



March 3, 2026

VIA ELECTRONIC FILING

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

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

Dear Secretary Homsher:

On behalf of Peoples Natural Gas Company LLC (“Peoples”), please accept for filing Peoples’ Customer Education and Outreach Plan (“CEOP”) for 2026, along with a report on outreach activities for calendar year 2025.

Peoples continues to work closely with its Universal Service Advisory Group (“USAG”) on the development and refinement of its CEOP. The 2026 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 Rita Black (412-208-6530) or the undersigned should you have any questions or require further information regarding this filing.

Sincerely,

Jennifer L. Petrisek
Sr. Counsel

cc: Certificate of Service

CERTIFICATE OF SERVICE

I hereby certify that I have this day served a true copy of the foregoing document upon the parties, listed below, in accordance with the requirements of § 1.54 (relating to service by a party).

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Jennifer L. Petrisek
Sr. Counsel

Dated this 3rd day of March, 2026.

EXHIBIT A

Peoples Natural Gas and Peoples Gas Consumer Education and Outreach Plan

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.

General Audience Education & Outreach Activities

| Activity | Frequency |
|---------------------------------------|--|
| Annual focused bill inserts | Bill inserts detailing customer support programs 3-4 times per year |
| Website program information | Available 24/7 |
| Social Media Advertisements and Posts | Multi-season messaging; aligning with colder weather; opening of energy assistance programs, etc. |
| Community education | Posters/flyers provided to schools, churches, agencies, etc. regarding LIHEAP and CAP. Transit and other paid media advertising promoting LIHEAP and CAP occur throughout the heating season. Conservation tips information was also provided at events. |

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 can be enrolled in CAP after grant posting. |
| LIHEAP recipient identification | <u>Current:</u> List generated weekly of LIHEAP grants received on accounts that are not currently enrolled in CAP is used for targeted outreach. Customer service representatives |

| | |
|---|--|
| | <p>also directed to send referrals of callers in this category to Universal Services team for CAP enrollment follow-up.</p> <p><u>Proposed:</u> Peoples has a current Petition under review with the PA PUC regarding utilizing LIHEAP data share information to auto-enroll accounts with balances of \$300 into CAP¹.</p> |
| 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 partner together through in-person multi-utility resource events, sending referrals between companies, and a utility support flyer created with the Greater Pittsburgh Food Bank. |
| 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, mailings, and phone calls were conducted to potentially eligible customers based on company customer records. 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. |

¹ See Dockets P-2024-3052324; M-2018-3003177; M-2020-3021343

| | |
|--------------------------------------|--|
| Cross-enrollment opportunities | All customers participating in Universal Service programs (LIURP, Emergency Repair Program, CARES) are screened for CAP and LIHEAP. Likewise, CAP participants are screened for LIURP eligibility. |
| Peoples Energy Analytics partnership | Continued partnership with Peoples Energy Analytics (PEA) to conduct data analysis of customers with limited income for potential targeted CAP outreach. This year, PEA has expanded data collection into the full Peoples service area. This data analysis provides two deliverables: targeted at risk accounts to specific outreach and heat maps to inform target locations for outreach event participation. |

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; providing a CAP/LIHEAP application support service at free tax clinics offered by the organization. |
| 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, & Diverse Populations Support | Ongoing support to refugee and immigrant agencies such as Hello Neighbor, Jewish Family & Community Services, Latino Community Center, & Casa San Jose. 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 |

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| | food distribution sites. 2025 also included a large-scale flyer distribution along with Thanksgiving meal boxes at Light of Life. |
| 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. 2025 'Office Hours' event locations included North Hills Community Outreach and South Hills Interfaith Movement food pantries, Rainbow Kitchen, Lighthouse Foundation, and Clairton multi-utility resource events in partnership with Mon Valley Initiative. |
| 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 communities increase the need for materials in other languages, Peoples will work with its partners to provide translated materials.
- Language Line used for LEP customers.
- Visually impaired customers may elect to receive large-print bills. Braille bills are offered and prepared by Vision Resources of Central PA.
- 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.
- 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 recently received LIHEAP and/or participated in LIHEAP data sharing.
- 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*

2025 Lessons Learned

| Activity | |
|---|--|
| Animal Friends Low-Cost Vaccine clinics | Peoples was invited to attend low-cost vaccine clinics hosted by Animal Friends. The events in Sharpsburg and Wilkinsburg had strong attendance and great engagement from customers regarding CAP and other programs. The event's layout and flow contributed significantly to the success of these efforts. |
| Senior Fairs/Expos | Several senior fairs were attended in 2025. The engagement varied by community – some events were highly productive while others yielded limited interaction with the target population. |
| School district events | Peoples attended several events hosted by school districts and Children & Youth Services, |

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| | including a large-scale Back to School gathering in Beaver County and Duquesne City School District’s annual showcase event. The hope is that these will strengthen partnerships with families in the community as well as school personnel. |
| New partnerships and events | New collaborations were established with VA Pittsburgh Healthcare Primary Care staff to share information and provide better insight for exchanging referrals. Also engaged with two St. Vincent de Paul groups to inform members of programs that would be available to the families they serve. |
| Homebuyer resource events | Attended two Homebuyer Resource Fairs to educate new and prospective homeowners about utility assistance programs. However, most attendees exceeded program income eligibility limits, making these events less effective for outreach. |

