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March 25, 2025

VIA ELECTRONIC FILING

Rosemary Chiavetta, Secretary
Pennsylvania Public Utility Commission
Commonwealth Keystone Building
400 North Street – 2nd Floor
Harrisburg, PA 17120

Re: Peoples Natural Gas Company LLC’s Customer Education and Outreach Plan Report
Docket Nos: M-2018-3003177; M-2020-3021343

Dear Secretary Chiavetta:

On behalf of Peoples Natural Gas Company LLC (“Peoples”), please accept for filing Peoples’ Customer Education and Outreach Plan (“CEOP”) for 2025, along with a report on outreach activities for calendar year 2024.

Peoples continues to work closely with its Universal Service Advisory Group (“USAG”) on the development and refinement of its CEOP. The 2025 focus areas include the scheduling of events in partnership with groups across Peoples’ service territory in Pittsburgh, evaluating the benefit of events that Peoples attends, identifying new events in which to participate and a general promotion of programs through various community groups.

Please contact me or Rita Black (412) 208-6530, should you have any questions or require further information regarding this filing.

Very truly yours,



Meagan Moore

Enclosure

Peoples Natural Gas and Peoples Gas Consumer Education and Outreach Plan

Purpose: To provide a multi-pronged approach to consumer education with the goal of connecting eligible populations, for whom CAP is the most beneficial plan, to enrollment. In addition to CAP, promotion of other universal service programs, such as LIURP and Hardship Fund, along with external resources, such as LIHEAP, will be emphasized in appropriate activities. An overview of advertising and promotional efforts, as well as a report on specific outreach events and materials distributed is attached.

General Audience Education & Outreach Activities

| Activity | Frequency |
|-----------------------------|--|
| Annual focused bill inserts | Singular section of fall insert; expanded sections in November and December inserts |
| Website self-screening tool | Available 24/7 |
| Website program information | Available 24/7 |
| Social Media Advertisements | Multi-season messaging; aligning with colder weather; opening of energy assistance programs, etc. |
| Community education | Posters/handouts provided to schools, churches, agencies regarding LIHEAP and CAP. Transit and other paid media advertising promoting LIHEAP occurs throughout the heating season. LIURP outreach is also conducted, particularly in target areas. |

Target Audience Education & Outreach Activities

| Activity | Details |
|--|--|
| Incoming callers screened for eligibility | Application for service; bill payment discussions; termination/restoration calls; PFA calls; emergency repair & LIURP screening calls and PUC cases. |
| Help at Peoples Now (HAPN Program) | Field employees utilize a dedicated phone line to refer customers for assistance with CAP and energy assistance to avoid termination or accelerate restoration. |
| Plain English Notice (prior to Termination) | Mailed via US mail to accounts identified as low income (FPL <=150% FPL) prior to mailing the termination notice. |
| Hardship Grant applications at Dollar Energy Fund agencies | Benefits of CAP described; customers enroll remaining balances after grant into CAP. |
| LIHEAP recipient identification | List generated weekly of LIHEAP grants received that week on accounts that are not currently enrolled in CAP is used for targeted outreach. Customer service representatives also directed to send referrals of callers in this category to Universal Services team for CAP enrollment follow-up |

| | |
|--|--|
| Community Events | Provide representatives and materials to local events: senior fairs, resource fairs, etc. |
| Western PA Utility Partnership Activities | Joint promotion of programs through coordinated outreach. Peoples and other western PA utilities have joined with the Greater Pittsburgh Food Bank to develop and distribute a utility support flyer. |
| Supporting At-Risk Populations | Coordination with resettlement agencies to support enrollment in CAP at the time of initiation of service for refugees and immigrants. Peoples continues to develop this model to include organizations helping those transitioning from homeless to housed. |
| Employee Outreach | Provide materials for employees to distribute in their communities (schools, libraries, etc.). Information shared each heating season on Peoples' intranet and electronic bulletin boards in all Peoples' locations to encourage employees to share information with their communities. Emails to all employees about LIHEAP and CAP to promote awareness. |
| LIURP Outreach | LIURP outreach is conducted through community events such as food bank distributions or resource fairs. All LIURP participants are additionally screened for CAP & LIHEAP. LIHEAP applications are mailed annually to LIURP participants. Post-weatherization inspectors provide CAP & LIHEAP flyer as part of their inspection and visit to further educate participants. |
| Pilot Peoples Energy Analytics partnership | Began partnership with Peoples Energy Analytics (PEA) to conduct data analysis of Allegheny County customers with limited income for potential targeted CAP outreach. Messaging has been tailored to those who are using less energy than expected due to concerns of affordability. The identified target group is tracked for response to messaging, CAP applications and ultimately CAP enrollment. This partnership also identified new areas of Allegheny County that are outreach opportunities. |

