



17 North Second Street
12th Floor
Harrisburg, PA 17101-1601
717-731-1970 Main
717-731-1985 Main Fax
www.postschell.com

Anthony D. Kanagy

akanagy@postschell.com
717-612-6034 Direct
717-731-1985 Direct Fax
File #: 2507/158811

January 15, 2016

VIA HAND DELIVERY

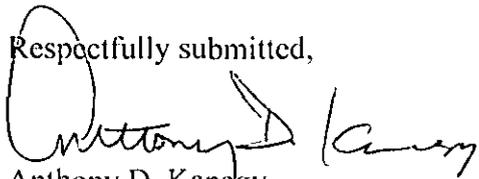
Rosemary Chiavetta, Secretary
Pennsylvania Public Utility Commission
Commonwealth Keystone Building
400 North Street, 2nd Floor North
P.O. Box 3265
Harrisburg, PA 17105-3265

**Re: Petition of PPL Electric Utilities Corporation for Approval of Its Smart Meter
Technology Procurement and Installation Plan
Docket No. M-2014-2430781**

Dear Secretary Chiavetta:

Enclosed for filing pursuant to the Pennsylvania Public Utility Commission's Order entered September, 3, 2015, in the above-referenced proceeding, please find PPL Electric Utilities Corporation's AMI Program Communications Plan. Copies will be provided as indicated on the Certificate of Service.

Respectfully submitted,


Anthony D. Kanagy

ADK/jl
Enclosures

cc: Honorable Susan D. Colwell
Certificate of Service

RECEIVED
2016 JAN 15 PM 3:19
PA PUC
SECRETARY'S BUREAU

PPL Electric Utilities Corporation

AMI Program
Communications Plan

January 15, 2016

Table of Contents

1.	Executive Summary	3
1.1	Program Overview	3
1.2	Communications Plan Objectives	5
1.3	Guiding Principles.....	5
1.4	Key Messages.....	6
1.5	Audiences	6
1.6	Communication Tactics.....	7
2.	Implementation Plan	9
2.1	Phase 1: Global Early Awareness	9
2.2	Phase 2: Network and Meter Installations.....	11
2.3	Phase 3: Advanced Features and Services	16
3.	Customer Concerns Process.....	18
4.	Appendix.....	20
4.1	Appendix A: Solution Components	20
4.2	Appendix B: Sample FAQs.....	21
4.3	Appendix C: Sample Meter Inspection Letter.....	24
4.4	Appendix D: Sample 45 Day Customer Notification Letter	25
4.5	Appendix E: Sample Auto Dial Message.....	26

1. Executive Summary

1.1 Program Overview

The Pennsylvania Public Utility Commission (PA PUC) has approved PPL Electric Utilities Corporation's (PPL Electric) plan to fully replace its current Power Line Carrier (PLC) Advanced Metering Infrastructure (AMI) solution with an RF Mesh AMI solution. This includes the replacement of all meters (approximately 1.4 million) as well as the implementation of several supporting systems needed to enable advanced metering functionality, including an AMI Head End system, a Meter Data Management System (MDMS), a Meter Asset Management (MAM) system, a Customer Portal application and the associated IT architecture. The proposed solution also calls for the addition of a Meter Operating Center (MOC) to be implemented prior to deployment. This solution will allow PPL Electric to ensure a high level of operational performance, maintain network and infrastructure integrity, and effectively manage the deployment of the new metering system. These solution components are illustrated in Appendix A.

The RF Mesh AMI solution will be deployed from 2015 through 2021 starting with an IT system upgrade to be completed by the end of 2016. Deployment of meters will begin with a solution validation phase in late 2016 to validate full system functionality, deployment processes and field tools, followed by a full deployment phase from 2017 – 2019. Following the completion of deployment in 2019, the system will enter a two-year system stabilization period in 2020 and 2021. This phase will be used to optimize system performance and ensure all functionality is delivered.

A high-level view of the schedule and approximate numbers of meters to be installed is shown below in *Figure 1: High Level Program Schedule*.

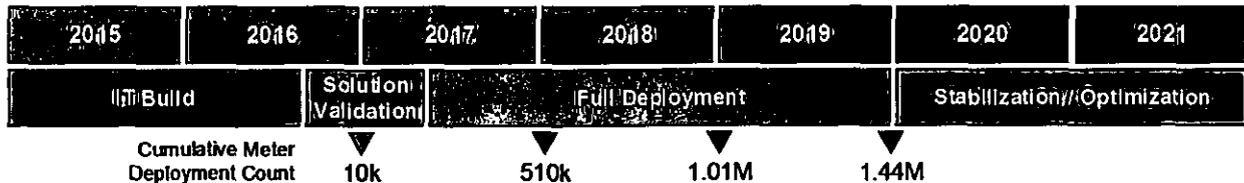


Figure 1: High Level Program Schedule

As part of the deployment of the RF Mesh AMI system, PPL Electric has developed a plan for communicating with stakeholders throughout the duration of the program. The Communications Plan is critical to the success of the overall program and will ensure that stakeholders are kept informed about program status, schedule, and features and benefits of the new RF Mesh AMI system and new meters. The plan will also ensure that the questions and concerns of stakeholders

PPL Electric Utilities - Communications Plan
January 15, 2016

are addressed. PPL Electric completed a comprehensive stakeholder communications effort back in 2002 – 2004 when PPL Electric installed its first AMI system. PPL Electric has leveraged lessons learned from the first implementation as well as industry best practices and insights gained from meetings with other electric utilities and stakeholders to develop the Communications Plan.

Communications will be delivered in three phases, which may overlap, based on program life cycle and how and when stakeholders are impacted by the program. Communications will continue to evolve over time as we evaluate stakeholder comments and incorporate stakeholder feedback.

