



**VIA E-FILING**

November 27, 2024

Rosemary Chiavetta, Secretary  
Secretary Bureau  
Pennsylvania Public Utility Commission  
Commonwealth Keystone Building  
400 North Steet  
2<sup>nd</sup> Floor, Room-N201  
Harrisburg, PA 17120

**RE: Pennsylvania Public Utility Commission v. Aqua Pennsylvania, Inc.  
Docket No. R-2021-3027385  
Pennsylvania Public Utility Commission v. Aqua Pennsylvania Wastewater, Inc.  
Docket No. R-2021-3027386**

Dear Secretary Chiavetta:

In accordance with the Pennsylvania Public Utility Commission's ("PUC" or the "Commission") Opinion and Order entered May 15, 2022 at the above referenced dockets, Aqua Pennsylvania, Inc. and Aqua Pennsylvania Wastewater, Inc. (collectively "Aqua") submits its third annual Consumer Education and Outreach Plan ("CEOP") which is updated to reflect Aqua's 2024 activities and progress status. Aqua is also including examples of outreach materials and a list of priorities for 2025.

If you have any questions regarding this filing, please contact me at 610-645-1130.

Sincerely,

A handwritten signature in blue ink, appearing to read "Alexander R. Stahl".

Alexander R. Stahl  
Regulatory Counsel

cc: Certificate of Service  
Joseph Magee, PUC Bureau of Consumer Services (via email [jmagee@pa.gov](mailto:jmagee@pa.gov))  
Thomas Charles, PUC Office of Communications (via email [tcharles@pa.gov](mailto:tcharles@pa.gov))

Enclosures

# Aqua Pennsylvania Consumer Education and Outreach Plan

## November 2024 Annual Report & Plan

### General Purpose:

- To provide a multi-pronged approach to consumer education with the goal of increasing awareness of Aqua’s income-based programs and connecting eligible populations to enrollment.
- To reach eligible customers, particularly those who are payment troubled or have very low income.
- To develop partnerships with other utilities and community social service agencies to connect eligible customers with the resource of Aqua CAP.

### Focus Areas for Upcoming Year

- Increase participation in CAP.
- Increase participation in Aqua’s Leak Repair program to address affordability through resolution of common household leaks that lead to high bills and those leaks which could result in termination of service due to waste of water.

### **General Audience Education & Outreach Activities**

Activity	Frequency	2024 Update
Bill Inserts	At least once annually	October 2024 dedicated bill insert attached.
Website program information	Available 24/7	Expanded and updated to provide improved and more accessible program information.
Social Media Advertisements	Periodic promotions to increase awareness.	Organic and boosting posts are ongoing.
Promotional Advertisements (Counties: Delaware, Montgomery, Northumberland, Mercer)	Periodic promotions to increase awareness	Included in attached media plan.
Community education	Posters/handouts provided to schools, churches and social service agencies.	Ongoing

### **Additional Target Audience Education & Outreach Activities**

Activity	Details	2024 Update
Incoming callers screened for eligibility	Increasing engagement with call center representatives on the importance of promoting CAP to potentially eligible customers.	Training and resources for call centers ongoing.
Email Campaign to payment troubled households	Identify customers with arrears and/or low income using Aqua’s billing system to generate an email campaign.	Email campaign launched to residential customers carrying balances in November 2024.

Community Events	Provide representatives and materials to local events: senior fairs, resource fairs, etc.	See attached report of attended events.
Direct calls to at risk customers	Using reporting of customers in arrears with potential low or limited incomes, members of the Community Assistance Programs team will make outbound calls and/or send letters.	These outreach efforts referrals from PUC cases, high balance account reviews as well as those received through legislative referrals or Customer Care representatives.
Maintaining program info on resource websites	Use of Findhelp.org and PA 2-1-1 websites and others as identified.	Aqua’s programs are included in Findhelp.org
Field contact employee referrals	Variety of tools including door hangers and flyers are maintained by Operations staff in their vehicles that can be shared with customers directly.	Cards for leak repair were distributed to field personnel. Door hangers for CAP were also provided to the field.
Adding CAP information to Termination Notices		Using input gained from AAC to develop this.

