

National Energy and Utility Affordability Coalition

Show Me You Care

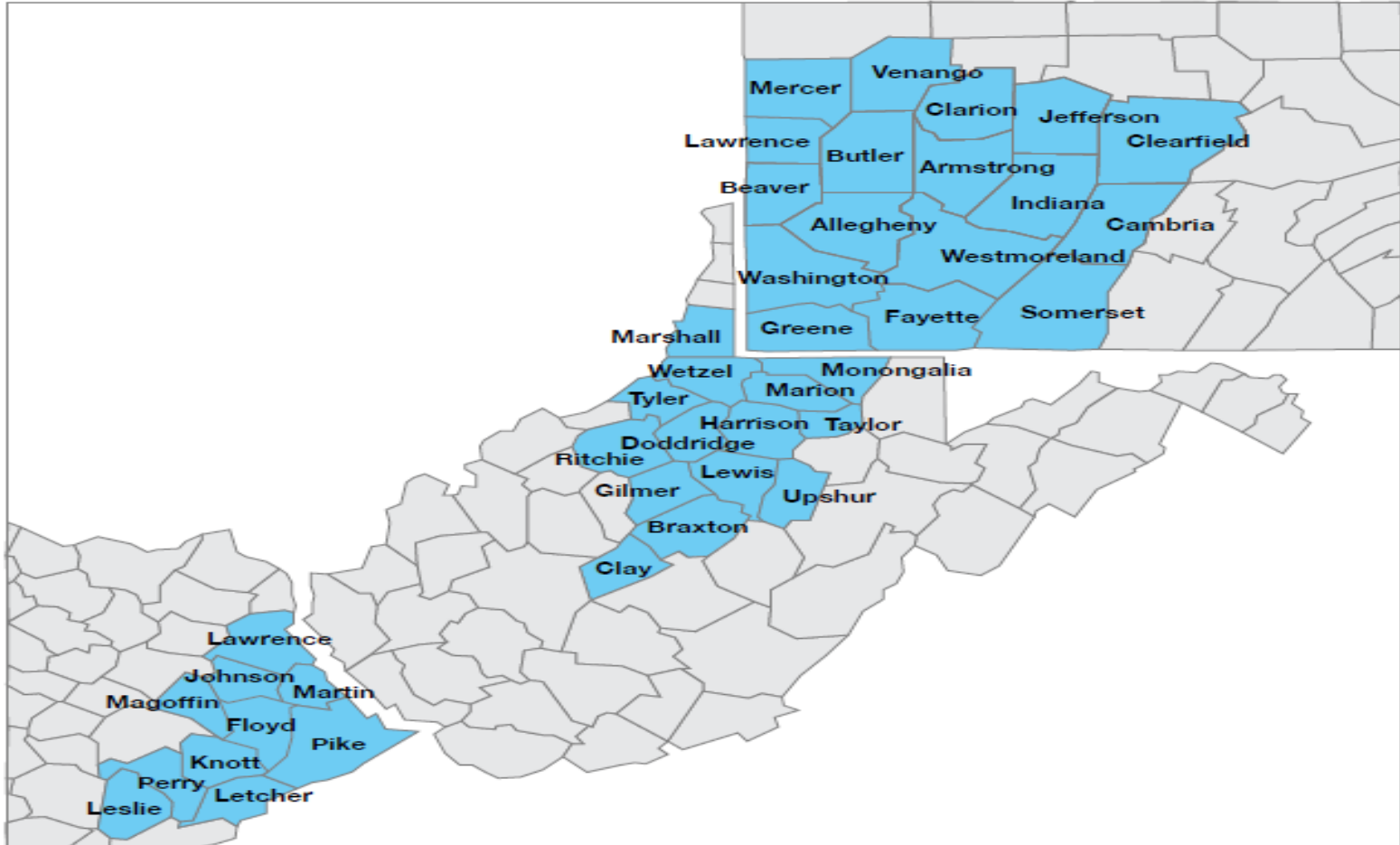
**How Peoples Works With
Vulnerable Customers**



