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E-File

April 1, 2024

Rosemary Chiavetta, Secretary
Pennsylvania Public Utility Commission
Commonwealth Keystone Building
400 North Street, 2nd Floor North
P.O. Box 3265
Harrisburg, PA 17120-3265

Re: PPL Electric Utilities Corporation's Universal Service and Energy Conservation Plan for 2023-2027
Docket No. M-2022-3031727

Dear Secretary Chiavetta:

Enclosed for filing on behalf of PPL Electric Utilities Corporation ("PPL Electric") please find the following reports pursuant to the Order entered February 9, 2023 in the above-captioned proceeding:

- The 2024 Low Income Usage Reduction Program ("LIURP") jobs provided to each county in PPL Electric's service territory, broken down by job type, and the number and percentage of WRAP-eligible households in each county;
- The count of OnTrack customers who exceeded their credit limit and transitioned to the OnTrack Budget Billing program in 2024;
- An update to PPL Electric's 2023-2027 Universal Service and Energy Conservation Plan's Consumer Education and Outreach Plan. Both redlined and clean versions are included.

Pursuant to 52 Pa. Code § 1.11, the enclosed document is to be deemed filed on April 1, 2025, which is the date it was filed electronically using the Commission's E-filing system.

If you have any questions, please do not hesitate to contact me.

Respectfully submitted,

Michael J. Shafer

Enclosure

cc via email: Certificate of Service

CERTIFICATE OF SERVICE

(Docket No. M-2022-3031727)

I hereby certify that true and correct copies of the foregoing have been served upon the following persons, in the manner indicated, in accordance with the requirements of § 1.54 (relating to service by a participant).

VIA ELECTRONIC MAIL

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Date: April 1, 2025

Michael J. Shafer

PPL Electric Utilities
2024 LIURP Job Completion by County and Job Type
Estimated eligible customers by County

County	2024 Base Load Completed	2024 Full Cost Completed	2024 Low Cost Completed	2024 Grand Total Completed	# of WRAP Eligible Customers	% of Customer Base WRAP Eligible
BERKS	16	16	1	33	1,529	5%
BUCKS	14	25	5	44	1,414	5%
CARBON	17	41	24	82	2,252	7%
CHESTER	8	0	0	8	350	7%
CLINTON	17	14	4	35	1,107	8%
COLUMBIA	44	26	10	80	2,080	7%
CUMBERLAND	23	74	60	157	4,701	5%
DAUPHIN	113	118	49	280	8,738	8%
JUNIATA	14	7	3	24	570	7%
LACKAWANNA	73	56	21	150	6,009	7%
LANCASTER	161	154	27	342	11,848	6%
LEBANON	0	1	0	1	152	5%
LEHIGH	164	323	127	614	11,939	8%
LUZERNE	260	150	102	512	8,047	9%
LYCOMING	57	52	7	116	3,819	8%
MONROE	129	299	27	455	5,544	10%
MONTGOMERY	8	14	2	24	948	4%
MONTOUR	8	9	3	20	420	6%
NORTHAMPTON	24	55	17	96	4,287	6%
NORTHUMBERLAND	86	49	12	147	3,606	9%
PERRY	14	22	25	61	1,491	8%
PIKE	7	22	3	32	538	4%
SCHUYLKILL	140	84	22	246	5,317	9%
SNYDER	23	11	9	43	1,092	7%
SUSQUEHANNA	5	2	0	7	217	7%
UNION	7	8	3	18	642	7%
WAYNE	25	54	15	94	2,163	6%
WYOMING	8	6	4	18	159	6%
YORK	0	13	5	18	501	6%
Grand Total	**1,465**	**1,705**	**587**	**3,757**	**92,533**	

Count of OnTrack customers that transitioned to OnTrack Budget Billing in 2024

2024	Counts
2024 01	783
2024-02	1,462
2024-03	1,558
2024-04	1,978
2024-05	1,792
2024-06	916
2024-07	1,063
2024-08	1,591
2024-09	923
2024-10	975
2024-11	462
2024-12	590

Consumer Education and Outreach Plan

Revisions to Appendix C- CEOP

March 25, 2025

PPL Electric uses a comprehensive approach to its Consumer Education and Outreach Plan ("CEOP"), which educates customers on available programs through a variety of channels and methods. The Company's goal is to connect customers with the programs that will benefit them most. Marketing and communication efforts are intended to increase eligible customer enrollments and the quantity of grant dollars received from government and PPL Electric programs, and to expand awareness of available assistance.