2026 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 | With the expansion of the PEA partnership throughout the territory, plan to target specific zip codes for outreach as identified by PEA data analysis through both email communications and in-person events. |
| Medical providers | Expand connections with medical providers, particularly social workers and other support staff at area hospitals and doctors’ offices |
| PA Navigate | Leverage the PA Navigate platform to share program information with customers and community organizations. Establish functionality to receive referrals directly through the system. |
| Community Relationship Building | Continue to identify and connect with social workers, agency members, church leaders, and others to promote programs. In particular, |

| | |
|--------------------------------------|--|
| | identify and connect with additional St. Vincent de Paul chapters throughout the territory. |
| 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. |

EXHIBIT B

Peoples Natural Gas 2025-2026 CAP Campaign Overview

Peoples Natural Gas 2025-26 CAP Campaign Overview

February 2026

Campaign Overview

During the 2025-26 heating season, Peoples Natural Gas executed a comprehensive, multi-channel outreach and education campaign designed to increase awareness of key programs, enhance customer engagement, and strengthen community relationships across the service territory. Recognizing that customers engage with information through various touchpoints and channels, the campaign integrated digital advertising, traditional media, direct customer communications, and community outreach to ensure consistent messaging and maximum reach.

This integrated approach focused on:

- Educating customers about assistance programs and available resources
- Driving enrollment in customer assistance programs
- Building community trust through transparent, accessible communication
- Leveraging multiple communication channels to meet customers where they are and reinforce key messages

Purpose of this document: To provide a summary of the advertising and outreach activities executed by Vault Communications on behalf of Peoples Natural Gas in calendar year 2025 and into calendar year 2026. The campaign employed a multi-channel approach with the goal of connecting eligible customers to CAP enrollment, while also promoting awareness of other assistance programs including LIURP, LIHEAP, the Dollar Energy Fund, and Emergency Repair Program resources.

An overview of advertising tactics, customer engagement channels, and marketing materials developed is included in the sections below:

[General Audience Education & Outreach Activities](#)

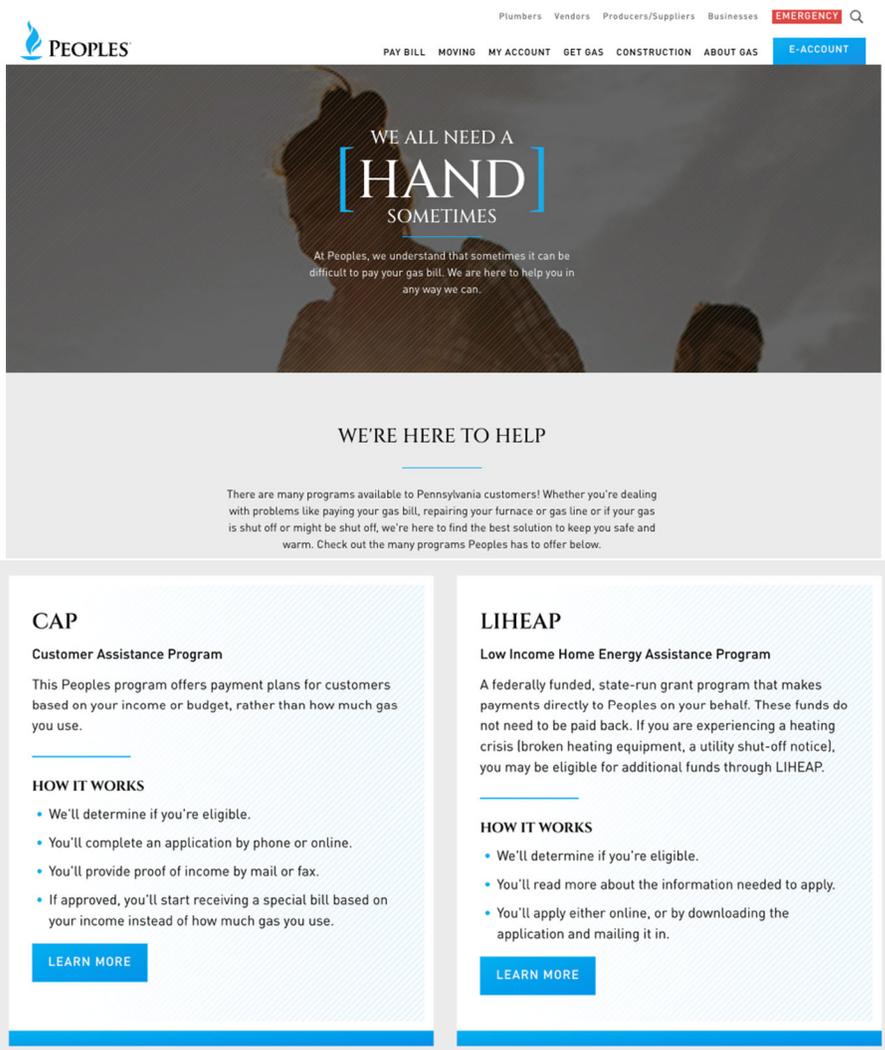
[Customer Email Communications](#)

