National Grid Public Communications Plan

Natural Gas Moratorium

Background

In May 2022, the New York State Public Service Commission ("Commission") issued an order establishing a framework and management procedures to be used by gas local distribution companies ("LDCs") when declaring future natural gas moratoriums. The Order outlined process steps for LDCs when issuing moratoria to provide transparency, consistency, and equity for customers, and required the submission of additional customer-focused compliance filings. One such compliance filing is an LDC communications plan that provides, *inter alia*, the LDC's plan for stakeholder engagement, outreach, notifications and communications to customers and local officials, and the distribution of information regarding energy efficiency and alternative forms of energy available within the LDC's service territory.

National Grid³ has prepared the following public communications plan to comply with the Commission's Order and prepare for the possibility of a future natural gas moratorium. The communications plan will complement the notice of natural gas moratorium and the Customer Bill of Rights approved by the Commission. Declaration of a natural gas moratorium, and issuance of the associated communications plan, will be a last resort and only implemented if absolutely necessary.

The communications plan will be guided by the following key principles:

- ✓ **Period of Awareness**. The timing of the notice of moratorium is critical. LDCs must provide adequate notice to customers and stakeholders and help them prepare for the future.
- ✓ **Customer Empowerment.** Customers need the ability to make decisions regarding their service and available energy options.
- ✓ **Targeted Communications.** Frequent communications should be sent to customers most impacted by the moratorium.
- ✓ **Transparency**. Communications should be simple and clearly explain timing and expectations.
- ✓ Maximize Reach. Communications should be made through blended channels (digital and non-digital) and in multiple languages to facilitate ease of access and ensure they are received by a broad range of customers and stakeholders.
- ✓ **Enable Contact Center Representatives.** National Grid will ensure that customer representatives are prepared to answer questions and help customers through a combination of trainings and written materials.

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¹ Case 21-G-0131, Proceeding on Motion of the Commission in Regard to Gas Planning Procedures, *Order Adopting Moratorium Management Procedures* (issued and effective May 12, 2022) (the "Order").

² Order, at 30.

³ Collectively, "National Grid" shall refer to the Brooklyn Union Gas Company d/b/a National Grid NY ("KEDNY"), KeySpan Gas East Corporation d/b/a National Grid ("KEDLI"), and Niagara Mohawk Power Corporation d/b/a National Grid ("NMPC").

Following any future filing of a notice of moratorium,⁴ National Grid will adapt the communications plan to reflect the scope of the declared moratorium situation, customers impacted, languages in which the materials will be made available, frequency of communication with Department of Public Service Staff ("DPS Staff"), and the specific communications materials that will be used – including training materials and call center scripts used during the moratorium – as well as a list of available energy alternatives and incentives/efficiency programs for customers.

Stakeholder Engagement Strategy

National Grid's communications plan will have three main objectives for stakeholder engagement:

1) Provide ample and adequate communications to stakeholders before, during, and after the moratorium⁵

- <u>Before</u> Notice will be provided to regulators, policymakers, elected officials, civic leaders, religious leaders, customers, potential customers, trade organizations, local media and other stakeholders inadvance of the declaration of moratorium. The notice will contain the planned date of the moratorium, affected service area, affected service classifications, and other relevant moratorium-specific factors known at that time.
- <u>During</u> National Grid will maintain clear and consistent communications with impacted stakeholders regarding the timing, scope, and other issues related to the moratorium.
- <u>Conclusion</u> After the moratorium is lifted, National Grid will set expectations for timing of service commencement for both backlogged and new customers.

2) Focus on the customer experience

- National Grid will work with customers to address the moratorium's impact on their homes and businesses.
- Ombudsman A single point of contact will be established for customers and service requests based on their location within the service territory. The ombudsman will reach out to customers concurrently with the Companies' moratorium filing to the Commission to indicate their role as the primary point of contact and provide his or her contact information, including email and phone number, for customer inquiries.
- National Grid will work to demonstrate our commitment to delivering safe, reliable and affordable service, and, once the moratorium is lifted, work with customers to restore service in a smooth and timely manner.

3) Offer helpful options

• Throughout the moratorium process, National Grid will make information regarding alternate energy services such as electrification options, energy efficiency ("EE"), and demand response readily available for impacted customers. Appendix B is a listing of National Grid's available gas EE programs, and Appendix C provides fact sheets, call center scripts, and other forms of communication presently used to provide information to customers regarding available electrification, heat pumps, and EE options. For any future moratorium, similar information will be provided at the time of request and periodically throughout the duration of the moratorium, and may vary depending on the region and available offerings at that time.

⁵ Sample communications and call center scripts that would be used before, during and after a moratorium are provided in Appendix D. These documents are drafts only and would be revised for each moratorium.



⁴ Some aspects of this plan may also be leveraged by KEDNY to respond to customer inquiries once the provisions of New York City Local Law 154, which prohibits certain new gas connections, take effect.

Process Management

Communications processes for the moratorium will be managed through the standardized Incident Command Structure (ICS), with a Public Information Officer (PIO) assigned (likely the Vice President of New York Corporate Affairs). Representatives from the following departments will report to the PIO:

- *Media Relations* cascades information through news media via interviews, news releases, and news conferences (as warranted).
- Strategy and External Affairs communicates with elected officials, policy makers, and civic leaders.
- Strategy & External Affairs along with Customer Account Management—liaises with large commercial and industrial customers, business associations, local elected officials, trade organizations, local community groups and community-based organizations, permitting agencies, and developers; hosts educational forums, such as public information meetings and webinars.
- Regulatory informs and engages with the Commission and DPS Staff.
- Colleague Communications communicates internally with employees.
- Labor Relations liaises with union management.
- *Customer Communications & Marketing* develops customer communications plans and determines distribution plans, produces letters, emails, bill messages, flyers, door hangers, etc.
- Customer Experience & Strategy consults the PIO team on customer feedback and research.
- Digital manages web site, social media, and text messaging.
- Consumer Advocacy works with income-eligible customers and community-based groups and organizations.
- Faith Based Advocate informs and engages with religious leaders and houses of worship.
- Customer Connections works directly with customers applying for service connections.
- Contact Centers manages phone lines, answers incoming customer calls and inquiries, produces phone representative training materials and reference guides.
- Sales & Solutions/Managed Accounts works with managed account customers.
- Office of the President processes escalated complaints and works with DPS Staff.

Stakeholder Communications: Outreach Methods, Media Strategies

National Grid's stakeholder outreach will be conducted at various time periods, and through different forms of media, with the objective of notifying and maintaining communication with municipal officials, local officials, potential developers, and local agencies that may be affected by the moratorium. Outreach will be conducted through a combination of notifications, meetings, webinars, and educational forums. National Grid plans to work with community-based organizations to increase customer engagement and awareness through targeted programming, meetings, and resources that the Companies and these organizations can use to facilitate increased customer awareness and participation. The Companies will also work with affected agencies to establish specialized communications and outreach for LMI and disadvantaged communities, as well as specialized communications for customers with limited English proficiency. The list of potential community agencies National Grid may engage as part of our communications plan is provide in Appendix A. The agencies engaged will depend on the regions impacted by a declared moratorium.

The chart below summarizes, at a high level, outreach milestones and efforts in connection with a moratorium at the following time periods: (1) at the time the moratorium is declared; (2) during the moratorium period; and (3) at the conclusion of the moratorium.



