



National Fuel®

Dominick A. Sisinni
Senior Counsel

February 27, 2024

VIA ELECTRONIC FILING

Ms. Rosemary Chiavetta
Pennsylvania Public Utility Commission
400 North Street, Second Floor North
P.O. Box 3265
Harrisburg, PA 17120-3265

RE: National Fuel Gas Distribution Corporation's ("**National Fuel**")
Universal Service and Energy Conservation Plan for 2022-2026 ("**Plan**")
at Docket No. M-2021-3024935 –

Annual Update Relative to Consumer Education and Outreach Plan
("**CEOP**") for 2024 ("**2024 CEOP Annual Update**") per May 3, 2022 Order
of the Commission

Dear Secretary Chiavetta:

Enclosed for filing, please find a copy of National Fuel's 2024 CEOP Annual Update. Said filing is being made pursuant to the above-referenced Order.

Should you have any questions or concerns, please do not hesitate to contact me at (814) 871-8177.

Very truly yours,

Dominick A. Sisinni

cc: *Per Certificate of Service*



National Fuel[®]

**National Fuel Gas
Distribution Corporation**

**2024 Annual Update:
Consumer Education and Outreach Plan
("CEOP")**

**Filed in Connection with National Fuel's
2022-2026 Universal Service and
Energy Conservation Plan ("Plan")**

Originally Submitted: February 27, 2024

**National Fuel Gas Distribution Corporation
Consumer Business Management Team
P.O. Box 2081
1100 State Street
Erie, PA 16501**

Overview

- National Fuel's outreach initiative is to improve community awareness of its programs and payment options to assist customers in need. The Company is involved with numerous community-based events within its 14-county service territory. Educational outreach sessions are held with state and local organizations and their employees to further assist their clients. National Fuel also facilitates outreach through various other avenues, including correspondence, digital marketing, social media, and community partner events. These activities provide National Fuel with the opportunity to inform customers of available Universal Services Programs and payment options that can assist with lowering energy costs and usage, ultimately reducing household energy burdens. These efforts are fundamental in improving awareness and participation in programs that provide essential assistance to our most vulnerable population.
- 2024 Planned Outreach efforts (as well as 2022/2023 completed outreach efforts) are identified in the tables below.

Noted 2023 Accomplishments

- Increased staff and client trainings
 - Legislative/Agency Outreach
 - Spring – Crawford, Erie, Warren Counties
 - Fall – Elk, Cameron, McKean, Mercer Counties
 - Catholic Charities – St. Martin Center, Prince of Peace
 - Agencies – Erie Dawn, Safe Journey, N4N agencies, Mercer County Children & Youth Services, Emmaus Ministries
- Implemented N4N warm transfers
- Outreach phone calls for LIURP
- Networking Groups– Erie Niagara Network, Erie Independent Council on Aging, Crawford County Essential Service Meetings, Elk Family Resource Network, Mercer County Housing Coalition, Warren Be Well Collaborative Meeting, Cameron County Collaborative Group
- Increased participation in Senior fairs from 4 to 11
- Translation services implemented on website to offer 27 languages

Outreach Activity	Details	Outreach Category	Completed 2022	Completed 2023	Planned 2024
Focused bill inserts	Topics include: Universal Service Programs, payment options, LIHEAP/CRISIS, and other relevant programs	General Audience	x	x	x
Newsletters	Focused bill insert on Payment Plan Options, Payment Assistance Programs, Energy Efficiency Tips, LIHEAP, and Gas Safety	General Audience	x	x	x
Corporate Website	Available 24/7. Promotes Universal Service Programs, LIHEAP and other government funded programs, and payment options, including a link to apply for LIRA online through Dollar Energy Fund, and translation services	General Audience	x	x	x
Message Board	Promote Universal Services programs and LIHEAP on 1100 State Street building marquee	General Audience	x	x	x
Social Media	Messaging for Universal Service Programs, payment options, and LIHEAP	General Audience	x	x	x
Corporate Campaigns	Annual outreach campaign to help customers manage their bills and provide awareness of Company programs and payment assistance through various advertising methods (posters, newsletters, buses, social media, audio, video)	General Audience	x	x	x
Outreach Advertising	Billboards, television ads, radio ads related to Energy Assistance	General Audience	x	x	x
News Releases	Periodic news releases that include Universal Services and LIHEAP Program information	General Audience	x	x	x
Bill Envelopes	Messages on bill to promote Energy Assistance	General Audience	x	x	x
PA 211	Provides customers information on Universal Service Programs and where to apply	General Audience	x	x	x
On Hold Messaging	Informs callers of various Company programs and services, including LIHEAP and Universal Services Programs and energy assistance	Internal	x	x	x
Inbound Calls	CSRs promote and encourage program enrollment and payment options	Internal	x	x	x
Collaborative Meeting	Meetings to share outreach efforts across departments	Internal	x	x	x

