

Leveraging and Outreach for Utility Discount Programs Workshop

Collaborative Utility Application Event

A Framework for the Implementation of A
Community Sign-up Event

Alita Corbett

Manager, Customer & Community Relations

Pepco Holdings, Inc.

Wednesday June 16, 2010

7-G



Utility Discount Programs

Purpose of the Utility Discount Program

- To reduce the impact of rising energy costs on low income citizens in the District of Columbia

Utility Discount Programs

- Residential Aid Discount (RAD) - Electric
- Economy II - Phone
- Residential Essential Services (RES) - Gas
- Customer Assistance Program (CAP) - Water



Your life. Plugged in.™

Multi-Utility Discount Working Group

Who We Are

- Pepco
- Washington Gas
- Verizon
- DC Water and Sewer Authority (WASA)
- DC Public Service Commission
- DC Office of the People's Council
- DC Department of the Environment, Energy Division

Multi-Utility Discount Working Group

Ongoing Outreach Activities

- Information sessions
- Distribution of customized marketing materials
 - Public and Low-income Housing Complexes
 - Churches
 - Employment Agencies
 - Food Banks
 - Neighborhood Associations
 - Community Centers
 - Senior Communities
 - Court Systems
 - Hospital Emergency Rooms
 - Libraries
 - Employment Agencies
 - Health Fairs
 - Senior Picnics

Joint Utility Discount Day



Your life. Plugged in.™

Multi-Utility Discount Working Group

Targeted Initiatives

- Marketing Materials (fact sheets, truck billboards, buses, posters)
- Flyers translated into Vietnamese, Chinese, Amharic, Spanish, Korean and French
- On-hold messaging
- Bill Inserts
- Mass mailings to community organizations and churches
- Mass mailings to customers
- Press releases to expanded media outlets
- Web messaging
- Social media



