





Avista Outreach Update

Ana Matthews, Consumer Affairs Program Manager

Heightening Awareness: Marketing



Permítanos ayudarle con su factura de electricidad vencida.

El Poder de la Compasión

La pandemia ha puesto una gran carga económica para muchas personas. A Avista esto le preocupa y está haciendo algo al respecto: proporciona subsidios de alivio de deuda a causa del COVID-19 para ayudar a los clientes residenciales que están atrasados en sus facturas de electricidad.

Si tiene un saldo vencido, podría ser elegible para recibir fondos para pagar parte o la totalidad de lo que debe. Las subvenciones están disponibles hasta el 30 de septiembre de 2022 o hasta que se agoten los fondos, lo que ocurra primero. Así que, por favor, llámenos hoy mismo al (800) 227-9187.

Otras maneras en que podemos ayudar

En reconocimiento de la incertidumbre que ha creado la pandemia, queremos asegurarle que también hay ayuda disponible para sus facturas actuales y futuras. Permítanos ayudarle con:

Acuerdos de pago
Se pueden hacer acuerdos de pago a corto y largo plazo según cada caso.

Facturación a Niveles Confortables
Dividimos sus costos de electricidad anual en 12 pagos mensuales iguales y predecibles.

Fecha de vencimiento preferente
Alinea la fecha de vencimiento de su factura con su día de paga para ayudar a su presupuesto durante el mes.

Si necesita ayuda adicional para pagar su factura, póngase en contacto con su agencia local de acción comunitaria para ver si puede optar a nuestros otros programas de ayuda.

Para encontrar la agencia más cercana a usted, visite nuestro sitio web myavista.com/assistance o llámenos al (800) 227-9187.



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The pandemic has been financially hard on many. Avista cares and is doing something about it - by providing COVID-19 debt relief grants to help residential customers who are behind on their energy bills.

If you have a past-due balance, you may qualify to receive funds to pay for some or all of what you owe.

The grants are available through September 30, 2022 or until funding runs out - whichever occurs first. So, please call us today.

(800) 227-9187
myavista.com/assistance



Let us help with your past-due bill.

The Power of Compassion



Looking for energy bill assistance? We have options.

Avista partners with community action agencies to provide bill assistance. Available to all income-qualified Avista residential customers, bill assistance is a financial credit on your bill that can provide a little extra help when you need it. Please call us at 800-227-9187 to discuss how we may be able to help.

BILLING OPTIONS
Comfort Level Billing smooths out the seasonal highs and lows of energy bills by dividing yearly usage into 12 equal monthly payments. Your account must be in good standing with at least 12 months of usage history to qualify for this program.

Preferred Due Date can help align the billing due date with payday. We may be able to adjust the payment due-date, depending on account status and specific situation (some restrictions apply).

Paperless Billing lets you receive your bills via e-mail and set due-date reminders and other notifications.

PAYMENT OPTIONS
Payment Arrangements can be made on an individual basis for those in need. Give us a call or login to our website at myavista.com to make payment arrangements online.

Auto Pay automatically withdraws your Avista payment from your checking or savings account each month or charges your debit or credit card.

FINANCIAL HELP
Energy Assistance Grants, such as Project Share, are available for limited-income and low-income customers. These funds are distributed to qualifying customers through local community agencies. Visit myavista.com/assistance to find your local Community Action office.

Visit myavista.com/ways-to-pay



See additional information on back

- Targeted emails
- Print & Digital advertisements
- Social Media
- Outreach Campaign

Promotional campaigns throughout service area, scaled based on agency need

Consistency in Messaging: Connections Newsletter



Do you need help paying your bill?

We have options.

We understand that there may be instances when customers find themselves facing financial difficulties. Avista partners with community agencies to provide financial assistance, plus we offer other services to help you manage and pay your bill such as Bill Assistance Grants, Comfort Level Billing, Preferred Due Date, and Payment Arrangements.

We're here to help. Please call us at (800) 227-9187 to discuss your options with a Customer Service Representative or visit myavista.com/assistance for more information.



Comfort Level Billing

There's a lot to be said about knowing the exact amount you will be billed each month. Customers who have chosen to be on comfort level billing know exactly how that feels and it's free, quick and easy to sign up.

Comfort level billing can smooth out seasonal highs and lows by dividing your bill into 12 equal payments. To qualify, your account must be in good standing with at least 12 months of usage history. Sign up on myavista.com/CLB or call (800) 227-9187 to speak with a customer service representative who would be happy to help over the phone.

Monthly insert with
bill assistance
article

Providing Resources: Outreach



- **Energy Savings Kits**
 - Meals on Wheels
 - Local food banks
 - Mailed to:
 - Energy assistance recipients with past due balance;
 - Energy Assistance Days participants (virtual and previous years)
 - *On Demand* kits by Business Reply Card to those with past due balances
 - Options for Energy Saving Guide and Kids Energy Activity Booklet
- **Virtual Energy Assistance Day**
 - OIC of Washington

Expanding Access: Community Partner Network

- Community-based organizations
- Trusted source to the populations they serve
- Traditionally do not offer energy bill assistance
- Community Action Agencies coordinate and manage CPN
- Approved as part of Avista's COVID-19 Debt Relief; requested permanent continuation as part of LIRAP (approved 7/29)



A poster titled 'Empowering Our Community' with the subtitle 'Avista Debt Relief Assistance'. It features a young man in a yellow shirt holding a yellow balloon. The text on the poster includes 'Behind On Electricity/Gas', 'UTILITY ASSISTANCE', and 'SPONSORED BY Jesus Is The Answer City Church As A Community Partner of SNAP & AVISTA'. Logos for SNAP and AVISTA are present, along with the text 'In Partnership with'. At the bottom, it says 'SERVICES AT: JESUS IS THE ANSWER CHURCH.US 509-474-1424'. A small note at the bottom right states: 'Equal opportunity employer/ program. Auxiliary aids and services are available upon request to individuals with disabilities Washington relay service: 711'.