		Before		During		At Conclusion	
		90 days	60 days	30 days	Day 1	During	At Lift
	Regulators (PSC, DPS)	Report status and current outlook via written comms; communicate plan through Day 1 and beyond; incorporate feedback	Report status and current outlook via written comms, changes from last update; communicate plan through Day 1 and beyond. Inc. feedback	Update status via phone calls, meetings with SMEs, emails; re- emphasize plan – including public meetings, webinars, other media outreach; inc. feedback	Update status via phone calls, meetings with SMEs, coordinated messaging / talking points / emails; incorporate feedback	Continue regular cadence of updates via phone, email and in-person; incorporate feedback	Continue dialogue – phone calls, meetings with SMEs, emails; incorporate feedback going forward
	Governor, Policymakers, Civic Leaders, Local Unions	Report status and current outlook	Report status and current outlook, changes from last update	Update: Report status and current outlook, changes from last update; phone call & meetings as necessary	Update status via phone calls, meetings with SMEs, coordinated messaging / talking points / emails	Continue regular cadence of updates via phone, email and in-person	Phone calls, meetings, Customer Connect newsletter, emails
	Mayor, Municipal Officials	Report status and current outlook	Report status and current outlook, changes from last update	Update: Report status and current outlook, changes from last update; phone call & meetings as necessary	Update status via phone calls, meetings with SMEs, coordinated messaging / talking points / emails	Continue regular cadence of updates via phone, email and in-person	Phone calls, meetings, Customer Connect newsletter, emails
	Local Community Groups	Report status and current outlook	Report status and current outlook, changes from last update	Update: Report status and current outlook, changes from last update; phone call & meetings as necessary	Update status via phone calls, meetings with SMEs, coordinated messaging / talking points / emails	Continue regular cadence of updates via phone, email and in-person	Phone calls, meetings, Customer Connect newsletter, emails
Target Audience	Permitting Agencies & Developers	Report status and current outlook	Report status and current outlook, changes from last update	Update: Report status and current outlook, changes from last update; phone call & meetings as necessary	Update status via phone calls, meetings with SMEs, coordinated messaging / talking points / emails	Customer Connect Newsletter, Stakeholder Roundtable Sessions	Phone calls, meetings, Customer Connect newsletter, emails
Target	Business Associations/ Trade Orgs.	Report status and current outlook	Report status and current outlook, changes from last update	Update: Report status and current outlook, changes from last update; phone call & meetings as necessary	Update status via phone calls, meetings with SMEs, coordinated messaging / talking points / emails	Customer Connect Newsletter, meetings	Phone calls, meetings, Customer Connect newsletter, emails
	General Population / Customers/ Media	Messaging on what customers can expect: date moratorium will be instituted, resson/cause, areas impacted, process/deadline and conditions to request service, how the company can help explore alternatives for heating, plan for public meetings, webinars — for distribution via news releases, talking points, fact sheets, maps, FAQs, media briefings, editorial boards, social media, paid hyper- local advertising	Update messaging based on status/current outlook, continue communications campaign distribution channels	Update messaging based on status/current outlook, continue communications campaign distribution channels	Messaging that the moratorium is in effect: No longer taking applications for gas service, areas impacted, impact to existing customers, how the company can help explore alternatives for heating, continue communications campaign distribution channels	Messaging on what the company is doing to lift the moratorium and expected timeline, how the company can help explore alternatives for heating, continue communications campaign distribution channels	Messaging that the moratorium is lifted: whether partial or for the entire area impacted, conditions/process to resume serving customers, process to request service, how the compan, can help explore alternatives for heating, continue communication campaign distribution channels
	Internal Leadership & Employees / Unions / IR	Engage colleague comms with latest messaging; update employees through leadership meetings; IR team briefed	Engage colleague comms with latest messaging; update employees through leadership meetings; IR team briefed	Colleague Comms to build greater awareness of issue and company's position; separate leadership meeting; IR team briefed	Colleague Comms leadership message and/or video to employees; IR team briefed	Colleague Comms leadership message to employees; IR team briefed	Colleague Comms leadership message to employees; IR team briefed

Customer Communications: Outreach Methods, Media Strategies, Bill Messaging, Developers and Trade Partners

The customer communications and methods of outreach required for each moratorium will vary based on service region, customers affected, and other factors specific to the moratorium. National Grid will adjust the target audiences for each moratorium to ensure that our messaging is appropriately tailored to the situation. Notwithstanding, National Grid anticipates the following customer segments will be generally impacted, in whole or part, by a moratorium:

- **General Population** The general customer base in the impacted area, including any members of the general public who may potentially request or apply for serve in the future.
- Green Light Applicants/Customers This category will vary depending on the situation and
 moratorium-specific factors, but will generally include those applicants whose connection requests can
 proceed (ex. projects with approved gas capacity requests; non-peak day loads such as pool heaters,
 generators, etc. if space heating is present; meter reconnections (turn on orders); or tenant changes).
- High Potentials Applicants Through Trade Partners Customers with a high potential to apply for service, but who have not formally applied or inquired about service applications. These customers are typically sent to National Grid through plumbers, builders and real estate companies, commercial property owners and property service companies, other utilities (ex. Consolidated Edison or PSEG). This category may also include non-firm to firm service requests.
- **Inquiries** Applicants who inquire about service, but do not actually apply. These inquiries generally are received by National Grid's Customer Connections, Lead Intake, and Contact Center departments.
- **Denied** Those applicants/customers who request service and submit an application, but their application cannot advance to connected service due to the moratorium.



The chart below summarizes, at a high level, the customer-specific outreach efforts that may be conducted in connection with a moratorium at the following time periods: (1) at the time the moratorium is declared; (2) during the moratorium period; and (3) at the conclusion of the moratorium.

			Before		Dur	ing	At Conclusion
		90 days	60 days	30 days	Day 1	During	At Lift
Audience	General Population	Public Meetings/Webinars Utility Customer Bill of Rights & Alternative energy options list published – note these will be linked to in the bulk of communications from now until moratorium is lifted Digital channels – Web site, Social Media On Bill Messages Hottine Hand outs	Review/Updates to listed channels as warranted	Review/Updates to listed channels as warranted	Updates to Digital channels – Web site, Social Media, Bill Messages Hotline Hand outs	List of services/options accessible through all channels Review/Updates to listed channels as warranted and at least every 30 days List of services/options accessible through all channels as warranted and at least every 30 days	If partial lift, public meetings Digital channels - Web site, Social Media Customer Email Bill Messages Hotline Hand outs
	Green Lights	Look at applications with no contact Include language in BAU connections comms	Revisit applications with no contact every 30 days Include language in BAU connections comms	Revisit applications with no contact every 30 days Include language in BAU connections comms	Single point of contact assigned BAU communications as part of regular connections process	Single point of contact assigned BAU communications as part of regular connections process	
Target Au	High Potentials/ Trade Partners	Letter Email every 30 (ask for feedback if it's too often)	• Email	Letter Email Webinars	Email/letter every 60-90 days Call to largest companies every 60-90 days	Email/letter every 60-90 days Call to largest companies every 60-90 days	Email Letter – potentially certified Calls to key associations
	Inquirers	Initial letter and email at declaration, every 60 days (until express no interest)		Final push: certified letter & email 2 weeks before moratorium start	Letter & email at start of moratorium Letter & email check in every 6 months until express no interest*	Letter & email at start of moratorium Letter & email check in every 6 months until express no interest*	• Email
	Denied Customers	• n/a	• n/a	• n/a	Email every 60-90 days until expressed no interest Call every 60-90 days until expressed no interest	Appeals process Single point of contact assigned Email every 60-90 days until expressed no interest Call every 60-90 days until expressed no interest	Trackable Letter to all paused (regardless of email status) Email Call – 3 attempts (If no answer – certified letter. If no response, door hanger If no response – FedEx letter.



Bill Language

The table below outlines National Grid's plan for bill messaging prior to, during, and after the moratorium. Messaging will be provided on or in the bills for all customers in the region(s) impacted by the moratorium and previewed with Department of Public Service Staff prior to issuance.

Before (Runs for 3 months)	During (included every month)	At Conclusion
Tentative language that will require review and approvals:	Tentative language that will require review and approvals:	Tentative language that will require review and approvals:
Due to gas supply constraints, there will be a pause on new gas connections beginning on [insert date].	At this time, National Grid is unable to provide new or expanded gas connections in [insert area]. Please visit ngrid.com for more information.	National Grid's gas connection pause has been lifted. Please contact us at [insert phone number] or ngrid.com if you would like to install a new or expanded gas connection.

Customer Bill of Rights

On June 27, 2022, pursuant to Ordering Clause 2 of the Commission's Order, the Joint LDCs submitted a draft New York State Customer Bill of Rights to be issued upon declaration of a natural gas service moratorium. A copy of the draft can be found at:

https://documents.dps.ny.gov/public/Common/ViewDoc.aspx?DocRefId={247F4856-E2BF-450C-BD56-A69AF597B126}

The Customer Bill of Rights is subject to Commission review and approval. National Grid will incorporate the final version of the Customer Bill of Rights in its communications plan once adopted by the Commission.

Customer Service Representative Training Materials

Training materials and call center scripts will be developed to reflect the specifics of each moratorium, previewed with DPS Staff, and filed with the final communications plan for that moratorium.

Before the Moratorium

90-120 Days Prior to Moratorium

- Frequently asked questions (FAQs);
- Talking points;
- New and updated processes, including step-by-step instructions;
- List of documents that can be sent to customers (capable of being converted to email format);
- Available resources for customers (email addresses, phone numbers, websites);
- Available resources for agents to escalate or transfer calls that are out of scope (email addresses, phone numbers, websites); and
- Any other supporting content that can be leveraged for training such as presentation, job aids, videos, websites, brochures, etc.



45-90 Days Prior to Moratorium

- Functional process team will create standard operating procedures (SOPs);
- Once SOPs are completed, an additional training team will the determine the delivery format (instructor-led or self-paced) and time to build the training (lesson plan, activities, knowledge check, etc.);
 - o Timeframes may vary depending on amount and complexity of content.

30-45 Days Prior to Moratorium

- Train the trainer sessions to be held (as needed);and
- Workforce Management will begin to schedule training sessions (either instructor-led or self-paced).

During the Moratorium

- Create a repository of questions raised during training or that have been raised as part of the moratorium process.
- Subject matter experts to review/respond to questions and distribute information to affected groups.

