

# What Can I Expect?

- **Beginning October 1, 2004:**  
An RG&E customer enrollment kit or an ESCO customer postcard was mailed to you from RG&E.
- **Ending at 8:30 PM on December 30, 2004:**  
The VYC Open Enrollment Period ends.
- **January 1, 2005:**  
Your Electricity Supply Pricing Option takes effect.
- **January 1 - December 31, 2005:**  
The Electricity Supply Price Period



**You choose. We deliver. You choose. We deliver. You choose. We deliver.**

# What Happened?

- ▶ Four different enrollment kits were mailed to certain RG&E customers in October.
  - Residential (Spanish version available)
  - Residential - Time of Use
  - Small Nonresidential
  - Large Nonresidential
- ▶ ESCO customers received a postcard.



**You choose. We deliver. You choose. We deliver. You choose. We deliver.**

# What Are My Options?

## ▶ Electricity Supply Pricing Options

- Fixed Price Option offered by RG&E
- Variable Price Option offered by RG&E (Default)
- ESCO Option with Supply Adjustment
- ESCO Price Option

▶ Customers will choose *annually* during the VYC Open Enrollment Period (October 1 - December 30)



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# How Do I Choose?

- ▶ Return the postage-paid card included in the enrollment kit.
- ▶ Enroll online at [www.rge.com](http://www.rge.com).
- ▶ Call RG&E at 1.800.RGE.VYCNOW (1.800.743.8926).
- ▶ Have your ESCO enroll your account with RG&E.

*All customers receive enrollment confirmation by mail !*



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# What If I Don't Choose?

- ▶ **RG&E customers** - If you *do not choose* an Electricity Supply Pricing Option by December 30, 2004, you will be assigned the Variable Price Option.
- ▶ **ESCO customers** - If you are not enrolled by your ESCO in an Electricity Supply Pricing Option, you will be assigned to the ESCO Price Option.
- ▶ **New customers** - You have 30 days to choose an Electricity Supply Pricing Option; if no selection is made, you will be placed on the Variable Price Option.



**You choose. We deliver. You choose. We deliver. You choose. We deliver.**

# What If I Change My Mind?

## ▶ At any time during 2005:

– You may switch to an ESCO or switch to/from RG&E as follows:

- You can switch from the RG&E Fixed Price Option to the ESCO Option with Supply Adjustment and vice versa.
- You can switch from the Variable Price Option to the ESCO Price Option and vice versa.
- New customers and ESCO customers who return to RG&E will be notified of their Electricity Supply Pricing Options.



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# Where Can I Get Information?

- Bill Inserts, Bill Messages, Direct Mail
  - Enrollment kits
  - Reminder letters
  - Confirmation letters
- Public Presentations
- Print, Radio & Television Advertising
- 1.800.RGE.VYCNOW (1.800.743.8926)
- [www.rge.com](http://www.rge.com)



**You choose. We deliver. You choose. We deliver. You choose. We deliver.**

# Questions?



**You choose. We deliver. You choose. We deliver. You choose. We deliver.**

### **3.13. Customer Awareness Survey Script/Results**

## S C R I P T



**Project:** Voice Your Choice Survey – Residential

**Client:** Rochester Gas & Electric

**Job no:** RGE-1341

**Date:** April 26, 2005

**Proofed:** initials      **Date:**

**Approved:** Draft #      **Date:**

95 Brown Road

Box 1032

Ithaca, NY 14850

607-257-7000

fax 607-257-2389

Hi, my name is \_\_\_\_\_ and I'm doing a poll of Rochester Gas and Electric customers for Zogby International. May I ask you some questions? (Do you have a few minutes?)

1. Are you a current customer of Rochester Gas and Electric?

1. Yes      2. No **(End)**      3. Not sure **(Do not read)(End)**      0. Refuse **(Do not read)(End)**

2. As an RG&E customer, do you have a choice of electricity suppliers?

1. Yes      2. No      3. Not sure **(Do not read)**

3. As an RG&E customer, do you have a choice of natural gas suppliers?

1. Yes      2. No      3. Not sure **(Do not read)**

**(Ask Q4 ONLY IF Q2=1 or Q3=1)**

4. Where did you learn about the electricity and natural gas supply choice? **(Do not read choices. Choose all that apply.)**

1. Highlights **(If asked, this is a newsletter sent in the bill envelope)**
2. RG&E representative
3. Supplier
4. NY State Public Service Commission
5. Newspaper
6. Radio
7. Local agency
8. Aggregator/Cooperative
9. Government agency
10. Other **(Please specify \_\_\_\_\_)**
11. Not sure

5. Do you feel it is very important, somewhat important, or not important that customers be able to choose their suppliers of electricity and natural gas?

