatherization Kit Information
  - Spotlight Fall 2023 (See Appendices C41 and C42, Electrical Safety/Save Money with Clean Energy)
  - Customer News Fall 2023 (See Appendices C33 and C34, Need Help With Your Bill?/3 Ways to Warm Up and Save)
  - Customer News Winter 2023 (See Appendices C35 and C36, Need Help With Your Bill?/3 Ways to Stay Warm & Save Money/Winter Bill Outlook)
  - High Bill Alert (See Appendix C10)
  - Energy Affordability Program Enrollment Forms (See Appendices C81 – C87 – Low-Income and At-Risk Customer Education Plan)

- **Natural Gas and Electric Safety**

  - Educational Advertising (See Appendix B24 Educational Advertising 2023)

- Email Campaigns: (See Appendix B Email Notifications: Gas Safety, Call Before You Dig and Electric Safety Sections)
- Webpages:
  - Electric Safety | Con Edison
  - Gas Safety | Con Edison
  - Con Edison Kids | Con Edison
- Appendix C45 2023 Gas Safety Odorant Bill Insert English/Spanish
- Appendix C46 2023 Gas Safety Odorant Postcard English/Spanish
- Appendix C47 Sample Gas Inspection Letter
- Appendix C48 Sample Gas Inspection Drop Card
- Appendix C49 Sample Gas Relocation Drop Card
- Appendix C50 2023 Electric Safety Bill Insert English
- Appendix C51 2023 Electric Safety Bill Insert Spanish
- Appendix C52 Gas Safety Brochure English
- Appendix C53 Gas Safety Brochure Spanish
- Customer News (See Appendices C29 - C38, Smell Gas, Act Fast/ Protect Yourself From This Deadly Gas)
- Spotlight (See Appendices C39 – C42, Smell Gas, Act Fast/ Protect Yourself From This Deadly Gas)

- **Summer Demand Response and Load Reduction**

  - Social Media (See Appendix B Website, Social Media and Mobile Applications section
  - Educational Advertising (See Appendix B24 Educational Advertising 2023)
  - Customer News Spring 2023 – English & Spanish (See Appendices C29 and C30, Keep Your Cool and Breathe Easier)
  - Customer News Summer 2023 – English & Spanish (See Appendices C31 and C32, Summer Bill Outlook / Cool Ways to Save Energy – and Money)
  - Customer News Spring 2024 – English & Spanish (See Appendices C33 and C34, Smart Ways to Save Energy, Control Costs)
  - Spotlight Newsletter Spring 2023 – English & Spanish (See Appendices C39 and C40, Keep Tabs on Your Energy Usage / Save Money, Save Energy)
  - Energy Efficiency Webpage - Save With Rebates and Energy Saving Incentives
  - Email Campaigns:
    - Storm Prep Email (See Appendix B Mass/Blast Notifications, Sample Pre- Storm Emails section)
    - Act Now: Higher Summer Energy Bills Expected
    - Sweet Summer Energy Savings
  - Time of Use:
    - Time-Of-Use Rates | Con Edison
  - Email Campaign: See How Others Are Saving on Energy Bills
  - Sample Press Releases:
    - June 2023: Con Edison Invests $2.4 Billion in Summer Reliability
    - July 2023: Con Edison Asks Customers In Eastern Staten Island To Conserve Energy

- Sept. 2023: Con Edison Says Region Is Warming Quickly As Climate Change Impacts Accelerate
- High Bill Alert (See Appendix C10)
- Energy Affordability Program Enrollment Forms (See Appendices C81 – C87 – Low-Income and At-Risk Customer Education Plan)

- **Infrastructure and Security**

  - AMI Communications (See Appendix C Metering section)
  - Gas Safety Inspection Program:
    - Gas Service Line Inspections | Con Edison
    - Customer News Spring 2023 & 2024 (See Appendices C29, C30, C37 and C38 Gas Line Safety Check)
    - Sample Gas Inspection Letter (See Appendix C47)
    - Sample Gas Inspection Drop Card (See Appendix C48)
  - Tree Trimming Program:
    - Customer News Fall 2021 – English & Spanish (See Appendices C33 – C34, Trimming Trees Keeps Lights On)
    - Appendix C54 Tree Maintenance Notification Mailer
    - Appendix C55 Tree Maintenance Guide
  - AMI Natural Gas Detectors
    - Appendix C56 Natural Gas Detector Awareness Letter
    - Appendix C57 Natural Gas Detector Access Letter
    - Appendix C58 Natural Gas Detector Decline Letter
    - Appendix C59 Natural Gas Detector Installation Card

