

**National Grid
OUTREACH AND EDUCATION PLAN
2021**

Section 2

Mandated Outreach and Education

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

As part of various types of Cases before the Commission, this body has, at times, included Outreach & Education requirements. These are generally specific to the matter of the Case.

We would like you to complete the form found on the following page for each Case specific to your company that included stipulations 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 39 number of Cases at this time.

On the next page/s, we, the utility, have completed the form/forms for each active case/s (repeat the form for every Case).

-*- Demonstration Powered by HP Exstream 07/17/2012, Version 7.0.604 -*-

April 24, 2012
Next Reading/Estimate: 05/01/2012
Bill Account Number: 71612-62118
Bill Group: 02
Service Address: 143 JASPER DR
EGGERTSVILLE NY 14226

NY 12 CUSTOMER LETTER 0944
143 JASPER DR
EGGERTSVILLE NY 14226

Dear Customer:

We are writing to let you know that, as of your last bill, your service charges have been estimated for at least four consecutive months. Although National Grid provides quality bill estimates, the only way to assure accurate bills and to keep your account up-to-date is to obtain actual meter readings.

We can easily correct this situation and avoid future estimates by using one of the following options:

- ◆ Complete the enclosed postage-paid meter reading card. Please follow the instructions on the card carefully, marking the exact position of the hands on each dial.
- ◆ Call in your meter reading to our *Automated Account Services at 1-888-932-0301*, a "self-serve" automated line. You will need to have your account number available. Please note that your next scheduled meter reading date is posted on your bill. You must call in your meter reading between two days before and one day after that date.

If you have provided a meter reading within the past month or have recently made arrangements for a reading, thank you for your assistance.

Sincerely,

National Grid



OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.

Required by Order, Joint Petition, Settlement, Other:

KEDLI Tariff Leaf 42, Section II.3D.1.5.1-2

Date the Order was Issued and Effective:

Summary of O&E requirements:

ESTIMATED METER READING NOTICES (RESIDENTIAL) - If no response is received to the second appointment letter within two months of its mailing, the Company must inform the recipient by registered letter that: (1) per the Transportation Corporations Law and as stated in Rules, the Company has the right of access to all of its property installed in the customer's premises at all reasonable times; (2) the Company may, following prescribed procedures, enter a premises and remove the meter and all other equipment installed in the customer's premises by the Company for violation of any of the terms and conditions of any of the Company's Rules and Regulations.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):

Confirm that past reports have been properly submitted: IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY'S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.

Please indicate to which office your O&E Reports were submitted and specify the date/s:

Secretary's Office	Date:
Office of Consumer Policy	Date:
Other: _____	Date:

(Name of DPS contact person)

Date Reporting May Cease:

AMA4EK

Dear Customer:

The New York State Public Service Commission requires that you provide National Grid access to read and inspect our meter at least once every two years, even though you have a remote meter reading device at the above address.

We have recently made a special attempt to gain access to our meter but have been unsuccessful. We have also sent a certified letter asking you to call us to make an appointment for a special meter reading.

Since, to date, you have failed to provide access to the meter, we are adding a \$25.00 charge plus tax to your account which will appear on your next bill. In addition, we are now seeking a court order to gain access to read, inspect and change the meter. If we are successful, you will be responsible for the court costs plus the Marshal fee. Furthermore, the remote reading device now will be permanently removed.

To avoid this court action, please call us at (718) 270-5783 Monday through Friday, between 8:00 a.m. and 4:00 p.m. to make an appointment for a special meter reading or for voluntary removal of your remote device.

Very truly yours,

National Grid

AMA4

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.

Required by Order, Joint Petition, Settlement, Other:

KEDLI Tariff Leaf 52, Section II.4.B

Date the Order was Issued and Effective:

Summary of O&E requirements:

FINAL NOTICE OF TERMINATION (RESIDENTIAL) (KEDLI ADDITIONAL REQUIREMENTS) - KEDLI's current tariff requires final termination notices to also (1) advise that gas service provided to persons receiving financial assistance from a local social service department in certain cases may not be terminated and that the recipient may inform the Company of this status so that the Company may ascertain the applicability of such provisions to this customer; (3) advise that residential customers should contact the Company's business office immediately if any acute hardship, such as death in the family, recent unemployment, serious illness or infirmity, or other grave condition exists in order that the Company may determine whether any temporary arrangement should be employed to avoid immediate termination; (4) advise of the availability of a deferred Payment Agreement to avoid termination subject to the provisions in 16 NYCRR 11.10; Advise non-residential customers that payment of the charges with a check that is subsequently dishonored may result in the immediate termination of service without further notice; (11) Advise non-residential customers that at the time the Company representative goes to the premises to terminate service the Company may require any payment to be made with cash, certified check, or money order if the customer has within the last 24months paid with a check that was subsequently dishonored.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):

Confirm that past reports have been properly submitted: IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY'S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.

Please indicate to which office your O&E Reports were submitted and specify the date/s:

Secretary's Office Date:
Office of Consumer Policy Date:
Other: _____ Date:

(Name of DPS contact person)

Date Reporting May Cease:

April 19, 2012

Bill Account Number: 95287-75116
Service Address: 204 GLENVIEW PKWY
SYRACUSE NY 13219

NY 12 CUSTOMER LETTER 0075
204 GLENVIEW PKWY
SYRACUSE NY 13219



**THIS IS A FINAL DISCONNECTION NOTICE.
PLEASE REFER TO THIS NOTICE WHEN PAYING THIS BILL.**

Your electric and/or gas service may be shut off anytime after 05/04/2012 for non-payment of past due bills of \$ 60.22. (See itemized listing below.) Failure to pay this amount will also result in termination of your commodity service contract.



National Grid	\$ 0.00
Other Supplier Services	\$ 60.22
Suspended Charges / Credits / ESCo Suspend	\$ 0.00
Amount to Avoid Disconnect	\$ 60.22

Please be aware that it may take up to 24 hours to turn it back on after you have paid the bill.

A summary of your rights and responsibilities are listed on the reverse side of this notice. Please read this information and let us know immediately if you are covered by any of the special protections shown.

If you are unable to pay the "Amount to Avoid Disconnect" of \$ 60.22 on or before 05/04/2012, contact Collection Services at 1-800-443-1837 to discuss the possibility of payment arrangements. Payment arrangements can only be made on your total balance (which includes total arrears plus current charges). Your total balance as of April 19, 2012 is \$ 60.22.

Bill Account Number	Date Due	Amount to Avoid Disconnect	Amount Due
95287-75116	05/04/2012	\$ 60.22	\$ 341.06

NY 12 CUSTOMER LETTER 0075
204 GLENVIEW PKWY
SYRACUSE, NY 13219

ENTER AMOUNT ENCLOSED
\$

Write account number on check and make payable to National Grid

NATIONAL GRID
P.O. BOX 11742
NEWARK, NJ 07101-4742

000006022 95287751167000034106110

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.

Required by Order, Joint Petition, Settlement, Other:

16 NYCRR § 11.12(d)(2); NiMo Gas Tariff Leaf 22, Section II.2.4.1.5; NiMo Electric Tariff Leaf 46, Section II.2.3.1.5; KEDLI Tariff Leaf 37, Section II.3C.1.2; KEDNY Tariff Leaves 24 & 25, Section II.12.B

Date the Order was Issued and Effective:

Summary of O&E requirements:

NOTIFICATION OF REQUIREMENT FOR SECURITY DEPOSIT (RESIDENTIAL) - The Company must provide written notice to a customer of its requirement for the payment of a security deposit within two (2) months after the failure to pay the bills rendered, which notice must provide the customer at least twenty (20) days advance notice before the security deposit is due.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):

Confirm that past reports have been properly submitted: IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY'S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.

Please indicate to which office your O&E Reports were submitted and specify the date/s:

Secretary's Office	Date:
Office of Consumer Policy	Date:
Other: _____	Date:

(Name of DPS contact person)

Date Reporting May Cease:

N823EK

DEPOSIT REQUEST

A security deposit is required on your gas account. We will appreciate prompt payment of the amount indicated below. Please see enclosed insert for further information regarding your deposit.

Deposit due (dep_amt)

N820EK

DEPOSIT REQUEST

A security deposit is required on your gas account. We will appreciate payment of the amount shown below within seven days.

Deposit due (dep_amt)

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.

Required by Order, Joint Petition, Settlement, Other:

16 NYCRR § 11.6; 143.14; 275.14; KEDLI Tariff Leaf 53, Section 4.D.1

Date the Order was Issued and Effective:

Summary of O&E requirements:

NOTICE TO THIRD PARTY DESIGNEE - The Company must notify residential consumers annually of the availability of the third-party notice procedure, which permits a residential customer to designate a third party to receive all notifications relating to termination, disconnection or suspension of service or other credit actions sent to such residential customer, provided that the designated third party agrees in writing to receive such notices. The Company must inform the third party that the authorization to receive such notices does not constitute acceptance of any liability on the third party for service provided to the customer. The Company must promptly notify the residential customer of the refusal or cancellation of such authorization by the third party.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):
Confirm that past reports have been properly submitted: IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY'S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.

Please indicate to which office your O&E Reports were submitted and specify the date/s:

Secretary's Office	Date:
Office of Consumer Policy	Date:
Other: _____	Date:

(Name of DPS contact person)

Date Reporting May Cease:

Where to find assistance.

Home Energy Assistance Program (HEAP)

assists income-eligible customers with winter heating bills. Income caps have been raised, so you may be eligible even if you have never qualified before. HEAP grants do not need to be paid back.

Act quickly – HEAP funds are available until March 15, 2021 or until they run out.

Emergency HEAP opens Jan. 4, 2021 and provides additional funding toward heating bills for eligible applicants who have received a utility shut-off notice.

Energy Assistance Program (EAP) provides a monthly bill discount. Enrollment is automatic with receipt of a HEAP payment and continues for those who apply for HEAP annually. Visit otda.ny.gov/programs/heap or learn more at ngrid.com/billhelp

Care & Share can help.

Care & Share is a National Grid program administered by HeartShare Human Services of NY to help qualified households meet their home heating needs. The program will open in February 2021. Customers may apply once per year once they have exhausted all HEAP assistance. For information on how to apply, see ngrid.com/billhelp or call **1-855-852-2736**.

Our **Consumer Advocates** can provide additional support. Email ConsumerAdvocatesUNY@nationalgrid.com or call **1-800-642-4272**.

Carbon monoxide and methane detectors.

Two types of detectors can help you stay safe year-round. Carbon monoxide detectors sound the alarm when colorless, odorless CO is present. A residential methane detector signals when methane is in the air, a sign of a natural gas leak.



Payment Options

We offer a variety of ways to pay your bill. Visit ngrid.com and select **Ways to Pay** for details.

Keep meters clear of ice and snow

Prevent a serious safety risk. Falling ice and heavy snow from a roof can damage meters or service connections, resulting in a gas leak.



Online assessment

Save energy in your home. Take our online assessment at energyassessment.nationalgridus.com/residential/start/

Winter safety tips

- Operate your backup generator safely. ngrid.com/generators
- Never hang items from gas pipes. Doing so can weaken pipes and cause a hazard.



Designate a relative, trusted friend or an agency to receive copies of notices should your account become overdue. **1-800-642-4272**

Multi-family, apartment or business complex owners please post. This is an important safety notice. Please have it translated. See "select language" link at ngrid.com

Veá el enlace «seleccionar idioma» en ngrid.com
Voir le lien «sélectionner la langue» sur ngrid.com
Vedere il collegamento «seleziona lingua» su ngrid.com

Smell gas. Act fast. Gas Emergency? 1-800-892-2345 or call 911

Ver a ligação "seleccionar lingua" em ngrid.com
См. ссылку "Выбрать язык" на сайте ngrid.com
Xem liên kết "lựa chọn ngôn ngữ" tại ngrid.com

CM8255 (12/20) UNY E&G

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.

Required by Order, Joint Petition, Settlement, Other:

16 NYCRR § 126.4

Date the Order was Issued and Effective:

Summary of O&E requirements:

ELECTRIC POWER LINE SAFETY NOTICES (ELECTRIC) - The Company must distribute a description of the dangers of electric power lines in safety reminders which must be distributed annually as customer bill inserts.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):
Confirm that past reports have been properly submitted: IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY'S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.

Please indicate to which office your O&E Reports were submitted and specify the date/s:

Secretary's Office	Date:
Office of Consumer Policy	Date:
Other: _____	Date:

(Name of DPS contact person)

Date Reporting May Cease:

Plan for summer storms, hurricane season.

Stay safe and informed with these tips:

Sign up for outage alerts – your way.

You can choose how – and when – to be informed during an electric outage – by text, email or phone.

Set up your alerts today. Visit ngrid.com/connect and follow the simple steps. Want alerts by text? Simply text **REG** to **64743**.

*We do not charge for text alerts but normal message and data rates may apply based on your mobile carrier plan.

Keep safety in mind.

If you see a downed line, assume it is live. Keep everyone away and report it to us at **1-800-867-5222**. Do not touch downed power lines or anything coming into contact with fallen lines.



If using a generator:

- ✓ operate it outdoors
- ✓ disconnect from the National Grid system by shutting off the main breaker



Get security and peace of mind with paperless billing.

There's never been a better time to choose paperless billing. Enroll today for an easy, clutter-free way to view your monthly bill – from anywhere you access your inbox. No trips to the mailbox and no paper bills to handle. Learn more by visiting ngrid.com/billpay



Know the signs and symptoms of heat stress.

Be on the lookout for signs of heat stress when temperatures soar, especially when hot weather – at or above 90°F lasts for several days, combined with high humidity. Confusion, dizziness, fatigue and headache are some of the common symptoms.

Stay safe by:

- Wearing loose, lightweight clothing
- Taking cool showers or baths
- Seeking medical care right away if you have symptoms



Call before you dig.

Planning summer planting or digging projects? Have lines marked before starting any project. It's free – and it's the law. You can reach Dig Safely New York by calling **811** or by using the location request system at digsafelynewyork.com

Multi-family, apartment or business complex owners please post. This is an important safety notice. Please have it translated. See "select language" link at ngrid.com

Vea el enlace «seleccionar idioma» en ngrid.com

Voir le lien «sélectionner la langue» sur ngrid.com

Vedere il collegamento "seleziona lingua" su ngrid.com

Smell gas. Act fast. Gas Emergency? 1-800-892-2345 or call 911

Ver a ligação "seleccionar língua" em ngrid.com

См. ссылку "Выбрать язык" на сайте ngrid.com

Xem liên kết "lựa chọn ngôn ngữ" tại ngrid.com

CM8053 (6/20) UNY E&G

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.

Required by Order, Joint Petition, Settlement, Other:

16 NYCRR § 13.12; NiMo Gas Tariff Leaf 20, Section II.2.2; NiMo Electric Tariff Leaf 45, Section II.2.2, Leaf 126-127, Section II.26.7; KEDLI Tariff Leaf 24, Section II.2A.8.1

Date the Order was Issued and Effective:

Summary of O&E requirements:

ANNUAL NOTICE/RIGHTS & RESPONSIBILITIES (NON-RESIDENTIAL) - The Company must annually, or at any time upon customer request, provide applicants for nonresidential service with a brochure containing a detailed summary of their rights and obligations, and a notice to include: descriptions of the commonly used nonresidential service classifications and their rates, an offer of written guidelines regarding eligibility requirements for the Company's service classifications, notice that the Company's tariff is available for review in every Company business office, and notice that some nonresidential customers may be eligible for protections under the Commission's regulations. The Company must provide to every nondemand electric customer a notice explaining how an increase in the customer's usage might require the Company to install a demand meter and, in some cases, the customer to make electric installation modifications or, to every electric customer with a demand meter, a notice, explaining how a change in the recorded demand may cause the service classification on which the charges are based to be changed. A notice explaining the Company's right to revise estimated demand charges, that such revision may be to the customer's disadvantage and that revision of demand charges may be avoided by arranging access, must be provided to every demand customer at least annually and whenever an estimated demand bill is rendered.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):

Confirm that past reports have been properly submitted: IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY'S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.

Please indicate to which office your O&E Reports were submitted and specify the date/s:

Secretary's Office	Date:
Office of Consumer Policy	Date:
Other: _____	Date:

(Name of DPS contact person)

Date Reporting May Cease:

Rights and Responsibilities of Non-Residential Customers

nationalgrid

New York City

HAVE A QUESTION ABOUT YOUR BILL OR NEED SERVICE?

Please contact National Grid immediately if you have a question about your bill, or if you need our free emergency gas safety service. Contact National Grid first. We want to help! Your utility service application must be accompanied by copies of your business documents (Partnership or Corporate papers, and a deed or lease). The name on the application must match your business papers.

BY TELEPHONE - 718-643-4050. If you have a gas safety emergency, please call us at all times (24/7). Billing inquiries are normally handled from 9:00 a.m. until 8:00 p.m., Monday through Friday and 9:00 a.m. until 5:00 p.m. on Saturdays.

IN PERSON - at one of our Customer Service Centers listed on the back of your bill. Hours are 9:30 a.m. until 5:00 p.m. - Monday through Friday. Since Mondays and Fridays are our busiest days, please try to visit us on another day, if possible, to save your time.

BY MAIL - Write to: National Grid, Customer Correspondence, One MetroTech Center, 18th Floor, Brooklyn, NY 11201. We will respond promptly and in writing, if you request a written reply. When writing, please include your account number and your telephone number.

What if you don't agree with National Grid's answer to your question?

If our representative is unable to handle your inquiry to your satisfaction, please ask to speak to a supervisor.

If we are unable to help you may contact the New York State Public Service Commission online at dps.ny.gov/complaints, by calling 1-800-342-3377 (toll free), 8:30 a.m. - 4 p.m. Monday-Friday, or by mail: New York State Public Service Commission, Empire State Plaza, Albany, NY 12223. The consumer representatives will investigate your complaint and issue a determination.

While your complaint is being considered by the PSC, you don't have to pay the bill amount that is in question. Bills that are not in dispute are payable when due.

APPLICATIONS FOR GAS SERVICE

An Application for Gas Service—available at any Customer Service Center—must be completed prior to starting gas service. Be sure to complete the application fully and accurately to ensure that your account is placed on the correct service classification (billing rate). Your application must be accompanied by copies of your business documents (Partnership or Corporate papers, and a deed or lease). The name on the application must match your business papers. We will either provide or deny service within 10 calendar days after receipt of a completed application.

Certain situations may delay the provision of service, including adverse weather conditions or our inability to gain access to the premises.

Before providing service to an applicant, we may require full payment for all amounts due that are not the subject of a pending billing dispute, or have an existing Deferred Payment Agreement that is in good standing. If your application is denied solely for failure to make full payment, we

will provide service as soon as reasonably possible once the outstanding amounts due are paid.

If we deny your request for service, we'll give you a written notice explaining the reason for the denial, what you must do to qualify for service, and notice of your right to a review by the Public Service Commission.

SECURITY DEPOSIT POLICY

New Customers may be required to pay a Deposit to open a new gas account. The deposit will not exceed twice the average monthly usage during the previous 12-month period, and must be paid in full. You will receive a receipt for a paid deposit.

Existing Customers may be requested to pay a deposit if the customer's account is delinquent, the customer's financial condition is such that it is likely that the customer may default, the customer has filed for reorganization or bankruptcy or the customer has been rendered an adjusted bill due to tampered equipment.

A deposit may be paid in three installments—50% down and the balance in two monthly payments.

For existing customers who have 12 months or more of billing history, the amount of the Security Deposit will be based on billing history.

For customers who have less than 12 months of billing history, the amount of the deposit will be based on either the billing history of the customer, or that of the previous customer, provided there have been no significant changes in usage.

In lieu of cash security deposits, we may accept non-cash such as irrevocable letters of credit and surety bonds. The deposit will not exceed twice the average monthly usage during the previous 12-month period. Initial deposit amounts will be reviewed after one year in order to assure that the deposit amount is consistent with the current usage. If the variance is more than 25%, an additional deposit may be requested or a partial amount refunded. Deposits are then reviewed bi-annually after that or at your request.

Cash deposits only will have interest paid at a rate designated by the PSC. Interest will be credited to your account annually and paid to you when the cash deposit is returned. Deposits are held for three years. If all bills have been paid on time, in full, and no adverse financial conditions exist, we will refund a cash deposit, plus interest, within 30 calendar days, after crediting the amount to any outstanding bills. Non-cash alternatives will be removed from the account.

PAYMENT OF BILLS

Pay online at nationalgrid.com by mail using the envelope with your bill, or join our FREE DirectPay automatic payment service. Pay in-person at any Customer Service Center listed on the back of your bill, as well as other "authorized" agencies. Visit nationalgrid.com for more information.

We appreciate your prompt payment of our bills. Bills are due and payable upon receipt. A payment is overdue 23 calendar days after payment is due (which is generally 23 days after the bill was sent).

Late Payment Charges (LPCs) We may impose a continuing late payment charge on the balance of any bill for service, and any unpaid LPCs applied to previous bills

or security deposits which are not paid within 23 calendar days. We may apply LPCs for previously unbilled services supplied through tampered equipment, providing we can demonstrate that the condition existed after the customer knew or reasonably should have known the original billing was incorrect. The Late Payment Date will appear on your bill.

BALANCED BILLING

If your gas usage has predictable highs and lows during the year, you may be able to join our Balanced Billing plan. It spreads your annual gas usage costs into 12 monthly payments. Contact us to enroll in the FREE service.

The following do not qualify for participation. Customers who:

1. have less than 12 months of billing
2. are seasonal, short-term or temporary
3. have arrears
4. are interruptible, temperature-controlled, or dual-fuel
5. for any reason, ceased being billed on a previous plan before the end of the plan year in the past 24 months; or
6. have a consumption pattern that cannot be accurately estimated.

DISCONNECTION OF SERVICE

If you fail to pay overdue bills (gas bills, Deferred Payment Agreement, Security Deposit requests), or fail to provide reasonable access to the premises, we may turn off your service only after we have given the required notice. If you are eligible, we will offer you a Deferred Payment Agreement.

If we disconnect your service because we found it being supplied through tampered equipment (meter), you have the right to a written unmetered service bill and oral notice of the conditions, if any, under which service will be continued.

We may disconnect service without providing advance notice of disconnection if a payment is made by a check which is later dishonored after a notice of disconnection has been sent.

Final Disconnection Notices

Before we can shut off gas service for an overdue bill, security deposit, or failure to provide access to the meter, we must send you a Final Disconnection Notice. We will not send a Final Disconnection Notice for non-payment unless you have failed to pay a bill within 23 calendar days of the date payment was due (about 24 days after the date of the current meter reading printed on the bill). Once a Final Disconnection Notice has been mailed to you, you will have at least eight calendar days in which to pay your bill, or enter into a Deferred Payment Agreement if eligible. (See section on Deferred Payment Agreements.) If you have any questions regarding your account, please call us. We'll review your account and postpone gas service shut-off while we investigate your questions.

National Grid will not shut off gas service on weekends and public holidays or a day on which our Customer Service Centers or the PSC are closed. Disconnections occur between 9:00 a.m. and 5:00 p.m., except on days preceding the days noted above, where disconnection may not occur after 3:00 p.m., unless prior notification has been made and we are prepared to accept a check for any payment required to avoid service shut-off.

YOU MAY BE ELIGIBLE FOR RESIDENTIAL PROTECTIONS

You may be eligible for protections under the Home Energy Fair Practices Act (HEFPA), a New York State law that is applicable to residential customers. These protections include, but are not limited to, the waiver of a Security Deposit, eligibility for Deferred Payment Agreements and protections from service disconnection.

You are eligible for residential customer protections if:

1. You are a resident landlord in a two-family dwelling that is supplied gas by one meter, OR;
2. a. An application for gas service has been submitted in your name and not in a business or corporate name; and b. You live at the service address where the gas will be used; and c. You use more than 50% of the gas service for your residential purposes.

Important Notes: The HEFPA protections do not affect the rate you are billed for your gas service. Gas rates are determined by the type of gas service used and the premises supplied. National Grid reserves the right to inspect the customer's premises to verify the accuracy of any information provided. If you qualify for residential customer protections, please complete the other side of this form and mail to the address shown below.

Please complete the other side and mail this form to:

National Grid, Collectors - 13th Floor, One MetroTech Center, Brooklyn, NY 11201-3850

Our Representatives can accept payments and make Deferred Payment Agreements with eligible customers at the time of gas service shut-off. They may accept full or a partial payment with a Deferred Payment Agreement (if the customer is eligible), thereby preventing service shut-off. (See section on Deferred Payment Agreements.)

RECONNECTION AFTER SHUT-OFF
If we shut off your service due to non-payment of bills, failure to provide access to read our meter, or for a violation of our Tariff, we will reconnect it within 24 hours after you have paid applicable charges and any applicable security deposits, made reasonable arrangements for access, or corrected the tariff violation. Should circumstances beyond our control prevent reconnection of service within 24 hours, service will be reconnected within 24 hours after those circumstances cease to exist.

IMPORTANT INFORMATION FOR LANDLORDS
If you own a residential rental property, your tenants are not obligated to pay for gas service to any area outside of their own dwelling units. This is known as a "shared meter" condition. A dwelling unit is considered to be the tenant's living area, as well as any area under the tenant's exclusive use and control. With limited exceptions, a shared meter condition must be corrected or the owner must assume responsibility for the account, as well as up to six years of past service. In addition, when a shared meter condition is found following an inspection that was not at the owner's request, the owner may be assessed a bill equal to the estimated cost of 12 months of all service measured by the shared meter. You may contact us to request an inspection.

DEFERRED PAYMENT AGREEMENTS
If you cannot pay your entire bill when it's due, you may be eligible for a Deferred Payment Agreement (DPA). However, a DPA does not exempt you from being subject to a security deposit. To obtain a DPA, please visit any National Grid Customer Service Center, or call 718-643-4050 for more information.

Down Payment Requirements
We may request a down payment of 20% of the amount of your arrears, or two times your average monthly usage (whichever amount is greater), plus any amounts billed after the Final Disconnection Notice was sent that are in arrears when the agreement is signed.

If we visit your premises to disconnect your service, you may make an agreement at that time, but your down payment may be as high as 50% of your arrears, or the cost of four times your monthly average usage, whichever is greater.

Remaining Payments
The remaining balance due after your down payment is to be paid in monthly payments equal to the cost of one month's average usage, or in six monthly payments, whichever is greater.

NOTE: You are not eligible for a DPA if:
▶ you have the financial resources to pay the bill; or

▶ you are a publicly held company or a subsidiary of one; or

- ▶ you are a seasonal, short term or temporary customer; or
- ▶ your previous 12 months usage exceeded a combined total gas consumption of 4,000 therms; or
- ▶ you owe money under a prior or existing Deferred Payment Agreement, or failed to make timely payments under a prior Agreement in effect during the previous 12 months.

METER READINGS AND ESTIMATED BILLS
The date of your next scheduled meter reading is shown on your bill. Normal Reading hours are from 9:00 a.m. to 5:00 p.m. Please make every effort to admit our meter reader on this date. Under certain circumstances, we may issue an estimated bill. If we can't obtain access to read your meter, we'll ask you to provide the meter reading to us. If access continues to be unavailable, a series of bill messages will request assistance in reading your meter; offer a special reading appointment, and advise you of penalty charges for non-access. Non-access penalty charges start at \$25 plus tax per meter and increase until an actual meter reading is obtained.

BACKBILLING
A "backbill" is defined as that portion of any bill, other than a Balance Billing plan bill that represents charges not previously billed for service that was actually delivered to the customer during a period before the current billing cycle.

If an error becomes apparent in our billing, we have, by law, six months to correct the discrepancy and send a backbill to a customer. When a backbill is issued, an explanation of the circumstances that caused the under-billing will be provided to the customer. If the backbill covers more than 24 months, a statement explaining the reasons why the backbill exceeded the established limitations will be enclosed with the bill. For any backbill covering more than a one-month period, the customer will receive a notice explaining that they may, upon request, receive a detailed billing statement showing how the charges were calculated. In addition, a backbill will be accompanied by an offer of a Deferred Payment Agreement for customers who are eligible, except in situations involving meter or service tampering.

We are permitted to revise a backbill within 12 months of the date we became aware of the circumstances that caused the underbilling if:

1. the customer knew or reasonably should have known that the original billing, or the first backbill was incorrect; or
2. new information shows that the first backbill was incorrect.

Limitations
We are not permitted to backbill a customer for service rendered more than 24 months before we became aware of the circumstances causing the backbill (12 months if it is due to our deficiency) unless we can demonstrate that the customer reasonably should have known that the original billing was incorrect.

INSPECTION AND EXAMINATION OF UTILITY APPARATUS
We have the right to enter a building at reasonable times to examine our equipment (meters, piping, etc.), or to determine

the quantity of gas consumed. A customer who directly, or indirectly, prevents our representatives from conducting this examination may be billed a \$100 penalty charge. Except where prevented by circumstances beyond our control, we will conduct a field inspection as soon as reasonably possible and within 60 days in the following situations:

1. a request contained in a service application;
2. a reasonable customer request;
3. a company field inspection order;
4. notification from any reasonable source that service may not be correctly metered; or
5. a directive from the New York State Public Service Commission, or its authorized designee.

INACTIVE GAS METERS
At premises with open gas meters must have an active customer on the gas account. Open meters at premises with no responsible customer will either be locked or removed, or the service line supplying gas to the premises will be cut off. Customers terminating service should coordinate an appointment to lock the meter.

SERVICE CLASSIFICATIONS (BILLING RATES)
A detailed listing of our Non-Residential Gas Service classifications is available upon request at all Customer Service Centers, or by calling 718-643-4050. This information also provided to all new customers at the time of their application for service at our Customer Service Centers. A copy of our tariff is available in every Customer Service Center.

Non-HEFPA Residential Service
Certain classes of customers billed on a residential rate are covered under the non-residential rules described in this brochure and are not covered by the Home Energy Fair Practices Act (HEFPA). These classes are as follows:

1. three to five - family building supplying space heating and/or water heating;
2. religious organizations* where gas is used exclusively for religious purposes;
3. not-for-profit veterans organizations* that own or lease posts or halls;
4. community residences* for the mentally ill which are not-for-profit corporations and do not have a staff on the premises 24-hours a day; or
5. non-heating purposes (includes cooking and/or oil burner pilot usage only) in two or more - family buildings with 50% or less of the square footage used for nonresidential activities.

*National Grid allows the type of account more choice in selecting an appropriate and cost-effective rate. Please call 718-643-4050 for further information.

Discount rates for business customers
Are you moving or expanding your business? Or maybe you're considering starting your own business. We can help you to save money on your operating expenses or even help you to find a location. Ask us for more information when applying for service in a Customer Service Center, or call our Office of Economic Development at 1-877-MyNGrid.

Website: www.nationalgridus.com

REQUEST FOR RESIDENTIAL ACCOUNT PROTECTIONS (under the Home Energy Fair Practices Act)

Name on Account _____
Service Address _____
City _____ State _____ Zip Code _____
Account Number _____
Telephone #: Home _____
Business _____
Customer's Signature _____ Date _____
Title _____

- For Company Use Only -
 resp. Req. Returned
 Brochure Mailed Yes No

CM4809 (9/20) NYC NON-RES

Please check the item(s) that apply to you:

1. I am a resident landlord in a two-family dwelling that is supplied gas by one meter.

2. The account is in my own name (not a Business or Corporate Name); and

I live at the service address; and

I use more than 50% of the gas service for my own residential purposes.