1. Very important    2. Somewhat important    3. Not important    4. Not sure **(Do not read)**

6. Would you be very interested, somewhat interested, or not interested in being able to choose your suppliers of electricity and natural gas?

1. Very Interested                      2. Somewhat Interested                      3. Not Interested **(Do not read)**

7. Have you ever been contacted by an electricity or natural gas supplier other than RG&E?

1. Yes                      2. No                      3. Not sure **(Do not read)**

Please tell me if you agree or disagree with each of the following statements.

**(SYSTEMS NOTE: ROTATE QUESTIONS 8 – 12.)**

Now I'm going to read a series of questions about electricity.

8). RG&E supports a customer's right to choose their own electricity/energy supplier.

1. Agree                      2. Disagree                      3. Not sure **(Do not read)**

9. If I switch to another electricity/energy supplier, RG&E will still respond to outages and emergencies.

1. Agree                      2. Disagree                      3. Not sure **(Do not read)**

10. If I switch to another electricity/energy supplier, RG&E will continue to deliver the electricity/energy I buy.

1. Agree                      2. Disagree                      3. Not sure **(Do not read)**

11. If I switch to another electricity/energy supplier, that supplier will be responsible for the safety and reliability of my electricity/energy service.

1. Agree                      2. Disagree                      3. Not sure **(Do not read)**

12. If I switch to another electricity/energy supplier, I can switch back to RG&E for my electricity/energy supply at any time.

1. Agree                      2. Disagree                      3. Not sure (Do not read)

Now I'm going to ask you a series of questions about Natural Gas.

13). RG&E supports a customer's right to choose their own natural gas supplier.

1. Agree                      2. Disagree                      3. Not sure **(Do not read)**

14. If I switch to another natural gas supplier, RG&E will still respond to emergencies.

1. Agree      2. Disagree      3. Not sure **(Do not read)**

15. If I switch to another natural gas supplier, RG&E will continue to deliver the natural gas I buy.

1. Agree      2. Disagree      3. Not sure **(Do not read)**

16. If I switch to another natural gas supplier, that supplier will be responsible for the safety and reliability of my natural gas service.

1. Agree      2. Disagree      3. Not sure **(Do not read)**

17. If I switch to another natural gas supplier, I can switch back to RG&E for my natural gas supply at any time.

1. Agree      2. Disagree      3. Not sure **(Do not read)**

**Thanks. We're done. I just need some statistics.**

**(SYSTEMS: Demographics for RESIDENTIAL customers)**

701. What is your age? \_\_\_\_\_

903. Which of the following best describes your highest educational level?

1. Less than h.s. graduate    2. H.S. graduate    3. Some college    4. College graduate  
0. Refuse **(Do not read)**

999. Which of the following best describes your household?

1. Individual living alone  
2. Single head of household with children at home  
3. Couple with children at home  
4. Couple without children at home  
5. Unrelated individuals sharing a residence  
6. Related individuals sharing a residence  
7. Other **(Do not read)**  
8. Not sure **(Do not read)**  
0. Refuse **(Do not read)**

919. Do you own or rent your home or apartment?

1. Rent      2. Own      3. Other/Not sure **(Do not read)**      0.  
Refuse **(Do not read)**

922. Gender (**Do not ask, simply record.**)

1. Male

2. Female

**Thank you for taking the time to complete this survey.**

## S C R I P T



**Project:** Voice Your Choice Survey – Commercial  
**Client:** Rochester Gas & Electric  
**Job no:** RGE-1341  
**Date:** April 26, 2005  
**Proofed:** initials      **Date:**  
**Approved:** Draft #      **Date:**

95 Brown Road

Box 1032

Ithaca, NY 14850

607-257-7000

fax 607-257-2389

Hi, my name is \_\_\_\_\_ and I'm doing a poll of Rochester Gas and Electric customers for Zogby International. May I ask you some questions? (Do you have a few minutes?)

