PHL TAP^2

Design and Implementation of Large Scale Programs in Philadelphia



PHILADELPHIA WATER

CITY OF PHILADELPHIA
DEPARTMENT OF REVENUE
WATER REVENUE BUREAU

PHL TAP^2

Two initiatives that involved multiple stakeholders and large scale communication rollouts

- PWD Tap Water Initiatives
- Tiered Assistance Program (TAP)



PHL TAP²

PWD Tap Water Initiatives



Philadelphia Water Department

Tap Water Initiatives

- Overview of ongoing survey work
- Tap water survey findings
- Tap water Initiatives
    - Public Art
    - Philly Water Bar

- DrinkPhillyTap Coalition
- Tap Water Ambassadors

| Drink Philly Tap Water

Customer Research at PWD



Source	Frequency	%
Bill insert	2069	57%
Email marketing	701	19%

Direct Email to past survey respondents	512	14%
QR Code	206	6%

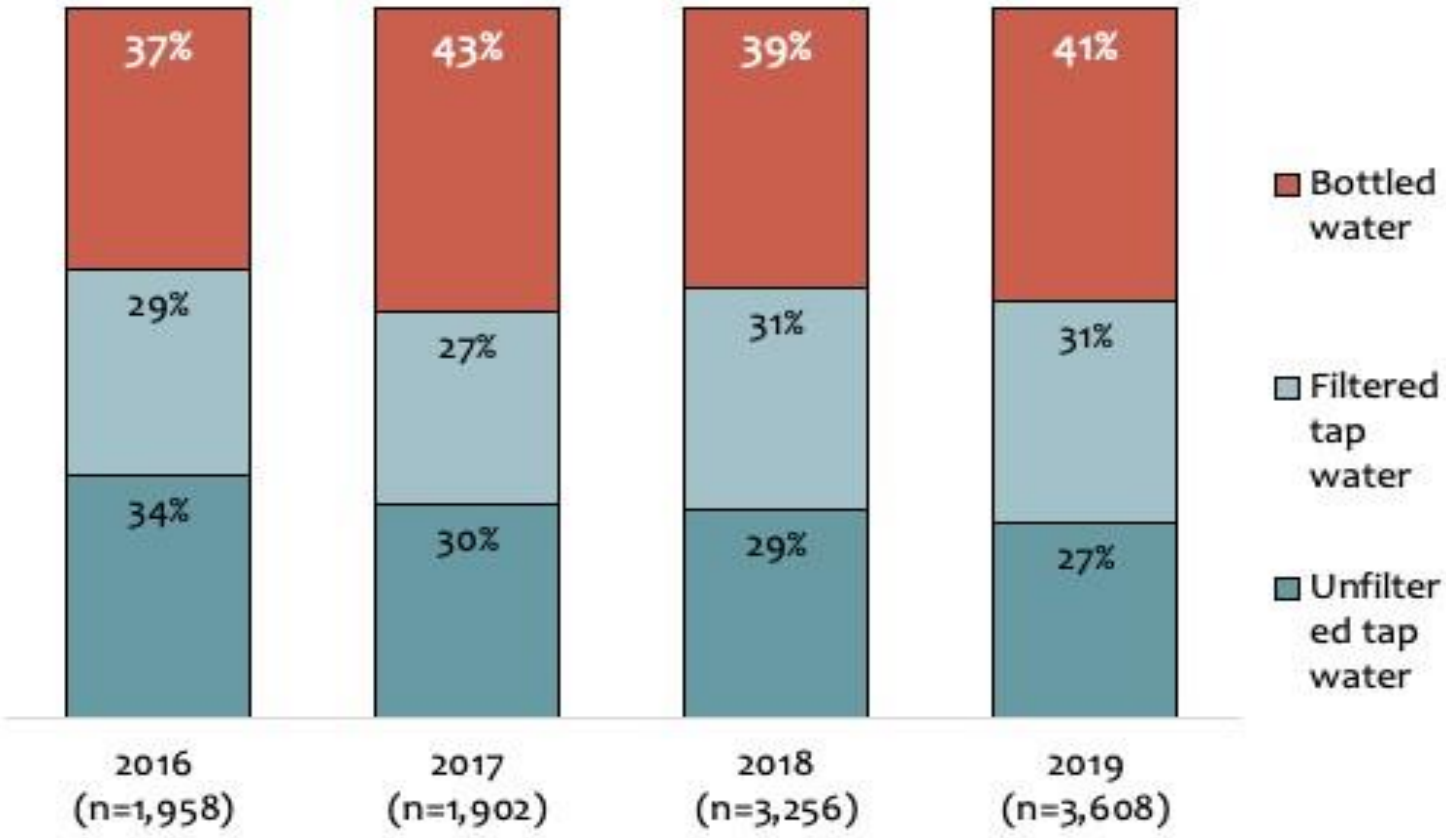
What do we do with this information?

- Evaluate current programs
- Plan for future program implementation (AMI, Ebilling)
- Work with units to evaluate their programs and develop recommendations
- Guide communications development

- Inform drinking water initiatives

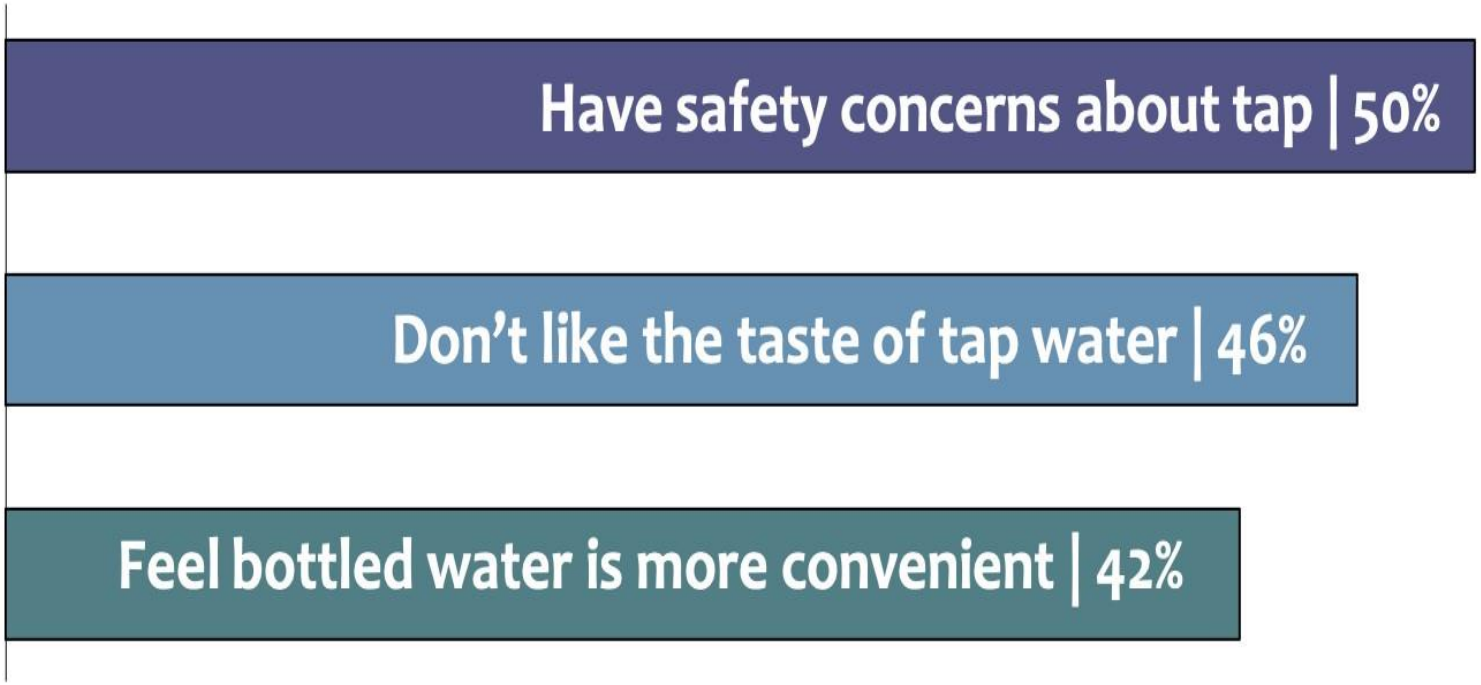
Drinking Water Choices

For the fourth year in a row, about 40% of Philadelphians say they **drink bottled water** most often at home.