The three phases of the communications implementation plan are illustrated below in *Figure 2: Communications Phases*.

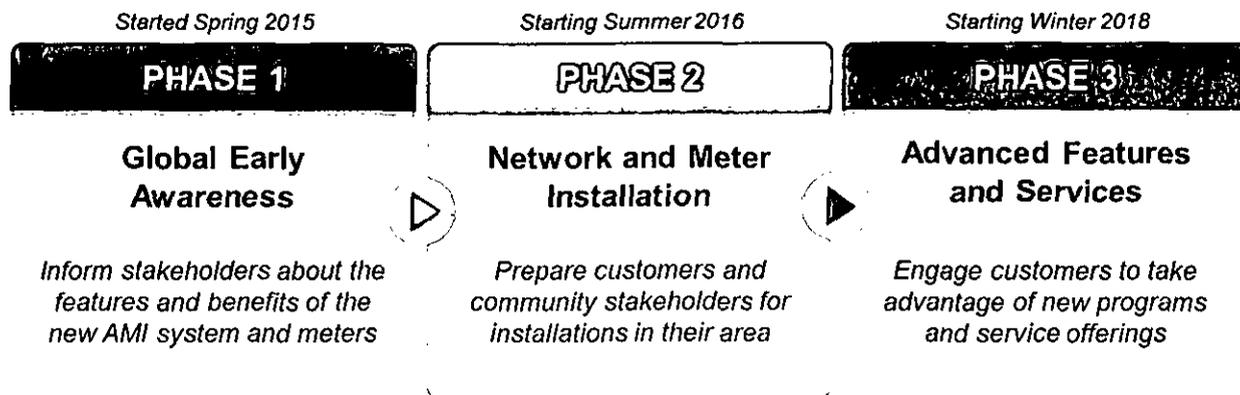


Figure 2: Communications Phases

- Phase 1: Global Early Awareness – Phase 1 occurs prior to the start of implementation of the RF Mesh network and meters. Communications during this phase are designed to inform stakeholders about PPL Electric’s plan to replace its existing AMI system and meters.
- Phase 2: Network and Meter Installation – Phase 2 starts in the months preceding the installation of RF Mesh network devices in an area. Communications during this phase are designed to prepare stakeholders for the installation of RF Mesh network devices and meters in their geographic area.
- Phase 3: Advanced Features and Services – Phase 3 starts once the RF Mesh AMI system has been deployed and new functionality is enabled. Communications during this phase are designed to educate and engage customers to participate in new programs and services made available to them as a result of the new AMI system.

These three communications phases are described in detail in Section 2: Implementation Plan.

1.2 Communications Plan Objectives

The overall objectives of the communications effort are to:

- Inform stakeholders about PPL Electric's AMI program and provide reasons why PPL Electric is upgrading its current AMI system
- Educate customers about the features and benefits of the new AMI system and meters
- Train and prepare PPL Electric employees and contractors to address customer questions and concerns
- Respond to all stakeholder concerns and questions in a timely manner
- Inform stakeholders of program progress and address stakeholder concerns regarding the new AMI system and meters
- Prepare customers and community stakeholders for installations in their geographic region
- Educate customers about new programs and services made available to them
- Engage customers to participate in new programs and services that will help them better understand and manage their energy use
- Ensure stakeholders have a mechanism to provide feedback and solicit additional information about the program

1.3 Guiding Principles

PPL Electric has developed a set of guiding principles to ensure consistent and effective messaging throughout the program. Communications from PPL Electric regarding the program should be:

- **Consistent:** Messages delivered from PPL Electric employees and contractors are *consistent*
- **Diverse:** A mix of communications channels are utilized to effectively reach different *stakeholder groups*
- **Contextual and Simple:** Communications are clear and easy-to-understand
- **Realistic:** Stakeholder expectations are addressed through communications that accurately represent the value of the program and focus on what's changing now as opposed to *future potential benefits*
- **Two Way:** Stakeholders have a mechanism to provide feedback to the project and *communications are monitored, evaluated and adjusted as necessary*

- **Tailored:** Communications are customized based on audience, intent and project life cycle such that the right information is provided to the right people at the right time

1.4 Key Messages

Key messages to be communicated to stakeholders throughout the program include:

- The replacement of current meters will give customers **improved access to data** that will help them manage energy use and shop for their electricity supply.
- The new meters will **also improve service reliability** by helping us better detect outages; will help us **more quickly connect or disconnect service**, providing faster service to those moving into or out of homes; and will bring us into **full compliance** with state regulations on metering technology.
- Our current meters are **nearing the end of their useful lives** and this project will proactively replace them.
- The new meters will improve our ability to detect theft and tampering, saving money for all customers.
- As we have always done, we will **carefully protect** our customers' information, consistent with all regulatory requirements and, to support that commitment, we have developed a stand-alone customer privacy policy specifically related to the protection of meter information.
- We are **committed to proactive communications** with customers and other stakeholders in the period leading up to the rollout of the new meters, and to helping customers understand the benefits of the new meters once they are in place. We are also committed to listening to and addressing all stakeholders' questions and concerns.

