

**Central Hudson Gas & Electric
OUTREACH AND EDUCATION PLAN
2018**

Submitted by Alana Daly Mikhalevsky
on September 10, 2018
to Sharon Alvaro, DPS Office of Consumer Services

Central Hudson Gas & Electric

OUTREACH AND EDUCATION PLAN 2018

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**Central Hudson Gas & Electric
OUTREACH AND EDUCATION PLAN
2018**

Utility Information

UTILITY OUTREACH & EDUCATION AND COMPANY OFFICIALS

Dates Covered by Plan: From: January 1, 2018 to: December 31, 2018

- Outreach and Education (O&E) Liaison to Office of Consumer Services (OCS) Staff:

Name: Paula Coppin
Title: Operating Supervisor – Community Relations & Consumer Outreach
Mailing Address: 284 South Avenue, Poughkeepsie, NY 12601
Email: pcoppin@cenhud.com
Telephone No. (845) 486-5636 Fax No. (845) 486-5676

- Senior Manager/Officer in charge of Outreach and Education:

Name: Eileen Lomoriello
Title: Manager – Customer Account Services
Mailing Address: 284 South Avenue, Poughkeepsie, NY 12601
Email: elomoriello@cenhud.com
Telephone No. (845) 486-5283 Fax No. (845) 486-5676

- Director of Outreach and Education:

Name: Cheryl Ryan
Title: Director – Customer Contact
Mailing Address: 284 South Avenue, Poughkeepsie, NY 12601
Email: cryan@cenhud.com
Telephone No. (845) 486-5669 Fax No. (845) 486-5676

- President or Chief Executive Officer:

Name: Michael Mosher
Title: President & CEO

SERVICE PROFILES

Service Territory:

- Total number of residential accounts: 327,598
 - Number of electric: 258,086
 - Number of natural gas: 69,512
- Estimated or known total population in the service territory: 700,000
Please identify the source of this statistic: This is an approximation based on 2010 Census data.
- Names of counties served in whole or in part: Albany, Columbia, Dutchess, Greene, Orange, Putnam, Sullivan and Ulster.

Electronic Access:

- Total number of customers who participate in online billing: 71,759
- Total number of customers using e-mail for utility information and alerts: 134,116 unique email addresses; 6,034 registered for email outage, billing and/or payment alerts.
- Total number of customers using mobile applications to manage their account: 31,317
Central Hudson mobile app downloads through end of 2017; 13,888 accounts with at least one number enrolled for text messaging; 950,945 mobile website page views in 2017.
- Total number of customers using mobile applications to obtain educational information, alerts, etc.: (specify whether web-based or text alert) 188,507 (Central Hudson tracks mobile application only. We are not able to capture for what they are using the application.)

Low Income Customers

- Estimated number of low income customers and/or number eligible for the Home Energy Assistance Program (HEAP): 11,188
- Estimated number of customers receiving HEAP during the last heating season: 9,484
 - regular: 8,404
 - emergency grants: 1,080

Special Needs Customers

- Total number of accounts coded 62 or over: 9,521
- Total number of accounts coded Elderly/Blind/Disabled: 12,186

- Total number of customers known to be on life support equipment (Electric companies only): 893
- Total number of customers receiving bills and brochures in Braille: 0
- Total number of customers receiving large-print bills: 475

Customers with Limited English Proficiency (LEP)

Languages other than English spoken in the service territory: Spanish is the most prevalent language other than English spoken in our service territory. In 2017 our Spanish Bi-lingual Customer Service Representatives handled 29,344 calls from these customers in Central Hudson’s dedicated Spanish queue. While there are a number of other languages spoken by our customer base these calls are handled by our Customer Service Representatives who have 24/7 access to an Interpreter Service that has representatives available in many different languages such as Spanish, French, Arabic, Urdu, Albanian, Hindi, Romanian, Turkish, Mandarin, Korean, Portuguese, Russian, Italian, Vietnamese, Haitian Creole, Ukrainian, Polish, and Cantonese. The Interpreter Service line took 190 calls.

Please identify the source of this information: Interpreter Service Line reports and our Spanish queue reports. We have 5 Spanish Bi-lingual Customer Service Representatives and a separate que for the bi-lingual Customer Service Representatives. Non Spanish speaking Customer Service Representatives can transfer Spanish speaking customers to this queue. Any Customer Service Representatives can use our outside vendor interpreter line while servicing a customer.

How does the utility identify special needs and LEP customers?

LEP – Our current Customer Information System (CIS) allows for an account to be coded as “Spanish Speaking.” As demonstrated by the data above this represents the majority of our LEP customers. Based on a customer’s request the account will be coded “Spanish Speaking.”

Special needs – Central Hudson collects this information while taking an application, a financial statement, or through general conversation with a customer either over the phone, in person, email, or Live Chat then the account will be coded based on the special need (disabled/elderly/blind/hearing or speech impaired or any combination of the above) of the primary customer and also code the account EBD (Elderly/blind/disabled based on the household make up following Home Energy Fair Practices Act or HEFPA). Our annual Rights & Responsibilities bill insert also provides a form a customer can send in to indicate they are a special needs customer, EBD, Life Support Equipment (LSE) or other.

How does the utility encourage these customers to identify themselves?

- Upon the service application process every customer is asked for their employer at which time the customer may indicate if they are disabled or retired. The customer is then asked the EBD questions which would identify both the primary customer and their household as special needs or not. Elderly customers can also be identified by their date of birth.
- Upon completion of a financial statement the customer is asked what income they receive, including if they receive Social Security Insurance, Social Security, payment assistance, or pension.
- On the back of the bill it states that there is a Senior Identification program and an LSE program.
- All programs are available for viewing online also.

- Rights & Responsibilities brochures that are mailed to all residential and non-residential customers annually.
- There is a link on our eBill that will take them directly to the Rights & Responsibilities brochure online.
- Reminder notices have a statement geared specifically to elderly & special needs customers and on the back of our Final Termination Notices it states that the customer is entitled to HEFPA protections.
- Our *Senior Times* newsletter has a standard article in their advising customers of our programs.
- Our low income newsletter, *Powering Connections* has an article advising customers of programs that they may qualify for.
- Table signs and banners at our outreach events makes customers aware of our programs that are available that they may qualify for.
- Messages are put on our bills advising customers of our programs that they may qualify for.

Do Customer Service Representatives discuss Special Needs Programs with customers who call to apply for service?

Yes

Note: Specific outreach programs targeted to these customers should be discussed in Section 2: Outreach and Education Topics, under the Special Needs page.

BUDGET INFORMATION

Estimated Outreach & Education Budget for January – December 2018:

Electric: Total..... \$974,015

Breakdown by Categories

Energy Efficiency..... \$35,290
Customer Service \$517,530
Seasonal Campaigns..... \$35,920 (winter portion: \$23,127)
General..... \$385,275

Gas: Total..... \$243,504

Breakdown by Categories

Energy Efficiency..... \$8,822
Customer Service \$130,133
Seasonal Campaigns..... \$8,230 (winter portion: \$5,782)
General..... \$96,319

Actual Budget for Outreach & Education for January – December 2017:

Electric: Total..... \$856,591

Breakdown by Categories

Energy Efficiency..... \$54,814
Customer Service \$390,738
Seasonal Campaigns..... \$27,541 (winter portion: \$18,845)
General..... \$383,498

Gas: Total..... \$213,697

Breakdown by Categories

Energy Efficiency..... \$13,701
Customer Service \$98,040
Seasonal Campaigns..... \$6,082 (winter portion: \$4,711)
General..... \$95,874

INFRASTRUCTURE INVESTMENTS AND DEVELOPMENTS

Please describe infrastructure investments and any structural or physical developments (such as tree or pole maintenance) planned for the year. Indicate whether the Company is conducting public awareness regarding these activities. If outreach is planned, use the Infrastructure/ Security in Section 4 to provide more in-depth information about your public awareness activities regarding this topic.

Activity #1: Vegetation Management

New or On-going Activity: Ongoing

Description and Schedule for Planned Activity: Vegetation Management, as scheduled each year, generally by circuit.

Public Awareness Planned: Y/N Yes, letters sent to customers in areas where tree trimming is to take place.

Activity #2: Electric distribution improvement projects

New or On-going Activity: Ongoing

Description and Schedule for Planned Activity: Electric distribution improvement projects, as planned and scheduled each year.

Public Awareness Planned: Y/N Yes, letters sent to customers in affected areas.

Activity #3: Natural Gas Distribution Improvement

New or On-going Activity: Ongoing

Description and Schedule for Planned Activity: Natural gas distribution improvement projects, the replacement of aging gas mains and services, as planned and scheduled each year.

Public Awareness Planned: Y/N Yes, letters sent to affected customers and in-person open houses provided for most projects.

Activity #4: H&SB Transmission Line Rebuild

New or On-going Activity: New

Description and Schedule for Planned Activity: H&SB line electric transmission line rebuild

Public Awareness Planned: Y/N Yes: In 2017 Central Hudson met with municipal leaders, letters sent to nearby property owners, held two open houses held, and established a dedicated web page. In 2018 public hearing will be held, public notices published, and the web page will be updated.

Activity #5: Kingston former Manufactured Gas Plan Remediation

New or On-going Activity: Ongoing, Completed in 2017

Description and Schedule for Planned Activity: Kingston former Manufactured Gas Plan site remediation

Public Awareness Planned: Y/N Yes, held ribbon cutting ceremony for project completion, inviting city, county and state officials, property owners, the local news media.

Activity #6: Poughkeepsie former Manufactured Gas Plan Remediation

New or On-going Activity: New

Description and Schedule for Planned Activity: Poughkeepsie MGP site remediation, North Water Street

Public Awareness Planned: Y/N Yes: In 2017 Central Hudson met with city and county officials to discuss planned activities once approved by regulators. In 2018 Central Hudson will conduct the following outreach: send letters to nearby property owners, meet with Hudson River based rowing clubs, property owners and city officials. Community meeting will be held, including news media, when the project receives approval from state regulators.

Activity #7: Kingston Gas Regulator Station

New or On-going Activity: New

Description and Schedule for Planned Activity: New gas regulator station, Kingston, NY

Public Awareness Planned: Y/N Yes, participated in public hearings, worked with local news media, met with neighborhood representatives

Activity #8: Newburgh Gas Regulator Station

New or On-going Activity: New

Description and Schedule for Planned Activity: New gas regulator station, Newburgh, NY

Public Awareness Planned: Y/N Yes, Participated in public hearings.

Activity #9: PN Line Natural Gas Main Replacement

New or On-going Activity: New

Description and Schedule for Planned Activity: PN natural gas main replacement and expansion project, Poughkeepsie

Public Awareness Planned: Y/N Yes, 2018: letters and in-person meetings with affected property owners and meetings with city officials.

Activity #10: Knapps Corners Substation

New or On-going Activity: New

Description and Schedule for Planned Activity: Future substation replacement, Knapps Corners, Poughkeepsie

Public Awareness Planned: Y/N Yes, 2018 meet with municipal officials and neighboring property owners. (project start date several year out)

Activity #11 Carmel National Gas Project

New or On-going Activity: Ongoing (completed)

Description and Schedule for Planned Activity: New natural gas main and regulator station, Carmel, NY (SM line)

Public Awareness Planned: Y/N Yes: Public outreach (letters to property owner, public hearings, meeting with municipal officials) were held in 2016. Project completed in 2018.

Activity #12: WH-1 and WH-2 Transmission Rebuild

New or On-going Activity: Ongoing (completed)

Description and Schedule for Planned Activity: Electric transmission line rebuild, WH-1 and WH-2

Public Awareness Planned: Y/N Yes, 2016: Meetings with municipal officials held, public hearing, letters sent to property owners. Project completed 2017.

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Mandated Outreach and Education

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER – (PART I)

Various Commission Orders have included specific Outreach & Education requirements. Please complete the form in Part II of this section for each case that included requirements for O&E, and for which the reporting time is still active. Similarly, we request that all Steam Corporations indicate the last time an O&E report was filed with the Commission and to which office it was sent.

PLEASE FILL OUT:

We have 2 number of Cases at this time and have completed a form for each active case.

**Central Hudson Gas & Electric
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Global Outreach and Education Tools

2018 Outreach & Education Plan with 2017 Results

WEBSITE, SOCIAL MEDIA & MOBILE APPLICATIONS

Please describe how the utility uses its Website, Social Media, and Mobile Applications as part of its overall O&E plan. Note: use of these tools for specific topics (e.g. safety) should be described in more detail on the page for that program.

New/Continuing Program:

- **Websites/App:** We continue to use CentralHudson.com to inform customers about all aspects of our services and customer energy use. Information about storms and outages, safety, energy efficiency, energy choice, online resources, account tools, payment options and payment assistance programs are just some of the resources available here. Our SavingsCentral.com website is used to inform customers about our large appliance energy efficiency rebate programs and offer advice to help customers save energy. Our mobile website and our mobile app continue to provide customers with essential tools, information and account functionality.
- **CenHub:** Central Hudson launched “*CenHub*,” a suite of online programs in 2016. *CenHub* is a new way for customers to understand and manage energy use, view personalized energy efficiency measures and recommendations, earn rewards for conserving energy, and purchase energy efficient products with instant-rebate savings applied in the *CenHub Store*. Customers also receive weekly emails promoting offerings on the *CenHub Store* as well as our *CenHub Insights* program, which gives customers benchmarking information to compare their usage to that of similar homes. Our *CenHub Store* website provides customers with the opportunity to purchase energy efficient products such as LED bulbs, smart thermostats, power strips and more with instant rebates applied for Central Hudson customers. Customers can also subscribe to *CenHub Insights+* to access hourly, daily and monthly electricity usage information online. *CenHub Peak Perks*, a non-wires alternative program designed to reduce peak energy demand to delay or avoid more costly upgrades, has its own dedicated website. Customers are able to access each *CenHub* site through a single sign-on at CentralHudson.com.
- **Customer-specific information and targeted notifications inside the customer account portal:** Customers logged into the My Account section of our website are presented information tailored to their account profile and status about energy efficiency, billing and payment programs. For example:
 - Anyone past due on their latest bill payment who logs in will see a note alerting them to the late payment status and a prompt about payment assistance program offerings such as HEAP, deferred payment agreements and more.
 - Logged-in customers are presented information about energy efficiency incentives and non-wires alternative programs for which they are eligible.
 - Customers who are not already enrolled in eBills, our paperless billing program, see a pop-up prompt upon login if they would like to go paperless.

- Budget Billing and our text messaging service enrollment options are also prominently presented to customers upon login.
- **Live Web Chat:** Central Hudson's Live Web Chat service gives customers the option to seek information and assistance from our Customer Service Representatives in private, online chat sessions.
- **Contact us form with informational prompts:** The "Contact Us" form on Central Hudson's website allows customers to submit information and request assistance from us online. Central Hudson Customer Service Representatives respond to these inquiries. The form prompts customers with information and self-service options related to the topic of their inquiry.
- **Texting:** Our text messaging service continues to provide customers enrolled in the service with proactive notifications regarding service interruptions, outage restoration and account/payment reminders. This service also allows customers to report outages, request outage restoration updates and pay their Central Hudson bill by text message. Customers who report an outage through our website or automated phone service who are not yet enrolled for text message alerts, receive an email notification shortly thereafter informing them about this program.
- **Social media:** Frequent use (5-10 times per week, every week; more during storms or emergency situations) of Facebook and Twitter to inform customers about a wide range of topics such as safety, storm preparedness, energy efficiency tips, payment assistance programs, and resources available to our customers. We will continue to use YouTube to share videos about Central Hudson, our operations and services. We will continue to use LinkedIn to share news of career opportunities at Central Hudson.
- **Email:** In addition to account-specific email notices sent to eBills customers, Central Hudson sends email blasts to all customers with an address on file about important topics such as major storm warnings and restoration updates, safety, energy efficiency programs, payment assistance programs and the availability of resources intended to improve customer service.

2017 Results, Evaluation and Feedback:

- We completed our goal of redesigning our eBills website where paperless billing customers access their billing statements. The new site offers an attractive, user-friendly responsive design that more closely resembles the rest of our website. The new eBills site also offers FAQs related to billing and payment topics.
- We successfully launched "*CenHub Insights+*," a new subscription-based program for customers to view hourly energy usage information on our website.
- We achieved our goals of increased customer engagement with these digital offerings in 2017. Each goal was for 10% increase above prior total except text messaging (25% increase goal) and website visits (goal of 1.57 million).
 - eBills: 12% increase
 - Text messaging: 47% increase
 - Website visits: 3.1 million
 - Mobile app downloads: 25% increase
 - Facebook followers: 21% increase
 - Twitter followers: 13% increase

- LinkedIn followers: 15% increase
- My Account logins: 16% increase
- We also achieved our goal of conducting an all-channel anti-distracted driving safety campaign throughout 2017. The awareness campaign was promoted heavily on our website, through our social media accounts and in several email blasts.

