



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

**OUTREACH AND EDUCATION PLAN
2024**

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New York State Electric & Gas, Rochester Gas and Electric OUTREACH AND EDUCATION PLAN 2024

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OUTREACH AND EDUCATION PLAN 2024

Executive Summary

While the following template is a mechanism to describe outreach campaigns on individual topic areas and outreach programs, the Executive Summary should provide the “bigger picture” of the overall outreach and education plan for 2024. The summary can also include an assessment of success of the previous year’s outreach efforts and the impact on the current year’s programs.

Our commitment to the communities we serve

As electric and natural gas utilities, NYSEG and RG&E are focused on delivering safe, reliable energy service to the customers and communities we serve. This commitment also extends to providing best-in-class service, a continued focus on affordability and making it easy for our customers to do business with us. As the energy space continues to evolve with renewable energy options and efficiency measures for our customers, clean energy and carbon reduction goals for New York State and new technology that enables a smarter grid such as smart meters and infrastructure investments, one constant remains – delivering reliable, affordable energy to power our customers’ daily needs.

Customer focused experience

As more and more customers engage with their energy service in new ways, using digital channels to complete transactions faster and making those experiences more convenient provides additional value to our customers beyond the value of turning on a light switch, heating system or powering their home or business internet without thinking about their energy company. With changing expectations, the Companies are highly focused on ease and building an improved understanding of what to expect with each interaction we have with our customers.

Smart investments for the future

Smart meter upgrades across the Companies’ service area continued for the second year. As did outreach and communications to support customer understanding of upgrades and new benefits including automated, actual meter readings for monthly bills based on actual use, access to their detailed energy use through Energy Manager to make more informed energy decisions and faster identification and response to power outages through meter status capabilities. The Companies three phase outreach plan will continue in 2024, with post-upgrade surveys beginning this year.

The Companies are also investing in the grid with thousands of pole replacements, animal guards, tree wire and reliability projects this year. This includes resiliency work to rebuild circuits and automation to isolate and reduce the duration of power outages. Reliability in upstate New York is closely tied to trees, with 51% of outages at NYSEG and 20% of outages at RG&E caused from tree contact. With the approval of the 2023 Joint Proposal, the Companies are reclaiming areas around lines, easements and rights-of-way and establishing regular tree trimming cycles for NYSEG, in addition to the regular trim cycles for RG&E. All of these investments support a stronger, more resilient grid to combat more frequent and volatile storms.

In 2023, customers enjoyed the best power reliability in five years yet also weathered many frequent and volatile storms. The Companies remained steadfast in working diligently to keep customers informed and quickly restored if they experienced a power outage. In fact, the

investments mentioned above will continue to support shorter and avoided power outages, similar to the improvements in reliability customers have seen over the last five years. Auto-enrollment in our text message Outage Alerts gets personalized information and updates to customers fast and automatically, if they experience an outage. Additionally, our websites, mobile app, social media channels, email campaigns, outbound calls and media coverage are used to keep customers informed when severe weather and potential power outages are expected, as well as throughout major events.

Programs and resources to manage monthly bills

The Companies recognize that certain households and businesses face affordability challenges despite the Companies efforts to reduce or control rate levels. Accordingly, we continually seek ways to help customers manage energy bills. From expanded eligibility in the Companies' Energy Assistance Program to offering no cost or low-cost efficiency measures and tips to building new tools like Energy Manager that deliver personalized understanding of energy use and actionable tips, these tools and resources can provide customers greater control and management of their monthly energy bills.

New state initiatives have also helped customers with assistance available through programs like the Electric and Gas Bill Relief Program and one-time New York State Energy Credits this year. As continued affordability planning occurs across the state utilities, collaboration to develop and deliver new programs collectively provides New Yorkers new opportunities for affordable energy and technologies that support the state's clean energy goals and future. Additionally, efforts to reach customers included community events and new webinars to share assistance programs that can help.

Always focused on safety

Safety remains a core value for our teams. The Companies are dedicated to delivering energy safely to our customers each day, and our customers have an important role here, too. Raising awareness of natural gas odors, safe digging requirements, carbon monoxide exposure, and working safely around electricity whether it's cleaning out gutters in the spring or coming across a downed wire after a storm, are all critical to keeping our customer and communities safe.

Plans for 2024

In 2023, the Companies plans supported our commitment to reliable, safe and affordable energy service. This year, our focus will remain on delivering these key components to our customers by investing in our infrastructure, continuing smart meter upgrades, delivering energy efficiency programs and usage tools that help our customers manage energy use and control costs, and delivering assistance programs that can help our customers.

New York State Electric & Gas, Rochester Gas and Electric
OUTREACH AND EDUCATION PLAN
2024

Section 1: Utility Information

UTILITY OUTREACH & EDUCATION AND COMPANY OFFICIALS

Dates Covered by Plan: From: January 1, 2024 To: December 31, 2024

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

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

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

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

- Director of Outreach and Education:

Name: Christine Alexander
Title: Vice President – NY Customer Service
Mailing Address: 180 South Clinton Ave, Rochester, NY 14604
Email: christine_alexander@rge.com
Telephone No. (585) 406-3705

- President or Chief Executive Officer:

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

SERVICE PROFILES

Service Territory:

- Municipalities (counties, towns, villages) served in whole or in part:
 - NYSEG counties: Allegany, Broome, Cattaraugus, Cayuga, Chautauqua, Chemung, Chenango, Clinton, Columbia, Cortland, Delaware, Dutchess, Erie, Essex, Franklin, Greene, Hamilton, Herkimer, Lewis, Livingston, Madison, Niagara, Oneida, Onondaga, Ontario, Orange, Orleans, Otsego, Putnam, Rensselaer Saratoga, Schoharie, Schuyler, Seneca, Steuben, Sullivan, Tioga, Tompkins, Ulster, Washington, Wayne, Westchester, Wyoming, Yates
 - RG&E counties: Allegany, Cayuga, Genesee, Livingston, Monroe, Ontario, Orleans, Wayne, Wyoming

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

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

- Total number of service accounts: NYSEG: 983,511; RG&E: 441,199

NYSEG	Electric	Natural Gas	Combined Elec & Gas
Residential	603,044	55,789	186,144
Commercial	108,083	13,514	16,660
RG&E	Electric	Natural Gas	Combined Elec & Gas
Residential	90,581	41,487	260,117
Commercial	25,274	8,066	15,363

Electronic Access:

- Total number of customers who participate in online billing: NYSEG: 381,204; RG&E: 196,402
- Total number of customers using e-mail for utility information and alerts:
 - NYSEG: 505,080 (customers with email address in our billing system)
 - RG&E: 244,085 (customers with email address in our billing system)
- Total number of customers using mobile applications to manage their account:
 - NYSEG: 1,348,593 transactions (manage payments, view billing, report outages and submit meter readings through mobile app)

- RG&E: 1,134,201 transactions (manage payments, view billing, report outages and submit meter readings through mobile app)
- Total number of customers using mobile applications to obtain educational information, alerts, etc.: (specify whether web-based or text alert)
 - NYSEG: 58,325 (enrolled in text alerts – Outage, Payment, Meter Read)
 - RG&E: 17,804 (enrolled in text alerts – Outage, Payment, Meter Read)

Low Income Customers

- Estimated number of low-income customers and/or number eligible for the Home Energy Assistance Program (HEAP): NYSEG: 92,066; RG&E: 52,890
- Estimated number of customers receiving HEAP during the last heating season (11/1/23-3/5/24):
 - regular: NYSEG: 40,032; RG&E: 31,822
 - emergency grants: included above, our billing system does not differentiate between regular and emergency HEAP

Special Needs Customers

- Total number of accounts coded 62 or over: Total contained in elderly/blind/disabled figure.
- Total number of accounts coded Elderly/Blind/Disabled: NYSEG: 57,943; RG&E: 18,773
- Total number of customers known to be on life support equipment: NYSEG: 2,142; RG&E: 840
- Total number of customers receiving bills and brochures in Braille: NYSEG: 0; RG&E: 3
- Total number of customers receiving large-print bills: NYSEG: 175; RG&E: 39

Customers with Limited English Proficiency (LEP)

- Languages other than English spoken in the service territory: While a variety of languages are spoken in the Companies' service areas, Spanish remains more prevalent than others. According to our phone interpreter service at NYSEG out of 10,885 interpreter calls in 2023, 10,242 were Spanish. The next highest were Mandarin, Russian and Portuguese. RG&E received 8,448 Spanish interpreter calls out of 8,880 total calls, with requests for Nepali, Mandarin and Korean following.

Please identify the source of this information: The Companies' telephone interpreter service

How does the utility identify special needs and LEP customers?

Although the Companies do not code LEP customers in our billing system, there are several ways we can assist customers that have limited English proficiency. When customers call the Companies' Customer Care Center, they can utilize our interpreter service to place service requests, ask billing questions or make other changes on their account. The interpreter service provides interpreters for a number of different languages. In addition, we have a library of brochures translated to Spanish for RG&E customers: rge.com/web/rge/support/energylibrary/informacion-en-espanol, as well as new video libraries for smart meter outreach with Spanish closed captions.

Natural gas safety information is available with translation on our websites, as well as translated brochures in the following languages: Spanish, Portuguese, French, Italian, Russian, Vietnamese, Arabic, Chinese and Thai. The Companies' websites also include a footer link, Languages, that provides instructions for various web browser updates to translate all of the user's sites to their language, as well as the translation services available by phone.

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

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

An identifier for households with life-support equipment is used, as well as an identifier at the meter for field visits. Households that only include occupants over 62 or blind or disabled or under 18 members are also coded. We do not have a limited English proficiency identifier in our billing system.

How does the utility encourage these customers to identify themselves?

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

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

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

At the start of service, representatives ask a series of questions to understand any needs within the household including if there are household members over the age of 62, blind or disabled (EBD), using life-sustaining equipment (LSE) or other special needs in the home. If the customer identifies a need,

representatives discuss programs that may be beneficial to them. New customers also receive the Rights and Responsibilities brochure with a welcome letter to learn about special protections and programs they may qualify for.

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

BUDGET INFORMATION

Estimated Outreach & Education Budget for January – December 2024:

Provide the FY 2024 estimated budget for Outreach and Education expenditures. Include high level breakdown of the major spending categories. If there is a significant increase or decrease in the planned expenditures from previous years, please provide a brief explanation of the change(s) in your outreach program that resulted in the updated budget.

NYSEG Total Estimated Budget \$1,575,588

- Electric Total \$595,982
- Gas Total \$979,606

NYSEG Breakdown by Spending Categories

- Outreach Events \$10,448
- Outreach Materials (e.g. publications, exhibits, branded items) \$447,346
- Outreach Methods, Delivery Tools (e.g. media buys, mailings)..... \$1,117,794

NYSEG Changes in Outreach Program Budget from 2023:

Planned 2024 budget includes new direct mail for efficiency and increase in affordability program mailings (EAP renewals), as well as planned gas safety outreach (2023 spend reduced through existing school kit stock).

RG&E Total Estimated Budget..... \$704,750

- Electric Total \$265,787
- Gas Total \$438,963

RG&E Breakdown by Spending Categories

- Outreach Events \$17,871
- Outreach Materials (e.g. publications, exhibits, branded items) \$193,805
- Outreach Methods, Delivery Tools (e.g. media buys, mailings)..... \$493,073

RG&E Changes in Outreach Program Budget from 2023:

Planned 2024 budget includes new direct mail for efficiency and increase in affordability program mailings (EAP renewals), as well as planned gas safety outreach (2023 spend reduced through existing school kit stock).

Actual Outreach & Education Expenditures for January – December 2023:

Provide Outreach and Education expenditures for the previous year. Indicate the total proposed budget for 2023 and the total actual expenditures. If there was a significant difference between the planned and actual expenditures, please provide a brief explanation of the change(s) in your outreach program that resulted in the difference.

	Planned	Spent
NYSEG Total Budget	\$1,565,558	\$1,381,381
▪ Electric Total.....	\$638,663	\$547,758
▪ Gas Total.....	\$926,896	\$833,623

NYSEG Breakdown by Spending Categories

	Planned	Spent
▪ Outreach Events	\$ 43,118	\$4,562
▪ Outreach Materials (e.g. publications, exhibits, branded items)	\$ 446,631	\$432,333
▪ Outreach Methods, Delivery Tools (e.g. media buys, mailings)	\$ 1,075,809	\$944,486

NYSEG Changes in Outreach Program Budget (Planned vs. Spent):

Several factors contributed to a difference between planned and spent including actual vs. projected paper costs, existing stock of school kits, reduced planned outreach expenses and reduced energy efficiency bill inserts due to required ESCO environmental disclosure insert (6 pages) doubling in size requiring insertion over four months instead of two months.

RG&E Total Budget	\$713,583	\$585,467
▪ Electric Total.....	\$289,819	\$235,717
▪ Gas Total.....	\$423,764	\$349,750

RG&E Breakdown by Spending Categories

	Planned	Spent
▪ Outreach Events	\$ 36,316	\$19,898
▪ Outreach Materials (e.g. publications, exhibits, branded items)	\$ 179,594	\$204,881
▪ Outreach Methods, Delivery Tools (e.g. media buys, mailings)	\$ 497,672	\$360,689

RG&E Changes in Outreach Program Budget (Planned vs. Spent):

Several factors contributed to a difference between planned and spent including actual vs. projected paper costs, existing stock of school kits, reduced planned outreach expenses and reduced energy efficiency bill inserts due to required ESCO environmental disclosure insert (6 pages) doubling in size requiring insertion over four months instead of two months.

INFRASTRUCTURE INVESTMENTS AND DEVELOPMENTS PLANNING

Describe major infrastructure investments (e.g., capital projects) and structural or physical developments (e.g., tree trimming and pole maintenance) being undertaken during 2024. Explain the Company's process for planning and executing public involvement for these major projects, including the methods used to determine:

- the level of outreach needed based on factors such as project scope, location, impact on the public including disadvantaged communities, environmental considerations, etc.
- messaging (e.g., project need, location/routes, non-pipe alternatives considered, cost)
- outreach activities and materials, including distribution methods.
- language accessibility needs.

If public awareness campaigns are planned, use the Infrastructure/Security page in Section 4 to provide more in-depth information about outreach activities regarding the project(s).

Prior to launching new capital projects, the Companies use a variety of tools to proactively inform customers and community members about how our work may impact them while simultaneously providing them with the means to contact us with any questions or concerns they may have about the project.

The goal of the Companies' outreach efforts for capital projects is to establish, nurture and maintain relationships with the stakeholders in our communities by providing ongoing, timely and transparent information to our stakeholders throughout the following phases of a project: conceptual planning, design, permitting, and construction, across all our operating companies. We maintain a strong commitment to collaborating with our impacted stakeholders and utilize a process called Design with the Community in Mind. The Companies' Project Outreach Team works to ensure that every project is designed and engineered to mitigate potential disruption or inconvenience to our communities as we work to improve the resiliency and reliability of our network.

When a new project is initiated, the Project Outreach Team and project leaders collaborate and coordinate efforts to create a custom outreach plan designed to minimize impacts to our communities while reducing risk to the project's scope, schedule, and budget. The Project Outreach team identifies any potential obstacles or challenges that might impact our communities, regardless of the project size or scope.

Effective project outreach is critical to any project's success. By providing proactive and transparent communications to our impacted stakeholders, establishing trusting relationships, and by supporting and fulfilling all applicable regulatory requirements, we ensure positive project outcomes and obstacle-free construction. The Companies' outreach extends beyond minimum requirements to proactively engage stakeholders and the community throughout all phases of a project. By engaging impacted stakeholders in a more thorough and consistent project outreach process and by creating opportunities for community input we can identify and minimize potential risks early in the project life cycle.

Every project and every community is unique and the Companies' Project Outreach team recognizes that distinction. In accordance with our Best Practices, the Project Outreach Team

creates an individualized overarching Project Outreach strategy to meet the needs of each project and community. These outreach plans include a range of tools to inform and engage stakeholders in our communities, including (but not limited to):

- Written Notification Letters sent to stakeholders throughout the project life cycle (before, during and upon project completion).
- The creation of collateral and resources designed to answer possible questions and provide more background (such as FAQs, fact sheets, a project website, a dedicated project phone number and email, etc.)
- Ongoing meetings with municipal officials and Town Boards
- Public meetings and Open Houses supported by extensive efforts to inform stakeholders and encourage attendance through posters, flyers, mailers, etc.

An example of planning and execution for projects is included below, with additional details on other capital projects included in the Infrastructure/Security page in Section 4 of this report.

Station 82 Upgrades

- a. Full substation rebuild to enhance system capacity and customer reliability needs.
1. Level of Outreach Needed:
 - a. Extensive outreach needed to impacted stakeholders.
 - b. Currently supports 3,500 customers.
 2. Messaging:
 - a. Will mitigate numerous asset condition, capacity limitations, and poor reliability performance issues.
 - b. Serves as a central source of power for the greater Rochester region.
 - c. Will enable deliverability of NYS CLCPA projects.
 3. Outreach activities and materials, including distribution methods:
 - a. Notification Letters mailed to all impacted stakeholders with Project Outreach unique project phone number and email address assigned.
 - b. Educational resources created including a website (in production), Project Fact Sheet (mailed and available on the project website), Door Hangers (placed in person by field crews), Field Cards (handed out by field crews for Project Outreach communication channels).
 - c. Proactive meetings with municipal officials and impacted stakeholders

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Section 2: Mandated Outreach and Education

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

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

PLEASE FILL OUT:

We identified 5 cases and have completed a form for each active case. In the event any additional orders are identified in the future, we will update this form.

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No. 22-E-0317, 22-G-0318, 22-E-0319, 22-G-0320

Required by Order, Joint Petition, Other: Joint Petition

Date the Order was Issued and Effective: October 12, 2023

Supersedes Case Nos.

01-G-1668, 02-E-0198, 02-G-0199, 03-E-0765, 03-G-0766, 05-E-1222, 09-E-0715, 09-G-0716, 09-E-0717, 09-G-0718, 15-E-0283, 15-G-0284, 15-E-0285, 15-G-0286, 19-E-0378, 19-G-0379, 19-E-0380, 19-G-0381

Summary of O&E requirements:

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

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

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

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

- | | |
|--|---------------------------------------|
| <input checked="" type="checkbox"/> Secretary's Office | Date: April 1, 2023 and April 1, 2024 |
| <input type="checkbox"/> Office of Consumer Services | Date: |
| <input type="checkbox"/> Other: ___ | Date: |
| (Name of DPS contact person) | |

Date Reporting May Cease: N/A

Case No. 11-G-0565

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

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

Summary of O&E requirements:

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

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

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

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

- | | |
|--|-------|
| <input checked="" type="checkbox"/> Secretary's Office | Date: |
| <input type="checkbox"/> Office of Consumer Services | Date: |
| <input type="checkbox"/> Other: | Date: |
- (Name of DPS contact person)

Date Reporting May Cease: N/A

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Section 3: Global Outreach and Education Tools

2024 Outreach & Education Plan with 2023 Results

CUSTOMER ASSISTANCE LINES/CALL CENTER

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

New/Continuing Program:

Continuing.

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

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

Summary of 2023 Results and Lessons Learned: Provide detailed evaluation in Appendix B.

Service level targets are in place to measure the percent of calls answered in 30 seconds. NYSEG completed the year with a 72.38% service level with an overall goal of 70%. RG&E completed the year with a 76.00% service level with an overall goal of 70%. Call volumes were as follows:

Phone Service Provided	NYSEG Call Volumes	RG&E Call Volumes
Customer Service (Monday –Friday, 7am-7pm)	1,456,484	797,426
Energy Services Installation (Construction and Upgrades, Monday – Friday, 7am-4:30pm)	95,150	47,297
Electric Emergency*	55,413	18,038
Gas Emergency *	27,316	14,777
Automated Services**	1,431,585	701,064

*Tracked Monday -Friday (7am-7 pm)
**Source: NY IVR Report > Total Successful=KUBRA+'NYCUS7 Meter Read Successful'+NYCUS16 Pa by Phone Successful'+NYCUS9 Storm Detail Successful'

Goals for 2024:

Achieve regulatory service levels and customer satisfaction goals.

How Priority Was Set:

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

Description of 2024 Program: Include program elements such as audience, messaging, schedule/frequency, evaluation plan, and materials/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

Continue offering phone services as required.

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

2024 Outreach & Education Plan with 2023 Results

Mass/Blast Notifications

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

New/Continuing Program:

Continuing.

Summary of 2023 Results and Lessons Learned: Provide detailed evaluation in Appendix B

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

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

Meter Read Reminder Alerts: To receive a monthly bill based on actual use and replace estimated readings, customers can receive an alert when it's time to provide a meter reading. Reminders are sent based on the type and frequency a customer chooses. Customers can submit their reading by text, through the website, using our automated phone line or through the mobile app.

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

Critical Contact: This enhanced texting service provides customers with life-sustaining equipment (LSE) an additional way to communicate with the Companies during a storm. This functionality allows us to text LSE customers in preparation for a storm and to make sure they are safe. If a customer experiences an outage, they can text us and request additional information about the outage, and one of our customer advocates will call them directly. Currently there are 2,142 NYSEG customers and 840 RG&E customers on life support equipment.

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

Goals for 2024:

Mass notification channels such as email, outbound calls and text messages will continue to be prioritized for our customers and have proven to be an efficient and quick way to reach customers in their preferred channel. In 2023 the Companies expanded the monthly newsletter, *EnergyLines*, to email reaching all customers that have provided an email address to us stored in our billing system. As smart meter upgrades continue across our service area, Meter Read Alert promotion will be scaled back with automated, actual, monthly readings replacing them. Additionally, development of new Usage Alerts will allow customers to receive automatic notifications and updates about their energy use and costs, which can help create better understanding and management of monthly energy bills. Usage Alerts availability is not yet available as of the date of this report.

How Priority Was Set:

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

Description of 2024 Program: Include program elements such as audience, messaging, schedule/frequency, evaluation plan, and materials/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

NYSEG and RG&E continue to develop new digital tools that can provide value to customers, while looking for opportunities to personalize their experience through their preferred channels. Customers are made aware of these options through multiple channels including *EnergyLines* newsletter bill inserts and monthly emails, websites, email campaigns, news releases, on hold messages and bill messages.

Customers enrolled in Alerts	NYSEG	RG&E
Outage Alerts	Year-end 2022: 635,512 Year-end 2023: 731,577	Year-end 2022: 317,752 Year-end 2023: 367,036
Meter Read Alerts	Year-end 2022: 107,378 Year-end 2023: 123,106	Year-end 2022: 74,480 Year-end 2023: 84,944
Payment Alerts	Year-end 2022: 6,497 Year-end 2023: 8,382	Year-end 2022: 2,592 Year-end 2023: 3,484
Critical Contact (life-sustaining equipment customers)	Year-end 2022: 2,147 Year-end 2023: 2,116	Year-end 2022: 863 Year-end 2023: 844

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

Currently, NYSEG has 95,826 contacts subscribed to email alerts, 637,687 subscribed to text, and 15,511 contacts subscribed in voice alerts.

RG&E has 57,652 contacts subscribed to email alerts, 257,710 subscribed to text alerts and 5,933 contacts subscribed to voice alerts.

2024 Outreach & Education Plan with 2023 Results

OUTREACH MATERIALS

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

New/Continuing Program:

Continuing.

Summary of 2023 Results: Provide detailed evaluation in Appendix B

The Companies' websites continue to serve as an online account management tool and provide helpful educational information for customers to choose their preferred billing and payment options, assistance and efficiency programs that can help manage monthly bills, and services that can help. Digitally focused resources remained a priority to reach customers, while printed materials were also used to support in-person interactions throughout the year.

