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Via Electronic Filing

December 22, 2014

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

Re: Report of Peoples Natural Gas Company LLC Pursuant to Final Order in Docket No. A-2013-2353647

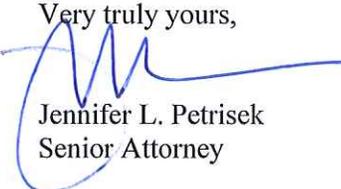
Dear Secretary Chiavetta:

Please accept for filing the enclosed *Report on Efforts to Increase Outreach and Customer Contributions to the Dollar Energy Fund* filed on behalf of Peoples Natural Gas Company LLC ("Peoples"). By Order entered November 14, 2013 in Docket No. A-2013-2353647, the Commission approved a Joint Petition for Settlement of All Issues filed by Peoples Natural Gas Company LLC, Peoples TWP LLC, Equitable Gas Company, LLC, the Bureau of Investigation and Enforcement of the Pennsylvania Public Utility Commission, the Office of Consumer Advocate, the Office of Small Business Advocate, Pennsylvania Independent Oil & Gas Association, Dominion Retail, Inc. and Interstate Gas Supply, Inc., Snyder Brothers, Inc., United States Steel Corporation, and Citizens for Pennsylvania's Future (the Settlement"). Paragraph 76 of the Settlement provides, in part, that "...Peoples will review possible way to increase outreach to customers to attempt to increase customer contributions and will provide a report of the same to the Commission and OCA."

The enclosed Report outlines Peoples' review of possible ways to increase outreach and customer contributions to Peoples' Hardship Fund in compliance with Paragraph 76 of the Settlement. A copy of this report will also be provided to the Office of Consumer Advocate.

After your review of the following Report, should you have any questions or concerns, please contact the undersigned or Rita Urbaniak, Manager of Customer Relations at 412-208-6530.

Very truly yours,



Jennifer L. Petrisek
Senior Attorney

cc: Office of Consumer Advocate (by U.S. First Class Mail)

Docket Nos.
A-2013-2353647
A-2013-2353649
A-2013-2353651

REPORT ON EFFORTS TO INCREASE OUTREACH AND CUSTOMER CONTRIBUTIONS
TO THE DOLLAR ENERGY FUND

On March 19, 2013, Peoples Natural Gas Company LLC (“Peoples”), Peoples TWP LLC (“Peoples TWP”) and Equitable Gas Company, LLC filed a Joint Application with the Pennsylvania Public Utility Commission (“Commission”) seeking, among other things, authority to transfer certain assets between the Parties (the “Merger Transaction”)¹. On November 14, 2013, the Commission entered an Order approving a Joint Petition for Settlement of all issues in the Merger Transaction proceeding. Upon closing of the transaction, Equitable Gas Company, LLC merged into Peoples on December 18, 2013. The approved Joint Petition for Settlement contained the following provision that requires Peoples and Peoples TWP to review ways to increase outreach for the company’s hardship fund, Dollar Energy Fund:

The shareholders of Peoples and Peoples TWP commit to increase their total donation (administrative and matching) to the Dollar Energy Fund by 10% for the next five years following Closing. Peoples will review possible ways to increase outreach to customers to attempt to increase customer contributions and will provide a report to the Commission and OCA. (emphasis added)
(Settlement ¶ 76).

This report is being submitted in compliance with this settlement provision. Peoples initiated a review of its current hardship fund outreach measures and investigated ways to increase hardship fund outreach with the goal to increase both customer awareness and contributions.

On February 1, 2010, Peoples Natural Gas was acquired by SteelRiver Infrastructure of North America. In the Settlement delineated in Docket No. A-2008-2063737, Peoples agreed to similar provisions with respect to conducting a review of possible ways to increase outreach. The following information includes: a summary of the report that was provided to the Public Utility Commission on 02/21/2012; highlights of recent Dollar Energy Fund sponsorships, current outreach methods utilized by Peoples and the Equitable Division of Peoples, and a summary of future planned outreach efforts.

¹ Docket No. A-2013-2353647.

