



Duquesne Light

Our Energy...Your Power

411 Seventh Avenue
16th Floor
Pittsburgh, PA 15219

Tel 412-393-1541
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gjack@duqlight.com

Gary A. Jack
Assistant General Counsel

January 22, 2010

VIA OVERNIGHT MAIL

James J. McNulty, Secretary
Pennsylvania Public Utility Commission
Commonwealth Keystone Building, 2nd Floor
400 North Street
Harrisburg, PA 17120

RECEIVED

JAN 22 2010

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

**RE: Duquesne Light Company
Consumer Education Surcharge Effective June 1, 2009
Docket No. M-2009-2099925**

Dear Secretary McNulty:

Please find enclosed for filing supplemental materials for the Commission's reconsideration of its Order dated May 28, 2009 in this proceeding.

Please do not hesitate to contact us if you have any questions.

Sincerely yours,

Gary A. Jack
Assistant General Counsel

Enclosure

c: Certificate of Service
Kirk House - Office of Special Assistants
Denise McCracken

**BEFORE THE
PENNSYLVANIA PUBLIC UTILITY COMMISSION**

DUQUESNE LIGHT COMPANY :
Consumer Education Surcharge : Docket No. M-2009-2099925
Effective June 1, 2009 :

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the Filing in the above-referenced proceeding has been served upon the following persons, in the manner indicated, in accordance with the requirements of § 1.54 (relating to service by a participant):

VIA FIRST-CLASS MAIL

Christine Maloni Hoover, Esq.
Office of Consumer Advocate
555 Walnut Street
Forum Place, 5th Floor
Harrisburg, PA 17101-1923

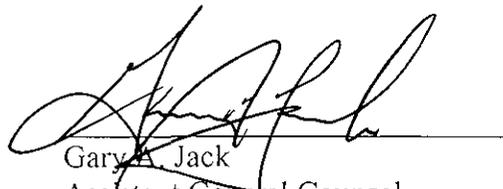
Lauren M. Lepkoski., Esquire
Office of Small Business Advocate
Suite 1102, Commerce Building
300 North Second Street
Harrisburg, PA 17101

John C. Gerhard, Esquire
Pennsylvania Utility Law Project
118 Locust Street
Harrisburg, PA 17101-1414

RECEIVED

JAN 22 2010

**PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU**



Gary A. Jack
Assistant General Counsel
Duquesne Light Company
411 Seventh Avenue, 16th Floor
Pittsburgh, PA 15219
412-393-1541 (phone)/412-393-1418 (fax)
gjack@duqlight.com

Dated: January 22, 2010

Duquesne Light Company Consumer Education Programming 2008-2009

Service Line - This newsletter is distributed with the monthly electric bills of all residential and small commercial customers. ServiceLine is the primary vehicle to communicate with these customers, whether they choose an alternate generation supplier or Duquesne Light's default service. In addition to information on various company services and programs, ServiceLine regularly features material on energy conservation and low-income programs. See Attachment A

Customer Service Guide - Every Duquesne Light customer new to our territory or who moves within our territory after two years of being in a residence, is mailed a booklet providing a wide range of information about the company, including billing and payment options, energy assistance, what to do in case of an emergency, choice, safety tips and energy conservation. See Attachment B

Home Energy Center - This online "suite" offers customers visiting our website a wide range of information regarding energy conservation, including a home energy audit using actual electric usage information, an interactive energy use tour of a typical home, light bulb and appliance energy use calculators, a special children's conservation area, and an extensive library on fundamentals of electricity and home energy systems. See Attachment C

Home & Garden Show - The Home & Garden Show is one of the largest customer outreach efforts Duquesne Light conducts. It runs in March of each year for a 10-day period and has a theme of energy conservation, how customers may apply for energy assistance and customer choice. It is conducted at the Pittsburgh Convention Center and company representatives staff a large booth and interact with customers passing out literature and answering questions. Each year we interact with approximately 35,000 at the booth. The booth itself contains interactive exhibits on energy conservation from displaying the difference between CFLs and incandescent bulbs to showing our customers how to access our Home Energy Center on duquesnlight.com. See Attachment D

Speakers' Team - The Duquesne Speakers Team speaks primarily on energy conservation and how to apply for energy assistance. Each person in the audience is also given a CFL and provided time to ask specific questions. We conduct approximately 100 engagements per year to low-income and senior citizens groups. Audience participation averages roughly 50 persons.

Universal Services Outreach - In 2008, Universal Services Outreach consisted of a mailing instructing customers how to apply for LIHEAP funding. It also consisted of funding the Winter Season's Warmathon in February. The Warmathon is a day-long "radio-thon" fund raising event conducted with the Dollar Energy Fund and KDKA Radio in Pittsburgh. Radio programming runs throughout the day and as a major sponsor, we supply Customers Service Representatives to answer the phones and log listeners'

pledges. All funding goes to the Dollar Energy Fund to help people with their utility bills. Messaging throughout the day consists of information on how to apply for assistance and conservation tips. See Attachment E

Media Outreach – We have leveraged our company’s partnership with the Pittsburgh Penguins. We ran 3 thirty-second spots during each of the team’s 82 games (246 spots), on 19 radio stations. The messaging exclusively promotes energy conservation and how to apply for energy assistance. Because of the Pens popularity, the “listenership” during these games is extremely high. See Attachment F

Watt Do You Know School Program (WDYK) - This program is an interactive school assembly program on conservation. In 2008, we conducted presentations in nine schools for over 1,300 students. Each of the students received packets with two energy conservation brochures.

Letters to C & I customers regarding rate decreases are attached as Attachment G.

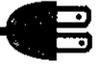
The Company is filing communications between the PUC Communications Office and Duquesne verifying review of proposed materials. See Attachment H

The actual budget numbers for Consumer Education in 2009 is attached as Attachment I



ServiceLine

A power-filled publication brought to you by Duquesne Light

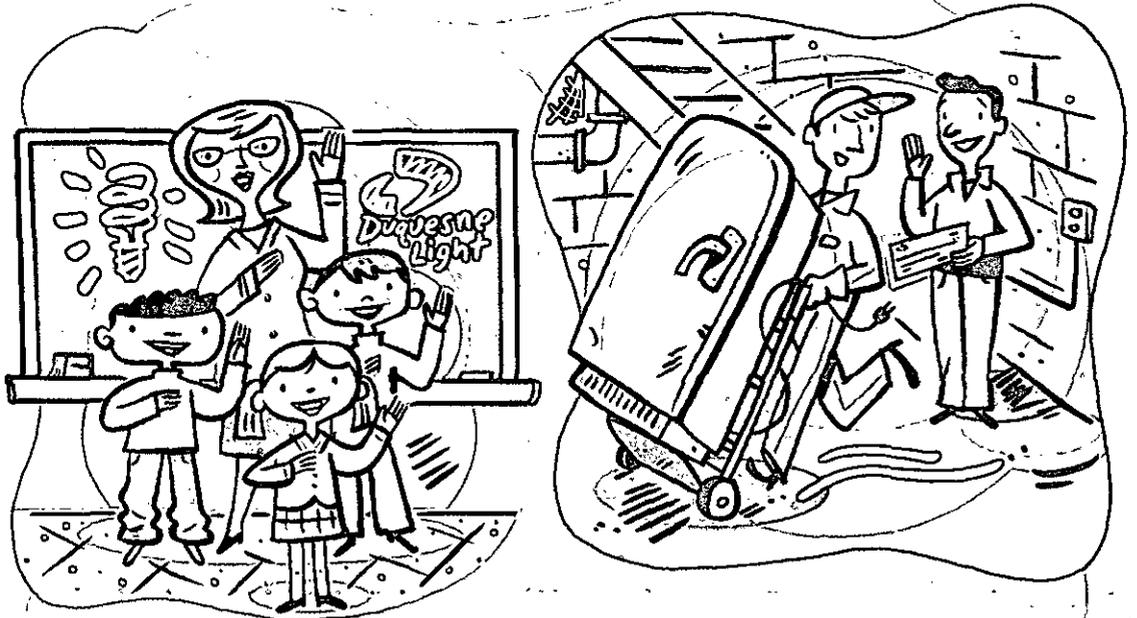


Proposed Energy Efficiency Programs Could Help You Save Energy, Money

Customer input played a key role in the development of an energy efficiency and conservation plan recently filed by the company with the Public Utility Commission (PUC). That plan is intended to help local residents and businesses save money and energy as the company works to meet energy consumption and demand reductions established in new statewide legislation, Act 129.

Signed into law in the fall of 2008, Act 129 requires all electric distribution companies (EDCs) to reduce energy consumption and demand in Pennsylvania. Duquesne Light is required to reduce overall consumption of electricity in its service territory by at least one percent by May 31, 2011, and by a minimum of three percent by May 31, 2013. In addition, peak demand must be reduced by a minimum of 4.5 percent by May 31, 2013.

"We're excited about the range of programs we plan to offer all customer segments – residential, commercial and industrial," said Michele Sandoe, director, Customer Care. "We worked closely with representatives from each of those



Duquesne Light may soon be offering a school energy-pledge program and a refrigerator-recycling program.

segments to develop programs that will best match the needs of our customers and meet the targets contained in the legislation."

During April, Duquesne Light held a series of collaborative exchange meetings with customers to help develop plans and programs to comply with Act 129. Approximately 50 customers and other stakeholders took part in person or via teleconference.

"The PUC is expected to act on the Duquesne Light

Duquesne Light programs currently under consideration by the PUC include:

- ▶ Online energy audits and related rebates
- ▶ An energy pledge program in local schools
- ▶ Refrigerator recycling
- ▶ An energy-efficiency program for low-income customers

plan no later than November," Sandoe added. "Roll-out of the approved programs would quickly follow, as we get the word out to customers through our existing communications, including **ServiceLine**, bill inserts, our website, advertising and contacts with Customer Care representatives."

Program costs will be recovered through a customer charge on the monthly bill. Act 129 caps those costs at no more than two percent of Duquesne Light's 2006 revenues. ⚡

When storms strike, stay connected through Twitter

Sign up to follow Duquesne Light on Twitter and stay up-to-date on service-restoration progress during storms. These regular updates will complement outage information provided on our website, through the media, or via our various customer-service options, including our Emergency Power Outage Hotline, 412-393-7000. ⚡



Follow us at: twitter.com/DuquesneLight

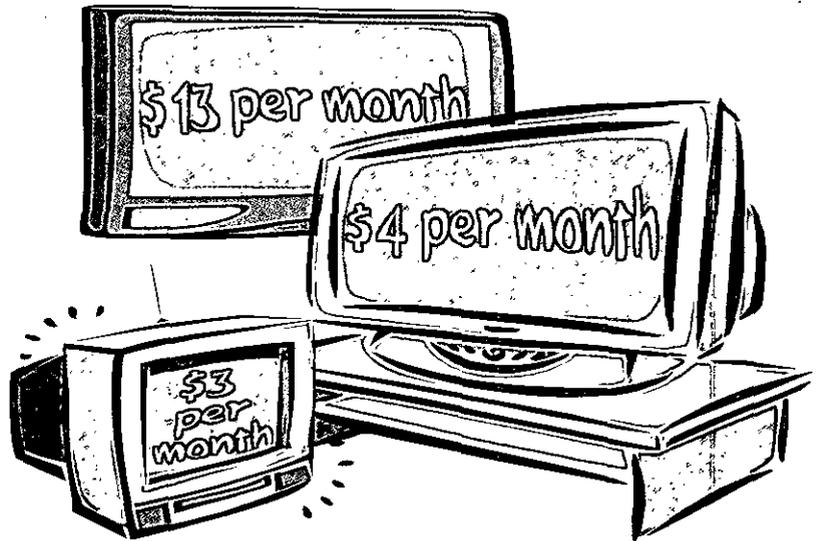
Keep Energy Use in Mind When Evaluating HDTV Purchase

Thinking of upgrading to a big-screen, high-definition television? Keep in mind that, when you buy one, you may be paying for more than just your upgraded HD television service. HDTVs, especially plasma models, can use significantly more electricity than a standard television.

For example, your old, 27-inch standard TV might use around 115 watts when on. A 40-inch LCD (liquid crystal display) screen will use around 150 watts, so it will be relatively comparable in electricity use to your old TV. However, a 40-inch plasma screen will use as much as 400 watts. And if you decided to "go big," a 50-inch LCD uses around 215 watts while a 50-inch plasma uses up to a whopping 475 watts.

What does this translate into in monthly cost? Your 27-inch standard TV, on for eight hours a day, costs about \$3 per month. Upgrading to the 50-inch plasma would cost \$13 per month. That's \$10 more electricity per month, \$120 per year. A 50-inch LCD comes in at around \$4 per month. So when shopping for a new TV, you may want to keep in mind that LCD screen HDTVs are more energy efficient than plasma screens.

Some HDTVs have an energy-saving function that, when enabled, will automatically adjust the screen's brightness according to the current lighting level in the room, using a lower brightness level – and less electricity – when the room is darker.



Another way to save electricity with any TV is to turn it off when it is not being watched. Even if you turn it off for only 10 minutes, you still are saving energy versus letting it run. It will not increase your electricity use to turn a TV off and on under normal use. It does, however, increase your bill to let a TV run with no one watching it.

Use our free Home Energy Center at www.duquesnelight.com for electric-use comparisons on TVs and other appliances. Just click on the Appliance Calculator option.

College Students:

Turn On Your Electricity With a Quick Click



Duquesne Light has made it easier than ever for students living off-campus to turn on their electricity without waiting on the phone. Just visit us at www.duquesnelight.com. Then click "Start electric service." If you haven't already registered your account online, you can do so in minutes. Make sure you have a recent bill handy because you'll need your account and meter numbers to register.

Remember, you can use the same free service at the end of the school year to turn off your electricity.

Every Duquesne Light customer – not just college students – can use this free service, 24/7, to stop, start or transfer service to another location. Just let us know three days before you want your service to change.

HOW TO REACH DUQUESNE LIGHT

Customer Service	412-393-7100
Outages and Emergencies	412-393-7000
TDD (Telecommunications Device for the Deaf)	412-393-4320
Credit & Collection	412-393-7200
Department and Employee Directories	412-393-6000
Universal Services (Energy Assistance)	1-888-393-7600
Time and Temperature	412-391-9500

STAY SAFE: Stay Clear of Power Lines



Electricity is a convenient, clean and versatile form of energy that helps add convenience, comfort and enjoyment to our everyday lives. At the same time, it is a powerful force, moving at nearly the speed of light. Like any form of energy, electricity must be treated with care and respect. Duquesne Light is dedicated to providing safe electrical energy to homes and businesses. You can help keep it safe by always being cautious when you are near electrical facilities. **Power lines should not be touched under any circumstances.**

Power lines are not insulated. Coming into direct contact with a power line can result in death or serious injury.

Never touch a downed wire.

A wire lying on the ground, across a rooftop or across a car may still be energized. Call us at 412-393-7000 and follow the teleprompts.

Never climb utility poles or transmission towers, and never climb trees near power lines.

The human body is an excellent conductor of electricity.

You could become its path from the lines to the ground.

Always stay clear of anything that says "DANGER. HIGH VOLTAGE."

Whether it's a sign on Duquesne Light equipment or a large transformer fenced off in the back of a shopping plaza, stay away.

Keep kites, model planes and balloons away from power lines.

Going after kites or shoes or other objects caught on power lines is extremely dangerous, and could be fatal. If any object gets tangled in a wire or a utility pole or tower, play it safe and call us at 412-393-7000 for assistance.

Never stand ladders near power lines.

Keep all tools, the ladder and anything you carry at least 10 feet away.

HOLIDAY SCHEDULE FOR TELEPHONE SERVICE REPRESENTATIVES

Labor Day

Monday, Sept. 7

Closed

 **Duquesne Light**
Our Energy... Your Power™

 Printed on recycled paper
Issue 2009-05



ServiceLine

A power-filled publication brought to you by Duquesne Light

Energy Help Available Apply now for grants, home weatherization



Do you or someone you know need help paying the electric bill this winter, or weatherizing a home? If so, you may benefit from some very important assistance programs. Duquesne Light's Customer Assistance Program offers monthly bill-payment assistance based on household income. LIHEAP and the Dollar Energy Fund offer additional financial help. Another program – The Home Weatherization Program – helps by offering energy-saving improvements (such as caulking and weather-stripping) to low- and fixed-income households, regardless of whether you own your home or rent.

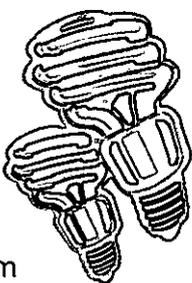
If you qualify for the assistance grants, you don't have to pay the money back, and no lien will be put against your home. But you should ACT QUICKLY.

- The first day to apply for a LIHEAP cash grant is Nov. 2, 2009. The last day to apply is March 15, 2010.
- The first day to apply for a LIHEAP crisis grant is Jan. 4, 2010, and the last day is March 15, 2010.
- Persons without heat can apply for assistance under the Crisis Exception Policy, beginning Nov. 2, 2009, through Jan. 3, 2010.

The First Easy Step: LIHEAP Cash Grant

LIHEAP – the Low Income Home Energy Assistance Program – provides one cash grant per heating season. The minimum cash grant is \$100; the maximum is \$1,000. This money can help you pay your electric bill. To be eligible for this program, your income must fall within the guidelines. You do NOT have to be behind in your electric payments to apply for this money.

New
Duquesne Light
Energy Efficiency
Programs Will Save
You Energy & Money



Check www.duquesnelight.com and future issues of **ServiceLine** for more info

How to Apply for LIHEAP Cash Grant

Gather the following items:

- proof of income for each adult in your household
- a copy of your most recent utility bill
- the Social Security number for each adult in your household and, if possible, for each child.

You'll need this information when you complete the application form.

If you applied for LIHEAP funds last year, you may receive an application form from the state in the mail. You also can obtain a copy of the form at the Department of Public Welfare website, www.dpw.state.pa.us. Look for it on the "Most Downloaded Forms" listing on the bottom left-hand corner of the home page. You can complete this application and return it through the mail if you wish. **Please note that you must apply for a LIHEAP cash grant no later than March 15, 2010.**



Allegheny County residents

can apply for a LIHEAP cash grant at one of the county assistance offices in their neighborhood, or by calling or visiting the following location:

State Office Building, Room 111
300 Liberty Ave., Pittsburgh, PA 15222
412-562-0330

Beaver County residents

can apply for a LIHEAP cash grant by visiting or calling the following location:

171 Virginia Ave., Rochester, PA 15074
724-773-7495 or 1-800-653-3129

(Note: TDD and Voice are available for the hearing impaired.)

Monthly Income

Household Size	LIHEAP	Weatherization	Dollar Energy Fund
1	\$1,354	\$1,354	\$1,805
2	\$1,821	\$1,821	\$2,428
3	\$2,289	\$2,289	\$3,052
4	\$2,756	\$2,756	\$3,675
5	\$3,224	\$3,224	\$4,298
6	\$3,691	\$3,691	\$4,922
7	\$4,159	\$4,159	\$5,545
8	\$4,626	\$4,626	\$6,168

continued on reverse side

Energy Help Available (continued)

For More Help: LIHEAP Crisis Grant

If you've applied for a LIHEAP cash grant and still need more help, the next step is to apply for a LIHEAP crisis grant. This program can give you up to \$400 of emergency assistance – money that can be used for energy-related emergencies. The guidelines for this program are *different* than the guidelines for a LIHEAP cash grant. For a LIHEAP crisis grant, you must meet at least one of the following conditions:

- had your service shut off
- have frozen pipes or a broken furnace
- be out of home-heating fuel or in imminent danger of being without this fuel or
- have a valid termination notice.

How to Apply for LIHEAP Crisis Grant

Gather the same items listed under "How to Apply for LIHEAP Cash Grant," plus your valid termination notice if you have one. Take these items to one of the following locations, or have them handy when you call. **Please note that you must apply for a LIHEAP crisis grant no later than March 15, 2010.**

Allegheny County residents

can apply for a LIHEAP crisis grant by calling the Crisis Hotline at 1-800-851-3838, or by visiting the following location:

1 Smithfield St., Pittsburgh, PA 15222

Beaver County residents

can apply for a LIHEAP crisis grant by calling 724-773-7495 or toll-free 1-800-653-3129, or by visiting the following location:

171 Virginia Ave., Rochester, PA 15074

Remember: When you receive your application or when you apply in person, you can list Duquesne Light Company to receive your LIHEAP grant. You must check the "secondary heat source" box on your application, if you do not have electric heat.

Crisis Exception Policy

Persons without heat can apply for assistance under the Crisis Exception Policy. Households must meet the following criteria to be considered "without heat."

A household's main heating source has been shut off or completely depleted or its secondary heating source (a source used to operate the main heating source or used if the main heating source is not working) has been completely shut off or is depleted.

To apply, or for more information, contact your county assistance office.

Even More Help: The Dollar Energy Fund



In addition to LIHEAP, you can receive additional help from the Dollar Energy Fund, if you meet the income guidelines in the box on the front page of this newsletter. Through Nov. 30, 2009, Duquesne Light will accept

Dollar Energy Fund grants for customers whose service is off or in threat of termination. From Dec. 1, 2009, through Jan. 31, 2010, Duquesne Light only will accept grants for customers whose service is off. From Feb. 1 through Feb. 28, 2010, Duquesne Light will accept grants for customers whose service is off or in threat of termination.

