



**National Fuel**<sup>®</sup>

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Senior Counsel

February 11, 2025

**VIA ELECTRONIC FILING**

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

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

Annual Update Relative to Consumer Education and Outreach Plan  
("**CEOP**") for 2025 ("**2025 CEOP Annual Update**") per May 3, 2022 Order  
of the Commission

Dear Secretary Chiavetta:

Enclosed for filing, please find a copy of National Fuel's 2025 CEOP Annual Update. Said filing is being made pursuant to the above-referenced Order.

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

Very truly yours,

Dominick A. Sisinni

cc: *Per Certificate of Service*



**National Fuel<sup>®</sup>**

**National Fuel Gas  
Distribution Corporation**

**2025 Annual Update:  
Consumer Education and Outreach Plan  
("CEOP")**

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

**Originally Submitted: February 10, 2025**

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

## Overview

- National Fuel's outreach initiative is to improve community awareness of its programs and payment options to assist customers in need. The Company is involved with numerous community-based events within its 14-county service territory. Educational outreach sessions are held with state and local organizations and their employees to further assist their clients. National Fuel also facilitates outreach through various other avenues, including correspondence, digital marketing, social media, and community partner events. These activities provide National Fuel with the opportunity to inform customers of available Universal Services Programs and payment options that can assist with lowering energy costs and usage, ultimately reducing household energy burdens. These efforts are fundamental in improving awareness and participation in programs that provide essential assistance to our most vulnerable population.
- 2025 Planned Outreach efforts (as well as 2023/2024 completed outreach efforts) are identified in the tables below.

## Noted 2024 Accomplishments

- Provided twenty-five Universal Service Program trainings for, Neighbor for Neighbor agencies, weatherization contractors, legislative offices, senior centers, community networking groups and area agencies.
- Promoted the "Let's Catch Up" campaign encouraging customers to get caught up on their energy bills. Communicated through outdoor, transit, television, radio, digital and print advertising.
- Data Sharing with DHS was implemented for the 2024/2025 LIHEAP season.
- Increased contractors to weatherize more homes.
- Completed survey of LIHEAP recipients who were not on CAP to understand why recipients have not enrolled and encourage enrollment.
- Partnered with legislative offices, networking groups, community agencies, and schools to attend thirty-two community events where Universal Service program materials were distributed, and customers were provided with in-person assistance.

| Outreach Activity            | Details  | Outreach Category | Completed 2023 | Completed 2024 | Planned 2025 |
|------------------------------|--|-------------------|----------------|----------------|--------------|
| <b>Focused bill inserts</b>  | Topics include: Universal Service Programs, payment options, LIHEAP/CRISIS, and other relevant programs  | General Audience  | x              | x              | x            |
| <b>Newsletters</b>           | Focused bill insert on Payment Plan Options, Payment Assistance Programs, Energy Efficiency Tips, LIHEAP, and Gas Safety   | General Audience  | x              | x              | x            |
| <b>Corporate Website</b>     | Available 24/7. Promotes Universal Service Programs, LIHEAP and other government funded programs, and payment options, including a link to apply for CAP online and translation services                                     | General Audience  | x              | x              | x            |
| <b>Message Board</b>         | Promote Universal Services programs and LIHEAP on 1100 State Street building marquee   | General Audience  | x              | x              | x            |
| <b>Social Media</b>          | Messaging for Universal Service Programs, payment options, and LIHEAP  | General Audience  | x              | x              | x            |
| <b>Corporate Campaigns</b>   | Annual outreach campaign to help customers manage their bills and provide awareness of Company programs and payment assistance through various advertising methods (posters, newsletters, buses, social media, audio, video) | General Audience  | x              | x              | x            |
| <b>Outreach Advertising</b>  | Billboards, television ads, radio ads related to Energy Assistance   | General Audience  | x              | x              | x            |
| <b>News Releases</b>         | Periodic news releases that include Universal Services and LIHEAP Program information  | General Audience  | x              | x              | x            |
| <b>Bill Envelopes</b>        | Messages on bill to promote Energy Assistance  | General Audience  | x              | x              | x            |
| <b>PA 211</b>                | Provides customers information on Universal Service Programs and where to apply  | General Audience  | x              | x              | x            |
| <b>On Hold Messaging</b>     | Informs callers of various Company programs and services, including LIHEAP and Universal Services Programs and energy assistance   | Internal          | x              | x              | x            |
| <b>Inbound Calls</b>         | CSRs promote and encourage program enrollment and payment options  | Internal          | x              | x              | x            |
| <b>Collaborative Meeting</b> | Meetings to share outreach efforts across departments  | Internal          | x              | x              | x            |

