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November 17, 2017

Honorable Gladys M. Brown, Chairman  
Pennsylvania Public Utility Commission  
P.O. Box 3265  
Harrisburg, PA 17105-3265

Re: 2017 Prepare Now Campaign

Dear Chairman Brown:

I write in response to the Pennsylvania Public Utility Commission's ("Commission's") 2017 Prepare Now Campaign letter dated November 1, 2017. Metropolitan Edison Company ("Met-Ed"), Pennsylvania Electric Company ("Penelec"), Pennsylvania Power Company ("Penn Power") and West Penn Power Company ("West Penn Power") (collectively, the "Companies") are supporting the Commission's 2017 Prepare Now Campaign by helping customers restore and maintain service, prepare for winter's utility costs by providing energy conservation and universal service programs, and promoting customer awareness. To that end, the following list highlights some of the Companies' initiatives currently available to customers:

#### **Initiatives to Restore and Maintain Electric Service**

- The Companies are accepting various combinations of customer payments, assistance grants, and payment arrangements in order to address an unpaid balance and avoid service termination or restore service for those customers who are demonstrating good faith efforts to pay their bills. As a result, in many instances a lesser amount than may be required by regulation to restore service may be accepted by the Companies.
- Eligible low-income customers are encouraged to enroll (or recertify) in the Pennsylvania Customer Assistance Program ("PCAP"). The successful enrollment or recertification, with customer payments and/or assistance grants, where applicable, will enable a customer to avoid termination or assist with service restoration during the winter months. And, with the Equal Payment Plan now an integral part of PCAP, customer bills are leveled to help avoid seasonal fluctuation of payment amounts.
- During the last quarter of 2017, the Companies are placing less emphasis on residential terminations and focusing resources towards helping customers restore service, which includes the Cold Weather Survey initiative. To help customers maintain service, the Companies are expanding their customer communication efforts through the use of telephone calls, letters, and information packets delivered during our field visits. Our field visits also provide an additional opportunity to provide information on ways to avoid service terminations and/or restore service, by encouraging customers to contact the Companies for information on available assistance programs.
- The Companies are working with customers, on a case-by-case basis, who have made good faith efforts to pay their bills to avoid termination by allowing more than one payment arrangement in certain situations. When given a payment arrangement, customers will be placed on budget billing, thereby providing an additional opportunity for customers to effectively

manage their electric bills. Customers with existing arrangements may be asked to make up any missed payments to resume the terms of their previous commitments. Additionally, the Companies' payment arrangement guidelines are designed to be sensitive to the needs of payment-troubled customers falling between 150% and 250% of the Federal Poverty Level (i.e., those who do not qualify for customer assistance programs but still may struggle to pay their bills).

### **Initiatives to Promote Electric Energy Conservation**

During the October 1, 2016 through September 30, 2017 Low-income Usage Reduction Program ("LIURP")/WARM period, the Companies invested approximately \$15.5 million in energy conservation measures and energy education at approximately 5,891 homes. During this same period, the Companies' Act 129 Energy Efficiency and Conservation Programs invested approximately \$12.15 million in energy conservation initiatives reaching approximately 104,000 participants. The Companies' portfolio of programs includes:

- LIURP/WARM, which provides installation of energy conservation measures and energy education
- WARM Extra Measures Program, which offers expanded conservation items in addition to WARM measures to those customers already participating in LIURP/WARM
- WARM Plus Program, which is an expansion of the LIURP/WARM program that serves additional participants
- Low Income Multifamily Program, which provides energy savings measures and appliance replacements for customers in multifamily units
- Low Income Behavioral Modification Program, which provides monthly energy usage reports and energy saving tips to low-income customers as well as promotes other energy conservation programs
- Low Income Appliance Turn In Program, which allows for the pickup and recycling of an older working refrigerator or freezer
- Low Income Appliance Rebate Program, which provides customer rebates on the purchase of Energy Star Certified Appliances
- Low Income Energy Efficiency Kit Program, which provides an opportunity for a customer to request an energy conservation kit, containing energy saving items, at no cost
- Low Income New Homes Program, which provides incentives to home builders to construct new homes that meet the Energy Star Certification
- Low Income School Education Program, which provides energy education and energy saving kits to school students participating in the Program

### **Initiatives to Provide Universal Service Programs**

During the past year, the Companies applied over 105,000 grants totaling approximately \$74.05 million in electric bill assistance to low-income households via the Companies' portfolio of assistance programs

and the Low-Income Home Energy Assistance Program (“LIHEAP”), and will continue to do so in accordance with their Commission-approved Universal Service Plans. The various programs comprising the Companies’ portfolio include:

- Dollar Energy Fund (emergency hardship fund)
- PCAP
- Pennsylvania LIHEAP (federally-funded Pennsylvania grant program)

At the present time, the Dollar Energy Fund is open and awarding cash grants to eligible low-income customers with termination notices to prevent disconnection of service and/or to enroll in PCAP.

