National Energy and Utility Affordability Coalition

Show Me You Care

How Peoples Works With Vulnerable Customers
Peoples Natural Gas
About Peoples

- Largest natural gas distribution company in PA
- Approximately 1,100 employees
- More than 14,000 miles of pipeline
- 700,000+ customers
Former Outreach Model for LIHEAP

- Network Television Advertising
- Radio Advertisements
- Print Ads in Large Regional Paper and Smaller Publications
New outreach model in 2016
- Limited media buy
- Targeted outreach with posters/flyers/local organizations
- Continued Altoona/Johnstown media buys
Grassroots outreach

“The Power of Knocking on Doors” was published in the Pittsburgh Post-Gazette on Tuesday November 11th. The story focused on our efforts with the mayor of Braddock to inform customers about LIHEAP and get their gas back on for the winter.

From Braddock to Pittsburgh
Focus on the Community

• Partnership with the mayor of the community
• Door to door checking on those in need
  The words of Mayor Fetterman, “It catches people who have fallen through the cracks. Having somebody go and check every address in the community—it’s just good housekeeping.”
• Spreading the word about LIHEAP and other available resources
• Partnering with the utility to restore service
High Touch Outreach

- Text LIHEAP with PA 2-1-1
- Posters & Flyers for agencies
- Local ads for small towns

Partner with Resources

Social Service Agencies

Small Regional Print
Building Relationships

Agencies/boards/community groups

Expand the Braddock model to other communities

• Find a local CHAMPION devoted individual or organization that knows the community

Peoples provides a contact person to assist with the process of applying for LIHEAP/CAP and restoring service.
Focused Call Group

- Hardship Grants
- LIHEAP Info
- Emergency Heating Help
- Customer Assistance Program (CAP)
- Customer Support Programs

Peoples Customer Support Call Group at Dollar Energy Fund
Make It Easy – One Call Does it All

Learn about LIHEAP

Access LIURP and Emergency Programs

Apply for a Hardship Grant

Apply for all CAP programs

1-800-400-WARM

PEOPLES
Programs that help our customers

Improving lives in our communities

PEOPLES®