



Candis A. Tunilo
Senior Counsel
Legal Department

800 N. Third Street
Suite 204
Harrisburg, PA 17102
Cell: 223-488-0794
ctunilo@nisource.com

February 28, 2025

VIA ELECTRONIC FILING

Rosemary Chiavetta, Secretary
Pennsylvania Public Utility Commission
Commonwealth Keystone Building
400 North Street, 2nd Floor North
P.O. Box 3265
Harrisburg, PA 17105-3265

**Re: Columbia Gas of Pennsylvania, Inc.
to Proposed 2024-2028 Universal Service and Energy
Conservation Plan
Docket No. M-2023-3039487**

Dear Secretary Chiavetta:

Enclosed for filing on behalf of Columbia Gas of Pennsylvania, Inc. ("Columbia") is the Customer Education & Outreach Plan Annual Update. This filing is made pursuant to the Public Utility Commission's Order dated April 4, 2024, in the above docket, at Ordering Paragraph No. 9.

Should you have any questions, please do not hesitate to contact the undersigned.

Very truly yours,

Candis A. Tunilo

cc: Parties of Record
Joseph Magee - Bureau of Consumer Services jmagee@pa.gov
Norma Bowman – Bureau of Consumer Services nobowman@pa.gov
Christina Chase-Pettis - Office of Communications cchasepett@pa.gov
Stephanie Wilson - Law Bureau stephwilson@pa.gov
Louise Fink Smith - Law Bureau finksmith@pa.gov

COLUMBIA GAS OF PENNSYLVANIA, INC. CUSTOMER OUTREACH & EDUCATION PLAN MARCH 1, 2025, ANNUAL UPDATE

The Customer Outreach & Education Plan Annual Update describes highlights of Columbia's 2024 Outreach Plan and outlines Columbia's 2025 Customer Outreach & Education Plan. Additionally, Columbia provides updates on certain enhancements specified in the Public Utility Commission's Order of April 4, 2024, at Docket No. M-2023-3039487 (Ordering Paragraph No. 9).



TABLE OF CONTENTS

I.	2024 Customer Outreach & Education Highlights	3
II.	2025 Customer Outreach & Education Plan	5
III.	Training webinars or workshops to keep community partners and interested stakeholders informed and updated about Columbia’s universal service programs.....	17
IV.	Efforts for households with incomes at or below 50% of the FPIG.	17
V.	Education to inform customers about the importance of understanding their energy burden.....	18
VI.	Sharing tools, outline approaches, and activities for the energy burden education components in future CEOPs.....	19

RECAP OF 2024 CONSUMER EDUCATION & OUTREACH PLAN

- Department of Human Services Data Sharing Program
- Domestic Violence Policy Review
- Summary of Events

Department of Human Services, (“DHS”) Data Sharing Program

In preparation for the DHS data sharing program, Columbia Gas of Pennsylvania, Inc. (“Columbia” or “Company”) developed three processes to simplify its Customer Assistance Program (“CAP”) reverification and enrollment:

- To expedite and simplify reverification for existing CAP customers.
- To allow for enrollment in CAP for customers who complete an application online or by phone.
- To offer a streamlined application for customers who have not completed a CAP application.

The Company identified some concerns with the data shared through the DHS program and provided examples to assist DHS with investigating the root cause of the issues. While DHS completes its investigation, the Company proceeded with manually reviewing the DHS data to identify which information was suitable for moving forward with the streamlined applications. In mid-November, the Company began sending emails to eligible customers with a direct link to an online form. The form required basic information to verify identity, such as name, address, and household composition, and most importantly, a checkbox to agree to the included customer agreement form.

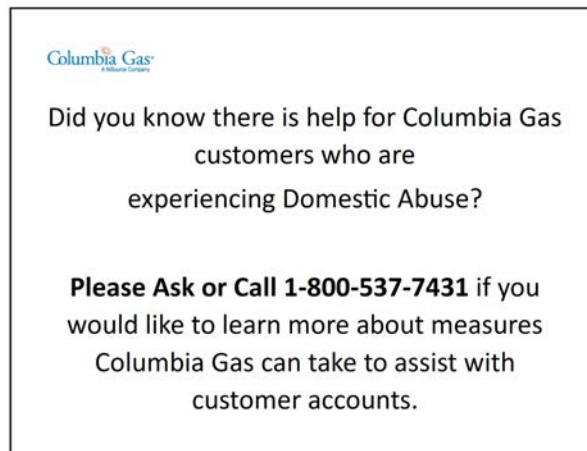
The Company sent 869 emails and received a positive response from 33 customers who were subsequently enrolled into CAP. On December 18, 2024, the Company was notified by DHS to cease using the data. As is Columbia policy, the Company continues to accept a LIHEAP grant as proof of income regardless of whether the LIHEAP recipient agreed to participate in the DHS data sharing process.