Note: If you checked item #1, or all items in #2, you may qualify for residential customer protections under the Home Energy Fair Practices Act.

Mail this completed form to the address shown on the other side.

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.

Required by Order, Joint Petition, Settlement, Other:

16 NYCRR § 13.5; NiMo Gas Tariff Leaves 80-81, 83, Section II.15.8; NiMo Electric Tariff Leaves 130-131, 134, Section II.26.9; KEDNY Tariff Leaves 46-47, 49, Section II.22.B; KEDLI Tariff Leaf 58-59, Section II.4E.2

Date the Order was Issued and Effective:

Summary of O&E requirements:

DEFERRED PAYMENT AGREEMENT (NON-RESIDENTIAL) - The Company must provide eligible customers (i.e., has been a customer for at least 6 months and arrears exceed 2 months' average billing) with written notice offering a deferred payment agreement not less than 5 calendar days (8 if mailed) before the earliest date service may be terminated or when the Company renders a backbill, by providing 2 copies of the DPA. If terms were agreed to by phone, the Company must send 2 written copies of the agreement for the customer to sign and return. In those instances where the Company believes customer does not qualify for DPA (i.e. adequate financial resources), notice must be provided to the customer. The first time a customer fails to make a timely payment in accordance with the DPA, the Company must give the customer a reasonable opportunity to keep the agreement in force by paying any amounts due under the agreement. Specific DPA requirements as are set forth in the Commission's regulations.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):
Confirm that past reports have been properly submitted: **IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY'S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.**

Please indicate to which office your O&E Reports were submitted and specify the date/s:

Secretary's Office Date:

Office of Consumer Policy Date:

Other: _____ Date:

(Name of DPS contact person)

Date Reporting May Cease:

NON-RESIDENTIAL PAYMENT AGREEMENT

February 6, 2008
Bill Account Number: 88390-76101
Service Address: 158 4TH ST
TROY NY 12180

WALTER B POHLMANN
DBA TROY PORK STORE
158 4TH ST
TROY NY 12180

National Grid and the Customer named above have entered into a Payment Agreement which follows. It is understood that the Company agrees not to disconnect service as long as the Customer honors the terms of the Payment Agreement.



Terms of the Payment Agreement:

- ⇒ Timely payment of all current charges while this Agreement is in effect.
- ⇒ A downpayment of \$ 130.00, which is due by 02/19/2008, is to be mailed to:
National Grid
PO Box 4706
Syracuse, NY 13221-4706
- ⇒ The balance of \$ 3,046.07 is to be paid in installments of \$ 761.51 due on or before the due date of each monthly bill.
- ⇒ This agreement is subject to late payment charges at the rate of one and one half percent (1 1/2%) monthly, eighteen percent (18%) annually.

For this Agreement to become binding on both the Customer and National Grid, the Customer must:

- ⇒ Sign and date the Agreement.
- ⇒ Make any required downpayment by the due date.
- ⇒ Return the signed Agreement to the Company no later than 02/19/2008 to the address above or fax to 315-460-9511.

Should the Customer enter into this Agreement and later fail to comply with the terms stated, National Grid may issue a Disconnect Notice at once.

Rules pertaining to the Payment Agreements for Non-Residential Utility Customers are contained in Title 16 of the New York Code of Rules and Regulations. The Customer may contact the New York State Public Service Commission to determine if this Agreement conforms to those rules.

X _____ Date
Customer's signature (required to indicate acceptance of Agreement)

X _____ Date
National Grid's signature (Representative accepting Agreement)

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.

Required by Order, Joint Petition, Settlement, Other:

16 NYCRR § 13.7; NiMo Gas Tariff Leaf 23, Section II.2.4.2; NiMo Electric Tariff Leaf 47, Section II.2.3.2.1.4; KEDLI Tariff Leaf 38, Section 3C.2.3; KEDNY Tariff Leaves 132 & 133, Section II. 44.I.1.b

Date the Order was Issued and Effective:

Summary of O&E requirements:

SECURITY DEPOSITS NOTICES (NON-RESIDENTIAL) - A Company request for a deposit or deposit increase must be in writing and must advise the customer: (i) why the deposit is being requested; (ii) how the amount of the deposit was calculated; (iii) that the deposit is subject to later upward or downward revision based on the customer's subsequent billing history; (iv) that the customer may request that the Company review the account in order to assure that the deposit is not excessive; (v) the circumstances under which the deposit will be refunded; (vi) that the customer will receive annual notice of the interest credited to the account; (vii) about the available deposit alternatives; and (viii) that for an existing customer from whom the deposit is being requested because of delinquency or financial condition, the deposit may be paid in three installments. The Company must issue, to every customer from whom a deposit is obtained, a receipt showing the date, the account number, the amount received, the form of the payment, and must contain a notice explaining the manner in which interest will accrue and be paid and that the receipt is neither negotiable nor transferable.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):
Confirm that past reports have been properly submitted: **IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY'S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.**

Please indicate to which office your O&E Reports were submitted and specify the date/s:

Secretary's Office	Date:
Office of Consumer Policy	Date:
Other: _____	Date:

February 22, 2013

Bill Account Number: 09200-95110
Service Address: 7643 EDGECOMB DR, ELEC
LIVERPOOL NY 13088

KLOECKNER METALS CORP
500 \$\$\$\$\$ \$\$\$\$ \$\$\$\$ \$\$\$\$
RO\$\$\$\$\$ \$ 99999



SUBJECT: DEPOSIT REQUEST

Dear Customer:

We wanted you to know that we are assessing a security deposit on your account in the amount of \$ 4,460.00 because your account is delinquent.

The deposit will be billed to you in consecutive installments along with your next three regular monthly bills. The first installment will be billed at 50% of the total deposit amount. The remaining deposit balance will be billed in two equal installments of 25% of the total deposit amount. Failure to pay the deposit amount required by the date specified on your bill may result in the issuance of a Disconnect Notice.

A deposit alternative (Irrevocable Letter of Credit or Surety Bond) that provides National Grid with a level of protection that is equivalent to cash can be provided in place of cash. To secure your account using a deposit alternative, please notify us and we will provide the necessary forms.

Guidelines for calculating the amount of security deposits are set forth in Title 16 of the New York Code of Rules and Regulations. These guidelines specify that a deposit shall not exceed the cost of twice the customer's average monthly usage, except in the case of customers with wide fluctuation in usage. In those situations, the deposit shall not exceed the cost of twice the average monthly usage for the peak season. Your cash deposit will be held at a rate of interest established by the New York State Public Service Commission and you will be advised annually of the interest credited to your account.

Your deposit will be held for a three year period after which your account will be reviewed for timely payments and a possible deposit return. If late payment history is noted on your account, or if financial risk exists as reported by a credible third party source such as a credit rating agency, your deposit will continue to be held. Your account will be reviewed periodically for possible deposit refund in the future. In the event your account is terminated for any reason, your cash deposit will be refunded or credited against charges owing on your account(s).

If you have any questions, please contact our Commercial and Industrial Business Team at 300 Erie Blvd. West, Syracuse, NY 13202 or call 1-800-664-6729, available Monday - Friday, 7:00am-9:00pm and Saturday, 7:00am-5:00pm.

Sincerely,

National Grid

This is an important notice. Please have it translated.

Este é um aviso importante. Queira mandá-lo traduzir.
Este es un aviso importante. Sírvase mandarlo traducir.
Avis important. Veuillez traduire immédiatement.

ĐÂY LÀ MỘT BẢN THÔNG CÁO QUAN TRỌNG
XIN VUI LÒNG CHO DỊCH LẠI THÔNG CÁO ẤY
Questa è un' informazione importante,
si prega di tradurla.

Это очень важное сообщение.
Пожалуйста, попросите чтобы
вам его перевели.

300 Erie Blvd. West, Syracuse, NY 13202-4250
1-800-664-6729 • www.nationalgrid.com

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.

Required by Order, Joint Petition, Settlement, Other:

16 NYCRR §§ 13.3, 143.1, 143.2, 275.1; KEDNY Tariff Leaf 119, Section II.44.C.1.A, Leaf 121, Section II.44.C.2; NiMo Gas Tariff Leaf 50, Section II.9.1.1; NiMo Electric Leaf 81, Section 14.1.1; KEDNY Tariff Leaf 121, Section II.44.C.2

Date the Order was Issued and Effective:

Summary of O&E requirements:

FINAL NOTICE OF TERMINATION (NON-RESIDENTIAL) - The Company must provide advance final notice of the termination at least 5 calendar days (8 calendar days if mailed) prior to termination of service when the customer: (i) fails to pay any tariff charge due on the customer's account for which a written bill itemizing the charge has been sent, except for charges that reflect service used more than six years prior to the time the bill first containing these charges was rendered, which charges must be pursued by other methods of collection; (ii) fails to pay amounts due under a deferred payment agreement; (iii) fails to pay a security deposit; (iv) fails to provide reasonable access to the premises for necessary or proper purposes in connection with rendering of service, including meter installation, reading or testing, or the maintenance, or removal, or securing, of the Company's property, so long as the Commission's regulations have been met, and the customer has not advised the Company that the customer does not and who does have control over access; or (v) fails to comply with a provision of the Company's tariff which permits the Company to refuse to supply or to terminate service. A final notice of termination must state: (i) the reason(s) for termination, including the total amount required to be paid, if any, and the manner in which termination may be avoided; (ii) the earliest date on which termination may occur; (iii) the address and phone number of the Company office that the customer may contact in reference to his account; (iv) that Company procedures are available for considering customer complaints prior to discontinuance; (v) that Commission procedures are available for considering customer complaints when a customer is not satisfied with the Company's handling of the complaint, including the address and phone number of the appropriate Commission office; (vi) that it is a termination notice which should be brought to the attention of the Company when the bill is paid; (vii) that payment of the charges with a check that is subsequently dishonored may result in immediate termination of service without further notice, if applicable; and (viii) that at the time the Company goes to the premises to terminate service, it may require any payment to be made with cash, certified check or money order if the customer has, within the last 24 months, paid with a check that was dishonored. If the Company wished to terminate service more than 60 calendar days after the issuance of a final termination notice, it must issue a reminder notice that states the current arrears due, if applicable. If the Company wishes to terminate service more than 90 calendar days after issuance of the final termination notice, it must, during that time, issue a termination reminder notice that contains all the information required above

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):
Confirm that past reports have been properly submitted: **IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY'S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.**

Please indicate to which office your O&E Reports were submitted and specify the date/s:

Secretary's Office Date:

Office of Consumer Policy Date:

Other: _____ Date:

(Name of DPS contact person)

Date Reporting May Cease:

February 6, 2008

Bill Account Number: 00625-40103
Service Address: 618-1/2 W NEWELL ST
SYRACUSE NY 13205

DIXE SWEEPING SERVICE
PO BOX 51
SYRACUSE NY 13205



**THIS IS A FINAL DISCONNECT NOTICE.
PLEASE REFER TO THIS NOTICE WHEN PAYING THIS BILL.**

Your electric and/or gas service may be shut off for non-payment of past-due bills of \$ 371.35. (See itemized listing below.) Shut off may occur on or after 02/14/2008 if payment or mutually acceptable arrangements for payment is not made.



National Grid	\$ 371.35
Deposit	\$ 0.00
Suspended Charges/Credits	\$ 0.00
Amount to Avoid Disconnect	\$ 371.35

We may be able to help you keep service on. If you have a billing problem or complaint, contact Collection Services at 1-800-443-1837 prior to the shut-off date shown above.

If you are not satisfied with the way we handle your contact, you have the right to call the Public Service Commission toll free at 1-800-342-3377 or write them at 3 Empire State Plaza, Albany, NY 12223.

Please see the reverse side for important information regarding Dishonored Checks and Payment Arrangements.

Bill Account Number	Date Due	Amount to Avoid Disconnect	Amount Due
00625-40103	02/14/2008	\$ 371.35	\$ 685.22

DIXE SWEEPING SERVICE
618-1/2 W NEWELL ST
SYRACUSE, NY 13205

ENTER AMOUNT ENCLOSED
\$

Write account number on check and make payable to National Grid

NATIONAL GRID
P.O. BOX 11742
NEWARK, NJ 07101-4742

000037135 00625401037000068522037

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.

Required by Order, Joint Petition, Settlement, Other:

NY Pub. Serv. Law § 31; 16 NYCRR §§ 11.3; 13.2; NiMo Gas Tariff Leaves 19, 39, 40, Sections II.4.1.1.2 & II.2.2.10; NiMo Electric Tariff Leaf 44, Section II.2.2.10, Leaves 55-56, Section 3.1.1.2 & 3.1.2.2-4; KEDLI Tariff Leaf 21, Section II.2A.1.10.1; KEDNY Tariff Leaf 127, Section 44.G.I, Leaf 130, Section 44. G.4

Date the Order was Issued and Effective:

Summary of O&E requirements:

DENIAL OF APPLICATION FOR SERVICE NOTICE - The Company must provide written notice to applicants within 3 business days (10 business days for non-residential applicants) of receipt of an application for service that service denied. The Company must also make an effort to provide immediate oral notice to the applicant. The Company must advise any applicant who submits an incomplete application, in writing and within 3 business days after receipt of the application of the information and/or documents that must be submitted in order for the application to be considered complete.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):
Confirm that past reports have been properly submitted: IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY'S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.

Please indicate to which office your O&E Reports were submitted and specify the date/s:

Secretary's Office Date:
Office of Consumer Policy Date:
Other: _____ Date:

-*- Demonstration Powered by HP Exstream 07/17/2012, Version 7.0.604 -*-

April 23, 2012
Bill Account Number: 99875-38259
Date Service Requested: 2012-04-23
Date Service Denied: 2012-04-20

NY 12 CUSTOMER LETTER 1050
248 AUBURN AVE FL 1
BUFFALO NY 14213

NOTICE OF SERVICE DENIAL

Your application for service at 248 AUBURN AVE *FL 1 BUFFALO has been denied at this time because of: money owed for previous residential service provided in your name.

The total amount owed is: \$ 248.81

In order to resolve this matter, we require the full payment of the unpaid balance OR acceptable arrangements with National Grid.

Please direct payment to National Grid at the address listed below:

National Grid
PO Box 11742
Newark, NJ 07101-4742

For unpaid bill obligations or for other assistance, call 1-800-443-1837.
Please refer to the "NOTICE OF SERVICE DENIAL". We will be happy to assist you.

If you consider this denial unjustified, you may request assistance from the New York State Public Service Commission (PSC) or direct your inquiry by mail to:

New York State Public Service Commission
Office of Consumer Services
3 Empire State Plaza
Albany, NY 12223

Phone: Monday - Friday, 8:30 a.m. to 4:00 p.m.: 1-800-342-3377.

If necessary, you may call their emergency number at 1-800-342-3355 from 7:30 am to 7:30 pm.



OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.

Required by Order, Joint Petition, Settlement, Other:

NY Pub. Serv. Law § 32; 16 NYCRR §§11.4, 143.2, 275.1; NiMo Gas Tariff Leaf 50, Section II.9.1.2; NiMo Electric Tariff Leaf 81, Section 14.1.2; KEDLI Tariff Leaves 51-52, Sections II.4A.3.1.1 & II.4B; KEDNY Tariff Leaf 51, Section 26.A

Date the Order was Issued and Effective:

Summary of O&E requirements:

FINAL NOTICE OF TERMINATION (RESIDENTIAL) - The Company must provide a final notice of termination or disconnection of service by mail or delivered personally at least 15 days prior to the termination or disconnection date stated on the notice and must contain the following information: (1) the earliest date on which termination or disconnection may occur, (2) the reasons for termination or disconnection, (3) the total amount required to be paid, (4) how the customer can avoid termination or disconnection, (5) the address and phone number of the office of the Company, (6) the availability of Company procedures for handling complaints, and (7) a summary of the protections available under the HEFPA, noting that customers eligible for these protections should contact the Company. The notice must have printed on its face, in a size type capable of attracting immediate attention, language conveying the following: THIS IS A FINAL TERMINATION NOTICE. PLEASE REFER TO THIS NOTICE WHEN PAYING THIS BILL, or THIS IS A FINAL DISCONNECTION NOTICE. PLEASE REFER TO THIS NOTICE WHEN PAYING THIS BILL.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):
Confirm that past reports have been properly submitted: IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY'S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.

Please indicate to which office your O&E Reports were submitted and specify the date/s:

Secretary's Office	Date:
Office of Consumer Policy	Date:
Other: _____	Date:

April 19, 2012

Bill Account Number: 95287-75116
Service Address: 204 GLENVIEW PKWY
SYRACUSE NY 13219

NY 12 CUSTOMER LETTER 0075
204 GLENVIEW PKWY
SYRACUSE NY 13219



**THIS IS A FINAL DISCONNECTION NOTICE.
PLEASE REFER TO THIS NOTICE WHEN PAYING THIS BILL.**

Your electric and/or gas service may be shut off anytime after 05/04/2012 for non-payment of past due bills of \$ 60.22. (See itemized listing below.) Failure to pay this amount will also result in termination of your commodity service contract.



National Grid	\$ 0.00
Other Supplier Services	\$ 60.22
Suspended Charges / Credits / ESCo Suspend	\$ 0.00
Amount to Avoid Disconnect	\$ 60.22

Please be aware that it may take up to 24 hours to turn it back on after you have paid the bill.

A summary of your rights and responsibilities are listed on the reverse side of this notice. Please read this information and let us know immediately if you are covered by any of the special protections shown.

If you are unable to pay the "Amount to Avoid Disconnect" of \$ 60.22 on or before 05/04/2012, contact Collection Services at 1-800-443-1837 to discuss the possibility of payment arrangements. Payment arrangements can only be made on your total balance (which includes total arrears plus current charges). Your total balance as of April 19, 2012 is \$ 60.22.

Bill Account Number	Date Due	Amount to Avoid Disconnect	Amount Due
95287-75116	05/04/2012	\$ 60.22	\$ 341.06

NY 12 CUSTOMER LETTER 0075
204 GLENVIEW PKWY
SYRACUSE, NY 13219



ENTER AMOUNT ENCLOSED

Write account number on check and make payable to National Grid

NATIONAL GRID
P.O. BOX 11742
NEWARK, NJ 07101-4742

000006022 95287751167000034106110

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.

Required by Order, Joint Petition, Settlement, Other:

NY Pub. Serv. Law § 37; 16 NYCRR § 11.10; NiMo Gas Tariff Leaves 86-88, Section II.15.10.1; NiMo Electric Tariff Leaves 142-145, Section II.26.12; KEDNY Tariff Leaves 43-46, Section II.22.A; KEDLI Tariff Leaves 55-57, Section II.4E.1

Date the Order was Issued and Effective:

Summary of O&E requirements:

DEFERRED PAYMENT AGREEMENT (RESIDENTIAL) - The Company must contact customers or applicants by phone, mail or in person to advise of availability of a deferred payment agreement and must follow-up with written offer not less than 7 calendar days (10 if mailed) before the earliest date that service may be terminated by providing 2 copies of the DPA. In those instances where the Company believes customer does not qualify for DPA (i.e. adequate financial resources), notice must be provided to the customer. Reminder notices must be sent to customers who fail to timely pay DPAs at least 8 calendar days prior to the day when a final notice of termination will be sent. New DPA offers must accompany certain final termination notices. Specific DPA requirements as are set forth in the Commission's regulations.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):
Confirm that past reports have been properly submitted: IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY'S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.

Please indicate to which office your O&E Reports were submitted and specify the date/s:

Secretary's Office	Date:
Office of Consumer Policy	Date:
Other: _____	Date:

RESIDENTIAL DEFERRED PAYMENT AGREEMENT
Customer Inquiries Telephone Number 1-800-443-1837
(IF FULL PAYMENT HAS ALREADY BEEN MADE, PLEASE DISREGARD THIS OFFER)

Name: KENNETH J GAGNE

Account Number: 02013-10107

Service Address: 35 WALL ST FL 2, APT 12

Date: February 6, 2008

PAYMENT AGREEMENT RULES AND INFORMATION
PLEASE READ THE FOLLOWING CAREFULLY BEFORE YOU SIGN THIS AGREEMENT:

1. National Grid is required to offer you a payment agreement that you are able to pay.
2. Normally, payment agreements require that you make a downpayment, pay your current bills on time and make an installment payment each month toward your arrears balance. If you can show that your present financial circumstances will not allow you to make such payments, we are prepared (where appropriate) to offer agreements that do not require a downpayment with monthly installments as low as \$10.00 above the amount of your current bill.
3. If a telephone interview takes place, we may ask questions regarding your income, expenses, and available assets. You would be required to provide such information and, if required, reasonable substantiation that the information you provide is accurate.
4. Recipients of Public Assistance or Supplemental Security Income (SSI) may wish to consider contacting their local Social Service office as they may be eligible for utility bill payment assistance.



After reviewing the specific terms of this agreement (stated below) if you feel you are not able to make the required payments, do not sign this agreement. If you have any questions or wish to discuss the terms with a National Grid representative, call 1-800-443-1837.

HOW PAYMENTS WILL BE MADE IF YOU ACCEPT THIS AGREEMENT

As of 02/06/2008, you owe a previous balance of \$ 122.09 and a current bill amount of \$ 205.74 for a total owing of \$ 327.83. A downpayment of \$ 56.00 must be made by 02/19/2008 leaving a balance of \$ 271.83. This remaining balance is to be paid in 0005 monthly installment(s) as follows: 004 payment(s) of \$ 56.00 and a final (5th) payment of \$ 47.83. All installment payments covered by this agreement and all bills you will be receiving for current charges while the agreement is in effect must be paid by the due dates shown on the bills.

To accept this agreement, sign and date the reverse side of one copy, enclose the required down payment, and mail using the envelope enclosed. To avoid termination of service, the agreement and downpayment must reach us by 02/19/2008.

Bill Account Number	Date Due	Past Due Balance	Downpayment Amount
02013-10107	02/19/2008	\$ 122.09	\$ 56.00

ENTER AMOUNT ENCLOSED

\$

Write account number on check and make payable to National Grid

KENNETH J GAGNE
35 WALL ST FL 2, APT 12
AMSTERDAM, NY 12010

NATIONAL GRID
P.O. BOX 1169
NEWARK, NJ 07101-1169

000005600 02013101070000032783037

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.

Required by Order, Joint Petition, Settlement, Other:

NY Pub. Serv. Law § 39; 16 NYCRR § 11.13; NiMo Gas Tariff Leaves 62-34, Section II.13.2; NiMo Electric Tariff Leaves 122 & 123, Section II.26.2; KEDLI Tariff Leaves 41-43, Section II.3D.1; KEDNY Tariff Leaves 27, Section II.13.A, Leaves 29-31, Section II.13.C

Date the Order was Issued and Effective:

Summary of O&E requirements:

ESTIMATED METER READING NOTICES (RESIDENTIAL) - When estimated bills have been rendered to a residential customer for a period of 4 months or 2 billing periods, whichever is greater, the Company must take reasonable actions to obtain an actual meter reading, such as by making an appointment for a reading outside of normal business hours, offering the customer the opportunity to phone in a meter reading, or providing a meter-reading card to be filled out by the customer and mailed into the Company. After 6 months or 3 billing periods of estimated bills, the Company must send a notice to the customer and to the person who controls the meter offering a special meter appointment for meter reading both during and outside of business hours. If the Company receives no response after bills representing 8 months or 4 billing periods, it may send another letter advising the recipient that if no appointment is made, a charge not to exceed \$25 may be added to the next bill, but that no such charge will be imposed if an appointment is arranged and kept. If the Company intends to obtain a court order to gain access to the meter, it must inform the person who controls the meter by certified or registered letter. If, due to estimated readings, there is an understatement of the actual amount of money owed by more than 50% or \$100, the Company must notify the customer in writing that he/she has the right to pay the difference in regular monthly installments. If the Company gains access to a meter through a court order, but cannot fully restore service because the court order does not permit access to all areas of the premises, the Company must lock the meter and leave written notification informing the customer how service can be promptly restored. If the customer fails to contact the Company to have service restored, the Company must attempt to contact the customer on no less than a weekly basis until service is restored.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):
Confirm that past reports have been properly submitted: **IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY'S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.**

Please indicate to which office your O&E Reports were submitted and specify the date/s:

Secretary's Office	Date:
Office of Consumer Policy	Date:
Other: _____	Date:

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.

Required by Order, Joint Petition, Settlement, Other:

NY Pub. Serv. Law § 39; 16 NYCRR § 13.8; NiMo Gas Tariff Leaves 64-66, Section II.13.4; NiMo Electric Tariff Leaves 135-137, Section II.26.10; KEDNY Tariff Leaf 29, Section II.13.B; KEDLI Tariff Leaf 43, Section II.3D.2

Date the Order was Issued and Effective:

Summary of O&E requirements:

ESTIMATED METER READING NOTICES (NON-RESIDENTIAL) - After 6 consecutive months of estimated meter readings, and failure to obtain an actual reading at the time of the next regularly scheduled or follow-up reading attempt thereafter, the Company must, within 7 calendar days, make another reading attempt or an appointment with the customer to read the meter. At the time of the unsuccessful attempt, the Company must leave at the premises or mail to the customer a meter-reading card. The Company must begin providing no-access notices to the access controller and, if different, to the customer (i) with the 2nd consecutive estimated bill for accounts billed for demand; (ii) with the 4th consecutive estimated bill for accounts not billed for demand; or (iii) with the 10th estimated bill for usage based on a remote registration device or a customer reading. Specific no-access notice requirements are set forth in the accompanying appendix. If estimated bills are rendered due to circumstances beyond the control of the Company which made obtaining an actual reading extremely difficult covering more than a 24-month period, a statement advising the customer in writing of the specific circumstances and the customer's obligation to have the circumstances corrected.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):
Confirm that past reports have been properly submitted: IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY'S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.

Please indicate to which office your O&E Reports were submitted and specify the date/s:

Secretary's Office	Date:
Office of Consumer Policy	Date:
Other: _____	Date:

-*- Demonstration Powered by HP Exstream 03/12/2013, Version 7.0.604 -*-

February 7, 2008
Next Reading/Estimate: 02/15/2008
Bill Account Number: 98324-91101
Service Address: 1854 HERTEL AVE
BUFFALO NY 14216

HASSETT JORDAN INCORPORATED
/CHECKERS
1854 HERTEL AVE
BUFFALO NY 14216

Dear Customer:

Our previous letters to you regarding our need to gain access to your premises to obtain a meter reading have gone unanswered.

Therefore, in compliance with a New York State Public Service Commission ruling, we are advising you that your service will be terminated if we are unable to gain access to our meter(s), and that we will seek a court order to gain access. (We will continue to charge your account \$100 per month no-access fee each month that we are able to read our meter for this account.)

This action may be avoided by providing us with permanent access or arranging a special appointment. To do so, phone our Customer Service Contact Center at 1-800-642-4272 to schedule an appointment for a meter reading and to discuss other options for avoiding estimated reads on a regular basis.

Sincerely,

National Grid



OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.

Required by Order, Joint Petition, Settlement, Other:

NY Pub. Serv. Law § 44; 16 NYCRR § 11.17

Date the Order was Issued and Effective:

Summary of O&E requirements:

WELCOME MATERIALS/RIGHTS & OBLIGATIONS (RESIDENTIAL) – The Company must, at the time service is initiated to a residential customer, by a notice accompanying a regular bill or in a separate mailing, provide residential customers with a summary of their rights and obligations under the Home Energy Fair Practices Act, the Energy Consumer Protection Act of 2002 and the Commission’s regulations. At a minimum, the summary must include the following: (1) a description of the complaint-handling procedures available at the Company and the Commission; (2) customers’ rights and obligations relating to payment of bills, termination, disconnection and suspension of service and reconnection of service; (3) a description of special protections afforded the elderly, blind and disabled; persons with medical emergencies; persons receiving public assistance, supplemental security income benefits or additional State payments; and persons in two-family dwellings; (4) a request that customers who qualify for the protections granted to residential customers in the Commission’s regulations voluntarily so inform the Company; (5) the right of a customer to designate a third party to receive copies of all notices relating to termination, disconnection and suspension of service or other credit notices; (6) appropriate forms that customers claiming the protections listed above may fill out and return; (7) a description of the customers’ rights in regard to deferred payment plans and the holding and demanding of security deposits by the Company; and (8) a description of the Company’s budget or levelized payment plans. If service is provided to a county where, according to the most recent Federal census, at least 20 percent of the population regularly speaks a language other than English, the Company must, at the request of a customer residing in such county, send its messages on bills and notices in both English and such other language to such customer.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):
Confirm that past reports have been properly submitted: IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY’S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.

Please indicate to which office your O&E Reports were submitted and specify the date/s:

Secretary’s Office	Date:
Office of Consumer Policy	Date:
Other: _____	Date:

April 23, 2012
Bill Account Number: 99851-02117
Primary Phone Number: -
Next Meter Reading Date - Week of: 05/07/2012
Service Address: 17 WOLFERT AVE
MENANDS NY 12204

NY 12 CUSTOMER LETTER 1003
17 WOLFERT AVE
MENANDS NY 12204

Dear Valued Customer:

We're very pleased to welcome you as a National Grid customer and look forward to serving you. We are committed to delivering unparalleled safe, reliable and efficient service. Your account has been established in the name above. A Rights and Responsibilities brochure is also included for your reference. The customer of record is responsible for payment of bills. If any information in this letter is not correct or for more information, please contact our Customer Assistance Center at 1-800-642-4272.



Your safety is our highest priority. Our emergency service is available free of charge to all customers, 24 hours a day, every day of the year. Call us at 1-800-892-2345 anytime.

National Grid offers a variety of convenient, easy billing and payment options. You have 24/7 online access to your account so you can manage it on your schedule. Just visit www.nationalgridus.com for more information or to sign up for any of the following:

- **Paperless Billing:** Sign up for this free service and you'll be making an important step in protecting our environment by reducing paper use. You'll receive e-mail alerts when your bills are ready to be viewed online. And, up to 24 months of past bills are available online for review.
- **Budget Plan:** Another free billing option is our Budget Plan that allows you to spread out your annual energy costs in manageable monthly payments to alleviate those seasonal bill spikes, making it easier to manage your household expenses.
- **Direct Pay:** The choice is yours when it comes to bill payment. Our free DirectPay service pays your bills directly and automatically from your bank 15 days after you are billed for safe, hassle-free payments! No need to write checks or worry about due dates. Or pay as you go on our secure Web site or with our automated telephone services.
- **Credit and Debit Card Payments:** For a nominal fee, you may pay by your credit or debit card by telephone or online.

In addition to billing and payment options, you also have choices about the energy we deliver to you. With our GreenUp program you can support renewable energy sources such as solar, wind and biomass. And our Energy Choice program allows you to choose from a selection of independent energy suppliers who sell energy supply at competitive prices. No matter your choices, National Grid will continue to deliver the energy to you and provide all of our customer services to you, including emergency service. For information about GreenUp, a list of Energy Choice suppliers and our energy efficiency programs and rebate offers, please go to www.nationalgridus.com.

If there's anything we can do to assist you or if you have any questions, please call us or send e-mail to customerservice@us.ngrid.com.

