

An Equitable Journey in Water Affordability... Building Blocks and Roadmaps

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A stylized white skyline logo featuring various building shapes, including a prominent dome and several skyscrapers.

INDIANAPOLIS
FIVE CITIES PLUS

Louisville One Water Partnership

Who We Are



Created in 2012, Interlocal Agreement – share services, contracts, labor, ideas, processes



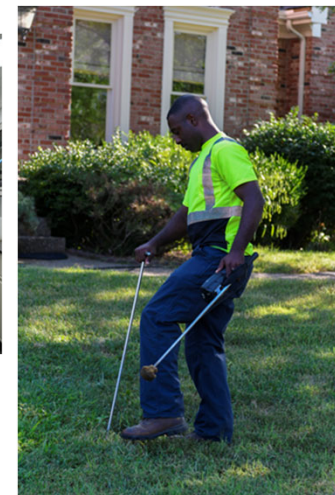
Manage water cycle for nearly one million people in Louisville, Kentucky region



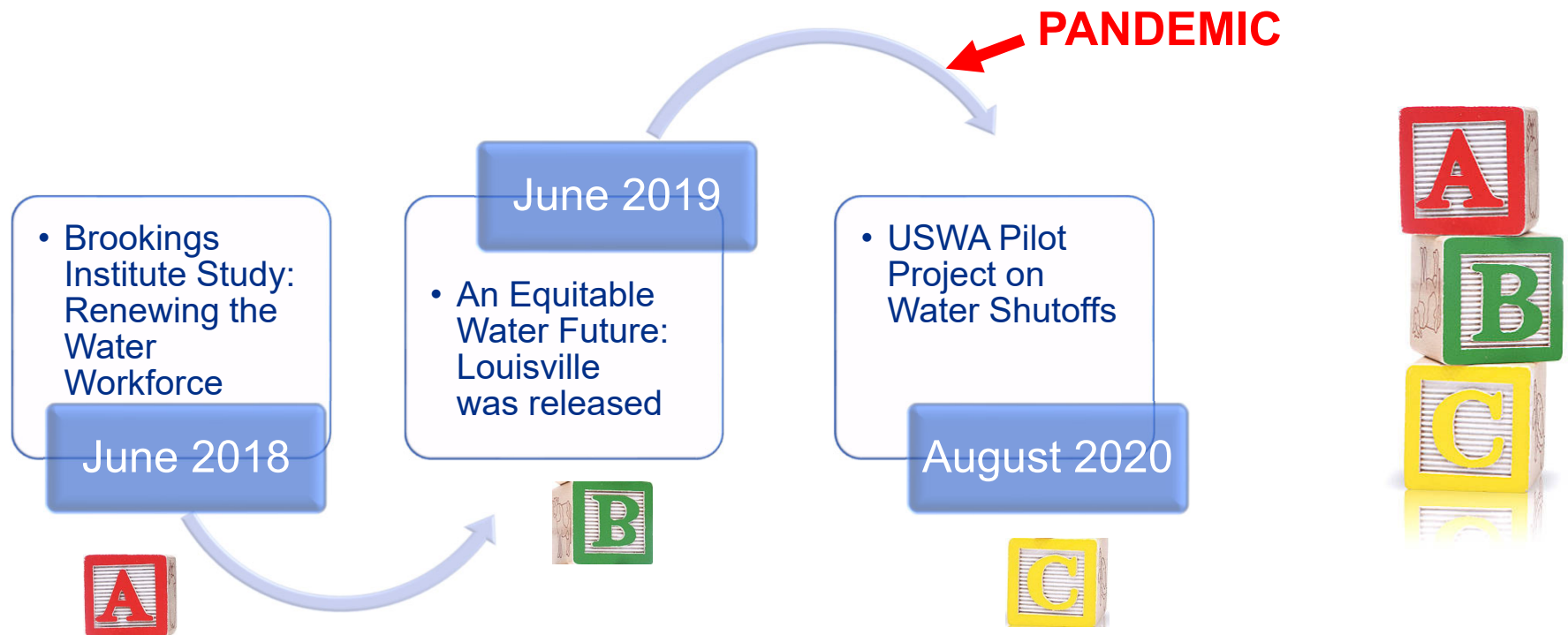
Structure: One Water Advisory Council and One Water Board



Louisville Water provides Billing services for Louisville MSD



Where we started... Building Blocks



Customer Service Before COVID many partners, plans & programs ...

after Pandemic – all under one umbrella



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Leverage One Water to Distribute Federal Assistance \$

