

**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](http://newyorkpowertochoose.com)
  - [dps.ny.gov](http://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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