Annual Training/Community Education Opportunities

| Association | Training/Support |
|---|--|
| Project Destiny (Pittsburgh's north side) | Multi-pronged support including regular training for field workers who visit customer homes; case management assistance to enroll customers in CAP, resolve terminations, etc.; participation in bi-monthly resource meetings. |

| | |
|--|---|
| BeUtilityWise (Allegheny County & Johnstown) | Annual participation in planning, program development and presentations to attendees regarding CAP. |
| Allegheny County Area Agency on Aging Community Partner Meetings (PA Link) | Quarterly meetings with Area Agency on Aging Staff and other community partners to share resources |
| Refugee & Immigrant Support | Ongoing partnerships with refugee and immigrant agencies such as Hello Neighbor, Jewish Family & Community Services, & Latino Community Center. Direct contacts with agency representatives to ease start of service, account issues, & CAP enrollment. Staff also participates in Allegheny County Immigrant & International Advisory Council (IIAC) meetings. |
| Greater Pittsburgh Food Bank Partnership | Distribution of CAP/LIHEAP information in food boxes; LIURP and CAP/LIHEAP outreach at food distribution sites. |
| Beaver Human Services Forum | Participate in monthly resource meetings and promote programs within network. |
| State Legislator Events | Provide presentations and one-on-one assistance, distribute materials, etc. |
| Resource Fairs & Agency 'Office Hours' | Held throughout the service territory, Peoples staff answer questions, distribute information, and assist with applying for LIHEAP & CAP. Several 'office hours' events were held at various locations including State Rep. Lindsay Powell's office, Linmar Terrace Housing Complex, North Hills Community Outreach, Human Services Center, and more. |
| Train the Trainer events | Offer training to additional local agencies, community partners. |
| Outreach mailings | Targeting school districts with a high percentage of low income students; local churches; family support centers, social service organizations, food pantries, etc. |

Special Needs/Limited English Proficiency/Protection From Abuse

- Outreach materials (posters/handouts) are currently prepared in both English and Spanish translations. As other languages from resettled community members increase the need for materials in other languages, Peoples will work with its partners to provide translated materials.
- Language Line used for LEP customers.
- At Peoples' request, DHS developed a LIHEAP application for the Nepali population that has settled into the southern part of Pittsburgh. LIHEAP applications in Arabic, Cambodian, Haitian Creole, Nepali, Russian, Simplified Chinese, Spanish and Vietnamese are available to Peoples' customers.
- All PFA customers screened for CAP and LIHEAP.
- All customers receiving other Universal Service programs (LIURP, Emergency Repair Program, CARES) are screened for CAP and LIHEAP.

- Support to vulnerable customers provided by CARES representatives when customers are having difficulty understanding and/or completing steps to enroll in CAP and apply for LIHEAP.
- Help at Peoples Now – Field employees provided with education and dedicated phone line to reach customer program staff to help customers that need CAP or other income eligible programs. Field employees also carry business cards to be given to customers to encourage them to call for assistance.