- **Financial Assistance**

  - Customer News (See Appendices C29 - C38 – Bill Help Sections)
  - Spotlight Newsletter (See Appendices C39 – C42 – Bill Help Sections)
  - Rights Notices (See Appendices C1 – C4)
  - Websites:
    - Payment Plans & Assistance Saving on Energy Costs | Con Edison
    - Financial Assistance Programs | Con Edison
  - Email Campaigns (See Appendix B Email Notifications, Payment Assistance and Resources section and Winter Prep section)
  - Low Income and At-Risk Customer Advertising - (See Appendix B24 Educational Advertising 2023)
  - Energy Affordability Program Enrollment Forms (See Appendices C81 – C87 – Low-Income and At-Risk Customer Education Plan)
  - Sample Press Releases:
    - Feb 2023 - Con Edison Helps Customers Manage Energy Costs
    - Aug 2023 - Con Edison Urges Low-income Customers to Enroll in the Energy Affordability Program
    - Oct 2023 - Con Edison Offers Consumer Friendly Programs to Help Customers Save On Winter Bills; Company Urges Customers to Conserve Energy
  - Appendix C60 Save Energy, Save Money Brochure – English
  - Appendix C61 Save Energy, Save Money Brochure – Spanish
  - Appendix C62 Save Energy, Save Money Brochure – Chinese

- Appendix C63 Save Energy, Save Money Brochure – Korean
- Appendix C64 Save Energy, Save Money Brochure – Russian

- **Metering**

  - How to Read Your Electricity Meter | Con Edison
  - Email Campaign (Meter Reading):
    - Storm Alert: Prepare Now for Possible Outages
  - AMI Deployment Materials:
    - Appendix C65 Sample Smart Meter Doorhanger
    - Appendix C66 Sample No Access Letter – English
    - Appendix C67 Sample No Access Letter – Spanish
    - Appendix C68 Sample Manual Meter Reading Fee Letter – English
    - Appendix C69 Sample Manual Meter Reading Fee Letter – Spanish
    - Appendix C70 Sample Smart Meter Obstruction Letter – English
    - Appendix C71 Sample Smart Meter Obstruction Letter - Spanish
  - AMI Deployment Email Campaigns
    - Action Required: Make Your Appointment Now
  - AMI Webpages
    - Smart Meters | Con Edison
    - Smart Meter Features and Benefits | Con Edison
    - Installation Information for Property Owners | Con Edison
    - Smart Meters Frequently Asked Questions | Con Edison
  - AMI Engagement Materials:
    - Appendix C72 AMI Welcome Communication
    - Appendix C73 AMI Progress Communication
    - Appendix C74 AMI Winter Communication
    - Appendix C75 Weekly AMI (WAMI)
    - High Bill Alert (See Appendix C10)

- **Scam Awareness**

  - Appendix C76 Scam Awareness Flyer – English/Spanish
  - Appendix C77 Scam Awareness Flyer – Chinese
  - Appendix C78 Scam Awareness Flyer – Haitian Creole
  - Appendix C79 Scam Awareness Flyer – Korean
  - Appendix C80 Scam Awareness Flyer - Russian
  - Customer News (See Appendices C29 - C38 – Don't Fall For Scams)
  - Spotlight Newsletter (See Appendices C39 – C42 – Don't Fall for Scams)
  - Imposter Email Campaign
    - Scam Alert: Beware of Con Edison Impersonators
  - Beware of Scammers | Con Edison
  - Press release:
    - November 2023 - Con Edison to Customers: Know the Tricks Scammers Use and You Can Avoid Being a Victim
  - Scam Educational Advertising Campaign (See Appendix B24 Educational Advertising 2023)

- **Low Income and At-Risk Customer Education Plan**

  - Appendix C81 Energy Affordability Program Enrollment Form – English
  - Appendix C82 Energy Affordability Program Enrollment Form – Spanish
  - Appendix C83 Energy Affordability Program Enrollment Form – Chinese
  - Appendix C84 Energy Affordability Program Enrollment Form – Russian
  - Appendix C85 Energy Affordability Program Enrollment Form – Korean
  - Appendix C86 Energy Affordability Program Enrollment Form – Bengali
  - Appendix C87 Energy Affordability Program Enrollment Form – Polish
  - Email Campaigns
    - Find out if you can get a discount on your bill. Here's how.
    - More Help Is Waiting for You. .
    - You're Just a Few Clicks From Staying on Track
    - URGENT: You Have an Outstanding Balance
    - Also see Appendix B Mass/Blast Notifications, Payment Assistance and Resources section)
  - Website: Financial Assistance Programs | Con Edison
  - Press release - Aug 2023 - Con Edison Urges Low-income Customers to Enroll in the Energy Affordability Program
  - Sample Low Income and At-Risk Customer Advertising (See Appendix B24 Educational Advertising 2023)

- **Regional Outreach Plans**

  - Appendix C88 New to New York brochure – English
  - Appendix C89 New to New York brochure – Spanish
  - Appendix C90 New to New York brochure – Chinese
  - Appendix C91 New to New York brochure – Russian
  - Appendix C92 New to New York brochure – Korean
  - Appendix C93 New to New York brochure – Haitian Creole
  - Appendix C94 New to New York brochure – Hindi
  - Appendix C95 New to New York brochure – Polish

- **Tenant Bill Data**

  - Request Past Energy Bills | Con Edison

- **School Education Program**

  - Con Edison Kids
  - Appendix C96 Con Edison Electric Vehicle Coloring Book