Beginning March 1, 2010, you can apply to the Dollar Energy Fund even if your service has not been terminated. The maximum grant amount is \$500. Call 1-888-393-7600 for the Dollar Energy Fund location nearest to you.

The Home Weatherization Program

Whether you own your home or rent, one way to keep your utility bills down this winter and protect your family from the cold is through the Home Weatherization Program. To be eligible, you must meet the income

guidelines in the box on the front page.

If you qualify, you can get free help from weatherization improvement experts with everything from applying caulking and weather stripping to tuning up your furnace. (If you rent, you must first get your landlord's approval.)

How to Apply for Home Weatherization

You can apply year-round. Just call the telephone number for your area (see following listings) and ask for an application.

City of Pittsburgh residents:

Action Housing, Inc.
425 Sixth Ave., Suite 950, Pittsburgh, PA 15219-1819
412-227-5700

McKeesport and Mon Valley residents:

Steel Valley OIC
515 Walnut St., McKeesport, PA 15132
412-678-8622

Other Allegheny County residents:

Action Housing, Inc.
425 Sixth Ave., Suite 950, Pittsburgh, PA 15219-1819
412-227-3700

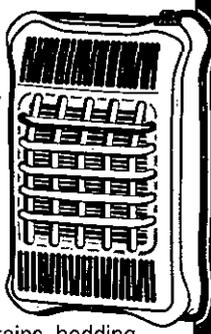
Beaver County residents:

Housing Authority of Beaver County Weatherization Program
300 State St., Beaver, PA 15009
724-775-1220, ext. 37

Stay Safe When Using Space Heaters

Space heaters are meant to supply supplemental heat only. Follow these safety tips when using one:

- Make sure yours is certified and approved by a national testing laboratory, such as Underwriters Laboratories (UL).
- Always place on a level surface.
- Keep anything flammable – such as curtains, bedding, clothing, furniture, and rugs – at least three feet away.
- Never leave a space heater running unattended, in rooms where children are unsupervised, or while you're sleeping.
- Use one that has a "tip switch" that will shut off if it is knocked over or falls.
- Remember to turn off and unplug space heaters when not in use.
- Try never to use with an extension cord. If one is needed, make sure it is a heavy-duty cord, and that it has a power rating at least as high as shown on the label of the heater.



If you need more information on any of these programs, call Duquesne Light at 1-888-393-7600.

HOW TO REACH DUQUESNE LIGHT

Customer Service1-888-393-7100

Outages and Emergencies1-888-393-7000

TDD (Telecommunications Device for the Deaf)412-393-4320

Credit & Collection412-393-7200

Department and Employee Directories412-393-6000

Universal Services (Energy Assistance)1-888-393-7600

Time and Temperature412-391-9500

HOLIDAY SCHEDULE FOR TELEPHONE SERVICE REPRESENTATIVES

Christmas Day Friday, Dec. 25 Closed	New Year's Day Friday, Jan. 1 Closed
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ATTACHMENT B



CUSTOMER GUIDE



Duquesne Light

Our Energy... Your Power®

www.duquesnelight.com

BRINGING NEW ENERGY TO PITTSBURGH.



There's a new energy coming to Pittsburgh. The kind of energy that can help propel this region, and the people who live here, well into the 21st century.

Over the next few years, Duquesne Light is making one of the largest investments southwestern Pennsylvania has ever seen.

An upgrade of this region's electric infrastructure totaling more than \$500 million, that will ensure all of our customers are connected to a secure, safe and reliable source of electricity. An investment that also is creating new jobs for our community.

All of which will bring a new energy to Pittsburgh and its surrounding communities. To our downtown and shoreline developments. To our universities and medical centers. To our businesses and cultural institutions. To our neighborhoods, schools and homes. And to the people who use that energy to innovate and create, heal and inspire. That's the future of Pittsburgh. And it's looking brighter than ever.

 **Duquesne Light**
Our Energy...Your Power™

Dear Duquesne Light Customer:

For more than 125 years, Duquesne Light has been in the forefront of the electric energy market, with a history rooted in superior customer service. Today, the company continues in its role as a leader in the transmission and distribution of electric energy, providing a secure supply of reliable power to more than 585,000 customers in southwestern Pennsylvania.

To help you take advantage of our various services, we've created this Customer Guide to answer some of the most common questions asked by our customers.

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In Case of Emergency —

POWER OUTAGES

1-888-393-7000

Emergency and Power Outage Hotline

At Duquesne Light, we work very hard to provide you with continuous electric service. However, on occasion, storms, maintenance or other causes can temporarily interrupt your power.

When you call us at 1-888-393-7000 to report an outage, please follow the teleprompts in *ElectriCall*, our automatic call-handling system. You can report your outage at any time of day or night and not have to wait to speak to a customer service representative.

With *ElectriCall*, information from your call is relayed by computer directly to the Duquesne Light Operations Center, which starts the chain of response for all service interruptions. *ElectriCall* also can be used to get outage information in your area, including whether the outage already has been reported and estimates on how quickly your power will be restored.

If you need immediate help due to hazardous conditions such as downed wires, electrical fires, direct lightning strikes or accidents involving utility poles or power lines, just follow the teleprompts and we will connect you to a customer service representative to report your emergency.

A wide range of power outage tips can be found in the Storm Center section of our website: www.duquesnelight.com. During major storms, the Power Restoration Update Center is activated, providing the latest information on the home page of our website.

 **PLEASE NOTE:** *Until your power comes back on, turn off all major appliances and unplug your sensitive electronic equipment. This reduces the chance of damage caused by electrical surges when the power is restored.*



Priorities for Power Restoration

If several outages occur in our service territory at the same time, the power lines most critical to the safety of our customers will be repaired first. For example, we give incidents involving downed wires the highest priority because of their potential danger to the public. An emphasis then is placed on the restoration of critical community services, such as hospitals, police and fire stations, and communications facilities. Next, we try to get the maximum number of customers back in service as quickly as possible. Service to neighborhoods, industries and businesses is systematically restored, followed by small groups of customers and single residences, until restoration is complete.

CUSTOMER SERVICE

1-888-393-7100

www.duquesnelight.com

The Duquesne Light customer service number is for customers who have questions about their bills, need to have their electric service turned on or off, or have any service-related questions or needs.



To speak to a customer service representative, please follow the teleprompt instructions.

Business Hours:

Monday – Friday, 8 a.m. – 5 p.m.

Or visit our website anytime for answers to many of your questions:

www.duquesnelight.com.

ElectriCall — Self-Service Telephone System

ElectriCall – our self-service telephone system – provides you with around-the-clock access to a variety of information, including your account balance, how to transfer services when you move, service restoration, and payment agreements, just to name a few. And you can access these services and other information even quicker with the "EZ-Route" system.

⌚ TIME-SAVING TIP: Make sure we have on file the telephone number that you're most likely to use to contact us: home, cell phone or work number – and you'll save time and effort because Duquesne Light will be able to automatically access your account information when you call.

EZ-ROUTE

EZ-Route lets you navigate through ElectricCall without having to take the time to listen to all of the various telephone prompts. With the touch of a few buttons, EZ-Route quickly directs you to the customer service area you want.

To access EZ-Route, dial the Duquesne Light customer service number (1-888-393-7100). As soon as you begin to hear the greeting, just press the two- or three-digit code that corresponds to your area of interest (see chart at right). To access your account (and to ensure security for your personal information), use your phone pad to enter your account number, telephone number or Social Security number.

CUSTOMER SERVICE CENTER

If you'd like to speak to a Duquesne Light representative in person, visit our Customer Service Center located at 708 Smithfield St. (in the block between Seventh and Liberty avenues) in downtown Pittsburgh. The Center is open Monday through Friday from 8 a.m. until 4:30 p.m. The best times to visit are Tuesday through Friday from 8 a.m. to 10:30 a.m. To help us to better serve you, please bring your bill with you.

Trouble	Report Lights Out/Get Outage Update *	1	1
	Report Wire Down/Dangerous Condition	1	2
	Report Street Light Problem	1	3
	Report Other Power Problems	1	4

Moving	Start New Service	2	1	1
	Move or Transfer Service	2	1	2
	Construction & Wiring Matters	2	2	

Billing	Account Balance *	3	1	1
	Copy of Your Bill *	3	1	2

Payment Options	Credit Card Payment/Check-By-Phone	3	2	1
	ElectriCheck Information	3	2	2
	Change ElectriCheck Bank Information	3	2	3
	Cancel ElectriCheck	3	2	4

Credit Matters	Payment Arrangements	3	3	1
	Report a Payment	3	3	2
	Service Shut Off/ Shut Off Notice	3	3	3
	Low-Income Programs	3	3	4
	Late Payment Charges	3	3	5

Billing Expanded	Account Changes	3	4	1
	Mailing Address *	3	4	2
	DLCo Forms & Pamphlets *	3	4	3
	Billing Questions	3	4	4

Electric Choice	Select DLCo as your Generation Supplier *	4	1	1
	Price to Compare *	4	1	2
	Choice Questions	4	1	3

All Other - General Business	DLCo Forms & Pamphlets *	4	2
	Employee Directory/ Department Listing *	4	3
	Vegetation & Tree Related Questions	4	4
	All Other Matters	4	5

* Self-service function in our telephone system

BILL PAYMENT

Options



1. **ElectriPay** — ebill service

Our FREE ebill service, in partnership with CheckFree, allows you to receive and pay bills online. Once you are enrolled, you no longer will receive a paper electric bill. Visit www.duquesnelight.com to sign up for ElectriPay. This service only is available to residential customers.

2. **ElectriCheck** — automatic bill payment

This FREE service automatically deducts your monthly payment from either your checking or statement savings account on the bill due date. You can continue to receive your paper bill, or we can send your bill online through ElectriPay (our ebill service). This service is available to all customers.



For maximum convenience, use ElectriPay and ElectriCheck together. You can review your bill online through ElectriPay and have it paid automatically with ElectriCheck.

3. **Electronic Check or Credit Card Payment**

Pay by electronic check or credit card and your payment will be posted to your Duquesne Light account within three business days. **Third-party service fees apply.** If the timing of your payment is critical, contact Duquesne Light at 412-393-7200 once you have authorized the electronic check or credit card payment. This service is available to all customers.

4. **Direct Payment Plan**

Through a single signup, this service automatically deducts your monthly electric payment from your banking account, along with recurring bills from other companies. You can continue to receive your paper bill or we can send your bill online through ElectriPay (our ebill service). This service is available to all customers at www.directpaymentplan.com.

5. Additional Online Payment Options

Duquesne Light also is happy to accept customer payments initiated electronically through web banking, financial software and many other online bill payment services.

6. By Mail

Mail your payment in the envelope we provide with your bill or in an envelope addressed to: Duquesne Light Co., Payment Processing Center, Pittsburgh, PA 15267-0001

7. In Person

Drop off your payment at Duquesne Light's walk-in Customer Service Center located in downtown Pittsburgh at 708 Smithfield St. (in the block between Seventh and Liberty avenues). If the timing of your payment is critical, you may need to speak with a customer service representative.

Help for Payment Troubled Customers

If you need help paying your electric bill and your household income is at or below 150 percent of the federal poverty level, call us at 1-888-393-7600. Duquesne Light may be able to help you reduce your bills, arrange an affordable payment, or provide information on cash grants, household budgeting or financial counseling. Our goal is to help eligible customers maintain their electric service.

BILLING INFORMATION



Budget Payment Plan

Joining Duquesne Light's Budget Payment Plan is the best way to level out your monthly electric payments. More than 30 percent of our customers currently take advantage of this free, convenient service.

Under the budget plan, we determine the Budget Payment Plan Amount by averaging your electric usage for the current and previous 11 months. So, your payments will be about the same each month, even though your electric use may go up and down during the year.

Enrolling in our budget plan is easy. You don't even have to call. By simply paying the Budget Payment Plan Amount shown on page 3 of the bill, you will be automatically enrolled in the plan for the next 12 months. As a reminder to pay the Budget Payment Plan Amount, we'll show you the amount due and the number of months that you've been on the plan at the bottom of the first page of each subsequent bill, just above the payment coupon. The 12th budget bill will show the difference between your actual monthly usage and the total budget amounts paid by you.

Timely Electric Bill Payments Can Help Your Credit Rating

Paying your electric bill on time can be helpful when you're applying for a credit card or seeking a loan. Creditors check into a person's payment history before approving a loan. This information usually comes from credit reporting agencies. Each month, Duquesne Light submits information on customer payment histories to these agencies. If you're late paying your electric bill, or other monthly bills for that matter, you may receive a lower credit rating. In contrast, customers who pay their bills on time are more likely to receive a better credit rating and increase their potential to get a loan at a more favorable interest rate. Duquesne Light also provides information on customers who have payment arrangements with the company. If customers are making timely payments, credit reports show that they are working to improve their standing.

Other Special Services

Life Support Systems – From time to time, we must interrupt electric service to work on the lines. Customers will be given advance notice of scheduled service interruptions if we know they have a special situation. A form must be completed stating that life support or life-monitoring equipment is in use at the location. Unforeseen interruptions, such as storms or car accidents, are not covered under this program. To obtain a form, call our customer service department at 1-888-393-7100.

BILLING INFORMATION

Senior Citizen Due Date Extension Program

If your Social Security check and monthly electric billing statement arrive at about the same time, you may have a problem paying the bill by the due date ... and end up owing late fees. We can save you that extra expense by giving you a few extra days to pay your electric bill without a penalty. This free service is available if you receive a Social Security or equivalent check (such as Railroad Retirement or Retired Federal Employment), have the electric account listed in your name, and have an electric bill that's due either at the beginning (1st through 5th dates) or end (21st through 31st dates) of the month.

Delivering Accurate Bills

To ensure that your monthly statement is accurate, we've virtually eliminated the estimated bill. In fact, 99.5 percent of the more than 6.4 million bills that we send out to residential customers each year are based on actual meter readings.

Duquesne Light uses an automated meter reading (AMR) system that relies on wireless radio transmitters, enabling us to collect and process readings remotely, instead of having to send meter readers to gather the data. As a result, we're one of the few utilities in the state that reads customer meters every month.

By using actual meter readings – rather than estimates – to calculate monthly statements, bills reflect your true electric usage. That means you don't have to worry about paying a higher "catch-up" bill after several lower estimated bills. The meter-reading data available through our automated system also helps us to better respond to your billing questions.

Third-Party Notification

This program is designed for homebound individuals, a person who often is away from home, or someone facing a long hospital stay. This program helps make sure that person doesn't overlook his/her electric bills and possibly end up facing a situation where power is about to be shut off. Under this program, a third party can receive a copy of disconnect notices due to non-payment of the bill. The third party is under no obligation to pay the electric bill.

Facts About Energy Theft

Energy theft costs utilities and their customers billions of dollars nationwide each year. It's the honest paying customers who end up paying the bulk of these costs in the form of higher rates. Just as shoplifting creates higher prices on the products we buy, the same holds true for the utilities we depend on daily.

With customers' help, Duquesne Light can prevent energy theft from affecting safety and utility costs. Contact the Duquesne Light Energy Diversion Department at 412-393-1775 or email us at stop-theft@duqlight.com to report suspected energy theft. All information is confidential and may be submitted anonymously.

YOUR ELECTRIC BILL

Your electric bill can provide you with as much – or as little – detail as you want. On the following page is a sample of page 1 of the Duquesne Light bill. For an explanation of the bill, reference the corresponding letter descriptions in the list below.

BILL REFERENCE GUIDE

- A Contact Information** – Duquesne Light's customer service telephone number and website address.
- B Account Number** – One place to find your Duquesne Light account number. Use for all communication with us.
- C Meter Number** – We may request your meter number for account verification.
- D Electric Usage Graph** – This chart gives you information so you can compare how much electricity you used each month for the past two years.
- E Type of Meter Reading** – Actual, Estimated, Corrected or Final (99% of customer bills are ACTUAL reads).
- F Price to Compare** – Can be used to evaluate offers by other electric suppliers.
- G Dollar Energy Fund** – Information on helping people without heat or light or a summary of your Year-To-Date (YTD) tax deductible gift is located here.
- H Payment Due Date** – Please pay the amount due on or before this date to avoid late payment charges.
- I Budget Payment Plan Information** – A great way to level out your bill.
- **Interested in a Budget Payment Plan...**
Shows you where to find information on how to join.
 - **Currently a Budget Payment Plan participant...**
 - We'll indicate in this area, on each bill, the number of months that you have been on the Budget Payment Plan.
 - The 12th budget bill also will show the difference between your actual monthly usage and the budget amounts you paid.
- J Amount Due** – What you owe for this bill. This is either the Budget Payment Plan Amount or the Account Balance.
- K Account Changes** – Check the box to make account changes or pledge to the Dollar Energy Fund. Then complete the back of the coupon.



Customer Name and Service Address:
SAMPLE RESIDENTIAL BILL

B Account Number 0000-000-000-000
Rate: RS-Residential Service
Date Prepared: 10/26/05

A www.duquesnelight.com
1-866-393-7100

Meter Reading Usage Information
Next Scheduled Meter Reading Date: November 23, 2005
C
Meter Read Information for Meter Number: G68895449
Present: Oct 25, 2005 - Actual: 2993
Prior: Sep 23, 2005 - Actual: 2954
Difference: 39
Your Meter Multiplier: x 12
Total kWh Used: 468

Summary
Prior Billing Information
Total Amount of Last Bill: \$55.55
Total Payment Received: 10/21/05: -55.55
Total Amount Owed From Your Last Bill: \$0.00
DLC Current Basic Charges
Total DLC Basic Service Charges: 52.06
TOTAL ACCOUNT BALANCE: -552.56
Total DLC Basic Service Balance: \$52.06
TOTAL BUDGET PAYMENT PLAN AMOUNT: \$47.00

Electric Usage:

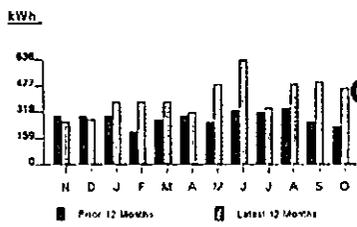
Comparing Your Usage

	Oct. 04	Oct. 05
Avg. kWh Per Day	9	14
Avg. Temperature (F)	54	57
YTD Usage (kWh)	2,656	4,416

E ACTUAL METER READING BILL

See following pages for more detailed information
Please contact us at 1-866-393-7100 with any billing questions before the due date on your bill.

D



G Help Our Neighbors Give to the Dollar Energy Fund to help people without heat or light. Please add \$1.00 to your payment or make a monthly prepay at www.duquesnelight.com. Your gift is tax deductible.

F

- Average monthly usage for the past 12 months is 413 kWh.
- Total Annual Usage for the past 12 months is 4,959 kWh.
- For comparison to other electric suppliers—your generation and transmission price to compare is 6.63 cents/kWh.

H I J

Estimated Gross Receipts Tax	Estimated PA State Taxes	Late Charge after Nov 16, 2005	Payment Due Nov 16, 2005	Budget Payment Plan Information	Amount Due \$52.06
\$3.07	\$3.54	\$0.65	Nov 16, 2005		

Please return this portion with your payment. Please endorse check facing forward.
Make payment payable to Duquesne Light Company.

Account Number 0000-000-000-000 X PLEASE PAY THIS AMOUNT BY Nov 16, 2005 \$52.06

\$

Make account changes or pledge to the Dollar Energy Fund on the back-check box. Amount Enclosed

⑆BMNHBYB
⑆0000000710050055⑆

K

SAMPLE RESIDENTIAL BILL

DUQUESNE LIGHT COMPANY
PAYMENT PROCESSING CENTER
PITTSBURGH, PA 15267-0001



YOUR ELECTRIC BILL

For more information on how to read your electric bill, go to the customer service section of our website and click on Bills and Payments and Understanding My Bill.

WHAT'S YOURS? WHAT'S OURS?

Bringing electricity from the utility pole on a street into a customer's home can be described as a "team effort." We're responsible for some of the equipment, while the customer must take care of repairs and upkeep for other parts.

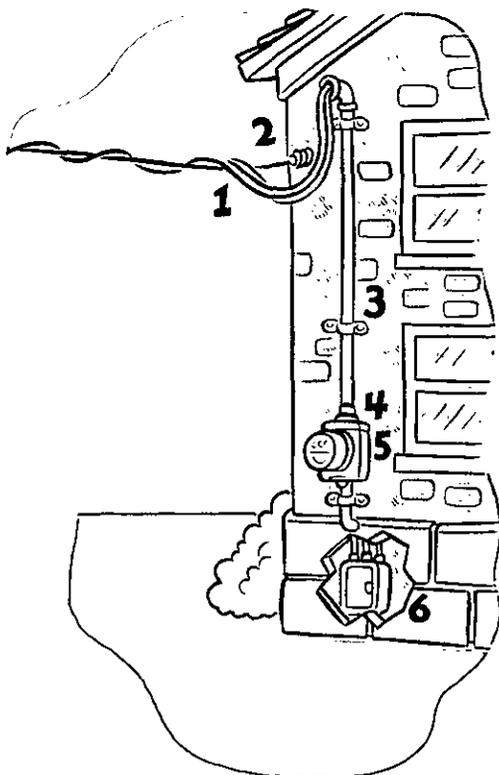
Basically, Duquesne Light maintains the wire that delivers the electricity to a home and the meter that measures your power usage. The accompanying illustration shows the electrical system for a typical home and how responsibility for that equipment is shared between Duquesne Light and the customer.

