



Pike County Light & Power Co.

Pike County Light & Power Co.
390 West Route 59
Spring Valley NY 10977-5300
www.oru.com

November 20, 2014

The Honorable Robert F. Powelson
Chairman
Commonwealth of Pennsylvania
Pennsylvania Public Utility Commission
P.O. Box 3265
Harrisburg, PA 17105-3265

Dear Chairman Powelson:

Thank you for your October 24, 2014 letter regarding the Commission's 2014 "Prepare Now" campaign. Rest assured that Pike County Light & Power Company remains committed to both helping our customers manage their energy costs, and minimizing the number of winter service terminations. In concert with the actions listed in your letter, we will continue to educate our customers about the programs and services that are available to them and undertake the initiatives outlined below:

PCL&P's Programs:

- The Neighbor Fund, PCL&P's energy payment assistance program, grants up to \$800 to customers in need. PCL&P's customers may contribute to The Neighbor Fund by simply adding a dollar to their monthly payment, mailing a check, or using the planned contribution form on our Web site. Customers are encouraged to donate to The Neighbor Fund throughout the year simply by checking the box entitled "add a dollar" on their utility bill. PCL&P will match every dollar contributed. By partnering with Pike County's Community Planning and Human Development Agency, we inform customers about the intake agency in Milford, where customers can apply directly for a Neighbor Fund grant. We also inform customers about The Neighbor Fund via articles in the winter and fall editions of *@yourservice*, our consumer newsletter/bill insert; a December buckslip; posts on our Web site; in customer literature made available at our walk-in business office in Westfall, PA, and as part of literature on "Managing Your Energy Costs" distributed at community events.
- PCL&P encourages eligible customers to participate in a special customer payment assistance program called New Start, an arrears forgiveness program designed for low-income customers who are having difficulty paying their energy bills. The program requires LIHEAP customers to enroll in budget billing and enter into a deferred payment agreement. After three consecutive payments are made on time, PCL&P will deduct up to \$62.50 from the unpaid balance every three months for a maximum benefit of \$250 over a 12-month period. New Start was noted in the March and November 2014 issues of *@yourservice* and will be mentioned in the January 2015 edition.

- Energy Gift Certificates are promoted via our Website and are available for customers to purchase for friends or relatives who may need help paying their energy bills.
- Budget Billing is also available to help customers manage their energy expenses. The program is highlighted twice a year. It will be featured next in the January 2015 edition of *@yourservice*.
- Customers will be reminded of the availability of third-party notification in the annual PCL&P Rights and Responsibilities bill insert which will be mailed December 2014.
- Payment arrangements are available to all PCL&P customers and are based on income levels. PCL&P continues to work with all customers who are willing to enter into a deferred payment arrangement based on low income levels as defined by the state. We will also renegotiate arrangements that have defaulted as long as the customer makes payment of the defaulted amount. Information regarding Payment arrangements is also available on our Website and will be featured in the January 2015 edition of *@yourservice*.
- Energy efficiency information and tips to customers were published in three out of the five issues of *@your service* and featured prominently in the Power of Green Web page on our web site. The Power of Green is a long-standing web site that features 100 tips for energy efficiency. They are also made available in literature distributed at community events as well as at our walk-in business office in Westfall, PA.
- A PCL&P pricing history and links to PAPowerSwitch and the Pennsylvania Office of the Consumer Advocate (PA OCA) are featured in each issue of *@yourservice*.
- PCL&P also offers customers The HomeEnergyCalculator - an online energy audit tool. Customers may access the HomeEnergyCalculator through ORU.com to conduct a personalized energy audit. The audit tool will guide them through simple questions about their home and appliances, and link them to their actual billing history and local weather and provide a customized graphical summary of how they use energy along with recommended actions they may implement to lower their energy bills. The tool is promoted three times a year in *@yourservice*, and at community outreach events, such as the Pike County Home Show and online.

PCL&P's Policies:

- PCL&P will accept all LIHEAP payments to reconnect service to customers whose service has been terminated. We will also continue to renegotiate payment plans with all LIHEAP customers to prevent further termination of service.

- The Company will continue to work with low-income customers to minimize terminations of service during the upcoming winter heating period by making referrals to LIHEAP, The Neighbor Fund, and encouraging enrollment in New Start. Our procedures include specific provisions to protect special needs customers from termination during the winter months. We also refrain from terminating service during the Christmas to New Year holiday season. PCL&P does not normally assess security deposits as a condition to restore residential service. Also, any reconnect fees and/or late payment charges are included in payment arrangements that are established for reconnection of service, and we refer customers with these arrangements to the New Start program.

Customer Outreach Efforts:

- Information on LIHEAP, the Neighbor Fund and New Start is included with service termination notices between November and April. In December, a bill insert on LIHEAP, The Neighbor Fund and New Start is also included with all customers' bills.
- Customers who are in need of having their furnaces or heating systems repaired are referred to the LIHEAP crisis program for emergency assistance.
- PCL&P will be proactive in communicating information regarding winter supply costs and options to address their impact. Our key messages will include:
 - Managing supply costs
 - PCL&P's efforts to mitigate price fluctuation
 - Energy supply shopping for a better rate for supply
 - Budget Billing to minimize seasonal fluctuations
 - Winter energy-saving tips
- We will use the following methods to reach our customers with the above messages:
 - A new web page oru.com/managemybill is available now and will be promoted from the home page in January 2015
 - A November email blast to PCL&P customers about managing winter bills
 - A December email blast to PCL&P customers about assistance programs
 - Periodic posts on our social media platforms

The Honorable Robert F. Powelson
November 20, 2014
Page 4

I believe the above measures will be instrumental in helping our customers through this winter season and meet the objectives of the 2014 "Prepare Now" campaign. If you have any questions or need further information regarding our programs or policies, please let me know.

Sincerely,



Edwin J. Ortiz
Vice President
Customer Service

cc: Tim Cawley
Michael Kasputis