1. Are you a current customer of Rochester Gas and Electric?

1. Yes      2. No **(End)**      3. Not sure **(Do not read)(End)**      0. Refuse **(Do not read)(End)**

2. As an RG&E customer, do you have a choice of electricity suppliers?

1. Yes      2. No      3. Not sure **(Do not read)**

3. As an RG&E customer, do you have a choice of natural gas suppliers?

1. Yes      2. No      3. Not sure **(Do not read)**

**(Ask Q4 ONLY IF Q2=1 or Q3=1)**

4. Where did you learn about the electricity and natural gas supply choice? **(Do not read choices. Choose all that apply.)**

1. Highlights **(If asked, this is a newsletter sent in the bill envelope)**
2. RG&E representative
3. Supplier
4. NY State Public Service Commission
5. Newspaper
6. Radio
7. Local agency
8. Aggregator/Cooperative
9. Government agency
10. Other **(Please specify \_\_\_\_\_)**
11. Not sure

5. Do you feel it is very important, somewhat important, or not important that customers be able to choose their suppliers of electricity and natural gas?

1. Very important    2. Somewhat important    3. Not important    4. Not sure **(Do not read)**

6. Would you be very interested, somewhat interested, or not interested in being able to choose your suppliers of electricity and natural gas?

1. Very Interested                      2. Somewhat Interested                      3. Not Interested **(Do not read)**

7. Have you ever been contacted by an electricity or natural gas supplier other than RG&E?

1. Yes                      2. No                      3. Not sure **(Do not read)**

Please tell me if you agree or disagree with each of the following statements.

**(SYSTEMS NOTE: ROTATE QUESTIONS 8 – 12.)**

Now I'm going to read a series of questions about electricity.

8). RG&E supports a customer's right to choose their own electricity/energy supplier.

1. Agree                      2. Disagree                      3. Not sure **(Do not read)**

9. If I switch to another electricity/energy supplier, RG&E will still respond to outages and emergencies.

1. Agree                      2. Disagree                      3. Not sure **(Do not read)**

10. If I switch to another electricity/energy supplier, RG&E will continue to deliver the electricity/energy I buy.

1. Agree                      2. Disagree                      3. Not sure **(Do not read)**

11. If I switch to another electricity/energy supplier, that supplier will be responsible for the safety and reliability of my electricity/energy service.

1. Agree                      2. Disagree                      3. Not sure **(Do not read)**

12. If I switch to another electricity/energy supplier, I can switch back to RG&E for my electricity/energy supply at any time.

1. Agree                      2. Disagree                      3. Not sure (Do not read)

Now I'm going to ask you a series of questions about Natural Gas.

13). RG&E supports a customer's right to choose their own natural gas supplier.

1. Agree                      2. Disagree                      3. Not sure **(Do not read)**

14. If I switch to another natural gas supplier, RG&E will still respond to emergencies.

1. Agree      2. Disagree      3. Not sure **(Do not read)**

15. If I switch to another natural gas supplier, RG&E will continue to deliver the natural gas I buy.

1. Agree      2. Disagree      3. Not sure **(Do not read)**

16. If I switch to another natural gas supplier, that supplier will be responsible for the safety and reliability of my natural gas service.

1. Agree      2. Disagree      3. Not sure **(Do not read)**

17. If I switch to another natural gas supplier, I can switch back to RG&E for my natural gas supply at any time.

1. Agree      2. Disagree      3. Not sure **(Do not read)**

**Thanks. We're done. I just need some statistics.**

990. Which of the following best represents your average monthly RG&E bill?

1. Less than \$500  
2. \$500-\$999  
3. 1,000-\$2,4999  
4. \$2,500 or more  
5. Not sure **(Do not read)**  
0. Refuse **(Do not read)**

991. How many people does your company employ?

1. Less than 20  
2. 20-49  
3. 50-99  
4. 100-499  
5. 500 or more  
6. Not sure **(Do not read)**  
0. Refuse **(Do not read)**

992. Gender **(Do not ask, simply record.)**

1. Male                      2. Female

**Thank you for taking the time to complete this survey.**

## Executive Summary

This survey measures RG&E commercial and residential customers' awareness of, and interest in, choice regarding their electricity or natural gas supplier. It provides data on customer perceptions about RG&E's continued role and responsibilities as a delivery company when the customer chooses another supplier.

In general, residential and commercial customers respond in similar ways toward electric choice. Almost half (commercial 49% / residential 45%) know that they have a choice of electricity suppliers.

Residential and commercial customers differ significantly in their awareness of their right to choose natural gas suppliers (commercial 41% / residential 33%).

Commercial customers are most likely to learn about choices from a Rochester Gas and Electric (RG&E) representative (19%), followed by newspaper (17%). Residential customers are more likely to find out through *Highlights* (18%) and newspaper (14%). Unmeasured media, i.e. word of mouth, news, and other advertising is a significant channel for both groups (commercial 25% / residential 28%). Details are shown on page 6 narrative, and in appendixes C and G.

