



Supporting Customers with Account Recovery post COVID Pandemic

Data as of 12/9/2021



● ● ● BACKGROUND

Mayor Woodards and Governor Inslee issued utility disconnect moratoriums in March 2020.

Governor Inslee's moratorium ended September 2021.

Mayor Woodards has established a bridge period allowing customers to seek funding assistance.

Customers are responsible for their bills.

TPU is committed to assisting customers in identifying and pursuing assistance to help pay utility bills over the bridge period.

At the end of the bridge period, disconnects will resume after notification.

OVERVIEW: Account Status

Account Status as of 12/9/2021

Account Type	Outstanding Balances - Aging Report						Totals
	31-60 days	61-90 days	91-120 days	121-180 days	181-364 days	365+ days	
Residential	\$3,912,289.75	\$2,675,958.85	\$2,585,426.44	\$3,259,747.22	\$8,790,458.10	\$4,555,019.01	\$25,778,899.37
Commercial	\$620,906.54	\$391,459.85	\$352,912.48	\$639,709.12	\$1,042,630.70	\$589,729.92	\$3,637,348.61

Grand Total \$29,416,247.98

- 27,117 residential customers have aging account balances
- 84% owe less than \$2000; 66% owe less than \$1000
- \$950.65 Average Residential Account Balance
- Residential pandemic payment activity:
 - 1,484 have not made a payment since start of pandemic
 - 17,112 have not made payment in the last 60 days
 - 10,245 have not made payment in the last 90 days

OVERVIEW: Residential Account Review

LIHEAP (Federal reoccurring program)

Avg monthly income $\leq$ 150% of FPL

1,744 customers received past assistance

\$2,214,214 is owed by these customers

\$1,240.10 is the average owed by these customers

*\$2500 assistance is available for qualified customers,
additional LIHWAP (water/wastewater) available*

Discount Rate (TPU reoccurring program)

Avg monthly income $\leq$ 45% of AMI

962 customers of the 27,117 are discount rate

\$775,951 is owed by these customers

\$806.60 is the average owed by these customers

30% discount applied to current charges

OVERVIEW: Residential Account Review

BCAP (TPU reoccurring program)

Avg monthly income $\leq$ 60% of AMI

581 customers of the 27,117 participate in BCAP

\$879,831 is owed by these customers

\$1,514.34 is the average owed by these customers

\$3,102,279 budget remains available (5 services)

Emergency Assistance Funding (one time funding)

4,255 customers of the 27,117 received assistance (80% non LIHEAP)

\$6,036,149 is owed by by these customers

\$1,418.60 is the average owed by these customers

Repurposed BCAP in 2020, distributed \$2.4 million

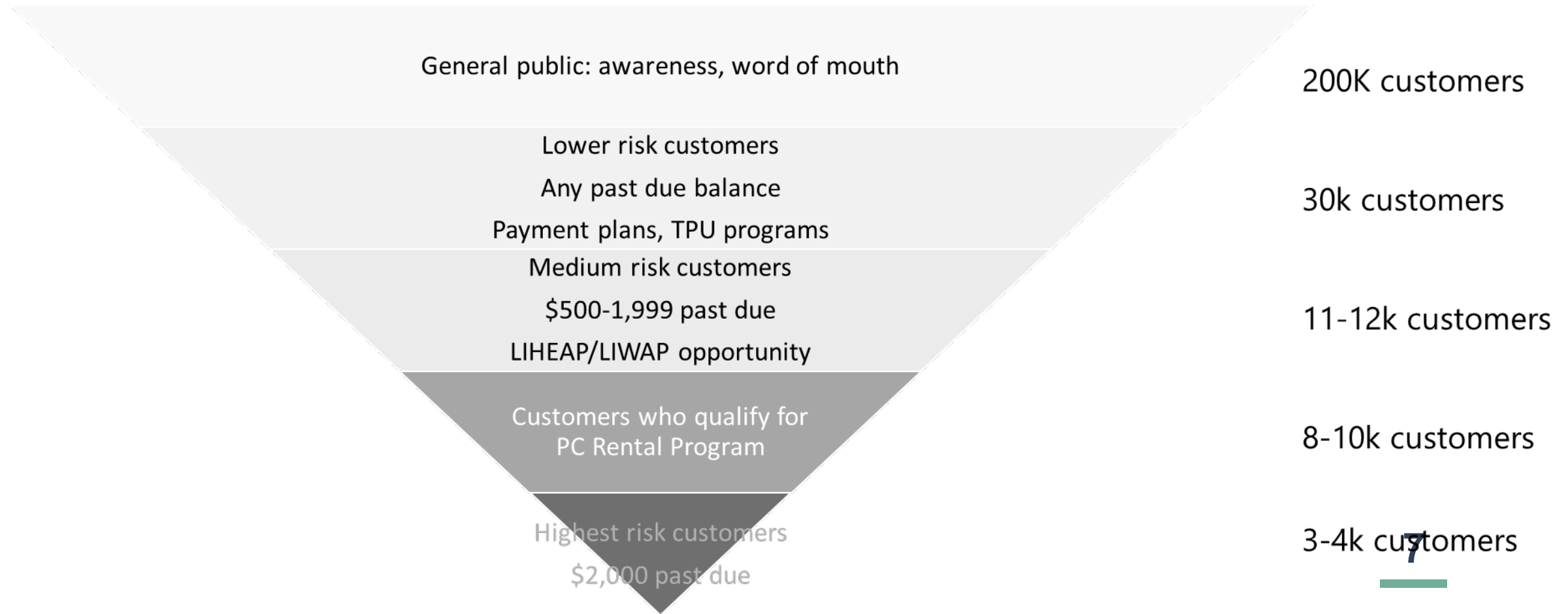
OUTREACH: Communication Strategies

Historically, we know customers wait until threat of disconnection to act on overdue balances

- Leverage high-visibility partnerships to increase awareness and word-of-mouth
 - Local media and sports franchises
 - Community organizations, i.e. schools and social service organizations
- Create a sense of urgency around other factors
 - Limited funds that are also available to customers of other service providers
 - Competition for the funds
 - Some funding only covers 12 months of balances out of 18-24 months of moratorium
- Reflect messaging from the state
 - Make a plan. Keep your service.
 - Call to action: call 2-1-1
- Use our customer data for more impactful direct communications
 - Targeted messaging to highest risk customers
 - Identify how many customers qualify for rental assistance
- Build frequency in TPU channels



OUTREACH: By Customer Circumstance



●●● OUTREACH: Recent Activities

Communication activities involve staff from Customer Service, Public Affairs and Communication:

- Social media campaign
- Fliers distributed to schools
- Email newsletter
- Presentation to the Pierce County Human Services Committee
- Customer Solutions Community Partner Roundtable