



National Fuel®

April 5, 2023

Honorable Michelle L. Phillips
Secretary to the Commission
New York State Public Service Commission
Empire State Plaza
Agency Building 3
Albany, New York 12223-1350

Dear Secretary Phillips:

**Re: Case 17-M-0475 – In the Matter of Utility Outreach and Education
Plans ANNUAL REPORT ON OUTREACH AND EDUCATION**

National Fuel Gas Distribution Corporation hereby submits their 2023 Annual Report on Outreach and Education via electronic submission. Please direct any questions regarding the enclosed report to the undersigned at (716) 857-7654 or via email at merkelk@natfuel.com.

Thank you.

Sincerely,

Karen L. Merkel
General Manager, Corporate Communications

Cc: Erin O'Dell-Keller

**NATIONAL FUEL GAS DISTRIBUTION CORPORATION
OUTREACH AND EDUCATION PLAN
2023**

Submitted by Karen L. Merkel

on April 6, 2023

to Erin O'Dell-Keller, DPS Office of Consumer Services

cc: Sangeetha Kailas, DPS Office of Consumer Services

NATIONAL FUEL GAS DISTRIBUTION CORPORATION OUTREACH AND EDUCATION PLAN 2023

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**NATIONAL FUEL GAS DISTRIBUTION CORPORATION
OUTREACH AND EDUCATION PLAN
2023**

Utility Information

UTILITY OUTREACH & EDUCATION AND COMPANY OFFICIALS

Dates Covered by Plan: From: August 1, 2022 To: August 1, 2023

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

Name: Karen L. Merkel
Title: General Manager
Mailing Address: 6363 Main Street Buffalo, NY 14221
Email: merkelk@natfuel.com
Telephone No. (716) 857-7654

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

Name: Karen L. Merkel
Title:
Mailing Address:
Email:
Telephone No. () - Fax No. () -

- Director of Outreach and Education:

Name: Karen L. Merkel
Title:
Mailing Address:
Email:
Telephone No. () - Fax No. () -

- President or Chief Executive Officer:

Name: Donna L. DeCarolis
Title: President, National Fuel Gas Distribution Corporation

SERVICE PROFILES

Service Territory:

- Municipalities (counties, towns, villages) served in whole or in part:

County	Serve	Population
Allegany	In Part	46,456
Cattaraugus	In Part	77,042
Chautauqua	In Part	127,657
Erie County	Whole	954,236
Genesee	In Part	58,388
Niagara	In Part	212,666
Ontario	In Part	112,458
Steuben	In Part	93,584
Wyoming	In Part	40,531
Monroe	In Part	759,443
Livingston	In Part	61,834

- Estimated or known total population in the service territory: 2,544,295

Please identify the source of this statistic: 2020 Census ([Census - Search Results](#))

- Total number of service accounts:

	Electric	Natural Gas Service
Residential	0	510,529
Commercial	0	38,854

Electronic Access:

- Total number of customers who participate in online billing: 297,390
- Total number of customers using e-mail for utility information and alerts: N/A
- Total number of customers using mobile applications to manage their account: N/A
- Total number of customers using mobile applications to obtain educational information, alerts, etc.: (specify whether web-based or text alert) N/A

Low Income Customers

- Estimated number of low income customers and/or number eligible for the Home Energy Assistance Program (HEAP): Unknown
- Estimated number of customers receiving HEAP during the last heating season:
 - regular: 79,227

- emergency grants: 8,205

Special Needs Customers

- Total number of accounts coded 62 or over: N/A – We no longer code for 62 & over.
- Total number of accounts coded Elderly/Blind/Disabled: 59,923
- Total number of customers known to be on life support equipment: N/A
- Total number of customers receiving bills and brochures in Braille: 15
- Total number of customers receiving large-print bills: 185

Customers with Limited English Proficiency (LEP)

- Languages other than English spoken in the service territory: Spanish, Bengali, Arabic, Swahili, Burmese, Somali, Kinyarwanda, French, Nepali, Karenni, Vietnamese, Tigrinya, Dari, Karen, Russian, Urdu, Cantonese, Chinese, Rohingya, Cambodian, Turkish, Hindi, Kirundi, Mandarin, Maay, Farsi, Portuguese, Gujarati, Italian, Korean, Persian, Haitian Creole, Polish, Luganda, Russian, Creole, Ukrainian, Bangla, French Creole, Kunama, Gujarati, Bengali.

Please identify the source of this information: United Language Group which is a translation service utilized by NFGDC.

How does the utility identify special needs and LEP customers?

To help identify special needs when a customer applies for service, our Customer Response Center (CRC) representative asks if they are blind, elderly, or disabled (EBD). If the account is flagged as an EBD household, on subsequent calls, the representative will verify the EBD status. We do not code accounts LEP. If a customer with a language barrier contacts the CRC, the representative will utilize our language translation service. The representative asks the customer which language they speak. The representative then contacts our language line and conferences the interpreter into the conversation.

How does the utility encourage these customers to identify themselves?

The annual Rights & Responsibilities brochure provides information regarding the special needs protections available for the elderly, blind and disabled (EBD) customers. The customers are instructed to complete an application form, identifying their special need and mail it to National Fuel for accounts to be coded. Additional information on the special needs programs is available on the website at nationalfuelgas.com. A print advertisement is purchased each year in a senior publication. For our LED customers, we offer translation services on our telephone calls, our brochures, website and hand-out information. We also run newspaper ads in Spanish publications. Also, if the CSR

notices a language barrier, they ask the customer for their primary language and then offer the translating service.

Do customer service representatives discuss Special Needs Programs with customers who call to apply for service?

When a customer applies for service, they are asked if they are elderly, blind, or disabled. When an account is flagged EBD, a customer service representative verifies whether the EBD situation continues to exist on all subsequent calls to the Customer Response Center.

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

BUDGET INFORMATION

Estimated Outreach & Education Budget for Oct. 1, 2022 –Sept. 30, 2023 (FISCAL YEAR):

Provide a budget breakdown of the FY'22 Estimated Budget for Outreach and Education Expenditures. Please make it clear whether your winter budget is part of your overall budget. Spending details should be included in the topic specific pages found in Section 4.

Total \$1.3 million (O&M) \$900,000 (EE)

Electric: Total..... \$

Gas: Total..... \$1.3. million (O&M) \$900,000 (EE)

Breakdown by Categories: note – breakdown can be modified to reflect the Utility’s unique budget tracking categories

▪ **Customer Service**.....\$170,000

Includes messaging on billing, complaint procedures, rate information, rights and responsibilities, special needs, etc.

	Electric	Gas
Bill Inserts	\$	\$25,000
Brochures/Flyers	\$	\$26,000
Direct Mail	\$	\$
Educational Videos	\$	\$
Email	\$	\$
Media	\$	\$
Newsletters	\$	\$47,000
Web and digital media	\$	\$17,000
Other (explain) Phone listing/on-hold messaging	\$	\$55,000

▪ **Energy Affordability**.....\$ Reflected in HEAP spend (Winter Heating Season)

	Electric	Gas
Bill Inserts	\$	\$
Brochures/Flyers	\$	\$
Direct Mail	\$	\$
Educational Videos	\$	\$
Email	\$	\$
Media	\$	\$
Newsletters	\$	\$
Web and digital media	\$	\$
Other (explain)	\$	\$

Estimated Outreach & Education Budget for January – December 2023:

- **Energy Efficiency**.....\$900,000 (Separate from the \$1.299.15 Million)

	Electric	Gas
Bill Inserts	\$	\$26,000
Brochures/Flyers	\$	\$62,000
Direct Mail	\$	\$
Educational Videos	\$	\$
Email	\$	\$
Media	\$	\$427,000
Newsletters	\$	\$
Web and digital media	\$	\$110,000
Other (explain) weatherization kits, EE events, NEED program	\$	\$275,000

- **Seasonal Communications**.....\$660,000 Winter Heating Season, Payment Assistance, Co-op Advertising)
Specify the amounts dedicated to winter outreach \$475,000

	Electric		Gas	
	total	winter	total	winter
Bill Inserts	\$	\$	\$45,000	\$32,000
Brochures/Flyers	\$	\$	\$	\$
Direct Mail	\$	\$	\$	\$
Educational Videos	\$	\$	\$	\$
Email	\$	\$	\$	\$
Media	\$	\$	\$530,000	\$370,000
Newsletters	\$	\$	\$20,000	\$20,000
Web and digital media	\$	\$	\$65,000	\$60,000
Other (explain)	\$	\$	\$	\$

- **Service-Related Communications**.....\$460,000 (Natural Gas Safety, Call Before You Dig, NGA Safety campaign, Gas Odorant Cards)
Includes messaging on outages, infrastructure, metering, safety, tree trimming, etc.

	Electric	Gas
Bill Inserts	\$	\$15,000
Brochures/Flyers	\$	\$16,000
Direct Mail	\$	\$
Educational Videos	\$	\$
Email	\$	\$
Media	\$	\$380,000
Newsletters	\$	\$23,000
Web and digital media	\$	\$26,000
Other (explain)	\$	\$

Estimated Outreach & Education Budget for January – December 2023:

▪ **Other Communications.....\$**

Identify and describe other programs that do not fall into the previous categories (e.g. COVID-19).

	Electric	Gas
Bill Inserts	\$	\$
Brochures/Flyers	\$	\$
Direct Mail	\$	\$
Educational Videos	\$	\$
Email	\$	\$
Media	\$	\$
Newsletters	\$	\$
Web and digital media	\$	\$
Other (explain)	\$	\$

▪ **Outreach Events.....\$200,000**

NOT included in the Corporate Communications budget but it is Outreach. Separate from the \$1.299.15 million

Actual Outreach & Education Expenditures for Oct. 1, 2021 – Sept. 30, 2022 (Fiscal Year)

Provide Outreach and Education expenditures for the previous year. Indicate the total proposed budget for 2022 and the total actual expenditures. Each category table should include actual (not proposed) spending by outreach method/tool for the year.

	Planned	Spent
Total	\$1,429,900	\$
Electric: Total	\$	\$
Gas: Total	\$1,429,900	\$
.....	((CorpComm O & M) \$900,000 for EE)	

Breakdown by Categories:

	Planned	Spent
▪ Customer Service	\$130,000	\$
Includes messaging on billing, complaint procedures, rate information, rights and responsibilities, special needs, etc.		

	Electric	Gas
Bill Inserts	\$	\$15,000
Brochures/Flyers	\$	\$
Direct Mail	\$	\$
Educational Videos	\$	\$
Email	\$	\$
Media	\$	\$
Newsletters	\$	\$45,500
Web and digital media	\$	\$15,000
Other (explain)	\$	\$55,000 Phone Listing/Hold Messaging

	Planned	Spent
▪ Energy Affordability	\$	\$

Reflected in the HEAP spend

	Electric	Gas
Bill Inserts	\$	\$
Brochures/Flyers	\$	\$
Direct Mail	\$	\$
Educational Videos	\$	\$
Email	\$	\$
Media	\$	\$
Newsletters	\$	\$
Web and digital media	\$	\$
Other (explain)	\$	\$
Other (explain)	\$	\$

PLEASE SEE THE MARKETING COMMUNICATIONS GRID ATTACHED FOR THE 2022 PLANNED CAMPAIGNS/TIMING, ETC.