Re-crafted written communications

Developed highly targeted communication channel with SMS

Developed low-hurdle customer portals to distribute funds – with less than 24 hours to apply to account

Deployed a self-service pledge portal to administer pledges from local agencies



Extended grass root marketing tactics throughout our community to educate on DOK



Leveraged Media outlets to inform consumers



Worked with City leaders to support Grant programs



Call center supported and informed customers about the program

Louisville MSD Customer Assistance Program History

➤ Senior Citizen Discount

- Started in 2007
- 30% off total wastewater charges
- Age 65 or older
- Income at or below \$35k



➤ Emergency Wastewater Rate Assistance Program (EWRAP)

- Stood up quickly in 2020
- 10% off total wastewater charges
- Household income at or below 150% of federal poverty line



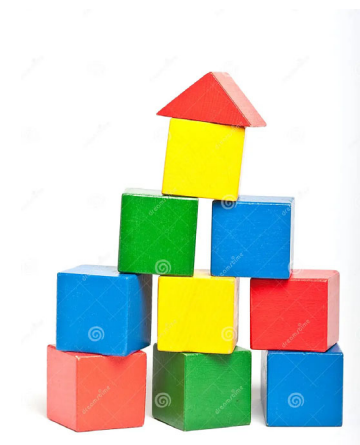
Operational Challenges with MSD Programs

- Onerous application requirements
- No online application process
- Communication
- No process for determining continued eligibility
- Low participation in EWRAP
- Staffing



How MSD Revamped Customer Assistance Programs

- Assembled cross-functional internal team
- Advice from Louisville Office of Resilience and Community Services
 - Make the discount worth the effort
 - Streamline the application process
 - Communicate through targeted channels
- MSD commitment to fund Customer Assistance



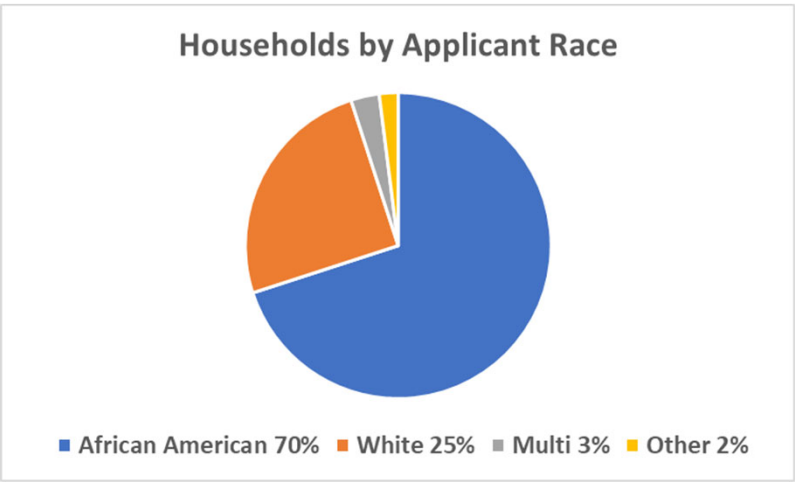
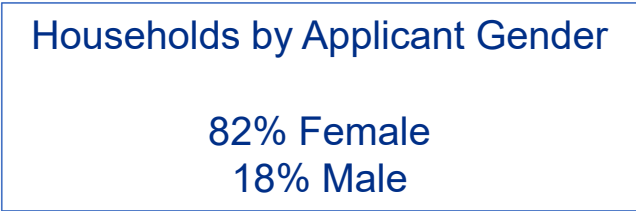
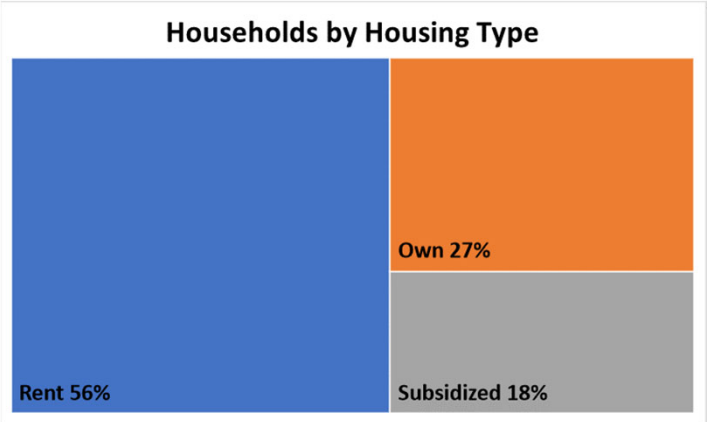
Partnering for Progress: MSD Assistance Strategy