Customers should call Duquesne Light at 1-888-393-7100 if they have questions regarding what equipment is their responsibility.



A licensed electrician should perform any repairs or upgrades to your home's electrical system.

It's also important to note that while Duquesne Light maintains the service-drop wire, the customer is responsible for having any tree branches pruned or removed from the service drop area that may interfere with your electric service. For your personal safety, we recommend that only a professional arborist qualified in line clearance prune or remove any vegetation in and around energized wires.



1. **Service Drop** – Duquesne Light maintains the wire that runs to your home.
2. **Point Of Attachment** – We provide the anchor – known as a “one point” – that attaches the service drop to the home.
3. **Service Entrance Cable** – You are responsible for the wire that runs along the outside of your home into the meter, and from the meter to your service panel or fuse box.
4. **Meter Base** – The metal box that houses the meter is the customer’s responsibility.
5. **Meter** – Duquesne Light owns and maintains the meter.
6. **Service Panel Or Fuse Box** – You are responsible for the box, the circuit breaker or fuses and all of the wiring inside the home.

Electric Lines and Trees:

PLANTING THE RIGHT TREE IN THE RIGHT PLACE

Are you thinking about planting a tree? Before you do, follow these tips from Duquesne Light's Vegetation Management professionals:

- Selecting the right tree type and site are the keys to a successful planting. Trees grow to different mature heights and widths. Find out how high and wide your tree is anticipated to grow, and size up the area where you plan to plant it.
- Look up, side to side, and down, noting all obstructions that may hinder the growth of your selected tree. Be especially aware of any overhead power lines. Eventually, trees growing too close to electric wires either will have to be pruned or removed.
- Make sure that there are no underground utilities located in the area before you start digging. PA One Call provides this service for free by calling 1-800-242-1776.
- Be mindful of other possible encroachment problems, such as roadways, traffic control signs, sidewalks, parking areas or patios.

If you have questions about tree planting and maintenance, contact your local certified arborist, tree care professional or garden center employee. The goal is for everyone to plant "the right tree in the right place."



Electric Safety

INSIDE AND OUT

Beware of Power Lines

- Overhead power lines are not insulated so you must avoid coming into contact with them. Keep ladders and tools – and yourself – at least 10 feet away and never cut or trim branches that are in contact with power lines.
- Going after kites or shoes or other objects caught on power lines is extremely dangerous and could be fatal. If any object gets tangled in a wire or a utility pole or tower, play it safe and call Duquesne Light at 1-888-393-7000 for assistance.

Indoor Electrical Safety Rules

- Never operate an electric appliance while touching a metal object (especially plumbing), standing on a wet surface, or taking a bath or shower.
- Never insert metal objects into an appliance or outlet. Consult a service person if an appliance needs repair.
- Avoid using extension cords whenever possible. If you must use one, don't exceed its recommended rating or plug it into another extension cord. Unplug it from the outlet after use.



For the Birds

Why can birds perch on electric wires (and squirrels climb across them) and not get hurt? It's because they're **ONLY** touching the wire and nothing else at the same time.

For people, though, electric wires aren't a place to hang out. That's because we're usually also touching the ground. Or touching some other object that's touching the ground, such as a tree or a ladder. Any contact with the ground forms a path for the electricity to flow – from the wire, through us, and then through the object that's touching the ground.

Power lines can carry thousands of volts of electricity that can cause injury or death. Touching power lines is for the birds – **ONLY**. If you're human, stay far away.

Helpful Tips on SAVING ENERGY

Electricity and other types of energy are a big part of our daily lives. At Duquesne Light, we're committed to helping customers make the most out of every dollar they spend on energy.

Complete this home energy audit to see how well your household manages energy usage.

Have you replaced incandescent light bulbs with fluorescent bulbs?
(Fluorescent bulbs use 1/4 of the energy that traditional bulbs use.)

Do you have dimmers on your lights?
(Dimmers extend bulb life and cut down on energy use.)

Do you turn lights off when you leave a room?
(Turning off lights when you leave a room is an easy way to save energy and money.)

Do your doors and windows close tightly?
(If you can see light around any outside door or window, heat or air conditioning is escaping through the cracks.)

Are heating and cooling vents open and clear?
(Blocked vents can stop the flow of warm and cool air, and make furnaces and air conditioners work harder.)

Do you change or clean your furnace filters regularly?
(Clogged, dirty filters slow airflow and make your furnace or air conditioner work harder.)

Do you turn off computers and TVs when you're done using them?
(Leaving computers and other appliances on when you're not using them wastes energy.)

Do you wait until the dishwasher is completely full before you run it?
(Full loads can reduce how often you need to run the dishwasher.)

Do you use your microwave oven more often than your conventional oven?
(Microwave ovens cook faster and use less energy than conventional ovens.)

Do you have ceiling fans?
(Ceiling fans circulate warm air to make rooms feel warmer in the winter and cooler in the summer.)

Is there insulation in your attic?

(Insulation keeps your home warmer in the winter and cooler in the summer. A minimum depth of 8–10 inches of insulation works best to manage heating and cooling.)

Is your thermostat set correctly?

(According to the U.S. Department of Energy, 68° is the recommended setting if the heat is on. If you have air conditioning, the recommended setting is 78°.)

Is your thermostat mounted near drafts, lighting fixtures or appliances?

(Thermostats can malfunction if they are near heat sources or are positioned in drafty locations.)

Do you close your drapes and blinds when the sun goes down?

(Closing the drapes and blinds during the winter months helps cut heat loss at night.)

Does your refrigerator close tightly?

(A bad gasket on your refrigerator lets the cold out and drives up energy use.)

Is your oven clean?

(A dirty oven doesn't heat as well as a clean oven.)

Do the faucets in your kitchen and bathroom shut off correctly?

(Dripping faucets can waste gallons of hot water.)

Is your hot water heater set at 120°?

(According to the U.S. Department of Energy, the recommended setting for your tank is 120°. If you have a dishwasher, set your hot water heater at 140°.)

Do you take short showers?

(Short showers typically use half the water and energy of a bath.)

Are timers and motion detectors installed on outdoor lights?

(Timers and motion detectors help cut energy costs by turning lights on only when they are needed.)

15–20 Congratulations, you're an energy whiz

10–14 Keep up the good work, you're energy-wise

5–9 Good job, and keep up those energy-saving skills

0–4 With a little focus, your energy-saving skills will soar

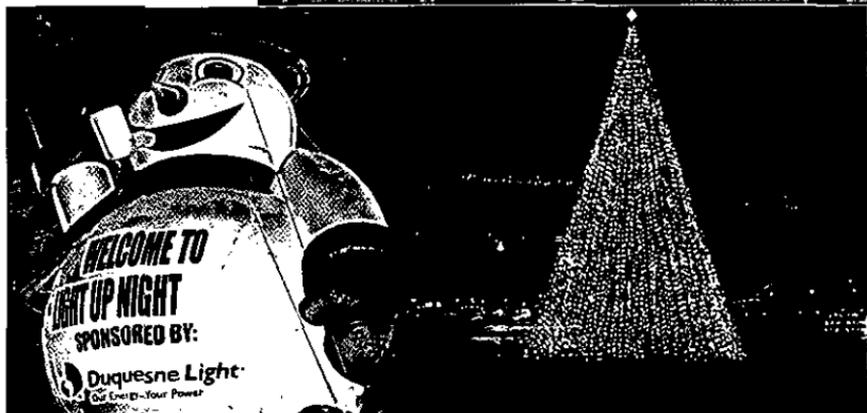
A wide range of energy tips can be found in the booklet "Easy Ways to Be More Energy Efficient at Home" found on our website www.duquesnelight.com (click Customer Service, then Wise Use of Energy).

Committed to **OUR COMMUNITY**

Not only do our customers live here, so do most of our employees, their family members and friends. As a result, we all have a stake in keeping our hometown strong and successful.

Community outreach takes many forms at Duquesne Light.

Employee volunteers help to construct a Habitat for Humanity home as part of the new PowerHouse program at the Duquesne Light Home and Garden Show.



Long-time sponsorship of Pittsburgh's Light Up Night festivities has evolved into a signature event for the company – and reinforces our commitment to fostering a strong and vibrant downtown.



Duquesne Light's unique "Illuminating Penn" project involved using exterior lighting to highlight the facades of 17 buildings along Penn Avenue, between Pittsburgh's Cultural District and the David L. Lawrence Convention Center.

Employee Involvement in Home Communities Illustrates Our Commitment

We sponsor, with the Western Pennsylvania Conservancy, the Welcome Garden at the west entrance to the Fort Pitt Tunnel.



Employees taking part in the Leukemia and Lymphoma Society's "Light the Night Walk"

There Are Many Ways to Contact **DUQUESNE LIGHT**

www.duquesnelight.com

Visit the Duquesne Light website for the answers to many of your questions, including:

- Online Account Information
 - Account balance
 - Mailing address changes
 - Disconnect/transfer/move service
 - Electronic Billing Options
 - Tips for Dealing with Power Outages
 - Wise-Use-of-Energy Tips
- ... and much more.

Duquesne Light Phone Numbers

Customer Service	1-888-393-7100
Credit and Collection	412-393-7200
Emergencies and Outages	1-888-393-7000
Time and Temperature	412-391-9500
TDD (Telecommunications Device for the Deaf)	412-393-4320
Universal Services	1-888-393-7600





SEARCH GO

Home | Customer Home | Customer Services | Our Community | Storm Center | News | About Us | Contact Us

Login
Sign Up Forgot Login?
Email:
Password:
Remember Me
GO

Account Information

- Account Summary
Your Electric Usage
Change Mailing Address
Change Supplier to DLC

WATT CHOICES

Save energy & money for your home or business



More

Start/Stop/Move Service

- Start electric service
Stop electric service
Move electric service

e-Bills & Free Online Payments

Check Out These GREEN Electronic Services



More

Billing & Payment

- e-Bill
Automatic Bill Payment
Schedule a Payment
Make a Payment NOW (fees)
Energy assistance

Need Help Paying Your Electric Bill?

Variety of Assistance Available



More

Outage Information

- Outage Reporting & Updates

Home Energy Center

- Home Energy Calculators
Interactive Home
Additional Features

Home Energy Center

Energy Calculators, Wise Use Tips and Much More



More

Contact Us

Customer Service: 412-393-7100
Reporting Outages: 1-888-393-7000
Other ways to contact us...



Storm Messages on Twitter

Follow Our Storm Messages on

twitter



Act 129 Residential School Program RFP

Free Admission to Science Center



Duquesne Light Honors Martin Luther King Jr. Jan. 18

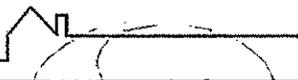
Helping Our Region Grow



Econ. Development Initiative Targets Growth, Jobs

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Home Energy Center



Duquesne Light
Our Energy...Your Power

[Main Menu](#)

Welcome to the Home Energy Center

A comprehensive online self-help resource for Duquesne Light customers.

Energy Insights

By entering your account number, this calculator incorporates your actual electric usage history to produce an in-depth report detailing ways you can save energy and money. This report includes links to Watt Choices rebates.

Home Energy Calculator

Please select your rate:

If you do not have your account number handy, this calculator uses estimated energy consumption in your area to answer a number of questions that can help you save money and help the environment.

Appliance Calculator

This calculator enables you to perform specific investigations of energy use in your home.

Kids Korner

This delightful and engaging educational content on energy is for children of elementary school age, but it is enjoyed by kids (and adults) of all ages.

Interactive Home

This is a graphically rich and interactive home tour with energy information synchronized with each room.

Fundamentals of Electricity

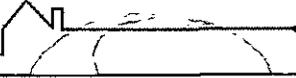
This educational content provides a comprehensive reference on energy and electricity, including the electricity business.

Home Energy Library

This extensive library will provide you with a great deal of information about how energy is used in your home.

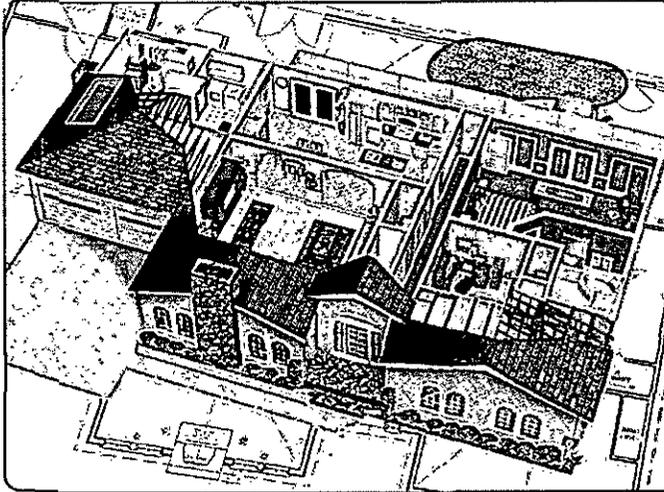
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Home Energy Center



Duquesne Light
Our Energy...Your Power

Main Menu



Welcome Home

Making our homes as energy efficient as possible keeps utility bills down and helps us preserve precious natural resources for future generations. This interactive house is designed to help you understand where and how energy is used in the home, and how to use it wisely.

Please choose:

Dial-up

Broadband

The application requires Flash Player Plugin.

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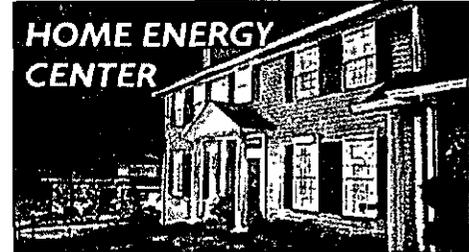
[Duquesne Light > Customer Services > Home Energy Center >](#)

Duquesne Light's Home Energy Center

Brewing a morning pot of coffee. Emailing a friend. Watching your favorite TV show. Reading a bedtime story to your children. Electricity helps make a typical day typical.

Take a quick look around your home and your workplace and you'll notice the many things – besides lights – that are powered by electricity.

At Duquesne Light, we're dedicated to providing our customers a secure supply of reasonably priced power. We're also committed to helping you make the most out of every dollar you spend on energy.



Our Home Energy Center provides a wide range of easy-to-use tools to help you to evaluate and manage your home energy use.

Your Electric Usage

To have a better understanding of your actual electric use by date, view a history of your energy consumption.

Home Energy Calculator

How much energy does your home use? Try this calculator to learn how you can manage your electric bill by using energy wisely.

Appliance Calculator

Here's a quick way to get a feel for what your home's appliances cost to operate.

Lighting Calculator

Learn how much you can save by switching to compact fluorescent bulbs.

Easy Wise-Use Tips

This guide provides a variety of practical tips you can use around your home to help manage your monthly energy bills.

Interactive Home

Take an interactive journey through a typical residence to better understand where and how energy is used.

Home Energy Systems

This extensive library provides tons of information about how energy is used in your home.

Fundamentals of Electricity

You can find a wide range of basic electricity fundamentals here, including how utilities generate and deliver power to customers.

Kids Korner

These fun activities for children of all ages provide information about energy efficiency, safety and a wide range of other topics.

OCA Electric Shopping Guide

This free online guide, available on the website of the Pennsylvania Office of Consumer Advocate, www.oca.state.pa.us, provides "apples-to-apples" price comparisons for alternative energy suppliers in each utility's service area.

KeystoneHELP

This program enables homeowners to borrow money at low interest rates to purchase new Energy Star-rated appliances or to make home improvements that conserve energy.

Pennsylvania Sunshine Solar Program

This new state program provides rebates to homeowners and small businesses to help fund solar electric and hot water projects.

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ATTACHMENT D

post-gazette.com LIVING / HOMES & GARDEN
Pittsburgh Post-Gazette

The 2009 Home & Garden Show: An index

Sunday, February 22, 2009
Pittsburgh Post-Gazette



Anita Dufella/PG illustration

With spring just a month away, it's a good time to look beyond the storm window and your winter jacket.

The 28th annual Duquesne Light Pittsburgh Home & Garden Show will feature more than 1,500 exhibitors spread across both floors of the David L. Lawrence Convention Center.

The show kicks off Friday, Feb. 27, and the Post-Gazette has a preview of this year's event. Here are the articles:

- [Get ready for 28th Home & Garden Show](#)
- [Home & Garden Show will brim with 'green' ideas](#)
- [Designers draw on masters' artwork for showcase room vignettes](#)
- [Blue is for boys -- and gardens, too](#)
- [Facade of the Dream Home Design Center has Arts & Crafts details](#)
- [Bidwell Training Center's plots to offer unusual ideas](#)
- [For quicker meals, consider a new cooktop or oven](#)
- [Recipe: Crispy Potato Pancakes With Homemade Cinnamon Applesauce](#)

➤ PDF: [Floor plan of the show](#) ➤ [List of exhibitors](#)

First published on February 22, 2009 at 12:00 am



SEARCH

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Duquesne Light > Our Community > Community Relations > Corporate Sponsorship > Home & Garden Show 2009 >

Learn How to Save Energy, Money at Home & Garden Show

Visit the Duquesne Light exhibit area at the Home & Garden Show, Feb. 27-March 8, for a variety of information to help you use energy more wisely – and save money.

Customer service representatives are on hand to explain the many benefits of our Home Energy Center on duquesnelight.com. Representatives from Conservation Consultants are available to answer questions on wise energy use. Visitors to the Duquesne Light exhibit area also have the chance to take home some “electrifying” prizes by playing our popular “scratch-and-win” game.

In addition, customers will be able to take part in the popular, award-winning “Watt Do You Know” game show, which plays to enthusiastic audiences at middle schools throughout our service territory each spring. Games will be held every two hours throughout the afternoon and evening on Fridays and Saturdays; at noon, 2 p.m. and 4 p.m. on Sundays; and at 6 p.m. and 8 p.m. Monday through Thursday, March 2-5.

Duquesne Light customers are eligible for a special discount offer on weekday admission to the home show by clipping a coupon in the current edition of **ServiceLine** and presenting it at the David L. Lawrence Convention Center box office.

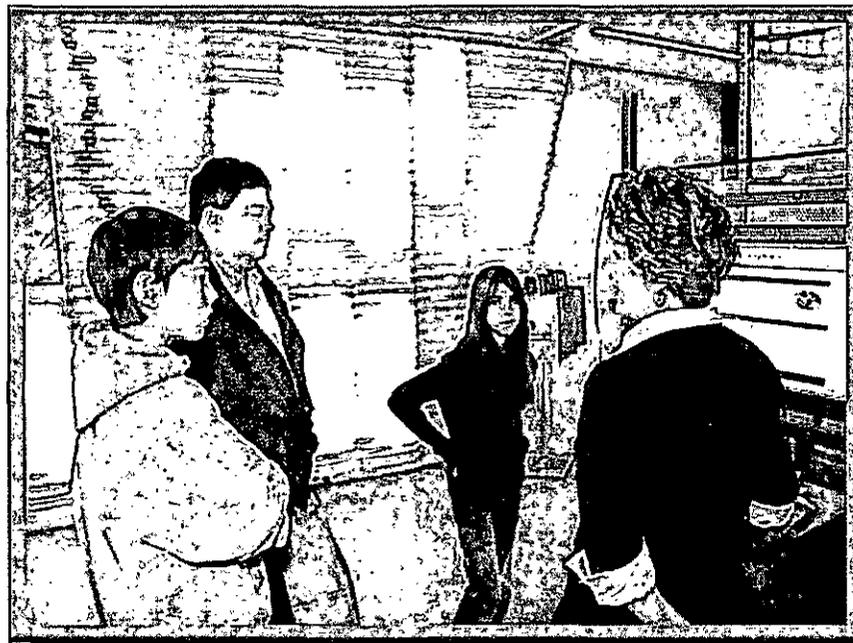
Following are photos from the first weekend of the show.



Youngsters enjoy one of our energy exhibits.



Customers try our popular "scratch and win" game.



A family learns how they can save energy and money through our Home Energy Center on duquesnelight.com.



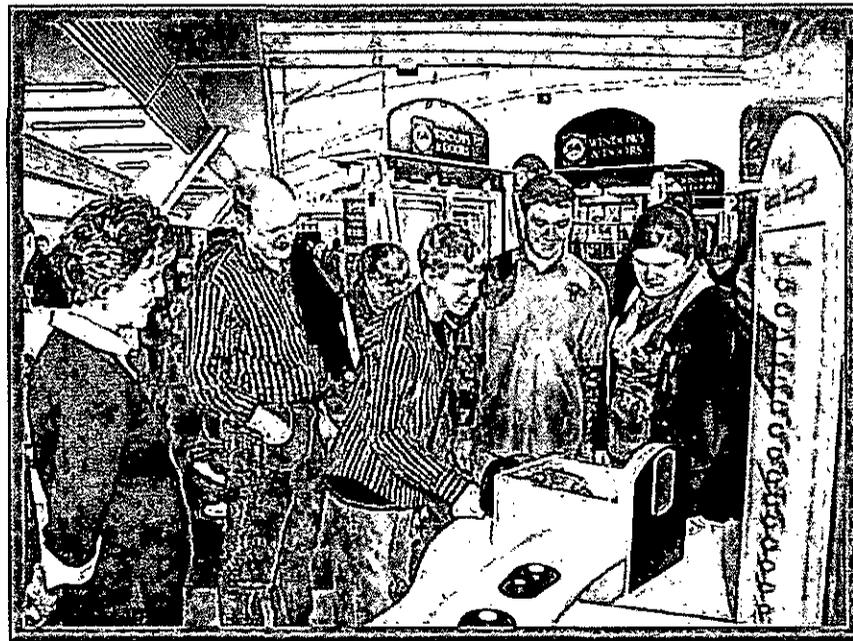
A \$50 gift certificate winner.