1.5 Audiences

PPL Electric will communicate and engage with a variety of stakeholder groups throughout the program. Communication efforts will be tailored to meet each group's distinct informational needs. Stakeholder groups include:

- PPL Electric Customers
- PPL Electric Employees
- PA PUC
- PA PUC Stakeholder Groups (including consumer and business advocacy groups)
- Local and State Government Officials

- Emergency Service Providers (including local law enforcement)
- Public and Community Groups (including chambers of commerce, small business advocacy groups, consumer organizations and low income advocacy groups)
- Media
- Electric Generation Suppliers (EGSs)

1.6 Communication Tactics

PPL Electric will utilize a variety of delivery methods throughout the project to communicate with different external stakeholder groups. Key tactics that may be utilized to deliver program-related communications include:

- PPL Electric Website (www.pplelectric.com/newmeters) - PPL Electric has developed a dedicated section of its external website to house information about the meter replacement program and new meters.
- Direct Mail - Direct mailings include letters, postcards and brochures. These materials will be used to notify customers about deployment and provide information about the new meters and new programs and services.
- Email Notifications - Email notifications may be utilized to notify customers about deployment or to provide information about new programs and services.
- Connect Newsletter - The 'Connect' customer newsletter, which is delivered to customers as a bill insert, can be utilized to provide information about deployment, project milestones and launch of new features.
- Phone Calls - Phone calls, including automated voice messages, can be used to remind customers about their meter replacement or to schedule an appointment for a meter replacement.
- Handouts - Handouts include door hangers, brochures, fliers and fact sheets. Handouts can be downloaded off PPL Electric's website or available to be mailed to customers upon request.
- News Releases and Media Outreach - State and local news sources can be utilized to notify communities about deployment or other major project milestones.
- Stakeholder Meetings - Stakeholder meetings can be utilized to communicate project impacts and status to key stakeholder groups including consumer advocacy groups, government officials, regulators and other community leaders.

PPL Electric Utilities - Communications Plan
January 15, 2016

- Social Media (e.g., PPL Electric Facebook page, Twitter account, Google+) - Social media can be utilized to better understand customer sentiment, obtain feedback and communicate information about new programs and services.
- Video - Videos can be posted to PPL Electric's website or YouTube channel to demonstrate a meter replacement or to educate customers about how to make use of new programs and services.

2. Implementation Plan

2.1 Phase 1: Global Early Awareness

Phase 1 occurs prior to the start of implementation of the RF Mesh network and meters. During this phase, PPL Electric will be focused on building out the IT infrastructure to support the new AMI system and preparing its employees for upcoming process and technology changes. The objective of Phase 1 is to establish awareness of PPL Electric's plan to replace its existing AMI system and inform stakeholders about the features and eventual benefits of the new AMI system and meters. Phase 1 communications are targeted at all stakeholder groups.

PPL Electric has already started its awareness campaign by meeting with multiple external stakeholder groups to discuss its Smart Meter Plan filed with the PA PUC in June 2014 and by updating its website to include information and FAQs about the new AMI system and new electric meters.

Key Messages

Key information to be communicated during Phase 1 includes:

- An overview of PPL Electric's plan to upgrade its current meter reading system
- Why PPL Electric is upgrading its current system and installing new electric meters
- How customers will benefit from the new meters
- How the new AMI system and meters work
- Differences between the old AMI system and the new AMI system
- High level schedule for meter installations
- How much the upgrade will cost and how this cost will impact customers
- Measures PPL Electric is taking to ensure customer privacy and security

External Activities

Regulatory Updates - PPL Electric will provide updates on program status and milestones to the PA PUC and stakeholder groups. Project status updates will continue to be provided throughout the duration of program.

Supplier Updates - PPL Electric will provide updates to electric generation suppliers on program status and upcoming changes that impact them. These updates will be given during monthly

supplier meetings and at supplier conferences. Program updates will continue to be incorporated in supplier meetings throughout the duration of program.

New Meter FAQs - PPL Electric will develop a series of questions and answers regarding the new AMI system and meters. The FAQs will contain the key messages described above as well as additional information to address common stakeholder inquiries and concerns regarding program schedule, cost, deployment and health, safety, privacy and security concerns. These FAQs will be available on PPL Electric's website and provided to PPL Electric employees and contractors to assist them in addressing inquiries from customers.

New Meter Brochure – A brochure will be developed to provide information about the new advanced meters. This brochure includes frequently asked questions about the meters and addresses health, safety, privacy and security concerns. This brochure will be available on PPL Electric's website for customers to download and provided to Field Operations employees and Customer Service Representatives (CSRs) to give to customers upon request.

Website Updates – PPL Electric has developed a dedicated section of its website to serve as the central source of information for external stakeholders throughout the duration of the project. The address of the website is www.pplelectric.com/newmeters. PPL Electric has already added content and documentation to the website regarding the Smart Meter Plan filing and new meters. The website includes frequently asked questions that address all of the key messages listed above. The website will continue to be updated throughout the duration of the project.

Social Media Updates – Social media may be utilized to provide updates on program status and announce major program milestones.

Meter Inspection Notification Letter – In October 2015, PPL Electric started conducting site visits to collect information on customers' electric meters in advance of deployment. The purpose of the site visits is to update PPL Electric's customer service database with information regarding the type and location of customers' meters. These site visits will continue through the end of 2016 and will cover PPL Electric's entire service area. Prior to sending representatives out to customers' homes and businesses, PPL Electric will send a notification letter to impacted customers. This letter will contain information regarding the purpose of these site visits and how they tie to PPL Electric's meter replacement plan, future benefits of the new meters, information about how to identify PPL Electric contractors, contact information and where to find additional information about the meter replacement program. A sample of this letter is available in *Appendix C: Sample Meter Inspection Notification Letter*.

Internal Activities

PPL Electric has developed a comprehensive plan that includes a series of communications, outreach and training activities designed to prepare PPL Electric employees for upcoming

process, organizational and technology changes resulting from the implementation of the RF Mesh AMI system. The goal of the internal communications effort for Phase 1 is to establish a general understanding of the project scope and benefits and keep employees informed of program status. Some of the internal tactics that PPL Electric is currently executing and will start to execute in the future as part of Phase 1 of the Communications Plan are described below.

Change Champion Network – PPL Electric has implemented a Change Champion Network consisting of 30+ employees from departments across the organization. These employees have been selected to serve as liaisons for the project. The Change Champion Network meets monthly and each meeting includes a discussion of program status as well as a deep dive presentation on a topic related to the project (e.g., Meter Deployment, the Meter Data Management System (MDMS)). During each meeting, Change Champions are provided with key information to take back to coworkers in their department.