CAP Enrollment Methods

| Method | Availability |
|---|---|
| Via telephone (most commonly used method) | Monday through Friday from 8 a.m. to 4:30 p.m.; customers that must provide income documentation can submit those via email, fax, or US mail. |
| Dollar Energy Fund Screening Agency | Applications by appointment with local agency. |
| Self-service online application | Applications available at https://www.hardshiptools.org/MyApp/ |
| Paper Application | Available through Peoples’ CARES team. |

Ease of Enrollment Efforts

- No income documentation required if customer has received LIHEAP.
- Customers who receive Hardship Grants that do not cover their entire balance are enrolled into CAP for remaining balance.
- Income submitted to other utility programs managed by CAP administrator (Dollar Energy Fund) can be used, with customer’s authorization, to avoid multiple submissions.
- Applicants to Duquesne Light’s CAP can provide their permission for DLC to share their data with Peoples to enroll in CAP.
- LIHEAP applicants can opt in for data sharing with Peoples for CAP enrollment. There is potential in the future for auto-enrollment in CAP for LIHEAP recipients*

2024 Lessons Learned

| Activity | |
|-----------------------------|--|
| Environmental-focused fairs | Peoples was invited to a few Earth Day/environmental-focused fairs this year. While these events were well-attended, the attendees were not customers who fit the income level of the assistance programs we are trying to promote. |
| Senior Fairs/Expos | Several senior fairs were attended in 2024. The engagement at these events seems to depend on the community – some are well attended & engagement levels are high while others were less helpful in reaching our targeted population |

| | |
|----------------------------------|--|
| Giant Eagle Mobile Market events | An effort was made to attend some of Giant Eagle's 'Mobile Market' events, where residents can come to shop for discounted food in their community. Attendance was varied at the events, and participants who did attend showed little interest in obtaining information about Peoples programs. While the areas are good target areas, the events themselves are very focused on grocery purchases and interaction with attendees is limited if at all. |
| New partnerships and events | Created new partnership with Light of Life, attending several of their events. In total, attended 5 new events that were great outreach opportunities and plan to attend annually. |
| Podcasts | Explored using podcasts to reach new audiences for outreach, including multiple in partnership with Yajagoff Podcast & a joint opportunity with Columbia Gas |

2024 Universal Service Advisory Group Supported Improvements Implemented

| Activity | |
|-------------------------------|---|
| Cold Weather Survey Packets | Members of the USAG met with Peoples on a few extra occasions to develop changes to the Company's Cold Weather Survey packets. This input led to enhanced information about CAP as a method to restore service, along with grant assistance information and also improved readability with less narrative, more bullets, plain language and clear font. |
| Termination Notice Inclusions | Members of the USAG assisted Peoples in revamping pages 3 and 4 of its termination notice mailings to provide clearer information regarding grant assistance and eligibility as well as including a focused CAP page that utilizes the format of the CAP plain language pre-termination notice. |

2025 Outreach Focus Areas

| Activity | |
|-----------------------------|--|
| Agency 'Office Hours' | Continue to organize and hold 'office hours' events and LIHEAP clinics at community sites. Events offer customers opportunities to ask questions about their accounts, provide documents for CAP recertification, etc. |
| Targeted geographical areas | For Allegheny County, plan to target specific zip codes for outreach as identified by PEA data analysis, including Duquesne, Homewood, and others |

| | |
|--------------------------------------|--|
| Medical providers | Develop connections with medical providers, particularly social workers and other support staff at area hospitals and doctors' offices |
| School districts | Leverage relationships with local school districts to educate staff as well as families about available assistance |
| Community Relationship Building | Continue to identify and connect with social workers, agency members, church leaders, and others to promote programs. |
| Income below 50% FPL emphasis | Continue to strengthen partnerships with resettlement organizations (Jewish Family & Community Services; Hello Neighbor; Bethany Christian Services, etc.). Further develop relationships with transitional housing providers such as Light of Life and domestic violence agencies |
| Partnering with western PA utilities | Working with electric, gas and water utilities in the western PA area to identify and develop multi-utility outreach opportunities. 'Office Hours' events including multiple utilities have been successful and plans are in place to organize more |
| Monthly CEOP internal meetings | Evaluate events attended for benefit; identify new events/contacts; continuous improvement of CEOP. |

*Pending December 11th, 2024 petition to amend Universal Service and Energy Conservation Plan to allow for automatic enrollment of LIHEAP recipient accounts with account balances of \$300 or more following the posting of a LIHEAP cash grant.