Peoples Natural Gas



Service Territory



About Peoples

Ensure the safety of our customers and employees

Provide valued services to our customers

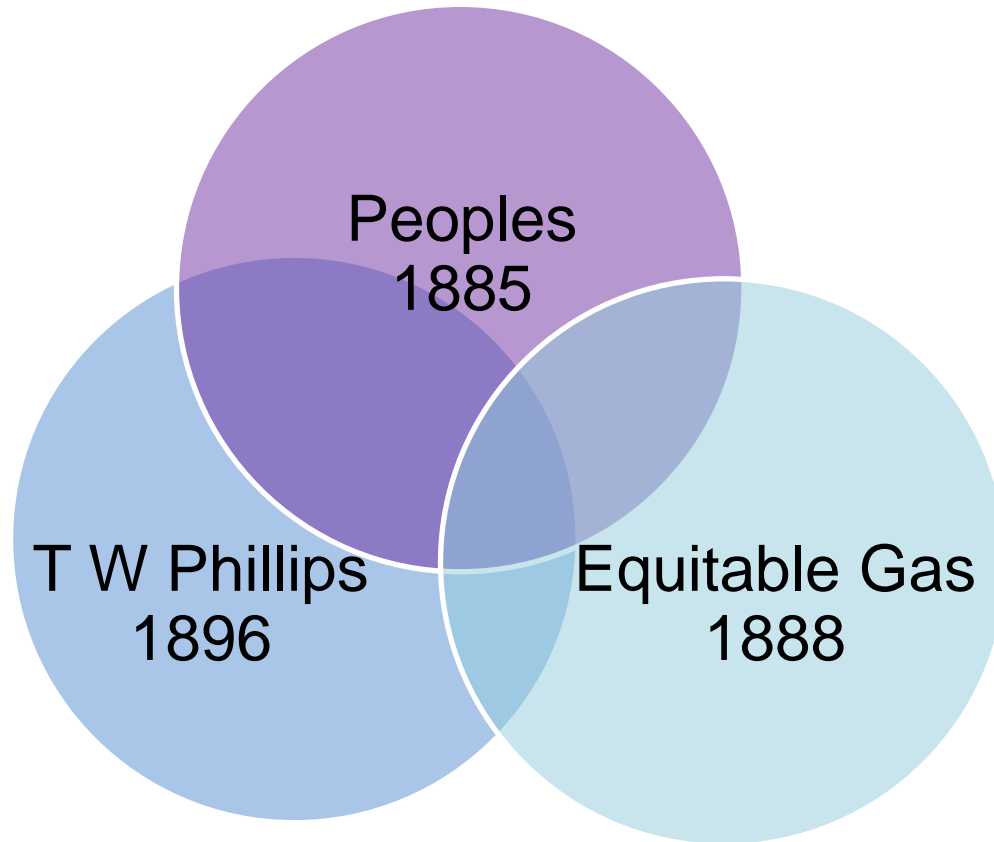
Build long term economic growth for our region

