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E-File and Email

August 18, 2020

Rosemary Chiavetta, Secretary
Pennsylvania Public Utility Commission
Commonwealth Keystone Building
400 North Street, 2nd Floor North
P.O. Box 3265
Harrisburg, PA 17120-3265

Re: Emergency Order at Docket No. M-2020-3019244

Dear Secretary Chiavetta:

Enclosed for filing on behalf of PPL Electric Utilities Corporation (“PPL Electric”) is PPL Electric’s Comments in the above-captioned proceeding regarding the termination moratorium and customer protections for at-risk customers, should the absolute service termination moratorium be lifted. These Comments are being filed pursuant to the Secretarial Letter issued on August 10, 2020 in this matter.

Pursuant to 52 Pa. Code § 1.11, the enclosed document is to be deemed filed on August 18, 2020 which is the date it was filed electronically using the Commission’s E-filing system as well as emailed to rchiavetta@pa.gov.

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

**BEFORE THE
PENNSYLVANIA PUBLIC UTILITY COMMISSION**

Emergency Order

:
:
:

Docket No. M-2020-3019244

**COMMENTS OF
PPL ELECTRIC UTILITIES CORPORATION**

TO THE PENNSYLVANIA PUBLIC UTILITY COMMISSION:

On August 10, 2020, Chairman Gladys Brown Dutrieuille of the Pennsylvania Public Utility Commission (“Commission”) issued a letter at the above-captioned docket, requesting comments about the termination moratorium effective since March 13, 2020, and customer protections for at-risk customers should the termination moratorium be lifted.

PPL Electric Utilities Corporation (“PPL Electric” or the “Company”) appreciates this opportunity to provide Comments on the Chairman’s August 10, 2020 letter and offer its perspective on how the termination moratorium can be lifted in a gradual, carefully-designed way. This gradual approach, as outlined in these Comments, appropriately balances the protection of at-risk customers who have been affected by the coronavirus (“COVID-19”), while helping ensure that customers’ bill arrearages do not accrue to unsustainable levels. Thus, PPL Electric respectfully requests that the Commission adopt the approach to lift the termination moratorium as outlined in these Comments.

I. BACKGROUND

PPL Electric is public utility and an electric distribution company (“EDC”) as defined in Sections 102 and 2803 of the Pennsylvania Public Utility Code, 66 Pa. C.S. §§ 102, 2803. PPL

Electric furnishes electric distribution, transmission, and default supply services to approximately 1.4 million customers throughout its certificated service territory, which includes all or portions of 29 counties and encompasses approximately 10,000 square miles in eastern and central Pennsylvania.

On March 13, 2020, Chairman Brown Dutrieuille issued an Emergency Order prohibiting public utilities in Pennsylvania from terminating service and directing them to reconnect customers' service that was previously terminated, provided that such reconnections could be safely performed. The Emergency Order was ratified by the Commission at the March 26, 2020 public meeting.

Since March 13, 2020, PPL Electric has not terminated any customer's electric service and worked diligently to reconnect customers' service that was previously terminated in a safe and reasonable manner.

On August 10, 2020, Chairman Brown Dutrieuille issued a letter at Docket No. M-2020-3019244, requesting comments about the termination moratorium and the customer protections for at-risk customers should the termination moratorium be lifted.