2024 MATERIALS DISTRIBUTED

| Agency | LIHEAP/CAP Fliers | LIURP cards | LIHEAP Applications | Stay Warm/Save Money cards | Poster w/Tear offs | Tear Off pads | Peoples Programs Booklets | CAP cards | Posters | Area |
|---|-------------------|-------------|---------------------|----------------------------|--------------------|---------------|---------------------------|-----------|---------|-------------------------|
| Every Child, Inc. | 50 | 20 | | 25 | | | | | | Southwestern PA |
| Steel Valley Family Center | 20 | | 20 | 25 | 1 | | | | | Homestead/Steel Valley |
| McKeesport Family Center | 20 | | 15 | 25 | | | | | | McKeesport |
| Hill District Family Center | 20 | | 15 | 25 | | | | | | Hill District |
| East Allegheny Family Center | 20 | 10 | 15 | 25 | | | | | | Wilmerding |
| Jeremiah's Place | 1 (digital) | | | 1 (digital) | | | | | | East Liberty/Pittsburgh |
| Urban Pathways Charter School | 40 | | | 15 | | | | | | Pittsburgh |
| Wilkinsburg Borough School District | 40 | | | 15 | | | | | | Wilkinsburg |
| Aliquippa School District | 40 | 10 | | 20 | | | | | | Aliquippa |
| Highlands Family Center | 30 | 10 | 15 | 25 | | | | | | Tarentum/Brackenridge |
| Propel Hazelwood | 40 | | | 20 | | | | | | Hazelwood |
| Propel Northside/Wellness Center | 40 | 10 | | 10 | | | | | | Northside |
| Steel Valley School District | 40 | 10 | | 10 | | | | | | Homestead/Munhall |
| Rochester Area School District | 40 | 10 | | 10 | | | | | | Rochester |
| Rebuilding Together Pittsburgh | 20 | 20 | | 15 | | | | | | Pittsburgh |
| Adoption Connection PA | 50 | | | 20 | | | | | | Beaver County |
| Uniontown Area School District | 1 (digital) | | | 1 (digital) | | | | | | Uniontown Area |
| Human Services Administration Organization | 50 | 10 | 10 | | | | | | | Allegheny County |
| Peoples - Ginger Hill Shop | | | | 15 | | | 15 | | | Ginger Hill |
| Peoples - Johnstown Shop | | | | 15 | | | 15 | | | Johnstown |
| Peoples - Indiana Shop | | | | 15 | | | 15 | | | Indiana |
| Peoples - Hopewell Shop | | | | 15 | | | 15 | | | Hopewell |
| Homewood Early Learning Hub & Family Center | | 15 | | 15 | | | | 20 | | Homewood |

2024 MATERIALS DISTRIBUTED

| Agency | LIHEAP/CAP Fliers | LIURP cards | LIHEAP Applications | Stay Warm/Save Money cards | Poster w/Tear offs | Tear Off pads | Peoples Programs Booklets | CAP cards | Posters | Area |
|--|---|-------------|---------------------|----------------------------|--------------------|---------------|---------------------------|-----------|---------|----------------------|
| Turtle Creek Human Services Center | 50 | | | | | | | | | |
| Neighborhood Legal Services | 50 | | | | | | | | | PGH/Allegheny County |
| South Hills Interfaith Movement | 50 | | | | | | | | | PGH/South Hills |
| Mission of Mercy | | | | | | | | | | |
| Wilkinsburg Community Ministry | | | | | 1 | 1 | | | | Wilkinsburg |
| East Liberty Family Health Care Center | 1 (digital - will copy and hang in patient rooms) | | | | | | | | | East Liberty |
| Families Matter Food Pantry | 200 | | | | | | | | | Monaca/Beaver County |
| Butler Area Agency on Aging | | | | | 10 | | | | | Butler County |