Domestic Violence Policy Review

- The Company collaborated with local domestic violence agencies to update Company policies regarding situations involving customers experiencing domestic violence. Our CARES advocates are trained domestic violence advocates. They can offer specialized

payment plans, delay termination and in some cases disassociate the debt from a customer in this situation.

- The Company attended several events and conducted outreach with Domestic Violence Service Agencies throughout various counties in our service territory. This will remain a focus in 2025.
- The Company created a flyer to display at tabling events with the assistance of the Universal Service Advisory Council. We will continue to display the below flyer during tabling events in 2025.



2024 Event Summary

Quarterly Outreach by County:

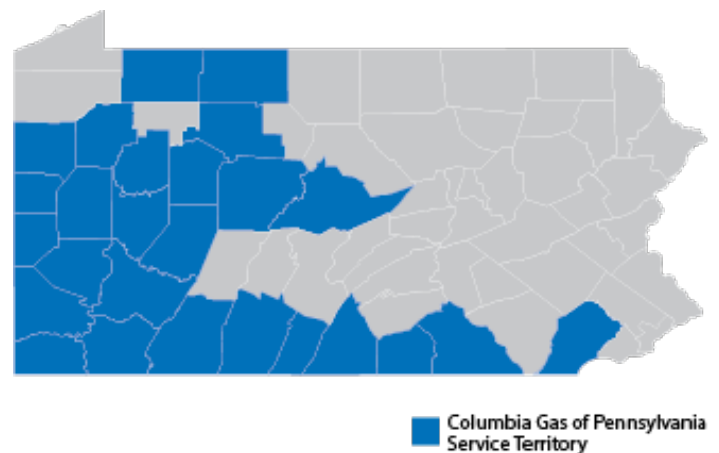
January 2024 to March 2024		April 2024 to June 2024		July 2024 to September 2024		October 2024 to December 2024	
County	Number of Events	County	Number of Events	County	Number of Events	County	Number of Events
Allegheny	10	Allegheny	4	Allegheny	5	Allegheny	5
Armstrong	1	Armstrong	1	Beaver	11	Beaver	1
Beaver	2	Beaver	1	Bradford	3	Butler	1
Butler	1	Butler	1	Fayette	12	Fayette	4
Clarion	1	Clarion	1	Lawrence	6	Greene	10
Fayette	2	Fayette	8	McKean	1	Lawrence	3
Greene	5	Greene	2	Multiple	5	Multiple	5
Lawrence	2	Lawrence	2	Washington	9	Washington	1
Multiple	8	Multiple	3	Westmoreland	10	Westmoreland	5
Washington	8	Somerset	1	York	1		
York	3	Washington	9				
		Westmoreland	5				
		York	1				
	43		39		63		35

2025 OUTREACH INITIATIVES

Columbia's menu of programs is designed in a coordinated effort to provide the greatest benefit to all customers in need of assistance in a cost-effective manner. Therefore, most outreach opportunities promote more than just one program, to more than just one demographic. Columbia promotes its suite of Universal Service programs and engages in external outreach opportunities throughout its service territory. In addition, the Universal Service Department conducts internal outreach activities to inform employees and create additional ambassadors of the Universal Service programs. Columbia adjusts its outreach at least yearly, based on current need, review of past results and consideration of new opportunities as they are presented. Customers eligible for one program are encouraged to apply for all programs for which they qualify.

In each county Columbia serves, we prioritize populations who would benefit from participating in the Company's customer assistance programs. Such populations are listed as Target Audiences below.