More fun and games at the Duquesne Light exhibit...



...As more people line up for the scratch and win.



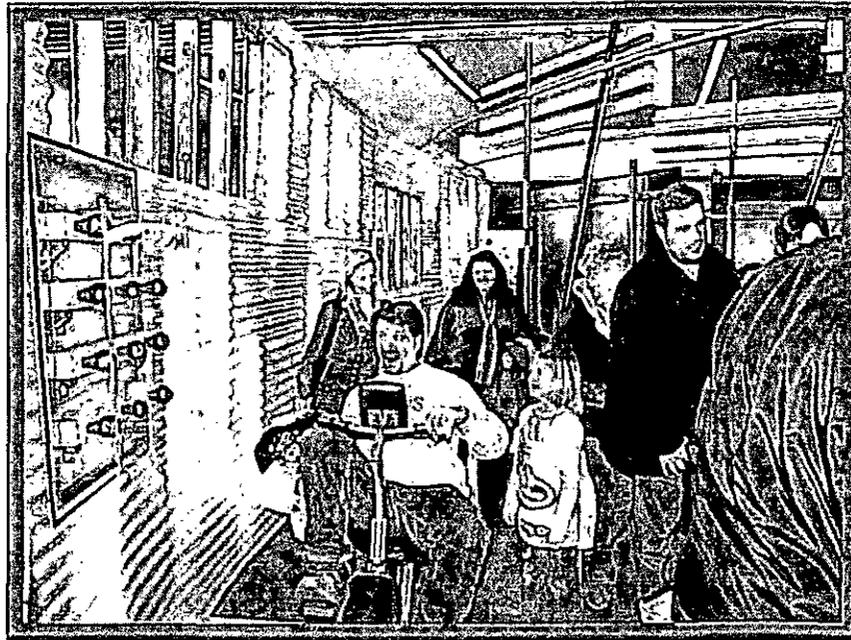
A fun way to learn about energy generation.



Another winner.



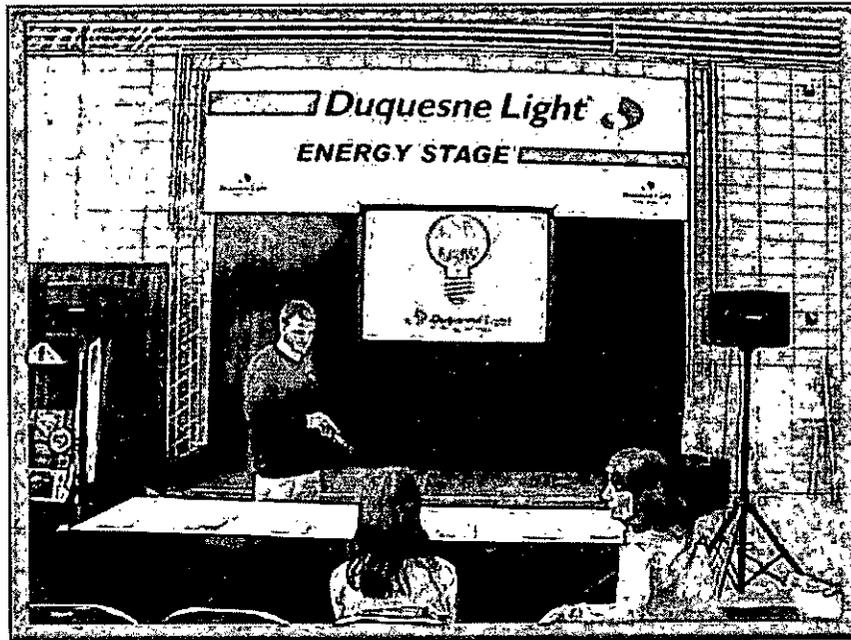
A Conservation Consultant representative is on hand to answer wise-energy use questions from customers.



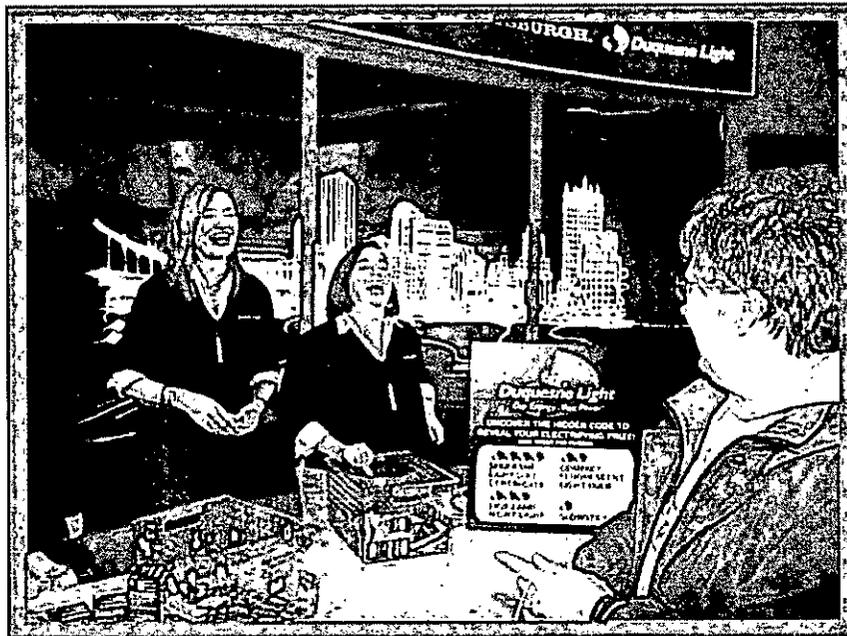
"Dad" energy lights up four rows of lights.



Winner of a compact fluorescent light bulb.



'Watt Do You Know?' contestants square off at the Duquesne Light Energy Stage.



Sharing a laugh with a customer.



Another \$50 gift certificate winner.



More fun at the energy exhibit



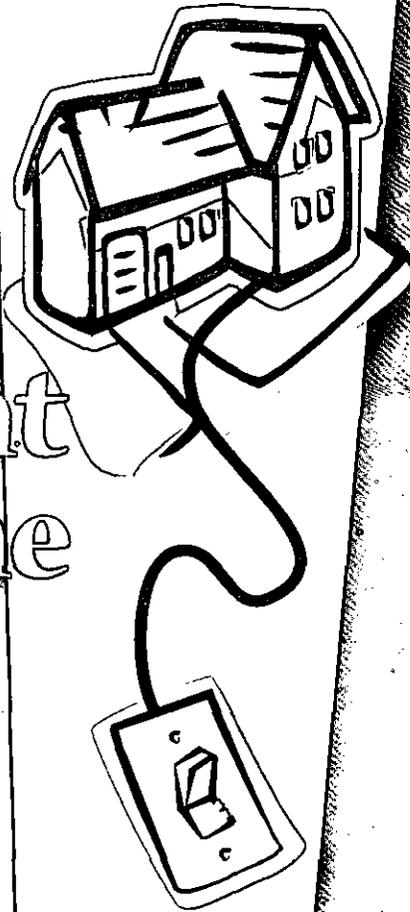
The ever-growing line to play "scratch and win."

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ATTACHMENT E

Easy Ways To Be More Energy Efficient At Home

Helpful tips
on saving
energy from
Duquesne Light



 **Duquesne Light**
Our Energy... Your PowerSM

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Save Electricity And Connect With Cost Savings

Electricity and other types of energy are a big part of our daily lives. In fact, from the time the alarm clock rings early in the morning until we turn in late at night, we count on various sources of energy to help us cook our meals, heat and cool our homes, light our way, and keep us informed and entertained.

At Duquesne Light, we're dedicated to providing each customer with access to a secure supply of reasonably priced electricity. We're also committed to helping customers minimize their bills while getting the most out of every dollar they spend on energy.

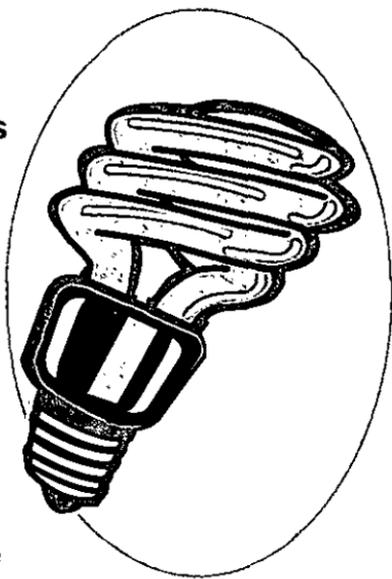
On the following pages, we've provided a number of tips that can help you cut electricity consumption and save money. We encourage you to take a few minutes to review these tips. We're sure you'll see that cutting your energy consumption can be *comfortable, convenient, and best of all, easy.*

Lighting...

Try These Bright Ideas To Contain Energy Costs

When the sun goes down, these power-saving tips can cut the costs of lighting your home:

- *Look At Lumens.* When you change a light bulb, look at how many lumens a bulb will produce. Lumens indicate the brightness of a bulb, while wattage simply tells you how much power is necessary to make the bulb work. Choose the greatest number of lumens and the lowest level of wattage.
- *Switch To Compact Fluorescents.* Change your incandescent bulbs to fluorescents. They provide more light while using less energy.
- *Turn Lights Off When You Leave.* If you're going to be out of a room for even a few minutes, turn off the lights. You'll save energy and lower your lighting costs.
- *Don't Over-light.* Instead of turning on all the lights in a room, use only the ones that are in the area where you'll be.



- *Try A Dimmer.* Dimmers allow you to control the amount of light you need in a room. They also help you extend bulb life and cut down on energy use.
- *Keep Those Fixtures Clean.* Don't let dust accumulate on lighting fixtures. It blocks light and cuts down on the efficiency of the fixture.
- *Locate Lamps In Corners.* When you put a lamp in the corner of a room, it will reflect light off two wall surfaces instead of one. This gives you more light in the areas where you need it and frequently eliminates the need for more lamps.
- *Paint Walls Light Colors.* Light-colored walls give rooms a brighter appearance. As a result, less lighting is needed to achieve a comfortable look.
- *Add A Timer Or Two.* Put indoor and outdoor lighting on timers. You can set them to turn lights on when needed and off when they're not. Timers can also help give your home that "lived-in" appearance when you're not there.
- *Install Motion Detectors.* Instead of reaching for light switches in dark rooms, install motion detectors that will turn lights on whenever you walk in. Motion detectors can be easily installed in place of most switches, and can help cut energy costs by turning lights on only when they're needed. Motion detectors also are excellent for use with outdoor lighting, as they turn on flood or decorative fixtures automatically, only when motion is detected near your home.

Water Heating...

Cool Ways To Cut Hot-Water Costs

Your hot water heater can be a big power user. Try these strategies to cut back on your energy consumption.



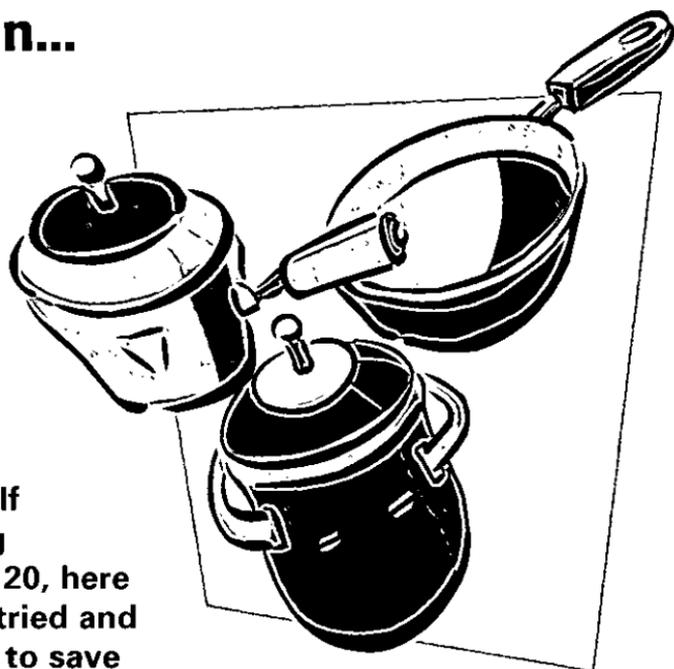
- *Turn Down The Tank.* You can cut your power consumption by turning your hot water tank down to 120° or "low." If you have a dishwasher, set your tank at 140°.
- *Insulate Your Pipes.* To keep the heat in your hot water, insulate the pipes leaving your hot water tank.
- *Wrap Those Old Hot Water Heaters.* A blanket of insulation keeps hot water hot by trapping heat in your tank. To be safe, remember to leave openings around electrical connections, thermostats, heating elements and drain valves. It is not necessary to wrap newer water heaters.

- *Slow The Flow.* Install flow restrictors on shower heads and faucets. Restrictors are easy to install and they use one-third to one-half the water that regular shower heads use.
- *Lose The Leaks.* If your faucets drip, get them fixed immediately. Leaking faucets can waste gallons of hot water in a short period of time.
- *Don't Let The Water Run.* If you're shaving, shampooing or brushing your teeth, turn the water on only when you need it.
- *Take Short Showers.* A short shower takes half the hot water of a tub bath.
- *Do Dishes Wisely.* Wait until your dishwasher is full before running it. You'll do more dishes with less hot water.
- *Wash Full Loads.* Instead of running multiple loads of laundry, only run your washer when you have a full load. Use the hot water setting only when absolutely necessary. And remember to rinse every load with cold water.

Kitchen...

**Cook Up
Some
Serious
Energy
Savings**

**Whether
you're
making a
sandwich
for yourself
or cooking
dinner for 20, here
are some tried and
true ways to save
energy in the kitchen.**



- *Use The Right Pot For The Job.* If you're only cooking a small amount of food, use a small pot. It takes more power to heat a large pot. Also, use a flat-bottomed pot that completely covers the burner. This keeps heat from escaping.
- *Put A Lid On It.* When you put a lid on a pot or pan, heat is trapped and food cooks faster. Dinner is done sooner and less energy is used.
- *Maintain An Oven-Cleaning Schedule.* A dirty oven doesn't reflect heat as well as a clean oven does. That means it takes more energy to warm and maintain your desired temperature.

- *Don't Pre-Heat.* Most recipes can be completed successfully without pre-heating the oven. If you must pre-heat for baking, turn the oven on for just a few minutes before putting in your food.
- *Microwave When Possible.* Because microwave ovens cook food 75 percent faster, they use less energy than conventional ovens.
- *Keep The Oven Door Closed.* Opening up the oven door lets out heat and drives up energy consumption. Try cooking several dishes with similar cooking temperatures in the oven at the same time.
- *Use Your Crock Pot.* If you're preparing a roast, use your slow cooker to cook the meat and any vegetables you will be serving with it. This eliminates the need to use both the oven and the stove top.
- *Keep The Refrigerator Full But Don't Overfill.* Air needs room to circulate around food. If you have an extra refrigerator that you're not using, unplug it. Also, a full freezer is a more efficient freezer.
- *Check Refrigerator Door Seals.* Close the door on a piece of paper that is half in and half out of our refrigerator. If you can remove the paper easily without opening the door, you may need to adjust the door latch or replace the seals.
- *Switch On The Power-Save.* If your refrigerator is equipped with a power-save feature, use it. If you have an older, inefficient refrigerator, consider replacing it. New refrigerators are much more energy efficient.

HOME ENERGY AUDIT

Test Your Energy Efficiency

Complete the home energy audit on the following pages to see how well your household manages energy usage.

Every "Yes" answer scores one point toward your household being Energy Efficient.

1. Have you replaced incandescent light bulbs with fluorescent bulbs? Yes No
Fluorescent bulbs use 1/4 of the energy that traditional bulbs use.
2. Do you have dimmers on your lights? Yes No
Dimmers extend bulb life and cut down on energy use.
3. Do you turn lights off when you leave a room? Yes No
Turning off lights when you leave a room is an easy way to save energy and money.
4. Do your doors and windows close tightly? Yes No
If you can see light around any outside door or window, heat or air conditioning is escaping through the cracks.

5. Are heating and cooling vents open and clear? Yes No
Blocked vents can stop the flow of warm and cool air, and make furnaces and air conditioners work harder.
6. Do you change or clean your furnace filters regularly? Yes No
Clogged, dirty filters slow airflow and make your furnace or air conditioner work harder.
7. Do you turn off computers or TVs when you're done using them. Yes No
Leaving computers and other appliances on when you're not using them wastes energy.
8. Do you wait until the dishwasher is completely full before you run it? Yes No
Full loads can reduce how often you need to run the dishwasher.
9. Do you use your microwave oven more often than your conventional oven? Yes No
Microwave ovens cook faster and use less energy than conventional ovens.
10. Do you have ceiling fans? Yes No
Ceiling fans circulate warm air to make rooms feel warmer in the winter and cooler in the summer.

11. Is there insulation in your attic? Yes No
Insulation keeps your house warmer in the winter and cooler in the summer. A minimum depth of 8 to 10 inches of insulation works best to manage heating and cooling.
12. Is your thermostat set correctly? Yes No
According to the U.S. Department of Energy, 68° is the recommended setting if the heat is on. If you have air conditioning, the recommended setting is 78°.
13. Is your thermostat mounted near drafts, lighting fixtures or appliances? Yes No
Thermostats can malfunction if they are near heat sources or are positioned in drafty locations.
14. Do you close your drapes and blinds when the sun goes down? Yes No
Closing the drapes and blinds during winter months helps cut heat loss at night.
15. Does your refrigerator close tightly? Yes No
A bad gasket on your refrigerator lets the cold out and drives up energy use.
16. Is your oven clean? Yes No
A dirty oven doesn't heat as well as a clean oven.

17. Do the faucets in your kitchen and bathroom shut off correctly? Yes No

Dripping faucets can waste gallons of hot water.

18. Is your hot water heater set at 120°? Yes No

According to the U.S. Department of Energy, the recommended setting for your tank is 120°. If you have a dishwasher, set your hot water heater at 140°.

19. Do you take short showers? Yes No

Short showers typically use half the water and energy of a bath.

20. Are timers and motion detectors installed on outdoor lights? Yes No

Timers and motion detectors help cut energy costs by turning lights on only when they are needed.

15 – 20 Congratulations, you're an energy whiz

10 – 14 Keep up the good work, you're energy wise

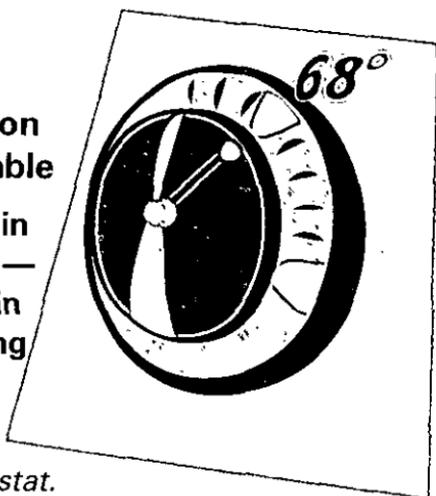
5 – 9 Good job, and keep up those energy-saving skills

0 – 4 With a little focus, your energy-saving skills will soar

Heating...

Cut Energy Consumption And Still Stay Comfortable

When the cold winds begin to blow, keep your home — and your heating bills — in the comfort range by using the following strategies:



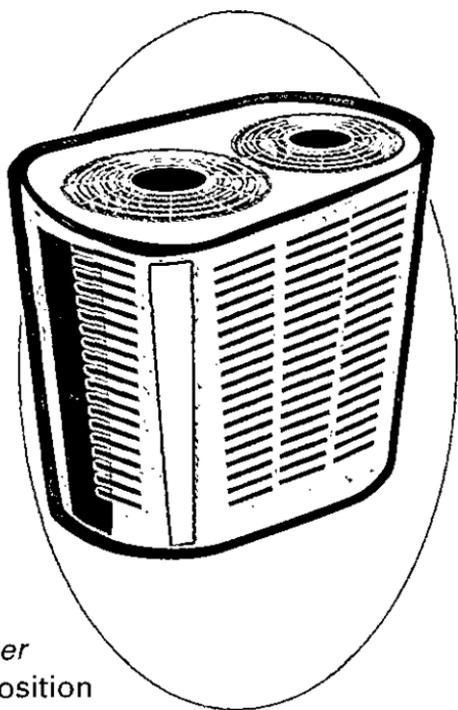
- *Turn Down Your Thermostat.* It's one of the most effective ways to cut your power consumption. Set your thermostat at 68° during the day and lower at night or when you're not at home.
- *Insulate Your Attic.* Make sure your home has a minimum of R-30 to R-38 with a depth of 8-10 inches of insulation in ceilings or attics (a contractor can help you evaluate your current insulation). By adding insulation, your home will be warmer in the winter and cooler in the summer.
- *Take A Look At Your Ductwork.* Dust, lint and other debris can block air vents and reduce the efficiency of your furnace. Be sure to keep ducts and grilles clean. Also, take time to insulate ductwork that runs through unheated areas like crawl spaces or garages.
- *Draw The Drapes.* Close your draperies when it gets dark outside. This will help cut heat loss through windows at night.