At Conclusion

- Identify who will "own" maintenance of training materials.
- Follow-up communications to include answers to repository questions.
- Wrap-up session to determine the following questions:
 - Is any follow up training necessary to cover any gaps?
 - Once moratorium lifts, do we need to refresh on business-as-usual processes?
 - Are any updates or additions to SOPs needed?



Appendix A: List of Local Community Agencies

	New York City
Area	Agency Name
Served	
NY State	US Senators Schumer and Gillibrand
NY State	Governor's Office of Faith-Based Community Development Services
NYC	DCAS (Hospitals/Schools, FDNY, NYPD)
NYC	Emergency Management (NYCEM)
NYC	Department of Buildings (DOB)
NYC	Department of Design and Construction (DDC)
NYC	Housing, Preservation and Development
NYC	Housing Authority
NYC	Micropublication Transportation Authority
NYC	Economic Development Corporation
NYC	Mayor's Office
NYC	Mayor's Office of Climate and Environmental Justice
NYC	Mayor's Office of Resiliency
NYC	Chair of NYC Council Committee on Environmental Protection
NYC	Chair of NYC Council Committee on Consumer and Worker Protection
NYC	Chair of NYC Council Committee on Small Business
NYC	New York Building Congress
NYC	Real Estate Board of NY
NYC	Partnership for New York City
NYC	Office of Faith-Based & Community Partnerships
Staten Island	Staten Island Borough President
Staten Island	Staten Island City Council Members
Staten Island	Staten Island Assembly Members
Staten Island	Staten Island State Senators
Staten Island	Staten Island Congress Members
Staten Island	Staten Island Chamber of Commerce
Staten Island	Staten Island Economic Development Corporation
Staten Island	Northwell Hospital



Staten	Richmond University Hospital
Island	
Staten	Wagner College
Island	
Staten	College of Staten Island
Island	
Staten	West Brighton LDC
Island	North Cold LDO
Staten	Northfield LDC
Island	Staten Island Board of Books
Staten	Staten Island Board of Realty
Island Staten	Staten Island Railroad
Island	Ctaterrisiana ramoad
Staten	South Shore Business Improvement District
Island	South Choic Business improvement Bloads
Staten	Community Board 1-3
Island	
Staten	Staten Island Advance
Island	
Staten	Council of Churches
Island	
Staten	Visy Paper
Island	
Queens	Queens Borough President
Queens	Queens City Council Members
Queens	Queens Assembly Members
Queens	Queens State Senators
Queens	Queens Chamber
Queens	Greater Jamaica Development Corporation
Queens	Community Boards (2,3,4,5,6,8,9,10,12,13,14) LeFrak
Queens Queens	
Queens	Port Authority (JFK and LaGuardia) Belmont and Aqueduct Racetracks
Queens	Citifield
Queens	Queens Center Mall
Queens	Greater Allen AME Cathedral
Queens	Federation of Churches
Queens	Rochdale Village
Queens	York College
Brooklyn	Brooklyn Borough President
Brooklyn	Brooklyn City Council Members
Brooklyn	Brooklyn Assembly Members
Brooklyn	Brooklyn state senators
Brooklyn	Brooklyn Congress Members
Brooklyn	Community Boards (1-18)
Brooklyn	Atlantic Terminal
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Brooklyn	Kings Plaza
Brooklyn	Council of Churches
Brooklyn	NYU/LIU + Colleges
Brooklyn	Floyd Bennett Field (NPS)
Brooklyn	Neighborhood Technical Assistance Center
Brooklyn	Industry City
Brooklyn	Brooklyn Navy Yard
Brooklyn	NY Aquarium
Brooklyn	Greenpoint Manufacture Center
Brooklyn	Brooklyn Army Terminal
Brooklyn	BID (27)
Brooklyn	Twin Marqis Food Group
Brooklyn	Spring Creek Towers, Warbasse
Brooklyn	Shone (Brooklyn Queens)
Brooklyn	Steiner Studios
Brooklyn	Ultra Flex
Brooklyn	Manhattan Beer Distributors
Brooklyn	Brooklyn Brewery
Brooklyn	Brooklyn Chamber
Brooklyn	SBIDC
Brooklyn	Evergreen
Brooklyn	Aladdin Bakers
Queens/Far	RDRC
Rockaway	
Brooklyn	Blue Cross Blue Shield
Brooklyn	Bridge Street Development Corp.
Brooklyn	Brooklyn Borough President
Brooklyn	Brooklyn Housing & Family Services
Brooklyn	CAMBA
Brooklyn	Catholic Charities
Brooklyn	Central Brooklyn Economic Development Corp
Brooklyn	Cypress Hills Development Corporation
Brooklyn	Christian Cultural Center
Brooklyn	Antioch Baptist Church
Brooklyn	Brooklyn Tabernacle
Brooklyn	Bridge Street AME
Brooklyn	Department for the Aging
Brooklyn	Flatbush Tenant Coalition
Brooklyn	Department of Public Service
Brooklyn	Department of Health & Mental Hygiene
Brooklyn	Health Essential Organization
Brooklyn	HeartShare Human Services
Brooklyn	IMPACTT
Brooklyn	Jewish Board of Family & Children's Services-
Drookhas	Brooklyn Grandparents Coalition
Brooklyn	Lenox Road Baptist Church



Brooklyn	Neighbors Helping Neighbors
Brooklyn	NYC Dept. of Social Services - Child Support Division
Brooklyn	NYC Human Resources Administration- HEAP
Staten Island	Senator Andrew Lanza
Brooklyn	Social Security Administration
Brooklyn	The Family Center
Brooklyn	United Jewish Organization
NYC/ Far	NYC Department of Veterans' Services
Rockaway	
All Regions	Public Utility Law Project
Queens	Majority Baptist Church
Queens	Queens Borough President
Queens	Senator Leroy Comrie
Queens	Services Now for Adult Persons
Brooklyn	NHS Brooklyn
All NYC	Housing Court Answers
Boroughs	

Long Island				
Area Served	Agency Name			
LI	United Way of Long Island			
LI	EAC Network			
LI	Inc. Village of Hempstead			
Nassau	Nassau County Executive			
Nassau	Nassau State Senators			
Nassau	Nassau State Assembly Members			
Nassau	Nassau County Legislators			
Nassau	Nassau County Villages			
Nassau	Nassau County Municipalities			
Nassau	Nassau County Cities			
Nassau	Bethel Freeport AME Church			
Suffolk	Suffolk County Executive			
Suffolk	Suffolk County State Senators			
Suffolk	Suffolk County Assembly Members			
Suffolk	Suffolk County Legislators			
Suffolk	Suffolk County Villages			
Suffolk	Suffolk County Municipalities			
LI	New Ground Inc.			



LI	NAACP	
LI	PSEGLI	
LI	_	
	Long Island Cares	
LI	Island Harvest	
LI	Local1049	
Nassau	Nassau County Office of Housing	
Nassau	Nassau County and local IDA's	
LI	Discover Long Island	
LI	Vision Long Island	
Nassau	DSS Nassau	
LI	ABLI	
LI	Long Island Builders Institute	
LI	Community Development Agency LI (CDC LI)	
LI	LIA	
LI	Nassau Council of Chambers	
LI	PHCCLI	
LI	HEAP	
LI	All Managed Account Customers with approximately 300 parent accts with 4000 individual accounts	
LI	HIA	
LI	Innovate LI	
NYC/ Far Rockaway	NYC Department of Veterans' Services	
LI	Urban League	
Suffolk	Suffolk County Alliance of Chambers	
Suffolk	DSS Suffolk	
Suffolk	Family Service League	
Suffolk	Suffolk County and local IDA	
Suffolk	Economic Opportunity Council of Suffolk Inc	
Far Rockaway	Community Head Start of Far Rockaway	
Far Rockaway	Margert Community Corporation	
Nassau	United Way	
Nassau	United Health Care	
Nassau	Child Care Council	
Nassau	Inc. Village of Hempstead	
Nassau	Senator Kevin Thomas	
Nassau	Mineola Community Center	
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Nassau	REAP		
Nassau	Baldwin Public Library		
Nassau	Long Island Cares		
Nassau	HEAT		
Nassau	EAC of Nassau County		
Nassau	St. Killian's Parish		
Nassau	Fidelis Care		
Nassau	Hempstead Housing Sec 8 (Village of Hemp)		
Nassau	Community Development Agency		
Nassau	New Ground		
Nassau	Harmony Health Care Long Island		
Nassau	PSEGLI		
Nassau	Adult Protective Services (APS)		
Nassau	Salvation Army		
Nassau	HEAP		
NYC/ Far	Long Island Council of Churches		
Rockaway			
Suffolk	NYC Department of Veterans' Services		
Suffolk	Nassau Suffolk Law Services		
Suffolk	Empire Justice Center		
Suffolk	Long Island Cares		
Suffolk	Office of Senator Jason Richberg		
Suffolk	Office of the Aging/APS		
Suffolk	Community Development Corporation (CDCLI)		
Suffolk	DSS-HEAP Director Smithtown Center		
Suffolk	Long Island Head Start		
Suffolk	Island Harvest Food Bank		
Suffolk	Wyandanch Nutrition Center		
Suffolk	Adelphi NY Statewide Breast Cancer Program		
Suffolk	Office of Senator John Brooks		
Suffolk	Wyandanch Community Resource Center		
Suffolk	Office of Assembly-Woman Kimberly Jean-Pierre		
Suffolk	Family Service League		
Suffolk	Brentwood Public Library		
Suffolk	B.H.E.PBellport Hagerman E. Patchougue		
Suffolk	PSEG of Long Island		
Suffolk	New Ground Veteran's Association		