Your life. Plugged in.™

Joint Utility Discount Day

Walter E. Washington Convention Center Washington DC



Your life. Plugged in.™

Joint Utility Discount Day

**Walter E. Washington Convention Center
Washington DC**



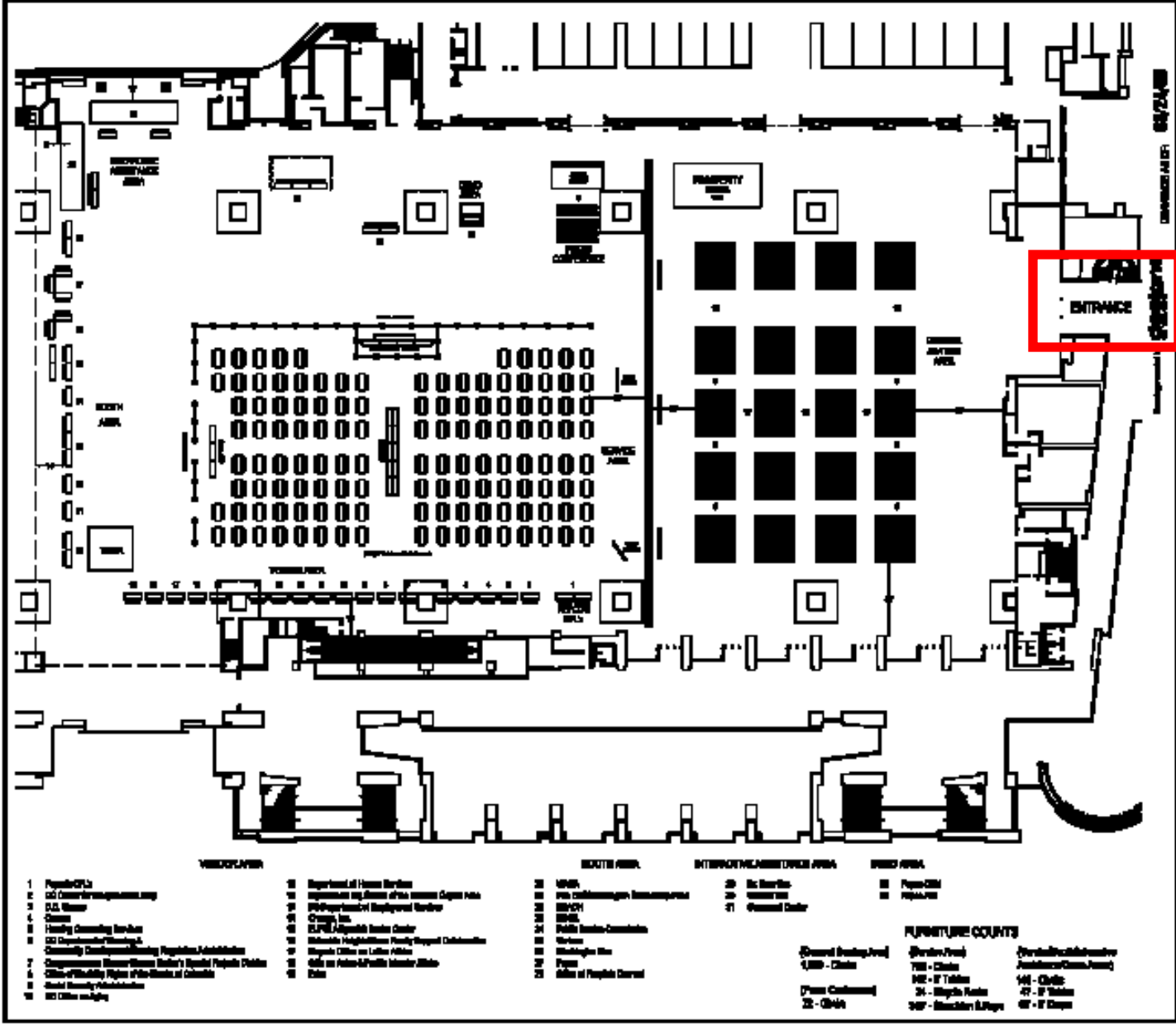
Your life. Plugged in.™

Joint Utility Discount Day

Logistical Tasks

- Event Location
- Funding
- Floor Plan
- Site Inspection
- Communication Devices
- Marketing Materials
- Advertising
- Training
- Multi-Cultural Representatives
- Security
- Nurses
- Catering

More Detail Available on Request



DRAWING NO: 09/24/09
 THE FLOOR PLAN HAS BEEN MADE TO REFLECT THE ACTUALITY OF ALL INFORMATION CONTAINED ON THE FLOOR PLAN. HOWEVER, NO WARRANTIES, EXPRESS OR IMPLIED, ARE MADE WITH RESPECT TO THE ACCURACY OF THE LOCATION OF ANY LINES OR DIMENSIONS OR OTHER ARCHITECTURAL COMPONENTS OF THE FACILITY OR A DIMENSION FROM THE EXISTING CONDITION OR FROM AN EXHIBIT, IT OR THE FILE. RESPONSIBILITY FOR THE CORRECTNESS OF THE ARCHITECTURAL AND LOCATION OF SUCH ITEMS. ANY USER AND IN SUBJECT TO THE INDUSTRY'S STANDARD PRACTICES.



Joint Utility Discount Day
September 16-17, 2009
 Washington DC Convention Center - Hall D / Washington DC

- VENUE/AVENUE**
- 1 Pottery Barn
 - 2 DC Center for the Performing Arts
 - 3 DJL Music
 - 4 Clavin
 - 5 Hearing Screening Services
 - 6 DC Department of Planning
 - 7 Community Development Planning Program Administration
 - 8 Congressional Research Service Staff's Special Projects Office
 - 9 Office of Disability Rights of the State of Colorado
 - 10 Best Beauty Administration
 - 11 DC Office Building

- SOUTH AREA**
- 12 Department of Human Services
 - 13 Department of Justice of the State of Colorado
 - 14 Department of Employment Services
 - 15 Grant, Inc.
 - 16 ELPHI Adolescent Center
 - 17 National Neighborhood Family Support Collaborative
 - 18 Support Office on Letter Writing
 - 19 606 on Police Affairs Member Office
 - 20 Data

- INTERMEDIATE/CLUSTER/OPEN AREA**
- 21 UNICEF
 - 22 PMA Communications Management
 - 23 BIRCH
 - 24 BIRCH
 - 25 Public Sector Consultants
 - 26 Washington Inc.
 - 27 Paper
 - 28 Office of People's Counsel

- STAGE AREA**
- 29 DC Barista
 - 30 Waterline
 - 31 Promotional Center
 - 32 Paper One
 - 33 Paper One