- Planned Spent
- **Energy Efficiency**.....\$900,000 \$
- (Separate budget from the \$1.249.9 Million)

	Electric	Gas
Bill Inserts	\$	\$20,000
Brochures/Flyers	\$	\$50,000
Direct Mail	\$	\$
Educational Videos	\$	\$
Email	\$	\$
Media	\$	\$400,000
Newsletters	\$	\$
Web and digital media	\$	\$100,000
Other (explain)	\$	\$300,000 Weatherization kits, NEED Program, EE events

- Planned Spent
- **Seasonal Communications**.....\$673,000 \$
- (Winter Heating Season-HEAP/Payment Assistance, Special Protections, Co-op Advertising)
- Specify the amounts dedicated to winter outreach \$ \$

	Electric		Gas	
	total	winter	total	winter
Bill Inserts	\$	\$	\$	\$48,000
Brochures/Flyers	\$	\$	\$	\$34,000
Direct Mail	\$	\$	\$	\$
Educational Videos	\$	\$	\$	\$
Email	\$	\$	\$	\$
Media	\$	\$	\$	\$530,000
Newsletters	\$	\$	\$	\$25,000
Web and digital media	\$	\$	\$	\$65,000
Other (explain)	\$	\$	\$	\$

- Planned Spent
- **Service-Related Communications**.....\$359,000 \$
- (Gas safety, CO2Awareness, Call Before You Dig, Meter, NGA Gas Safety, Pet Safety)
- Includes messaging on outages, infrastructure, metering, safety, tree trimming, etc.

	Electric	Gas
Bill Inserts	\$	\$
Brochures/Flyers	\$	\$11,000
Direct Mail	\$	\$30,000
Educational Videos	\$	\$
Email	\$	\$
Media	\$	\$302,000
Newsletters	\$	\$23,000
Web and digital media	\$	\$10,000
Other (explain)	\$	\$

- | | | |
|-------------------------------------|------------------|-----------|
| | Planned | Spent |
| ▪ Other Communications | \$180,000 | \$ |

(Corporate partnerships/events/tradeshows, etc.)

Identify and describe other programs that do not fall into the previous categories

	Electric	Gas
Bill Inserts	\$	\$
Brochures/Flyers	\$	\$
Direct Mail	\$	\$
Educational Videos	\$	\$
Email	\$	\$
Media	\$	\$
Newsletters	\$	\$
Web and digital media	\$	\$
Other (explain)	\$	\$180,000

- **Outreach Events**.....Listed Above in the \$180,000

INFRASTRUCTURE INVESTMENTS AND DEVELOPMENTS

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

Activity #1:

New or On-going Activity:

National Fuel notifies all customers via letters, door hangers and personal visits when infrastructure improvements are planned including mainline replacements, meter moves and service line replacements are scheduled. On a semi-annual basis, National Fuel will meet with elected officials if there is an extensive infrastructure project scheduled that will have a wide-reaching effect. Additionally, National Fuel will schedule block club or neighborhood association meetings for similar reasons to bring added awareness to the project, its purpose, timeline and restoration.

Description and Schedule for Planned Activity:

Mainline replacements projects. Selective courtesy letters mailed prior to construction. Operations makes personal notifications or attaches door hangers prior to construction

A report on all National Fuel's infrastructure awareness and outreach is in the **Infrastructure Appendix**

Public Awareness Planned: Y/N YES

Activity #2:

New or On-going Activity: On-going Activity

Description and Schedule for Planned Activity: Brushing and Mowing of Rights of Way as needed.

Public Awareness Planned: Y/N YES

Activity #3:

New or On-going Activity: On-going Activity

Description and Schedule for Planned Activity:

Encroachment information/guidelines are located on the website. Selective personal field visits and follow-up communication used as needed

Description and Schedule for Planned Activity:

Encroachment Agreements as needed. Generally transmission pipelines only.

Public Awareness Planned: Y/N YES

NATIONAL FUEL GAS DISTRIBUTION CORPORATION

**OUTREACH AND EDUCATION PLAN
2023**

Mandated Outreach and Education

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

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

PLEASE FILL OUT:

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

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No. 20-G-0131 –

Proceeding on Motion of the Commission in Regard to Gas Planning
Procedures.

Required by Order, Joint Petition, Settlement, Other:
Order Adopting Moratorium Management Procedures

Date the Order was Issued and Effective:
May 12, 2022

Summary of O&E requirements:
Provide a multi-dimension Outreach Plan in the event a natural gas moratorium is necessary

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

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 Michael Corso, Director of the Office of Consumer Services.

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

- Secretary's Office Date: Dec. 27, 2022
- Office of Consumer Services Date:
- Other: _____ Date:
(Name of DPS contact person)

Date Reporting May Cease: N/A

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER (PART II)

Case No. 14-M-0565 -

Proceeding on Motion of the Commission to Examine Programs to Address
Energy Affordability for Low-Income Utility Customers

Required by Order, Joint Petition, Settlement, Other:
Order Adopting Energy Affordability Policy Modifications and Directing Utility

Date the Order was Issued and Effective:
August 12, 2021

Summary of O&E requirements:
File

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 Michael Corso, Director of the Office of Consumer Services.

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

- Secretary's Office Date:
- Office of Consumer Services Date:
- Other: _____ Date:
(Name of DPS contact person)

Date Reporting May Cease:

NATIONAL FUEL GAS DISTRIBUTION CORPORATION

**OUTREACH AND EDUCATION PLAN
2023**

Global Outreach and Education Tools

2023 Outreach & Education Plan

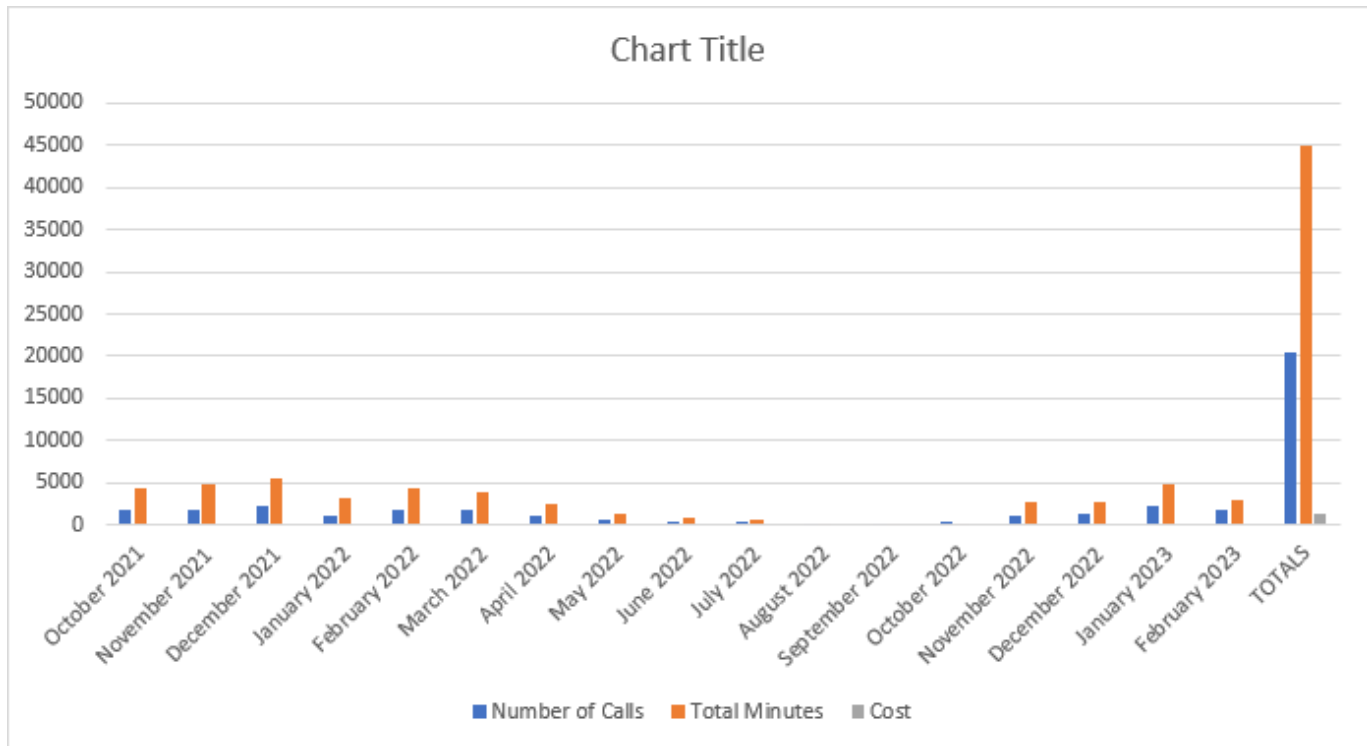
CUSTOMER ASSISTANCE LINES/CALL CENTER

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/Continuing Program:

HEAP Outreach is the most significant initiative at National Fuel as our other programs of LIURP and SLIP are an automatic enrollment (systematic) with very limited outreach

Summary of 2022 Results and Lessons Learned: HEAP Hotline calls



Important to note that HEAP opened later in 2022 thus the difference in calls from Oct. 21 to Oct. 22.

Goals for 2023:

As payment assistance efforts are need even more with predicted high winter heating season bills, National Fuel developed an outreach campaign that attract all stakeholders from those who generally depend on HEAP to those who never needed or even considered payment assistance. The “Weather Any Storm” campaign ran from November 2022 through March 2023.

How Priority Was Set: Strategic business need,

Description of 2023 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

See Winter Heating Season Appendix, MarComm Grid and Website/Social Media Appendix

2023 Outreach & Education Plan

Mass/Blast Notifications

New/Continuing Program:

National Fuel started to use email blast technology in late 2022 with several of its energy efficiency partners – Sealed and HomeServe -- to make specific customers aware of programs offered. Examples are provided in the Energy Efficiency Appendix.

Our Customer Assistance department started during this winter heating season with a trial email blast about the Home Energy Assistance Program. We plan to make this a significant piece of our outreach effort going forward.

Immediately following the opening of the Home Energy Assistance Program each year, National Fuel does a series of robo-calls to customers in a variety of categories to build awareness that the program is open and that funds are available for the payment challenged.

