

***National Fuel's Public  
Education Programs  
Lessons Learned  
Path Forward***

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# *Background*

- National's Territory
- Integration of 3 Distinct Operating Entities

Transmission  
Distribution  
Gathering

# *Program Highlights*

- Integration of Outreach
- Outreach Challenges
- Cost Versus Benefits
- Collaborative Versus Stand Alone

# *Practices Review*

- Business Reply Cards
  - Cost Versus Benefit
  - Field Follow-up
- Brochures
  - Collaborative
  - Use of Own

# *Effectiveness Evaluation*

- Use of Collaborative
- Coverage Gap
- Phone Survey Versus Research Panels and Focus Groups
- Audience Overlap

## *Plan Audit*

- Inconsistency With Audits
- Absent Audit – Use Plan Guidance
- Internal Reviews
- Gap Analysis
- School Outreach

## ***Path Forward/Recommendations***

- Use Collaborative Where Possible
- Use Collaborative Materials Where Possible
- Minimize Costs Without Compromising Program Quality
- Retain Corporate Identity