- Created a one-stop shop for program applications
- Offer multiple channels for seniors to apply
- Streamlined program application requirements
- Partner on a communication strategy
 - Website coordination
 - Customer communications are vetted and shared
 - Social campaign
 - Coordinated press/media release
 - Leverage Metro Council newsletters
 - Flyers to churches & community centers



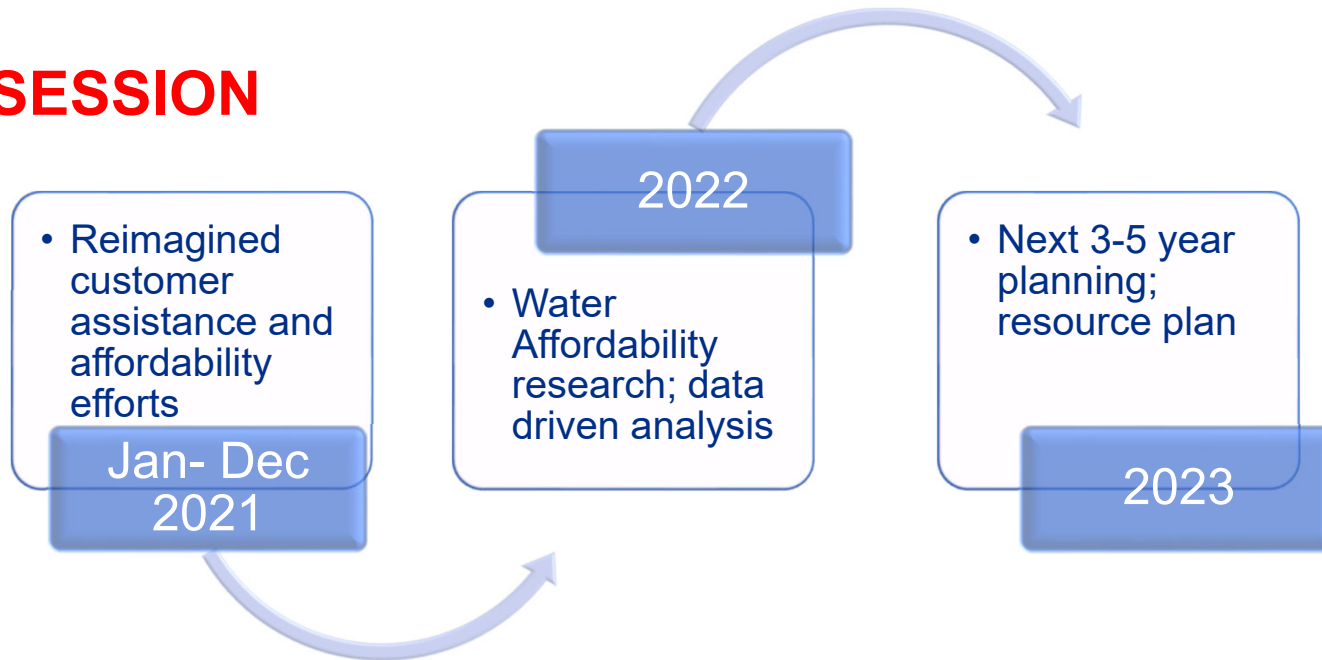
FY23 EWRAP Program Demographics

| | |
|----------------------------|----------------------------------|
| 2,608 Applications | 96% Approval Rate |
| 2,509 Unique Households | 6,524 Individuals |
| 2.6 Avg Household Size | 3,109 Children Served |
| 48 Avg Applicant Age | \$11,544 Avg Household Income |



Where we've been... connecting the dots

RENDER SESSION



Where are we now? – Building a Roadmap



- Building a diverse, skilled working group team (internal/external) to guide future work
- Establish or define our affordability parameters/approach
- Gather and analyze critical data from affordability programs (surveys, feedback, best practices)
- Create budget/ resource plan and phased plan for next 3 years (Phase 1, Phase 2, Phase 3)
- Collaborate w/stakeholders to continue to obtain funding/reduce barriers to water **affordability**



Key Lessons – to stay the course

- ✓ **Build Buy in – it is a continuous effort (its my full-time job)**
- ✓ **Make Water Equity a part of Strategic Priorities**
- ✓ **Stay up to date with national issues – want to be at table**
- ✓ **Commit resources (staffing, programs)**