- *Close The Door and Shut The Vents.* In an electrically heated home close heat registers and all doors leading to unused rooms.
- *Use Bathroom Fans Sparingly.* These fans can quickly pull a great deal of heat out of your house. Turn them off as soon as you're done with them.
- *Get A Ceiling Fan.* Heat rises to the ceiling of a room. Keep it down where you are by installing a ceiling fan.
- *Install Storm Windows and Doors.* Drafts entering your home around leaky windows and doors can steal precious heat. Seal out the drafts with storm doors and windows. Replace any missing caulking.
- *Focus On The Fireplace.* Make sure the damper in your chimney is tightly closed when you're not using the fireplace. Save even more energy by installing glass doors on your fireplace.
- *Put Your Thermostat In The Right Place.* Keep the area around your thermostat clear — drafts created by appliances or heat from lighting fixtures can force your thermostat to function improperly.
- *Consider Installing New Doors And Windows.* Old windows and doors can let an amazing amount of heat escape from your house.
- *Change Your Filters.* Clogged, dirty filters slow air flow in your heating system and cause your furnace to work harder and run longer. Consider having your furnace serviced and cleaned each season.

Cooling...

Save Energy Without Breaking A Sweat

In the summer months, running your air conditioner inefficiently can really run up your electric bills. Keep your energy costs in line by trying these tactics:



- *Put Your Air Conditioner In The Shade.* If you position your air conditioner on the north side or shady side of your home — away from the direct rays of the sun — it doesn't have to work as hard to keep your home cool.
- *Give Your Air Conditioner Room To Breathe.* Don't let shrubs block the intakes on your air conditioning unit. They reduce airflow and make your air conditioner work harder. Also, keep the area around your air conditioner free from leaves and other debris that can limit air circulation.

- *Close The Blinds.* During the day, close curtains and blinds to keep sunlight from heating up your house. At night, when it's cooler, open windows and shut your air conditioner off.
- *Think About A Fan.* On cooler days, a fan can cool your home quickly and efficiently. Fans use considerably less energy than air conditioners.
- *Turn Up That Thermostat.* Most homes are still comfortable at a temperature of 78°. Every degree you raise your thermostat can cut your energy consumption up to 4 percent, according to the U.S. Department of Energy.
- *Put In A Clean Filter.* Dirty filters in your cooling system can cut efficiency. Install new filters or clean the filters regularly on central air conditioning systems and on window units.
- *Get A Cooling System Tune-Up.* Properly functioning equipment uses less energy. Have your cooling system serviced at the beginning of each season.

Landscaping...

Save Power By Planting In The Right Place

Trees and shrubs can do a lot to beautify your home. They also can help keep your electric bills low.

Here's how:



- *Plant A Shade Tree.* Not only do trees help cut cooling costs by shading your home from the summer sun, they also let the sun's rays reach your home in the winter when they lose their leaves in the fall.
- *Let Vines Climb.* Ivy, clematis and various other vines can provide an attractive way to shield your home from the sun.
- *Think Evergreen.* Protect your house from howling winter winds by planting evergreen trees and shrubs on the north and west sides of your property.
- *Think Lower.* Use turf or groundcover plants between homes and paved areas such as drives and walks. The temperature a few inches above the groundcover is frequently 12 degrees lower than paved surfaces, which may keep the exterior of your home cooler.
- *Go Native.* Plant native shrubs and grasses, which require less attention and watering other than Mother Nature herself.

Get Free Energy Advice Online

At Duquesne Light, we're committed to helping you get the most out of every dollar you spend on energy. Our Home Energy Center, at duquesnelight.com, provides a wide range of easy-to-use tools to help you evaluate and manage your electric use, including an interactive home that will help you understand where and how energy is used, appliance and lighting energy calculators, and an extensive home energy library. You even can track how your actual daily and weekly energy use might have been impacted by changes in weather or lifestyle.



Visit the Home Energy Center at duquesnelight.com.

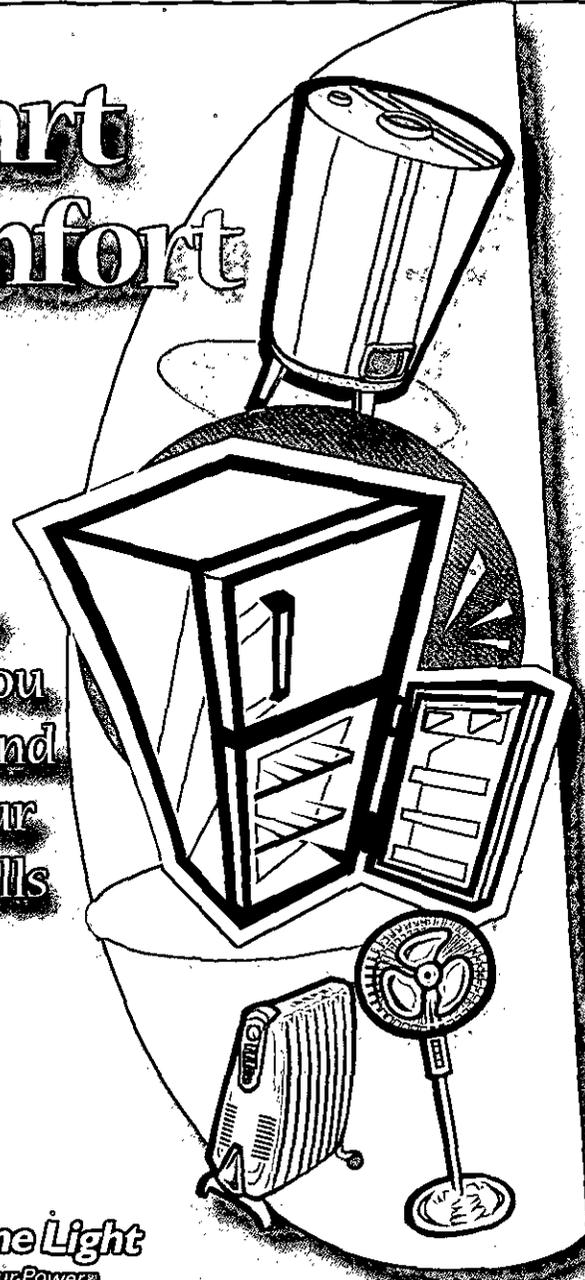


Our Energy. Your Power.

www.duquesnelight.com

Smart Comfort

A guide
designed
to help you
control and
lower your
energy bills



 **Duquesne Light**
Our Energy...Your Power™

Welcome!

We are proud to be able to serve you through our Smart Comfort Program.

Electricity is a necessary part of everyday life. It lights our homes, refrigerates our food, and brings us entertainment. It also may warm or cool our homes. Too much electric use, however, can make your bills hard to pay.

Learning to manage your electric use will enable you to reduce your bills while maintaining your quality of life.

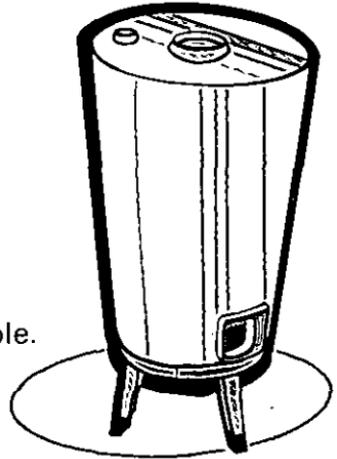
This book was prepared with you, our Duquesne Light Smart Comfort customer, in mind. It provides tips that allow you and your family to control electric use and to save money.

Energy Manager
1-866-282-3147

Electric Hot Water Tank

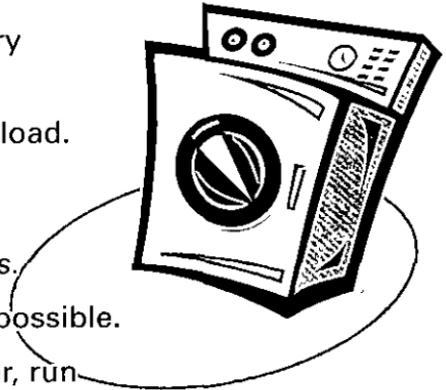


- Take showers instead of baths.
- Wash clothes in cold water.
- Keep the temperature setting at 120°F, or Low.
- Turn off the electric hot water tank at the electrical box if no one is home during the day.
- Be aware of hot water leaks and repair them as soon as possible.



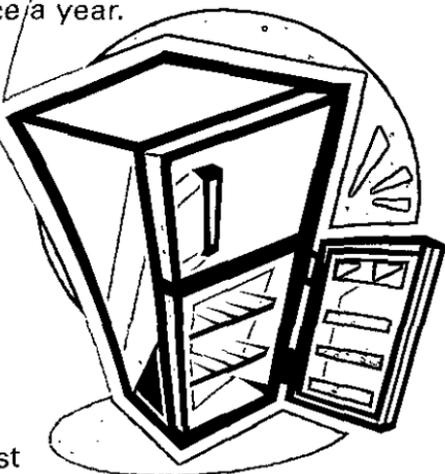
Electric Clothes Dryer

- Dry full loads.
- Vent dryer hose to the outside.
- Clean dryer vent hose every six months.
- Clean lint filter after every load.
- Do not over dry. Average drying time shouldn't be more than 30 to 50 minutes.
- Hang out wash whenever possible.
- If washing machine is older, run two spin cycles (to remove more water) before putting clothing in dryer.



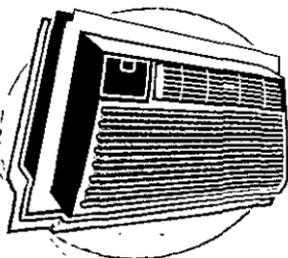
Refrigerator/Freezer

- Keep refrigerator/freezer at least 2/3 full.
- Clean coils behind or beneath the refrigerator at least twice a year.
- Keep drinks and moist food items covered.
- Keep the refrigerator/freezer temperature setting at mid-range.
- Unplug an extra refrigerator or freezer and save an average of \$15 per month.
- Defrost a manual defrost refrigerator when ice builds up more than 1/2-inch.



Window Air Conditioner

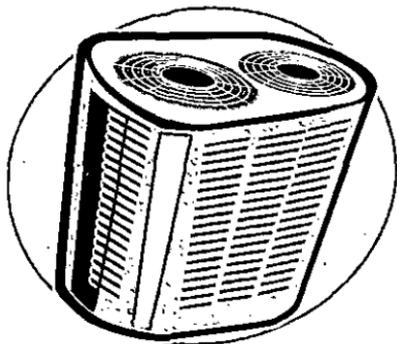
- Close off rooms being cooled. Keep doors closed.
- Use fans instead of A/C when you can.
- Seal spaces around air conditioning unit.
- Keep drapes and blinds closed to block out the sun.
- Clean filter, as needed.



Central Air Conditioner

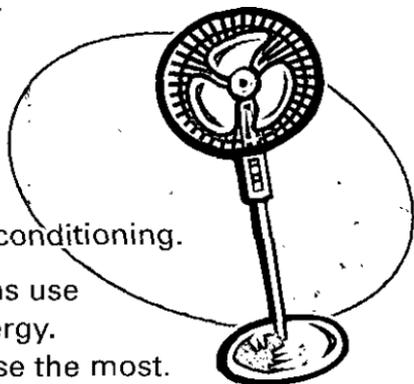


- Set thermostat at 78°F, or above, especially when you leave home.
- Use ceiling fans to help circulate cool air.
- Keep drapes and blinds drawn to block out the sun.
- Have both cooling and heating systems serviced yearly to keep them running safely and efficiently.
- Change furnace filters, as needed.
- Weatherize home to reduce heating and cooling costs.
- Set fan setting on Auto.



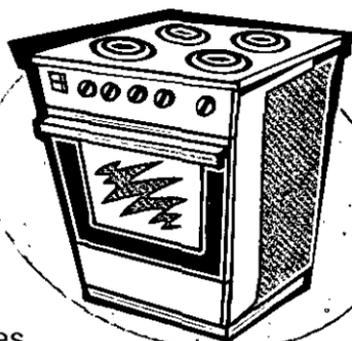
Fan

- Use fans instead of air conditioning.
- Pedestal and ceiling fans use the least amount of energy. Older, metal box fans use the most.
- Turn off fans when no one is in the room.
- Use fans to cool your house by drawing in cool nighttime air.



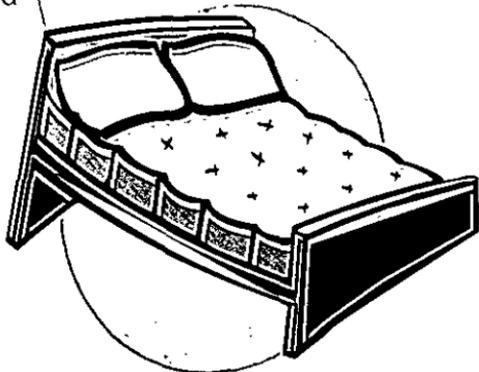
Electric Stove

- Use the microwave instead of the stove whenever possible.
- Use a small toaster oven as an alternative to the regular oven.
- Cover pots and pans with lids.
- Cook several meals at one time.
- Turn off oven 5 to 10 minutes before food is done.
- Do not use oven to heat room.



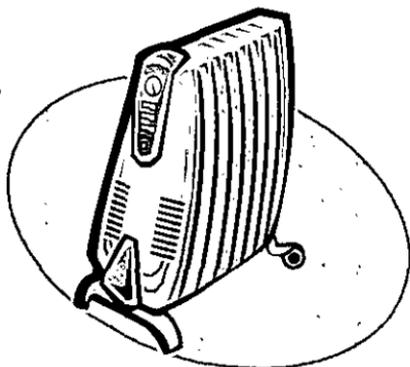
Waterbed

- Replace the waterbed with a foam or innerspring mattress.
- Keep the waterbed covered with heavy blankets (to hold in heat).



Space Heater

- It is not designed to be operated all the time.
- Use for one room only. Keep the door closed.
- Use one that has a thermostat.

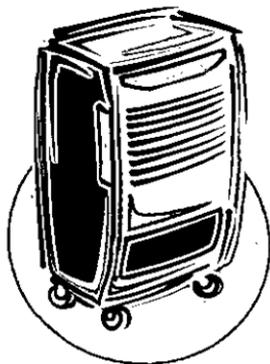


Furnace

- Change or clean furnace filter, as needed – usually once every month or two.

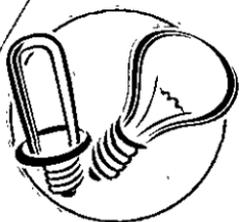
Dehumidifier

- Work to eliminate the source of moisture coming into the basement.
- Set humidistat to the lowest possible setting.
- Elevate the dehumidifier so it does not collect dust.
- Do not hang dry wash near the dehumidifier.
- Clean the dehumidifier coils.
- If basement has a door or window, use efficient pedestal fan to help exhaust humid air.



Lighting

- Turn off lights when you leave the room.
- Open window blinds and curtains – use natural sunshine during the day.
- Use 40- or 60-watt light bulbs where you can.
- Use compact fluorescent lights where you can.
- Clean light bulbs and fixtures. Dust can cut output by as much as 25 percent.
- Use motion detector lights outside rather than leaving lights on all night.



Pool

- Pool pump:
 - Don't run 24 hrs/day.
 - Do run 4 hrs/day.



Computer

- Shut down the computer when it isn't being used.
- If computer is new, shut it down in Stand By mode to save electricity.

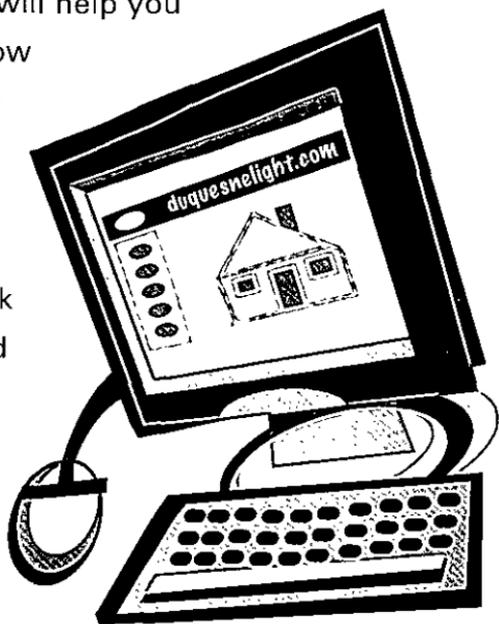


Resources

- | | |
|---|---|
| • Duquesne Light Smart Comfort | 1-866-282-3147 |
| • Duquesne Light
Universal Services Program | 1-888-393-7600 |
| • Columbia Gas (Weatherization) | 1-800-537-7431 |
| • Equitable Gas (Weatherization) | 412-395-3254 |
| • Dominion/Peoples Gas
(Weatherization) | 1-800-400-9276 |
| • Pittsburgh & Allegheny County
(Weatherization) | 412-227-3700
or 1-866-737-6550 |
| • Steel Valley OIC –
McKeesport/South Hills
(Weatherization) | 412-678-8622 |
| • Beaver County Housing Authority
(Weatherization) | 724-775-1220 |
| • LIHEAP I (Energy Assistance)
(November-March) | 412-562-0330 |
| • LIHEAP II (Crisis) (November-March)
Allegheny County Residents
Beaver County Residents | 1-800-851-3838
724-773-7495 |
| • Low Cost Loans (for home improvement)
Allegheny County Residents
City of Pittsburgh Residents | 412-350-6337
412-255-6600 |

Get Free Energy Advice Online

At Duquesne Light, we're committed to helping you get the most out of every dollar you spend on energy. Our Home Energy Center, at duquesnelight.com, provides a wide range of easy-to-use tools to help you evaluate and manage your electric use, including an interactive home that will help you understand where and how energy is used, appliance and lighting energy calculators, and an extensive home energy library. You even can track how your actual daily and weekly energy use might have been impacted by changes in weather or lifestyle.



Visit the Home Energy Center at duquesnelight.com.

Thank you for joining
in this partnership
with us.

Electricity is a necessary
part of everyday life.

We hope that our special program
will help you to manage your
electric use and save money.



Energy Assistance

Duquesne Light's
Universal Services
Programs help
those in need
gain access
to affordable
energy.

Call us to find
out how we can
help you
1-888-393-7600

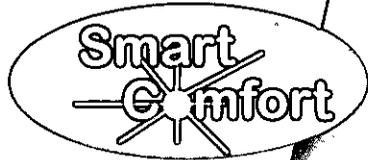


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Introduction

Through Universal Services Programs, such as **CAP, Smart Comfort, CARES, Dollar Energy Fund** and **LIHEAP**, Duquesne Light intends to cost effectively ensure that payment-troubled customers on a limited or fixed income have access to affordable energy.

Duquesne Light works with eligible customers to:

- Establish affordable payment arrangements that maintain electric service and assist customers in achieving self-sufficiency in paying their bill.
- Provide assistance in reducing their electric consumption to a more affordable level.

We are here to help you. Just call 1-888-393-7600.

CAP

Customer Assistance Program



Goal of CAP

The goal of Duquesne Light's Customer Assistance Program is to help low-income households that have an inability to pay their electric bill receive affordable energy. As a qualified customer, you will be assisted in achieving self-sufficiency by making timely payments.

Program Benefits

- Protection against loss of electric service.
- Reduced monthly payments based on ability to pay.
- Arrearage forgiveness over a specified period of time.
- Information about reducing your electric use.
- Toll-free number for questions and information.
- Referrals to other community resources, such as:
 - Dollar Energy Fund Housing Food Programs
 - Employment Counseling LIHEAP
 - Rehabilitation Transportation

How to Qualify for CAP

- The name on your account must be an adult (18 years of age or older) living in the household.
- Your monthly and/or yearly household income must fall within federal income guidelines.

CAP Customer Assistance Program

How to Apply for CAP

1. Call our Universal Services Center at: 1-888-393-7600

A Duquesne Light representative will provide the name and telephone number of the CAP agency nearest you. When you contact that CAP agency, please have the following information available:

- Monthly and/or yearly income of all household members.
- Names, birth dates and Social Security numbers of all household members.
- Household expenses, such as rent, utility bills, food and insurance payments.

Some applications can be processed over the telephone.

2. Provide proof of income.

You may be required to provide proof of your monthly and/or yearly household income at the CAP agency specified by the Duquesne Light representative.

3. To remain a CAP customer, you must complete the steps of the application process annually.

CAP Customer Assistance Program

Your CAP Payment

If you qualify for **CAP**, you will be put on a payment plan and will be required to make an on-time monthly payment. Your payment is based upon your ability to pay.

Current Charges	Monthly CAP payment will be based on a <i>percentage of your monthly budget amount.</i>
Past Due Amount	1/36 of your arrearage amount will be forgiven for each monthly, on-time, complete payment. If you remain in CAP , you can pay off your past due amount.

Reducing Your Account Balance

You can completely forgive your account balance if you make your monthly payments on time for three consecutive years.

CAP Customer Assistance Program

Your Responsibilities

- Pay your monthly **CAP** payment by the due date.
- Apply for energy assistance grants, when available.
- Participate in energy education.
- Conserve electricity.
- Accept weatherization measures, if you qualify.
- Accept any changes to the **CAP** Program.
- Notify Duquesne Light's Universal Services Center of any change in income, residence or number of household members.

→ If you do not maintain your responsibilities, you may be removed from the program.

→ For more information about Energy Assistance Grants, please call our Universal Services Center at 1-888-393-7600.

Smart Comfort

Usage Reduction Program



Goal of Smart Comfort

The goal of Duquesne Light's **Smart Comfort** Program is to help you reduce your electric bill.