Goals for 2024:

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

How Priority Was Set:

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

Description of 2024 Program: Include program elements such as audience, messaging, schedule/frequency, evaluation plan, and materials/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

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

2024 Outreach & Education Plan with 2023 Results

UTILITY OUTREACH EVENTS

Describe how the utility identifies and participates in events such as presentations, community fairs, consumer advocate workshops, etc. Distinguish between utility-sponsored and community sponsored events. Use the tracking sheet in Appendix A to list events conducted in 2023 and those planned for 2024.

New/Continuing Program:

Continuing.

Summary of 2023 Results: Provide detailed evaluation in Appendix B

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

Goals for 2024:

Continue to identify existing events and opportunities to educate and reach customers and stakeholders. In 2024, ongoing outreach will also continue as we upgrade communities across our service area to smart meters.

How Priority Was Set:

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

Description of 2024 Program: Include program elements such as audience, messaging, schedule/frequency, evaluation plan, and materials/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

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

2024 Outreach & Education Plan with 2023 Results

WEBSITE, SOCIAL MEDIA & MOBILE APPLICATIONS

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

New/Continuing Program:

Continuing.

Summary of 2023 Results and Lessons Learned: Provide detailed evaluation in Appendix B

Websites: The Companies continually look to create easy, secure, and convenient ways for customers to complete transactions including making payments, starting or stopping service and reporting power outages. In 2023, focus remained on improved customer experiences within our online customer transaction center. This included enhancements to our online payment options, with a single page that allows customers to easily select their payment preference with a login or as a guest and using their preferred payment method.

nyseg.com total unique visitors in 2023: 4,701,551

rge.com total unique visitors in 2023: 2,128,112

Social Media: Social Media is integral to how customers engage with the Companies' brands for critical information, customer service, storm, safety, program information, and more. Content is created in collaboration with key teams across the Companies combined with analysis of customer comments, posts and needs. Both Companies are active on Facebook, LinkedIn, and Twitter, seeing positive page growth throughout 2023. The Companies launched LinkedIn accounts in March 2023, with the goal of sharing more of our business-focused content.

Content was shared on the Companies' channels frequently. Combined, the Companies posted 2,128 posts on the channels and reached 2.6 million users on the platforms.

Mobile App: The Companies' mobile app provides a simple, secure way for customers to manage their account. Key functionality includes same login as web through My Account, view bills/payments, make a payment, eBill enrollment and cancellation, power outage reporting, power outage list and map, AutoPay enrollment and cancellation, Budget Billing enrollment and cancellation, and submit a meter reading.

Goals for 2024:

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

Social Media: Goals in 2024 are to continue raising awareness on critical customer programs, safety messaging, community support, infrastructure/ project work as well as brand awareness and values

including sustainability; innovation; and DEI. The Companies are planning to launch Instagram accounts for NYSEG and RG&E soon to help us accomplish this goal.

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

How Priority Was Set:

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

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

Description of 2024 Program: Include program elements such as audience, messaging, schedule/frequency, evaluation plan, and materials/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

Websites:

- **Target Audience:** Customers, contractors, municipalities, community members (leaders, organizations, police, fire, first responders), energy suppliers and regulators
- **Key Messages:** Customer transactions, programs, safety messaging, services, products, reliability efforts and investments, and educational materials.
- **Schedule:** Ongoing

Social Media:

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

Mobile App:

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

**New York State Electric & Gas, Rochester Gas and Electric
OUTREACH AND EDUCATION PLAN
2024**

Section 4: Outreach and Education Topics

2024 Outreach & Education Plan with 2023 Results

BILLING SERVICES AND PAYMENT ALTERNATIVES

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

New/Continuing Program:

Continuing.

Summary of 2023 Results and Lessons Learned: Provide detailed evaluation in Appendix B

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

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

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

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

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

Customer Meter Reading: The Companies' Meter Read Alerts provide customers an option to enroll and receive emails, phone calls or text messages reminding them when their reading is due. Customers can also provide their readings by using our online form, submitting through our mobile app, calling and providing through our automated phone service or by speaking to a customer service representative. Customers enrolled in text message reminders can also submit a meter reading through two-way text by texting "READ" when the meter reading is due. These options are promoted by bill message, in the Companies' bill insert *EnergyLines*, in on hold messages, in letters and emails regarding meter reading, during phone calls and one-to-one contacts with Customer Service Representatives and on our websites: nyseg.com/ReadMyMeter and rge.com/ReadMyMeter.

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

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

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

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

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

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

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

Goals for 2024:

Continue current programs.

How Priority Was Set:

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

Description of 2024 Program: Include program elements such as audience, messaging, schedule/frequency, evaluation plan, and materials/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

- **Target audience:** All customers
- **Key messages:** Manage your account anytime, anywhere. We have free tools to help you manage your account.
- **Outreach materials:** Websites, *EnergyLines* newsletter bill inserts
- **Delivery Vehicles:**
 - Websites
 - *EnergyLines* newsletter bill inserts
 - Email
 - Social media
 - Mobile App
 - On hold messaging
 - Bill Messages
- **Schedule:**
 - Websites – available anytime
 - Social media – regular rotations of account management tools available are highlighted throughout the year.
 - Email – highlights various billing and payment options (footer, dependent on email)
- **Additional information:**
 - **New Customers:** Receive the Rights and Responsibilities brochure with a mailed welcome letter at the start of service that includes information on bill and payment options.
 - **Limited English Proficiency (LEP):** Instructions on browser translation for all user's sites is available on our website within the Languages footer link, as well as our interpreter service available by phone.
- **Measures to evaluate/obtain feedback:**
 - Contact Satisfaction Survey
 - Call Listening, customer feedback

2024 Outreach & Education Plan with 2023 Results

CUSTOMER RIGHTS AND RESPONSIBILITIES

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

New/Continuing Program:

Continuing.

Summary of 2023 Results and Lessons Learned: Provide detailed evaluation in Appendix B

The Companies' process provides new customers with a welcome letter and information about NYSEG or RG&E, including a natural gas odorant brochure and our Rights and Responsibilities brochure. Annually each March, all customers receive this brochure inserted with bills. Online billing, or eBill, customers receive a link to view the insert on our website within the Energy Library. The brochure includes information on service policies, billing and payment options, metering and access, special protections and supply choice, as well as how to contact us for billing and emergencies, complaint processes and selecting the most advantageous rate. Beginning in 2020, prospective tenants could learn how to obtain up to a two-year billing history for a potential rental property at no cost online: nyseg.com/account/moving/landlordsandrenters and rge.com/account/moving/landlordsandrenters. This information is also included in our Rights and Responsibilities brochure.

Goals for 2024:

Continue to review the brochure for any required updates or helpful information (as space allows) and provide to customers annually and at the start of service. In 2024, key topics from the brochure were developed into our email newsletter, *EnergyLines*, that is sent to all customers with an email address in our billing system. This includes topics such as bill and payment options, access to the meter for regular reads, safety inspections and smart meter upgrades, assistance programs and special protections, supplier choice and starting, stopping and transferring energy service when moving.

How Priority Was Set:

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

Description of 2024 Program: Include program elements such as audience, messaging, schedule/frequency, evaluation plan, and materials/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

- **Target audience:** All customers
- **Outreach materials:** Bill insert, online
- **Delivery Vehicles:**
 - Websites
 - Welcome Letters (new customers)
 - Bill insert (March annually)
 - Email *EnergyLines* newsletter (March)
- **Schedule:** March annually, new customers in welcome letter
- **Additional Information:**
 - **New Customers:** Receive the Rights and Responsibilities brochure with a mailed welcome letter at the start of service. Additional inserts include scratch and sniff, and applicable rate summaries (for non-residential customers only).
 - **Limited English Proficiency (LEP):** This brochure is not translated.
- **Measures to evaluate/obtain feedback:**
 - Contact Satisfaction Survey
 - Call listening

2024 Outreach & Education Plan with 2023 Results

ENERGY EFFICIENCY PROGRAMS

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

Continuing Program Efforts:

The 2023 Energy Efficiency outreach was a continuation of the existing programs with the addition of a few new programs. Bill inserts, company websites, and customer newsletter *EnergyLines* (included with customer bills) promoted the programs, and we continued direct program communications such as direct mail, paid digital ads and email campaigns.

Updated details on our energy efficiency plans for 2023 were filed October 1, 2022. The Companies file these updates annually specific to our 2019-2025 System Energy Efficiency plan (“SEEP”) in compliance with the New York State Public Service Commission’s (“Commission”) December 13, 2018 “Order Adopting Accelerated Energy Efficiency Targets” (“December Order”¹), the January 16, 2020 “Order Authorizing Utility Energy Efficiency and Building Electrification through 2025” (“January Order”²), and the September 1, 2020 revised fifth version of the New York Department of Public Service Staff’s (“Staff”) Clean Energy-02 (“CE”) Guidance Document (“CE-02 Guidance Document”).

In 2023, the NYSEG and RG&E energy efficiency portfolio goals were aggressive. NYSEG and RG&E electric programs and NY Clean Heat achieved/exceeded SEEP targets. Marketing efforts helped contribute to the results achieved. Residential programs continuously see benefit from bill inserts and targeted outreach, typically through customer emails. Trade allies also received communications related to the NY Clean Heat, Commercial & Industrial Rebate, Small Business Direct Install and Multi-Family programs.

Specific details on our 2023 results will be filed in our Annual Report on April 1, 2023¹.

New Efforts in 2023:

- 1. Disadvantaged Community (“DAC”) Outreach and Distributions School Outreach.** The Companies further advanced important community outreach as well as school outreach and education initiatives.³ Photographs are included in this section to help illustrate the effectiveness and popularity of these efforts. The energy efficiency team has collaborated with Customer

¹ Case 18-M-0084, *In the Matter of a Comprehensive Energy Efficiency Initiative*. Order Adopting Accelerated Energy Efficiency Targets (issued Dec. 13, 2018).

² Case 18-M-0084, *In the Matter of a Comprehensive Energy Efficiency Initiative*. Order Authorizing Utility Energy Efficiency and Building Electrification Portfolios Through 2025 (dated Jan. 16, 2020).

³ The Companies in their budgeting process divided the funding for this initiative into two subparts: DAC Community Outreach and Distributions and DAC School Outreach. As these two initiatives share similar focus and mechanisms, they are described together in this section.

Advocates⁴ and other internal and government and community relations teams to conduct joint outreach at various venues, schools, and events that support LMI customers and DACs. As part of this outreach, customers are provided with immediate energy savings tools in the form of bundled energy savings measures (“energy kits”) to help reduce energy usage. Kits also include educational materials and information about the EmPower+ and AMEEP programs.



Customers in line to receive energy efficiency kits and information.

In 2023, the Companies participated in over 135 community events handing out nearly 8,000 energy kits to interested customers, while speaking with thousands more.



Discussion of energy efficiency at a local senior center in NYSEG's service territory.

Based on customer surveys conducted in collaboration with NYSERDA and other utilities via the LMI Joint Management Committee (“LMI JMC”), customers indicated they were more likely to sign up for EmPower+ when referred by a peer, with reassurances that there is no financial disadvantage to participating. These outreach efforts and the survey demonstrate that direct community engagement is a very effective way to engage with these communities, as they build community awareness and allow customers to ask questions about available programs.

In addition to the distribution of energy kits, beginning in Q1 2023, the Companies have set up banner stands promoting EmPower+ at all 12 NYSEG/RG&E walk-in offices. The Companies also plan to continue leveraging their Customer

Service, Contact Center, and Training Department to reach LMI customers and customers located in DACs. The energy efficiency team regularly provides program overviews and updates about EmPower+ and AMEEP to the Training Department. The information provided is then included in the Contact Center's Program Guides and Job Aids to assist when customers call. The Companies also plan to continue leveraging the Training Department's “Customer Service News” section where updates and important information are cascaded to the Contact Center.



Walk-in center banner stand placement

Customers can learn about available residential programs online at: nyseg.com/residential-rebates-and-programs and rge.com/residential-rebates-and-programs.

⁴ Customer Advocates are NYSEG/RG&E employees who work proactively in their communities to serve customers in need to identify needs and provide available resources.

Business offerings are available online at: nyseg.com/business-rebates-and-programs and rge.com/business-rebates-and-programs.

Summary of 2023 Results and Lessons Learned: Provide detailed evaluation in Appendix C

- Point of sale marketing is effective with major retailers.
- Direct email messaging to key trade allies is an effective means to increase participation and awareness of program offerings, while creating efficiencies for customers.
- Direct community outreach to low-income populations is effective at gaining visibility to programs as well as providing immediate savings for those that need it the most. Joint promotions and coordination with our advocacy and outreach teams is an ideal format for identifying opportunities.

Goals for 2024:

The Companies plan to continue the community education and distribution of energy kits at local venues, schools, and events in DAC. While the bundled energy savings measures have an immediately tangible value for customers, the most important aspect of these kits is the educational materials, as they encourage customers to sign up for holistic energy efficiency programs such as EmPower+ and AMEEP, which promote deeper savings and statewide progress in the effort toward securing energy efficiency benefits for DACs.

The outreach program aspires to continue to encourage expanded participation in the Companies' energy efficiency programs. The programs hope to exceed 2024 SEEP targets by utilizing this outreach to help customers realize cost effective energy savings. Point of sale discounts and educational collateral (at brick & mortar retailers) will transition away from lighting measures and instead focus on insulation and air sealing measures.

The Companies also will continue increased investments in Disadvantaged Communities (DAC) by continuing support at retailers located within a DAC.

Additionally, the Companies plan to continue periodic email campaigns targeted to customers in arrears. These campaigns remind NYSEG and RG&E customers in arrears about the resources and assistance available to help them manage their monthly bills. Resources and assistance include payment plans, HEAP, EAP, Energy Efficiency "Tips", EmPower+ and may also include New York Energy Advisor⁵. Annual EAP renewal letters sent to self-certified EAP participants will also continue to include references to Empower+.

⁵ <https://energyadvisor.ny.gov/>. The NY Energy Advisor is a web-based customer hub platform that provides streamlined, easy-to-access information about LMI initiatives and services for LMI customers, affordable multifamily property owners and managers, contractors, and stakeholders throughout the state.

How Priority Was Set:

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

Description of 2024 Program: Include program elements such as audience, messaging, schedule/frequency, evaluation plan, and materials/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

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

2024 Outreach & Education Plan with 2023 Results

ENERGY SERVICE AFFORDABILITY

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

New/Continuing Program:

Continuing.

Summary of 2023 Results and Lessons Learned: Provide detailed evaluation in Appendix B

In 2023, energy affordability continued to be a focus area for the Companies and the state with ongoing Joint Utility work to support utility customers. The pairing between efficiency and affordability continues to be key for customers managing energy bills. Education continued to integrate savings tips, efficiency programs and assistance programs that can help. In December 2023, virtual Customer Assistance Sessions were held to connect customers with available resources and learn more about both energy assistance and efficiency programs available to manage monthly bills.

Additional assistance programs included a second phase of Electric and Gas Bill Relief and continued expanded qualifications for our Energy Assistance Program (EAP). The availability of these programs was highlighted through the Companies' *EnergyLines* bill inserts, bill messages, on hold messages, fact sheets and websites at: nyseg.com/HelpWithBill and rge.com/HelpWithBill. Direct communications were also developed to support customers in need through email campaigns, outbound calling campaigns, field cards, door hangers and direct mail.

Electric and Gas Bill Relief (phase 2) was approved by the PSC for qualifying residential and small business customers. Past-due balances from bills for service through May 1, 2022, were reduced through one-time bill credits automatically for qualifying customers, up to the maximums below.

Company	Residential	Small Business
NYSEG	Up to \$1,000	Up to \$1,250
RG&E	Up to \$1,500	Up to \$1,500

Customer Service Representatives also received key talking points to ensure helpful information was available to guide our customers to available programs and assistance that could help. Below are some of the assistance programs the Companies highlighted for customers:

Energy Assistance Program (EAP) – Monthly bill credit: EAP is designed to help residential electric and natural gas customers manage monthly bills through a reduced rate, or monthly bill credit. Customers are enrolled automatically when a HEAP benefit is applied to their NYSEG or RG&E

account and will continue to remain in the program each year they receive a HEAP benefit toward their account. Enrolled customers are also referred to the New York State Energy Research and Development Authority (NYSERDA) for energy saving measures through programs like EmPower+.

Expanded EAP Eligibility – Monthly bill credit: Since September 2021, customers receiving state assistance such as Supplemental Security Income (SSI), Medicaid or Supplemental Nutrition Assistance Program (SNAP) can also qualify for EAP and a monthly discount on energy bills. Eligible customers can complete an application and submit with proof of participation in other state assistance by email, mail or fax to apply. Customers without online access can also request a printed application by contacting our Customer Care Center. Customers can access the online application by visiting: nyseg.com/EAPApply or rge.com/EAPApply. Customers enrolled via application are reminded annually about the re-certification requirements that include submitting an application and proof of continued participation in other state assistance. Additionally, OTDA supplies the Companies with a match file listing customers receiving State assistance. If a customer on the list can be matched with a customer account, the account is enrolled in EAP.

Low Income Arrears Forgiveness (LIAF): LIAF offered residential customers an opportunity to reduce or eliminate past-due amounts when enrolled. Similar to EAP, customers enrolled in LIAF received a reduced rate through monthly bill credits and were enrolled in Budget Billing, but also received a monthly forgiveness amount, or credit, toward their past-due charges. While there was no option to apply for this program, customers that met eligibility criteria were automatically enrolled and had a maximum of 36 months to complete the program. Eligibility criteria included current enrollment in EAP, at least three payments on their account in the last 12 months and arrears no less than \$240 and not greater than \$1,500. This program was sunset after the approval of the most recent Joint Proposal, closing to new participants in November 2023. Existing participants will complete the program as defined by their timeline.

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

Payment plans: Residential, and some qualifying business customers, may be eligible for a payment plan with no fees or interest. Qualifying residential customers can also view available payment plans online and enroll without the need to contact us at nyseg.com/MyAccount and rge.com/MyAccount.

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

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

New York Energy Advisor: Connects eligible New Yorkers with customized energy-related assistance. By completing a few questions for their household, customers can receive personalized recommendations and assistance that can help. Online at: energyadvisor.ny.gov. NYSERDA and participating utilities continue to run advertising and public service announcements to support statewide awareness of this site and resources available.

Goals for 2024:

Continue to focus on energy affordability and assistance through available programs that can help our customers. Continue to tie energy assistance and energy efficiency programs together as the most effective means of managing monthly bills through partnerships with other statewide utilities, NYSERDA and directly with customers. Assess continued opportunities for outreach events in person, as well as virtual offerings.

How Priority Was Set:

HEFPA, and Commission directives in Cases 14-M0565 (Proceeding on Motion of the Commission to Examine Programs to Address Energy Affordability) and 20-M-0266 (Proceeding on Motion of the Commission Regarding the Effects of COVID-19 on Utility Service). Continue to highlight valuable programs and assistance that can help customers manage monthly bills and reduce energy use to control costs.

Description of 2024 Program: Include program elements such as audience, messaging, schedule/frequency, evaluation plan, and materials/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

- **Target audience:** All customers, customers with past-due balances, customers participating in energy assistance programs, customers attending outreach events.
- **Key messages:** We are here to help. Having trouble managing your monthly bills? Energy assistance that can help. Resources available to help you manage your monthly bills.
- **Outreach materials:** Websites, collateral, bill inserts
- **Delivery vehicles:**
 - Websites
 - *EnergyLines* newsletter bill inserts
 - Outreach collateral (fact sheets, cards)
 - Outbound calling campaigns
 - Email campaigns
 - Webinars
 - Bill messages
 - On hold messages
 - Field materials
- **Public and Community Relations:** Press releases (as appropriate), community outreach/events

- **Schedule:** Ongoing
 - Seasonal winter messages (November – March): HEAP, Project SHARE Heating Fund
 - Year-round messages: EAP, payment plans, EmPower+
 - One-time/special messages: Relief programs like New York State Energy Bill Credits
- **Additional Information:**
 - **New customers:** Receive our Rights and Responsibilities brochure, which includes information on special protections, payment arrangements and how to reach us if having difficulty paying your energy bills.
 - **Limited English Proficiency (LEP):** Some fact sheets and collateral are available in Spanish, with instructions on browser translation for all user's sites available on our website within the Languages footer link, as well as our interpreter service available by phone. While no identifier exists in our billing system, our local outreach teams may work with community organizations to understand non-English speaking population needs and connect them with available resources.
- **Measures to Evaluate/Obtain Feedback:**
 - Customer satisfaction surveys
 - Call listening, customer feedback

- e. Educational resources created including a website (in production), Project Fact Sheet (mailed and available on the project website), Door Hangers (placed in person by field crews), Field Cards (handed out by field crews for Project Outreach communication channels).
- a. Informational Open Houses (in person and/or virtual) and visual simulations.
- b. Proactive meetings with impacted municipalities and stakeholders.

Project Information

- **Project Name:** Resiliency Program
 - Van Etten 570 Resiliency Upgrades and Tie Line
 - System upgrades
- **Project Location:** Chemung County (Van Etten Township, Erin Township)
- **Project Start Date:** Q1 2024 (subject to change) **Construction Start Date:**
- **Project Completion Date:** Q4 2024 (subject to change)
- **Small or Major Project:** major **Disadvantaged Community:** Y/N No
- **Level of Outreach Needed:**
 - Moderate outreach needed to impacted stakeholders:
 - 25 circuits in all NYSEG divisions
 - 12 circuits in all RGE divisions
- **Messaging**
 - Addressing worst performing circuits during storm activity to perform system upgrades to reduce outage risks.
 - System upgrades include, but are not limited to, the installation of stronger rated poles, tree wire, automatic sectionalization devices, enhanced vegetation management, and the addition of circuit tie points.
- **Outreach activities and materials, including distribution methods:**
 - Notification Letters mailed to all impacted stakeholders with Project Outreach unique project phone number and email address assigned.
 - Educational resources created including a website, Project Fact Sheet (mailed and available on the project website), Door Hangers (placed in person by field crews), Field Cards (handed out by field crews for Project Outreach communication channels).

Outreach Information

New or Continuing Outreach Program: New and continuing.

Description of 2024 Program: Include program elements such as target audience, messaging content, schedule/frequency, evaluation plan, and materials/channels/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website/social media. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

The Project Outreach Team strives to develop relationships with project stakeholders that lead to positive project outcomes. We use a variety of tools and tactics to educate and share information with our customers regarding impacts from Capital projects that may affect them.

To do this, we work closely with our project teams from the very beginning of a project, to ensure that projects are designed and engineered to create the least amount of disruption to our communities, while improving reliability and resiliency to our electric and gas facilities.

We have a team of Outreach Specialists located strategically across all seven Avangrid Networks operating companies to provide project support. Our goal is to proactively provide outreach information to all impacted stakeholders and municipal partners, to ensure obstacle-free construction for our projects.

The Project Outreach Specialist acts as the key liaison between project teams and impacted stakeholders (local government and municipal leaders, commercial businesses, and private residents) to drive the success of major infrastructure projects. Reporting to the Project Outreach Manager, this role helps to establish effective communication strategies and outreach programs (both internal and external), the development of key stakeholder relationships, and the satisfaction of regulatory requirements.

The Project Outreach Specialist assists our project teams to develop, document, implement and maintain processes as they pertain to Project Outreach and communications for utility-related substation, transmission, distribution, natural gas and customer-funded projects.

The Project Outreach Team proactively works with project teams across all Network operating companies to develop a strategic, consistent, and standardized approach to stakeholder management, based on project information and inputs from the team. Project Outreach works to minimize the impacts of our projects on the community and environment by coordinating with municipalities, property owners and contractors, and providing proactive and consistent communications for each project.