2024 OUTREACH EVENTS COMPLETED

| Date | Organization/Event | Type (In person, Web, Radio, Phone) | Program (i.e. CAP LIHEAP, LIURP, Weatherization) | Outreach Material Taken | Audience (i.e. customers, social service agencies) | Number of Participants | Area (Where is event located)? | Multiple utilities? |
|-----------|---|-------------------------------------|--|--|--|------------------------|--|---------------------|
| Ongoing | Project Destiny | Web | | | Social service providers | 40-50 | North Side | Yes |
| Ongoing | Jewish Family & Community Services, Hello Neighbor, & Bethany Christian Services | Web/phone | | | Refugee customers | | | |
| Sept-June | Beaver County Human Services Forum | In person | | | Social service providers | 10-20 | Beaver County | |
| Ongoing | Allegheny County Immigrant & International Advisory Council (IIAC) | Web | All | Program materials shared as requested | Refugee & immigrant-supporting agencies | 30 | Online | |
| 01/23/24 | Facebook live Q&A Session - PGH Zoo & Yajagoff Podcast | Web | All | N/A | Customers | 10 | Online | |
| 2/3/2024 | Orchard Hill Church Butler PA | In person | LIHEAP, DEF CAP and ERP | LIHEAP APPS and Programs Booklet | Church Men's Group | 55 | Butler | |
| 2/4/2024 | Butler Assembly of God Church | In person | LIHEAP,DEF, CAP and ERP | LIHEAP APPS and Programs Booklets | Church Board of Directors | 10 | Butler | |
| 2/8/2024 | Rebuilding Together Pittsburgh | In person | All | LIHEAP/CAP flyers, ProgramFinder cards | RTP staff | 10 | Homewood/Pittsburgh | |
| 02/16/24 | Greater PGH Food Bank Distribution | In person | LIHEAP, CAP | LIHEAP/CAP flyers | Customers | 250 | Mt. Carmel Church - Aliquippa | |
| 02/21/24 | Rainbow Kitchen Resource Event | In person | All | LIHEAP/CAP flyers, LIURP flyers, ProgramFinder cards | Customers | 50 | Carnegie Library of Homestead | Yes |
| 02/22/24 | Latino Community Center Providers Fair | | | | | | Latino Community Center | Yes |
| 2/27/2024 | Greater PGH Food Bank Distribution | In person | LIHEAP, CAP | LIHEAP/CAP flyers | Customers | 200 | Lernerville Speedway - Sarver | |
| 3/12/2024 | Greater PGH Food Bank Distribution | In person | LIHEAP, CAP | LIHEAP/CAP flyers, LIHEAP applications | Customers | | Pittsburgh Mills | |
| 3/21/2024 | Lunch & Learn w/Financial Empowerment Center | In person | All | | FEC staff | 6 | Financial Empowerment Center - South Side Pittsburgh | |
| 3/21/2024 | Penn Hills Senior Center Presentation (Gas Safety, Billing and Assistance Programs) | In person | All | Gas Safety fliers, LIHEAP/CAP fliers, LIHEAP Applications, LIURP fliers, Program Finder cards) | Customers | 25 | Penn Hills Senior Center - Penn Hills | |
| 3/25/2024 | Giant Eagle Mobile Market | In person | All | LIHEAP/CAP flyers, LIHEAP apps, LIURP flyers | Customers | 15 | YWCA - Homewood | |