**Annual Training/Community Education Opportunities**

Association	Training/Support	2024 Update
Resource Fairs	Held throughout the service territory on various dates. Aqua staff will answer questions/distribute information.	See attached report of attended events.
BeUtilityWise	Annual participation in planning, program development and presentations to attendees regarding Aqua CAP.	Aqua will participate in the upcoming event to be held in Philadelphia in spring of 2025 and other such events as they become available.

**Special Needs/Limited English Proficiency/Protection From Abuse**

- Outreach materials (posters/handouts) are prepared in both English and Spanish translations. We will also provide materials in other languages if we find a need for a particular population in a particular area.
- Support to vulnerable customers provided by CARES representatives when customers are having difficulty understanding and/or completing steps to enroll in CAP. Dedicated phone line and email address ([AquaCAP@aquaamerica.com](mailto:AquaCAP@aquaamerica.com); 412-208-6818)

## CAP Enrollment Methods

Method	Availability
Self-service online application	Available 24/7 at <a href="https://www.hardshiptools.org/MyApp/">https://www.hardshiptools.org/MyApp/</a>
Via telephone	Monday through Friday from 8 a.m. to 4:30 p.m. Customers can begin the application process and learn how to submit the required documentation to complete their enrollment.
Dollar Energy Fund Screening Agency	Applications by appointment with local agencies.
Assistance of Aqua Team	Customers requiring support to apply for CAP can work directly with Aqua’s team to complete the process.

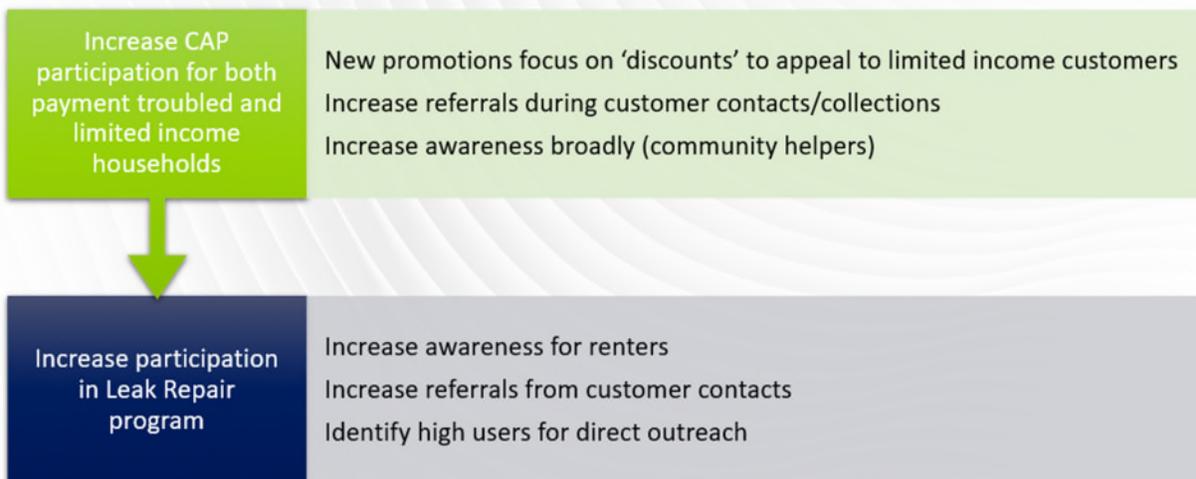
## Ease of Enrollment Efforts

- Online application available at: <https://www.hardshiptools.org/MyApp/>.
- Income documents can be submitted via upload, fax or US mail.
- Zero income form available via telephone and the online application.

## Consumer Education & Outreach Plan Updates

As Aqua’s programs are still in their early years, establishing connections within the social service community and engagement from stakeholders will be important to building up the number and variety of outreach efforts and materials. In order to ensure the continued development of the CEOP receives appropriate attention, the Company continues to work with its advisory group whose members include representatives from the Office of Consumer Advocate, Pennsylvania Utility Law Project, PA PUC Office of Investigation & Enforcement, Bureau of Consumer Services, Office of Communications and social service agencies. The AAC reviewed and gave input on the CEOP 2025 Objectives.