Suffolk	Foreign Affairs Posts #2912	
Suffolk	Health and Welfare Council of Long Island (HWCLI)	
Suffolk	Long Island Against Domestic Violence	
Suffolk	Thursday's Child	
Suffolk	Riverhead Library	
Suffolk	Huntington Library	
Suffolk	YMCA of Long Island Huntington	
Suffolk	Office of Senator Dean Murray	
Suffolk	Adalente of Suffolk County	
Suffolk	Suffolk County Department of Social Services- Commissioner's Office	
Suffolk	Economic Opportunity Council of Suffolk Inc.	
Suffolk	Long Island Coalition for the Homeless	
Suffolk	Child Care Council of Suffolk	
Suffolk	DSS-HEAP Director Deerpark	
Suffolk	Office of Senator Alexis Weik	
Suffolk	Ministerial Alliance of North Amityville	
Suffolk	Town of Babylon Human Services	
Suffolk	Cornell University SNAP-ED	
Suffolk	BOCES-Western Suffolk	
Suffolk	Pronto of Long Island	
Suffolk	United Way	

Upstate New York					
UNY Central	UNY East	UNY West			
City of Syracuse	City of Albany	Allegany County			
City of Rome	City of Schenectady	Cattaraugus County			
City of Utica	City of Troy	Chautauqua County			
City of Oswego	City of Hudson	City of Buffalo			
City of Watertown	City of Saratoga Springs	Erie County			
City of Oneida	City of Glens Falls	Genesee County			
Onondaga County	City of Amsterdam	Native American Community Services of Erie and Niagara Counties, Inc. (NACS)			
Oneida County	City of Gloversville	Orleans County			
Oswego County	County of Albany	Livingston County			
Jefferson County	County of Schenectady	Monroe County			



Herkimer County	County of Columbia	Ontario County
Madison County	County of Rensselaer	Niagara County
Home Builders and Remodelers of CNY	County of Saratoga	City of Niagara Falls
Mohawk Valley Home Builders Association	County of Warren	Allegany County DSS
Mohawk Valley Edge	County of Washington	Allegany County Health Dept.
CenterState CEO	County of Montgomery	Allegany County OFA
CNY Regional Planning Board	County of Hamilton	Cattaraugus County DSS
Development Authority of the North Country	County of Fulton	Cattaraugus County Health Dept
Home Builders of Northern New York	Capital Region Home Builders Association	Cattaraugus County Department of the Aging
Tompkins/Cortland Home Builders Assoc.	Capital Region Chamber of Commerce	Care Net Center of Greater Orleans
ARISE - Madison County	Saratoga Springs Chamber of Commerce	Connecting Communities in Action
Liberty Resources	Rensselaer County Chamber of Commerce	Chautauqua County Health and Human Services
Madison ARC	Center for Economic Growth	Chautauqua County OFA (NY Connects)
211 - Central & Northern Regions: Cortland, Onondaga, Oswego, Lewis, Jefferson, St. Lawrence.	Rensselaer County 211 Coordinator	Chautauqua County OFA
211 - Leatherstocking: Herkimer, Madison, Oneida	Schenectady County Senior Adult Services	Chautauqua County Health Dept
Access CNY	211 - Albany, Columbia, Fulton, Greene, Hamilton, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie, Warren and Washington.	211: Western New York Region



ACR Health	211 -Hudson Valley Region: Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster and Westchester. Adirondack Region: Franklin, Clinton and Essex.	Western NY American Red Cross
ACR Health Services	Adirondack Community Action Programs, Inc	Buffallo Urban Renewal Agency
Adult Services of Cortland County	Albany Community Action Partnership	Buffalo & Erie County Public Library
American Red Cross - North Country Chapter	Albany County Department of Health/Citizen Corps	Buffalo Councilman Lovejoy District
American Red Cross of Central and Northern New York	Albany County Department of Social Service -SNAP/Energy Programs	Buffalo Urban League
ARC Herkimer	Albany County DSS Intake	Catholic Charities Immigration & Refugees
ARC of Oswego County	Albany Housing Authority	Catholic Charities of Diocese of Buffalo
Arise	Alliance for Positive Health	Deaf Access Services
AURORA of CNY	American Red Cross	Erie County 1st Deputy Commissioner
Bennett Manor - (Sec. 8 housing)	American Red Cross - North Country Chapter	Erie County Ass. Dir. of Energy
Canton Neighborhood Center	American Red Cross - Northeastern New York Chapter	Erie County Executive
Cantonwoods Senior Center	Belvedere of Albany - TBI	Erie County Protective Services
Catholic Charities Oswego CTY	Bethesda House	Erie County Senior Services
Catholic Charities Emergency Services	Capital Area Council of Churches	Food Bank of WNY (Feed More)
Catholic Charities of Cortland	Capital District Center for Independence, Inc	The Greater Buffalo United Accountable Health Care Network



Catholic Charities of Herkimer County	Capital Region Boces	Gerard Place
Catholic Charities Of Madison County	CAPTAIN Youth and Family Services	God City Senior Housing
Catholic Charities of Oneida and Madison Counties	Catholic Charities	Healthy Homes & Neighborhood
Catholic Charities St. Lawrence county	Catholic Charities of Columbia and Greene Counties	International Institute Of Buffalo
Catholic Charities Vet Program	Catholic Charities of Fulton and Montgomery Counties	Jewish Family Services
Center for Family Life and Recovery, Inc.	Catholic Charities of Northeastern NY	LakeShore Health Home Services
Center for Family Life and Recovery, Inc. (CFLR, Inc.)	Catholic Charities of Northern Albany and Rensselaer Counties	Matt Urban Hope Center
Central Association for the Blind and Visually Impaired	Catholic Charities of Saratoga, Warren and Washington Counties	Neighborhood Health Center
Central New York Labor Council	Catholic Charities of Warren, Washington, and Saratoga Counties	Neighborhood Legal Services Inc
Central New York Services, Inc.	Catholic Charities Tri - County Services	New York State Public Service Commission
Central New York Services, Inc. Shelter Plus Care Program	CCDOH Public Health Preparedness Program	NFTA Metro Public Transport
Central New York Veterans Outreach Center	Centro Civico, Hispano Americano, Inc	NFTA Metro Special Services
Chenango County Department of Social Services	Citizens Advocate	NYS Dept of Labor
Chenango County Office of the Aging	Clinton County Department of Social Services	Parent Network of Western New York
CirCare	Clinton County Office for the Aging	Say Yes Buffalo
City of Oneida Housing Authority	Columbia County APS	Seneca-Babcock Community Assc.



City of Oswego Rental Assistance Program (HUD)	Columbia County Community Healthcare Consortium , Inc	United Way of Buffalo & Erie County
City of Utica Section 8 Program	Columbia County Department of Human Services	VA Western NY Healthcare
CNY Health Home Network	Columbia County Department of Health	Volunteer Lawyers Project. Inc.
CNY Works	Columbia County Department of Social Services	Western New York Muslims
Colton Neighborhood Center	Columbia County Veterans Service	Alzheimer's Association, Western New York Chapter
Come to the Table Counseling , PLLC	Columbia Opportunities, Inc.	Western New York Heroes
Cornell Cooperative Extension	Commission on Economic Opportunity	Genesee County Office of Emergency Mgmt
Cornell Cooperative Extension of Chenango County	Concerns-U	Genesee County Community Action
Cortland County Community Action Program (CAPCO)	Cornell Cooperative Extension Columbia County	Genesee County DSS
Cortland County Department of Social Services	Employer Resource Network /Schenectady Works	Genesee County Health Dept
Cortland County Liberty Resources	Essex County Department of Social Services	Genesee County Mental Health
Cortland County Office of the Aging	Essex County Office for the Aging	Genesee County Office for the Aging (OFA)
Cortland County Salvation Army	Family Service Association of Glens Falls Inc.	Oak Orchard Health
Dolgeville Housing Authority	Franklin Co Office for the Aging	Salvation Army
DSS - HEAP	Franklin County Department of Social Services	Livingston County DSS