[Marketing Materials & Collateral Developed](#)

[Key Results](#)

General Audience Education & Outreach Activities

| Activity | Details | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------------|---|---------------------|----------------------|---------------------|---|---------|----------|---|---------|----------|---|---------|----------|---|---------|----------|---|---------|----------|---|---------|----------|---|---------|----------|---|---------|----------|--------------------------------|-------|---------|
| Bill Inserts | <p>Designed seasonal bill inserts distributed to Peoples customers via monthly billing statements. Inserts promoted CAP, LIHEAP, and Dollar Energy Fund grants with clear eligibility information, enrollment steps, and contact resources.</p> <p><i>Example: December 2025 Bill Insert</i></p> <div data-bbox="329 615 883 1745" style="border: 1px solid black; padding: 10px;">  </div> <div data-bbox="906 615 1382 1417" style="border: 1px solid black; padding: 10px; margin-top: 10px;">  <h3 style="text-align: center;">CAP & LIHEAP</h3> <p>Peoples Customer Assistance Program (CAP) is an affordable monthly payment plan, based on income, for customers who meet income guidelines. The Low Income Home Energy Assistance Program (LIHEAP) is a federally funded assistance program used to help customers with their home heating needs.</p> <h4 style="text-align: center;">2025-2026 INCOME GUIDELINES</h4> <p style="text-align: center;">150% Federal Poverty Level Homeowners and Renters May Qualify When:</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="background-color: #0070C0; color: white;">HOUSEHOLD SIZE*</th> <th style="background-color: #0070C0; color: white;">GROSS MONTHLY INCOME</th> <th style="background-color: #0070C0; color: white;">GROSS ANNUAL INCOME</th> </tr> </thead> <tbody> <tr><td>1</td><td>\$1,956</td><td>\$23,475</td></tr> <tr><td>2</td><td>\$2,644</td><td>\$31,725</td></tr> <tr><td>3</td><td>\$3,331</td><td>\$39,975</td></tr> <tr><td>4</td><td>\$4,019</td><td>\$48,225</td></tr> <tr><td>5</td><td>\$4,706</td><td>\$56,475</td></tr> <tr><td>6</td><td>\$5,394</td><td>\$64,725</td></tr> <tr><td>7</td><td>\$6,081</td><td>\$72,975</td></tr> <tr><td>8</td><td>\$6,769</td><td>\$81,225</td></tr> <tr> <td>For each additional person add</td> <td>\$688</td> <td>\$8,250</td> </tr> </tbody> </table> <p style="text-align: center; font-size: small;">*All members of household regardless of age</p> </div> <div data-bbox="938 1455 1227 1528" style="margin-top: 10px;"> <h3>Peoples Emergency Repair Program</h3> <p>Peoples provides Emergency Heating System and Line Repair assistance to homeowners facing an emergency situation. Customers with limited incomes may be eligible for the repair or replacement of their heating system and/or gas lines under Peoples' program. Homeowners and renters may qualify.</p> <p>To learn more about this program, visit www.peoples-gas.com/help</p>  </div> | HOUSEHOLD SIZE* | GROSS MONTHLY INCOME | GROSS ANNUAL INCOME | 1 | \$1,956 | \$23,475 | 2 | \$2,644 | \$31,725 | 3 | \$3,331 | \$39,975 | 4 | \$4,019 | \$48,225 | 5 | \$4,706 | \$56,475 | 6 | \$5,394 | \$64,725 | 7 | \$6,081 | \$72,975 | 8 | \$6,769 | \$81,225 | For each additional person add | \$688 | \$8,250 |
| HOUSEHOLD SIZE* | GROSS MONTHLY INCOME | GROSS ANNUAL INCOME | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | \$1,956 | \$23,475 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | \$2,644 | \$31,725 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | \$3,331 | \$39,975 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | \$4,019 | \$48,225 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | \$4,706 | \$56,475 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | \$5,394 | \$64,725 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 8 | \$6,769 | \$81,225 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| For each additional person add | \$688 | \$8,250 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| Activity | Details |
|--|--|
| <p>Website Program Information</p> | <p>Redesigned Peoples-gas.com/help homepage to streamline customer experience and journey to learn more and apply. Digital advertising directed customers to these resources, available 24/7, to self-screen for CAP, LIHEAP, LIURP, and the Dollar Energy Fund.</p> <p>Example: peoples-gas.com/help</p>  |
| <p>Paid & Organic Social Media Advertising</p> | <p>Targeted paid social media campaigns executed across Meta (Facebook & Instagram), Nextdoor, and YouTube. Multi-season creative aligned with colder weather, LIHEAP program opening windows, CAP enrollment periods, and assistance messaging. Geotargeted to reach income-eligible customers across Peoples' service territory.</p> <p>Examples: YouTube Videos – 6 seconds, 15 seconds, 30 seconds (linked)</p> |

| Activity | Details |
|----------|---------|
|----------|---------|

Examples: Organic Social Posts


Peoples Natural Gas
 January 26 at 12:01PM · 🌐
 ...

