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February 27, 2025

Via Electronic Filing

Rosemary Chiavetta, Secretary
PA Public Utility Commission
P.O. Box 3265
Harrisburg, PA 17105-3265

Re: Philadelphia Gas Works Universal Service and Energy Conservation Plan for 2023-2027
Submitted in Compliance with 52 Pa. Code § 62.4, Docket No. M-2021-3029323

Dear Secretary Chiavetta:

Pursuant to Ordering Paragraph 10 of the Order entered January 12, 2023 in the above-referenced matter, enclosed for electronic filing please find Philadelphia Gas Works' ("PGW") annual update to its Consumer Education and Outreach Plan, including clean and redline versions. Copies to be served in accordance with the attached Certificate of Service.

If you have any questions or require additional information, please contact me.

Sincerely,

/s/ Lauren M. Burge

Lauren M. Burge
Enclosure

cc: Certificate of Service (w/enc)

CERTIFICATE OF SERVICE

I hereby certify that this day I served a copy of PGW's Consumer Education and Outreach Plan Annual Update upon the persons listed below in the manner indicated in accordance with the requirements of 52 Pa. Code Section 1.54.

Via Email Only

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/s/ *Lauren M. Burge*

Lauren M. Burge, Esq.

Dated: February 27, 2025

Appendix G: Consumer Education and Outreach Plan



2025 Consumer Education and Outreach Plan

Goal: Perform outreach to educate and enroll eligible PGW customers at or below 50% of the Federal Poverty Income Guidelines (FPIG). All outreach efforts should strive for equity and accessibility.

Provided below is an outline of efforts to be conducted by PGW in 2025 to encourage income-eligible customers to apply for CRP, Hardship Funds, LIHEAP and Crisis in our service territory. This plan may be modified and enhanced within the duration of the 2023-2027 Universal Service and Energy Conservation Plan.

Target Audience(s):

- All Philadelphia residents.
- Income eligible Philadelphia residents in the following zip codes: 19104, 19120, 19121, 19122, 19124, 19132, 19133, 19134, 19139, 19140, 19141, 19145, 19148, 19144.
- Income Eligible Seniors (Age 65 and older).
- Income Eligible non-English speaking or English as a second language (ESL) customers. Primarily Spanish and Simple Chinese. PGW intends to include Russian and French in 2023.
- Customers who are at risk of homelessness and/or experiencing rehousing.
- Relevant stakeholders (anchor organizations, elected officials, Neighborhood Advisory Committees). Anchor organizations are community groups within the aforementioned zip codes.
- PGW Customers identified at 50% of the Federal Poverty Line (FPL) or below.

PGW will specifically target the following external organizations:

HACE, Hunting Park NAC, New Kensington CDC, Parkside NAC, People's Emergency Center, South Kensington NAC, Southwest CDC, Enterprise CDC, Nueva Esperanza, Nicetown CDC, Allegheny West Foundation, Universal Companies, United Communities, ACHIEVEability, Mt. Vernon Manor CDC, Brewerytown Sharswood NAC, Strawberry Mansion, APM, Frankford CDC, GPASS, Whitman Council.

47 Faith Based Organizations

- Synagogues
- Mosques
- Churches

10 Non-English Speaking

- KITHS
- GPASS
- Chinatown CDC
- HACE
- Congreso
- APM
- AFRICOM
- Cambodian Association of Greater Philadelphia
- Nationalities Service Center

- Nueva Esperanza

Utilize diverse communications tools:

- Community Outreach - In-person events and virtual sessions
- Community Partnerships
- Email Newsletters and social media toolkits
- Mass Media Campaigns (Print, Television, Radio, Outdoor and Social & Digital Media)
- Outbound Calls
- Direct Mail
- PGWorks Website

Direct Contact

- Mailings- PGW conducts multiple direct mailing campaigns annually to encourage income-eligible customers to apply for CRP, Hardship Funds, LIHEAP and Crisis. This process entails sending both letters and/or postcards to potentially eligible customers to inform them about the benefits of each program and how to apply.
- Outbound Calls- PGW also utilizes outbound calls to perform direct outreach. These calls consist of providing information about eligibility, as well as how to apply. The outbound call function also provides customers with the ability to request an application be mailed directly to their home.
- Bill Inserts- In addition to letters, PGW also dedicates space in its monthly newsletter, The Good Gas News, to perform outreach to customers. These communications include promoting CRP as well as the availability of grants such as LIHEAP, Crisis and Hardship Funds.
- Emails – LIHEAP specific email campaigns. These will include information about LIHEAP, the benefits, and include directions and links on how to apply.

