

**GOVERNMENT OF THE DISTRICT OF COLUMBIA**  
**OFFICE OF THE ATTORNEY GENERAL**



**KARL A. RACINE**  
**ATTORNEY GENERAL**

**Public Advocacy Division**  
**Public Integrity Section**

**ELECTRONIC FILING**

December 31, 2019

Ms. Brinda Westbrook-Sedgwick  
Public Service Commission  
Of the District of Columbia Secretary  
1325 G Street, NW, Suite 800  
Washington, DC 20005

**Re: Formal Case No. 1125 – In the Matter of the Promotion of the Utility  
Discount Programs**

Dear Ms. Westbrook-Sedgwick:

On behalf of the Utility Discount Program Education Working Group, please find the enclosed Customer Education Program Annual Report for Fiscal Year 2019.

Respectfully submitted,

KARL A. RACINE  
Attorney General

By: /s/ Brian Caldwell  
BRIAN CALDWELL  
Assistant Attorney General  
(202) 727-6211 – Direct

Email: [brian.caldwell@dc.gov](mailto:brian.caldwell@dc.gov)

cc: Service List

**BEFORE THE PUBLIC SERVICE COMMISSION  
OF THE DISTRICT OF COLUMBIA**

**IN THE MATTER OF**

**THE PROMOTION OF  
THE UTILITY DISCOUNT  
PROGRAMS**

)  
)  
)

**Formal Case No. 1125**

**ANNUAL REPORT OF THE UTILITY DISCOUNT PROGRAM EDUCATION  
WORKING GROUP FOR FISCAL YEAR 2019**

**I. INTRODUCTION**

Pursuant to the Public Service Commission of the District of Columbia (Commission) Order No. 16615 issued on November 21, 2011,<sup>1</sup> the Utility Discount Program Education Working Group (UDPEWG) respectfully submits its Fiscal Year 2019 (FY 2019) Annual Report for the Commission's consideration.

**II. BACKGROUND**

The UDPEWG is comprised of representatives from the Commission, Department of Energy and Environment (DOEE), Office of People's Counsel (OPC), Potomac Electric Power Company (Pepco), Washington Gas Light (Washington Gas), DC Water and Sewer Authority (DC Water), and Verizon Washington, DC Inc. (Verizon). Commission Order No. 16615 established the UDPEWG and authorized the replacement of the annual Joint Utility Discount Day (JUDD) outreach event with the Consumer Education Program (CEP) as the primary means

---

<sup>1</sup> *Formal Case No. 813, In the Matter of the Investigation Into Electric Service Market Competition and Regulatory Practices* and *Formal Case No. 988, In the Matter of the Development of Universal Service Standards and The Universal Service Trust Fund For the District of Columbia* (Formal Case Nos. 813 and 988), Order No. 16615, rel. Nov. 21, 2011 (Order).

to educate District of Columbia residents about the District’s four utility discount programs.<sup>2</sup> The Commission determined that the CEP would be year-long (measured by Fiscal Year) in nature and include a general media and advertising campaign targeting lower income District of Columbia residents. The Commission required *inter alia* that the UDPEWG provide annual filings (Annual Report) detailing each year’s CEP efforts, including the budget, expenditures, and numbers of applications processed annually. On September 19, 2013, the Commission issued Order No. 17246, adding the requirement to include “an annual compilation of its customer feedback survey results.”<sup>3</sup>

### **III. The UDPEWG’s FISCAL YEAR 2019 ANNUAL REPORT**

The UDPEWG provides its Fiscal Year 2019 Annual Report below, which focuses on the following key areas: Budget and Expenditures; Program Effectiveness; Consumer Feedback; and Media and Community Outreach.

#### **A. Budget and Expenditures for Fiscal Year 2019**

Order No. 16615 requires that the Annual Report include the reporting year’s budget and expenditures. Pursuant to Order No. 19426 issued August 8, 2018, the Commission approved the UDP administrative and CEP advertising/outreach budgets at \$650,989 for FY 2019 (October 1, 2018 through September 30, 2019). DOEE submitted its final set of FY 2019 quarterly invoices, which reflected actual FY 2019 year-end expenditures totaling \$600,665.16 as shown in Table 1. FY2019 UDP Expenditures Summary.

DOEE expenses include \$469,521.44 for personnel, \$11,348.62 for the annual notice mailing, \$20,344.50 for database maintenance, and \$629.91 for supplies. In addition, CEP advertising expenditures totaled \$98,820.69.

