

CASE 14-M-0425

**NYS and Utility
Outreach & Education
Programs For
2014-15 Heating Season**

Key Changes

- Utilities have taken steps to reduce price volatility
- Increased availability of fixed price commodity from ESCOs

Key Changes (Cont'd)

- The Department's Power-to-Choose website has been improved
 - newyorkpowertochoose.com
 - dps.ny.gov

Additional Messages

- Financial assistance programs and bill payment options are available
- There is assistance available for consumers facing a heat-related energy emergency

Additional Messages (Cont'd)

- Consumers can take low-cost or no-cost steps to save energy
- NYS agencies and utilities offer programs to improve energy efficiency

Staff's Delivery Vehicles

- Presentations and Exhibits at Public Events
- Website and Toll-free Number
- Call Center Staff

Staff's Delivery Vehicles (Cont'd)

- Plain language publications (English and Spanish)
- Presentations to community groups
- Partnerships with intermediary organizations

Utility Delivery Vehicles

- Media
- News releases
- Bill inserts
- Direct mail and e-mail

Utility Delivery Vehicles (Cont'd)

- Customer advocates
- Website/Social Media
 - Facebook, Twitter
- IVR messaging

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