Goals for 2018:

- Expand Live Web Chat availability to all customers whether or not they are logged in on our website. Through 2017 customers were required to log in to use Live Chat.
- Creation of a Web portal to enable PSC representatives to review customer information so they are better able to address complaints directed to them.
- Develop new calculators to help customers determine whether they are good candidates for programs such as Time-of-Use Billing, smart thermostat installation or heating fuel conversion.
- Continued increase in website visits, eBills enrollment, the number of customer email addresses on file, social media following and text messaging registrations.
- Increase digital engagement in the categories listed above by at least 10% on previous totals by the end of 2018 and by 25% for text messaging enrollment.

How Priority Was Set:

Goal prioritization was set with the intent of supporting important company initiatives such as: assisting low-income customers; ensuring public safety; helping customers make wise decisions regarding their energy use; and enhancing customer satisfaction for those using our digital channels to locate information or conduct transactions.

Description of 2018 Program:

Seek increased customer engagement with a broad range our digital services by achieving all stated goals in an effort to better serve our customers and educate them about energy usage and safety topics.

Measures to Evaluate the 2018 Program:

Make Live Chat available to all customers, complete the Web portal for PSC representatives and provide at least one new calculator on our website by the end of 2018. Increase digital engagement in the categories listed by at least 10% on previous totals by the end of 2018 and by 25% for text messaging enrollment.


Provide a List of Tools and Samples of Webpages/Social Media Pages/E-Mail Blasts

- CentralHudson.com website
- CenHub (Store, Insights, Insights+ and Peak Perks)
- Text messaging
- Live Web Chat
- Facebook, Twitter and LinkedIn accounts
- *PowerTalk* quarterly e-newsletter for all customers

- *Energy Online* e-newsletter for public officials with constituents in our service territory.
- Email blast messaging about topics such as: storm preparedness and safety; carbon monoxide safety; natural gas safety; monthly billing; energy efficiency tips and incentive programs; natural gas availability.


Samples:

Facebook post:



Central Hudson Published by Central Hudson [?] · December 28, 2017 · 🌐

The Home Energy Assistance Program (HEAP) provides grants to help income-eligible residents meet their heating needs. Those who have already received a HEAP grant this heating season may also apply for an Emergency HEAP Benefit starting on Jan. 2. Find HEAP eligibility requirements and application instructions at www.centralhudson.com/heap. HEAP recipients can also receive a discount on their Central Hudson bill. Learn more about our Bill Discount Program at www.centralhudson.com/billdiscountprogram.



CENHUD.COM
Central Hudson - HEAP
 The Home Energy Assistance Program (HEAP) provides both regular and...

👤 Jeannie Poliszczuk Patterson, Rohit Choudha and 8 others 1 Comment 3 Shares

👍 Like 💬 Comment ➦ Share 🗨️

Most Relevant ▾

 Write a comment... 😊 📷 GIF 🗨️

 **William Petersen** Good program and thank you for posting the income charts for eligibility, very useful and saves people from having to make unnecessary phone calls. 👍 1

Twitter post:

Central Hudson @CentralHudson · 6 Dec 2017

Remember: have your home's heating system, chimney & flues cleaned/inspected to reduce carbon monoxide poisoning risks. Install CO detectors on each level of your home as well. More CO safety tips: centralhudson.com/safety/carbonm...

Central Hudson
A FORTIS COMPANY
People. Power. Possibilities.

Carbon Monoxide is colorless, odorless and poisonous.

Fully functioning carbon monoxide detectors are vital for your safety.

Text message outage notification:

236483
Mobile

MESSAGES PHOTOS & VIDEOS eGIFT CONTACT

5/19/17 8:40 AM

CenHud: Update on the outage affecting [REDACTED]
Estimated restoration is 05/19 11:00 AM.
70 customers affected.
Outage map bit.ly/2gh23Rh

CenHud Storm Center

5/19/17 10:31 AM

CenHud: The outage at [REDACTED] is believed to be restored.
Reply OUT to report power still off.
For assistance [800-527-2714](tel:800-527-2714)

5/31/17 9:01 AM

+ |Type a message... 🗨️ 🗣️

PowerTalk e-newsletter for all customers:



Central Hudson bill credit now available to all HEAP recipients

Applications are now being accepted by New York State for the 2017-18 Home Energy Assistance Program (HEAP). HEAP participants can receive hundreds of dollars in grants to help pay for home heating costs.

Central Hudson also now offers a new bill discount program for all HEAP recipients. Households receiving HEAP that heat with natural gas or electricity delivered by Central Hudson automatically receive this credit on their Central Hudson bill and do not need to apply. Households that receive a HEAP grant and heat with sources other than natural gas or electricity — such as fuel oil or propane — must apply separately to receive the Central Hudson bill credit. [Click here](#) for more details about our new bill discount program,

Energy Online email newsletter for public officials:



First responder natural gas training offered online

Emergency responders, including local police and fire departments, may now enroll in online training for natural gas safety and receive certificates of completion. The comprehensive curriculum was developed by the Northeast Gas Association in cooperation with fire chiefs and training professionals, with pertinent information on working with Central Hudson in responding to natural gas emergencies. The training is divided into modules that can be completed at each trainee's own pace.

Register by visiting the first responder training portal at www.CentralHudson.com/safety/first-responders to access videos and other training materials.

CentralHudson.com Payment Assistance web page:

Program	How it works	Who it's for	How to apply
Budget Billing	Receive a predictable, consistent bill amount: Budget Billing spreads your energy bills evenly over 12 months. This avoids seasonal fluctuations and makes payment due amounts predictable and uniform for 11 months based on your actual usage history. The bill for the 12th month includes an annual plus-or-minus adjustment to reflect your actual costs incurred throughout the year. Budget Billing makes your energy costs more predictable so you can better plan your household budget.	All residential Central Hudson customers.	Click here
Deferred Payment Agreement	Pay your past-due balance in installments: With a deferred payment agreement, you make payments on your past-due balance in monthly installments while also committing to pay current and future bills in full and on time.	Qualifying Central Hudson customers.	Complete the Payment Worksheet and call us at 845-452-2700 during normal call center hours.
Payment Extension	A little more time to pay your balance in full: Depending upon status of your account, you may be able to arrange for a payment extension online. You may elect an extension to pay the outstanding balance in full, or in two equal payments. The automatic extension program provides the amount(s) and date(s) for payment. Late notices will be mailed when the original 'late charge date' expires (due date on the original bill). Late fees are assessed monthly on any past-due amount, but no further collection action will follow as long as the payment extension agreement is kept and future billed amounts are paid by the late charge on new bills.	Qualifying Central Hudson customers.	Click here
POP <i>(Powerful Opportunity Program)</i>	Payback plan offering arrears forgiveness for qualifying customers who meet all obligations: POP is a temporary payment assistance program designed to help eligible customers pay off their past due balance and stay current with future monthly budget bills. We are no longer accepting enrollments in POP due to a state order mandating a new Low Income Program.	Only customers already enrolled in POP are eligible. We are no longer accepting enrollments in POP due to a state order mandating a new Low Income Program.	We are no longer accepting enrollments in POP due to a state order mandating a new Low Income Program.
HEAP <i>(Home Energy Assistance Program)</i>	Public assistance program for heating costs: HEAP provides both regular and emergency financial grants to eligible households to help pay heating and/or utility bills. HEAP benefits are funded and administered through the Department of	Income-eligible New Yorkers.	Contact your local department of social services or call the NYS HEAP

CenHub Store website:

HURRY! offer ends 9/3.

FREE Google Home Mini with your purchase of any Nest Thermostat.

[Buy Now](#)

Limit two Google Home Mini devices per purchase.

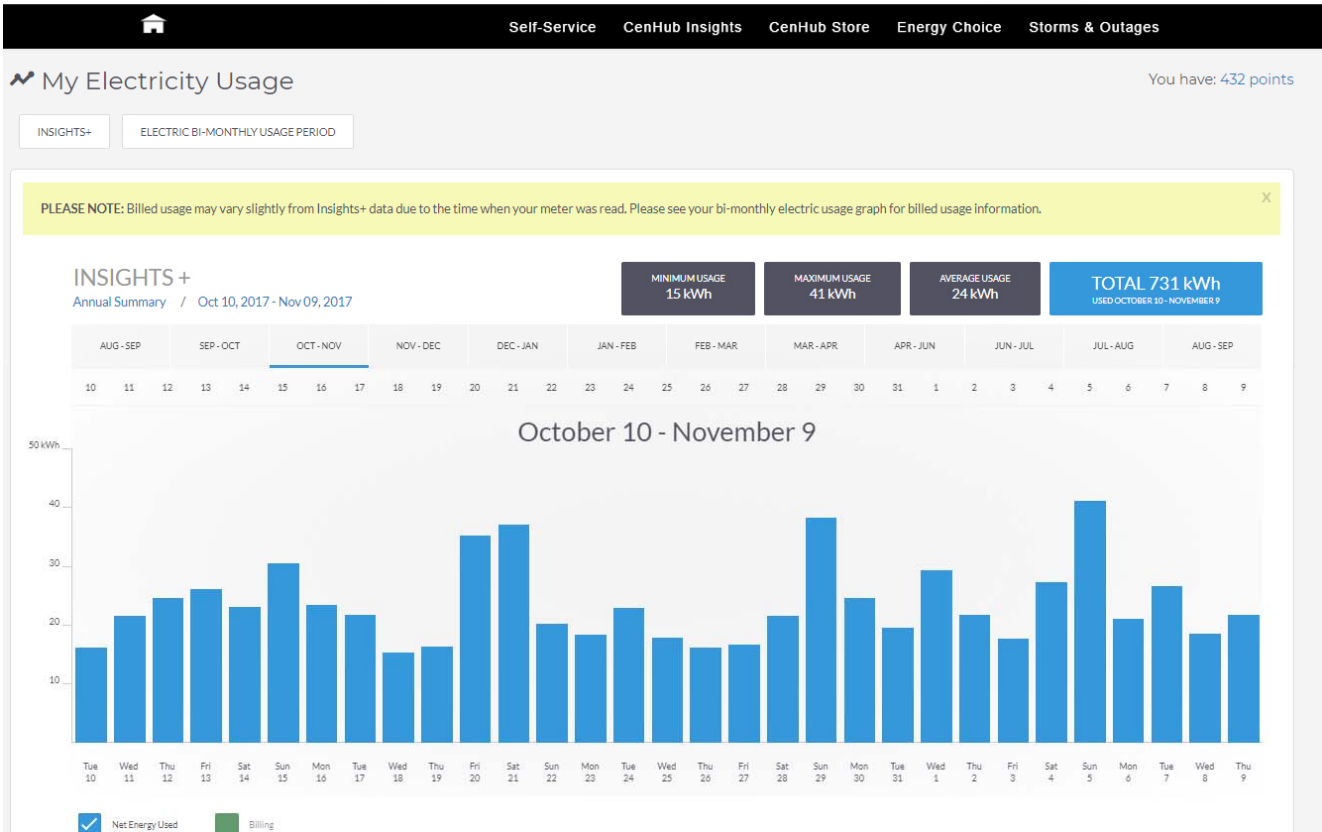
FEATURED ENERGY-SAVING PRODUCTS

We're Online

Insights+ dashboard:



My Points - Logout



Live Web Chat customer service tool:

Web Session Summary - Internet Explorer

Steve Leaden: Thank you for using Central Hudson's Web Chat functionality. The transcript to your inquiry is below.

Print Transcript

Steve Leaden:
Test

Central Hudson:
Thank you for contacting Central Hudson. An agent will be with you shortly. **If you are reporting a gas odor, please go to a safe location where you do not smell gas and call us at 1-800-942-8274.**

Kristal:
Hello my name is **Kristal**.

If you are a Central Hudson customer, please verify your date of birth and the last 4 digits of your social security # so that we can better assist you.

Steve Leaden:
Hey Kristal, just doing a quick test. Thank you!

Kristal:
hi

Storm warning email blast with outage resources and safety tips:



Central Hudson urges customers to be prepared

A powerful snowstorm is predicted to bring snowfall accumulations of 1-2 feet and potentially destructive wind gusts to the Hudson Valley on Tuesday. Central Hudson is completing all stages of preparation for a major storm emergency and we advise you to prepare as well.

Please take time to familiarize yourself with all of the important safety, preparation and outage communications information provided in this message. And remember to check on vulnerable neighbors and family members prior to and during this storm.

COMMUNICATIONS:

- [Text Messaging Service ▶](#)
- [Mobile App ▶](#)
- [StormCentral Outage Map ▶](#)
- [Report an Outage ▶](#)
- [Check Restoration Status ▶](#)
- [Mobile Website ▶](#)
- [Facebook ▶](#)
- [Twitter ▶](#)

PREPAREDNESS CHECKLIST:

- Have flashlights and batteries handy.
- If you rely on electricity to operate a well pump, fill your bathtub for an extra water reserve.
- Ensure adequate supplies of prescription medicine and other necessities.
- Fully charge your cell phone.
- Fuel your vehicles.
- Have a plan to check on vulnerable



AVOID ALL FALLEN WIRES:

- **You can't tell if a power line is energized just by looking at it.** Assume all fallen power lines are live and proceed with extreme caution. Do not drive over fallen wires. Always follow the utility personnel instructions regarding fallen power lines.
- If you see a fallen power line, stay at least 30 feet away from it and anything

2018 Outreach & Education Plan with 2017 Results

Mass/Blast Notifications

Please describe how and when the utility uses e-mail, text alerts and robo-calls for mass notifications as part of its overall O&E plan. Note: use of these tools for specific topics (e.g. safety) should also be described in more detail on the page for that program.

New/Continuing Program:

E-mail: Central Hudson sends emails to all customers who have given us their email addresses (about 140,000 unique addresses associated with approximately 160,000, or just more than half, of our customer accounts) in the following cases:

- prior to any major storms and during emergencies with messaging that includes safety reminders, preparedness tips and communications resources;
- Distribution of “PowerTalk,” our quarterly e-mail newsletter, with information about topics such as safety, account resources, communications tools, and energy efficiency;
- Distribution of other emails about important issues, new programs and promotions as warranted.

Central Hudson also uses more targeted email communications with customers via multiple dedicated email channels @cenhubinsights.com, @cenhubstore.com and @cenhud.com. Each email channel is utilized to communicate specific objectives. The *CenHub* Insights emails are related to our residential electric and gas energy efficiency programs as described in the ETIP. The educational messaging included is centered on energy efficient actions customers can take to reduce their usage. The *CenHub* Store emails educate customers on product availability, product features and instant rebates. The *CenHub* Insider provides a combination of product information and education on how best to apply the product as well as a “Test your energy IQ” question and answer included in each email.

Central Hudson also promotes energy efficiency and the *CenHub* Store on social media through our Facebook, Twitter, and Instagram accounts and paid advertising campaigns to bring awareness to the products and instant rebates that we offer.

Outbound Calls: Central Hudson uses outbound calls in the following cases:

- To communicate with Special Needs and LSE customers prior to the arrival of major storms urging preparation;
- As “call backs” throughout storm restoration efforts to confirm that service has been restored-as crews complete repairs,
- In specific cases, generally of an urgent nature, as determined on a case-by-case basis (for example, outbound calls are used to contact customers affected by localized interruption of natural gas service to coordinate re-lights);
- For notification of special programs including to potential customers that may be eligible for HEAP and/or enrollment in Central Hudson’s Low Income Bill Discount Program. Announcements are made when HEAP is available along with other HEAP related messages.

Text Alerts: Text messaging is used to communicate with subscribers regarding electric service outages (notifications, reporting, status and restoration), and provides billing notifications and a payment option.

2017 Results, Evaluation and Feedback:

Central Hudson maintains over a 20% open rate across all of its email channels. We monitor open rates, click rates, conversion rates, followers and unsubscribe rates on an ongoing basis. We meet with our partner firms on a quarterly basis to discuss performance. We adjust messaging strategies based on open and click rates and program participation objectives.

Goals for 2018:

Continue with these forms of communications to engage with customers and ensure email blast updates are sent every day during a major storm to update customers on the restoration effort.