---

<sup>2</sup> The Commission required this change to take effect in Fiscal Year 2012 (FY 2012). Order, at 1.

<sup>3</sup> *Formal Case Nos. 813 and 988*, Order No. 17246, at 17.

Table 1. FY2019 UDP Expenditures Summary

Line Item	Description	FY 2019 YTD	Q1	Q2	Q3	Q4
Personnel	USTF	\$ 15,896.10	\$ -	\$ -	\$ 11,552.46	\$ 4,343.64
	Pepco	\$ 151,111.96	\$ 25,095.14	\$ 25,986.16	\$ 55,267.41	\$ 44,763.25
	Washington Gas	\$ 151,128.31	\$ 25,095.14	\$ 25,986.16	\$ 55,267.41	\$ 44,779.60
	DC Water	\$ 151,385.07	\$ 25,154.18	\$ 26,047.82	\$ 55,267.41	\$ 44,915.66
	<b>YTD Personnel Totals:</b>	<b>\$ 469,521.44</b>	<b>\$ 75,344.46</b>	<b>\$ 78,020.14</b>	<b>\$ 177,354.69</b>	<b>\$ 138,802.15</b>
	Approved budget	\$ 482,239.86				
	YTD Balance	\$ 12,718.42				
Office Supplies	USTF	\$ -	\$ -	\$ -	\$ -	\$ -
	Pepco	\$ 209.97	\$ -	\$ -	\$ 209.97	\$ -
	Washington Gas	\$ 209.97	\$ -	\$ -	\$ 209.97	\$ -
	DC Water	\$ 209.97	\$ -	\$ -	\$ 209.97	\$ -
	<b>YTD Supplies Total:</b>	<b>\$ 629.91</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 629.91</b>	<b>\$ -</b>
	Approved budget	\$ 2,100.00				
	YTD Balance	\$ 1,470.09				
Contractual Services	USTF	\$ -	\$ -	\$ -	\$ -	\$ -
	Pepco	\$ (160.29)	\$ -	\$ -	\$ -	\$ (160.29)
	Washington Gas	\$ 2,843.85	\$ -	\$ -	\$ -	\$ 2,843.85
	DC Water	\$ (43.88)	\$ -	\$ -	\$ -	\$ (43.88)
	<b>YTD Contract Total:</b>	<b>\$ 2,639.68</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 2,639.68</b>
	Approved budget	\$ 30,000.00				
	YTD Balance	\$ 27,360.32				
Printing	USTF	\$ 49.70	\$ -	\$ -	\$ 49.74	\$ (0.04)
	Pepco	\$ 2,568.91	\$ -	\$ -	\$ 49.74	\$ 2,519.17
	Washington Gas	\$ 2,568.91	\$ -	\$ -	\$ 49.74	\$ 2,519.17
	DC Water	\$ 2,576.42	\$ -	\$ -	\$ 49.74	\$ 2,526.68
	<b>YTD Printing Total:</b>	<b>\$ 7,763.94</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 198.96</b>	<b>\$ 7,564.98</b>
	Approved budget	\$ 10,000.00				
	YTD Balance	\$ 2,236.06				
Postage	USTF	\$ -	\$ -	\$ -	\$ -	\$ -
	Pepco	\$ 315.00	\$ -	\$ -	\$ -	\$ 315.00
	Washington Gas	\$ 315.00	\$ -	\$ -	\$ -	\$ 315.00
	DC Water	\$ 315.00	\$ -	\$ -	\$ -	\$ 315.00
	<b>YTD Postage Total:</b>	<b>\$ 945.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 945.00</b>
	Approved budget	\$ 1,050.00				
	YTD Balance	\$ 105.00				
Database Maintenance	USTF	\$ -	\$ -	\$ -	\$ -	\$ -
	Pepco	\$ 7,920.00	\$ -	\$ -	\$ -	\$ 7,920.00
	Washington Gas	\$ 4,900.50	\$ -	\$ -	\$ -	\$ 4,900.50
	DC Water	\$ 7,524.00	\$ -	\$ -	\$ -	\$ 7,524.00
	<b>YTD Maintenance Total:</b>	<b>\$ 20,344.50</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 20,344.50</b>
	Approved budget	\$ 25,600.00				
	YTD Balance	\$ 5,255.50				
Advertising (CEP)	Radio	\$ 34,929.17	\$ -	\$ 6,580.00	\$ 12,736.00	\$ 15,613.17
	Signage	\$ 19,212.50	\$ -	\$ -	\$ 2,212.50	\$ 17,000.00
	Print	\$ 17,897.00	\$ -	\$ 320.00	\$ 12,368.50	\$ 5,208.50
	Television	\$ 26,782.02	\$ -	\$ -	\$ 10,919.76	\$ 15,862.26
	<b>YTD CEP Total:</b>	<b>\$ 98,820.69</b>	<b>\$ -</b>	<b>\$ 6,900.00</b>	<b>\$ 38,236.76</b>	<b>\$ 53,683.93</b>
	Approved budget	\$ 100,000.00				
	YTD Balance	\$ 1,179.31				
<b>YTD EXPENDITURES TOTAL</b>		<b>\$ 600,665.16</b>	<b>\$75,344.46</b>	<b>\$ 84,920.14</b>	<b>\$ 216,420.32</b>	<b>\$ 223,980.24</b>
APPROVED BUDGET		\$ 650,989.86				
YTD BALANCE		\$ 50,324.70				