## 2025 CEOP Objectives



### **CAP Enrollment Focus Activities**

- Promotional activities (paid advertising, social media, etc.) to focus on 'discounts'. (Prior messaging was 'need help?')
- Review termination notices for ability to incorporate CAP messaging as an alternative to loss of service.
- Increase engagement at call center in referring income eligible customers to apply.
- Continuing direct outreach to CAP referrals from Aqua contact team/legislative referrals/PUC cases/high balance account reviews.
- Participation in Philadelphia's BeUtilityWise (spring 2025) to increase community helper awareness.

### **Leak Repair Focus Activities**

- Revise website and outreach materials for Leak Repair to note both homeowners and renters are eligible (renters must have signed landlord permission form)
- Increase awareness and engagement in customer contact center to refer customers with leaks to the program.
- Continue field personnel engagement with customers (i.e. leak outreach cards given to customers)
- Identify high users (potential leaks) through regular reporting reviews for direct outreach.

### **2025 Aqua Assistance Collaborative Meeting Dates:**

- February 19
- May 21
- August 20
- November 19

### **Media Promotional Plan (attached)**

- Target markets for promotional efforts tied to census and customer data regarding low-income populations
- Mix of advertising across key counties.
- Timing includes fall push (October 2024 bill insert; November 2024 targeted email) and early 2025 push through both audio and video.

<b>Date</b>	<b>Location</b>	<b>Type (event/materials)</b>
3/27/2024	Collingdale	Resource Fair
4/4/2024	Lansdowne	Resource Fair@ YMCA hosted by DELCO VisionZero
4/17/2024	Collingdale	Senior Expo
4/17/2024	Sharon Hill	Vision Zero Sharon Hill Library Utility Pop Up
4/24/2024	Yeadon	Yeadon Library Event 10 posters with tear-offs mailed to HELP:MLP for distribution at WIC,
7/10/2024	Delaware County	CAO, Community Action Agency of DELCO
8/18/2024	Norristown	Summertime Family Festival & Resource Fair
8/25/2024	Aldan	Back-to-School Backpack Giveaway & Family Resource Fair
9/12/2024	Drexel Hill	Senior Resource Fair
10/7/2024	Hermitage	Training employees @ Representative Parke Wentling's Office
10/24/2024	Norristown	Fall Family Resource Fair
10/28/2024	Prospect Park	Local Utilities Forum & Resource Expo

## Aqua CAP Media Flowchart

Media Placement	Dimensions	January-25				February-25				March-25					April-25				Total Insertions	
		30	6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21		
<b>Counties:</b> Chester, Delaware, Montgomery, Northumberland, Mercer																				
<b>DIGITAL AUDIO</b>																				
Pandora (A 25-54)	:30 or :15																			8
<b>DIGITAL VIDEO</b>																				
Roku (A 25-54)	:15																			11
<b>PDOOH</b>																				
TBD																				1



# Looking for ways to make your water or wastewater bills more affordable?

Discounts are available for qualifying customers.

Check the income guidelines\* below to see if you are eligible to apply for CAP: Aqua Pennsylvania's Customer Assistance Program.

\*Income before taxes.

HOUSEHOLD SIZE	GROSS MONTHLY INCOME	GROSS ANNUAL INCOME
1	\$2,510.00	\$30,120.00
2	\$3,406.67	\$40,880.00
3	\$4,303.33	\$51,640.00
4	\$5,200.00	\$62,400.00
5	\$6,096.67	\$73,160.00
6	\$6,993.33	\$83,920.00
7	\$7,890.00	\$94,680.00
8	\$8,786.67	\$105,440.00
For each additional person add	\$896.67	\$10,760.00



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**AQUA**<sup>SM</sup>  
An Essential Utilities Company

**BEFORE THE  
PENNSYLVANIA PUBLIC UTILITY COMMISSION**

**Pennsylvania Public Utility** : **Docket No. R-2021-3027385**  
**Commission v. Aqua Pennsylvania, Inc.** :  
:

**Pennsylvania Public Utility** : **Docket No. R-2021-3027386**  
**Commission v. Aqua Pennsylvania** :  
**Wastewater, Inc.** :

**CERTIFICATE OF SERVICE**

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

**VIA EMAIL**

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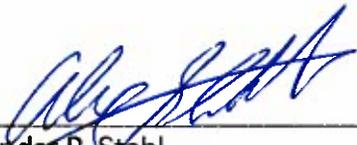
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Dated: November 27, 2024