- **The picture illustrates Columbia's Service Territory, which includes the following 26 counties: Adams, Allegheny, Armstrong, Beaver, Bedford, Butler, Centre, Clarion, Clearfield, Elk, Fayette, Forest, Franklin, Fulton, Greene, Indiana, Jefferson, Lawrence, McKean, Mercer, Somerset, Venango, Warren, Washington, Westmoreland, and York.**
- **The Company shares service territory with other utilities and refers individuals who need assistance with other utility bills, as needed.**
- **Universal Service staff prioritize outreach and education efforts in the areas with the highest number of customers with the lowest income.**
- **Universal Service staff participate in initiatives throughout all 450 communities that Columbia serves to make sure customers learn about programs and interact with Universal Service staff.**



2025 Target Audiences

Check Cashing Store Customers	Landlords
College/University Students and Staff	New Customers/ Home Buyers
Community Agency Staff/Social Workers	People experiencing Domestic Violence
Company Service Techs	People with Disabilities
Culturally & Linguistically Diverse Populations	People experiencing Unemployment
Customers Below 50% FPIG	School Districts
Customers with Heating Emergencies	Seniors
Faith Based Organizations	Single Head of Household
Food Bank Participants	Transitional Services
Head Start Participants	Veterans
Housing Authority Residents	Visting Nurses



2025 External Outreach

Program	List of Outreach Initiatives
All Programs	<ul style="list-style-type: none"> • Sponsorship and participation in senior fairs and legislative events • Representation on local community assistance boards and task forces • Participation and coordination of Be Utility Wise events • Provision of all program information on Columbia’s website • Promotion of programs through multiple Company social media channels and Next Door • Semi-annual Universal Service Advisory Council meetings • Customer Care Center referrals • Press Releases at the start of the winter heating season & throughout the year • Promotion of programs to Community Engagement partnering agencies • Targeted agency training • Community-sponsored events such as trunk or treats, school fairs and resource expos • Food Bank Distribution sites • School District information dissemination
CAP	<ul style="list-style-type: none"> • Coordination with electric utilities to solicit CAP customers for re-verification • Coordination with the Dollar Energy Fund Grant Program for re-verification • Solicitation of targeted groups • Specific targeting of customers below 50% of FPIG • Inactive account customers (Cold Weather Survey packets)
Hardship Funds	<ul style="list-style-type: none"> • Annual bill inserts requesting contributions • Monthly solicitation on bills to all non-CAP residential customers with current accounts • Participation in multiple fundraising events • Link to donate to all customers receiving e-bills • Social Media posting of fundraising events • Social Media posting of how to access funds • Application processing for vulnerable customers
LIHEAP	<ul style="list-style-type: none"> • Press releases • Social Media paid ads

	<ul style="list-style-type: none"> • Newspaper/Community Magazine ads • Ads in Spanish in certain geographic areas • Bill inserts promoting LIHEAP • Mail applications upon request or referred by a customer service representative • Application completion for vulnerable customers • Inserts promoting CRISIS in eligible termination notices • Outbound calls to previous recipients reminding them to apply • Outbound calls to identified eligible customers and CAP customers • Operation of a toll-free hotline for inquiries and assistance with applications • Outbound emails to CRISIS-eligible customers as part of Direct Referral Process • Assistance with Completing applications when necessary
WARMWISE	<ul style="list-style-type: none"> • Reciprocal referrals between programs depending on eligibility • Social Media ads promoting programs • Target property owners

Outreach categorized by Target Audience	
Target Audience	List of Outreach Initiatives
Culturally and Linguistically Diverse	<ul style="list-style-type: none"> • Outreach to existing Hispanic/Latino and other diverse populations • Media buys in Spanish • Materials & program specific letters provided in Spanish • Website is available in multiple languages • CARES one-on-one intervention
Check Cashing Store Customers	<ul style="list-style-type: none"> • Outreach to Check Cashing Stores in low-income neighborhoods
College/ Universities	<ul style="list-style-type: none"> • In person and virtual outreach to social service college/university staff • Table at events on campuses/universities
Company Service Techs	<ul style="list-style-type: none"> • Trainings hosted at sites with field employees • Materials distributed to Service techs with CARES info