Summary of 2022 Results and Lessons Learned: Provide detailed evaluation in Appendix C

2022 - 2023 Program Year

HEAP / LIHEAP Activity

NEW YORK SUMMARY	2022 - 2023 Program Year Through March 24, 2023			2021 - 2022 Program Year - Comparison Through March 25, 2022			2021 - 2022 Program Year Final			2020 - 2021 Program Year Final Report		
	Number of Grants	Amount	Avg Grant	Number of Grants	Amount	Avg Grant	Number of Payments	Amount	Avg Grant	Number of Payments	Amount	Avg Grant
Total Regular Grants	69,560	\$32,660,727	\$470	63,942	\$25,932,027	\$406	79,227	\$32,011,315	\$404	81,146	\$31,919,267	\$393
\$100 Supplemental Payments	44,187	\$4,418,950	\$100									
Total Emergency Grants	5,030	\$2,013,887	\$400	610	\$283,650	\$465	8,205	\$3,805,624	\$464	11,676	\$4,097,082	\$350
GRAND TOTAL	118,777	\$39,093,564		64,552	\$26,215,677		87,432	\$35,816,939		92,822	\$36,016,349	
Amount of Total Pending	4,265	\$1,866,757		649	\$283,968		186	\$82,907		289	\$104,650	
Amount Paid to Date	114,512	\$37,226,807		63,903	\$25,931,709		87,246	\$35,734,032		92,523	\$35,911,699	
*ERAP Tax Credit	582	\$566,152										
*ERAP HEAP Qualified	2,338	\$1,824,521										
*ERAP Total	2,920	\$2,390,673	\$819									
							Total RAS Grants	22,952	\$22,419,982			

*Emergency Rental Assistance Program rollover from 2021 program year

Sealed launch: 24 customers acquired.

HomeServe: High efficiency units installed: 41/Hybrid gas + electric systems installed: 7

Goals for 2023:

Continuous improvement to enroll more customers in HEAP, year-over-year. The winter heating season 2022-23 has seen a significant increase in HEAP grants – 124,480 totaling more than \$40 million in financial assistance for National Fuel customers.

How Priority Was Set:

Strategic business need.

Description of 2023 Program:

Robo calls are made to customers who had received HEAP grants the year prior to inform them that HEAP is open/funds are available and to call us; Emergency HEAP grant robo calls are provided to all customers who received basic HEAP. The calls help supplement a multi-faceted paid and earned media campaign that extends the duration of the HEAP season.

The energy efficiency emails were sent to specific customer demographics that might be interested in the various EE programs.

Energy efficiency email blasts are included in the **Energy Efficiency Appendix** within Sealed and Home Serve's presentations.

2023 Outreach & Education Plan

OUTREACH MATERIALS

New/Continuing Program:

In an effort to educate, articulate and motivate customers to utilize payment assistance programs and payment plans, practice recommended behaviors to increase safety when using natural gas and be better informed as to their natural gas service and billing procedures, National Fuel uses diverse tactics as part of its outreach to all stakeholders. The Utility worked closely with its advertising agencies to make sure that tactics used were in line with the new post-Covid media consumption habits for consumers as things have changed within the last three years. And as customer bases are getting younger, tactics must stay relevant with all audiences and demographics.

Paid media tactics include: radio (both traditional and streaming), television (streaming and traditional), print and digital display ads, social media, outdoor, video, internet, search engine optimization,

Earned media: public relations, media relations, corporate partnerships.

National Fuel sets its O&E efforts up as special campaigns, and they are described throughout this report in the various sections and Appendix folders are included that contains all of the various outreach tools. Included are Gas Safety (Smell Gas? Leave Fast! Call Before You Dig) Energy Efficiency (Fueling Tomorrow Today), Payment Assistance (HEAP, Weather Any Storm).

Goals for 2023:

In 2022-23 the primary focus of National Fuel's O&E efforts was on customer affordability as we spent much time and effort to explain the factors contributing to increased customer bills during the winter heating season and provided ways to prepare homes and residences making them more energy efficient while stressing payment assistance programs and bill pay options that were available.

How Priority Was Set:

Obvious customer needs and media consumption habits by consumers.

Description of 2023 Program:

Full description and examples of O&E materials are included in each of the Appendix listed within this report.

Websites include: **nationalfuel.com** and **fuelingtomorrowtoday.com**

Social media platforms include: Facebook, LinkedIn and Twitter

2023 Outreach & Education Plan

UTILITY OUTREACH EVENTS

New/Continuing Program:

National Fuel participates in community outreach events in a variety of ways through corporate partnerships, sponsorships, and by invitation. We did not host any outreach events in 2022-23.

After the tragic event in Buffalo on May 14th following the racially motivated shooting on Buffalo's eastside, National Fuel was one of the local utilities that participated for months (May through November) in community outreach located at a community center allowing residents to come in, pay utility bills, ask about payment assistance or billing concerns.

In March, National Fuel teamed with National Grid and other utilities to provide account-related assistance at a community center in an effort to promote payment assistance.

Summary of 2022 Results: Provide detailed evaluation in Appendix C

Every day from mid-May through November 2022, National Fuel joined numerous community-based organizations, utilities, social service and human service agencies to provide outreach on Buffalo's eastside following the May 14th tragedy. The outreach has sessions in the morning and evenings for customers with account-related questions to get assistance.

National Fuel, through its energy efficiency programs, makes available free-of-charge weatherization kits to block clubs, non-profit organizations, community-based organizations, elected officials to distribute to constituents and numerous community events. Within the kit are materials to make homes more efficient, plus energy efficiency tips as well as financial assistance information. We provide anywhere from 10,000 to 15,000 kits a year across our service territory and they are a favorite at many community events.

Description of 2023 Program:

Described above. Examples of social media posts to promote the events are included in the **Public/Community Relations Appendix.**

A listing of community sponsored events and events in which National Fuel employees (Faces of Fuel) volunteered at are included within this report as well.

2023 Outreach & Education Plan

WEBSITE, SOCIAL MEDIA & MOBILE APPLICATIONS.

New/Continuing Program:

National Fuel continues to enhance its customer communications tools as it continually evolves its social media presence, using it as an indispensable tool to communicate with all our stakeholders – customers, elected officials, first responders, municipalities, the media, and the communities where we work and serve. Since the launch of our social platforms in July 2018, we have found social media an effective way to get our messages out and have amassed a solid following with good engagement.

National Fuel utilizes Facebook, Twitter and LinkedIn. Our Ambassador Program, which includes more than 125 employees, provides them with two specific posts each week to share to their own networks, thus extending the reach of our Company posts by more than 25,000 views. We continue to build this program.

Donna DeCarolis, Utility President, started using her own personal LinkedIn account to build greater awareness for the Climate Leadership & Community Protection Act and later the CAC's Draft Scoping Plan.

An ADA compliant and responsive corporate website – **nationalfuel.com** – was audited this winter for accuracy, relevance and readability with enhancements made.

National Fuel's energy efficiency program has its own website and social media platform – **Fueling Tomorrow Today** – to provide specific information to NFG customers on the Conservation Incentive Program, energy efficiency tips, information on rising natural gas costs and impacts on winter heating season bills, and rebate applications for residential and commercial customers.

At this point, National Fuel doesn't utilize mobile applications.

Summary of 2022 Results and Lessons Learned: Provide detailed evaluation in Appendix C

NFG Facebook: 3,600 followers, 3,586 likes totaling **7,186 engaged users**. More than 30,000 unique page visits since August 2022, an increase of **127%** over last year. Each FB post on average has a reach of 2,000. A Blizzard safety post (12.23.22) reached more than **14,300 people** thanks to local municipalities, first responders and community pages that shared it. Second most popular post was during the November 2022 blizzard (11.18.22) reached more than **13,730 people**. Most popular posts are HR/Jobs, customer payment assistance, safety messaging (winter safety, flooding) and employee posts (Faces of Fuel). Cross promotion with local community organizations rates high in engagement as well.

NFG LinkedIn: 12,253 followers, compared to 10,281 followers last year, with engagement of approximately 1,500 users per post.

NFG Twitter: 345 followers including engagement industry trades, collaboration with the American Gas Association, INGAA and local community organizations. We are followed by many of the WNY media organizations and have used Twitter as an effective means to get safety messaging out and to alert the public when there is an incident.

Goals for 2023:

Simply put, we continue to grow each of these platforms with followers, unique visits and engagement. Social media has proven to be a valued way to communicate with our customers and our communities in an efficient and cost-effective way.

Content diversity is also a goal. We watch the analytics carefully to see which content performs the best and we design new materials according to those results. Job recruitment, payment assistance, community involvement and employee engagement are topics that resonate with the highest engagement.

How Priority Was Set:

Essential business need as the customer base

Description of 2023 Program:

National Fuel's Facebook posts, LinkedIn posts, Tweets

- ✓ 8/1/2022- Budget billing payment plan posts and tweet
- ✓ 8/8/2022- Bill relief program, payment assistance posts and tweet
- ✓ 8/11/2022- National Call 811 Day posts and tweet
- ✓ 8/11/2022- National Call 811 safety tutorial posts and tweet
- ✓ 9/01/2022- Budget plan
- ✓ 9/12/2022- Corporate Responsibility Report- energy efficiency and benchmarks achieved
- ✓ 9/20/2022- Climate Week- focus on safety and efficiency, posts and tweet
- ✓ 9/22/2022- National Fuel winter heating bills- payment assistance posts and tweet
- ✓ 9/23/2022- Payment assistance community event posts and tweet
- ✓ 9/27/2022- Budget plan posts and tweet
- ✓ 10/5/2022- National Energy Efficiency Day posts and tweet
- ✓ 9/7/2022- Safe UTV Operations Training Program posts and tweet
- ✓ 9/16/22- PA Safety Day Conference posts and tweet with safety reminders
- ✓ 10/11/22- Budget plan posts and tweets
- ✓ 10/25/22- Payment assistance community event posts and tweet
- ✓ 10/26/22- Energy efficiency kits for community posts and tweet
- ✓ 11/1/22- Opening of HEAP posts and tweets
- ✓ 11/1/22- Payment assistance community event posts and tweet
- ✓ 11/17/22- Winter Storm safety message and tips post and tweet
- ✓ 11/18/22- Winter storm safety message- meters and vents posts and tweet
- ✓ 11/19/22- Meter safety post and tweets (winter safety)
- ✓ 11/19/22- News Station WKBW winter safety/meter safety posts and tweet
- ✓ 11/21/22- Winter safety and meter safety posts and tweet (video)
- ✓ 11/28/22- Budget Plan posts and tweet
- ✓ 12/23/22- Winter storm natural gas safety posts and tweets
- ✓ 12/23/22- Live tweets and messaging during the storm with safety tips
- ✓ 12/23/22- Meter safety posts and tweet
- ✓ 12/23/22- Natural gas appliance safety posts and tweets
- ✓ 12/24/22- Meter and vent safety posts and tweet
- ✓ 12/28/22- Flooding safety messaging posts and tweet
- ✓ 2/3/22- Community winter safety posts and tweet
- ✓ 2/27/22- Payment assistance community event posts and tweet
- ✓ 3/3/22- Customer safety posts and tweet (with live updates)

✓ 3/16/22- Call Before You Dig posts and tweet

Examples of NFG's website and social media content are available in the **Website/Social Media Appendix.**

**NATIONAL FUEL GAS DISTRIBUTION CORPORATION
OUTREACH AND EDUCATION PLAN
2023**

Section 4

Outreach and Education Topics

2023 Outreach & Education Plan

BILLING SERVICES AND PAYMENT ALTERNATIVES

New/Continuing Program:

Educate, engage and inform the customer base through various communications tools and vehicles that National Fuel has a variety of programs and services to assist in the event they are having difficulty paying their heating bill, desire an online and/or paperless bill.