Program Updates – The PPL Electric project team will continue to meet with employee groups across the organization in an effort to keep employees informed of program status and any upcoming changes. These meetings have provided an overview of the program and subsequent meetings will discuss specific impacts and upcoming changes to each department.

Program Newsletter – The PPL Electric project team will distribute a bi-monthly program newsletter to employees. The newsletter will provide information about program status and upcoming milestones, and will be distributed throughout the duration of the program.

New Meter FAQs – PPL Electric will develop a list of FAQs to provide employees prior to deployment. This list of FAQs will include all the information provided in the FAQs on the PPL Electric's website plus additional information to address more specific questions regarding program schedule, cost, deployment and health, safety, privacy and security concerns. These FAQs will be provided to Customer Service Representatives along with instructions for handling calls from customers regarding the meter replacement program.

2.2 Phase 2: Network and Meter Installations

The objective of Phase 2 is to prepare customers, government officials and other community stakeholders for the installation of AMI RF Mesh network devices and meters in their geographic area. The AMI RF Mesh network devices will be installed four to six months ahead of the installation of meters in a given area. Phase 2 communications will start approximately one month prior to the installation of RF Mesh network devices in an area and are targeted at customers and community stakeholders. Phase 2 communications will start in approximately the summer of 2016 in the first installation area and will continue until installations are complete.

Key Messages

In addition to the awareness messages communicated in Phase 1, Phase 2 communications will include the following key messages:

- How the AMI RF Mesh system works
- Timeline of installations
- Who is involved in the installations including how to identify PPL Electric contractors
- What to expect during the meter replacement
- Contact information
- Features of the new meters
- Immediate and future benefits of new meters
- How to access additional information on PPL Electric's website

External Activities

PPL Electric will follow a staged process to prepare customers and community stakeholders for installations in their area. Installation communications activities will occur at different times in geographical regions based on the installation schedule. PPL Electric will communicate with local law enforcement, government officials and community leaders prior to beginning any field work in their area.

A summary of the key notifications leading up to deployment in an area is illustrated below in *Figure 3: Deployment Notifications*.

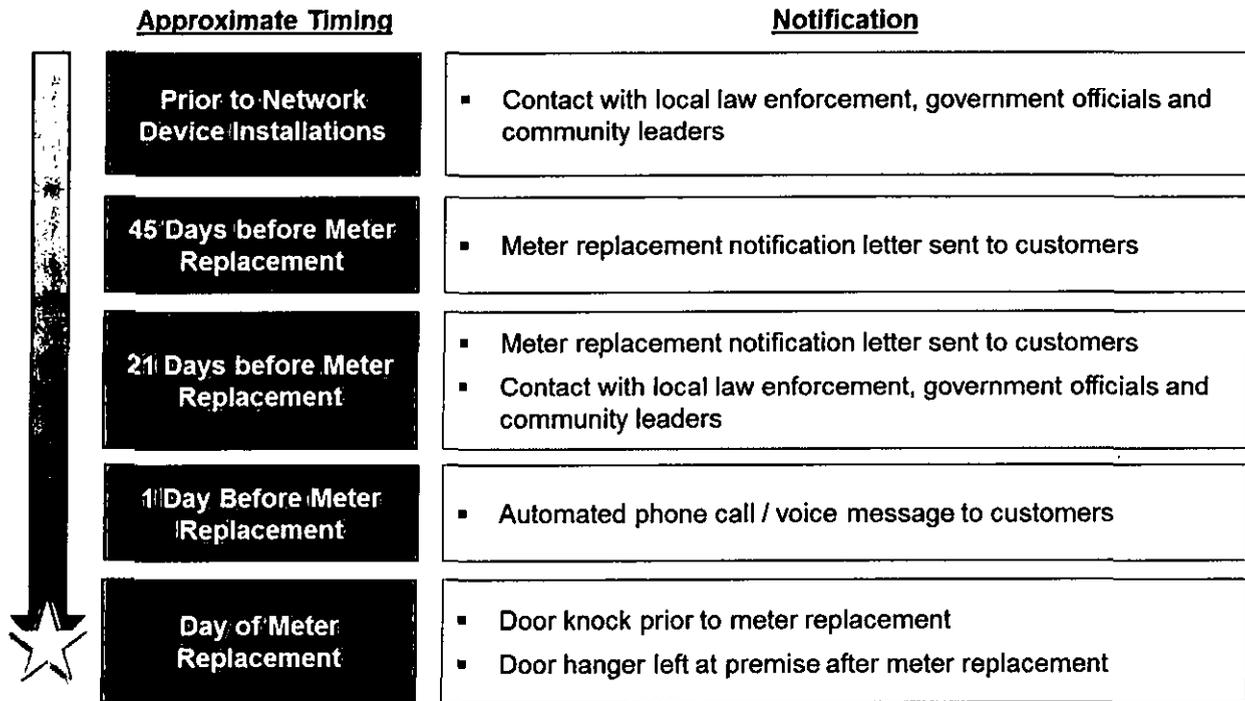


Figure 3: Deployment Notifications

Prior to Network Device Installations

Contact with Local Law Enforcement, Government Officials and Community Leaders – Prior to the installation of network devices in an area, PPL Electric will contact local law enforcement, local and state government officials (elected officials, civic leaders) and leaders of community groups to inform them that PPL Electric is preparing to start network deployment. This communication will occur prior to network deployment or approximately four to six months prior to meter deployment. This communication will include information about PPL Electric’s meter replacement plan, the features of the new AMI system and meters, when network and meter deployments will occur, who will be performing the installations and how to access information on PPL Electric’s website. PPL Electric will provide these stakeholders with a fact sheet containing FAQs regarding network and meter deployment and a copy of the new meter brochure.