PCAP enrollments are processed by calling Dollar Energy Fund at 1-888-282-6816. Office hours have been extended for PCAP enrollments. Customers may apply by phone Monday – Thursday, 8 am – 8 pm, and Friday, 8 am – 6 pm.

### **Initiatives to Promote Customer Awareness**

The Companies continue to utilize various methods to educate and make customers aware of available assistance and energy efficiency programs, including:

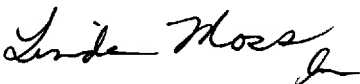
- Promoting programs via the Company websites:
  - Energy Conservation - [www.energysavepa.com](http://www.energysavepa.com).
  - Universal Service - [www.firstenergycorp.com/billassist](http://www.firstenergycorp.com/billassist). Program brochures (PCAP, Get to Know PCAP, and PCAP Referrals-Application Process) are available on the website in English and Spanish.
- Sponsoring, staffing or attending general community events, fairs, senior citizen events, food pantry events, low-income energy fairs (including the 2017 Be Wise Utility events), the State College Safety Net Council meeting and various other consumer education events held throughout the Companies’ service territories. Participation in these events provides the Companies with the opportunity to provide important information to customers about PCAP, WARM, payment arrangements, budget billing and third party notification. Promoting third party notification is especially beneficial to customers who are elderly, ill, away from home for long periods of time, or who do not remember to pay their electric bill on time.
- Providing the Companies’ Universal Service Programs and Very Important Programs (“VIP”) bill inserts, which outline customer programs, including those to provide help during times of need.
- Utilizing a bill insert in October to promote LIHEAP. In November, a second bill insert reminded customers of the availability of the Dollar Energy Fund – directed towards both customers in need and customers interested in contributing to this fund.
- Sponsoring the annual KDKA Dollar Energy Fund WARM-a-Thon, which includes television commercials, radio interviews and program advertisements in January and February promoting the Companies’ low-income energy conservation programs and providing customers with energy saving tips.
- Participating in and contributing to the annual Dollar Energy Fund Cool Down for Warmth fundraiser.

- Streamlining the process for customers to apply for WARM at the same time they apply for PCAP by taking a verbal agreement from them over the telephone to participate in the program. This eliminates the need for application mailings between the Company and the customer, providing improved efficiency in service and immediate commitment from the customer.
- Referring low-income customers to PCAP, as well as promoting LIHEAP cash and crisis grants, and Dollar Energy Fund emergency hardship grants.
- Promoting the Home Energy Analyzer on the Companies' websites, which can educate customers about energy efficiency opportunities in the home, and which can be utilized at the customer's convenience.
- Promoting the Companies' Act 129 and LIURP/WARM programs through bill inserts, direct mail campaigns including letters and postcards, radio, television, newspaper, Facebook, Twitter, YouTube and [www.energysavepa.com](http://www.energysavepa.com). An advertising firm was retained by the Companies to lead a marketing campaign and develop strategies to identify eligible low-income customers who have not previously applied for LIURP/WARM.
- Promoting the use of the [www.energysavepa.com](http://www.energysavepa.com) website for customers to use the electronic application featured on the site to enroll in the program.
- Requiring LIURP/WARM program contractors to leave program applications at the homes of customers at the time of the program audit for customers to share with neighbors, friends and family.
- Cross marketing of LIURP/WARM program by providing information on this program in the Act 129 residential Home Energy Reports and School Education Program Energy Efficiency Kits.

The Companies appreciate the opportunity to share these initiatives and look forward to continuing to work with the Commission on these important efforts. We are hopeful that the Prepare Now Campaign will assist customers by raising their awareness of energy costs, energy conservation measures, and the availability of budget bill and low-income assistance programs.

Please call me if you have any questions or would like additional information.

Sincerely,



Linda Moss  
President-PA Operations

LM:Imm

c: The Honorable Andrew G. Place, Vice Chairman  
The Honorable John F. Coleman, Jr., Commissioner  
The Honorable David W. Sweet, Commissioner  
The Honorable Norman J. Kennard, Commissioner

Ms. Sasha Oberheim, Bureau of Consumer Services