Program Benefits

- Free conservation measures.
- Energy education.
- Services and measures to reduce your electric use and lower your monthly bill.
- Energy audit.
- Toll-free number for questions and information.
- Referrals to other community resources.

Weatherization Measures

An energy manager will visit you in your home and provide energy education and free usage reduction measures through an energy audit.

The Home Energy Audit Will:

- Investigate potential savings areas.
- Measure usage of targeted electrical equipment.
- Provide energy education.
- Apply energy reduction measures, where needed.

Smart Comfort Usage Reduction Program

How to Qualify for Smart Comfort

- The name on your account must be an adult (18 years of age or older) living in the household.
- Meet at least one of the following three criteria:
 - own your home.
 - be an electric heating customer.
 - have continuous electric service at your current residence for the previous six months.
- You have not had a **Smart Comfort** visit in the last seven years.
- Your monthly and/or household yearly income *must fall within* federal income guidelines.
- Your monthly average usage must be greater than 500 kilowatt-hours (kWh).

Smart Comfort Usage Reduction Program

How to Apply for Smart Comfort

1. Call Smart Comfort at 1-866-282-3147

When you call, please have the following information available:

- Your 13-digit Duquesne Light account number (upper right on bill).
- Monthly and/or yearly income of all household members.
- The phone number(s) at which you can be reached.

2. Provide proof of income

You may be required to provide proof of your monthly and/or yearly household income to the energy manager during the home visit.

Your Responsibilities

- Participate in energy audit and energy education with an Energy Manager.
- Accept any weatherization or conservation measures.
- Conserve energy.

CARES

Customer Assistance & Referral Evaluation Service



Hardships, such as loss of income due to injury, illness or death of primary wage earner, can strike anyone at anytime. When they do, payment problems may occur. Many customers experiencing these types of problems are not aware of the programs and services available to help them.

Goal of CARES

The goal of Duquesne Light's **CARES** program is to assist payment-challenged customers and special-needs customers to obtain necessary social service support and assistance.

Program Benefits

- Affordable monthly payments.
- No late payment charges.
- Home visit by **CARES** representative.
- Information about reducing your electric use.
- Toll-free number for questions and information.
- Referrals to other Duquesne Light programs.
- Referrals to other community resources, such as:

Dollar Energy Fund	Housing	Food Programs
Employment	Counseling	LIHEAP
Rehabilitation	Transportation	

CARES Customer Assistance & Referral Evaluation Service

How to Qualify for CARES

There are no income guidelines to qualify for the **CARES** Program. You may qualify for **CARES** if you:

- Are experiencing a temporary hardship.
- Are willing to work together with a **CARES** representative.

Examples of Temporary Hardships

- Serious illness or injury to a member of household.
- Death of primary wage earner.
- SSI or disability recipient.
- Low-income elderly.
- Low-income single parent.
- Loss of income to household.
- Marital or family problems.
- Loss of unemployment benefits.
- *High medical bills.*
- Mental health disability.

CARES Customer Assistance & Referral Evaluation Service

How to Apply for CARES

1. Call our Universal Services Center at: 1-888-393-7600

A Duquesne Light representative will provide the name and telephone number of the CARES agency nearest you. When you contact that CARES agency, please have the following information available:

- Monthly and/or yearly income of all household members.
- Names, birth dates and Social Security numbers of all household members.
- Household expenses, such as rent, utility bills, food and insurance payments.

2. Provide proof of income.

You may be required to provide proof of your monthly and/or yearly household income.

Your Responsibilities

- Must apply for energy assistance grants, if eligible.
 - Must contact agencies suggested to you by the **CARES** representative.
 - Conserve electricity.
- If you do not maintain your customer responsibilities, you may be removed from the program.**

Dollar Energy Fund



Since 1983, the **Dollar Energy Fund** has been helping to make basic utilities more affordable for people with fixed or limited incomes. The fund is a private charity founded by a group of community, religious and business leaders.

The Fund assists with energy bills that are no longer manageable. Individuals apply once a year for each utility and are not expected to pay the grants back.

Goal of the Dollar Energy Fund Grant Program

The goal of the Grant Program is to help customers understand and access community resources to solve their heat, light and water payment problems as a step toward greater self-sufficiency.

Program Benefits

- Prevent termination of electric service.
- Restore electric service if terminated.

Dollar Energy Fund

Program Eligibility Dates

(2007-2008 Program Year)

- The program is open from Oct. 1 through Nov. 30 for services that are off or in threat of termination only.
- Beginning Dec. 1 through Jan. 31, an applicant's service must be off.
- During the month of February, an applicant's service must be off or in threat of termination.
- On March 1, the program is open to all eligible customers regardless of service status, while funds are available.

How to Qualify for Grant Program

- Your account must be residential, single home or apartment.
- The name on your account must be an adult (18 years of age or older) living in the household.
- You must have paid at least \$150 on your account in the last 90 days. Senior citizens (age 62 and over) must have paid at least \$100.
- You must have a balance on your electric bill of at least \$100.
- Senior citizens age 62 and over may have a zero balance, as long as there is no existing credit on the account.
- Your monthly and/or yearly household income must fall within federal income guidelines.

Dollar Energy Fund

How to Apply for the Grant Program

1. Call our Universal Services Center at: 1-888-393-7600

The Duquesne Light representative will refer you to a screening agency in your area that will assist you in filling out the Grant Program application.

When you place your call to the screening agency, please have the following information available:

- Monthly and/or yearly income of all household members.
- Names, birth dates and Social Security numbers of all household members.
- Household expenses, such as rent, utility bills, food and insurance payments.

Provide proof of income.

You will be required to provide proof of your monthly and/or yearly household income when you visit the screening agency to fill out the Grant Program application.

Your Responsibilities

- Make a sincere effort to pay your monthly electric bill.
- Contact Duquesne Light to set up payment arrangements.

LIHEAP

Low-Income Home Energy Assistance Program



Goal of LIHEAP

LIHEAP helps eligible customers on low or limited incomes pay their heating bills through energy assistance grants. You do not have to have an unpaid bill to receive energy assistance.

The Department of Public Welfare administers **LIHEAP** and establishes dates in which **LIHEAP** is available.

How to Qualify for LIHEAP

- You must be responsible for your home heating costs.
- Your monthly and/or yearly household income must fall within federal income guidelines.

CRISIS Grants:

Additional money is available if you have an emergency situation and are in danger of losing your heat.

Emergency Situations Include:

- Broken heating equipment or leaking lines which must be fixed or replaced.
- Being without fuel.
- Utility service termination.
- In danger of being without fuel or having utility service terminated

Assistance with emergency situations is available 24 hours a day. Call your local County Assistance Office for information.

LIHEAP Low-Income Home Energy Assistance Program

How to Apply for LIHEAP

1. Call or visit your local County Assistance Office to set up an appointment.

If you think you qualify, contact your local County Assistance Office as soon as possible. Be sure to apply at the office for the county where you live. Funds for this program are limited and the program is only open a short time.

When you apply for **LIHEAP**, you will need to bring the following information:

- Proof of monthly and/or yearly income of all household members.
- Names, birth dates and Social Security numbers of all household members.
- A recent heating bill.

If You Qualify for LIHEAP

Thirty days after you apply for energy assistance, you will receive written notice telling you if you are eligible and the amount you will receive.

A payment will be sent directly to your utility/fuel company, and the payment will be credited on your bill. In some cases, the check may be mailed to you for forwarding to your utility/fuel company.

For further information and to learn the dates of assistance availability, call Duquesne Light's Universal Services Center at 1-888-393-7600.

Universal Services Community Partners

Holy Family Institute

211 N. Whitfield St.
Pittsburgh, PA 15206
(East Liberty)
(412) 361-2583

Holy Family Institute

1789 S. Braddock Ave.
Suite 585
Pittsburgh, PA 15218
(Swissvale)
(412) 244-8010

Holy Family Institute

19 May St.
McKees Rocks, PA 15136
(412) 331-8665

Holy Family Institute

Northside Common Ministries
1601 Brighton Rd.
Pittsburgh, PA 15212
(North Side)
(412) 322-6588

Goodwill Industries

2600 East Carson St.
Pittsburgh, PA 15203
(South Side)
(412) 390-2313

Goodwill Industries

345 Fifth Ave.
McKeesport, PA 15132
(412) 664-1967

Catholic Charities

212 Ninth St., 8th Floor
Pittsburgh, PA 15222
(Downtown)
(412) 456-6913

Catholic Charities

3582 Brodhead Rd.
Suite 108
Monaca, PA 15061
(724) 775-2034

North Hills

Community Outreach

416 Lincoln Ave.
Pittsburgh, PA 15209
(Millvale)
(412) 487-6316

Goodwill Industries,

Rochester Plaza
750 Ohio River Blvd.
Rochester, PA 15074
(724) 775-6768

**Duquesne Light
Universal Services
Center**

1-888-393-7600

Hours of Operation

8 a.m. to 5 p.m.

Monday - Friday

**Offering a wide range of
energy assistance programs
for those in need.**



KDKA Warmathon to benefit Dollar Energy Fund

Dollar Energy Fund

- [About the Warmathon](#)
- [Program Benefits](#)
- [Support Warmathon](#)
- [Program Sponsors](#)

Program Sponsors

We thank all of our generous sponsors for lending a helping hand in our efforts to ensure our neighbors will stay warm this winter.



PPG Industries



[Alco Parking](#)

[Dallas W. Hartman, PC - Attorneys at Law](#)

[Liberty Sports Group](#)

[Panera Bread](#)

[Dr. Bill Stiles](#)

[Einstein Bros. Bagels](#)

[Holland Mortgage Group, LLC](#)

[Chiurazzi & Mengine - Attorneys At Law](#)

[Staab & Sons, Inc.](#)

- [KDKA News Radio](#)
- [KDKA News TV](#)
- [About Dollar Energy Fund](#)
- [Contact Us](#)



KDKA Warmathon to benefit Dollar Energy Fund

Dollar Energy Fund

- [About the Warmathon](#)
- [Program Benefits](#)
- [Support Warmathon](#)
- [Program Sponsors](#)

About the Warmathon

The second annual NewsRadio 1020 KDKA is happening on February 11 and 12, 2010 at PPG Wintergarden. During our first Warmathon \$250,000 was raised to help ensure that our neighbors did not have to face a winter without utility service.

What is a Warmathon?

All proceeds from the Warmathon will help your neighbors. Donations in support of the Warmathon are currently being accepted to make sure families and seniors in our area don't have to face the winter without utility service. Donations can be made online at www.dollarenergyfund.org or sent to:

Donate to Dollar Energy Fund
P.O. BOX WARM
 Pittsburgh, PA. 15230

or text to:

Donate \$10 to Dollar Energy Fund
TEXT WARM
 To 20222. Answer YES to confirm!



- [KDKA News Radio](#)
- [KDKA News TV](#)
- [About Dollar Energy Fund](#)

KDKA Warmathon to benefit Dollar Energy Fund

Dollar Energy Fund

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- [Support Warmathon](#)
- [Program Sponsors](#)

Program Benefits

The Dollar Energy Fund Hardship Program has helped thousands of individuals each year. In 2008, 13,369 households were awarded utility assistance grants, giving them the opportunity to maintain or restore basic gas, electric or water service.

The Dollar Energy Fund's Hardship Program partners with utility companies who match every donation we receive. Donations are distributed to the less fortunate in the form of a utility assistance grant, which is applied directly to an accepted applicant's utility bill(s).

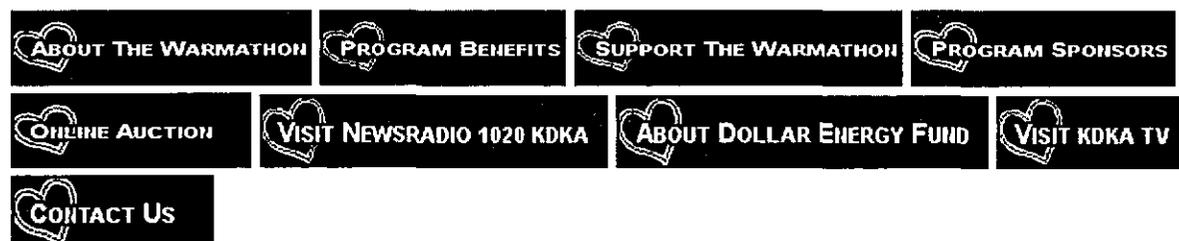
Your donations help neighbors in your community endure and overcome the burden of increasing utility costs.

See what our clients are saying...

"My family and I thank you for your help." – C.D.

"Thanks so much for the money to light up our life again! Our sincere thanks!" – The S. Family

- [KDKA News Radio](#)
- [KDKA News TV](#)
- [About Dollar Energy Fund](#)
- [Contact Us](#)



KDKA Warmathon to benefit Dollar Energy Fund

Dollar Energy Fund

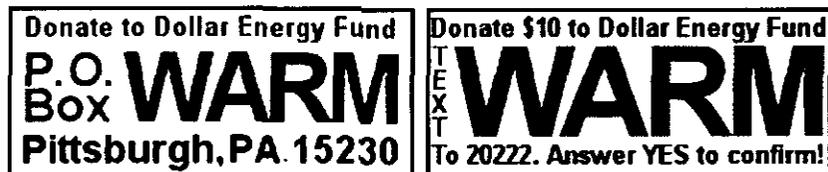
- [About the Warmathon](#)
- [Program Benefits](#)
- [Support Warmathon](#)
- [Program Sponsors](#)

How did you hear about the Dollar Energy Fund? Please check all that apply.

- Radio
- TV
- Newspaper
- Billboard
- Web Site
- Word of Mouth

Other _____

Support the Warmathon!



Help someone make it through the winter with basic utility service by supporting the NewsRadio 1020 KDKA Warmathon to benefit Dollar Energy Fund. One hundred percent of your contribution will be applied toward a utility assistance grant for a neighbor in your area in need of a hand-up.

There are many ways to get involved with Warmathon 2010.

- Sponsor!**
- Volunteer!**
- Pedal For Power!**
- Create an Event!**
- Donate!**

You can also [donate directly to Dollar Energy Fund](#).

- [KDKA News Radio](#)

- [KDKA News TV](#)
- [About Dollar Energy Fund](#)
- [Contact Us](#)



**Duquesne Light Company Generic Radio Spots used for Consumer Education
for Pitt Panther football and basketball & Pittsburgh Penguin Games**

Energy Conservation #1 - :30 SEC

Hey Panther Fans! (Hey Pens Fans!) Duquesne Light wants to help you cut your energy consumption and still stay comfortable this winter. Set the thermostat at 68 degrees during the day and lower at night or when you're not home. Insulate that attic with a depth of 8-10 inches of insulation, and seal out those drafts around your doors and windows. Visit our website at www-dot-duquesnelight-dot-com for more energy saving tips.

Energy Conservation #2 - :30 SEC

Hey Panther Fans!(Hey Pens Fans!) Duquesne Light wants to help you cut your energy consumption and still stay comfortable this winter. Be sure to replace that furnace filter on a regular basis. Close those drapes and blinds after dark to hold the heat inside the house. And consider installing a ceiling fan to push down the rising warm air from your furnace. Visit our website at www-dot-duquesnelight-dot-com for more energy saving tips.

Sample GMI Rate Decrease Letter (LETTER = RATEGM, LTR-IND = 2):



Jul 10, 2009
1001-415-585-001

#BWNHBYB
#0050070779250051#

Re:Cleveland St.

Dear

The rate you are charged for your electric supply from Duquesne Light each month is based on your metered demand. The supply rate for commercial and industrial customers with monthly metered demand equal to or greater than 25kW will be updated every six months, through the end of 2010, so that the price Duquesne Light charges you is aligned with the market price of electricity.

As part of an agreement with the Pennsylvania Office of Small Business Advocate, Duquesne Light will update the supply rate through a competitive request for proposal. The first biannual market-price adjustment, which went into effect July 1, 2009, reflects a decrease to your electricity supply charges because of a change in electricity supply prices in the market. On average, the total bill for a customer using 30 kW in demand and 10,000 kilowatt-hours per month would decrease by about \$144, or 13.7 percent. It is important to note the actual change in your bill will be determined by your account's specific demand and kilowatt-hour usage patterns. As a result, the impact on your monthly bill may be greater or less than the average figures stated above.

This adjustment was approved by the Pennsylvania Public Utility Commission. Additional market-price adjustments will occur on Jan 1, 2010, and July 1, 2010. You will be notified of those adjustments through a message on your monthly bill statement.

Under the provisions of the Electricity Generation Customer Choice and Competition Act, you also may purchase energy from a licensed Electric Generation Supplier selling in our service territory. As always, Duquesne Light would continue to provide safe and reliable delivery service.

If you have any questions, please contact Duquesne Light at 412-393-7100. Please have your account number available. It is located on the upper-right-hand corner of your monthly electric bill.

Sincerely yours,

Lynda R. Pekarsky
Manager, Commercial and Industrial Customers

GMI and GMHI Rate Decrease Letters

Letters will be generated / printed over 5 days (as requested by Kellie Simon):

Print Schedule

Tuesday, August 18 (Rate GMH / ALL Partitions)

Rate	Rate Desc	Description	Rev Class	Count	Partition
240	GMHI	GMH Indexed Small	421	92	ALL
240	GMHI	GMH Indexed Med	425	900	ALL
240	GMHI	GMH Indexed Ind	426	29	ALL

Total Letters 1,021

Wednesday, August 19 (Rate GMI / Partition 0 thru 2)

Rate	Rate Desc	Description	Rev Class	Count	Partition
234	GMI	GM Indexed Small	421	241	0,1,2
234	GMI	GM Indexed Med	425	2,353	0,1,2
234	GMI	GM Indexed Ind	426	294	0,1,2

Total Letters 2,888

Thursday, August 20 (Rate GMI / Partition 3 thru 5)

Rate	Rate Desc	Description	Rev Class	Count	Partition
234	GMI	GM Indexed Small	421	237	3,4,5
234	GMI	GM Indexed Med	425	2,181	3,4,5
234	GMI	GM Indexed Ind	426	245	3,4,5

Total Letters 2,663

Friday, August 21 (Rate GMI / Partition 6 thru 7)

Rate	Rate Desc	Description	Rev Class	Count	Partition
234	GMI	GM Indexed Small	421	157	6,7
234	GMI	GM Indexed Med	425	1,462	6,7
234	GMI	GM Indexed Ind	426	178	6,7

Total Letters 1,797

Monday, August 24 (Rate GMI / Partition 8 thru 9)

Rate	Rate Desc	Description	Rev Class	Count	Partition
234	GMI	GM Indexed Small	421	152	8,9
234	GMI	GM Indexed Med	425	1,511	8,9
234	GMI	GM Indexed Ind	426	178	8,9

Total Letters 1,841

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Monday, July 27, 2009 12:17 PM
To: Kukovich, Barry D
Cc: "Charles, Thomas"; "ocaconsumered@paoca.org"; "Webb, Sharon"
Subject: RE: Approval on Duquesne Light Letter to commercial and industrial customers

Barry,

The PUC has reviewed and is approving the letter submitted by Duquesne Light for its commercial and industrial customers.

Sincerely,

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Monday, July 13, 2009 3:47 PM
To: McCracken, Denise; Charles, Thomas; ocaconsumered@paoca.org; Webb, Sharon
Subject: Approval on Duquesne Light Letter to commercial and industrial customers

Denise,

Attached is a letter to our commercial and industrial customers. I believe that everyone addressed above represent the proper people/offices that need to look it over. If I've missed anyone, please let me know, and I'll send to them immediately.

Thanks, if you have any questions, email back or give me a call at 412-393-6393.

Barry

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Tuesday, July 28, 2009 2:47 PM
To: Kukovich, Barry D; "Charles, Thomas"; "ocaconsumered@paoca.org"; "Webb, Sharon"
Subject: RE: Approval of materials

Hi, Barry.

This is to confirm that we have received your consumer-education materials and will begin our two-week review process. We'll be in touch again with our feedback.

Sincerely,

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Monday, July 27, 2009 2:00 PM
To: McCracken, Denise; Charles, Thomas; ocaconsumered@paoca.org; Webb, Sharon
Subject: Approval of materials

Hi Denise,

Thanks so much for getting the approval on the GM customer letter back to us. It's much appreciated.

Attached are two more items for your review. The first one is a booklet distributed to customers who need information on our Universal Services Programs. The second is two cards distributed at speaker's team presentations, fairs, and other functions to provide customers a quick overview of our energy assistance programs. One is geared towards senior citizens, and the other is for a general audience.

Thanks Denise,

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Thursday, August 06, 2009 3:13 PM
To: Kukovich, Barry D; "Charles, Thomas"; "ocaconsumered@paoca.org"; "Webb, Sharon"
Subject: RE: ServiceLine

Barry,

This is to confirm that we have received your newsletter and we will begin our two-week internal review process today.

Sincerely,

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Thursday, August 06, 2009 12:55 PM
To: McCracken, Denise; Charles, Thomas; ocaconsumered@paoca.org; Webb, Sharon
Subject: ServiceLine

Hi Denise,
Attached is our latest edition of ServiceLine for your comments and approval. You'll notice that the cartoon panels at the top are not yet colored in, but are in development.

Thanks,

Barry

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Monday, August 10, 2009 11:41 AM
To: Kukovich, Barry D
Cc: "Charles, Thomas"; "ocaconsumered@paoca.org"; "Webb, Sharon"
Subject: RE: Duquesne Light Materials
Attachments: Energy Assistance 2009.pdf; Helping hands cards 2009.pdf

Hi, Barry.

