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May 29, 2012

Via Hand-Delivery

Rosemary Chiavetta, Esq.
Secretary
Pennsylvania Public Utility Commission
P.O. Box 3265
Harrisburg, PA 17105-3265

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SECRETARY'S BUREAU

**Re: Investigation of Pennsylvania's Retail Electricity Market
Docket No. I-2011-2237952
Comments to May 21 Secretarial Letter**

Dear Secretary Chiavetta,

The Energy Association of Pennsylvania ("EAP") generally supports the proposal set forth in the Pennsylvania Public Utility Commission ("PUC") Secretarial Letter dated May 21, 2012 which reconsiders the timing of two mandated mailings (tri-fold flyer and October EDC letter/FAQ) identified in the March 1, 2012 Final Order and Intermediate Work Plan entered at the above referenced docket.

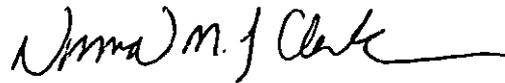
EAP agrees that consumer concerns regarding the cost, number and frequency of mailings relating to electric choice should be considered in directing specific state-wide efforts. To the extent that it is anticipated that repeated mailings might be duplicative and/or overwhelm, anger or cause customers to disregard the information, EAP agrees that it is prudent to provide flexibility in a revised Order regarding the timing of these particular mailings.

Further, EAP believes that decisions on timing should also take into account the schedule for other agreed upon mailings and should consider whether the content of the tri-fold or EDC letter/FAQ is redundant or may be combined with mailings committed to in various prior Commission proceedings or that are likely to occur as part of opt-in and customer referral programs following resolution of individual EDC default service proceedings. For example, delaying the tri-fold by six months to the October/November 2012 timeframe will conflict with mailings already scheduled for the fall and will also occur at a time when all Pennsylvanians are

receiving numerous election materials. Additionally, mailing the EDC letter/FAQ in March 2013 will follow closely the second mailing of the Commission-endorsed annual postcard.

EAP recommends that any revised Order provide sufficient flexibility for interested parties to work with the PUC Office of Communications to coordinate the optimal timing and manner of these particular mailings in each EDC territory with existing communication plans taking into account consumer concerns regarding saturation and cost. In issuing a revised Order, the Commission may also wish to consider the impact of opt-in/customer referral mailings likely to occur in late spring 2013 as EDC default service plans are implemented. EAP recognizes the need to coordinate these efforts and looks forward to continuing to work collaboratively with the Commission to develop a cost-effective communications strategy which educates and informs ratepayers regarding electric choice in Pennsylvania.

Very truly yours,



Donna M.J. Clark

Vice President and General Counsel

cc: ra-RMI@pa.gov
Tom Charles, Dir., Communications, PUC
Karen Moury, Dir., Regulatory Operations, PUC

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