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E-FILE

December 20, 2021

Rosemary Chiavetta, Secretary
Pennsylvania Public Utility Commission
Commonwealth Keystone Building
400 North Street, 2nd Floor North
Harrisburg, PA 17120-3265

**Re: PPL Electric Utilities Corporation – Eligible Customer List
Solicitation Response Report
Docket No. P-2020-3022803**

Dear Ms. Chiavetta:

Enclosed on behalf of PPL Electric Utilities Corporation (“PPL Electric”) is the Eligible Customer List Solicitation Response Report. This report is being filed pursuant to the directive contained in the Order in the above-referenced proceeding, adopted and entered on February 25, 2021.

Pursuant to 52 Pa. Code § 1.11, the enclosed document is to be deemed filed on December 20, 2021, which is the date it was filed electronically using the Commission’s e-Filing system.

If you have any questions, please do not hesitate to contact me.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Michael J. Shafer", is written over a light blue horizontal line.

Michael J. Shafer

Enclosure

cc via email: Richard Kanaskie, Esquire
Darryl Lawrence, Esquire
Steven Gray, Esquire

PPL Electric Utilities Corporation
Eligible Customer List – Solicitation Response Report

Docket No. P-2020-3022803

December 17, 2021

I. Introduction

PPL Electric Utilities Corporation (“PPL Electric” or the “Company”) submits this report in accordance with the requirement set forth in the Pennsylvania Public Utility Commission’s (“PUC”) Order dated February 25, 2021, at Docket No. P-2020-3022803 (“ECL Solicitation Order”). PPL Electric requested a Waiver of certain notice requirements in the Commission’s Final Order on *Interim Guidelines for Eligible Customer Lists*, Docket No. M-2010-2183412 (Order entered October 23, 2014) (“Final ECL Order”). Every three years electric distribution companies, including PPL Electric, are required to send a solicitation to their customers regarding whether the customer declines inclusion in a list of eligible customers (“Eligible Customer List” or “ECL”) whose information may be provided to a competitive energy supplier. PPL Electric sought a waiver of hard-copy service requirements on customers who have opted-in to electronic mailings of certain communications but have not opted for electronic mailings of bills. The Commission granted the Company’s waiver request conditioned on PPL Electric filing a public report evaluating the effectiveness of the Company’s ECL solicitation no later than December 31, 2021. PPL Electric submits this report in compliance with the condition set forth in the ECL Solicitation Order.

II. Hardcopy Mailed Solicitation

PPL Electric sent approximately 900,000 hardcopy ECL solicitations via the mail. The Company received 129,248 responses to the mailed solicitation representing a 14.3% response rate. The mail solicitation program cost in total \$801,867.00 or \$.89 per mailing.

III. Electronic Solicitation

PPL Electric sent a total of 1,115,709 electronic ECL solicitations via email. The Company experienced 185,123 “click-throughs” or the customer opening the email representing a 16.6% click-through rate. Additionally, the Company received 107,331 opt-outs from the electronic solicitation resulting in a 9.6% opt-out rate. The electronic ECL solicitation was sent out in two batches. The first batch consisted of 387,182 emails and was sent out on February 10, 2021, to existing paperless billing customers. The second batch was sent out to on April 28, 2021, to the

larger subset of customers who have agreed to electronic communications. The second batch consisted of 728,527 emails. The electronic ECL solicitation method cost in total \$3,157.00 or \$.003 per email.

IV. Conclusion

PPL Electric was pleased with the results of the electronic ECL solicitation. This method had high engagement rates with a 16.6% click-through rate. The electronic ECL solicitation is also more cost effective when compared to the mail solicitation program. The Company plans on continuing to use the electronic ECL solicitation method when allowed and when appropriate given the cost effectiveness and engagement rates of this method.