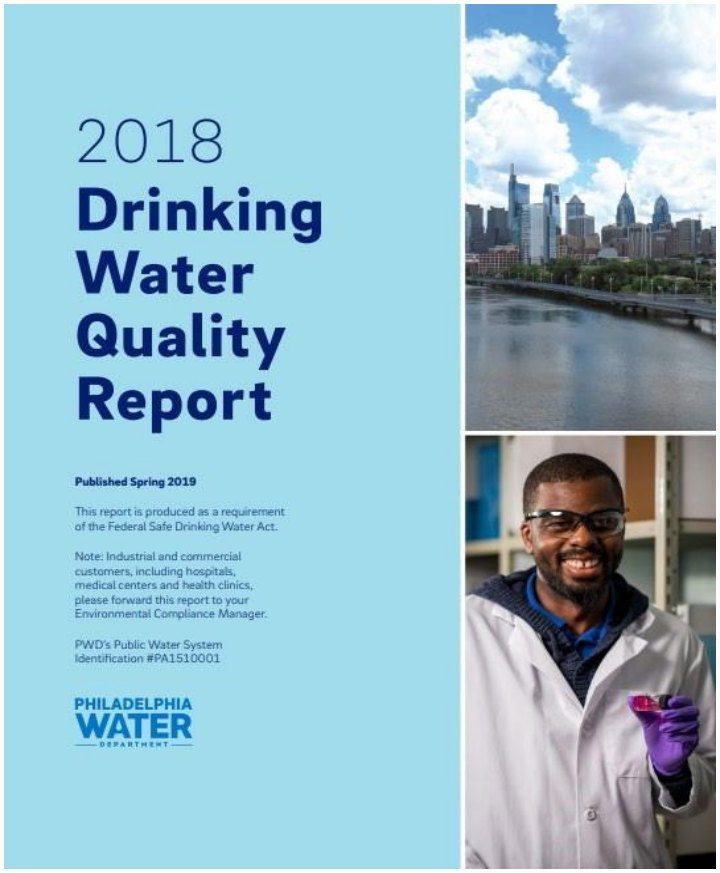

37%
29%
34%
43%
27%
30%
39%
31%
29%
41%
31%
27%
Bottled water
Filtered tap water
Unfiltered tap water
2016 (n=1,958)
2017 (n=1,902)
2018 (n=3,256)
2019 (n=3,608)

Drinking Water Choices

Philadelphians drink bottled water because they have **concerns with the safety of tap water,** **prefer the taste of bottled water**, and feel **bottled water is more convenient.**


Have safety concerns about tap | 50%
Don't like the taste of tap water | 46%
Feel bottled water is more convenient | 42%

Perception of Water Quality and Customer Satisfaction



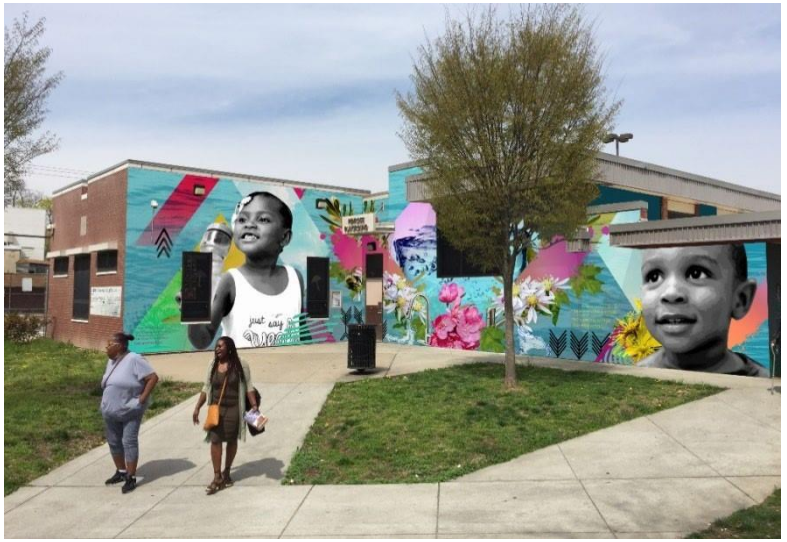
Residents who were aware of the Water Quality Report rated the quality of PWD water higher and were more satisfied, overall.

Survey project lead: Hailey Stern
Hailey.Stern@phila.gov

Tap Water Initiatives


Philly
WATER
Bar
¡DELICIOSO!
top-quality
HEALTHY
refreshing
free!
PHILADELPHIA
WATER


PHILADELPHIA
WATER




EVERYDAY HEALTHY HABIT:
Run that tap!
Flush out water that's been sitting in your pipes.
When:
AM + PM
Run your tap anytime you haven't used water for six hours, like in the morning when you wake up or when you come home after work or school.
Water quality can decline when it sits for hours in your home plumbing.
How long:
3–5
MINUTES
Running the cold kitchen tap for 3–5 minutes gets you the coldest, freshest water.
The time depends on how far your tap is from the water main.
Use cold!
Peace of mind doesn't cost much.
It only costs pennies a day. You can also shower or flush the toilet to help get top-quality water in your home.


Water
Station

Public Art: Water Themed Murals






Girl



Water Bar & Public Studio - Minneapolis


BAR
and public studio




John

Philly Water Bar






AN EDITION OF The Philadelphia Inquirer
Single copy price may be higher in outlying areas
$2.95
THURSDAY
APRIL 25, 2019
NEWS
THE PEOPLE PAP
TOAST
OF THE
TOWN

Drink Philly Tap Coalition

impactED
University of Pennsylvania

William Penn Foundation

PHILADELPHIA WATER DEPARTMENT

PENNENVIRONMENT
PennEnvironment
Clean air. Clean water. Open spaces.

The Water Center
University of Pennsylvania

Drink Philly Tap - Research

- Developed systematic review of literature around tap water consumption
- Evaluated similar campaigns from peer cities
- Used findings to develop current program and guide ideas
- Ongoing evaluation of current project important to monitor success