Community Agency Staff / Social Workers	<ul style="list-style-type: none"> • Train the Trainer Presentations at community agencies • Enrolling new agencies to complete CAP & Hardship Fund applications • Attend Community Agency Events • Host days where CARES representatives are at agencies and advertise to inform participants, we will be there to answer questions
Customers with heating emergencies	<ul style="list-style-type: none"> • Continuous communication with social service agencies so they are comfortable referring to CARES • Trained Service representatives on programs to make referrals
Faith Based Organizations	<ul style="list-style-type: none"> • Virtual outreach in Columbia’s service territory • Table at faith-based events and resource fairs • Mail physical flyers to locations
Food Banks	<ul style="list-style-type: none"> • Visit food banks and distribute car to car/ person to person information on customer assistance programs • Distribute information through meals on wheels and other mobile food markets
Head Start Participants	<ul style="list-style-type: none"> • Host train the trainer events to Head Start staff • Host training to Head Start parents • Attend Head Start events
Housing Authorities	<ul style="list-style-type: none"> • Attend events held at housing authorities • Present information to housing authority staff
Landlords	<ul style="list-style-type: none"> • Brochure designed to explain LIURP sent to all landlords during LIURP referral process • New letter to explain audit findings and expected measures to be installed • Outreach to landlord affiliations and rental agencies
New Customers/ Home Buyers	<ul style="list-style-type: none"> • Present to home buyer classes • Attend events and distribute information
People experiencing Domestic Violence	<ul style="list-style-type: none"> • Representation on Universal Service Advisory Council (“USAC”) • Partnerships with Domestic Violence Services Agencies in service territory • CARES involvement with all identified victims of domestic violence • Confidential access and storage of records • Protection of accounts from traditional Chapter 14 collections

People experiencing Unemployment	<ul style="list-style-type: none"> • Attend resource events targeted to employment opportunities • Collaborate with agencies who assist with employment/placement
People with Disabilities	<ul style="list-style-type: none"> • Attend events held by agencies who specialize in services for those with disabilities • Mail information to social service agencies • Hold train the trainer events for staff of such agencies
School Districts	<ul style="list-style-type: none"> • Email school districts in low-income areas in service territory and encourage eblast, mail physical copies for guidance staff and/to distribute paper copies to students to take home to parents • Attend events in low-income school districts or held by schools with high percentage of low-income students
Seniors	<ul style="list-style-type: none"> • Representation at Senior Fairs/Legislative events • On air presence with local radio news • Senior Groups/Training • Representation on USAC • Collaborate with agencies who service seniors
Single Head of Household	<ul style="list-style-type: none"> • Outreach with targeted organizations • Representation on USAC • Trainings for services and agencies such as Head Start, Beverly's Babies, etc.
Transitional Services	<ul style="list-style-type: none"> • Attend events held by transitional service agencies • Train the trainer for transitional service staff
Veterans	<ul style="list-style-type: none"> • Outreach with targeted organizations • Representation on USAC • Trainings for Veterans Services and like agencies
Visiting Nurses	<ul style="list-style-type: none"> • Send physical copies of customer assistance information to staff to have on hand for clients • Communicate with visiting nurse agencies to educate and update on customer assistance programs

Outreach Materials

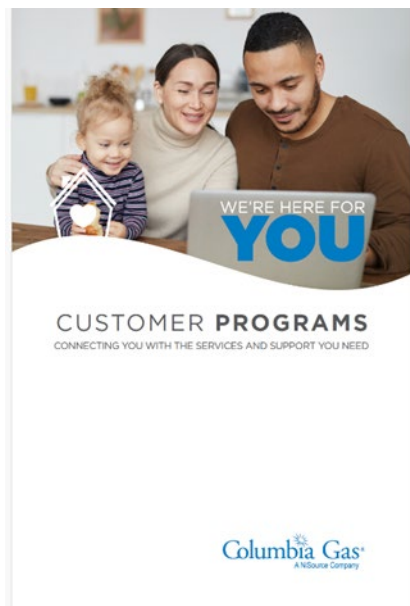
Columbia has different handouts for different target populations. Whether a customer prefers that information be provided in paper form or be accessible on a computer, and whether the customer prefers using a computer or smartphone to access information online, Columbia offers information at all touch points. All outreach materials are available in English and Spanish. Further, there is a dropdown box located on the Company's website, which allows customers to select other languages in which to view information.

In addition, other inclusive actions include using larger font for certain audiences and providing materials in languages other than English or Spanish if the community has a high concentration of a certain language.

QR codes are utilized for customers who would like to explore program options by inputting their information into an eligibility calculator to determine the programs for which they qualify. The QR code links to this webpage: [Eligibility Calculator - Columbia Gas of Pennsylvania](#)

These handouts, among others, are displayed during outreach events, mailed to agencies, referenced during trainings, and distributed during interactions with customers.