2024 OUTREACH EVENTS COMPLETED

| Date | Organization/Event | Type (In person, Web, Radio, Phone) | Program (i.e. CAP LIHEAP, LIURP, Weatherization) | Outreach Material Taken | Audience (i.e. customers, social service agencies) | Number of Participants | Area (Where is event located)? | Multiple utilities? |
|-----------|---|-------------------------------------|--|---|--|------------------------|---|---------------------|
| 3/26/2024 | Utility Office Hours - NHCO | In person | All | LIHEAP/CAP flyers, LIURP flyers, ProgramFinder cards, LIHEAP apps | Customers | 20 | West View Hub | Yes |
| 3/26/2024 | Drug Free Aliquippa Eggstravaganza Community Engagement Event | In person | All | LIHEAP/CAP flyers, LIURP flyers, LIHEAP apps | Customers | 200 | Aliquippa Elementary School | |
| 4/1/2024 | Giant Eagle Mobile Market | In person | All | LIHEAP/CAP flyers, LIURP flyers, LIHEAP apps | Customers | 5 | YWCA - Homewood | |
| 4/11/2024 | Area Agency on Aging/PA Link Collaborative Partners Meeting | In person | All | ProgramFinder cards | Social service providers | 45 | Area Agency on Aging | Yes |
| 4/13/2024 | Neighborworks Homebuyer Event | In person | CAP, LIURP | CAP cards, LIURP flyers, gas safety tips | Customers | 20 | Hebron Community Center - Penn Hills | |
| 4/27/2024 | Earth Day Community Resource Fair | In person | CAP, LIURP | CAP cards, LIURP flyers, gas safety tips | Customers | 75 | St. Catherine of Siena Church - Beechview | Yes |
| 4/27/2024 | Diaper Drive | In person | All | Smart Comfort Booklet and Program Finder cards | Customers and Agencies | 50 | Butler Assembly of God Church | |
| 5/6/2024 | Giant Eagle Mobile Market | In person | CAP, LIURP | CAP cards, LIURP flyers, gas safety tips | Customers | 15 | YWCA - Homewood | |
| 5/8/2024 | Latino Community Center Providers Fair | In person | CAP, LIURP | Spanish outreach materials, including CAP and LIURP | Customers and agency | 14 | Latino Community Center - Bloomfield | Yes |
| 5/22/2024 | Rainbow Kitchen Resource Event | In person | CAP, DEF | CAP cards, LIURP flyers, gas safety tips | Customers and Agencies | 10 to 20 | Homestead | |
| 5/28/2024 | Duquesne City School District Dukes Showcase | In person | CAP, LIURP, DEF | CAP cards, LIURP flyers, gas safety tips | Customers | 60-70 | Duquesne City School District | Yes |
| 6/7/2024 | Beaver County Housing Authority Block Party | In person | CAP, LIURP, DEF | CAP cards, LIURP flyers, gas safety tips | Customers | 50 | Linmar Terrace - Aliquippa | |
| 6/19/2024 | Utility Office Hours at Human Services Center Mon Valley | In person | CAP, LIURP, DEF | CAP cards, LIURP flyers, gas safety tips | Customers | 15 | Human Services Center Turtle Creek | Yes |
| 7/18/2024 | Light of Life Day of Hope | In person | CAP, LIURP, DEF | CAP cards, LIURP flyers, gas safety tips | Customers | 250 | Allegheny Commons Park - North Side | Yes |
| 7/26/2024 | Casa San Jose Beaver County CYS Truancy Intervention Program Back to School Event | Virtual mtg. | CARES, CAP, LIURP, LIHEAP | Presentation | Case Manager | 1 | Office location - Beechview | |
| 8/5/2024 | | In person | CAP, LIURP, DEF | CAP cards, LIURP flyers, gas safety tips | Customers | 300 | Beaver Valley Mall | Yes |
| 8/24/2024 | Butler Assembly of God Meet with Just Harvest | In Person | CAP | CAP CARDS and new CAP Flyers that were just printed | Parents of school kids | 60 | Butler City | |
| 8/27/2024 | Rainbow Kitchen 40th Anniversary Block Party & Resource Event | Virtual meeting | All | Sent electronic flyers | Social service agency | 3 | Allegheny County | |
| 9/19/2024 | | In person | All | CAP cards, LIURP flyers | Customers | 90 | Homestead | Yes |