Sincerely,
Susan M. Mais
Vice President - Customer Contact and Support

This is an important notice. Please have it translated.

Este é un aviso importante. Quiera mandá-lo traduzir.
Este es un aviso importante. Sírvase mandarlo traducir.
Avis important. Veuillez traduire immédiatement.

ĐÂY LÀ MỘT BẢN THÔNG CÁO QUAN TRỌNG
XIN VUI LÒNG CHO DỊCH LẠI THÔNG CÁO ẤY
Questa è un'informazione importante.
Si prega di tradurla.

Это очень важное сообщение.
Пожалуйста, попросите чтобы
вам его перевели.

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.

Required by Order, Joint Petition, Settlement, Other:

NY Pub. Serv. Law § 44; 16 NYCRR §§ 11.17, 143.9, 275.9

Date the Order was Issued and Effective:

Summary of O&E requirements:

ANNUAL NOTICES/RIGHTS & OBLIGATIONS (RESIDENTIAL) - The Company must, at least annually, by a notice accompanying a regular bill or in a separate mailing, provide residential customers with a summary of their rights and obligations under the Home Energy Fair Practices Act, the Energy Consumer Protection Act of 2002 and the Commission's regulations. At a minimum, the summary must include the following: (1) a description of the complaint-handling procedures available at the Company and the Commission; (2) customers' rights and obligations relating to payment of bills, termination, disconnection and suspension of service and reconnection of service; (3) a description of special protections afforded the elderly, blind and disabled; persons with medical emergencies; persons receiving public assistance, supplemental security income benefits or additional State payments; and persons in two-family dwellings; (4) a request that customers who qualify for the protections granted to residential customers in the Commission's regulations voluntarily so inform the Company; (5) the right of a customer to designate a third party to receive copies of all notices relating to termination, disconnection and suspension of service or other credit notices; (6) appropriate forms that customers claiming the protections listed above may fill out and return; (7) a description of the customers' rights in regard to deferred payment plans and the holding and demanding of security deposits by the Company; and (8) a description of the Company's budget or levelized payment plans. If service is provided to a county where, according to the most recent Federal census, at least 20 percent of the population regularly speaks a language other than English, the Company must, at the request of a customer residing in such county, send its messages on bills and notices in both English and such other language to such customer. At least once a year, the Company must provide, to all residential customers in such county, a notice in such other language spoken regularly by at least 20 percent of the population in such county of the right to request messages on bills and notices in such other language.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):
Confirm that past reports have been properly submitted: **IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY'S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.**

Please indicate to which office your O&E Reports were submitted and specify the date/s:

Secretary's Office	Date:
Office of Consumer Policy	Date:
Other: _____	Date:

Your Rights as a National Grid Residential Customer

nationalgrid

New York City

New York State Public Service Commission (PSC) laws and the Home Energy Fair Practices Act (HEFPA) provide comprehensive protection for residential customers of gas and electric utilities. HEFPA requires that consumer protections be provided by both National Grid and non-billed energy service providers (ESOs). This brochure is provided annually by National Grid and includes basic information about the company's policies and procedures, as well as your rights as a customer. Visit nationalgrid.com

Otro lado en español

Service or Billing Questions
To ask about your National Grid service or your bill, call **1-718-643-4050** weekdays 8 a.m. - 8 p.m., Monday through Friday and 9:00 a.m. until 6:00 p.m. on Saturdays. You may also visit nationalgrid.com for a number of convenient online self-service options. Choose links to access your National Grid account details, track usage and find out about payment options. You may also reach us via email from our website at: nationalgrid.com.

To report a natural gas safety emergency, please call **1-718-643-4050** 24 hours a day, 7 days a week. Hearing or speech impaired customers can contact National Grid by using our special TTY communication system at **1-718-237-2657**.

Billing Dispute/Complaint Handling: Should you need assistance, please contact National Grid. If we are unable to help you may contact the New York State Public Service Commission online at dps.ny.gov/complaints, by calling **1-800-342-3377** (toll free, 8:30 a.m. - 7 p.m., Monday-Friday), or by mail: New York State Public Service Commission, Empire State Plaza, Albany, NY 12223.

PSC Hotline: If you feel National Grid has been unable to help you, you may contact the PSC online at dps.ny.gov/complaints or call the PSC Hotline at **1-800-342-3355** between 7:30 a.m. - 7:00 p.m. on business days.

Our bills, which you receive monthly, show the amount of gas you have used. Bills can be paid online at nationalgrid.com. By phone using our automated payment service, by mail, or in person at our Customer Service Centers. Our free DirectPay program can transfer your bill payments automatically from your bank account.

Balanced Billing
This program divides your annual gas costs into equal monthly payments. Under this program, we will adjust your projected annual gas usage cost into 12 consistent monthly payments. This is particularly helpful if you heat with gas.

Meter Reading & Access
It's important that we access our meter for readings, inspections and maintenance. In accepting service, you grant the Company the right to access your premises at reasonable times. By law, our meter readers are permitted to enter unlocked premises property at all reasonable times to access our equipment and meters. If we are unable to read your meter for three billing cycles we will put a message on your bill asking for a reading or to make a special appointment for us to do it. However, if your meter has not been read for five consecutive bills, you or the building owner may be subject to a \$25 (plus tax) charge. For your protection, every National Grid employee carries a photo identification card. Always ask to see this card before granting entry to your home. Also, before entering, National Grid employees are required to knock and announce their presence to you.

Inactive Gas Meters
All premises with open gas meters must have an active customer on the gas account. Open meters at premises with no responsible customer will either be locked or removed, or the service supplying gas to the premises will be cut off. Customers terminating service should coordinate an appointment to lock the meter.

Payment Agreements
If you are having difficulty paying your bill, please contact us in order to make a Payment Agreement. We will determine your eligibility for a payment agreement that considers your financial circumstances. You may not have to make a down payment if you can show financial need. Installment payments may be as low as \$10 per month. We will make every effort to help you find a way to pay your bill. Our Customer Advocates may be able to help you get assistance from other sources. If you heat your home with gas, we will not shut off your gas service between November 1 and April 15 without first trying to contact you or another adult in your household. If loss of service poses a serious health or safety problem, we will continue service for at least 15 days and try to arrange a payment agreement. **It shall be the right of every residential customer of a gas or electric corporation, upon the discontinuation of utility service to obtain, upon request, an actual meter reading by such customer's gas or electric corporation.**

Special Protections
National Grid provides special protections for elderly, blind and disabled persons, persons with medical emergencies, and customers receiving public assistance, Supplemental Security Income benefits, or additional state payments. We will work with customers to make a satisfactory payment arrangement and notify local social services if appropriate. We will not disconnect service during a health or safety emergency; however, you are still responsible for paying your National Grid bill. We will notify and work with persons in two-family dwellings where service is not metered separately.

Medical Hardship
If you or a member of your household are faced with a medical emergency, you will need to contact us to provide pertinent information. To receive the medical certificate after 30 days, you will be required to provide financial information to determine if you are eligible for a request to your doctor or the Board of Health and required to explain in writing why you still need the emergency service. We will not shut off your service during your health emergency as long as you have provided National Grid with the proper documentation. However, you are still responsible for paying your National Grid bill.

When we are working with you to develop a payment agreement, or to obtain financial assistance for you, we will not shut off service. Special protections may be available if you and all those living with you are age 62 or over, age 18 or younger, blind or disabled. To ensure that you receive all the protections for which you are eligible, please contact a company representative and identify yourself. Other services include the Star Customer Program and Quarterly Billing for those 62 and over, and the Friendly Follow-Up program that can help prevent a gas shut-off by designating a "Caregiver" as an additional contact to receive duplicate copies of past due notices. For more information regarding these services, please complete and return the form below or visit nationalgrid.com.

Reconnecting Services
We will reconnect service within 24 hours when you pay the full amount due. **OR** you are eligible and sign a payment agreement and make any necessary down payment on your bill. **OR** you file a serious threat to health or safety.

If you receive public assistance in the form of direct payment or written guarantee, we will turn your service back on within 24 hours after we receive a notice of payment from the social service agency helping you.

Reconnection Fees
We charge a fee to reconnect service. This charge is higher if we restore service outside normal working hours: 8 a.m. - 4 p.m., Monday-Friday, except holidays. The fee is also higher if it requires work in the street instead of at the meter. If we do not reconnect your service within 24 hours of meeting the above conditions - except when it is beyond our control - we will pay you a fee for each additional day you are without service.

Deposits
If you are a short-term or seasonal customer, we may ask you for a deposit. Existing customers may be asked to pay a deposit if their account is delinquent or had been disconnected for non-payment during the last six months. Deposits will earn interest at a rate set by the PSC. We will hold the deposit until 12 consecutive months of timely payments have been received. At that time, we will refund your deposit plus interest. If your payments are not current, we will hold the deposit and credit the interest to your account annually.

Shared Meters
If you are a residential building tenant, you are not obligated to pay for gas service for any area outside your own dwelling unit. For more information about shared meter conditions, please call **1-718-643-4050**.

Tenants in Multiple Dwellings
If you live in a building with three or more apartments where your landlord fails to pay the gas bill for which he or she is responsible, you may be able to keep the service on if you join with the other tenants to pay the bill. The tenants only have to pay the current bill and you can, by law, deduct your share from your rent. Similar protections apply to tenants in two-family dwellings.

PROGRAM ENROLLMENT FORM

Name _____
Address Apt _____
Town/City Zip _____
Telephone (Daytime) (Evening) _____
Account number _____

DirectPay Program
 Please enroll me in the DirectPay program. I authorize electronic deductions from my bank account for payment of my bills 15 days after my billing date. I have enclosed a check clearly marked "NOC" (Please complete the following only if enrolling in DirectPay).
Name exactly as it appears on bank statement _____
Bank Name _____
Bank Account Number _____
Bank Routing Number _____
(The 8-digit number on the bottom of your check)
 Checking Savings

Your Signature _____ Date _____

Balanced Billing Plan
To enroll your personal billing amount and/or to enroll in the plan, please call **1-718-643-4050**.

SPECIAL PROTECTIONS REGISTRATION FORM
Please complete this form if you qualify for any special protections described. Return this form to:
National Grid, Collections, One Madison Center, 12th floor, Brooklyn, NY 11201-3600.

ACCOUNT INFORMATION
(Be sure to complete before mailing)
Name _____
Address Apt _____
Town/City Zip _____
Telephone (Daytime) (Evening) _____
Customer's Signature _____
Account Number (as shown on bill) _____

I would like to be considered for Special Protections.
 I am a household (2+ people) in my household (2+ people).
 All members are 65 years of age or over, and/or age 18 or under.
 All members are Blind (Agility or Mobility).
 All members have a permanent disability.
 All members qualify for at least one of the above.
 I have or a resident of my house has a Medical Hardship (N/A).

I receive government assistance.
 I receive Public Assistance (PA). My case number which appears on my HRA identification card is: _____
 I receive Supplemental Security Income (SSI). Note: SSI benefits are not the same as Social Security retirement benefits. My Social Security number is: _____

Please send: Large Print Bills Braille Bills
 Please enroll me in the Friendly Follow-Up Program.

To Be Completed by "Caregiver"
Please let me know if this customer's bill is overdue or if the service might be turned off. As "Caregiver" I understand that I am not responsible for payment of the bill.
Caregiver/Agency _____
Address Apt _____
Town/City Zip _____
Telephone (Daytime) (Evening) _____
Caregiver Signature _____

CH4006 (9/03) NYC RES

Sus derechos como cliente residencial de National Grid

nationalgrid

La Comisión de Servicios Públicos (Public Service Commission, PSC) del estado de Nueva York y la Ley de Prácticas Justas sobre el Consumo de Energía en el Hogar (Home Energy Fair Practices Act, HEFPA) proporcionan protección completa para los clientes residenciales. La Ley de Prácticas Justas sobre el Consumo de Energía en el Hogar (Home Energy Fair Practices Act, HEFPA) proporciona protección completa para los clientes residenciales. La Ley de Prácticas Justas sobre el Consumo de Energía en el Hogar (Home Energy Fair Practices Act, HEFPA) proporciona protección completa para los clientes residenciales. La Ley de Prácticas Justas sobre el Consumo de Energía en el Hogar (Home Energy Fair Practices Act, HEFPA) proporciona protección completa para los clientes residenciales.

New York City

FORMULARIO DE INSCRIPCIÓN AL PROGRAMA

Nombre _____
 Dirección _____ Departamento _____
 Pueblo/Ciudad _____ Código Postal _____
 Teléfono (Durante el día) _____ (Durante la noche) _____
 Número de cuenta _____

Programa DirectPay

Deseo inscribirme en el programa DirectPay. Deseo mi autorización para que se realicen deducciones electrónicas de mi cuenta bancaria para el pago de mis facturas 15 días después de mi fecha de facturación, he aceptado un cheque marcado electrónicamente como "PAY AUTHORIZED". (Consente lo siguiente cobrando a su nombre en el programa DirectPay.)

Nombre tal como aparece en el estado bancario _____

Nombre del banco _____

Número de cuenta bancaria _____

Número de ruta bancaria (el número de 9 dígitos que aparece en la parte inferior del cheque) _____

Cuenta corriente C/ta. de ahorros

Si firma _____ Fecha _____

Plan de facturación balanceada
 Para obtener la cantidad de la facturación balanceada no inscriba en el plan, llame al **1-718-643-4050**.

FORMULARIO DE INSCRIPCIÓN A LAS PROTECCIONES ESPECIALES

Complete este formulario si reúne los requisitos para cualquier protección especial descrita anteriormente. Envíe este formulario a National Grid, Colección 1 One MetroTech Center, 100 Floor 1, Brooklyn, NY 11201-0900.

INFORMACIÓN DE LA CUENTA

(Responda de completar antes de hacer el envío por correo)

Nombre _____
 Dirección _____ Departamento _____
 Pueblo/Ciudad _____ Código Postal _____
 Teléfono (Durante el día) _____ (Durante la noche) _____
 Firma del cliente _____

Número de cuenta (como aparece en su factura)

Me gustaría que me consideren para las protecciones especiales.

En mi familia (marque lo que corresponda):
 Todos los miembros tienen 62 años o más y/o 18 años o menos.
 Todos los miembros son ciegos (legal o médicamente).
 Todos los miembros tienen una discapacidad permanente.
 Todos los miembros reúnen los requisitos para el menor una de las opciones anteriores.
 Tengo un residente de mi casa que tiene un problema médico (escriba): _____

Recibo asistencia del gobierno

Recibo asistencia pública (AP). Mi número de caso que aparece en la tarjeta de identificación de la Cuenta de reembolso para la salud (Health Reimbursement Account, HRA) es: _____

Recibo de ingreso de seguro complementario (CSP). Ingrese los beneficios de CSP no sonidos (suma) que los beneficiarios de jubilación del Seguro Social. Mi número del Seguro Social es: _____

Envier 2 Cartas con letra de imprenta grande Facturas en Braille

Deseo recibirme en el programa RelayNY. Follow-Up _____

Para ser considerado por el "custodiar"
 Deseo que me informen si la factura de este cliente está vendida o si el servicio podría ser descontinuado. Como "custodiar" entiendo que no soy responsable del pago de la factura.

Codificación agente _____
 Dirección _____ Departamento _____
 Pueblo/Ciudad _____ Código Postal _____
 Teléfono (Durante el día) _____ (Durante la noche) _____
 Firma del custodiar _____

Chido en inglés

Preguntas sobre el servicio o la facturación

Si tiene preguntas acerca del servicio de National Grid o su factura, llame al **1-718-643-4050** de lunes a viernes de 8:00 a.m. a 8:00 p.m., y los sábados de 9:00 a.m. a 6:00 p.m. También puede visitar nationalgrid.com para conocer varias opciones convenientes de autorización en línea. Si necesita ayuda para acceder a los detalles de su cuenta de National Grid, hacer un reclamo del consumo y obtener información sobre las opciones de pago, también puede comunicarse con nosotros por correo electrónico enviando un correo electrónico a nationalgridna.com.

Para informar una emergencia de seguridad de gas natural, llame al **1-718-643-4050** las 24 horas del día, 7 días a la semana. Los clientes con problemas de audición o habla pueden llamar al 1-718-643-4050 o al 1-718-237-2857.

Miembro de familia o residente por facturación. Si necesita ayuda, comuníquese con National Grid. Si no podemos ayudarlo, puede contactarse con la Comisión de Servicios Públicos del estado de Nueva York en el sitio web www.psc.state.ny.us.
Seguro complementario. Llame al **1-800-342-3377** (lunes a viernes, o por correo a New York State Public Service Commission, Empire State Plaza, Albany, NY 12242).

Línea directa de la PSC. Si cree que National Grid no ha podido ayudarlo, puede comunicarse con la PSC en el sitio web www.psc.state.ny.us o llamando a la línea directa de la PSC al **1-800-342-3377** de 7:30 a.m. a 5:00 p.m., en días hábiles.

Las facturas que recibirá mensualmente muestran la cantidad de gas que consumió. Las facturas se pueden pagar en línea en nationalgrid.com, por teléfono mediante nuestro servicio de pago automatizado, por correo, o en persona en nuestro Centro de Atención al Cliente. Gracias a nuestro programa gratuito DirectPay, es posible transferir fondos de las facturas de manera automática desde su cuenta bancaria.

Facturación equitativa
 Este programa ofrece sus costos anuales de consumo de gas en pagos mensuales iguales. De este manera, distribuímos el costo de consumo de gas anual proyectado en 12 pagos mensuales convenientes. Esto es particularmente útil en una calefacción por

Acceso y lectura del medidor
 Es importante que adelantemos un maestro medidor para tomar las lecturas y realizar inspecciones y mantenimiento. Al aceptar el servicio, otorga el acceso y el derecho a acceder a sus instalaciones en horarios razonables. Por los nuestros lectores de medidores están autorizados a ingresar en propiedades privadas sin tener en cuenta autorizaciones para acceder a medidores eléctricos y medidores. Si no podemos leer el medidor durante tres días de facturación consecutivos, adelantemos un mensaje en su factura para solicitar una lectura y convertir una cita especial para que lo hagamos. Sin embargo, si no se ha tomado la lectura del medidor durante un día de cinco facturas consecutivas, es posible que se le cobre a cargo adicional de \$25 (más impuestos). Para su propietario del edificio un cargo adicional de \$25 (más impuestos). Para su propietario, todos los empleados de National Grid llevan una tarjeta de identificación con fotografía. Siempre podrá ver esta tarjeta antes de autorizar el ingreso a su casa.

Además, antes de entrar, se requiere que los empleados de National Grid lleven a su medidor un medidor.

Medidores de gas inactivos
 Todas las instalaciones con medidores de gas inactivos deben tener un cliente activo en la cuenta de gas. Los medidores inactivos en las instalaciones donde no haya un cliente responsable se descontinuarán o se retirarán, o se cubrirá la falta del servicio de suministro de gas hasta que las instalaciones. Los clientes que interrumpen el servicio deben considerar una cita para diagnosticar el medidor.

Acuerdo de pago
 Si tiene dificultades para pagar la factura, comuníquese con nosotros para establecer un acuerdo de pago. Diferenciamos su elegibilidad para un acuerdo de pago que tenga en cuenta sus circunstancias financieras. Es posible que no tenga que hacer un pago inicial si el que puede demostrar las necesidades financieras.

Los pagos en cuotas pueden ser muy bajos, como \$1 por mes. Hacemos todo lo posible para ayudarlo a encontrar una manera de pagar su factura. Nuestras opciones de los consumidores pueden ayudarlo a obtener asistencia de otras fuentes. Si usa el suministro de gas para calefacción su casa, no reconectaremos el servicio de gas antes el 1 de noviembre y 30 días del un árbitro tratar de comunicarse con usted u otro subdelegado su familia. Si la interrupción del servicio plantea un problema grave de salud o seguridad, continuaremos con el servicio durante al menos 75 días y tratamos de establecer un acuerdo de pago. Todo cliente residente de una construcción de servicio de gas o electricidad tendrá el derecho de obtener mediante una solicitud una lectura de medidor por parte de dicho consumidor tras la reconexión de dicho servicio.

Protecciones especiales
 National Grid ofrece protecciones especiales a personas de edad avanzada, con discapacidades o emergencias médicas y a clientes que reciben asistencia pública, beneficiarios de Ingreso de Seguro Complementario (Supplemental Security Income, SSI) o pagos adicionales del Estado. Trabajamos con los clientes para establecer un acuerdo de pago satisfactorio y notificar a los servicios sociales locales o comarciales. No desconectaremos el servicio durante una emergencia médica o de seguridad, un embargo, uned aquí el estado responsable del pago de la factura de National Grid. Notificaremos y trabajamos con personas de viviendas de alta densidad como el servicio no se mide por separado.

Problemas médicos
 Si usted o algún familiar afronta una emergencia médica, tendrá que comunicarse con nosotros para obtener la información pertinente. Deje un mensaje al departamento médico después de 30 días, se le pedirá que proporcione información financiera para determinar si es elegible para una reconexión. Si es así, se asigna que su médico o la Junta de Salud indiquen por escrito el motivo por el que así necesita el servicio de emergencia. No desconectaremos al servicio durante las emergencias médicas, siempre que haya proporcionado a National Grid la documentación correspondiente, no obstante, usted seguirá siendo responsable del pago de la factura de National Grid.

Durante el tiempo que trabajamos para establecer un acuerdo de pago u obtener ayuda financiera para usted, no desconectaremos el servicio. Puede haber protecciones especiales si usted y todos los que conviven en su hogar tienen 62 años o más, 18 años o menos, son ciegos o discapacitados. Para asegurarse de recibir todas las protecciones para las cuales es elegible, comuníquese con un representante de la empresa e identifíquese. Otros servicios incluyen el programa Bar Customer y Facturación mensual, para aquellos de 62 años o más, y el programa RelayNY Follow-Up si usted quiere o presentará un corte de gas mediante la designación de un "custodiar" como contacto de emergencia. Para obtener más información sobre estos servicios, complete y envíenos el formulario siguiente o visite nationalgrid.com.

Reconexión de los servicios
 Reconectaremos el servicio en un plazo de 24 horas cuando cubra la cantidad total adeudada o sea elegible, tiene un acuerdo de pago y recibe los pagos mensuales requeridos en la factura. O si usted tiene un problema grave de salud o seguridad.

Tarifa de reconexión
 Se cobrará una tarifa para reconectar el servicio. Este cargo es mayor si restauramos el servicio fuera del horario normal de trabajo que es de 8:00 a.m. a 4:00 p.m., de lunes a viernes, excepto los días festivos. En el caso de que haya que trabajar en la noche y/o en la ubicación del medidor, la tarifa será aún mayor. Si no reconectamos el servicio en un plazo de 24 horas después de cumplir con las condiciones mencionadas, excepto cuando esto fuera de nuestro control, se cobraremos una tarifa por cada día adicional que esté en servicio.

Depósitos
 Si es un cliente a corto plazo o temporario, es posible que le indiquemos un depósito. A los clientes actuales se les cobrará un depósito si su cuenta está en mora o si se ha realizado la desconexión por falta de pago durante los últimos seis meses. Los depósitos serán iguales a un depósito de \$100. En el momento, le reembolsaremos su depósito más los intereses. Si los pagos no son actuales, procedemos a retirar el depósito y reconectamos los intereses en su cuenta siguiente.

Medidores compartidos
 Si es inquilino en un edificio residencial, no está obligado a pagar el servicio de suministro de gas para cualquier área fuera de su propia unidad de vivienda. Para obtener más información sobre las condiciones del medidor compartido, llame al **1-718-643-4050**.

Inquilinos en viviendas múltiples.
 Si vive en un edificio con tres o más departamentos, el propietario no paga la factura de gas como debería, es posible que pueda mantener el servicio si se pone de acuerdo con los otros inquilinos para pagar la factura. Los inquilinos solo tienen que pagar la factura actual y por la cual usted puede deducir su parte de la tarifa. Existen protecciones similares para los inquilinos de viviendas de dos familias.

Utilidad : National Grid

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2021 Electric/Gas Utility Outreach & Education Plan

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.

Required by Order, Joint Petition, Settlement, Other:

NY Pub. Serv. Law § 66; 16 NYCRR § 11.17

Date the Order was Issued and Effective:

Summary of O&E requirements:

TIME-OF-USE RATES NOTICES - Where the company offers time-of-use rates, it must provide the following information, at least twice per year, by a notice accompanying a regular bill or in a separate mailing to its customers billed on such rates: (1) a description of the hours for which these rates are available for both standard and daylight standard time; (2) if resetting the electric time-of-use meter is necessary to restore the effective hours of the time-of-use rates following an interruption of service, a description of procedures such customers must follow in order to have their time-of-use electric meter reset; and (3) if resetting the electric time-of-use meter is necessary, when the Company has knowledge of an outage, a statement within 60 days of such outage that the time-of-use rate may not be applied at the previously stated times until the time-of-use electric meter is reset.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):
Confirm that past reports have been properly submitted: IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY'S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.

Please indicate to which office your O&E Reports were submitted and specify the date/s:

Secretary's Office	Date:
Office of Consumer Policy	Date:
Other: _____	Date:



High energy user? Consider Time-of-Use.

Depending on your electricity usage patterns, your electricity bills may be lower on Time-of-Use (TOU) Service Classification 1C (SC-1C) rate than on standard residential service (SC-1).

SC-1C customers pay a higher basic service charge—currently \$30 per billing period—and a lower delivery charge than on standard residential service. However, these customers will pay more per kilowatt-hour for electricity supply used during on-peak periods. In return, they pay lower rates for electricity supply during off-peak periods, when the demand for electricity is lower.

If your usage is greater than 980 kWh and you have the ability to shift at least 12 percent of your usage to shoulder-peak hours and 80 percent of your usage to the off-season/off-peak hours, you may benefit from this rate. Once enrolling on the rate, there is a one-year commitment.

For more information, visit
www.nationalgridus.com/sc1c

On-peak hours are:

- ▶ December, January, February:
5 p.m. to 8 p.m. on weekdays
- ▶ June, July, August: 11 a.m. to
5 p.m. on weekdays

Shoulder-peak hours are:

- ▶ December, January, February:
9 a.m. to 5 p.m. on weekdays
- ▶ June, July, August: 8 a.m. to
11 a.m. and 5 p.m. to 8 p.m.
on weekdays

Off-season/off-peak hours are:

- ▶ December, January, February:
8 p.m. to 9 a.m. weekdays; all
hours weekends
- ▶ June, July, August: 8 p.m. to
8 a.m. weekdays; all hours
weekends
- ▶ All hours in the fall months
(September, October and November)
and spring months (March, April
and May)
- ▶ All hours on Dec. 25, Jan. 1,
and July 4

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.

Required by Order, Joint Petition, Settlement, Other:

Uniform Business Practices approved in Case 98-M-1343

Date the Order was Issued and Effective:

Summary of O&E requirements:

ESCO LISTS – The Company is required to provide a customer who requests initiation of delivery service with an up-to-date list of ESCOs and provide the list at any time, upon request of any customer.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):

Confirm that past reports have been properly submitted: IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY'S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.

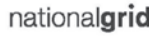
Please indicate to which office your O&E Reports were submitted and specify the date/s:

Secretary's Office Date:

Office of Consumer Policy Date:

Other: _____ Date:

Energy Service Companies (ESCOs) Serving Residential and Commercial Customers - As of February 2009



Ameristar Energy LLC CONTACT Customer Service
6 B Union Ave. PHONE: (888) 321-4GAS
Ronkonkoma, NY 11779 (888-321-4427)

Approved Energy LLC CONTACT Larry Collins
6741 5th Avenue PHONE: (718) 238-1050
Brooklyn, New York 11220 FAX: (718) 238-1053

BluCo Energy CONTACT Dino T. Jardin
149 34th St. PHONE: (718) 965-0900
Brooklyn, NY 11232 FAX: (718) 965-4250

Brown's Fuel Service LLC CONTACT Michael Palmese
9 Sommers La. PHONE: (718) 442-4034
Staten Island, NY 10314 FAX: (718) 442-1445

Chief Energy Inc. CONTACT Tanya Borghese
918 McDonald Ave. PHONE: (718) 438-8676
Brooklyn, NY 11218 FAX: (718) 972-0896

Columbia Utilities CONTACT Robert Palmese
1350 60th St. PHONE: (718) 851-6655
Brooklyn, NY 11219 FAX: (718) 851-2427

Direct Energy Services CONTACT Luis Davila
12 Greenway Plaza, Ste. 800 PHONE: (713) 877-3936
Houston, TX 77046 FAX: (713) 877-3559

East Coast Power LLC CONTACT Anthony Milanese
340 Jackson Ave. PHONE: (718) 402-5107
Bronx, NY 10454

Falcon CONTACT David Sokol
165 Remsen St. PHONE: (718) 855-2967
Brooklyn, NY 11201 FAX: (718) 852-8628

FFC Energy LLC CONTACT Rodger Loughlin
180 9th St. PHONE: (718) 832-6700
Brooklyn, New York, 11215 FAX: (718) 832-6277

GASMARK CONTACT Michael Gibbs
One Meridian Blvd. PHONE: (610) 373-7999
Wyomissing, PA 19610 FAX: (610) 374-4288

Gateway Energy Services CONTACT Customer Service
400 Rella Blvd., Suite 300 PHONE: (800) 805-8586
Montebello, NY 10601 FAX: (877) 326-6810

Great Eastern Energy Co. CONTACT Susan Persaud
3044 Coney Island Ave. PHONE: (718) 648-0900
Brooklyn, NY 11235-5255 FAX: (718) 648-5111

High Rise Energy Group LLC CONTACT Tom Willetts
2150 Joshua's Path PHONE: (877) 348-0909
Hauppauge, NY 11788 FAX: (631) 348-0878

Hudson Energy Svcs LLC CONTACT David Rosenberg
Four Executive Blvd., Ste 301 PHONE: (877) HUDSON9
Suffern, NY 10901 FAX: (845) 228-3422

IDT Energy, Inc. CONTACT Customer Service
520 Broad Street PHONE: (877) 887-8888
Newark, NJ 07102 FAX: (973) 438-1482

Intelligent Energy Inc. CONTACT Sales & Mktg Dept.
2050 Center Ave. PHONE: (877) 483-4684
Fort Lee, NJ 07024 FAX: (866) 733-1115

Major Energy Services LLC CONTACT Daniel Major
1801 86th Street 2nd Fl. PHONE: (718) 234-1262x801
Brooklyn, NY 11214 FAX: (718) 238-2552

Metro Energy Group CONTACT Robert Leavy
500 Kingsland Ave. PHONE: (718) 383-1400
Brooklyn, NY 11222 FAX: (718) 383-2499

Metromedia Energy CONTACT Laurence Morris
6 Industrial Way PHONE: (732) 542-7575
Eatontown, NJ 07724 FAX: (732) 542-8655

MXenergy CONTACT Customer Service
P.O. Box 177 PHONE: (800) 375-1277
Annapolis, MD 20701-0177

NATGASCO CONTACT Ted Ballison
532 Freeman St. PHONE: (800) 840-4GAS
Orange, NJ 07050 FAX: (973) 672-0148

New Horizons Energy LLC CONTACT Abe Dweck
41 Madison Ave., 29th Fl. PHONE: (917) 544-5916
New York, NY 10010

North Energy CONTACT Jack Klein
1425 37th Street PHONE: (877) 522-1122
Brooklyn, NY 11216 FAX: (877) 362-2608

Plymouth Rock Energy LLC CONTACT Adam Sokol
165 Remsen St. PHONE: (718) 855-2967
Brooklyn, NY 11201 FAX: (718) 852-8628

Scaran Energy Services CONTACT Thomas Scarangello
6767 Amboy Road PHONE: (718) 984-0805
Staten Island, NY 10309 FAX: (718) 966-5586

S.J. Fuel Co. CONTACT Peter D'Arco
601 Union St. PHONE: (718) 855-6000
Brooklyn, NY 11215 FAX: (718) 625-5696

Spark Energy LP CONTACT Customer Service
3010 Briarpark Dr. PHONE: (713) 977-5634
Houston, Texas 77042 FAX: (713) 977-5601

Stuyvesant Energy LLC CONTACT Bob Reichler
642 Southern Blvd. PHONE: (718) 304-1102
Bronx, NY 10455 FAX: (718) 742-2253

U.S. Energy Savings PHONE: (888) 548-7800
One Liberty Plaza, 23rd Fl. PHONE: (888) 548-7800
New York, New York, 10006

US Gas & Electric CONTACT Customer Service
57 Ira Rd., Suite 350 PHONE: (888) 947-7880
Sycasset, NY 11791 FAX: (845) 629-5797

Wholesale Energy New York CONTACT Nino Silvestri
25 Sheppard Ave. West PHONE: (416) 673-1161
Toronto, ON M1E2P8 FAX: (416) 961-3085

- See other side for Commercial-only suppliers -

NY 3.10

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Toronto, ON M1E2P8 FAX: (416) 961-3085

- See other side for Commercial-only suppliers -

NY 3.10

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No.

