

# PENNSYLVANIA ENERGY MARKETERS COALITION

April 3, 2012

Karen Moury  
Director, Office of Competitive Markets Oversight  
Pennsylvania Public Utility Commission  
PO Box 3265  
Harrisburg, PA 17105-3265

Dear Ms. Moury:

Please find enclosed the written Comments of the Pennsylvania Energy Marketers Coalition ("PEMC"), in supplement to the oral testimony delivered by Michael Meath, regulatory consultant to the PEMC, at the March 21, 2012 Pennsylvania Public Utility Commission *en banc* hearing as part of the retail markets investigation (Docket No. I-2011-2237952).

Please do not hesitate to contact me with any questions or concerns regarding our Comments.

Sincerely,



Frank Caliva, III

Regulatory Consultant  
Pennsylvania Energy Marketers Coalition (PEMC)

Senior Consultant, Public Affairs &  
Strategy Development  
Strategic Communications, LLC  
1012 14<sup>th</sup> Street NW, Suite 1106  
Washington, DC 20005

Enclosures



information to consumers and news outlets around the country, including here in Pennsylvania. These materials include:

1. Key messages about choice;
2. FAQs that consumers should consider when looking at alternative suppliers;
3. Myths v. Facts about energy competition and choice;
4. State Agency links – to sites such as the PUC, PAPowerSwitch, and OCA; and
5. The first in a series of videos that are being produced and geared towards a broader consumer understanding of the basics of choice.

PEMC encourages the Commissioners and Staff to visit this website and to view the video, which was intentionally focused on baby-boomer aged consumers as a key segment of demographics for any education program on energy choice.

We believe these consumer education efforts – which are being fully funded through a substantial financial commitment by a group of suppliers – can easily go hand-in-hand with the other initiatives and component ideas which were presented at the Hearing.

ACCES has pledged its willingness to offer its existing and future content to this consumer education effort, and to work tirelessly over the next few years with PUC Staff, EDCs, OCA and the supplier community to help coordinate several consumer education and media outreach efforts at no cost to the Commonwealth.

This effort of consumer education is important – and will be even more important as default service plans are finalized for both the June 2013 and June 2015 timetable.

Explaining these changes to consumers will be mission critical.

PEMC agrees with the idea of a consumer incentive program, which would include a giveaway of some type (such as a contest for free energy) eligible to those who visit [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com). This could be a great way to stimulate interest and excitement

among consumers, and we believe most suppliers will support this concept once the details are worked out.

As for consumer education efforts employing mass market media that may require additional, substantial funding for mass media efforts such as TV advertising, we believe that these efforts will benefit all PA consumers, and therefore should be financed through a non-bypassable charge which applies to all consumers.

In addition, as the Commission heard from others during the *en banc* hearing, we urge careful attention to the inclusion of value-added energy products and services in any consumer education effort – so that consumers begin to understand that value-added products and services are also available in the energy marketplace, and that energy choice is not solely about savings.

As we have pointed out in previous comments on consumer education associated with the RMI initiative, PEMC recognizes and understand that the Commission in its wisdom limited the scope of this investigation to electricity markets alone. However, we respectfully submit that the consumer education campaign should be broadened to include natural gas as soon as practical. This should be considered for three reasons.

First, as education efforts to increase shopping in electricity and natural gas have already been undertaken, a statewide campaign focused solely on electricity may cause customer confusion – some may wonder if they still have a natural gas choice. Second, combining education efforts to include both electricity and natural gas will be a more practical and efficient use of resources – whether public funding is used or not. The marginal cost of including natural gas education in the current campaign will be lower than the cost of a whole new natural gas education campaign down the road. Third, we believe that the development of a robust natural gas choice market is equally important as

strengthening the retail electricity market, and a comprehensive education campaign will serve that purpose.

The PEMC is grateful for the opportunity to provide these Comments as part of the ongoing discussions taking place in the RMI proceeding. We are committed to doing everything we can to work proactively with all the stakeholders in this process for the good of the Commonwealth and its consumers.

April 3, 2012

Respectfully submitted,

PENNSYLVANIA ENERGY MARKETERS COALITION



Frank Caliva, III  
Regulatory Consultant  
Pennsylvania Energy Marketers Coalition  
(PEMC)

Senior Consultant, Public Affairs &  
Strategy Development  
Strategic Communications, LLC  
1012 14<sup>th</sup> Street NW, Suite 1106  
Washington, DC 20005



Michael F. Meath  
Regulatory Consultant  
Pennsylvania Energy Marketers Coalition  
(PEMC)

President  
Strategic Communications, LLC  
3532 James Street, Suite 106  
Syracuse, New York 13206

c/o Agway Energy Services, LLC  
Gateway Energy Services Corporation  
Interstate Gas Supply, Inc.  
Pennsylvania Gas & Electric  
SouthStar Energy Services LLC  
Vectren Retail, LLC

**Distribution to PEMC Members:**

Karen Boltz  
Director, New Markets  
Energy Plus Holdings, LLC

Anthony Cusati, III  
Director of Regulatory Affairs, Eastern Division  
Interstate Gas Supply, Inc.

Heather Farber  
Senior Director, Strategic Market Development  
Energy Plus Holdings, LLC

Joe Clark, Esq.  
Director of Regulatory Affairs  
Vectren Retail, LLC

Terence McInerney  
Director of Sales  
Agway Energy Services, LLC

Michelle Mann  
Compliance Paralegal  
Pennsylvania Gas & Electric

Trish McFadin  
Director – Governmental Affairs & State Regulatory Compliance  
SouthStar Energy Services LLC

Ronald Cerniglia  
Director – National Advocacy, Governmental & Regulatory Affairs  
Direct Energy Services, LLC

Mark J. Pitonzo  
Director of Business Development  
Agway Energy Services, LLC