Easter Seals	Fulmont Community Action Agency, Inc	Livingston County Office for the Aging (OFA)
Educational Opportunity Center (EOC)	Fulton County Department of Social Services	Livingston County Health Department
ElderChoice INC	Fulton County Office for the Aging	American Red Cross (Greater Rochester Chapter- serving Allegany, Cayuga, Livingston,
		Monroe, Ontario, Seneca, Wayne, and Yates)
Emergency Basic Needs Services	Hamilton County Department of Social Services	Office of Public Health Preparedness
Emmaus House	Homeless & Traveler's Aid Society	Monroe County Monitoring and Reaction Center
Evelyn's House for Young Mothers and Babies	Independent Living Center	Monroe County Office for the Aging (OFA)
Family Services of the Mohawk Valley, Inc.	Independent Living Center	PathStone Corporation
FIDELIS CARE	Interfaith Partnership for the Homeless	Worker Justice Center of New York
Food Bank of CNY	Joint Council for Economic Opportunity of Clinton & Franklin Counties, Inc	Monroe County Emergency Communications
Forensic Counselor Mental Health Court/CNY Services	L.E.A.P.	Cornell Cooperative Extension of Niagara County
Foster Care	Legal Aid Society	Indian Health Services Lockport
Gouverneur Neighborhood Center	LifePath - formally Senior Services of Albany	Niagara County - Sheriff
Helio Health	LI-HEAP	Niagara County Department of Health Healthy Neighborhoods Program



Helio Health - Insights of Helio Health	Mechanicville Area Community Service Center	Niagara County Emergency Service
Help Restore Hope Center /Liberty Resources	Mohawk Hudson Human Society	Niagara County Health Department
Herkimer County Cooperative Extension	Montgomery County Department of Social Services	Niagara County Office of the Aging (OFA)
Herkimer County Department of Social Services	Montgomery County Office for the Aging	Catholic Charities
Herkimer County Employment & Training Office	New Scotland Senior Outreach	Catholic Charities\WIC
Herkimer County HealthNet	North Country Ministry	Catholic Health Neighborhood Health Center
Herkimer County NY Connects	Northeast Health Partners	Community Missions of Niagara Frontier, Inc.
Herkimer County Office for the Aging	Otsego Count LI-HEAP	Complete Senior Care
Herkimer County RSVP	Otsego County Department of Social Services	Consumer Credit Counseling Service of Niagara, Orleans & Genesee Counties
Herkimer County Veterans' Service Agency	Rensselaer County Dept for the Aging	Crisis Service of Niagara County
Herkimer Housing Authority	Rensselaer County Dept of Social Services	Family & Children's Service of Niagara
Home Headquarters	Rural Rensselaer County Council Health & Human Services	Heart, Love & Soul, Inc. Food Pantry Soup Kitchen
House of the Good Shepherd Foster Care & Preventive Services – Central New York	SALT	Independent Living of Niagara County
HUD VASH/Syracuse VAMC- Rome CBOC	Salvation Army - Capital Region	Lighthouse Guildcare



ICAN	Salvation Army Rensselaer County	Neighborhood Legal Services Inc (Niagara)
Job Corps	Salvation Army/ Amsterdam Corps	Niagara Community Action Program, Inc.
Johnson Park Center	Salvation Army/ Glens Falls Corps	Niagara County Adult Protection
Just Karing Kitchen	Salvation Army/ Gloversville Corps	Niagara County DSS - HEAP
Kniffin Center- Family Place	Salvation Army/ Plattsburgh Corps	Niagara County Young Adult Program
Legal Aid Society of Mid New York	Salvation Army/ Saratoga Springs Corps	Niagara Falls Memorial Hospital/Health Home
Legal Services of CNY Inc.	Saratoga County Department of Social Services	Niagara Memorial Medical Center
Liberty Resources	Saratoga County EOC, Inc	Niagara WorkSourceOne
Literacy CNY	Saratoga County Office for the Aging	Opportunities Unlimited of Niagara
Little Falls Housing Authority	Schenectady B'nai B'rith House	Orleans/Niagara BOCES
Madison County Department of Social Services	Schenectady Community Action Program	PUSH Buffalo
Madison County Office for the Aging, Inc.	Schenectady County DSS -Adult Protective Services	St. John de Lasalle Community Care
Massena Independent Living Center	Schenectady County Visiting Nurses	Associates for Training & Development (Niagara Falls)
Massena Neighborhood Center	Schenectady HEAP	Ontario County DSS
McCarthy Manor	Schoharie Adult Protective Service	Ontario County Health Dept
Mohawk Valley Community Action Agency	Schoharie Co ARC	Ontario County Office of the Aging (OFA)



Mohawk Valley Early Head Start	Schoharie Co Children Services	Community Action of Orleans and Genesee Counties
Mohawk Valley Housing & Homeless Coalition.	Schoharie County Depart of Social Services	Genesee Orleans Ministry of Concern
Mohawk Valley Resource Center for Refugees	Schoharie County Office of the Aging	Orleans County DSS
Monroe Plan (Home Health Agency)	Senior Services of Albany	Orleans County Health Dept
Municipal Housing Authority of the City of Utica, NY	Soldier On	Orleans County OFA
Neighborhood Center Oneida CTY	The Salvation Army- Albany County	Wyoming County Red Cross
Neighborhood Center, Inc.	Town of Colonie Senior Resources Dept	Wyoming County DSS
NY Connects: (Long Term Care Information)	Troy Area United Ministries	Wyoming County OFA
Ogdensburg Neighborhood Center	Umbrella	
Oneida County Cooperative Extension	Umbrella of the Capital District	
Oneida County Department of Social Services - Rome Offices	United Tenants of Albany	
Oneida County Dept of Social Services - Utica	Unity House Ministry	
Oneida County Office for the Aging and Continuing Care/Oneida County NY Connects	Veterans Administration	
Oneida County Office for the Aging Office	VetHelp: A Division of Saratoga County RPC	
Oneida County VA housing resources.	Warren County Department of Social Services	



	I .
Warren-Hamilton Counties ACEO, Inc	
Warren-Hamilton County Office for the Aging	
Washington County Department of Social Services	
Washington County EOC, Inc	
Washington County Office for the Aging	
We Soldier On	
Whitney Young Health Center	
	Warren-Hamilton County Office for the Aging Washington County Department of Social Services Washington County EOC, Inc Washington County Office for the Aging We Soldier On Whitney Young Health



Reachout of St.	
Lawrence County	
Rescue Mission	
Rescue Mission of	
Utica	
Resource Center	
for Independent	
Living	
Resource Center	
for Independent	
Living The Dorothy	
Smith Center for	
Advocacy	
Rohde Community Center	
Rome Housing	
Authority Rural and Migrant	
Ministry of Oswego	
County	
Salvation Army	
Samaritan Center	
Spanish Action	
League "La Ligua"	
St. Lawrence	
County Community	
Development	
Program	
St. Lawrence	
County Council of	
Senior Citizens, Inc.	
St. Lawrence	
County Department of Social Services	
St. Lawrence	
County	
Government	
St. Lawrence	
County Housing	
Council, Inc.	
St. Lawrence	
County Office for	
the Aging	
St. Lawrence Gas	
Company, Inc.	
St. Lawrence NYSARC	
NIOAKU	

St. Lawrence Valley	
Renewal House	
Syracuse Northeast	
Community Center	
The Arc, Oneida-	
Lewis Chapter	
The Copper City	
Community	
Connection	
(formerly known as	
The Ava Dorfman	
Senior Citizens	
Center)	
The Family	
Nurturing Center of	
Central New York,	
Inc.	
The House of the	
Good Shepherd	
The Salvation Army	
Thea Bowman	
House, Inc. Town of New	
Hartford - Senior	
Center	
Tradewinds	
Education Center &	
George F. Aney	
Community	
Residence (Upstate	
Cerebral Palsy	
Agencies)	
Tri-County WIC:	
Oneida, Herkimer,	
Madison	
United Cerebral	
Palsy Association	
United Health Care	
UNITED HELPERS	
Management Co.,	
Inc.	
United Way of	
Greater Oswego	
County, Inc.	
United Way of	
Rome & Western	
Oneida Co., Inc.	

United Way of the Mohawk Valley, Inc.	
United Way of the	
Valley and the Greater Utica Area	
Utica Municipal Housing Authority	
Utica NY Food Pantry	
Veterans Services PCMHI	
VNA Homecare	
Westcott Senior Center	
Women's Opportunity Center	
YMCA of the Mohawk Valley	
Your Neighbors, Inc.	

