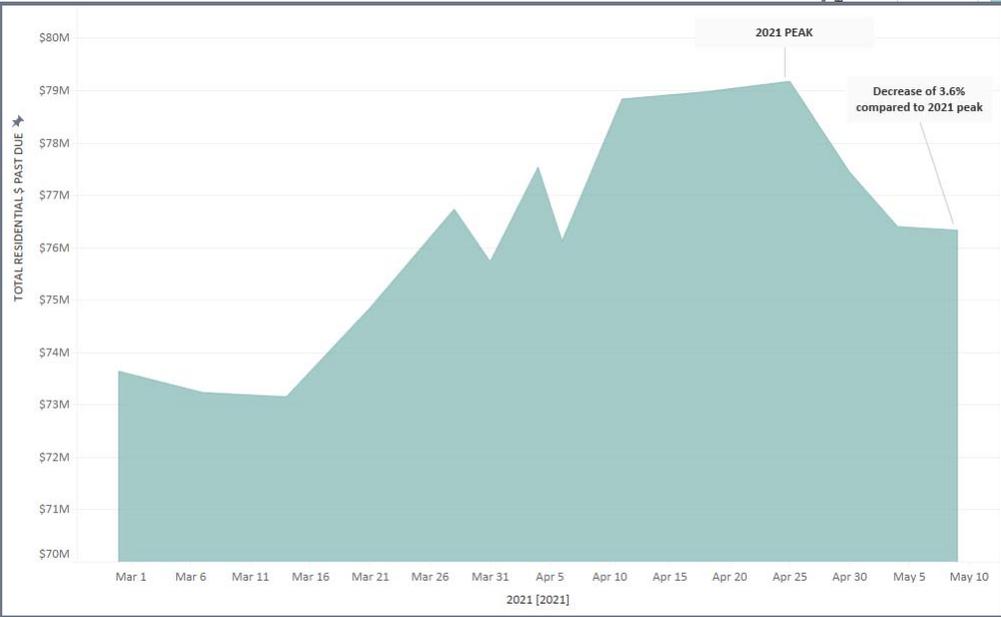
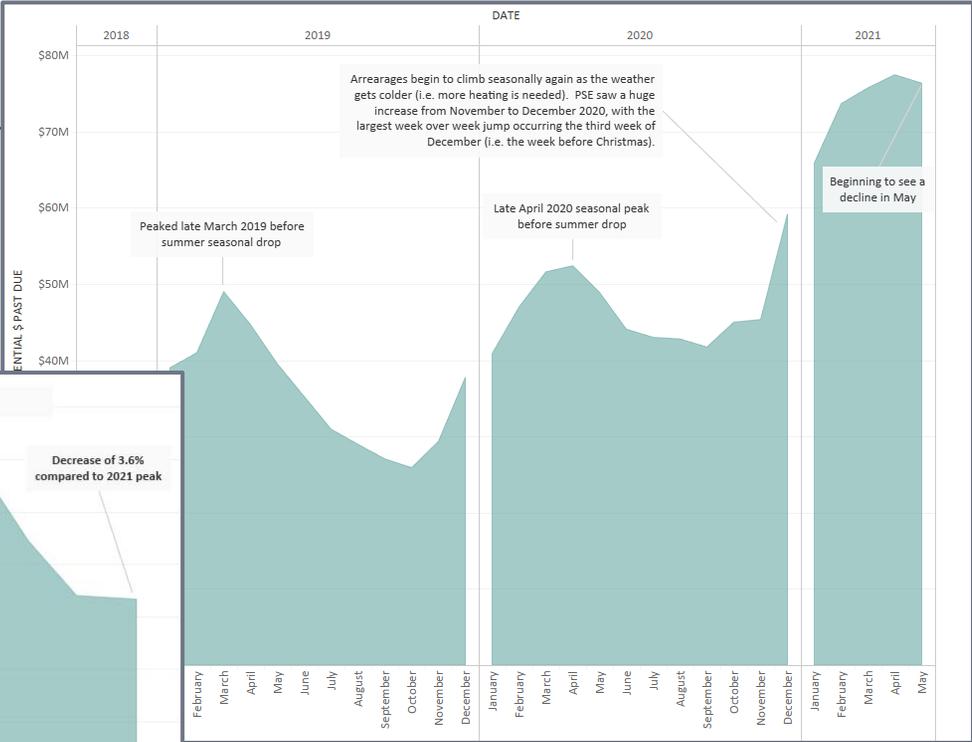

COVID Bill Assistance



May 12, 2021

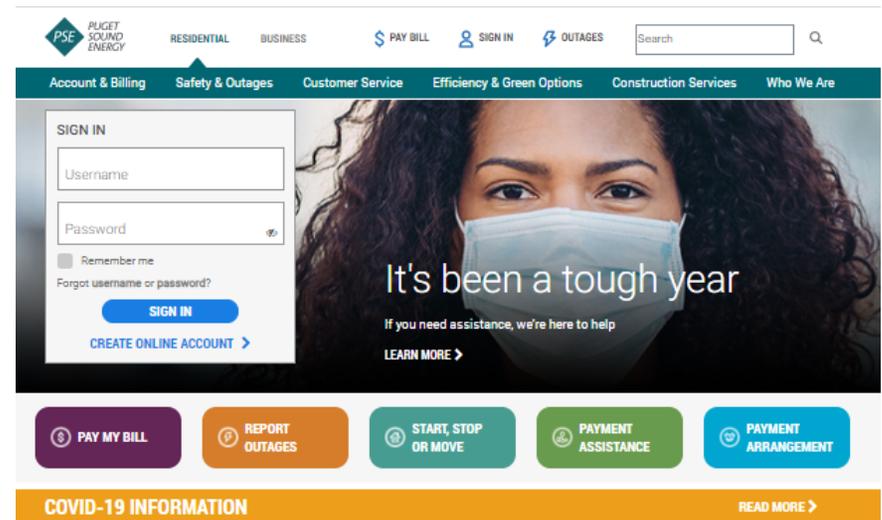
Accounts Receivable

- AR reached it's peak 4/25/2021
- Has reduced 3.6% through May 9
- Expect to see this trend continue



COVID Customer Assistance

- COVID Bill Assistance: 100% of funds will be used to pay past due balances for customers who qualify
 - Auto-enrollment concludes this week and we've distributed almost \$6.9M!!
 - Open enrollment began on 05/10
- 18-month payment arrangements available to all residential and small commercial customers with a past due balance
 - Payment arrangements for residential customers has increased by 30.6% since March 31st
- It's making a difference!



Communication and Outreach Success Metrics

Website

Overall unique page views:
525,000

Email

Deliver: 325,000
Total Opens: 16,900
Average CTR: 5.2%

Paid Social Media

Impressions: 5,424,000
Clicks: 108,480
CTR: 2%

Streaming Audio

Impressions: 2,333,000



Banner Ads

Impressions: 13,333,000
Clicks to Site: 12,600

TV Partnership/PSAs

Total Impressions: 36,540,000

Radio Sponsorships

Total Impressions: 6,766,000

Earned Media

Total Impressions: 1,500,000

Total customer impressions:
66,746,000