The Company's website is also utilized to educate customers. The website highlights Audits and Rebates ("A&R"), Customer Assistance Referral and Evaluation Services ("CARES"), CAP, Emergency Repair Program ("ERP"), hardship funds, LIHEAP/Crisis, medical certificates, Security Deposit Assistance Fund ("SDAF"), and all Warm Wise programs, including the Low Income Usage Reduction Program ("LIURP").



This redesigned brochure provides detailed information on all programs. The Company uses this at all tabling events, train the trainers events and outreach to seniors.



FOR MORE INFORMATION
Call us at 1-888-537-7431
Visit ColumbiaGasPA.com/Assistance
Contact us on Facebook, Twitter or Nextdoor

Columbia Gas
A NSource Company

Columbia Gas of Pennsylvania offers a variety of customer assistance programs. You can increase your home's energy efficiency, enroll in an affordable payment plan, or apply for assistance with overdue balances. To find out which programs fit your needs, SCAN THE QR CODE on this page. To enter your information into the eligibility calculator or CALL US AT 1-888-537-7431.



ENERGY EFFICIENCY	AFFORDABLE PAYMENT PLANS	ASSISTANCE WITH OVERDUE BALANCES
<ul style="list-style-type: none"> WarmWise Low Income Usage Reduction Program WarmWise Audits and Rebates WarmWise Energy Efficiency Information 	<ul style="list-style-type: none"> Customer Assistance Referral & Evaluation Services (CARES) Customer Assistance Program (CAP) Budget Payment Plan Budget Plus 	<ul style="list-style-type: none"> Low Income Home Energy Assistance Program (LIHEAP) CRISIS Program Homeowner's Assistance Fund (PAHAF) Dollar Energy Fund

ENERGY ASSISTANCE IS AVAILABLE. COME TALK WITH US ABOUT YOUR OPTIONS.



Do you need assistance with your natural gas bill? Meet in person with Columbia Gas!

WHERE:

DATE:

TIME:

Stop by and say hello to Tammy or Alexa. They are looking forward to meeting you.



Meet Our **ENERGY ASSISTANCE** Advocates

FOR ALL THE CURRENT PROGRAMS AND INFORMATION AVAILABLE, VISIT ColumbiaGasPA.com/Assistance



Columbia Gas
A NSource Company



Please note: Energy Assistance must be applied for annually. If you applied last program year, whether you received assistance or not, you must reapply this year.

HELP When you need it most

If you are struggling financially, we want to help you through the process of finding the assistance you need. Financial support is available through a variety of programs. Don't miss out on funds that may be available to you.

LIHEAP

2024-2025 PROGRAM DATES:
NOVEMBER 4, 2024 TO APRIL 4, 2025
You may be eligible to receive assistance to help pay your Columbia Gas bill from the Low Income Home Energy Assistance Program (LIHEAP). LIHEAP helps eligible households maintain utility service during winter months. You can apply online via the state's Department of Human Services website at <https://www.comhs.pa.gov>. For more information, call our Energy Assistance hotline at 1-888-272-2714.

LIHEAP CRISIS

2024-2025 PROGRAM DATES:
NOVEMBER 4, 2024 TO APRIL 4, 2025
If you face shut-off due to lack of payments or service emergencies stemming from inoperable heating equipment, you could get a grant. These federally funded crisis grants may be applied to accounts where service has been shut off for safety or non-payment, and may be used to halt a pending shut off during the winter months. For more information, call our Energy Assistance hotline at 1-888-272-2714.

DOLLAR ENERGY FUND

You could get a grant to use to pay off past-due bills or restore service. This program is available if you have exhausted all other available assistance programs. To find out if you qualify for a grant, call us at 1-888-537-7431 or apply online at helpstoheaven.org

FOR ALL THE CURRENT PROGRAMS AND INFORMATION AVAILABLE, VISIT ColumbiaGasPA.com/Assistance CALL 1-888-460-4332



CPA
2024-2025 Annual Household
Federal Income Guidelines
150% Federal Poverty Level

HOUSEHOLD SIZE	ANNUAL INCOME
1	\$22,590
2	\$30,860
3	\$38,730
4	\$46,800
5	\$54,870
6	\$62,940

For family size of more than 6, add \$8,070 per year for each additional family member

