

December 1, 2021

Honorable Gladys M. Brown Dutrieuille, Chairman  
Pennsylvania Public Utility Commission  
P.O. Box 3265  
Harrisburg, PA 17105-3265

Re: 2021 Prepare Now Campaign

Dear Chairman Dutrieuille:

I write in response to the Pennsylvania Public Utility Commission's ("Commission") 2021 Prepare Now Campaign letter dated November 12, 2021. Metropolitan Edison Company ("Met-Ed"), Pennsylvania Electric Company ("Penelec"), Pennsylvania Power Company ("Penn Power"), and West Penn Power Company ("West Penn Power") (individually referred to as "Company" and in any combination as the "Companies") are supporting the Commission's 2021 Prepare Now Campaign by helping customers restore and maintain service, prepare for winter's utility costs by providing energy conservation and universal service programs, and learn about the Companies' various program offerings regarding each of the foregoing. To that end, the following highlights some of the Companies' initiatives currently available to customers that are willing to commit to a long-term strategy towards addressing their entire unpaid account balance:

#### Initiatives to Restore and Maintain Electric Service

- The Companies are accepting various combinations of customer payments, assistance grants, and payment arrangements in order to address an unpaid customer balance, avoid service termination, or restore service. Those programs include Dollar Energy Fund, Pennsylvania Customer Assistance Program ("PCAP"), the Low-Income Home Energy Assistance Program ("LIHEAP") and the Emergency Rental Assistance Program ("ERAP").
- Eligible low-income customers are being encouraged to enroll (or recertify) in each Company's PCAP program. The successful enrollment or recertification, in conjunction with customer payments or "assistance grants", or both, where applicable, will enable a customer to avoid termination or assist with service restoration during the winter months. Moreover, now that the Equal Payment Plan ("EPP") is an integral part of PCAP, customer bills are leveled, providing customers more control over planning their monthly expenses and budgets.
- During the last quarter of 2021, the Companies have been placing less emphasis on residential terminations and have focused resources towards helping customers restore service, which includes the Cold Weather Survey initiative. To help customers maintain service, the Companies have expanded their customer communication efforts through the use of telephone calls, letters, and attempted contacts during field visits, which are designed to provide information to avoid terminations or restore service, or both, and encourage customers to contact the Companies for information on available assistance.
- The Companies are working with customers to avoid termination by allowing more than one payment arrangement. When given a payment arrangement, customers will be placed on budget

billing, thereby providing an additional opportunity for customers to effectively manage their electric bills. Customers with existing arrangements may be asked to make up any missed payments to resume the terms of their previous commitments.

### Initiatives to Promote Electric Energy Conservation

During the Low-income Usage Reduction Program (“LIURP”)/WARM period spanning October 1, 2020 through September 30, 2021, the Companies invested approximately \$22.4 million in energy-conservation- and education measures for approximately 5,287 homes. During this same period, Act 129 energy efficiency and conservation programs invested approximately \$4.7 million in energy conservation initiatives, reaching approximately 100,597 participants. The Companies’ portfolio of programs includes:

LIURP/WARM—provides installation of energy conservation measures and energy education;

WARM Extra Measures Program—offers expanded conservation items in addition to WARM measures installed in customers’ homes already participating in LIURP/WARM;

WARM Plus Program—is an expansion of the LIURP/WARM program that serves additional participants;

Low-Income Multifamily Program—provides energy savings measures and appliance replacements for customers in multifamily units;

Low-Income Behavioral Modification Program—provides energy usage reports and energy saving tips to low-income customers as well as promotes other energy conservation programs;

Low-Income Appliance Turn In Program—allows for the pickup and the recycling of an older working refrigerator/freezer and dehumidifier or room air conditioner in combination with a refrigerator or freezer;

Low-Income Appliance Rebate Program—provides customer rebates on the purchase of Energy STAR® certified appliances; and

Low-Income New Homes Program—provides incentives to home builders to construct new homes that meet the Energy STAR® Certification.