Summary of 2022 Results and Lessons Learned: Provide detailed evaluation in Appendix C

*Current Budget Plan customers: **175,625**

*Online services customer enrollment continues to solidly increase each year. Jumped from **282,454** customers last year to current – **307,780** out of a total of 544,767– more than 56% of the customer base.

*Transition from paper to paperless billing continues to increase. Jumped from 128,931 customers to **213,538** customers.

* Direct Pay customers increased from 128,931 to **142,552**.

Goals for 2023:

Budget Plan activation is a focus as part of managing higher winter heating season bills, lessening the seasonal spikes of customer bills.

Stress deferred payment plans for customers struggling to pay higher winter bills.

How Priority Was Set:

Needs of the customer base.

Description of 2023 Program:

National Fuel has used its price volatility and winter heating season outreach to extensively promote various bill payment programs and services.

See Winter Heating Season Appendix for tactics.

2023 Outreach & Education Plan

CUSTOMER RIGHTS AND RESPONSIBILITIES

New/Continuing Program:

Continued compliance with the Home Energy Fair Practices Act Section 11.17 and non-residential Section 13.12

Summary of 2022 Results and Lessons Learned: Provide detailed evaluation in Appendix C

Full compliance with HEFPA regulations

Goals for 2023:

Full compliance with HEFPA regulations.

How Priority Was Set:

Stringent HEFPA notification requirements.

Description of 2023 Program:

Annual bill insert to all residential and commercial customers describing their Rights & Responsibilities.

Insert available in the **Rights & Responsibilities Appendix.**

2023 Outreach & Education Plan

ENERGY EFFICIENCY PROGRAMS

New/Continuing Program:

National Fuel's energy efficiency program, **The Conservation Incentive Program**, launched in 2008 and continues to solidly perform. *Fueling Tomorrow Today* educates and informs customers of the benefits of energy efficiency and its relation to reduced emissions. Customer rebates and energy efficiency tips are valued pieces of this outreach effort.

Added in 2022-23 was a new section describing, **“Rising energy costs – supply and demand issues will raise the cost of winter heating season bills....”** to alert customers that bills will be significantly higher in 2022-23.

National Fuel partnered with HomeServe in late 2022 for the winter heating season. Partnerships with Sealed and MYHeat continued.

Summary of 2022 Results and Lessons Learned:

Rebates for 2022 were as follows:

Res CIP: 19,737 rebates totaling of \$4,195,372.

NRCIP: 72 rebates totaling \$367,441

Sealed: 24 customers acquired 24

The core programs, which had been offered since 2007, included the following: (1) Residential Rebate Program, (2) Non-Residential Rebate Program, and the Statewide Low- to Moderate-Income (“LMI”) program.

Goals for 2023:

So far in 2023 we are seeing solid results for the energy efficiency programs.

Res CIP: 8,469 rebates totaling \$1,454,084

NRCIP: 23 rebates for \$82,295

Sealed: 2 customers acquired

HomeServe: 41 high-efficiency units installed/7 Hybrid gas+electric systems installed

How Priority Was Set:

Strategic business need.

Description of 2023 Program:

Leverage CIP campaign to continue raising awareness about, and preparing consumers for, upcoming rate increases. Targeting Primary Audience: Residential Customers, 35-64 Secondary Audience: Commercial Customers & Contractors Geographic Area: Buffalo DMA (Erie, Niagara, Genessee, Chautauqua, Cattaraugus, Allegany)

KPIs Awareness: Impressions, Reach Consideration: Clicks, Sessions, Time on Site Conversions: Form Clicks, App Downloads, Contact Clicks Landing Page General: <https://fuelingtomorrowtoday.com>

Channels & Flighting Flighted TV: October 10 - March 26 Radio: October 10 - March 26 Print: October 10 - March 26 Outdoor: October 10 - March 26 Hulu: October 10 - March 26 BN.com: October 10 - March 26 Continuous YouTube: October 10 - March 26 Pandora/Spotify: October 10 - March 26 Facebook: October 10 - March 26 Display: October 10 - March 26 Paid Search: October 10 - March 26

MyHEAT -- National Fuel partnered with MyHEAT Inc. in 2021 to enhance energy efficiency awareness and action as part of a pilot program within a cross section of WNY households – of which nearly 90% of households use natural gas as an energy source. MyHEAT provides an online platform that enables customers to view and compare heat escaping from their homes, and encourages them to learn more about local resources and incentives to lower home energy consumption and improve efficiency. Throughout the pilot, customers may receive detailed information about accessing their personalized profile, which provides customers with visual details about how their home uses and loses energy. Customers can also instantly connect with rebates for energy-efficient home improvements to help save money. The randomized control trial (RCT) covered roughly 78,000 single-family and 33,000 multi-family buildings. No neighborhoods were excluded.

Customers or buildings that did not meet certain requirements, like inaccurate matching between meter locations and land parcel details, were excluded as the RCT progressed. Data was collected using a world-class thermal sensor to identify where heat loss is occurring from each building across an entire service area from a bird's-eye view. It is then processed using MyHEAT's proprietary algorithms to create unique heat loss ratings and thermal images.

SEALED -- National Fuel's partner covers the upfront costs of insulation and smart home technology. Sealed covers the upfront costs for upgrades that improve home energy efficiency through weatherization, climate control and energy waste reduction. Homeowners then pay back Sealed based on how much energy their homes save. Available across New York state,

Sealed offers these upgrades as part of its Comfort Plan to residential customers and includes air sealing, insulation and smart home technology, including smart thermostats and LED lighting.

HomeServe – a leading provider of home repair solutions, HomeServe began partnering with National Fuel in the Fall 2022. The Advantage Program by HomeServe gives a home a new HVAC system, installation, and ongoing cost efficiency, plus service and maintenance—in one convenient program. The goal is to provide homeowners with the tools to help them protect against the expense, worry, and inconvenience of heating and cooling system emergencies. HomeServe prides itself on quality local service and expert installation services.

A hybrid system is an energy efficient home comfort system that pairs an electric heat pump with a gas furnace and alternates between the two fuel sources to maximize comfort and efficiency. National Fuel and HomeServe have contracted experts to help customers convert to a hybrid heating system.

Extensive materials and descriptions of all Outreach materials are available in the **Energy Efficiency Appendix.**

2023 Outreach & Education Plan

ENERGY SERVICE AFFORDABILITY

New/Continuing Program:

This monthly bill credit is automatic with the receipt of a HEAP payment applied to the customer's account. When a HEAP payment is added to a customer's account, the customer begins receiving the month bill credit. The program is promoted by bill inserts and customer newsletters and once enrolled, the customer receives messages on their bill

Summary of 2022 Results and Lessons Learned:

Statewide EAP Application Form will be posted on nationalfuel.com website

Built an option for customer to select EAP Application Form when logged into their Invoice Cloud online account.

Awareness and Education on EAP Application information on our Payment Assistance Programs website found at www.nationalfuel.com/utility/payment-assistance-programs/.

Worked with OTDA and County DSS Offices to get links to utility websites on their pages.

Existing outreach to residential customers included slip sheets, door hangers, inserts, etc. directing customers to call us or visit National Fuel's website for programs and payment assistance.

On-hold messaging includes information as customers listen when on-hold with our Consumer Business department.

Phone center representatives that provide customers with information and availability about HEAP are trained regarding the expanded EAP eligibility guidelines.

Increased use of Social Media posts to include EAP description and eligibility directing customers to call or visit **nationalfuel.com**.

Developed bill insert to increase awareness of residential customers of National Fuel's EAP,

Goals for 2023:

Expand awareness of the Bill Relief Program Phase 2 that launched in Winter 2023.

How Priority Was Set:

Required

Description of 2023 Program:

Updated information was included in all outreach tactics used for BRP Phase 1 when the program was launched including: Utility website call-out and listing on payment assistance pages, customer newsletter, bill insert, on-hold messaging, customer assistance center phone scripting, and it was connected to our all-encompassing winter heating season campaign – Weather Any Storm.

Examples includes in the **Bill Relief Program Appendix**.

2023 Outreach & Education Plan

INFRASTRUCTURE & SECURITY

New/Continuing Program:

Consistent with the requirements of API RP1162, numerous departments within National Fuel strive to enhance this program as needed and identify the updates and improvements that have been made since the preceding cycle. **The Pipeline Awareness Executive Review of Existing Program report is available in the Appendix - Infrastructure.**

National Fuel mails Pipeline Public Awareness brochures for all jurisdictional pipelines in its territory to four identified stakeholder groups – Affected Publics, Emergency response Officials, Public Officials and Excavators & Contractors.

National Fuel is part of a massive effort by the Northeast Gas Association in placing an extensive media campaign across multiple states during Dig Safety month and the prime spring months to promote Call Before You Dig, Dig Safely/Call 8-1-1. **Examples of campaign materials are contained in the Appendix – Gas Safety.**

As well the Company notifies all customers via letters, door hangers and personal visits when infrastructure improvements are planned including mainline replacements, meter moves and service line replacements are scheduled. On a semi-annual basis, National Fuel will meet with elected officials if there is an extensive infrastructure project scheduled that will have a wide-reaching effect. Additionally, National Fuel will schedule block club or neighborhood association meetings for similar reasons to bring added awareness to the project, its purpose, timeline and restoration

Summary of 2022 Results and Lessons Learned: Provide detailed evaluation in Appendix C

34,369 Pipeline Public Awareness brochures were mailed out for all NFG entities

5,833 Emergency Response Officials

28,536 Excavators & Contractors 19,718. All NYS jurisdictional pipelines were included in this mailing.

The brochure has individual sections dedicated to how to identify a gas leak. Call Before You Dig/811, Emergency Phone numbers and additional information regarding Security, including the contact number for the New York State Terrorism Tip Line – 1-866-723-3697.

As required by RP-1162, a four-year effectiveness survey was conducted in 2022 by Great Blue Research, a third party consultant.

Annual Public Official Notification of NFG Emergency Contacts – the letter and safety brochure went to municipal entities including Mayors, Town Clerks, Supervisors, Commissioner of Highways, Town Engineers, etc

Municipal Project Solicitation and Information Letter– the letter and attachments went to municipalities and consulting firms in New York.

