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February 26, 2026

**Via Electronic Filing**

Matthew L. Homsher, 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 Homsher:

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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Dated: February 26, 2026

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/s/ *Lauren M. Burge*

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## **Appendix G: Consumer Education and Outreach Plan**



### **2026 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 2026 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.
- Customers who are at risk of homelessness and/or experiencing rehousing.
- Relevant stakeholders (anchor organizations, elected officials, Neighborhood Energy Centers). 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, People's Emergency Center, Southwest CDC, Nueva Esperanza, Nicetown CDC, Allegheny West Foundation, United Communities, ACHIEVEability, Mt. Vernon Manor CDC, Brewerytown Sharswood NAC, Strawberry Mansion, APM, Frankford CDC, GPASS.

#### **47 Faith Based Organizations**

- Synagogues
- Mosques
- Churches

#### **10 Non-English Speaking**

- PASSI
- GPASS
- Philadelphia Chinatown CDC
- HACE
- Congreso
- APM
- ACANA
- 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 and company Social Media pages
- Begin work on creation of a bill assistance identifier tool

**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.

The channels listed above will also promote Home Comfort, PGW's Low Income Usage Reduction Program (LIURP) when the program allows customers to enroll in late 2026.

**Mass Media Campaigns**

- PGW advertises its assistance programs on the radio, TV, mass transit, digital ads, billboards, social media, and in local 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](http://www.pgworks.com). Throughout the site, there are descriptions of each program, as well as links or direct access to applications for customers to download in both English and Spanish and other languages, when available.

**Community Outreach**

- Community Events- PGW will conduct specific outreach to organizations and community groups in identified zip codes to host in-person and virtual events and trainings. . 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 Energy Centers to increase awareness of the various resources. Through these partnerships, PGW provides outreach materials and conducts 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 collaborate with schools, faith-based institutions and local grass roots organizations to increase visibility through in person interaction to increase awareness for 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 to receive additional information regarding other resources that may be available to them.

#### **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 completing testing of this and anticipates implementation by Spring 2026.

## Appendix G: Consumer Education and Outreach Plan



### ~~2025~~2026 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~~2026 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~~Energy Centers). Anchor organizations are community groups within the aforementioned zip codes.
- PGW Customers identified at 50% of the Federal Poverty Line (FPL) ~~efor~~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~~PASSI
- GPASS
- Philadelphia Chinatown CDC
- HACE
- Congreso
- APM
- ~~AFRICOM~~ACANA
- 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 [and company Social Media pages](#)
- [Begin work on creation of a bill assistance identifier tool](#)

**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.

[The channels listed above will also promote Home Comfort, PGW's Low Income Usage Reduction Program \(LIURP\) when the program allows customers to enroll in late 2026.](#)

**Mass Media Campaigns**

- PGW advertises its assistance programs on the radio, TV, mass transit, [digital ads, billboards,](#) social media, and in [communitylocal](#) 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](http://www.pgworks.com). Throughout the site, there are descriptions of each program, as well as [linklinks](#) or direct access to applications for customers to download in both English and Spanish [and other languages, when available](#).

**Community Outreach**

- Community Events- PGW will conduct specific outreach to organizations and community groups in identified zip codes to host in-person [and virtual](#) 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~~ Energy Centers to increase awareness of the various resources. Through these partnerships, PGW provides outreach materials ~~as well as conduct~~ and conducts 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~~ for 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.~~

PGW is currently completing testing of this and anticipates implementation by Spring 2026.



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| <b>Summary report:</b><br><b>Litera Compare for Word 11.14.1.3 Document comparison done on</b><br><b>2/26/2026 9:01:09 AM</b>                         |    |
| <b>Style name:</b> ESCM                                                                                                                               |    |
| <b>Intelligent Table Comparison:</b> Active                                                                                                           |    |
| <b>Original DMS:</b> iw://escm-mobility.imatech.com/escmactive/120027082/2 - Consumer Education and Outreach Plan 2025 Update (Clean).docx            |    |
| <b>Modified DMS:</b> iw://escm-mobility.imatech.com/escmactive/125082209/1 - PGW Consumer Education and Outreach Plan 2026 Annual Update (Clean).docx |    |
| <b>Changes:</b>                                                                                                                                       |    |
| <u>Add</u>                                                                                                                                            | 22 |
| <del>Delete</del>                                                                                                                                     | 25 |
| <del>Move From</del>                                                                                                                                  | 0  |
| <u>Move To</u>                                                                                                                                        | 0  |
| <u>Table Insert</u>                                                                                                                                   | 0  |
| <del>Table Delete</del>                                                                                                                               | 0  |
| <u>Table moves to</u>                                                                                                                                 | 0  |
| <del>Table moves from</del>                                                                                                                           | 0  |
| Embedded Graphics (Visio, ChemDraw, Images etc.)                                                                                                      | 0  |
| Embedded Excel                                                                                                                                        | 0  |
| Format changes                                                                                                                                        | 0  |
| <b>Total Changes:</b>                                                                                                                                 | 47 |