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# LMI Program Education & Outreach Best Practices

PC 59 Work Group

# PC-59 LMI Program Education & Outreach Overview

## Discount Program

- Promotional tactics to support general awareness for LMI customers and to provide call to action for program enrollment
- Metrics highlighting previous success with LMI-specific tactics and outreach

## Surcharge

- Educational tactics to support informing all customers and stakeholders about the new surcharge, discount, and bill impacts

# LMI Promotional Marketing Tactics: Awareness & Program Enrollment

Tactic	Channel	Audience
Email campaign	Email	LMI customers
Digital Advertising	Display, Search, Providers	LMI customers
Social Media Advertising	Facebook, Instagram NextDoor	LMI customers
Organic Social Media	Facebook, X, Instagram NextDoor	Residential customers*
Opower Marketing Modules	Opower	LMI customers
Bill Insert	Bill (As needed)	Residential customers
Customer Newsletter	Bill (quarterly: BGE) Bill (semi-annually: DPL/Pepco)	Residential customers
Postcard	Direct Mail	LMI customers

\* With funding, can be targeted to known LMI customers or to zip codes that are predominantly LMI based on Census data.

# LMI Marketing & Outreach Success Metrics

**We rely on a variety of metrics to measure success of LMI tactics. These are not limited to but include:**

- Digital advertising — Impressions, click-thru rate, conversion rate, cost per click)
- Email campaigns — Open rate, click-thru rate
- Website — Unique and total visits, time on site
- Social media (organic and paid) — Engagement rate (clicks, likes, comments)
- Direct mail & print collateral — QR code scans, vanity URL uses

# LMI Marketing & Outreach Success Metrics

Following are examples of metrics from past campaigns targeting LMI customers and promoting energy assistance programs:

Campaign (Targeted LMI)	Avg. Open Rate (Email)*	Avg. Click-thru Rate (Email)*	Avg. Click-thru rate (Ads)**
Here to Help (BGE)	26.8%	1,71%	0.22%
OHEP Email (BGE)	24.4%	2.26%	N/A
LIHEAP/OHEP (DPL MD)	29.27%	15.61%	2.23%
LIHEAP/OHEP (Pepco MD)	52.26%	24.56%	2.11%
Residential Aid Discount (Pepco DC)	30.56%	6.09%	1.91%

\* Industry averages are: Email open rate = 22%; Email CTR = 3%; Ad CTR = 0.5-2% depending on digital ad type

\*\* Reflect averages of multiple digital ad types in each campaign.

# Customer & Stakeholder Education Tactics: New Surcharge, Program & Bill Impacts

Tactic	Channel	Audience*
Bill Message	Bill (monthly)	All customers
Bill Insert	Bill (As needed)	All customers
Customer Newsletter	Bill (quarterly: BGE) Bill (semi-annually: DPL/Pepco)	Residential customers
Website Enhancements	Website	All customers and stakeholders
Email Campaign	Email	All customers
Organic Social Media	Facebook, X, Instagram, Nextdoor	All customers and stakeholders
In-Person Outreach	Community events, stakeholder meetings	Residential customers and stakeholders

\* Working on assumption that customers in all rate classes (residential and commercial) will need to be informed.

# Customer & Stakeholder Community Engagement: New Surcharge, Program & Bill Impacts

Tactic	Channel	Audience*
Energy Education Events	In-person events with community, agency and utility partners	All customers
Bill Assistance Events	In-person events with community, agency and utility partners	All customers
Energy Education Webinars	Virtual webinars with Pepco Community Engagement and Energy Efficiency teams	Community and Agency stakeholders
Energy Summits	In-person educational events with Pepco Community Engagement, Energy Efficiency, and Customer and Credit teams	Community and Agency stakeholders
Virtual Office Hours	Virtual office hours one day a month for customers to connect with Pepco Community Engagement team about their bills	All customers

\* Working on assumption that customers in all rate classes (residential and commercial) will need to be informed.