The following outlines the plan to continue existing initiatives and incorporate new communication and marketing efforts in the future CEOP.

Existing CEOP: PPL Electric will continue marketing and communication initiatives that have proven successful in reaching its goals, including targeted outreach to customers via paid advertising, print communications, email, website marketing, text, phone calls and social media.

Newly implemented CEOP: PPL Electric will continue initiatives it implemented since the last USECP filing, including frequent targeted outreach to customers eligible for LIHEAP via email, text message, and printed applications, while narrowing targeted communications to provide the most relevant messages and program promotions to eligible customers. The Company is using existing program enrollment data to target communications to customers who are already enrolled in one program, and encourage them to apply for others, to combine and maximize available benefits. The Company is also supporting more in-person events to reach non-digital customers. In 2024, we supported 103 in-person events across our service territory. In December 2024, we launched an annual Operation HELP campaign to seek donations from employees, higher-income residential customers, and businesses to help expand the grants available for those in need.

Future CEOP: PPL Electric will incorporate new communication methods to expand program enrollment and awareness through short videos and infographics to explain program benefits and text messages to promote program applications. The Company also intends on targeting recurring communications to customers with past due balances during the winter moratorium to continue program promotions, even while customers do not have the threat of termination. The Company plans to continue holding recurring program education sessions with customer facing employees and participate in community events to maintain and grow program participation.

To support OnTrack enrollments, we're adding promotional messaging to the self-service flows on the web and internally for start service requests. We hope this increases early OnTrack enrollments for new customers before their balances become past due. Reminder messaging was added to the web for customers in the recertification window for OnTrack.

Here are communication tactics that will be used in the future. Specific frequency, targeting and message will be adapted to the current environment and program needs.

Communication	Audience	Frequency
Organic bill help social media posts	All followers	Weekly
Article in print or digital newsletter	All residential customers	Bimonthly
Seasonal savings solutions – tools, tips, and programs to help you manage your bill	All customers	Quarterly
OnTrack enrollment emails with a link to an explainer video	Customers recently enrolled in our OnTrack program	Monthly
WRAP video	Customers approved for WRAP who have not yet scheduled their assessment	Quarterly and included in direct contractor notifications
LIHEAP paid advertising (social media, out-of-home, radio ads)	Eligible customers	During LIHEAP season
LIHEAP emails	All eligible customers	Bimonthly, during season
LIHEAP UFT emails and text messages	Customers who received a cash grant and are eligible for a crisis grant	Biweekly, during season
OnTrack recertification blaster calls	Customers eligible to recertify	Weekly
OnTrack recertification emails and text messages	Customers in the window to recertify	Daily, based on eligibility
Fast Track to OnTrack outreach – emails and phone calls	Customers who received LIHEAP and are automatically income-eligible for OnTrack	Bimonthly during LIHEAP season
Targeted program emails (all programs or one-specific)	Eligible customers based on a variety of criteria (past due balance, current program enrollment)	Monthly
Bill help content on homepage of pplelectric.com	All web visitors	Monthly
Low-income customers paying more than PPL Electric Price to Compare emails – promoting OnTrack and shopping tips	Customers paying significantly more than the PTC, eligible for OnTrack	Quarterly
LIURP/WRAP emails	Customers participating in other low-income programs, including LIHEAP, who meet eligibility criteria	Biannually
WRAP emails	OnTrack customers who are exhausting their credits and could benefit from energy-savings through the WRAP program	Monthly
Bill help/general program email and blog posts	All residential customers	Biannually
Bill help/general program news release, media pitch	Media and stakeholders	As needed, at least annually