The Commission has reviewed and is approving the two consumer-education materials your company submitted to us. We also offer the following feedback:

· On the card, eliminate the word "free" before programs. They are not "free." They are ratepayer and taxpayer funded programs.

Below you will find feedback provided to your company by the OCA:

· We believe that both the booklet and cards are well designed. However, the booklet is pretty detailed and we are concerned if it is appropriate for distribution to low income customers. We suggest that the documents be reviewed for both reading and comprehension levels.

· Approximately how many booklets will be distributed? At what cost? How would they get distributed? Do you mail this out upon request?

· There is a typographical error on page 7 of the booklet. The word "Quality" should be "Qualify".

This is a reminder to send us the final versions of your materials electronically. Let us know if you have any questions or concerns.

Sincerely,

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Monday, July 27, 2009 2:00 PM
To: McCracken, Denise; Charles, Thomas; ocaconsumered@paoca.org; Webb, Sharon
Subject: Approval of materials

Hi Denise,

Thanks so much for getting the approval on the GM customer letter back to us. It's much appreciated.

Attached are two more items for your review. The first one is a booklet distributed to customers who need information on our Universal Services Programs. The second is two cards distributed at speaker's team presentations, fairs, and other functions to provide customers a quick overview of our energy assistance programs. One is geared towards senior citizens, and the other is for a general audience.

Thanks Denise,

Barry
412-393-6393

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Tuesday, August 11, 2009 2:45 PM
To: Kukovich, Barry D
Cc: "Charles, Thomas"
Subject: RE: Duquesne Light Customer Evaluations Pursuant to Consumer-Ed Plan

Barry,

This is to confirm that we received the final version of the July 2009 newsletter and your email response on the latest round of approved materials. We will look forward to receiving the customer evaluation information at this Thursday's meeting.

See you then.

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Tuesday, August 11, 2009 2:40 PM
To: McCracken, Denise
Subject: Re: Duquesne Light Customer Evaluations Pursuant to Consumer-Ed Plan

Denise, I'll bring this along to our Thursday meeting.

Thanks,

Barry

"McCracken, Denise"
<demccracken@state.pa.us>

08/10/2009 12:39 PM

To 'William J Roland' <wroland@duqlight.com>, "bkukovich@duqlight.com" <bkukovich@duqlight.com>
cc "Charles, Thomas" <thcharles@state.pa.us>
Subject Duquesne Light Customer Evaluations Pursuant to Consumer-Ed Plan

Good afternoon.

Pursuant to Duquesne Light's Consumer-Education Plan (p. 6) the Company states that "a variety of methods are used to measure program effectiveness. Outreach events are evaluated on the number of events, the location of the events, target audience reached and number of attendees. Customer feedback from each events also is gathered to help gauge the effectiveness of the programs. Duquesne Light's monthly customer surveys have been used to track awareness and other measures."

The PUC Communications Office is requesting to see the results of your most recent customer evaluations as outlined above. We would like to view these results at your earliest convenience this week. If you are unable to send them to us electronically, perhaps you could bring along a copy for us to keep at Thursday's meeting.

Please let us know if you have any questions!

Sincerely,

Denise McCracken
Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Friday, August 14, 2009 9:44 AM
To: Kukovich, Barry D
Cc: "Charles, Thomas"
Subject: RE: Research list

Barry,

Thanks for sending this to us so quickly and for continuing to keep us informed on your consumer-education plans.

Have a nice weekend!

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Friday, August 14, 2009 7:39 AM
To: McCracken, Denise
Subject: Research list

Hi Denise,

Attached is the electronic version of our research list (with our Co. name on top) that you requested. I really want to thank you and Tom for yesterday. You've really helped us with all of this. It's very much appreciated.

Barry

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Thursday, August 20, 2009 10:00 AM
To: Kukovich, Barry D; "Charles, Thomas"; "ocaconsumered@paoca.org"; "Webb, Sharon"
Subject: RE: ServiceLine

Barry,

The Commission has reviewed and is approving the draft newsletter submitted to us and we offer the following feedback and comments:

- The first EE&C article is well drafted, however, it has been suggested that the company mention that these EE&C program costs will be recovered from customers, but are capped at 2 percent by legislation (or a sentence similar to this).
- The quote involving the PUC in the first EE&C article should be changed as follows: "The PUC is expected to ~~approve~~ act on the Duquesne Light plan ~~on~~ no later than November," said Sandoe.
- One reviewer commented that the article on TVs is one of the best and most practical articles this person has seen so far.
- In addition to the written article on TVs, a chart with these figures may be beneficial to include as a graphic in place of or in addition to the picture of the three TVs.

The Commission agrees with the following comments offered by the OCA:

- This is dated August 2009. Since we are halfway through August is this a draft for August or should it be dated September 2009?
 - Increasing the font size may make it easier for consumers to read.
 - The first article is a promotion of programs pending before the Commission. This seems more in the nature of a press release. That being said, if used as is, we would suggest moving the 4th paragraph and making it the 2nd paragraph. It seems to make more sense explaining what Act 129 is before you explain what steps you've taken to comply with the Act.
 - The usage associated with the newer TVs is useful, but you might want to consider putting those figures in a chart rather than in a written paragraph. The chart might grab the reader's attention and read an article they may otherwise skip.

Please make all appropriate changes and send us a final version of the newsletter.

Sincerely,

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Thursday, August 06, 2009 12:55 PM
To: McCracken, Denise; Charles, Thomas; ocaconsumered@paoca.org; Webb, Sharon
Subject: ServiceLine

Hi Denise,
Attached is our latest edition of ServiceLine for your comments and approval. You'll notice that the cartoon panels at the top are not yet colored in, but are in development.

Thanks,

Barry

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Wednesday, September 02, 2009 10:00 AM
To: Kukovich, Barry D
Cc: "Charles, Thomas"
Subject: RE: Duquesne Light Materials

Barry,

At your convenience, could you send me the most updated versions of the Energy Assistance booklet and Helping Hands cards?

Thanks.

Denise

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Tuesday, August 11, 2009 2:39 PM
To: McCracken, Denise
Cc: 'ocaconsumered@paoca.org'; Webb, Sharon; Charles, Thomas
Subject: RE: Duquesne Light Materials

Hi Denise, I've been out for awhile, sorry this took so long.

Based on your recommendation we are removing the word "free."

As for the OCA comments regarding comprehension, we used Google docs and the Flesch-Kincoaide Grade Level for the booklet is 6th grade. But based on OCA comments we looked at it through Microsoft Word and the reading level came out at the 9th grade (9.5) level. The difference between the two tools seems acceptable but it concerns us and we'll be looking at this again when it comes up for reprint in 2010. We need to rewrite.

In the last printing, we produced 5,000 booklets at a price per copy of about 50 cents. The booklet is distributed to customers who call in for information and given out directly to customers visiting any of our community-based organizations. It's available as a pdf on our website. We also give it out at conservation fairs and at the Pittsburgh Home & garden Show.

Barry

"McCracken, Denise"

To "'bkukovich@duqlight.com'"

,<demccracken@state.pa.us>

08/10/2009 11:41 AM

<bkukovich@duqlight.com>

cc "Charles, Thomas" <thcharles@state.pa.us>,

"ocaconsumered@paoca.org"

<ocaconsumered@paoca.org>, "Webb, Sharon"

<swebb@state.pa.us>

Subject RE: Duquesne Light Materials

Hi, Barry.

The Commission has reviewed and is approving the two consumer-education materials your company submitted to us. We also offer the following feedback:

- On the card, eliminate the word "free" before programs. They are not "free." They are ratepayer and taxpayer funded programs.

Below you will find feedback provided to your company by the OCA:

- We believe that both the booklet and cards are well designed. However, the booklet is pretty detailed and we are concerned if it is appropriate for distribution to low income customers. We suggest that the documents be reviewed for both reading and comprehension levels.

- Approximately how many booklets will be distributed? At what cost? How would they get distributed? Do you mail this out upon request?

- There is a typographical error on page 7 of the booklet. The word "Quality" should be "Qualify".

This is a reminder to send us the final versions of your materials electronically. Let us know if you have any questions or concerns.

Sincerely,

✉

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Monday, July 27, 2009 2:00 PM
To: McCracken, Denise; Charles, Thomas; ocaconsumered@paoca.org; Webb, Sharon
Subject: Approval of materials

Hi Denise,

Thanks so much for getting the approval on the GM customer letter back to us. It's much appreciated.

Attached are two more items for your review. The first one is a booklet distributed to customers who need information on our Universal Services Programs. The second is two cards distributed at speaker's team presentations, fairs, and other functions to provide customers a quick overview of our energy assistance programs. One is geared towards senior citizens, and the other is for a general audience.

Thanks Denise,

Barry
412-393-6393

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Wednesday, September 02, 2009 10:12 AM
To: Kukovich, Barry D
Subject: RE: Duquesne Light Materials

That would be fine. Thank you.

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Wednesday, September 02, 2009 10:10 AM
To: McCracken, Denise
Subject: RE: Duquesne Light Materials

Sure thing Denise, do you need electronic versions?

Barry

"McCracken, Denise"
<demccracken@state.pa.us>

To 'Barry D Kukovich' <bkukovich@duqlight.com>
cc "Charles, Thomas" <thcharles@state.pa.us>
Subject RE: Duquesne Light Materials

09/02/2009 10:01 AM

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Thanks.

Denise

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"McCracken, Denise"
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08/10/2009 11:41 AM

To "'bkukovich@duqlight.com'" <bkukovich@duqlight.com>
cc "Charles, Thomas" <thcharles@state.pa.us>,
"ocaconsumered@paoca.org" <ocaconsumered@paoca.org>, "Webb,
Sharon" <swebb@state.pa.us>
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Public Utility Commission
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(717) 787-5722

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Thanks Denise,

Barry
412-393-6393

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Wednesday, September 02, 2009 11:10 AM
To: Kukovich, Barry D
Subject: RE: As Printed

Thank you very much, Barry.

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Wednesday, September 02, 2009 11:05 AM
To: McCracken, Denise
Subject: Fw: As Printed

Hi Denise, Attached are the electronic copies you requested.
Barry

----- Forwarded by Barry D Kukovich/DLC on 09/02/2009 11:03 AM -----

Jerry Lucci/DLC
09/02/2009 10:36 AM

To Barry D Kukovich/DLC@DLC
cc
Subject As Printed

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Thursday, September 03, 2009 11:00 AM
To: Kukovich, Barry D
Cc: "Charles, Thomas"; "ocaconsumered@paoca.org"; "Webb, Sharon"
Subject: RE: Radio Ads

Barry,

The Commission has reviewed and is approving the radio ads.

Included below are comments from the OCA. While we recognize the OCA's point about repeated energy conservation tips, we also recognize that Duquesne Light is using a different medium to present this information.

The text is fine but what we have here are more "tips" for standard energy conservation actions that customers should take and that have been the subject of education for many years. Nothing here about new DSM programs or ways in which these actions can be paid for with rebates or through low income assistance programs.

Please let us know if you have any questions.

Sincerely,

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

-----Original Message-----

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Thursday, August 20, 2009 2:52 PM

To: McCracken, Denise
Subject: RE: ServiceLine

Hi Denise, attached are two radio spots that we plan to use during the upcoming University of Pittsburgh football season.

Thanks,

Barry

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Thursday, September 03, 2009 12:23 PM
To: Kukovich, Barry D
Cc: "Charles, Thomas"
Subject: RE: Radio Ads

Hi, Barry.

We're sharing the Apogee information with some folks here at the Commission and we'll be in touch again with their comments/feedback.

Have a very nice holiday weekend!

Sincerely,

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Thursday, September 03, 2009 11:10 AM
To: McCracken, Denise
Subject: RE: Radio Ads

Thanks, Denise, and thanks for understanding the medium. We can't have too much info (and especially complex info) packed into spots like these, but we can use them to help drive customers to our website and other conservation and DSM programs. Your understanding is much appreciated. I won't be here tomorrow (long holiday), but maybe next week you could give me some idea on where we stand with the Apogee info, we presented and Colleen sent to you.

Thanks again and you have a good holiday too,

g
Barry

"McCracken, Denise"
<demccracken@state.pa.us>

09/03/2009 11:00 AM

To 'Barry D Kukovich' <bkukovich@duqlight.com>
cc "Charles, Thomas" <thcharles@state.pa.us>, "ocaconsumered@paoca.org"
<ocaconsumered@paoca.org>, "Webb, Sharon"
<swebb@state.pa.us>

Subject RE: Radio Ads

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Denise McCracken

Deputy Press Secretary
Public Utility Commission

Communications Office
(717) 787-5722

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To: McCracken, Denise
Subject: RE: ServiceLine

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Thanks,

Barry

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Monday, September 14, 2009 3:14 PM
To: Kukovich, Barry D; Mackin, Colleen M.; Roland, William
Cc: "Charles, Thomas"
Subject: RE: COPIES OF APOGEE PRESENTATION

Barry,

We shared the Apogee presentation and information with Commission staff and would like to share with you the following feedback we received:

- It might be beneficial to look at other companies that have done this to see how cost effective the websites are (in getting results), and how well they are utilized.
- Small business owners often wear many hats, and taking the time to go online, input all the data, get the report, find people to do the work, etc. is sometimes not effective (or realistic) for this customer segment. Rather, this segment is better served by one-stop shopping. Someone shows up, tells them what needs to be done, with savings (sometimes performance based contracts are effective), and does the authorized work.
- Online audits for residential customers may be effective for some applications, especially if helpful links are provided in obtaining necessary data that provide reasonable efficiency gain information. For example, these can be especially helpful with simple appliance/lighting decisions. HVAC estimates are much more complex and can't replicate a whole home audit or skilled HVAC technician.
- It is recommended that Duquesne reviews the costs and benefits of similar websites used by other EDCs. Like any efficiency proposal, do the TRC, using reasonable assumptions with regard to customer Internet usage trends and actual customer action assumptions.

Let us know if you have any questions or concerns. Please keep us posted as you move forward with your website plans.

Sincerely,

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

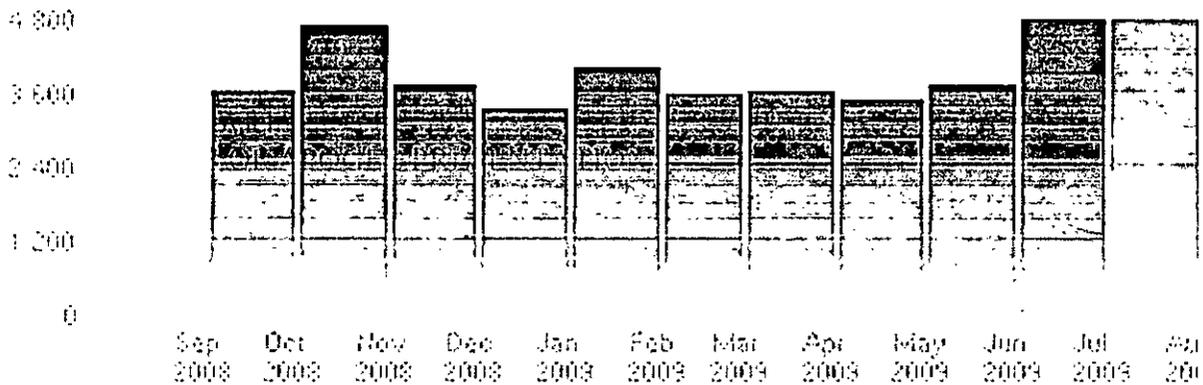
From: Colleen M Mackin [mailto:cmackin@duqlight.com]
Sent: Friday, August 14, 2009 4:28 PM
To: McCracken, Denise
Cc: Barry D Kukovich
Subject: COPIES OF APOGEE PRESENTATION

Denise,

It was a pleasure meeting you and Tom yesterday. I appreciated you spending the time to listen to our proposal. Here are the slides and chart of the information I presented yesterday.

Please advise if you need any further information.

July 2009 VISITS TO OUR WEBSITE:



Thank you.

Colleen Mackin
Customer Service Supervisor
412-393-4428

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Friday, September 18, 2009 10:45 AM
To: Kukovich, Barry D
Cc: "Charles, Thomas"
Subject: RE: Serviceline

Barry,

We received your newsletter and will begin our two-week internal review process.

Thanks,

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Friday, September 18, 2009 10:24 AM
To: McCracken, Denise; Charles, Thomas; ocaconsumered; Webb, Sharon
Subject: Serviceline

Hi Denise,

attached is our latest Serviceline for your approval. As usual, the lead graphic is a mock-up.

Thanks,

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Friday, October 02, 2009 1:50 PM
To: Kukovich, Barry D
Cc: "Charles, Thomas"
Subject: RE: COPIES OF APOGEE PRESENTATION

Hi, Barry.

Thanks for sending us your reply. However, I don't believe the attachment came through on your email. Could you please send it again?

We are nearing the end of our review process for the ServiceLine newsletter and expect to respond with our feedback on Monday.

Thanks,

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Friday, October 02, 2009 1:46 PM
To: McCracken, Denise
Subject: RE: COPIES OF APOGEE PRESENTATION

Hi Denise, attached is our reply to your feedback regarding our website's upgrade with Apogee. Sorry this took so long but you asked some good questions and we needed to talk to Apogee about them, as well as thinking them through one more time for the ultimate benefit of helping our customers. Let me know if you have any other concerns about our perspective. Also on another note, I was wondering about ServiceLine and if it's near the end of the review process. Thanks and if I don't hear from you today, have a good weekend.

Barry
412-393-6393

"McCracken, Denise"
<demccracken@state.pa.us>

09/14/2009 03:14 PM

To Barry D Kukovich <bkukovich@duqlight.com>, 'Colleen M Mackin' <cmackin@duqlight.com>, 'William J Roland' <wroland@duqlight.com>
cc "Charles, Thomas" <thcharles@state.pa.us>
Subject RE: COPIES OF APOGEE PRESENTATION

Barry,

We shared the Apogee presentation and information with Commission staff and would like to share with you the following feedback we received:

- It might be beneficial to look at other companies that have done this to see how cost effective the websites are (in getting results), and how well they are utilized.
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- Online audits for residential customers may be effective for some applications, especially if helpful links are provided in obtaining necessary data that provide reasonable efficiency gain information. For example, these can be especially helpful with simple appliance/lighting decisions. HVAC estimates are much more complex and can't replicate a whole home audit or skilled HVAC technician.
- It is recommended that Duquesne reviews the costs and benefits of similar websites used by other EDCs. Like any efficiency proposal, do the TRC, using reasonable assumptions with regard to customer Internet usage trends and actual customer action assumptions.

Let us know if you have any questions or concerns. Please keep us posted as you move forward with your website plans.

Sincerely,

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Deputy Press Secretary
Public Utility Commission
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(717) 787-5722

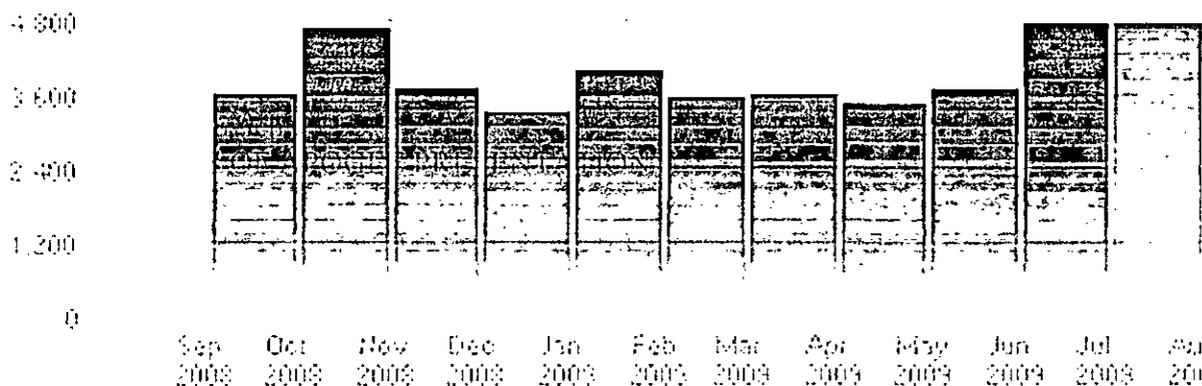
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July 2009 VISITS TO OUR WEBSITE:



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Colleen Mackin
Customer Service Supervisor
12-393-4428

Kukovich, Barry D

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Sent: Friday, October 02, 2009 1:53 PM
To: Kukovich, Barry D
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It worked this time! Thanks, Barry. Have a nice weekend.

