



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

IN REPLY PLEASE
REFER TO OUR FILE
I-2011-2237952

March 19, 2015

TO: ALL JURISDICTIONAL ELECTRIC DISTRIBUTION COMPANIES

Re: Revised directive on the annual mailing of a Commission-endorsed postcard

Docket No.: I-2011-2237952

With this Secretarial Letter, the Commission updates its previous directive requiring certain electric distribution companies (EDCs) to produce and mail an annual Commission-endorsed postcard to residential and small business customers. The directive originated in the Secretarial Letter of December 15, 2011, as part of the statewide electric Retail Market Investigation (RMI), and included the following EDCs: Duquesne Light Company; Metropolitan Edison; PECO Energy Company; Pennsylvania Electric Company; Pennsylvania Power Company; PPL Electric Utilities Corporation; Pike County Light and Power; and West Penn Power Company.

With this communication, the Commission relieves EDCs of this annual mailing obligation. By virtue of this action, the Commission does not seek to lessen the importance or minimize the effectiveness of such communications with consumers. Instead, the Commission acknowledges it may not be necessary to undertake such mailings on a scheduled basis, but rather as the Commission deems appropriate and when in the best interests of ratepayers. The Commission points to the success of three previous RMI-initiated mailings to further educate Pennsylvania consumers on their ability to choose a competitive supplier (supplier) for their electric generation and promote the Commission's website for electric shopping, www.PAPowerSwitch.com.

The postcard was the first of three coordinated educational mailings to residential and small business electric customers. At the conclusion of the first mailing, the Commission then directed in the Intermediate Work Plan Final Order of March 2, 2012, that the Commission-endorsed postcard be re-established on an annual basis, beginning in 2013. However, citing consumer feedback about the high volume of mail from a variety of sources related to electric shopping, the Commission first delayed and later dispensed (by virtue of its May 13, 2013, Order) with the mailing of the annual postcard in 2013. In the spring of 2014, with major regulation changes pending and anticipating a significant impact on the competitive marketplace, the Commission again opted to postpone the annual postcard mailing until later in 2014 or into 2015. The Commission now revises the annual mailing requirement, and dispenses of any set timetable for such mailings, by virtue of this Secretarial Letter.

Should the Commission direct future EDC mailings, its Office of Communications will coordinate with the EDCs on timing, format and other logistical issues. Questions on the update to this directive should be directed to David Hixson in the Commission's Office of Communications at (717) 787-5722, or dhixson@pa.gov.

Very truly yours,

A handwritten signature in cursive script, reading "Rosemary Chiavetta".

Rosemary Chiavetta
Secretary

cc: Chairman Powelson
Vice Chairman Coleman
Commissioner Cawley
Commissioner Witmer
Commissioner Brown
Jan Freeman, Executive Director
Mary Beth Osborne, Director of Regulatory Affairs
June Perry, Director of the Office of Legislative Affairs
Office of Competitive Market Oversight