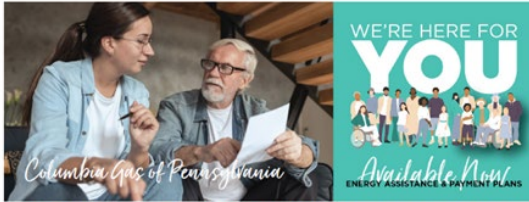
CUSTOMER ASSISTANCE PROGRAM (CAP)

This program offers affordable payment plans for income eligible customers. CAP can help with long-term solutions to chronic bill payment challenges. To get started, call us at 1-888-460-4332 or apply online at helpstoheaven.org

PENNSYLVANIA HOMEOWNER ASSISTANCE FUND (PAHAF)

PAHAF is a housing-related program intended to assist Pennsylvania homeowners with avoiding mortgage delinquency, default, foreclosure, loss of utilities or home energy services, and displacement. The maximum amount of assistance for any homeowner under PAHAF is \$50,000. For more information or to apply today, visit Pennsylvania Homeowner Assistance Fund (<http://pahaf.org>)

Columbia Gas
A NSource Company



Please note: Energy Assistance must be applied for annually. If you applied last program year, whether you received assistance or not, you must reapply this year.

A LITTLE HELP Goes a Long Way

Our payment plans are designed to give you choices and help ease any financial stress you may be experiencing. Contact us if you are currently behind on your bill or as soon as you realize you need help and we'll quickly get you set up on the best plan for you.

PAYMENT PLANS

We know there are times when it may be difficult for you to pay your bill. We offer a variety of payment plans to help you get back on track. Contact our customer care team at 1-888-460-4332.

WARMWISE Residential Customers

Columbia Gas residential customers can now save with two new energy efficiency programs designed to reduce natural gas usage and help you save money. Visit ColumbiaGasPA.com/WarmWise for saving tips and energy efficiency offerings.

ALTERNATIVE PAYMENT OPTIONS

Just need an alternate way to pay right now? There are many options.

ONLINE or BY PHONE, using our payment processing vendor Payments. There is no charge for using Payments.

Contact Payments online at ColumbiaGasPA.com/PaymentOptions or by phone at 1-888-494-1828, 7 days a week, 24 hours a day

Search for IN PERSON PAYMENT LOCATIONS at ColumbiaGasPA.com/PaymentOptions

FOR ALL THE CURRENT PROGRAMS AND INFORMATION AVAILABLE, VISIT ColumbiaGasPA.com/PaymentPlans CALL 1-888-460-4332



TAKE CONTROL of Your Energy Bill

Options are available to take control of your energy bill, including:

- Energy Assistance
- Payment Plans
- Ways to Save
- Monitoring and Managing Usage



WE'RE HERE FOR YOU to help you every step of the way... from getting back on track, to ensuring you are prepared with options that best suit your energy needs moving forward!

MANAGING YOUR USAGE

MANAGING YOUR BILL

- Monitor Your Usage - Sign in to your account to view and compare previous usage, weather and bills. Multiple types of historical data on your account are available to review and compare. Don't have an online account? Register today at ColumbiaGasPA.com
- Find Energy Saving Tips - Find valuable information about ways to save on your energy usage, easy conservation tips and much more.

MANAGE YOUR BILLING AND PAYMENTS

- Budget Plan
- Billing and Payment Alerts
- Payment Options

UNDERSTAND YOUR BILL

Get a better understanding of features and charges on your bill by visiting our website and clicking on Bills and Payments and Understanding Your Bill.

Columbia Gas
A NSource Company

INTERNAL OUTREACH

Our Internal Outreach initiatives recognize the value of employee ambassadors for promoting programs to customers, neighbors, family and community groups. The Universal Service team engages in multiple activities to promote programs internally through trainings and meetings across departments and partners.

Training Content

- Call Aid Scripting for Customer Service Representatives (“CSRs”)
- Detailed explanation of each program including guidelines, application process and benefits
- Reminders to refer to programs at appropriate points in the scripting such as reconnects, payment arrangement requests, high bill complaints
- Up to the minute dates, income guidelines, eligibility guidelines, agency partners hours and contact information

Departments and Contracted Agencies

- CSRs
- Administrating and screening agencies
- Service department personnel
- Construction services personnel

Meetings

- Monthly team meeting with CAP administrators
- Universal Services Staff monthly meeting
- USAC Bi-Annual meeting
- Monthly meetings between Customer Care Center staff and Universal Services to provide updates and discuss current trends/concerns
- Monthly meeting with A&R, ERP and LIURP post inspection staff

EDUCATION

The best form of promotion is to educate customers to understand the benefits and how to access a program. Columbia communicates expectations and procedures of programs to customers. However, there are specific educational components to specific programs. Below are specific components with coinciding programs.