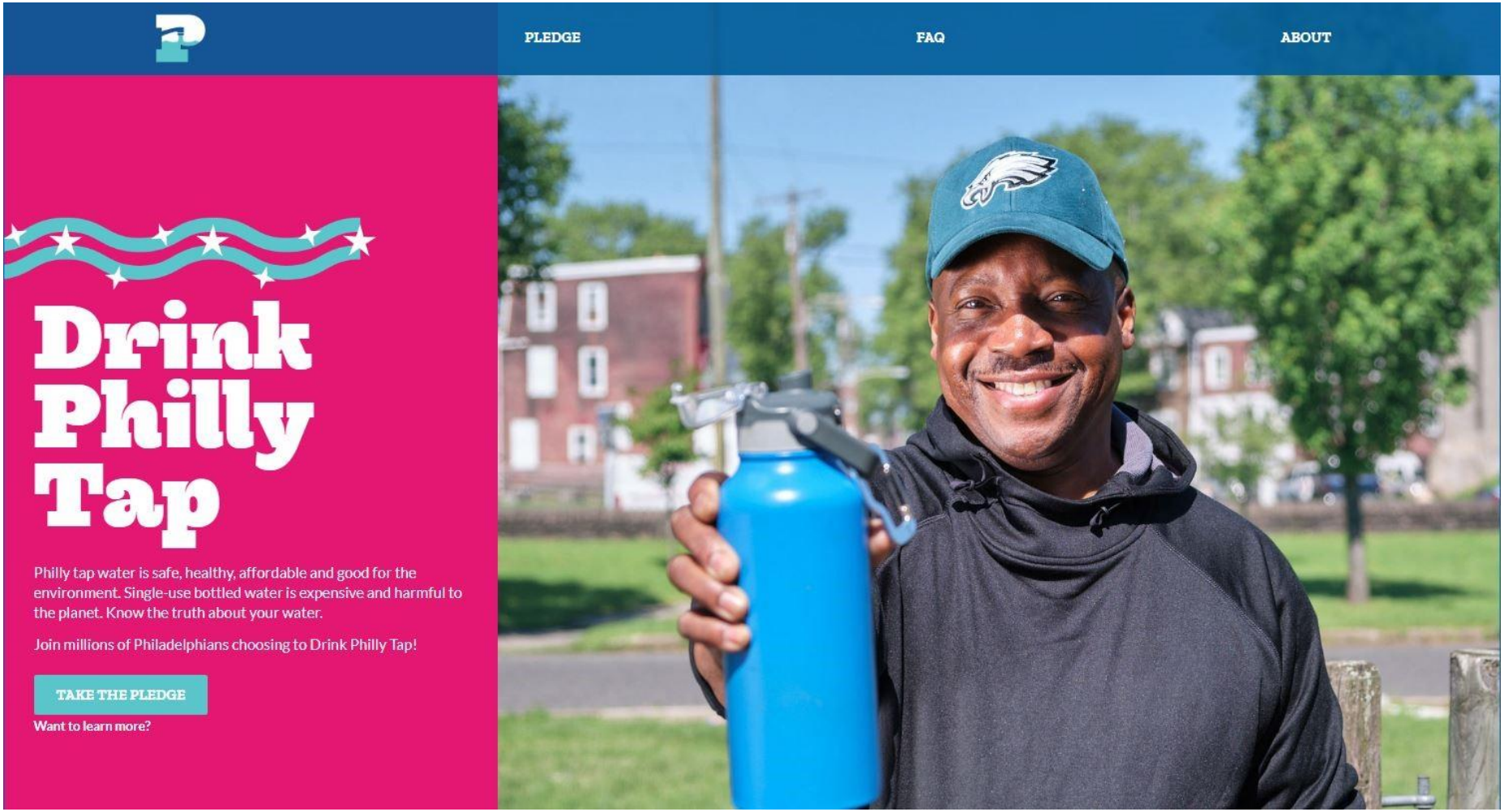
DrinkPhillyTap - Branding & Campaign



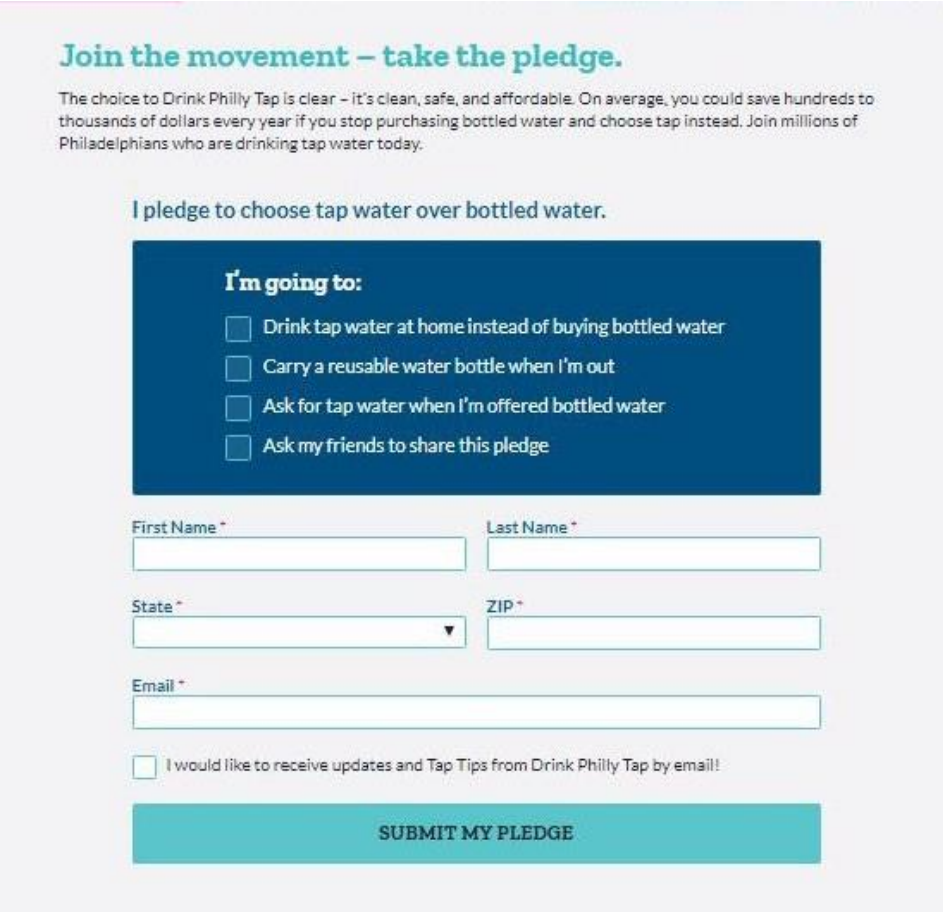


Drink Philly Tap

DrinkPhillyTap.org

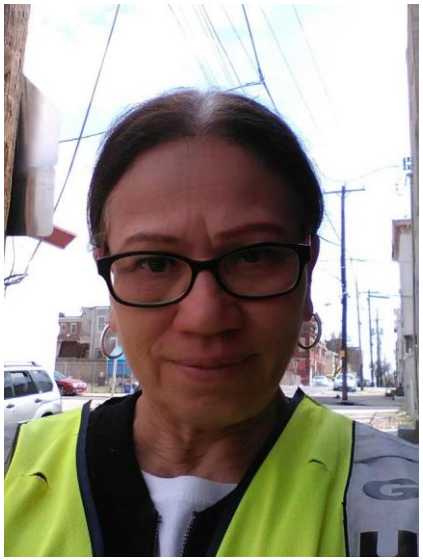

PLEDGE
FAQ
ABOUT
Drink Philly Tap
Philly tap water is safe, healthy, affordable and good for the environment. Single-use bottled water is expensive and harmful to the planet. Know the truth about your water.
Join millions of Philadelphians choosing to Drink Philly Tap!
TAKE THE PLEDGE
Want to learn more?

DrinkPhillyTap Pledge

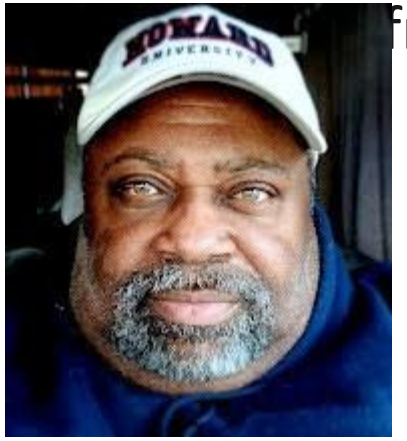


Goal: Collect 10K pledges from Philadelphians **Over 2500 pledges already signed**

Tap Water Ambassadors Program



rs se



from North and West Philadelphia,





tasked to be tap water champions in their neighborhoods.

Paid to spend 6-8 hrs/month doing outreach, at events, etc. facilitating conversations.

PHL TAP²

Tiered Assistance Program (TAP)



Assistance has always been available for those who need it.

Existing Assistance Programs Summary	
Senior Citizen Discount	Homeowners Emergency Loan Program (HELP)
Charitable Organization Discount	Conservation Assistance Program (CAP)
Water Revenue Assistance Program (WRAP)	Cross Connection Abatement Program
Utility Emergency Services Fund (UESF)	Basement Protection Program (BPP)



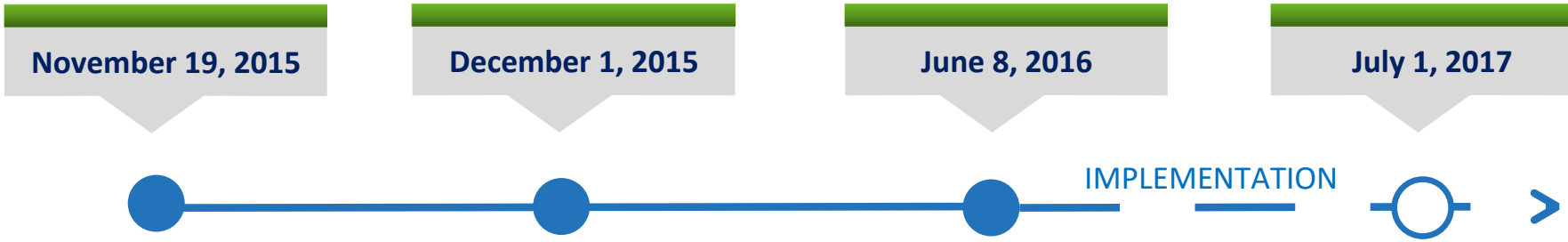
Approximate total of all assistance programs in fiscal year 2017 (prior to TAP's launch):

Over $34 million

The Road to Affordability:

Tiered Assistance Program (TAP)

A City Council Ordinance combined with the Water, Sewer and Storm Water Rate Board's Decision required the establishment of an assistance program that allows low-income customers to pay reduced rates based upon a percentage of their household income.