Outreach Activity	Details	Outreach Category	Completed 2022	Completed 2023	Planned 2024
Training	Customer Service and Field Service Representatives receive up to date information and refresher training	Internal	x	x	x
Contests	Contests to challenge CSRs to promote LIHEAP and Universal Service Programs	Internal	x	x	x
USAC meetings	Semi-annual meetings to review and enhance Universal Service Programs and other government/company programs	Internal	x	x	x
Weatherization Contractor Meeting	Annual meeting with weatherization contractors and agencies to discuss spending, increasing participation, best practices, process improvements, and promotion of other universal service programs	Internal	x	x	x
Neighbor for Neighbor Grant Screening	N4N agencies provide benefits of other programs and will contact NFG with interested/eligible customers	Targeted	x	x	x
Outbound Calls	Periodic phone calls to advise customers of LIHEAP, CRISIS, and other programs	Targeted	x	x	x
Outbound Emails	Periodic emails to advise customer of LIHEAP, CRISIS, LIRA, and other programs	Targeted	x	x	x
LIRA Letters	LIHEAP information to encourage LIRA customers to apply	Targeted	x	x	x
Conservation Outreach	Letters and phone calls targeting usage qualified customers for audits and weatherization	Targeted	x	x	x
Terminations	Universal Service Programs and payment options flyers are provided to customers by field service personnel when completing personal contacts and termination orders. Door hangers are left if no contact	Targeted		x	x
Termination Notices	Universal Service Programs and payment options flyers are mailed with all termination notices	Targeted		x	x
LIHEAP Recipients	Cross enrollment efforts for LIHEAP recipients	Targeted		x	x
Energy Burdens	Include energy burden awareness in all outreach efforts to educate customers and agencies on how to reduce energy costs and usage through simple lifestyle changes, conservation, LIRA and LIURP	Targeted		x	x

Outreach Activity	Details	Outreach Category	Completed 2022	Completed 2023	Planned 2024
Weatherization Contractor Outreach Materials	Packets for contractors to include as educational materials for completed audits, weatherization jobs, and door hangers to inform customers of programs and payment options	Targeted		x	x
Independent Council on Aging (ICA) Events	Sponsor and participate in ICA annual events for seniors, Senior Luncheon, Elder Justice Conference and Comic Relief for Caregivers	Targeted		x	x
0%-50% Federal Poverty Level	Focus on ways to target limited income groups with the help of USAC, corporate communications, and area agencies	Targeted		x	x
LIURP Outreach	Outreach focused on potentially eligible LIURP candidates to provide education on energy burdens, conservation tips and the benefits of participating in LIURP (and other Universal Service programs) ie. Letters, postcards, phone calls	Targeted		x	x
Legislative and Agency Outreach	On-site and/or virtual review of Universal Service Programs, payment options, LIHEAP, and options for special needs assistance	Community Training/ Education	x	x	x
Be Utility Wise Conference	Collaborative effort with the PUC utilities and agencies in counties throughout the service territory	Community Training/ Education	x	n/a	x
Neighbor for Neighbor Agency Training	Educate N4N community partners on Universal Service Programs, Company programs and other government funded programs to provide additional assistance to N4N recipients	Community Training/ Education	x	x	x
Agency Staff Training	Provide staff members at area agencies training and materials on our Universal Service Programs, Company Programs, and payment options, including government funded programs (Erie Dawn, Safe Journey, Mercer County Children & Youth Services, Emmaus Ministries)	Community Training/ Education	x	x	x
Catholic Charities	Outreach and education to community partners (i.e., St. Martin Center and Prince of Peace)	Community Training/ Education		x	x