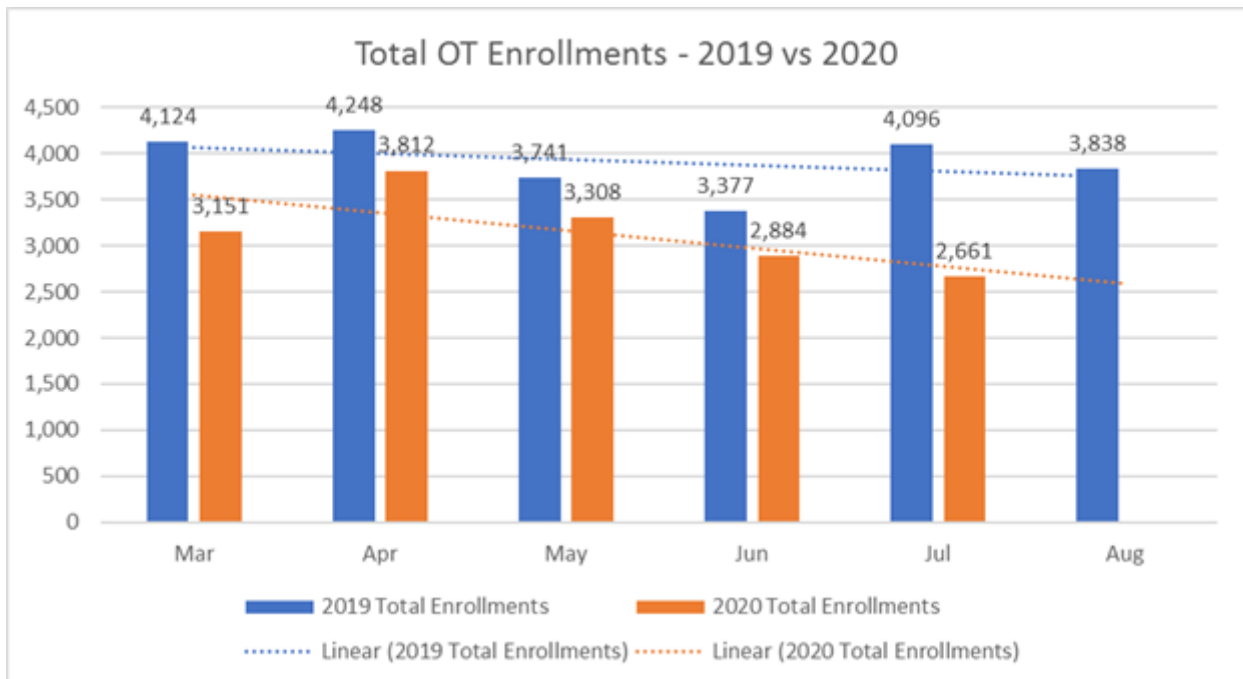
II. COMMENTS OF PPL ELECTRIC

PPL Electric recommends that the Commission lift its Emergency Order in the gradual manner set forth in these Comments, which strikes a balance between protecting customers who have been impacted by COVID-19 and preventing utility bill arrearages from ballooning to unsustainable levels.

Since the onset of the termination moratorium, PPL Electric has taken several steps to help inform customers about energy efficiency and conservation ("EE&C") programs and practices to reduce their electric usage, the Company's customer assistance programs such as OnTrack and the Low Income Home Energy Assistance Program ("LIHEAP"), and other helpful tips to assist

customers in navigating the complex and adverse impacts created by COVID-19. These customer outreach efforts used several communications channels, such as social media, direct emails, customer letters, phone calls, bill inserts, newspaper columns, and video advertisements. Attached to these Comments as Exhibit “1” is a list of the outreach efforts PPL Electric has engaged in since the onset of the pandemic.

PPL Electric believes that these significant efforts have helped blunt the financial impact of COVID-19 on its customers. In addition to the customer outreach efforts, PPL Electric has been waiving late fees since mid-March. However, with each passing month, customers’ past due balances continue to grow. Further complicating the matter is the effect that the termination moratorium is having on customers’ willingness to enroll in customer assistance programs, such as OnTrack, which can help customers pay down the past due balances on their accounts. In fact, since the termination moratorium became effective in March 2020, PPL Electric has seen a substantial decrease in the number of OnTrack enrollments, as compared to 2019. The following chart shows this decrease:



As explained previously, the Company has made significant efforts to notify customers about OnTrack and other customer assistance programs. Yet, PPL Electric continues to see a decline in customer enrollments in OnTrack. Therefore, the Company attributes this decline in OnTrack enrollments to the termination moratorium, which has reduced the incentive for customers to pay down their past due balances.

PPL Electric recognizes the substantial financial hardships that many of its customers have been enduring due to COVID-19. The Company believes, however, that the Commission can lift the termination moratorium in a gradual, carefully-designed manner that both adequately protects customers, while keeping the customers' arrearages from increasing to unsustainable levels.¹

Specifically, PPL Electric has developed a COVID-19 specific collection strategy to assist payment troubled customers. All terminations will be treated as new terminations with the notice process restarting. Prior to any termination notices being sent, there will be a series of customer outreach attempts to negotiate payment arrangements with customers. There also will be a dedicated team of customer service representatives who will perform this outreach program.

Under this pre-termination notice outreach program, the Company will make three attempts to contact the payment-troubled customer. The first attempt will be an automated outbound call, which will include a payment reminder, information regarding help with bill payment, and notice that a live agent will also be calling. The second attempt will be a live agent outbound call which will occur three to five days after the automated call. The customer service representative will provide the customer with the same information from the automated call and attempt to negotiate a payment arrangement. If the second attempt is unsuccessful, there will be another live agent outbound call three to five days after the second attempt. The Company will only start the

¹ This approach was previously described in the Company's June 15, 2020 filing at Docket No. M-2020-3020055.

termination process if it is unable to enter into a payment arrangement with the customer after the three customer outreach attempts.

In addition to payment arrangements, the customer service representatives will be authorized to enter into Special Agreements with customers. A Special Agreement is an agreement that breaks a large balance down into monthly installments that is not solely based on income levels or minimum installment terms, like a regular company payment arrangement would be. The customer can offer an amount to pay initially, if they are able, but payment is not required. All customers who are currently late on their bill or have a past due balance are eligible for a Special Agreement. Special Agreements are a one-time offering, and if the Special Agreement is defaulted on, residential customers would be eligible for a regular payment arrangement. The Company will offer Special Agreements during one of the outbound customer outreach calls.