When capital projects are initiated, we meet with the Project Manager (PM) and project team to create a custom outreach plan that will minimize impacts to our communities, and reduce risk to the project's scope, schedule, and budget.

We get involved in all capital construction projects that have an impact on a neighborhood, locale, or region, to mitigate any issues that might occur. Impact mitigation begins at the very beginning of project planning.

In addition to the larger projects and programs, we partner with project teams working on smaller projects as well, as even the smallest of projects may create disruption in a community. We work with the construction team to ensure the community is aware and assess what efforts we should employ to resolve any issues before they occur.

Project Outreach is critical to any project's success. By providing effective communications, building relationships with stakeholders, and supporting regulatory and federal, state, and local requirements we greatly improve project outcomes. While regulatory bodies may require notifications as part of the

siting and permitting processes, Project Outreach extends beyond the minimum requirements to proactive engage stakeholders and the community throughout all phases of the project.

Public opposition remains a major risk to the approval and construction of infrastructure projects such as gas pipelines and services, electric transmission lines and substations, and customer-funded project interconnections to our systems. By providing the public with the opportunity to provide input, a project can identify risks and challenges early in the process.

Project Outreach should continue through the life cycle of a project. This helps to reduce risk to the project's execution, schedule, and budget, and reinforces Avangrid's reputation as a considerate neighbor and community partner.

In some ways Project Outreach is a journey without end because we are continuously challenging ourselves to raise the bar in our comprehensive and thoughtful approach to our stakeholder communications. In doing so, we continue to make every day better for our customers, communities, employees, and shareholders.

Outreach Best Practices:

- Collaborate with the project team to “Design with the Community in Mind,” minimizing project impacts to the community and environment.
- Build and maintain a two-way relationship between Avangrid and our stakeholders.
- Develop clear messaging to proactively inform stakeholders about the project need, design, impacts and public input process.
- Provide consistent and timely communications throughout all phases of the project life cycle.
- Apply a consistent approach across all projects and operating companies.
- Respond to concerns quickly, keeping track of commitments — under promise, over deliver.
- Generate a positive image for Avangrid, positioning us as a trustworthy and credible source of information and a committed community partner.
- Reinforce the image of Avangrid Networks as leaders in energy reliability and sustainability, working in the public's best interest.

As a member of the Project Outreach Team, each specialist:

- Assists Projects teams to develop, document, implement and maintain processes as they pertain to construction outreach for Avangrid projects.
 - Provides outreach guidance and best practices implementation to Project Teams across Avangrid.
 - Provides full-service outreach activities to all projects within the Projects Organization and other departments as required.
 - Works collaboratively with Avangrid Government and Community Relations, Energy Land Management, Corporate Communications, Customer Communications, Key Accounts and other departments to achieve maximum results from outreach efforts.
 - Uses best practices and knowledge of internal/ external business practices to improve Outreach processes, services to customers and provide guidance to Project Teams.
- As a member of the Project Team, each specialist:
- Develops and implements common outreach and communications strategies, processes and procedures for stakeholders including customers and abutters.
 - Develops and implements strategic Outreach plans for assigned projects.
 - Develops and sustains relationships with key municipalities to aid in the resolution of conflicts.
 - Develops and directs strategy and process for interacting with local and state entities,

- including meeting regularly with municipal code enforcement officers (CEOs), mayors, town managers and selectmen to discuss upcoming projects in their towns.
- Works proactively with residential and commercial customers, advising of upcoming work, applying strategic tactics to ease the burden of construction.
- Works with project teams to write and edit standardized project-related outreach materials.
- Coordinates and hosts public meetings and open houses.
- Provides notification of upcoming projects to impacted neighbors and abutters; negotiates solutions to problems such as lost parking spots, loss of business, noise complaints, etc.
- Develops and maintains tracking mechanisms for outreach such as customer and stakeholder lists, customer and stakeholder management plans, and Outreach logs.
- Responds to urgent public relations issues on projects, partnering with Corporate Communications and Government Affairs when necessary.
- Implements and maintains Project Outreach phone hotlines and email boxes for critical projects and outreach inquiries.

Project Outreach creates and implements a custom strategic outreach plan that incorporates the best ways to connect and represent all stakeholders, both internal and external. We will listen to project details from internal and external sources for possible project impact, suggest whether plans need to be reconsidered, review whether and when outreach is needed, and adapt outreach plans accordingly. All relevant project details are important. Project Outreach keeps them in mind when considering a project from the perspective of a property owner, abutter, neighborhood, and community. We partner with the Project Manager and team to:

- Communicate often throughout the entire project’s life cycle.
- Identify project outreach needs, including a review of stakeholders and sensitivities, to develop a proactive communications and outreach plan.
- Ensure that all people involved in a project know of our messaging and know when to call Outreach for support.

Project Outreach participation will vary depending on the scope of work, but the process by which Project Outreach advances the projects’ objectives to stakeholders and addresses their questions remains the same.

All communications materials used in our Project Outreach strategies are designed and well thought out by the Outreach Team and managers. While we have a “toolbox” of Avangrid and OpCo branded printed, electronic, and multimedia materials at our disposal, we do not take a “one size fits most” approach to our communication plans. The tools we use are specific and personalized to each project for the best possible outcomes. All materials are developed by the Corporate Brand and Image team at Avangrid:

Printed:

- Project info cards/field cards
- fact sheets
- FAQ
- door Hangers
- detour maps
- project introduction letters
- construction notice letters
- project update letters

- letters to government officials, towns, elected officials
- construction signs and banners, visual simulations, and representations.

Electronic:

- Corporate websites > Reliability Projects and Project-specific websites
- Biweekly emails to communities – project updates
- Social media in conjunction with Corporate Communications
- Videos for information or for use at a public meeting
- Press releases and spotlight coverage in Pulse, Field Notes, local press in conjunction with Corporate Communications

General project outreach reliability projects are available at:

<https://www.nyseg.com/ourcompany/reliableservice/reliability-projects> and
<https://www.rge.com/ourcompany/reliableservice/reliability-projects>.

Feedback: What feedback did the Company gather? Did it impact the project plan, design, as feedback gathered, schedule, etc.

See comprehensive descriptions of stakeholder and community approach above.

2024 Outreach & Education Plan with 2023 Results

METERING

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

New/Continuing Program:

Continuing.

Summary of 2023 Results and Lessons Learned: Provide detailed evaluation in Appendix B

Last year marked expanded installation of smart meters across the Companies' service areas with the Rochester area beginning in April, Brewster beginning in May, Sodus beginning in August, and Binghamton beginning in September. Additionally, ongoing upgrades continued in our Ithaca area. Smart meter upgrades enable customers to be billed based on their actual use monthly so the need for bill estimates, onsite visits and customer meter reads is greatly reduced. Smart meters also help to pinpoint and respond to power outages more quickly and make moving easier with faster access to electricity service when it's needed and stopping service when you don't. Finally, smart meters will enable better understanding of energy use and cost management with detailed energy use information and recommendations to save energy through our new online Energy Manager tool.

For customers that still have a legacy meter, the Companies' Customer Meter Reading Program provides an opportunity to receive a bill based on actual use by providing a meter reading. Customers can select the way they would like to be reminded including by text message, email and/or phone call. Customers can provide their meter reading online or through the Mobile App by logging in to My Account, by phone using our automated services line or by text message if enrolled in text meter read alerts. Customers may have learned about this service when speaking to a Customer Service Representative, through bill messages, on old messages, our *EnergyLines* newsletter, email campaigns, door hangers, social media and our website: nyseg.com/ReadMyMeter and rge.com/ReadMyMeter. The Companies also offer resources that can help customers learn how to read their meter including a meter reading guide on our websites, as well as additional resources available through our Mobile App and automated services line.

As smart meter upgrades continue, the comprehensive plan for outreach and education filed as part of the 2020 Joint Proposal includes a phased communication approach to raise awareness, inform and engage customers. In 2023, outreach continued as part of the aware phase beginning with municipal and community stakeholders, community open houses, events and email campaigns in areas scheduled for upgrades. 11 smart meter open houses were held across the service area and the team hosted and/or participated in 25 events to promote smart meter installations and benefits. Open houses and events were well attended and provided customers with an opportunity to have their questions addressed by subject matter experts. Some images of open houses and outreach in 2023 are included below.



Smart meter open house, RG&E, Greece, April 2023



Smart meter open house, NYSEG, Binghamton, August 2023



Power of Trees event, NYSEG, Bedford (Brewster division), March 2023



Rochester Neighborhood Association group, RG&E, March 2023

Prior to meter upgrades in an area, customers received a postcard and outbound call about their upcoming upgrade to confirm what to expect. The postcard included information about our residential opt-out program and encouraged customers to learn more about smart meters, benefits and new tools available on our websites, including the installation process at: nyseg.com/Installation and rge.com/Installation.

In 2023 as upgrades expanded, the Companies simultaneously focused on implementing tools available to build understanding of upgrade schedules and what to expect. In August 2023 a bill insert was included with customer bills highlighting what to expect with smart meters. A new installation video was added to the Companies' websites, as well as an interactive upgrade lookup tool that allows customers to search for their address and confirm when we'll be in their neighborhood in September 2023. The lookup tool is available from the webpage on the postcard as well as directly at: nyseg.com/SmartMeterMap and rge.com/SmartMeterMap.

Comprehensive frequently asked questions, fact sheets and additional videos are available for customers through communications sent, at outreach events and on our websites at nyseg.com/SmartMeters and rge.com/SmartMeters.

Finally, in October 2023 paid media campaigns were introduced to support all phases of the outreach plan in the Rochester, Binghamton, Brewster and Sodus media markets. While channels are dependent on the area, media market and most effective channels to reach customers in that market, some examples of paid media customers may see included television, radio, streaming audio, OTT (Over-the-top media)/CTV (Connected TV), digital ads, paid search, paid social, print and native ads. This campaign was developed based on baseline research completed prior to installations and focused on customer benefits and how to learn more on our websites, supporting awareness and understanding of these upgrades.

Goals for 2024:

As smart meter upgrades continue across the Companies' service area, we continued upgrading commencing in Lancaster and Canandaigua in early 2024 and will continue with Elmira, Hornell, Liberty, and Fillmore in 2024. Customers will continue to learn about smart meters through the various outreach and communications described in the previous section. While the Companies' Customer Meter Reading program will still be available to customers, active promotion of the program will be phased out to make room for other customer topics including smart meters. After a completed upgrade, meter read reminders will also be removed for enrolled customers automatically. Customers can also update their preferences for alerts anytime by logging into their online account if they'd like to stop receiving reminders before they're removed from the program.

In addition to the previously described ongoing communications and outreach, 2024 will also introduce additional direct communications to customers with a smart meter. Postcards and email campaigns will remind customers of their new smart meter benefits. Energy Manager communications are also planned, once the free online tool becomes widely available to customers with a smart meter. Post-installation surveys will begin in Spring 2024 to measure smart meter benefit awareness for customers with a completed smart meter upgrade. These surveys will also be used to assess performance from active campaigns and outreach for learnings that can be incorporated into ongoing campaigns over the next several years.

How Priority Was Set:

- HEFPA, providing customers options to submit a meter reading and replace an estimate.
- Smart meter outreach and awareness targets as approved in 2020 Rate Case Joint Proposal.
- Customer satisfaction

Description of 2024 Program: Include program elements such as audience, messaging, schedule/frequency, evaluation plan, and materials/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

- **Target audience:** All customers, customers scheduled for meter upgrades, customers with a smart meter.
- **Key messages:**
 - **Meter reading:** Receive a bill based on actual use by providing a meter reading.
 - **Smart meters:** Outreach is designed based on three phases to build general awareness of upgrades, inform customers of their upgrade and engage customers with new smart meter benefits with key messages included below.
 - **Aware phase:** Smart meters provide automated meter readings, fewer onsite visits and access to your detailed energy use so you can better understand and manage monthly bills. Smart meters are coming to your neighborhood soon.
 - **Inform phase:** We'll be in your neighborhood to complete upgrades soon. You don't need to do anything to prepare as long as we have clear access to your meter. Upgrades take just minutes and you may experience a brief power interruption. Our qualified technicians carry ID badges and their vehicles are marked with our logos. If we can't access or upgrade your meter during our visit, we'll leave a door hanger with contact information so you can schedule a convenient appointment.
 - **Engage phase:** Here is what you can expect from your new smart meter. Smart meters provide automated meter readings, fewer onsite visits and access to your detailed energy use so you can better understand and manage monthly bills.
- **Outreach materials:** Websites, *EnergyLines* newsletter bill inserts, emails, direct mailings, outbound calls, educational videos
- **Delivery vehicles:**
 - Websites
 - *EnergyLines* newsletter bill inserts
 - Bill messages
 - Outbound calling campaigns
 - Email campaigns
 - Newsprint ads
 - Door hangers
 - Direct mail/postcards
 - Paid media
 - Vehicle signage
- **Public and Community Relations:** Open houses, events, media coverage, press releases
- **Schedule:** Ongoing 2022-2025
- **Additional Information:**

- **New Customers:** Receive our Rights and Responsibilities brochure which explains regular access needed for readings and safety inspections, as well as our customer meter reading program.
- **Limited English Proficiency (LEP) Outreach:** All smart meter upgrade door hangers are now translated with Spanish and English and phone translation services are available through our contact center and our installer vendor partner.
- **Measures to evaluate/obtain feedback:**
 - Customer satisfaction surveys
 - Call listening, customer feedback
 - Smart meter post-install survey (beginning in 2024)

2024 Outreach & Education Plan with 2023 Results

NATURAL GAS/ELECTRIC SAFETY

New/Continuing Program:

Continuing.

Summary of 2023 Results and Lessons Learned: Provide detailed evaluation in Appendix B

Safety education occurs routinely and regularly throughout the year. Messages on safe digging practices (Dig Safe) are issued in the spring, Leak Detection information is issued in late spring / early summer, and Carbon Monoxide safety information is provided just prior to and during the heating season (late fall and early winter). Additional programs include our Residential Methane Detection Program and inside natural gas safety inspections.

Dig Safe

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

In addition to training, a direct mail user's guide to safe excavation practices in New York and the protection of underground facilities is published and sent annually, as well as emergency contact information and availability of Dig Safe information online at company websites. This direct mail was sent to contractors, public officials and first responders. The mailer includes the following items (samples are located in Appendix C):

- GSTC303 NYSEG RGE UDig Excavator Manual 2023
- GSTC304 NYSEG RGE UDig Guide to Marks Card 2023
- GSTC305 NYSEG RGE UDig Calendar Card 2023
- GSTC306 NYSEG RGE UDig Safety Poster 2023
- GSTC301 NYSEG RGE Odorant Brochure 2023

The Companies sent a Dig Safe message email in the spring, reaching more than 350,000 customers and elected officials with a 36% NYSEG and 44% RG&E open rate, well above market average. Print and radio Dig Safe ads were placed in the spring. In 2023 we had the opportunity to place supplemental RG&E Dig Safe ads on busses used to transport fans to the PGA Golf Tournament and Lilac Festival in Rochester this spring. Ad and email samples are located in Appendix C:

- GSTE302 NYSEG RGE Dig Safe Email May 2023
- GSTZ301 NYSEG RGE Dig Safe Advertising Campaign Spring 2023
- RSTG301 RGE NY Dig Safe Advertising Curbside Exterior Bus Sign May 2023

- RSTG302 RGE NY Dig Safe Advertising Interior Card Sign May 2023

Dig Safe messages were included in the April and September issues of the Companies' newsletter *EnergyLines*. Samples are located in Appendix C:

- NPBN304 NYSEG April 2023 *EnergyLines*
- RPBN304 RGE April 2023 *EnergyLines*
- NPBN309 NYSEG September 2023 *EnergyLines*
- RPBN309 RGE September 2023 *EnergyLines*

Dig Safe messages were also printed on the back of the Companies' send envelopes in April, May and June. Samples are located in Appendix C:

- NPBV204 NYSEG April May June 2023 Send Env
- RPBV204 RG&E April May June 2023 Send Env

The following Dig Safe message is included in the Companies' on hold messages all year round in their General, Move-In Move-Out, Specialized and Energy Services Queues:

Before you start a digging project, make sure you contact U Dig NY to have underground natural gas pipes and electric lines marked. The marking service is free, and requesting it is easy. Visit U-D-I-G-N-Y dot org or call 811 between two and ten working days before you start to dig.

The following Dig Safe message was printed directly on all customer bills in June, July, August and September:

If you are planning a project that requires digging, protect yourself and others from injury, and prevent damage to underground utility lines. Please contact UDig NY at UDigNY.org or call 811 between two and 10 days before you start to dig.

Carbon Monoxide Information Program

Training of excavators and emergency officials includes education on responding to natural gas emergencies including carbon monoxide (CO) awareness to fire departments in the franchise area. The program assists firefighters and other emergency responders in identifying CO emergencies, determining safe work practices, conducting and determining appropriate actions to be taken to protect life and safety. A natural gas emergency information sheet is mailed annually to identified first responders, elected and municipal officials and DOT, DPW and highway departments in our franchise area. The program also discusses the operation of CO detectors and the proper use of instrumentation. Training in relation to natural gas excavation activities is also available. A sample of this letter and materials are located in Appendix C:

- GSTD304 NYSEG RGE First Responder Mailing Materials 2023

The Companies placed a Carbon Monoxide safety advertising campaign in the fall and sent a Carbon Monoxide safety email in the fall, reaching more than 350,000 natural gas customers and elected officials resulting in a 40% NYSEG and 45% RG&E open rate. Ad and email samples are located in Appendix C:

- GSTZ203 NYSEG RGE Carbon Monoxide Ad Campaign Fall 2023
- GSTE304 NYSEG RGE Carbon Monoxide Safety Email Nov 2023

Carbon Monoxide safety tips were included in the October issues of the Companies' newsletter *EnergyLines*. Samples are located in Appendix C:

- NPBN310 NYSEG October 2023 *EnergyLines*

- RPBN310 RGE October 2023 *EnergyLines*

A Carbon Monoxide safety message was also printed on the back of the Companies' return envelopes in October, November and December. Samples are located in Appendix C:

- NPBV311 NYSEG Oct Nov Dec 2023 Return Env
- RPBV311 RG&E Oct Nov Dec 2023 Return Env

Pipeline Public Awareness Program

This program addresses activities to enhance public protection through increased public awareness and knowledge. The NYSEG (<https://www.nyseg.com/natural-gas-safety>) and RG&E (<https://www.rge.com/natural-gas-safety>) websites include safety factsheets and important natural gas safety information, mailings were conducted, and bill inserts were provided to customers for gas odor recognition and response. New customers receive an odor recognition "scratch and sniff brochure" included with their welcome letter. This same odorant brochure is also inserted annually with all customer bills, and the brochure is sent to all eBill natural gas customers who do not receive hard copy bills. Our program also includes the afore mentioned advertising campaigns (Dig Safe, Gas Leaks and Carbon Monoxide) customer messaging via emails. Odorant brochure, ad campaign, mailer and email samples are located in Appendix C:

- GSTC301 NYSEG RGE Odorant Brochure 2023
- GSTE301 NYSEG RGE Odorant Brochure Email Feb 2023
- GSTD307 NYSEG RGE Pipeline Safety Mailing Aug 2023*
- GSTE303 NYSEG RGE Pipeline Safety Email Aug 2023

**These are mailed to all residential and nonresidential property owners who are 220 yards from a transmission pipeline (customer and noncustomer).*

Pipeline Marker safety messages were published in the June and July issues of the Companies' newsletter *EnergyLines*. Samples are located in Appendix C:

- NPBN306 NYSEG June 2023 *EnergyLines*
- RPBN306 RGE June 2023 *EnergyLines*
- NPBN307 NYSEG July 2023 *EnergyLines*
- RPBN307 RGE July 2023 *EnergyLines*

Corrugated Stainless Steel Tubing (CSST) natural gas safety information was published in the December issue of the Companies' printed newsletter, *EnergyLines*, and the email version. Samples are located in Appendix C:

- NPBN312 NYSEG December 2023 *EnergyLines*
- RPBN312 RGE December 2023 *EnergyLines*
- 12.23 Email NYSEG *EnergyLines*
- 12.23 Email RGE *EnergyLines*

Natural Gas Leak Detection and Reporting

Gas Leak Detection radio, print and transit ads were placed in print and radio in the late spring early summer. Ad samples are located in Appendix C:

- GSTZ302 NYSEG RGE Nosey Gas Leak Detection Campaign Spring 2023

The Companies also place a “Nosey” leak detection and reporting campaign through the Northeast Gas Association (NGA) April through June. The NGA campaign uses digital Desktop, Tablet, Mobile and TV ads. Due to the success of the spring NGA digital campaign, NYSEG and RG&E placed the digital campaign through the NGA again in October. NGA digital campaign reports are located in Appendix C:

- NYSEG NGA Digital Ad Campaign Report Fall 2023
- RGE NGA Digital Ad Campaign Report Fall 2023
- NYSEG NGA Digital Ad Campaign Report Spring 2023
- RGE NGA Digital Ad Campaign Report Spring 2023

Gas Leak Detection messages are included in the May and June issues of the Companies’ newsletter *EnergyLines*. Samples are located in Appendix C:

- NPBN305 NYSEG May 2023 *EnergyLines*
- RPBN305 RGE May 2023 *EnergyLines*
- NPBN306 NYSEG June 2023 *EnergyLines*
- RPBN306 RGE June 2023 *EnergyLines*

The same messaging is also used at widely attended events such as the Spiedie Fest & Balloon Rally in Binghamton, NY. Approximately 500 Scratch and Sniff Nosey stickers with the natural gas mercaptan odor along with and Natural Gas Safety education brochure were distributed at the event to educate children and their parents about the smell of natural gas and how important it is to report a suspected leak. This event was held in August 2023 and is planned again for August 2024.

A How to Detect and Report a Natural Gas Leak message is printed on the back of the Companies’ return envelopes in July, August and September. Samples are located in Appendix C:

- NPBV008 NYSEG Jul Aug Sept 2023 Return Env
- RPBV008 RG&E Jul Aug Sept 2023 Return Env

The following Gas Leak Detection safety message is included in NYSEG’s on hold messages all year round in the General, Move-In Move-Out, Specialized, Energy Services, Electric Emergency and Credit Queues:

If you suspect a natural gas leak, get up, get out, and get away! Then call us immediately at 1.800.572.1121 or 911 from a safe location. We’ll respond quickly to ensure that you and your family are safe.

The following Gas Leak Detection safety message is included in RG&E’s on hold messages all year round in the General, Move-In Move-Out, Specialized, Energy Services and Electric Emergency Queues:

If you suspect a natural gas leak, get up, get out, and get away! Then call us immediately at 1.800.743.1702 or 911 from a safe location. We’ll respond quickly to ensure that you and your family are safe.

School Materials

In an effort to provide age-appropriate resources, NYSEG and RG&E purchased commercially produced electric and natural gas safety information kit for use in schools. Teachers and parents can request these resources by using the Companies’ online forms. The kits are then mailed from the Companies’ warehouse to the requestor within 1-2 weeks.

