



## Impact by the numbers

2023 program year

**2.3M** customers served in **295** municipalities

**104** community outreach events

**212K** customers received energy assistance

**\$218M** received through energy assistance programs

**294K** payment arrangements made

**\$92M** in outstanding balances forgiven through the Fresh Start Program



We strongly encourage your constituents to reach out if they are struggling with their energy bills. We're here to help.



*Helping* your constituents and our customers who are struggling to manage their energy bills

## Looking ahead – We're finding more ways to reach customers in need:

- Weekly visits to communities in need to disseminate information
- Partnerships with social service intake agencies for program sign-up events
- Additional webinars and participation in community events
- Increased outreach to customers who qualify for assistance but are current on their bills
- Identifying and encouraging new customers to apply for assistance
- Expanded outreach to customers at the first indication of payment difficulty
- Assisting customers with partially completed applications
- Strengthening partnerships with non-profits in communities

### • Visit [pseg.com/help](https://pseg.com/help)

Learn about PSE&G payment options, ways to manage your bill and payment assistance programs.

### • Call 2-1-1 or 1-800-510-3102

Get detailed information about New Jersey's payment assistance programs only.

### • Call PSE&G's credit and collection team at 1-800-357-2262

Make payment arrangements or discuss your past-due bill.

### • Visit [pseg.com/csc](https://pseg.com/csc)

Locate the nearest PSE&G customer service center.

If your municipality would like a PSE&G representative to provide support and information about payment assistance at a local event, contact [pao@pseg.com](mailto:pao@pseg.com).



**PSE&G** works hard to ensure that customers are educated about payment assistance and energy efficiency programs.

We make every effort to work with customers who have fallen behind on their energy bill or are facing difficult circumstances.



## Programs and resources available to customers:

### New Jersey's payment assistance programs\*

- Low Income Home Energy Assistance Program
- Universal Service Fund and Fresh Start Program
- NJ Lifeline for Senior Citizens and Disabled Adults
- NJ SHARES Energy Assistance Grants

*\*Participation in these programs is subject to terms and conditions. PSE&G does not administer these programs.*

### Energy efficiency programs

- Comfort Partners
- Home Weatherization Program
- Home Energy Assessment

### Managing bill payment

- Payment arrangements
- Equal Payment Plan

### Customer protection and additional resources

- Life-sustaining equipment
- Third Party Notification Program
- Winter Termination Program
- Shut-off restriction during extreme temperatures
- Earned Income Tax Credit
- Register Ready 2-1-1

To learn more about these programs, visit [pseg.com/help](http://pseg.com/help).

It's important to reach all customers with assistance information because they, or someone they know, may be struggling.

## How we get the word out:

### Printed material

Bill inserts  
Mail  
Newsletters  
Brochures

### Media

Press releases  
Media interviews  
Television  
Radio  
Billboards  
Transit ads  
Print ads

### Digital content

Email  
E-newsletters  
Phone/text  
Social media  
Webinars  
Digital ads

### People

Door-to-door visits  
Events  
Employees

## PSE&G has a dedicated Payment Assistance Outreach Team whose focus is to:

- Raise awareness of resources through general outreach to all customers.
- Perform multi-channel targeted outreach to customers behind on bill payment.
- Ensure customers know how to apply for available programs.
- Train PSE&G employees to act as an extension of our outreach team.
- Maintain frequent contact with state and local agencies to stay abreast of program changes.
- Partner with social service professionals, faith-based organizations, schools and community leaders to increase awareness.