Although the exact timing of this customer outreach program will depend on when the Commission's moratorium under the March 13, 2020 Emergency Order is lifted, PPL Electric envisions this customer outreach program being conducted in two phases. In the first phase, PPL Electric will reach out to Level 3 and 4 customers, commercial customers, and customers for whom the Company does not have income information. It is anticipated that this phase will take several weeks. After the first phase, the Company will start the customer outreach program for Level 1 and 2 customers. The communications to Level 1 and 2 customers will be refined by lessons learned from the first phase of customer outreach. Also, there will be added emphasis on informing Level 1 and 2 customers about universal service benefits for which they may be eligible. Thus, as outlined above, PPL Electric's proposal to lift the termination moratorium would not result in actual terminations until after PPL Electric has made several attempts to contact and assist payment troubled customers and has issued the required pre-termination notifications.

Finally, the Company notes that this process will take several weeks to implement, and potentially several more weeks after the customer contacts are made to finalize the payment arrangement, Special Agreement, or enroll the customer in an appropriate universal service program. If the moratorium is lifted at a time closer to the winter moratorium, PPL Electric may not have enough time to utilize the outlined gradual approach. In order to implement the preferred gradual approach, the moratorium would need to be lifted in September to allow PPL Electric enough time to complete the customer outreach prior to the start of the winter moratorium. Therefore, the Company respectfully requests that the Commission lift the termination moratorium in sufficient time before the winter moratorium, so that PPL Electric can implement its gradual approach to allow customers time to enroll in an appropriate universal service program and avoid customer arrearages ballooning to unsustainable levels.

III. CONCLUSION

For the reasons set forth above, PPL Electric Utilities Corporation respectfully requests that the Commission take these Comments into consideration when deciding whether to lift the termination moratorium instituted by the March 13, 2020 Emergency Order.

Respectfully submitted,

/s/ Michael J. Shafer

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Michael J. Shafer (ID # 205681)
PPL Services Corporation
Office of General Counsel
Two North Ninth Street
Allentown, PA 18106
Phone: 610-774-4254
Fax: 610-774-4102
E-mail: kklock@pplweb.com
mjshafer@pplweb.com

Date: August 18, 2020

Attorneys for PPL Electric Utilities Corporation

COVID-19

Customer Communications

March 2020 - tactics

Date	Tactic	Audience	Message
3/16	Email	All customers	Preparations, social distancing, moratorium on service cuts
3/16	News release	Media	Preparations, social distancing, moratorium on service cuts
3/16	Website – home page marquee & dedicated web pages	All customers	Links to COVID-related updates, including assistance programs, social distancing and safety info, energy efficiency tips, scam alerts, resources for businesses (from PA, chambers, etc.). Web pages remain live and are being updated regularly. <ul style="list-style-type: none"> • ppl electric.com/coronavirus & ppl electric.com/coronavirus-business
3/19	News release	Media	Moratorium on late fees
3/26	Email	Residential customers	Looking out for our customers: assistance programs, moratorium on service cuts, scams
3/26	Email	Business customers (GS1&GS3/Large)	Resources for businesses, moratorium on service cuts, scam alerts
3/26	News release	Media	Looking out for our customers: assistance programs
All	Social Media	All customers	Organic social posts (27 total posts) relating to our COVID response. Topics included bill help options, preparation and safety practices, scam alerts, energy efficiency tips, etc. <ul style="list-style-type: none"> • Facebook (9) Twitter (10) LinkedIn (2) IG (6)

March 2020 - examples



PPL Electric Utilities

Mar 17

We're facing this public health challenge together. We will not cut off service to any customer for unpaid bills until further notice, and we will reconnect service for any customers who were disconnected recently.

#COVID19

[Read Less](#)



PPL Electric Utilities

Mar 20

The PPL Foundation has contributed \$500,000 to our Operation HELP program to support customers dealing with temporary financial hardship. #pplcares #COVID19

[Read More](#)



We're all in this together

Looking out for our customers

We're facing this public health challenge together. Here are some of the things we're doing to look out for our customers during this coronavirus pandemic.

Delivering on our core mission

Our homes, health-care facilities and grocery stores need reliable electricity to keep moving during this crisis. Powering our communities remains our number one responsibility.

Rest assured, throughout this crisis and beyond, we're working every day to maintain a strong, resilient and reliable power grid. You need us to keep your lights on, and we're here for you. And we're doing it safely by limiting direct interaction between our employees and customers and respecting social distancing at all times.

Offering assistance to customers in need

If you can't pay your bill during this crisis, **we will not cut off your electric service. We've also waived late payment charges** for all customers, effective March 16, 2020.

Beyond that, a variety of payment assistance programs are available if you're struggling to pay your bill during this time.

- **OnTrack** offers a lower, fixed monthly bill and debt forgiveness for customers who are income-eligible.
- **Operation HELP** is a fund supported by our company, employees and customers. It provides grants to help eligible customers pay their heating bills. We're happy to say that our PPL Foundation recently donated an extra \$500,000 to Operation HELP.
- **LIHEAP** is a federal program that provides cash and crisis grants to eligible customers. It's open through April 10, so there's still time to apply.
- **Budget billing** can smooth out your payments so they're consistent and predictable throughout the year.
- We may be able to set you up with a **payment arrangement** to split up past due balances into installments.