- <https://www.nyseg.com/web/nyseg/ourcompany/givingback/in-the-schools/natural-gas-safety-kit>
- <https://www.rge.com/web/rge/ourcompany/givingback/in-the-schools/natural-gas-safety-kit>

In the Companies' annual mailing to schools on Educational Resources, schools were offered the opportunity to request a Nosey gas safety curriculum kit. The "Nosey" character and gas safety curriculum kits were developed in collaboration with the Northeast Gas Association. Information about ready-to-use lesson plans for Electric Universe and Energy Underground being available at nyseg.com/school or rge.com/school was also included in this mailing. Web-based programs and materials are available on a 24/7 basis to educators. A sample of the letter is located in Appendix C:

- GSTD004 NYSEG RG&E Energy Safety School Letters Fall 2023

The Companies promoted their free natural gas and electricity safety educational materials in the September issue of the Companies' printed newsletter, *EnergyLines*, and the email version. Samples are located in Appendix C:

- NPBN309 NYSEG September 2023 *EnergyLines*
- RPBN309 RGE September 2023 *EnergyLines*
- 09.23 Email NYSEG *EnergyLines*
- 09.23 Email RGE *EnergyLines*

First Responder – Electricity and Natural Gas Safety

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

Electricity Safety

Generator Safety tips are included in the January issues of the Companies' newsletters, *EnergyLines*. Samples are located in Appendix C:

- NPBN301 NYSEG January 2023 *EnergyLines*
- RPBN301 RGE January 2023 *EnergyLines*

Generator Safety tips are printed on the back of the Companies' return envelopes in January, February and March. Samples are located in Appendix C:

- NPBV203 NYSEG Jan Feb Mar 2023 Return Env
- RPBV203 RG&E Jan Feb Mar 2023 Return Env

The following Generator safety message is included in NYSEG's on hold messages all year round in the Electric Emergency Queue:

Please be safe when you're using a generator. If you plan to connect the generator through your main electrical panel, please contact a licensed electrician so that the installation complies with the National Electric Code. Improper installation and use endangers you, firefighters, police and our line workers. To learn more, visit nyseg.com/GeneratorSafety.

The following Generator safety message is included in RG&E's on hold messages all year round in the Electric Emergency Queue:

Please be safe when you're using a generator. If you plan to connect the generator through your main electrical panel, please contact a licensed electrician so that the installation complies with the

National Electric Code. Improper installation and use endangers you, firefighters, police and our line workers. To learn more, visit rge.com/GeneratorSafety.

Winter meter safety tips are included in the January and December issues of the companies' newsletters, *EnergyLines*. Samples are located in Appendix C:

- NPBN301 NYSEG January 2023 *EnergyLines*
- RPBN301 RGE January 2023 *EnergyLines*
- NPBN312 NYSEG December 2023 *EnergyLines*
- RPBN312 RGE December 2023 *EnergyLines*

These tips were also included in the email version of the December 2023 *EnergyLines*:

- 12.23 Email NYSEG *EnergyLines*
- 12.23 Email RGE *EnergyLines*

Look up, look out overhead power lines safety message is included in the April and September issues of the Companies' newsletter *EnergyLines*. Samples are located in Appendix C:

- NPBN304 NYSEG April 2023 *EnergyLines*
- RPBN304 RGE April 2023 *EnergyLines*
- NPBN309 NYSEG September 2023 *EnergyLines*
- RPBN309 RGE September 2023 *EnergyLines*

Look up, look out overhead power lines safety message is printed on the back of the Companies' return envelopes in April, May and June. Samples are located in Appendix C:

- NPBV205 NYSEG April May June 2023 Return Env
- RPBV205 RG&E April May June 2023 Return Env

Stay away from downed power lines message is included in the September issue of the Companies' newsletter *EnergyLines*. Samples are located in Appendix C:

- NPBN309 NYSEG September 2023 *EnergyLines*
- RPBN309 RGE September 2023 *EnergyLines*

The following Stay Away from Downed Power Line safety message is included in the Companies' on hold messages all year round in the Electric Emergency Queues:

After damaging storms strike, we complete essential public safety work, and then make repairs safely and as quickly as possible. Please stay away from downed power lines and tell others to stay away. No line is safe to touch, ever. Also, refrain from removing tree debris as downed power lines may be entangled in them. You can report downed power lines or other hazardous situations to the next available Customer Care Representative.

Residential Methane Detection Program (RMD)

In 2021 we began the distribution of methane detectors that support early detection of natural gas leaks. Detectors have been distributed to low-income (receiving HEAP benefit or enrolled in our Energy Assistance Program) natural gas customers, as well as identifying additional residential gas customers that may benefit from detectors. Included with the detectors are brochures explaining what they are, how to test, use and install them and other natural gas safety information. Detector manufacturer user guides and scratch and sniff inserts are also included with the detectors.

Inside natural gas safety inspections

As part of state and federal requirements, we contact customers with an inside natural gas meter to perform required leak and corrosion inspections periodically. This may include a visit to the property while performing work in their neighborhood, leaving a door hanger to schedule an appointment if they are not home when we arrive, a series of direct mail letters notifying customers that we will need access to perform the inspection and to contact us for an appointment to avoid a no access fee, and email campaigns encouraging customers to contact us to schedule their appointment. If we are unable to access an inside meter for inspection, we may assess a \$100 no access fee and service could be turned off until the service is inspected and deemed safe. Customers can learn about inside gas safety inspections, including frequently asked questions, by visiting nyseg.com/GasSafetyInspections and rge.com/GasSafetyInspections. Our online appointment scheduling tool also allows customers to schedule an appointment if we miss them during our visit and is included in email campaigns and other materials to use when an appointment is needed, available at: <https://fieldappointments.com>

Lessons Learned:

All natural gas safety message collateral was refreshed in 2023. Images were updated while the same important information remained intact. The images and collateral will be refreshed again in 2024. NGA Digital Campaign reports are included in Appendix B. Will be exploring more streaming TV ads for 2024. The 2022 Great Blue Pipeline Safety Awareness report is also included in Appendix B. This survey will be conducted again in 2026.

Goals for 2024:

The purpose of natural gas and electricity safety communications is to make all our customers aware of the precautions necessary to keep them safe from the dangers of natural gas and electricity and raise safety awareness. Additionally, inside natural gas safety inspections and the distribution of methane detectors to residential customers support safety measures that ensure continued safe and reliable natural gas service.

How Priority Was Set:

As mandated by the New York State Public Service Commission.

Description of 2024 Program: Include program elements such as audience, messaging, schedule/frequency, evaluation plan, and materials/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

- **Target audience:** All customers, first responders, contractors, elected officials
- **Key messages:** Recognize signs of a gas leak, call before you dig, watch overhead when working outdoors (look up look out), no line is safe to touch ever, signs of carbon monoxide poisoning, contact the utility or 911 for electricity or natural gas emergencies.

- **Outreach materials:** Bill inserts, envelopes, advertising, direct mail, brochures, email, websites
- **Delivery vehicles:**
 - Media: Newspaper, Radio, TV, Digital, Billboards, Transit
 - Websites: <https://www.nyseg.com/natural-gas-safety> and <https://www.rge.com/natural-gas-safety>
 - Email: Gas safety messages sent to all natural gas customers with email addresses four times per year
 - Customer Relations Center On-Hold Messages: NYSEG 1.800.572.1111, RG&E 1.800.743.2110.
 - Bill Print Messages: All customer bills (residential and nonresidential, gas and electric)
 - Direct Mail: Dig Safe Excavator Manual; Gas Emergency Information First Responder Letter and Fact Sheet; Pipeline Safety Awareness Letter and Fact Sheet, Free Safety Education Resources School Letter
 - Customer Contact: Spiedie Fest & Balloon Rally, scheduled for August 2024 (NYSEG), and Binghamton Rumble Ponies Baseball Team Sponsorship April through September 2024 (NYSEG).
 - Communication with eBill customers: Odorant brochures are sent to all eBill customers annually in February. Bill print messages are visible in pdf bill sent electronically.
- **Public and Community Relations:** As noted throughout this section, Public Officials are included in all company gas safety mailings and are also copied on all customer gas safety emails.
- **Corporate Partnerships:** Member of the National Gas Association (NGA). The NGA is running a NYSEG and RG&E spring and possibly fall Call Before You Dig and Leak Detection campaign using digital, radio and TV ads.
- **Schedule:** Below are our targeted dates for 2024:
 - Customer Safety Emails: February, May, August, November
 - Media: NGA spring Call Before You Dig and Leak Detection digital campaign. Pipeline Public Awareness Program will include print, radio, television, billboard and transit advertising, and customer messaging via social media and emails. NYSEG and RG&E will also place a separate leak detection and reporting radio and newsprint campaign in early summer, as well as Dig Safe print and newspaper ads in the spring.
 - On Hold Messages: Dig Safe and Gas Leak Detection, all year
 - Bill Print Messages: Dig Safe June, July, August, September
 - Send Envelopes: Dig Safe April-May-June
 - Remit Envelopes: Generator Safety January-February-March; Look up...Look out Electricity Safety April-May-June; Gas Leak Detection July-August-September; Carbon Monoxide Safety October-November-December
 - Billboard and Transit Ads: Starting mid-August and continuing until the end of December, ads featuring Nosey and how to report suspected leaks by calling 911 are planned to be in market.

- Events: Spiedie Fest & Balloon Rally, scheduled for August 2024 (NYSEG), and Binghamton Rumble Ponies Baseball Team Sponsorship April through September 2024 (NYSEG).
- **Additional information:**
 - **New Customers** receive a natural gas odorant scratch and sniff brochure with their mailed welcome letter.
 - **Limited English Proficiency (LEP) Outreach:** Google translate is available on all natural gas and electricity safety web pages at [nyseg.com](https://www.nyseg.com) and [rge.com](https://www.rge.com). The Gas Odorant brochure has a translation QR code as well as where to find translations in several different languages. Spanish gas safety sheets are also available at [nyseg.com](https://www.nyseg.com) and [rge.com](https://www.rge.com).

Measures to Evaluate/Obtain Feedback: Informal feedback is gathered from internal and external audiences following presentations, activities, programs and initiatives. Website visits are also tracked, as are the number of dig-ins (data that gauges feedback through adherence to safety requirements). Surveys and focus groups are also conducted in conjunction with the Northeast Gas Association. The results of the NGA Great Blue 4-Year Pipeline Safety Effectiveness Study are included in Appendix B and the study is conducted every four years. Spiedie Fest & Balloon Rally, scheduled for August 2024 (NYSEG), and Binghamton Rumble Ponies Baseball Team Sponsorship April through September 2024 (NYSEG).

2024 Outreach & Education Plan with 2023 Results

NATURAL GAS PLANNING

Describe outreach efforts conducted as part of the on-going effort for long-term, modernized natural gas system planning process as per Case 20-G-0131.

New/Continuing Program:

Part of the natural gas system planning process outlined in Case 20-G-0131 is the requirement that each utility file a long-term plan on a three-year cycle. NYSEG and RGE's Long-Term Plan was filed in Case 23-G-0437.

Summary of 2023 Results and Lessons Learned: Provide detailed evaluation in Appendix B

Prior to the filing of the initial long-term plan, the Companies hosted an informational session to share background information regarding their natural gas systems and the provision of natural gas service generally. This was held on September 13, 2023. The Companies filed their Initial Long-Term Plan on October 2, 2023. Multiple Stakeholder sessions were conducted in 2023 on a variety of topics. The information presented at the stakeholder meetings is posted on the Companies' websites.

Goals for 2024:

In addition to the continued stakeholder meetings in 2024, the Companies will file a Revised Long-Term Plan on February 16, 2024, and a Final Long-Term Plan on April 26, 2024.

How Priority Was Set:

Case 20-G-0131 requirement to file long-term plans on three-year cycle.

Description of 2024 Program: Include program elements such as audience, messaging, schedule/frequency, evaluation plan, and materials/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

- **Target audience:** Stakeholders and DPS Staff
- **Key messages:** n/a
- **Outreach materials:** Website
- **Delivery vehicles:**
 - Website
 - Technical conferences (also available to view on websites)
- **Schedule:** Technical conferences held 11/29/23, 12/13/23, 1/4/24, 1/18/24, 1/25/24 and 2/28/24
- **Additional Information:**
 - **New Customers:** n/a
 - **Limited English Proficiency (LEP) Outreach:** n/a
- **Measures to Evaluate/Obtain Feedback:** Filings as described.

2024 Outreach & Education Plan with 2023 Results

PRICE VOLATILITY

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

New/Continuing Program:

Continuing.

Summary of 2023 Results and Lessons Learned: Provide detailed evaluation in Appendix B

Forecasts are regularly assessed for potential impacts to energy commodity prices and customers. While supply price increases were forecasted in the 2022-2023 winter season, fall 2023 assessments indicated that energy supply prices would remain flat, and even decrease for natural gas customers. Still, affordability remains a focus and building understanding of the Companies' role, resources to manage overall energy costs and steps our customers can take continued in 2023 with continued education.

This education focused on several key areas as described below.

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

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

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

Messaging continued across channels including our websites, email campaigns and *EnergyLines* newsletter bill inserts. Customers could find information on our websites at nyseg.com/UnderstandYourUsage and rge.com/UnderstandYourUsage.

Goals for 2024:

Affordability continues to be a focus and with that building understanding for our customers of the resources and steps they can take to manage energy bills.

How Priority Was Set:

Our planning is driven by assessment of market indicators that may impact variable market supply commodity costs and continued focus on affordability for our customers.

Description of 2024 Program: Include program elements such as audience, messaging, schedule/frequency, evaluation plan, and materials/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

- **Target audience:** All customers, time of use customers
- **Key messages:** We have a variety of programs and services to help you manage your monthly energy bill, including: energy-saving products, Budget Billing, supply choice. Visit [\[nyseg/rge\].com/UnderstandYourUsage](https://nyseg/rge.com/UnderstandYourUsage) for more information on how to manage your energy use. How familiar are you with your pricing option? Take control of your energy costs this winter.
- **Outreach materials:** Bill inserts, websites, email
- **Delivery vehicles:**
 - *EnergyLines* newsletters
 - Websites
 - Email campaign
- **Public and Community Relations:**
- **Schedule:** Programs and services to help manage monthly bills are always available on our websites and regularly highlighted in bill inserts. Additional communications are developed as needed based on commodity forecasts.
- **Additional Information:**
 - **New Customers:** n/a
 - **Limited English Proficiency (LEP) Outreach:** n/a
- **Measures to Evaluate/Obtain Feedback:**
 - Call listening, customer feedback

2024 Outreach & Education Plan with 2023 Results

SERVICE INTERRUPTIONS

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

New/Continuing Program:

Continuing.

Summary of 2023 Results and Lessons Learned: Provide detailed evaluation in Appendix B

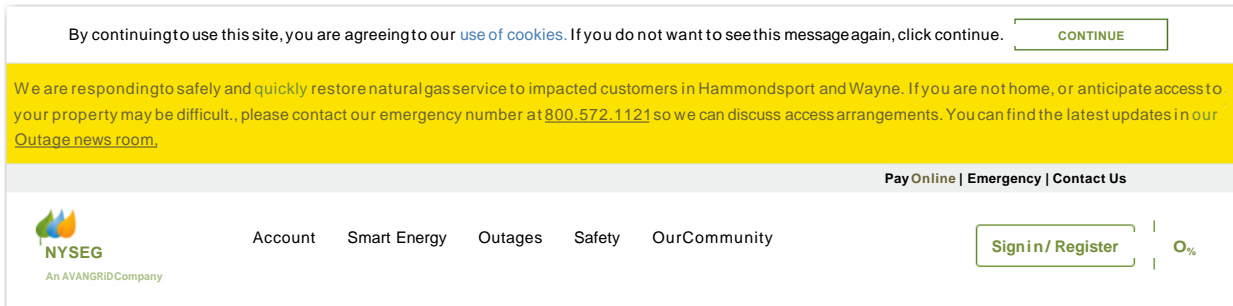
Customers can enroll in the Companies' Outage Alerts for updates via email, phone or text message should an unplanned service interruption or major weather event occur. Additionally, customers that have a cell phone number associated with their account and that have not previously opted out of alerts, will automatically receive text message Outage Alerts. Restoration information is also available through our websites, on our Mobile App or by calling our automated phone system.

When severe weather is forecasted and predicted to potentially impact the Companies' service area, several steps as described in our Emergency Response Plan are put into action. This can include a press release and customer emails for areas that may be impacted to reassure our customers of actions we're taking such as pre-staging crews and closely monitoring weather forecasts to respond quickly if power outages occur, as well as actions they can take to be prepared and stay informed. Our website homepages are also updated to reflect we're preparing with links to Outage Central and social media posts that provide tips to prepare.

During major events, updates and information is available on our websites, social media channels, within storm press releases and media coverage and through outgoing customer email campaigns that include information on how to obtain outage restoration information, how to contact us, safety tips, how we restore power and our program for customers using Life Sustaining Equipment. The Companies recognize how important it is to be informed during an outage event and that having information on restoration timing can help impacted customers plan accordingly.

In 2023, the Companies also experienced natural gas service interruptions from supplier issues in January, as well as flooding in July that required temporary service disconnection of both electric and natural gas service. Given the different nature of a natural gas outage requiring a technician to turn on service at the meter and relight natural gas appliances, communications approach was also different. Some examples of how the Companies communicated with customers about what to expect for restoration included press releases and media coverage, customer emails, and direct phone calls and door to door visits from our gas team when service could be restored. Additionally, restoring after flooding required additional coordination with local Emergency Management Officials and some specific

safety measures. Another component of the natural gas interruptions that differed from a major power outage is that the number of customers impacted was also smaller and localized. To ensure impacted customers had access to the latest information on natural gas restoration, updates were also shared on social media and web banners were used, like the example below from January, to keep them informed on the Companies' progress restoring house by house with contact information if access to the meter and appliances was difficult.



Goals for 2024:

During major events, the Companies will continue to execute our Emergency Response Plan to keep customers informed on restoration progress. Auto-enrollment in Outage Alerts will continue to be a resource for our customers experiencing a power outage to receive personalized updates, automatically. Finally, with several gas events in 2023, door hangers have been developed for field use during emergency natural gas interruptions as an additional means of keeping our customers informed.

How Priority Was Set:

Emergency Response Plan (ERP) and customer satisfaction.

Description of 2024 Program: Include program elements such as audience, messaging, schedule/frequency, evaluation plan, and materials/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

- **Target audience:** Impacted customers
- **Key messages:**
- **Outreach materials:** Websites, social media, email campaigns, Outage Alerts
- **Delivery vehicles:**
 - Outage Alerts
 - Websites
 - Email campaigns
 - Social media
- **Public and Community Relations:** Press releases, media coverage and news outlets.
- **Schedule:** As needed.

2024 Outreach & Education Plan with 2023 Results

SPECIAL NEEDS CUSTOMERS

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

New/Continuing Program:

Continuing.

Summary of 2023 Results and Lessons Learned: Provide detailed evaluation in Appendix B

The programs to identify and provide special protections to elderly, blind and/or disabled customers and life-sustaining equipment users continued in 2023. Identifying customers with special needs allows the Companies to easily reach customers that may need additional support in winter months, during extended outages or help managing monthly bills. Customers are asked about any special needs at the start of service and notified of rights through our annual Rights and Responsibilities brochure. Additionally, Customer Service Representatives are trained to listen for needs that may be in the home and prompt for additional information that may help provide protections to customers at risk, especially during cold weather months. Customers can also learn about some of our protections online at: nyseg.com/HelpWithBill and rge.com/HelpWithBill.

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

While Limited English Proficiency customers are not coded in our billing system, the Companies do offer a number of ways to help customers that may speak another language. Customers can access our interpreter service when calling us or update their browser to automatically translate all websites they use. In 2023 new webpages included in the footer of our websites, called Languages, link to instructions for popular web browser translation services, as well as the phone interpreter services we offer. These instructions connect customers with website translations for all the websites they may visit, in addition to our sites. This information also continues to be available on our contact us pages. Customers can learn about these services by visiting: nyseg.com/support/languages, nyseg.com/support/contactus, rge.com/support/languages and rge.com/support/contactus.

The Companies also offer translation services on important safety sections of our website, some field materials and have a number of fact sheets translated to Spanish for RG&E customers within our Energy Library online: rge.com/web/rge/support/energylibrary/informacion-en-espanol. In 2023 video libraries were also created for Spanish speaking customers. These videos include Spanish closed captions and are available at: nyseg.com/w/que-es-un-medidor-inteligente-what-is-a-smart-meter and

<https://www.rge.com/w/what-is-a-smart-meter-video>. Important natural gas safety campaigns, such as dig safe and carbon monoxide safety, have been developed in Spanish for print and radio in Rochester. Scratch and sniff natural gas leak brochures are available with an important information translation to save the document and visit our website to view its translated version. This message is listed in Spanish, French, Italian, Portuguese, Arabic, Chinese, Thai, Russian and Vietnamese.

Goals for 2024:

Programs will continue in 2024 to ensure protections are in place for at risk customers with special needs.

How Priority Was Set:

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

Description of 2024 Program: Include program elements such as audience, messaging, schedule/frequency, evaluation plan, and materials/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

- **Target audience:** All customers, special needs customers
- **Key messages:** We want to speak your language! We want to ensure you are afforded all protections to which you are entitled and kept safe.
- **Outreach materials:** Websites, fact sheets, Rights and Responsibilities brochures
- **Delivery vehicles:** Outbound calls

2024 Outreach & Education Plan with 2023 Results

SUMMER DEMAND RESPONSE/ LOAD REDUCTION

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

New/Continuing Program:

Continuing.

Summary of 2023 Results and Lessons Learned: Provide detailed evaluation in Appendix C

The following programs are available for customers:

Commercial System Relief Program (CSRP): Our commercial and industrial load relief demand response program. Online at: nyseg.com/cidr and rge.com/cidr.

Distribution Load Relief Program (DLRP): Our distribution-based commercial and industrial demand response program, contingent on system critical situations (i.e. voltage reduction).

Term-and Auto Dynamic Load Management (DLM) Program: Our longer term (3 to 5 year) commercial and industrial load relief demand response program, used for peak-shaving and contingency events at the circuit level. Participants are selected through an annual competitive procurement process.

Direct Load Control Program (DLC): Our residential and small commercial demand response program, Smart Savings Rewards. Online at: nyseg.com/smartenergy/rebatesandprograms/smartsavingsrewards and rge.com/smartenergy/rebatesandprograms/smartsavingsrewards.

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

Smart Savings Rewards program participants were surveyed at the end of the 2023 season. The results of the survey showed 87% of NYSEG participants and RG&E participants expect to continue in the program. Partnership with thermostat manufacturers and email campaigns continue to be effective channels for supporting program enrollment, with 55% of participants indicating they heard about the program through an email from the utility or their thermostat manufacturer.

Lessons learned for 2023 included additional evaluation of the Smart Savings Rewards rebate amount to provide customers value and reduce barriers to participate. Instant rebates through our online marketplace, offering customers the ability to stack both efficiency rebates and demand response program enrollment, further supports growth in participant enrollments. Finally, although Smart Savings Rewards temperature adjustment events run from May 1 to September 30, customers can benefit from enrollment and enhanced and automated energy savings by using a smart thermostat year-round. Continuing education on program benefits year-round and encouraging eligible customers to enroll is a valuable way for customers to control costs and manage monthly energy use.

Goals for 2024:

Continue to grow participation in available programs. In 2024, the Demand Response team will continue to evaluate the increased enrollment rebate and begin exploring ideas to possibility increase end-of-season bill credits.

How Priority Was Set:

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

Description of 2024 Program: Include program elements such as audience, messaging, schedule/frequency, evaluation plan, and materials/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

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

2024 Outreach & Education Plan with 2023 Results

WINTER HEATING SEASON

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

New/Continuing Program:

Continuing.