## **B. Program Effectiveness in FY 2019**

In addition to budgetary data, Order No. 16615 requires that the Annual Report provide data showing the number of new and reapplying UDP applicants for each fiscal year, as well as the number of enrolled UDP participants.

**Table 2 - New vs. Returning Applicants**

	<i><b>FY2015</b></i>	<i><b>FY2016</b></i>	<i><b>FY2017</b></i>	<i><b>FY2018</b></i>	<i><b>FY2019</b></i>
New	7,217	8,451	7,817	7,252	7,341
Returning	11,542	11,223	11,816	11,901	12,396
<b>Total</b>	<b>18,759</b>	<b>19,674</b>	<b>19,633</b>	<b>19,153</b>	<b>19,737</b>

**Table 3 – UDP Applicants Approved as income eligible**

	<i><b>FY2015</b></i>	<i><b>FY2016</b></i>	<i><b>FY2017</b></i>	<i><b>FY2018</b></i>	<i><b>FY2019</b></i>
Lifeline <sup>4</sup>	1,467	917	171	603	559
RAD	17,090	18,444	18,595	18,258	19,190
RES	7,439	7,800	8,280	8,659	9,124
CAP	3,413	3,226	3,222	3,087	3,289

**Table 4 – Enrolled UDP participants (as of the end of each fiscal year)**

	<i><b>FY2015</b></i>	<i><b>FY2016</b></i>	<i><b>FY2017</b></i>	<i><b>FY2018</b></i>	<i><b>FY2019</b></i>
Lifeline <sup>5</sup>	988	914	722	595	554
RAD	17,836	17,669	18,358	17,931	16,492
RES	7,150	7,155	7,361	6,744	5,568
CAP	4,498	4,379	4,244	2,584 <sup>6</sup>	3,150

## **C. Consumer Feedback in FY 2019**

Order No. 17246 requires a summary of the customer feedback surveys administered by DOEE. DOEE conducts the survey to in-person UDP applicants served at the Energy Assistance Centers. In FY 2019, DOEE conducted 9,999 surveys, which is 34% more than FY 2018.

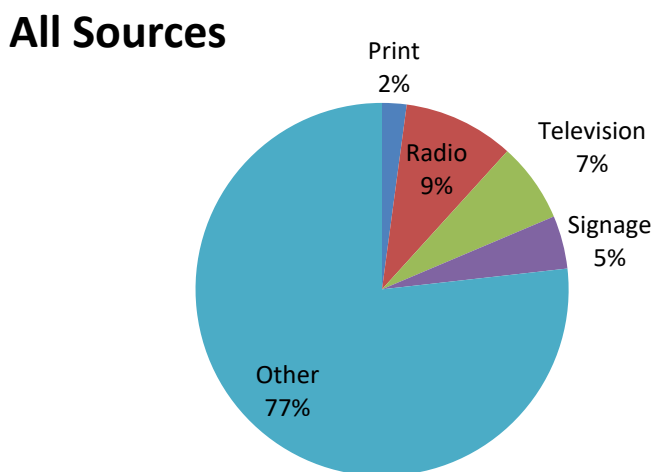
<sup>4</sup> Lifeline approved applicants number is reported by the Universal Service Trust Fund Administrator, Solix, Inc.