[Learn more and apply for assistance](#)

News Releases

Mar 19, 2020

PPL Electric Utilities waving late bill fees during COVID-19 pandemic

Measure provides additional help during health crisis

ALLENTOWN, Pa. (March 19, 2020) – PPL Electric Utilities announced Thursday (3/19) it is waiving late bill fees for all customers until further notice in order to provide more financial support during the coronavirus pandemic.

Consistent with last week's order from the state Public Utility Commission for utilities statewide, PPL already suspended service shutoffs for non-payment until further notice and reconnected customers who were recently disconnected. Late fees are waived effective March 16, 2020 and any late fees charged since then will be refunded.

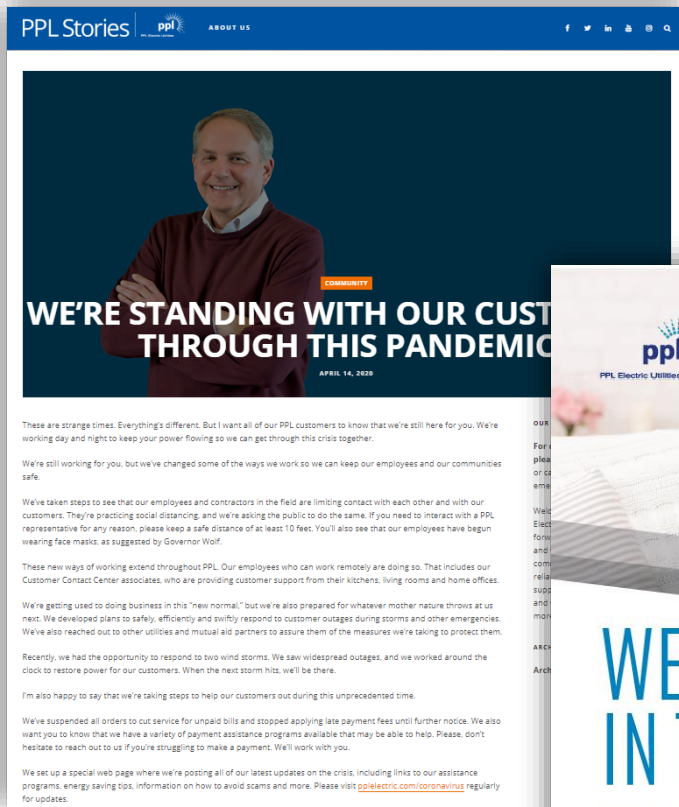
"These are unprecedented times," said Lori Mueller, PPL's vice president of



April 2020 - tactics

Date	Tactic	Audience	Message
4/1	Bill insert	Residential customers	Assistance programs: OnTrack, Operation HELP, payment assistance – inserted throughout April
4/1	Bill insert	Business customers	Resources for businesses, moratorium on service cuts, scam alerts - inserted throughout April
4/14	Blog	All customers	We're standing with our customers through the pandemic: safety, payment assistance, moratorium on service cuts and late fees
4/20	Video	Targeted groups	Energy Efficiency tips while spending more time at home (30- and 60-second spot) https://vimeo.com/408996169
4/20	Paid digital	Targeted groups	Energy Efficiency tips while spending more time at home; YouTube, Hulu, streaming radio and Facebook; campaign in flight through 6/15
4/20	Broadcast	Targeted groups	Energy Efficiency tips while spending more time at home; cable and local television ad buy; campaign in flight through 6/15
4/20	Website landing page	All customers	Savewithppl.com updated to include spot and blog post
4/15	Email	Residential Customers	Check your electric supply rate and shop for the best deal
4/15	Email	Business Customers	Check your electric supply rate and shop for the best deal
All	Social Media	All customers	Organic social posts (56 total posts) relating to our COVID response. Topics included bill help options, preparation and safety practices, scam alerts, energy efficiency tips, etc. <ul style="list-style-type: none"> • Facebook (21) Twitter (17) LinkedIn (8) IG (10)

April 2020 - examples



PPL Stories PPL ABOUT US

WE'RE STANDING WITH OUR CUSTOMERS THROUGH THIS PANDEMIC

APRIL 14, 2020

COMMUNITY

These are strange times. Everything's different. But I want all of our PPL customers to know that we're still here for you. We're working day and night to keep your power flowing so we can get through this crisis together.

We're still working for you, but we've changed some of the ways we work so we can keep our employees and our communities safe.

We've taken steps to see that our employees and contractors in the field are limiting contact with each other and with our customers. They're practicing social distancing, and we're asking the public to do the same. If you need to interact with a PPL representative for any reason, please keep a safe distance of at least 10 feet. You'll also see that our employees have begun wearing face masks, as suggested by Governor Wolf.

These new ways of working extend throughout PPL. Our employees who can work remotely are doing so. That includes our Customer Contact Center associates, who are providing customer support from their kitchens, living rooms and home offices.

We're getting used to doing business in this "new normal," but we're also prepared for whatever mother nature throws at us next. We developed plans to safely, efficiently and swiftly respond to customer outages during storms and other emergencies. We've also reached out to other utilities and mutual aid partners to assure them of the measures we're taking to protect them.

Recently, we had the opportunity to respond to two wind storms. We saw widespread outages, and we worked around the clock to restore power for our customers. When the next storm hits, we'll be there.

