

COMMONWEALTH OF PENNSYLVANIA



OFFICE OF CONSUMER ADVOCATE

555 Walnut Street, 5th Floor, Forum Place  
Harrisburg, Pennsylvania 17101-1923  
(717) 783-5048  
800-684-6560 (in PA only)

FAX (717) 783-7152  
consumer@paoca.org

January 18, 2013

Rosemary Chiavetta, Secretary  
Pennsylvania Public Utility Commission  
Commonwealth Keystone Building  
400 North Street  
Harrisburg, PA 17101

RE: Investigation of Pennsylvania's Retail  
Electricity Market: End State of Default  
Service  
Docket No. I-2011-2237952

Dear Secretary Chiavetta:

Enclosed for filing please find the Office of Consumer Advocate's Comments in Response to the Commission's December 20, 2012 Secretarial Letter in the above-referenced proceeding.

If you have any questions, please feel free to contact me at the number listed above.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Aron J. Beatty".

Aron J. Beatty  
Assistant Consumer Advocate  
PA Attorney I.D. # 86625

Enclosure

cc: Office of Competitive Market Oversight  
Retail Markets Investigation (E-Mail only)

163444

BEFORE THE  
PENNSYLVANIA PUBLIC UTILITY COMMISSION

Investigation of Pennsylvania's	:	Docket No. I-2011-2237952
Retail Electricity Market:	:	
End State of Default Service	:	

---

COMMENTS OF THE OFFICE OF CONSUMER  
ADVOCATE IN RESPONSE TO THE  
COMMISSION'S DECEMBER 20, 2012 SECRETARIAL LETTER

---

On December 20, 2012, the Pennsylvania Public Utility Commission (Commission) issued a Secretarial Letter in which it indicated it had concerns regarding consumer education mailings. Previously, the Commission had ordered a series of consumer education mailings regarding electric choice, which included an annual postcard highlighting retail choice, a tri-fold flyer with detailed information concerning the electric shopping process, and a letter from each Electric Distribution Company (EDC) that was designed to ensure customers that shopping would not impact the reliability of their service. Of these three consumer education efforts, the postcard was the only mailing intended to continue on an annual basis.

In its December 20 Secretarial Letter, the Commission proposed to cancel the postcard mailing in 2013, and to resume the postcard mailings in 2014. The Office of Consumer Advocate (OCA) supports the Commission's proposal to cancel the 2013 postcard mailing for the reasons identified in the Secretarial Letter. Of particular concern, the Commission noted that recent consumer education efforts, combined with EGS marketing activities, have resulted in a substantial amount of mailings and information for many consumers over the past year. The

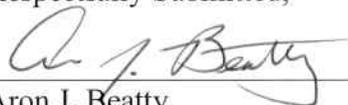
Commission noted that it is concerned that customers may be overwhelmed by additional mailings at this time.

In addition, the Commission noted that delays in the tri-fold flyer mailing, and the mailing of the EDC letters, have compressed the mailing calendar. As a result, the mailing of the 2013 postcard may further overwhelm customers with information shortly after they have received the tri-fold flyer and EDC letters.

The OCA submits that holding off on the 2013 mailing is a reasonable step, given the concerns expressed by the Commission. In addition, it is anticipated that there will be additional customer information mailings by EDCs in 2013 as the retail market enhancement programs resulting from the default service proceedings are implemented.

Based on these concerns, the OCA submits that a statewide mailing may not be reasonable at this time. Given that residential customers will bear these costs, the OCA submits that it is prudent to allow customers to review the substantial consumer education and marketing materials they have received, and will receive, to date in order to make informed decisions regarding their electric usage.

Respectfully Submitted,



Aron J. Beatty  
Assistant Consumer Advocate  
PA Attorney I.D. # 86625  
E-Mail: ABeatty@paoca.org  
Counsel for:  
Tanya J. McCloskey  
Acting Consumer Advocate

Office of Consumer Advocate  
555 Walnut Street 5th Floor, Forum Place  
Harrisburg, PA 17101-1923  
Phone: (717) 783-5048  
Fax: (717) 783-7152  
January 17, 2013  
00164913.doc