LIURP

- The Company provides a welcome packet to enrollees that includes information about behavioral energy efficiency measures. It includes a pop-up house that can be used by auditors to demonstrate what will be done over the next few weeks to help reduce energy in the home. It is especially useful for customers that cannot walk through with the auditor. It also includes contact information and a summary of the LIURP process.
- The Company provides a written pamphlet to landlords explaining the benefits of the program.

CAP

- All CAP enrollees are provided a copy of their agreement form which includes all responsibilities and explanation of benefits of the CAP program.

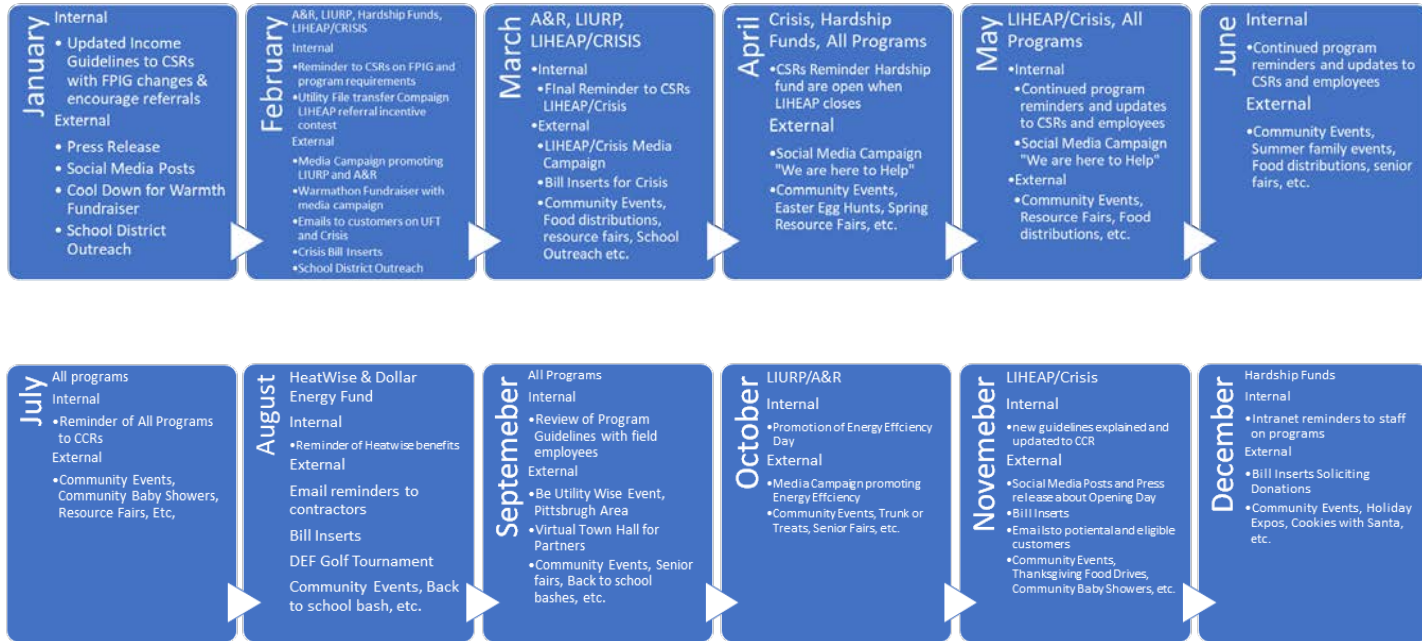
Customer Care Center

- Our Customer Care Center representatives help customers understand what programs would be the most beneficial for them and then guide them through the application process. These representatives are trained to identify and address any underlying payment problems in addition to the identified concern. The representatives also make referrals to community resources, as needed.

CARES

- Columbia's Customer Outreach & Education Coordinators take CAP, LIHEAP and hardship fund applications. In addition, they assist all customers in applying for programs. Coordinators also provide referrals to community resources, as needed.