If you're looking for ways to save on your monthly bills in the new year, Peoples can help. Our Customer Assistance Program (CAP) can help lower monthly heating costs and make bills more manageable this winter. Whether you're looking for monthly discounts or help navigating your options, support is available.

Learn more at <https://bit.ly/4qP66mw>



Examples: Paid Digital Advertising


Peoples Natural Gas
 Sponsored
 ...

Peoples Can Help You Save

At Peoples Natural Gas, we're more than your natural gas provider – we're your neighbors. Our Customer Assistance Program helps local families in {{neighborhood}} stay warm without the worry.



Apply now >

| | |
|------------------------------|---|
| Display & Search Advertising | Digital banner ads placed on local news sites and relevant online platforms through content syndication campaigns. Google Ads campaigns targeting key |
|------------------------------|---|

Activity **Details**

Examples: Billboards & Static Boards



NEED HELP WITH YOUR GAS BILL?

PEOPLES IS HERE TO HELP.

Apply for assistance today at PEOPLES-GAS.COM/HELP or call **1-800-400-WARM (9276)**



DO YOU NEED HELP WITH YOUR GAS BILL IN ALLEGHENY COUNTY?

PEOPLES CAN HELP.

Apply today at PEOPLES-GAS.COM/HELP or call **1-800-400-WARM (9276)**



NEED HELP WITH YOUR GAS BILL IN WESTMORELAND COUNTY?

PEOPLES CAN HELP.

Call **1-800-400-WARM (9276)**



Examples: Bus Kings, Tails & Shelters

| Activity | Details |
|----------|---------|
|----------|---------|



NEED HELP WITH YOUR GAS BILL?

PEOPLES IS HERE TO HELP.

Apply for assistance today at PEOPLES-GAS.COM/HELP or call 1-800-400-WARM (9276)





NEED HELP WITH YOUR MONTHLY GAS BILL?

PEOPLES CAN HELP.
Apply today at PEOPLES-GAS.COM/HELP





NEED HELP WITH YOUR GAS BILL?

PEOPLES CAN HELP.

Get payment plans, grants up to \$1,000 and more.

Learn more and apply today at PEOPLES-GAS.COM/HELP





NEED HELP WITH YOUR GAS BILL?

PEOPLES CAN HELP.

Get payment plans, grants up to \$1,000 and more.

Learn more and apply today at PEOPLES-GAS.COM/HELP




Earned & Traditional

Press release distribution, op-ed placements, and media pitching to secure editorial coverage in local and regional publications. Targeted direct mail to specific customer segments with program enrollment information. Broadcast outreach including radio and television coverage supporting LIHEAP and CAP awareness.

Examples: Earned Media & Op-eds

| Activity | Details |
|----------|---------|
|----------|---------|

[President Mike Huwar's TribLive Letter to the Editor:](#)

LETTERS (WESTMORELAND)

Letter to the editor: Help available to pay gas bills

[Guide to Good Health 2026 Ad:](#)



[90.5 WESA: Dollar Energy Fund opens for winter season with \\$500 grants for heating aid](#)

[Tribune-Review: Pennsylvania residents can now apply for LIHEAP heating aid after delay](#)

[Beaver County Radio: Get Ready for Winter: Peoples Encourages Customers to Apply for Up to \\$500 Heating Assistance Grants through Dollar Energy Fund](#)

[TribLive \[Opinion\]: Destenie Nock: Help is out there for those struggling with heating costs](#)

Customer Email Communications

Emails covering energy savings tips, bill management resources, and program FAQs to educate and engage customers throughout the year. Designed to reduce barriers to program awareness and self-service enrollment.

| Campaign Type | Details |
|------------------------------------|---|
| <p>Program Enrollment Outreach</p> | <p>Targeted email campaigns promoting assistance program enrollment. Messaging included eligibility overviews, enrollment steps, and direct links to peoples-gas.com program pages.</p> <p>Example – December 2025 LIHEAP Opening Email:</p>  <p>LIHEAP Grants Available Now!</p> <p>Help with winter's higher heating bills is now available. The Low Income Home Energy Assistance Program (LIHEAP) opens for the season on December 3.</p> <p>This federally funded grant can cover up to \$1,000 in heating bills, applied directly to your Peoples account. You do not need to repay this assistance.</p> <p>LIHEAP funding is limited, and grants are awarded on a first-come, first-served basis. Don't delay – find out if you're eligible and apply today!</p> <p>Apply for LIHEAP Today</p> |