<sup>5</sup> Lifeline enrolled applicants number is reported by the Universal Service Trust Fund Administrator, Solix, Inc.

The survey asked applicants 3 questions: (1) How the applicant learned about the UDP?; (2) On a scale of 1-5, how would you rate the information you have received on UDP?<sup>7</sup>; and (3) What method of outreach activities the applicant believed would be most effective in reaching potential applicants? DOEE filed monthly reports on the responses received and these results are compiled below.

Question 1 asked, “How did you learn about the Utility Discount Programs?” In FY 2019, “other” or nontraditional methods of outreach continued to be the most reported manner by which applicants learned about the UDP, as noted by 77% of survey respondents.

**Figure 1 - Results from Question #1, “How did you learn about the UDP?” (Shown by category)**

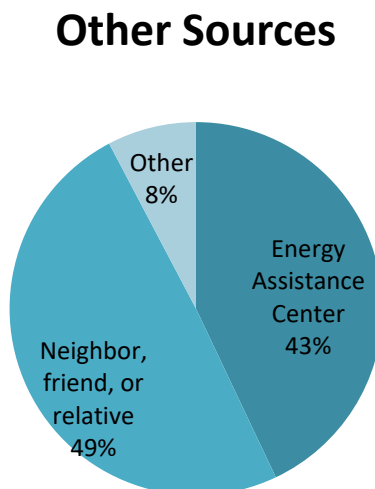


Of the 77% of respondents citing “Other,” or nontraditional sources, “word of mouth” from a neighbor, friend or relative were reported by 49%, followed by DOEE’s Energy Assistance Centers by 43%, while 8% did not identify any particular source.

---

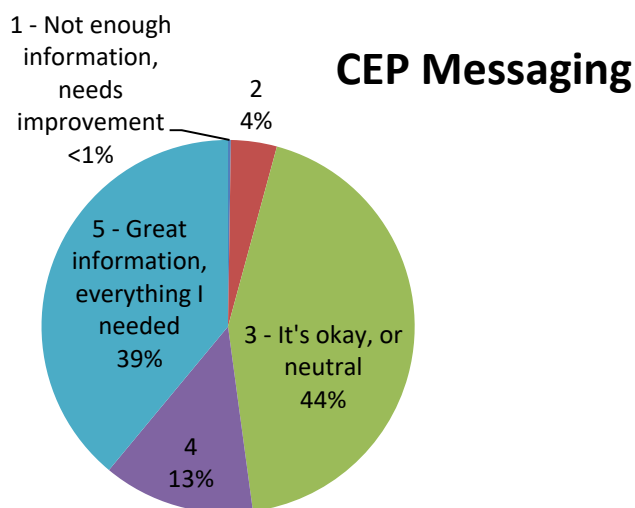
<sup>7</sup> Previously question 2 asked “Was there enough information provided?” with response selections ranging from 1 - not enough to 5 - too much. The question has been revised in keeping with the approved FY 2016 CEP Plan.

Figure 2 - "Other" sources as reported by respondents to Question #1, "How did you learn about the UDP?"



The UDPEWG crafted question 2 to gauge how well the information provided in the advertising met the needs of applicants. The CEP messaging was rated a 3 – “okay or neutral” -- or better by 96% of respondents to this question.<sup>8</sup>

Figure 3 - Results from Question #2, “On a scale of 1-5, how would you rate the information you have received on UDP?”

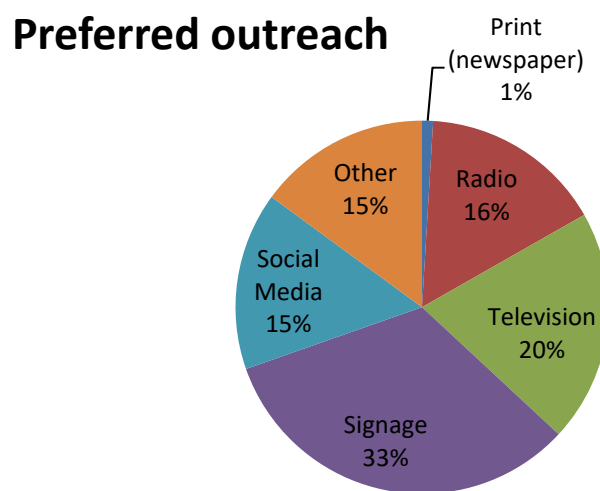


---

<sup>8</sup> 1.61% of in-person UDP applicants surveyed did not respond to question number 2.