Goals for 2023:

Enhance and expand 2022 outreach. Utilizing the requirements of API RP 1162, National Fuel annually reviews and identifies updates and improvements made since the preceding cycle

How Priority Was Set:

PHMSA requirements: API RP 1162 and 1185

Description of 2023 Program:

View the Pipeline Awareness Executive Review 2022 Program within the **Infrastructure Appendix** to see all elements of National Fuel's annual program.

2023 Outreach & Education Plan

METERING

New/Continuing Program:

National Fuel includes a shared meter insert to inform customers about shared meters every September in customer bills that are applicable,. Whenever National Fuel has a mainline replacement job that involves moving meters from indoors to outdoors, National Fuel sends impacted customers a letter detailing the activity. Often times too our field crews go door-to-door to discuss with the home owner what day is most convenient and answer any questions that the customer may have. In addition, we do discuss with the customer the potential location of the meter outside. Corporate Communications works closely with Operations, and Government Affairs, to make sure appropriate and necessary communication is distributed to customers when major modernization project work is taking place. In areas of historic or cultural sensitivity, we often hold neighborhood meetings to describe projects and answer questions.

Summary of 2022 Results and Lessons Learned: Provide detailed evaluation in Appendix C

Safety Inspections (check inside service line through outlet of inside meter for leakage and corrosion): - NYS PSC issued an order mandating Inside Safety Inspections for both residential customers and those in business districts. - Safety Inspections are completed regularly through the normal course of business (meter reading and service orders). - Notification was made to customers on the importance of completing these inspections and the need for access via social media posts and bill inserts leading up to the start of this initiative in the field. - Field personnel (meter readers, field service representatives, and supervisors left door hangers with information and a contact phone number for customers to schedule an ISI. - For the small volume of service locations with inside meters where we experienced access issues, additional correspondence was sent. - Utilized social media to promote meter safety, flooding precautions, winter safety tips for meters. A natural gas meter video was produced and is widely received when posted on social media explaining to customers what a meter does and safety tips. <https://www.nationalfuel.com/utility/your-meter-ny-homebusiness/> -News releases and media advisories are regularly distributed during incimate weather to warn customers about flooding, winter safety tips and gas meter safety.

Goals for 2023:

We are using the “higher winter heating season bills” platform to encourage customers to read their meters or schedule meter reading so that estimate readings are at a minimum. Media messaging and call center messaging includes this. Operations, Government Affairs and Corporate Communications work closely to ensure appropriate communications are issued and when more than a letter is necessary.

Examples of Outreach is available in the Metering Appendix.

2023 Outreach & Education Plan

NATURAL GAS/ELECTRIC SAFETY

New/Continuing Program:

Enhance overall awareness for natural gas safety, pipeline safety and protocols, and safety initiatives including Call Before You Dig, Smell Gas? Leave Fast! and CO2 Awareness. National Fuel's record of safe operations and its safety priority leads all public discussion for pipeline projects.

Summary of 2022 Results and Lessons Learned: Provide detailed evaluation in Appendix C

As a result of the PSC Order in Case No.11-G0565, National Fuel maintains a multi-media natural gas safety campaign that is being carried over into many different avenues of the Company's customer touch points. **Smell Gas? Leave Fast! Call 1-800-444-3130.** Additionally, the Utility has given significant focus to **Call Before You Dig/Know what's below** messaging and had several campaigns to strengthen that message.

Working with the Northeast Gas Association, a multi-lingual "scratch n sniff" gas odorant insert is placed in customer bills every September to enhance awareness of what natural gas smells like. (See **Bill Insert Appendix**).

National Fuel partners with other member companies of the Northeast Gas Association to provide an extensive media campaign across the Northeast U.S. that promotes natural gas safety and then measures its effectiveness post campaign.

Two videos were produced and distributed on National Fuel's social media platforms focusing on Call Before You Dig, Winter Safety tips and Your Natural Gas Meter to further get the message out about safety and gas infrastructure. Additionally,

Goals for 2023:

Safety is National Fuel's top priority and we continue to expand our outreach efforts to make sure customers are aware and utilize the natural gas emergency number when they smell gas and call or go online to get utility lines marked.

Description of 2023 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, evaluation plan, etc.)

Call Before You Dig

- Majority of media focused on spring flight for (4) weeks and will cover through Memorial weekend
- Public radio to be leveraged – higher geographic reach than traditional broadcast radio stations
 - Digital audio being zip targeted and planned so areas not covered by public radio are given ample coverage
- CTV/pre-roll video and display will all also be zip and audience targeted, ensuring max reach
- Utilize outdoor and bus ads long-term to boost awareness all spring and summer through 8-1-1 Day

National Fuel has worked with its energy efficiency rebate vendor to purchase 8,000 Methane Detectors to distribute to select customers. 7,500 will be provided to our Elderly, Blind & Disabled customers who received HEAP. The additional 500 will be distributed during field visits in low-income households. **See the Gas Safety Appendix for the postcard.**

Please see the implementation plan in the **Gas Safety Appendix** entitled **NATIONAL FUEL GAS DISTRIBUTION CORPORATION RESIDENTIAL METHANE DETECTION PROGRAM IMPLEMENTATION PLAN**. Language has been added to our website to increase customer knowledge of methane detectors. <https://www.nationalfuel.com/safety/natural-gas-detectors>

Smell Gas? Leave Fast campaign ran from late September to Nov. 3, 2022, and featured high-reach outdoor billboards, traditional and streaming radio and paid social media. **Examples are included in the Gas Safety Appendix.**

UDig NY and National Fuel have built a partnership where several of the NFG utility service vans get wrapped each year in the branded safety message. As well, NFG supports the nursery program where see packets are branded with UDIG NY branding and distributed at home retail stores including Home Depot and Lowes. Additionally, National Fuel sponsors many local Garden Walks across our serve territory and distributes gardening gloves and seed packets with UDig NY branding. **Examples included in the Gas Safety Appendix.**

2023 Outreach & Education Plan

NATURAL GAS EXPANSION

New/Continuing Program:

Continuation of an existing program - National Fuel Gas Distribution Corporation's Collaborative Gas Network Enhancement Plan ("GNEP"), addresses the following:

- Recognition of customer growth potential along a main line project in determining surcharges to be applied to customers receiving service from the specific system expansion (e.g., prepiping agreements, municipalities' involvement, natural gas producers, other property owners, etc.);
- Provision of financial support or assistance in removing barriers to conversions (e.g., rebates for high efficiency furnaces, equipment purchase programs);
- Expansion of Outreach and Education efforts to specifically target conversion to gas service, which includes cooperation and coordination with other state and local agencies (NYSERDA programs, Division of Home and Community Renewal, etc.);
- Additional assistance to improve saturation rate among low-income customers and customers in rural areas;
- Incorporation, as necessary, of the results of Case 12-G-0297; and • Determination of how the current Revenue Decoupling Mechanism and 90/10 sharing mechanism impact expansion.

Summary of 2022 Results and Lessons Learned: Provide detailed evaluation in Appendix C

Gas Conversion Rebate Program – 173 rebates for a total of \$225,429

Income-based Conversion Program – 8 projects for a total of \$55,480.

PUR-WNY: 14 projects for a total of \$66,100

Goals for 2023:

Additional marketing efforts will commence in Spring 2023 with white whale Marketing.

Description of 2023 Program:

Launch of a marketing campaign will commence in late Spring 2023.

See examples of **Gas Expansion** materials in Appendix

2023 Outreach & Education Plan

PRICE VOLATILITY

New/Continuing Program:

Rather than focus on the PROBLEM: price volatility leading to higher than usual winter heating season bills, National Fuel is focusing on the SOLUTION....more payment assistance programs and payment plans than ever before. Each October, National Fuel releases its winter heating season forecast through a news release that receives substantial pick-up across traditional news media. As a significant increase in bills was announced, there was a great deal of media coverage so National Fuel customers understood bills this winter were going to increase.

National Fuel worked with its energy efficiency partner – Sealed – and developed a comprehensive webpage dedicated to rising costs that appears on the fuelingtomorrowtoday.com website (NFG’s energy efficiency website).

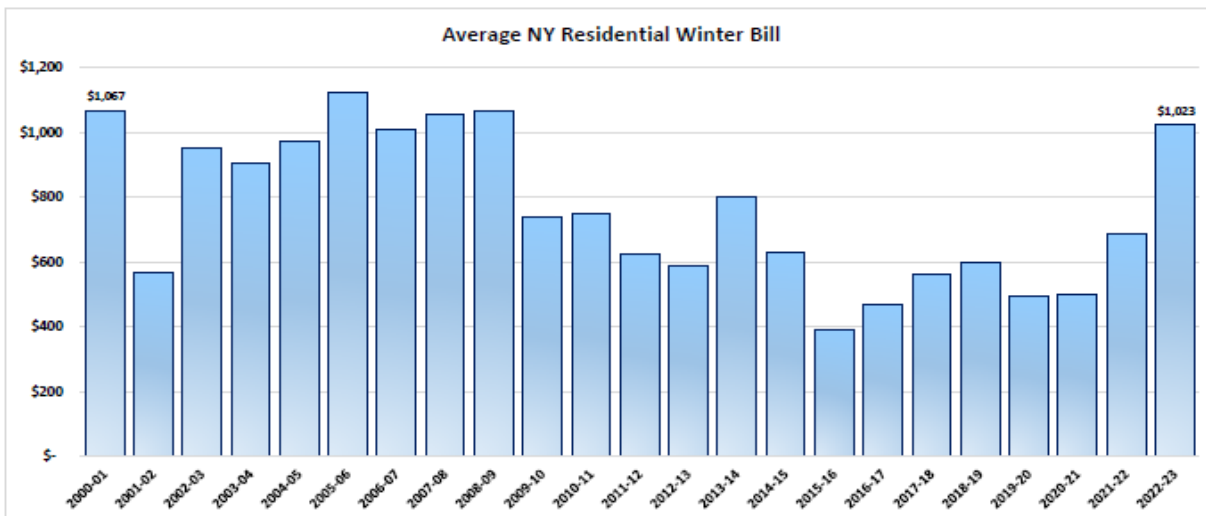
Customer outreach included pop-up on corporate website, door hangers, blaster calls, email blast, social media, traditional media – paid and earned.

Goals for 2023:

Prepare customers as best we could to the realities that winter heating bills were going to increase 49%. Explain the reasons why, how to prepare and how to make homes more energy efficient.

How Priority Was Set:

Reality of rising gas costs and winter heating season bills



Description of 2023 Program:

A banner on NFG's energy efficiency homepage -- **Energy costs are rising but help is available** – links customers to the information below. Additionally we created bill inserts and placed the information in the Fall customer newsletter as well. The winter heating season forecast news release incorporated much of this information which was used in many of the subsequent media interviews on the higher winter heating season bills.

