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**E-File**

February 27, 2026

Matthew Homsher, Secretary  
Pennsylvania Public Utility Commission  
Commonwealth Keystone Building  
400 North Street, 2<sup>nd</sup> 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**

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Dear Secretary Homsher:

Enclosed for filing on behalf of PPL Electric Utilities Corporation ("PPL Electric") please find 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 February 27, 2026, 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,

A handwritten signature in blue ink, appearing to read "Michael J. Shafer", is written over a light blue horizontal line.

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).

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Date: February 27, 2026



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Michael J. Shafer

## Consumer Education and Outreach Plan

Revisions to Appendix C- CEOP

February 26, 2026

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 and narrowly targeted outreach to customers. For LIHEAP, it will directly email and text digital customers, as well as mail printed applications to reach the non-digital audience. It will continue its bi-annual email to low-income customers who are enrolled in the time-of-use rate plan, but eligible for OnTrack, as well as promote OnTrack to new, income-eligible customers who recently started service. And lastly, it will continue targeted Operation HELP outreach via email and text message to customers who are over-income for other assistance programs but still struggling with overdue balances.

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 2025, it supported 82 in-person events across the service territory. In December 2025, the Company continued its 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 plans to continue holding recurring program education sessions with customer-facing employees and stakeholders and participate in community events to maintain and grow program participation.

To support OnTrack enrollments, the Company is participating in the DHS Data-Sharing program and reaching out to customers who recently received LIHEAP grants to get their consent for enrollment in OnTrack.

The Company is also launching a mass marketing campaign around affordability to help connect customers whose budgets may be strained with available programs and resources. The campaign includes paid and organic social media, emails, and articles in our monthly email and print newsletter.

The table below lists planned communication tactics. Specific frequency, targeting and messages will be adapted to the current environment and program needs.

<b>Communication</b>	<b>Audience</b>	<b>Frequency</b>
Organic bill help social media posts	All followers	Monthly
Article in print or digital newsletter	All residential customers	Bimonthly
Content on pplelectric.com homepage	All web visitors	Bimonthly
Affordability messaging – bill toolkit	All customers	Quarterly
OnTrack enrollment emails with a link to an explainer video	Customers recently enrolled in our OnTrack program	Monthly
New customer OnTrack promo email	Customers who started service in last 3 months and are income-eligible for OnTrack	Quarterly
OnTrack promo for TOU customers	Income-eligible customers on TOU rate	Biannually
WRAP video	Customers approved for WRAP who have not yet scheduled their assessment	Twice annually
LIHEAP print applications	Mailed to income-eligible customers who did not receive LIHEAP the prior season	Annually
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
Targeted program emails (all programs or one-specific)	Eligible customers based on a variety of criteria (past due balance, current program enrollment)	Monthly
Low-income customers paying more than PPL Electric Price to Compare emails	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	Twice annually
Bill help/general program news release, media pitch	Media and stakeholders	As needed, at least annually during LIHEAP season
Bill help, customer assistance materials (flyers, programs, articles in stakeholder newsletter & service brochures)	Legislators and stakeholder audiences	Distribute annually
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 established a Spanish-speaking language queue in April 2025, where customers are 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 March 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 December 2025 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.

The Company continues to promote tools and programs to help customers make their bills as affordable as possible, despite rising energy supply costs. The Company offers energy saving tips and tools to help customers track their usage, shop for an electric generation supplier, and payment assistance options to customers who may be falling behind. The company promotes these resources on a recurring basis, with a stronger focus 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.

## Consumer Education and Outreach Plan

Revisions to Appendix C- CEOP

~~March 25, 2025~~[February 24, 2026](#)

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 and narrowly targeted outreach to customers. For eligible for LIHEAP, it directly via email and text message, digital customers, as well as mail and printed applications to reach our non-digital audience, while narrowing targeted communications to provide the most relevant messages and program promotions to eligible customers. It will continue bi-annual email to low-income customers who are enrolled in the time-of-use rate plan, but eligible for OnTrack, as well as promote OnTrack to new, income-eligible customers who recently started service. And lastly, it will continue targeted Operation HELP outreach via email and text message to customers who are over-income for other assistance programs, but still struggling with overdue balances.