For Question 3, “What methods of outreach would be most effective to inform you about the Utility Discount Programs,” survey respondents chose signs in metro stations and buses by 33%, television by 20%, radio by 16% and social media by 15%. At 1%, newspaper print was the least preferred outreach method, while 15% of respondents failed to identify any particular method of preferred outreach.

**Figure 4 - Results from Question #3, “What methods of outreach would be most effective to inform you about the Utility Discount Programs?” (Multiple responses accepted) (Shown by # of respondents and by % of popularity)**

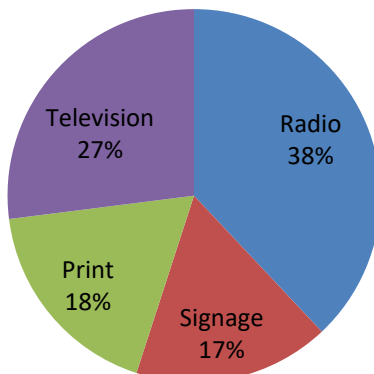


In sum, word of mouth continues to be the principal method by which applicants learn about the UDP. For the first time, however, more respondents chose signs in metro stations and buses as the preferred outreach method over television. The figure below shows how the outreach budget was allocated in FY 2019.



Figure 5 – CEP Advertising Budget Allocation in FY 2019

### CEP Budget Allocation



#### **D. Media and Community Outreach in FY 2019**

Finally, Order No. 16615 requires that the Annual Report provide “details about the media and community outreach programs undertaken by the UDPEWG as part of the CEP as well as by the individual members of the UDPEWG as part of their respective outreach programs.”

The UDPEWG selected the list of vendors for the CEP in order to maximize exposure and funding in reaching the UDP target population. The FY 2019 CEP included UDP advertisements through television, radio, and print mediums. In addition, on May 22, 2019, the Washington Post print and deliver UDP ad was mailed to 250,000 homes in 16 District of Columbia zip codes.

DOEE continued print ads in area newspapers, specifically: El Tiempo Latino; The Beacon; Washington Blade; and Street Sense. El Tiempo estimates it reaches approximately 35% of District of Columbia residents ages 26-54, targeting the Hispanic population. UDP

advertisements in the Beacon are estimated to reach an average of 30,000 50-80 year old residents in the District of Columbia.

Print advertising in the Washington Blade continued in FY 2019 reaching approximately 50,000 District of Columbia adults each week in the LGBT community ages 18-90 with a median age of 40. Street Sense has over 130 active vendors who distribute approximately 10,000 newspapers during each biweekly publication round. It has a mission of empowering the less fortunate and homeless with skills to succeed; typically, by way of economic opportunities gained from their newspaper vendor program. Street Sense is the only newspaper focused on poverty in the District of Columbia, and with making the voices of impoverished citizens heard.

Radio advertising for UDP were run on Entercom stations (formerly CBS) WPGC FM and El ZOL FM, 5 Urban One stations (formerly Radio One) WOL 1450 AM, WYCB/SPIRIT 1340 AM, PRAISE 104.1 FM, WMMJ 102.3 FM, and its WKYS 93.9 FM. Additionally, UDP Ads aired on Howard University's WHUR FM 96.3FM. Entercom's EL ZOL Radio's FY19 UDP ad audience reach numbers are reported as 407,000 (fiscal year cumulative reach) for 314 ads over eighteen weeks. WPGC Radio's FY19 UDP ad audience reach numbers for demographic of 18+ reported as 1,252,700 (fiscal year cumulative reach) for 125 ads over 26 weeks.

UDP ads geo-targeted to District of Columbia homes only and shown on multiple Comcast network stations reached 723,781 adults. UDP ads in and on WMATA stations and buses are reported to have reached 208,125 people daily.

A complete accounting of advertising/outreach expenditures is presented in Table 5 - FY 2019 CEP Advertising Budget Expenditure Summary. Table 5 is not intended to reflect how funds were allocated, but rather when invoices were paid by DOEE.