Eligibility by Income at a Glance

TAP	Extended Payment Plan

Income 0-50% FPL	Income 51-100% FPL	Income 101-150% FPL	Income ≥151% FPL & Special Hardship	Income 151-250% FPL
Monthly bill capped at 2% of monthly income No payments toward arrears required Payment plan offered if in danger of disconnection	Monthly bill capped at 2.5% of monthly income No payments toward arrears required Payment plan offered if in danger of disconnection	Monthly bill capped at 3% of monthly income No payments toward arrears required Payment plan offered if in danger of disconnection	Monthly bill capped at 4% of monthly income No payments toward arrears required Payment plan offered if in danger of disconnection	Monthly payments toward arrears set so that total monthly bill is about 4% of monthly income

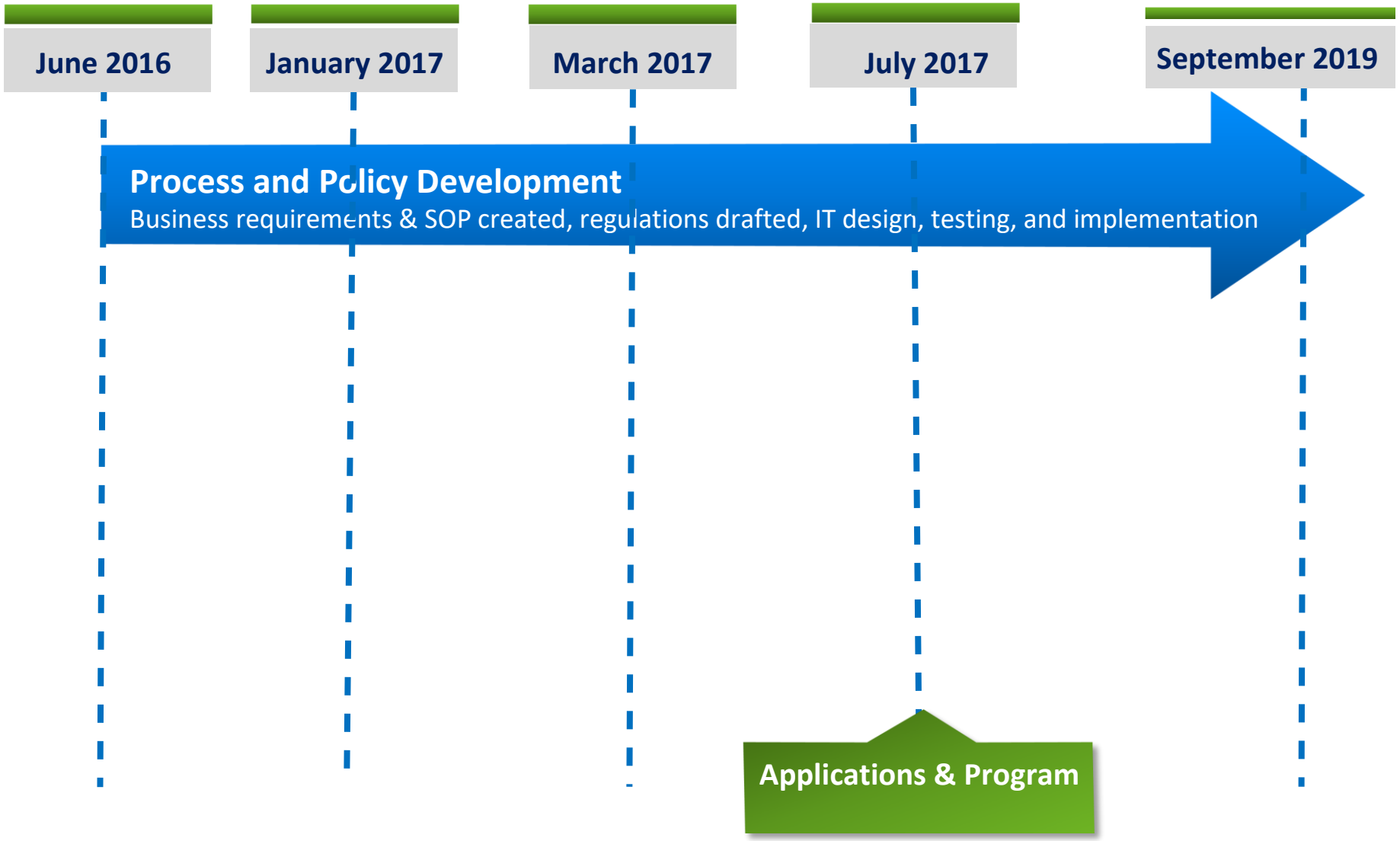
What is Different About TAP?

- **Past due amounts are suspended and not enforced upon while successfully enrolled in the program, preventing debt from increasing.**
- **Program is income-based and not a payment agreement, making bills more predictable and affordable.**
- **Bills do not go up based on usage. Customers pay a set amount.**
- **Proactive assistance to keep customers from becoming delinquent or in danger of disconnection.**
- **Earned forgiveness of prior penalties after 24 months of on-time payments**

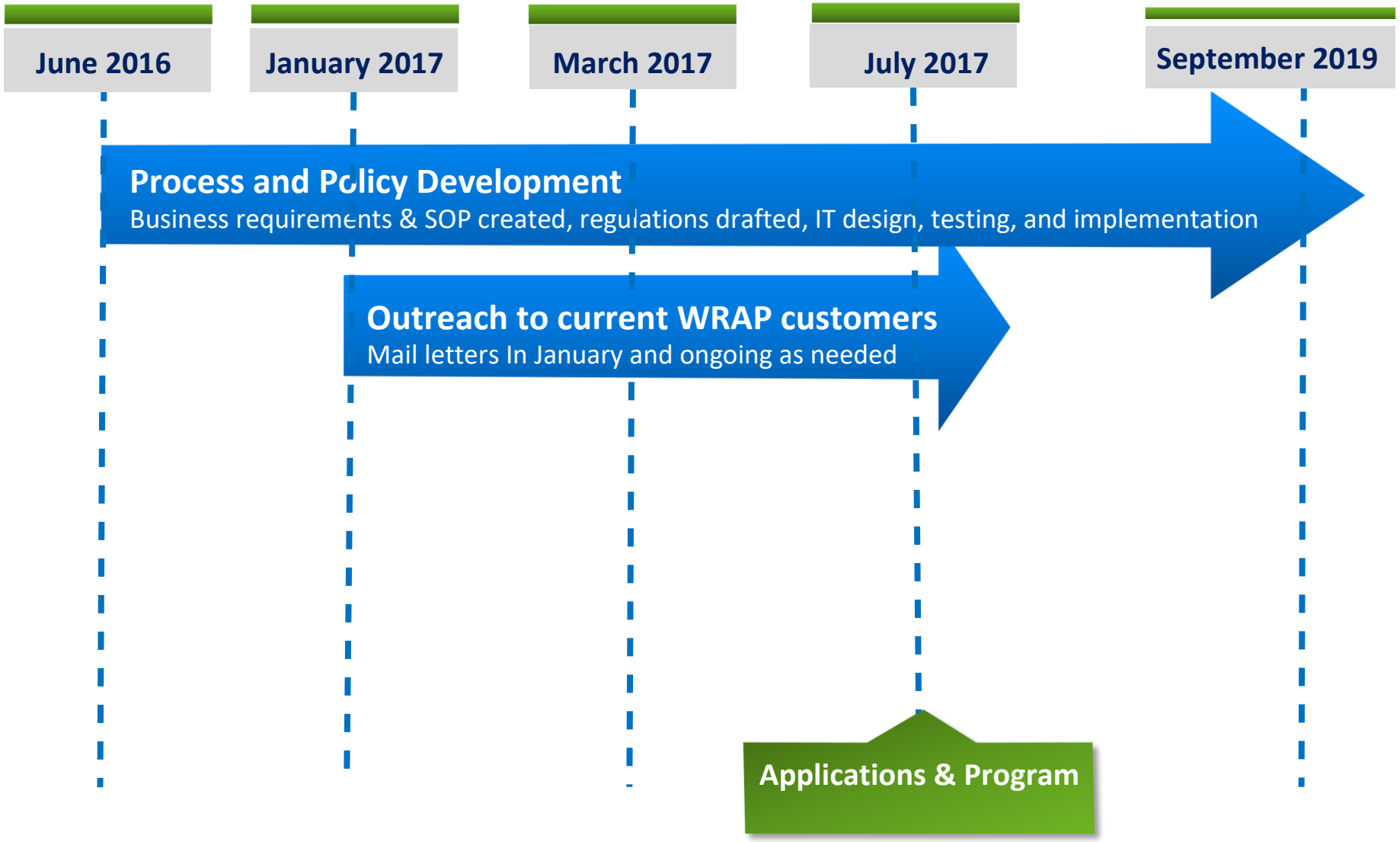
- **More accessible to customers through online, mobile friendly presence and robust language access.**

