



Semi-annual Report on
POWER YOUR WAY
(Retail Access Report)

A Report to the Staff of the
New York State
Public Service Commission

July 31, 2008

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Introduction

Pursuant to Section F (9) of the Joint Proposal adopted by the Commission Order in Case 04-E-0572 (issued March 24, 2005), Con Edison submits this Report that summarizes the Company's (i) Power *Your Way* Promotional overview activities and expenditures during the period of January 1, 2008 through March 31, 2008; (ii) Competition Outreach and Education activities and expenditures; and (iii) electric customer migration data for that same period.

I. Summary of Promotional Activities and Expenditures

A. Components of the Promotional Activities

- Exhibited at the Gay Lesbian Bi-Sexual Transgender Expo at the Javits Convention Center on March 5th and 6th.
- Exhibited at the Westchester Business Council Annual Mega Mixer (March 24) at the Westchester Marriott in Tarrytown, NY.

B. Expenditures on Promotional Activities

Electric Rate Year (4/1/07 – 3/31/08) Promotional

Balance Not Spent	Funds Spent 1/1 to 3/31/08	Funds Remaining
\$5,629	\$5,524	\$105

II. Summary of Competition Outreach and Education

A. Components of the Awareness and Education Program

For The Public:

- Power *Your Way* informational messages were featured in 6 trade periodicals focusing on co-ops/condo boards/realty managers and small businesses from January through March 2008.
 - Co-ops/condo boards/realty managers – *The Cooperator*; *Habitat Magazine*; *Real Estate Weekly*; and *The Real Deal*
 - Small businesses – *NY Enterprise Report*; and *Total Food Services*
- Power *Your Way* personnel staffed an exhibit and/or made presentations at 5 events in the January 1 through March 31, 2008 time period.
 - Westchester Home & Garden Show (January 19 – 20) at Pace University, Pleasantville, NY

- Greater N.Y. Chamber of Commerce Small Business Expo (January 31) at Madison Square Garden Atrium, Manhattan
- International Restaurant Show (March 9 – 11) at the Javits Convention Center, Manhattan
- Westchester Spring Home & Garden Show (March 14 - 16) at SUNY Purchase, Westchester
- Staten Island Chamber of Commerce Home Show (March 29 – 30) at the College of Staten Island

For Customers:

- Included information about Power *Your Way*, Power*Move*, and “green power” in Customer News, the Company’s bimonthly bill insert/newsletter
- Updated ESCO lists were published and mailed to customers at their request. The lists were also distributed at presentations and events throughout the service area.
- Offered messages about Power *Your Way* and Power*Move* on our toll-free customer service number while customers were waiting to speak with a customer service representative (CSR).
- Continued to identify Power *Your Way* as a Con Edison program by using the Con Edison logo with the PYW logo on all of our advertisements and on the Company’s website.
- Arranged for a Power *Your Way* education/marketing video, FAQ (frequently asked questions), to be produced and placed on Habitat Magazine’s web site (www.habitatmag.com).

For Employees:

- Published Power *Your Way* QuickTips information bulletins conveying pertinent information were published and distributed to customer contact employees during the January through March 2008 period.
- A training program was conducted for all new call center CSRs highlighting the features of Power *Your Way* and Power*Move*. An abridged version was presented to our new Customer Field Representatives.

For the ESCOs:

- Published 9 ESCO Newsletters from January through March 2008 to keep the ESCOs apprised of commodity price adjustments, policy/procedures changes, announcements of meetings, updates to the websites, and Power *Your Way*, Power*Move* and “green power” marketing opportunities.
- Maintained the Market Match feature on www.PowerYourWay.com .

B. Expenditures on the Awareness and Education Program**Electric Rate Year (4/1/07 – 3/31/08) Outreach & Education**

Rate Year Allocation	Funds Spend Prior to 12/31/07	Funds Spent 1/1 to 3/31/08	Funds Remaining
\$1,795,000	\$1,445,534	\$180,610	\$168,856

III. Electric Customer Migration Data

As of March 31, 2008, 668,122 accounts have switched to ESCO supply service since April 1, 2005, the start of the electric rate plan in Case 04-E-0572.

Number of Migrated Electric Accounts as of 3/31/08

As of 12/31/07	Jan	Feb	Mar	TOTAL
612,274	18,896	18,435	18,517	668,122