Required by Order, Joint Petition, Settlement, Other:

Uniform Business Practices approved in Case 98-M-1343

Date the Order was Issued and Effective:

Summary of O&E requirements:

ESCO ENROLLMENT REQUEST – The Company must send no later than one calendar day after acceptance an enrollment request a verification letter to the customers notifying the customer of the acceptance.

Intervals for which the O&E Report/s are Required to be Submitted (e.g., quarterly annually):
Confirm that past reports have been properly submitted: IT IS IMPORTANT TO NOTE THAT THE REPORTS MUST BE SENT TO THE SECRETARY'S OFFICE. SIMULTANEOUSLY YOU MAY SEND A COPY TO DOUG ELFNER, DIRECTOR OF THE OFFICE OF CONSUMER POLICY.

Please indicate to which office your O&E Reports were submitted and specify the date/s:

Secretary's Office	Date:
Office of Consumer Policy	Date:
Other: _____	Date:

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

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Secretary's Office	Date:
Office of Consumer Policy	Date:
Other: _____	Date:

**National Grid
OUTREACH AND EDUCATION PLAN
2021**

Section 3

Global Outreach and Education Methods and Tools

2021 Outreach & Education Plan with 2020 Results

CUSTOMER ASSISTANCE TELEPHONE LINES/CALL CENTER

Include any plans relating to the use of call centers/customer assistance communication channels (e.g. telephone, chat). List and describe the purpose of all the channels available for consumers to seek assistance. Does the Company produce outreach materials specifically regarding the call centers or is call center information included in publications on specific topics?

New and Continuing Program:

NMPC:

The Contact Center offers assistance by phone and our website for customers to seek assistance. The phone can be used for all inquiries Monday - Friday 7am - 7pm excluding holidays and can be reach 24 hours a day via our automated system which includes key information pertinent to customer issues as they are applicable. The contact center also offers 24/7 support for emergency related concerns. Our website also includes numerous self-service options in addition to offering customers the option to contact our agents directly via email which is typically worked with a 2-3 business day turnaround time for non-emergency related concerns. Any outreach programs are sent to our agents via our Customer Service Communications Channel with the pertinent talking points for agents and the customer facing documents that are being sent out to help ensure agents are able to assist with inquires related to the outreach.

KEDLI:

The Contact Center offers assistance by phone and our website for customers to seek assistance. The contact center general billing phone can be used for all inquiries Monday - Friday 8am - 8pm excluding holidays and weekends. The automated system can be reached 24 hours a day which includes key information pertinent to customer issues as they are applicable. The contact center also offers 24/7 support for emergency related concerns. Our website also includes numerous self-service options in addition to offering customers the option to contact our agents directly via email which is typically worked with a 2-3 business day turnaround time for non-emergency related concerns. Any outreach programs are sent to our agents via our Customer Service Communications Channel with the pertinent talking points for agents and the customer facing documents that are being sent out to help ensure agents are able to assist with inquires related to the outreach.

KEDNY:

The Contact Center offers assistance by phone and our website for customers to seek assistance. The phone can be used for all inquiries Monday - Friday 8am - 8pm and Saturday 9am-5pm excluding holidays and can be reach 24 hours a day via our automated system which includes key information pertinent to customer issues as they are applicable. We do not take customer billing inquires on Saturdays. The contact center also offers 24/7 support for emergency related concerns. Our website also includes numerous self-service options in addition to offering customers the option to contact our agents directly via email which is typically worked with a 2-3 business day turnaround time for non-emergency related concerns. Any outreach programs are sent to our agents via our Customer Service Communications Channel with the pertinent talking points for agents and the customer facing documents that are being sent out to help ensure agents are able to assist with inquires related to the outreach.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C.

NMPC

KEDLI

KEDNY

Results continue to be measured by completed and answered Automated Call Reports, Agent Quality Assessments and Customer Satisfaction Surveys. Anecdotal feedback from customers and Customer Satisfaction scores are also considered.

Goals for 2021:

NMPC

KEDLI

KEDNY

Continue to support initiatives to meet requirements for the PSC, which include those in our Emergency Response Procedures and educating customer on programs across entire service territory.

How Priority Was Set:

NMPC

KEDLI

KEDNY

Priorities were set based regulatory requirements, mandated programs, which include the Emergency Response Procedures and Customer Satisfaction studies.

Description of 2020 Program:

NMPC:

The Contact Center offers assistance by phone and our website for customers to seek assistance. The phone can be used for all inquiries Monday - Friday 7am - 7pm excluding holidays and can be reach 24 hours a day via our automated system which includes key information pertinent to customer issues as they are applicable. The contact center also offers 24/7 support for emergency related concerns. Our website also includes numerous self-service options in addition to offering customers the option to contact our agents directly via email which is typically worked with a 2-3 business day turnaround time for non-emergency related concerns. Any outreach programs are sent to our agents via our Customer Service Communications Channel with the pertinent talking points for agents and the customer facing documents that are being sent out to help ensure agents are able to assist with inquires related to the outreach.

KEDLI:

The Contact Center offers assistance by phone and our website for customers to seek assistance. The contact center general billing phone can be used for all inquiries Monday - Friday 8am - 8pm excluding holidays and weekends. The automated system can be reached 24 hours a day which includes key information pertinent to customer issues as they are applicable. The contact center also offers 24/7 support for emergency related concerns. Our website also includes numerous self-service options in addition to offering customers the option to contact our agents directly via email which is typically worked with a 2-3 business day turnaround time for non-emergency related concerns. Any outreach programs are sent to our agents via our Customer Service Communications Channel with the pertinent talking points for agents and the customer facing documents that are being sent out to help ensure agents are able to assist with inquires related to the outreach.

KEDNY:

The Contact Center offers assistance by phone and our website for customers to seek assistance. The phone can be used for all inquiries Monday - Friday 8am - 8pm and Saturday 9am-5pm excluding holidays and can be reach 24 hours a day via our automated system which includes key information pertinent to customer issues as they are applicable. We do not take customer billing inquires on Saturdays. The contact center also offers 24/7 support for emergency related concerns. Our website also includes numerous self-service options in addition to offering customers the option to contact our agents directly via email which is typically worked with a 2-3 business day turnaround time for non-emergency related concerns. Any outreach programs are sent to our agents via our Customer Service Communications Channel with the pertinent talking points for agents and the customer facing documents that are being sent out to help ensure agents are able to assist with inquires related to the outreach.

2021 Outreach & Education Plan with 2020 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:

In 2020, we sent 16.6M outreach and education emails (these do not include billing/transactional emails). Of these, 16.1M were delivered, nearly 7M more emails than we sent in 2019. Our average delivery rate for these emails was 96%. The average open rate for 2020 was 41.1%, which is an increase of 3 percentage points over 2019 and 15 points over 2018.

Since the beginning of the pandemic, communicating with our customers via email became even more important in 2020. We utilized email to deliver safety, scam, and bill help information on a regular basis, relaying important information about our personalized COVID-19 payment assistance programs and other tools available to our customers during this challenging time.

Throughout the year, National Grid also alerted customers of the potential of severe storms that could disrupt their service. In addition to safety information, these emails included important ways that customers could stay connected with us during the storm as well as a video about how National Grid restores power.

The company also sends out text messages to customers that are registered to receive outage notifications. Customers will receive a text message when we have high confidence that an outage has been detected at their property, when an ETR changes and when power has been restored.

2020 Results, Evaluation and Feedback:

Some of the higher performing emails in 2020 were:

- On May 15, 2020, National Grid sent an email welcoming Upstate New York customers to our Energy Affordability Program. This was opened by 47.9% of customers that received it with a 99% delivery rate.
- On February 11, 2020, National Grid sent an email to 81,719 customers with the subject line "National Grid Prepared for Upcoming Storm." This was opened by 32,946 customers and had an open rate of 41.63%

For FY21, the company sent approximately 300K broadcast text messages to customers with storm and safety information. Additionally over 168K messages were sent with personalized outage information.

The company also sent over 3.9M personalized emails with outage information.

Goals for 2021

- Continue to acquire email addresses to improve our customer reach
- Transition from our external email vendor to our internal email distribution platform in order to increase efficiency and lower cost
- Personalize emails for specific audiences, delivering messaging tailored and pertinent to the customer who receives it

How Priority Was Set:

Through increased feedback from our customers via digital channels, customer insights, and other means, combined with the overwhelming need to communicate with our customers during COVID-19, we plan to continue on our current trajectory to meet our customers where they are. This goal will be achieved through more personalized and frequent messaging, putting forth information that allows customers to learn about and utilize programs that best fit their needs.

Description of 2021 Program:

- Help customers achieve their energy needs through personalized and friendly messaging
- Continue pushing energy efficiency, bill help, and safety messaging
- Increase awareness of programs
- Increase number of email addresses on file

2021 Outreach & Education Plan with 2020 Results

OUTREACH MATERIALS

Identify the types of materials (e.g. print, visual aids, exhibits) developed for consumer outreach and education programs. 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:

Continuing Program

Summary of 2020 Results: Provide detailed evaluation in Appendix C

National Grid consistently uses a wide variety of outreach materials and channels to reach customers on a wide range of topics such as safety, energy affordability, energy efficiency, emergency preparedness and billing-related matters. These include:

Print

Brochures, fact sheets, news releases, feature articles in news publications, bill inserts, newsletters, and direct mail and print advertising

Electronic

Website, YouTube videos, email marketing, email storm/weather alerts, radio and tv spots, Internet ads, web banners and social media posts on Facebook, Twitter and Instagram, video conference calls and webinars

In-person

Workshops and meetings, public meetings, community events and sponsorships, community/state fair, and tradeshow

With the onset of the COVID-19 pandemic, and the pause in in-person events, we adapted our communications and amplified the use of email and direct mail, social media and paid advertising, bill inserts and newsletters and on bill messaging as well as website landing pages and banners.

Goals for 2021:

Continuation of the current outreach program; adapt to changing circumstances and anticipated easing of restrictions for in-person contact

How Priority Was Set:

Response to changing statewide restrictions and events.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule)

2021 Outreach & Education Plan with 2020 Results

UTILITY OUTREACH EVENTS

Describe how the utility identifies and participates in events such presentations, community fairs, consumer advocate workshops, etc. Distinguish between utility-sponsored and community sponsored events. Use the tracking sheet in Appendix A to list events conducted in 2020 and those planned for 2021.

New/Continuing Program:

March 2020 – March 2021 has been unprecedented due to COVID-19, which restricted our “normal” in-person outreach and educational events.

NMPC

- March 2020 - Consumer Advocates worked with 462 agencies in Upstate NY and provided over 750 **posters to promote the National Grid Consumer Advocacy** program.
- June & July 2020 – UNY Consumer Advocates held **Income Eligible Webinars** for customers (June 159 signed up and 69 attended; July 508 signed up and 231 were in attendance).
- September 2020 – Consumer Advocate in partnership with the Food Bank of Central NY and other caring community advocates assisted in delivering Senior Care Packages to over 30 sites in Oswego for distribution. The care packages totaled 1,965.
- December 2020 – UNY Consumer Advocates conducted Winter Presentations to agencies across UNY.
- Started in January 2021 - present – Syracuse Consumer Advocate in partnership with the Samaritan Center has been holding virtual weekly one-on-ones with customers needing account assistance. The customers use a computer supplied by the Samaritan Center to meet with the advocate in person/virtually.

KEDNY KEDLI

- June & July (two webinars) 2020 – NYC and Long Island Consumer Advocates held **Income Eligible Webinars** for customers (June 50 signed up and 30 attended; July 508 signed up and 231 attended; July 1,320 signed up and 636 attended).

- June through December – Conducted presentations to various internal departments about the role of the Consumer Advocate and how they help both internal and external customers.

NMPC
KEDNY
KEDLI

- January 2021 – NYS Consumer Advocates held an **Income Eligible Webinar in Spanish** for customers (482 signed up and 93 attended).
- January 2020 – NYS Consumer Advocates held an **Income Eligible Webinar for customers** (3,793 signed up and 989 attended).

KEDNY

- January 2021 – Virtual Town Hall for public officials in partnership with National Grid's Customer and Community team where Consumer Advocates shared information about programs and services – advised on what we have done, what we are doing, and the support we offer to both our agencies and customers.

Summary of 2020 Results:

Details of outreach in its entirety is contained in Appendix C

Goals for 2021:

Our goals are to continue and improve the ways we get information to our customers and agencies about our available programs and services. We will continue to provide one-on-one assistance to our customers and agency partners which will be critical for our customers as COVID-19 protections are lifted. We will continue to find new and innovative ways to ensure our customers are able to access all the programs and services they are entitled to while embracing or new normal as it develops.

How Priority Was Set:

Priorities are set based on need.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, etc.)

This will be accomplished through continued strategic webinars to customers and agencies, adding a Financial Literacy webinar, virtual one-on-one customer and agency assistance meetings, creating a Consumer Advocate newsletter that can be emailed to our agencies with pertinent information, etc.

EVENTS AND SPONSORSHIPS

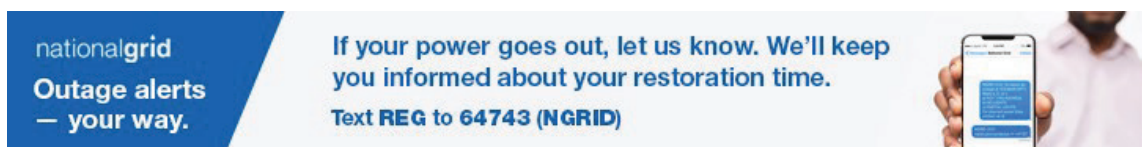
With the onset of COVID-19, outreach events have been impacted significantly, with almost all events either hosted by National Grid or produced by an external organization, having been canceled. This would include our usual presence at the New York State Fair and other local and community events.

As such, National Grid has tried to pivot our education and outreach events to new tactics that leverage the exposure provided by our corporate sports sponsorships. In upstate, these sponsorships include partnerships with Syracuse University athletics, the Buffalo Bills, and Buffalo Sabres. In downstate we entered into a partnership with the Brooklyn Nets.

Specific examples include:

Syracuse University athletics: National Grid received banner ads that ran on the Syracuse University website featuring sports content, news, and updates, starting in September of 2020. These banner ads highlighted our Outage Alerts, and to register for receiving direct communications during power outages.

Sample outage alert banner ad provided to Syracuse University:



Additionally, National Grid received live reads during the local, in-game radio broadcast of Syracuse University football games. The script for these radio reads featured safety messages.

Sample radio script:

Syracuse University is proud to partner with National Grid cheering on The Orange safely. National Grid reminds you to put safety first in your home by following this safety tip: [radio personality would choose from the list of 6 safety tips noted below to provide new tips throughout the broadcast and football season.]

- 1. ...checking the batteries in your carbon monoxide detectors regularly.**
- 2. ...calling DIG SAFE at 811 before you dig in your yard to check for underground power lines and pipes.**
- 3. ...making sure to keep all the outside vents to your home clear of snow and debris.**
- 4. ...if you smell something like rotten eggs in your home, it could be a gas leak, report it immediately to your power company.**
- 5. ...if you use a generator, be sure to keep it outdoors and away from doors, windows and vents.**
- 6. ...if you come across a downed power line, keep everyone away and report it immediately to your power company.**

Buffalo Bills: National Grid adjusted our sponsorship package with the Buffalo Bills in response to COVID-19 to focus on social media exposure instead of in stadium signage. At the start of the NFL season, we launched a season long campaign called “Safety First,” which included at least 8 posts to the Buffalo Bills twitter channel highlighting a donation campaign in support of those who keep us safe in our communities—first responders. Every time a Buffalo Bill Safety made a tackle at home, it triggered a donation by National Grid to a charity that supports first responder health and wellness. The artwork featured a “safety tackle tracker”, so that fans could track the donation over the course of the Buffalo Bills winning season in 2020-2021.

Sample Safety First campaign graphic published on Bills Twitter:



Brooklyn Nets: With National Grid’s sponsorship of the Brooklyn Nets, in response to COVID-19, we amplified our Three’s for Trees campaign, which features messaging in support of clean energy. The campaign was launched at the start of the NBA season in December of 2020, and runs the duration of the NBA season. The Three’s for Trees campaign is defined by every time a Brooklyn player makes a 3-point basket on home court, it counts as 1 tree that National Grid will plant in the greater Brooklyn neighborhood, which helps offset carbon emissions. Every time the basket is scored there is a series of graphics that are published via the local cable broadcast, and the team will post on the Nets social media channels, a minimum of 12 posts throughout the season, which highlights a “tree tracker” so fans can track the number of trees owed to the Brooklyn community by National Grid at the end of the NBA season.

Sample Three’s for Trees campaign graphic published on Nets social media:



Goals for 2021:

National Grid continues to evaluate and assess our schedule of events. With the hope of COVID-19 becoming manageable in 2021, the hope is that we will be able to resume a more normal schedule of events that allows for National Grid to be out in the communities in which we serve, communicating messages of safety, energy efficiency, and clean energy.

How Priority Was Set:

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, etc.)

In 2021, events will continue to be evaluated in accordance with COVID-19, but also as to how well they align with National Grid's messaging priorities regarding safety, energy efficiency, STEM education, and clean energy. Until mass public gatherings return to our communities, and National Grid feels that we can engage with consumers at live events, we will continue to look for new ways to promote and publish these core messages to our customers and members of the community through community events and National Grid's sponsorships.

2021 Outreach & Education Plan with 2020 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:

NIMO ELECTRIC/GAS:

National Grid's Social Media Team utilizes Facebook and Twitter's targeting capabilities to target information to customer profiles within the NIMO electric service territory allowing for a more personalized reach when necessary.

National Grid's Digital Delivery and Social Media Team supported all major and minor storm events throughout 2020 across all social media channels. We provide safety tips, crew status, outage updates, emergency contact information and regional estimated restoration times when available. Additionally, the team responds to customer inquiries after hours during major storm events.

Additionally, National Grid's Social Team shares seasonal gas safety messages throughout the year including, 811, carbon monoxide, clear vents and heating system tips.

KEDNY/KEDLI: National Grid's Social Media Team utilizes Facebook and Twitter's targeting capabilities to target information to customer profiles within the KEDNY/KEDLI service territory more personalized message. We share seasonal gas safety messages, 811, carbon monoxide, clear vents and heating system tips.

2020 Results, Evaluation and Feedback:

Overall, the Facebook reach in 2020 was 3.6M, up 3% from the previous year. Our Twitter reach increased to 26M in 2020 which is up over 27% over the previous year. Our "thank you" rate finished at 22%. The customer thank you rate is the percentage of customers who return to our social channels to thank us for resolving customer service issues. The demographic is a critical metric to measure customer satisfaction and social media responsiveness.

Our FB followers increased to 170,894 resulting in a 2.9% increase over 2020. Twitter followers increased to 41,400 resulting in a 3.7% increase on that platform. Instagram had the largest percentage increase in followers, 17%, which was roughly an additional 1.6K followers. The National Grid Social Media Team continues to acquire new followers through zip code, special interest, and custom audience targeting within Facebook and Twitter.

Our contact center representatives continue to have direct access to respond to customer service inquiries. Giving the reps direct access has improved customer service on social media channels by allowing reps to more quickly resolve customer issues. Our customer response time has decreased from 2hrs 19min in FY20 to 1minute and 22seconds in FY21. Additionally, our representatives closed out an average of 3,571 customer service cases monthly on social media up 839% over the 380 in FY20.

Sprinklr was used in FY21 for improved social listening, conversation monitoring and customer service tracking. Platform improvements allowed National Grid to better track customer concerns during storms and ensure our public information officers were aware of trending concerns so that these concerns could be addressed via talking points/press releases.

Goals for 2021:

Social Media

- Socialize employee social media guidelines and promote content of regional brand ambassadors to help promote more localized content on Twitter.
- Continue to increase reach of safety and storm content through paid support
- Continue to work with partners in contact centers to ensure new templates are created for customer service issues in order to reduce contact center resolution times.
- Increase self-service awareness and enrollment through social posts to drive to outage reporting, online account creation, paperless billing enrollment etc.

How Priority Was Set:

The development of this program is based on the following:

- Customer research intelligence, both industry and National Grid research, indicates the increase in preference towards digital channels for information
- Outreach and education through digital enables self-service (e.g., web site), efficiency and a relevant channel to deliver the message, especially among millennials
- Blue sky content messages will focus on core programs that the customer wants, ie, key customer messages while storm messaging focuses on safety, restoration updates and key contacts.
-

Description of 2020 Program:

All digital channels will be weaved into every component of our customer education & outreach marketing and communications plan. It's already a critical component of our customer experience (e.g., bill payment, reporting outage or other service interruption). The customer education & outreach marketing and communications plan have been created with focus on:

- Gas and Electric safety
- Storm preparedness
- Bill Education & Solutions
- Web Site Self-Service Options
- Energy Efficiency
- Innovation

Various channels within the digital ecosystem will be applied to the key customer messages in the plan.

Measures to Evaluate the 2020 Program:

- Sentiment on Facebook and Twitter
- Customer engagement rate for all channels
- Twitter customer thank you rate
- Instagram Stories impressions and engagements

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

**National Grid
OUTREACH AND EDUCATION PLAN
2021**

Section 4

Outreach and Education Topics

2021 Outreach & Education Plan with 2020 Results

BILLING SERVICES AND PAYMENT ALTERNATIVES

New/Continuing Program:

National Grid has continued to grow its billing and payment services in several key ways:

Ebilling

KEDLI and Niagara Mohawk customers continue to receive and pay eBills through 1) secure “transactional” emails that include the bill and payment functions directly in the email, 2) through one of many online banking websites through a set of services enabled by third-party provider Fiserv, and 3) through web and mobile service provider doxo.

KEDNY customers receive eBill notifications through 1) secure “transactional” emails that include the bill and payment functions directly in the email or 2) through one of many online banking websites through a set of services enabled by third-party provider Fiserv.

Payments

National Grid continues to see an increased use of web/recurring payments for Niagara Mohawk and KEDLI customers. These options provide customers the ability to pay their full bill amount or set a fixed amount. The customer can pay once per billing period or setup it up to pay weekly/biweekly.

Niagara Mohawk and KEDLI customers can continue to pay their bill and are not assessed a fee when making payments at Western Union authorized walk-in locations.

Through the continued use of National Grid’s Distribution Generation/Interconnection Portal we have provided Niagara Mohawk customers the ability to make electronic payments (ACH). We have been able to increase the type of payments received from application fees to full construction payments. This is completely self-service for the customer, giving them the ability to make payments faster.

Niagara Mohawk, KEDLI, and KEDNY customers who chose to pay their bill with a credit/debit card will see a decrease in their fee soon. Average residential payment made will have a fee of \$1.99 instead of current fee of \$2.25, and commercial customer average payment will have a \$5.95 fee, reduced from \$6.95.

CY 2020 Results, Evaluation and Feedback:

The company again made use of many forms of communication to educate and inform customers of billing and payment services as seen in Appendix B.

Customer adoption rates of eBill and ePay services continue to grow, contributing to significant customer satisfaction. eBill enrollments at the end of CY 2020 were 591,949 (33.8%) for Niagara Mohawk, 321,280 (25.5%) for KEDNY, and 188,702 (30.5%) for KEDLI. Electronic payments at the end of FY 2020 were 11,590,245 (62.91%) for Niagara Mohawk, 9,313,378 (75.23%) for KEDNY, and 4,516,195 (69.43%) for KEDLI.

Goals for FY 2021:

Increase in paperless billing participation. We will continue to promote paperless billing through various web and social media promotions as well as defaulting customers to paperless billing at the time they connect services.

Increase in ePay participation. Web and social media promotions will continue to promote recurring web payment programs. By partnering with current suppliers such as SpeedPay (ACI Pay) we will continue to look for electronic payment solutions to improve the customer experience. We will look at the potential for using services such as Apple Pay and Android pay, and new electronic wallet solutions.

How Priority Was Set:

Electronic service options continue to be a high priority for the company as they provide very efficient bill delivery and payment functions.

Description of FY 2020 Program: (see guidance document regarding program elements to include)

-

Measures to Evaluate the FY 2020 Program:

The company continues to track and measure its eBill and ePay enrollment metrics. It also evaluates customer feedback through its Contact Centers and customer service satisfaction surveys conducted during the year.

2021 Outreach & Education Plan with 2020 Results

CUSTOMER RIGHTS AND RESPONSIBILITIES

New/Continuing Program:

Continuing Program

Notification Sent (Y/N): Yes. With all new connections and once a year to all customers

Bill inserts Sent: October 2020

Format of Notification (i.e. bill insert, email): Insert (paper Bills) PDF (electronic bills)

2019 Results, Evaluation and Feedback:

N/A

Goals for 2022:

(Include the target audience, the vehicle to be used and why this audience/s was/were chosen.)

It is National Grid's goal to make sure all customers are fully aware of their rights and responsibilities. In addition, when terminations are unfortunately necessary, customers receive a 72 hour notice in the mail and outbound calls are made per regulations prior to termination. In the event we are unable to reach the premise, a field visit is performed where a notice is left at the premise recommending the customer contact us to avoid termination.

How Priority Was Set:

N/A

Description of 2021 Program:

(see guidance document regarding program elements to include)

A pamphlet describing in detail the customer's rights and responsibilities is sent to all new customers in upstate New York as insert (sample attached) with a welcome letter. Material to new customers for downstate New York is sent via a brochure. In addition, all customers, Upstate and Downstate, get a copy of the initial Right's and Responsibilities (attached) pamphlet as a bill insert once per year.

Measures to Evaluate the 2021 Program:

N/A

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

2021 Outreach & Education Plan with 2020 Results

ENERGY EFFICIENCY PROGRAM

Estimated Outreach & Education Budget for January – December 2021:

Energy Efficiency.....\$2,836,384.72

	Electric	Gas
Bill Inserts	\$ 27,260.70	\$ -
Brochures/Flyers	\$ -	\$ 33,345.30
Direct Mail	\$ -	\$ 20,000.00
Video Production & Ads	\$ 189,124.39	\$ 42,216.07
Email Production & Sends	\$ 112,120.43	\$ 86,369.20
Digital Media	\$ 328,382.20	\$ 201,738.93
Social Media	\$ 172,279.36	\$ 205,289.82
Broadcast Media	\$ 19,228.40	\$ 235,163.30
Paid Search	\$ 129,513.30	\$ 259,047.09
Out of Home	\$ 9,150.00	\$ 134,697.26
Social & Digital Ad Production	\$ 186,875.75	\$ 7,000.00
Agency Media Fees	\$ 171,356.30	\$ 131,260.16
Website Management	\$ 5,019.49	\$ 112,248.50
Point of Purchase Signage	\$ 5,000.00	\$ 12,698.78

Jan 2020-Dec 2020

PLANNED \$4,829,539.88

SPENT \$4,829,539.88

	GAS	ELECTRIC
Bill Inserts	\$ 15,217.31	\$ 7,866.62
Brochures/Flyers	\$ 7,518.30	\$ 3,000.00
Direct Mail	\$ 21,000.00	\$ -
Video Production & Ads	\$ 66,033.98	\$ 210,241.02
Email	\$ 117,206.95	\$ 144,447.48
Digital Media	\$ 454,859.67	\$ 127,896.16
Social Media	\$ 519,283.25	\$ 285,842.35
Broadcast Media	\$ 1,313,825.57	\$ 102,725.76
Paid Search	\$ 412,363.46	\$ 148,015.49
Out of Home	\$ 25,150.32	\$ 5,464.68
social/digital ad creative	\$ 19,400.44	\$ 150,083.54
Agency Media Fees	\$ 177,746.64	\$ 155,053.03
POP SIGNAGE	\$ 56,092.00	\$ 5,000.00
Other Marketing Charges (Creative Development, Web management)	\$146,468.39	\$ 131,737.4

New/Continuing Program:

New Programs:

Education Campaign

Programmatic Campaign: SEALED

Continuing Programmatic Campaigns:

- Ecommerce
- Online Assessment
- Electric Products Program
- Income Eligible
- Electric Products
- Gas Residential Program
- NYS Clean Heat

Discontinued Program

- Electric Vehicle (Live in 2020)
- Solar (Live in 2020-Q1 2021)

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

The 2020 outreach and education communication plans drove high performance for our New York portfolio of residential energy efficiency programs. The campaigns garnered a total of 164,272,914 impressions and 1,313,405 visits to the National Grid and National Grid Marketplace websites. *Impressions are a metric used to quantify the number of views or engagements our ads received throughout 2020. Website visits is a useful measure as visits are correlated with increased awareness, education and participation.*

Lessons learned from 2020 that we'll be leveraging in 2021:

- Video is a high-performing tactic that increases engagement with customers. 2021: Create and deploy more video to use across social media channels as well as streaming video platforms
- Customer media consumption has shifted due to COVID-19. 2021: Prioritize digital channels like streaming services and social media to reflect shifting customer media consumption
- Behavioral targeting with programmatic ads performed better than keyword targeting. 2021: Funds will be shifted toward behavioral.
- Continue A/B testing of creative across channels including social media ad creative, email platforms and digital banner ads
- Use more "authentic" imagery to grab attention of customers across social media platforms
- Test persona-specific imagery as appropriate
- Continue leveraging new platforms like Snapchat and Nextdoor for appropriate programs and personas
- Refresh and expand on educational content with a focus to appeal to DIY and homebuyers with shift in customer behavior resulting from pandemic.
- Rotating creative seasonally allows us to increase performance.

Energy Efficiency Program Results

The residential portfolio across our New York Jurisdictions overachieved savings goals in KEDLI, KEDNY, and NIMO Electric. NIMO Gas residential portfolio slightly underperformed.