| Outreach Activity                            | Details  | Outreach Category | Completed 2023 | Completed 2024 | Planned 2025 |
|--|--|-------------------|----------------|----------------|--------------|
| <b>Training</b>                              | Customer Service and Field Service Representatives receive up to date information and refresher training   | Internal          | x              | x              | x            |
| <b>Contests</b>                              | Contests to challenge CSRs to promote LIHEAP and Universal Service Programs  | Internal          | x              | x              | x            |
| <b>USAC meetings</b>                         | Semi-annual meetings to review and enhance Universal Service Programs and other government/company programs  | Internal          | x              | x              | x            |
| <b>Weatherization Contractor Meeting</b>     | Annual meeting with weatherization contractors and agencies to discuss spending, increasing participation, best practices, process improvements, and promotion of other universal service programs       | Internal          | x              | x              | x            |
| <b>Neighbor for Neighbor Grant Screening</b> | N4N agencies provide benefits of other programs and will contact NFG with interested/eligible customers  | Targeted          | x              | x              | x            |
| <b>LIHEAP Data Sharing</b>                   | LIHEAP applicants/recipients share data to simplify enrollment in other assistance programs.   | Targeted          | n/a            | x              | x            |
| <b>Outbound Calls</b>                        | Periodic phone calls to advise customers of LIHEAP, CRISIS, and other programs   | Targeted          | x              | x              | x            |
| <b>Outbound Emails</b>                       | Periodic emails to advise customer of LIHEAP, CRISIS, CAP, and other programs  | Targeted          | x              | x              | x            |
| <b>CAP Letters</b>                           | LIHEAP information to encourage CAP customers to apply   | Targeted          | x              | x              | x            |
| <b>Conservation Outreach</b>                 | Letters and phone calls targeting usage qualified customers for audits and weatherization  | Targeted          | x              | x              | x            |
| <b>Terminations</b>                          | Universal Service Programs and payment options flyers are provided to customers by field service personnel when completing personal contacts and termination orders. Door hangers are left if no contact | Targeted          | x              | x              | x            |
| <b>Termination Notices</b>                   | Universal Service Programs and payment options flyers are mailed with all termination notices  | Targeted          | x              | x              | x            |
| <b>Energy Burdens</b>                        | Include energy burden awareness in all outreach efforts to educate customers and agencies on how to reduce energy costs and usage through simple lifestyle changes, conservation, CAP and LIURP          | Targeted          | x              | x              | x            |

| Outreach Activity                                   | Details   | Outreach Category             | Completed 2023 | Completed 2024 | Planned 2025 |
|---|---|-------------------------------|----------------|----------------|--------------|
| <b>LIHEAP Recipients</b>                            | Cross enrollment efforts for LIHEAP recipients  | Targeted                      | x              | x              | x            |
| <b>Weatherization Contractor Outreach Materials</b> | Packets for contractors to include as educational materials for completed audits, weatherization jobs, and door hangers to inform customers of programs and payment options   | Targeted                      | x              | x              | x            |
| <b>Independent Council on Aging (ICA) Events</b>    | Sponsor and participate in ICA annual events for seniors  | Targeted                      | x              | x              | x            |
| <b>0%-50% Federal Poverty Level</b>                 | Focus on ways to target limited income groups with the help of USAC, corporate communications, and area agencies  | Targeted                      | x              | x              | x            |
| <b>LIURP Outreach</b>                               | Outreach focused on potentially eligible LIURP candidates to provide education on energy burdens, conservation tips and the benefits of participating in LIURP (and other Universal Service programs) ie. Letters, postcards, phone calls | Targeted                      | x              | x              | x            |
| <b>Legislative and Agency Outreach</b>              | On-site and/or virtual review of Universal Service Programs, payment options, LIHEAP, and options for special needs assistance  | Community Training/ Education | x              | x              | x            |
| <b>Be Utility Wise Conference</b>                   | Collaborative effort with the PUC utilities and agencies in counties throughout the service territory   | Community Training/ Education | n/a            | n/a            | x            |
| <b>Neighbor for Neighbor Agency Training</b>        | Educate N4N community partners on Universal Service Programs, Company programs and other government funded programs to provide additional assistance to N4N recipients  | Community Training/ Education | x              | x              | x            |
| <b>Agency Staff Training</b>                        | Provide staff members at area agencies training and materials on our Universal Service Programs, Company Programs, and payment options, including government funded programs.   | Community Training/ Education | x              | x              | x            |
| <b>Catholic Charities</b>                           | Outreach and education to community partners (i.e., St. Martin Center & Prince of Peace)  | Community Training/ Education | x              | x              | x            |
| <b>Senior Center Outreach</b>                       | Educate customers on benefits of reducing costs through Universal Service Programs and energy efficiencies.   | Community Training/ Education | x              | x              | x            |

