

NYSEG and RG&E 2009 Commodity Service Proposed Outreach & Education Plan

Message

Effective January 1, 2010, NYSEG and RG&E will no longer offer fixed price electricity supply options. The companies will continue to offer customers a variable price for electricity supply and the option to purchase supply from a supplier other than NYSEG/RG&E (also known as an energy services company or ESCO). As of January 1, any customer receiving a fixed supply price from NYSEG/RG&E will be automatically billed at their respective company's variable supply rate. Any customer receiving their electricity supply from an ESCO will continue to receive their supply from their ESCO. NYSEG/RG&E customers can select an ESCO for their electricity supply at any time.

This pricing change eliminates the need for a supply choice enrollment period (previously known as *Voice Your Choice*), which has usually occurred in November and December each year. (The *Voice Your Choice* enrollment period had provided customers with the opportunity to choose a fixed or variable supply price from their utility or obtain electric supply service from an ESCO.)

Proposed communications methods

Bill messages (November, December, January).

Display for all electricity customers for three months. The message in January will be for NYSEG/RG&E supply customers only and explain the companies' market-based variable supply rate and the availability of the ESCO supply option.

Web sites (November, December, January)

NYSEG and RG&E Web sites will feature information regarding the elimination of an enrollment period and the discontinuance of the companies' fixed price supply options.

EnergyLines (November, December)

Information on the elimination of the enrollment period, the discontinuance of the companies' fixed price electricity supply options and the option to select ESCO supply service will be included in company bill inserts.

At RG&E, *EnergyLines* information will be translated and reprinted in Spanish to be used upon request. NYSEG does not have a sufficient Spanish-speaking population to necessitate translation.

Bill envelope (November and December)

Outgoing bill envelope

News release (November)

NYSEG and RG&E will issue a news release announcing the discontinuance of the fixed price electricity supply options and elimination of the enrollment period.

Employee training

Employees will receive training and communications regarding the end of the *Voice Your Choice* program and the available supply offers.

ESCO orientation

In the fall, NYSEG/RG&E will hold an orientation with ESCOs to provide them with information regarding the end of the *Voice Your Choice* program, customer communications and the companies' variable supply offers.