### Initiatives to Provide Universal Service Programs

During the past year, the Companies have applied nearly 110,079 grants totaling over \$86 million in electric bill assistance to low-income households via the Companies’ portfolio of assistance programs and LIHEAP and will continue to do so in accordance with their Commission-approved Universal Service Plans. The various programs comprising the Companies’ portfolio include:

- Dollar Energy Fund (emergency hardship fund);
- PCAP; and
- Pennsylvania LIHEAP (Federally funded Pennsylvania grant program).

At the present time, the Dollar Energy Fund is open and is (1) awarding cash grants to eligible low-income customers with termination notices to prevent disconnection of service and (2) engaging, again,

in PCAP enrollments, which are processed online at [dollarenergyfund.org/myapp](http://dollarenergyfund.org/myapp) or by calling Dollar Energy Fund at 888-282-6816  
Mon. – Fri. between the hours of 8 a.m. – 5 p.m.

### Initiatives to Promote Customer Awareness

The Companies continue to utilize various methods to educate and make customers aware of available assistance and energy-efficiency programs, including:

- Promoting programs via the Companies' websites:
  - Energy Conservation - [www.energysavepa.com](http://www.energysavepa.com)
  - Universal Service - [www.firstenergycorp.com/billassist](http://www.firstenergycorp.com/billassist)  
PCAP brochures are available on the website in English and Spanish;
- Increasing customer awareness of low-income energy assistance availability via multiple social media platforms, outbound call campaigns, email campaigns, bill inserts, corporate websites, and press releases;
- Providing customers bill inserts regarding the Companies' Universal Service Programs and Very Important Programs ("VIP") outlining customer programs, including those that provide help during times of need;
- Utilizing a bill insert in October to promote LIHEAP. In November, a second bill insert reminded customers of the availability of the Dollar Energy Fund – both for those customers in need and those customers interested in contributing to this fund;
- Sponsoring the annual KDKA Dollar Energy Fund WARM-a-Thon, which includes television commercials, radio interviews, and program advertisements in January and February promoting the Companies' low-income energy conservation programs and providing customers with energy saving tips.
- Participating in and contributing to the annual Dollar Energy Fund Cool Down for Warmth fundraiser;
- Streamlining the process for customers to apply for WARM at the same time they apply for PCAP by taking a verbal agreement from them over the telephone to participate in the program. This eliminates the need for application mailings between the Company and the customer, providing an improved efficiency in service and an immediate commitment from the customer;
- Referring low-income customers to PCAP, as well as promoting LIHEAP cash and crisis grants and Dollar Energy Fund emergency hardship grants;
- Promoting the Home Energy Analyzer on the Companies' website, which can educate customers about energy-efficiency opportunities in the home, and which can be utilized at the customer's convenience;
- Promoting the Companies' Act 129 and LIURP/WARM programs through bill inserts, direct mail campaigns (including letters and postcards), newspapers, Facebook, Twitter, and [www.energysavepa.com](http://www.energysavepa.com). The Companies are working with a marketing firm to lead a marketing campaign and develop strategies to identify eligible low-income customers who have not previously applied for LIURP/WARM;

- Promoting the use of the [www.energysavepa.com](http://www.energysavepa.com) website for customers to use the electronic application featured on the site to enroll in the program;
- Requiring LIURP/WARM program contractors to leave program applications at the homes of customers at the time of the program audit for customers to share with neighbors, friends, and family; and
- Cross marketing LIURP/WARM program by providing information on this program in the Act 129 residential Home Energy Reports and School Education Program Energy Efficiency Kits.

The Companies appreciate the opportunity to share these initiatives and look forward to continuing to work with the Commission on these important efforts. We are hopeful that the Prepare Now Campaign will assist customers by raising their awareness of energy costs, energy conservation measures, and the availability of budget bill and low income assistance programs.

Please call me if you have any questions or would like additional information.

Sincerely,



Scott Wyman  
President-PA Operations

Enclosures

- c: The Honorable John F. Coleman, Jr., Vice Chairman  
The Honorable Ralph Yanora, Commissioner  
Ms. Sasha Oberheim, Bureau of Consumer Services