Marketing Materials & Collateral Developed

| Material Type | Description & Example | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------------|--|---------------------------------------|--|--|---------------------------|---|---------------------------------------|---|---------|----------|---|---------|----------|---|---------|----------|---|---------|----------|---|---------|----------|---|---------|----------|---|---------|----------|---|---------|----------|------------------------------------|-------|---------|
| <p>Flyers</p> | <p>Program information sheets, safety guides, and educational handouts distributed at community events, resource fairs, agency office hours, and partner locations across the service territory. Available in English and Spanish.</p> <p>Example: CAP Flyers</p>  <p>El programa de Asistencia al Cliente de Peoples (CAP) y el programa de Asistencia de Energía para Hogares de Bajos Ingresos (LIHEAP) pueden ayudarte a mantener la casa cálida y sin preocupaciones.</p> <p>BENEFICIOS DE LOS PROGRAMAS:</p> <ul style="list-style-type: none"> → CAP: Plan de pago basado en tus ingresos o presupuesto, no en tu consumo de gas. → LIHEAP: es una asistencia federal que ayuda a pagar las facturas de calefacción y no requiere devolución. La asistencia financiera se aplica a tu cuenta. <p>¿QUIENES PUEDEN APLICAR? Clientes con ingresos iguales o inferiores a los siguientes límites pueden ser elegibles.</p> <table border="1"> <thead> <tr> <th colspan="3">2026 LÍMITES DE INGRESOS</th> </tr> <tr> <th>TAMAÑO DEL GRUPO FAMILIAR</th> <th>INGRESOS MENSUALES ANTES DE DEDUCCIONES</th> <th>INGRESOS ANUALES ANTES DE DEDUCCIONES</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>\$1,995</td> <td>\$23,940</td> </tr> <tr> <td>2</td> <td>\$2,705</td> <td>\$32,460</td> </tr> <tr> <td>3</td> <td>\$3,415</td> <td>\$40,980</td> </tr> <tr> <td>4</td> <td>\$4,125</td> <td>\$49,500</td> </tr> <tr> <td>5</td> <td>\$4,835</td> <td>\$58,020</td> </tr> <tr> <td>6</td> <td>\$5,545</td> <td>\$66,540</td> </tr> <tr> <td>7</td> <td>\$6,255</td> <td>\$75,060</td> </tr> <tr> <td>8</td> <td>\$6,965</td> <td>\$83,580</td> </tr> <tr> <td>Por cada persona adicional, añade:</td> <td>\$710</td> <td>\$8,520</td> </tr> </tbody> </table> <p>Obtén más información y solicita hoy en Peoples-Gas.com/help Llame al: 1-800-400-WARM (9276)</p> <p>ESCANEE PARA OBTENER MÁS INFORMACIÓN</p> | 2026 LÍMITES DE INGRESOS | | | TAMAÑO DEL GRUPO FAMILIAR | INGRESOS MENSUALES ANTES DE DEDUCCIONES | INGRESOS ANUALES ANTES DE DEDUCCIONES | 1 | \$1,995 | \$23,940 | 2 | \$2,705 | \$32,460 | 3 | \$3,415 | \$40,980 | 4 | \$4,125 | \$49,500 | 5 | \$4,835 | \$58,020 | 6 | \$5,545 | \$66,540 | 7 | \$6,255 | \$75,060 | 8 | \$6,965 | \$83,580 | Por cada persona adicional, añade: | \$710 | \$8,520 |
| 2026 LÍMITES DE INGRESOS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TAMAÑO DEL GRUPO FAMILIAR | INGRESOS MENSUALES ANTES DE DEDUCCIONES | INGRESOS ANUALES ANTES DE DEDUCCIONES | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | \$1,995 | \$23,940 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | \$2,705 | \$32,460 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | \$3,415 | \$40,980 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | \$4,125 | \$49,500 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | \$4,835 | \$58,020 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | \$5,545 | \$66,540 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | \$6,255 | \$75,060 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | \$6,965 | \$83,580 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Por cada persona adicional, añade: | \$710 | \$8,520 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Bill Inserts & Postcards</p> | <p>Print-ready bill insert designs distributed to Peoples customers via monthly billing statements. Seasonal versions developed for fall and winter heating assistance timelines, including expanded sections for November and December mailings.</p> <p>Example: DEF Grants & Emergency Repair Postcard Front & Back</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Material Type

Description & Example

PEOPLES
An American Energy Company

WE ALL NEED A HAND SOMETIMES

Whether you need help paying your gas bill, fixing your furnace or gas line, or restoring service, we're here to help. Explore the programs Peoples offers below.

Apply for these programs today:

- Dollar Energy Fund (DEF) Grants**
Peoples customers can access grants of up to \$500 through DEF, available on a first-come, first-served basis while funding is available.
- Emergency Repair Program**
This Peoples program covers the full cost of repairs or replacements of heating systems and gas lines for customers who meet income guidelines.