2022-23 Winter Heating Costs – What to Expect

This winter, customers will see significantly higher heating bills than in previous years, based on the rising cost of natural gas. National Fuel estimates that based on the current market prices, the average residential customer in New York will pay \$1,023 to heat their home from November 2022 through March 2023. These expected increases will land around 50% above costs seen during last year's milder-than-normal winter. (At this time in 2021, National Fuel had predicted average winter bills to total \$714 and the actual average was \$684.)

While predicting energy costs and winter weather are not always a sure thing, National Fuel does know the summer purchase price it paid for natural gas currently being injected into underground storage fields is nearly 50% higher than last summer's storage gas prices. The New York Mercantile Exchange (NYMEX) natural gas pricing for deliveries this upcoming winter is substantially higher as well, recently topping \$9 per MMBtu (one million British thermal units), an increase from last winter when pricing averaged under \$6 per MMBtu. (In comparison, just two years ago, gas pricing was at \$3 per MMBtu.)

However, are these estimates absolute for every customer in every National Fuel service region? No. Monthly bills will ultimately be determined by a variety of variables, including, but not limited to:

- What state you live in
- What energy provider you use
- The square footage of your home
- The type of heating system you use
- How efficient your heating system is
- Your temperature preferences
- If your house has been insulated and air sealed
- The outside temperatures during the 2022-23 winter months for where you live

Why are energy costs on the rise?

There are a lot of questions right now around the reasons for rising natural gas prices, and what is generating the sizeable jump in cost.

Many factors are at play, including—but not limited to—the following:

- Return of economic activity following pandemic shutdowns
- Increased usage of natural gas to generate electricity across the U.S.
- Increased U.S. demand for natural gas (up 3% in 2021–2022) due to colder temperatures and a slight increase in industrial demand
- Higher production costs due to inflation and disruptions from COVID-19
- Natural disaster events, like hurricanes in the Gulf of Mexico
- Geopolitical events—like the war in Ukraine—are increasing demand for U.S. liquefied natural gas
- Natural gas pipelines are at full capacity and permitting of new infrastructure has been impeded by organizations and state governments that oppose natural gas

Overall, much like prices of other consumer goods and services, market forces—including storage levels, production rates, and basic supply and demand—have raised the cost of natural gas. While it remains the most affordable energy option available, the resource’s increased price affects all of us, and National Fuel is committed to helping our customers through this challenging time.

Find our list of cost savings programs and tips [here](#).

National Fuel partnered with an HVAC contractor to handle all media requests for rising heating bills using the contractor to illustrate how customers can make their homes more energy efficient this winter heating season. This turned the story from a severe negative to a positive and assisted viewers in learning important lessons on how to keep the warm air in and the cold air out.

**On the positive side, winter heating season bills were predicted, for an average customer, to be \$1,023. Thanks to several factors, including a warmer than normal winter, winter bills are anticipated to be approximately \$840...less than \$50 more than last winter.

Examples of materials used can be found in the Winter Heating Season Appendix.

2023 Outreach & Education Plan

SERVICE INTERRUPTIONS

This section should include public awareness program regarding storm preparations, safety tips and restoration efforts. In addition, the Company should describe its outreach efforts to customers and stakeholders prior to, during and after an outage event including use of web, social media, etc.

New/Continuing Program:

National Fuel's service territory experienced major weather incidents in November and December 2022 but its infrastructure held with no reportable outages. When an isolated incident occurs, we use social media and the local media to get the word out.

Summary of 2022 Results and Lessons Learned: Provide detailed evaluation in Appendix C

Social media has been crucial in alerting natural gas customers to potential weather-related incidents and precautions they should take during flooding, blizzards and other extreme conditions.

Goals for 2023:

As needed, effectively communicate the on-going situation to customers, elected officials and the general public in impacted areas. An emergency banner on the corporate website can be used for significant service interruptions, storms and crisis communication.

Description of 2023 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, evaluation plan, etc.)

Each incident is viewed on a case-by-case basis as to the necessary outreach. National Fuel has an established partnership with the American Red Cross to establish and operate warming shelters if there is a substantial outage.

Operations maintains a close working relationship with Corporate Communications and alerts staff immediately if there is are circumstances that could have wide-reaching impact.

The Social Media appendix has several minor examples of alerts done in 2022-23.

2023 Outreach & Education Plan

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.

New/Continuing Program:

When a customer applies for service they are asked if they are **elderly, blind or disabled (EBD)**. When an account is flagged EBD, a customer service rep verifies whether the EBD situation continues to exist on all subsequent calls to the Customer Assistance Center (CAC). We do not code accounts LEP.

If a customer with a **language barrier** contacts a CAC, NFG utilizes a language translation line and an interpreter assists with the call. We provide a translating service where the CSR will conference the call with the customer and the translator.

The annual Customer Rights & Responsibilities brochure/bill insert provides information regarding special needs protections available for the EBD customers. The customers are instructed to complete an application form, identifying their special need/s and mail it to National Fuel for the account to be coded.

Additional information on the special protections program is available on the Utility website (nationalfuel.com). For LED customers, we offer translation services on our telephone calls, our brochures, our website and hand-out materials. We do run print publication as in Spanish in Spanish publications. Also, if the CSP notices a language barrier they ask the customer for their primary language and then offer the translating service.

The corporate website is ADA compliant.

Summary of 2022 Results and Lessons Learned:

Continued to offer communications geared for special needs from Braille and large print bills to translation services when requested and print advertisements in Spanish for Spanish publications.

Goals for 2023:

Continue to provide these services and proactively enroll customers in these special needs services or classifications.

How Priority Was Set:

Important business need to serve a special population of customers

Description of 2023 Program:

As described above, our customer assistance reps do the majority of the outreach via customer contacts.

2023 Outreach & Education Plan

SUMMER DEMAND RESPONSE/ LOAD REDUCTION

Case Number 00-E-2054 required utilities to provide 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. If the Company files a separate plan as part of a proceeding, the plan should be briefly described here. Reference the case number and date of most recent filing.

New/Continuing Program:

NOT APPLICABLE TO NATIONAL FUEL

Summary of 2022 Results and Lessons Learned: Provide detailed evaluation in Appendix C

Goals for 2023:

How Priority Was Set:

Description of 2023 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, evaluation plan, etc.)

2023 Outreach & Education Plan

WINTER HEATING SEASON

New/Continuing Program:

National Fuel estimated that based on the current market prices in October 2022, the average residential customer will pay \$1,023 to heat their home this winter (November through March) with expected increases over last year hovering around 50%. What's more, customer insights told us that anything above a 20% increase is "very concerning" to customers.

We knew how challenging this winter would be for everyone, so we're doing more than ever to help customers lower and afford their gas bills.

OUR TASK: Develop an umbrella campaign/messaging to reassure customers we are here for them during these financially trying times—and that we offer a full range of payment assistance programs

Summary of 2022 Results and Lessons Learned:

After years of experiencing historically low natural gas bills, customers were anxious, especially on the heels of the pandemic. Rather than focus on the problem, NFG focused on the solution....more financial assistance was available than ever before, nearly \$1,500 depending on eligibility. Continuous promotion of payment assistance, Budget billing, and actual meter reads helped to educate customers.

HEAP, HEAP RAS, ERAP and all other payment assistance as well as payment plan options were k=key in the communication to customers.

Goals for 2023:

A constant barrage of negative headlines. Rising costs for everything from gas to groceries. Worrying about paying for necessities like housing and utility bills. Today, people from all walks of life are experiencing hardship. But help is available for those who need it, and together we will get through this. We're here to help our customers weather any storm.

How Priority Was Set:

Business reality

Description of 2023 Program:

WINTER HEATING SEASON OUTREACH & CUSTOMER COMMUNICATIONS

At National Fuel, we understand the impact rising energy costs may have this winter heating season and the many challenges customers may experience. Efforts to educate customers about rising gas costs for the upcoming winter heating season and the myriad programs, services, and other suggestions to help mitigate these costs have included a multitude of online and offline tactics, leveraging paid, earned, and owned media channels to disseminate this information with maximum reach and frequency. Several of these tactics have already been implemented, while others are currently in development and expected to be in market within the next several weeks and throughout the winter heating season. National Fuel's Corporate Communications group uses a variety of tactics for its messaging platform and works closely with its Government Affairs team to utilize elected officials for outreach to their constituents.

PAYMENT ASSISTANCE information that began in July 2022 and continues:

- **CORPORATE WEBSITE BANNER** -- National Fuel's corporate website banner detailing the Bill Relief Program launched in July 2022. (See attached screen shots)
- **PAYMENT ASSISTANCE POSTERS** – several hundred posters were developed, printed and distributed for Erie County's Department of Social Services locations. Additionally, National Fuel's Government Affairs team sent hardcopies and digital versions to hundreds of elected officials across the 11-county service territory. (See attached document)
- **PAYMENT ASSISTANCE DOOR HANGER** – National Fuel is utilizing door hangers for service calls, either handing them out to customers or leaving them in a door hanger, which details all payment assistance options as well as bill plans. (See attached document)
- **SOCIAL MEDIA** – Messaging about Budget Plan, payment assistance program specifically the Bill Relief Program, began in July and will heighten as the winter heating season approaches and continuing through March. A once-a-week post will focus on some type of assistance or bill program. Those posts are currently under development. (See attached posts)

GAS SUPPLY COST messaging that launched in July 2022 and will continue to evolve.

- **FUELING TOMORROW TODAY WEBSITE** (NFG's energy efficiency website) – Launched the following page on Fueling Tomorrow Today's website : <https://fuelingtomorrowtoday.com/ways-to-manage-rising-energy-costs/> called "Ways to Manage Rising Gas Costs".
 - This includes various assistance programs and energy tips for customers

WINTER HEATING SEASON FORECAST/ ENERGY EFFICIENCY

- **EARNED MEDIA** – National Fuel released its winter heating season forecast on 9.22.22 via a news release. National Fuel partnered with a local HVAC contractor to illustrate energy efficiency tips to prevent wasted energy. Not surprising, pick-up of the release was widespread across the NY service territory with a front-page placement in the Buffalo News and all local TV news stations covered it. Media calls from the NY Times as well as USA Today were fielded. (See attached coverage).

Throughout the winter heating season, National Fuel will be sending out news releases pertaining to payment assistance programs and energy efficiency measures. And mindful of the unpredictable WNY weather, news releases are issued depending on conditions that could hamper safety – flooding, snowstorms, extreme cold.