FURNITURE COUNTS

Ground Seating Area	1,200 - Chairs	Staircase	100 - Chairs	Overhead/Recessed	100 - Chairs
Trade Conference	20 - Chairs	Work - 7 Tables	34 - Round Tables	Trade Show/Class Room	10 - 7 Tables
		20 - Round Tables	20 - Round Tables		20 - 7 Tables

Joint Utility Discount Day



Joint Utility Discount Day



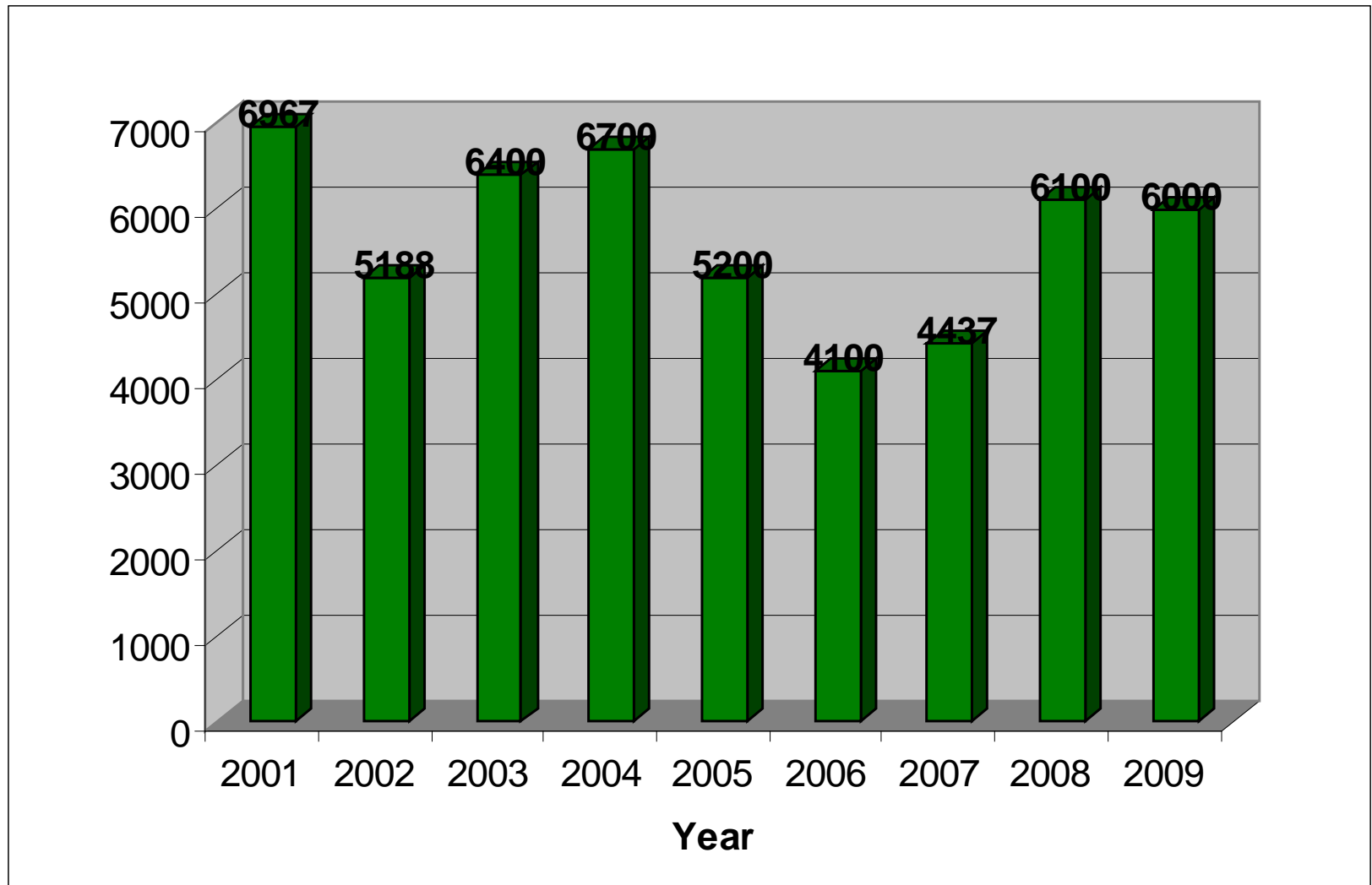
Joint Utility Discount Day



Joint Utility Discount Day



Utility Discount Day Participants



*2008: 900 additional applications given to customers to complete

Questions?