



**National Fuel®**

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February 28, 2023

**VIA ELECTRONIC FILING**

Ms. Rosemary Chiavetta  
Pennsylvania Public Utility Commission  
400 North Street, Second Floor North  
P.O. Box 3265  
Harrisburg, PA 17120-3265

**RE:** National Fuel Gas Distribution Corporation's ("**National Fuel**")  
Universal Service and Energy Conservation Plan for 2022-2026 ("**Plan**")  
at Docket No. M-2021-3024935 –

Annual Update Relative to Consumer Education and Outreach Plan  
("**CEOP**") for 2023 ("**2023 CEOP Annual Update**") per May 3, 2022 Order  
of the Commission

Dear Secretary Chiavetta:

Enclosed for filing, please find a copy of National Fuel's 2023 CEOP Annual Update. Said filing is being made pursuant to the above-referenced Order.

Should you have any questions or concerns, please do not hesitate to contact me at (814) 871-8177.

Very truly yours,

Dominick A. Sisinni

cc: *Per Certificate of Service*



# **National Fuel®**

## **National Fuel Gas Distribution Corporation**

**2023 Annual Update:  
Consumer Education and Outreach Plan  
("CEOP")**

**Filed in Connection with National Fuel's  
2022-2026 Universal Service and  
Energy Conservation Plan ("Plan")**

**Originally Submitted: February 28, 2023**

**National Fuel Gas Distribution Corporation  
Consumer Business Management Team  
P.O. Box 2081  
1100 State Street  
Erie, PA 16501**

## Overview

- National Fuel Gas Distribution Corporation's ("**National Fuel**" or "**Company**") CEOP aims to improve community awareness of its programs and payment options to assist customers in need. The Company is involved with numerous community-based events within its 14 county service territory. Educational outreach sessions are held with state and local organizations and their employees to further assist their clients. National Fuel also facilitates outreach through various other avenues, including correspondence, digital marketing, social media, and community partner events. These activities provide National Fuel with the opportunity to inform customers of available Universal Service Programs and payment options that can assist with lowering energy costs and usage, ultimately reducing household energy burdens. These efforts are fundamental in improving awareness and participation in programs that provide essential assistance to our most vulnerable population.
- Many events throughout 2022 were the first in-person events held after the pandemic and some continued to be held online or with online attendance options. National Fuel anticipates more in-person events and community participation throughout 2023. More educational workshops will be held in-person and virtually to keep community partners and interested stakeholders informed and updated about the Company's Universal Service Programs. We have added a resource dedicated to coordinate outreach and education activities and intend to increase the number of events and improve direct outreach to various groups of customers.
- 2022 Completed and 2023 Planned Outreach efforts can be seen in the tables below.

## Noted 2022 Accomplishments

- Completed outreach efforts through correspondence with focused bill inserts, post cards, bill envelopes and letters to customers, local schools, churches, and area agencies.
- Implemented the campaign "Weather Any Storm" promoting payment assistance on billboards, social media, radio, and television advertising. This also directed individuals to the company website for more information on the programs available and payment options.
- Collaborated with its Universal Services Advisory Committee to improve and enhance the LIRA Features Sheet and application and improve the Neighbor for Neighbor Hardship Program training plan and materials. These updated materials will help with program referrals to other Universal Service and Company programs.
- Participated in the Venango County Be Utility Wise.

Outreach Activity	Details	Outreach Category	Completed 2022	Planned 2023
<b>Focused bill inserts</b>	Topics include: Universal Service Programs, payment options, LIHEAP/CRISIS, and other relevant programs	General Audience	x	x
<b>Corporate Website</b>	Available 24/7. Promotes Universal Service Programs, LIHEAP and other government funded programs, and payment options, including a link to apply for LIRA online through Dollar Energy Fund	General Audience	x	x
<b>Social Media</b>	Messaging for Universal Service Programs, payment options, and LIHEAP	General Audience	x	x
<b>Weather Any Storm Campaign</b>	Annual outreach campaign to help customers manage their bills and provide awareness of Company programs and payment assistance through various advertising methods (posters, buses, social media, audio, video)	General Audience	x	x
<b>Outreach Advertising</b>	Billboards, television ads, radio ads related to Energy Assistance	General Audience	x	x
<b>News Releases</b>	Periodic news releases that include Universal Services and LIHEAP Program information	General Audience	x	x
<b>Bill Envelopes</b>	Messages on bill to promote Energy Assistance	General Audience	x	x
<b>PA 211</b>	Provides customers information on Universal Service Programs and where to apply	General Audience	x	x
<b>On Hold Messaging</b>	Informs callers of various Company programs and services, including LIHEAP and Universal Services Programs and energy assistance	Internal	x	x
<b>Inbound Calls</b>	CSRs promote and encourage program enrollment and payment options	Internal	x	x
<b>Training</b>	Customer Service and Field Service Representatives receive up to date information and refresher training	Internal	x	x
<b>Contests</b>	Contests to challenge CSRs to promote LIHEAP/CRISIS	Internal	x	x
<b>USAC meetings</b>	Semi-annual meetings to review and enhance Universal Service Programs and other government/company programs	Internal	x	x
<b>Weatherization Contractor Meeting</b>	Annual meeting with weatherization contractors and agencies to discuss spending, increasing participation, best practices, process improvements, and promotion of other universal service programs	Internal	x	x
<b>Neighbor for Neighbor Grant Screening</b>	N4N agencies provide benefits of other programs and will contact NFG with interested/eligible customers	Targeted	x	x
<b>Outbound Calls</b>	Periodic phone calls to advise customers of LIHEAP, CRISIS, and other programs	Targeted	x	x
<b>LIRA Letters</b>	LIHEAP information to LIRA customers	Targeted	x	x