I'm also happy to say that we're taking steps to help our customers out during this unprecedented time.

We've suspended all orders to cut service for unpaid bills and stopped applying late payment fees until further notice. We also want you to know that we have a variety of payment assistance programs available that may be able to help. Please, don't hesitate to reach out to us if you're struggling to make a payment. We'll work with you.

We set up a special web page where we're posting all of our latest updates on the crisis, including links to our assistance programs, energy saving tips, information on how to avoid scams and more. Please visit ppllectric.com/coronavirus regularly for updates.



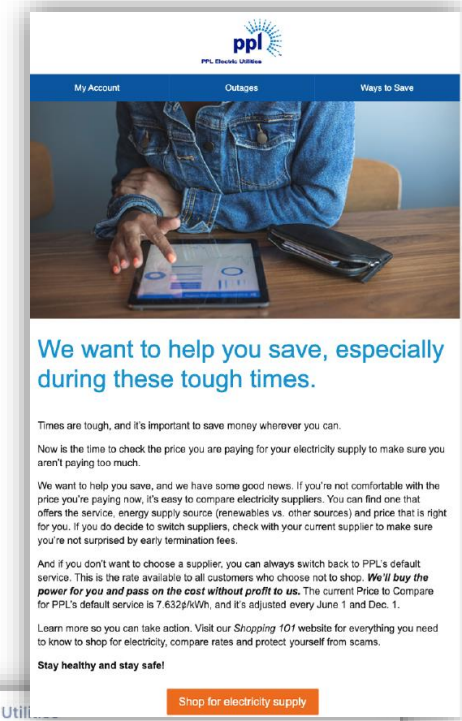
WE'RE ALL IN THIS TOGETHER

PPL Electric Utilities offers several assistance programs to help you pay your electric bill.

- Payment Assistance:** Set up a payment arrangement that works for you.
- Budget Billing:** Smooth out your payments so they're consistent and predictable.
- OnTrack:** Apply for reduced monthly payments and debt forgiveness. (Available for income-eligible customers.)

Neighbor Helping Neighbor
Operation HELP provides financial support for income-eligible families struggling with their energy bills. To apply for support - or to donate to the fund - visit ppllectric.com/operationhelp.

Explore all our assistance programs at ppllectric.com/billhelp.



ppl
PPL Electric Utilities

My Account Outages Ways to Save

We want to help you save, especially during these tough times.

Times are tough, and it's important to save money wherever you can. Now is the time to check the price you are paying for your electricity supply to make sure you aren't paying too much.

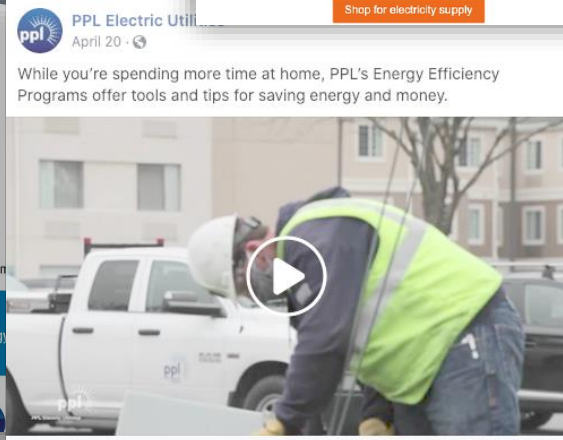
We want to help you save, and we have some good news. If you're not comfortable with the price you're paying now, it's easy to compare electricity suppliers. You can find one that offers the service, energy supply source (renewables vs. other sources) and price that is right for you. If you do decide to switch suppliers, check with your current supplier to make sure you're not surprised by early termination fees.

And if you don't want to choose a supplier, you can always switch back to PPL's default service. This is the rate available to all customers who choose not to shop. **We'll buy the power for you and pass on the cost without profit to us.** The current Price to Compare for PPL's default service is 7.632¢/kWh, and it's adjusted every June 1 and Dec. 1.

Learn more so you can take action. Visit our [Shopping 101](#) website for everything you need to know to shop for electricity, compare rates and protect yourself from scams.

Stay healthy and stay safe!

[Shop for electricity supply](#)



ppl PPL Electric Utilities April 20

While you're spending more time at home, PPL's Energy Efficiency Programs offer tools and tips for saving energy and money.