- KEDLI: 2,694,644 Therms (262% of goal)
- KEDNY: 2,968,225 Therms (222% of goal)
- NIMO Electric: 345,000 Mwhz (229% of goal)
- NIMO Gas: 4,479,497 Therms (90% of goal)

Goals for 2021:

Our communication plan encompasses two main elements: an overarching education campaign focused on driving awareness and interest in our energy efficiency programs and program specific campaigns focused on driving consideration and participation in our energy efficiency programs. The overall goal for our program-specific communications plans is to drive participation in our energy efficiency programs by moving customers through the purchase funnel from awareness, to interest, to consideration, and ultimately to participation/purchase.

These omni-channel marketing efforts will continue to be reflective of the COVID-19 pandemic; messaging focusing on affordability, safety and energy saving solutions for customers. Our communication efforts reinforce the financial & energy saving benefits of making energy upgrades with no-cost online assessments, low-cost energy efficient products, and rebates through our energy saving programs. Sentiment and tone will continue to be empathetic and helpful as our customers dealt with a new reality.

Purpose of campaigns/programs

Overarching Education Campaign

Customer feedback revealed that our customers would like more information about ways to save and how much energy could be saved they implemented an EE measure. Therefore, purpose of the energy efficiency education campaign is to build awareness and education around all efficiency education program offerings to increase interest in participating.

Programmatic Campaigns

The purpose of the program-specific communication plans is to drive consideration and participation including in our energy efficiency programs. Communications highlight program details, benefits of participation (energy saving, cost saving, comfort), and educational content.

Ecommerce Platform

The purpose of the ecommerce program is to offer an online marketplace to customers that features low-cost energy efficient products to help them save energy at home. Instant rebates, available to our customers, make it easy to purchase these products online and make affordable energy upgrades at home. This program was developed to create a program delivery mechanism that meets customer's needs as online shopping has increased exponentially over recent years.

The main purpose of this communications plan is to drive visitors to our ecommerce platform and drive the sale of energy efficient products. The secondary purpose of the communications plan is to educate customers about energy upgrades that they can make at home to help them save energy year-round.

SEALED

The SEALED program was developed as a part of the NESE settlement to provide customers with programs on ways to reduce energy usage which would help with the long-term capacity issue we have. This program offers customers a unique financing opportunity with no up-front costs. The outreach plan for this program was developed to spread awareness of the program and increase consideration and participation.

Online Assessment

The online assessment was developed in support of the NY Energy Efficiency Transition Implementation Plan (ETIP) originally filed in 2015 and continues to be part of our energy efficiency portfolio included in the Company's current SEEP filing.

The outreach plan for this program was developed to build awareness around the Assessment and drive participation in a variety of programs by offering customers customized energy-saving solutions and energy efficient program recommendations.

Electric Products Program

The electric products program was developed to shift customer's purchasing behavior from inefficient bulb options to ENERGY STAR certified LED bulbs. Customers are offered instant discounts on LED light bulbs in participating partner retail locations.

The communications plan was built to increase education around LED lighting benefits, increase awareness that this new program is now available in local retailers, and to drive sales in participating partner retail locations.

Gas Residential Heating Program

The program offers rebates on natural gas heating and water heating equipment, as well as controls such as ENERGY STAR smart thermostats. The purpose of the communications plan is to increase awareness, interest and participation in Natural Gas High Efficiency Heating Equipment Programs among residential UNY, NYC and Long Island, natural gas heating customers.

NYS Clean Heat

This program offers rebates to electric, natural gas and delivered fuel customers to promote clean energy. The purpose of the communications plan is to increase awareness, interest and participation in NYS Clean Heat program offering Cold Climate Heat Pump equipment (GSHP, ASHP, MSHP and HPWH) among residential customers in UNY.

Solar

This program provides a Solar Marketplace, a 'one-stop-shop' for NIMO customers to learn about the benefits of Rooftop Solar for their home and to request easy to compare, competitive quotes from pre-screened installers in their area. Customers see an average of 10-20% savings on their installations by using the marketplace.

Income Eligible

The Home Energy Affordability Team (HEAT) program offers income eligible KEDLI customers an opportunity for a no-cost home energy assessment and no-cost services such as air sealing, weatherization and energy saving products such as smart thermostats and low flow showerheads.

Home Energy Reports

Home Energy Reports offer customers insights regarding their energy consumption behaviors. Based on energy consumption, National Grid sends customized tips for managing energy use and suggested energy efficiency programs to participate in. The communications plan for this program includes letters and emails developed with partner Oracle and is paid for through program implementation. There are no paid media efforts for this program.

How Priority Was Set:

Outreach and education priorities were set based on the following:

- Filed energy efficiency savings goals
- National Grid's ability to safely deliver programs/products to our customers through COVID-19
- Customer insights and behavior shifts given the pandemic

COVID-19 impacted the programs that we delivered and the way in which we communicate with customers.

Program impacts:

- NY initiatives and programs that required in-home and on-site work were put on hold due to COVID-19 in early 2020 and resumed in the summer of 2020. This includes the Gas Residential & NYS Clean Heat programs. Only emergency replacements were allowed. Marketing was suspended except for paid search until Fall, when campaigns resumed.
- The priority of online programs such as the ecommerce platform and online assessment program increased because they offer a safe way to reach customers with energy efficient products and energy saving recommendations during a time when in-person shopping and in-home product installation was not available. Customers spending more time at home and using more energy, are able to easily shop online and learn about program/products to help them save from day to day.

Communication Plan impacts:

- Targeting priorities shifted based on customer's purchase behavior and their changing priorities. Some customers were negatively affected financially given strains on our economy and changes in customer's lifestyles, while some customers were drawn to making upgrades at home to increase their home's comfort and value. Given these shifts, our communication plans have shifted to segment and message these customers effectively.
- For the majority of customers, messaging priority shifted to focus on affordability, safety and energy saving solutions for customers; reinforcing the financial & energy saving benefits of making energy upgrades.
- For the subset of customers interested in making investments in their home, it became a priority to shift messaging to information regarding large investment heating equipment. These programmatic campaigns re-entered the market in the fall of 2020 and will continue through 2021 with an increased focus on updating end-of-life units to increase your home's comfort and home value.

Description of 2021 Program:

Below are details pertaining to each outreach and education communication plan.

Overarching Education Campaign

Description: Build awareness and education around all efficiency education program offerings to increase interest in participating.

Target audience: NIMO, KEDLI, KEDNY Residential Customers

Key messages: National Grid's energy efficiency programs offer ways to help customers save money and energy. Customers can benefit from energy and cost savings. Messaging will highlight energy-cost saving benefits of each program.

Outreach materials: videos, bill inserts, blog posts, eNewsletter, Webpage, Energy Efficiency Guide (PDF/multi page print out highlighting seasonal energy saving tips and how to participate in our programs).

Delivery vehicles: interactive webpage, email, paid social ads, digital radio ads, broadcast radio, CTV/OTT video ads.

Schedule:

- Communication plan launched in October 2020 and will continue through 2021.
- Webpage was developed, featuring an interactive infographic showing customers all the ways they could save at home (webpage)
- Delivery vehicles will increase April 1.
- Emails will be sent quarterly.
- EE Guide will be distributed April 2021.
- Bill inserts will be sent around Earth Day (April) and EE Day (October)

Creative & messaging will be updated seasonally

Programmatic Campaigns

Ecommerce Platform

Description: Drive visitors to our ecommerce platform and drive the sale of instantly rebated energy efficient products. The secondary purpose of the communications plan is to educate customers about energy upgrades that they can make at home to help them save energy year-round.

Target audience: NIMO, KEDLI, KEDNY Residential Customers

Key messages: The Marketplace makes it easy to save money and energy year-round with instant rebates on energy efficient products and helpful resources to guide your energy decisions.

Outreach materials: video, educational blog posts, engaging rich media ads, sponsored content articles, email

Delivery vehicles: Marketplace Platform, Marketplace blog, digital banners, social media ads, email, Native ads, YouTube TruView ads, Rich Media ads, OTT/CTV

Schedule:

- Communication plan launched in February 2021 with digital banners and social media posts.
- Delivery vehicles will increase April 1.
- Emails will be sent monthly highlighting educational information and product offerings
- Blog posts will be posted monthly

Creative & messaging will be updated seasonally
See flowchart for full details.

SEALED

Description: Spread awareness of the Sealed program and increase consideration and participation.

Target audience: KEDLI Residential customers in homes with 1-4 units

Key messages: Upfront costs are covered: with Sealed the energy use you save pays for the work overtime, so it's kind to your budget.

Affordable payment program can make your home energy-efficient year-round

Fully remote process

Get expert service: sealed matches you to a certified contractor to install insulation, HVAC and smart home technology.

Outreach materials: Email, Video (Sealed created), landing page (Sealed landing page)

Delivery vehicles: email, webpage

Schedule:

- Emails will be sent on a monthly basis

Creative & messaging will be updated seasonally

Online Assessment

Description: Build awareness of the assessment and drive participation in a variety of programs by offering customers customized energy-saving solutions and energy efficient program recommendations.

Target audience: NIMO, KEDLI, KEDNY Residential customers

Key messages: Energy saving ideas for your family in 5 minutes or less.

Outreach materials: Emails, digital ads

Delivery vehicles: Emails, Paid Search, Digital Banners, Social Media (Facebook, Instagram, twitter, nextdoor, snapchat)

Schedule:

- Communication plan launched in January 2021
- Emails will be sent quarterly
- Retargeting email will be sent to customers that do not open the first email

Creative & messaging will be updated seasonally
See flowchart for full details.

Electric Products Program

Description: Increase education around LED lighting benefits, increase awareness that this new program is now available in local retailers, and to drive sales in participating partner retail locations.

Target audience: NIMO Electric Residential customers

Key messages: Switching to ENERGY STAR LED light bulbs is a simple way to save energy at home everyday. Instantly discounted LED bulbs available in National Grid partner retail locations.

Outreach materials: point of purchase signage, digital ads, video, webpage

Delivery vehicles: in-store signage, paid Search, digital banners, social media (Facebook, Instagram, twitter, Pinterest)

Schedule:

- Communication plan launched in January 2021
- Additional delivery vehicles will be added Spring 2021.

Creative & messaging will be updated seasonally
See flowchart for full details.

Gas Residential Heating Program

Description: Increase awareness, interest and participation in Natural Gas High Efficiency Heating Equipment Programs among residential NY natural gas heating customers.

Target audience: Residential, Natural Gas customers in NIMO, KEDLI, & KEDNY

Key messages: Focus on encouraging equipment lifespan and early replacements of said equipment. Ensure customer preparedness and customer consideration of high-efficiency equipment by use of rebates on qualifying equipment.

Outreach materials: rebate applications, contractor literature, website, point of purchase signage.

Delivery vehicles: email, webpage, paid search, digital banners, social media, radio (digital & terrestrial)

Schedule:

- Communication plan launched in January 2021
- Additional delivery vehicles will be added Spring 2021.

Creative & messaging will be updated seasonally
See flowchart for full details.

NY CleanHeat

Description: Increase awareness, interest and participation in NYS Clean Heat program offering Cold Climate Heat Pump equipment (GSHP, ASHP, MSHP and HPWH) among residential customers in UNY.

Target audience: Residential, Natural Electric heat customers in NIMO.

Key messages: Focus on encouraging equipment lifespan and early replacements of said equipment. Ensure customer preparedness and customer consideration of dual function, cold-climate heat pumps.

Outreach materials: rebate applications, contractor literature, website

Delivery vehicles: email, webpage, paid search, digital banners, social media, radio (digital & terrestrial)

Schedule:

- Communication plan launched in January 2021
- Additional delivery vehicles will be added Spring 2021.

Creative & messaging will be updated seasonally

Solar

From April 2021 onward, there is no funding for the continuation of marketing of the Rooftop Solar Marketplace as the program has ended. Customers will still be able to access it from the National Grid website and thru browser searches of visits.

Income Eligible

Description: Increase awareness and participation in the LIHEAT: Long Island Home Energy Affordability Team program.

Target audience: Income eligible homeowners on Long Island

Key messages: The Income-Eligible Energy Savings Program is designed to ensure you and your family benefit from a home that's healthier, more comfortable and more affordable, starting with a no-cost home energy assessment.

Outreach materials: website, vendor partner contact center

Delivery vehicles: email, webpage, direct mail, paid search, paid social media

Schedule: Quarterly outreach to eligible customers via email and/or direct mail including letters and postcards. Ongoing paid search and paid social in market.

See flow chart for full details.

Home Energy Reports

Description: Increase awareness of energy efficient programs and drive participation by offering suggestion programs and actions based on customer energy consumption.

Target audience: Randomly selected residential, Natural Gas, Electric and Dual Fuel customers UNY, NYC and Long Island.

Key messages: These reports provide customers with personalized information regarding their energy use by comparing it to similar households and determine their level of efficiency. The HER also provides customers with self-trackers to compare their usage month to month and year to year with the goal to highlight progress and opportunities to improve the efficiency of their home. Aside from personalized usage information, customers receive personalized tips and education relevant to their fuel and usage as well as promotions for National Grid's energy efficiency programs, incentives and services they can take advantage of in their energy journey.

Outreach materials: Home Energy Reports

Delivery vehicles: Email and direct mail

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

2021 Outreach & Education Plan with 2020 Results

ENERGY SERVICE AFFORDABILITY

If the Company files a separate outreach plan as part of a Commission proceeding, the plan should be briefly described here. Reference the case number and date of most recent filing.

New/Continuing Program:

Continuing. This program was developed in partnership with other utilities and staff and was designed to automatically qualify and enroll customers in the program. Thus, there is no marketing budget. We promote it by encouraging HEAP enrollment. Born out of Case 14-M-0565 – Proceeding on Motion of the Commission to Examine Programs to Address Energy Affordability for Low Income Utility Programs.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

In New York State, customers who receive HEAP are automatically enrolled in the company's Energy Affordability Program (EAP) for 14 months. EAP provides a monthly bill credit. During the pandemic we saw a decrease in customers applying for HEAP, likely due to the pause on disconnection notices and disconnections. In response the company prepared mailing of Alternate Disconnection Notices which provided customers written proof of disconnect status that could be used as the proof needed when applying for emergency HEAP.

In preparation for the Winter Heating Season 2020-2021, National Grid consumer advocates conducted overview meetings with our partner agencies in the 48 counties/boroughs we serve to educate their staff on all financial assistance programs available for our customers, so they were better equipped to serve and refer them to appropriate programs and solutions.

In NYC and LI, customers can qualify for EAP by participating in state and federal programs: Temporary Assistance for Needy Families, Safety Net Assistance, SSI, Medicaid, SNAP, HEAP, Veteran's Disability Pension, Veteran's Surviving Spouse Pension, Child Healthy Plus.

The company coordinates file matching with OTDA and HRA to identify customers that received HEAP with other utilities or fuel vendors in cases where HEAP dollars do not come to their National Grid energy bill, so the company can enroll them in EAP.

Goals for 2021:

The company has a goal to increase the number of customers receiving HEAP, and thus automatically receiving EAP in 2021. The company will especially monitor the increased funding available through the American Rescue Plan (stimulus plan) passed in March 2021. The outreach for HEAP is a top company priority for Income Eligible customers.

How Priority Was Set:

Priority is to market HEAP to both customers who have received a benefit before and customers who may be eligible but have never received a benefit. With HEAP qualifications based on the last four weeks of income, and the volatility COVID caused the job market, many customers were newly eligible even though they had never qualified before.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, etc.)

- **Target audience Income Eligible New Yorkers**
- **Key messages HEAP is available to help with your energy bills, it is a grant, and does not need to be paid back.**
- **Outreach materials: Web, Print, Advocates**
- **Delivery vehicles:**
 - Website (ngrid.com/billhelp; ngrid.com/heap)
 - Print: UNY bill insert
 - Customer contact (webinars and live calling by agents and advocates)
- **Public and Community Relations:** Media interviews with advocates
- **Corporate Partnerships:** N/A
- **Schedule:** HEAP is promoted while the program is open, for the Winter 2019-Winter 2020 season, HEAP was extended three times and additional grants were added as the program was extended until August 31, 2020.

For the Winter 2020-Winter 2021 season, HEAP opened on November 2, 2020 and has been (currently) extended to April 30, 2021.

- **Additional information:** The program description should indicate what information (if any) is supplied to the following:

Year over year HEAP enrollments (numbers of customers, amount of grants) will be evaluated and compared to prior years to get a snap shot of success. Number of EAP customers enrolled due to HEAP will also be evaluated.

2021 Outreach & Education Plan with 2020 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:

Continuing program. Vulnerability inspections are conducted annually at all critical facilities to ensure compliance with company and regulatory requirements. Recognize derelictions and recommend corrections, enhancements and awareness participation. Continued research and investment in newest technology and security enhancements. Critical bulk power substations are annually inspected with the NYS PSC security utility specialist. Bulk power station personnel. Company communications group also advised to spread the see something say something message at all their public announcement activities. Security upgrades are reviewed with electrical operations personnel. Awareness programs are part of employee training along with customer "See something Say something" education programs.

2020 Results (evaluation and feedback):

Increased security measures, installation of motion and infrared surveillance cameras. Employee awareness of access policies, record keeping, security objectives, and employee participation in security policies and awareness. Law enforcement (first responder) yearly on-site visits and contact information review. Law enforcement contact added to each site-specific security plan.

The new surveillance systems with motion detection and infrared cameras have greatly enhanced recognition and response by law enforcement and security personnel.

Site monitoring including alarms, surveillance cameras and intrusion devices have been centralized to the Security Control Center in Northboro, Ma. New shot detection system added to USNY bulk power stations.

Throughout NYS.

Goals for 2021:

Ongoing evaluation of enhanced security measures, increased inspection with lines of business and PSC Utility Security. Continued employee awareness messages (See something, Say Something). Handouts are to be distributed to all employees that "Define suspicious activity" and "What suspicious behavior is" So any suspicious persons, activity and or objects are reported and investigated. Vehicle Security handouts provided for those with company vehicles. Lone worker security one-pager provided to field workers and contractors. Enhanced threat and vulnerability assessments at CIP-014 sites, as well as development of Site-Specific Security Plans as required by Standard. Continued awareness objectives partnered with PSC, law enforcement and public for suspicious behavior and suspicious persons.

How Priority Was Set:

FERC requirements for critical bulk power stations after sabotage incidents at other utility facilities. Priority to ensure infrastructure security plans are reviewed, assessed, and effective in deterring or detecting sabotage, theft or outage.

Description of 2021 Program:

(see guidance document regarding program elements to include)

Continued employee and law enforcement awareness, along with including, PSC and utility partners in enhancing awareness and security measures.

Objectives with law enforcement are to raise awareness of the importance of critical sites and critical assets contained there and to prioritize their response to incidents.

All employees, not just those associated with electrical operations are getting educated on awareness of “See Something Say Something”. Suspicious activity and behavior handouts placed in all company vehicles and part of safety meeting. Handouts are to be distributed to all employees that “Define suspicious activity” and “What suspicious behavior is” so any suspicious persons, activity and/or objects are reported and investigated. Handouts included in all customer billing defining suspicious behavior, suspicious persons and reporting procedures.

Measures to Evaluate the 2021 Program:

Decrease in breaches, trespass and thefts. Results of third-party security review. Breaches are investigated and evaluated annually to ascertain effectiveness of security measures. Risk and Intel team in Security department analyzes and reports data in monthly risk reports for Senior leadership. Penetration testing to be conducted by company utilizing third party testers and Additional testing being done by NYS department of Homeland Security.

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

2021 Outreach & Education Plan with 2020 Results

METERING

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

New/Continuing Program:

NIMO ELECTRIC & GAS:

In upstate NY, the Town of Clifton Park was selected for a smart metering REV demonstration project in 2015.

The project tests customer acceptance of the AMI technology, and leveraged AMI capabilities to provide customers tools (on-line customer portal) and opportunities (Peak Time Rewards (PTR) and Distributed Energy Resources) to better manage their energy use. Smart electric meters and smart gas ERTs were installed on residential customer premises April through July of 2017. The first season of PTR ran in 2017. PTR continued to run through 2020 and is anticipated to operate in 2021 and possibly 2022.

The Company is working with DPS staff in developing innovative pricing designs that to be tested in Clifton Park. A Commission order is anticipated in the spring of 2021. As a result, PTR was extended to operate in 2021 to keep customers engaged during the programming and testing of innovative rate designs, testing of innovative rate designs will include a full customer engagement plan including rate education and continued support through the AMI customer portal. The efforts in Clifton Park are aligned with the full scale roll out of AMI in the Niagara Mohawk service territory. While awaiting approval of innovative pricing, CMS continues to support the Clifton Park project by executing change meter requests as part of normal business.

As part of normal business practices, all residential customers in the Niagara Mohawk service territory receive the Residential Rights and Responsibilities for National Grid Customers in New York State document via mail. It is also available on line via the following link:
<https://www.nationalgridus.com/Upstate-NY-Home/Metering/Automated-Meter-Reading>.

This document includes information for customers on Meter Reading, the need for meter access, the company's policy regarding gas meters in the on position requiring a customer of record and Shared Metering.

KEDNY:

In April of 2016, National Grid began a deployment program to install remote devices (AMR) on our gas meters in the KEDNY service territory. The deployment is a 5-year program with an original anticipated completion date of March of 2021.

KEDLI:

In late 2013 National Grid began a program to install a mobile Automatic Meter Reading (AMR) System in our KED-LI service territory. This project ran through 2015 and officially ended in March of 2016. As a continuation of this program, outreach campaigns and other efficiency measures continue to take place to aid in the “maintenance and clean up” portion of the program;

- The Long-Term Estimate (LTE) procedure that was implemented in 2016 continues to prove effective, as LTE metrics goals continue to be met and have reduced LTE's by 30%+ from 2019.
- Remaining accounts that were deemed not able to be retrofitted with AMR by the installation contractor (RTU's) were targeted further by deploying staffing on non-meter reading dates and/or extended hours. Due to this continued targeted deployment, RTU's have now been reduced to <75.

The “AMR Route Restructuring Project” was fully implemented at the end of FY20, resulting in increased efficiencies of AMR routing and cycle structure. Customer communication of this major change was highly successful, receiving only 1 recordable complaint across the entire LI territory. An example of the communications sent to customers can be found here: <https://www.ngrid.com/li-meters>

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

NIMO ELECTRIC & GAS:

Ran peak time rewards summer 2020 and customer participation was lower than previous years. Surveys showed that COVID impacted customers' ability to respond to curtailment events.

Daily energy consumption patterns changed during COVID, as a result weekday consumption patterns began to look more like weekend consumption patterns. As a result, we need to recognize that 2020 consumption patterns are not typical.

KEDNY:

Achieving current targets with installations/saturation. LTE milestones are being met.

KEDLI:

The efficiency measures and customer communications for 2020 were successful as evidenced in our AMR installation/saturation, LTE and RTU milestones being met.

Goals for 2021:

NIMO ELECTRIC & GAS:

Anticipating commission order to move forward with innovative pricing and will build out program design. Will run peak time rewards in summer of 2021 while building innovative pricing in our systems.

KEDNY:

Focus on Long Term Estimates and continue reductions in line with company targets. Continue replacement of end-of-life infrastructure (aged AMR modules).

KEDLI:

Recognizing the efficiencies resulting from the AMR Route Restructuring Project and ensuring continued Customer Satisfaction.

How Priority Was Set:

NIMO ELECTRIC & GAS:

Communication regarding the smart meter deployment program was developed as a proactive method of gaining customer acceptance and response to our installation efforts.

KEDNY:

Placed focus on Customer Satisfaction and read rate performance.

KEDLI:

Placed focus on reporting that identified Route and Cycle for all KEDLI premises and ensuring the implemented efficiencies are maintained.

Description of 2021 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, etc.)

NIMO ELECTRIC & GAS:

PTR was extended to operate in 2021 to keep customers engaged during the programming and testing of innovative rate designs, testing of innovative rate designs will include a full customer engagement plan including rate education and continued support through the AMI customer portal.

KEDNY:

Continue AMR maintenance and replacement of aged AMR modules. Continue Long Term Estimate and clean-up of RTU's

KEDLI:

For 2021, focus will be on maintaining the efficiencies from the AMR Route Restructuring Project and reducing the number of LTE's and RTU's.

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

2021 Outreach & Education Plan with 2020 Results

NATURAL GAS & ELECTRIC SAFETY

NATURAL GAS

New/Continuing Program:

The Pipeline Public Awareness Program (PPAP) educates the general public and other key stakeholders – such as emergency officials, local public officials and excavators – in how to prevent, recognize and respond to possible leaks in natural gas pipelines. It seeks to raise public awareness of many important subjects including, but not limited to:

- the presence of buried gas pipelines,
- the Call Before You Dig one-call system,
- the National Pipeline Mapping System (NPMS),
- best practices for safely responding to natural gas pipeline incidents
- the dangers of carbon monoxide
- meter set & regulator vent clearances.

National Grid partnered with its utility public safety awareness consultant, Culver Company, to develop and deliver electric and natural gas safety information in support of this and other public safety initiatives. While the baseline objective includes exceeding the requirements of the federal Natural Gas Pipeline Public Awareness regulations (API RP 1162/49 CFR Parts 192 and 195), compliance alone falls short of National Grid's broader vision and goals for promoting safe and healthy communities.

Nearly 20 years ago, the energy industry developed RP 1162 for increasing public awareness of the risks associated with pipeline operations and incident response. National Grid has expanded upon these minimum requirements to create a deliberate system of rules, practices and processes that has positioned us to be the industry leader in utility public safety awareness communications and training.

Starting in 2015, the company initiated a transformative strategy for pipeline public awareness. This strategy integrated the company's utility public safety awareness and damage prevention programs into a comprehensive and cohesive messaging platform designed to save lives, reduce injuries, prevent incidents, mitigate risk, and enhance the overall value of National Grid and its services for all stakeholders. By 2018, Public Awareness Program team members were partnering closely with the company's Damage Prevention managers to better coordinate messaging, increase awareness, reduce incidents, and impact bottom-line results such as the reduction in third-party damage.

In 2019, National Grid expanded this joint outreach and engagement strategy, enhancing the impact of the company's safety and damage prevention messages, and conducted detailed evaluations that helped inform the company's ongoing initiatives. National Grid distributes pipeline public awareness safety materials primarily by mail, focusing on the following targeted stakeholders: excavators, emergency officials, public officials, and the affected public along National Grid's transmission pipeline rights of way (ROW).

The company's ongoing PPAP effectiveness research efforts confirm that these stakeholders continue to prefer direct mail as a channel to receive the company's public awareness safety messages. Decision-makers at targeted stakeholders for the excavator, emergency officials, public officials and portions of the transmission IMP/ROW mailing were selected by address, name and/or job title. Stakeholders were identified by compiling various list sources and using Standard Industrial Classification (SIC) codes (including proprietary SIC code extensions) to define company types in conjunction with GIS mapping. The SIC codes used to develop these mailing lists are in line with industry best practices for identifying companies most likely to be involved in utility incidents.

As a standard practice, these SIC codes were reviewed by National Grid personnel to ensure accuracy. For reaching the affected public, we leveraged geographic information system (GIS) data of the company's gas pipeline system to identify these stakeholders for the IMP/ROW mailing. Messaging Our outreach materials include the key messages required by RP 1162, such as:

- identification and recognition of pipeline markers and pipeline rights of way
- use of a one-call notification system prior to excavation
- damage prevention warning information
- possible hazards associated with unintended releases of natural gas
- physical indications of a possible release and the steps to be taken for public safety in the event of a natural gas release
- procedures to report such an event to emergency officials and the utility
- information about vegetation management best practices and awareness to keep rights of way clear.

Multilingual Outreach

All mailers were distributed in English. However, we include a highlighted message in Spanish, Portuguese, French, Italian, Vietnamese, and Russian where relevant, instructing readers to translate the important safety information for non-English speakers.

Baseline Pipeline Public Awareness Activities

In 2020, National Grid delivered public safety awareness information to:

- 109,478 excavator organizations in the distribution service counties
- 4,638 emergency officials in the distribution service counties
- 8,043 public officials in the distribution service counties
- 455,367 affected public located near the company's natural gas transmission pipelines.

Overall Outreach Schedule National Grid's Baseline PPAP outreach in 2020 followed the schedule outlined in the tables below:

Mailing Date Outreach Audience Definitions Quantities Mailed:

Stakeholder – Excavators July 30,2020

Outreach distributed directly to excavators in all counties with National Grid gas distribution.

New York – TOTAL 59,241

Long Island - 24,924

New York City – 16,584

Upstate - 17,733

Excavators organizations were mailed a company-branded poster-mailer that included a detachable visor card. Both contained natural gas safety information.

We identified stakeholders using SIC codes and compiled lists within the counties where the company has natural gas facilities. Specific SIC codes were determined using general categories based on the requirements in RP 1162, as well as SIC codes recognized to be in line with industry best practices for identifying companies most likely to be involved in utility incidents.

We mailed a projectable random sample of 1,571 mailers via First Class Mail to determine deliverability. Based on the return of 141 mailers, we project that approximately 91% of National Grid's excavator mailers were delivered to targeted addresses – which is within national averages.

Stakeholder – Emergency Officials November 17, 2020

Outreach distributed directly to emergency officials in all counties with National Grid gas distribution.

New York – TOTAL - 2,360

Long Island - 649

New York City - 376

Upstate – 1,335

Emergency officials were mailed a branded public awareness informational flyer and letter. We used SIC codes and compiled lists to identify emergency officials in counties where National Grid has natural gas facilities. Specific SIC codes were determined based on an analysis of the requirements in RP 1162

We mailed a projectable sample of 536 mailers via First Class Mail to determine deliverability. Based on the return of 26 mailers, we project that approximately 95% of National Grid's emergency official mailers were delivered to targeted addresses – which is above national averages.

Stakeholder – Public Officials November 17, 2020

Public officials were mailed a branded public awareness informational flyer and letter. We used SIC codes and compiled lists to identify public officials in counties where National Grid has natural gas facilities. Specific SIC codes were determined based on an analysis of the requirements in RP1162.

We mailed a projectable random sample of 536 mailers via First Class Mail to determine deliverability. Based on the return of 23 mailers, we project that approximately 96% of National Grid's public official mailers were delivered to targeted addresses – which is above national averages.

New York – TOTAL - 4,051

Long Island - 1,146

New York City - 444

Upstate - 2,461

Stakeholder – Transmission IMP/ROW December 16, 2020

Outreach distributed directly to all RP 1162 Stakeholders - includes residential and business addresses, places of congregation, excavators within 660 feet of the centerline* of National Grid's gas transmission pipeline as well as emergency officials and public officials in counties with transmission pipelines.

New York- TOTAL – 437,093

Long Island - 84,801

New York City - 305,045

Upstate (*Oswego County only, transmission buffer zone was 1,000 feet from the centerline) - 47,247

National Grid mailed a four-page brochure to 455,367 transmission IMP/ROW stakeholders. Stakeholders for this mailing were identified using GIS analysis of National Grid's transmission pipelines.