Appendix B: Gas Energy Efficiency ("EE") Program Portfolio

NMPC

Gas Residential Programs

- Prescriptive (paused)
- In-Store Midstream
- Home Energy Reports
- High Usage Alerts
- Bring Your Own Thermostat ("BYOT") Behavioral Demand Response

Gas Commercial Programs

- Weatherization
- Custom Incentives
- Prescriptive Incentives
- High-Efficiency Heating Equipment
- Retrocommissioning
- Real Time Energy Management
- Gas Projects Financing
- Demand Response

Gas Multifamily Programs

- Weatherization
- Custom Incentives
- Prescriptive Incentives

KEDNY

Gas Residential Programs

- In-Store Midstream
- Distribution Midstream
- Direct Install
- Weatherization (paused)
- Home Energy Reports Data and Modules available on Website
- Bring Your Own Thermostat ("BYOT") Behavioral Demand Response

Gas Commercial & Industrial Programs

- Weatherization
- Custom Incentives
- Prescriptive Incentives
- High-Efficiency Heating Equipment Incentives
- Demand Response

Gas Multifamily Programs

- Weatherization
- Custom Incentives
- Prescriptive Incentives



KEDLI

Gas Residential Programs

- In-Store Midstream
- Weatherization (paused)
- Home Energy Reports Data and Modules available on Website
- Bring Your Own Thermostat ("BYOT") Behavioral Demand Response

Gas Commercial Programs

- Weatherization
- Custom Incentives
- Prescriptive Incentives
- High-Efficiency Heating Equipment Incentives
- Demand Response

Gas Multifamily Programs

- Weatherization
- Custom Incentives
- Prescriptive Incentives

STATEWIDE

Gas LMI Programs

- Existing 1-4 Family Homes
- Existing Affordable Multifamily Buildings
- NY Energy Advisor energyadvisor.ny.gov

Gas DR Program Portfolio

NM PC

COMMERCIAL & INDUSTRIAL PROGRAMS

- Load Shedding Program
- Load Shifting Program

RESIDENTIAL PROGRAMS

• Bring Your Own Thermostat ("BYOT") Program

KEDNY

COMMERCIAL & INDUSTRIAL PROGRAMS

- Load Shedding Program
- Load Shifting Program

RESIDENTIAL PROGRAMS

- Bring Your Own Thermostat ("BYOT") Program
- Behavioral Demand Response



KEDLI

COMMERCIAL & INDUSTRIAL PROGRAMS

- Load Shedding Program
- Load Shifting Program

RESIDENTIAL PROGRAMS

- Bring Your Own Thermostat ("BYOT") Program
- Behavioral Demand Response



Appendix C: Alternative Energy Communication Samples



Revised Customer Generic HP Emails - 11/2021

Yes Interested - Email (NYC and LI Customers)

Subject Line: Requested Information on Alternative Heat Pump and Water Heating Options

Email Body: Thank you for your interest in alternative clean energy heating, cooling and water heating solutions for your home. Cold climate heat pumps are an innovative, clean energy heating, cooling solution and water heating solution, that can lower your energy bill and reduce the greenhouse gas emissions from natural gas, oil or propane systems.

At National Grid we are collaborating with NYS electric utilities serving our gas customers who, like you, are interested in clean energy, heat pump technology for heating, cooling and water heating at home so you can learn more and take advantage of incentives offered by your local electric service provider.

Please select your electric service provider below by visiting ConEdison or PSEGLI resource pages to learn about their alternative heat pump heating incentive programs that are available in New York City and Long Island.

Con Edison Electric Customers

- Click <u>here</u> to visit Con Edison's future of heat website.
- Click **here** for a list of participating Con Edison contractors

For more information, contact ConEdison's energy efficiency call center by phone at (877) 870-6118 or email cleanHeat@coned.com.

PSEG Long Island (Nassau, Suffolk and Far Rockaway Regions)

- Click **here** to visit PSEGLI's Home Comfort Program website
- Click here for a list of participating PSEGLI contractors

For more information, contact PSEGLI energy efficiency & rebates call center at (800) 692-2626

National Grid is committed to identifying new, innovative clean energy solutions for our customers.

If you choose not to move forward with the above alternative heating option, contact National Grid at **1-877-696-4743** to get information on services we provide.

Best Regards,

National Grid Customer Delivery Team



Revised Customer Generic HP Emails - 11/2021

Not Interested - Email (NYC and LI Customers)

Subject Line: Information on Future Alternate Heating & Water Heating Options

Email Body:

National Grid is committed to identifying innovative, clean energy solutions for our customers. In support of the state-wide carbon reduction goals, we are collaborating with Con Edison, and PSEG Long Island to provide customers with helpful resources to learn more about alternative heat pump heating, cooling and water heating options, and incentive programs available.

Please contact your local electric utility provider when you are ready to learn how electric heat pump heating and water heating alternatives can lower your energy bills, and help reduce the greenhouse gas emissions from gas, oil or propane heating systems.

Con Edison Electric Customers

- Click here to visit Con Edison's future of heat website.
- Click here for a list of participating Con Edison contractors

For more information, contact ConEdison's energy efficiency call center by phone at (877) 870-6118 or email cleanHeat@coned.com.

PSEG Long Island (Nassau, Suffolk and Far Rockaway Regions)

- Click here to visit PSEGLI's Home Comfort Program website
- Click <u>here</u> for a list of participating PSEGLI contractors

For more information, contact PSEGLI energy efficiency & rebates call center at (800) 692-2626

Thank you again for your interest in heating your home with natural gas.

Best Regards,

National Grid Customer Delivery Team





Lead Intake Inbound Script—Check for Gas Availability

National Grid Rep : Thank you for calling National Grid this is	Hov
may I help you today?	

Customer: Allow customer to complete inquiry statement.

National Grid: Sure, I can help with (state the customer request), Eg, I can help to confirm if gas is available at this address. Before we proceed may I ask you some questions to help you today?

National Grid Rep: May I have your name? (If customer gives name make sure to use Customer's name at least twice during conversation--At the beginning and at the end) May I have a telephone number in case this call gets disconnected?

*Verify and read back the phone # to customer *

National Grid Rep: Can I please verify the spelling or your name? May I repeat back your phone # to you?

May I have an e-mail address?

National Grid Rep: Can I spell out and verify your email address and can you confirm this being correct? Spell out and Verify email address with customer *

- What is the address of the property you are interested in converting to gas?
- What are the city and state and zip code?
- May I verify and repeat back to you the information you have provided me?
- Are you the owner of the property?
- Any good methodology should help your sales team enhance their selling skills, shorten the sales cycle, and close more of the right kind of deals.
- Are you using gas for any appliances? If yes, ask following question.
- What kind of gas appliances do you currently have?
- Are you interested in installing energy efficient equipment?
- Did you receive any material from National Grid that prompted this call? If customer gives you a tracking code make sure to update this in Grid force

nationalgrid

Create value in the mind of the buyer, and/or when resources are wasted on opportunities that are not adequately qualified.

- Is this a Residential or a Commercial property?
- How many units?
- What type of heating system do you currently have? (Steam, Forced Hot Water, Forced Hot Air)
- How old is your system?
- Where is your oil tank located?

Electric Heat Pump Questions

- Have you looked into heating your property with electric heat pumps? Yes Or No
- Have you looked into water-heating electric heat pumps? Yes or No

(If yes to either question use the one of the yes responses)

- Yes: I am interested
 - Response: Great! Heat pumps are an alternative heating option that can lower your heating and cooling costs, and substantially reduce the greenhouse gas emissions from your heating system. At the end of this call, I can email you a weblink and 800 number to get information on the Con Edison or PSEGLI heat pump program and incentives available in your area.
- Yes: Not sure if electric heat pump is the right product for them
 - Response, Did you know that heat pumps are an alternative heating option that can lower your heating and cooling costs, and substantially reduce the greenhouse gas emissions from your heating system. In addition, there are incentives available through your electric utility provider that can help with reducing the costs of installing a new electric heat pump. If you would like at the end of this call, I can email you a weblink and 800 number to get information on the Con Edison or PSEGLI heat pump incentives offering in your area.
- No: I do not know much about electric heat pumps:
 - Response: If you would like at the end of this call, I can email you a web link and 800 number to get information on the Con Edison or PSEGLI heat pump programs and incentives available in your area.
- No: I am not interested in Heat Pumps:



 Response: Please let me know at the end of this call if you would like me to email the weblink or 800 number to get information on the Con Edison or PSEGLI heat pump program information in the future.

GridForce Task Coding

(Select Dropdown campaign codes to log customer calls interested in alternative heating options

The rep will choose the appropriate template based on the customer's service territory, GridForce codes that will be used:

- Interested Heat Pump Referral NYC Customers
- Interested Heat Pump Referral LI Customer
- Not Interested In Heat Pump

Leaving notes during points of contact with the customer and verify it saved

Allow customer to answer each question.

National Grid Rep: Thank you for this information. May I place you on hold for a moment, while I check if there is a gas line that is accessible to your home?

Wait until customer agrees to be placed on hold.



If Gas Main "Does Run" In Front Of The Property

National Grid Rep: Mr. /Mrs. thank you for holding.

There is a gas line that runs in front of your home.