2024 OUTREACH EVENTS COMPLETED

| Date | Organization/Event | Type (In person, Web, Radio, Phone) | Program (i.e. CAP LIHEAP, LIURP, Weatherization) | Outreach Material Taken | Audience (i.e. customers, social service agencies) | Number of Participants | Area (Where is event located)? | Multiple utilities? |
|---------------|--|-------------------------------------|--|--|---|---------------------------------|---|---------------------|
| 10/4/2024 | Senator Langerholc Senior Expo | In person | All | LIHEAP/CAP flyers, LIURP flyers | Customers (seniors) | 260 | Johnstown | |
| 10/7/2024 | Representative Parke Wentling's Office | In person | All | CAP flyers/LIHEAP apps/books | Training of Rep's employees for constituent support | 6+ distribution to constituents | Hermitage | |
| 10/8/2024 | Be Utility Wise Conference | In person | All | LIHEAP/CAP flyers | Social service agencies | 210 | Canonsburg | Yes |
| 10/10/2024 | Senator Costa & Rep McAndrew Senior Fair | In person | All | LIHEAP/CAP flyers, LIURP flyers | Customers | 160 | Oakmont/Verona | Yes |
| 10/11/2024 | Lernerville Speedway | in person | All | N/A | Spectators | 1200 | Butler | |
| 10/11-12/2024 | Lernerville Speedway | Media | CAP and LIHEAP | N/A | Spectators | 8000 | Butler | |
| 10/17/2024 | Senator Williams & Rep Kinkead Senior Resource Fair | In person | All | LIHEAP/CAP flyers, LIURP flyers, CAP cards | Customers | 300 | Ross Township/West View | Yes |
| 10/18/2024 | Area Agency on Aging Utility Panel Discussion | In person | All | LIHEAP/CAP/conservation tips | Allegheny County Area Agency on Aging Care Managers and other workers | 30 | Allegheny Co. Area Agency on Aging site - 2100 Wharton Street | Yes |
| 10/19/2024 | Stand Down Pittsburgh Utility Office Hours at Human Services Center Mon Valley | In person | All | CAP Flyers, LIHEAP, Conservation tips | Customers | 157 veterans | Smallman Street | Yes |
| 10/21/2024 | Greater PGH Food Bank | In person | CAP, LIURP, DEF | CAP cards, LIURP flyers, gas safety tips | Customers | 5 | Turtle Creek | Yes |
| 11/6/2024 | Distribution | In person | CAP/LIHEAP | LIHEAP/CAP flyers | Customers | 100 | Pitcairn | |
| 11/7/2024 | Utility Day at Clairton Public Library | In person | CAP, LIHEAP, LIURP | LIHEAP/CAP flyers, LIURP flyers | Customers | 14 | Clairton | Yes (PA American) |
| 11/12/2024 | Representative Lindsay Powell Utility Sign-Up Day | In person | CAP/LIHEAP | LIHEAP applications | Customers | 5 | Lawrenceville | Yes (Duq Lt) |
| 11/13/2024 | Greater PGH Food Bank Distribution | In person | CAP/LIHEAP | LIHEAP/CAP flyers, LIHEAP applications | Customers | 300 | Johnstown | |
| 11/21/2024 | Latino Community Center Providers Fair | In person | All | LIHEAP/CAP flyers, LIHEAP applications | Customers | 25 | LCC - Bloomfield | |
| 11/26/2024 | Duquesne City School District Fall Resource Fair | In person | All | LIHEAP/CAP flyers, LIHEAP apps, LIURP flyers | Customers | 3 | Duquesne | |
| 12/16/2024 | Center for Community Resources | in person | CAP and DEF | Smart Comfort Booklet | CCR intake person | 2 | Butler | |
| 12/18/2024 | Urban Impact | inperson | LIHEAP, DEF and all company program | LIHEAP Materials/Smart Comfort booklet | CFO of Urban Impact | 2 | Pittsburgh | |
| 12/18/2024 | Rainbow Kitchen Monthly Resource Event | In person | All | LIHEAP/CAP flyers, LIHEAP apps, LIURP flyers | Customers | 50 | Homestead | |

2024-2025 Marketing Tactics

Traditional Advertising

- Billboard
- Bus Tail
- Bus Shelter
- Print Ads
- Out of Home Video Ads
- Streaming Ads

Digital Advertising

- Meta (Facebook & Instagram)
- Google Search Ads
- YouTube Ads
- Content Syndication Ads

Customer, Community & Media Relations

- Press Release Distribution
- Customer Emails
- Fliers & Postcards
- Business Cards
- Community Partner Toolkit

