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December 20, 2012

TO ALL INTERESTED PARTIES

Re: Investigation of Pennsylvania’s Retail Electricity Market; Docket No. I-2011-2237952

In its Secretarial Letter of December 15, 2011, the Commission directed certain electric distribution companies (EDCs) to produce and mail a Commission-endorsed postcard no later than February 29, 2012, encouraging customers to shop for a competitive electric generation supplier (supplier) as well as promoting the Commission’s website for electric shopping, [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com). At the conclusion of this mailing, the Commission then directed in the Final Order and Intermediate Work Plan of March 2, 2012, that the Commission-endorsed postcard be re-established on an annual basis. By virtue of this Secretarial Letter, the Commission proposes to dispense with the mailing of the annual postcard in 2013 and resume with the mailing of the postcard in 2014.

The Commission-endorsed postcard was the first of three coordinated educational mailings to residential and small business customers encouraging them to shop for a competitive supplier and highlighting the potential savings and other benefits of electric shopping. In addition to the Commission-endorsed postcard, the other two mailings consisted of the following:

* a [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com) tri-fold flyer, which provides consumers with a detailed walk-through of the steps involved when shopping for a competitive supplier as well as potential savings from shopping for generation supply; and,
* an EDC letter and a “frequently asked questions” (FAQ) document, which will encourage consumers to shop, direct consumers to www.PAPowerSwitch.com and reinforce the notion that all consumers, regardless of who supplies their electricity, continue to receive safe and reliable distribution service from their EDCs.

Through its Final Order on June 21, 2012, the Commission delayed the mailing of the tri-fold flyer from May 2012 until November 2012, but no later than February 2013, and the EDC letter/FAQ from October 2012 until 2013. The primary reason for directing these delays was feedback the Commission had received from consumers about the high volume of mail they receive from a variety of sources related to electric shopping. The Commission was concerned about overwhelming consumers and giving them a negative impression of electric choice – the exact opposite of what is intended.

Given the delay of these two educational mailings, which moved the mailings into late 2012 and 2013, and the Commission’s continued desire to avoid overwhelming consumers for reasons stated above, the Commission proposes to dispense with the mailing of the annual postcard in 2013 and resume with the mailing of the postcard in 2014. While the annual postcard is viewed as a cost-effective way of educating consumers, we firmly believe that the mailings will be more effective in promoting competition if they are circulated over a longer period of time.

The Commission recognizes that the expense of production and mailing of the annual Commission-endorsed postcard will likely be recoverable costs for EDCs. This is consistent with the cost recovery of the three educational mailings directed in the Final Order and Intermediate Work Plan of March 2, 2012. The Commission advises EDCs not to seek cost recovery for the annual Commission-endorsed postcard through filing new consumer education plans, or extending the existing five-year consumer education plans. EDCs may seek cost recovery through other avenues, including, but not limited to, inclusion as part of an EDC’s base-rate case pursuant to 66 Pa. C.S. § 1308(d).

Comments to this proposed change to the March 2, 2012, Final Order may be submitted to the Secretary’s Bureau at the above-captioned docket number by January 18, 2013. Copies should also be provided to [ra-RMI@pa.gov](mailto:ra-RMI@pa.gov). The Commission plans to issue a Final Order after reviewing those comments.

 Very truly yours,

Rosemary Chiavetta

Secretary