Contact with the PA PUC - PPL Electric will provide information to the PA PUC including the Bureau of Consumer Services prior to the start of meter installations. The Commission will be provided with a copy of the new meter brochure, FAQs regarding meter installations and the meter replacement program and a copy of the installation schedule. This information will assist Commission employees in addressing any inquiries received from customers regarding PPL Electric’s meter replacement program.

45 Days before Meter Replacement

Direct Mail Notification to Customers – Customers scheduled to receive a new meter will be sent a notification letter in the mail approximately forty-five days prior to their scheduled meter replacement. In addition to notifying the customer that they are scheduled to receive a new meter, this letter will provide information about PPL Electric’s meter replacement program, the new AMI system and meters and how to access additional information on PPL Electric’s website. A sample of this letter is available in *Appendix D: Sample 45 Day Meter Exchange Notification Letter*.

PPL Electric Website Update – In preparation for deployment, PPL Electric’s website (www.pplelectric.com/newmeters) will be updated to include information about network and meter deployment. This information includes the deployment timeline, who will be performing the installations and how to identify them, what to expect during the meter installation, specific information for medical and commercial customers and how to schedule an appointment for a meter replacement.

21 Days before Meter Replacement

Direct Mail Notification to Customers – Customers scheduled to receive a new meter will be sent a second notification letter in the mail approximately twenty-one days prior to their scheduled meter replacement. This communication will focus on the meter and meter replacement event. Key messages include the features of the new meter, what to expect during the meter replacement, who will be performing the exchange, contact information and how to access additional information on PPL Electric’s website.

Connect Newsletter – A news story may be included in the customer newsletter to announce the start of meter deployment in the first deployment area and provide the address of the website to visit for more information. Periodic updates regarding deployment may be included in the newsletter to announce major deployment milestones.

Contact with Local Law Enforcement, Government Officials and Community Leaders – Prior to the installation of meters in an area, PPL Electric will contact local law enforcement, local and state government officials (elected officials, civic leaders) and leaders of community groups to remind them of the upcoming deployment. PPL Electric will provide these stakeholders with an updated meter installation schedule and FAQs regarding meter deployment.

1 Day before Meter Replacement

Automated Phone Call – The day before a customer is scheduled to have their meter replaced, PPL Electric’s deployment vendor will make an automated phone call to customers. Per regulations from the Federal Communications Commission, PPL Electric will not make automated phone calls to customers’ cell phones unless the customer has provided their consent.

The phone call will inform the customer that their meter is scheduled to be exchanged within the next couple days and provide brief information about what to expect during the meter replacement and a number to call if the customer wishes to schedule an appointment. A sample of the call script is available in *Appendix E: Sample Auto Dial*.

Day of Meter Replacement

Courtesy Contact / Door Knock – Prior to beginning the meter replacement, the installer will attempt to make contact with the customer to inform them of the potential brief interruption of power. The installer will inform the customer that they are working on behalf of PPL Electric. Installers will carry PPL Electric contractor identification badges and have company logos on their vehicles. Installers will also be provided with copies of the new meter brochure to provide to customers that request additional information about the new meter.

Door Hanger - After the meter replacement is complete, the installer will leave a door hanger at the customer's premise that informs them of the meter replacement and provides a number to call if they have any questions or concerns regarding the meter replacement. The door hanger will direct the customer to visit the website to learn more about the new meter. If the meter replacement could not be completed, the door hanger will indicate that a return visit is required and provide a number for the customer to call to schedule an appointment.

Additional Contact Attempts - If a customer's meter is indoors or in another location that the installer cannot access (e.g., behind a locked gate) and the customer is not home to provide access to the meter, PPL Electric's deployment vendor will follow a nine step contact attempt process consisting of a combination of three phone calls, three field visits and three notification letters to attempt to contact the customer and schedule an appointment to complete the meter replacement. If the customer does not provide access after the nine contact attempts have been made, the meter replacement order will be returned by PPL Electric's deployment vendor to the PPL Electric deployment team to review and determine the next appropriate action. If a customer refuses to allow the meter replacement, they will move to the customer concerns process outlined in Section 3.

Deployment Call Handling

PPL Electric's deployment vendor will operate a contact center to handle customer calls throughout the deployment. The number of this contact center will be listed on the notification letters and door hanger provided to customers as well as on PPL Electric's website. The deployment vendor's contact center employees will address matters concerning installation inquiries, scheduling and concerns.

The deployment vendor will maintain a log of all customer calls and provide regular reports to PPL Electric's Customer Service department detailing all customer calls and feedback received

during the deployment. Customer concerns regarding the new technology or installation process will be addressed following the process outlined in *Section 3: Customer Concerns Process*.

Installer Verification

All PPL Electric installers will carry photo identification and have company logos on their vehicles. All letters sent to customers regarding meter installation activities will include information about how to identify PPL Electric contactors and will provide a number to call if the customer has any questions or wishes to verify whether a person represents PPL Electric. This information will also be included on PPL Electric's website.

Internal Activities

In addition to the internal communications activities described in Phase 1, PPL Electric will complete an extensive employee education program prior to the deployment of the RF Mesh AMI solution. This includes training for customer-facing roles (e.g., contact center employees, field operations employees) as well as training for roles that support customer operations (e.g., billing department, advanced metering department). Employees will be trained on procedures for handling customer inquiries and concerns related to the deployment of the new meters and RF Mesh AMI solution. Contact center employees will receive a copy of all materials sent to customers as well as a comprehensive messaging document containing information to address various types of inquiries and concerns. Field operations employees will be provided with copies of the new meter brochure and FAQs to provide to customers upon request.