Summary of 2023 Results and Lessons Learned: Provide detailed evaluation in Appendix B

Each winter heating season provides an opportunity to prepare customers with information about safety, energy efficiency tips and resources available to help manage energy bills. The Companies' websites serve as a resource for valuable information about how to prepare for the heating season, in addition to our *EnergyLines* newsletter, bill messages, on hold messages, brochures available on our websites and at community outreach events and bill envelopes. Some of the topics we highlight include:

- Budget Billing
- Winter energy-saving tips
- Winter safety tips (including generator safety and CO protection)
- Energy Assistance: HEAP and EAP can help
- Energy Efficiency Programs and Rebates
- NYSEG and RG&E Project SHARE Heating Fund
- Having heating systems inspected, meters and outside vents safely cleared of snow and ice

In November 2023, the Home Energy Assistance Program (HEAP) opened as scheduled. At the start of each winter season, we update our websites to reflect eligibility criteria for HEAP and begin outbound calling campaigns to customers that may be eligible for benefits, including information on how to apply. The Companies' *EnergyLines* newsletters included information about winter safety tips, Budget Billing, energy efficiency programs and tips and energy assistance available including HEAP. Press releases and social media posts were also used to promote HEAP and raise awareness of winter safety and efficiency tips. Customers also learned of available seasonal assistance through bill messages, on hold messages and within email campaigns.

Goals for 2024:

Continue to educate and raise awareness of winter heating season topics including energy management through energy assistance, energy efficiency programs and services and resources we offer to better understand and manage energy bills. Provide helpful winter and energy-saving tips, as well as valuable safety information to ensure continued safe delivery and use of energy. At the start of 2023, managing monthly bills included increasing market supply costs, however recent assessments did not show a

continued trend in the 2023-2024 winter season. Still, similar messaging supported ways customers can better understand and manage their energy bills, as described in more detail within the Pricing Volatility section of this report.

How Priority Was Set:

The Companies inform customers about winter heating season related information annually. Energy assistance resources, energy efficiency programs, winter safety and efficiency tips, and programs and services that can help our customers manage monthly energy bills and use energy safely.

Description of 2024 Program: Include program elements such as audience, messaging, schedule/frequency, evaluation plan, and materials/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

- **Target audience:** All customers
- **Key messages:** We're here to help. Simple savings tips. Important safety information.
- **Outreach materials:** Websites, brochures, advertisements
- **Delivery vehicles:**
 - Websites
 - Brochures
 - Email campaigns
 - Outbound call campaigns
 - Radio ads
 - Bill envelopes
 - Bill messages
 - On hold messages
 - EnergyLines newsletter bill inserts
- **Public and Community Relations:** press releases, media interviews
- **Schedule:** Ongoing at start of heating season and throughout winter heating months.
- **Additional Information:**
 - **New Customers:** New customers may learn about winter heating season information the same way existing customers do, through the channels described above. Nothing additional is distributed at the start of service, as this information is based on season and targeted to all customers.
 - **Limited English Proficiency (LEP):** Instructions on browser translation for all user's sites is available on our website within the Languages footer link, as well as our interpreter service available by phone. Carbon monoxide print and radio ads are also included in the Rochester market.
- **Measures to evaluate/obtain feedback:** Informally from human service agencies.

2024 Outreach & Education Plan

Other

Include any outreach program not identified elsewhere in the template.

New/Continuing Program:

Continuing

Summary of 2023 Results and Lessons Learned: Provide detailed evaluation in Appendix B

Choose a Supplier (NYSEG natural gas only): As part of previous rate cases in the early 2000's, NYSEG completes annual outreach to natural gas customers about choice in purchasing energy supply and to encourage market competition. Each year residential natural gas customers receive postcards reminding them of their choice in purchasing energy supply and some questions that may be helpful while shopping for natural gas supply. In addition, newsprint ads are placed in NYSEG natural gas service areas. Customers can learn about their supply choices by visiting nyseg.com/Choice.

Goals for 2024:

NYSEG will again plan to send postcards and place print ads to support this initiative. With deregulation occurring approximately 20 years ago and supply choice being a component of other regular messaging to support customer choice and control of energy costs, we will explore the need with regulators to continue this effort in the future.

How Priority Was Set:

Cases 01-G-1668, 01-G-1683 (2002)

Description of 2024 Program: Include program elements such as audience, messaging, schedule/frequency, evaluation plan, and materials/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

- **Target audience:** NYSEG residential, natural gas customers
- **Key messages:** It's your choice! You can purchase your natural gas supply from a supplier. When choosing a supplier, consider their answers to these questions.
- **Outreach materials:** Websites
- **Delivery vehicles:** Websites, direct mail, newsprint, digital ads (as allocated order budget allows, this is primarily used for postage costs now)
- **Schedule:** Annually in October/November
- **Additional Information:**
 - **New customers:** new customers receive our Rights and Responsibilities brochure, which includes information on energy supply choice.
 - **Limited English Proficiency (LEP):** Information for this program is not available in other languages, however instructions on browser translation for all user's sites is available on our website within the Languages footer link, as well as our interpreter service available by phone.

New York State Electric & Gas, Rochester Gas and Electric
OUTREACH AND EDUCATION PLAN
2024

Section 5: Employee Outreach and Education

2024 Outreach & Education Plan with 2023 Results

CUSTOMER SERVICE EMPLOYEE TRAINING

New/Continuing Program:

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

Representatives are kept up to date with information on new programs or products that are available to customers through a SharePoint site. If it is determined that additional training beyond SharePoint communication is needed, the representatives are trained accordingly. Departments work collaboratively to determine the most effective modality of training.

In 2024, Customer Service Training began training new hires in person for the first time post-pandemic. This initiative allows for increased collaboration of new hires with one another, but also with leadership.

Summary of 2023 Results and Lessons Learned: Provide detailed evaluation in Appendix B

Training is periodically reviewed and updated to ensure timely and accurate information and to reflect new programs and offerings available to the customer. Training effectiveness was evaluated by customer representative testing, phone call quality monitoring and customer satisfaction surveys. Training beyond new hire described previously continues to be held virtually for remote representatives.

The web-based training program was completed in 2023. The Training team has begun to roll out selected modules to in person new hires as a beta test for them to provide feedback. Pending feedback the program and delivery will be revisited to maximize efficiency of training.

Goals for 2024:

Update and roll out of new content as it is made available by currently active projects. Ensure all progression training is completed effectively on time to help maintain a robust and competent customer service workforce.

Description of 2024 Program: Include program elements such as audience, messaging, schedule/frequency, evaluation plan, and materials/tools used as part of your outreach and education program such as bill inserts, publications, newsletter (physical and electronic), educational videos, mail (direct & email), media (digital, radio, television) and utility website. Provide distribution details such as when, frequency, and delivery method. Also attach copies of the materials, including screenshots of web, social media, and electronic communications in Appendix C.

Training will continue to update materials as new process and updates are made to programs and projects. Execution of progression training for employees hired in 2023 is an essential part of 2024 strategy. Training must be conducted for the Company to continue to provide the support needed to our customers and fulfill obligations. Smart metering components will also be added to the program as they are rolled out to ensure our customers have access to support of new meters.

**New York State Electric & Gas, Rochester Gas and Electric
OUTREACH AND EDUCATION PLAN
2024**

Appendix A: Outreach and Education Events

2024 Outreach & Education Plan with 2023 Results

UTILITY OUTREACH EVENT SCHEDULE 2023 COMPLETED

In an effort to evaluate the previous plan year, please provide a schedule of events attended or conducted during 2023. Indicate if the event was in-person or virtual. If events are already schedule for 2024, please include those on a separate sheet.

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
1/1/2023	Chambers of Commerce	Brighton	RGE	General Public
1/1/2023	Chambers of Commerce	Binghamton	NYSEG	General Public
1/2/2023	Mid-Hudson Regional Clean Energy HUB meeting	Conference Call	Cooperative Extension	Community Agency
1/2/2023	Chambers of Commerce	Binghamton	NYSEG/RGE	
1/2/2023	Chambers of Commerce	West Seneca		
1/2/2023	Koffman Southern Tier Incubator			
1/3/2023	Chambers of Commerce	Orchard Park		
1/3/2023	Chambers of Commerce	Hamburg		
1/4/2023	Chambers of Commerce	Binghamton		
1/4/2023	Chambers of Commerce	West Seneca		
1/4/2023	Chambers of Commerce	Orchard Park		
1/5/2023	Pool Vendor Store Visits	Binghamton and Rochester areas		Pool stores to provide tear pads for rebates
1/5/2023	Chambers of Commerce	Hamburg		
1/6/2023	The Kings Senior Apartment Newsletter Article	Newsletter		
1/17/2023	Ontario County DSS Office	3010 County Complex Dr, Canandaigua		low income customers
1/18/2023	Health Expo for Seniors	Del Lago Resort 1133 Route 414, Waterloo	AVT Insurance Services, LLC- Heather James	Elderly Customers
1/18/2023	Food Bank of the Southern Tier: Mobile Food Pantry	8-12 PM	Food Bank of the Southern Tier	
1/24/2023	Ontario County DSS Office	3010 county complex dr, Canandaigua		Low Income Customers
2/2/2023	Around the Tiers - WBNG News	Binghamton, NY	NYSEG	General Public
2/2/2023	Finger Lakes Hub			
2/3/2023	Putnam County Intelligence Group	Putnam County EOC	Putnam County Sheriffs Dept	Law enforcement

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
2/8/2023	ProAction of Steuben and Yates	117 E Steuben St, Bath, NY 14810	NYSEG	Disadvantaged households
2/8/2023	Chemung County Department of Aging and Long Term Care	425 Pennsylvania Ave, Elmira, NY 14901	NYSEG	Disadvantaged / Low Income households
2/9/2023	Community Total Health and Wellness	David Gantt Recreation Center 700 North St, Rochester, NY 14605	RG&E	Customers attending the event
2/10/2023	Binghamton Municipal Officials' Meeting	NYSEG Binghamton Service Center	NYSEG	County and municipal officials in the Binghamton Division
2/15/2023	Energy Kit Distribution	Brewster Head Start	NYSEG	Disadvantaged Communities
2/15/2023	Energy Kit Distribution	Putnam Cap	NYSEG	Disadvantaged Communities
2/16/2023	Energy Kit Distribution	Rochester Habitat for Humanity	RGE	Disadvantaged Communities
2/16/2023	Schuyler County Department of Aging	323 Owego St, Montour Falls, NY 14865	Schuyler Co Department of Aging	Low Income Elderly households
2/21/2023	Sodus AMI Open House	Sodus Community Library 17 Maple Ave., Sodus	RG&E	Residential & business customers
2/21/2023	Ontario County DSS Office	3010 county complex dr, Canandaigua		low income
2/21/2023	Churches in Action Resource Room	120 n main st, Canandaigua		low income
2/22/2023	Community Total Health and Wellness	Lightfoot R-Center 271 Flint Street, Rochester	RG&E	Customers attending the event
2/23/2023	Tioga County Chamber of Commerce Economic Forecast	Owego Quality Inn	NYSEG	Tioga County Chamber member businesses
2/28/2023	R-Connect Community Resource Fair	Carter Street R-Center 500 Carter St.	RG&E	Customers attending the event
2/28/2023	Ontario County DSS Office	3010 county complex dr, Canandaigua		low income
3/1/2023	Homeland Security Bomb Prevention Test	Corning Substation and Vestal ECC	Homeland Security	

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
3/2/2023	Wolcott AMI Open House	Leavenworth Middle School 5957 New Hartford St, Wolcott	RG&E	Residential & business customers
3/2/2023	Homeland Security Bomb Prevention Test	Corning Substation and Vestal ECC	Homeland Security	
3/3/2023	Otsego County OFA	Otsego County Office for the Aging	NYSEG	OFA Staff
3/3/2023	Energy Kit Distribution	Cooperstown	NYSEG	Disadvantaged Communities
3/5/2023	Metro Justice Pep Rally		RGE	General Public
3/8/2023	Energy Kit Distribution	1325 Military Tpke Plattsburgh NY	NYSEG	disadvantaged customers
3/9/2023	Heritage Hills Men's Club	Heritage Hills Activity Center	NYSEG	Senior Citizens
3/9/2023	Economic Opportunity Program	EOP Community Center	NYSEG	Low income customers
3/9/2023	Board of Supervisors Meeting	County Seat, Canandaigua	NYSEG	Town Supervisors
3/9/2023	Energy Kit Distribution	Binghamton NY	Clear Path for Veterans	Disadvantaged Communities
3/14/2023	AMI Event	Lyell Otis Library	RG&E	
3/14/2023	Putnam Community Resource Group	Zoom	Putnam CAP	Community Agencies
3/16/2023	Chemung County Department of Aging and Long Term Care	425 Pennsylvania Ave, Elmira, NY 14901	NYSEG	Elderly households
3/21/2023	Ontario County DSS Office	3010 county complex dr, Canandaigua		low income
3/22/2023	R-Connect Community Resource Fair	Avenue D R-Center, 200 Ave. D	RG&E	Customers attending the event
3/22/2023	Food Bank of the Southern Tier	EOP Community Center	NYSEG	Low income customers
3/24/2023	Energy Efficiency Kit Distribution	Catholic Charities	NYSEG	Low Income
3/25/2023	Home and Garden Show	Rochester Riverside Convention Center	RG&E	Customers attending the show
3/26/2023	Home and Garden Show	Rochester Riverside Convention Center	RG&E	Customers attending the show
3/28/2023	Wadsworth Square Neighborhood Association	81 Marshall Street, Rochester	RG&E	Adults

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
3/28/2023	Broome Tioga Workforce Spring Job Fair Contact: Preston Hertzog Phone: 607-778-6405 Email: preston.hertzog@broomecountyny.gov	30 Brocton Street, Johnson City NY	Broome & Tioga Counties	Broome and Tioga County Workforce
3/28/2023	Energy Kit Distribution	Keuka NY	Keuka Housing Council	Disadvantaged Communities
3/28/2023	Ontario County DSS Office	3010 county complex dr, Canandaigua		Low Income
3/28/2023	Emergency Preparedness	Town of Hebron		General Public
3/29/2023	Geneva FLCC Resource Fair	63 pulteney st, geneva	Finger Lakes Community College	low income, students possibly needing service for the first time
3/31/2023	Municipal Officials' Meeting	NYSEG Elmira Division Office	NYSEG	County and municipal officials in the Elmira Division
4/6/2023	United Methodist Church Food Pantry/ Energy Kit Distribution	Trumansburg NY	NYSEG	Disadvantaged Communities
4/11/2023	Greece AMI Open House	Greece Town Hall	RG&E	General Public
4/14/2023	Customer Service Mobile Pop Up Event	Gantt Recreation	PILOT/RGE	Disadvantaged Communities
4/20/2023	RochesterWorks Job Fair	MCC's Downtown Campus located at 321 State Street, Rochester, NY	Rochester Works	
4/25/2023	Tompkins County Sustainability Practitioners meeting	Virtual		Sustainability Practitioners
4/25/2023	Lockport Central School District Meal kits	cornerstone arena, Lockport	Lockport Central School District	low income
4/25/2023	LCSD Resource room	cornerstone arena, Lockport	Lockport Central School District	low income
4/26/2023	SWBR - Earth Week Event	Virtual		Architects and Designers
5/6/2023	RGE Pop Up Event	Sully Library		Low Income
5/7/2023	NYSEG Customer Help Desk	Putnam CAP - 121 N Main St. Brewster, NY	NYSEG	
5/10/2023	Energy Kit Distribution	7572 Court St Elizabethtown NY	NYSEG	disadvantaged customers
5/12/2023	Energy Kit Distribution	20 Ampersand Dr Plattsburgh NY	NYSEG	disadvantaged customers

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
5/16/2023	Women in Communications and Energy Conference	Troy, NY		NY Utility and Regulators
5/19/2023	Carmel Town Hall pop-up event	Carmel Town Hall	NYSEG	General Public
5/19/2023	Town of Carmel Customer service Pop Up	Carmel Town Hall	NYSEG	All customers
5/23/2023	Putnam Community Resource Group	Zoom	Putnam CAP	Community Agencies
5/31/2023	Gates AMI Open House	Gates Town Hall	RG&E	General Public
5/31/2023	Customer Svc Pop-up	Gates Town Hall	Gates Town Hall	Community
6/1/2023	Monroe County Elected Officials Meeting	3 City Center	RG&E	Elected Officials
6/1/2023	Irondequoit AMI Open House	Irondequoit Library	RG&E	General Public
6/3/2023	WNY Electrical Association			
6/4/2023	Municipals Official Meeting	Ithaca NY	NYSEG	Elected officials
6/4/2023	Trumansburg United Methodist Church	Trumansburg NY	NYSEG	Disadvantaged Communities
6/5/2023	Customer Svc Pop-up	Sully Library	Connected Communities	Community
6/7/2023	Town of Kirkwood Senior Citizen's Group/ Energy Kit Distribution	Kirkwood NY	NYSEG	Disadvantaged Communities
6/8/2023	Carmel Rotary Club Meeting	Carmel Rotary Offices	NYSEG	Rotary Members
6/9/2023	MidDay Bash	Parcel 5		General Public
6/10/2023	Customer Svc Pop-up	Bivona	Bivona	Community
6/15/2023	NYSEG Customer Help Desk	Dover CAP Office - RTE 22 Dover Plains ,NY	NYSEG	
6/15/2023	Town of Pound Ridge OEM Drill	Town of Pound Ridge	Town of Pound Ridge	Emergency Response Group
6/16/2023	Chemung County Department of Aging and Long Term Care	Harris Hill Youth Camp, Elmira NY 14903	Chemung County Department of Aging	Elderly households
6/17/2023	Customer Svc Pop-up	MLK Park	Juneteenth	Community
6/21/2023	Customer Svc Pop-up	Baden Street	Baden Street Settlement	Community
6/21/2023	Putnam County Legislature Meeting	Putnam County Government Building	Putnam County	Putnam Residents
6/23/2023	Energy Kit Distribution	67 Main St Saranac Lake NY	NYSEG	disadvantaged customers
6/24/2023	Customer Svc Pop-up	Jones Square Park	Senator Cooney Ofc	Community
7/3/2023	Wire and Storm Safety Presentation	Margaretville Telephone Company	NYSEG	First Responders
7/3/2023	Delaware County OFA	Delaware County Office for the Aging	NYSEG	OFA Staff

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
7/3/2023	Energy Kit Distribution	Delhi	NYSEG	Disadvantaged Communities
7/6/2023	Binghamton Division Elected Officials AMI Overview	Virtual	NYSEG	Elected officials
7/6/2023	Town of Kirkwood Senior Citizen's Group	Kirkwood NY	NYSEG	Disadvantaged Communities
7/6/2023	Energy Conference			
7/8/2023	Molina Healthcare	292 Hudson Ave	Molina Healthcare	Community
7/11/2023	Binghamton Division Elected Officials AMI Overview	Virtual	NYSEG	Elected officials
7/12/2023	Midday Bash	Parcel 5	Definitely Downtown	Community
7/15/2023	Joseph Ave Assoc. Community Festival	831 Joseph Ave	Upper Room Family Worship	Community
7/18/2023	Binghamton Division Elected Officials AMI Overview	Virtual	NYSEG	Elected officials
7/19/2023	Customer Svc Pop-up	700 North St	Gantt R-center	Community
7/19/2023	NYSEG Customer Protections and Programs	Teams	NYSEG	
7/20/2023	One Community, Many Services	Dormann Library, 101 W Morris St, Bath, NY 14810	Dormann Library	Disadvantaged households
7/20/2023	NYSEG Customer Help Desk	Dover CAP Office - RTE 22 Dover Plains ,NY	NYSEG	
7/26/2023	Midday Bash	Parcel 5	Definitely Downtown	Community
7/26/2023	Customer Svc Pop-up	New City Cafe	Connected Communities	Community
7/27/2023	Binghamton Division Elected Officials AMI Overview	Virtual	NYSEG	Elected officials
8/2/2023	Volunteer with Junior League of Rochester	110 Linden Oaks Suite A		
8/3/2023	Puerto Rican Fest	Frontier Field	Puerto Rican Festival Inc	General Public
8/3/2023	Tioga County Community Network Meeting	TEAMS	NYSEG	
8/8/2023	Customer Svc Pop-up	1900 S Clinton Ave	LifeSpan of Greater Rochester	Community
8/8/2023	Lifespan Pop Up Event			General Public
8/9/2023	Midday Bash	Parcel 5	Definitely Downtown	Community
8/9/2023	Binghamton AMI Open House	American Legion	NYSEG	General Public
8/10/2023	Whitney Point AMI Open House	Community Center	NYSEG	General Public

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
8/10/2023	Greater Binghamton Job & Career Fair	SUNY Broome Ice Center 907 Front Street Binghamton NY 13905	Greater Binghamton Chamber of Commerce	General Public
8/12/2023	Rochester Airshow	Frederick Douglas Airport	Rochester Airshow	General Public
8/13/2023	Rochester Airshow	Frederick Douglas Airport	Rochester Airshow	General Public
8/13/2023	Beamer Hughes Foundation	4554 Culver Road		
8/15/2023	Ontario County DSS	3010 county complex dr, Canandaigua		low income
8/16/2023	Customer Svc Pop-up	700 North St	Gantt R-center	Community
8/16/2023	Career Fair at Holtec International	Indian Point Energy Center 450 Broadway Buchanan NY 10511	NYS Dept of Labor	General Public
8/19/2023	Clarissa Street Legacy Festival	Clarissa St Bwtn Troup St and Adams St	Clarissa Street Legacy	Community
8/23/2023	Midday Bash	Parcel 5	Definitely Downtown	Community
8/29/2023	Ontario County DSS	3010 county complex dr, Canandaigua		low income
8/30/2023	Owego AMI Open House	Countryside Comm. Ctr.	NYSEG	General Public
9/1/2023	Geneva YMCA Senior Health and Wellness Expo	Geneva YMCA 399 Williams St, Geneva	Geneva Family YMCA	elderly
9/2/2023	City of Rochester Health & Wellness Initiative	Gantt Center Rochester	City of Rochester	Disadvantaged Communities
9/2/2023	Virtual Town Hall	Virtual	District Representative	135th Assembly District Residents
9/2/2023	Commercial and Industrial 2023 Kick-Off		Webinar	
9/2/2023	Virtual Town Hall			135th Assembly District Residents
9/2/2023	WNY Electrical Association			
9/3/2023	Broome County Community Network Meeting	S.T.I.C . 135 E Frederick St Binghamton NY	NYSEG	

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
9/3/2023	Energy Kit Distribution	Economic Opportunity Program of Chemung & Schuyler Counties, Elmira	Economic Opportunity Program	Disadvantaged Communities
9/5/2023	RG&E Employee Fair			
9/6/2023	Midday Bash	Parcel 5	Definitely Downtown	Community
9/8/2023	Movies with a Downtown View	Parcel 5	Definitely Downtown	General Public
9/8/2023	MidDay Bash	Parcel 5		General Public
9/9/2023	Bivona	One Mount Hope Ave	Bivona	General Public
9/9/2023	2nd Annual End of Summer Community BBQ	Mt Olivet Baptist Church	Molina Health	General Public
9/9/2023	RGE Summer Series Pop Up	One Mt Hope	Bivona	Low Income
9/11/2023	RGE Light Up The Night		RGE/RPD	Disadvantaged Communities
9/13/2023	Binghamton University Job and Internship Fair	Binghamton University	Binghamton University	Current and graduating students
9/13/2023	Clarkson University Career Fair	Clarkson University	Clarkson University	Current and graduating students
9/13/2023	Cayuga Cty Senior Moments Resource Fair	Fingerlakes Mall 1579 Clark St Rd, Auburn	Cayuga County Office for the Aging and NY Connects	elderly
9/14/2023	Father Tracy Advocate Ctr	821 N Clinton Ave	Father Tracy	General Public
9/20/2023	Midday Bash	Parcel 5	Definitely Downtown	Community
9/20/2023	Webster AMI Open House	Webster Recreation Center	RG&E	General Public
9/21/2023	Muny Meeting	4125 Route 22 Plattsburgh NY	NYSEG	Plattsburgh division elected officials
9/23/2023	Barktober Fest	99 Victor Rd	Lollypop Farm	Community
9/23/2023	CollegeFEST 2023	Innovation Square, 100-140 S Clinton Ave, Rochester, NY 14604	Greater Rochester Chamber	Current and graduating students
9/25/2023	Charles Settlement House	71 Parkway	Charles Settlement House	General Public
9/27/2023	Rochester Institute of Technology University Wide Career Fair	RIT	RIT	Current and graduating students
9/29/2023	Gates Community Job Fair	Gates Town Hall 1605 Buffalo Rd Rochester NY 14624	RGE	Job seekers / college students
9/30/2023	Public Market Pop-up	280 N Union St	Public Market	General Public

