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| PUC logo | COMMONWEALTH OF PENNSYLVANIA  PENNSYLVANIA PUBLIC UTILITY COMMISSION  P.O. BOX 3265, HARRISBURG, PA 17105-3265 |  |

May 21, 2012

TO ALL INTERESTED PARTIES:

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

On March 1, 2012, the Commission adopted a Final Order and Intermediate Work Plan designed to improve competition in the retail electricity market. An important component of that plan relates to three coordinated educational mailings to residential and small business electric consumers. By this Secretarial Letter, the Commission proposes to delay the mailing of the [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com) tri-fold flyer until November 2012 and to delay the mailing of a letter and a “frequently-asked questions” document until 2013.

Pursuant to a Secretarial Letter issued on December 15, 2011, electric distribution companies (EDCs) mailed a Commission-endorsed postcard in February 2012 encouraging consumers to shop for a competitive supplier and highlighting the Commission’s website for electric shopping, [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com). The Commission’s call center received significant inquiries from consumers following those mailings, including many requests for shopping information. Additionally, the number of visitors to [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com) doubled during the month following the mailings.

The March 1, 2012 Final Order directed the mailing of a PAPowerSwitch.com tri-fold flyer in May 2012. This flyer has been developed and places a strong emphasis on [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com) and provides consumers with a detailed walk-through of the steps involved when shopping for a competitive electric generation supplier. It also highlights the potential savings that can be achieved by consumers when shopping for generation supply. Both the postcard noted above and the tri-fold flyer have been posted on [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com)

so that consumers may reference them when they visit the website.

The Final Order further directed a third mailing in October 2012, consisting of a letter from the EDCs encouraging consumers to shop, directing consumers to [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com) and reinforcing the notion that all consumers, regardless of who supplies their electricity, will continue to receive safe and reliable distribution service from their EDCs. Attached to this letter will be a “frequently-asked questions” document. Language has been drafted for this mailing.

Despite the apparent effectiveness of the postcard in driving consumers to [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com) and in raising awareness about shopping opportunities, the Commission proposes to delay the mailing of the tri-fold flyer and the EDC letter by approximately six months each. The primary reason for proposing these delays is feedback the Commission has received from consumers about the high volume of mail they receive from a variety of sources related to electric shopping. We are concerned about overwhelming consumers and giving them a negative impression of electric choice – the exact opposite of what is intended. Also, while the mailings are viewed as a cost-effective way of educating consumers, the

Commission has a responsibility to ensure that ratepayer funds are used as effectively as possible.

Although proposing to delay these mailings, the Commission remains steadfast in its commitment to consumer education. We firmly believe that the mailings will be more effective in promoting competition if they are spaced out over a longer period of time.

Comments to these proposed changes to the March 1, 2012 Final Order may be submitted to the Secretary’s Bureau at the above-captioned docket number by May 29, 2012. 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