



**VIA E-FILING**

December 4, 2023

Rosemary Chiavetta, Secretary  
Pennsylvania Public Utility Commission  
P.O. Box 3265  
Harrisburg, PA 17105-3265

**RE: PA Public Utility Commission v. Aqua Pennsylvania, Inc.  
Docket No. R-2021-3027385  
PA Public Utility Commission v. Aqua Pennsylvania Wastewater, Inc.  
Docket No. R-2021-3027386**

Dear Secretary Chiavetta:

In accordance with the Pennsylvania Public Utility Commission's ("Commission") Opinion and Order entered May 15, 2022 at the above referenced dockets, Aqua Pennsylvania, Inc. and Aqua Pennsylvania Wastewater, Inc. (collectively "Aqua" or "Company") submits its second annual Consumer Education and Outreach plan ("CEOP") which is updated to reflect the Aqua's 2023 activities and progress statuses. The Company is also including examples of outreach materials and a list of priorities for 2024.

If you have any questions regarding the CEOP, please contact Rita Black – Director, Community Assistance Programs at 412-208-6530.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mary McFall Hopper".

Mary McFall Hopper  
Regulatory Counsel

cc: Certificate of Service  
Joseph Magee, Energy Policy Manager -Bureau of Consumer Services  
Thomas Charles, Director - Office of Communications

Enclosures

**BEFORE THE  
PENNSYLVANIA PUBLIC UTILITY COMMISSION**

<b>PA Public Utility Commission v. Aqua Pennsylvania, Inc.</b>	:	<b>Docket No. R-2021-3027385</b>
	:	
	:	
<b>PA Public Utility Commission v. Aqua Pennsylvania Wastewater, Inc.</b>	:	<b>Docket No. R-2021-3027386</b>
	:	

**CERTIFICATE OF SERVICE**

I hereby certify that I have this day served a true and correct copy of the foregoing document upon the individuals and in the manner listed below, in accordance with the requirements of 52 Pa. Code § 1.54 (relating to service by a participant).

**VIA E-MAIL**

Scott B. Granger, Esquire  
Bureau of Investigation & Enforcement  
Commonwealth Keystone Building  
400 North Street, 2nd Floor West  
Harrisburg, PA 17105-3265  
[sgranger@pa.gov](mailto:sgranger@pa.gov)

John W. Sweet, Esquire  
Ria M. Pereira, Esquire  
Elizabeth R. Marx, Esquire  
Lauren Berman, Esquire  
Pennsylvania Utility Law Project  
118 Locust Street  
Harrisburg, PA 17101  
[PULP@pautilitylawproject.org](mailto:PULP@pautilitylawproject.org)

Christine Maloni Hoover, Esquire  
Erin Gannon, Esquire  
Harrison Breitman, Esquire  
Christy M. Appleby, Esquire  
Lauren E. Guerra, Esquire  
Mackenzie C. Battle, Esquire  
Office of Consumer Advocate  
555 Walnut Street  
Forum Place, 5th Floor  
Harrisburg, PA 17101-1923  
[choover@paoca.org](mailto:choover@paoca.org)  
[egannon@paoca.org](mailto:egannon@paoca.org)  
[hbreitman@paoca.org](mailto:hbreitman@paoca.org)  
[cappleby@paoca.org](mailto:cappleby@paoca.org)  
[rguerra@paoca.org](mailto:rguerra@paoca.org)  
[mbattle@paoca.org](mailto:mbattle@paoca.org)

Adeolu A. Bakare, Esquire  
Charis Mincavage, Esquire  
McNees Wallace & Nurick LLC  
100 Pine Street  
P.O. Box 1166  
Harrisburg, PA 17108-1166  
[Abakare@mcneeslaw.com](mailto:Abakare@mcneeslaw.com)  
[Cmincavage@mcneeslaw.com](mailto:Cmincavage@mcneeslaw.com)  
*Counsel for Aqua Large Users Group*

Steven C. Gray, Esquire  
Office of Small Business Advocate  
555 Walnut Street  
Forum Place, 1<sup>st</sup> Floor  
Harrisburg, PA 17101  
[sgray@pa.gov](mailto:sgray@pa.gov)

George A. Bibikos, Esquire  
GA BIBIKOS LLC  
5901 Jonestown Road, Suite 6330  
Harrisburg, PA 17112  
[gbibikos@gabibikos.com](mailto:gbibikos@gabibikos.com)

