



N A R U C
National Association of Regulatory Utility Commissioners

PENNSYLVANIA PUBLIC UTILITY COMMISSION &
ENERGY REGULATION BOARD OF ZAMBIA:
3RD PARTNERSHIP ACTIVITY
OF THE
National Association of Regulatory Utility
Commissioners

Measuring Impact of Consumer Education

**PRESENTED BY:
CHERYL WALKER DAVIS, DIRECTOR
OFFICE OF SPECIAL ASSISTANTS**



USAID
FROM THE AMERICAN PEOPLE



N A R U C
National Association of Regulatory Utility Commissioners

Public Outreach





N A R U C
National Association of Regulatory Utility Commissioners

Public Outreach

- Distribute educational material directly to the public, and speak to consumers about the benefits of utility competition and critical utility issues



USAID
FROM THE AMERICAN PEOPLE



N A R U C
National Association of Regulatory Utility Commissioners

Public Outreach

- Inform consumers about utility competition, consumer protections and low-income programs



USAID
FROM THE AMERICAN PEOPLE



N A R U C
National Association of Regulatory Utility Commissioners

Public Outreach - 5

- Coordinate the Council of Utility Choice and Consumer Advisory Council



USAID
FROM THE AMERICAN PEOPLE



N A R U C
National Association of Regulatory Utility Commissioners

Public Outreach

- Help consumers read utility bills



N A R U C
National Association of Regulatory Utility Commissioners

Public Outreach

- Direct outreach at Senior Expos, community events, office buildings, public housing, etc.
- Media outreach campaign related to utility competition
 - Grassroots education to minority and low-income Pennsylvanians
 - Award-winning TV ads
 - Web site, www.utilitychoice.org
 - Brochures
 - Promotes High awareness
- New Campaigns
 - Prepare Now for Higher Natural Gas Prices
 - PA Relay
 - Low-income programs for local telephone service
 - Summer Heat Wave Awareness
 - Water: We Always Need It/ We All Need It



USAID
FROM THE AMERICAN PEOPLE



N A R U C
National Association of Regulatory Utility Commissioners

Education Campaigns

- Public Outreach Team conducts:
 - Workshops
 - Roundtable Discussions
 - Public Events
 - Senior Events

Impact of Consumer Education Education Campaigns

- Informational Brochures
 - Utility Choice Fact Sheets (English/Spanish)
 - Roles and Responsibilities for Residential Consumers



N A R U C
National Association of Regulatory Utility Commissioners

Impact of Consumer Education Education Campaigns

- “Be Utility Wise Events”
- Special Campaigns – Punxatawney Phil

Impact of Consumer Education Education Campaigns

- Utility Choice Web Site
 - 25 Million Hits in 2004
 - How to Choose Supplier/Q & A
 - Online Calculator to Determine Savings
 - Consumer Protections
 - Providers by County
 - Glossary of Terms
 - Consumer Surveys

Impact of Consumer Education Education Campaigns

- Consumer Advisory Council
 - Purpose: Advise & Inform
 - Meetings: Monthly
 - Appointees By: Gov., Lt. Gov., Senate, House, Commissioners
 - Prohibitions on Membership



USAID
FROM THE AMERICAN PEOPLE



N A R U C
National Association of Regulatory Utility Commissioners

Impact of Consumer Education Education Campaigns

- Council Activities
 - Briefings
 - 2004 Heat Wave Activities



USAID
FROM THE AMERICAN PEOPLE



N A R U C
National Association of Regulatory Utility Commissioners

Surveys/Feedback

- Conducting Surveys
- Analyzing Results