| Outreach Activity                           | Details  | Outreach Category  | Completed 2023 | Completed 2024 | Planned 2025 |
|---|--|--------------------|----------------|----------------|--------------|
| <b>LIHEAP Letters</b>                       | Provide LIHEAP information to agencies, schools, and churches throughout NFG's service territory   | Community Outreach | x              | x              | x            |
| <b>ICA Membership</b>                       | Meetings to provide program information, answer questions and networking for community engagements   | Community Outreach | x              | x              | x            |
| <b>Senior Fairs</b>                         | Hosted by Legislators or agencies assisting seniors and veterans   | Community Outreach | x              | x              | x            |
| <b>Legislator LIHEAP Outreach</b>           | Provide program information and assistance with LIHEAP applications to Legislator offices  | Community Outreach | x              | x              | x            |
| <b>Program Materials</b>                    | Universal Service Program and payment option materials provided to local business and agencies for their clients/customers. (i.e., Libraries and food banks) | Community Outreach | x              | x              | x            |
| <b>National Night Out</b>                   | Sponsor and participate in National Night Out events in NFG service area. Provide program information and answer questions during event.                     | Community Outreach | x              | n/a            | x            |
| <b>Conference/Community Outreach Events</b> | Provide Universal Services Program information and answer questions.   | Community Outreach | x              | x              | x            |
| <b>Home and Garden Expos</b>                | Provides home improvement ideas, gardening tips. Provide program information and answer questions  | Community Outreach | x              | x              | x            |
| <b>Be Energy Wise Campaign</b>              | State-wide effort highlighting LIURP   | Community Outreach | x              | x              | x            |
| <b>Health Fairs</b>                         | Answer questions and distribute program information.   | Community Outreach | x              | x              | x            |
| <b>Community Networking Groups</b>          | Attend meetings to provide program information, answer questions and networking for community engagements and trainings                                      | Community Outreach | x              | x              | x            |

## 2025 Potential Opportunities

- Provide booth at Unemployment and DHS offices to apply for LIHEAP/CAP
- LIHEAP clinics in partnership with legislative offices
- Continue to work with community organizations and landlords to increase knowledge of Universal Service Programs.
- Develop measurable metrics to identify low-income households and increase program participation
- Priority on promoting Customer Assistance Program (CAP)
- Coordinate representatives to attend direct outreach events to increase program enrollment and answer questions.

| <b>Activity</b>                     | <b>Details</b>  |
|-------------------------------------|---|
| <b>Community Training/Education</b> | Additional efforts with community organizations to develop ways to familiarize potential CAP and LIURP customers on benefits of Universal Services to reduce their energy burdens.  |
| <b>Focused Outreach</b>             | New or increased efforts to inform and enroll customers in Universal Services and Company programs concentrating on the following groups (many are served by the agencies listed above): immigrant refugees, seniors, veterans, victims of domestic violence, LIHEAP recipients, with added focus on the 0% -50% FPL population |
| <b>LIURP outreach</b>               | Focus on qualified LIURP eligible customers and landlords to improve participation  |
| <b>Community Outreach</b>           | Attend community events to provide individuals and families information on Universal Service programs and payment options and answer questions.   |

**CERTIFICATE OF SERVICE**

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

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Date: February 11, 2025



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