- Is your house located on a ledge or a hill?
- Is there a Retaining Wall?
- Do you know if your street has been recently paved?

Depending on the territory proceed to explain service line pricing if necessary.

NYC Customers

National Grid Rep: National Grid offers energy efficiency incentives on qualifying high efficiency equipment, which will help lower the equipment costs.

LI Customers

Provide customer with Campaign Offering Specific to their area.

National Grid Rep: Ask customer if they would like to schedule an appointment with one of our Value Plus Installers for a free no obligation estimate to convert from oil to gas.

***When scheduling an appointment for a Value Plus Installer. Ensure that the customer is given the Plumber's information so that they can contact the plumber if they do not hear from them.

If this is a Long Island customer, it is Mandatory that the customer be given an alternate plumber---The alternate plumber must be noted on the Sales Op*** Grade on making sure two plumbers are assigned

National Grid also offers energy efficiency incentives on qualifying high efficiency equipment, which will help lower the equipment costs.

National Grid Rep: If you have any additional inquiries regarding the conversion process please contact your Residential Sales associate (Name of Rep) at (781) xxx-xxxx or by e-mail.

Verify and recap the information taken from the customer*
National Grid Rep: Is there anything else I can assist you with
If customer answers no--

Mr. /Ms. Xxxxx, Thank you for calling National Grid. Have a good day

national**grid**

Account must be noted with all information pertaining to customer—If you mailed paperwork, notes must reflect Mailed checklist, Service line application, or Heating Equipment Order Form.

Leaving notes during points of contact with the customer and verify it saved



If Gas Main "Does Not Run" In Front Of The Property

National Grid Rep: Advise customer that gas line does not run in front of the property. Place request in Gas Availability Queue and advise customer that someone will contact them within 3 to 5 business days.

Verify and recap the information taken from the customer*

NYC Customers

As discussed, at the end of our call I am going to email you the contact information and weblinks to the Con Edison heat pump programs.

LI Customers

As discussed, at the end of our call I am going to email you the contact information and weblinks to the PSEGLI heat pump incentives programs.

National Grid Rep: Mr. / Mrs. thank you for contacting National Grid. Have a good day.

Leaving notes during points of contact with the customer and verify it saved

nationalgrid

Lead Intake Inbound Script—Gas on site

National Grid Rep: Thank you for calling National Grid this is	How
may I help you today?	

Customer: Allow customer to complete inquiry statement.

National Grid Rep: Before we proceed, I need to obtain some information from you.

National Grid Rep: May I have your name? (If customer gives name make sure to use Customer's name at least three times during conversation)

*Verify spelling of name first and last *

May I have a telephone number in case this call gets disconnected? *Verify and read back the phone # to customer *

May I have an e-mail address?

Spell out and Verify email address with customer *

What is the address of the property you are interested in converting to gas? *Verify address and Street spelling town, Zip code etc... *

- Are you the owner of the property?
- Are you using gas for any appliances?
- Is this a Residential or a Commercial property?
- How many units?
- What type of heating system do you currently have? (Steam, Forced Hot Water, Forced Hot Air)
- How old is your system?
- Are you using gas for any appliances?
- What kind of gas appliances do you currently have?
- Are you interested in installing energy efficient equipment?
- Where is your oil tank located?
- Did you receive any material from National Grid that prompted this call?
 - If customer gives you a tracking code make sure to update this in Onyx.

Electric Heat Pump Questions

Have you looked into heating your property with electric heat pumps? Yes Or No Have you looked into water-heating electric heat pumps? Yes or No



(If yes to either question use the one of the yes responses)

- Yes: I am interested
 - Response: Great! heat pumps are an alternative heating option that can lower your heating and cooling costs, and substantially reduce the greenhouse gas emissions from your heating system. At the end of this call, I can email you a weblink and 800 number to get information on the Con Edison or PSEGLI heat pump program and incentives available in your area.
- Yes: Not sure if electric heat pump is the right product for them
 - Response, Did you know that heat pumps are an alternative heating option that can lower your heating and cooling costs, and substantially reduce the greenhouse gas emissions from your heating system. In addition, there are incentives available through your electric utility provider that can help with reducing the costs of installing a new electric heat pump. If you would like at the end of this call, I can email you a weblink and 800 number to get information on the Con Edison or PSEGLI heat pump incentives offering in your area.
- No: I do not know much about electric heat pumps:
 - Response: If you would like at the end of this call, I can email you a web link and 800 number to get information on the Con Edison or PSEGLI heat pump programs and incentives available in your area.
- No: I am not interested in Heat Pump:
 - Response: Please let me know at the end of this call if you would like me to email the weblink or 800 number to get information on the Con Edison or PSEGLI heat pump program information in the future.

GridForce Task Coding

(Select Dropdown campaign codes to log customer calls interested in alternative heating options

The rep will choose the appropriate template based on the customer's service territory, GridForce codes that will be used:

- Interested Heat Pump Referral NYC Customers
- Interested Heat Pump Referral LI Customer
- Not Interested In Heat Pump

National Grid Rep: National Grid also offers energy efficiency incentives on qualifying high efficiency equipment, which will help lower the incremental equipment costs. If your



rather install a heat pump, at the end of our call I will email you the contact information and weblink to the Con Edison heat pump program.

Provide customer with Campaign Offering Specific to their area.

National Grid Rep: Ask customer if they would like to schedule an appointment with one of our Value Plus Installers for a free no obligation estimate to convert from oil to gas. If your rather install a heat pump, at the end of our call I will email you the contact information and weblinks to the PSEGLI heat pump program.

***When scheduling an appointment for a Value Plus Installer. Ensure that the customer is given the Plumber's information so that they can contact the plumber if they do not hear from them.

If this is a Long Island customer, it is Mandatory that the customer be given an alternate plumber---The alternate plumber must be noted on the Sales Op***
Offer two different plumbers so the customer has options

National Grid Rep: If you have any additional inquiries regarding the conversion process please contact your Residential Sales associate (Name of Rep) at (781) xxx-xxxx or by e-mail.

Verify and recap the information taken from the customer*

NYC Customers

As discussed, I am going to email you the contact information and weblinks to the Con Edison heat pump programs.

LI Customers

As discussed, I am going to email you the contact information and weblinks to the PSEGLI heat pump incentives programs.

National Grid Rep: Is there anything else I can assist you with?

If customer answers no--

Mr. /Ms. xxxxx Thank you for calling National Grid. Have a good day.

Account must be noted with all information pertaining to customer—If you mailed paperwork, notes must reflect Mailed checklist, Service line application, or Heating Equipment Order Form.

National Grid Rep: Mr. / Mrs. Thank you for contacting National Grid. Have a good day. Leaving notes during points of contact with the customer and verify it saved



Customer Generic HP Emails

Yes Interested - Email (NYC and LI Customers)

Subject Line: Requested Information on Alternative Heat Pump and Water Heating Options

Email Body:

Thank you for your interest in alternative clean energy heating, cooling and water heating solutions for your home. Cold climate heat pumps are an innovative, clean energy heating, cooling solution and water heating solution, that can lower your energy bill and reduce the greenhouse gas emissions from natural gas, oil or propane systems.

At National Grid we are collaborating with NYS electric utilities serving our gas customers who, like you, are interested in clean energy, heat pump technology for heating, cooling and water heating at home so you can learn more and take advantage of incentives offered by your local electric service provider.

Please select your electric service provider below by visiting ConEdison or PSEGLI resource pages to learn about their alternative heat pump heating incentive programs that are available in New York City and Long Island.

Con Edison Electric Customers

- Click **here** to visit Con Edison's future of heat website.
- Click **here** for a list of participating Con Edison contractors

For more information, contact ConEdison's energy efficiency call center by phone at (877) 870-6118 or email cleanHeat@coned.com.

PSEG Long Island (Nassau, Suffolk and Far Rockaway Regions)

- Click **here** to visit PSEGLI's Home Comfort Program website
- Click here for a list of participating PSEGLI contractors

For more information, contact PSEGLI energy efficiency & rebates call center at (800) 692-2626

National Grid is committed to identifying new, innovative clean energy solutions for our customers.

If you choose not to move forward with the above alternative heating option, contact National Grid at **1-877-696-4743** to get information on services we provide.

Best Regards, National Grid Customer Delivery Team



Not Interested - Email (NYC and LI Customers)

Subject Line: Information on Future Alternate Heating & Water Heating Options

Email Body:

National Grid is committed to identifying innovative, clean energy solutions for our customers. In support of the state-wide carbon reduction goals, we are collaborating with Con Edison, and PSEG Long Island to provide customers with helpful resources to learn more about alternative heat pump heating, cooling and water heating options, and incentive programs available.

Please contact your local electric utility provider when you are ready to learn how electric heat pump heating and water heating alternatives can lower your energy bills, and help reduce the greenhouse gas emissions from gas, oil or propane heating systems.