Improve the quality of life for our communities

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



Company History



Former Outreach Model for LIHEAP

Network
Television
Advertising

Radio
Advertisements

Print Ads in Large
Regional Paper
and Smaller
Publications



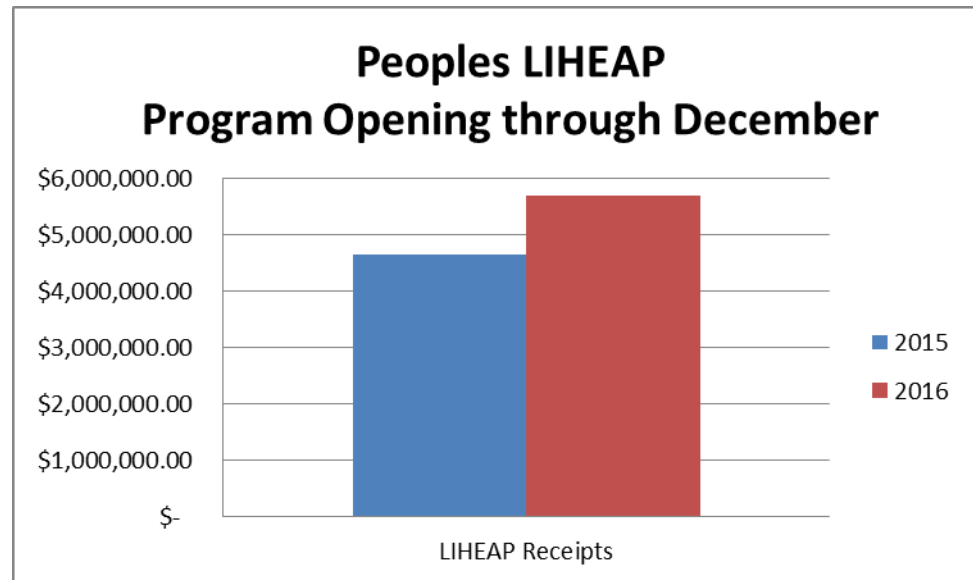
APPLY NOW FOR A
**LOW INCOME HOME ENERGY
 ASSISTANCE PROGRAM GRANT!**

November 1, 2016 - March 31, 2017

LIHEAP IS A FEDERALLY FUNDED PROGRAM

New outreach model in 2016

- q Limited media buy
- q Targeted outreach with posters/flyers/local organizations
- q 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



