

## **Energy Assistance Program (EAP) Communications Plan Columbia Gas of Kentucky**

### **Objective**

- Increase awareness of the Energy Assistance Program (EAP) to eligible customers through a variety of communications channels, including online, print, targeted outreach and Community Action referrals.
- Utilize the residential EAP surcharge and Columbia Gas shareholders contribution to provide utility bill assistance to promote more affordable home energy costs

### **Timeframe**

- October - February each program year

### **Columbia Gas**

- Promote EAP program and other assistance programs through company website: <https://www.columbiagasky.com/bills-and-payments/financial-support>
- Promote EAP in *Your Service* newsletter, included in all bills, during appropriate timing
- Promote EAP during media (television, radio and print) interviews (when applicable)
- Customer termination notice includes an insert, which provides the contact information and location of the CAAs within Columbia's operating territory
- Provide information and program details to the Columbia Gas Customer Care Center and add program information to online Care Center resources
- Columbia customer representatives will refer customers to CAAs during EAP enrollment period
- Flyer which contains information regarding EAP and other assistance programs provided to company employees for distribution to customers

### **Community Action Kentucky (CAK)**

- Promote EAP program through website
- Conduct training for CAAs to review program guidelines, eligibility requirements and communication plan

### **Operating Agencies (CAAs)**

- CAAs staff will refer eligible customers to EAP program when they are applying for other utility bill assistance programs such as LIHEAP or Wintercare
- Promote EAP during media (television, radio and print) interviews (when applicable)
- Promote EAP program and other assistance programs through social media
- Display or email flyers and/or posters promoting EAP program