Table 5 - FY 2019 CEP Advertising Budget Expenditure Summary

Type	Outlet	Media Expenditure Totals	Q1 Expenditures	Q2 Expenditures	Q3 Expenditures	Q4 Expenditures
RADIO	Radio One (WOL, WYCB, PRAISE, MAJIC, WKYS)	\$ 15,400.00	\$ -	\$ 4,660.00	\$ 5,140.00	\$ 5,600.00
	WPGC 95.5 FM	\$ 7,533.34	\$ -	\$ 960.00	\$ 2,880.00	\$ 3,693.34
	WHUR 96.3 FM	\$ 4,462.50	\$ -	\$ -	\$ 1,836.00	\$ 2,626.50
	WLZL 107.9 FM	\$ 7,533.33	\$ -	\$ 960.00	\$ 2,880.00	\$ 3,693.33
	<b>YTD Radio Subtotals:</b>	<b>\$ 34,929.17</b>	<b>\$ -</b>	<b>\$ 6,580.00</b>	<b>\$ 12,736.00</b>	<b>\$ 15,613.17</b>
SIGNAGE	WMATA	\$ 19,212.50	\$ -	\$ -	\$ 2,212.50	\$ 17,000.00
	<b>YTD Signage Subtotals:</b>	<b>\$ 19,212.50</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 2,212.50</b>	<b>\$ 17,000.00</b>
PRINT/ NEWSPAPER	The Washington Post Express	\$ 7,500.00	\$ -	\$ -	\$ 7,500.00	\$ -
	El Tiempo Latino	\$ 2,625.00	\$ -	\$ -	\$ 1,312.50	\$ 1,312.50
	The Beacon	\$ 2,608.00	\$ -	\$ -	\$ 1,956.00	\$ 652.00
	Washington Blade	\$ 2,560.00	\$ -	\$ 320.00	\$ 1,600.00	\$ 640.00
	Street Sense	\$ 2,604.00	\$ -	\$ -	\$ -	\$ 2,604.00
	<b>YTD Print Subtotals:</b>	<b>\$ 17,897.00</b>	<b>\$ -</b>	<b>\$ 320.00</b>	<b>\$ 12,368.50</b>	<b>\$ 5,208.50</b>
TELEVISION	DC Cable (FREE PSA)	\$ -	\$ -	\$ -	\$ -	\$ -
	WJLA 24/7 News	\$ 9,800.00	\$ -	\$ -	\$ -	\$ 9,800.00
	WDCW 50	\$ 6,000.00	\$ -	\$ -	\$ 3,900.00	\$ 2,100.00
	COMCAST SPOTLIGHT (DC Homes only) Bravo, TNT, TVOne, HGTV, Nickelodeon, BET, truTV, OWN, VH1, Weather Channel	\$ 10,982.02	\$ -	\$ -	\$ 7,019.76	\$ 3,962.26
	<b>YTD Television Subtotals:</b>	<b>\$ 26,782.02</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 10,919.76</b>	<b>\$ 15,862.26</b>
<b>QUARTERLY SUBTOTALS:</b>			<b>\$ -</b>	<b>\$ 6,900.00</b>	<b>\$ 38,236.76</b>	<b>\$ 53,683.93</b>

Below Table 6 – CEP Budget Allocation how funding was allocated by type of advertising medium.

**Table 6 – CEP Budget Allocation**

<b>Medium</b>	<b>Vendor</b>	<b>Budget Allocated</b>
<b>Radio</b>	Radio One(WOL,WYCB,PRAISE,MAJIC,WKYS)	<b>\$38,000</b>
	WPGC 95.5 FM	
	WHUR 96.3 FM	
	WLZL 107.9 FM	
<b>Signage</b>	WMATA	<b>\$17,000</b>
<b>Print</b>	The Washington Post Mailer	<b>\$18,000</b>
	El Tiempo Latino	
	The Beacon	
	Washington Blade	
	Street Sense	
<b>Television</b>	DC Cable (FREE PSA's)	<b>\$27,000</b>
	WDCW 50	
	COMCAST SPOTLIGHT (DC Homes only)Bravo, TNT, TV One, HGTV, Nickelodeon, BET, truTV, OWN, VH1, Weather Channel	
<b>TOTAL</b>		<b>\$100,000.00</b>

In addition to the budgeted CEP outreach, UDPEWG member organizations conducted additional outreach efforts independent of the CEP budget. These independent efforts are as follows:

**1. Office of People’s Counsel**

In FY 2018, OPC promoted UDP to District of Columbia residents during the consumer intake and complaint resolution process, its numerous outreach activities, and on its social media feeds.

