# **COVID Bill Assistance**



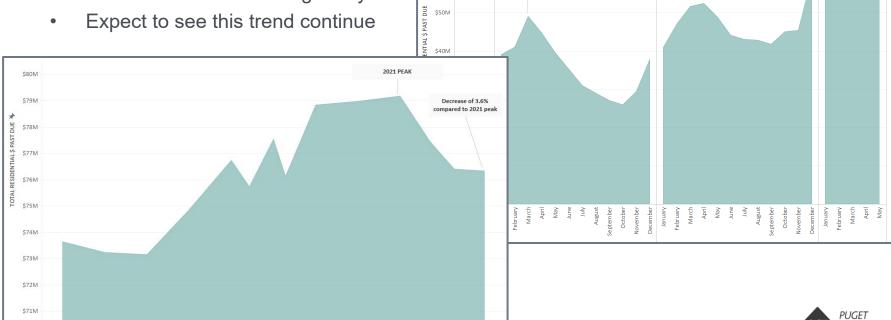
May 12, 202

# Accounts Receivable

\$70M

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

2021 [2021]



2018

\$80M

\$70M

\$60M

2019

Peaked late March 2019 before

2020

Arrearages begin to climb seasonally again as the weather gets colder (i.e. more heating is needed). PSE saw a huge increase from November to December 2020, with the largest week over week jump occurring the third week of

December (i.e. the week before Christmas).

Late April 2020 seasonal peak

before summer drop

2021

Beginning to see a decline in May

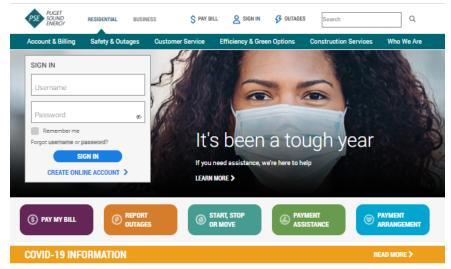
# **COVID Customer Assistance**

• 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