Complete the implementation of suggestions identified by an internal team that was assembled to identify ways to increase and improve upon the volume and accuracy of customer email records.

In 2018 Central Hudson is focused on continuing to grow the *CenHub My Account* population in order to grow the number of customers reachable via email channels. Our current target is to grow the digitally engaged population to 60%. Central Hudson is also seeking to increase the number of customer email addresses on file by 10%, and customers enrolled in text alerts by 25%, to increase reach via digital communications.

How Priority Was Set:

Mass communication is an effective tool in reaching customer quickly with relevant information regarding safety and their utility services.

The 60% target was established as part of our *CenHub REV* Demonstration Project regarding Case 14-M-0101 and Case 14-E-0318.

Description of 2018 Program:

Provide quarterly editions of *PowerTalk*, seek additional email addresses for customers and encourage enrollment in the text messaging program via all communications channels.

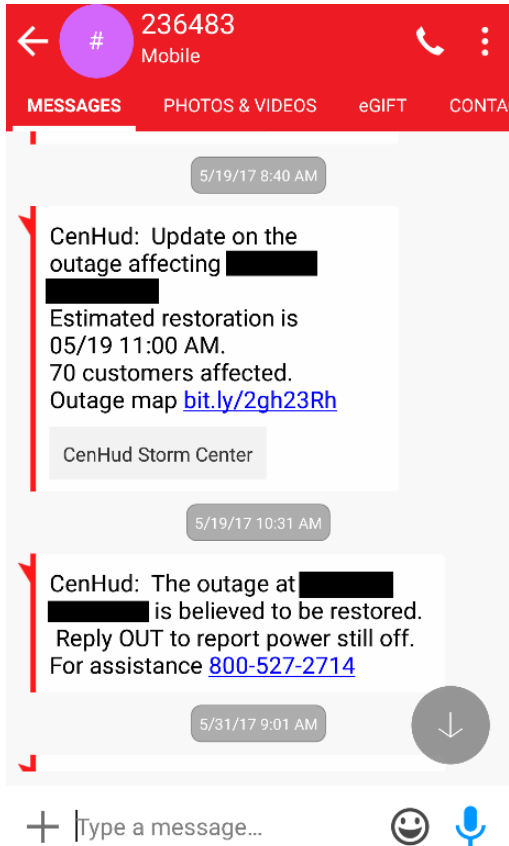
In 2018 Central Hudson will continue to utilize the email and social media channels established in 2016 and 2017 and vary campaign messaging based on Energy Efficiency and Environmental Beneficial Electrification objectives.

Measures to Evaluate the 2018 Program:

Improvements in customer email addresses and text messaging program enrollment.

We have developed a digital scorecard to monitor the engagement rates for of our digital messaging related to *CenHub* and associated programs.

Provide a List of Tools and Samples of Webpages/Social Media Pages/E-Mail Blasts



Ready for Winter?



Winter brings many wonderful times, but also requires serious preparation for challenging conditions. Here are some tips from Central Hudson to help you stay safe, be prepared and manage your energy needs this season ...

SAFETY

CARBON MONOXIDE

Carbon monoxide (CO) is colorless, odorless and poisonous. Any fuel-burning equipment can be a source of CO. To help prevent CO poisoning:

- » Install CO detectors on each level of your home.
- » Never use an outdoor grill or heating appliance indoors.
- » Only operate generators and fuel-burning appliances outside, never inside or in a garage or basement.
- » Have your heating system inspected and serviced annually. Ensure chimneys and flues are cleared of blockage.

DECORATIONS

Decorate safely. Remember to:

- » Keep your tree, wrapping paper and other flammable materials safely away from fireplaces and all heating sources.
- » Avoid overloading circuits and unplug your lights before leaving home.
- » When hanging holiday lights, check for cracked or frayed wires.
- » Only use lights and extension cords rated for outdoor use when decorating your home's exterior.
- » Never put staples or nails through wires to hang them up.

GAS ODORS

If you ever detect a natural gas odor:

- » **STOP** what you are doing.
- » **GO** outside immediately.
- » **LET US KNOW** by calling 911 or our gas odor hotline at 1-800-942-8274.

Remember: Stop. Go. Let us know.

SPACE HEATERS

Space heaters cause one-third of home heating fires and 80% of home heating fire deaths. If you use a space heater, keep flammable materials, such as curtains and papers, away. Never leave a space heater on when no one is present.



Winter is coming — stay safe by preparing your home now

Prepare your home now so it can be a safe haven through the winter months. Be sure to ...

Get a heating system checkup: Your heating system should be checked and serviced by a professional each year to ensure safe and efficient operation.

Guard against carbon monoxide hazards: Carbon monoxide is a colorless, odorless, potentially lethal gas. Install carbon monoxide detectors on every floor of your home, especially near heating equipment and bedrooms. Also, ensure proper ventilation of fuel-burning equipment and never operate generators, outdoor grills or any other fuel-burning devices intended for outdoor use indoors – including in your basement or garage. Symptoms of carbon monoxide poisoning include sleepiness, dizziness, nausea and loss of consciousness. If carbon monoxide is suspected, the building should be evacuated.

Prepare for storms:

Central Hudson urges customers to be prepared

A powerful snowstorm is predicted to bring snowfall accumulations of 1-2 feet and potentially destructive wind gusts to the Hudson Valley on Tuesday. Central Hudson is completing all stages of preparation for a major storm emergency and we advise you to prepare as well.

Please take time to familiarize yourself with all of the important safety, preparation and outage communications information provided in this message. And remember to check on vulnerable neighbors and family members prior to and during this storm.

COMMUNICATIONS:

[Text Messaging Service ▶](#)

[Mobile App ▶](#)

[StormCentral Outage Map ▶](#)

[Report an Outage ▶](#)

[Check Restoration Status ▶](#)

[Mobile Website ▶](#)

[Facebook ▶](#)

[Twitter ▶](#)

PREPAREDNESS CHECKLIST:

- Have flashlights and batteries handy.
- If you rely on electricity to operate a well pump, fill your bathtub for an extra water reserve.
- Ensure adequate supplies of prescription medicine and other necessities.
- Fully charge your cell phone.
- Fuel your vehicles.
- Have a plan to check on vulnerable neighbors and family members.
- Stock water and non-perishable foods



AVOID ALL FALLEN WIRES:

- **You can't tell if a power line is energized just by looking at it.** Assume all fallen power lines are live and proceed with extreme caution. Do not drive over fallen wires. Always follow the utility personnel instructions regarding fallen power lines.
- If you see a fallen power line, stay at least 30 feet away from it and anything it contacts. The ground around a power line and any objects it contacts may be energized. Call 911 to report fallen wires.

SIGN UP for an online account today ...



People. Power. Possibilities.
Central Hudson
A FORTIS COMPANY

CenHub
My Account

and receive a **FREE LED BULB** on us.

SIGN UP

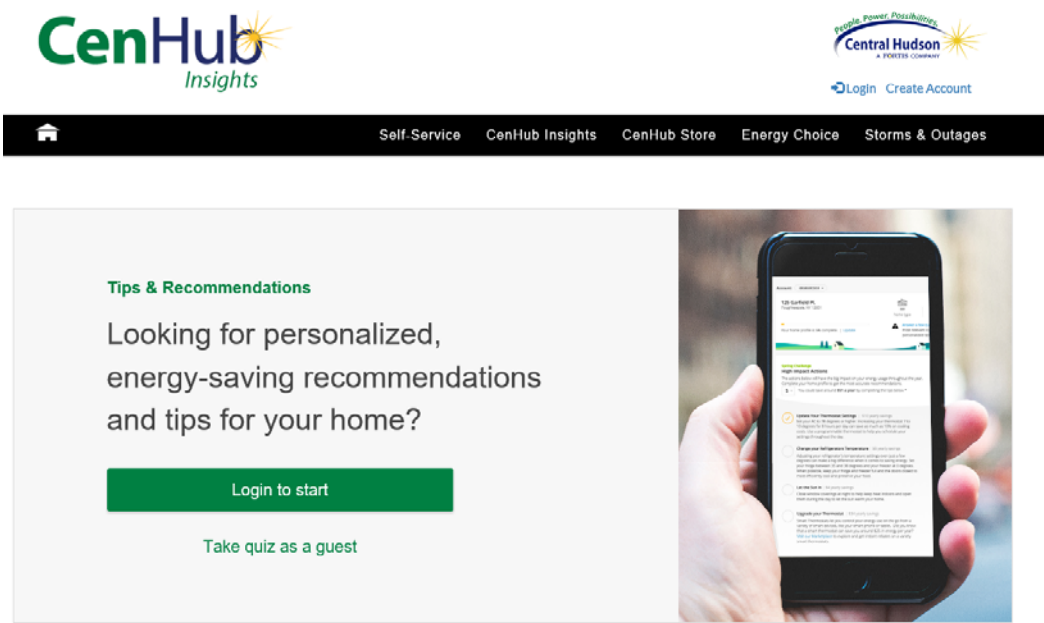
This offer is only available to those who register for online Central Hudson-Cen Hub My Account access today (Nov. 8).

In addition to automatically receiving a free Phillips LED bulb by mail, those who register will also be automatically entered in our [monthly \\$250 prize drawings](#).

Central Hudson Gas & Electric Corp.
284 South Ave.
Poughkeepsie, NY 12601



CenHub Insights – Landing Page



CenHub Insider



Test your energy IQ

Q: What percentage of the average household energy budget is dedicated to lighting?

Scroll to the bottom of this newsletter for the answer!

Portable Light & Power



Never be left in the dark, or without a way to charge up! The compact [Goal Zero Micro Flash Lantern](#) provides powerful bright light while being small enough to fit in your pocket. Use it as a flashlight or as a hanging side-lit lantern. Keep a [Goal Zero Nomad 7 Plus Solar Panel](#) handy to charge all of your mobile devices. Whether it's during a storm emergency, trip to the beach or camping trip that has you needing a way to charge your devices, this highly portable solar panel does the job.

Get the Bike Ready

Lasting warm and sunny days are ahead, which brings bike season! Get your gear ready with these affordable safety accessories. Add a bar-mount headlight and bright red taillight with the [Nebo Bike Light Combo Cr](#), gear up with the [Nebo Redline Bright Light](#) which offers a quick release feature so that it can be detached and used as a flashlight. Then, make sure your tires are road ready with the [Nebo 250 PSI compressor](#), which is even strong enough to fill car tires!



FEATURED PRODUCTS



Outdoor Lighting

Update your outdoor lighting with energy- and money-saving LEDs. These popular Maxlite indoor/outdoor flood lights provide bright light to areas in need. Choose from [80 watt](#) or [120 watt](#) equivalent bulbs. Both are sold in two-packs and provide up to 25,000 hours of light.



Advanced Power Strips

[Advanced power strips](#) do much more than provide surge protection – they safeguard your electronics and appliances while lowering your energy costs by up to \$100 per year. [Shop now](#) or [learn more](#).

A19

SENGLED EVERBRIGHT BULBS

LED bulbs with battery backup

Provide hours of emergency light, if power is interrupted.

Can be used as a flashlight tool.

B100

CenHub Store Email



Last chance for increased rebates!

Save even more — up to 88% — on select energy-efficient products.

Act now. Savings end 11/11/17.

[SAVE NOW](#)

Get the Perfect Light for Every Room



LED bulbs produce the same great quality of light as traditional bulbs while using a fraction of the electricity. They last 15 times longer than incandescents and come in all the same shapes and sizes as traditional bulbs.*

[Shop LED Lighting](#)

Classic Lighting

Standard

MaxLite 9-watt A-19 6-pack

Perfect for table or floor lamps, wall sconces and pendant or ceiling fixtures.



Retail Price: \$27
Your Price: \$6 after instant rebate**

[Shop MaxLite A-19](#)

Directional

Philips 9-watt BR30 6-pack

Great for household light fixtures, recessed can lighting and track lighting.



Retail Price: \$40
Your Price: \$10 after instant rebate**

[Shop Philips BR30](#)

Smart Lighting

Sengled® Pulse LED & Speaker

Light and sound, rolled into one — stream music anywhere there's a light socket using this JBL Bluetooth speaker.

Lutron Smart Dimmer Kit

An LED kit that lets you control your lighting from anywhere and set lighting scenes and schedules.

Greetings

Here are your Energy Insights.

Entertaining this Summer?

Between picking up groceries and cleaning your patio, energy costs should be far from your mind.

Follow these easy tips to **enjoy a fun summer night that won't leave you sweating your bill:**



- **Serve food that doesn't require the oven.** Summer is the perfect time for no-cook meals like salads and sandwiches.
- **Replace your outdoor lights with [energy-efficient LEDs](#).** These bulbs use less than 25% of the energy and last up to 25 times longer than traditional incandescents.
- **Save energy when cleaning up, too.** Load the dishwasher fully before running. Let dishes air dry rather than using the heated dry cycle.

Find more ways to save this summer with tips from the CenHub Insights website.

[Be an Efficient Host](#)

Facebook Posts



CHOOSING THE RIGHT BULB

Selecting for Shape
LED bulbs come in a variety of shapes and sizes. Make sure that the bulb you buy matches your fixture.

Globe: Wall sconce, pendant fixture
Candle/Torpedo: Wall sconce, pendant fixture, ceiling fan
A-Line: Table or floor lamp, wall sconce, pendant fixture, ceiling fixture

For bright and efficient lighting, look for bulbs with a high lumens number and low wattage.

Selecting for Brightness
It's a common misconception that watts (W) indicate brightness, when in fact watts measure electricity use. For bright and efficient lighting, look for bulbs with a high lumens number and low wattage. Lighting options typically range from 300 to 1,600 lumens. If you're swapping out incandescents for LEDs, use this guide as a rule of thumb:

- Replace a 40W incandescent bulb with an LED that gives you **450 lumens** of light.
- Replace a 60W incandescent bulb with an LED that gives you **800 lumens** of light.
- Replace a 75W incandescent bulb with an LED that gives you **1100 lumens** of light.
- Replace a 100W incandescent bulb with an LED that gives you **1600 lumens** of light.

Specialty Lights
Dimmable Lights
Dim your lights up and down to control the ambiance of the room.
Smart Lighting
Smart lighting takes your lighting game to a whole new level, allowing you to talk to and control your lights from your smartphone, turning them on or off, or even dimming. Some options let you pick from millions of colors to fit any occasion or mood and even sync with music and movies. Everbright provides light when you need it the most. During a power outage, Everbright can run off its internal backup battery for 4-12 hours (depending on selected settings) so you don't have to fumble around looking for a flashlight.

WATTS THE DEAL WITH LEDs:
LED bulbs use 80% less energy than incandescent bulbs, and they last up to 25 times longer. By swapping just five of your most-used bulbs, you can save up to \$71 per year.

Selecting for Color
The color temperature* of your bulbs can drastically impact the mood and feel of a room. The warm, cozy lights in your bedrooms are soothing like the crisp, radiant light in your bathroom or the fluorescent overhead at your office.

Warm or Soft White

- 2,700 to 3,500 Kelvins — ranges from orange to yellow-white in appearance
- Cozy, inviting and warm
- Good for bedrooms, living rooms and dens

Neutral or Cool White

- 3,500 to 4,100 Kelvins — emits a more neutral white light and may even have a slightly blue tint
- Clean, crisp and radiant
- Good for kitchens, work spaces and bathrooms

Natural or Daylight

- 5,000 to 6,500 Kelvins — emits blue-white light that mimics daylight
- Alert, active and vibrant
- Good for reading and detail-oriented activities

*Color temperature is a way to describe the light appearance of a light bulb and is measured in degrees of Kelvin (K) on a scale from 1,000 to 10,000.

For discounts on LED lights, shop our online store, or in-store at local retailers:
CentralHudson.com/TwoWaysToSave



NEW on the CenHub Store: Electric vehicle charging stations.



EV Chargers

CENHUBSTORE.COM

👍 2 💬 Comment ➔ Share

2018 Outreach & Education Plan with 2017 Results

OUTREACH EVENTS

Describe how the utility identifies and participates in public events. Distinguish between utility-sponsored and community sponsored events. Use the tracking sheet in Appendix A to list events conducted in 2017 and those planned for 2018.

New/Continuing Program:

Central Hudson will continue to participate in county fairs, community clubs, senior events, speaker bureau engagements, school presentations, chamber of commerce events, employment events, food pantries, farm stands, head start schools, community action agencies and our annual outreach forum.

2017 Results, Evaluation and Feedback:

Central Hudson participated in multiple community presentations to children and adults on energy efficiency, renewable energy, utility careers and safety. Participation at 2 large county fairs, municipal public safety days, senior citizen fairs, solar summit for industry professionals, food pantries, farm stands, senior centers, head start schools, human services expo and family services.

