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February 28, 2023

**Via Electronic Filing**

Rosemary Chiavetta, Secretary  
Pennsylvania Public Utility Commission  
Commonwealth Keystone Building, 2<sup>nd</sup> Floor  
400 North Street  
Harrisburg, PA 17120

**Re: Duquesne Light Company – Universal Services and Energy Conservation Plan for  
2020-2025 Submitted in Compliance with 52 Pa. Code. § 54.74  
Docket No. M-2019-3008227**

Dear Secretary Chiavetta:

Enclosed for filing at the above-captioned docket, please find Duquesne Light Company's (the "Company") Universal Services Customer Education and Outreach Plan for 2023 ("2023 Plan"). The 2023 Plan is filed pursuant to Pennsylvania Public Utility Commission ("Commission") by Order entered April 14, 2022, at this docket, which at page 52 directs the Company to file annual updates to its Universal Services Customer Education and Outreach Plan beginning in 2023.

Please do not hesitate to contact me should you have any questions.

Respectfully Submitted,

A handwritten signature in blue ink, appearing to read "Michael W. Zimmerman", is written over a light blue horizontal line.

Michael W. Zimmerman  
Manager & Assistant General Counsel,  
Regulatory Law

Enclosures  
cc: Certificate of Service

## **CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing has been served upon the following persons, in the manner indicated, in accordance with the requirements of 52 Pa. Code § 1.54 (relating to service by a participant):

### **ELECTRONIC MAIL**

Bureau of Investigation & Enforcement  
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Commonwealth Keystone Building  
400 North Street, 2<sup>nd</sup> Floor West  
PO Box 3265  
Harrisburg, PA 17105-3265  
[rkanaskie@pa.gov](mailto:rkanaskie@pa.gov)

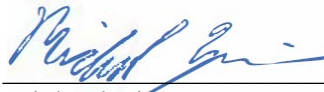
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Patrick Cicero  
555 Walnut Street  
Forum Place, 5<sup>th</sup> Floor  
Harrisburg, PA 17101-1923  
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Dated: February 28, 2023

## **Duquesne Light**

### **Universal Services Customer Education and Outreach Plan - 2023**

Duquesne Light Company (the “Company”) has a variety of programs designed to provide customers in need of assistance with the support they need. The Company utilizes bill messages, Service Line Publications, video, and social media to reach customers about available programs. The Company collaborates with Community Based Organizations; including Holy Family Institute, Catholic Charities and Dollar Energy Fund, using their networks to reach out to customers in need.

The Company refers customers to all universal services programs and available grants through its contact center and network of Community Based Partners. In addition to providing supplementary information via social media, bill messaging and inserts, and targeted emails. The goal is to serve all income eligible customers through participation in universal services programs, and to that end, the Company will continue to make it easy to do business with us by offering multiple channels for customer interaction.

#### **I. Summary of Plan Changes Since 2020**

*Meeting Customers Where They Are:* Many of CAP care managers (CCMs) as well as DLC employees work in a hybrid manner. In an effort to reach out to customers who may have difficulty navigating technology the Universal Services team is initiating rotating “Pop-Up” opportunities throughout the service territory. Catholic Charities has hired a CCM to focus on this outreach effort and a complete schedule will be established in 2023.

*Making It Easy to Do Business with Us:* Duquesne Light is working with Peoples Gas, Pittsburgh Water and Sewer Authority to share information as the customers permit to facilitate enrollment both utility programs. We are also working with the Energy Association of PA and DHS to implement a plan for data sharing.

*Technology and Communication:* The Company is targeting potential customers with both email and social media campaigns to guide customers to grants and other universal services programs. DLC implemented a “Here to Help Campaign” through television, Facebook, Twitter and outbound call with CCMs at Community Based Organizations.

*Ongoing Outreach Planning:* The company is partnering with Solutions for Energy Efficient Logistics (SEEL), a certified minority and veteran owned business that specializes in energy efficiency program implementation, to create an Income Eligible outreach plan for its Low-Income Usage Reduction Program (LIURP).