Con Edison Electric Customers

- Click <u>here</u> to visit Con Edison's future of heat website.
- Click <u>here</u> for a list of participating Con Edison contractors

For more information, contact ConEdison's energy efficiency call center by phone at (877) 870-6118 or email cleanHeat@coned.com.

PSEG Long Island (Nassau, Suffolk and Far Rockaway Regions)

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- Click here for a list of participating PSEGLI contractors

For more information, contact PSEGLI energy efficiency & rebates call center at (800) 692-2626

Thank you again for your interest in heating your home with natural gas.

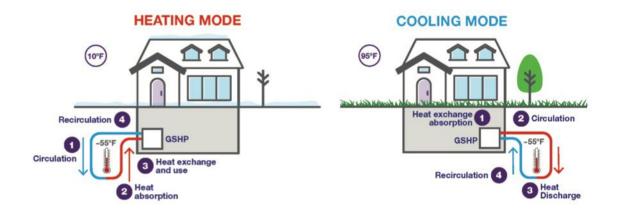
Best Regards,

National Grid Customer Delivery Team



How Do Geothermal Energy Systems Work

A geothermal system transports heat through a buried piping network, circulating water with an environmentally friendly additive. The constant temperature of the ground is used as a heat source during winter and transfers indoor heat to the ground for cooling during the summer.



Information About Our Demonstration Pilot Program

Our five-year Networked Geothermal Energy Demonstration Program (Geothermal Program), which has been approved by the Massachusetts Department of Public Utilities, will explore if a geothermal network can be used to replace our residential and commercial customers' natural gas service. As part of the Geothermal Program, National Grid will install and operate geothermal networks at up to four separate locations, serving a group of customers having diversity in size and use. If you're already a natural gas customer, you will be given priority status for participation in the program.

Our Responsibility To All Our Customers

- We will assess the thermal performance and economics of geothermal networks serving many customers with diverse load requirements.
- We will install a geothermal system rather than new gas pipe as part of our gas main replacement program.
- We will install geothermal networks to manage local gas system constraints and peaks.
- We will install geothermal networks to lower operating costs and greenhouse gas emissions for income-eligible customers.

What To Expect When External And Interior Systems Are Installed

On the outside of your home or business, we will install vertical ground loops in the existing right-of-way and on private property within easement areas. During and after the Geothermal Program, we will be responsible for the external equipment up to your meter and that includes piping, pumps, control panels and cooling towers. On the inside of your home or business, we will install a geothermal heat pump and assorted equipment. When possible, components of your existing heating and cooling systems will be reused (i.e., ductwork). If a conversion is needed (i.e. most hot water and all steam heating), National Grid will fund the installation of such equipment. We will work with home and business owners to maintain interior geothermal equipment during the Geothermal Program. After the Geothermal Program, you will be responsible for interior equipment operations and maintenance.

What You Can Count On From National Grid

Our Geothermal Program will provide funding for the following:

- The geothermal network
- The ground source heat pump and associated equipment not covered by rebates or incentives
- The replacement of gas water heaters with electric or heat pump water heating
- The replacement of certain appliances where applicable (i.e. gas stoves, ovens, and dryers) to electric appliances, in instances where customers are disconnecting from natural gas service
- New or upgraded radiators and / or air ducts as needed
- Certain energy efficiency improvements not covered by rebates or incentives

What Are The Costs To Participate In This Program

If you are selected and join our Program, there is a participant fee per heat pump and a customer charge for the geothermal energy service in accordance with the rate schedule shown below.

Program Participant Monthly Charge Rate

Rate Type	Participant Fee	Customer Charge
Residential	\$60.00	\$4.00
Residential Low Income	\$45.00	\$3.00
Commercial or Industrial	\$90.00	\$4.00

This Program will last five years. As always, we will maintain open communication and work with each of you to keep disturbance from construction to a minimum.

How This Program Will Effect Your Electricity Costs

Since you will no longer be using natural gas to heat your homes and businesses, your natural gas costs will be reduced or even eliminated. But because the geothermal system is run by electricity, electric costs will increase. However, due to the efficiency of the geothermal heat pump system, you will see either a slight increase or decrease in annual energy costs. If you are selected to participate in our Geothermal Program, we will help evaluate your energy costs before and after your participation.

Your Options To Terminate Participating In The Program

National Grid has a Clean Energy Vision for the future of Massachusetts. But if under certain conditions, you or National Grid decides to stop using geothermal energy during the term of the Geothermal Program, you will be able to choose to return to your original heating system, shift to an all-electric air source heat pump, or disconnect from the geothermal network and shift to an individual ground source heat pump if site conditions allow. Estimates of costs of each termination alternative, and the conditions that may result in termination, will be provided prior to any agreement to participate.

Contact

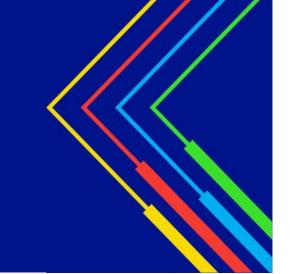
For further information, please contact us at: geothermal@nationalgrid.com

or visit the Geothermal Program website at: ngrid.com/geothermalma

Appendix D: Draft Moratorium Communications and Call Center Scripts



Tentative Stakeholder Communications Before a Moratorium



(Insert Date)

Due to gas supply constraints, there will be a pause on new and/or expanded gas connections beginning on (insert date).

The cause of the gas supply constraints. Existing customers are not affected.

Areas affected.

Guidelines for customers to request service before the moratorium and any stipulations.

Communication efforts to keep everyone informed.

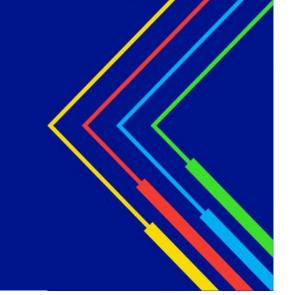
What's required for the company to be able to lift the moratorium and expected timeline.

As one of the largest energy companies in the Northeast, National Grid plays a vital role in connecting millions of people to the energy they use. The company is committed to a clean energy future, supporting economic growth and maintaining affordability and customer choice.

While the moratorium is in effect, information for customers on energy options to heat their homes and businesses is available at (insert phone number, web link).



Tentative Stakeholder Communications During a Moratorium



(Insert Date)

At this time National Grid is unable to provide new or expanded gas connections in (insert area), due to gas supply constraints.

The cause of the gas supply constraints. Existing customers are not affected.

Areas affected. (insert a map and details on areas affected)

Guidelines for customers who requested service before the moratorium/stipulations and circumstances where customers may still be able to request service.

Communication efforts to keep everyone informed.

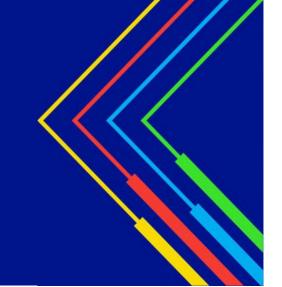
What's required for the company to be able to lift the moratorium and expected timeline.

As one of the largest energy companies in the Northeast, National Grid plays a vital role in connecting millions of people to the energy they use. The company is committed to a clean energy future, supporting economic growth and maintaining affordability and customer choice.

While the moratorium is in effect, information for customers on energy options to heat their homes and businesses is available at (insert phone number, web link).



Tentative Stakeholder Communications After a Moratorium



(Insert Date)

National Grid expects to lift the moratorium on new or expanded gas connections (insert date) for (insert areas) and (insert any areas where the moratorium continues).

What was required/implemented for the company to be able to lift the moratorium.

Process for customers to request gas service.

Why the moratorium continues for specific areas, what needs to be done to lift the moratorium and timeline.

Recap of the cause of the gas supply constraints, areas affected.

Communication efforts to keep everyone informed.

As one of the largest energy companies in the Northeast, National Grid plays a vital role in connecting millions of people to the energy they use. The company is committed to a clean energy future, supporting economic growth and maintaining affordability and customer choice.

Information for customers to request service and learn about energy options to heat their homes and businesses is available at (insert phone number, web link).



Tentative Stakeholder **Communications After**

a Moratorium

(Insert Date)

Target Audience: Long Island and New York City Contact Centers

Due to gas supply constraints, there will be a pause on new and/or expanded gas connections beginning on (insert date).

The cause of the gas supply constraints. Existing customers are not affected.

Areas affected.

(Insert guidelines on how to initiate service for customers and any stipulations).

(Insert process to initiate service for customers not affected by the moratorium).

(Insert any approved FAQs)

If a call is received with specific questions requiring a service connections specialist:

(Insert service connections specialist contacts for NYC and LI – name, email, phone number)

As one of the largest energy companies in the Northeast, National Grid plays a vital role in connecting millions of people to the energy they use. The company is committed to a clean energy future, supporting economic growth and maintaining affordability and customer choice.

While the moratorium is in effect, information for customers on energy options to heat their homes and businesses is available at (insert phone number, web link).