- **Program accountability through enhanced metrics.**

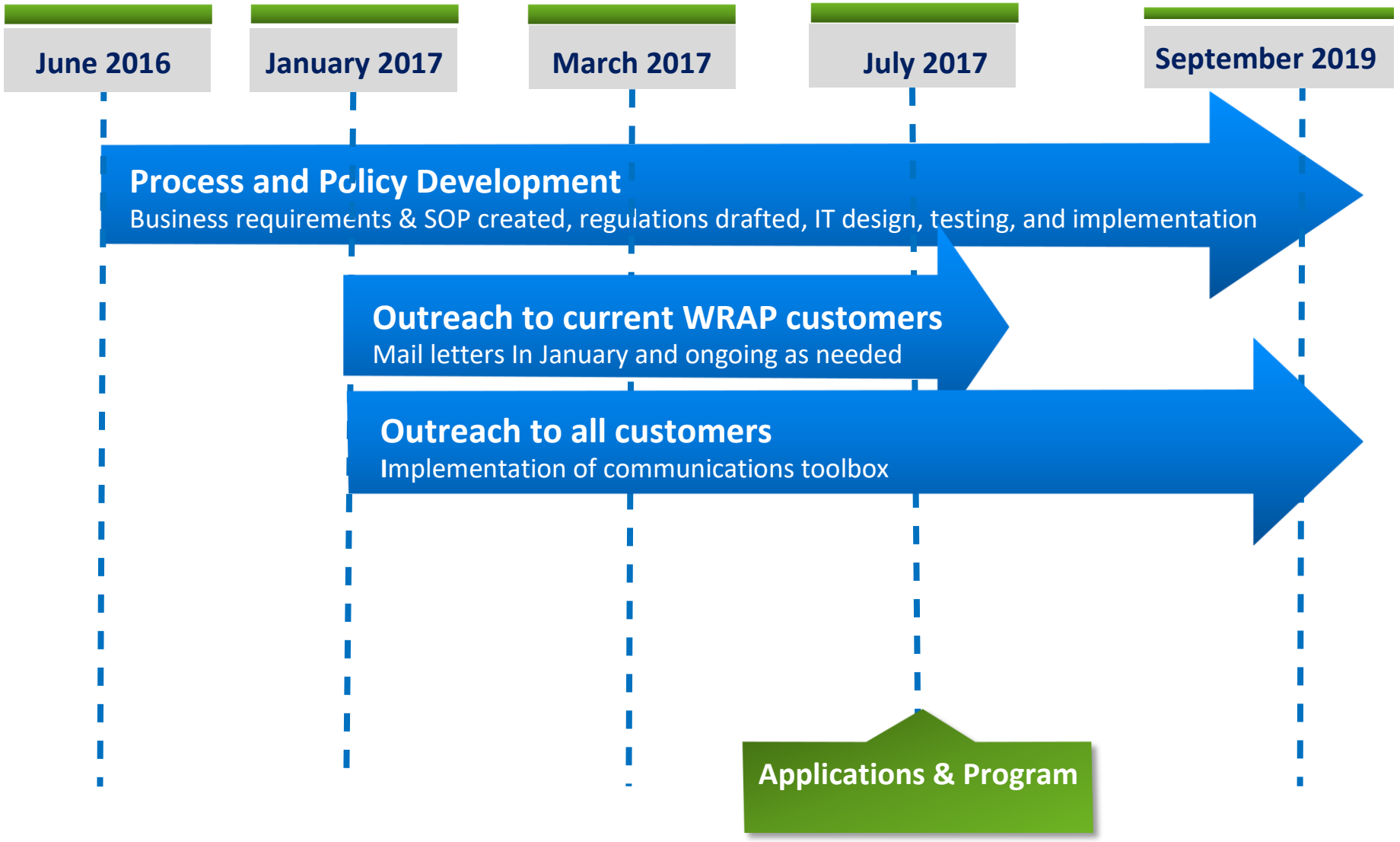
Implementation Timeline



Implementation Timeline



Implementation Timeline



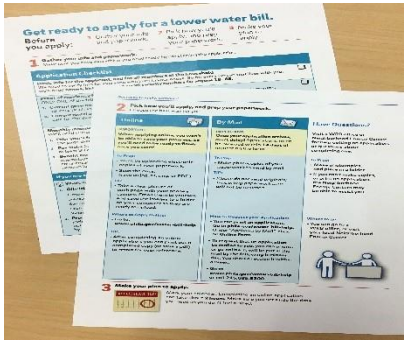
Launch Communication Tool Kit





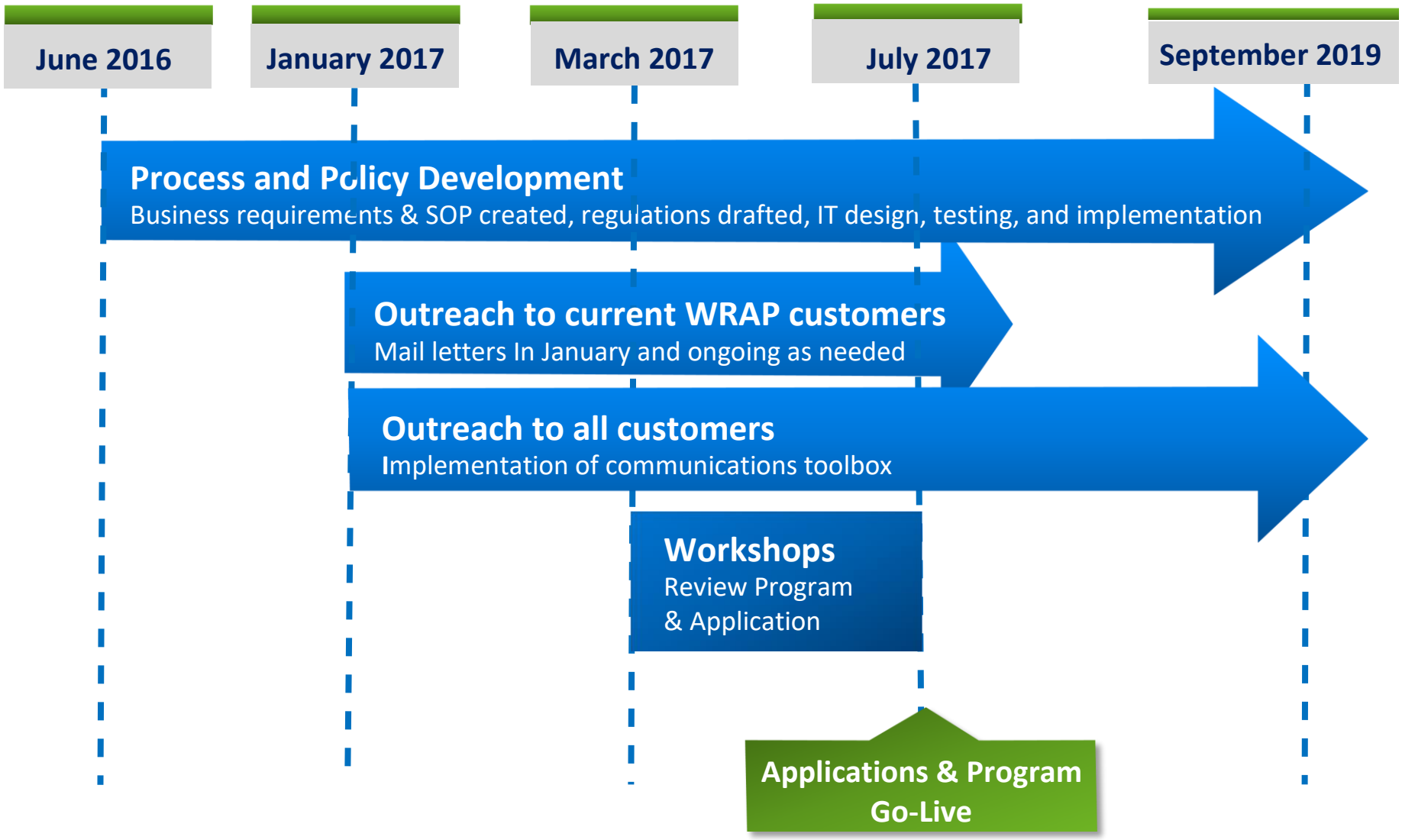








Implementation Timeline


June 2016
January 2017
March 2017
July 2017
September 2019
Process and Policy Development
Business requirements & SOP created, regulations drafted, IT design, testing, and implementation
Outreach to current WRAP customers
Mail letters In January and ongoing as needed
Outreach to all customers
Implementation of communications toolbox
Workshops
Review Program
& Application
Applications & Program
Go-Live

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Mail letters In January and ongoing as needed
Outreach to all customers
Implementation of communications toolbox
Workshops
Review Program
& Application
Processing of CAP Applications
Applications & Program Go-Live to Public

Assistance Successes

Applications Submitted

47,643

Approved Applications

32,608

Applicants Receiving Assistance

68%

What Customers Say About TAP

- The majority of TAP participants (67%) applied for the program because they were **struggling to pay their water bill.**
- The large majority of TAP participants (78%) found the application process either **very easy** or **easy.**
- Nearly all (98%) of TAP participants found the **supporting documents helpful** in preparing the TAP application.

- Nearly all (96%) of TAP participants have **not had water shutoffs** since enrolling in the program.

- The majority (88%) of TAP participants feel like the program has **helped them with their budget.**

- Almost half (42%) of TAP participants feel like they are **using the same amount of water** as before enrollment.

Continuous Impr

Dear Customer,

In 2017, Philadelphia improved its water assistance and discount programs, following updates to our regulations. Even though you currently receive a Senior Citizen Discount on your water bill, **now you could be eligible for an even lower monthly bill.**

What's New?

- **Expanded eligibility for help with your bill.**

Household Size	Household Income Limits
1 person	**$2,602** / month
2 people	**$3,523** / month
3 people	**$4,444** / month
4 people	**$5,365** / month

Income limits have increased for every household size!

If your income is higher than these limits: We can also help people experiencing special hardships, such as high medical bills.