#### **II. Education and Outreach Plan**

##### **a. Outreach**

##### *i. External Outreach*

The Company takes advantage of a wide variety of opportunities to promote all programs, including:

- Sponsorship and participation in senior and community events

- Representation on local community assistance boards and task forces
- Participation in and coordination of Be Utility Wise events
- Provision of program information on the Duquesne Light website
- Promotion of programs through multiple Company social media channels
- Semi-annual Income Eligible Advisory Group meetings
- Customer Contact Center referrals
- Press Releases at the start of the LIHEAP and Dollar Energy Fund season
- Targeted agency training

The Company also engages in targeted outreach to customer subgroups, including:

- Customers who are delinquent, high use and in threat of termination. These customers will receive emails, phone calls or letter depending on their stated preference informing them of all available resources.
- Customers who have received a LIHEAP Grant but are not enrolled in CAP. The Company reaches out to these customers to encourage them to enroll in CAP.
- Customers with delinquent account balances who have received CASH grants. The Company reaches out to these customers to help them secure CRISIS funding.
- Customers with household incomes between 200%-300% of FPIG. Pursuant to its Universal Service and Energy Conservation Plan, the Company's Hardship Fund eligibility criteria have expanded for calendar years 2022 and 2023 to increase minimum household income from 200% to 300% of the federal poverty index guidelines. The Company has increased targeted outreach to newly-eligible group of customers through DLC and DEF websites, social media and its Here to Help Campaign.

In addition, the Company also utilizes community-based partners to establish pop-up offices in neighborhoods where we do not have a presence, and CCMs routinely present at a wide range of community events.

## *ii. Internal Outreach*

The Company's Universal Services Team engages in multiple activities to promote programs internally. These activities include:

- Grant and Credit season refresher training for the contact center and community-based organizations
- Company Internal website articles about programs and customer testimonials
- Solicit employee volunteers for Hardship Fund fundraisers and other events.

The Company also conducts frequent meetings with internal and external stakeholders to leverage additional outreach and education channels, including:

- Quarterly Universal Services All Staff Meetings
- Weekly Meetings with CBO staff and administration
- Income Eligible Advisory Group Bi-Annual meeting
- Cold Weather Survey update meeting prior to survey annually

*iii. Target audiences identified*

In addition to customer subgroups identified in Sec. II(a)(i), the Company aims to reach a range of customers and stakeholders including:

- Immigrant Populations
- Single Head of Households
- Property owners
- Disabled Veterans
- School Districts/Parents
- Early Intervention Programs
- Food Banks
- Housing Authority Office
- Department of Human Services
- Allegheny County Release Program
- Faith Based Communities
- Visiting Nurses
- Transitional Services
- Unemployment Offices
- Mental Health and Social Workers
- Senior Citizens

b. Education

Duquesne Light Company blends outreach with education. The best form of promotion is to help a potential customer understand the benefits and how to access the program; however, there are specific education components to each program the Company has developed.

*i. Low Income Usage Reduction Program (LIURP) (“Smart Comfort”)*

Smart Comfort is explained to CAP customers by Duquesne Light’s community-based organization (CBO) at the time of enrollment. The CCM provides an overview of Smart Comfort, so the customer knows what to expect. The Company provides a packet of information at the time of the audit that includes an energy usage reference guide, smart comfort book containing conservation tips and an electric safety booklet. See Appendix A for examples of materials that are currently in use. The Company also provides posters that can be placed at worship sites, medical clinics, and other venues with tear off tabs with contact numbers. In addition, a brochure is available at tabled and sponsored events to raise awareness of the program.

In 2022, the company attended forty (40) community events and presented at three of these events on the energy efficiency including Smart Comfort offerings. See Appendix B for current marketing material examples.

In early 2022 Duquesne Light developed and provided additional targeted lists of customers that are sent to its Conservation Service Provider, CLEAResult. One is sent weekly with customers who have an obligation to have a Smart Comfort visit to keep their CAP benefit, and the second is sent monthly

containing CAP customers that have or at risk of hitting their CAP Maximum Annual Discount for the year. CLEAResult prioritizes outreach to these customers.

The Company is also partnering with Solutions for Energy Efficient Logistics (SEEL), a certified minority and veteran owned business, who specializes in energy efficiency program implementation, to create an Income Eligible outreach plan. The goal of the plan is to identify target areas with large population below 150% of the federal poverty guidelines, program partners and events to attend, and to determine the best marketing channel and advertising opportunities for the Smart Comfort Program. The income eligible advisory group will be involved with the building of the outreach plan. See Appendix C for income eligible marketing plan outline and timeline.

## *ii. Other Universal Services Programs*

Community Based Organizations Agency Representatives are trained to help customers understand what programs may be the most beneficial for them, and then guide them through the process of applying. These representatives are trained to identify and address any underlying payment problems in addition to the identifying concern. The representatives also make referrals to community resources as needed.

Additionally, the Company provides support through its CARES Representatives for customers who need assistance applying for CAP, grants, and to refer to other community resources targeting the customers' particular circumstances.

Appendix A  
**Audit Leave Behind Material**



## COST REFERENCE GUIDE

Duquesne Light ACT 129 &amp; Smart Comfort Programs

This guide shows how much it costs per month, based on typical use, to operate various electric appliances.