Goals for 2018:

We will continue to participate in public events as listed above and are continually looking for new partnerships with agencies that provide assistance for low income communities and senior agencies. Our goal is to participate in 25% more events this year from 2017.

How Priority Was Set:

As a component of our outreach and education efforts, to inform, educate and connect with customers.

Description of 2018 Program:

Central Hudson will participated in two large county fairs, chamber of commerce events, senior citizen fair, a solar summit for industry professionals, Career Day for high school students, DSIP presentation, electric vehicle events, touch-a-truck, Citizen's preparedness, senior events, head start events, veteran events, Central Hudson's Outreach Forum. We have changed the Outreach Forum from being a bi-annual event to an annual event wherein we bring in agencies that assist our low income and senior customers to one location and share our programs with them and they share their programs with the whole group as well.

These events are valuable and highly regarded by attendees. They are generally low or no-cost, staffed by qualified employee volunteers, and provide opportunities to interact directly with customers and provide them with important information.

Measures to Evaluate the 2018 Program:

Central Hudson will maintain records of the events we participate in and its effectiveness and will continually seek new opportunities to engage with customers and stakeholders.

2018 Outreach & Education Plan with 2017 Results

CUSTOMER ASSISTANCE LINES/CALL CENTER

New/Continuing Program:

Central Hudson's Customer Service Representatives handle the initial incoming telephone call in connection with explaining outreach programs. Central Hudson adheres closely to all guidelines provided by the HEPFA manual for public utilities. Central Hudson works closely with the Department of Social Services, Family Partnership of Poughkeepsie and Community Action as well as other charitable organizations to ensure each customer receives assistance with electric and gas consumption.

In addition, Central Hudson has two dedicated telephone lines to assist customers with payment agreements and outreach programs. Both lines are designed to assist and educate customers about their utility bills.

In January 2018 Central Hudson expanded our web chat option to make it available to all visitors on Central Hudson's web site. Customers are able to chat live and get assistance from our Customer Service Representatives Monday through Friday from 8am until 4pm. In 2017 we received 9,809 web chats.

Our Customer Service Representatives handled 31,179 e-mail communications in 2017 through several different email accounts (e.g., email accounts: Contact Us, Paperwork, Commercial, Meter Reading) within Customer Accounts Services.

To educate and support our customers in the local community Central Hudson has scheduled site visits three times a week at local charitable offices throughout our service territory including the Department of Social Services offices in Poughkeepsie and Newburgh, Family Partnership of Poughkeepsie and Community Action offices in Kingston, Highland and Ellenville.

2017 Results (evaluation and feedback):

During 2017 Central Hudson scheduled seasonal training for all employees within the Contact Center handling incoming telephone calls. In addition, our telephone employees who handle customer calls receive formal training at various periods during their development and when new programs and offerings are introduced.

New employees receive formal training at 2 months, 12 months and 24 months. The formal class is a one to two week long training school which covers a variety of subjects related to Outreach and Collections. Each training period is eight hours in length. In addition, informal training is provided for every Customer Service Representative at least twice a year for two hours during the spring and fall.

Central Hudson's *How Did We Do?* Survey results for 2017 were at 91.0% satisfaction rating, above the 85% target established by the Commission

Goals for 2018:

Education for Customer Service Representatives by utilizing various trainings throughout the year. All new employees receive at least 8 hours of training in connection with Outreach and Collections. All Contact Center employees receive annual refresher training twice a year on various topics including Outreach and Collections. Our Customer Service Representatives and Supervisors will have monthly team meetings for continuous training.

Customer satisfaction results are targeted to be above 87%.

How Priority Was Set:

Training established for our Outreach and Collections organizations is required based on the guidelines as outlined in HEFPA. However, the majority of the programs are the result of the best interest in the community and concern for our customers.

Description of 2018 Program:

Central Hudson will continue to provide the same program format used in 2017.

During 2018 Central Hudson has scheduled seasonal training for all employees within the Contact Center handling incoming telephone calls.

New employees will receive formal training at 2 months, 12 months and 24 months. The formal class covers a two week time period. The training agenda covers a variety of subjects related to Outreach and Collections. Each training period is scheduled for eight hours in length. In addition, informal training is scheduled for the entire Contact Center staff during April and October of 2018.

Measures to Evaluate the 2018 Program:

Successful completion of all training programs. Continued site visits to local Department of Social Services offices and other charitable organizations. For 2018, Central Hudson will continue to monitor feedback forms that are completed by customers at local Department of Social Services offices to evaluate our assistance and provide ideas to enhance the program.

Review of the 2018 *How Did We Do?* Survey results

**Central Hudson Gas & Electric
OUTREACH AND EDUCATION PLAN
2018**

Section 4

Outreach and Education Topics

2018 Outreach & Education Plan with 2017 Results

CUSTOMER RIGHTS AND RESPONSIBILITIES

New/Continuing Program:

- The Rights & Responsibilities brochure will be mailed as a bill insert during the August billing cycle.
- For customers receiving eBills, a link “Current Bill Insert” can be found; the eBill that customers receives always contains a link to our Customer Rights & Responsibilities website section.
- Most pages on Central Hudson’s website, including the “My Energy” (and “My Business” for commercial customers) include a link where customers can view and/or print the Rights & Responsibilities.

2017 Results, Evaluation and Feedback:

In 2017 the Rights & Responsibilities brochure was mailed in the August billing cycle. In addition, new customers received the Rights & Responsibilities with their initial bill. While we did not receive any specific feedback, if a customer called and requested a copy a Customer Service Representative would mail one to them.

Goals for 2018:

- The Rights & Responsibilities brochure will be mailed as a bill insert in August 2018.
- For customers receiving eBills, a link “Current Bill Insert” can be found at the top of their Page 1 billing statement (for the months of August, the current bill insert is the Rights & Responsibilities).
- Most pages on Central Hudson’s website, including the “My Energy” (and “My Business” for commercial customers) include a link where customers can view and/or print the Rights & Responsibilities.

How Priority Was Set:

The priority was set in order to meet our regulatory requirements and provide the best service and information to our customers.

Description of 2018 Program: (see guidance document regarding program elements to include)

Central Hudson's goal is to comply with the provisions of the HEFPA and provide our customers with information regarding their rights and responsibilities as a utility customer. With this information customers will be empowered to make informed decisions about their utility service, they will be aware of assistance and other programs available to them, and they will understand the resources available to them to resolve any utility related problem.

Measures to Evaluate the 2018 Program:

Our 2018 program continues the successful electronic outreach methods used in the past including email and website strategies. We will also continue to use bill inserts to ensure those customers who do not use electronic devices will have access to this important information.

Provide a List, Copies of Material Distributed and Method of Distribution in Appendix B

Please see Appendix B for relevant outreach materials.

2018 Outreach & Education Plan with 2017 Results

BILLING SERVICES AND PAYMENT ALTERNATIVES

New/Continuing Program:

Central Hudson continues to promote billing options, payment assistance programs, and convenience options such as text message reminders to our customers. The Company encourages enrollment through incentive contest and provides information and education via Customer Service Representative interactions, bill inserts, press releases, social media, e-blasts, program specific brochures, presentations at public and senior citizen events, and in person by employee-representatives in Department of Social Service offices. Details of the program include:

- **Convenient Billing Options:** Central Hudson offers Direct Pay Service, and promotes it as a convenient, worry free method for customers to pay their utility bills automatically. To encourage participation in the program, Central Hudson sends a direct-mail letter and enrollment application to customers participating in the Budget Billing Plan. The correspondence is sent after the customer's annual budget adjustment bill is issued. These mailings are aimed at budget customers because they are billed the same amount each month and the Direct Pay option is a complement to budget billing as a means for customers to manage their bills as well as their energy costs. Additional outreach for Direct Pay that reaches our entire customer population is conducted through website banner ads, bill inserts, bill messages, and radio spots. Customers also have the option to pay by credit card through our third party vendor. Currently customers incur a fee for each payment processed. Beginning in January 2019 customers will not have to pay a transaction fee for this method of payment.

Customers who enroll in our Notifi texting service can also pay using SMS messaging. Once registered, they will receive bill ready and payment due text messages. For customers with checking account information already on file in our Customer Information System, texting the message "PAY" will set up a payment for the current amount due. This bill payment feature is very easy and accessible to all customers. Approximately 500 customers take advantage of this bill payment feature each month.

We also look for opportunities to increase the number of customers who receive and pay their utility bill on-line, through the secured "My Account" section of our website. The website banner ads, bill inserts, *PowerTalk*, and bill messages convey the ease and convenience of eBills.

- **Large-Print Bills:** For customers who are sight-impaired Central Hudson offers a large-print bill option upon request. Annual notification is made via our Rights & Responsibilities bill insert, periodically in our *Senior Times* newsletter, and during Outreach Events in the community.
- **Extra Security Plan (ESP):** This program provides an extended billing due date to the 6th of the month following their 'normal' due date for customers who are on a fixed-income.

- **Third Party Notification:** As provided by HEFPA, Central Hudson offers a Third Party designation for residential customers. With this protection, any final termination notice issued on an account is also mailed at the request of the customer to the designated Third Party. The Third Party application form is available on our website and is also available in Spanish.
- **Good Neighbor Fund (GNF)** is funded by voluntary customer contributions and matched by shareholders. The GNF is administered by the local Salvation Army Corps and is available to eligible customers as a last resort benefit. In observance of the Year of the Veteran, Central Hudson has made available a special grant for eligible veterans and military families who are experiencing a financial hardship. Typically, the GNF is communicated to customers via bill messages, bill inserts, *Senior Times* newsletter, radio spots, *PowerTalk*, Facebook, Twitter, the website and customer service representatives' referrals. Information on the program is also shared with our partners in the community such as Catholic Charities and Family Services.
- **Home Energy Assistance Program (HEAP) Awareness:** We utilize a number of sources to communicate HEAP availability to customers including; bill inserts, the bill message at the beginning of the HEAP season; *Senior Times*, *Powering Connections*, Facebook, Twitter, banner ads on our website, outbound calling campaigns, radio ads, and customer service representatives' referrals. While HEAP remains open, we include a banner on the homepage of our website, which links either to the New York State Office of Temporary & Disability Assistance (OTDA) or to the "payment assistance" section of our website. We insert a HEAP pamphlet in every residential final termination notice issued from December through February, which includes the up-to-date income guidelines as well as the local contact information. Outbound calls were made to customers that had received HEAP in a prior year to encourage them to apply again.

Prior to the winter heating season, a presentation is given to all Customer Service Representatives and Field Collectors which provides an overview of the customer's protections as well as a summary of the services and programs that customers may be eligible to receive.

- **Low Income Bill Discount Program:** Residential customers who receive a HEAP benefit for their Central Hudson bill will also receive a Central Hudson bill credit depending on their service type. Customers will receive 12 consecutive months of bill credits upon receipt of the HEAP benefit provided their account remains active. Each customer is entitled to one monthly credit regardless of whether the customer has electric and gas service from the Company. The credit appears on the customer's monthly billing statement as "CH Benefit for HEAP recipients." The credits listed in the table below for the Previous Low Income Bill Discount Program will be phased out by fall 2018. The credits listed in the table below for the New Low Income Bill Discount Program became effective November 2017.

Previous Low Income Bill Discount Program

Service Type	Electric Only	Gas Only	Both Electric & Gas
Heating	\$17.50	\$17.50	\$23.00
Non-Heating	\$5.50	\$5.50	\$11.00

New Low Income Bill Discount Program

Central Hudson				
Income Level	Electric Heating	Electric Non-Heat	Gas Heating	Gas Non-Heat
	Adopted	Adopted	Adopted	Adopted
Tier 1	\$19	\$19	\$30	\$3
Tier 2	\$37	\$37	\$48	\$3
Tier 3	\$72	\$56	\$67	\$3
Tier 4	\$39	\$39	\$50	\$3

- Low Income Reconnection Fee Waiver: Customers receiving a HEAP benefit applied towards their Central Hudson account during the HEAP season will be eligible to receive one reconnection fee waived should they be locked for non-payment. The benefit is automatically initiated when a Low Income participant is locked for non-payment and the order to restore service is issued.
- Central Hudson Customer Service Representatives are available to meet with customers at Department of Social Service offices to discuss payment assistance programs and set up payment agreements. Customer Service Representatives are also available at Poughkeepsie Family Partnership, Community Action Agencies and various local food pantries for assistance.
- Central Hudson (www.CentralHudson.com) continues to provide information regarding retail access (Customer Choice Plan). Summary information about energy deregulation including a history of the supply costs charged by Central Hudson, as well as how customers can switch to another energy supplier can be accessed through our website. Listings for both electric and natural gas energy suppliers who operate in our service area are available on our website or via U.S. Mail. The website also provides historic supply charges for electricity and natural gas for full service customers, providing a comparison for those who are shopping for alternatives.

Consumer protection tips related to Energy Supply Company marketing campaigns are included in press releases, *Senior Times* newsletter, on our social media pages, and also distributed at various community presentations throughout our service territory.

2017 Results, Evaluation and Feedback:

Increased participants in text alert notification system by 4,409; in the electronic billing by 7,830; and in automatic payments by 5,607.

Goals for 2018:

Central Hudson will continue to educate its customers in 2018 on the various billing and payment options available to them. We will strive to increase the number of participants in our electronic billing and automatic payments by 10%. Central Hudson is also seeking to increase the number of customers enrolled in text alerts by 25%, to increase reach via digital communications.

The Company will continue the New Low Income Bill Discount Program as well as offering the incentives to participants in this program. Central Hudson will continue to have Customer Service Representatives

available at Department of Social Services offices, Family Partnership of Poughkeepsie, Community Action Agency offices and various local food pantries.

How Priority Was Set:

Improve customer satisfaction, lower bill processing costs, provide assistance for low-income customers. Programs are designed to comply with HEFPA regulations and findings through customer satisfaction surveys, Outreach Forums, outreach presentations, and employee engagement in community activities and non-profit organizations. Local economic conditions and availability of federal, state, and local programs are also taken into consideration

Description of 2018 Program: (see guidance document regarding program elements to include)

- **Target Audience:** Central Hudson will continue to inform our customers about the Company's billing options and payment assistance programs. The billing options are available to all residential customers. Payment assistance programs are geared to assist the elderly, blind, disabled and low income customers.
- **Key Messages:** Included in the key messaging is information regarding Central Hudson's budget billing program, Direct Pay option, Notifi texting service, large print bills, Extra Security Program, Third Party Notification and Good Neighbor Fund. Additional information is available regarding the Home Energy Assistance Program and the Low Income Bill Discount Program.
- **Outreach Materials:** Please see the various billing options and payment assistance program materials that have been included.
- **Delivery Vehicles:** Central Hudson utilizes its website and social media platforms to communicate this information to all its customers. Additional information on billing options and payment assistance is provided in bill inserts, press releases, *Senior Times* newsletter, *PowerTalk* e-newsletter, and *Powering Connections* newsletter.
- **Public and Community Relations:** As described above the Company will continue to work with the Department of Social Services, Family Partnership of Poughkeepsie, Community Action Agency offices and various local food pantries.
- **Corporate Partnerships:** N/A
- **Schedule:** Central Hudson will continue to communicate its billing options and payment assistance program information throughout the year. Specific information regarding the Home Energy Assistance Program and the Low Income Bill Discount Program will be communicated over the course of the entire year with an emphasis placed during the November through April timeframe.
- **New Initiatives:** N/A
- **Additional Information:** During 2018 the Company is working on a plan to remove the transaction fee for all credit/debit card payments and payments made at authorized walk-in locations. This plan will be implemented in 2019. Once implemented, all customers will then have additional no fee payment options available throughout our service territory.

Measures to Evaluate the 2018 Program:

Enrollments are tracked, and for text messaging an administration tool follows subscriptions to see customer adoption.

Provide a List, Copies of Material Distributed and Method of Distribution in Appendix B

Please see Appendix B for relevant outreach materials.

2018 Outreach & Education Plan with 2017 Results

SPECIAL NEEDS CUSTOMERS

New/Continuing Program:

Central Hudson will continue to look for ways to reach our special needs customers. One of the most effective ways to obtain this information is while the customer is on the phone; therefore, Central Hudson will continue to train its Customer Service Representatives and certain Field Employees that interact with customers to properly identify these customers and update their accounts. This training is conducted in the spring and fall.

Our Consumer Outreach Department continues to attend community events to help identify and communicate with our special needs population.