Bill help, customer assistance materials (flyers, programs, articles in stakeholder newsletter & service brochures)	Legislators and stakeholder audiences	Quarterly
Paid social media advertising	All followers	Biannually
Operation HELP donation campaign	Employees, customers	Annually
WRAP postcards, mailed by contractors	Customers who were approved for WRAP, but have not yet scheduled their energy assessment	As needed
WRAP booklet provided by contractors	Customers who have completed their energy assessment	As needed
WRAP program highlights one-pager	WRAP contractors to help facilitate program conversations with customers	As needed
LIURP/WRAP Mass Media Marketing	Segments within service area identified low in leads	As needed

The Company provides information to customers in Spanish, such as the website, program application and selected outreach materials. The Company also has a language line that allows customers calling PPL Electric directly to speak with a Customer Service Representative in their preferred language via translation service. The Company determines the language offerings based on the needs of its service territory. Specifically, Spanish is the predominant language used for the Company's customer service call translations. The Company plans to establish a Spanish-speaking language queue in April 2025, where customers will be routed if they have questions about payment assistance and need a Spanish-speaking representative to assist.

PPL Electric's CEOP is an evolving process and will be modified and enhanced as needed within the duration of the USECP. PPL Electric Utilities will continue to file and serve by April 1 at Docket No. M-2022-3031727 annual updates to its CEOP and include outreach and education actions taken. In conjunction with its annual filings, PPL Electric will also describe:

- The additional educational training webinars and workshops used to keep community partners and interested stakeholders informed and updated about PPL Electric's universal service programs.

PPL Electric Utilities maintains a positive relationship with key community stakeholders and legislative offices by proactively communicating valuable information that may benefit customers. The Company hosted an educational webinar for legislative staff in November 2024 and plans to provide additional support through a variety of materials, including a stakeholder newsletter, to keep this audience engaged and better informed to help answer customer questions about assistance programs and available options.

- PPL Electric's enhanced outreach efforts for households with incomes at or below 50% of the FPIG.

PPL Electric Utilities includes this audience in a variety of targeted communications promoting assistance programs. However, the Company plans to enhance efforts around this audience by identifying their

communication preferences and analyzing their response to existing communications and adjust outreach, as necessary.

- PPL Electric's efforts to educate and inform customers about the importance of understanding their energy burden to foster customer awareness of how much their household is spending on energy.

We continue to promote our Seasonal Savings Solution materials which provide tools and programs to help customers manage their energy bills. This program offers energy saving tips, tools to help customers track their usage, smart shopping advice, and payment assistance options. This campaign will run quarterly across various communication channels and promote additional savings during peak heating and cooling periods.

- How the components of its CEOP are provided to each county within PPL Electric's service territory.

The Company promotes payment assistance programs and communicates equitably across a variety of communication channels throughout the 29-county service territory.

- How PPL Electric has shared its tools, outline approaches, and activities for the energy burden education components in future CEOPs and include PUC educators as needed.

The Company includes updates on its CEOP in biannual stakeholder meetings, has participated in Be Utility Wise Events, and has collaborated with PUC educators, as necessary.

In relation to the Data Sharing Agreement with DHS, PPL Electric Utilities plans to utilize customer data to conduct outreach for program enrollment. The Company will evaluate the best methods of communication and conduct customer outreach accordingly.

Consumer Education and Outreach Plan

Revisions to Appendix C- CEOP

March 25~~6~~, 2024~~5~~

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PPL Electric's CEOP is an evolving process and will be modified and enhanced as needed within the duration of the USECP. Also, beginning in 2024 and for the duration of the USECP, PPL Electric Utilities will file and serve by ~~March 1~~April 1 at Docket No. M-2022-3031727 annual updates to its CEOP and include outreach and education actions taken. In conjunction with its annual filings, PPL Electric will also describe:

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additional support ~~in 2024~~ through a variety of materials, including a Stakeholder newsletter, to keep this audience engaged and better ~~and communication methods that will keep the stakeholders aware and engaged and ultimately~~ informed to help answer customer questions about assistance programs and available options.

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