PPL.ELECTRIC.COM/LEARN-MORE

Ways to help you save
PPL Energy Efficiency Programs

[Learn More](#)



YouTube

Save with PPL

Learn How

Skip Ad 00:31



May - tactics

Date	Tactic	Audience	Message
5/6	Email	Residential customers eligible for income assistance programs	Bill help: payment assistance programs, energy efficiency tips
5/6	Email	Small business customers	Small business week; resources for businesses (from PA, chambers, etc.)
5/8	Blog	All customers	Energy Efficiency tips for spending more time at home
5/8	Website marquee	All customers	Energy Efficiency tips
5/14	Email	Customers whose energy use increased in the previous month	Energy Efficiency tips for spending at home - drive to savewithppl.com
5/15	Email	Remaining Residential customers	Energy Efficiency tips for spending at home - drive to savewithppl.com
5/11	Outbound call	Customers whose energy use increased in the previous month	Energy Efficiency tips for spending at home – drive to savewithppl.com
5/15	Email	GS1 customers & GS3 customers eligible to shop	Invite customers to register for business webinars

May 2020 – tactics (continued)

Date	Tactic	Audience	Message
5/21	Email	Residential customers automatically eligible for LIHEAP Recovery funds	Call us to provide consent to apply for a LIHEAP crisis grant on your behalf
5/21	Email	Residential customers who may be eligible for LIHEAP Recovery funds	Notice that LIHEAP has reopened
5/21	Outbound call	Residential customers automatically eligible for LIHEAP Recovery funds	Notice that LIHEAP has reopened; notification of consent needed to apply for additional funds
5/21	Webinar(s)	GS1 customers & GS3 customers eligible to shop	Live webinar with tips to manage bills; three webinars held throughout May and June
All	Social Media	All customers	Organic social posts (38 total posts) relating to our COVID response. Topics included bill help options, preparation and safety practices, scam alerts, energy efficiency tips, etc. <ul style="list-style-type: none"> • Facebook (15) Twitter (11) LinkedIn (7) IG (5)

May 2020 - examples

 PPL Electric Utilities
6 days ago

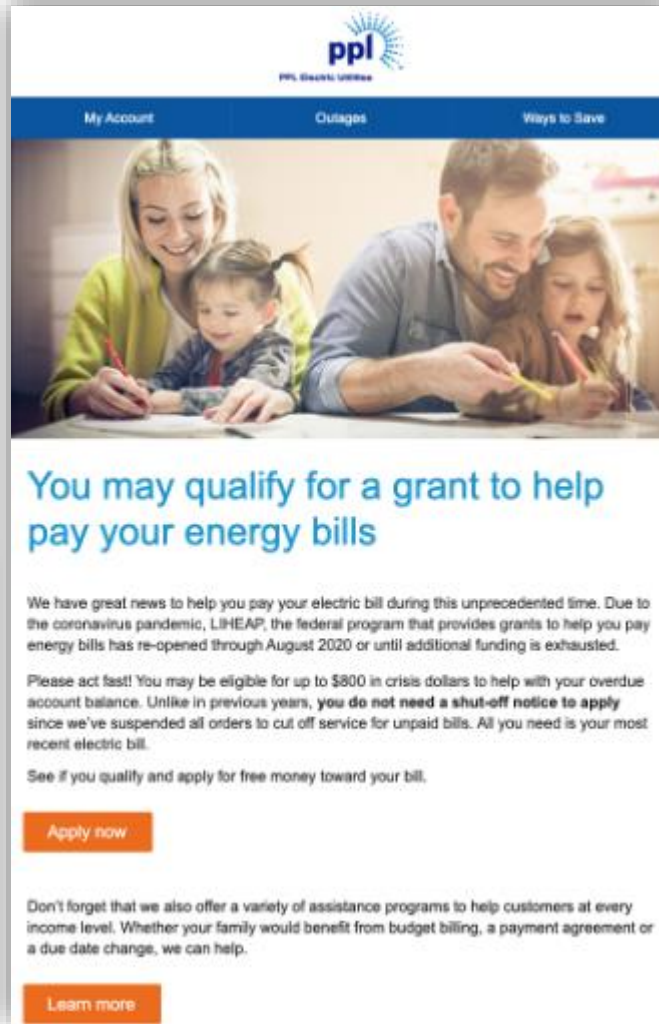
LIHEAP has re-opened with additional funding to help customers through #COVID19. Apply today. <http://ow.ly/SRtq50zMPvF>




 PPL Electric @PPElectric
May 15


Need help paying your electric bill? Complete a quick and easy application at ppllectric.com/ontrack and see if your family qualifies for these great benefits:

1. Lower monthly payments
2. Debt forgiveness
3. Energy savings




PPL Electric Utilities

My Account Outages Ways to Save



You may qualify for a grant to help pay your energy bills

We have great news to help you pay your electric bill during this unprecedented time. Due to the coronavirus pandemic, LIHEAP, the federal program that provides grants to help you pay energy bills has re-opened through August 2020 or until additional funding is exhausted.

Please act fast! You may be eligible for up to \$800 in crisis dollars to help with your overdue account balance. Unlike in previous years, **you do not need a shut-off notice to apply** since we've suspended all orders to cut off service for unpaid bills. All you need is your most recent electric bill.








See if you qualify and apply for free money toward your bill.

[Apply now](#)

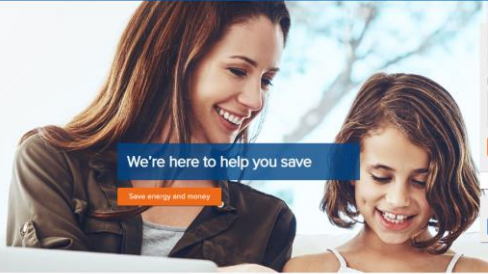
Don't forget that we also offer a variety of assistance programs to help customers at every income level. Whether your family would benefit from budget billing, a payment agreement or a due date change, we can help.