Central Hudson will also continue the following programs:

- Senior ID Program
- Extra Security Plan: This program provides an extended billing due date to the 6th of the month following their 'normal' due date for customers that are on a fixed-income. As of the second quarter of 2018 there are about 2,891 customers enrolled in this program.
- Senior Times Newsletter: Issued to customers with a senior code on their account, to Central Hudson retirees and libraries, local agencies and senior centers in our service area free of charge. Each edition offers an array of information about Central Hudson's programs and services as well as safety and conservation articles. *Senior Times* are handed out at local outreach events as well.
- TTY Phone Service: dial 711
- Life Support Program: Customers with life support equipment in use are eligible for special coding on their account. These customers also receive continuous outreach during major outage events. As of second quarter of 2018 there are 893 customers currently enrolled in the LSE program.
- Third Party Notification: As provided by HEFPA, Central Hudson offers a Third Party designation for residential customers. With this protection, any final termination notice issued on an account is also mailed to the designated Third Party. Approximately 815 residential accounts have Third Party designation on their account as of the Second Quarter of 2018. The Third Party application form is printable from our website and is also available in Spanish language.
- Hospitalization Program: Central Hudson provides a 30-day extension to customers that have been in the hospital. The form is available on the website. Office and field staff have been trained on the program and can assist customers in applying.
- Large Print Bills: Are sent to sight-impaired customers. Annual notification offering this option is made via our Rights & Responsibilities bill insert and periodically in the *Senior Times* newsletter.
- Spanish-speaking Customer Service Representatives: Central Hudson keeps a staff of Spanish speaking Customer Service Representatives to meet the needs of this population as well as an interpreter service for other languages.
- Interpreter Service: Available in various languages. In 2017 it was used approximately 190 times in various languages including Spanish, French, Arabic, Urdu, Albanian, Hindi, Romanian, Turkish, Mandarin, Korean, Portuguese, Russian, Italian, Vietnamese, Haitian Creole, Ukrainian, Polish, and Cantonese.

- Website sections are available in all languages via Google Translate. All customer forms have been translated and made available in Spanish.
- Good Neighbor Fund (GNF) is administered by the local Salvation Army Corps and is available to eligible customers as a last resort benefit. Typically the GNF is communicated to customers via bill messages, bill inserts, *Senior Times* newsletter, radio spots, *PowerTalk*, Facebook, Twitter, the website and Customer Service Representatives' referrals. As of March 2018 a special new one-time grant for veterans and active military duty families was launched in honor of the Year of the Veteran. These families that are facing a financial hardship are eligible for the one-time \$200 grant.
- Essential Service Program: Central Hudson voluntarily elects to provide Essential Service Apparatuses to residential customers in the winter. This is a load-limiter device set in lieu of locking the account for non-payment. The device is set to provide sufficient energy to operate a heating system, some lights, etc. on a limited basis.
- Special monthly bill credit for HEAP customers: Residential customers who receive a HEAP benefit for their Central Hudson bill also receive a Central Hudson bill credit between \$5.50 to \$23 per month depending on service type (see table below). The HEAP credit commences when the HEAP benefit is received and is scheduled to continue for 12 consecutive months provided the customer's account remains active. Each customer is entitled to one monthly credit regardless of whether the customer has electric and gas service from the Company. The credit appears on the customer's monthly billing statement as "CH Benefit for HEAP recipients." This program has been replaced by the new Low Income Bill Discount Program which became effective, November 2017 and customers enrolled in the old program will be phased out by fall 2018.

<u>Service Type</u>	<u>Electric Only</u>	<u>Gas Only</u>	<u>Both Electric & Gas</u>
Heating	\$17.50	\$17.50	\$23.00
Non-Heating	\$5.50	\$5.50	\$11.00

- Low Income Bill Discount Program: If a Central Hudson account receives any type of HEAP benefit, customers are automatically enrolled in the new program. If a customer heats by other means such as oil, coal, propane, wood/wood pellets, kerosene or corn and Central Hudson receives a notification that the household has received a HEAP grant, the customer is automatically enrolled in the program. A monthly credit will be applied to the account for 12 consecutive months, provided the account remains active. The amount of the benefit is based on service type and the benefit range from \$3 to \$123 per month. See table below.

Central Hudson				
Income Level	Electric Heating	Electric Non-Heat	Gas Heating	Gas Non-Heat
	Adopted	Adopted	Adopted	Adopted
Tier 1	\$19	\$19	\$30	\$3
Tier 2	\$37	\$37	\$48	\$3
Tier 3	\$72	\$56	\$67	\$3
Tier 4	\$39	\$39	\$50	\$3

- Low Income Reconnection Fee Waiver: Customers receiving a HEAP benefit applied towards their Central Hudson account during the HEAP season will be eligible to receive one reconnection fee waived should they be locked for non-payment. The benefit is automatically initiated when a Low Income participant is locked for non-payment and the order to restore service is issued.

- HEAP Awareness: We utilize a number of resources to communicate HEAP availability to our customers such as the Low Income Bill Discount Program, bill inserts and bill messaging at the beginning of the HEAP year. In addition, we also advertise through the *Senior Times*, social media, outbound call campaigns, Customer Service Representatives' referrals, radio advertisement and banner ads on our website. While HEAP remains open we include a banner on the homepage of our website, which links either to OTDA or to the payment assistance section of our website. We insert a HEAP pamphlet in every residential Final Termination Notice issued from December through February, which includes the up-to-date income guidelines as well as the local contact information. Outbound calls are made to customers who have received HEAP in a prior year to encourage them to reapply.
Prior to the winter heating season, a presentation is given to all Customer Service Representatives and Field Collectors which provides an overview of the customer's protections as well as a summary of the services and programs offered that customers may be eligible for.
- Special Account Identifications: Our customer database system identifies our specially coded customers on a general information screen. Both office and field employees are trained to understand the identifications, where to find them, and how to update them.
- Gift Certificates: This program allows friends, family, or charitable organizations to purchase gift certificates to be applied to a customer's account. Advertisements are placed in the *Senior Times*, in *PowerTalk*, on our website, and in radio advertisements.
- Central Hudson.com: The Payment Assistance & Special Help section of our website provides explanations of our special needs' customer programs and services. The website banner during HEAP season and the home page website banner is updated to inform customers of the availability of benefits and has a link to the OTDA website or Central Hudson's "Payment & Assistance" section. At other times Good Neighbor Fund information is displayed.
- News Releases: Issued periodically and generally reflect the topics covered in bill inserts for the same period. News releases are an effective communication tool. There is no cost associated with a news release nor is there any responsibility on the part of the news media to utilize the information. Annually a news release is issued announcing the Company's "Essential Services Program". Releases are also issued about the Low Income Bill Discount program and when HEAP opens and throughout the winter season.
- Radio Ads: Generally reflect the topics covered during the same period as bill inserts. For example, a message informing customers that CH offers special programs for those who need assistance is broadcast, as well as budget billing, HEAP availability, Low Income Bill Discount Program, Consumer Outreach information, and an array of other messages.
- Central Hudson Customer Service Representatives are available to meet with customers at DSS offices to discuss payment assistance programs and set up payment agreements. In addition to the DSS offices, Customer Service Representatives are also available at Poughkeepsie Family Partnership, Community Action Agencies and various local food pantries for assistance

2017 Results (evaluation and feedback):

- Central Hudson recognizes that identifying these customers is important that is why we continue to update the current listing of specially coded accounts with more detailed information and use that process going forward for new accounts that are entitled to the protections.
- Central Hudson conducted over 7,775 automated outbound calls to customers to remind them to apply for HEAP.

- Central Hudson performed an outbound phone campaign to approximately 1,601 customers prior to the 2017/2018 HEAP season. This call was only to HEAP recipients who are homeowners, informing them of OTDA “Clean & Tune program”.
- The Low Income Order issued in May 2016 adopted a framework for low income program design providing tiered discounts and directed utilities to submit implementation plans. Central Hudson’s implementation plan was submitted in September 2016 and approved in February 2017. Central Hudson communicated the new Low Income Bill Discount Program to over 6,000 of its known Low Income customers to educate them about the increased benefits of applying for a HEAP grant; which will include customers with alternative heating such as oil, wood, propane, etc. Central Hudson communicated the new Low Income Bill Discount Program to all customers by the way of bill inserts, social media, radio, etc. In the fall of 2017 a new Low Income newsletter, *Powering Connections*, was mailed to all customers who were enrolled into our Low Income Discount Program. This newsletter will continue to be mailed in the fall of every year.

Goals for 2018:

Central Hudson continues its multi-year goal to verify and update all Elderly, Blind, and Disabled (EBD) customer accounts. Central Hudson calls all EBD customers through an Outbound Call Campaign to update their contact information. If they cannot be reached through the Outbound Call Campaign then they will be called manually by a customer service representative. If we cannot reach them via telephone, we will mail the customer a letter to update their telephone and email contact information.

In 2018 Central Hudson also plans to use the *Senior Times* to educate our elderly customers on billing assistance programs and energy efficiency savings programs. Elderly customer’s hesitation to take advantage of certain programs due to pride requires Central Hudson to make extra effort to educate these customers.

Central Hudson will continue to communicate with customers on the new Low Income Bill Discount Program in order to educate them about the increased benefits of applying for a HEAP grant; which will include customers with alternative heating such as oil, wood, propane, etc. We will strive to increase participation in the Low Income Bill Discount Program by 30% by June 30, 2019. The new Low Income Newsletter, *Powering Connections*, is mailed in the fall to all customers who are enrolled into our Low Income Discount Program which educates them on HEAP opening and closings, energy efficiency and some of our other payment assistance programs.

Direct Mail Letters: Will be sent to customers with a past due balance and life support or “fixed income” code(s) advising of the availability of HEAP assistance for winter heating costs.

How Priority Was Set:

Central Hudson understands the importance of identifying our special needs customers. Programs are designed to comply with HEFPA regulations and Company research findings through customer satisfaction surveys, outreach forums, outreach presentations, and employee engagement in community activities and non-profit organizations.

Description of 2018 Program: (see guidance document regarding program elements to include)

Central Hudson's goal is to promote awareness and understanding of programs and services and encourage customer participation in our special programs and to afford customers all the rights outlined in the HEFPA.

Central Hudson will continue its multi-year goal to verify and update all Elderly, Blind, and Disabled customer accounts. Central Hudson calls all EBD customers through an Outbound Call Campaign to update their contact information. If they cannot be reached through the Outbound Call Campaign then they will be called manually by a customer service representative. If we cannot reach them via telephone, we will mail the customer a letter to update their telephone contact information

In 2018 Central Hudson also plans to use the Senior Times to educate our elderly customers on billing assistance programs and energy efficiency savings programs. Elderly customers' hesitation to take advantage of certain programs due to pride requires Central Hudson to make extra effort to educate these customers.

More outreach in the communities in our service territory such as food banks, community agencies, schools, Salvation Army, senior events, Legal Services of Hudson Valley, to make them aware of the programs that Central Hudson offers for assistance to our low income community. We will do outreach to potential agencies to see how we can help work together with the goal of sharing information to benefit our mutual customers.

Central Hudson will continue working with OTDA on a file transfer of customer information to better identify our low income population of customers.

Central Hudson will continue to try to bring awareness to our non-heating customers of their eligibility in our new low income program. We will have face to face meetings with the alternate fuel source companies in our service territory to discuss how our program can help their customers who receive HEAP. We will create written material that will be provided to schools and other events that will let customers know that even though they do not heat with Central Hudson, they may still be eligible to receive a discount on their utility bill by self-identification. These written materials will also be available in electronic versions to be used on social media.

Central Hudson will continue working with NYSERDA on an automated referral process and web portal.

Measures to Evaluate the 2018 Program:

Central Hudson will continue to monitor the effectiveness of all its special needs customers programs through satisfaction surveys, outreach forums, outreach presentations, and employee engagement in community activities, schools and non-profit organizations. We will monitor the interest we receive from the alternate fuel companies to gauge if this type of outreach is effective to increase enrollment into our low income program. We will monitor the number of self-enrollments into the program.

Provide a List, Copies of Material Distributed and Method of Distribution in Appendix B

Please see Appendix B for relevant outreach materials.

2018 Outreach & Education Plan with 2017 Results

WINTER HEATING SEASON AND ENERGY FINANCIAL ASSISTANCE

New/Continuing Program:

- Central Hudson.com: The Payment Assistance & Special Help section of our website provides explanations of our programs and services designed for our special needs' customers. During the heating season the website banner in this section and the homepage are updated to inform customers of the availability of benefits and a direct link to the OTDA website or Central Hudson's "Services for Seniors, Special Assistance Programs, Payment Assistance Programs and Giving Programs" sections. At other times Good Neighbor Fund information is displayed. Also the *SavingsCentral* section of our website provides energy saving ideas and natural gas heating and/or air conditioning rebates.
- Social Media: Throughout the winter Central Hudson posts information regarding HEAP and other payment assistance on Facebook and Twitter.
- News Releases: Issued periodically and generally reflect the topics covered in bill inserts for the same period. News releases are an effective communication tool. There is no cost associated with a news release nor is there any responsibility on the part of the news media to utilize the information. Annually a news release is issued announcing the Company's "Essential Services Program". Releases are also issued when HEAP opens and periodically throughout the winter season.
- Radio Ads: Generally reflect the topics covered during the same period as bill inserts. For example, a message informing customers that Central Hudson offers special programs for those who need assistance is broadcast, as well as HEAP availability, Consumer Outreach information, and an array of other messages. A frequent radio broadcast reminds customers to enroll in monthly Budget Billing to avoid billed amount fluctuations due to weather-related usage.
- Bill messages: Appear on every billing statement. Winter messages remind customers that colder weather may result in higher bills, and the availability of HEAP & other payment assistance programs. Summer bill messages reinforce that Central Hudson works to ensure the reliability of the electric energy supply during increased summer demand periods.
- Senior Times Newsletter: Is issued to customers with a senior code on their account, to Central Hudson retirees, senior centers, Office of the Aging offices, and public libraries in our service area free of charge. Central Hudson aims to provide winter heating information when it coincides with the latest issue.
- Direct Mail Letters to customers with a past due balance and life support or "fixed income" code(s) advising of the availability of HEAP assistance for winter heating costs.
- e-Newsletter: Central Hudson's quarterly e-newsletter, *Power Talk*, is sent to all customers with an email address listed on their Central Hudson account. *PowerTalk* is also emailed to elected officials & news media.
- Welcome, New Customer: An electronic "Welcome, New Customer" communication which provides direct links to billing and payment options and *Savings Central* features of our website.

- Employee training: Customer Service personnel attend annual refresher training where winter rules are reinforced. Annually customer service personnel are provided training on customer sensitivity, tips for recognizing health impairments, customer assistance programs and customer referral procedures. Employee Newsletters are distributed to all employees and retirees weekly. At the start of each winter heating season, an article explaining the Company's programs that are available to help customers in need during the winter heating season is featured.
- Outbound Call Campaign: Outbound calls are made at the beginning of each HEAP season and throughout the HEAP season to potential grant recipients.

2017 Results (evaluation and feedback):

- *How Did We Do* survey measures Customer Satisfaction. For 2017 the Customer Satisfaction Index was 91.0%
- During the winter months the index was: January 90.1%, February 93.2%, March 91.5% November 87.5% and December 92.8%.
- Central Hudson conducted over 15,376 automated outbound calls to customers to remind them to apply for HEAP.

Goals for 2018:

Central Hudson's goal is to comply with the provisions of HEFPA and any agreements made with the Public Service Commission during the annual winter meeting. Central Hudson aims to provide our eligible residential customers with information regarding energy financial assistance.

Our goal in 2018 is to conduct 25,000 outbound HEAP calls this year. We will create new campaigns to send reminders to our LSE and Extra Security Plan customers. While these customers do not receive a final termination notice from Central Hudson the new campaign will advise them that they may still be eligible to apply for regular HEAP.

We will strive to increase participation in the Low Income Bill Discount Program by 30% by June 30, 2019.

How Priority Was Set:

Central Hudson believes that an informed customer will be better able to manage their utility accounts. When customers understand their options they are more likely to be satisfied and current on their account. Local economic conditions and availability of federal, state, and local programs are also taken into consideration. Central Hudson makes a voluntary agreement with the Public Service Commission to take extra steps to help minimize winter terminations of residential gas and electric service for our most vulnerable customers to ensure their health and safety

Description of 2018 Program: see guidance document regarding program elements to include (In addition to advising customers about disconnection of service, this category should include issues such as weatherization, furnace inspection, zone heating, preventing carbon monoxide emergencies, etc.)