Appliance	Typical Use	Monthly Cost
Furnace blower fan (newer)	-	\$7-38
Furnace blower fan (older)	-	\$20-60
Boiler pump	-	\$10-30
Electric space heater (high power)	8-12 hrs/day	\$43-64
Central A/C	-	\$50-150
Window A/C	-	\$25-50
Pedestal/Ceiling fan	8 hrs/day	\$3
Box fans (older)	8 hrs/day	\$5
Big-screen TV (42"+)	12 hrs/day	\$3-15
Color TV (older 19"-27")	8 hrs/day	\$3-8
Stereo/DVD/Video games/Cable-sat box	-	\$1-4
Computer (desktop)	6 hrs/day	\$5
Electric hot water tank (40gal. family of 4)	-	\$30-40
Electric stove	1 hr/day	\$9
Microwave	10 min/day	\$1
Electric dryer	6-8 loads/wk	\$8-13
Gas dryer	6-8 loads/wk	\$1-2
Washing machine	6-8 loads/wk	\$1-2
Dishwasher	4 loads/wk	\$6
Refrigerator (pre-1996 auto defrost)	-	\$7-20
Refrigerator (newer auto defrost)	-	\$4-13
Mini-refrigerator (manual defrost)	-	\$3
Upright freezer (older)	-	\$10-20
Upright freezer (newer)	-	\$5-10
Chest freezer (older 3-15 cu. Ft.)	-	\$6-12
Chest freezer (newer 3-15 cu. Ft.)	-	\$2-5
Radon fan	-	\$12
Attic exhaust fan	-	\$10-15
Dehumidifier	Set to 50-60% R.H.	\$20-40
Oxygen concentrator	12-24 hrs/day	\$15-34
C-pap/Nebulizer	Few hrs/wk	\$2-4
Mobility scooter	Daily use & charging Charged once weekly	\$10 \$2
Hair dryer/Iron/Toaster	15 min/day	\$1
Walkway lights (low voltage)	10 hrs/night	\$1-2
Vacuum/sweeper	-	Less than \$1
Sink disposal	-	Less than \$1
Garage door opener	-	Less than \$1
Waterbed (heated)	-	\$10-15
Pool pump	8 hrs/day	\$15
Hot tub (kept at 100-104 degrees)	-	\$20-30
Septic pump	1 hr/day	\$4
Electric Blanket	10 hr/day	\$5



## Duquesne Light Energy Savings Strategy

[illegible]



### Posters placed at worship sites, medical clinics, and other venues

## Duquesne Light Whole House Retrofit Program

With a no-cost home energy audit from Duquesne Light, you'll get a detailed report of how your home uses energy, plus personalized tips and energy-saving products to help you save energy year-round.

To see if you're eligible for a NO-COST energy audit, call 1-866-787-5237 or email [duquesnelight@clearexult.com](mailto:duquesnelight@clearexult.com).



The Duquesne Light Whole House Retrofit Program is implemented by CLEAResult, a third-party partner of Duquesne Light Company. To receive a no-cost audit and energy-saving measures, your household income must be at or below 150% of the Federal Poverty Income Guidelines.

To see if you're eligible for a NO-COST energy audit, call 1-866-787-5237 or email [business@allintelecomsolutions.com](mailto:business@allintelecomsolutions.com).

To see if you're eligible for a NO-COST energy audit, call 1-866-787-5237 or email [duquesneltd@duquesnet.com](mailto:duquesneltd@duquesnet.com).

To see if you're eligible for a  
NO-COST energy audit, call  
1-866-787-5237 or email  
[duquesnelighthouse@aresult.com](mailto:duquesnelighthouse@aresult.com).

To see if you're eligible for a  
NOC-COST energy audit, call  
1-866-787-5237 or email  
no-cost@nrel.gov

To see if you're eligible for a NO-COST energy audit, call 1-866-6-7887-5237 or email [yourname@hthd.com](mailto:yourname@hthd.com)

To see if you're eligible for a NRC-DOE energy audit, call 1-866-787-5237 or email [energyaudit@nrc.gov](mailto:energyaudit@nrc.gov)

To see if you're eligible for a  
NOCOST energy audit, call  
1-866-787-5237 or email  
audits@noibb.com

To see if you're eligible for a  
NO COST energy audit, call  
1-866-787-5237 or email  
austin@noibb.com

To see if you're eligible for a NO-COST energy audit, call 1-866-787-5237 or email [audits@no-cost.org](mailto:audits@no-cost.org).