Summary of Dollar Energy Fund Outreach Report – Filed 02/21/2012

The report provided an overview of historical Dollar Energy Fund fundraising events including joint utility events such as the Dollar Energy Fund's Annual Warmathon and a Peoples' sponsored event, "Warm Your Hearth...Touch A Heart" campaign. Information on bill inserts and on-bill messaging designed to increase awareness of Dollar Energy Fund was also included in the report.

Following the acquisition of Peoples by SteelRiver, an internal review was conducted to assess the effectiveness of outreach methods on customer contributions. An outline of the resulting action plan was described in the report. Such measures included expanding community outreach efforts through partnerships with local sports teams at venues in Peoples' service territory; adding Dollar Energy Fund messaging to "Welcome Packets" for new customers; and providing more extensive information on the Company's website.

Recent Outreach/Fundraising Events

Dollar Energy Fund Warmathon – The Warmathon is an annual fundraising and outreach event sponsored by Dollar Energy Fund. It is a telethon offered through local radio and television station KDKA. Peoples' employees volunteered to answer the phones from callers wishing to make donations to DEF.

Pittsburgh Pirates Bringing the Heat Promotion – Peoples partnered with Dollar Energy Fund in a season long promotion to increase donations. Peoples' provided advertising, outreach, and promotional support valued at \$60,000 in support of this project.

Local Sports Events: Peoples Gas Night at Lernerville Speedway was designed to benefit Dollar Energy Fund through increased donations and financial administrative support as did the Peoples Customer Appreciation Night at the Altoona Curve.

Dollar Energy Fund Annual Luncheon and 93.7 The Fan Golf Classic – Peoples provided sponsorship for both of these events and our employees actively participated as well. These events were designed to increase donations and financial administrative support.

Warm Your Heather, Touch a Heart Event – Peoples sponsors this annual event in partnership with Hearth and Home Furnishings. This event is a fundraiser for Dollar Energy. In addition to the event itself, Hearth and Home Furnishings donates a portion of the proceeds from the sales of natural gas appliances during the months of October through December to Dollar Energy Fund.

Ongoing Outreach Methods

Peoples, including Peoples TWP and the Equitable Division of Peoples, provides ongoing opportunities to inform customers about the Dollar Energy Fund and encourage donations.

- Bill inserts – Peoples includes a Dollar Energy Fund insert each year that describes the work of the DEF and provides three easy ways for customers to donate:
 - Add \$1 to the amount of their gas bill.
 - Complete a pledge card or call Peoples to pledge an amount of \$1 or more to be added to the utility bill each month.
 - Send checks directly to Dollar Energy Fund.
- Bill messaging – Peoples provides regular bill messages encouraging customers to add \$1 to their payment to support the Dollar Energy Fund.
- Bill pledge form – All Peoples’ bills include a check box ‘Check her to donate to the Dollar Energy Fund’ with a pledge form on the back of the bill stub the customer can complete to make an ongoing monthly donation to DEF.

Future Planned Outreach Efforts

Peoples plans to continue its existing successful outreach efforts identified above. Additionally, Peoples is currently developing enhancements to its online e-portal. The e-portal allows customers to login to their Peoples’ account to view their bill, make payments and modify their natural gas account. A future enhancement planned for 2015 is increasing outreach for Dollar Energy Fund donations. Peoples’ development team is investigating options such as triggering an alert that asks ‘Would you like to add \$1 to your payment to help others stay warm this winter through Dollar Energy Fund?’ to encourage one-time donations as well as options to increase ongoing pledges through the availability of an online pledge form.

In July of 2015, the Equitable Division billing system will be converted into Peoples’ existing billing system. At that time, all Dollar Energy Fund pledge information will be housed together in Peoples’ SAP billing system which includes an enhanced reporting tool. Reporting was developed through this tool in 2014 to identify Dollar Energy Fund pledges by type (add \$1 to the current payment versus pledged amounts) to identify trends and opportunities for increased outreach. This information will be evaluated in 2015/2016 to further enhance outreach efforts.

Peoples continues to enhance its website and will look for ways to increase Dollar Energy Fund messaging throughout the site. In addition, Peoples will continue to sponsor Dollar Energy Fund fundraising efforts through local sports teams (Pittsburgh Pirates and University of Pittsburgh Football) and will continue to encourage employee volunteerism at Dollar Energy Fund sponsored events.