- Once it is announced when HEAP will open in the fall Central Hudson will coordinate its outreach to customers. We will again provide information with bills and with final termination notices. We will also conduct outbound calls to encourage customers to apply for HEAP. Field collectors will have information that they can provide to customers in person. All updated HEAP information will be provided to Customer Services personnel during refresher training held in the fall of 2018.
- Central Hudson will continue to provide information through a variety of methods regarding weatherization, preventing carbon monoxide emergencies, and responding to gas odors. Some of the channels will include bill inserts, social media posts, upfront messaging on our phone system, press releases and our electronic newsletter, *PowerTalk*.
- NYSERDA will be implementing a new electronic web portal in 2018 so that utilities can refer customers electronically. The goal is to have a higher number of customers successfully obtaining the weatherization services that they are eligible to receive.
- We will advise our customers of the free New York State Furnace Replacement and Repair Service that is available through OTDA.
- We will continue to promote our new Low Income Bill Discount program to customers that have received a HEAP grant for any fuel type. This will include outreach to alternate fuel companies. This program will be communicated via electronic communications as well as direct mail letters, our low income newsletter, *Powering Connections*, and our *Senior Times* newsletter.
- We will promote all of our programs, especially Low Income Bill Discount program, to the schools in our service territory by providing our leaflets to the schools to be distributed in the student's take-home packets as well as electronic versions to be distributed through their school newsletters.
- Our *CenHub Insight* program offers customer's energy efficiency tips and rebates for items such as carbon monoxide detectors, thermostats, lightbulbs, etc.

Measures to Evaluate the 2018 Program:

- *How Did We Do* survey measures customer satisfaction.
- Number of outbound calls made referring customers to apply for HEAP.
- Number of customers receiving HEAP.
- Monitor the arrears for our life support and extra security plan.
- Response time to gas odor calls (measured in minutes)

Provide a List, Copies of Material Distributed and Method of Distribution in Appendix B

Radio Advertising, Bill Inserts, Brochures, Website, Email, Social Media

2018 Outreach & Education Plan with 2017 Results

NATURAL GAS & ELECTRIC SAFETY

New/Continuing Program:

Central Hudson educates its customers and community organizations about the safe use of electricity and natural gas.

Safety information is included in some of the quarterly e-newsletters sent to customers for whom we have valid email addresses (approximately 134,000 unique email addresses on file). Central Hudson's website offers on-line resources for both electric and natural gas safety. Also, bill inserts are sent for both electric and natural gas safety.

Electric Safety Education

Central Hudson educates the public on the potential hazards of electricity, and how to safely respond to electrical emergencies. We continually issue safety-related communications via the news media, paid radio spots, and we frequently post safety tips on our website and social media (Facebook and Twitter).

In addition to these public communications, Central Hudson offers training to police, fire, and other first responders on electrical safety. The training program covers how to respond to wires down on vehicles, approaching electrical hazards, and maintaining safe distances from downed wires. In 2017, Central Hudson added a first responder portal to our corporate website, covering online training for responding to downed wires.

Safety information is also included in all press releases and communications during storm or storm warnings, and shared with elected and municipal officials.

Gas Safety Education

Central Hudson communicates regularly with customers on natural gas safety through a series of paid radio spots, social media outreach and bill inserts (including scratch-and-sniff brochures to educate the public to recognize gas odors). Central Hudson has its own paid media initiative, as well as its collaborative paid media campaign through the Northeast Gas Association.

In compliance with Department of Transportation (DOT) Pipeline Safety requirements for natural gas, letters were sent to municipalities and to emergency responders during the first half of the year; and in 2016 a biennial mailing to about 10,000 property owners adjacent to natural gas transmission rights-of-way was completed (these mailings take place every two years, on even calendar years). Corporate Communications and Engineering initiates these mailings.

During 2017, an outreach program was conducted to provide municipalities, counties, farms, excavating/construction companies and any entity that may perform excavating with safety information when working near natural gas and electric lines via direct mailings, delivery of training materials through a fulfillment service and on-line resources. About 8,000 businesses, farms and municipalities were identified and contacted. This outreach is performed biennially.

Central Hudson issues news releases and provided social media posts regarding gas safety and the importance of calling before digging during “Dig Safely” Month in April. Municipalities are reminded of the need for safe digging practices in a monthly newsletter to municipal and elected officials.

Central Hudson actively participates in “Dig Safely New York” (DSNY). A Central Hudson employee serves on the Board of Directors and attends strategic meetings to provide input, as well as to stay aware of the latest trends/topics. Central Hudson is also actively involved with the Hudson Valley Damage Prevention Council. Both of these groups raise awareness for excavation safety and underground utility damage prevention by conducting area safety presentations, participating at industry trade shows, hosting informational breakfasts and providing a website containing information and videos.

Annually, Central Hudson sends letters to all school districts within its service territory informing educators of its gas safety message on the Kids Corner section of the company’s website. In 2017, natural gas safety training kits were distributed to schools upon request.

In 2015, Central Hudson initiated a pilot program for the position of “Patroller”. The purpose was to make contact with individuals at job sites throughout Central Hudson’s gas service territory (including homeowners, professional and municipal excavators). The contact provides the opportunity to distribute brochures promoting safe excavating practices and the education/enforcement of 16 NYCRR Part 753 – Protection of Underground Facilities. After the completion of the pilot program, Central Hudson incorporated and continued this program during 2016 because of the benefits gained by the face-to-face contacts it provides with Central Hudson’s various stakeholder groups. Early in 2017, the program was expanded by adding a second damage prevention patroller in hopes of increasing face to face communication with excavators even further.

Central Hudson also sent letters in 2017 to municipalities, regarding damage to utility facilities by contractors retained by municipalities. This letter includes the appropriate point of contact to enable additional information associated with the incident to be obtained.

Central Hudson required all excavator operators working for the Company to be certified in dig-safe excavation safety through the DSNY training program prior to the start of the 2017 construction season. DSNY is currently developing quarterly online excavator training modules. These training modules are currently undergoing testing by Central Hudson with final release by the end of the year. Additionally Central Hudson has a field quality inspection organization to provide inspection oversight on Central Hudson’s and its contractors’ construction projects.

To help ensure customer safety and to remain in compliance with 16 NYCRR Part 255, Central Hudson annually offers natural gas safety training to first responders (police and fire departments). In 2017, Central Hudson supplemented this in-person training offer with an online offering. Working with the Northeast Gas Association, Central Hudson added a first responder portal to our corporate website. The portal contains online training for responding to natural gas emergencies. This approach provides training options for the first responders in our communities.

During 2017, notices were sent to natural gas customers with services without excess flow valves (EFVs), offering to install one at their cost should they desire one. Letter and emails were sent to residents and property owners, including landlords. The right to pay for the installation of this device remains on our safety website.

Safety Communications

The following 30-second commercial scripts aired in 2017 on approximately two dozen local AM and FM radio stations:

Gas odors/safety:

This is Central Hudson. Being nose-y can keep you safe! If you smell natural gas, do not light a match. Do not turn on light switches, appliances or anything electrical. Stop what you are doing, go outside and leave the area immediately. Then let us know by calling Central Hudson's gas odor hotline, or call 911. Your safety is our top priority. For more information about natural gas safety, go to CentralHudson.com.

Carbon monoxide safety:

The heating season brings with it the dangers of deadly carbon monoxide poisoning. Impossible to see, smell or taste, carbon monoxide can cause flu-like symptoms, including headaches, dizziness, disorientation, nausea and fatigue. This is Central Hudson, asking you to please learn about all of carbon monoxide's symptoms, causes, and ways to safeguard against it. Go to the safety section at CentralHudson.com. Stay safe this winter.

Wires down/winter storm safety:

This is Central Hudson with important winter safety information. Storms this time of year can bring ice and high winds, which bring down trees and power lines. If you see a downed power line, call 911 immediately. Power lines can carry an electric current strong enough to be lethal. Stay at least 30 feet away. Do not try to move it or anything in contact with it. And never drive over a power line. Remember: Your safety matters.

Carbon monoxide safety:

Central Hudson reminds you: as summer fades away and the days get cooler, most of us will begin restarting our home heating systems. And that's when the threat of carbon monoxide poisoning is most critical. This potentially lethal hazard can occur with any furnace or boiler, so be sure to have yours professionally serviced regularly. Make sure chimneys and exhaust vents are clear. And use carbon monoxide detectors throughout your home.

Dig safely/811:

A safety message from Central Hudson: Before you do any deep digging or excavating, call 811. It's the law, and it's a free service that marks the location of underground utility lines to help you avoid the danger of an accident. Call 811 at least two business days before you break ground. Whether you are a contractor or homeowner, pick up the phone before you pick up the shovel.

Outdoor electric work safety:

Central Hudson reminds you: When you're working around the yard, safety matters. Plug outdoor tools into outlets with a "ground fault interrupter." Never use electric power tools in the rain or when the ground is wet. And if limbs or vegetation are growing in and around overhead power lines or other electrical facilities, use only a qualified tree trimmer, and contact us before such potentially dangerous work is undertaken.

Swimming pool safety:

This is Central Hudson, with important safety information about swimming pools. If there are electric lines above or near your swimming pool, be very careful. Never operate an electric appliance in the pool. Do not let electric cords contact water. And be sure pool motors and filters are grounded – have them serviced by a licensed professional electrician. From all of us at Central Hudson, have a safe and happy summer!

Summer storms/wires down safety:

This is Central Hudson, reminding you that summer storms bring strong winds that can knock down trees and power lines. If you can see a downed power line, call 911 immediately to report it. Power lines can carry an electric current strong enough to cause injury or death. Stay at least 30 feet away from a fallen line. Do not try to move it or anything in contact with it. And never attempt to drive over a power line. Remember: Your safety matters.

Wires down/winter storm safety:

Central Hudson wants you to remember important safety information this winter. Storms at this time of year can bring ice and high winds, which bring down trees and power lines. If you see a downed power line, call 911 immediately to report it. Power lines can carry an electric current strong enough to kill you – stay at least 30 feet away from any fallen line. Do not try to move it or anything in contact with it. And never drive over a power line. Remember: your safety matters.

Household wiring safety:

Central Hudson reminds you – when it comes to your home's wiring, safety matters. Overheated electric cords or outlets are signs of inadequate wiring within your wall, in an appliance or both. Circuit breakers or fuses that trip often is usually a sign that a circuit is overloaded, an appliance is faulty, or something is wrong that can shock a person or cause a fire. Have a trained electrician troubleshoot such issues immediately.

Electrical fire safety:

Electrical fires can be caused by overloaded circuits or outlets, frayed wires, faulty appliances or deficient cords. This is Central Hudson with an important safety message. In the event of an electrical fire, never use water to put out the flames of an electrical fire, as that may cause serious shock. Use only an approved fire extinguisher. If possible to do so safely, shut off the main breaker. Your safety matters.

2017 Results (evaluation and feedback):

Central Hudson successfully completed the outreach and education programs in 2017.

First responder training continues to be well received. During 2017 to date, two first responder organizations have received training, and two other classes are planned

The Storm Central outage map included safety messages during storm events.

Central Hudson has a Public Safety Committee. It consists of individuals from different areas of the Company to ensure maximum program coverage. This internal team meets quarterly, and their discussions focus on issuing safety messages (news releases, web pages, social media posts) based on recent local and national events.

Goals for 2018:

- Electric Safety Training for First Responder – electric safety training will be provided at firehouses, battalion meetings, police departments or highway offices during 2018 as requested.
- Company personnel will receive refresher training on the use of the Avineonics system to track wire down locations and assign resources to respond.
- Storm preparedness and safety tips are planned to be issued on each of the following communication channels at least one time during 2018: website, radio advertisement, bill insert, press release, email newsletters to customers and legislative officials, and Facebook/Twitter.
- We comply with the DOT Pipeline Safety requirements for natural gas: letters are sent to municipalities and to emergency responders during the first half of the year; and letters to about 10,000 property owners adjacent to natural gas transmission rights-of-way will be sent in 2018 (letters are sent every two years).

- We issue a news release and provide social media posts regarding gas safety and the importance of one-calls in April (during Dig Safely Month), and mail information to municipalities via a monthly newsletter.

How Priority Was Set:

Central Hudson's Public Safety Committee meets regularly and drives many of our efforts in this area. In addition the company participates in industry organizations such as the Northeast Gas Association, American Gas Association, and Edison Electric Institute where best practices are shared and learned.

Description of 2018 Program: (see guidance document regarding program elements to include)

Central Hudson's 2018 program is outlined in the "Goals for 2017" section above.

Measures to Evaluate the 2018 Program:

Central Hudson will:

- Track communications and customer comments to ensure messages resonate and are relevant.
- Participation in outreach programs will be evaluated. Feedback from First Responder training will be used to refine the training as needed.

Provide a List, Copies of Material Distributed and Method of Distribution in Appendix B

- Bill Inserts – via USPS
- Email blasts (Power Talk winter, spring, summer and fall editions; Carbon Monoxide, Call Before You Dig, Storm preparations, Winter safety) – via email
- Social media (SafetyTwitterExamples.jpg, Facebook safety posts.docx) – via Facebook and Twitter
- Press releases

2018 Outreach & Education Plan with 2017 Results

NATURAL GAS EXPANSION

New/Continuing Program:

Central Hudson continues to promote its turnkey program offer for customers interested in a package deal that offers convenience and leverages discounts for a residential natural gas heat conversion. Key services offered to customers through the turnkey program include:

- Dedicated energy advisor
- Free personalized proposal that includes high efficiency options and equipment rebates, that leverages discounted equipment and labor rates.
- Installation of natural gas service line
- All necessary permits for performing work
- Installation of new gas heat system (including removal of old system)
- Removal of old oil tank (if needed)
- 0% financing for 24 months with additional terms at low-interest rates
- Equipment and labor warranties

The Company also continues to promote the Blue Shield program, which consists of in-network trade allies who adhere to a high level of quality standards and regularly perform gas conversions. Blue Shield trade allies who have committed to provide an on-invoice discount of \$500 to Central Hudson customers are separately marketed.

2017 Results, Evaluation, and Feedback:

Central Hudson exceeded the 2017 residential gas meter goal of 1,181 with its achievement of 1,216 new meter additions. This success was heavily impacted by the availability of a customer conversion assistance fund which helped to significantly offset the cost of converting to gas from another fuel source; throughout the year a range of high-value cash rebates and free equipment options were made available to new customers converting to natural gas. The new rate plan considered the difficulty of converting customers absent the availability of conversion assistance and reduced the annual meter addition goal to 750.

Goals for 2018:

The target for our outreach is the customer base residing within 100 feet of existing gas main and not currently utilizing gas heat service. Gas main extension projects will be considered in areas that do not result in undue bill pressure on the entire customer base. The all-meter residential goal for 2018 is 750.

How Priority Was Set:

Central Hudson discusses gas expansion strategy at the executive level throughout the year which culminates in an Annual Business Plan. Central Hudson assesses the capital dollars available from key initiatives and how to best allocate in the most cost-effective manner. Outreach activities are heavily aligned to gas expansion plans, while also maintaining consistent focus on eligible customer prospects along existing gas main.

Description of 2018 Program:

Central Hudson intends to continue the efforts outlined within “New/Continuing Program” above, focusing on the cost savings of converting from an alternate fuel source to natural gas. A chart of sample annual savings is being published via the CentralHudson.com/SimplyBetter website, email, print advertisements, direct mail, and handouts. The Company is also encouraging conversions as a way for customers to reduce their overall carbon footprint.

Outreach activities and materials planned to be utilized for 2018 include:

- Sales call follow-up to old/cold leads
- Direct mail postcards and letters
- Brochures
- Natural Gas Living Magazine distribution
- Fuel comparison calculator
- Sales packets
- Targeted email blasts
- Newsletters sent by email
- PowerPoint presentations
- Customer testimonials
- Trade ally cooperative advertisements
- Trade ally meetings, newsletters and initiatives
- Lead processing in the Central Hudson Contact Center
- Web features on CentralHudson.com/SimplyBetter
- Customer surveys (both paper and online)
- Informational exhibits at community events
- Curbside Coffee neighborhood events utilizing the Simply Better van, which provides floor models of energy-efficient natural gas heating equipment
- Promotional giveaways
- Signs and posters
- Web and print advertisements
- Vehicle wraps
- Social media marketing

Measures to Evaluate the 2018 Program:

Central Hudson will evaluate its outreach and education for the residential natural gas expansion program in five ways:

- 1) Number of telephone leads in the Central Hudson Call Center

- 2) Number of web leads generated through www.CentralHudson.com/SimplyBetter
- 3) Web site traffic on www.CentralHudson.com/SimplyBetter
- 4) Number of on-site consultation appointments with customers
- 5) Number of natural gas agreements signed
- 6) Number of projects in-process and meters turning tracked through IBM COGNOS.