- **HEAP PAID MEDIA CAMPAIGN** – Beginning Nov. 1, 2022, and continuing through March 2023, National Fuel will run a multi-faceted, bi-lingual paid media campaign to build customer awareness and encourage participation in the Home Energy Assistance Program. The most significant of paid media campaign run each year, National Fuel's HEAP creative is currently in development so examples are not yet available. Tactics and media placement are in the finalization stages with a MarComm grid attached illustrating the plan.
- **PAYMENT ASSISTANCE EVENTS** – National Fuel has historically held Open House-type events, in partnership with the Erie County Department of Social Services, during evenings and weekends to sign customers up for HEAP. We are working with the Resource Council of WNY to hold a pre-HEAP opening community event in East Buffalo for numerous utilities to be present and provide payment assistance and payment plan information.
- **NATURAL GAS SAFETY** – Several safety campaigns take place in late Fall and Winter to remind our customers about safety protocols, provide guidance and create awareness. Smell Gas? Leave Fast! is geared towards gas leaks and Carbon Monoxide Awareness in January provides symptoms and education. (See attached documents.)
- **BILL INSERTS/BILL ENVELOPE MESSAGING** – Insert and envelope messaging focuses on payment assistance, winter natural gas safety and payment options.
 - **November**
 - ✓ Inserts: Fall Newsletter, HEAP/Low-Income (with bill relief program info), Rising Gas Costs/High Winter Heating bills
 - ✓ Envelope: NY Bill Relief Program
 - **December**
 - ✓ Inserts: HEAP/Low-Income (with bill relief program info), Rising Gas Costs/High Winter Heating bills
 - ✓ Envelope: HEAP
 - ✓ Energy Efficiency Tip Sheet

- **January**
- ✓ Inserts: HEAP/Low-Income, Rising Gas Costs/High Winter Heating bills
- ✓ Envelope: HEAP
- **February**
- ✓ Inserts: Winter Newsletter, HEAP/Low-Income, Rising Gas Costs/High Winter Heating bills
- ✓ Envelope: HEAP
- **March**
- ✓ Inserts: HEAP/Low-Income (end date depends on close of program), Rising Gas Costs/High Winter Heating bills
- ✓ Envelope: HEAP
- **RISING NATURAL GAS COSTS NARRATIVE** – Late summer, National Fuel developed customer outreach and education messaging on rising natural gas costs and the impacts for winter heating season bills.
 - **BILL INSERTS WITH GAS COST NARRATIVE** -- Developing 3 bill inserts to be added to customers' bills covering the following topics:
 - An overview: energy costs are rising, but here are the available assistance programs
 - Quick tips for lowering energy spend and curbing waste
 - Why are natural gas prices more expensive? (a full breakdown of both the immediate and longer-term causes)
 - **FUELING TOMORROW TODAY WEBSITE** – Expanding the information on FuelingTomorrowToday.com to further explain gas price increases through two additional landing pages (currently in development, completion in October). These landing pages will dive deeper into the “Education-oriented” content including a page for each of the following topics.
 - Why are natural gas prices more expensive? (a full breakdown of both the immediate and longer-term causes)
 - The connection between your electric bill and natural gas prices
 - How utility prices are decided
- **SOCIAL MEDIA** -- Developing a series of organic social media posts for Facebook, Twitter and LinkedIn focused on awareness of rising gas costs and programs available for customers
- **CONSERVATION INCENTIVE PLAN (CIP) PAID MEDIA CAMPAIGN** – The CIP offers residential customers a number of rebates when appliances are replaced with energy-efficient models or added to new builds. All non-residential customers can save money through fixed or customized rebates on select energy-efficient equipment installations, regardless of natural gas consumption. Income-eligible residents can save energy and money without spending a dime. Plus, if eligible for assistance, customers may also be eligible for free weatherization. Administered for National Fuel by NYSERDA, **EMPOWER New York** provides energy-efficient measures like insulation, heating system inspections and repairs, and caulking and air sealing to reduce drafts. To be eligible, low-income customers must have high usage, along with other factors that would make weatherization measures cost-effective. (See Empower postcard attached)
- A paid media campaign across national Fuel's service territory targeting both Residential and Business customers about the benefits of switching to high-efficiency gas appliances that can include rebates for customers and their businesses will launch in October 2022 and continue through March 2023.

Paid tactics include television, radio, print, digital, social and billboard advertising are under development.

MEDIA FLOWCHART		Month		2022												2023														
		Week of (M)		OCTOBER			NOVEMBER			DECEMBER			JANUARY			FEBRUARY			MARCH											
		26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20			
Holidays		Audience: Residential & Business Geo: Buffalo DMA (Erie, Niagara, Chautauque, Cattaraugus, Genesee, Allegany counties)		Columbus Day			Halloween	Veterans Day	Thanksgiving				Christmas	New Years				Valentine's Day												
Notes:		Political Window through 11/8																												
Television Broadcast & Cable	:30 Video 100-125 GRPs/wk																													
Streaming Television OTT and/or YouTube	:30 Video																													
Radio Includes NPR	:30 Audio / :20 NPR Script 125-150 GRPs/wk																													
Streaming Audio Spotify & Pandora	:30 Audio & Banner :30 Video (Spotify Only)																													
Outdoor Includes production	14 Posters per flight Locations to rotate each flight																													
Print	Buffalo News, Front Page Strip 4c Community Pubs, Quarter Page 4c	1x						1x			1x			1x			1x			1x								1x		
Site Direct Display BuffaloNews.com	Reveal Ads																													
Programmatic Display Digital Banners	Static / Responsive Ads																													
Paid Social Facebook & Instagram	In-Feed, Stories & Video																													
Paid Search Google	Responsive Text Ads																													

Print advertising: Using Less. Saving More

Using less. Saving more.

The Conservation Incentive Program

Help reduce energy use and save on future energy bills through our Conservation Incentive Program. Get rebates for installing energy-efficient appliances and equipment for your home or business, which saves energy in the present and saves money for your future.

Apply today at FuelingTomorrowToday.com

Fueling tomorrow today

National Fuel

Social advertising: ELEVATE EFFICIENCY AND AFFORDABILITY

Save energy and money by upgrading to high-efficiency gas appliances

FuelingTomorrowToday.com

National Fuel

Billboard advertising: SAVE ENERGY AND MONEY BY UPGRADING TO HIGH-EFFICIENCY GAS APPLIANCES.

Save energy and money by upgrading to high-efficiency gas appliances

FuelingTomorrowToday.com

National Fuel

- **WEATHERIZATION KITS** – As part of National Fuel’s energy efficiency efforts, it produces more than 18,000 weatherization kits for community events, home trade shows, block clubs, community-based organizations, and elected officials to offer to constituents, etc.



- **ENERGY EFFICIENCY PARTNERS** – National Fuel is associated with several leading organizations in the EE space that it works collaboratively with to promote programs and services to customers.
 - **SEALED** --_Sealed covers the upfront costs for upgrades that improve home energy efficiency through weatherization, climate control and energy waste reduction. Homeowners then pay back Sealed based on how much energy their homes save.

Available across New York state, Sealed now offers these upgrades as part of its Comfort Plan to residential customers and includes air sealing, insulation and smart home technology, including smart thermostats and LED lighting. Emails promoting the programs are sent to National Fuel customers – October and November are attached. Additionally on the Sealed website they have extensive information on “*why natural gas costs are increasing.*”

- **HOMESPACE** – National Fuel is launching a new partnership in Fall 2022 with HomeServe to offer customers a suite of affordable home repair plans with access to qualified, insured, contractor network. The campaign includes a postcard mailed to NFG age of equipment customers, a promotional letter to HomeServe policy customers, and an email solicitation that echoes the postcard and letter. Co-branded display and social ads speak directly to the consumer, appear in paid and social channels, and drive to the custom landing page. All creatives are based on top performing pieces from prior HomeServe marketing campaigns promoting HVAC installations. See the attached launch plan.

Extensive examples are available in the **Winter Heating Season Appendix.**

**National Fuel Gas Distribution Corporation
OUTREACH AND EDUCATION PLAN
2023**

Section 5

Employee Outreach and Education

2023 Outreach & Education Plan

CUSTOMER SERVICE EMPLOYEE TRAINING

New/Continuing Program:

Refresher training is provided for Emergencies, HEAP, Collections, Property Restoration, High Bill Processes, Billing Adjustments, Invoice Cloud, EHRR (Emergency Heating Replacement & Repair), Gatekeeper, The Energy Affordability Program (EAP), and the Statewide Low-Income Program (SLIP). Trainings are also conducted as needed for new processes/procedures that come up throughout the year. Materials are reviewed and provided for each Consumer Business employee. In addition, modifications to processes are either distributed by hand or electronically.

**Corporate Communication annually trains all new Operations Supervisors as to Temporary Media Spokesperson protocols.

Summary of 2022 Results and Lessons Learned:

Emergency, HEAP, Collections, Property Restoration, High Bill Processes, Billing Adjustments, Invoice Cloud, EHRR (Emergency Heating Replacement & Repair), Gatekeeper, and other Special Assistance Program trainings were held as refresher trainings to ensure all representatives were reminded of the correct procedures and when to upsell certain programs. We also continued SAP training to ensure all representatives were fluent with the customer information system.

We learned that if it is an updated policy/procedure that requires more than a one-page FYI e-mail, that it is best to conduct a training session to ensure everyone has time to review the materials and ask any questions they have in an open forum. We also decided to have a subject matter expert in certain trainings to ensure that we are conveying a universal message amongst all departments (ex. Consumer Business and Operations for Property Restoration Training).

Goals for 2023:

We will continue to conduct refresher trainings on Emergencies, Property Restorations, Collections, High Bills, Special Programs training (HEAP, SLIP, etc.), Gatekeeper, and EHRR based on what is prevalent at that time of year. We will also train on any other topics that are identified through monitoring representatives and through customer interactions.

Each month we will meet with each individual representative to identify areas they are struggling with and have one-on-one or small group trainings based on specific needs.

Description of 2023 Program

February-Emergency Refresher in small groups. Conducted through Zoom to include representatives working from home.

March-Property Restoration training in small groups. Conducted through Zoom to include representatives working from home.

April- Collections Training in small groups. Conducted through Zoom to include representatives working from home.

Representatives that take escalated calls will also attend the operations collections training in person at the service centers.

September/October-HEAP/EHRR/Special Program Training in small groups. Conducted through Zoom to include representatives working from home.

November-High Bill Training in small groups. Conducted through Zoom to include representatives working from home.

Quarterly refresher trainings tailored to representative's needs (Service Order, Billing Adjustments, etc). This could be one-on-one, small groups, etc. based on need. Conducted in person, when available, or through Zoom.

Conduct monthly coaching sessions based on calls monitored. This would be one-on-one. Conducted in person (when available) or through Zoom.

**Each summer Corporate Communications schedules either in-person or Zoom trainings for new personnel in Operations Field crews to ensure familiarity in the case of an incident and to accommodate media prior to a CorpComm representative arriving onsite.

See materials in the Training Appendix.

Enter name of Utility here
OUTREACH AND EDUCATION PLAN
2023

Appendix A

Outreach and Education Events

2023 Outreach & Education Plan with 2022 Results

UTILITY OUTREACH EVENT SCHEDULE

In an effort to evaluate the previous plan year, please provide a schedule of events attended or conducted during 2022. Indicate if the event was in-person or virtual. If events are already schedule for 2023, please include those on a separate sheet.