All residential and business addresses within 660 feet of the pipeline were included, except in Oswego County, New York, where addresses within 1,000 feet of the pipeline were used due to the increased pressurization of the transmission pipeline in that area. In addition, National Grid sent this mailing to residential and business addresses located within 660 feet of our Liquefied Natural Gas (LNG) facilities. Specialized GIS analysis was used to identify the physical location of these assets to ensure stakeholder identification. We used SIC codes for Places of Congregation.

Residences, businesses (including excavators) and Places of Congregation in the identified areas were sent the mailing. Emergency and public officials in counties with National Grid transmission or distribution pipelines were also included in this mailing.

We mailed a projectable random sample of 2,492 mailers via First Class Mail to determine deliverability. Based on the return of 147 mailers, we project that approximately 94% of National Grid's transmission IMP/ROW mailers were delivered to targeted addresses – which is above national averages.

Ongoing Continuous Improvement Activities Data-Driven Continuous Improvement National Grid regularly researches the effectiveness of our outreach communications. Our independent research helps evaluate the reach, appeal, clarity and understandability of our public safety messages; measure impacts on behavior change; and identify opportunities for continuous improvement. We also participate in joint research projects through the Northeast Gas Association.

National Grid 2020 Public Official Safety Mailing - RP 1162 Research-Based Improvements
National Grid's 2020 Public Official safety mailer incorporated significant changes to text and graphics in five areas.

These changes, designed to enhance the impact of the mailer and recall of critical natural gas safety information among its recipients, are based on findings of the 2019 National Grid Public Safety Awareness Study of Public Officials.

1. To improve recall of several measures National Grid takes to ensure public safety and service reliability, we repositioned them within the text.
2. To improve recall of gas leak warning signs, we enhanced the four-square photo array by adding labeling, modifying the photo caption and replacing a photo of an almost universally recognized sign with one less familiar to respondents.

3. To boost awareness of National Grid's efforts to train first responders in natural gas emergency plans and procedures, we added graphics and text on this subject.
4. To increase awareness of the National Pipeline Mapping System (NPMS), we added the NPMS logo and provided guidance on the Pipeline Information Management Mapping Application.
5. To encourage public officials' awareness and usage of their local emergency operations plans (EOPs) for natural gas pipeline incidents, we added an icon to draw attention to this topic and the need for regular EOP review.

Because our research showed excellent recall of the appropriate responses to a gas leak, we refrained from altering that information, except for a minor clarification.

In addition to these research-based efforts, we expanded the mailer's cast iron pipeline safety tips to align with National Grid's cast iron gas main encroachment prevention program.

Proof points – Research Based Improvements – Public Officials

National Grid 2020 Emergency Official Mailing- RP 1162 Research-Based Improvements
National Grid's 2020 Emergency Official safety mailer incorporated significant changes to text and graphics in four areas.

These changes, designed to enhance the impact of the mailers and recall of critical natural gas safety information among their recipients, are based on findings of the 2019 National Grid Public Safety Awareness Study of Emergency Officials.

1. To reinforce the strictures against using water to suppress a natural gas fire, we added a photo with a red danger symbol, rearranged text and reinforced the dangers of this tactic.
2. To improve recall of gas leak warning signs, we enhanced the four-square photo array by adding labeling, modifying the photo caption and replacing a photo of an almost universally recognized gas leak sign with one that was less well-recognized.
3. To improve recall of several measures National Grid takes to ensure public safety and service reliability, we repositioned them within the text and enhanced information about the National Pipeline Mapping System (NPMS).
4. We used graphic treatment and repetition to ensure respondents understand they must NEVER close underground pipeline valves and should only turn off gas atservice meters or appliance supply lines.

In addition to these research-based efforts, we added information about liquefied natural gas (LNG) transport and distribution and how to access National Grid's emergency response plans.

Proof points – Research Based Improvements - Emergency Officials

National Grid 2020 Excavator Mailing - RP 1162 Research-Based Improvements

National Grid's 2020 Excavator safety mailer incorporates significant changes to text and graphics in four areas.

These changes, designed to enhance the impact of the mailer and recall of critical natural gas safety information among its recipients, are based on findings of the 2019 National Grid Public Safety Awareness Study of Excavators.

- 1.** To reinforce the requirement to call both 911 and National Grid in the event of a natural gas emergency, we highlighted this information in four different spots on the mailer and moved or removed graphic elements to emphasize its importance.
- 2.** To improve recall of gas leak signs, we heightened the visibility of this element by increasing photo and text size, adding explanations and a photo caption to the photo array, and enhancing the graphic treatment with more dramatic color choices.
- 3.** On the poster, we added the explanation that turning off engines or generators can ignite leaking gas, and on the visor card, we emphasized “do NOT turn off engines” to increase recall of this gas leak response tip.
- 4.** To increase recall regarding not operating pipeline valves or stopping the flow of gas, we made each concept a stand-alone tip and added a photo of a taped-off gas pipe with a prominent danger logo.

In addition to these research-based efforts, we expanded the mailer's cast iron pipeline safety tips to align with National Grid's cast iron gas main encroachment prevention program.

Proof points – Research Based Improvements – Excavators.

National Grid 2020 Affected Public Mailing - RP 1162 Research-Based Improvements

In 2020, National Grid's Affected Public safety mailer incorporated significant changes to text and graphics in six areas.

These changes, designed to enhance the impact of the mailer and recall of critical natural gas safety information among its recipients, are based on findings of the 2019 National Grid Public Safety Awareness Study of the Affected Public.

- 1.** To improve the public's access to National Grid's gas emergency phone numbers, we enlarged the tip on this topic. We also reworded this tip to encourage recipients to save this number in their phones.
- 2.** To reinforce awareness of National Grid's many initiatives to protect the public, we added bolder type for the introduction to this section and strengthened the language regarding training emergency responders. We also added a photo in this location of a National Grid employee talking with a firefighter in the field.

3. To improve recall of dead or dying vegetation and other signs of a gas leak, we labeled the photo array and reworded the photo caption.
4. To improve recall of which devices to avoid using in the vicinity of a gas leak, we added a photo; highlighted information with graphic elements, text treatments and additional color; and called out the relevant sentence in a text box.
5. To improve recall of the need to notify National Grid in the event of a gas leak, we inserted “call **911** and **National Grid**” into the photo caption on this topic, putting both in bold text and in a different color.
6. To increase awareness of National Grid’s need for clear access to pipelines, we used bold type to emphasize the public’s role in preventing encroachment in pipeline rights-of-way.

We added information to the Affected Public mailers. All mailers now direct the public to call the appropriate gas emergency phone number if they encounter cast iron pipe when digging, and for Massachusetts and Rhode Island, we added guidance about notifying National Grid well in advance when excavations are expected to encounter cast iron gas mains. We also referenced aboveground pipelines and other facilities on all mailers and added information on LNG transport to the New York City and Long Island Affected Public mailers.

Please see Appendix C for complete Research Based Improvements results.

Data-Driven Continuous Improvement

National Grid regularly researches the effectiveness of our outreach communications. Our independent research helps to evaluate the reach, appeal, clarity and understandability of our public safety messages; measure impacts on behavior change; and identify opportunities for continuous improvement. We also participate in joint research projects through the Northeast Gas Association.

In 2020, National Grid accomplished the following:

- **Generated Approximately 1.5 Million Proactive Safety Touchpoints Among Stakeholders.** This includes all Baseline and Supplemental outreach efforts, mail as well as digital, during the calendar year.
- **Expanded our Employee Engagement Strategy.** We developed and made available to all employees a pipeline public safety awareness stakeholder engagement Business Management Strategy that outlines our long- and short-term goals and tactical objectives. We also initiated an employee public safety awareness newsletter, noting that each employee’s contribution is essential in helping National Grid achieve our goal of safely operating our systems and delivering value at every level.
- **Continued High-Touch Educational Outreach.** Leveraging effectiveness results and stakeholder marketing research results, we continued to target areas posing the greatest risk. These included:

- **Maintaining Enhanced Frequency of Baseline PPAP Mailings.** Continuing our strategy initiated in 2018, National Grid doubles annually the frequency of the Baseline Public Awareness mailings among excavators, emergency response officials, local public officials and members of the affected public. Our research findings demonstrate that increased frequency improves reach, understandability and recall.
- **Cast Iron Pipeline Encroachment Communications.** We developed and distributed a public safety brochure that helped increase awareness among public officials and excavators of the need to take special precautions when working near cast iron natural gas lines.
- **Damage Prevention “Tips of the Trade” email series.** We designed and distributed via email informational “Tips of the Trade” eNewsletters to excavators. These newsletters provided an additional communications and feedback channel focused on public safety awareness and damage prevention messaging. Topics included how to safely respond when a pipeline is damaged; when and how to report damaged utilities; how to work safely around cast iron pipelines; a summary of safe digging laws by local jurisdiction; and an alert to excavators about safe-digging checklists we created and posted online. We distributed 64,000 “Tips of the Trade” emails in 2020.
- **811 Pandemic Notifications.** In response to the 2020 COVID-19 pandemic, we prominently posted on our e-*SMARTworkers* website the reminder to avoid delays by clearly pre-marking excavations sites and requesting locates with as much lead time as allowed by the local jurisdiction.
- **Cross Bore Safety Awareness.** Reaching out to plumbers, drain cleaners, equipment rental companies and local sewer districts, we continued to promote awareness of the potential for cross bores in sewer lateral.
- **Long Island Demolition/Renovation Damage Prevention Awareness.** We distributed focused public safety awareness messaging and outreach in Long Island, where damage there demands a greater need to promote hazard awareness among excavators and other stakeholders. The program involved additional outreach to Landlords and Property and Permitting Officials, and Contractors involved in demolition and renovations using direct mail, email and web channels.

First Responder eLearning Program

Throughout the year, National Grid actively promoted the eLearning program among professional and volunteer agencies as well as to individuals in the firefighting, law enforcement and emergency medical response communities. This included promoting the site through traditional and digital advertising, social media, email and direct mail. We also rebranded and modified the eLearning website to work seamlessly on all digital devices.

In 2020, the site generated more than 31,000 individual page views.

By the end of 2020, 12,117 stakeholders had registered for the eLearning program. Of these, 6,152 stakeholders had completed the natural gas pipeline public safety awareness program, and 5,640 stakeholders had completed the electrical public safety awareness program. Those who completed the programs were issued Certificates of Completion.

Our award-winning eLearning site appears here: <https://firstresponder.ngridsafety.com/>.

Additional outreach to emergency response officials included creating seven Utility Public Safety Awareness eBulletins, which we distributed via email and posted on the first responder eLearning site. eBulletin topics included how to effectively and safely respond to car/pole accidents; key response strategies for natural gas explosions; an overview of natural gas distribution systems; key response strategies to natural gas leak alarms from residential methane detectors; ventilation precautions when responding to high concentrations of natural gas; key response strategies to downed power lines; and key response strategies associated with natural gas odors in residential structures, including strategies for responding to activated residential methane detectors.

Natural Gas Public Safety Education for Long Island Schools

On February 7, 2020, National Grid distributed its Energy Explorer classroom educational program to elementary and middle schools in the Long Island gas service territory by mailing an educational mailer to 6,323 local educators.

On November 13, 2020, National Grid mailed another educational mailer to 13,404 educators. Energy Explorer is a long-standing National Grid program that provides information for use in classrooms that helps teachers, students and families understand:

- how electricity and natural gas services are provided to the community
- the use and value of these services
- how to prevent, recognize and respond to a possible emergency involving electricity or natural gas.

The program offers written educational materials that teachers can use in their classrooms, including instructional booklets and activity sheets, lesson plans, and pre- and post-tests that help enhance science, health and language arts curriculums while also promoting gas safety messages, exceeding the requirements of RP 1162. The program also includes a variety of Internet resources for teachers, students and parents at www.ngridenergyworld.com.

The objective involved providing schools on Long Island with additional natural gas pipeline public awareness messaging, including information about pipeline markers used to help locate transmission pipelines, the Call Before You Dig one-call system, possible signs of a natural gas pipeline leak and steps to take in case of a possible natural gas emergency.

2021 Goals

- Proactively anticipate and respond to changing market, regulatory, financial and environmental conditions through research and by developing safety awareness initiatives that align company's goals to the demands of a dynamic environment.
- Enhance collaboration among jurisdictional teams to maximize the effectiveness and beneficial impacts of our prevention-oriented pipeline safety – public awareness programs and provide in-depth support for regulatory and management initiatives at federal, state and local levels, as required.
- Support the company's enhanced Strategic Pipeline Safety Management System, which is aligned with the API's RP 1173, which provides operators with safety management system requirements.
- Leverage our public safety awareness and damage prevention initiatives including the establishment of Damage Prevention Hubs to create a strategic advantage that enhances the company's reputational brand value and safety among all stakeholders — customers, employees, regulators and investors.

National Grid's goal includes maintaining our market leadership in utility public safety awareness and stakeholder engagement throughout the industry as well as in our service territory and the northeastern United States. This necessarily includes engaging internal as well as external stakeholders in our vision, values, policies and procedures associated with promoting a safety awareness culture.

Outreach during the COVID-19 pandemic

Liaisons continued their support of the Pipeline Public Awareness stakeholder engagement per RP1162 outreach by connecting via email and in telephone follow-ups with various stakeholder groups. They provided information regarding the eLearning training for First Responder, provided assistance when needed.

811 Pandemic Notifications. In response to the 2020 COVID-19 pandemic, we prominently posted on our *e-SMARTworkers* website as a reminder to avoid delays by clearly pre-marking excavation sites and requesting locates with as much lead time as allowed by the local jurisdiction.

We continued to reach out to stakeholders with direct mail, emails and advertising campaigns.

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

ELECTRIC SAFETY

New/Continuing Program:

In addition to supporting the public awareness requirements of RP 1162, the 2020 Excavator/Third- Party Contractor/Tree Worker Public Safety Outreach Program

included:

- Saving lives
- Reducing injuries
- Complying with local and federal safety regulations
- Reducing claims arising from incidents involving utility assets, and
- Increasing the value of the utility and its services to the communities served by the utility.

On an annual basis, National Grid distributes public safety information to excavators and third-party contractors via direct mail, email, and the Internet in its service area. The outbound messaging includes key communications requirements for RP 1162 Pipeline Public Awareness.

When combined with the utility's other outreach activities, the impact of this outreach creates overlapping and repeated natural gas pipeline and electrical hazard awareness messaging among key stakeholder audiences throughout the year. The frequency and repetition of National Grid's public awareness messaging is key. It increases the likelihood of instilling a culture of prevention and safety among excavators, third-party contractors, and general businesses that may come into contact with the utility's natural gas pipeline and electric power line infrastructure.

1.0 CONTRACTOR OUTREACH METHODOLOGY

National Grid has partnered with the Culver Company to provide the outreach materials to third-party contractors and tree workers. The Culver Company utilizes an outreach methodology that was developed with the assistance of numerous electric, natural gas and dual-commodity utilities and feedback from other industry participants, such as regulators and AEGIS. This approach involves developing customized educational materials that contain unique hazard-awareness and incident-prevention content and distributing them to at-risk contractor organizations, including tree workers.

Also, in alignment with the utility's RP 1162 commitments, the materials included natural gas pipeline public safety awareness information. Key messages included 811/Call Before You Dig damage prevention messaging, recognizing the warning signs of a natural gas leak, and responding safely to natural gas emergencies.

Decision-makers at targeted organizations were selected by name and/or job title within National Grid's service area. Culver Company identified the audience by compiling various list sources and using Standard Industrial Classification (SIC) codes to define company types. All SIC codes used to develop the mailing lists are in line with industry best practices and have been reviewed by utility claims and risk department personnel for thoroughness and accuracy.

1.1 Excavator/Contractor Outreach Methodology

The methodology Culver Company used has been tested and employed by utilities throughout the United States. It involves the following activities:

- **Mail Public Safety Outreach Materials:** Culver Company sends via U.S. mail a printed informational piece designed to promote prevention while also notifying excavators and other third-party contractors of the hazards associated with working around underground and overhead utility assets.

The document includes specific recommendations for working safely around these assets as well as an offer for free utility hazard awareness training material. This outreach is designed specifically for at-risk contractor demographics and tested for usage among the target group.

Distribute Safety Kits: The outreach mailer offers a free, more in-depth safety kit to contractors upon request. The safety kits contain additional worker safety booklets, posters, DVDs, and/or safety visor cards. In 2020, the Safety Kit included the following:

- 20 Contractor Beware dual commodity booklets – 15 in English and 5 in Spanish, 20 Worker Beware Visor Cards
- Worker Beware combination gas and electric DVD, in English or Spanish (the customer chooses the language).
- The video is broken into manageable, scenario-specific training modules that contain utility-related safety information:
 - Introduction: Electric & Gas Safety Basics (5 min.)
 - Digging & Excavating (14 min.)
 - Ladders & Long Tools (8 min.)
 - Cranes & Heavy Equipment (8 min.)

Presenter's notes and slide show presentation for use during training sessions.

Trainer's guide that provides trainers with information necessary to run an effective natural gas pipeline/electric power line hazard awareness training session.

These kits contain information that is consistent with the messaging requirements of RP 1162.

In 2020 we identified 18,329 at-risk excavator/contractors and 3,548 tree workers in the New York service area. The primary steps involved in list development for at-risk audiences are as follows:

- Leverage utility claims data to identify at-risk audience segments
- Select targeted audience members using 4, 6, and/or 8 digit SIC codes
- Source contact information from multiple data providers, such as D&B, InfoUSA, trade associations, local licensing boards, and the utility's own lists
- Compile and remove duplicate contacts
- Correct mailing addresses using NCOA and CASS
- Verify the list by analyzing subsets of the addresses mailed to using a combination of First-Class mail, telephone verification, and email verification

Culver Company acquired mailing lists from numerous list resources including D&B and InfoUSA, which are among the leading resources for business information. After acquiring these SIC-generated mailing lists, Culver Company identified and removed duplicate addresses, and generated a final list of excavators and third-party contractors who would receive the outreach.

Excavation company/contractor types that received this mailing include the following categories:

- Construction, repair, and dismantling services Single-family Housing Construction
- Residential Construction, Not elsewhere classified Operative Builders
- Industrial Buildings and Warehouses
- Nonresidential Construction, Not elsewhere classified Highway and Street Construction
- Bridge, Tunnel, and Elevated Highway Water, Sewer, and Utility Lines
- Heavy Construction, Not elsewhere classified Plumbing, Heating, Air-conditioning
- Painting and Paper Hanging Electrical Work
- Masonry and Other Stonework Carpentry Work
- Roofing, Siding, and Sheet Metal Work Concrete Work
- Water Well Drilling Structural Steel Erection Glass and Glazing Work Excavation Work

- Wrecking and Demolition Work Installing Building Equipment
- Special Trade Contractors, Not elsewhere classified Signs and Advertising Specialties
- Marine Cargo Handling
- Marinas
- Hardware
- Cranes, construction
- Cranes, industrial
- Hardware stores
- Outdoor Advertising Services
- Heavy Construction Equipment Rental
- Equipment rental and leasing, Not elsewhere classified
- Industrial truck rental
- Garage facility and tool rental
- Lawn and garden equipment rental
- Rental store, general
- Shipping container leasing
- Sign rental
- Stores and yards equipment rental
- Tent and tarpaulin rental
- Tool rental
- Work zone traffic equipment (flags, cones, barrels, etc.)
- Labor contractors (employment agency)
- Lettering and sign painting services
- Crane and aerial lift service
- Tank repair and cleaning services
- Waste cleaning services
- Nautical repair services
- Trade school
- Contractors' association
- Construction management

In addition, Culver included with this mailing the addresses of those third-party contractors who participated in the program in previous years. The addresses of these contractors are integrated into the final mailing list before the outreach is distributed to the U.S. Post Office.

1.2 Excavator/Contractor Messaging

The hazard awareness messages for the Excavator/Third-Party Contractor Public Safety Program were developed with input from utility subject matter experts, professional contractors from the targeted group, and safety trainers.

Three core message types were developed and conveyed:

- Hazard Awareness Messaging
- Messaging to Gain Contractor Involvement in the Program
- A Free Offer for Additional Training Material

Each is described below.

Hazard Awareness Messaging

The training materials involved in this program include the following broad hazard awareness messages:

- How to prevent accidents involving overhead power lines
- How to prevent accidents involving natural gas pipelines
- What to do if equipment comes into contact with a natural gas line Additional safety information for heavy equipment and crane operators

This messaging is consistent with Pipeline Public Awareness messaging needs of RP 1162.

These messages include the following key components:

- Look out for overhead power lines Call Before You Dig/811
- Stay at least 20 feet away from overhead power lines (also, however, be aware of special recently- updated OSHA clearance requirements for derricks and cranes operating near high voltage overhead power lines)
- Use a spotter when operating heavy equipment
- Before excavating, request a locate and learn the American Public Works Association color codes for locating underground utilities (the outreach includes a brief reference guide)
- Emergency procedures if you contact a natural gas pipeline
- Emergency procedures if you contact a power line
- To report an emergency, call 911 and National Grid

Messaging to Gain Contractor Involvement with the Materials

Every contractor identified on the mailing list is encouraged to request additional materials, and the key messages used to encourage requesting this material include the following:

- Prevent injury and death among employees
- Lower insurance premiums
- Prevent OSHA fines
- Reduce worker compensation costs
- Avoid lawsuits and property damage
- Decrease worker days lost
- Improve worker productivity and morale
- Enhance the bottom line

Free Offer for Additional Training Materials

National Grid invites recipients of the material to request additional hazard awareness training materials to share with their employees, free of charge. This offer is stated with a clear call to action: order

materials using a pre-paid business reply card, a fax, or an online form.

1.3 Tree Worker Outreach Methodology

The outreach methodology for the tree worker program is similar to the process used for excavators and contractors, drawing upon industry standards for public safety outreach developed and utilized by numerous utilities across the country. These steps involve:

- Mail Public Safety Outreach Materials: National Grid provided tree workers with baseline safety information, along with an offer to provide additional safety training materials to those organizations that need it – free of charge, courtesy of National Grid.
- Distribute Public Safety Kits: National Grid also offered tree workers free safety training materials. Safety Kits included additional utility safety booklets, posters, DVDs, and/or safety visor cards. (As described above).
- Maintain an Informational Contractor Safety Website: National Grid directed tree workers to the contractor safety website,

e-SMARTworkers, which is described in more detail above.

1.4 Tree Worker Messaging

The hazard awareness messages for at-risk tree workers were developed with input from utility subject matter experts, professional contractors from the targeted group, and safety trainers.

Core message types are described below.

Outreach Messaging: The outreach safety messaging included the following points:

- Maintain a 10-foot clearance from power lines when tree trimming
- Be extra cautious around downed power lines
- Carefully inspect a worksite for power line hazards before starting, and clearly mark power line locations with appropriate signs, safety cones, and the like
- Stay safe by using OSHA-approved tools and work procedures
- Regularly train workers in power line safety
- Know what to do if equipment touches a power line
- Know how to recognize a natural gas pipeline leak
- Know what to do if equipment comes into contact with a natural gas pipeline
- Emergency response information (call 911 and National Grid immediately)

This messaging is consistent with the Pipeline Public Awareness messaging needs of RP 1162 because it includes gas pipeline safety information relevant to tree workers involved with tree planting and tree stump removal.

Messaging to Gain Tree Worker Involvement with the Materials

Tree workers were encouraged to request additional materials, and the key messages used to encourage requesting this material include the following:

- Prevent injury and death among employees
- Lower insurance premiums
- Prevent OSHA fines
- Reduce worker compensation costs to Avoid lawsuits and property damage
- Decrease worker days lost
- Improve worker productivity and morale
- Enhance the bottom line


Free Offer of Safety Materials


Without charge, National Grid invites recipients to request additional hazard awareness training materials to share with employees. This offer is stated with a clear call to action: order materials using a pre-paid business reply card, a fax number, or an online form.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

1.0 AT-RISK THIRD-PARTY CONTRACTOR & TREE WORKER OUTREACH

On [May 22, 2021](#), National Grid distributed the public safety outreach to the following segments in the New York Service Area.

Audience	Outreach Materials	Quantity Mailed
At-Risk Contractors	<p>Self-mailer with detachable poster (to be hung at the target company) and visor card (to be kept in the vehicle). The poster covers the use of cranes and derricks in construction, call before you dig, and dig safely, and what to do in case of emergency.</p> 	18,329

Tree Workers	<p>Self-mailer with detachable poster (to be hung at the target company) and visor card (to be kept in the vehicle). Information is specific to tree workers who work near power lines—clearance requirements, use of spotters, and what to do in case of a power line contact.</p> 	3,548
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- National Grid distributed printed information containing overhead and underground safety educational content to 21,887 at-risk third-party contractors and tree workers in the New York service area. The outreach encouraged contractors to request additional safety materials as needed.
- National Grid has received 414 requests from these contractors for more safety information—a 1.9% response rate, which is above the national average for similar public safety programs. As of this writing, contractors continue to submit requests for National Grid-branded electrical and natural gas safety information.
- To date, National Grid has distributed safety information for as many as 38,918 at-risk third-party contractors and tree workers. Of these
 - 21,887 public safety awareness posters were distributed by direct mail
 - 17,041 additional information items were distributed as a result of fulfilling requests for additional materials

The following materials were distributed to contractors in the service area:

- 6,210 Contractor Beware® books, English
- 2,070 Contractor Beware books, Spanish
- 8,280 Worker Beware® bilingual visor cards
- 413 Worker Beware DVDs, English
- 68 Worker Beware DVDs, Spanish

National Grid also maintains a companion safety website, *e-SMARTworkers*, where excavators, crane operators, and other at-risk contractors can review hazard awareness materials and streaming videos. The Internet website's resources include:

National Grid generated 940-page views in 2020 on its public safety website for contractors. Visiting contractors have access to the following training resources:

Safety Education Modules

- *Dig Safely!* demonstrates safe digging practices, covers the basics on locator marks and tolerance zones, and who to contact in case of a utility line contact
- *Look Up and Live!* contains vital information for staying safe around power lines
- *Excavation Safety Tips and Tools* offers safety check lists and one-call system wait times by jurisdiction
- *Demolition/Renovation Safety* promotes awareness of the need to properly and safely disconnect natural gas service for demolition and major renovation projects

Worker Beware Video—streaming video content, in English and Spanish, that demonstrates real life applications of electrical and natural gas safety work practices

Damage Prevention Videos—award-winning streaming content that promotes 811/Call Before You Dig and explains hand-digging techniques that protect underground utility lines and prevent property damage, injury or death

Case Studies—true stories about contractor job site mistakes involving electricity and natural gas

Training Quiz—an online test for jobsite safety

- An interactive training quiz that allows workers to test their understanding of the principals of working safely around natural gas pipelines and electric power lines.
 - Case studies with true stories of utility incidents so that workers can learn from the mistakes of others.
 - Additional resources for trainers, available in English and Spanish:

Trainer's guide

Safety slide show for presentation, with presenter's notes

Online order form to request additional training materials, free of charge, for their employees.

2.0 SUPPLEMENTAL AT-RISK WORKER INFORMATION

Contractor Outreach	NY
Third-Party Contractors Mailed to	18,329
Tree Workers Mailed to	3,548
Requests for Public Safety Materials	414

Materials requested	17,041
All public safety materials in circulation	38,918

Contractor Materials Requested	NY
Contractor safety booklet, English	6,210
Contractor safety booklet, Spanish	2,070
Contractor safety visor card	7,420
Tree Worker safety visor cards	860
Contractor safety DVD, English	413
Contractor safety DVD, Spanish	68
Totals:	17,041

Contractor Website Page Views	940
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Goals for 2021:

In addition to supporting the public awareness requirements of RP 1162, the goals of National Grid's 2021 Excavator/Third-Party Contractor Public Safety Outreach Program will include:

- Saving lives
- Reducing injuries

- Complying with local and federal safety regulations
- Reducing claims arising from incidents involving utility assets, and
- Increasing the value of the utility and its services to the communities served by the utility.

How Priority Was Set:

National Grid's internal outreach plan and public awareness requirements of RP 1162

Description of 2021 Program: (see guidance document regarding program elements to include)

National Grid will continue to distribute public safety information to excavators and third-party contractors via direct mail, email, and the Internet in its service area. The outbound messaging will include key communications requirements for RP 1162 Pipeline Public Awareness.

When combined with the utility's other outreach activities, the impact of this outreach will create overlapping and repeated natural gas pipeline and electrical hazard awareness messaging among key stakeholder audiences throughout the year. The frequency and repetition of National Grid's public awareness messaging is key. It increases the likelihood of instilling a culture of prevention and safety among excavators, third-party contractors, and general businesses that may come into contact with the utility's natural gas pipeline and electric power line infrastructure.

Energy Explorer's Educational Program:

National Grid continues to partner with Culver Company, LLC, via the *Energy Explorers* program to deliver free, safety educational materials made available to teachers for classroom use throughout National Grid's territory.

The materials include:

- Written educational materials that can be used in the classroom. These include instructional booklets and lesson plans that teachers use to supplement and enhance their classroom science, health, and language arts curriculums.
- Internet resources, which are freely available to anyone, such as:
 - a) Educational videos that can be watched online (streaming video)
 - b) Educational flash games that students can play at home or at school
 - c) Informational web pages for teachers, students, siblings, parents and guardians
 - d) Additional online teachers' guides and student worksheets

- Electronic newsletters distributed twice during the school year to help increase awareness of the utility’s free classroom curriculum materials as well as to directly promote pipeline public awareness and incident prevention and public safety among educators and their students.

Summary of 2020 Results:

In the 2020 program year, National Grid school outreach initiative produced the following results:

- Provided (energy efficiency/electrical safety/natural gas safety) education to 82,791 students in grades K-8.
- Realized a targeted teacher penetration rate of approximately 3% — of the 62,011 teachers invited to participate, 1,603 took part in the program.
- Produced a minimum of 413,953 brand impressions throughout the service territory, positively associating National Grid brand with energy efficiency, environmental sustainability, electrical and natural gas safety, and ethical community behavior.
- Attracted 33,000 unique visitors to the Energy Explorer website, generating more than 86,444 page views.
- Collected opinion and satisfaction data endorsing the program from 176 stakeholders, including the following key points:
 - a. 90% of teachers agree that the National Grid-branded materials are valuable in helping them teach students.
 - b. 92% agree the materials are written and illustrated in a way that connects with students.
 - c. 89% encourage their students to discuss the information learned from National Grid’s school outreach program with others, such as friends and family.
 - d. 90% agree that the information provided by National Grid in the outreach program benefits students for years to come.

Goals for 2021:

The upcoming school year will be a challenging year as we continue to provide educators with the resources needed in a hybrid learning environment. With the start of the 2020 fall semester, Culver will continue to coordinate with educators to resume the distribution of National Grid-sponsored educational materials. Culver Company will continue to target teachers and principals in grades K-8 schools located in National Grid’s New York service area (NIMO Electric, NIMO Gas, KEDNY & KEDLI), as defined by the ZIP Codes provided

by National Grid. Teachers are selected by name or job title using national databases that are dedicated to maintaining educator marketing information and services.

In addition, contact information of educators who participated in previous National Grid school programs will be added to this list. Names and addresses are compiled; duplicates removed, and malformed or incomplete mailing addresses are corrected using NCOA and CASS.