2.3 Phase 3: Advanced Features and Services

PPL Electric's existing PLC AMI solution provides many advanced features for customers including the ability to view hourly usage data online and enhanced pricing programs. The new RF Mesh AMI solution will support all these existing features as well as new functionality which will be gradually introduced to customers over time. The scope of the functionality to be enabled during the last phases of the program is still being finalized. The scope will include enhancements to the customer web portal as well as integration with Home Area Network (HAN) devices, currently anticipated in winter 2018. This phase will continue throughout the lifetime of the new meters, evolving as new programs and energy saving technologies are introduced.

Key Messages

Key information communicated during Phase 3 includes:

- Information about enhanced features of the customer web portal

PPL Electric Utilities - Communications Plan
January 15, 2016

- Information about how customers can utilize the features and tools available on the customer web portal to better understand and manage their energy usage
- Information about Home Area Networks and how they work
- Information that can be sent via Home Area Networks
- Features and benefits of HAN devices including how customers can utilize usage and pricing information to modify their energy usage and save money on their bill
- Types of HAN-compatible devices
- Information to address privacy and security concerns associated with HAN communications

Proposed Activities

The Phase 3 communications activities will be further developed once the scope of new programs and HAN technologies becomes more clearly defined. PPL Electric currently plans to offer some combination of the following communications initiatives:

- Direct Mail Notification to Customers
- Email Notification to Customers
- Demonstration Videos
- Web Portal Online Tutorial
- HAN Brochure and FAQs
- Connect Newsletter Story

3. Customer Concerns Process

The implementation of the new RF Mesh AMI solution will enable new features and benefits for both PPL Electric and its customers. The RF Mesh AMI Solution is also expected to generate inquiries from customers regarding the new technology and concerns over health, safety, privacy and security. As part of the Communications Plan, PPL Electric has developed a Customer Concerns Process to address customer inquiries and alleviate any confusion regarding the impact of the new technology.

Customer Concerns Team

PPL Electric has established a Communications Team consisting of representatives from PPL Electric Communications, Customer Experience and the Meter Replacement Program. The Communications Team is responsible for developing and executing the Communications Plan including developing materials and guidelines for employees to address customer inquiries and concerns.

To effectively address the questions and concerns of stakeholders, the Communications Team will engage personnel from groups across the organization as well as PPL Electric contractors. Key groups that will be engaged in addressing customer concerns related to the implementation of the new AMI system and meters include the Customer Contact Center, Field Operations, Regional Affairs, Key Accounts, Regulatory, Public Affairs, Billing and PPL Electric's deployment vendor.

Concerns Process

Customer inquiries and concerns will be routed appropriately based on their origin and the nature of the concern. In most cases, customer concerns will be routed to the PPL Electric contact center, where CSRs will be equipped and trained to address and resolve them.

PPL Electric's contact center and / or the deployment vendor's contact center will address customer calls using information provided in the FAQs and integrated messaging document. If the customer still wants more information, the CSR will transfer the call to their supervisor. The contact center supervisors will then work with the customer to better understand their concern and attempt to address their concern using information provided in training and in the integrated messaging document. If the customer still wants more information than provided and/or wishes to speak to someone directly involved with the project, the contact center supervisor will inform the customer that a member of the project team will contact them within two business days.

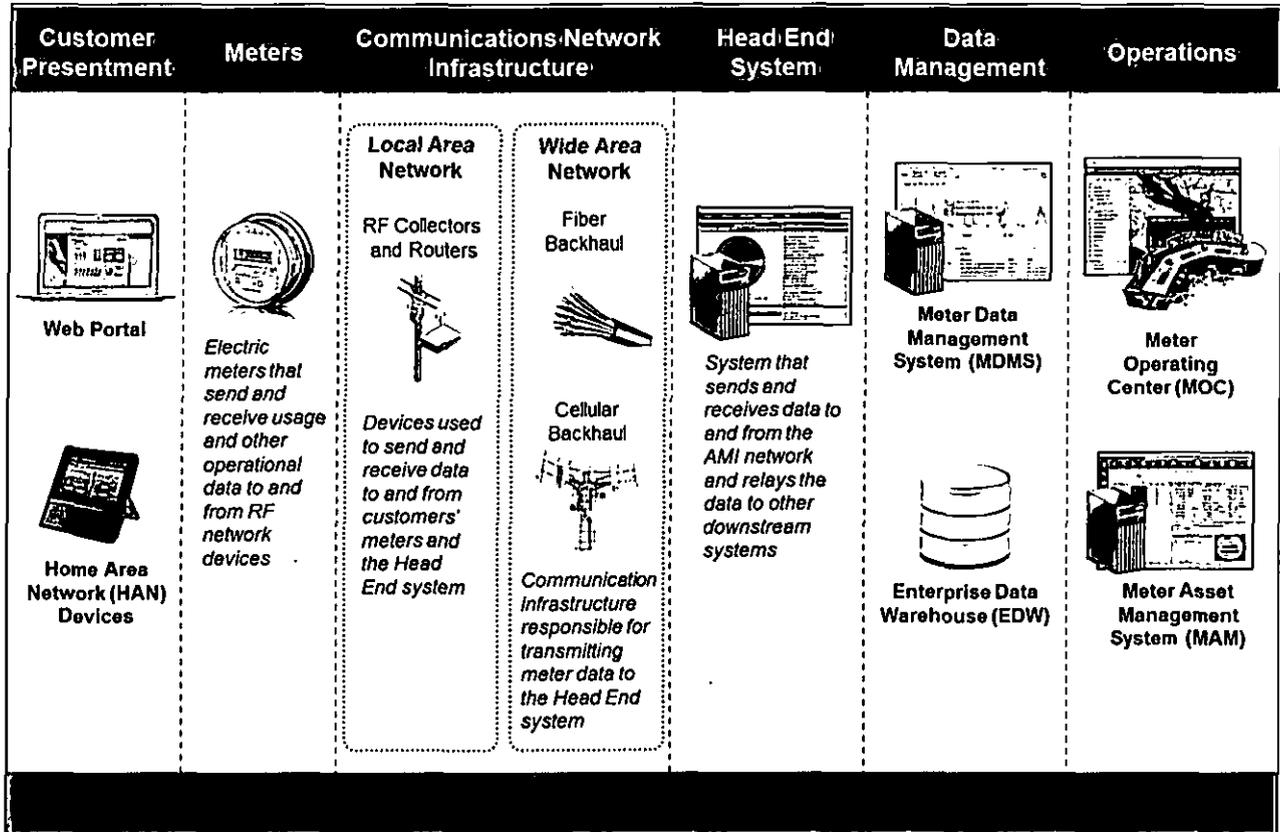
A member of the project team or other subject matter expert will then call the customer back within two business days of the customer's initial call. The member of the project team or other

