

<b>EE-04: Changes to Outreach, Education &amp; Marketing Budgets</b>	
<b>New York State Department of Public Service Office of Energy Efficiency &amp; the Environment Energy Efficiency Guidance</b>	
<b>Approval: Colleen Gerwitz</b>	<b>Title: Director, Office of Energy Efficiency &amp; the Environment (OEEE)</b>
<b>Issuance / Revision Date: 2014-02-14</b>	<b>Effective Date: 2014-02-14</b>

## **I. Purpose:**

This Energy Efficiency Guidance document is developed to provide guidance to the Office of Energy Efficiency and the Environment (OEEE) Staff and to the Program Administrators (PAs) regarding notification required when modifying the budgets for EEPS Outreach, Education & Marketing (OEM).

Energy Efficiency Guidance documents are developed to clarify energy efficiency program issues and to provide guidance for PAs and OEEE Staff in consistently interpreting and uniformly applying Public Service Commission Orders.

All Energy Efficiency Guidance documents are in effect until revised, rescinded or superseded.

## **II. Background:**

By Order dated December 26, 2013, the Commission eliminated the requirement for PAs to file an annual OEM Report, beginning with the annual OEM Report for program year 2013, but required PAs to notify the Director of the Office of Consumer Policy, in a filing to the Secretary, when OEM budgets are modified.<sup>1</sup>

## **III. Guidance:**

- A. The requirement for PAs to submit notification of OEM budget modifications to the Director of the Office of Consumer Policy is satisfied with the filing of implementation plans and revisions to those plans with the Secretary in Case 07-M-0548. See EE-03, Process for Amending Implementation Plans.

---

<sup>1</sup> Case 07-M-0548, Order Approving EEPS Program Changes, issued December 26, 2013, pages 39-40.

- B. By Order issued June 24, 2010, implementation plans are required to contain the following information related to Outreach, Education & Marketing:<sup>2</sup>
- a. Specific budget amounts for each individual element of the OEM vehicles to be used;
  - b. A list and description of the OEM vehicles to be used;
  - c. An explanation of the target audiences for each program component;
  - d. A timeline for the development, implementation and evaluation of the OEM efforts;
  - e. A description of how the OEM program relates to the entity's general and other OEM programs;
  - f. The efforts that will be undertaken to minimize any overlap and/or customer confusion that may result from OEM activities in the same or adjacent market areas.

---

<sup>2</sup> Case 07-M-0548, Order Approving Three New Energy Efficiency Portfolio Standard (EEPS) Programs and Enhancing Funding and Making Other Modifications for the Other Programs, Ordering Clause 5, issued and effective June 24, 2010.