We continue to encourage National Grid employees to advocate for safety with the creation of the Leading with Safety Ambassador program. There are safety presentation kits for classroom use. The kits are available for employees to request via the “Energy Explorer” employee pages, that offer four kits that include two age levels and two booklet options. Each kit includes 25 pre-assembled student bags containing the materials. The scratch-and-sniff mercaptan cards include National Grid’s updated gas emergency phone numbers.

How Priority Was Set:

Priority set based on past performance and educator response to program materials.

Description of 2021 Program:

The 2021 educational safety program will deliver a comprehensive natural gas public awareness, electrical safety, sustainability (energy efficiency and renewable energy) and ethics outreach and education program to educators, students and students’ families throughout the energy company’s service territory via its Energy Explorer program.

The objectives of the Energy Explorer educational outreach program involve demonstrating National Grid’s commitment to its customers, the community and the environment.

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

2021 Outreach & Education Plan with 2020 Results

NATURAL GAS EXPANSION

New/Continuing Program:

NIMO ELECTRIC: N/A

NIMO GAS: Continuing programs until 04/01/2021

KEDNY: N/A

KEDLI: N/A

2020 Results, Evaluation, and Feedback:

NIMO ELECTRIC: N/A

NIMO GAS: 100 new services and 14,000 feet of main goals were not reached. UNY acquired 69 new services and 7,338 feet during CY2019. Due to increased work volume, NEP projects rolled into CY2020.

KEDNY: N/A

KEDLI: N/A

Goals for 2021:

NIMO ELECTRIC: N/A

NIMO GAS: 100 new services & 14,000 feet of main

KEDNY: N/A

KEDLI: N/A

How Priority Was Set:

NIMO ELECTRIC: N/A

NIMO GAS: Based on regulatory/corporate goals

KEDNY: Based on regulatory/corporate goals

KEDLI: Based on regulatory/corporate goals

Description of 2020 Program:

(see guidance document regarding program elements to include)

NIMO ELECTRIC: N/A

NIMO GAS: Account Managers in Gas Connections UNY are personally working with NY Weatherization Agencies and communities to help meet the regulatory goals. Also now including incentives for Oil Conversion Program resulting in conversion customer receiving rebates up to \$7,500.

KEDNY: N/A

KEDLI: N/A

Measures to Evaluate the 2020 Program:

NIMO ELECTRIC: N/A

NIMO GAS: UNY Neighborhood Expansion Program - 100 new services & 14,000 feet of main.

KEDNY: N/A

KEDLI: N/A

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

2021 Outreach & Education Plan with 2020 Results

SERVICE INTERRUPTIONS Storms/Emergencies

New/Continuing Program:

Continuing Program: Public Awareness Program

FY2021 (April 2020 to March 2021) Results, Evaluation and Feedback:

The nature of major storms and service interruptions is that they demand readiness at all times. National Grid communications teams were prepared year-round and published or updated a vast amount of material that included press releases, safety brochures, IVR messaging, customer emails and text messages, as well as outreach on social media and our websites.

SUMMARY OF 2020 RESULTS AND LESSONS LEARNED

Provide detailed evaluation in Appendix C

Across upstate New York, materials were deployed during the following events:

- **May 15, 16, 2020 – Severe storm activity in eastern New York.**
- **May 29, 30, 2020 – High winds in eastern New York.**
- **July 3, 2020 – Lightning, high winds across eastern New York.**
- **July 10, 2020 – Underground cable repairs in Buffalo.**
- **August 4, 5, 2020 – Damaging wind and heavy rain in eastern New York**
- **October 7, 2020 – High winds and storm in central NY.**
- **October 7, 8, 9, 10, 2020 – High winds and storms in eastern New York.**
- **November 13, 15, 16, 2020 – Rain and high winds across western New York.**
- **March 1, 2, 2021 – High winds across central and eastern New York**

In New York City and on Long Island, the storm season in FY2021 was generally quiet for our downstate New York customers and did not require storm-related communications to customers and media.

Goals for 2021 (FY2022; April 2021 to March 2022)

As we have in previous years, National Grid will continue to advance its customer and community-centric approach to emergency response communications; one that explains to stakeholders as early as possible about preparations that the company has made to keep energy flowing to them. Information also will be shared about preparations that our stakeholders should make for impending storms. To accomplish this, National Grid uses a variety of paid, owned or earned channels to reach customers and communities before, during and after storms.

In summary, National Grid will continue to adhere to our Emergency Response Plan and:

- Tell a complete story that begins with preparation work being undertaken up through and including details about restoration activity.
- Continue to deliver proactive important content through a variety of channels.
- Share information across various departments as we focus on coordination, collaboration and consistency.

HOW PRIORITY WAS SET

Priority was set across the company by tapping expertise in various departments including Operations, Emergency Planning, Safety, Marketing & Customer Outreach, Customer Service, Consumer Advocacy, Customer and Community Management, Government Relations and Regulatory Affairs.

In addition, throughout FY2022, in accordance with our Emergency Response Plan, National Grid's communications teams are committed to honing our communications strategy as it pertains to storms and emergencies by spending a significant amount of time training, reviewing and collaborating to ensure that the plan – when needed – is properly executed.

A major component of proper execution relies on alignment of our Emergency Response Plan requirements. In addition, all departments that are involved with emergency response reviewed our Emergency Response Plan and in recent months have participated in virtual storm drills that included municipal emergency response leaders. Other information-sharing sessions included internal, virtual meetings with representatives from various departments to share information and discuss details of each individual role, their responsibilities, potential areas of improvement and how we all can work together during a service interruption.

Description of 2021 (April 2021 to March 2022) Program:

The effectiveness of the company's proactive outreach in upstate New York is achieved through a tightly coordinated process that includes the following:

News Releases: In accordance with our Emergency Response Plan, our upstate New York media team writes, circulates for review/approval, and distributes storm-related press releases. Our messages focus on hardest-hit counties, safety messages, field force status, storm damage, restoration progress, priorities and estimated restoration times, and dry ice locations when applicable.

News releases also are distributed widely within National Grid and to key stakeholders, including New York Public Service Commission. The releases are made available to our social media team for message publishing on various social media platforms, to our customer communications team for use in direct customer emails, to the Customer and Community Management team to share with managed accounts and during municipal leader calls, and to our Customer Contact Center, which uses them as an interactive voice response telephone messaging update and talking points for call center representatives.

Media Availability: Media representatives remain available at all times for in-person/on-camera, web-based and telephone interviews. These live and taped interviews can include crew locations for media to film or photograph restoration progress. They also actively engage with reporters via social media.

Customer Emails and Text Alerts: Depending on the severity of the event, customers can receive personalized emails with information about restoration status, how to report outages and how to stay connected to National Grid during a storm. Emails include safety tips that pertain to generator use and downed power lines. When applicable, locations of dry ice and bottled water distribution sites are included. Text messages urge storm preparation and include information about how to remain cautious near downed power lines. A link for how to report outages also is included.

Distributing information on websites: During a storm National Grid updates web banners and “Outage Central” webpages with the latest information that includes safety tips, restoration progress, outage reporting tools and phone numbers.

At our “Outage Central” site, <https://www.nationalgridus.com/Upstate-NY-Home/Default>, outage maps display outage status and when available, indicate estimated restoration times. On days when National Grid distributes dry ice and bottled water, these locations are highlighted on the National Grid outage map.

Customer interactions: During service interruptions, National Grid tracks and responds to customer conversations beyond normal business hours as necessary. We also track real-time customer engagement, activity and sentiment about our storm digital outreach efforts. Critical information gathered by this team is immediately escalated to our Customer Contact Center, operations, community liaisons and communications teams for response as necessary.

Stay Connected Campaign: For the eighth consecutive year, we also are continuing our “Stay Connected” campaign, which is designed to share safety tips and other information with customers ahead of the winter storm season.

Our outreach is focused on driving customers to a landing page www.ngrid.com/connect, where they can opt into the digital channel of their preference (social media, email, mobile app, text messages, etc.). In addition, customers will be driven to sponsored Facebook posts that amplify key storm safety and preparedness messages.

Measures to Evaluate the 2021 (April 2021 to March 2022) Program:

Measures being employed to continue tracking program success will include measuring engagement and growth across all digital channels:

- Email – Audience size and open rate
- Text – Text program enrollments
- Social Media – Facebook: engagement rate, sentiment, audience fan size; Twitter: customer thank you rate, sentiment, audience follower size
- Web Site – User satisfaction, page visits and views

Measuring engagement and response on an ongoing basis will ensure we apply lessons learned in real-time to ensure the most effective delivery of information to customers.

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

2021 Outreach & Education Plan with 2020 Results

SPECIAL NEEDS CUSTOMERS

This section includes messaging and communication efforts for a variety of special needs customers including Elderly, Blind and Disabled, medical hardship/Life Sustaining Equipment users, and consumers with Limited English Proficiency.

The Company has 2 programs in this section, Consumer Advocacy and Customer Call Center in regard to working with our special needs customers.

New/Continuing Program:

NMPC ELECTRIC:

NMPC GAS:

KEDNY:

KEDLI:

Our Consumer Advocacy team serves income eligible and vulnerable New York households through a comprehensive approach that allows us to meet customers' and communities' individualized needs. We work closely with local community and social agencies.

Our main goals for 2021 are to continue to identify and assist low income and vulnerable customers who may be experiencing financial hardship. We will continue to leverage our relationships and knowledge of our agency partners to cooperatively find new and better ways to identify and serve the customers that need us the most. We will ensure that our low income and special needs customers receive all internal and external programs and services they are entitled to received, which will assist them in meeting their financial needs. The effects of COVID-19 (on our customers) is staggering, and it is more important than ever that we assist these customers who have never needed assistance before, finding and educating them are critical.

This engagement will be accomplished by new initiatives which will include:

- Virtual "Refreshed" Financial Literacy Webinars in English and Spanish
- A Consumer Advocacy Newsletter to our agency partners

Our ongoing initiatives which include (Some initiatives will resume in person when appropriate):

- The promotion of the Energy Affordability Program (EAP) which may include: Incorporating the Energy Affordability materials into all outreach. Identifying new segments of low-income customers and developing unique treatment paths correlated to their needs.
- "Advocates in Action," our grassroots initiative where National Grid Consumer Advocates continue to maintain their successful grassroots customer outreach and education where they partner with low-income senior housing facilities, human service agencies, and veteran's organizations in an effort to work one-on-one with customers in their local community agencies and look for new opportunities to

partner. (Will continue in person when appropriate).

- Customer Assistance Expos: Expos provide customers an opportunity to work with National Grid Consumer Advocates one-on-one and provide them with a way to learn about other available low-income programs. Expo participants include local departments of social services – SNAP (food stamps) and Temporary Assistance, health-care providers, housing assistance agencies, food banks and pantries, EmPower NY representatives, veteran organizations, Catholic Charities, Salvation Army, senior services organizations, etc. (Will continue in person when appropriate).
- Financial Literacy Workshops where we teach: Basic budgeting, tips for decreasing expenses, the breakdown of the utility bill, share programs and services and discuss customer rights. (Refreshed the content and converted to virtual webinars).
- Presentations and table events: National Grid consumer advocates provide customers with basic energy education and energy saving tips to assist them in reducing their energy consumption; they also educate and provide options such as deferred payment agreements and budget billing – explaining how bill payments are leveled for ease of payment. (Will continue in person when appropriate).
- Internal and external referrals and lists: Customer referrals from our Contact and Collections Centers. Internal customer lists of potential special needs or newly identified low income customers. Advocates perform outbound calls to prospective HEAP and Emergency HEAP customers to encourage their participation in the program. Advocates assist customers with HEAP program information, qualifications, how to apply and where to apply.
- Community agency customer referrals: Assist customers that are referred by agencies
- To continue working with internal and external partners.
- Consumer Advocates attend monthly in person agency meetings to keep abreast of what is going on in their regions. (Attend virtually if held).
- To leverage the use of demographic information and Consumer Advocacy resources to optimize the management of protected class customers.
- A Day in the Life: Advocates are hosting internal stakeholders at one-on-one customer events to bring awareness. (Will continue in person when appropriate).
- Emailing UNY agencies and new agencies with our contact information, brochures and materials on topics such as: Consumer Advocacy contact information, Consumer Advocacy, Billing & Payment Options, Medical Emergency and Life Support Programs, Operating a Generator, CO2 information, etc.

Continuously evaluate our programs and modify and expand them ensuring they demonstrate

- Meaningful improvements in the general welfare and performance of protected class customers.

NMPC ELECTRIC:

NMPC GAS:

Summary:

Due to COVID-19 restrictions, no Expo's were scheduled. March 2020 – March 2021 has been unprecedented due to COVID-19, which restricted our “normal” in-person outreach and educational events.

NMPC

- March 2020 - Consumer Advocates worked with 462 agencies in Upstate NY and provided over 750 **posters to promote the National Grid Consumer Advocacy** program.
- June & July 2020 – UNY Consumer Advocates held **Income Eligible Webinars** for customers (June 159 signed up and 69 attended; July 508 signed up and 231 were in attendance).
- September 2020 – Consumer Advocate in partnership with the Food Bank of Central NY and other caring community advocates assisted in delivering **Senior Care Packages** to over 30 sites in Oswego for distribution. The care packages totaled 1,965.
- December 2020 – UNY Consumer Advocates conducted **Winter Presentations to agencies** across UNY.
- Started in January 2021 - present – Syracuse Consumer Advocate in partnership with the Samaritan Center has been holding virtual weekly one-on-ones with customers needing account assistance. The customers use a computer supplied by the Samaritan Center to meet with the advocate in person/virtually.

KEDNY

KEDLI

- June & July (two webinars) 2020 – NYC and Long Island Consumer Advocates held **Income Eligible Webinars** for customers (June 50 signed up and 30 attended; July 508 signed up and 231 attended; July 1,320 signed up and 636 attended).
- June through December – Conducted presentations to various internal departments about the role of the Consumer Advocate and how they help both internal and external customers.

NMPC

KEDNY

KEDLI

- January 2021 – NYS Consumer Advocates held an **Income Eligible Webinar in Spanish** for customers (482 signed up and 93 attended).
- January 2021 – NYS Consumer Advocates held an **Income Eligible Webinar in English** for customers (3,793 signed up and 989 attended).

KEDNY

- January 2021 – Virtual Town Hall for public officials in partnership with National Grid’s Customer and Community team where Consumer Advocates shared information about programs and services – advised on what we have done, what we are doing, and the support we offer to both our agencies and customers.

Summary of 2020 Results and Lessons Learned:

FY 21 – April 2020 – February/March 2021

- 44,359 – Households Assisted
- 203 – Outreach and Educational Events
- 0 – Expos
- 0 – Financial Literacy Classes

This was an especially difficult time with COVID-19, we learned that we had to find new and creative ways to connect with our customers and agencies. And we will continue to strive to find new ways and topics that are pertinent for our customers.

We are especially proud of the **Income Eligible webinars** the teams have held in June, July, for our separate regions and in January we teamed up to hold these webinars for NYS and added a webinar in Spanish. We have NYS webinars planned in March in English and Spanish. These webinars provide important information to our customers on Parker Mosely, the “new” NYS Find Services tool, the Home Energy Assistance Program (HEAP), Consumer Advocacy, the Energy Affordability Program (EAP), Fuel Funds, Budget Billing, Flexible Payment Plans, large print bills, Income Eligible Energy Efficiency Programs, Scam Awareness to name a few topics.

Each Advocate also conducted **Winter Presentations to their non-Department of Social Service agencies** starting and December - February this idea was born out of many agencies telling our Consumer Advocates that they were working at home and felt disconnected. We felt if we educated them well, it would expand our reach. Topics included: Consumer Advocacy, the “new” NYS Find Services tool, Parker Mosley, the Home Energy Assistance Program (HEAP) with specific details on how and where customers can apply, income guidelines, Regular HEAP, Emergency HEAP, Domestic Electric Emergency HEAP, HEAP’s Heating Equipment Clean & Tune, HEAP’s Heating Repair and Replacement, HEAP’s Cooling Benefit, Energy Assistance for Veterans, Energy Efficiency – the Weatherization Assistance Program and NYSEERDA’s Empower NY, and fuel funds.

Consumer Advocacy has taken the lead in partnership with internal National Grid Departments such as Collections, Low Income teams, and our Call Centers to hold various **calling campaigns** to Elderly, Blind, Disabled Medical Emergency and Life Support where we call to offer assistance and apprise these most vulnerable customers on programs and services that are available as well as calling out to customers that received Regular HEAP last year and not this year and customers that received Regular HEAP this year and have disconnect notice criteria to apprise them about Emergency HEAP.

We are finding ways to reach out customers and agencies during this pandemic:

In September, a Consumer Advocate in partnership with the Food Bank of Central NY and other caring community advocates assisted in delivering Senior Care Packages to over 30 sites in Oswego for distribution – this campaign took the place of a popular senior fair. The care packages totaled 1,965.

In November, Consumer Advocates in NYC and Long Island participated in Thanksgiving food pick up events where they shared vital information about Consumer Advocacy, programs and services all while handing out groceries to make a Thanksgiving meal.

In January, a NYC Consumer Advocate participated in a Virtual Town Hall for public officials in partnership with National Grid's Customer and Community team where our Consumer Advocate shared information about programs and services – advised on what we have done, what we are doing and the support we offer both our agencies and customers.

Starting in January, in Syracuse, we are partnering with Samaritan Center to provide virtual weekly one-on-one's with customers. Samaritan Center purchased computers with web cam capabilities that customers can use so they can see our Consumer Advocate as they work together.

Our Long Island Advocates are planning to participate in a virtual customer event, Virtual Community Organization's Fair, to talk about our programs and services at the Brentwood Library in English and Spanish to highlight our programs and services hoping to reach vulnerable populations – customers expected in attendance will be disabled customers, seniors, young families, etc.

Goals for 2021:

NMPC ELECTRIC:

NMPC GAS:

KEDNY:

KEDLI:

Our main goals for 2021 are to continue to identify and assist low income and vulnerable customers who may be experiencing financial hardship – we believe our assistance will more important than ever with so many people struggling due to COVID-19. This will be accomplished by a variety of ongoing initiatives.

To ensure that our low income and special needs customers receive all internal and external programs and services they are entitled to which will enable them to meet their financial needs.

- To continue to find new ways to reach customers during the pandemic
- To continue working with internal and external partners.
- To leverage the use of demographic information and Consumer Advocacy resources to optimize the management of protected class customers.
- To identify new segments of low-income customers and developing unique treatment paths correlated to their needs.

Continuously evaluate our programs and modify and expand them:

- Programs and services are monitored and analyzed to ensure that they remain relevant and effective in meeting the needs of our special needs' customers. Programs that are no longer yielding the expected results are modified and/or eliminated. We are continuously looking to identify new segments of low income/special needs customers and staying abreast of current trends to develop new and progressive ways to assist those in need.

Our Consumer Advocacy program consists of a comprehensive approach that allows us to meet customers' and communities' individualized needs – utilizing the methods below:

Continued Goals/Initiatives

- Households Assisted: Provide one-on-one specialized support to low income and special needs customers via phone counseling - the assistance is tailored to meet the customer's unique needs and to help based on individual circumstances – specialized payment arrangements, referrals to internal and external assistance and low-income programs, educational services, energy reducing tips, and weatherization referrals.
- “Advocates in Action” our grassroots effort that affords the opportunity to work with customers in their local community agencies face-to-face. Additionally, this strengthens and nurtures our partnerships with the agencies we collaborate with – working together to resolve customer issues. (Holding virtually where possible and will continue in person when appropriate).
- Available to participate in outreach and educational events such as table events, community in-service, and group presentations. (Holding virtually where possible and will continue in person when appropriate).
- Continue the promotion of the Energy Affordability Program (EAP) which may include: Incorporating the Energy Affordability materials into all outreach. Identifying new segments of low-income customers and developing unique treatment paths correlated to their needs.

- Hold Customer Assistance Expos to offer customers one-on-one bill assistance and to provide customers a way to learn about other available low-income programs. Expo participants include local departments of social services – SNAP (food stamps) and Temporary Assistance, health-care providers, housing assistance agencies, food banks and pantries, EmPower NY representatives, veteran organizations, Catholic Charities, Salvation Army, senior services organizations, etc. (Will continue in person when appropriate).
- Benchmarking with other utility Consumer Advocates: The objective of the goal is to measure National Grid’s performance in outreach, education, and engagement to low income customers to determine if the Company is functioning as effectively and efficiently as others in the industry. (We will be meeting with NYSEG & RG&E’s Consumer Advocacy team in March or April of 2021).

How Priority Was Set:

NMPC ELECTRIC:

NMPC GAS:

KEDNY:

KEDLI

The priority is set in a way to incorporate many different channels and to seek new channels to reach and work with our vulnerable customers – especially important during these unprecedented times.

Direct referrals by telephone, agency, email, and outbound calling from a list continues to be the most popular and effective way to find, educate and work with at risk customers and agencies to date.

We also have also been engaging our agencies and customers by holding informational webinars during the pandemic.

National Grid’s service territory is comprised of areas that differ demographically. Priorities and strategies differ from region to region based upon these differences. The Consumer Advocates are imbedded in their communities (attending regional agency meetings), and because our Advocacy program has been in existence for many years – most local agencies, as well as DSS/HRA agencies provide direct customer referrals to the Consumer Advocates that are handled over the telephone or by email. The organizations we partner with include but are not limited to food pantries, health care facilities, unemployment job training centers and veterans’ groups at the local, state and federal level. Our Advocates work closely with DSS and HEAP offices across our entire service territory. The relationships we have with our agencies, the on-the-ground approach of the “Advocates in Action” program, the Customer Assistance Expo’s, and phone and email referrals from agencies and customers allows us to directly experience the challenges faced by our low income and vulnerable customers and provides an opportunity to tailor solutions based on their individual needs. Equally important, these campaigns and direct phone/email contact provide us

the ability to work one-on-one with some of our most challenged and isolated customers many of whom have given up trying to pay their utility bills or are living in constant fear of losing utility service and having their family's health and safety placed at risk. Leveraging our partnerships with our agencies creates a depth of knowledge and experience to assist in identifying new segments of vulnerable customers in each region and enables us to continuously improve the development of meaningful solutions and change the priority within different regions throughout the state.

The refresh of our Financial Literacy Program and making it a webinar will offer us the opportunity to bring budget awareness to customers and provide money saving tips as well as explaining the National Grid bill, reviewing and explaining programs and services available and making customers aware of their rights and we are excited to be creating a webinar to replace our in-person class.

Description of 2021 Program:

(see guidance document regarding program elements to include)

NMPC ELECTRIC:

NMPC GAS:

KEDNY:

KEDLI:

We have a staff of 15 Consumer Advocates dispersed across 42 counties and three boroughs in the Company's New York State service territory. The targeted customers may have faced a sudden illness, loss of a job, death of an immediate family member, recent divorce, been a victim of domestic violence or have family members in the military overseas and now the additional customers that will need education and assistance due to being affected by the pandemic. The advocates provide assistance in the form of negotiating deferred payment plans, bill extension programs, balanced billing plans, Medical and Life Support Protections programs, and the Energy Affordability Program. Advocates also help customers with the Home Energy Assistance Program applications. The timeliness of outreach is critical as National Grid's low-income customers compete for HEAP grants as the program works on a first-come, first-served basis.

Our initiatives include:

- The **promotion of the Energy Affordability Program (EAP)** which may include: Incorporating the Energy Affordability materials into all outreach. Identifying new segments of low-income customers and developing unique treatment paths correlated to their needs.
- **"Advocates in Action," our grassroots initiative** where National Grid Consumer Advocates continue to maintain their successful grassroots customer outreach and education where they partner with Departments of Social Service and HRA, low-income senior housing facilities, human service agencies, and veteran's organizations to work one-on-one with customers in their local community agencies and look for new opportunities to partner. (Holding virtually where possible and will continue in person when appropriate).

- **Customer Assistance Expos:** Expos provide customers an opportunity to work with National Grid Consumer Advocates one-on-one and provide them with a way to learn about other available low-income programs. Expo participants include local departments of social services – SNAP (food stamps) and Temporary Assistance, health-care providers, housing assistance agencies, food banks and pantries, EmPower NY representatives, veteran organizations, Catholic Charities, Salvation Army, senior services organizations, etc. (Holding virtually where possible and will continue in person when appropriate).
- **Financial Literacy Workshops** where we teach: Basic budgeting, tips for decreasing expenses, the breakdown of the utility bill, share programs and services and discuss customer rights. (Plan to refresh and hold virtually)
- **Presentations and table events:** National Grid consumer advocates provide customers with basic energy education and energy saving tips to assist them in reducing their energy consumption; they also educate and provide options such as deferred payment agreements and budget billing – explaining how bill payments are leveled for ease of payment. (Will continue in person when appropriate).
- **Internal and external referrals and lists:** Customer referrals from our Contact Centers and Collections in addition to internal customer lists of potential customers in need.
- **Community agency customer referrals:** Assist customers that are referred by agencies
- To continue **working with internal and external partners.**
- Many Consumer Advocates attend monthly agency meetings.
- To **leverage the use of demographic information** and Consumer Advocacy resources to optimize the management of protected class customers.
- **A Day in the Life:** Advocates are hosting internal stakeholders at one-on-one customer events to bring awareness. (Holding virtually where possible and will continue in person when appropriate).

Continuously evaluate our programs and modify and expand them ensuring they demonstrate

- Meaningful improvements in the general welfare and performance of protected class customers.

Call Center – Life Support, and EBD customers:

New/Continuing Program:

NMPC (NIMO) –Outbound Calling Programs

- To Life Support and Elderly, Blind, & Disabled (EBD) customers – Outbound calls for all outages (blue sky or storm):
 - Automated outbound calling to Life Support and Special needs (Elderly, Blind, & Disabled) customers for pre-storm outreach. This type of outreach is done in accordance with our Electric Emergency Response Plan as well as for other significant events such as flooding or unexpected weather-related events.
 - Life support customers are contacted when we receive notification that they have lost power.
- Upfront IVR Messaging for updates and information on special circumstances and programs such as:
 - Budget Billing
 - Home Energy Assistance Program (HEAP)
 - Care & Share
 - Home Energy Assistance
 - Outage status updates

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C.

NMPC:

Results continue to be measured by completed and answered Automated Call Reports, Agent Quality Assessments and Customer Satisfaction Surveys. Anecdotal feedback from customers and Customer Satisfaction scores are also considered.

Goals for 2021:

NMPC:

Continue to support initiatives to meet requirements for the PSC in our Emergency Response Procedures and educating customer on programs across entire service territory.

How Priority Was Set:

NMPC:

Priorities were set based on mandated programs, Emergency Response Procedures and Customer Satisfaction studies.

Description of 2020 Program:

NMPC:

Automated outbound calling to Life Support customers is implemented to make certain that those with Life Support Equipment and Elderly, Blind, & Disabled (EBD) customers affected by an electrical emergency are identified by the Company in a timely manner, given notice to make preparations and to ensure that a regular channel of communication is established in order to monitor their well-being until their electrical service is restored.

Upfront IVR messaging is when messages are recorded and placed on the front of announcements to make customers aware of important information. These messages are updated and changed based on current topics that are driving customer questions and concerns or to educate customers on programs they may be eligible for that would improve their service, provide savings or allow them to better manage payments and bills. (for example)

Life Support Customers: Storm / weather update when inclement weather will be in or near by an area of a life support customer.

NY- Life Support Call Blast 12/23/20 – Due to the snow expected in the region over the next 3 days, we have issued a call blast to all Life Support customers in the West, Central and East regions of Upstate NY, consisting of 3,531 customers.

*This is National Grid with an important message. **Wintry weather, consisting of snow, wind and freezing rain capable of damaging the regions electric system are expected to impact portions of upstate New York over the next few days.** Our records show that an individual who requires medical care or life sustaining equipment is at this address.*

I am contacting you to make sure you and your household are prepared in the event of a power outage.

For the health and safety of you and your family we urge you to consult your local media for more detailed weather information, and to determine if you should consider moving to an alternate location during the anticipated event.

Please contact 911 if you require emergency assistance or your local public safety officials.

If you lose power please contact National Grid at 1-800-460-0316, that's 1-800-460-0316. Please be sure to provide a contact number where you can be reached during the outage.

For additional power outage information, outage reporting, and storm safety information, you can also visit the Outage Central section of our website Ngrid.com. You can also sign up for personalized text message alerts by texting R-E-G to 6-4-7-4-3 that's R-E-G to 6-4-7-4-3.

Thank you for being a National Grid customer.”

NY – Inclement weather from 10/7/2020 storm - Elderly, Blind & Disabled Call Blast Storm Update 10/10/20 – A call blast went out to 9,183 account holders with EBD coding in the Capital region.

National Grid’s eastern New York field force has restored power to 95 percent of the nearly 250,000 customers impacted by the severe storm that caused significant and widespread damage across the region Wednesday. More than 2,700 tree, line and service workers, have been working around the clock to remove uprooted trees, tree limbs, downed wires, and other hazards. Crews have repaired extensive damage to equipment and facilities, including replacing more than 150 poles that were broken as a result of the storm’s devastation.

Among the hardest areas hit counties were Albany, Rensselaer, Saratoga, Schenectady, Columbia and Montgomery.

As we look ahead, with high winds and thunderstorms in today’s forecast, our plan is to hold all of our crews in the area. We will be prepared.

The majority of the 15,000 customers who remain without service are in Albany, Schenectady and Troy. The company has established an estimated restoration time of 9 p.m. for those customers, with scattered isolated pockets and single customer outages restored into Sunday. We appreciate your patience as we work as quickly and safely as possible to ensure all customers are restored.

Example of an on-wait IVR message used to educate customers about the Home Energy Assistance Program (HEAP) during the Heating Season:

To report a gas or life-threatening emergency please remain on the line.

The US Postal service is reporting unprecedented delays due to various impacts associated with the COVID-19 pandemic. Please note that you can view or pay your National Grid bill 24/7 by logging into the My Account tab on the National Grid Website. In addition, our Paperless Billing program offers the faster and environmentally greener convenience of email bill delivery. Consider signing up today!

2 second pause

National Grid remains committed to providing safe and reliable service to our customers, and we are doing our part to protect the communities where we live and serve.

We recognize the impact of the pandemic may result in a change in your family or financial situation and wish to alleviate any concerns about your electricity and natural gas service during this challenging time. Effective immediately, National Grid is temporarily suspending collections-related activities, including service disconnections, to lessen any financial hardship. These policies will be in place through the end of April and we will evaluate their continued need at that time.

As this is an evolving situation, please look for updates and information on our web site at ngrid.com/covid-19, as well as through our social media channels on Facebook, Twitter, and Instagram. Thank you.

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

2021 Outreach & Education Plan with 2020 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 Programs:

NIMO Electric:

National Grid currently operates three Demand Response (DR) programs: the Distributed Load Relief Program ("DLRP"), the Commercial System Relief Program ("CSRP"), and the Direct Load Control ("DLC") Program. All three programs educate and market to customers in the upstate New York territory, incentivizing them to participate in the Company's Dynamic Load Management ("DLM") Programs. In addition, in 2020 National Grid released an RFP to secure resources in the newly introduced Term-Dynamic Load Management ("Term-DLM") and Auto-Dynamic Load Management ("Auto-DLM") programs which will commence for the 2021 Capability Period.