Richard J. Gage  
120 Treaty Drive  
Wayne, PA 19087  
brittagage@aol.com

Francine Weiner  
1903 2<sup>nd</sup> Street  
Langhorne, PA 19047  
fhwhome@gmail.com

John Day  
614 Runyon Avenue  
Piscataway, NJ 08854  
john@johnday.us



Mary McFall Hopper  
Regulatory Counsel  
Aqua Pennsylvania, Inc.  
762 W. Lancaster Avenue  
Bryn Mawr, PA 19010  
[mmhopper@aquaamerica.com](mailto:mmhopper@aquaamerica.com)  
(610) 645-1170

Dated: December 4, 2023

# Aqua Pennsylvania Consumer Education and Outreach Plan

## November 2023 Annual Report & Plan

Purpose:

- To provide a multi-pronged approach to consumer education with the goal of creating awareness of Aqua’s income-based programs and connecting eligible populations to enrollment.
- To reach eligible customers, particularly those who are payment troubled or have very low income.
- To develop partnerships with other utilities and community social service agencies to connect eligible customers with the resource of Aqua CAP.

### General Audience Education & Outreach Activities

Activity	Frequency	2023 Update
Bill Inserts	At least once annually	October 2023 bill insert followed by November 2023 email
Website self-screening tool (in development)	Available 24/7	Tool in development
Website program information	Available 24/7	Available
Social Media Advertisements	Periodic advertisements to increase awareness that include a link to begin the online application for CAP.	Included in media plan
Community education	Posters/handouts provided to schools, churches and social service agencies.	Examples attached

### Additional Target Audience Education & Outreach Activities

Activity	Details	2023 Update
Incoming callers screened for eligibility	Application for service; bill payment discussions; termination/restoration calls; PFA calls	Training and resources for call centers complete
Direct mailing to current Helping Hand participants	Letter to Helping Hand participants that describes the additional benefits available in the new CAP.	Outreach to HH participants completed
Focused outreach to LIHWAP recipients	Letter/email to LIHWAP recipients offering the new CAP. This will emphasize income documentation is not required since LIHWAP can be used as proof of income eligibility.	Partnership w/DHS allowed for data sharing for the purposes of CAP enrollment.
Email Campaign to payment troubled households	Identify customers with arrears and/or low income using Aqua’s billing system to generate an email campaign with links to Aqua’s website to learn more and begin the application process through the online application.	Email campaign launched to all residential customers in November 2023.

Limited Income Events	Provide representatives and materials to local events: senior fairs, resource fairs, etc.	See attached report of attended events.
Direct calls to at risk customers	Using reporting of customers in arrears with potential low or limited incomes, members of the Community Assistance Programs team will make outbound calls and/or send letters.	These outreach efforts included ERAP recipients and others identified by the Aqua customer team.
Maintaining program info on resource websites	Use of Findhelp.org and PA 2-1-1 websites and others as identified.	Aqua's programs are included in Findhelp.org
Field contact employee referrals	Variety of tools including door hangers and flyers that will be maintained by Operations staff in their vehicles that can be shared with customers directly.	Cards for leak repair were distributed to field personnel. Door hangers for CAP are in development.

### Annual Training/Community Education Opportunities

Association	Training/Support	2023 Update
PA 211 Call Center	Training provided at least once per year regarding CAP eligibility and enrollment processes and water leak repair program.	In development
Resource Fairs	Held throughout the service territory on various dates. Aqua staff will answer questions/distribute information.	See attached report of attended events.
BeUtilityWise	Annual participation in planning, program development and presentations to attendees regarding Aqua CAP.	Participated in panel presentation at Harrisburg BeUtilityWise
Train the Trainer events	Offer training to additional local agencies, community partners.	In development
Utility sponsored zoom/in-person events	Partner with gas and electric utilities to participate in utility focused outreach efforts	In development
Outreach mailings	Targeting school districts with a high percentage of free/reduced lunch students; local churches	Planned for January 2024

### Special Needs/Limited English Proficiency/Protection From Abuse

- Outreach materials (posters/handouts) will be prepared in both English and Spanish translations. We will also provide materials in other languages if we find a need for a particular population.
- Support to vulnerable customers provided by CARES representatives when customers are having difficulty understanding and/or completing steps to enroll in CAP. Dedicated phone line and email address ([AquaCAP@aquaamerica.com](mailto:AquaCAP@aquaamerica.com); 412-208-6818)

## CAP Enrollment Methods

Method	Availability
Self-service online application	Available 24/7 at <a href="https://www.hardshiptools.org/MyApp/">https://www.hardshiptools.org/MyApp/</a>
Via telephone	Monday through Friday from 8 a.m. to 4:30 p.m. Customers can begin the application process and learn how to submit the required documentation to complete their enrollment.
Dollar Energy Fund Screening Agency	Applications by appointment with local agencies.

