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| PUC logo | COMMONWEALTH OF PENNSYLVANIA  PENNSYLVANIA PUBLIC UTILITY COMMISSION  P.O. BOX 3265, HARRISBURG, PA 17105-3265 | **IN REPLY PLEASE REFER TO OUR FILE**  I-2011-2237952 |

May 13, 2014

TO ALL INTERESTED PARTIES

Re: Postponement of the 2014 annual mailing of a Commission-endorsed postcard

Docket No.: I-2011-2237952

A focal point of the Commission’s recent statewide electric Retail Market Investigation (RMI) was the implementation of new initiatives to further educate Pennsylvania consumers on their ability to choose a competitive supplier (supplier) for their electric generation and to promote the Commission’s website for electric shopping, [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com).

In launching RMI’s consumer education efforts, the Commission directed in its Secretarial Letter of December 15, 2011, that certain electric distribution companies (EDCs) produce and mail a Commission-endorsed postcard to all residential and small business customers no later than February 29, 2012. The eight EDCs included Duquesne Light Company; Metropolitan Edison; PECO Energy Company; Pennsylvania Electric Company; Pennsylvania Power Company; PPL Electric Utilities Corporation; Pike County Light and Power; and West Penn Power Company.

The postcard was the first of three coordinated educational mailings to residential and small business electric customers. At the conclusion of the first postcard mailing, the Commission then directed in the Intermediate Work Plan Final Order of March 2, 2012, that the Commission-endorsed postcard be re-established on an annual basis, beginning in 2013. However, citing consumer feedback about the high volume of mail from a variety of sources related to electric shopping, the Commission first delayed and later dispensed (by virtue of its May 13, 2013, Order) with the mailing of the annual postcard in 2013, and further directed that the EDCs resume the annual postcard mailing beginning in 2014. The annual mailing is to be undertaken by the aforementioned EDCs by June 30 of each calendar year.

On April 3, 2014, the Commission proposed regulation changes that dramatically reduce the time it takes consumers to change suppliers, and provide shopping customers with greater and more uniform detail in supplier disclosure statements and enhance contract renewal notification requirements. Currently, the two rulemakings are being reviewed on an expedited basis, with the possibility of being finalized in mid- to late-2014. Anticipating the significant impact of these consumer protection measures on the competitive marketplace, and the current timeline for finalization and implementation of the two rulemakings, the Commission is postponing the annual postcard mailing until later in 2014 or into 2015.

The Commission, through its Office of Communications, will notify the EDCs of the timing of the mailings as well as provide the layout as a digital file for the postcard. EDCs will be entitled to cost recovery for production and mailing costs associated with the mailing.

Questions on the postponement of the annual postcard mailing should be directed to David Hixson in the Commission’s Office of Communications at (717) 787-5722, or [dhixson@pa.gov](mailto:dhixson@pa.gov).



Very truly yours,

Rosemary Chiavetta

Secretary

cc: Chairman Powelson

Vice Chairman Coleman

Commissioner Cawley

Commissioner Witmer

Commissioner Brown

Jan Freeman, Executive Director

Mary Beth Osborne, Director of Regulatory Affairs

Office of Competitive Market Oversight