Outreach Activity	Details	Outreach Category	Completed 2022	Completed 2023	Planned 2024
Senior Center Outreach	Educate customers on benefits of reducing costs through Universal Service Programs and energy efficiencies. (GECAC Foster Grandparents, Senior Centers in Emporium, Erie, Bradford and Johnsonburg)	Community Outreach		x	x
LIHEAP Letters	Provide LIHEAP information to agencies, schools, and churches throughout NFG's service territory	Community Outreach	x	x	x
ICA Membership	Meetings to provide program information, answer questions and networking for community engagements	Community Outreach	x	x	x
Senior Fairs	Hosted by Legislators or agencies assisting seniors and veterans (Rep. Wentling -Hermitage, Causer-Bradford, Oberlander-Kitanning, Bizzaro-Millcreek, James-Franklin, Brooks-Greenville/Meadville, Kelly – Meadville, Armanini – St. Marys, Merski-Harborcreek, Warren-Forest Group-Youngsville) (Use Representatives name or just the location where the senior fair was or None)	Community Outreach	x	x	x
Legislator LIHEAP Outreach	Provide program information and assistance with LIHEAP applications to Legislator offices	Community Outreach	x	x	x
Program Materials	Universal Service Program and payment option materials provided to local business and agencies for their clients/customers. (i.e., Libraries and food banks)	Community Outreach	x	x	x
National Night Out	Sponsor and participate in National Night Out events in NFG service area. Provide program information and answer questions during event (Corry Operations)	Community Outreach	x	x	x
Conference/Community Outreach Events	Provide Universal Services Program information and answer questions. (AHA Conference, Landlord Engagement Event, Erie Zoo Senior Day, Keycon 2023)	Community Outreach		x	x
Home and Garden Expos	Provides home improvement ideas, gardening tips. Provide program information and answer questions	Community Outreach		x	x
Be Energy Wise Campaign	State-wide effort highlighting LIURP	Community Outreach	x	x	x

Outreach Activity	Details	Outreach Category	Completed 2022	Completed 2023	Planned 2024
Health Fairs	Answer questions and distribute program information.	Community Outreach		x	x
Our West Bayfront	Provide program materials and answer questions	Community Outreach		x	x
Community Networking Groups	Attend meetings to provide program information, answer questions and networking for community engagements and trainings	Community Outreach		x	x

2024 Potential Opportunities

- Provide booth at Unemployment and DHS office to apply for LIHEAP/PIPP
- LIHEAP clinics in partnership with legislative offices
- Engage legislators in community events to show impact approved funding has with the community
- Increase contractors to weatherize more homes
- Increase opportunities to connect with Venango and Crawford Counties
- Continue to work with community organizations to increase knowledge of Universal Service Programs.
- Interactive energy burden education and impacts
- Survey to LIHEAP recipients who are not on CAP to understand why and encourage enrollment
- Develop measurable metrics to identify low income households and increase program participation
- Priority on promoting new NFG CAP Percentage of Income Program

Activity	Details
Community Training/Education	Additional efforts with community organizations to develop ways to familiarize potential CAP and LIURP customers on benefits of Universal Services to reduce their energy burdens.
Focused Outreach	New or increased efforts to inform and enroll customers in Universal Services and Company programs concentrating on the following groups (many are served by the agencies listed above): immigrant refugees, seniors, veterans, victims of domestic violence, LIHEAP recipients, with added focus on the 0% -50% FPL population
LIURP outreach	Focus on qualified LIURP eligible customers and landlords to improve participation
Community Outreach	Attend community events to provide individuals and families information on Universal Service programs and payment options and answer questions.
CAP Outreach	Simplified enrollments, DHS actively working on a data sharing project with utilities

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 52 Pa. Code 1.54 (relating to service by a party)

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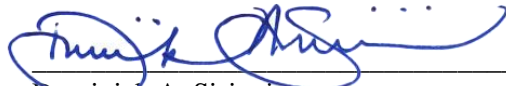
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