Small
Regional
Print



Social
Service
Agencies



Building Relationships

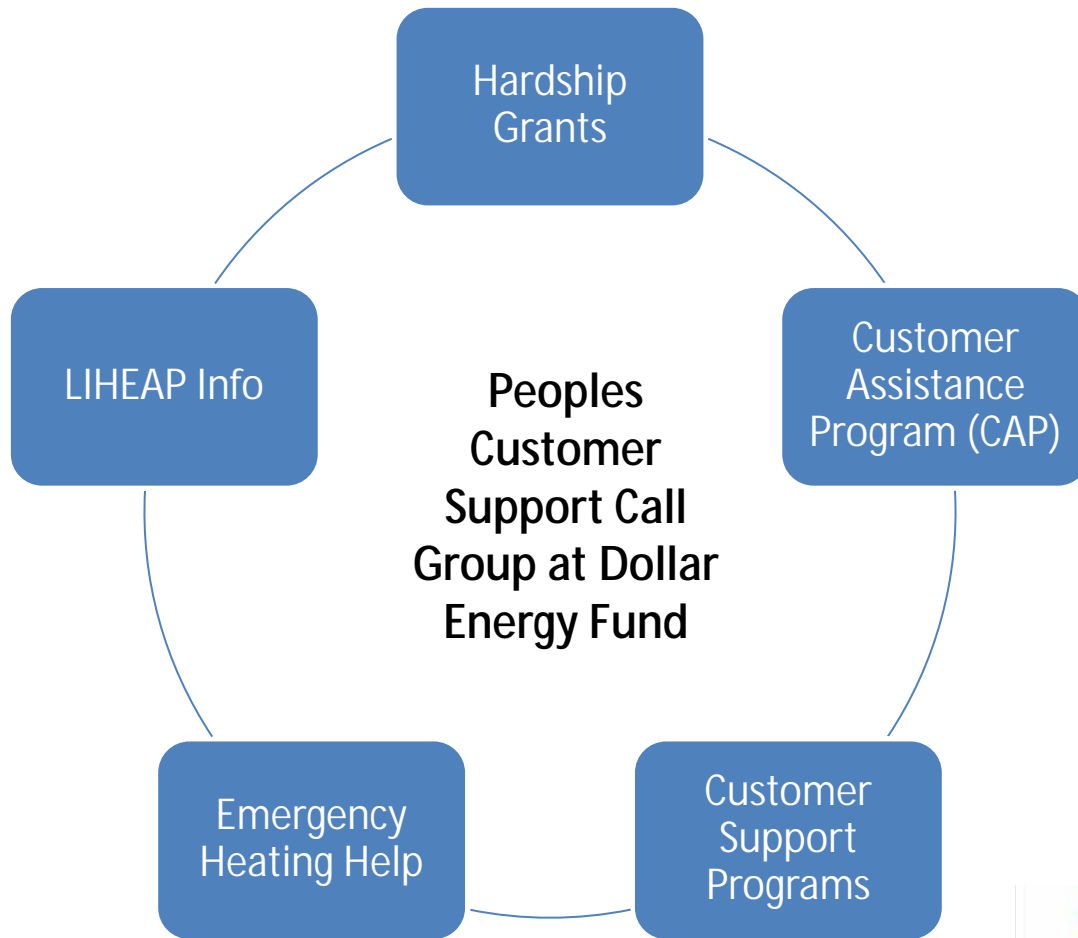
Agencies/boards/community groups

Expand the Braddock model to other communities

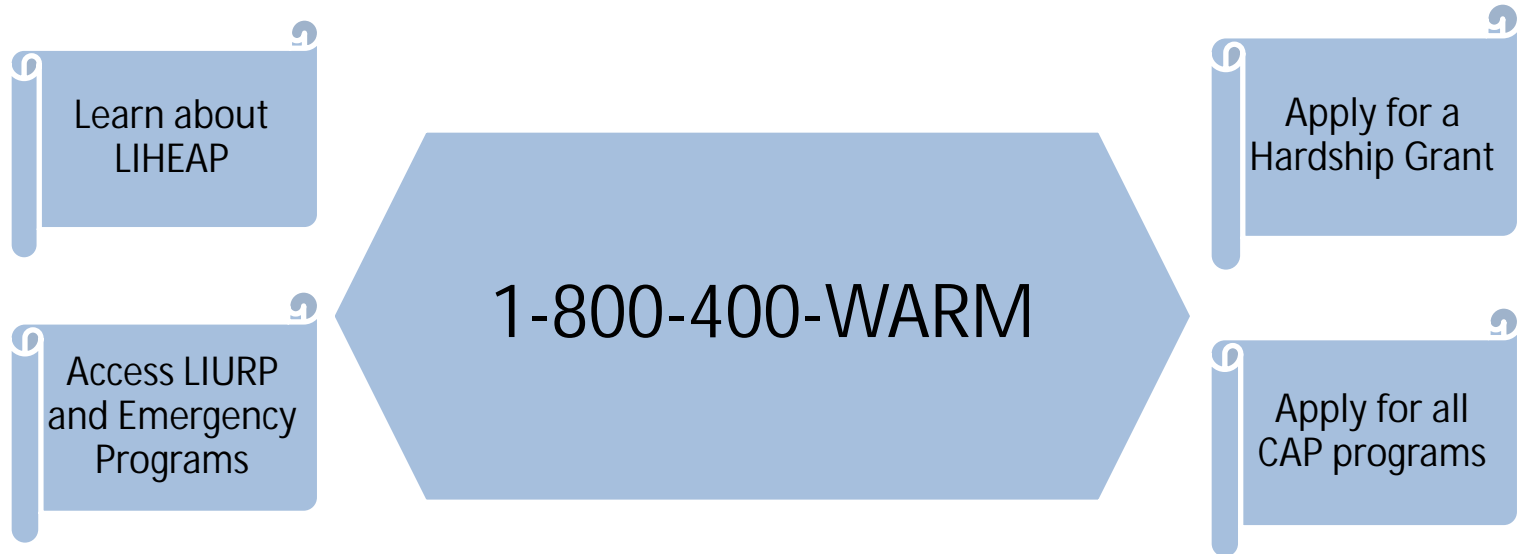
- Find a local CHAMPION devoted individual or organization that knows the community

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

Focused Call Group



Make It Easy – One Call Does it All



Programs that help our customers



Improving lives in our communities