## Ease of Enrollment Efforts

- No income documentation required if customer has received LIHWAP.
- Online application available at: <https://www.hardshiptools.org/MyApp/>.
- Income documents can be submitted via upload, fax or US mail.

## Consumer Education & Outreach Plan Updates

As these programs are relatively new for Aqua Pennsylvania, establishing connections within the social service community and engagement from stakeholders will be important to building up the number and variety of outreach efforts and materials. In order to ensure the continued development of the CEOP receives appropriate attention, the Company continues to work with its advisory group whose members include representatives from the Office of Consumer Advocate, Pennsylvania Utility Law Project, PA PUC Office of Investigation & Enforcement, Bureau of Consumer Services, Office of Communications and social service agencies.

## 2024 Aqua Assistance Collaborative Meeting Dates:

- February 21
- May 22
- August 21
- November 20

## Key Focus Areas for 2024

- Building social service agency relationships for participation in collaborative meetings as well as direct community connections to increase awareness and enrollment.
- Increasing involvement in BeUtilityWise events throughout the service territory.
- Evaluating impact of media campaign to identify areas of success or modifications needed.

## Media Promotional Plan (attached)

- Target markets for promotional efforts tied to census and customer data regarding low-income populations
- Mix of print, transit and digital audio advertising across key counties.
- Timing includes fall push for enrollment, followed by spring push as moratorium ends.

**Date**      **Event/Activity**      **Type (In person, Web, Hybrid)**      **Church/Ministry/Topic**      **Attendees (i.e. customers, social service agencies)**      **Number of Participants**      **Area (Township/County)**      **Notes**

06/22/22	Church of Christian Compassion	In Person	ERAP/LIHWAP	Customers	50	Church of Christian Compassion (PHILA/DELCO/SEPA)	State Senator Anthony Williams
09/23/22	Be Utility Wise	In Person	CAP/ERAP/LIWHAP	Customers	50-75	Sharon Hill (DELCO/SEPA)	State Representative O'Mara
10/21/22	Senior Expo	In Person	ERAP/LIHWAP	Customers	75-100	Springfield Township (DELCO/SEPA)	
11/21/22	New Garden Town Hall	In Person	CAP/ERAP/LIWHAP	Customers	200+	New Garden Elementary School (Chester County)	New Garden Township
03/30/23	Consumer Utility Fair	In Person	CAP	Customers	75-100	Yeadon Borough (DELCO/SEPA)	State Senator Anthony Williams
08/13/23	Summertime Family Festival & Resource Fair	In person	CAP/ERAP/LIWHAP	Customers	200+	Norristown, PA (Montgomery County)	State Representative Craig Scott
11/14/2023	Utility Resource Fair	In Person	CAP/Leak Repair	Customers		Ridley Township (DELCO/SEPA)	Ridley Township Public Library
11/17/2023	Be Utility Wise	In Person	CAP	Social Service Agencies	100+	Harrisburg	Participated in CAP Panel to highlight Aqua's new programs







Need help with your water or wastewater bills?

We're here to help.



### Learn more about Aqua Pennsylvania's Customer Assistance Program (CAP)

If you or someone you know needs help with your water or wastewater bills, financial assistance is available. Aqua Pennsylvania's new program is designed to help customers experiencing financial difficulties by making monthly bills more affordable.

Assistance is available year-round to qualifying households.

### PROGRAM BENEFITS

- ➔ Discounts on monthly water and wastewater bills
- ➔ \$25 credit toward overdue balances when timely monthly payments are made

### Who is eligible?

Customers with income at or below the following guidelines may be eligible:

HOUSEHOLD SIZE	GROSS MONTHLY INCOME	GROSS ANNUAL INCOME
1	\$2,430	\$29,160
2	\$3,287	\$39,440
3	\$4,143	\$49,720
4	\$5,000	\$60,000
5	\$5,857	\$70,280
6	\$6,713	\$80,560
7	\$7,570	\$90,840
8	\$8,427	\$101,120
For each additional person add	\$428.33	\$5,140

Apply online at [www.hardshiptools.org/MyApp](http://www.hardshiptools.org/MyApp)

Apply over the phone at 1-888-282-6816

Scan the QR Code to get started today



# AQUA

An Essentia Utilities Company

## ¿Necesita ayuda con sus facturas de agua o aguas residuales?

Estamos aquí para ayudar.