[Learn more](#)



1-800-343-5775 | Contact Us |       

My Account Outages Ways to Save Reliability Safety & Community



We're here to help you save

[Save energy and money](#)




Sign In

Forgot Password? | Password







Remember me

I'm not a robot

or sign in with:

Quick Links

 Pay My Bill	 Report/Check Outage	 Start/Stop Service
		

June 2020 - tactics

Date	Tactic	Audience	Message
6/1	Bill insert	All customers	Special edition of Connect newsletter with Bill Help focus: assistance programs, energy efficiency tips, shopping tips, other resources – inserted throughout June
6/3	Email	Residential customers automatically eligible for LIHEAP Recovery funds	Call us to provide consent to apply for a LIHEAP crisis grant on your behalf
6/3	Outbound Call	Residential customers automatically eligible for LIHEAP Recovery funds	Notice that LIHEAP has reopened; notification of consent needed to apply for additional funds
6/4	Email	Customers who received an extra \$100 LIHEAP cash	Congratulations on receiving an extra \$100 from LIHEAP, apply for additional Recovery funds today
6/23	Email	Customers who qualify for OnTrack based on receiving LIHEAP	You're prequalified for OnTrack, apply now
All	Social Media	All customers	Organic social posts (9 total posts) relating to our COVID response. Topics included bill help options, preparation and safety practices, scam alerts, energy efficiency tips, etc. <ul style="list-style-type: none"> • Facebook (4) Twitter (4) LinkedIn (1) IG ()


June 2020 - examples

 PPL Electric Utilities @ppl-electric-utilities
Jun 18


Working from home this summer? Check out these energy-saving tips. <http://ow.ly/Niso50A66KN>



6 Ways to Make Your Home Office Energy Efficient
ow.ly



My Account Outages Ways to Save



**You're prequalified for OnTrack.
Apply today.**

We want to help you save on your electric bill! Because you received LIHEAP this season, you may be eligible for some relief through our OnTrack program.

OnTrack makes managing your electric bill easier with these great benefits:

- Lower monthly payments
- Debt forgiveness for past due accounts
- Energy savings

And even better – it's easy to apply for OnTrack on our website. You can upload files or photos of the required documents for quick processing.

Here's what you need to get started:

- PPL bill account number
- Names and ages of each resident in your home
- 30-day income information for each resident
 - Paystubs, social security, unemployment benefits, child support payments and pension statements are just a few examples.

Don't wait another day to start saving.

Apply online or call us at 1-800-342-5775.

[Apply now](#)

 PPL Electric @PPElectric
Jun 2

If your family needs help with your bills, we may be able to offer some relief. Check out our programs today. ow.ly/Kdjz50zQIA5

 PPL Electric Utilities
Jun 30

The LIHEAP Recovery program is accepting applications for crisis grants to help customers through #COVID19. Apply today. <http://ow.ly/bgRK50Agv8T>



July 2020 - tactics

Date	Tactic	Audience	Message
7/1	Bill Insert	Business Customers	Connect article on resources for businesses
7/6	Column	Weekly newspapers	Column on payment assistance programs and arrangements submitted to weekly publications and newsletters throughout the territory.
7/8	Email	Residential customers automatically eligible for LIHEAP Recovery funds	Call us to provide consent to apply for a LIHEAP crisis grant on your behalf
7/16	Email	Residential customers who are not income eligible, but who stopped paying bills in April	We see you've missed payments, we can help
7/20	Customer Letters/ Outbound Calls	Struggling customers	Updated copy for termination notices to show more empathy and offer assistance; updated scripts for outbounds calls to struggling customers
7/24	Email	Customers with high balances eligible for OnTrack	Apply for debt forgiveness; we can help keep your balance in check
7/29	Email	Small business customers who stopped paying bills in April	We can help; contact us if you're struggling to pay your bill
All	Social Media	All customers	Organic social posts (10 total posts) relating to our COVID response. Topics included bill help options, preparation and safety practices, scam alerts, energy efficiency tips, etc. <ul style="list-style-type: none"> • Facebook (4) Twitter (4) LinkedIn (1) IG (1)

July 2020 - examples

 PPL Electric Utilities
6 days ago

Shout out to our neighborhood mail carriers for delivering packages each and every day, especially during the #COVID19 pandemic. #NationalPostalWorkerDay
Read More



You may qualify for a grant to help pay your energy bills

We have great news to help you pay your electric bill during this unprecedented time. Due to the coronavirus pandemic, LIHEAP, the federal program that provides grants to help you pay energy bills, has re-opened through August 2020 or until additional funding is exhausted.

Please act fast! Since you received a cash grant from LIHEAP this winter, you may be eligible for up to \$800 in crisis dollars to help with your overdue account balance. Unlike in previous years, **you do not need a shut-off notice to apply** since we've suspended orders to cut off service.

Applying for this additional funding is easy! Call us at 1-800-342-5775 with your account information and let us know you're interested in a LIHEAP crisis grant. We'll apply on your behalf.