TIMELINE OF OUTREACH INITIATIVES



Customer Outreach & Education efforts exist throughout the year. The above outline depicts annual events and aligns with program opening dates. There is constant communication between community connections and Universal Services staff to ensure customers are receiving assistance when needed. Universal Services staff contact information is listed on websites and paper materials throughout partner agencies' portfolios.

The calendar is tentative. As opportunities arise, the calendar will be updated.

2025 SUMMARY OF KEY DELIVERABLES

As part of the approval of the Company's Universal Service and Energy Conservation Plan (Docket No. M-2023-3039487), the Company was directed to file an updated Customer Outreach & Education Plan annually, beginning March 1, 2025. The Company was also directed to provide the following enhancements, for which Columbia provides updates:

III. More educational training webinars and workshops using virtual or hybrid and in-person events to keep community partners and interested stakeholders informed and updated about Columbia's universal service programs.

2025 enhancements include:

- Participation in three Be Utility Wise events across Columbia Service territory;
- Virtual presentations with United Way home buyer's classes in Beaver County;
- In-person trainings with seniors through Greene County Senior Centers;
- In-person trainings with Housing Authority of Fayette County staff and other social services agencies in Columbia's service territory;
- Fall Company-sponsored virtual meeting with social service agency representatives and legislative staff to review all program guidelines;
- Provide updated training video to CAP intake agencies; and
- Conduct Train the Trainer trainings for Head Start, Area on Aging and other social service agencies in Columbia's service territory.

IV. Continue expanding its outreach efforts for households with incomes at or below 50% of the FPIG.

The Company uses information from the Department of Education to identify school districts with a high population of lower income customers. The Company prioritizes the highest population of low-income customers for grass roots outreach. Examples include:

- Trunk or Treats, baby showers, resource fairs and other holiday/seasonal community events in designated areas;
- Provide program materials to school districts and social service agencies in designated areas;
- Food Bank Distribution sites. Universal Services staff attend and hand out flyers to every car at least once per season in designated areas;
- Tabling events at universities and colleges, including Penn West and Penn State campuses; and
- Tabling at legislative, senior and resource events.

V. Add an education component to inform customers about the importance of understanding their energy burden to foster customer awareness of how much their household is spending on energy.

The Company worked with its USAC to develop language to explain energy burden and included it in a CAP brochure used in the Fall of 2024. It is as follows:

Energy Burden – How do you compare?

$$Energy\ Burden = \frac{Monthly\ Bill}{Monthly\ Income}$$

An energy burden is the percentage of household income that goes towards energy costs. A high gas energy burden is defined as a household spending more than 6% of their income towards energy costs. If your energy burden exceeds the recommended 6% burden and you meet the eligibility requirements, Columbia assistance programs may help you lower your energy burden, resulting in lower gas bills.

The USAC provided feedback that this language is most helpful when promoting energy efficiency but may not be a high motivation for CAP enrollment. The USAC

recommendation was to not include this language in future CAP outreach. The Company will continue to seek additional opportunities for placement of this language and continue to ask for and share feedback with its USAC.

VI. Continue to share its tools, outline approaches, and activities for the energy burden education components in future CEOPs and include the Commission educators as needed.

The Company is working and will continue to work with its USAC to develop the right opportunities to educate customers on energy burden and will share with the Commission educators who are part of the USAC.

CERTIFICATE OF SERVICE

I hereby certify that I have this day served a true copy of the foregoing documents upon the participants, listed below, in accordance with the requirements of § 1.54 (relating to service by a participant) VIA E-MAIL:


Allison Kaster
Bureau of Investigation and Enforcement
Commonwealth Keystone Building
400 North Street
Harrisburg, PA 17120
akaster@pa.gov

Christy M. Appleby
Harrison W. Breitman
Office of Consumer Advocate
555 Walnut Street
5th Floor, Forum Place
Harrisburg, PA 17101-1923
cappleby@paoca.org
HBreitman@paoca.org

Ria M. Pereira, Esq.
John W. Sweet, Esq.
Lauren N. Berman, Esq.
Elizabeth R. Marx, Esq.
118 Locust Street
Harrisburg, PA 17101
pulp@pautilitylawproject.org

NazAarah Sabree
Office of Small Business Advocate
300 North Second Street
Suite 1102
Harrisburg, PA 17101
ra-sba@pa.gov

Date: February 28, 2025


Candis A. Tunilo