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
10/1/2023	Putnam Community Resource Group	Zoom	Putnam CAP	Community Agencies
10/3/2023	Family & Children's Counseling Services: Advocate Presentation	Zoom	NYSEG	
10/3/2023	STEM Job & internship fair	SUNY Buffalo	SUNY Buffalo	College students/graduates
10/3/2023	Home Show WNY			
10/4/2023	SUNY Oneonta Career Exploration and Job Fair	SUNY Oneonta, Morris Hall	SUNY Oneonta	College students/graduates
10/4/2023	Pittsford/Monroe County Senior Health Fair	154 Park Road	Monroe County	General Public
10/5/2023	Tioga County Community Network Meeting	Cornell Cooperative Extension CANDOR Farms	J Sykas/NYSEG	
10/5/2023	Koffman Southern Tier Incubator			
10/5/2023	RG&E Employee Fair	RGE West Ave	RGE	RGE Employees
10/6/2023	City of Rochester Total Health & Wellness Institute	Lightfoot Field NY	City of Rochester	Disadvantaged Communities
10/7/2023	Customer Svc Pop-up	2355 Chili Ave	Gates Fire House	General Public
10/10/2023	AMI Meeting with senior Community	Brown Village Apartments, Ontario	RGE	Low Income Seniors
10/12/2023	Monroe County Senior Service Expo	Brighton JCC	Monroe County	Seniors, low moderate income
10/12/2023	Senior Health Fair, Wayne County (AMI)	Lyons Community Center	Wayne County Health Dept	Wayne County Seniors
10/13/2023	Assemblymember Wallace	Cheektowaga Senior Center	Assemblymember Wallace	Seniors, low moderate income
10/14/2023	Fall fest	Parcel 5	Downtown Definatly	General Public
10/17/2023	Irondequoit/Monroe County Senior fair	1200 Kings Hwy	Monroe County	Seniors, low moderate income
10/19/2023	Heritage Hills Customer Service Pop Up	Heritage Hills Activity Center	NYSEG	Westchester Customers
10/24/2023	AMI Meeting with senior Community	Sodus Community Center, Sodus	RGE	Low Income Seniors
10/25/2023	Town of Pawling Customer Service Pop Up	Town of Pawling Town Hall	NYSEG	Dutchess Residents
10/26/2023	Henrietta/Monroe County Senior Fair	515 Calkins Road	Monroe County	Seniors, low moderate income

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
10/28/2023	Rochester PD & RGE Lightbulb Distribution	Rochester Public Market	Rochester PD	Low Income
10/28/2023	Light up the Night Event	Rochester Public Market	RGE	Disadvantaged Communities
11/1/2023	Southern Tier Masters Teachers Tour of ECC	Vestal ECC	NYSEG	Local educators
11/1/2023	Senator Cooney Event	145 Culver Rd	Sen. Cooney	
11/1/2023	NYS Master Teachers of the Southern Tier - Tour of ECC	ECC, Vestal	NYSEG/NYS Master Teacher Program	K-12 Teachers
11/4/2023	NY AMI Smart Meter Open House-Greece Town Hall			
11/5/2023	RG&E Employee Fair			
11/9/2023	Rochester PD & RGE Lightbulb Distribution	Rochester Police Public Safety Building	Rochester PD	Low Income
11/9/2023	Light Up the Night/RPD Event	RPD Public Safety Building	RGE	Low Income, Disadvantaged Communities
11/14/2023	Cheektowaga AMI Open House	TBD	NYSEG	General Public
11/15/2023	Clarence AMI Open House	TBD	NYSEG	General Public
11/16/2023	Ibero Customer Service Pop up	216 Clifford Ave	Ibero	General Public
11/17/2023	Elected Officials Municipal Meeting	Auburn Division Office	NYSEG	Auburn Division Elected Officials
11/27/2023	AMI Presentation at Town of Brighton Open Forum	Legacy. Town of Brighton	Town of Brighton	Town of Brighton residents
11/29/2023	AMI Presentation at Town of Brighton Open Forum	Rustic Village, Town of Brighton	Town of Brighton	Town of Brighton residents
12/1/2023	Virtual Clean Heat Participating Contractors and Joint Utilities		NYSEG/RGE	
12/5/2023	The Kings Senior Citizen Apartments	20 Pine Drive Pawling, NY	NYSEG	Elderly and Disabled
12/7/2023	STEM Connections	Johnson City Learning Center	Broome-Tioga BOCES	K-12 Teachers
12/7/2023	MidDay Bash	Parcel 5		
12/7/2023	PCIP Small Group Session			
12/15/2023	Energy Kit Distribution	67 Main St Saranac Lake NY	NYSEG	Disadvantaged Customers
2/27/2023	Amenia Energy Efficiency Giveaway	Amenia Town Hall	NYSEG	low income customers, customer advocates

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
3/22/2023	Energy Kit Distribution	St. Margaret Mary's Church, Apalachin	Food Bank of the Southern Tier/Endicott Lions Club	Disadvantaged Communities
3/25/2023	Bedford 2030 Tree Event	Fox Lane High School	Bedford 2030	Westchester Customers
1/18/2023	Resources Rountable			
1/19/2023	Tioga County Council of Government	Owego Village Hall	Tioga County Council of Government	Muni leaders
1/23/2023	Lancaster/Lockport Municipal Officials' Meeting	Erie County Fire Academy	NYSEG	Elected officials
1/24/2023	Energy Kit Distribution	Binghamton Plaza	Food Bank of Southern Tier	Disadvantaged Communities
1/24/2023	2023 Community Building Series			
1/25/2023	Tioga County Community Network Meeting	TEAMS		Low Income Customers
1/26/2023	Broome County Community Network Meeting	BSC		Low Income Customers
10/17/2023	NYSEG Networking Networks		NYSEG	
10/20/2023	Pro Tour Ithaca NY			
11/16/2023	Municipal Meeting	Virtual	NYSEG	Oneonta Division municipal officials
11/16/2023	RGE Fall Series Pop Up	216 Clifford Ave	RGE	Low Income
11/19/2023	Deposit Food Pantry		NYSEG	Disadvantaged Communities
12/13/2023	ROC Holiday Lights Distribution	923 Genesee Street, Rochester, NY 14619	RGE/City of Rochester	Low Income
12/15/2023	Around the Tiers - WBNG News	Binghamton, NY	NYSEG	Low Income
12/23/2023	ROC Royal Holiday Event	Mercantile on Main	RGE/ROC Royal	Disadvantaged community and low income
2/16/2023	AM Lunsford Information Center	Virtual	AM Jen Lundsford	Seniors, low moderate income
2/16/2023	Heritage Hills Office Hours	Heritage Hills Activity Center	NYSEG	HH residents
2/17/2023	Energy Kit Distribution	Action for a better community	RGE	Disadvantaged Communities
2/21/2023	Energy Kit Distribution	Resurrection Life Pantry	NYSEG	Disadvantaged Communities
2/21/2023	Sodus Municipal Officials' meeting	Sodus Public Library	RGE	Elected officials
2/21/2023	ACEEE Building Electrification Working Group			
2/22/2023	City of Rochester		City of Rochester	Disadvantaged Communities
2/23/2023	Energy Kit Distribution	Lifespan	RGE	Disadvantaged Communities
2/23/2023	NYS Farm Show			

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
2/24/2023	Catholic Charities: Mother Theresa's Cupboard	207 Garfield Ave Endicott NY		
2/24/2023	Around the Tiers - WBNG News	Binghamton, NY	NYSEG	General Public
2/28/2023	Livingston County Emergency Planning Committee	Emergency Planning Office	Livingston County	Committee Members
2/28/2023	R-Connect Employment Fair	Carter Street Rochester NY	City of Rochester	Disadvantaged Communities
2/28/2023	Catholic Charities: 100 Main St Pantry	100 Main St Binghamton NY 13905	Catholic Charities	
2/28/2023	AESP Conference			
3/13/2023	Live Line Demo	NYSEG Vestal Office, Vestal NY	NYSEG	First Responders (fire, police, emergency services)
3/13/2023	Lyell-Otis AMI event	Lyell Public Library	RGE	General Public
3/13/2023	Family & Children's Counseling Services: Advocate Presentation	Zoom	NYSEG	
3/14/2023	PLEX Association AMI event	Virtual	RGE	General Public
3/18/2023	Wadsworth AMI Event	Marshall Street Bar	RGE	General Public
3/21/2023	Charlotte AMI Event	Stutson St Rochester	RGE	General Public
3/22/2023	Energy Kit Distribution	St. Margarets Church Apalachin	NYSEG	Disadvantaged Communities
3/22/2023	Energy Kit Distribution	Whitney Point NY	Clear Path for Veterans	Disadvantaged Communities
3/22/2023	Energy Kit Distribution	Urban League of Rochester	RGE	Disadvantaged Communities
3/22/2023	R-Connect Employment Fair	Ave D Rochester	City of Rochester	Disadvantaged Communities
3/22/2023	Food Bank of the Southern Tier Mobile Food Pantry	St Margaret Mary Church 1110 Pennsylvania Ave, Apalachin	Food Bank of the Southern Tier	Low Income
3/24/2023	Union Endicott Agency Day	Union Endicott District Office 1100 East Main St Endicott	Union Endicott Schools	
3/25/2023	Rochester Home & Garden Show			
3/27/2023	Energy Kit Distribution	Ithaca NY	Tompkins Community Action	Disadvantaged Communities
3/27/2023	Public Policy Panel	Ithaca NY	Cornell University	Graduate Students

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
3/28/2023	Energy Kit Distribution	Watkins Glen	Schuylar County	Disadvantaged Communities
3/28/2023	Catholic Charities: 100 Main St Pantry	100 Main St Binghamton NY 13905	Catholic Charities	Low Income
3/29/2023	Dover High School Career Day	Dover High School	Dover High School	High School Students
3/29/2023	Application Portal			
3/31/2023	Municipals Official Meeting	NYSEG Geneva Office	NYSEG/GRE	Elected officials
3/31/2023	Municipals Official Meeting	NYSEG Elmira office	NYSEG	Elected officials
3/31/2023	Elmira Municipal Meeting	Elmira Office	NYSEG	Elected Officials
4/19/2023	Putnam Valley AMI event	Put Valley Senior Center	NYSEG	Senior citizens
4/19/2023	Park-Meigs AMI	East Avenue Rochester	RGE	General Public
4/19/2023	R-Connect Employment Fair	Cauldwell St Rochester	City of Rochester	Disadvantaged Communities
4/19/2023	R-Connect Employment Fair	Ryan Rd Rochester	City of Rochester	Disadvantaged Communities
4/20/2023	Municipals Official Meeting	NYSEG Hornell Office	NYSEG	Elected officials
4/20/2023	Cornell Cooperative Extension Meeting	Restaurant	J Sykas/NYSEG	
4/20/2023	Hornell/Fillmore Municipal Meeting	Hornell Office	NYSEG	Elected Officials
4/21/2023	Around the Tiers - WBNG News	Binghamton, NY	NYSEG	General Public
4/21/2023	Energy in 21st Century			
4/22/2023	Climate Solutions AMI event	Rochester Convention Center	Climate Solutions Accelerator	General Public
4/22/2023	Ithaca Clean Heat Event			
4/23/2023	Growing Skilled Trades	Big Flats Municipal Campus	Greater Southern Tier BOCES	HS Students
4/25/2023	Carmel AMI event	Carmel Senior Center	NYSEG	Senior citizens
4/25/2023	Catholic Charities: 100 Main St Pantry	100 Main St Binghamton NY 13905	Catholic Charities	
4/26/2023	Mahopac AMI event	Mahopac Senior Center	NYSEG	Senior citizens
4/26/2023	Energy Kit Distribution	Seneca Falls NY	Seneca Housing	Disadvantaged Communities
4/26/2023	NY Geo Conference			
4/28/2023	Borgwarner Earthday			
5/16/2023	WICE Conference			
5/18/2023	Broome County Community Network Meeting	United Way of Broome County Vestal NY	NYSEG	
5/19/2023	Action for a Better Community	ABC-West Ave	Action For a Better Community	Low Income
5/20/2023	City of Rochester Total Health & Wellness Institute	Parcel 5 Rochester NY	City of Rochester	Disadvantaged Communities

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
5/22/2023	IRR Supply			
5/24/2023	R - Connect Employment Fair	Rochester Community Sports Complex	City of Rochester	Disadvantaged Communities
5/30/2023	Small Business Customer Choice 2023 Kick-off			
5/31/2023	Customer Service Pop-Up	Parcel 5		
5/31/2023	Town of Gates - AMI Open House			
6/14/2023	Tioga County Community Network Meeting	Clear Path for Veterans Vestal NY	NYSEG	
6/18/2023	Clean Heat PCIP			
6/21/2023	RGE Pop Up Event		Baden St	Low Income
6/29/2023	Binghamton Division Pop Up	Oakdale Commons	NYSEG	
7/15/2023	RGE Pop Up Event	831 Joseph Ave	Joseph Ave Association	Low Income
7/19/2023	RGE Pop Up Event	700 North St	Gantt R Center	Low Income
7/25/2023	IRR Supply			
7/26/2023	MidDay Bash			General Public
7/26/2023	IRR Supply			
8/19/2023	Book Bag Give Away-Roch LMI Parents			Low Income
8/26/2023	City of Rochester Total Health & Wellness Institute	International Plaza Rochester	City of Rochester	Disadvantaged Communities
9/14/2023	Chemung County Town Highway Superintendent's Association Road-ee	Chemung County Fairgrounds, Horseheads	Chemung County Town Highway Superintendent's Association	Town Highway Departments
9/14/2023	RGE Summer Series Pop Up	821 N Clinton Ave	Father Tracy Advocate Center	Low Income
9/25/2023	RGE Summer Series Pop Up	71 Parkway	Charles Settlement House	Low Income
	Community Place of Rochester	145 Parsells Ave	Community Place of Rochester	General Public

2024 Outreach & Education Plan with 2023 Results

UTILITY OUTREACH EVENT SCHEDULE 2024 PLANNED

In an effort to evaluate the previous plan year, please provide a schedule of events attended or conducted during 2023. Indicate if the event was in-person or virtual. If events are already schedule for 2024, please include those on a separate sheet.

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
1/18/2024	Cortland Utility Debt Relief Open Houses	Student Life Center, Address - 8 Pashley Dr, Cortland, NY 13045	PULP	All Customers
1/24/2024	Joint Utility Customer Service Event	321 State St, Rochester, NY 14608	RGE	All Customers
1/30/2024	Smart Meter Open House	Johnson City Senior Center 30 Brocton Street, Johnson City	NYSEG	All Customers
1/31/2024	Electrical Safety presentation to elementary children	Hoosic Valley Central School, 22 Pleasant Ave, Schaghticoke, NY 12154	NYSEG	Students
2/6/2024	Smart Meter Open House	Dolomite Lodge, 3100 Atlantic Ave., Penfield	RGE	All Customers
2/7/2024	Smart Meter Open House	Chili Community Center, 3237 Chili Ave, Rochester	RGE	All Customers
2/21/2024	Goodwill of the Finger Lakes	437 S Clinton Ave, Rochester NY 14620	RGE/Goodwill	All Customers
2/21/2024	Goodwill of the Finger Lakes	437 S Clinton Ave, Rochester, NY 14620	RGE/Goodwill	All Customers
2/23/2024	Garson Ave - H4H Home Dedication Ceremony with Avangrid	344 Garson Ave, Rochester, NY	Avangrid	All Customers
2/27/2024	Red Cross AAACE Blood Drive	American Red Cross Rochester Chapter, 1040 University Ave, Rochester, NY 14607	ARC,AAACE	All Customers

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
3/2/2024	Rochester School for the Deaf Smart Meter Presentation	1564 Lyell Ave. Rochester, NY 14606	RGE	Disadvantaged Customers
3/4/2024	Smart Meter Open House	Farmington Town Hall, 1000 County Road 8, Farmington	RG&E	All Customers
3/5/2024	Smart Meter Open House	Wood Library, 134 N. Main St., Canandaigua, NY	RG&E	All Customers
3/13/2024	Auburn Enlarged CSD Parent University	Auburn Public Theater	Auburn Enlarged CSD	Students
3/14/2024	Multi-Utility Customer Service Event	940 Fernwood Park, Rochester, NY 14609	RGE	Disadvantaged Customers
3/21/2024	Peru Elementary School Touch a Truck	Peru Elementary School	NYSEG	Students
3/23/2024	Rochester Home & Garden Show	Rochester Riverside Convention Center	RGE	All Customers
3/24/2024	Rochester Home & Garden Show	Rochester Riverside Convention Center	RGE	All Customers
4/9/2024	Monroe County/RG&E Customer Connections Event	Monroe County Office Bldg - 39 West Main Street, Rochester, NY	RGE	All Customers
4/13/2024	Around the Tiers with WBNG	560 Columbia Dr. Johnson City, NY 13790	NYSEG	All Customers
4/13/2024	Veterans Stand Down Day	St. Joseph's Community Outreach Center	Clinton County Veterans Assoc	Disadvantaged Customers
4/10/2024	Smart Meter Community Group Meeting	Gowanda Chamber of Commerce's April Meeting - 15 N. Water St., Gowanda, NY	Gowanda Chamber of Commerce	All Customers
4/10/2024	Smart Meter Community Group Meeting	Three Girls Cafe, 8373 Boston State Rd, Boston, NY 14025	Boston Lions Club	All Customers
4/11/2024	Smart Meter Community Group Meeting	Maryvale Primary School, 1 Nagle, Dr., Cheektowaga, NY 14227	Dick Urban Community Association	All Customers

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
4/20/2024	Earth Day EcoFest	Gates Lions Park, 100 Kentucky Ave, Rochester, NY 14606	Gates Conservation Advisory Board	All Customers
4/25/2024	Smart Meter Community Group Meeting	Russell's, 6675 Transit Rd, Williamsville, NY 14221	Lancaster/Depew Rotary	All Customers
5/4/2024	RG&E Community Fair	Washington Square Park	RGE	All Customers
5/21/2024	Smart Meter Open House	American Legion, 72 Seneca St., Hornell	NYSEG	All Customers
5/22/2024	Smart Meter Open House	Perry Fireman's Building, 67 Buckland Ave., Perry, NY	NYSEG	All Customers
6/1/2024	City of Rochester @ Public Market	Public Market @ 280 N. Union Street, Rochester, NY 14605	RGE	All Customers
6/12/2024	City of Rochester - ROC The Block	250 Maplewood Rose Garden, 950 Norton St., 373 Aberdeen St., 285 E. Main St.	RGE	All Customers
6/19/2024	Red Cross Blood Drive	Scottsville Rd. Office, Rochester	RGE	All Customers
7/6/2024	City of Rochester @ Public Market	Public Market @ 280 N. Union Street, Rochester, NY 14605	RGE	All Customers
7/10/2024	City of Rochester - ROC The Block	250 Maplewood Rose Garden, 950 Norton St., 373 Aberdeen St., 285 E. Main St.	RGE	All Customers
8/3/2024	City of Rochester @ Public Market	Public Market @ 280 N. Union Street, Rochester, NY 14605	RGE	All Customers
8/3/2024	Elmira Division Municipal Meeting	NYSEG, 1 Electric Parkway, Horseheads, NY 14845	NYSEG	Elected Officials

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
8/14/2024	City of Rochester - ROC The Block	250 Maplewood Rose Garden, 950 Norton St., 373 Aberdeen St., 285 E. Main St.	RGE	All Customers
9/1/2024	Hancock Loaves and Fishes Food Pantry	Hancock Loaves and Fishes Food Pantry	NYSEG	Disadvantaged Customers
9/3/2024	City of Rochester @ Public Market	Public Market @ 280 N. Union Street, Rochester, NY 14605	RGE	All Customers
9/25/2024	City of Rochester - ROC The Block	250 Maplewood Rose Garden, 950 Norton St., 373 Aberdeen St., 285 E. Main St.	RGE	All Customers

**New York State Electric & Gas, Rochester Gas and Electric
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Appendix B: 2023 O&E Plan Evaluation

2023 Results, Evaluation and Feedback:

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

Customer Assistance Telephone Lines/Call Center

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Contact Satisfaction Surveys	Incoming calls between customers and CSRs	Customer feedback collected and items are addressed, as needed. Follow-up calls made to customers who provided negative or neutral feedback.	Contact satisfaction surveys
Contact center feedback/call listening	Incoming calls between customers and CSRs	Supervisors & QA listen to live and recorded calls to provide feedback & development for the CSRs	Call listening, contact center representative feedback

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

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Contact Satisfaction Surveys	Alerts (outage, meter reading, payment)	Customer feedback collected and addressed	Contact satisfaction surveys
Contact center feedback/call listening	Alerts (outage, meter reading, payment)	Customer feedback collected and addressed	Call listening, contact center representative feedback
Campaign analytics	Emails	Percent delivered, opened, click through rates assessed for improvement opportunities in targeting, subject lines, content and call to action.	Email platform
Campaign analytics	Outbound calls	Percent delivered	Outbound call platform

Outreach Materials

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Materials updated as needed to support new or changing programs	n/a	n/a	Internal subject matter experts, customer feedback

Utility Outreach Events

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK

Website, Social Media & Mobile Applications

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Contact Center Feedback/Call Listening	Web and Mobile App	Customer feedback collected and addressed	Call listening, contact center representative feedback
Social Media	Facebook, LinkedIn, Twitter	Monitor impressions, reactions/likes, comments, shares, and link clicks to see what our audience is engaging with. We also analyze the comments and messages from customers to see what questions they often have.	Facebook, LinkedIn, Twitter
Apple Connect	Mobile app	Monitors number of mobile app downloads	App Store, Google Play Analytics
Google Analytics	Website	Used to measure site activity, understand customer journeys and improve customer experience	Google Analytics
NPS (Net Promoter Score)	Web and Mobile app	Customer feedback on transaction experience and improvement opportunities	NPS survey

Billing Services and Payment Alternatives

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

Customer Rights & Responsibilities

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

Energy Efficiency Programs

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Energy Efficiency Program evaluation, measurement, and verification (EM&V) studies	Energy Efficiency Programs	Program participants are surveyed to understand energy efficiency program metrics such as energy savings, program KPI's customer satisfaction with programs.	Customer responses through evaluation studies

Energy Service Affordability

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

Infrastructure & Security

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK

Metering

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

Natural Gas/Electric Safety

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Natural gas safety	Natural gas awareness safety programs	See Appendix B for 2022 reports (conducted every 4 years)	Northeast Gas Association (NGA)
NGA spring and fall paid campaigns	Natural gas public safety awareness paid media campaigns	See Appendix B for 2023 results	Northeast Gas Association (NGA)

Natural Gas Planning

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK

Price Volatility

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Contact center feedback/call listening	Supply pricing	Customer feedback collected and addressed	Call listening, contact center representative

Service Interruptions

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Contact Satisfaction Surveys	Service Interruptions	Customer feedback collected and addressed	Contact satisfaction surveys
Contact center feedback/call listening	Service Interruptions	Customer feedback collected and addressed	Call listening, contact center representative
NPS	Web and Mobile App	Customer satisfaction on transaction experience and improvement opportunities	NPS survey

Special Needs Customer

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Contact Satisfaction Surveys	Special needs customers	Customer feedback collected and addressed	Contact satisfaction surveys

Contact center feedback/call listening	Special needs customers	Customer feedback collected and addressed	Call listening, contact center representative feedback
Annual renewal surveys	Life-sustaining equipment program	Evaluates those still eligible for program and ensures updated contact information	Annual renewal surveys

Summer Demand Response/Load Reduction

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Annual survey of participants	Smart Savings Rewards Program	See Appendix B attachment	Annual end of season survey

Winter Heating Season

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

Other

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
n/a	n/a	n/a	n/a

Customer Service Employee Training

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Progression Training	Customer Service Training	Each progression encompasses a series of exercise packets, quizzes and a final assessment to measure competency and knowledge retention. Based on results, trainees are provided with coaching, feedback	Trainees

		and support in the areas of challenges and/or concern.	
Training Evaluation	Customer Service Training	The End of Course Evaluation is utilized to provide trainees the platform to evaluate the way training is delivered and the effectiveness of the trainer facilitation practices. The trainer analyzes the results and looks for gaps and process improvement opportunities.	Trainees
Call Quality Monitoring	Multiple	If a training gap and/or process improvement is identified during call monitoring, the Quality Assurance department provides feedback to ensure training communication and content are aligned with business practices. In addition, the QA team also conducts a training for all new hires to ensure the QA standards are followed. This training takes place prior to trainees commencing the final step of the their training, on-the-job-training.	Quality Assurance Department
Trainer Evaluation	Customer Service Training	Evaluations conducted by Technical Training leadership to ensure the effectiveness of	Training Leadership

		trainers. Growth opportunities are identified and leveraged as part of this process. Feedback also helps increase collaboration across trainers to enhance various skillsets.	
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**New York State Electric & Gas, Rochester Gas and Electric
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Appendix C: 2024 O&E Materials Samples

2024 Materials Table of Contents:

Samples should be organized according to the topics provided in the template.