DATE	EVENT	LOCATION (CITY)	SPONSORED BY	TARGET AUDIENCE
8/27/2022	Food Bank Work		FeedMore WNY	
9/10/2022	Flag Ceremony		VA Western New York Healthcare System	
9/24/2022	Paws in the Park		SPCA	
10/1/2022	Western New York Hydrocephalus Walk		Hydrocephalus Association	
10/1/2022	EA2EVL Fondo		Erie Cattaraugus Rail Trail Inc.	
10/8/2022	NetZero Home Build		Habitat for Humanity	
10/10 - 10/12/2022	Days of Doing		FeedMore WNY	
10/15/2022	Food Bank Work		FeedMore WNY	
10/20/2022	Food Kitchen		Friends of the Night People	
10/21/2022	Meat Raffle		The Big Easy	
11/12/2022	NetZero Home Build		Habitat for Humanity	
11/17/2022	Food Kitchen		Friends of the Night People	
12/3/2022	Polor Plunge		Special Olympics	
12/15/2022	Food Kitchen		Friends of the Night People	
12/17/2022	Christmas Care Packages		Hearts for the Homeless	
12/2022	Adopt-A-Family		Veterans One-Stop Center of WNY	
2/11/2023	Thrift Shop Work		Hearts for the Homeless	
3/3 - 3/5/2023	Buffalo Home Show		Various	
3/10 - 3/12/2023	Buffalo Home Show		Various	
3/11/2023	Bowl-A-Thon		Junior Achievement of WNY	
3/18/2023	Backpack / School Supply Packing		Teacher's Desk	
4/19 - 4/21/2023	Days of Doing		Various	
6/10/2023	Tour De Cure		American Diabetes Association	
6/15/2023	Corporate Challenge		JP Morgan	
6/24/2023	Ride for Roswell		Roswell Park Cancer Institute	
	Corporate Sponsorship	WNY	Rails to Trails	WNY
	Corporate Sponsorship	WNY	Buffalo Niagara Partnership	WNY

	Corporate Sponsorship	WNY	Roswell Park Cancer Institute	WNY
	Corporate Sponsorship	WNY	Black Achievers	WNY
	Corporate Sponsorship	WNY	Canisius College	WNY
	Corporate Sponsorship	WNY	Hospice Foundation WNY	WNY
	Corporate Sponsorship	WNY	BISON Scholarship Fund	WNY
	Corporate Sponsorship	WNY	National Deer Association	WNY
	Corporate Sponsorship	WNY	Salvation Army of WNY	WNY
	Corporate Sponsorship	WNY	Niagara University	WNY
	Corporate Sponsorship	WNY	Buffalo Urban League	WNY
	Corporate Sponsorship	WNY	Special Olympics of WNY	WNY
	Corporate Sponsorship	WNY	Colden Fire Department	WNY
	Corporate Sponsorship	WNY	Public Relations Society of America	WNY
	Corporate Sponsorship	WNY	UDig NY	WNY
	Corporate Sponsorship	WNY	Bar Association of WNY	WNY
	Corporate Sponsorship	WNY	Flair's Warrior Foundation	WNY
	Corporate Sponsorship	WNY	Southtowns Regional Chamber	WNY
	Corporate Sponsorship	WNY	Explore Buffalo	WNY
	Corporate Sponsorship	WNY	United Way	WNY
	Corporate Sponsorship	WNY	Police Athletic League of Buffalo	WNY
	Corporate Sponsorship	WNY	Junior Achievement of Buffalo	WNY
	Corporate Sponsorship	WNY	Roman Catholic Diocese of Buffalo	WNY
	Corporate Sponsorship	WNY	University of Buffalo	WNY
	Corporate Sponsorship	WNY	Rotary Club of Buffalo	WNY
	Corporate Sponsorship	WNY	Heart, Love & Soul Food Pantry	WNY
	Corporate Sponsorship	WNY	Wellsville Library Park	WNY
	Corporate Sponsorship	WNY	Agents for Advocacy Community Group	WNY
	Corporate Sponsorship	WNY	Pride Parade Buffalo	WNY
	Corporate Sponsorship	WNY	Variety Club	WNY
	Corporate Sponsorship	WNY	Future City Education Program	WNY
	Corporate Sponsorship	WNY	Grace Guest House	WNY
	Corporate Sponsorship	WNY	Buffalo Philharmonic Orchestra	WNY
	Corporate Sponsorship	WNY	Garden Walk Buffalo	WNY
	Corporate Sponsorship	WNY	Leadership Buffalo	WNY
	Corporate Sponsorship	WNY	Massachusetts Ave Project	WNY
	Corporate Sponsorship	WNY	Business Council of NY	WNY
	Corporate Sponsorship	WNY	Junior League of Buffalo	WNY
	Corporate Sponsorship	WNY	Orchard Park Chamber of Commerce	WNY

	Corporate Sponsorship	WNY	Clarence Chamber of Commerce	WNY
	Corporate Sponsorship	WNY	Child Advocacy Program	WNY
	Corporate Sponsorship	WNY	WNY Invention Convention	WNY
	Corporate Sponsorship	WNY	Mount Mercy Academy	WNY
	Corporate Sponsorship	WNY	EPIC – Every Person Influences Children	WNY
	Corporate Sponsorship	WNY	Invest Buffalo Niagara	WNY
	Corporate Sponsorship	WNY	Make-A-Wish Foundation	WNY
	Corporate Sponsorship	WNY	Buffalo Prep	WNY
	Corporate Sponsorship	WNY	Goodwill of WNY	WNY
	Corporate Sponsorship	WNY	Juneteenth Festival	WNY
	Corporate Sponsorship	WNY	SPCA of Buffalo and Erie County	WNY
	Corporate Sponsorship	WNY	Canisius High School	WNY
	Corporate Sponsorship	WNY	Better Business Bureau of New York	WNY
	Corporate Sponsorship	WNY	Darwin Martin House	WNY
	Corporate Sponsorship	WNY	Olmsted Parks	WNY
	Corporate Sponsorship	WNY	Big Brother Big Sister of WNY	WNY
	Corporate Sponsorship	WNY	JDRF WNY	WNY
	Corporate Sponsorship	WNY	Buffalo Museum of Science	WNY
	Corporate Sponsorship	WNY	Buffalo Police Athletic League	WNY
	Corporate Sponsorship	WNY	Village of Williamsville Garden Walk	WNY
	Corporate Sponsorship	WNY	FeedMore WNY	WNY
	Corporate Sponsorship	WNY	Michigan Street Corridor	WNY
	Corporate Sponsorship	WNY	Alfred State College	WNY
	Corporate Sponsorship	WNY	Niagara Police Athletic League	WNY
	Corporate Sponsorship	WNY	Taking it to the Streets	WNY
	Corporate Sponsorship	WNY	WNY Drummers for the Homeless	WNY
	Corporate Sponsorship	WNY	Home Beneath Our Feet	WNY
	Corporate Sponsorship	WNY	United Way of Erie County	WNY
	Corporate Sponsorship	WNY	Persistence Prep	WNY
	Corporate Sponsorship	WNY	Boys and Girls Club of Depew and Lancaster	WNY
	Corporate Sponsorship	WNY	Mayor Brown Summer Reading Program	WNY
	Corporate Sponsorship	WNY	Erie County Envirothon	WNY
	Corporate Sponsorship	WNY	Chautauqua Habitat for Humanity	WNY
	Corporate Sponsorship	WNY	Amherst Chamber of Commerce	WNY
	Corporate Sponsorship	WNY	Shea's Theatre	WNY
	Corporate Sponsorship	WNY	100 Club of Buffalo	WNY

	Corporate Sponsorship	WNY	Shea's 710 Theatre	WNY
	Corporate Sponsorship	WNY	Rand Community Center	WNY

Enter name of Utility here
OUTREACH AND EDUCATION PLAN
2023

Appendix B

Outreach and Education Materials

Include a table detailing materials/tools used as part of your outreach and education program. Provide copies of the materials, including screenshots of web, social media and electronic communications.

Topic Area	Outreach Materials/Tools	Method of Distribution
Billing Services and Payment Alternatives	Website, bill inserts, social media, customer newsletters, earned media	
Customer Rights & Responsibilities	Bill insert	September bill insert
Energy Efficiency Programs	Website, Paid & Earned media, bill insert, customer newsletters	
Energy Service Affordability	Website, bill inserts	
Infrastructure & Security	Brochures, bill inserts, bill messaging,	
Metering	Bill inserts, customer newsletters, door hangers, direct mail, bill messaging	
Natural Gas/Electric Safety	Multi-media campaigns with outdoor, radio, tv, social, earned media, website, bill messaging	
Natural Gas Expansion	Direct mail, social media,	
Price Volatility	Website, bill inserts, earned media/news releases	
Service Interruptions	Social media, earned media	
Summer Demand/Load Reduction	N/A	
Winter Heating Season	Multi-media campaign Nov-March radio, tv, outdoor, social, print/display	
Other		

See the MarComm Grid provided.

Enter name of Utility here
OUTREACH AND EDUCATION PLAN
2023

Appendix C
2022 Outreach and Education Program
Evaluation

2022 Results, Evaluation and Feedback:

Describe the measures used to evaluate the success of the outreach and education program, and where applicable provide copies of the results. Provide industry expert feedback, (i.e. reports, survey results etc.) Identify who the industry experts are and what they evaluated. Include copies of analytics and any other form of feedback demonstrating the results of your program.

Mass/Blast Notifications (E-Mail, Text, Robo-calls

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Internal review of HEAP grant numbers and other assistance tallies	All tactics used to promote	NFG generally has some of the highest (if not the highest) grant numbers in the NYS	Number of grants and utilization of payment assistance

Utility Outreach Events

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Attendance, participation, level of engagement			Event participants

Website, Social Media & Mobile Applications

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Audit/Analytics	website		
Engagement	Social posts		

Billing Services and Payment Alternatives

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Internal review of grants secured as well as payment assistance and bill pay program numbers			Internal team

Customer Rights & Responsibilities

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Internal review of material	brochure	Changes are made as needed	Regulations, requirements

Energy Efficiency Programs

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Annual programmatic review	Rebate numbers	Rebates continue to be utilized in high numbers.	Consultant report that manages rebate program

Energy Service Affordability

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK

Infrastructure & Security

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Regulatory and internal review	Depends on the tactic		PHMSA, safety committee

Metering

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK

Natural Gas/Electric Safety

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Campaign analytics			Internal review, agency focus group
Number of incidents			
Surveying of messaging recall			

Natural Gas Expansion

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Annual review of conversion program numbers			Internal review

Service Interruptions

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK

Special Needs Customer

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK

Summer Demand Response/Load Reduction

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
N/A			

Winter Heating Season

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK

Number of HEAP grants secured annually		NFG generally gets the largest % of grants across NYS,	Internal review