### Obtenga más información sobre el Programa de Asistencia al cliente (CAP) de Aqua Pennsylvania

Si usted o alguien que conoce necesita ayuda con sus facturas de agua o aguas residuales, hay asistencia financiera disponible. El nuevo programa de Aqua Pennsylvania está diseñado para ayudar a los clientes con dificultades financieras haciendo que las facturas mensuales sean más fáciles de pagar.

El programa de ayuda está disponible durante todo el año para los hogares que cumplan con los requisitos financieros.

### BENEFICIOS DEL PROGRAMA

- Descuentos en las facturas mensuales de agua y alcantarillado
- Crédito de \$25 para saldos vencidos cuando se realizan pagos mensuales oportunos

### ¿Quién es elegible?

Los clientes con ingresos iguales o inferiores a los siguientes requisitos financieros pueden ser elegibles:

TAMAÑO DE LA FAMILIA	TOTAL DE INGRESOS MENSUALES	TOTAL DE INGRESOS ANUALES
1	\$2,430	\$29,160
2	\$3,287	\$39,440
3	\$4,143	\$49,720
4	\$5,000	\$60,000
5	\$5,857	\$70,280
6	\$6,713	\$80,560
7	\$7,570	\$90,840
8	\$8,427	\$101,120
Por cada personal adicional añadida	\$428.33	\$5,140



Aplicar en línea en [www.hardshiptools.org/MyApp](http://www.hardshiptools.org/MyApp)



Aplicar por teléfono al 1-888-282-6816

Escanea el código QR para comenzar hoy





# Need help with your water or wastewater bills? We're here to help.

Learn more about CAP, Aqua Pennsylvania's financial assistance program available year-round for eligible customers.



SCAN TO LEARN MORE



Apply online at  
[www.hardshiptools.org/MyApp](http://www.hardshiptools.org/MyApp)



Apply over the phone at  
1-888-282-6816

**AQUA.**  
An ES&S Company

# Water leaks happen. We're here to help.

# AQUA<sup>SM</sup>

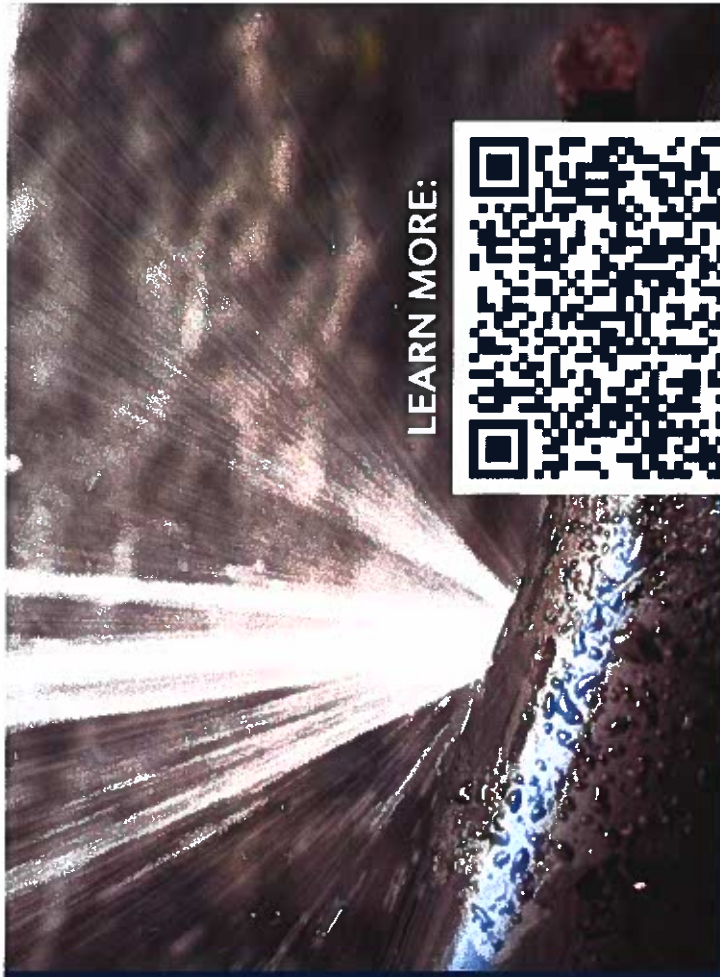
An Essential Utilities Company

Aqua Pennsylvania's Leak Repair Program helps limited income customers experiencing a water leak. We believe everyone deserves access to clean, safe, reliable water.