Topic Area	Outreach Materials	Method of distribution
Customer Rights & Responsibilities	NYSEG 2023 Non-Residential Rights and Responsibilities NRRB303	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library) • Direct Mail (with welcome letter)
Customer Rights & Responsibilities	NYSEG 2023 Residential Rights and Responsibilities NRRB301	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library) • Direct Mail (with welcome letter)
Customer Rights & Responsibilities	RGE 2023 Non-Residential Rights and Responsibilities RRRB304	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library) • Direct Mail (with welcome letter)
Customer Rights & Responsibilities	RGE 2023 Residential Rights and Responsibilities RRRB302	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library) • Direct Mail (with welcome letter)
Customer Rights & Responsibilities	Web NYSEG LandlordsAndRenters	<ul style="list-style-type: none"> • Websites
Customer Rights & Responsibilities	Web RGE LandlordsAndRenters	<ul style="list-style-type: none"> • Websites
Billing Services and Payment Alternatives	NYSEG RGE Budget Billing Fact Sheet 11.23	<ul style="list-style-type: none"> • Websites • Outreach Events
Billing Services and Payment Alternatives	Web NYSEG BudgetBilling	<ul style="list-style-type: none"> • Websites
Billing Services and Payment Alternatives	Web NYSEG eBill	<ul style="list-style-type: none"> • Websites
Billing Services and Payment Alternatives	Web NYSEG Payment-and-Billing-Options	<ul style="list-style-type: none"> • Websites
Billing Services and Payment Alternatives	Web NYSEG ReadMyMeter	<ul style="list-style-type: none"> • Websites
Billing Services and Payment Alternatives	Web RGE BudgetBilling	<ul style="list-style-type: none"> • Websites
Billing Services and Payment Alternatives	Web RGE eBill	<ul style="list-style-type: none"> • Websites
Billing Services and Payment Alternatives	Web RGE Payment-and-Billing-Options	<ul style="list-style-type: none"> • Websites
Billing Services and Payment Alternatives	Web RGE ReadMyMeter	<ul style="list-style-type: none"> • Websites
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Infrastructure & Security, Metering, Natural Gas/Electric Safety, Price Volatility, Service Interruptions, Special Needs Customers, Winter Heating Season	2023 NYSEG RG&E On Hold Messages	<ul style="list-style-type: none"> • On hold messages (IVR)
Billing Services and Payment Alternatives, Energy Service Affordability, Infrastructure & Security, Metering, Natural Gas/Electric Safety, Price Volatility, Service Interruptions, Winter Heating Season	2023 NYSEG RGE Bill Print Messages	<ul style="list-style-type: none"> • On bill
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service	NY 2023 Social Media Coverage	<ul style="list-style-type: none"> • Social media channels (Facebook, X)

Affordability, Infrastructure & Security, Metering, Natural Gas/Electric Safety, Service Interruptions, Summer Demand Response/Load Reduction, Winter Heating Season		
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Metering, Price Volatility, Winter Heating Season	02.23 Email NYSEG EnergyLines	• Email
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Metering, Price Volatility, Winter Heating Season	02.23 Email RGE EnergyLines	• Email
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Winter Heating Season	03.23 Email NYSEG EnergyLines	• Email
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Winter Heating Season	03.23 Email RGE EnergyLines	• Email
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Metering, Natural Gas/Electric Safety, Summer Demand/Load Reduction	04.23 Email NYSEG EnergyLines	• Email
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Metering, Natural Gas/Electric Safety, Summer Demand/Load Reduction	04.23 Email RGE EnergyLines	• Email
Billing Services and Payment Alternatives, Infrastructure & Security, Metering	05.23 Email NYSEG EnergyLines	• Email
Billing Services and Payment Alternatives, Infrastructure & Security, Metering	05.23 Email RGE EnergyLines	• Email
Billing Services and Payment Alternatives, Infrastructure & Security, Natural Gas/Electric Safety, Summer Demand/Load Reduction	06.23 Email NYSEG EnergyLines	• Email
Billing Services and Payment Alternatives, Infrastructure & Security, Natural Gas/Electric Safety, Summer Demand/Load Reduction	06.23 Email RGE EnergyLines	• Email
Billing Services and Payment Alternatives, Energy Efficiency Programs, Infrastructure & Security	07.23 Email NYSEG EnergyLines	• Email
Billing Services and Payment Alternatives, Energy Efficiency Programs, Infrastructure & Security	07.23 Email RGE EnergyLines	• Email

Billing Services and Payment Alternatives, Energy Efficiency Programs, Infrastructure & Security, Metering, Summer Demand/Load Reduction	08.23 Email NYSEG EnergyLines	• Email
Billing Services and Payment Alternatives, Energy Efficiency Programs, Infrastructure & Security, Metering, Summer Demand/Load Reduction	08.23 Email RGE EnergyLines	• Email
Billing Services and Payment Alternatives, Infrastructure & Security, Metering, Natural Gas/Electric Safety	09.23 Email NYSEG EnergyLines	• Email
Billing Services and Payment Alternatives, Metering, Natural Gas/Electric Safety	09.23 Email RGE EnergyLines	• Email
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Infrastructure & Security, Metering, Winter Heating	10.23 Email NYSEG EnergyLines	• Email
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Metering, Winter Heating	10.23 Email RGE EnergyLines	• Email
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Infrastructure & Security, Metering, Price Volatility, Service Interruptions, Winter Heating	11.23 Email NYSEG EnergyLines	• Email
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Metering, Price Volatility, Service Interruptions, Winter Heating	11.23 Email RGE EnergyLines	• Email
Billing Services and Payment Alternatives, Energy Service Affordability, Infrastructure & Security, Metering, Natural Gas/Electric Safety, Service Interruptions, Winter Heating	12.23 Email NYSEG EnergyLines	• Email
Billing Services and Payment Alternatives, Energy Service Affordability, Metering, Natural Gas/Electric Safety, Service Interruptions, Winter Heating	12.23 Email RGE EnergyLines	• Email
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Metering, Natural Gas/Electric Safety, Price Volatility, Winter Heating Season	NPBN301 NYSEG January 2023 EnergyLines	• Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service	NPBN302 NYSEG February 2023 EnergyLines	• Bill inserts • Websites (Energy Library)

Affordability, Metering, Price Volatility, Winter Heating Season		
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Metering, Natural Gas/Electric Safety	NPBN304 NYSEG April 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Infrastructure & Security, Metering, Natural Gas/Electric Safety, Summer Demand/Load Reduction	NPBN305 NYSEG May 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Infrastructure & Security, Natural Gas/Electric Safety, Summer Demand/Load Reduction	NPBN306 NYSEG June 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Infrastructure & Security, Metering, Natural Gas/Electric Safety, Summer Demand/Load Reduction	NPBN307 NYSEG July 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Infrastructure & Security, Metering, Summer Demand/Load Reduction	NPBN308 NYSEG August 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Infrastructure & Security, Natural Gas/Electric Safety, Winter Heating Season	NPBN309 NYSEG September 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Infrastructure & Security, Natural Gas/Electric Safety, Winter Heating Season	NPBN310 NYSEG October 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Infrastructure & Security, Price Volatility, Service Interruptions, Winter Heating Season	NPBN311 NYSEG November 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Service Affordability, Infrastructure & Security, Metering, Natural Gas/Electric Safety, Service Interruptions, Winter Heating Season	NPBN312 NYSEG December 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Metering, Natural	RPBN301 RGE January 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)

Gas/Electric Safety, Price Volatility, Winter Heating Season		
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Metering, Price Volatility, Winter Heating Season	RPBN302 RGE February 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Metering, Natural Gas/Electric Safety	RPBN304 RGE April 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Infrastructure & Security, Metering, Natural Gas/Electric Safety, Summer Demand/Load Reduction	RPBN305 RGE May 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Infrastructure & Security, Natural Gas/Electric Safety, Summer Demand/Load Reduction	RPBN306 RGE June 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Infrastructure & Security, Metering, Natural Gas/Electric Safety, Summer Demand/Load Reduction	RPBN307 RGE July 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Infrastructure & Security, Metering, Summer Demand/Load Reduction	RPBN308 RGE August 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Natural Gas/Electric Safety, Winter Heating Season	RPBN309 RGE September 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Price Volatility, Service Interruptions, Winter Heating Season	RPBN310 RGE October 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Efficiency Programs, Energy Service Affordability, Price Volatility, Winter Heating Season	RPBN311 RGE November 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Energy Service Affordability, Metering, Natural Gas/Electric Safety, Service Interruptions, Winter Heating Season	RPBN312 RGE December 2023 EnergyLines	<ul style="list-style-type: none"> • Bill inserts • Websites (Energy Library)
Billing Services and Payment Alternatives, Natural Gas/Electric Safety, Service Interruptions	NYSEG Jan Feb Mar 2023 Send Env NPBV201	<ul style="list-style-type: none"> • Billing envelope

Billing Services and Payment Alternatives, Natural Gas/Electric Safety	NYSEG Jan Feb Mar 2023 Return Env NPBV203	• Billing envelope
Billing Services and Payment Alternatives, Natural Gas/Electric Safety	NYSEG April May Jun 2023 Send Env NPBV204	• Billing envelope
Billing Services and Payment Alternatives, Natural Gas/Electric Safety	NYSEG April May Jun 2023 Return Env NPBV205	• Billing envelope
Billing Services and Payment Alternatives	NYSEG Jul Aug Sept 2023 Send Env NPBV007	• Billing envelope
Billing Services and Payment Alternatives, Natural Gas/Electric Safety	NYSEG Jul Aug Sept 2023 Return Env NPBV008	• Billing envelope
Billing Services and Payment Alternatives, Energy Efficiency Programs, Winter Heating Season	NYSEG Oct Nov Dec 2023 Send Env NPBV310	• Billing envelope
Billing Services and Payment Alternatives, Natural Gas/Electric Safety	NYSEG Oct Nov Dec 2023 Return Env NPBV311	• Billing envelope
Billing Services and Payment Alternatives, Natural Gas/Electric Safety, Service Interruptions	RG&E Jan Feb Mar 2023 Send Env RPBV201	• Billing envelope
Billing Services and Payment Alternatives, Natural Gas/Electric Safety	RG&E Jan Feb Mar 2023 Return Env RPBV203	• Billing envelope
Billing Services and Payment Alternatives, Natural Gas/Electric Safety	RG&E April May Jun 2023 Send Env RPBV204	• Billing envelope
Billing Services and Payment Alternatives, Natural Gas/Electric Safety	RG&E April May Jun 2023 Return Env RPBV205	• Billing envelope
Billing Services and Payment Alternatives	RG&E Jul Aug Sept 2023 Send Env RPBV007	• Billing envelope
Billing Services and Payment Alternatives, Natural Gas/Electric Safety	RG&E Jul Aug Sept 2023 Return Env RPBV008	• Billing envelope
Billing Services and Payment Alternatives, Energy Efficiency Programs, Winter Heating Season	RG&E Oct Nov Dec 2023 Send Env RPBV310	• Billing envelope
Billing Services and Payment Alternatives, Natural Gas/Electric Safety	RG&E Oct Nov Dec 2023 Return Env RPBV311	• Billing envelope
Energy Efficiency Programs	Web NYSEG C&I Business Rebates and Programs Home Page	• Websites
Energy Efficiency Programs	Web NYSEG C&I Smart Energy Business Solutions Affordable Multifamily	• Websites
Energy Efficiency Programs	Web NYSEG C&I Smart Energy Business Solutions Demand Response	• Websites
Energy Efficiency Programs	Web NYSEG C&I Smart Energy Business Solutions Multifamily	• Websites
Energy Efficiency Programs	Web NYSEG C&I Smart Energy Business Solutions Small Business Direct Install	• Websites
Energy Efficiency Programs	Web NYSEG C&I Smart Energy Efficiency Resources Municipal Lighting	• Websites

Energy Efficiency Programs	Web NYSEG C&I Smart Energy Understand Your Usage Energy Profiler	• Websites
Energy Efficiency Programs	Web NYSEG C&I Smart Energy Understand Your Usage Hourly Pricing Commercial	• Websites
Energy Efficiency Programs	Web RGE C&I Smart Energy Business Solutions Affordable Multifamily	• Websites
Energy Efficiency Programs	Web RGE C&I Smart Energy Business Solutions Commercial and Industrial	• Websites
Energy Efficiency Programs	Web RGE C&I Smart Energy Business Solutions Demand Response	• Websites
Energy Efficiency Programs	Web RGE C&I Smart Energy Business Solutions Small Business Direct Install	• Websites
Energy Efficiency Programs	Web RGE C&I Smart Energy Efficiency Resources Municipal Lighting	• Websites
Energy Efficiency Programs	Web RGE C&I Smart Energy Understand Your Usage Energy Profiler	• Websites
Energy Efficiency Programs	Web NYSEG Efficiency Resources	• Websites
Energy Efficiency Programs	Web NYSEG EmPower +	• Websites
Energy Efficiency Programs	Web NYSEG Energy Cost Calculator	• Websites
Energy Efficiency Programs	Web NYSEG Energy IQ Test	• Websites
Energy Efficiency Programs	Web NYSEG Energy Options	• Websites
Energy Efficiency Programs	Web NYSEG Energy Saving Products	• Websites
Energy Efficiency Programs	Web NYSEG Energy Saving Tips	• Websites
Energy Efficiency Programs	Web NYSEG NYS Clean Heat Rebate Program	• Websites
Energy Efficiency Programs	Web NYSEG Smart Solutions	• Websites
Energy Efficiency Programs	Web RGE Efficiency Resources	• Websites
Energy Efficiency Programs	Web RGE EmPower +	• Websites
Energy Efficiency Programs	Web RGE Energy Cost Calculator	• Websites
Energy Efficiency Programs	Web RGE Energy IQ Test	• Websites
Energy Efficiency Programs	Web RGE Energy Options	• Websites
Energy Efficiency Programs	Web RGE Energy Saving Products	• Websites
Energy Efficiency Programs	Web RGE Energy Saving Tips	• Websites
Energy Efficiency Programs	Web RGE NYS Clean Heat Rebate Program	• Websites
Energy Efficiency Programs	Web RGE Smart Solutions	• Websites
Energy Efficiency Programs	2023 C&I Acquisition Email	• Email
Energy Efficiency Programs	2023 C&I Bonus offer email - June 2023	• Email
Energy Efficiency Programs	2023 C&I Bonus offer follow up - August	• Email
Energy Efficiency Programs	2023 C&I Custom Rebate Webinar 2nd invite	• Email
Energy Efficiency Programs	2023 C&I Custom Rebate Webinar follow up	• Email
Energy Efficiency Programs	2023 C&I Custom Rebate Webinar Invite	• Email
Energy Efficiency Programs	2023 C&I Kick Off Webinar 2nd Invite	• Email

Energy Efficiency Programs	2023 C&I Kick Off Webinar Follow up	• Email
Energy Efficiency Programs	2023 C&I Kick Off Webinar 1st Invite	• Email
Energy Efficiency Programs	2023 C&I Online Portal Training 1st invite	• Email
Energy Efficiency Programs	2023 C&I Online Portal Training 2nd invite	• Email
Energy Efficiency Programs	2023 C&I Online Portal Training FollowUp	• Email
Energy Efficiency Programs	2023 C&I Program Updates June2023	• Email
Energy Efficiency Programs	2023 C&I Remarketing Email	• Email
Energy Efficiency Programs	2023 C&I Trade AllyLogo email	• Email
Energy Efficiency Programs	2023 Non-res End of year email	• Email
Energy Efficiency Programs	2023 Small business webinar follow up	• Email
Energy Efficiency Programs	2023 Small Business Webinar	• Email
Energy Efficiency Programs	Avangrid NYS Clean Heat Custom Application Website	• Website
Energy Efficiency Programs	Avangrid NYS Clean Heat Custom Application Website Print	• Print, events
Energy Efficiency Programs	RGE Clean Heat First 2023 Email Desktop	• Email
Energy Efficiency Programs	RGE Clean Heat First 2023 Email Mobile	• Email
Energy Efficiency Programs	RGE Clean Heat First 2023 Email Desktop	• Email
Energy Efficiency Programs	RGE Clean Heat First 2023 Email Mobile	• Email
Energy Efficiency Programs	ConEd Clean Heat TradeShow Printed Handout March 2023	• Print, events
Energy Efficiency Programs	RGE July Clean Heat Email	• Email
Energy Efficiency Programs	RGE July Clean Heat Email	• Email
Energy Efficiency Programs	RGE Clean Heat Email August 2023 Desktop	• Email
Energy Efficiency Programs	RGE Clean Heat Email August 2023 Mobile	• Email
Energy Efficiency Programs	RGE Clean Heat Email August 2023 Desktop	• Email
Energy Efficiency Programs	RGE Clean Heat Email August 2023 Mobile	• Email
Energy Efficiency Programs	Avangrid RGE Clean Heat Fall Bill Insert	• Bill insert
Energy Efficiency Programs	Avangrid RGE Clean Heat Fall Bill Insert	• Bill insert
Energy Efficiency Programs	Avangrid Clean Heat All Equip Sell Sheet Website Print	• Websites • Print
Energy Efficiency Programs	Avangrid Clean Heat All Equip Sell Sheet Website Web	• Websites
Energy Efficiency Programs	Avangrid Clean Heat ASHP Sell Sheet Website Print	• Websites • Print
Energy Efficiency Programs	Avangrid Clean Heat ASHP Sell Sheet Website Web	• Websites
Energy Efficiency Programs	Avangrid Clean Heat GSHP Sell Sheet Website Print	• Websites • Print
Energy Efficiency Programs	Avangrid Clean Heat GSHP Sell Sheet Website Web	• Websites

Energy Efficiency Programs	RGE Clean Heat Email October 2023 Desktop	• Email
Energy Efficiency Programs	RGE Clean Heat Email October 2023 Mobile	• Email
Energy Efficiency Programs	RGE Clean Heat Email October 2023 Desktop	• Email
Energy Efficiency Programs	RGE Clean Heat Email October 2023 Mobile	• Email
Energy Efficiency Programs	Avangrid Clean Heat Customer Acknowledgement Form Website	• Websites
Energy Efficiency Programs	Avangrid Clean Heat Customer Acknowledgement Form Website Print	• Websites • Print
Energy Efficiency Programs	RGE Nov Dec Clean Heat Email Desktop	• Email
Energy Efficiency Programs	RGE Nov Dec Clean Heat Email Mobile	• Email
Energy Efficiency Programs	RGE Nov Dec Clean Heat Email Desktop	• Email
Energy Efficiency Programs	RGE Nov Dec Clean Heat Email Mobile	• Email
Energy Efficiency Programs	Appliance Recycling RGE Email - Get cast for your old appliances	• Email
Energy Efficiency Programs	Appliance Recycling RGE Email - Small Appliances July 2023	• Email
Energy Efficiency Programs	Appliance Recycling RGE Email - Spring Cleaning 2023	• Email
Energy Efficiency Programs	Appliance Recycling RGE Email - Get cast for your old appliances	• Email
Energy Efficiency Programs	Appliance Recycling RGE Email - Small Appliances July 2023	• Email
Energy Efficiency Programs	Appliance Recycling RGE Email - Spring Cleaning 2023	• Email
Energy Efficiency Programs	Avangrid Clean Heat Statewide CHP Customer Calculator Website	• Websites
Energy Efficiency Programs	Avangrid Clean Heat Website Buying Guide	• Websites
Energy Efficiency Programs	Avangrid Clean Heat Website Incentive Guide	• Websites
Energy Efficiency Programs	Behavior Program Buckslip	• Direct mail
Energy Efficiency Programs	Behavior Program - Home Energy Report Sample RGE dual	• Direct mail • Email
Energy Efficiency Programs	Behavior Program - Home Energy Report Sample RGE gas	• Direct mail • Email
Energy Efficiency Programs	Behavior Program - Home Energy Report Sample RGE dual	• Direct mail • Email
Energy Efficiency Programs	Behavior Program - Home Energy Report Sample RGE gas	• Direct mail • Email
Energy Efficiency Programs	Behavior Program NYSEG Welcome letter electric	• Direct mail • Email
Energy Efficiency Programs	Behavior Program RGE Welcome letter electric	• Direct mail • Email
Energy Efficiency Programs	Behavior Program RGE NYSEG AUG HERS BuckSlip	• Direct mail
Energy Efficiency Programs	Behavior Program Thermostat stickers	• In store
Energy Efficiency Programs	Bill Insert NYSEG and RG&E Residential Rebates August 2023	• Bill insert