Don't forget that we also offer a variety of assistance programs to help customers at every income level. Whether your family would benefit from budget billing, a payment agreement or a due date change, we can help.

 PPL Electric Utilities
Jul 10 at 1:45pm

As businesses reopen and you resume recreational activities, keep these tips in mind to stay safe and prevent the spread of #COVID19. <http://ow.ly/z57j50As7fL>

Read More



Getting Back Out: Safely Resuming Social Activities

ow.ly



Valuable resources to help with your bill

We can all agree that 2020 has brought on many new challenges. For your family – that might be a new work environment or a change in lifestyle or income. But if paying your electric bill is this month's challenge, we can help. We have a variety of programs for customers at all income levels.

Resources to help with your bill:

- We'll work with you to set up a flexible payment agreement so you can pay down your balance over time.
- You can also sign up for budget billing. We'll average your electric use over the entire year to smooth out your monthly bill and make your payments more predictable.
- You can change the due date of your bill too! Select a date that fits your schedule.

[Apply now](#)

August 2020 - tactics

Date	Tactic	Audience	Message
8/1	Bill Insert	All customers	Article in Connect newsletter (for business and residential customers) driving them to contact us for bill help if they've been struggling since April
8/1	Paid Digital	Customers who qualify for LIHEAP	Paid Facebook ads to run for 2-3 weeks; \$2,000 - \$3,000 spend
8/7	Paid Digital	All customers	Video plea from PPL executive encouraging customers to seek our help with bills; \$5,000 spend
8/7	Op/Ed, Letter to the Editor	Media	Plea from PPL executive encouraging customers to seek our help with bills
8/11	Outbound Calls	Customers with balance since March	Blaster calls, followed by live agent calls – goal is to direct to assistance programs
8/13	Email	Customers who qualify for OnTrack	You're prequalified for OnTrack, apply today to start saving
8/13	News Release	Media	Impending LHEAP application deadline
8/14	Web Marquee	All customers	Link to plea from PPL executive encouraging customers to seek our help with bills; links to blog with embedded video
8/28	Bill insert	All customer	Cover story with plea from PPL executive encouraging customers to seek our help with bills

August 2020 - examples



news release

www.pplnewsroom.com

PPL Electric Utilities

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PPL Electric Utilities

Last chance to apply for summer electric bill help through LIHEAP
Applications for federal assistance grants being accepted through Aug. 31.

ALLENTOWN, Pa. (Aug. 13, 2020) -- Federal assistance for PPL Electric Utilities customers to help with their electric bill is still available, but time is running short. The federal government's Low-Income Home Energy Assistance Program (LIHEAP) Recovery Crisis Program will run through Aug. 31, or until remaining funds are exhausted, whichever comes first.

The government is working with companies like PPL Electric Utilities to help those who are struggling with their bills for electric, natural gas, or deliverable fuels such as propane. "The pandemic has produced financial hardships for many people. We want our customers to know that help is available, but these LIHEAP Crisis Program applications must be submitted soon," said Melinda Stumpf, manager of Regulatory Programs and Business Services for PPL. "These are federal grants that don't have to be repaid."

Income guidelines for the Recovery Crisis Program are the same as the standard LIHEAP program, which traditionally opens in the fall each year.

For more information, to see if you're eligible and to apply, visit www.compass.state.pa.us. For information on all assistance available to PPL Electric Utilities customers, visit ppl.com/billhelp.

PPL Electric Utilities provides electric delivery service to more than 1.4 million customers and businesses in Pennsylvania and ranks among the best utility companies in the country for customer service and reliability. PPL Electric Utilities is a major employer in the region it serves. It is a subsidiary of PPL Corporation (NYSE: PPL). For more information visit www.ppl.com.

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Note to Editors: Visit our media website at www.pplnewsroom.com.

SEPTEMBER 2020

connect

YOU DEPEND ON US. WE DELIVER.

ppl.com f t y i

We're here for you. A message from PPL



Delivering safe reliable power to our customers is our top priority. But our commitment to customers goes far beyond keeping your lights on.

As 2020 dawned, no one could have imagined the difficulties we now face because of the COVID-19 pandemic. The crisis is far from over. Financial challenges continue to grow for many as more jobs are lost and lives are upended. We want you to know that we've expanded our programs and payment plans for those of you who need help during these times.

Regardless of your income or circumstances, we can help reduce your burden and keep you from falling too far behind. We added funds to our Operation HELP assistance program, and we've expanded eligibility for other programs that offer reduced payments and debt forgiveness. We also can help by setting you up with a payment arrangement, where you can pay down your balance over time. Maybe something as simple as moving your bill due date to better align with your finances, or getting onto a budget billing plan could help.

Many people have been spending more time at home. That, plus the fact that we've had quite a hot and humid summer, means that electric bills are higher than usual. Getting help with your electric bill means peace of mind in uncertain times. Visit ppl.com/billhelp today or call 1-800-342-5775 to learn more. Let us know how we can help!

Warm regards,
Lori Mueller
Lori Mueller &
Your PPL Customer Service Team