WHO IS ELIGIBLE?
Customers with income at or below the following guidelines in the chart may be eligible for DEF grants:

Learn more and apply today at Peoples-Gas.com/help

Call **1-800-400-WARM (9276)**

Scan to learn more

| 2026 INCOME GUIDELINES | | |
|----------------------------------|----------------------|---------------------|
| FAMILY SIZE | GROSS MONTHLY INCOME | GROSS ANNUAL INCOME |
| 1 | \$2,660 | \$31,920 |
| 2 | \$3,607 | \$43,284 |
| 3 | \$4,553 | \$54,636 |
| 4 | \$5,500 | \$66,000 |
| 5 | \$6,447 | \$77,364 |
| 6 | \$7,393 | \$88,716 |
| 7 | \$8,340 | \$100,080 |
| 8 | \$9,287 | \$111,444 |
| For each additional person, add: | \$947 | \$11,364 |

PEOPLES
An American Energy Company

MAKING YOUR LIFE BETTER

Example: CAP Postcard Front & Back

PEOPLES CUSTOMER ASSISTANCE PROGRAM (CAP)

PEOPLES
An American Energy Company

LIHEAP IS OPEN
CAP CUSTOMERS MUST APPLY

APPLY NOW – funds are limited and first-come, first-serve. Applications close on **April 10, 2026**.

Call **1-800-400-WARM (9276)**

Learn more at www.compass.state.pa.us

PEOPLES
An American Energy Company

Posters & Tear-Off Pads

Quick-reference cards and tear-off pads featuring program contact information, enrollment steps, and the Peoples-Gas.com/help URL. Distributed at community events and via community partners throughout our service territory.

Example: Poster with Tear-Off

Material Type

Description & Example



Every now and then, life throws you a curveball.

Peoples is Here to Help Make Your Monthly Bills More Affordable



LOOKING FOR HELP WITH YOUR MONTHLY GAS BILL?

If you're struggling to make ends meet, or need support with your natural gas bills, Peoples has options. Income-eligible customers in need may qualify for Peoples' Customer Assistance Program (CAP), Emergency Repair Program, Dollar Energy Fund (DEF) grants, and the Low Income Home Energy Assistance Program (LIHEAP).

Assistance is available to qualified households. Check the income chart below to see if you qualify.

| HOUSEHOLD SIZE* | LIHEAP/CAP/USAGE REDUCTION | | DOLLAR ENERGY FUND/ EMERGENCY REPAIR | |
|---------------------------------|----------------------------|---------------------|--------------------------------------|---------------------|
| | GROSS MONTHLY INCOME | GROSS ANNUAL INCOME | GROSS MONTHLY INCOME | GROSS ANNUAL INCOME |
| 1 | \$1,995 | \$23,940 | \$2,660 | \$31,920 |
| 2 | \$2,705 | \$32,460 | \$3,607 | \$43,284 |
| 3 | \$3,415 | \$40,980 | \$4,553 | \$54,636 |
| 4 | \$4,125 | \$49,500 | \$5,500 | \$66,000 |
| 5 | \$4,835 | \$58,020 | \$6,447 | \$77,364 |
| 6 | \$5,545 | \$66,540 | \$7,393 | \$88,716 |
| 7 | \$6,255 | \$75,060 | \$8,340 | \$100,080 |
| 8 | \$6,965 | \$83,580 | \$9,287 | \$111,444 |
| For each additional person, add | \$710 | \$8,520 | \$947 | \$11,364 |

*All members of household regardless of age

| | |
|---------------------------------|--|
| Peoples CAP | ▶ This Peoples program offers payment plans for customers based on your income or budget, rather than how much gas you use. |
| LIHEAP | ▶ A federally funded, state-run grant program that makes payments directly to Peoples on your behalf. If you are experiencing a heating crisis (broken heating equipment, a utility shut-off notice), you may be eligible for additional funds through LIHEAP. |
| Emergency Repair Program | ▶ This Peoples program covers the full cost of repairs or replacements of heating systems and gas lines for customers who meet income guidelines. |
| DEF Grants | ▶ Peoples customers can access grants of up to \$500 through DEF, available on a first-come, first-served basis while funding is available. |

Key Results

The following preliminary metrics reflect campaign performance across all channels from October 1, 2025 – February 19, 2026.

| Channel | Metric & Result |
|----------------------------|--|
| Paid Digital Advertising | 4.8M Total impressions across digital platforms 194K Total reach & conversions across digital platforms 192.8K Total clicks across digital platforms |
| Customer Engagement | 9.5% Average email open rate average (<i>CAP emails only</i>) 156.6K Website visits to peoples-gas.com/help |
| Earned & Traditional Media | 27 Earned media news stories, articles, broadcast clips, and op-eds 4.3M Estimated impressions through earned media coverage 7.3M Estimated impressions from OOH, billboards, and bus shelter & transit advertising |