DLM Programs have been operational since 2015 and were created as a direct response to a 2015 mandate from the Public Service Commission ("PSC"). DLRP is a contingency program that is activated for system-critical and emergency-relief situations in the Company's territory, which include distribution-system emergencies wherein stressed electrical equipment may exceed certain limits. DLRP includes both Reservation and Voluntary participants. Voluntary participants do not receive a reservation payment for their participation in the program. There are currently no customers in DLRP. The Company has set all incentives for DLRP to \$0.00 in 2018 to preserve the program if it is required to be re-activated in the future. The Company will not be expanding DLRP in the current territory. This has been approved by the PSC in the March 18, 2019 Order Adopting Program Changes with Modifications and Making Other Findings.

CSRP is a National Grid commercial and industrial focused program that is activated for peak-shaving needs when National Grid's electrical system exceeds 92% of the system-wide 95/5 peak forecast, as defined in the NMPC Tariff. For "Planned Events" the Company provides at least twenty-one hours' notice; this Planned Event may last four hours or more. This program also includes Reservation and Voluntary options for participants. CSRP is a territory-wide program available to customers served from all voltages in Upstate New York.

The Term-DLM Program is a commercial and industrial focused program. Resources are enrolled through a competitive procurement and it is offered system wide. Resources in this program will be

contracted for 3 years or more depending on the RFP specifications. The resources in this program are called to provide Peak shaving benefits.

The Auto-DLM Program is also a commercial and industrial focused program. Resources are enrolled through a competitive procurement and it is offered in locational areas where a load relief need has been identified by National Grid. These resources are contracted for 3 years or more depending on the RFP specifications. This program is called to provide both peak shaving benefits as well as reliability services, and the resources enrolled in this program are offered a premium incentive for responding and participating in events.

The ConnectedSolutions Program

National Grid's DLC Program targets primary and secondary-voltage customers. The program is activated for system-critical situations or for peak shaving purposes. Through this program, National Grid can remotely adjust thermostat settings and/or cycle appliances via a smart plug load control device. The territory-wide **ConnectedSolutions** Program connects existing Wi-Fi thermostats to National Grid's Demand Response Management System ("DRMS").

ConnectedSolutions is available to all electric residential and small business customers served at primary and secondary voltage levels. For all DLC Programs, there is a one-time sign-up incentive payment of \$30 and a \$20 yearly incentive that is payable in the second year of participation for the reduction of load during 80% of called event-hours. Enrollment for this program is supported by National Grid's Online Marketplace and our partnership with EnergyHub.

Behavioral Demand Response

National Grid has also implemented a behavioral demand response ("BDR") program which targets electricity, residential and small business customers in Upstate New York. BDR utilizes educational email alerts to engage customers and entice them to voluntarily curtail load during DR events from June 1 through September 30. BDR messages offer conservation tips to achieve this goal, and invites them to enroll in ConnectedSolutions, National Grid's DLC Program. Curtailment can be calculated after a DLC event and yearly incentive eligibility is calculated after the season ends with assistance of EnergyHub, the Commercial DRMS vendor. While BDR efforts have typically occurred in regions with Advanced Metering Infrastructure ("AMI"), National Grid is looking to test out this program using substation-level data. Substation data may be integrated in EnergyHub's platform to calculate curtailment, but National Grid is currently exploring alternative methods to calculate curtailment as well.

2020 Capability Period Results, Evaluation, and Feedback:

Please see Appendix C

Goals for 2021:

National Grid filed its plans for 2021 in its November 16, 2020 Annual filing. National Grid's overarching goal is to engage residential, commercial and industrial customers who are willing and able to reduce electric load during contingency and/or peak events. Peak events, such as those called for the CSRP and **Connected**Solutions Programs are defined as times of day during which National Grid and/or the NYISO needs electric usage curtailed due to distribution and/or transmission congestion and consequent high wholesale pricing. Contingency events, such as those called for the DLRP, are defined as reduction dispatches called when identified equipment may exceed limitations. Contingency and, in smaller part, peak-shaving programs can help drive down equipment costs especially in identified areas where specific capital expenditures are expected to be deferred.

National Grid filed that it does not intend to expand the DLRP system-wide, but to keep it as a targeted program that is a valuable tool in the system planner's toolbox. As mentioned, incentives for DLRP continue to be set at \$0.00 for the 2021 capability period.

Overall, for the existing Demand Response programs, the Company did not make any significant changes. There were a few operational changes National Grid made to CSRP in 2020, including added flexibility to the DR market participants in response to COVID-19 impacts. National Grid allowed for flexibility in the minimum performance factor and committed load relief, flexible enrollment deadlines, and the delay of any test events until after July 1, 2020¹. In 2021 National Grid will continue to allow provisional participation of customers who have not established communications services prior to the program start date. National Grid has proposed discontinuing the July 1 extended enrollment and capacity commitment adjustment deadline, as well as discontinuing delaying any test events until July 1 for 2021 and onward and is awaiting the DLM order from the commission to determine if this proposal has been accepted to determine the future handling of specific items related to the Order Directing Demand Response Program Modifications on an Expedited Basis.

Future implementation of the DLRP and CSRP will include increased automation of processes through integration with EnergyHub, the addition of vendors that promote and manage administrative aspects of the program as additional constrained areas are investigated and increased targeted DR offerings through coordination with the Company's Non-Wires Alternative ("NWA") and Distribution Planning and Asset Management ("DPAM") teams. Innovation in cost-effective DLM technology presents exciting opportunities for the Company to collaborate with vendors, aggregators, and end-use DR customers to address future electric system needs. Some of these solutions may involve ESS (Energy Storage Systems), fuel cells, backup generation, solar photovoltaic systems, cogeneration, and other technologies as appropriate.

The introduction of Term-DLM and Auto-DLM programs bring new ways to engage National Grid customers. These programs are meant to engage customers long term and provide more certainty with load relief for the Company. National Grid released the RFP for these programs at the end of

¹ "Order Directing Demand Response Program Modifications on an Expedited Basis" (May 14, 2020) (under Case 14-E-0423)

2020, with resources expected to be enrolled and contracted for the 2021 and 2022 Capability Periods. During 2021, National Grid plans to perform more marketing and education around these programs both externally and internally to increase participation since these are new to market programs.

DLC Programs continue to have significant annual growth potential. National Grid will continue to engage residential and small-commercial customers by increasing the number of devices, the number of participants in the programs, and the number of thermostat manufacturers to the program portfolio, particularly through its partnership with EnergyHub. The residential DRMS is integral in increasing customer participation and engagement in DLC programs. Furthermore, other thermostat manufacturers can be integrated through the residential DRMS. The Company continues to investigate the potential for adding additional device types as well to the program portfolio, such as connected pool pumps and/or water heaters in the coming years. There is also a possibility of providing combined incentives with EE collaboration through the addition of these device types. Additions to the DLM Program portfolio have the potential to drive adoption of these technologies and customer engagement in our DLC Programs.

Lastly, National Grid continues to seek more engagement with customers from the existing Small Business Services (“SBS”) Program and the Multifamily Program in Upstate New York in the next year. Both the Multifamily and SBS Program segments are currently underrepresented, and National Grid views these markets as opportunities to increase customer participation within the DLC Programs.

How Priority Was Set:

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 the actions consumers can take to control their energy usage and bills.

In addition, in December 2014 Case Number 14-E-0423 required utilities to develop Dynamic Load Management programs focused on their respective electric distribution systems. Further, Case 15-E-0189 required utilities to expand their CSRPs programs and create system-wide peak shaving/Bring Your Own Thermostat programs. This order established tariff language that governs the National Grid Commercial Load Relief Program, Distribution Load Relief Program and the Direct Load Control Programs.

Description of 2020 Program: The suite of Demand Response Programs described in the above sections intend to engage all customer segments in energy management under the construct of the DLM and ISO Program tariffs. The DLM programs and detailed descriptions are included above in the “New/Continuing Program” section.

RESIDENTIAL AND SMALL BUSINESS BEHAVIORAL DEMAND EMAILS 2020

Sector	Send Name	Email Date	Emails Sent
Residential	20200718July_UNY_BDR_Resi	07/18/20	640,366
Residential	20200719July_UNY_BDR_Resi	07/19/20	639,772
Residential	20200726July_UNY_BDR_Resi_	07/26/20	641,532
Small Business	20200718July_UNY_BDR_SMB	07/18/20	22,611
Small Business	20200719July_UNY_BDR_SMB_	07/19/20	22,521
Small Business	20200726July_UNY_BDR_SMB_	07/26/20	22,513

BDR Season Email Costs

- List Management: \$975.00
- Campaign Deployment Event (2 versions x 3 events): \$5,250.00
- Email Sends (1,989,315): \$10,941.23
- TOTAL COST: \$17,166.23

Measures to Evaluate the 2021 Program:

Measures to evaluate, as part of the 2021 Program include:

- Tracking enrollments
- Measurement and evaluation of load reductions during tests and events for all programs
- Measuring program costs against benefits and determining BCA for all programs
- Evaluating demand reductions for new devices and new enrollments
- Measuring participation and opt out rates against weather, frequency of events and other criteria

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

2021 Outreach & Education Plan with 2020 Results

WINTER HEATING SEASON

The winter program should include information for consumers about managing energy bills and staying safe. Topics can include bill management, disconnection of service, energy conservation tips, weatherization, furnace inspection, zone heating, preventing carbon monoxide emergencies, etc.

New/Continuing Program:

NMPC ELECTRIC:
NMPC GAS:
KEDNY:
KEDLI

The Home Energy Assistance Program (HEAP) outreach program will continue and includes a series of call blasts, bill inserts, and IVR messages. The Collections and Consumer Advocacy teams made and continue to make outbound calls to HEAP eligible and potential HEAP eligible customers to educate them on HEAP and Emergency HEAP and how to apply.

Credit & Collections continues to follow the special procedures during cold weather periods set forth in HEFPA; and does not terminate residential customers when the temperature is below 32 degrees. National Grid also reinstates a deferred payment agreement or offers a new minimum payment agreement once all HEAP has been exhausted. During the COVID-19 pandemic we have discontinued service termination for non-payment, we are sending a disconnect notice awareness letter and not a traditional shut off notice and are offering more lenient repayment options as well as following Parker Mosley guidelines.

Summary of 2020 Results and Lessons Learned: Provide detailed evaluation in Appendix C

N/A
NMPC ELECTRIC:
NMPC GAS:
KEDNY:
KEDLI

Goals for 2021:

Consumer Advocates will continue to be present in various HEAP offices across the state to assist customers with bill payment options including budget billing, referrals to low income programs (internal and external), payment agreements and energy saving tips. (These activities will resume when it is permissible).

Credit & Collections continues to ensure that specific guidelines are followed before residential accounts and commercial accounts serving residential living quarters are disconnected for non-payment which includes attempts to contact the customer at least 72 hours before any intended termination. These attempts are in the form of outbound calls and field visits (will resume when permissible). The purpose of providing this additional notice is to determine if the customer will suffer impairment as a result of their heating service being interrupted. We do not terminate residential customers when the temperature is below 32 degrees.

In addition, once National Grid receives notification of a HEAP benefit, we either reinstate a deferred payment agreement or offer a new minimum payment agreement once all HEAP benefits have been exhausted. During the COVID-19 pandemic we have discontinued service termination for non-payment, we are sending a disconnect notice awareness letter and not a traditional shut off notice and are offering more lenient repayment options as well as following Parker Mosley guidelines.

How Priority Was Set:

NMPC ELECTRIC:

NMPC GAS:

KEDNY:

KEDLI

Description of 2021 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.)

NMPC ELECTRIC:

NMPC GAS:

KEDNY:

KEDLI

National Grid will continue to leverage events and sponsorships, social media, and billing messaging, including a dedicated gas safety newsletter, to distribute information and educate customers on Winter related themes such as health and safety, storm preparedness, energy and money saving tips, billing and payment options, etc. (Events have been on pause during the pandemic).

Unusual market conditions require close monitoring to determine the appropriate channel for the type of customer impacted on a case-by-case basis.

Since the beginning of 2014, National Grid has engaged in Outreach & Education efforts to address customers concerns regarding high winter bills. These efforts include press releases, customer emails, bill messaging, web and social media messaging among others.

2021 Outreach & Education Plan with 2020 Results

COVID-19 (Coronavirus)

This section should include outreach and education measures you are taking regarding how you are conducting your outreach events; to ensure the safety of your employees and customers. Indicate any changes you may have made to your outreach processes.

New/Continuing Program:

Is this a new outreach program for 2020 or a continuation of an existing program?

This is a new outreach program for started for FY 2021 (April 2020 through March 2021), necessitated by the COVID-19 pandemic.

Full Program Year 2020 Results (evaluation and feedback):

Was this outreach program successful?

Were there lessons learned that should be applied to 2021?

The outreach program thus far is considered successful, based on the following examples from a snapshot in time:

- Customer sentiment metrics rose by a minimum of 5ppts from FYE 20 (April 2019 through March 2020) to FYTD 21 (April through July 2020) across each of the NY regions. This is outlined further in the Customer Sentiment section of the report.
- Payment agreement promotions have had a direct impact on increased enrollment, with more than 8,000 customers entering into agreements in May and June, and nearly 8,000 signing up for July (as of July 26).
- With the COVID Campaign across NYS we generated 27,058,719 impressions and 158,173 visits to the National Grid website; Additionally, for the Bill Help complementary campaign we generated 14,383,109 impressions and 34,306 visits to the National Grid website.

For lessons learned, the organization agreed that frequent and timely communication surrounding COVID-19 impacts and solutions must continue throughout the remainder of the year and into 2021.

Goals for 2021:

What are some of the challenges dealing with COVID -19, Coronavirus?

What is the purpose of this communication program?

What is the utility trying to accomplish this year?

The biggest challenge surrounding coronavirus is the working in a constant state of uncertainty with fluctuations in transmission rates and timing surrounding regional openings. With this uncertainty in mind, and the need to be agile with customer communications to fit the situation at hand, in March/April of 2020, we established the following customer communications goals to ground us:

- Stay connected with our customers through a proactive and segmented comms strategy focusing on their needs.
- Help our customers maintain their bill health with bill assistance programs and energy savings.
- Reinforce our commitment to deliver safe and reliable energy.

In 2021, we will remain committed to these primary goals, and will adjust as the severity of pandemic evolves, and the resulting impact on customers.

How Priority Was Set:

Were there guidelines in place to help you overcome challenges of COVID -19, Coronavirus?

Was this program mandated by the Commission?

If not, what prompted the development of this program (customer feedback, new educational opportunities, etc.?)

Our communications program was developed in house based on customer feedback, in accordance with guidance provided by the Commission.

We established a Lifecycle Communications Strategy with stages that allow flexibility in the response, as well as the health and safety of our employees and customers. The stages were as follows:

- March 15 – Onset of crisis -- The crisis started to impact the U.S. National Grid established an ICS response team and started planning for upcoming changes that would affect customers, employees and communities, including pausing collections activities.
- March 30 – Initial reactive action -- The company formally reacted to the crisis by communicating and implementing changes to protect and support its employees, customers and communities. Changes included pausing non-essential service work, necessitating non-essential employees to work from home, requiring PPE on service calls and for employees required to go to work locations and educating customers on health and safety measures, including scam awareness.
- April to December – Ongoing mid-crisis -- The uncertainty and instability of the crisis continued. More information was available, and the company moved from a reactive response to a proactive response to address specific customer, employee and community needs.
- Looking ahead:
- January to March 2021 – Wind down and prepare to resume new normal' activities -- The crisis starts to wind down, vaccines are becoming available and administered and the company proactively prepares to plan and implement new changes to serve and support employees, customers, and communities as business starts to normalize and entering the new normal.
- End March to May 2021 – Funding from the additional stimulus package signed into to law in March 2021 will be sent to customers including additional federal grant dollars added to the Home Energy Assistance Program (HEAP) and the company will continue to raise awareness of that additional help for customer bills.
- TBD – Resume activities -- The crisis will continue to wind down. Customers, employees, and communities will recover and enter a new normal stage. Economic and health constraints will still exist, but plans will be set to overcome them.

Simultaneously, we developed collections stages, to ensure customers are well informed of bill impacts all along the way. We will shift to the next collection phase, in accordance with state regulation.







Phase 0 Awareness & Education	Phase 1 Assistance and Reminders	Phase 2 Resume Collection	Phase 3 Business as Usual
<ul style="list-style-type: none"> • Bill health • Comprehensive benefits outreach • Education and awareness on assistance programs • Energy Savings tips • Flexible payment solutions offered on request 	<ul style="list-style-type: none"> • Missed payment notifications • Partial collection activities based on flexible payment solutions offered to customers • Targeted customer campaigns by segment, sub-segment, commodity and JDX 	<ul style="list-style-type: none"> • Field collections • Dunning calls • Late charges instated • Exception based reprieve offered • Rule based disconnection notices, disconnections and replevins 	<ul style="list-style-type: none"> • BAU collection activities • Disconnections per usual operations

Description of 2020 Program:

We developed a comprehensive and targeted communications campaign to ensure our customers are well informed, as their needs, concerns and expectations evolve in the face of the pandemic.

Target audience

In order to improve communications effectiveness and provide as much helpful information as helpful, we segmented our customer outreach as follows:

Customer Subsegments/ Persona	
Residential (Resi and Income Eligible)	Commercial (SMB and Large C&I)
 <p>First time in arrears A customer that, for the first time, misses one or two monthly payments.</p>	 <p>First time in arrears A commercial customer that, for the first time, misses one or two monthly payments for one or some of its account payments due to the ongoing crisis.</p>
 <p>Regular in arrears A residential customer that misses its monthly payments regularly, independently of the current ongoing crisis.</p>	 <p>Regular in arrears A commercial customer that misses its monthly payments for one or many of its accounts regularly, independently of the current ongoing crisis.</p>
 <p>On-time A customer that has been able to continue paying his/her bill throughout the crisis.</p>	 <p>On-time A commercial customer that has been able to continue paying its bill throughout the crisis.</p>

Key messages

- We recognize that this unprecedented situation may result in financial difficulty and customers may be worried about paying their National Grid bill. If customers need help, there is hope. That's because National Grid has a variety of programs that can help.
 - Extended payment agreements
 - Budget billing
 - Income-eligible rate programs
 - Energy efficiency programs
 - Protections for special needs customers
- To ensure customers impacted financially by the pandemic did not have to worry about having their service disconnected, we suspended all late payment charges for delinquent payments and committed to temporarily suspending all collection procedures and service disconnections. This will help lessen the burden for those struggling to pay, due to work restrictions caused by the pandemic.
 - No late fee charges
 - No collections activity for non-payment
 - No service terminations for non-payment
 - Extended payment agreements

- Reliable, safe service is paramount for National Grid. Balancing that with the added emphasis on personal safety lead us to make a decision to suspend all non-emergency in-home service calls to avoid any unnecessary health risk for both customers and employees.
 - Field employees who are out in public daily have been trained in additional safety precautions and supplied with masks, gloves and hand sanitizer.
 - No in-home service calls
 - Employees supplied with masks, gloves and hand sanitizer
- Providing reliable, safe service is a 24/7 job. We took extraordinary measures to ensure our employees could perform their jobs efficiently and safely.
 - Sequestered employees who work in our systems control rooms
 - Made arrangements for overwhelming majority of employees to work from home, including call center agents
 - Modified work practices to adhere to social distancing, encouraging one person per vehicle when possible
 - Supplied field employees with masks, gloves and hand sanitizer.
- Supporting the communities we serve is very important to National Grid and its employees – especially in times of great need. Throughout the pandemic National Grid has made a variety of corporate donations while our employees have also made contributions to the community on their own behalf.
 - National Grid, through its investors, made a significant contribution by donating more than \$1,250,000 across MA, RI and NY states.
 - National Grid gave \$10,000 to Suffolk County Community College’s COVID-19 Emergency Fund.
 - Employees recovering from COVID-19 donated blood plasma in the hope it helps others
 - Provided 14,000 lbs of food through NYC United Way
 - Hundreds of employees volunteered to serve their communities in countless hours, on company time, through the Grid for Good program.
 - Company donations continue at the State and local level throughout the year.

Outreach Materials & Delivery Vehicles

We used a comprehensive blend of outreach materials and delivery vehicles to communicate with customers, including the following:

- Web – A dedicated web campaign page, ngrid.com/covid-19, was created to house a variety of critical customers information including announcements related to health and safety, service restrictions, collections pause/activities, business resources, and energy efficiency. The web page was promoted on the home page through a web alert, and also on a large banner on the web home page.
- Email – We have sought to send update emails to customers with email addresses on file once every 10-14 days. As the pandemic continued we adjusted the cadence of the email communications to customers. Additional emails were also sent regarding HEAP extensions, missed payment reminders and estimated bill read instructions.
- Social Media – Throughout the pandemic, National Grid has posted frequent and abundant updates to Twitter, Facebook and Instagram.
- Videos – We created a number of educational videos on our YouTube channel and promoted them on social media. Topics included bill help and assistance, field safety, energy efficiency tips, consumer advocacy and reliability.
- Direct Mail – Letters and/or direct mailers were sent to those with no email address on file for the following topics: general coronavirus collections pause and safety, estimated meter reads, and HEAP promotions.

- Outbound Calling Campaigns – Outbound calls were used as one of the vehicles to inform customers on HEAP extensions. Calls were also made to remind customers about missed payments and available bill help.
- IVR – Our upfront message educated customers on the collections pause and bill help options, and promoted our COVID-19 web site. Information about HEAP was also promoted.
- Bill Inserts – Billing inserts promoted bill help options, as well as rate increase deferments in Upstate NY. The billing inserts were included in both paper, and e-bills.
- News Releases – News releases were issued to educate the media and customers on the steps National Grid is taking to protect its employees and customers (such as service changes, promoting scam awareness) and also on bill impacts, such as the collections pause and available bill help options. A news release was also issued to announce donations to 501C organizations.
- Online Advertising – Digital ads ran on HEAP awareness as well as on bill help, covering budget billing and payment options.
- Radio – Radio ads focused on We're Here to Help and Budget Billing & Payment Options.
- Webinars – Our Consumer Advocates hosted a series of webinars with low- to moderate-income customers across the New York service territory to provide information on financial assistance options.

Public and Community Relations

Direct outreach was conducted through various tactics and channels to update local municipalities and elected officials on the efforts taken by National Grid to assist our customers and communities through this difficult time. Direct phone calls, emails, and newsletters were used to communicate throughout the pandemic thus far by our Customer and Community Management and Government Relations teams. In addition, the Jurisdiction team led three virtual meetings with elected officials in Upstate, NYC and LI early on to communicate our commitment to customers and communities. Each meeting had participation from leadership across the business.

Corporate Partnerships

National Grid employees put forth numerous efforts to support others on a local basis throughout the pandemic. Employees have served meals to hospital healthcare and EMS workers, donated food and volunteered time to support local food pantries, served the needy by delivering meals on wheels just to name a few.

The Economic Development team stood up grants in support of local corporations who shifted their normal operations to manufacturer COVID related items such as ventilators, hand sanitizer, and masks.

Additional information: The program description should indicate what information (if any) is supplied to the following:

- *New Customers – are there materials targeted to new customers? Do new customers receive information on this topic outside of the planned distribution to all customers?*
- *Limited English Proficiency (LEP)– describe how LEP populations are identified, whether materials are prepared in other languages and how they are distributed (mailings, events, etc.).*

New customers will continue to receive basic bill pay education.

A translation block is included on all critical communications. The languages included in the translation block are dictated by the census reports, last updated 2015. If there is a population of 20% or more of a particular language in any of our jurisdictions, its included in the translation block. National Grid will utilize the upcoming 2020 census report to determine how to refresh.

All links in email to the information land on our website where translation is available in over 30 languages.

Spanish is available immediately as an option through our IVR. If a customer speaks a different language, our agents will conference in our interpreter service – which can assist customers live in 121 languages.

Measures to Evaluate the 2020 Program:

The outreach program will continue to be measured against the established criteria, and we will add new measures if relevant depending on the course of the pandemic:

- Customer sentiment scores
- Customer feedback
- Payment agreement

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

Please see Appendix B

Material	Distribution Method
COVID emails	Email
Bill inserts	Included with customer bills
HEAP Postcard	Direct Mail
HEAP How to Videos/Social Media Posts	Facebook, Instagram, Snapchat
Bill Help	Radio, Digital Ads, Social Media
Video series including consumer advocates and bill help	YouTube, Website, Social Media
Letters with HEAP application	Direct Mail
Emails HEAP Season 2020-2021	Email
Webinars	Webinar.net platform
Outbound calling	Live calls by advocates
On Bill Message	Bill Message

**National Grid
OUTREACH AND EDUCATION PLAN
2021**

Section 5

Employee Outreach and Education

2021 Outreach & Education Plan with 2020 Results

CUSTOMER SERVICE EMPLOYEE TRAINING

New/Continuing Program:

NEW PROGRAM:

New Employee Training is designed to up skill new National Grid Contact Center employees. The training consists of modules presented through various mediums, including: lecture, demonstration, hands-on, extensive role play, practice and computer-based training. In addition to the Instructor, numerous departments provide Subject Matter Experts to assist with the presentation of the curriculum. When employees graduate to the call center floor, they are provided extensive floor support to ensure their transition into the call center is successful. The goal of the program is to provide the employee with a thorough base knowledge that enables them to effectively answer customer inquiries and provide customer options that will assist in satisfying their concerns. To adhere to COVID safety protocols, all New Employee Training transitioned from in-person to virtual classroom in March of 2020.

NIMO ELECTRIC & GAS:

The Customer Service Agent Training program includes modules related to:

Computer Systems Training: Account access methods and screen navigation, viewing customer and account information (including letters, bills, usages and collection history) Also covered is adding, changing or deleting account and customer information, the meter reading, billing and collection processes are covered in depth.

National Grid NIMO programs and services: Budget/Balanced Billing, Extended Due Date, Income Eligible Basic Service Credit, Third Party Notification, HEAP, Care & Share, Weatherization, Medical Emergencies, Life Support, Language Line, Consumer Advocacy Referral, etc. Includes an emphasis on customers with special needs.

Service Orders and Emergencies: Start and stop service for customers, investigate irregular conditions with a significant emphasis on handling emergency calls (IE. gas odors, carbon, monoxide, electric outages and electric shock, etc.)

KEDNY GAS:

The Customer Service Agent Training program includes modules related to:

Computer Systems Training: Account access methods and screen navigation, viewing customer and account information (including letters, bills, usages and collection history) Also covered is adding, changing or deleting account and customer information, the meter reading, billing and collection processes are covered in depth.

National Grid KEDNY programs and services: Budget/Balanced Billing, Extended Due Date, Income Eligible Basic Service Credit, On Track, Reduced Residential Rates, Third Party Notification, HEAP, Neighborhood Heating Fund, Weatherization, Medical Emergencies, Life Support, Consumer Advocacy Referral, etc. Includes an emphasis on customers with special needs.

Service Orders and Emergencies: Start and stop service for customers, investigate irregular conditions are covered with a significant emphasis on handling emergency calls (IE. gas odors, carbon monoxide, etc.)

KEDLI GAS:

The Customer Service Agent Training program includes modules related to:

Computer Systems Training: Account access methods and screen navigation, viewing customer and account information (including letters, bills, usages and collection history) Also covered is adding, changing or deleting account and customer information, the meter reading, billing and collection processes are covered in depth.

National Grid KEDLI programs and services: Budget/Balanced Billing, Extended Due Date, Income Eligible Basic Service Credit, the Residential Reduced Rate, Third Party Notification, HEAP, Care & Share, Weatherization, Medical Emergencies, Life Support, Language Line, Consumer Advocacy Referral, etc. Includes an emphasis on customers with special needs

Service Orders and Emergencies: Start and stop service for customers, investigate irregular conditions are covered with a significant emphasis on handling emergency calls (IE. gas odors, carbon monoxide, etc.)

CONTINUING PROGRAM:

Continuing Employee Training for existing National Grid employees is designed to provide the employee with reminders about policies, procedures, programs and services, new, updated or seasonally related to address trends brought on by customer questioning, with the goal of satisfying the caller on the first contact. To adhere to COVID safety protocols all Continuing Employee Training for existing National Grid Employees transitioned from in-person to virtual classroom in March of 2020.

NIMO ELECTRIC & GAS: Typically, reminders and updates are presented annually on HEAP, Low Income program changes, Cold Weather procedures, Collection procedural updates, High Bill calls, Listening Skills and handling both Electric and Gas Emergency Order calls, etc.

KEDNY: Typically, reminders and updates are presented annually on HEAP, Low Income program changes, Cold Weather procedures, Collection procedural updates, High Bill calls, Listening Skills and handling both Electric and Gas Emergency Order calls, etc.

KEDLI: Typically, reminders and updates are presented annually on HEAP, Low Income program changes, Cold Weather procedures, Collection procedural updates, High Bill calls, Listening Skills and handling both Electric and Gas Emergency Order calls, etc.

2020 Results (evaluation and feedback):

NIMO ELECTRIC & GAS:

Salesforce, part of the GBE (Gas Business Enablement) initiative, was deployed to new and existing contact center employees in 2020. This tool is designed to be employee-driven while keeping the customers at the center of our decisions. More specifically, GBE enables agents to better serve our customers, enhances end-to-end processes to improve the customer experience, replaces our aging systems so we can operate with improved performance and reduces risks and provides all our employees more visibility to the data and information they need to do their jobs safely and successfully. Training consisted of 16 hours of classroom training that includes step by step system training, standard operating procedure reviews, demos both live and prerecorded, and hands-on time in the tool.

The Training team continues to champion the Quality initiative, known as the Effortless Experience, with the deployment of Ulysses Service Mentor, a self-directed, self-paced interactive call management training, to all existing and new hire contact center agents, with the goal of making every customer interaction easy and convenient. This training entails 12 hours of classroom learning including interactive call simulations to reinforce the 8 call strategy model. This model focuses on the skills needed to strike a thoughtful and often difficult balance to take control of the call, instill confidence in the caller and defuse highly emotional situations.

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Goals for 2021:

NIMO ELECTRIC & GAS:

As champions of the Effortless Experience program, we will continue to partner with the Quality team to integrate the 8 call strategies into all New Employee Programs and reinforce in the Continuing Programs for Existing Employees to continuously drive improvement for both the agent and customer experience.

To improve ease of use of the National Grid website for our customers, several new products will be deployed:

1. The **My Account** (*Unified Web Portal*) product will allow customers to have a single email sign-in to the National Grid Website. Customers will be able to access all their accounts with enhanced self-service transactions anywhere, anytime, and on any device. **My Account** will allow for a streamlined process, improved technology and identical experience for our customers.
2. The **My Business Account** (*Nucleus*) product is a digital portal for a digital portal for our large Commercial and Industrial customers. It provides a seamless, engaging experience along the billing journey, from anticipating their bill through managing usage.

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To continuously drive improvement and efficiency Salesforce, part of the GBE (*Gas Business Enablement*) initiative, designed to be employee-driven while keeping the customers at the center of our decisions, will be deployed to the KEDLI teams. GBE will enable agents to better serve our customers, enhance end-to-end, processes to improve the customer experience, replace our aging systems so we can operate with improved performance and reduce risks and provide all our employees more visibility to the data and information they need to do their jobs safely and successfully.

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Measures to Evaluate the 2020-2021 Program:

CSAT, Aftercall Customer Survey