

## Revisions to Appendix C- CEOP

March 26, 2024

PPL Electric uses a comprehensive approach to its Consumer Education and Outreach Plan (“CEOP”), which educates customers on available programs through a variety of channels and methods. The Company’s goal is to connect customers with the programs that will benefit them most. Marketing and communication efforts are intended to increase eligible customer enrollments and the quantity of grant dollars received from government and PPL Electric programs, and to expand awareness of available assistance.

The following outlines the plan to continue existing initiatives and incorporate new communication and marketing efforts in the future CEOP.

**Existing CEOP:** PPL Electric will continue marketing and communication initiatives that have proven successful in reaching its goals, including targeted outreach to customers via print communications, email, website marketing, text, phone and social media.

**Newly implemented CEOP:** PPL Electric will continue initiatives that were implemented since the last USECP filing, including frequent targeted outreach to customers eligible for LIHEAP via email, text message, and printed applications, while increasing the frequency of targeted communications for all program promotions. The Company is using existing program enrollment data to target communications to customers who may be enrolled in one program, but encourage them to apply for others, to combine and maximize available benefits. The Company plans to increase awareness by holding recurring program education sessions with customer facing employees and participate in community events to maintain and grow program participation.

**Future CEOP:** PPL Electric will incorporate new communication methods to expand program enrollment and awareness through increased use of short videos to explain program benefits and text messages to promote program applications. The Company also intends on targeting recurring communications to income-eligible customers with past due balances during the winter moratorium to continue program promotions, even while customers do not have the threat of termination.

Here are communication tactics to be used in the future. Specific frequency, targeting and message will be adapted to the current environment and program needs.

<b>Communication</b>	<b>Audience</b>	<b>Frequency</b>
Organic bill help social media posts	All followers	Weekly
Article in print or digital newsletter	All residential customers	Monthly
Seasonal savings solutions – tools, tips, and programs to help you manage your bill	All customers	Quarterly
OnTrack enrollment emails with a link to an explainer video	Customers recently enrolled in our OnTrack program	Monthly
WRAP video	Customers approved for WRAP who have not yet scheduled their assessment	Quarterly and included in direct

		contractor notifications
LIHEAP emails	All eligible customers	Bimonthly, during season
LIHEAP UFT emails and text messages	Customers who received a cash grant and are eligible for a crisis grant	Weekly or Biweekly, during season
OnTrack recertification blaster calls	Customers eligible to recertify	Biweekly
Fast Track to OnTrack outreach – emails and phone calls	Customers who received LIHEAP and are automatically income-eligible for OnTrack	Bimonthly
Targeted program emails (all programs or one-specific)	Eligible customers based on a variety of criteria (past due balance, current program enrollment, etc.)	Monthly
Bill help content on homepage of ppelectric.com	All web visitors	Monthly
LIURP/WRAP emails	Customers participating in other low-income programs, including LIHEAP, that meet eligibility criteria	Biannually
WRAP emails	OnTrack customers who are exhausting their credits and could benefit from energy-savings	Monthly
Bill help/general program emails	All residential customers	Biannually
Bill help/general program news release, media pitch	Media and stakeholders	As needed, at least annually
Bill help, customer assistance materials (flyers, programs & service brochures)	Legislators and stakeholder audiences	Annually
Paid social media advertising	All followers	Biannually
WRAP postcards, mailed by contractors	Customers who were approved for WRAP, but have not yet scheduled their energy assessment	As needed
WRAP booklet provided by contractors	Customers who have completed their energy assessment	As needed
WRAP program highlights one-pager	WRAP contractors to help facilitate program conversations with customers	As needed
LIURP/WRAP Mass Media Marketing	Segments within service area identified low in leads	As needed

The Company provides information to customers in Spanish, such as the website, program application and selected outreach material. The Company also has a language line that allows customers calling PPL Electric directly to speak with a Customer Service Representative in their preferred language via translation service. The Company determines the language offerings based on the needs of its service territory. Specifically, Spanish is identified as the predominant language used for the Company's customer service call translations.

PPL Electric's CEOP is an evolving process and will be modified and enhanced as needed within the duration of the USECP. Also, beginning in 2024 and for the duration of the USECP, PPL Electric Utilities will file and serve by March 1 at Docket No. M-2022-3031727 annual updates to its CEOP and include outreach and education actions taken. In conjunction with its annual filings, PPL Electric will also describe:

- The additional educational training webinars and workshops used to keep community partners and interested stakeholders informed and updated about PPL Electric's universal service programs.

PPL Electric Utilities maintains a positive relationship with key community stakeholders and legislative offices by proactively communicating important information that may benefit customers. The Company hosted an educational webinar for legislative staff in November, 2023, and plans to provide additional support in 2024 through a variety of materials and communication methods that will keep the stakeholders aware and engaged and ultimately help answer customer questions about assistance programs and available options.

- PPL Electric's enhanced outreach efforts for households with incomes at or below 50% of the FPIG.

PPL Electric Utilities includes this audience in a variety of targeted communications promoting assistance programs. However, the Company plans to enhance efforts around this particular audience by identifying their communication preferences and analyzing their response to existing communications and adjust outreach as necessary.

- PPL Electric's efforts to educate and inform customers about the importance of understanding their energy burden to foster customer awareness of how much their household is spending on energy.

In 2023, PPL Electric Utilities launched a seasonal savings campaign which provides tools and programs to help customers manage their energy bills, This program offers energy saving tips, tools to help customers track their usage, smart shopping advice, and payment assistance options. This campaign will run quarterly across various communication channels and promote additional savings during peak heating and cooling periods.

- How the components of its CEOP are provided to each county within PPL Electric's service territory.

Payment assistance programs are promoted and communicated equitably across a variety of communication channels throughout PPL Electric's 29 county service territory.

- How PPL Electric has shared its tools, outline approaches, and activities for the energy burden education components in future CEOPs and include PUC educators as needed.

The Company includes updates on its CEOP in biannual stakeholder meetings, has participated in Be Utility Wise Events, and has collaborated with PUC educators as necessary.

In relation to the Data Sharing Agreement with DHS, PPL Electric Utilities plans to utilize customer data to conduct outreach for program enrollment upon the vendor agreement being signed and approved. Once in action, The Company will evaluate the best methods of communication and conduct customer outreach accordingly.