| 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 present? | Comments |
|---|--|--|--|---|------------------------|--|-----------------------------|---|
| Project Destiny Jewish Family & Community Services, Hello Neighbor, & Bethany Christian Services Beaver County Human Services Forum | Web | | | Social service providers | 40-50 | North Side | Yes | |
| Allegheny County Immigrant & International Advisory Council (IIAC) | Web | All | Program materials shared as requested | Refugee customers Social service providers Refugee & immigrant-supporting agencies | 10-20 | Beaver County | | |
| Colombia In Pittsburgh Call Center Rep Training | In person meeting with organization President In person | All All | Assistance programs - Spanish version materials Peoples Programs booklets | Organization members New call center reps | | 8 North Shore/Internal | | Met with Maria Consualo Afanador - President |
| Customer Assistance Programs Video Shoot | Video | All | N/A | | N/A | | | Video shoot with communications & Yajagoff podcast covering Peoples programs |
| LIHEAP Sign-Up Day | In person | LIHEAP | LIHEAP apps | Customers | | 12 Linmar Terrace - Aliquippa | | |
| City of PGH Dept. of Public Safety | In person meeting | All | LIHEAP/CAP/LIURP/ERF | Community members | | 25 North Side | | |
| VA Pittsburgh Healthcare Primary Care Social Work Team | Virtual/Teams | All | | VA Healthcare Social Workers Over 15 Agencies dealing with Immigrant and international community | | 9 Virtual meeting | | Presented on Peoples assistance programs to VA social work team from 3 VA campuses |
| Allegheny Immigrant & International Advisory council (IIAC) | Quarterly meeting | All | Outreach materials via email | | | 28 Virtual meeting | | 1 of 4 2025 meetings |
| Peoples Field Tech Training | In person | All | Peoples Programs booklets | New Peoples field techs | | 8 Peoples Service area | | |
| Area Agency on Aging Resource Fair | In person | All | LIHEAP apps, LIHEAP/CAP flyers, LIURP flyers | Community agencies/customers | | Commonwealth Charter 70 Academy - Homestead | Yes | |
| ROSS Partners Meeting | In person | All | LIHEAP apps, LIHEAP/CAP flyers | Community agencies | | 30 Linmar Terrace - Aliquippa | Yes | Quarterly meeting of Beaver County area community partners - hosted at various Housing Authority of Beaver County locations |
| Rainbow Kitchen Monthly Resource Event | In person | CAP, DEF, LIURP | CAP cards, LIURP flyers, conservation tips | Customers | | 45 Rainbow Kitchen - Homestead | | |
| Duquesne School District Dukes Showcase | In person | | | | | | | |
| Animal Friends Low Cost Vaccine Clinic | In person | CAP, LIURP | SWSM cards, LIURP flyers, business cards | Customers | | 200 Kennedy Park - Sharpsburg | Yes | Shared table with Duquesne Light |
| DA Stephen Zappala Senior Justice & Wellness Expo | In person | CAP, LIURP | SWSM cards, LIURP flyers, safety flyers | Customers - seniors | | 250 Acrisure Stadium | Yes | |
| 'Office Hours' at NHCO Food Pantry | In person | CAP, LIURP, DEF | SWSM cards, LIURP flyers, business cards | Customers | | 50 NHCO - Allison Park | | |
| Tabling at Lighthouse Foundation Food Pantry | In person | CAP, LIURP, DEF | SWSM cards, LIURP flyers, business cards | Customers | | Lighthouse Foundation - 40 Butler | | |
| Animal Friends Low Cost Vaccine Clinic | In person | CAP, LIURP | SWSM cards, LIURP flyers, business cards | Customers | | 260 Wilksburg | Yes | |
| 'Office Hours' at NHCO Food Pantry | In person | CAP, LIURP, DEF | SWSM cards, LIURP flyers, business cards | Customers | | 55 NHCO - Millvale | | |
| Home Resource Fair with NeighborWorks & Operation Better Block | In person | CAP, LIURP | CAP cards, LIURP flyers, conservation tips | Customers | | 10 Homewood YMCA | Yes | |