PPL Electric Utilities - Communications Plan
January 15, 2016

subject matter expert will make every attempt to address the concern – this may require them to engage other subject matter experts. All issues will be logged and reported and sent to the appropriate internal parties to review.

4. Appendix

4.1 Appendix A: Solution Components



4.2 Appendix B: Sample FAQs

Below is a sample of the Frequently Asked Questions that will be made available to stakeholders and PPL Electric employees. These FAQs will continue to be revised and expanded upon throughout the project based on stakeholder comments and feedback.

Customer FAQs

Why is PPL Electric Utilities installing new electric meters?

There are several reasons, all of which involve better service for our customers:

- The new meters will enable new energy-saving technologies and will make our electric system more reliable.
- Our current electric meters are reaching the end of their useful life and we want to be proactive in replacing them.
- Technology has changed significantly since our current meters were installed.
- The new meters will bring us into full compliance with state-mandated regulations on electric meter technology.

How will the new system help customers save energy?

The new metering system will help customers make wise energy decisions. It will give customers access to pricing and electric use information to manage their energy usage more efficiently and help save money on their electric bills.

How will the new meters improve electric system reliability?

The new meters can report power outages automatically. This will mean that PPL Electric Utilities will be able to dispatch repair crews more quickly to restore power.

When will the new meters be installed?

The new meters are expected to be installed between late 2016 and 2019.

What is the cost of this project?

We estimate that the cost will be about \$450 million to install about 1.4 million electric meters and to design and install all of the related support equipment and computer systems.

How will customers be charged for the upgraded meter system?

Customers would pay for the new meters over time, through a monthly charge on their electric bills. The charges will be phased in starting in 2015, increase during the installation period, then decline. The average residential customer will pay about \$2.25 per month over the time the meters are in service.

Will the new meters improve the way PPL Electric Utilities starts and stops electric service, such as when customers move?

Yes. Currently, the company has to send a service person to visit a home or business to physically connect or disconnect the meter. Under the new system, we can complete service

requests remotely, meaning that these starts and stops will be faster and more convenient for customers.

What's the difference between the current meters and the new ones?

Our current meters use PPL Electric Utilities power lines to communicate meter reading information to our billing system. Most of the existing meters are dial meters with a spinning disk. We're installing electronic digital meters equipped with wireless communication technology. The new meters will communicate data to PPL Electric Utilities through this radio signal system.

Should I be concerned about the privacy of my information with these new meters?

No. As we always have done, we will carefully protect our customers' information, consistent with all regulatory requirements. All data transmitted by the meters will be encrypted and protected by PPL Electric Utilities. The new meter system will have multiple layers of safeguards designed to keep your electricity usage data private.

Additional Q&As for CSRs and others if they are asked

Are these meters safe?

Meter manufacturers follow stringent standards established by the American National Standards Institute. We require manufacturers to test the meters and conduct our own tests to ensure meters meet these standards.

Will customers be able to opt out if they don't want a new meter?

No. State law and regulations mandate this metering technology for all electric utility customers and do not provide for an opt-out option.

Some people have expressed health concerns with this type of meter. Is that an issue?

The new meters will use very low level radio-frequency signals to send a customer's electricity usage information to our billing system. The signals used by PPL Electric Utilities' new meters will be similar to those used in many everyday appliances, including cellular and cordless phones, baby monitors, garage door openers, wireless networks and security systems. In addition, these meters typically transmit for a total of only a few minutes a day. The meters will conform to all applicable safety standards. Many government agencies, regulatory agencies and health organizations have studied the issue and none has found any health risks caused by the use of this type of meter in homes and businesses.

Questions related to customer charges:

How will customers be charged for the upgraded meter system?

Customers will pay for the new meters over time, through a monthly charge on their electric bill. These charges will be phased in, and will vary based on the actual costs incurred by PPL Electric Utilities. Charges will be adjusted quarterly. Charges will increase for several years as the new

metering system is installed, then decline after the system is fully deployed.

Why do customers have to start paying for the new meter system even before new meters are installed?

Before the new meters can be installed, the system needs to be designed and we also need to install the communications and computer equipment the new meters need. This infrastructure needs to be purchased and in place so the meters will work when they are installed.

Are customers still paying for the current meters?

Yes, because the costs of the current meter system were spread out over many years, there will be an *overlap period through 2019, during which PPL Electric will recover the remaining costs of the existing system while at the same time paying the initial costs of the new system.*

Is it fair that customers should pay for both systems at once?

As with any asset we purchase and install to benefit customers, PPL Electric recovers the full costs through monthly charges on customer bills, as approved by the PUC.

When will customers see the charges for new meters on their bills?

Initial charges for the new meters are already included on customers' monthly bills. For residential customers, they are included in the Customer Charge listed in the Billing Details section of your bill.

How long will the charges continue?

The charges will continue through the expected 15-year lifespan of the meters.

Why do the charges vary from year to year?