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Sent: Friday, October 02, 2009 1:52 PM
To: McCracken, Denise
Subject: RE: COPIES OF APOGEE PRESENTATION

Hi Denise, here it is. I don't know why I've been having so much trouble with my attachments lately.
Barry

"McCracken, Denise"
<demccracken@state.pa.us>

10/02/2009 01:49 PM

To 'Barry D Kukovich' <bkukovich@duqlight.com>
cc "Charles, Thomas" <thcharles@state.pa.us>
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09/14/2009 03:14 PM

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To: McCracken, Denise

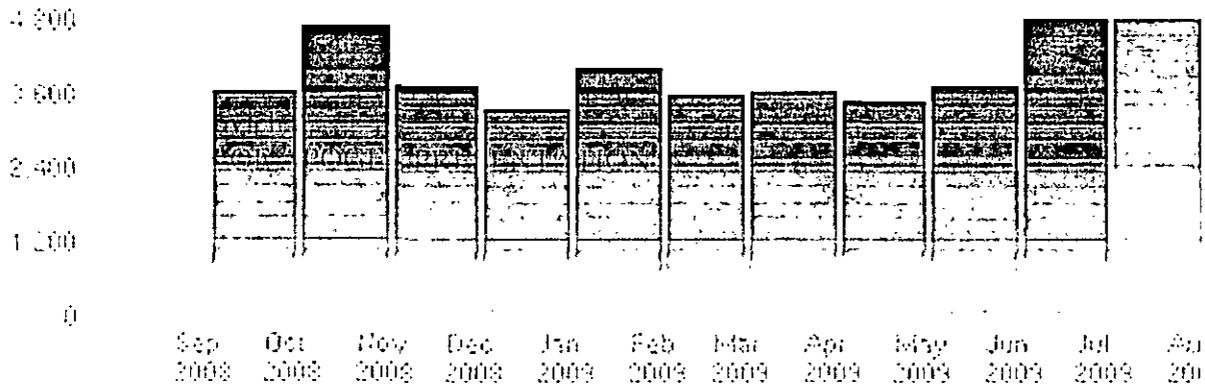
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Subject: COPIES OF APOGEE PRESENTATION

Denise,

It was a pleasure meeting you and Tom yesterday. I appreciated you spending the time to listen to our proposal. Here are the slides and chart of the information I presented yesterday.

Please advise if you need any further information.

July 2009 VISITS TO OUR WEBSITE:



Thank you.

Colleen Mackin
Customer Service Supervisor
412-393-4428

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Monday, October 05, 2009 2:03 PM
To: Kukovich, Barry D; "Charles, Thomas"; ocaconsumered; "Webb, Sharon"
Subject: RE: Serviceline

Hi, Barry.

The Commission has reviewed and is approving the October 2009 edition of Service Line. We offer the following feedback:

On the back of the newsletter, there is an article regarding a "Right to Know" booklet that is available to all customers. The implication in the newsletter is that the only way to get a copy of the "Your Rights and Responsibilities as a Utility Customer" booklet is to mail your request which does in fact incur a charge - the cost of a postage stamp. It has been suggested that customers also be told that they can call their service representative (by providing a phone number) for a copy and also offer an opportunity to request a copy of this booklet through the company's website in order to make the information available at all times upon request. It is understood that people calling the customer service center to request the booklet could result in delaying the connection of other calls from customers with service or billing problems. We defer to Duquesne Light on whether it will be able to handle the extra call volume before this alternative is provided.

There also are concerns that the title of the article could be misleading. The name of the booklet used in the title could be confused with the "Right to Know" Law. It is suggested to change the name of the article.

The Commission agrees with the following comments offered by the OCA:

The October 2009 Service Line publication is generally good. We like that they included some information on Energy Assistance Programs and the income guidelines, but they don't really say what these programs do. Perhaps they could give at least a one sentence description, particularly for CAP so customers understand that it offers monthly bill payment assistance based on household income and the size of bill.

Please make the appropriate changes and send us a final version of the newsletter. Let us know if you have any questions or concerns.

Sincerely,

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Friday, September 18, 2009 10:24 AM
To: McCracken, Denise; Charles, Thomas; ocaconsumered; Webb, Sharon
Subject: Serviceline

Hi Denise,

attached is our latest Serviceline for your approval. As usual, the lead graphic is a mock-up.

Thanks,

Barry

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Monday, October 05, 2009 3:13 PM
To: Kukovich, Barry D
Cc: "Charles, Thomas"
Subject: RE: COPIES OF APOGEE PRESENTATION

Barry,

We have reviewed your response to our feedback regarding the upgrades Duquesne Light is planning for its website. We understand your perspective on making sure that the website would be cost-effective and that it would reach the appropriate customers. We look forward to seeing this project move forward. Please keep us updated on the progress.

Sincerely,

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Friday, October 02, 2009 1:52 PM
To: McCracken, Denise
Subject: RE: COPIES OF APOGEE PRESENTATION

Hi Denise, here it is. I don't know why I've been having so much trouble with my attachments lately.
Barry

"McCracken, Denise"
<demccracken@state.pa.us>

To 'Barry D Kukovich' <bkukovich@duqlight.com>
cc "Charles, Thomas" <thcharles@state.pa.us>
Subject RE: COPIES OF APOGEE PRESENTATION

10/02/2009 01:49 PM

Hi, Barry.

Thanks for sending us your reply. However, I don't believe the attachment came through on your email. Could you please send it again?

We are nearing the end of our review process for the ServiceLine newsletter and expect to respond with our feedback on Monday.

Thanks,

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Friday, October 02, 2009 1:46 PM
To: McCracken, Denise
Subject: RE: COPIES OF APOGEE PRESENTATION

Hi Denise, attached is our reply to your feedback regarding our website's upgrade with Apogee. Sorry this took so long but you asked some good questions and we needed to talk to Apogee about them, as well as thinking them through one more time for the *ultimate benefit of helping our customers*. Let me know if you have any other concerns about our perspective. Also on another note, I was wondering about ServiceLine and if it's near the end of the review process. Thanks and if I don't hear from you today, have a good weekend.

Barry
412-393-6393

"McCracken, Denise"
<demccracken@state.pa.us>

09/14/2009 03:14 PM

To Barry D Kukovich <bkukovich@duqlight.com>, 'Colleen M Mackin'
<cmackin@duqlight.com>, 'William J Roland'
<wroland@duqlight.com>

cc "Charles, Thomas" <thcharles@state.pa.us>

Subject RE: COPIES OF APOGEE PRESENTATION

Barry,

We shared the Apogee presentation and information with Commission staff and would like to share with you the following feedback we received:

- It might be beneficial to look at other companies that have done this to see how cost effective the websites are (in getting results), and how well they are utilized.
- Small business owners often wear many hats, and taking the time to go online, input all the data, get the report, find people to do the work, etc. is sometimes not effective (or realistic) for this customer segment. Rather, this segment is better served by one-stop shopping. Someone shows up, tells them what needs to be done, with savings (sometimes performance based contracts are effective), and does the authorized work.
- Online audits for residential customers may be effective for some applications, especially if helpful links are provided in obtaining necessary data that provide reasonable efficiency gain information. For example, these can be especially helpful with simple appliance/lighting decisions. HVAC estimates are much more complex and can't replicate a whole home audit or skilled HVAC technician.
- It is recommended that Duquesne reviews the costs and benefits of similar websites used by other EDCs. Like any efficiency proposal, do the TRC, using reasonable assumptions with regard to customer Internet usage trends and actual customer action assumptions.

Let us know if you have any questions or concerns. Please keep us posted as you move forward with your website plans.

Sincerely,

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

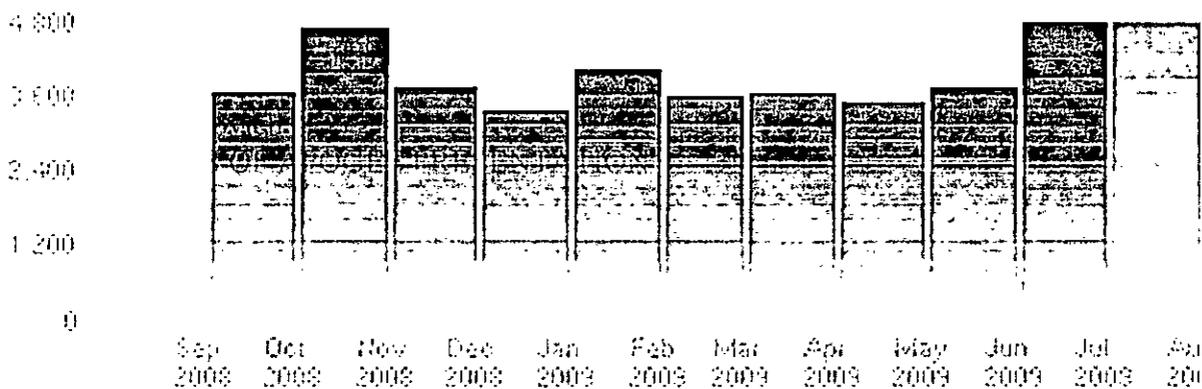
From: Colleen M Mackin [mailto:cmackin@duqlight.com]
Sent: Friday, August 14, 2009 4:28 PM
To: McCracken, Denise
Cc: Barry D Kukovich
Subject: COPIES OF APOGEE PRESENTATION

Denise,

It was a pleasure meeting you and Tom yesterday. I appreciated you spending the time to listen to our proposal. Here are the slides and chart of the information I presented yesterday.

Please advise if you need any further information.

July 2009 VISITS TO OUR WEBSITE:



•
Thank you.

•
Colleen Mackin
Customer Service Supervisor
412-393-4428

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Thursday, October 08, 2009 11:14 AM
To: Kukovich, Barry D
Subject: RE: Serviceline

Barry,

Thanks for sending us the final version.

Denise

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Thursday, October 08, 2009 11:06 AM
To: McCracken, Denise
Subject: RE: Serviceline

Hi Denise, attached is the newest ServiceLine. You'll see that we implemented the three suggested changes.

The name of the "Right To Know" booklet has been changed to "Customer Rights Booklet."

We have added both a telephone number that a customer can call to receive the booklet and our website.

We have added descriptive sentences explaining our CAP, CARES, Smart Comfort programs and the Dollar Energy Fund in the (Do You Need Help Paying Your Bill..." story.

Thanks Denise,

Barry

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Tuesday, November 03, 2009 12:40 PM
To: Kukovich, Barry D; "Charles, Thomas"; "ocaconsumered@paoca.org"; "Webb, Sharon"
Subject: RE: ServiceLine

Barry,

This is to confirm that we received your material and will begin our two-week review process. We'll be in touch again with our feedback.

Sincerely,

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Tuesday, November 03, 2009 8:31 AM
To: McCracken, Denise; Charles, Thomas; ocaconsumered@paoca.org; Webb, Sharon
Subject: ServiceLine

Hi Denise,

Attached is our latest ServiceLine for your approval.

Thanks,

Barry

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Tuesday, November 03, 2009 12:40 PM
To: Kukovich, Barry D; "Charles, Thomas"; "ocaconsumered@paoca.org"; "Webb, Sharon"
Subject: RE: ServiceLine

Barry,

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Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Tuesday, November 03, 2009 8:31 AM
To: McCracken, Denise; Charles, Thomas; ocaconsumered@paoca.org; Webb, Sharon
Subject: ServiceLine

Hi Denise,

Attached is our latest ServiceLine for your approval.

Thanks,

Barry

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Tuesday, November 17, 2009 3:02 PM
To: Kukovich, Barry D; "Charles, Thomas"; "ocaconsumered@paoca.org"; "Webb, Sharon"
Subject: RE: ServiceLine

Barry,

The Commission has reviewed and is approving the newsletter submitted to us for review, and agrees with the following comments/changes offered by the OCA:

- This Service Line newsletter contains detailed information about LIHEAP, LIHEAP crisis grants, Dollar Energy crisis grants, and weatherization grants. However, there is no mention of Duquesne's CAP program, payment plans or budget plans. We realize space is limited, but it might be worth mentioning these programs, especially since applying for energy assistance programs, like LIHEAP, is a requirement of the CAP program.
- Remove the terminology "LIHEAP 1" and "LIHEAP 2." We know that is meant to distinguish between the cash and crisis component, however, since that terminology is not universal, it may be best not to use it. If customers receive LIHEAP information from various sources it might be confusing if Duquesne uses LIHEAP 1 and 2 and no one else does.
- The purpose of this newsletter should be to simply inform customers of the availability of these programs and therefore, the "right to choose" language on the second page may not be appropriate and should be removed from the newsletter.
- Overall, the font of this document seems to be very small and may be difficult for consumers to read.

We ask that you please address these concerns and send us the final version of the newsletter.

Sincerely,

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Tuesday, November 03, 2009 8:31 AM
To: McCracken, Denise; Charles, Thomas; ocaconsumered@paoca.org; Webb, Sharon
Subject: ServiceLine

Hi Denise,

Attached is our latest ServiceLine for your approval.

Thanks,

Barry

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Wednesday, November 18, 2009 3:18 PM
To: Kukovich, Barry D
Subject: RE: ServiceLine

Barry,

Thanks for addressing our concerns and for sending us the final version.

Sincerely,

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Wednesday, November 18, 2009 3:14 PM
To: McCracken, Denise
Subject: RE: ServiceLine

Hi Denise,

Thanks for getting back to us on this. We've changed the newsletter according to the comments and I'm returning the finished version to you. You'll see that we include CAP in the first paragraph now. We realize that we haven't done anything extensive on it in this newsletter, but you'll recall that we promoted these programs heavily last month. According to your suggestions we've removed the numerals after LIHEAP throughout the newsletter. And we changed the language "right to choose" on the second page. Thanks again.

Barry

"McCracken, Denise"
<demccracken@state.pa.us>

11/17/2009 03:06 PM

To 'Barry D Kukovich' <bkukovich@duqlight.com>, "Charles, Thomas" <thcharles@state.pa.us>, "ocaconsumered@paoca.org" <ocaconsumered@paoca.org>, "Webb, Sharon" <swebb@state.pa.us>

cc

Subject RE: ServiceLine

Barry,

The Commission has reviewed and is approving the newsletter submitted to us for review, and agrees with the following comments/changes offered by the OCA:

- This Service Line newsletter contains detailed information about LIHEAP, LIHEAP crisis grants, Dollar Energy crisis grants, and weatherization grants. However, there is no mention of Duquesne's CAP program, payment plans or budget plans. We realize space is limited, but it might be worth mentioning these programs, especially since applying for energy assistance programs, like LIHEAP, is a requirement of the CAP program.
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Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Tuesday, November 03, 2009 8:31 AM
To: McCracken, Denise; Charles, Thomas; ocaconsumered@paoca.org; Webb, Sharon
Subject: ServiceLine

Hi Denise,

Attached is our latest ServiceLine for your approval.

Thanks,

Barry

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Wednesday, December 16, 2009 10:09 AM
To: Kukovich, Barry D; "Charles, Thomas"; "ocaconsumered@paoca.org"; "Webb, Sharon"
Subject: RE: ServiceLine

Hi, Barry.

This is to confirm that we have received the newsletter and we will begin our two-week review process.

Sincerely,

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Wednesday, December 16, 2009 9:58 AM
To: McCracken, Denise; Charles, Thomas; ocaconsumered@paoca.org; Webb, Sharon
Subject: ServiceLine

Hi Denise,

Attached is the latest edition of our newsletter for your review. Talk to you soon.

Thanks,

Barry

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Monday, December 21, 2009 10:27 AM
To: Kukovich, Barry D
Cc: "Charles, Thomas"
Subject: FW: Consumer Ed. for Children
Attachments: Duquesne Light 2010 program overview 120209.doc; CSC_factsheet.pdf

Barry,

Thank you so much for sharing these with us. Have you set everything in stone for this event or are the plans still in the works?

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Friday, December 18, 2009 3:36 PM
To: McCracken, Denise
Subject: Consumer Ed. for Children

Denise,

Attached is a brief overview of the program we would like to conduct on Martin Luther King Jr. Day. It's a conservation program targeted towards children from low-income areas. Our partner would be the Carnegie Science Center and we would be paying them \$40,000. Along with the overview, the other attachment is some background on the Center. This program would be a total immersion experience in conservation and energy for children who might otherwise never be impacted this way. I've been told by the Center that we could expect 10,000 children to attend throughout the day. I think it really fits with what you and Tom talked about when you said how you wanted us to expand our programs. I believe its a stand-out example of Consumer Education of which we can all be very proud. I would also love to have someone from your Office or any of the Offices that grant us approval on Consumer Ed. spending, to visit with us that day and see it in action.

Barry

Kukovich, Barry D

From: "McCracken, Denise" [demccracken@state.pa.us]
Sent: Monday, January 04, 2010 2:56 PM
To: Kukovich, Barry D
Cc: "Charles, Thomas"
Subject: RE: FW: Consumer Ed. for Children

Hi, Barry.

The Commission has reviewed Duquesne Light's plans for the MLK consumer education event for youth. The "Watt Do You Know" activity and the distribution of literature on conservation and energy seem to be the activities most related to your company's consumer-education energy standards and fit in well with the science center's overall conservation and environmental theme.

Just a reminder, as with any programs or projects related to your company's consumer-education plan, we do ask that you run the overall ideas/concepts past us before signing any contracts, etc.

I hope the event is a successful one for you. How is your company getting the word out about the program?

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Monday, December 21, 2009 10:35 AM
To: McCracken, Denise
Subject: Re: FW: Consumer Ed. for Children

Hi Denise, we've committed to the Carnegie Science Center to do the event, (we had to in order to nail down the early Jan. date), but we're still flexible with the activities. I'd love to hear any suggestions from you how we might change anything and drive consumer information.

Barry

"McCracken, Denise"
<demccracken@state.pa.us>

To 'Barry D Kukovich' <bkukovich@duqlight.com>
cc "Charles, Thomas" <thcharles@state.pa.us>
Subject FW: Consumer Ed. for Children

12/21/2009 10:27 AM

Barry,

Thank you so much for sharing these with us. Have you set everything in stone for this event or are the plans still in the works?

Denise McCracken

Deputy Press Secretary
Public Utility Commission
Communications Office
(717) 787-5722

From: Barry D Kukovich [mailto:bkukovich@duqlight.com]
Sent: Friday, December 18, 2009 3:36 PM
To: McCracken, Denise
Subject: Consumer Ed. for Children

Denise,

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ry

1

Duquesne Light Company
Consumer Education Surcharge
2009 Actual/Estimated Expenses

	Ferc Number	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	2009 Total
Newsletter	93063	\$2,040	\$11,071	\$12,766	\$3,993	\$10,931	\$12,661	\$0	\$16,461	\$60	\$12,000	\$12,000	\$12,000	\$105,983
Home Energy Center	93001	\$10,550	\$10,550	\$10,550	\$10,550	\$10,550	\$10,550	\$10,550	\$10,550	\$10,550	\$10,550	\$10,550	\$10,550	\$126,600
Customer Service Guides	93063	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$20,000	\$0	\$0	\$0	\$20,000
Home & Garden Show	92301	\$0	\$0	\$115,521	\$150	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$67,500	\$183,171
Speakers Team	92301	\$3,034	\$4,060	\$5,388	\$2,340	\$2,072	\$6,390	\$2,290	\$1,740	\$1,960	\$1,750	\$1,750	\$1,750	\$41,371
Universal Services Outreach	92301	\$750	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,555	\$51,050	\$51,050	\$106,405
Media Outreach	93065	\$8,493	\$8,493	\$8,493	\$8,493	\$5,075	\$7,975	\$974	\$974	\$8,493	\$8,493	\$8,493	\$8,493	\$82,942
Watt Do You Know School Program	92301	\$0	\$0	\$0	\$22,031	\$25,798	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$47,829
Subtotal Residential		\$24,867	\$34,174	\$152,718	\$47,557	\$54,426	\$37,576	\$13,814	\$29,725	\$41,063	\$36,348	\$83,843	\$151,343	\$714,301
Governmental Relations Outreach	92301	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,500	\$1,500
Letter to C&I Customers >25KW	1823250	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000	\$0	\$0	\$0	\$0	\$1,000
Large Customer Communications	1823250	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total		\$24,867	\$34,174	\$152,718	\$47,557	\$54,426	\$37,576	\$13,814	\$30,725	\$41,063	\$36,348	\$83,843	\$152,843	\$716,801

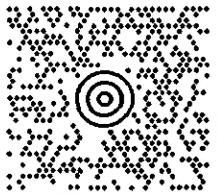
UPS CampusShip: View/Print Label

1. **Print the label(s):** Select the Print button on the print dialog box that appears. Note: If your browser does not support this function select Print from the File menu to print the label.
2. **Fold the printed label at the solid line below.** Place the label in a UPS Shipping Pouch. If you do not have a pouch, affix the folded label using clear plastic shipping tape over the entire label.
3. **GETTING YOUR SHIPMENT TO UPS**
Customers without a Daily Pickup
 - o Schedule a same day or future day Pickup to have a UPS driver pickup all your CampusShip packages.
 - o Hand the package to any UPS driver in your area.
 - o Take your package to any location of The UPS Store®, UPS Drop Box, UPS Customer Center, UPS Alliances (Office Depot® or Staples®) or Authorized Shipping Outlet near you. Items sent via UPS Return ServicesSM (including via Ground) are also accepted at Drop Boxes.
 - o To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

Customers with a Daily Pickup

- o Your driver will pickup your shipment(s) as usual.

FOLD HERE

GARY A. JACK 4123931541 DUQUESNE LIGHT 411 SEVENTH AVENUE, MAIL DROP PITTSBURGH PA 15219	4 LBS PAK	1 OF 1
SHIP TO: JAMES J. MCNULTY, SECRETARY 000-000-0000 PA PUBLIC UTILITY COMMISSION 2ND FLOOR COMMONWEALTH KEYSTONE BUILDING 400 NORTH STREET HARRISBURG PA 17120		
	PA 171 9-20 	
UPS NEXT DAY AIR		
TRACKING #: 1Z 0X8 71V 01 9197 9846	1	
		
BILLING: P/P		
Cost Center: 492	 TM	
<small>CS 12.0.19. WXP1E70 96.0A 10/2009</small>		