- **You don't need to be behind on your water bill to apply for help.**
- **For anyone on a fixed income, it's easier to budget and plan!** If you're enrolled, your payment can become more predictable month to month.

Questions?

Call **(215) 685-6300** or visit **phila.gov/water-bill-help**
Want personal help filling out your application?
Visit **phillyh2o.info/help-map**.

Please reply!

Why should you request the new Customer Assistance Programs application?

Seniors who fill out our new application may save even more money than they do with their current Senior Citizen Discount.



Kathy saved $39 a month. by filling out the form. Her monthly bill went from $72 to $33.



Mike saved $17 a month. His bill with Senior Discount was about $44, but after applying, it dropped to $27.

These are sample savings amounts. Individual amounts will be determined by each customer's income, and application.

Detach along dotted line.

❑ **Yes!**
Send me my personalized application right away!

Preferred Application Language?
If you **do not** select a box, we'll send you an application in English.

- ✓ Attending utility fairs and senior centers
- ✓ Developing a multi faceted, targeted mailing
- ✓ Enhancing communications between conservation vendor and TAP customers
- ✓ Continuing feedback from stakeholder groups

THANK YOU!



PHILADELPHIA WATER

CITY OF PHILADELPHIA
DEPARTMENT OF REVENUE
WATER REVENUE BUREAU

CITY OF PHILADELPHIA

Customer Assistance

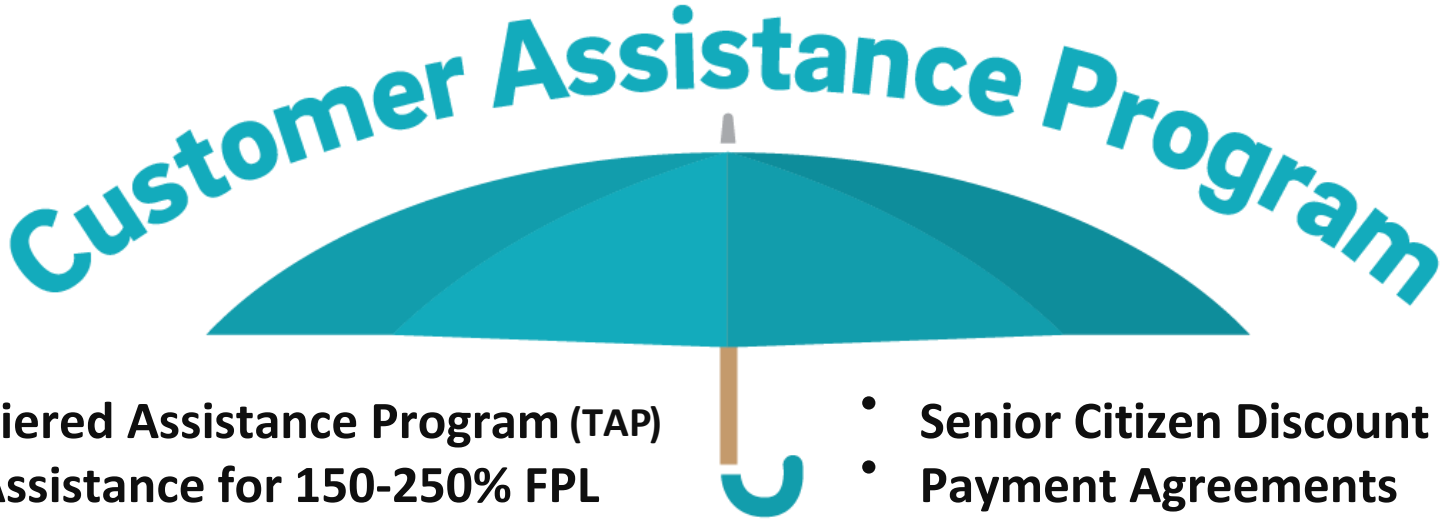
New ways to get help with water bills



PHILADELPHIA WATER

CITY OF PHILADELPHIA
DEPARTMENT OF REVENUE
WATER REVENUE BUREAU

INTERNAL:



- Tiered Assistance Program (TAP)
- Assistance for 150-250% FPL
- Senior Citizen Discount
- Payment Agreements
- Special Hardship

MESSAGE TO CUSTOMERS:

Get help with your water bill.

Call, or visit **www.phila.gov/water-bill-help**

Fill out our Customer Assistance application.

Upcoming: Focus on Seniors



- **Proposal to reach seniors via mail,**

promoting new application as a chance to get an even lower bill.

Example 1:

Senior couple, fixed income of $1,090/month not already enrolled in SCD, no arrears:

Can save $203 /year by filling out new application

Example 2:

Senior couple, already enrolled in SCD, with existing payment agreement for back bills totaling $890: **Can save $813 /year by filling out new application**

UPDATED MESSAGE/OUTREACH FOCUS:

Get in-person help filling out your application.