Contact our Assistance Team to learn how we can help with your repair:

Call: 412-208-6818

Email: [AquaCAP@AquaAmerica.com](mailto:AquaCAP@AquaAmerica.com)



LEARN MORE:



[AquaWater.com](http://AquaWater.com)



[@MyAquaWater](https://www.facebook.com/MyAquaWater)



[@MyAquaWater](https://www.instagram.com/MyAquaWater)



[@MyAquaWater](https://twitter.com/MyAquaWater)

# Pérdidas de Agua pueden suceder. Estamos aquí para ayudar.

# AQUA<sup>SM</sup>

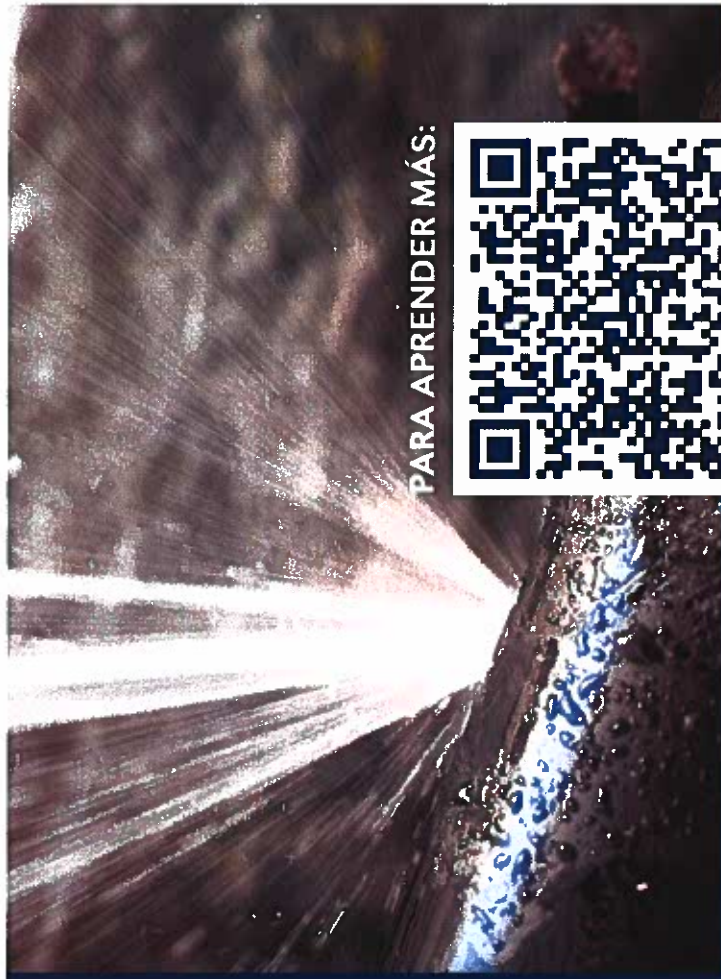
An  Essential Utilities Company

El programa de Reparación de Pérdidas de Agua en Aqua Pennsylvania ayuda a clientes que están experimentando una pérdida de agua por un escape. Consideramos que todos merecen acceso a agua limpia, segura y confiable.

**Contacte a nuestro equipo de asistencia para saber cómo lo podemos ayudar con la reparación.**

Llame al: **412-208-6818**

Correo electrónico:  
**AquaCAP@AquaAmerica.com**



PARA APRENDER MÁS:



 AquaWater.com

 @MyAquaWater

 @MyAquaWater

 @MyAquaWater

## VERIFICATION

I, Rita F. Black, Director, Community Assistance Programs, hereby state that the facts set forth in the foregoing letter dated November 30, 2023 at Docket No. R-2021-3027385 and R-2021-3027386 are true and correct to the best of my knowledge, information, and belief and that I expect to be able to prove the same at any hearing held in this matter. I understand that my statement herein is make subject to the penalties of 18 Pa. C.S.§4904 (relating to unsworn falsification to authorities).

A handwritten signature in blue ink that reads "Rita F. Black". The signature is written in a cursive style with a horizontal line underneath it.

Rita F. Black  
Director, Community Assistance Programs  
Essential Utilities, Inc.

Dated: December 4, 2023