

3. CUSTOMER EDUCATION PROGRAM

3.1. Objectives of the Customer Education Program

The customer education program is intended to provide a balanced, objective presentation of electric industry restructuring and the options available to customers through retail access. The objectives are: to help customers understand the deregulated marketplace and to educate customers so that they can make informed decisions in the deregulated marketplace.

3.2. Key Factors

The following items are key factors in the plan:

- identifying target audiences;
- determining key messages to communicate;
- developing communications to deliver the key messages;
- identifying the media to be employed to reach the target audiences;
- specifying the timing of the various media implementation; and
- conducting research to evaluate the effectiveness of the program.

3.3. Components of the Customer Education Program

Con Edison will

- use various media to deliver the key messages;
- operate a toll free telephone number for retail access queries; and
- continue and enhance the Power Your Way website.

3.4. Communications with ESCOs

Con Edison will conduct meetings with ESCOs about the Company's Power Your Way Program and to answer their questions. ESCO/Marketer Central on Con Edison's website and e-mail will be used to make information available to ESCOs and to communicate with them.