Get in-person help at Neighborhood Energy Centers (NECs) and other sites.
Over two dozen locations.
Use our online map to find a location near you.

Visit
phillyh2o.info/help-map



Coming December 2018: 1-800-TAP-UESF
Will offer help getting an app or finding in-person help.

Helping Customers

- **Easy checklist**

  We have print versions with large type, but in person, you can make it even simpler to understand:

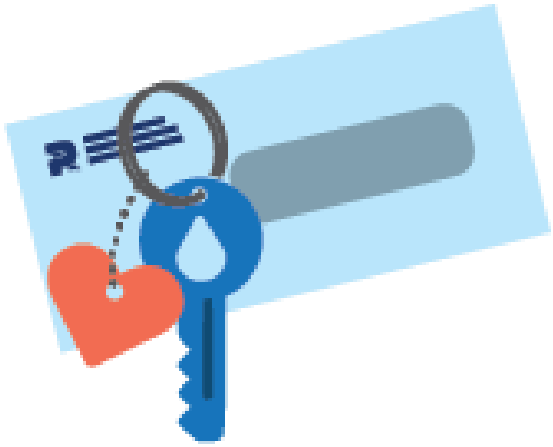
  - **1) Proof of residence.**
  - **2) Proof of income.**

- **Most common customer errors**
  - Missing proof of income for all members of household.

- Documents out of date.

Tenants can apply for assistance

- Apply to become a tenant customer.
- Property Owner is notified and must approve.
- Apply for customer assistance.



Updated Application

- **2 proofs of residence**
- **No social security number required**
- **Mandatory fields marked with asterisk**
- **Simplified instructions, especially on zero-income page**
- **Failing to put initial next to each Customer**

Responsibility won't disqualify an application, as long as

page is signed ▸ Clarified ‘2-week’ deadlines to only apply to shutoffs.

Thank you!



CITY OF PHILADELPHIA

Customer Assistance

New ways to get help with water bills



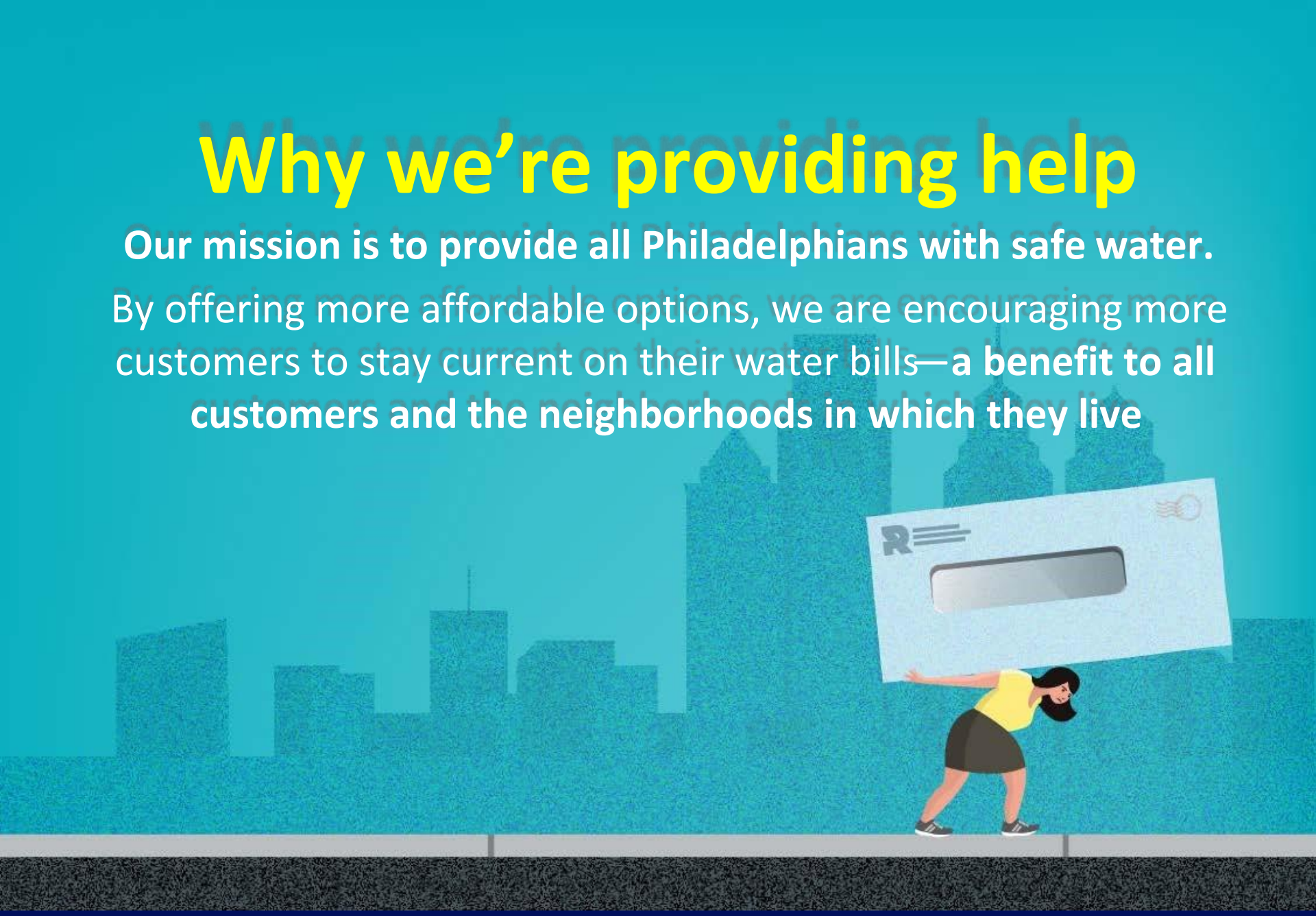
PHILADELPHIA WATER

CITY OF PHILADELPHIA
DEPARTMENT OF REVENUE
WATER REVENUE BUREAU

Why we're providing help

Our mission is to provide all Philadelphians with safe water.

By offering more affordable options, we are encouraging more customers to stay current on their water bills—**a benefit to all customers and the neighborhoods in which they live**



More Philadelphians than ever are eligible for help with their water bills.

WHAT'S NEW?

- **Expanded eligibility** though the new Tiered Assistance Program (TAP).
- **You don't need to be behind on your bill** to apply for help.
- **One application** to find the best program for you.
- **More ways to apply:** online and by mail.



Who should apply?

Anyone having trouble paying their bill should fill out our one-stop application.

We have assistance for people with **lower incomes**, those experiencing **special hardships**, a **senior discount**, and other ways to help.

Amanda

Amanda filled out an application for her household of 5 people. She could lower their monthly bill from **$89** to **$58**.

Sample amounts shown. Savings amounts will vary based on individual customers' information.



Hector

Hector and his wife are seniors with some unpaid bills.

With a **senior discount**, they lowered their bill from **$72** to **$33**.

Sample amounts shown. Savings amounts will vary based on individual customers' information.



- In Philadelphia, we estimate approximately **60,000 customers** are now eligible for assistance!

START HERE:

- **phila.gov/water-bill-help**
  or call: **215.685.6300**



- **APPLICATION TIP:** To request your application, you'll need your **Water Access Code**, shown at the top of any recent water bill

Struggling with your water bill?

More Philadelphians than ever are eligible for help.

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START HERE:

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  or call: **215.685.6300**



- **APPLICATION TIP:** We'll need to verify **household income**. Be prepared to submit a month's worth of your household's most recent paystubs, or last year's tax returns.

Other Ways To Get Help



BASEMENT FLOODING

Basement Protection Program Assistance
(BPP)



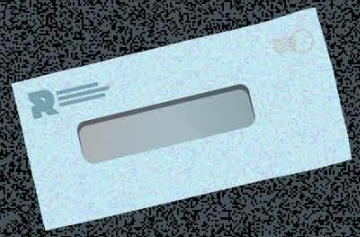
SERVICE LINE REPAIRS

Homeowners Emergency Loan Program
(HELP)



CONSERVATION HELP

Conservation Assistance Program
(CAP)



- Our mission is to provide access to clean, safe water to all residents of Philadelphia. If you're having problems paying your water bill, we have programs that may help you.