We are proposing that customers pay less during early phases of the project when our costs are low, such as in the preliminary development phase, and more as our costs increase. Customer charges will peak during the installation phase then decline steadily after the system installation is complete.

4.3 Appendix C: Sample Meter Inspection Letter

September 2015

Name
Address
Address

Dear Name:

PPL Electric Utilities soon will be sending a contractor to gather some general information on your meter as part of our plan to replace all of our customers' electric meters in coming years. This meter replacement plan recently earned the approval of the state Public Utility Commission.

We are updating our customer service database in advance of the project, and some of the needed information requires our representatives to look at your meter. If your meter is outdoors, you don't need to be there because we can do all of our work from the outside. There also is no charge to you.

Over time, our new meters will give you improved access to data that will help you manage your energy use. They will also help us better detect outages, improving service reliability.

We've hired *Grid One Solutions* to gather meter information. Their staff will carry proper identification and they are fully trained and authorized to work on our behalf. Their toll-free number is 1-877-887-0358. If you have questions about whether a person who has contacted you represents *Grid One Solutions*, you can contact PPL Electric Utilities at 1-800-DIAL-PPL (342-5775).

If your electric meter is indoors or in another inaccessible location, please contact *Grid One* at the number noted above to schedule an appointment. There is no charge for inspection of these meters.

Your meter is scheduled to be replaced late next year. We are committed to keeping all of our customers informed before their meters are replaced. More information on this project is available at ppllectric.com/newmeters.

Sincerely,

PPL Electric Utilities

4.4 Appendix D: Sample 45 Day Customer Notification Letter

September 2015

Name
Address
Address

Dear Name:

In the next several weeks, we will be replacing the electric meter on your home as part of our plan to upgrade all our customers' electric meters. Over time, the new meters will give you improved access to data that will help you manage your energy use. They will also help us better detect outages, improving service reliability.

Here's what you can expect during the installation:

- We've hired Grid One Solutions to perform the meter installation. Their staff will carry proper identification and they are fully trained and authorized to work on our behalf. Their toll-free number is 1-877-887-0358. If you have questions about whether a person who has contacted you represents Grid One Solutions, you can contact PPL Electric Utilities at 1-800-DIAL-PPL (342-5775).
- The technician performing the installation will attempt to notify you before they begin working. The installation will take about 10 minutes to complete, during which time you may experience a brief interruption in your electric service.
- You do not need to be home for the installation so long as your meter is outdoors and our technicians have clear and safe access to your meter.
- If your electric meter is indoors or in another inaccessible location, please contact Grid One at the number noted above to schedule an appointment.

We will be in touch again closer to your meter installation date.

We are committed to keeping all of our customers informed before their meters are replaced. More information on this project is available at www.pplelectric.com/newmeters.

Sincerely,

PPL Electric Utilities

4.5 Appendix E: Sample Auto Dial Message

Hello, this is PPL Electric Utilities calling with important information about our electric meter on your property.

As you may be aware from our previous communications, we will be replacing the electric meter on your property within the next few days. You may experience a brief service interruption – typically less than a minute - while we complete this work. The technician performing the installation will attempt to notify you before they begin working.

Please remember that if our meter is located indoors, or in another location that is inaccessible, you will need to be present to provide access. Installations will take place from 8AM to 5PM. If your meter is not accessible and you will not be available during these hours over the next few days, please contact 1-877-887-0358 as soon as possible to schedule an appointment.

If our electric meter is already accessible, simply do nothing.

Thank you for your cooperation.

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing has been served upon the following persons, in the manner indicated, in accordance with the requirements of § 1.54 (relating to service by a participant).

VIA E-MAIL AND FIRST CLASS MAIL

Christy M. Appleby, Esquire
Amy Hirakis, Esquire
Hobart J. Webster, Esquire
Office of Consumer Advocate
555 Walnut Street
Forum Place, 5th Floor
Harrisburg, PA 17101-1923

Steven C. Gray, Esquire
Office of Small Business Advocate
Commerce Building
300 North Second Street, Suite 202
Harrisburg, PA 17101

Pamela C. Polacek, Esquire
Adcolu A. Bakare, Esquire
McNees, Wallace & Nurick
100 Pine Street
PO Box 1166
Harrisburg, PA 17108-1166
Counsel for PPLICA

Harry S. Geller, Esquire
Elizabeth R. Marx, Esquire
PA Utility Law Project
118 Locust Street
Harrisburg, PA 17101-1414
Counsel for CAUSE-PA

Scott J. Rubin, Esquire
Public Utility Consulting
333 Oak Lane
Bloomsburg, PA 17815
*Counsel for International Brotherhood
Of Electrical Workers, Local 1600*

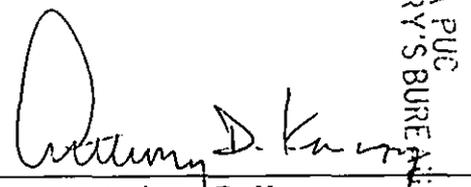
Date: January 15, 2016

Thomas S. Catlin
Christina R. Mudd
Exeter Associates, Inc.
10480 Little Patuxent Parkway
Suite 300
Columbia, MD 21044
Consultant for Office of Consumer Advocate

Nancy Brockway
10 Allen Street
Boston, MA 02131
Consultant for Office of Consumer Advocate

Robert D. Knecht
Industrial Economics Incorporated
2067 Massachusetts Avenue
Cambridge, MA 02140
*Consultant for Office of Small Business
Advocate*

Robert A. Reiley, Esquire
Department of Environmental Protection
400 Market Street – 9th Floor
Harrisburg, PA 17105
*Counsel for Department of Environmental
Protection*


Anthony D. Kanagy

RECEIVED
2016 JAN 15 PM 3:19
PA PUC
SECRETARY'S BUREAU