Traditional Advertising

Billboard



Bus Shelter



Video/Streaming Ads



Bus Tail



Roku

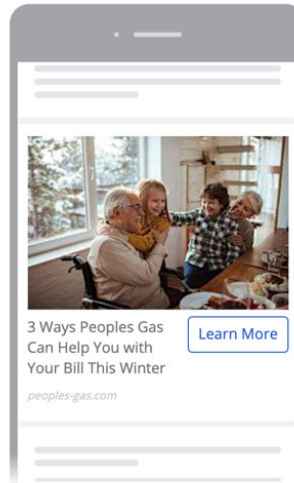


Digital Advertising

Meta Ads



Content Syndication




YouTube Ads



Customer, Community & Media Relations

Press Release Distribution



Options available for Pennsylvanians who need help with utility bills
 by Bill Shannon/PressRelease.com
 Sep 30, 2024 / 12:03 PM EDT | Updated: Sep 30, 2024 / 04:33 PM EDT

(WTAJ) — Help is available for those in need who may be worried about upcoming utility bills as the seasons change and the cold is headed our way.

Starting Tuesday, Oct. 1, Pennsylvania residents will have access to grants of up to \$500 to help with utility bills, such as from Peoples' Natural Gas.

There are a few requirements to be eligible for the grant from Dollar Energy Fund:

- To qualify, customers must have a total gross household income at or below 200 percent of the federal poverty level, and meet the following criteria:
 - Gas service is off or in threat of termination
 - Applied for Low-Income Home Energy Assistance Program (LIHEAP) (Crisis benefits when available)
 - The account is for residential service (single-family or apartment)
 - Name on the account is an adult currently living in the household
 - Made a good faith payment to the account (within the last 90 days of applying for the grant)

You can use the [income calculator](#) to determine if your gross income is within the eligibility range.

Stay up to date with the latest news in the palm of your hand. Click here to download the WTAJ app for Apple and Android devices.

In addition, residents can apply to LIHEAP (Low Income Home Energy Assistance Program), for state-funded assistance, by [clicking here](#).

Fliers




PROGRAMAS DE ASISTENCIA PARA AYUDA CON LA FACTURA DE GAS

Si los ingresos mensuales de su hogar son iguales o inferiores a los límites indicados a continuación, es posible que pueda beneficiarse. Pruebe nuestra herramienta combinatoria de elegibilidad en [Linea ProgramFinder](#), que se encuentra en [peoples-gas.com/help](#), o lláma al **1-800-400-WARM (9276)** para obtener más información.

PROGRAMA DE ASISTENCIA DE ENERGÍA PARA HOGARES CON BAJOS INGRESOS (LIHEAP)
 El programa de LIHEAP ofrece ayuda a hogares con ingresos limitados. El programa no es un préstamo. Se trata de una ayuda gubernamental que se aplica directamente para ayudar a pagar la factura de calefacción.

PROGRAMA DE ASISTENCIA AL CLIENTE PEOPLES (CAP)
 Plan de pago económico, que se basa en los ingresos mensuales de los hogares que cumplen los requisitos de ingresos.

| LÍMITES DE INGRESOS 2024 - 2025 | | |
|--|---|---------------------------------------|
| 100% del nivel federal de pobreza | | |
| Los programistas de energía y administradores pueden aplicar a estos | | |
| TAMANO DEL GRUPO FAMILIAR* | INGRESOS MENSUALES ANTES DE DEDUCCIONES | INGRESOS ANUALES ANTES DE DEDUCCIONES |
| 1 | \$1,893 | \$22,710 |
| 2 | \$2,595 | \$31,140 |
| 3 | \$3,228 | \$38,730 |
| 4 | \$3,900 | \$46,800 |
| 5 | \$4,573 | \$54,870 |
| 6 | \$5,245 | \$62,940 |
| 7 | \$5,918 | \$71,010 |
| 8 | \$6,590 | \$79,080 |

*Por cada persona adicional, añada \$672 a ingresos mensuales antes de deducciones y \$8,076 a ingresos anuales antes de deducciones.

Business Cards



We are here to help with your natural gas bills. Contact us today!

Estamos aquí para ayudar con su factura de gas natural. ¡Llámenos hoy!



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