| 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 present? | Comments |
|---|-------------------------------------|--|---|--|------------------------|---|-----------------------------|---|
| Beaver County CYS Summerfest | In person | CAP, LIURP | CAP cards, LIURP flyers, conservation tips | Customers - families with school children | 2500 | M7 Sports - Aliquippa | Yes | |
| Speak at Beaver County St. Vincent de Paul Meeting | In person | All | Business cards, CAP cards | St. Vincent de Paul members | 30 | St. John the Baptist - Monaca | | Meeting of all Beaver County St. Vincent de Paul chapters |
| Peoples Field Tech Training | In person | All | Peoples Programs booklets | New Peoples field techs | 4 | Peoples Service area | | |
| 'Office Hours' at SHIM Family Center Food Pantry | In person | CAP | CAP cards | Customers | 80 | West Mifflin | | |
| Representative Andrew Kuzma & Senator Nick Pisciotano Senior Expo | In person | CAP, LIURP | CAP cards, safety tips, conservation tips, LIURP flyers | Customers (seniors) | 250 | Boston/Elizabeth area Homestead - wider service area throughout Allegheny | Yes | |
| Speak at Lifespan | In person | All | Peoples Programs booklets | Staff of Lifespan | 30 | County | Yes | |
| Be Utility Wise Pittsburgh | In person | All | N/A | Community agency providers | 200 | Allegheny County | Yes | |
| Clairton Utility Assistance Pop-Up Event | In person | CAP, LIURP | CAP cards | Customers | 6 | Clairton Municipal Building | Yes | |
| Speak at Homewood Senior Center | In person | All | Peoples Programs booklets | Customers - seniors | 40 | Homewood Senior Center | Yes | |
| Senator Langerholc Senior Expo | In person | All | CAP cards, SWSM cards, safety tips | Customers - seniors | 200? | Penn Highlands Community College - Johnstown | | |
| Speak at SeniorLine Staff Meeting | In person | All | Peoples Programs booklets | SeniorLine staff | 15 | Area Agency on Aging/Allegheny County | Yes | Utilities each presented on programs (DLC, Columbia, PAWC, PWSA) |
| Clairton Utility Assistance Pop-Up Event | In person | All | | Customers | | Clairton Municipal Building | Yes | |
| PA Dept. of Community & Economic Development | Virtual Meeting | ERP | | | 110+ | Virtual meeting | No | Presentation to audience about ERP services and how to refer customers |
| Mission of Mercy Pittsburgh | In person | All | LIHEAP and CAP outreach | | | | | |
| Veterans Leadership Program - Stand Down Pittsburgh 2025 | In person | All | LIHEAP and CAP outreach | Veterans | | Braddock /Allegheny Co. | | |
| Area Agency on Aging Collaborative Partners Meeting | In person | All | N/A - took list of contacts and mailed info later | Community agency partners | 35 | Allegheny County | Yes | Participated in utility panel to give program info |
| Be Utility Wise Johnstown | In person | All | LIHEAP/CAP flyers - CAP cards | Community agency partners | 100 | Johnstown | Yes | |
| Senator Williams & Rep Kinkead Senior Resource Fair | In person | CAP/LIHEAP | LIHEAP/CAP flyers - CAP cards | Seniors | 200 | Ross/West View | Yes | |
| PULP/Summit Legal Aid & Community Action of Cambria County Utility Assistance Event | In person | All | LIHEAP/CAP flyers - CAP cards | Customers | 7 | Johnstown | Yes | |
| Representative Lindsay Powell Open Doors Resource Fair | In person | CAP/LIHEAP | LIHEAP/CAP flyers - CAP cards | Customers | 70 | Lawrenceville | Yes | |
| Rep. Anita Kulik AARP Monthly Meeting | In person | CAP/LIHEAP/ERP | LIHEAP/CAP flyers | Customers | 50 | Corapolis | Yes | |
| Brief presentation - Project Destiny Quarterly Meeting | Virtual | LIHEAP | N/A - virtual | Community agency partners | 60 | Allegheny County | Yes | Presented on LIHEAP updates to group - answered a few requests for outreach materials after the meeting |

| 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 present? | Comments |
|---|-------------------------------------|--|---|--|------------------------|--------------------------------|-----------------------------|---|
| Rainbow Kitchen Monthly Resource Event | In Person | All | LIHEAP/CAP flyers, CAP cards, ERP/DEF cards | Customers | 25 | Homestead | Yes | |
| Light of Life Thanksgiving Meal Packing | In person | CAP | Multi-utility flyers | Customers | 2800 flyers | Allegheny County | Yes | 2800 flyers included in Thanksgiving meal boxes |
| Steel Valley Holiday Parade | In person | All | LIHEAP applications, LIHEAP/CAP flyers | Customers | 100 | Homestead | | |
| Present at Beaver County Human Services Forum | In person | All | | Social service agencies | | Beaver County | Yes | |

Materials Distributed

| Agency | Area |
|---|--------------------------------|
| Aliquippa School District | Aliquippa |
| Center for Community Action | Blair/Cambria/Indiana counties |
| Mission of Mercy | Allegheny |
| Green Building Alliance Innovation Expo | Allegheny |
| Lifespan | Allegheny County - various |
| Allegheny County Area Agency on Aging | Allegheny County |
| Penn Hills Senior Center | Penn Hills |
| Allegheny County Treasurers Office | Allegheny County |
| Chartiers Center | Bridgeville |
| VFW - Natrona Heights | Natrona Heights |
| VFW - Brackenridge | Brackenridge |
| American Legion - Lyndora | Lyndora |
| Concordia Visiting Nurses | Allegheny County |
| Rep. Lindsay Powell's Office | Lawrenceville area |
| Presbyterian Senior Care | Allegheny County |
| Financial Empowerment Center | Allegheny County |
| Altoona Area School District | Altoona |
| Duquesne City School District | Duquesne City |

| | |
|--|---|
| Jewish Family & Community Services | Allegheny County |
| Buhl Foundation/One Northside | Northside - To be shared on social media/website |
| Aliquippa School District | Aliquippa |
| Neighborhood Academy | East Liberty |
| Allegheny Valley School District | Allegheny Valley - to be included in newsletter to families receiving gov't assistance - about 200 families |
| Animal Friends | Allegheny County - to be placed at pet food pantry |
| The New Academy Charter School | Arlington - will be placed in information corner at school |
| PNG employee/Delivering to Stewart Avenue Church & Food Pantry | Carrick/Brentwood |
| PNG Employee/south Side area | |
| PNG Employee/Sharing with Hugh Lane Wellness | |