Provide a List, Copies of Material Distributed and Method of Distribution in Appendix B

Please see Appendix B for samples of direct mail marketing, E-newsletters, advertisements from digital and print Hudson Valley magazine, and Pop-up display used at events examples.

2018 Outreach & Education Plan with 2017 Results

SERVICE INTERRUPTIONS

New/Continuing Program:

Central Hudson communicates outage information to our customers in a variety of ways. We provide Estimated Restoration Times (ETRs) and outage status to customers via the following methods:

- Storm Central outage map
- News releases and media interviews
- Social Media (Facebook and Twitter) updates and responses
- Storm page on corporate website
- Municipal and emergency officials conference calls
- Outbound calls
- SMS messaging to subscribed users
- Email blasts
- Upfront recorded messages for customers calling our Contact Center
- Pre-recorded radio announcements during major storms (our CHECK program)

Elected and municipal officials also receive direct communications during storm events. LSE customers receive a daily call by a live agent whenever they are part of an outage which is expected to last greater than 24 hours. Special Needs and Elderly, Blind or Disabled (SNEBD) customers receive a daily automated call during major storms which provides them with information on our restoration progress, directions for how to contact Central Hudson, and safety advisories.

When weather forecasts provide sufficient advance warning of possible weather likely to cause widespread outages, Central Hudson uses our outbound calling system to notify all LSE/SNEBD customers and Critical Facility managers to alert them of a possible severe weather event, and encourage them to be prepared for potential loss of power at their home or business.

On an annual basis Central Hudson provides our Electric Emergency Plan to the highest elected official in each County that we serve. This is sent via email and US mail with a link to the electronic version of the plan.

2017 Results, Evaluation, and Feedback:

In the Reliability category of the 2017 *How Did We Do?* survey, the year-end satisfaction rate was 92.6%. Survey results indicate that communication with our customers during outages continues to be one of Central Hudson's strengths.

Goals for 2018:

During 2018, we will continue our outreach to enroll customers in the Notifi text alerts service. We currently have 25,365 subscribers to our Notifi alerts system and in 2018 our goal is to reach 26,000 subscribers.

This service is offered at no charge to our customers and it provides text alerts when an outage is predicted, when ETRs are added or updates, and when the outage case is believed to be restored. Customers can also report an outage using SMS texts, as well as check their power status.

How Priority Was Set:

Results of the *How Did We Do?* Survey continue to indicate that outage communication is a high priority for our customers.

Description of 2018 Program: (see guidance document regarding program elements to include)

Central Hudson is committed to maintaining many channels for customers to report outages and check estimated restoration times. Accuracy of messaging is reviewed regularly to ensure all systems are working as designed.

In addition, our internal alert systems will send messages via text or email to employees involved in outage restoration when outages reach certain thresholds. This allows our customer service and emergency response personnel to be automatically alerted when outages are being reported, thereby improving our response.

An upgrade of the Outage Management System (OMS) is planned for September 2018 which contains enhanced customer messaging features, and stability improvements. OMS is the basis for all outage communications, so improved reliability of this system will ultimately result in better customer communication during outage events. In addition, we will continue to promote the Notifi alerts service to our customers during 2018.

In 2018 Central Hudson expanded the distribution of our Electric Emergency Plan to include County emergency response coordinators.

Measures to Evaluate the 2018 Program:

1. Continued use of the *How Did We Do?* survey
2. Periodic review of industry best practices for outage response and communication

Provide a List, Copies of Material Distributed and Method of Distribution in Appendix B

During 2018, news releases and other communications were issued to provide restoration updates on major outage events. These are included in Appendix B. The *Gas & Electric Safety* section of this report contains additional outage communication materials.

2018 Outreach & Education Plan

with 2017 Results

SUMMER DEMAND RESPONSE/ LOAD REDUCTION

The December 20, 2000 Order, Case Number 00-E-2054, required utilities to provide Staff with a public awareness plan detailing the company's steps to educate customers regarding the load and capacity situation and actions consumers can take to control their energy usage and bills.

New/Continuing Program:

CenHub Peak Perks

Central Hudson is currently implementing a Targeted Demand Response Program (TDRP) as the Company's first Non-Wires Alternative. The program was launched in April of 2016 under the name *CenHub Peak Perks* as part of the *CenHub* brand. A full marketing campaign of direct mail, email blast, web advertisements, outbound calling, and door to door sales is underway. An educational video and other program information can be found at CenHubPeakPerks.com as well as CentralHudson.com.

Commercial System Relief Program (CUSTOMER SERVICE REPRESENTATIVEP):

This program has been active since the summer of 2015. Central Hudson provides a program overview and related documents on the Company's Commercial & Industrial Demand Response web page, located at <https://www.cenhud.com/energyefficiency/commercial-demand-response>. Since the program is available only to a small group of large commercial & industrial customers, it is marketed primarily by trade partners. No other outreach is being performed at this time.

2017 Results, Evaluation, and Feedback:

The "control season" for demand response ends on 9/30, therefore results are provided as of that date:

CenHub Peak Perks:

As of 9/30/17 there were approximately 2,000 participating customers in this program. There were approximately 2,700 active devices, including thermostats and digital control units. There was also approximately 4,000kW of curtailment available from nine large commercial and industrial customers. The total achieved load reduction for the program was 8,822 kW. For more details see "Central Hudson Gas & Electric Corporation's 2017 Annual Report for the Targeted Demand Response Program, a Central Hudson Non-Wires Solution," filed on December 1, 2017 under Case 14-E-0318.

Commercial System Relief Program:

In 2017, eleven customers participated in the Commercial System Relief Program, nine of which enrolled through an aggregator. The enrolled load relief from the eleven customers totaled 3,910 kW. There was one test event called during the season, with no other events called. During the test event, the Commercial System Relief Program portfolio performed at 4,799kW, exceeding the enrolled level of capacity by 23%. For more details, see "Central Hudson Gas & Electric Corporation's Dynamic Load

Control (DLC) and Commercial System Relief Program Annual Report and Petition Effectuating Tariff Changes for the Summer of 2017”, filed on December 1, 2017 under Case 15-E-0186.

Goals for 2018:

Central Hudson desires to achieve over 12 megawatts (MW) of available demand response capacity by the end of 2018, with distinct sub-goals in particular regions. To accomplish this goal, an aggressive enrollment of residential, small commercial, and large commercial/industrial programs has been launched. To date, there are approximately 2,500 participating customers, resulting in a total over 9 MW

How Priority Was Set:

The Order Implementing with Modification the Proposal for Cost Recovery and Incentive Mechanism for Non-Wire Alternative Project, Issued and Effective July 15, 2016 set the targets for the TDRP. These targets coincide with the forecasted electrical demand and load serving capability of Central Hudson’s transmission and distribution systems. The Commercial System Relief Program was approved in the Order Adopting Dynamic Load Management Programs with Modifications, issued and effective June 17, 2015.

The December 20, 2000 Order, Case Number 00-E-2054, required utilities to provide Staff with a detailed public awareness plan detailing the company’s steps to raise awareness and educate customers regarding the load and capacity situation and actions consumers can take to control their energy usage and bills.

Description of 2018 Program: (see guidance document regarding program elements to include)

CenHub Peak Perks

- **Target Audience:** The primary target audience is residential and small commercial customers who are located in three targeted geographical areas, and utilize central air conditioning.
- **Key Messages:** Customers are given free equipment, such as WiFi thermostats, and paid to automatically curtail energy usage when needed.
- **Outreach Materials:** Emails, brochures, direct mail pieces.
- **Delivery Vehicles:** Direct mail, website, outbound calling, door-to-door sales, CenHubPeakPerks.com
- **Public and Community Relations:** None
- **Corporate Partnerships:** None
- **Schedule:** All outreach and education efforts are run continually throughout the year.
- **New Initiatives:** The whole home generator initiative is new to 2018. Customers located in a targeted area with a whole home standby generator can participate and earn significant incentives.
- **Additional Information:** New customers are provided with a bundle of materials that is designed to educate and ensure they have a positive experience in the program.

Commercial System Relief Program:

- **Target Audience:** Large commercial & industrial customers who can commit to curtail at least 50kW when called upon.

- **Key Messages:** Customers are paid to curtail energy usage when needed.
- **Outreach Materials:** None, this program is solely marketed by market aggregators.
- **Delivery Vehicles:** CentralHudson.com has a page dedicated to information about commercial demand response.
- **Public and Community Relations:** None
- **Corporate Partnerships:** None
- **Schedule:** The program season runs from May 1st to September 30th.
- **New Initiatives:** None
- **Additional Information:** Not Applicable

Measures to Evaluate the 2018 Program:

CenHub Peak Perks:

This program is evaluated using a measurement and verification protocol similar to NYISO demand response programs. Interval meter data or telemetry device data are used to estimate baseline loads, which are then compared to actual measured loads during curtailment. Details from last year's evaluation efforts are included in "Central Hudson Gas & Electric Corporation's 2017 Annual Report for the Targeted Demand Response Program, a Central Hudson Non-Wires Solution," filed on December 1, 2017 under Case 14-E-0318.

Commercial System Relief Program:

This program is evaluated using a measurement and verification protocol similar to NYISO demand response programs. Interval meter data are used to estimate baseline loads, which are then compared to actual measured loads during curtailment. Details from last year's evaluation efforts are included in "Central Hudson Gas & Electric Corporation's Dynamic Load Control (DLC) and Commercial System Relief Program Annual Report and Petition Effectuating Tariff Changes for the Summer of 2017" under Case 15-E-0186.

Provide a List, Copies of Material Distributed and Method of Distribution in Appendix B

2018 Outreach & Education Plan with 2017 Results

INFRASTRUCTURE & SECURITY

This section should include outreach and education programs regarding structural or physical developments, e.g. tree/pole maintenance, transmission system upgrades, etc. Also include public awareness campaign/materials that focus on recognizing threats to utility systems and how you direct customers on how to report any wrong doing.

New/Continuing Program:

2017 Continuing programs:

- Routine tree trimming/vegetation management notification mailings;
- Biannual mailings to 8,500 construction contractors and businesses with operations that have the potential to contact utility infrastructure providing safety and employee training materials;
- Mailings to property owners potentially affected by electric distribution improvement projects;
- Mailings and open houses for property owners affected by natural gas distribution improvement projects;
- Annual gas safety mailings to municipal officials and first responders;
- *Dig Safely* outreach to the public and municipal officials via mailings, newsletters, social media, news release.
- We mailed approximately 4,058 letters to landlords and 33,000 letters to residential coded accounts to announce the Excess Flow Valve program
- Transmission rebuilds A&C line, G-line, WH-1 and WH-2 lines: Projects completed.
- Substation rebuilds and construction (Kerhonkson, Sturgeon Pool): Projects completed.

2017 New programs:

-
- Safety inspections for indoor natural gas meters: Approximately 23,000 letters mailed to affected property owners.
- H&SB line electric transmission line rebuild: 2017: met with municipal leaders, letters sent to nearby property owners, two open houses held, web page established.
- Poughkeepsie MGP site remediation, North Water Street; 2017: Meeting with city and county officials to discuss planned activities once approved by regulators.

See also "***Infrastructure Investments and Developments.***"

2017 Results (evaluation and feedback):

Received minimal comments from customers and elected representatives as a result of advanced communications. Most concerns were regarding specific customer-related issues, rather than the work in general.

Goals for 2018:

Continue to provide outreach for routine and new projects, safety measures and other activities that may impact customers. Seek to communicate in advance of projects, to alleviate customer concerns and promote an understanding of the necessity and nature of the work.

How Priority Was Set:

Central Hudson sets its priority regarding infrastructure communications based on the following:

- Regulatory requirements
- Projects that will have a significant impact on traffic;
- Projects that require street repair and/or heavy tree trimming or tree removal;
- Projects that require long construction duration;
- Projects that are highly visible;
- Projects that have the potential to raise community and/or customer concerns;
- Public safety concern and messages.

Description of 2018 Program: (see guidance document regarding program elements to include)

2018 Continuing programs:

- Routine tree trimming/vegetation management notification mailings;
- Mailings to property owners potentially affected by electric distribution improvement projects;
- Mailings and open houses for property owners affected by natural gas distribution improvement projects;
- Annual gas safety mailings to municipal officials and first responders;
- *Dig Safely* outreach to the public and municipal officials via mailings, newsletters, social media, news release; (see <https://www.cenhud.com/gas-projects>)
- Natural gas transmission safety mailing: Required under Northeast Gas Association, and includes safety precautions near and within gas and electric transmission corridors, with a statement on reporting suspicious behavior. A new format is planned for this year.

2018 New programs:

- H&SB electric transmission line rebuild: 2018: Public Hearing, public notices published, web page updated
- PN natural gas main replacement / expansion project, Poughkeepsie; letters and in-person meetings with affected property owners, meeting with city officials

- Poughkeepsie former Manufactured Gas Plant site remediation, North Water Street; 2018: Letters to nearby property owners, meeting with Hudson River based rowing clubs, property owners and city officials. Explanatory signs posted in public areas overlooking the project location. A community meeting will be held, including news media, when project has received approved by state regulators.

See also ***“Infrastructure Investments and Developments.”***

Measures to Evaluate the 2017 Program:

Messages and outreach activities are consistent.
Customer and elected representative concerns are minimal.

Provide a List and Two Copies of All Material Distributed, and Method of Distribution

Please see Appendix B for examples of relevant materials.

2018 Outreach & Education Plan with 2017 Results

METERING

This section should include outreach and education programs regarding metering (e.g. how to read a meter), submetering, and AMR programs.

New/Continuing Program:

General information about meters, including how to read them is found here on our website:

<http://www.centralhudson.com/meters/index.aspx>

When a meter is going to be changed due to our Annual Meter Test program a letter is sent to our customer to advise them of this. This test is done to ensure that our customers are billed accurately. The meter numbers are selected randomly each year for testing based upon their age and type. These meters are replaced with state approved Encoder Receiver Transmitter (ERT) meters, which allows quick and accurate readings for a short distance. The letter that is sent is attached to the Outreach Plan.

If a customer voluntarily subscribes to Insights+ or elects to participate in one of our customer programs that includes Insights+, the meter is replaced with a state approved Automated Metering Infrastructure (AMI) meter. Information about the Insights+ meters can be found here on our website:

<https://www.centralhudson.com/pages/insights-faq>

For those customers within the CenHub Peak Perks population that received Insights+ as part of the program offer, they were sent a letter informing them of an upcoming meter change with information on how to contact the Company if they did not want their meter changed. The letter that was sent is attached to the Outreach Plan.

2017 Results (evaluation and feedback):

The ERT Opt Out letter was successful. It informed customers of their choice to opt out of the ERT meter installation prior to the meter being changed for a time test.

Goals for 2018:

The purpose of our meter related communications are to inform the customers of their options. The information available on the website and the letters sent to the customers inform the customer of the choice to opt out of an ERT meter or Insights+ meter installation in advance of the meter change during the time test process or as part of a customer program enrollment. As we enhance our services in 2018 and future years we will ensure that the information is available on the website, in paper mailings, such as bill inserts, direct mailings and in-person events to inform the customer of their metering related service options.

How Priority Was Set:

It is required by the Public Service Commission and included in the ERT opt out tariff. Letters are currently sent to our customers on what to expect if their meter is changed out and replaced with a more efficient meter type when selected for time tests. These letters are mailed out 30 days in advance to provide customers the choice to opt out. Commercial representatives also leave door hangers with the customers explaining why meters are changed.

While not part of a tariff requirement, information about our Insights+ program marketing campaign is detailed in our REV Demonstration Project Status Reports that are filed quarterly as part of Case 14-E-0318.

Description of 2018 Program: (see guidance document regarding program elements to include)

Annual Meter Time test program.

Target audience: customers whose meters were selected for a random time test

Key messages: Provides background of the time test program and allows the customer the choice to opt out of an ERT meter 30 days in advance of the meter change.

Outreach Materials: letter

Delivery vehicles: direct mail

Public and Community Relations: N/A

Corporate Partnerships: N/A

Schedule: direct mail – letters for Electric meter time tests are initiated when the time test selection program is run at the beginning of the year. The Gas time test letters are initiated at least 30 days prior to changing a gas meter; and are mailed out in increments prior to the scheduled change.