During OPC’s in-person and telephone intake procedures, UDP is promoted as a bill assistance resource to low- and limited-income ratepayers. In 2018, OPC conducted nearly 300

outreach activities to District of Columbia residents from an array of backgrounds, including seniors and those who are limited and non-English speakers (LEP/NEP). OPC staff distributed UDP information and explained eligibility and the application process to ratepayers. Additionally, OPC promoted UPD through its newsletter, the OPC Connection, and included UDP reminders on its Facebook and Twitter feeds and on its website: [www.opc-dc.gov](http://www.opc-dc.gov).

## **2. Potomac Electric Power Company**

During 2019, Pepco continued to support UDPEWG's efforts with participation in on-going community outreach efforts. Our targeted efforts continue to include military veterans as well as the low income, senior, and multicultural populations within the District of Columbia. Pepco continually looks for new opportunities to engage its customers and is exploring partnerships with agencies such as the Department of Human Services to reach customers who need energy assistance information. Pepco continued its partnership with the Department of Employment Services (DOES) and participated in Workforce Wednesday events and did presentations at the DOES Infrastructure Academy to outreach to customers who qualify for the Residential Aid Discount Program. Pepco's outreach efforts also now include discussions with target audiences regarding the new Arrearage Management Program. In addition, Pepco participated in on-going outreach events sponsored by the Mayor's Office on Latino Affairs such as the Ward 5 monthly food distribution event.

Examples of targeted customer outreach activities for FY2019 include the following:

- The Department of Veterans Affairs Winter Haven Stand Down - Located at the VA Medical Center, 50 Irving St. NW.

- During the Federal Government shutdown in January of 2019, Pepco assisted customers at a resource center sponsored by Chef Jose Andres. Customers were given RAD and LIHEAP information and set up on payment plans.
- Pepco hosted a sign-up event for on-line RAD/LIHEAP applications at the North Capitol Senior at Plymouth senior residential building.
- Pepco had Pop Up Offices in Wards 5, 7, and 8. At these Saturday events Pepco provided services such as setting up payment plans and reconnecting service along with information about energy assistance programs, employment opportunities, reliability efforts, and energy conservation.
- On-site Pepco assistance at DOEE's energy assistance center office on Martin Luther King Avenue including participating in LIHEAP opening day on October 1<sup>st</sup>.
- Presentations at all senior dining sites and senior community wellness centers throughout all eight wards.
- Conducted outreach at large Department of Aging and Community Living events which had hundreds of attendees such as the Senior Holiday Celebration, Senior Wellness BBQ, and the Summer Senior Fest.
- In 2019, Pepco also held its seventh consecutive Pepco Energy Assistance Summit for over 80 stakeholders in the region.

### **3. Washington Gas Light Company**

Supplemental UDP outreach from Washington Gas during FY 2019 included: (i) bill inserts and website placement of RES information, general UDP information and a link to DOEE's UDP webpage; (ii) UDP flyer distribution at Washington Gas' walk-in payment locations in the District of Columbia; and (iii) Washington Gas' District of Columbia's Energy

Assistance and Maximize Your Savings bill inserts were enclosed with customer billing, which makes reference to the various programs within the District of Columbia customer handbook.

Additionally, Washington Gas has included the following link on its website:

**District Residents:**

For information about energy assistance, please visit our

<https://www.washingtongas.com/home-owners/savings/energy-assistance>

Washington Gas also continued to coordinate outreach activities with its Consumer Advisory Panel, a group consisting of community leaders from each Ward in the District of Columbia. Washington Gas' Consumer Advisory Panel members disseminated UDP information via UDP flyers to various District community groups such as Advisory Neighborhood Commissions and other civic and community organizations in a grassroots style campaign.

**4. Verizon**

Verizon DC's FY 2019 outreach activities for the Lifeline program included various means by which the community was made aware of the program. Verizon DC also provided information about the Lifeline Program on the Verizon website ([www.verizon.com/lifeline](http://www.verizon.com/lifeline)), through print ads, and in its Customer Advisories in English and Spanish at all authorized payment locations in each ward.