To see if you're eligible for a NO-COST energy audit, call 1-866-787-5237 or email

To see if you're eligible for a NO-COST energy audit, call 1-866-787-5237 or email

## Brochure for events



### Help Your Home Meet Its Savings Potential

Making your home more energy efficient can seem challenging, but it doesn't have to be. With a no-cost home energy audit from Duquesne Light, you'll get a thorough look into how your home uses energy and receive tips on how to save on your energy costs moving forward.

Every energy audit includes a comprehensive assessment of your home's energy use and provides suggestions for improvement. You'll also be provided with recommendations on potential upgrades that make sense for your home at no cost to you.



#### Questions?

Contact Us:  
1-866-787-5237  
duquesnelight@clearresult.com  
wattchoices.com

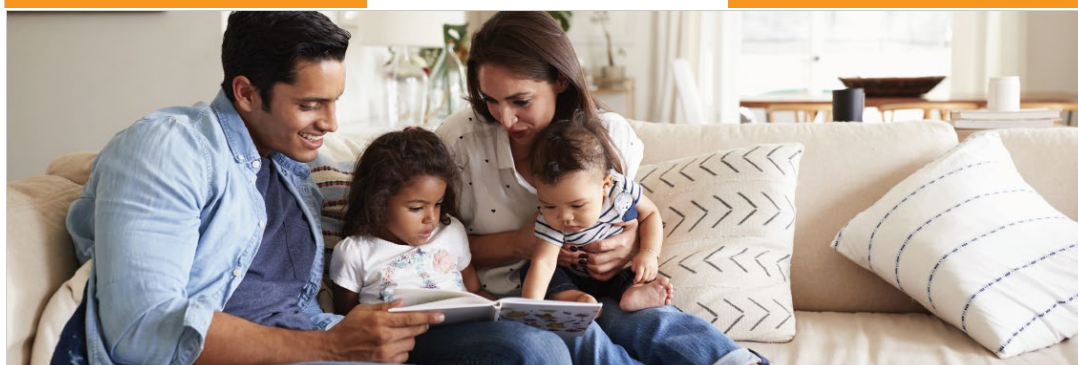
The Duquesne Light Whole House Retrofit Program and Smart Comfort Program are implemented by CLEARresult, a third-party partner of Duquesne Light Company.



### More Comfort, No Cost

#### Duquesne Light Whole House Retrofit Program

Your health and safety is our top priority. Our Energy Auditors follow COVID-19 safety protocols.



### Do I Qualify?

The Whole House Retrofit Program is available to all residential Duquesne Light customers. To receive a **no-cost audit** and energy-saving measures, your household income must be at or below 150% of the Federal Poverty Income Guidelines. If you are a renter, a landlord consent form will need to be completed to participate.

### Program Benefits

- Solutions for improving the year-round comfort of your home.
- Energy-efficient upgrades may result in lower monthly electric costs.
- By reducing your energy needs, you also help reduce the environmental impact of energy generation.
- Insight into how your home uses energy and how you can reduce your use and save.

### What's Included?

Along with a complete home energy audit performed by our industry partner, qualified customers may receive:



Energy-Efficient LED Light Bulbs, Night Lights, and Smart Strips



Heat Pump Water Heater, Faucet Aerators, Water Heater Pipe Wrap, and More



Programmable Thermostat, Insulation, Caulking, Air Sealing, and More



Refrigeration Replacement

Plus, customers who have electric heating and meet additional qualifications may be eligible for our **Smart Comfort Weatherization Program**, which includes even more NO COST measures. Email [duquesnelight@clearresult.com](mailto:duquesnelight@clearresult.com) to learn more.



### Call Now to Qualify

1. Call 1-866-787-5237 or email [duquesnelight@clearresult.com](mailto:duquesnelight@clearresult.com)
2. Complete application with our team.
3. Application will be reviewed for eligibility.
4. Once determined eligible, a team member will contact you to schedule your energy audit.

An Energy Auditor trained on and required to follow COVID-19 safety protocols will visit your home to complete the assessment including installation of no-cost measures such as LED lighting, smart strips, and more!





Appendix C  
**Ongoing Outreach Plan Development**

## OUTREACH PLAN PROGRESS

Target areas narrowed down

Compiling list of event types  
and recommended initiatives

Pinpointing key demographics

Developing network of churches and  
action items for making connections

Identifying *Community  
Champions* in each target area

Assembling print and digital  
marketing tactics

## PROJECTED PLAN TIMELINE

### FEBRUARY 7

DLC + SEEL internal  
alignment meeting

### MARCH 7

DLC + SEEL internal  
alignment meeting,  
provide first draft of plan

### FEBRUARY 21

DLC + SEEL internal  
alignment meeting

### APRIL 4

Provide final draft of  
outreach plan

### BEGINNING OF MARCH

Advisory board meeting

### BEGINNING OF APRIL

Present results to  
advisory board