Nearly nine in ten of both commercial (89%) and residential customers (88%) say that having the option to choose suppliers is important to them. Nearly as many express some interest in pursuing the idea (commercial 81% / residential 83%) and over half say they are very interested (commercial 55% / residential 52%).

There is strong agreement among all customer groups that RG&E supports customers' right to choose another electric or natural gas supplier (E&NG average commercial 88% / residential 85%). A large majority of customers understand that if they do switch, they can switch back to RG&E at any time (E&NG average commercial 84% / residential 80%). A majority agree that choosing another supplier will not affect delivery service (E&NG average commercial 71% / residential 58%), or RG&E's response during emergencies (E&NG average commercial 74% / residential 59%).

While a majority agree that RG&E will respond during emergencies and that choosing another supplier will not affect continued delivery, there is a significant minority with some anxiety about reliability of service. More than one in five worries that if they do switch, their delivery will be interrupted, and that RG&E will not respond during emergencies.

Commercial customers are slightly more aware of their options and respond less often as "unsure" to questions about choosing electricity and natural gas suppliers.

## Narrative Analysis

*Questions 2–3. As an RG&E customer, do you have a choice of electricity suppliers... a choice of natural gas suppliers?*

**Table 1. Knowing if They Have a Choice**

	RESIDENTIAL			COMMERCIAL		
	Yes	No	Not sure	Yes	No	Not sure
Electricity suppliers	45	34	21	49	36	15
Natural gas suppliers	33	36	31	41	37	22

Both residential (45% to 33%) and commercial (49% to 41%) customers are more aware that they have a choice of electricity suppliers and less aware that they have a choice of natural gas suppliers. About one in three believe they do not have a choice, with the significant difference between electric and natural gas being those who are unsure.

Among residential customers, older respondents (57% of those 65 and older) are nearly twice as likely as younger customers (29% of those under 30) to be aware that they have a choice of electricity suppliers. Women (38%) are more likely than men (29%) to not know about choice, while men are more likely to say they are not sure. Residential customers who own homes (50%) are much more likely than renters (30%) to know that they have a choice of electricity suppliers.

Less than half of commercial customers with an average monthly bill less than \$1000 know that they have a choice of electricity suppliers, while 56% of those paying an average \$1000-2,999 a month and 68% of those paying more than \$2,500 on average say they know about the choice. Among commercial customers, men (55%) are notably more likely than women (42%) to be aware of such a choice.

Question 4. Where did you learn about the electricity and natural gas supply choice? (Choose all that apply.)

**Table 2. How Customers Learned of Choice**

	RESIDENTIAL	COMMERCIAL
Highlights	18	11
Newspaper	15	17
RG&E representative	13	20
Supplier	10	9
Radio	8	4
Local agency	1	2
NY State Public Service Commission	1	--
Aggregator/Cooperative	1	--
Government agency	--	--
*Other	28	25
Not sure	6	12

**Other responses:**

**RESIDENTIAL**

Direct mail (10); Television/local news (8); Another customer/word of mouth (5)  
 4 each—Family members; Employed by RG&E; own stock in RG&E; Energetics  
 3 each—Experience/grew up with it, Internet  
 2 each—Door to door campaigns (with flyers); Had RG&E when we first moved in and decided to keep it  
 1 each—Truck advertising; At work; Doesn't know about it; Not directly involved in business operations as son handles them now

**COMMERCIAL**

Another customer/word of mouth (7); Direct mail/national magazines/newspaper (6); Door to door campaigns (with flyers); Energetics (4); Subsidiary/no choice/when we moved to Rochester/ the only option was RG&E (4)  
 3 each—Television; Telephone solicitors; Family members/husband; Other local company's representatives  
 2 each—Experience as a homeowner; Grew up with it  
 1 each (2%)—School; Internet; Landlord; Small Business Association

Among those who say they are aware of their ability to choose between electric and natural gas suppliers, there are some differences in how residential customers and commercial customers acquired this knowledge.

Residential customers overall are about equally likely to learn about their ability to choose suppliers from Highlights (18%) and the newspaper (15%). Commercial customers, on the other hand, are most likely to have heard about their ability to choose suppliers from an RG&E representative (20%), followed closely by the newspaper (17%).