**5. DC Water**

In FY 2019, DC Water met the budgetary requirements for the administration and distribution of discounts associated with its Customer Assistance Program (CAP). Qualifying customers received an annual discount of up to \$540, which includes credits for up to 4ccf in water consumption, and additional credits for 50% of the Clean Rivers Impervious Area Charge. This resulted in \$1,290,797 in discounts being distributed to 3,150 customers. DC Water customers were informed of the various assistance programs through billing messages, inserts

and telephone communication. DC Water believes that the CEP has continued to be a success overall, through advertising. Additional outreach was conducted via printed and distributed flyers regarding the assistance programs. DC Water also informs customers of its SPLASH Program (Serving the Public Lending a Supporting Hand), which is funded solely by voluntary donations from customers, the community and employees. DC Water pays all associated cost for the administration of this program by a third-party vendor. During FY 2019, caring customers, the community and DC Water's employees jointly contributed \$81,553.

DC Water continues to have a strong presence in the community. In FY 2019, DC Water attended various community meetings and events during which brochures/flyers were distributed regarding both the CAP discount and the SPLASH Program.

#### **6. District of Columbia Public Service Commission**

For FY 2019, Consumer Education continued with successful programs such as Taking it to the Streets", expanded the number of interagency briefings, and conducted the first ever "Energy Affordability Open House" in June 2019 at the John Wilson Building. The Energy Affordability Open House was a Commission led event but brought together OPC, the DC Sustainable Energy Utility, Grid Alternative and the Commission to engage directly with constituent service staff to provide a platform for better discussion of District programs.

In FY 2019, the Commission also held listening sessions with climate activists and environmentalists to further the conversation around energy affordability and energy conservation as companion goals. The Commission met with more than 20 solar groups to promote the message of saving and conserving.

Commission staff participated in more than 100 outreach events and gave more than 30 presentations to groups to promote the UDP.



#### **IV. CONCLUSION**

The CEP is a comprehensive educational outreach program and survey results support the CEP message as providing the necessary information for low-income District of Columbia residents to receive discounts on their utility bills. UDP participation levels remain consistent. The UDPEWG will continue to examine enrollment numbers and identify new opportunities for engagement and outreach.

## **CERTIFICATE OF SERVICE**

I hereby certify that on this 31st day of December 2019, I caused true and correct copies of the Utility Discount Program Education Working Group's Annual Report on the Customer Education Program for Fiscal Year 2019, to be emailed to the following:

Lara Walt, Esq.  
General Counsel  
Public Service Commission  
1333 H Street, N.W.  
7<sup>th</sup> Floor, East Tower  
Washington, D.C. 20005  
[LWalt@psc.dc.gov](mailto:LWalt@psc.dc.gov)

Kenneth Mallory, Esq.  
Assistant People's Counsel  
Office of the People's Counsel  
1133 15<sup>th</sup> Street, N.W.  
Suite 500  
Washington, D.C. 20005  
[kmallory@opc-dc.gov](mailto:kmallory@opc-dc.gov)

Jennifer L. McClellan, Esq.  
Verizon Washington, DC Inc.  
1300 I Street NW, Suite 400W  
Washington, DC 20005  
[Jennifer.l.mcclellan@verizon.com](mailto:Jennifer.l.mcclellan@verizon.com)

Hussain Karim, Esq.  
Department of Energy and Environment  
1200 First Street, N.E., 5<sup>th</sup> Floor  
Washington, D.C. 20002  
[Hussain.Karim@dc.gov](mailto:Hussain.Karim@dc.gov)

Kenley Farmer  
Department of Energy and Environment  
1200 First Street, N.E., 5<sup>th</sup> Floor  
Washington, D.C. 20002  
[kenley.farmer@dc.gov](mailto:kenley.farmer@dc.gov)

Salvatore Cooper  
Solix, Inc.  
30 Lanidex Plaza West  
Parsippany, NJ. 07054  
[Salvatore.Cooper@solixinc.com](mailto:Salvatore.Cooper@solixinc.com)

Cathy Thurston-Seignious, Esq.  
Washington Gas Light Company  
1000 Maine Street, S.W.  
Washington, D.C. 20024  
[cthurston-seignious@washgas.com](mailto:cthurston-seignious@washgas.com)

Dennis Jamouneau, Esq.  
Potomac Electric Power Company  
701 9<sup>th</sup> Street, NW  
Suite 1100, 10<sup>th</sup> Floor  
Washington, D.C. 20068  
[djamouneau@pepcoholdings.com](mailto:djamouneau@pepcoholdings.com)

Michael Engleman, Esq.  
Engleman Fallon, PLLC  
1717 K Street, NW  
Washington, D.C. 20006  
[mengleman@efenergyllaw.com](mailto:mengleman@efenergyllaw.com)

*/s/ Brian Caldwell*  
Brian Caldwell