Mass Media Campaigns

- PGW advertises its assistance programs on the radio, TV, mass transit, social media and in community newspapers. Much of the advertising is targeted to communities that have the highest density of customers who can benefit from PGW's programs. In addition, PGW also promotes its assistance programs on the company's website www.pgworks.com. Throughout the site, there are descriptions of each program, as well as link or direct access to applications for customers to download in both English and Spanish.

Community Outreach

- Community Events- PGW will conduct specific outreach to organizations and community groups in identified zip codes to host in-person events and trainings. We also expect to continue to conduct virtual events, as well, due to the ongoing pandemic. These events provide the company with the opportunity to have direct contact with customers to answer questions as well as distribute information. The company is also able to provide application assistance for LIHEAP and enroll customers into CRP onsite.
- Partnerships- PGW has developed partnerships with local city officials, low-income advocates, and other external stakeholders such as Neighborhood Advisory Committees to increase awareness of

Universal Service and Energy Conservation Plan 2023-2027 Philadelphia Gas Works

the various resources. Through these partnerships, PGW provides outreach materials as well as conduct presentations to staff to increase awareness of the company's programs. The company also attends various events held by partners to provide information and enroll customers into assistance programs.

- PGW will partner with Benefits Data Trust to develop tactics to specifically target PGW customers living at or below 50 percent of the FPL.
- PGW will collaborate with schools, faith-based institutions and local grass roots organizations to increase visibility through in person interaction to increase awareness to our targeted demographics.
- PGW will collaborate with organizations that focus on homelessness prevention and rehousing.
- Workshops/Presentations- Annually, PGW offers approximately 100 educational workshops to its customers. These workshops include information on how to weatherize homes as well as provide attendees with kits and information packets about the company's assistance programs. Each attendee also provides their contact information, which allows PGW to add them to the appropriate direct contact campaign to receive additional information regarding other resources that may be available to them.
- Virtual Intake Events – Host intake events utilizing video conferencing software. This will allow customers to schedule time to meet with a PGW representative, face-to-face, to enroll in or ask questions about the Universal Service programs.

Data Sharing Agreements

PGW has signed a data sharing agreement with the Department of Human Services (DHS). This DHS agreement ("DHS Agreement") will be used for auto-recertification of income and expedited enrollment for CRP. PGW has assumed for purposes of this Plan that DHS will obtain appropriate customer consent. PGW is currently waiting for DHS to provide confirmation that data is ready to be used by the utilities.

Appendix G: Consumer Education and Outreach Plan



20242025 Consumer Education and Outreach Plan

Goal: Perform outreach to educate and enroll eligible PGW customers at or below 50% of the Federal Poverty Income Guidelines (FPIG). All outreach efforts should strive for equity and accessibility.

Provided below is an outline of efforts to be conducted by PGW in 20242025 to encourage income-eligible customers to apply for CRP, [UESF Hardship Funds](#), LIHEAP and Crisis in our service territory. This plan may be modified and enhanced within the duration of the 2023-2027 Universal Service and Energy Conservation Plan.

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~~○ In Fiscal Year 2023, PGW attended 141 table events, 15 speaking events, and conducted 4 presentations.~~

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- Partnerships- PGW has developed partnerships with local city officials, low-income advocates, and other external stakeholders such as Neighborhood Advisory Committees to increase awareness of the various resources. Through these partnerships, PGW provides outreach materials as well as conduct presentations to staff to increase awareness of the company's programs. The company also attends various events held by partners to provide information and enroll customers into assistance programs.
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Data Sharing Agreements

PGW has ~~been a participant in the process of working on~~[signed](#) a data sharing agreement with the Department of Human Services (DHS). This DHS agreement ("DHS Agreement") will be ~~subject to legal and risk review prior to entry by PGW, but PGW expects to be able to reach agreement with DHS~~[used for auto-recertification of income and expedited enrollment for CRP.](#) PGW has assumed for purposes of this Plan that DHS will obtain appropriate customer consent. [PGW is currently waiting for DHS to provide confirmation that data is ready to be used by the utilities.](#)