*Question 5. Do you feel it is very important, somewhat important, or not important that customers be able to choose their suppliers of electricity and natural gas?*

**Table 3. Importance of Having a Choice of Suppliers**

	RESIDENTIAL	COMMERCIAL
Very important	59	63
Somewhat important	29	26
Not important	9	10
Not sure	3	2

Nearly nine in ten residential (88%) and commercial (89%) customers say it is important to have a choice of suppliers, including a majority of both (residential 59%; commercial 63%) who say it is very important. Just one in ten of each say it is not important.

The vast majority of every sub-group of residential customers say having the choice is important. Those under 50 (94%) are more likely than those above 50 (about 85%) to say choice is important. Women (93%) are more likely than men (81%) to say having the choice of a supplier is important to them.

For commercial customers, again, women are more likely than men (95% women vs. 84% men) to say the choice of a supplier is important.

*Question 6. Would you be very interested, somewhat interested, or not interested in being able to choose your suppliers of electricity and natural gas?*

**Table 4. Interest in Choosing Suppliers**

	RESIDENTIAL	COMMERCIAL
Very interested	52	55
Somewhat interested	29	28
Not interested	18	16
Not sure	1	2

More than four in five residential (81%) and commercial (83%) customers say they would be interested in being able to choose their suppliers of electricity and natural gas, including more than half of each who say they would be very interested.

There are no significant differences across sub-groups.

7. Have you ever been contacted by an electricity or natural gas supplier other than RG&E?

**Table 5. Contact by Other Suppliers**

	RESIDENTIAL	COMMERCIAL
Yes	27	37
No	72	61
Not sure	2	2

Commercial customers (37%) are more likely than residential (27%) customers to say they have been contacted by other suppliers, while overall, the majority of respondents in both groups say they have not heard from other suppliers. Commercial customers who pay on average \$1000 a month or more (48% average) are more likely to be contacted than customers paying less per month (35% average).

Among residential customers, the likelihood of being contacted by another supplier increases as age increases—from 10% of those under 30 saying they have been contacted to 36% of those 65 and older saying the same thing. Women (29%) are slightly more likely than men (24%) to say they have been contacted by a supplier and, perhaps not surprisingly, homeowners (31%) are nearly three times as likely to have been contacted by a supplier as renters (13%).

Questions 8–17. Please tell me if you agree or disagree with each of the following statements.

**Table 6. Agreement with Statements Regarding Switching Suppliers\***

	RESIDENTIAL			COMMERCIAL		
	Agree	Disagree	Not sure	Agree	Disagree	Not sure
If I switch to another <b>electricity</b> supplier, I can switch back to RG&E for my electricity/energy supply at any time	80	5	14	83	7	10
RG&E supports a customer's right to choose their own electricity supplier	70	15	15	73	15	12
If I switch to another electricity supplier, that supplier will be responsible for the safety and reliability of my electricity/energy service	70	18	12	73	17	10
If I switch to another electricity supplier, RG&E will continue to deliver the electricity/energy I buy	58	21	21	69	13	18
If I switch to another electricity supplier, RG&E will still respond to outages and emergencies	57	22	22	73	13	14
If I switch to another <b>natural gas</b> supplier, I can switch back to RG&E for my natural gas supply at any time	80	7	13	84	6	9
If I switch to another natural gas supplier, that supplier will be responsible for the safety and reliability of my natural gas service	70	16	14	72	17	10
RG&E supports a customer's right to choose their own natural gas supplier	69	15	16	73	15	13
If I switch to another natural gas supplier, RG&E will still respond to outages and emergencies	62	17	21	76	14	10
If I switch to another natural gas supplier, RG&E will continue to deliver the natural gas I buy	58	22	20	72	15	13

\* Statements were rotated during data collection.

Commercial customers are more likely than residential customers to agree with each statement. A majority of both residential and commercial customers agree with each statement for both electricity and natural gas.

For residential customers, about seven in ten agree that RG&E supports their customers' right to choose their own electricity and natural gas suppliers. Four in five (80% each) agree that if they switch to another electricity or natural gas supplier, they can switch back anytime.

Those statements that generate the highest disagreement revolve around continuity of delivery and service and emergency response. There is a significant minority in both groups with some anxiety about reliability, although commercial customers are less likely than residential customers to worry about continuity of delivery and emergency response. Twenty-two percent of residential customers disagree that RG&E will still respond to electric outages and emergencies and 22% are not sure. In addition, 21% disagree that RG&E will continue to deliver the electricity they buy from another supplier. Concerns about natural gas delivery are the same, with 22% disagreeing that RG&E will continue to deliver their natural gas.