Energy Efficiency Programs	Bill Insert NYSEG Appliance Recycling April 2023	• Bill insert
Energy Efficiency Programs	Bill Insert NYSEG Clean Heat August 2023	• Bill insert
Energy Efficiency Programs	Bill Insert NYSEG HeatPumps April 2023	• Bill insert
Energy Efficiency Programs	Bill Insert RGE Appliance Recycling April 2023	• Bill insert
Energy Efficiency Programs	Bill Insert RGE Clean Heat August 2023	• Bill insert
Energy Efficiency Programs	Bill Insert RGE HeatPumps April 2023	• Bill insert
Energy Efficiency Programs	C&I Lighting Rebate Flyer Update 2023	• Handout
Energy Efficiency Programs	Clean Heat Avangrid NYSEG HPWH Point of Purchase Banner	• In store
Energy Efficiency Programs	Clean Heat Avangrid RGE HPWH Point of Purchase Banner	• In store
Energy Efficiency Programs	Clean Heat Avangrid HPWH Point of Purchase Shelf sticker NYSEG	• In store
Energy Efficiency Programs	Clean Heat Avangrid HPWH Point of Purchase Shelf sticker RGE	• In store
Energy Efficiency Programs	Clean Heat NYSEG Earth Day Email Desktop	• Email
Energy Efficiency Programs	Clean Heat NYSEG Earth Day Email Mobile	• Email
Energy Efficiency Programs	Clean Heat RGE Earth Day Email Desktop	• Email
Energy Efficiency Programs	Clean Heat RGE Earth Day Email Mobile	• Email
Energy Efficiency Programs	Clean Heat Avangrid NYSEG Standard Display Ad 160x600	• Digital ad
Energy Efficiency Programs	Clean Heat Avangrid RGE Standard Display Ad 160x600	• Digital ad
Energy Efficiency Programs	Clean Heat Avangrid Breathe NYSEG Radio Ad	• Radio
Energy Efficiency Programs	Clean Heat Avangrid Breathe RGE Radio Ad	• Radio
Energy Efficiency Programs	Clean Heat NYSEG June HPWH Email Desktop	• Email
Energy Efficiency Programs	Clean Heat NYSEG June HPWH Email Mobile	• Email
Energy Efficiency Programs	Clean Heat RGE June HPWH Email Desktop	• Email
Energy Efficiency Programs	Clean Heat RGE June HPWH Email Mobile	• Email
Energy Efficiency Programs	Clean Heat Avangrid June 2023 Clean Heat Econ Dev Email NYSEG Desktop	• Email
Energy Efficiency Programs	Clean Heat Avangrid June 2023 Clean Heat Econ Dev Email NYSEG Mobile	• Email
Energy Efficiency Programs	Clean Heat Avangrid June 2023 Clean Heat Econ Dev Email RGE Desktop	• Email
Energy Efficiency Programs	Clean Heat Avangrid June 2023 Clean Heat Econ Dev Email RGE Mobile	• Email

Energy Efficiency Programs	Clean Heat Avangrid Website Regulatory IRA Contractor InfoSheet	• Websites
Energy Efficiency Programs	Clean Heat Avangrid Website Homeowner Fact Sheet ASHP FAQ	• Websites
Energy Efficiency Programs	Clean Heat Avangrid Website Homeowner Fact Sheet ASHP Maintenance	• Websites
Energy Efficiency Programs	Clean Heat Avangrid Website Homeowner Fact Sheet ASHP Operating	• Websites
Energy Efficiency Programs	Clean Heat Avangrid Website Homeowner Fact Sheet HPWH Maintenance	• Websites
Energy Efficiency Programs	Clean Heat Avangrid Website HWPB Application	• Websites • Print
Energy Efficiency Programs	Clean Heat NYSEG Cobranded Social Media Post 2 May 2023	• Social
Energy Efficiency Programs	Clean Heat NYSEG Cobranded Social Media Post 3 May 2023	• Social
Energy Efficiency Programs	Clean Heat NYSEG Cobranded Social Media Post 4 July 2023	• Social
Energy Efficiency Programs	Clean Heat NYSEG Cobranded Social Media Post May 2023	• Social
Energy Efficiency Programs	Clean Heat Avangrid CEA Advisors Email Clarification to Program Change	• Email
Energy Efficiency Programs	Clean Heat Avangrid CEA Advisors Email Clarification ccASHP Sizing and Design Training	• Email
Energy Efficiency Programs	Clean Heat Avangrid CEA Advisors Email Clarification HRC HPC Incentive availability	• Email
Energy Efficiency Programs	Clean Heat Avangrid CEA Advisors Email Meeting on 1/12/23 Working Group Series	• Email
Energy Efficiency Programs	Clean Heat Avangrid CEA Advisors Email Meeting on 3/9/23 Working Group Series	• Email
Energy Efficiency Programs	Clean Heat Avangrid CEA Advisors Email NYS Clean Heat Program Manual Updates	• Email
Energy Efficiency Programs	Clean Heat Avangrid CEA Advisors Email Post PC&IP Recap and Resources	• Email
Energy Efficiency Programs	Clean Heat Avangrid CEA Advisors Email Post Meeting Materials 12/14/23	• Email
Energy Efficiency Programs	Clean Heat Avangrid CEA Advisors Email Post Meeting Materials 6/12/23	• Email
Energy Efficiency Programs	Clean Heat Avangrid CEA Advisors Email Post Meeting Materials 9/14/23	• Email
Energy Efficiency Programs	Clean Heat Avangrid CEA Advisors Email Program Announcements for December 1 2023	• Email

Energy Efficiency Programs	Clean Heat Avangrid CEA Advisors Email Program Announcements for September 1 2023	• Email
Energy Efficiency Programs	Clean Heat Avangrid CEA Advisors Email Program Announcements for June 1 2023	• Email
Energy Efficiency Programs	Clean Heat Avangrid Contractor Newsletter April 2023	• Email
Energy Efficiency Programs	Clean Heat Avangrid Contractor Newsletter December 2023	• Email
Energy Efficiency Programs	Clean Heat Avangrid Contractor Newsletter February 2023	• Email
Energy Efficiency Programs	Clean Heat Avangrid Contractor Newsletter January 2023	• Email
Energy Efficiency Programs	Clean Heat Avangrid Contractor Newsletter July 2023	• Email
Energy Efficiency Programs	Clean Heat Avangrid Contractor Newsletter June 2023	• Email
Energy Efficiency Programs	Clean Heat Avangrid Contractor Newsletter March 2023	• Email
Energy Efficiency Programs	Clean Heat Avangrid Contractor Newsletter May 2023	• Email
Energy Efficiency Programs	Clean Heat Avangrid Contractor Newsletter November 2023	• Email
Energy Efficiency Programs	Clean Heat Avangrid Contractor Newsletter October 2023	• Email
Energy Efficiency Programs	Clean Heat Avangrid Contractor Newsletter September 2023	• Email
Energy Efficiency Programs	EE Residential Programs - Final NEEC001 NYSEG EE Residential Overview Fact Sheet	• Print, Outreach
Energy Efficiency Programs	EE Residential Programs - Final NEEC002 NYSEG EE Programs Brochure	• Print, Outreach
Energy Efficiency Programs	EE Residential Programs - Final REEC001 RGE EE Residential Overview Fact Sheet	• Print, Outreach
Energy Efficiency Programs	EE Residential Programs - Final REEC002 RGE EE Programs Brochure	• Print, Outreach
Energy Efficiency Programs	Email Appliance Recycling Recycle appliance for social	• Email
Energy Efficiency Programs	Email NYSEG \$1000 Air Sealing & Insulation Incentive August 2023	• Email
Energy Efficiency Programs	Email NYSEG Lighting Limited Time Offer November 2023	• Email
Energy Efficiency Programs	Email NYSEG Residential Rebates September 2023	• Email
Energy Efficiency Programs	Email NYSEG RISE Residential Multifamily Program 7.25.23	• Email
Energy Efficiency Programs	Email RGE \$1000 Air Sealing & Insulation Incentive August 2023	• Email
Energy Efficiency Programs	Email RG&E Lighting Limited Time Offer November 2023	• Email
Energy Efficiency Programs	Email RGE Residential Clean Heat November 2023	• Email
Energy Efficiency Programs	Email RGE RISE Residential Multifamily Program 7.25.23	• Email

Energy Efficiency Programs	Email RG&E Uplight Home Energy Report Duel Fuel 11.1.2023	• Email
Energy Efficiency Programs	Empower+ Clean Power Research Survey Sent Nov 23	• Outreach
Energy Efficiency Programs	Energy saving kit EE Outreach events - Tote bag logo 6.9.23	• Outreach
Energy Efficiency Programs	LMI Distribution door sweep & dusk to dawn bulb stickers	• Outreach
Energy Efficiency Programs	LMI Empower+ Email Survey - Contractors July 23	• Email
Energy Efficiency Programs	LMI Empower+ Email Survey - Non-participants July 23	• Email
Energy Efficiency Programs	LMI Empower+ Email Survey - participants July 23	• Email
Energy Efficiency Programs	LMI Programs Around the Tiers TV segment link	• Media
Energy Efficiency Programs	NYSEG RG&E C&I Agriculture Catalog 2023	• Websites
Energy Efficiency Programs	NYSEG RG&E C&I Custom Rebate Catalog 2023	• Websites
Energy Efficiency Programs	NYSEG RG&E C&I HVAC and PS Rebate Guide	• Websites
Energy Efficiency Programs	NYSEG RG&E C&I HVAC Plumbing Catalog	• Websites
Energy Efficiency Programs	NYSEG RG&E C&I Kitchen Catalog	• Websites
Energy Efficiency Programs	NYSEG RG&E C&I Lighting Rebate Catalog	• Websites
Energy Efficiency Programs	NYSEG RG&E C&I Process Systems Catalog	• Websites
Energy Efficiency Programs	NYSEG RG&E C&I Program Overview 2023 Web	• Websites
Energy Efficiency Programs	NYSEG RGE Small Business Program Overview 2023 Web	• Websites
Energy Efficiency Programs	NYSEG RGE CIRP Energy Advisor Territory Map	• Websites
Energy Efficiency Programs	Residential Rebate Around the Tiers TV Segment link	• Media
Energy Efficiency Programs	Residential Rebate Contractor Newsletter email Q3 2023	• Email
Energy Efficiency Programs	Residential Rebate NYSEG InStore Thermostat tearPad 2023	• In store
Energy Efficiency Programs	Residential Rebate RGE InStore Thermostat tearPad 2023	• In store
Energy Efficiency Programs	Residential Rebate Trade Ally Email 6/1/23	• Email
Energy Efficiency Programs	Retail Products Media Facebook Video Ad 2023	• Social
Energy Efficiency Programs	Retail Products Media Facebook Video Audio 2023	• Social
Energy Efficiency Programs	Sealed buckslip 8.5x3.5 Uplight combo creative	• Direct mail
Energy Efficiency Programs	Smart Solution OMP Avangrid news release Google promo NY and CT	• Media
Energy Efficiency Programs	Smart Solution OMP NYSEG EarthMonthPostcard	• Direct mail
Energy Efficiency Programs	Smart Solution OMP RGE EarthMonthPostcard	• Direct mail

Energy Efficiency Programs	Smart Solution OMP RGE NYSEG AUG HERSBuckSlip	• Direct mail
Energy Efficiency Programs	Smart Solution OMP RGE NYHelpfulnessPostcard	• Direct mail
Energy Efficiency Programs	Smart Solution OMP RGE NYSEG OctHersBuckslip	• Direct mail
Energy Service Affordability	2023.03.10 2023.03.14 NYSEG NPPE007 You've qualified for EGBR	• Email
Energy Service Affordability	2023.03.10 2023.03.14 RGE RPPE008 You've qualified for EGBR	• Email
Energy Service Affordability	2023.04.28-2023.05.11 RGE RDUE008 We can help!	• Email
Energy Service Affordability	2023.04.28-2023.05.11 NYSEG NDUE008 We can help!	• Email
Energy Service Affordability	2023.07.25 NYSEG NPPE009 Time to renew your monthly bill discount	• Email
Energy Service Affordability	2023.07.25 RGE RPPE009 Time to renew your monthly bill discount	• Email
Energy Service Affordability	2023.08.17-2023.08.25 RGE RDUE010 We can help!	• Email
Energy Service Affordability	2023.08.17-2023.08.25 NYSEG NDUE010 We can help!	• Email
Energy Service Affordability	2023.12.01 NYSEG NPPE011 You're invited to our Customer Assistance Sessions	• Email
Energy Service Affordability	2023.12.01 RGE RPPE011 You're invited to our Customer Assistance Sessions	• Email
Energy Service Affordability	2023.12.20 NYSEG NPPE010 Act now to continue your participation	• Email
Energy Service Affordability	2023.12.20 RGE RPPE010 Act now to continue your participation	• Email
Energy Service Affordability	Web NYSEG HelpWithBill	• Websites
Energy Service Affordability	Web RGE HelpWithBill	• Websites
Energy Service Affordability	NY E&G Bill Relief Outbound Calls 02.13.23	• Outbound calls
Energy Service Affordability	FINAL NPPD005 NYSEG EAP Renewal 07.25.23	• Direct mail
Energy Service Affordability	FINAL RPPD005 RGE EAP Renewal 07.25.23	• Direct mail
Energy Service Affordability	NPPD008 NYSEG HEAP EAP Renewal Needed Letter 12.15.23	• Direct mail
Energy Service Affordability	RPPD008 RGE HEAP EAP Renewal Needed Letter 12.15.23	• Direct mail
Energy Service Affordability	RPPF001 RGE EAP Application	• Websites • Direct mail (as requested)
Energy Service Affordability	NPPF001 NYSEG EAP Application	• Websites • Direct mail (as requested)
Energy Service Affordability	RPRC003 RGE Agency Outreach Fact Sheet	• Websites • Outreach
Energy Service Affordability	RPPC001 RGE We are here to help Fact Sheet	• Websites • Outreach
Energy Service Affordability	NPRC003 NYSEG Agency Outreach Fact Sheet	• Websites • Outreach
Energy Service Affordability	NPPC001 NYSEG We are here to help Fact Sheet	• Websites • Outreach

Metering	FINAL NGAO001 RGAO001 NYSEG RGE Grid One Contact Center Messages 2023 Refresh REV 12-23	<ul style="list-style-type: none"> • IVR • Outbound calls
Metering	FINAL MNTH002 NYSEG Meter Reading Door Hanger	<ul style="list-style-type: none"> • Door hanger
Metering	FINAL NY Smart Meters Open House Banners 2023	<ul style="list-style-type: none"> • Outreach events
Metering	FINAL NYSEG RGE Grid One Contact Center Messages 11.03.22	<ul style="list-style-type: none"> • IVR • Outbound calls
Metering	FINAL RGAC008 RGE Smart Meter Field Card 11.28.23	<ul style="list-style-type: none"> • Field card
Metering	FINAL RGAC008 RGE Smart Meter Program Summary Sheet 1123	<ul style="list-style-type: none"> • Websites • Outreach events
Metering	FINAL RGAD002 RGE Smart Meter Installation Postcard 0822	<ul style="list-style-type: none"> • Direct mail
Metering	FINAL RGAD002 RGE Smart Meter Upgrade Postcard 05.11.23	<ul style="list-style-type: none"> • Direct mail
Metering	FINAL RGAD003 RGE Smart Meter Installation First Access Letter 10.12.22	<ul style="list-style-type: none"> • Direct mail
Metering	FINAL RGAD003 RGE Smart Meter Installation First Access Letter REV 06-23	<ul style="list-style-type: none"> • Direct mail
Metering	FINAL RGAD004 RGE Smart Meter Installation Final Access Letter 10.12.22	<ul style="list-style-type: none"> • Direct mail
Metering	FINAL RGAD004 RGE Smart Meter Installation Final Access Letter REV 09-23	<ul style="list-style-type: none"> • Direct mail
Metering	FINAL RGAE004 RGE Smart Meter Open House Email Rochester Targeted REV 0923	<ul style="list-style-type: none"> • Email
Metering	FINAL RGAH001 RGE Smart Meter Installation Successful Install Rev 0723	<ul style="list-style-type: none"> • Door hanger
Metering	FINAL RGAH002 RGE Smart Meter Unsuccessful Doorhanger Rev 0723	<ul style="list-style-type: none"> • Door hanger
Metering	FINAL RGAH003 RGE Smart Meter There was an issue Doorhanger REV 0723	<ul style="list-style-type: none"> • Door hanger
Metering	FINAL RGAK002 AMI Sodus Newspaper Ads All 2.1.23	<ul style="list-style-type: none"> • Newspaper
Metering	FINAL RMTH002 RGE Meter Reading Door Hanger 07.26.23	<ul style="list-style-type: none"> • Door hanger
Metering	FINAL NGAH001 NGAH002 NGAH003 NYSEG Installation Communications Door Hangers 08.26.22	<ul style="list-style-type: none"> • Door hanger
Metering	FINAL RGAH001 RGAH002 RGAH003 NYSEG Installation Communications Door Hangers 08.26.22	<ul style="list-style-type: none"> • Door hanger
Metering	Grid One Truck 1	<ul style="list-style-type: none"> • Vehicle Signage
Metering	NYSEG Binghamton Smart Meters Mass Media Schedule 10.26.23	<ul style="list-style-type: none"> • Paid media

Metering	NYSEG Brewster Smart Meters Mass Media Schedule 10.26.23	• Paid media
Metering	NYSEG RGE Mass Media Campaign 10.26.23	• Paid media
Metering	RGE Rochester Central Smart Meter Mass Media Schedule 10.27.23	• Paid media
Metering	RGE Smart Meters Coming Soon Email 08.24.23	• Email
Metering	RGE Sodus Smart Meter Mass Media Schedule 10.26.23	• Paid media
Metering	Web NYSEG Energy-Manager	• Websites
Metering	Web NYSEG Installation	• Websites
Metering	Web NYSEG ReadingYourMeter	• Websites
Metering	Web NYSEG SmartIsEasy	• Websites
Metering	Web NYSEG SmartMeterMap	• Websites
Metering	Web NYSEG SmartMeters	• Websites
Metering	Web NYSEG SmartResources	• Websites
Metering	Web NYSEG WhyReadYourMeter	• Websites
Metering	Web NYSEG YourEnergy	• Websites
Metering	Web RGE Energy-Manager	• Websites
Metering	Web RGE Installation	• Websites
Metering	Web RGE ReadingYourMeter	• Websites
Metering	Web RGE SmartIsEasy	• Websites
Metering	Web RGE SmartMeterMap	• Websites
Metering	Web RGE SmartMeters	• Websites
Metering	Web RGE SmartResources	• Websites
Metering	Web RGE WhyReadYourMeter	• Websites
Metering	Web RGE YourEnergy	• Websites
Natural Gas/Electric Safety	GSTC301 NYSEG RGE Odorant Brochure 2023	• Direct mail
Natural Gas/Electric Safety	GSTC303 NYSEG RGE Udig Excavator Manual 2023	• Direct mail
Natural Gas/Electric Safety	GSTC304 NYSEG RGE Udig Guide to Marks Card 2023	• Direct mail
Natural Gas/Electric Safety	GSTC305 NYSEG RGE Udig calendar card 2023	• Direct mail
Natural Gas/Electric Safety	GSTC306 NYSEG RGE Udig safety poster 2023	• Direct mail
Natural Gas/Electric Safety	GSTD004 NYSEG RGE Energy Safety School Letters Fall 2023	• Direct mail
Natural Gas/Electric Safety	GSTD007 NYSEG RGE Gas Pipeline Safety Mailing Aug 2023	• Direct mail
Natural Gas/Electric Safety	GSTD304 NYSEG RGE First Responder Mailing Materials 2023	• Direct mail
Natural Gas/Electric Safety	GSTE301 NYSEG RGE Odorant Brochure Email Feb 2023	• Email
Natural Gas/Electric Safety	GSTE302 NYSEG RGE Dig Safe Email May 2023	• Email
Natural Gas/Electric Safety	GSTE303 NYSEG RGE Pipeline Safety Email Aug 2023	• Email
Natural Gas/Electric Safety	GSTE304 NYSEG RGE Carbon Monoxide Safety Email Nov 2023	• Email
Natural Gas/Electric Safety	GSTZ203 NYSEG RGE Carbon Monoxide Ad Campaign Fall 2023	• Paid media (print, digital, radio)
Natural Gas/Electric Safety	GSTZ301 NYSEG RGE Dig Safe Advertising Campaign Spring 2023	• Paid media (print, radio, OOH)

Natural Gas/Electric Safety	GSTZ302 NYSEG RGE Nosey Gas Leak Detection Campaign Spring 2023	• Paid media (print, radio, OOH, transit)
Natural Gas/Electric Safety	NYSEG NGA Digital Ad Campaign Report Fall 2023	• Paid media (digital ads)
Natural Gas/Electric Safety	NYSEG NGA Digital Ad Campaign Report Spring 2023	• Paid media (digital ads)
Natural Gas/Electric Safety	RGE NGA Digital Ad Campaign Report Fall 2023	• Paid media (digital ads)
Natural Gas/Electric Safety	RGE NGA Digital Ad Campaign Report Spring 2023	• Paid media (digital ads)
Natural Gas/Electric Safety	RSTG301 RGE Dig Safe Advertising Curbside Exterior Bus Sign May 2023	• Paid media (transit)
Natural Gas/Electric Safety	RSTG302 RGE Dig Safe Advertising Interior Card Sign May 2023	• Paid media (transit)
Natural Gas/Electric Safety	Web NYSEG Gas Safety Inspections	• Websites
Natural Gas/Electric Safety	Web NYSEG RGE Field Appointments	• Websites
Natural Gas/Electric Safety	Web RGE GasSafetyInspections	• Websites
Natural Gas Planning	Web NYSEG Gas Long Term Plan	• Websites
Natural Gas Planning	Web RGE Gas Long Term Plan	• Websites
Other	NYSEG Choose Your Natural Gas Supplier Print Digital Ads 2023	• Paid media (print, digital)
Other	FINAL NGAD001 NYSEG Choose a Supplier Postcard 10.13.23	• Direct mail
Price Volatility	Email NYSEG TOU Pricing 01.06.23	• Email
Price Volatility	Email RGE TOU Pricing 01.06.23	• Email
Price Volatility	FINAL NPRC001 NYSEG Winter Pricing Fact Sheet	• Websites • Outreach
Price Volatility	FINAL RPRC001 RGE Winter Pricing Fact Sheet	• Websites • Outreach
Price Volatility	Web NYSEG UnderstandYourUsage	• Websites
Price Volatility	Web RGE UnderstandYourUsage	• Websites
Service Interruptions	Email NYSEG Gas Outage	• Email
Service Interruptions	Email NYSEG Storm Extended Outage	• Email
Service Interruptions	Email NYSEG Storm Preparation	• Email
Service Interruptions	Email NYSEG Storm Response	• Email
Service Interruptions	Web NYSEG and RGE Storm Preparation Media Release	• Websites • Media release
Service Interruptions	Web NYSEG and RGE Storm Response Flooding Media Release	• Websites • Media release
Service Interruptions	Web NYSEG Extended Outage Media Statement	• Websites • Media statement
Service Interruptions	Web NYSEG Gas Outage Media Release	• Websites • Media release
Service Interruptions	Web NYSEG Outage News	• Websites
Service Interruptions	Web NYSEG Storm Preparation Media Release	• Websites • Media release
Service Interruptions	Web NYSEG Storm Response Media Release	• Websites • Media release
Service Interruptions	Web RGE Outage News	• Websites
Special Needs	FINAL NDPD001 NYSEG Medical Portal Postcard	• Direct mail

Special Needs	FINAL RCPD001 RGE Medical Portal Postcard	• Direct mail
Special Needs	Web NYSEG Contact Us	• Websites
Special Needs	Web NYSEG EnergyLibrary	• Websites
Special Needs	Web NYSEG Languages	• Websites
Special Needs	Web NYSEG Smart Meter Spanish CC Video Library	• Websites
Special Needs	Web RGE Contact Us	• Websites
Special Needs	Web RGE EnergyLibrary	• Websites
Special Needs	Web RGE Languages	• Websites
Special Needs	Web RGE Smart Meter Spanish CC Video Library	• Websites
Special Needs	Web RGE Spanish Energy Library	• Websites
Summer Demand/Load Reduction	Appendix C Summer Demand Response	• Email • Website • Marketing