Improving Connection: Referral Process

Motivation

- Recognizing that customers facing hardship are in distress, how can we connect to help and minimize steps needed to get assistance

Collaboration


- Each Agency is different in how they receive referrals and/or call transfers
 - Phones lines are either staffed or voicemail
 - Some have preference for online appointment scheduling or application

Process

- Daily referral reports of customers who were transferred to the agency on the previous day.

April 2020 through June 2021	
Number of customers referred	3,567
Number receiving grants after referral	1,729
Total grant amount	\$1.56M

Connecting to Benefit: Automatic Grants



Let us help you with your past-due energy bill.

The Power of Compassion

Dear Customer,

We understand many of our customers continue to experience financial difficulties due to the COVID-19 pandemic.

To help, we have applied a COVID-19 Debt Relief Program credit to your account.

Your account received this unique one-time only grant based on your past qualification for bill assistance. The purpose of this award was to alleviate past due balances during these challenging times. We sincerely hope this is a help to you.

In addition to this grant award, Avista partners with local community action agencies to help customers with bill assistance. We know times are tough and want to ensure you are aware that help is available for your current and future bills.

To get information about your local agency, please call us or visit our website at www.mvavista.com/assistance.

Avista also offers short-term and long-term payment arrangements. Customer Service Representatives are available to assist you Monday through Friday 7:00 a.m. to 7:00 p.m. and Saturday 9:00 a.m. to 5:00 p.m. at (800) 227-9187.

Sincerely,

Avista Customer Service

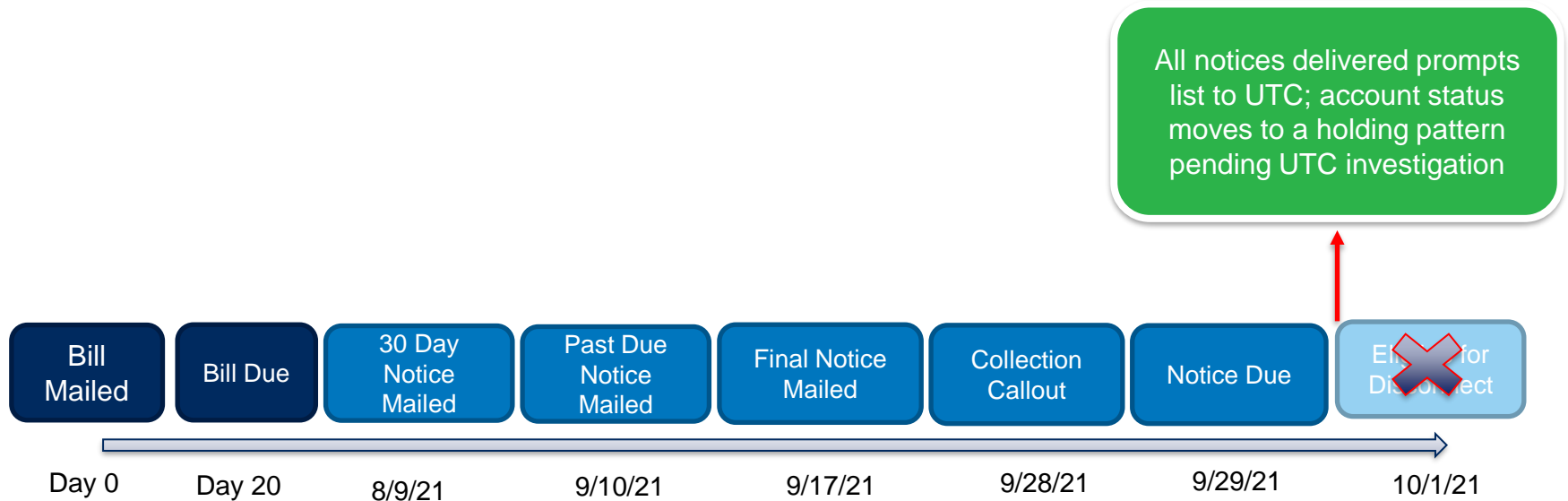
- 7,787 grants totaling \$4.83M
- Notice of award with information about local community action agencies



Avista Staying Connected

Jenny Compton, Credit & Collections Manager

Staying Connected: UTC Investigation



- Under usual process, 94% of customers take action prior to disconnection
 - With the investigation process, it is unknown how many accounts will take action prior to account going into holding pattern
- Customers who contact us will discuss the following options:
 - Payment arrangements
 - Bill Assistance that includes: LIRAP Emergency Grants, LIRAP Arrearage Management Program and LIHEAP Debt Relief
 - Referral to their local Community Action Agency