Outreach Activity	Details	Outreach Category	Completed 2022	Planned 2023
<b>Conservation Outreach</b>	Letters and phone calls targeting usage qualified customers for audits and weatherization	Targeted	x	x
<b>Terminations</b>	Universal Service Programs and payment options flyers are provided to customers by field service personnel when completing personal contacts and termination orders. Door hangers are left if no contact	Targeted		x
<b>LIHEAP Recipients</b>	Cross enrollment efforts for LIHEAP recipients	Targeted		x
<b>Energy Burdens</b>	Include energy burden awareness in all outreach efforts to educate customers and agencies on how to reduce energy costs and usage through simple lifestyle changes, conservation, LIRA and LIURP	Targeted		x
<b>Weatherization Contractor Outreach Materials</b>	Packets for contractors to include in education materials for completed audits, weatherization jobs, and door hangers to inform customers of programs and payment options	Targeted		x
<b>Independent Council on Aging (ICA) Events</b>	Sponsor and participate in ICA annual events for seniors	Targeted		x
<b>0%-50% Federal Poverty Level</b>	Focus on ways to target limited income groups with the help of USAC, corporate communications, and area agencies	Targeted		x
<b>LIURP Outreach</b>	Outreach focused on potentially eligible LIURP candidates to provide education on energy burdens, conservation tips and the benefits of participating in LIURP (and other Universal Service programs)	Targeted		x
<b>Legislative and Agency Outreach</b>	On-site and/or virtual review of Universal Service Programs, payment options, LIHEAP, and options for special needs assistance	Community Training/ Education	x	x
<b>Be Utility Wise Conference</b>	Collaborative effort with the PUC and FirstEnergy for Erie County. Participation in conferences in other counties throughout the service territory	Community Training/ Education	x	x
<b>Neighbor for Neighbor Agency Training</b>	Educate N4N community partners on Universal Service Programs, Company programs and other government funded programs to provide additional assistance to N4N recipients	Community Training/ Education	x	x
<b>Agency Staff Training</b>	Provide staff members at area agencies training and materials on our Universal Service Programs, Company Programs, and payment options, including government funded programs	Community Training/ Education	x	x
<b>Catholic Charities</b>	Outreach and education to community partners (i.e., St. Martin Center and Prince of Peace)	Community Training/ Education		x

Outreach Activity	Details	Outreach Category	Completed 2022	Planned 2023
<b>LIHEAP Letters</b>	Provide LIHEAP information to agencies, schools, and churches throughout the Company's service territory	Community Outreach	x	x
<b>ICA Membership</b>	Meetings to provide program information, answer questions and networking for community engagements	Community Outreach	x	x
<b>Senior Fairs</b>	Hosted by Legislators or agencies assisting seniors and veterans	Community Outreach	x	x
<b>Legislator LIHEAP Outreach</b>	Provide program information and assistance with LIHEAP applications to Legislator offices	Community Outreach	x	x
<b>Program Materials</b>	Universal Service Program and payment option materials provided to local business and agencies for their clients/customers. (i.e., Libraries and food banks)	Community Outreach	x	x
<b>National Night Out</b>	Sponsor and participate in National Night Out events in NFG service area. Provide program information and answer questions during event	Community Outreach	x	x
<b>AHA Conference</b>	Provide Universal Service programs information, networking with community agencies and answering questions	Community Outreach		x
<b>Home and Garden Expos</b>	Provides home improvement ideas, gardening tips. Provide program information and answer questions	Community Outreach		x
<b>Be Energy Wise Campaign</b>	State-wide effort highlighting LIURP	Community Outreach		x

## 2023 Potential Opportunities

- Additional training and education efforts are planned for selected audiences and agencies, focusing on LIURP and LIRA participation, cross program enrollment, and reducing energy burdens. Through the 2023 planned outreach and opportunities, NFG plans to substantially increase awareness of available programs anticipating an increase in program enrollments. The following opportunities are being explored.

Activity	Details
<b>Community Training/Education</b>	Additional efforts with community organizations to develop ways to familiarize potential LIRA and LIURP customers on benefits of Universal Services to reduce their energy burdens. (i.e., Catholic Charities and partner agencies, Sisters of St. Joseph, Erie Dawn, Mercy Center for Women, Community Shelter Services, International Institute, YMCA, local schools, Erie United Methodist Alliance, and Multicultural Community Resource Center etc.)
<b>Focused Outreach</b>	New or increased efforts to inform and enroll customers in Universal Services and Company programs concentrating on the following groups (many are served by the agencies listed above): immigrant refugees, seniors, veterans, victims of domestic violence, LIHEAP recipients, with added focus on the 0% -50% FPL population
<b>LIURP outreach</b>	Focus on qualified LIURP eligible customers and landlords to improve participation

Activity	Details
<b>Community Outreach</b>	Attend community events to provide individuals and families information on Universal Service programs and payment options and answer questions. (i.e., Erie Zoo Senior Citizen's Day, Warren County Senior Fair, County Fairs, Celebrate Erie, and Trail of Treats)
<b>LIHEAP</b>	Simplified enrollments, DHS actively working on a data sharing project with utilities

**CERTIFICATE OF SERVICE**

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

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Date: February 28, 2023

  
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