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~~5~~, we supported ~~103~~ 82 in-person events across our service territory. In December 2024~~5~~, ~~it-we launched~~continued the-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 stakeholders and participate in community events to maintain and grow program participation.

To support OnTrack enrollments, ~~we’re the Company is complying with~~participating in the DHS Data-Sharing program, and reaching out to customers who recently received LIHEAP grants to get their

consent for ~~auto~~-enrollment in OnTrack, 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.

The Company is also launching a mass marketing campaign around affordability to help connect customers whose budgets may be strained with available programs and resources. The campaign includes paid and organic social media, emails, and articles in monthly email and print newsletter.

~~Here are~~The table below lists planned communication tactics ~~that will be used in the future~~. Specific frequency, targeting and messages will be adapted to the current environment and program needs.

Communication	Audience	Frequency
Organic bill help social media posts	All followers	<del>Weekly</del> Monthly
Article in print or digital newsletter	All residential customers	<del>Bimonthly</del> <del>Every two months</del> Bimonthly
<a href="#">Content on pplelectric.com homepage</a>	<a href="#">All web visitors</a>	<del>Bimonthly</del> <del>Every two months</del>
<a href="#">Seasonal savings solutions – tools, tips, and programs to help you manage your bill</a> <a href="#">Affordability messaging – bill toolkit</a>	All customers	Quarterly
OnTrack enrollment emails with a link to an explainer video	Customers recently enrolled in our OnTrack program	Monthly
<a href="#">New customer OnTrack promo email</a>	<a href="#">Customers who started service in last 3 months and are income-eligible for OnTrack</a>	Quarterly
<a href="#">OnTrack promo for TOU customers</a>	<a href="#">Income-eligible customers on TOU rate</a>	Biannually
WRAP video	Customers approved for WRAP who have not yet scheduled their assessment	<del>Quarterly and included in direct contractor notifications</del> Twice annually
<a href="#">LIHEAP paid advertising (social media, out of home, radio ads)</a>	<a href="#">Eligible customers</a>	During LIHEAP season
<a href="#">LIHEAP print applications</a>	<a href="#">Mailed to income-eligible customers who did not receive LIHEAP the prior season</a>	Annually
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

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OnTrack recertification emails and text messages	Customers in the window to recertify	Daily, based on eligibility
<del>Fast Track to OnTrack outreach – emails and phone calls</del>	<del>Customers who received LIHEAP and are automatically income eligible for OnTrack</del>	
Targeted program emails (all programs or one-specific)	Eligible customers based on a variety of criteria (past due balance, current program enrollment)	Monthly
<del>Bill help content on homepage of pplelectric.com</del>	<del>All web visitors</del>	<del>Monthly</del>
Low-income customers paying more than PPL Electric Price to Compare emails – <del>promoting OnTrack and shopping tips</del>	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	<del>Biannually</del> <del>Twice annually</del>
Bill help/general program news release, media pitch	Media and stakeholders	As needed, at least annually <del>during LIHEAP season</del>
Bill help, customer assistance materials (flyers, programs, articles in stakeholder newsletter & service brochures)	Legislators and stakeholder audiences	<del>Quarterly</del> <del>Distribute annually</del>
<del>Paid social media advertising</del>	<del>All followers</del>	<del>Biannually</del>
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

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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. PPL Electric Utilities will continue to file and serve by ~~April~~ March 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~~ December 2025 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~~ The Company continues to promote ~~our Seasonal Savings Solution materials which provide tools and programs to help customers manage their energy bills make their bills as affordable as possible, despite rising energy supply costs.~~ This program company offers energy saving tips and tools to help customers track their usage, ~~smart shopping advice~~ shop for an electric generation supplier, and payment assistance options ~~to customers who may be falling behind. This campaign will run quarterly across various communication channels and promote additional savings during peak heating and cooling periods.~~ The Company promotes these resources on a recurring basis, with a stronger focus 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.~~