New Initiatives: N/A

Additional information:

New Customers: Upon application, new customers moving into a location that has an existing ERT meter are offered the choice to 'opt out'.

Limited English Proficiency (LEP): N/A

Insights+ is a subscription based service offering to residential customers. Customers that elect to enroll receive interval metering data available to them through CenHub Insights where the meter data is displayed graphically. The customer has the ability to drill down into the data to see their electric meter usage by month, day or hour. Messaging related to the program informs the customer of the logistics related to the enrollment process including their electric meter change, timeline expectations, and the benefits of enrolling.

Measures to Evaluate the 2018 Program:

We measure effectiveness of our Insights+ communication by tracking email campaign open rates, click through rates and conversion rates. We also track overall enrollment rates in the Insights+ subscription offer and website traffic during time periods where we launch printed ad campaigns or social media campaigns.

Provide a List and Two Copies of All Material Distributed, and Method of Distribution

**Central Hudson Gas & Electric
OUTREACH AND EDUCATION PLAN
2018**

Section 5

Employee Outreach and Education

2018 Outreach & Education Plan with 2017 Results

CUSTOMER SERVICE EMPLOYEE TRAINING

New/Continuing Program:

- Central Hudson will continue to use its employee newsletter to update employees on our Customer Satisfaction Index, customer feedback, and good customer services practices. Employee Newsletters are distributed to all employees and retirees weekly.
- Outreach staff participates in training Customer Service Representatives and field collectors. Field representatives carry various brochures and pamphlets explaining benefit information and eligibility requirements for payment assistance programs that are given to customers
- Customer service personnel attend annual refresher training where winter rules are re-enforced. Customer sensitivity and how to recognize health impairments are reviewed at least annually together with customer assistance programs and referral procedures.
- New employees receive formal training at 2 months, 12 months and 24 months. The formal class is a one to two week long training school which covers a variety of subjects related to Outreach and Collections. Each training period is eight hours in length. In addition, informal training is provided for every customer service representative at least twice a year for two hours.

2017 Results (evaluation and feedback):

- *How Did We Do* survey measures customer satisfaction. For 2017 the Customer Satisfaction Index was 91.0 %.
- Customer Satisfaction Committee meets throughout the year to review customer satisfaction survey results and develop programs to better address our customers' expectations.

Goals for 2018:

- Provide Customer Service Representatives and field collectors with training at the beginning and end of the winter rules season. During this training topics will include: special customer protections, payment assistance options, including HEAP, how to recognize health impairments, and the referral process.
- Use the employee newsletter as a company-wide vehicle for providing customer service tips and information.
- As a result of Central Hudson's Management Audit we will be enhancing existing training documentation to ensure compliance with the HEFPA regulations for both residential and non-residential customers. This updated training material will be provided to Customer Service Representatives and field collectors as part of the annual refresher trainings.

How Priority Was Set:

Central Hudson is committed to providing customers with the highest quality service as well as satisfying the special needs our customers may have.

Description of 2018 Program:

During 2018 Central Hudson has scheduled seasonal training for all employees within the Contact Center handling incoming telephone calls.

New employees will receive formal training at 2 months, 12 months and 24 months. The formal class lasts two weeks, the training agenda will cover a variety of subjects related to Outreach and Collections. Each training period is scheduled for eight hours in length. In addition, informal training is scheduled for the April and November of 2018.

Measures to Evaluate the 2018 Program:

- Successful completion of all training programs.
- Continued site visits to local DSS offices. In 2018 Central Hudson will create and utilize a feedback form to be completed by local DSS offices to evaluate our assistance and provide ideas to enhance the program.

Provide a List and Two Copies of All Material Distributed, and Method of Distribution

**Central Hudson Gas & Electric
OUTREACH AND EDUCATION PLAN
2018**

Appendix A

Outreach and Education Events

2018 Outreach & Education Plan with 2017 Results

UTILITY OUTREACH EVENT SCHEDULE

In an effort to evaluate the previous plan year, please provide a schedule of events attended during 2017. If events are already schedule for 2018, please include those on a separate sheet.

2017

Date	Event	Location	Sponsored By	Target Audience
1/19/2017	RUPCO	Kingston	Central Hudson	Low Income/Seniors
1/12/2017	Astor Home	Wappingers Falls	Central Hudson	Low Income/Seniors
1/18/2017	Catholic Charities	Poughkeepsie	Central Hudson	Low Income/Seniors
1/25/2017	Family Services	Poughkeepsie	Central Hudson	Low Income/Seniors
2/3/2017	Alden Elementary School Safety Day	Millbrook	Alden Elementary School	Grade school students
2/7/2017	Headstart Eastern Orange (need bilingual)	Newburgh	Central Hudson	Low Income/Seniors
2/8/2017	Gayhead Elementary School, efficiency	Wappinger	Gayhead Elementary School	Grade school students
2/21/2017	Gas pipe replacement project	Poughkeepsie	Central Hudson	Residents along project
2/23/2017	Lakeview Arms	Poughkeepsie	Central Hudson	Low Income/Seniors
2/28/2017	Arlington Math-Science-Technology Fair	Poughkeepsie	Arlington High School	Grade- High School Students
3/4/2017	Math, Science, Technology Fair	Lagrange	Arlington Central School District	Grade through High School students
3/10/2017	Solar Summit	Lake Katrine	Central Hudson	Solar installers, advocates
3/14/2017	Gas pipe replacement project	Newburgh	Central Hudson	Residents along project
3/22/2017	E-TECH	Poughkeepsie	Poughkeepsie City School District	High school students
3/28/2017	Gas pipe replacement project	New Windsor	Central Hudson	Residents along project

3/31 to 4/2/2017	Spring home show	Poughkeepsie	Gold's Gym	General public
4/26/2017	Human Services Expo	Kingston	Central Hudson	Low Income/Seniors
5/23/2017	People's Place Farm Stand Event	Kingston	Central Hudson	Low Income/Seniors
5/24/2017	Warring School Science Fair/Expo	Poughkeepsie	Warring School	Grade school students
5/25/2017	Red Hook High School Career Fair	Red Hook	Red Hook High School	High school students
6/8/2017	Community Tour, High Falls hydro plant	High Falls	Rondout Elementary School	Second grade students
6/14/2017	Gas pipe replacement project	Newburgh	Central Hudson	Residents along project
6/16/2017	ElderAbuse	Poughkeepsie	Central Hudson	Low Income/Seniors
6/26/17	Kid Venture	Poughkeepsie	Dutchess County Chamber	Children ages 5-12
7/11/2017	People's Place Farm Stand Event	Kingston	Central Hudson	Low Income/Seniors
7/18/2017	Farm Stand "Chef Event"	Kingston	Central Hudson	Low Income/Seniors
8/10/2017	Community Action Ellenville	Ellenville	Central Hudson	Low Income/Seniors
8/10/2017	Santa's Sip and Sail	Kingston	Central Hudson	Low Income/Seniors
8/22 -8/27	Dutchess County Fair	Rhinebeck	Dutchess County Agri. Society	General public
8/23/2017	Back-To-School Drive United Way	Poughkeepsie	Central Hudson	Low Income/Seniors
9/5/2017	People's Place Farm Stand Event	Kingston	Central Hudson	Low Income/Seniors
9/8/2017	RUPCO Partnership/NYSERDA	Kingston	Central Hudson	Low Income/Seniors
9/23/2017	Senior Golden Gathering	Poughkeepsie	Central Hudson	Low Income/Seniors
10/19/2017	Wappingers Junior High School Career Day	Wappingers Falls	Wappingers Junior High School	Junior High School students
10/21/2017	Touch-A-Truck	Poughkeepsie	Arthur S. May School	Elementary school students
11/2/17	Senior Seminar	Poughkeepsie	Central Hudson	Low Income/Seniors
11/14/2017	Astor Services - Wappingers	Wappingers Falls	Central Hudson	Low Income/Seniors
11/17/2017	Ulster Community Action	Kingston	Central Hudson	Low Income/Seniors
12/5/2017	Headstart Eastern Orange (need bilingual)	Newburgh	Central Hudson	Low Income/Seniors
12/12/2017	Ulster Community Action	Kingston	Central Hudson	Low Income/Seniors
12/15/2017	Catholic Charities Food Pantry	Kingston	Central Hudson	Low Income/Seniors
12/18/2017	People's Place Food Pantry	Kingston	Central Hudson	Low Income/Seniors
12/19/2017	Ulster Community Action	Kingston	Central Hudson	Low Income/Seniors
12/27/2017	St. Paul's Food Pantry	Poughkeepsie	Central Hudson	Low Income/Seniors

Various 2017	Natural Gas conversions	Various	Central Hudson	Households interested in natural gas
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2018

Date	Event	Location	Sponsored by	Target Audience
1/3/2018	Family Partnership Center	29 N Hamilton St Poughkeepsie NY 12601	Central Hudson	Low Income/Seniors
1/11/2018	Healthy Ulster Council Meeting	Ulster Department of Health and Mental Health	Central Hudson	Low Income/Seniors
1/18/2018	Distribution of Senior Times/LIBDP Info	all territory	Central Hudson	Low Income/Seniors
1/19/2018	Case Management Meeting with Dutchess Catholic Charities	218 Church St Poughkeepsie NY	Central Hudson	Low Income/Seniors
1/25/2018	Dutchess Outreach Food Pantry	29 N. Hamilton St Poughkeepsie NY 2nd floor	Central Hudson	Low Income/Seniors
1/26/2018	Case Management Meeting with Dutchess Community Action	84 Cannon St Poughkeepsie NY	Central Hudson	Low Income/Seniors
2/1/2018	Catholic Charities Case Management Meeting	218 Church St. Poughkeepsie	Central Hudson	Low Income/Seniors
2/6/2018	Bringing Agencies Together	55 Franklin Street Kingston NY	Central Hudson	Low Income/Seniors
2/7/2018	Abilities First Meeting	24 Firemen's Way LaGrangeville	Central Hudson	Low Income/Seniors
2/13/2018	Clinton Ave United Methodist Church	122 Clinton Ave Kingston NY 12401	Central Hudson	Low Income/Seniors
2/21/2018	Catholic Charities Case Management Meeting	280 Broadway 1st Floor Newburgh, NY	Central Hudson	Low Income/Seniors
2/22/2018	People's Place	17 St. James St Kingston NY	Central Hudson	Low Income/Seniors
2/23/2018	Catholic Charities	6 Adams St Kingston NY 12401	Central Hudson	Low Income/Seniors
2/28/2018	Ulster County Case Management Meeting HEAP/SNAP Department	1021 Development Ct Kingston NY 12401	Central Hudson	Low Income/Seniors
3/23/2018	People's Place	17 St. James St Kingston NY	Central Hudson	Low Income/Seniors
3/23/2018	Case Management Meeting Poughkeepsie Salvation Army	19 Pershing Ave Poughkeepsie NY 12061	Central Hudson	Low Income/Seniors

3/28/2018	Case Management Meeting Kingston Salvation Army	35 Cedar St Kingston NY 12401	Central Hudson	Low Income/Seniors
3/28/2018	Gateway Community Industries Inc.	635 Broadway St Kingston NY 12401	Central Hudson	Low Income/Seniors
4/2/2018	Family Partnership Table in Foyer	29 N Hamilton St Poughkeepsie NY	Central Hudson	Low Income/Seniors
4/4/2018	Case Management Meeting Beacon Salvation Army	372 Main St Beacon NY	Central Hudson	Low Income/Seniors
4/4/2018	Case Management Meeting Newburgh Salvation Army	234 Van Ness St	Central Hudson	Low Income/Seniors
4/6/2018	Community Action Ellenville Mass Distribution Day	85 Center St Ellenville NY 12428	Central Hudson	Low Income/Seniors
4/9/2018	Kingston Earth Day Fair	Kingston	Kingston	General Public
4/11/2018	Case Management Meeting Newburgh Department of Social Services	141 Broadway St Newburgh NY	Central Hudson	Low Income/Seniors
4/21/2018	Earth Day	157 Lucas Ave Kingston NY	Central Hudson	Low Income/Seniors
5/4/2018	Kingston Community Action Mass Distribution	70 Lindsley Ave Kingston NY	Central Hudson	Low Income/Seniors
5/8/2018	Astor Services Informational Event	Mt. Alvernia	Central Hudson	Low Income/Seniors
5/20-21/2018	Kid Venture	Poughkeepsie	Dutchess County Chamber	Children 5-12
5/22/2018	LIFE CONFERENCE	Albany, NY	Central Hudson	Low Income/Seniors
5/23/2018	LIFE CONFERENCE	Albany, NY	Central Hudson	Low Income/Seniors
5/25/2018	Catholic Charities	6 Adams St Kingston NY 12401	Central Hudson	Low Income/Seniors
5/29/2018	People's Place - farm stand distribution	17 St. James St Kingston NY	Central Hudson	Low Income/Seniors
6/8/2018	Catholic Charities Breakfast Meeting	6 Adams St Kingston NY 12401	Central Hudson	Low Income/Seniors
6/12/2018	PSC Portal Training	Empire State Plaza	Central Hudson	Low Income/Seniors
6/12/2018	Office of the Aging	Empire State Plaza	Central Hudson	Low Income/Seniors
6/13/2018	PSC Portal Training	Church Ave NYC	Central Hudson	Low Income/Seniors
6/15/2018	World Elder Abuse Day	330 Powell Ave Newburgh	Central Hudson	Low Income/Seniors
6/19/2018	Kingston Community Action Mass Distribution	70 Lindsley Ave Kingston NY	Central Hudson	Low Income/Seniors
6/20/2018	RECAP Meeting	Middletown	Central Hudson	Low Income/Seniors
6/21/2018	Crown Gas re LIBDP	Pleasant Valley, NY	Central Hudson	Low Income/Seniors

6/26/2018	Wappingers Falls Resource Fair	2568 South Ave Wappingers Falls	Central Hudson	Low Income/Seniors
6/26/2018	Bringing Agencies Together	Newburgh, NY	Central Hudson	Low Income/Seniors
7/3/2018	Petro Heat re LIBDP	47 Patrick Lane Poughkeepsie NY	Central Hudson	Low Income/Seniors
7/6/2018	Express Fuel re LIBDP	220 Overrocker Rd Poughkeepsie NY	Central Hudson	Low Income/Seniors
7/10/2018	Star Gas re LIBDP	33 Ulster Landing Ave Poughkeepsie NY	Central Hudson	Low Income/Seniors
7/13/2018	Cornell Cooperative Extension Case Meeting	Kingston, NY	Central Hudson	Low Income/Seniors
7/20/2018	Marbletown Senior Group	Stone Ridge NY	Central Hudson	Low Income/Seniors
7/24/2018	People's Place	17 St. James St Kingston NY	Central Hudson	Low Income/Seniors
7/27/2018	Home Energy Consultants w Nancy		Central Hudson	Low Income/Seniors
8/7/2018	Bringing Agencies Together	55 Franklin Street Kingston NY	Central Hudson	Low Income/Seniors
8/8/2018	Ulster County Office of the Aging		Central Hudson	Low Income/Seniors
8/8/2018	Woodbury Senior Center	16 Cty Rte 105 Highland Mills	Central Hudson	Low Income/Seniors
8/9/2018	St. Johns Reformed Church Food Pantry	126 Old Post Rd N Red Hook NY 12571	Central Hudson	Low Income/Seniors
8/11/2018	Blueberry Festival	Ellenville NY 12428	Central Hudson	Low Income/Seniors
8/14/2018	People's Place	17 St. James St Kingston NY	Central Hudson	Low Income/Seniors
8/21/2018	Beacon Senior Friendship Center	1 Forrestal Heights, Beacon, NY, 12508	Central Hudson	Low Income/Seniors
8/21-26/2018	Dutchess County Fair	Rhinebeck	Dutchess County Agri. Society	General public
8/24/2018	Catholic Charities	6 Adams St Kingston NY 12401	Central Hudson	Low Income/Seniors
9/22/2018	Senior Golden Gathering	Arlington High School	Central Hudson	Low Income/Seniors
10/11/2018	Outreach Forum	Central Hudson – Rifton Site	Central Hudson	Low Income/Seniors
11/30/2018	Catholic Charities	6 Adams St Kingston NY 12401	Central Hudson	Low Income/Seniors
Various	Natural Gas conversions	Various	Central Hudson	Households interested in natural gas
Various	Sustainable Hudson Valley	Various	Sustainable Hudson Valley	Individuals interested in sustainability and electric vehicles