CITY OF PHILADELPHIA

Customer Assistance

New ways to get help with water bills



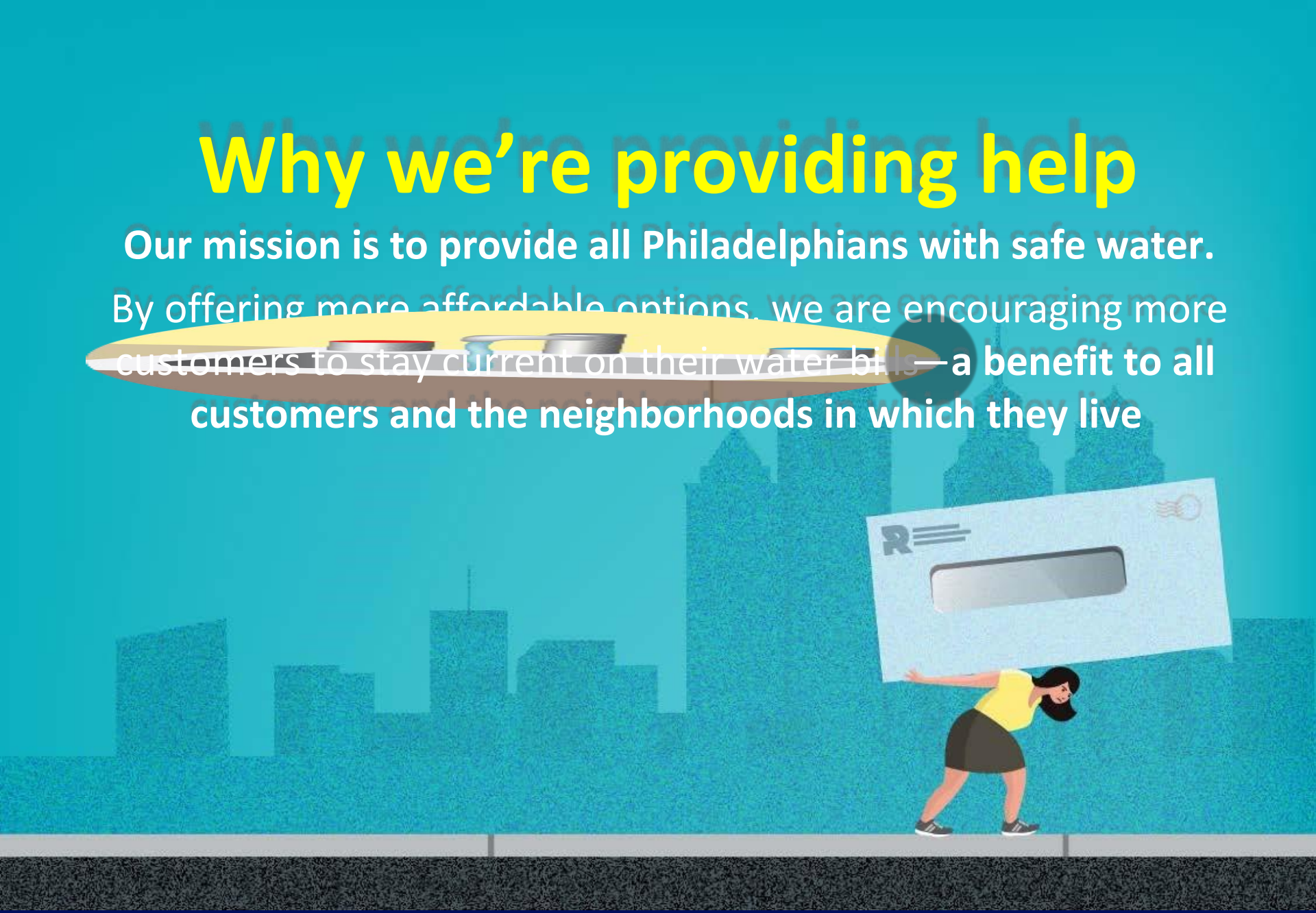
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- Tiered Assistance Program (TAP)
- Assistance for 150-250% FPL

- Senior Citizen Discount
- Payment Agreements
- Special Hardship

One application form, many people.

The same Customer Assistance form is now used to apply for all assistance. **People with lower incomes**, **senior citizens**, or those experiencing **special hardships** should all apply.



Assistance Successes!

Applications Requested, not including mass mailings

(as of November 6, 2018)

26,591 20,230

Approved Applications*

(as of November 6, 2018)

*Under Review or Awaiting Information from Customer

What should customers expect?

BEFORE APPLYING

Start to **gather & prep** all paperwork

Note your **Water Access Code**

Plan how you'll apply

DURING

Request Application

Complete application *carefully*

Submit with *all* required paperwork

AFTER APPLYING

Wait while application is processed

Receive followup letter

Wait for processing time before receiving lower bills

Upcoming: Focus on Seniors



- **Proposal to reach seniors via mail,**

promoting new application as a chance to get an even lower bill.

Example 1:

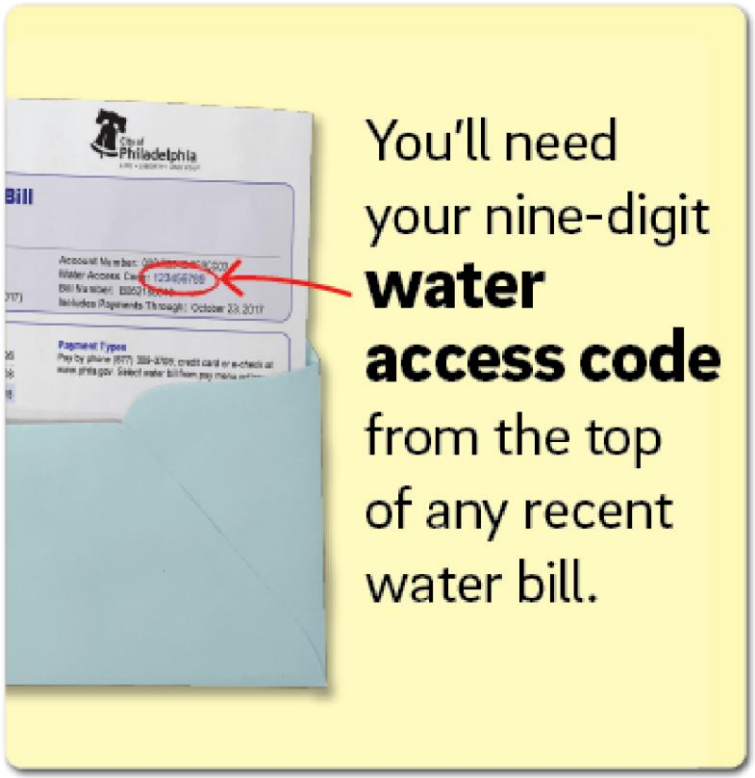
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Can save $203 /year by filling out new application

Example 2:

Senior couple, already enrolled in SCD, with existing payment agreement for back bills totaling $890: **Can save $813 /year by filling out new application**

Current Application/Access Code



- **NEW:**

Partners can look up Water Access codes!

- **Do you have any other questions, or feedback about current application?**

UPDATED MESSAGE/OUTREACH FOCUS:

Get in-person help filling out your application.



Get in-person help at Neighborhood Energy Centers (NECs) and other sites.
Over two dozen locations.
Use our online map to find a location near you.

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Coming December 2018: 1-800-TAP-UESF
Will offer help getting an app or finding in-person help.

Helping Customers

- **UESF and TAP**

  Clearing arrears before getting on the program

- **Easy checklist**

  We have print versions with large type, but in person, you can make it even simpler to understand: **1) Proof of residence** **2) Proof of income.**

- **Most common Customer errors**
  - Missing proof of income for all members of household?
  - Documents out of date?

- Your ideas ?

COMING SOON:

Updated Application (March 2019)

- **2 proofs of residence**
- **No social security number required**
- **Mandatory fields marked with asterisk**
- **Simplified instructions, especially on zero-income page**

- **Failing to put initial next to each Customer Responsibility won't disqualify an application, as long as page is signed**
- **Clarified '2-week' deadlines to only apply to shutoffs.**

Thank you!



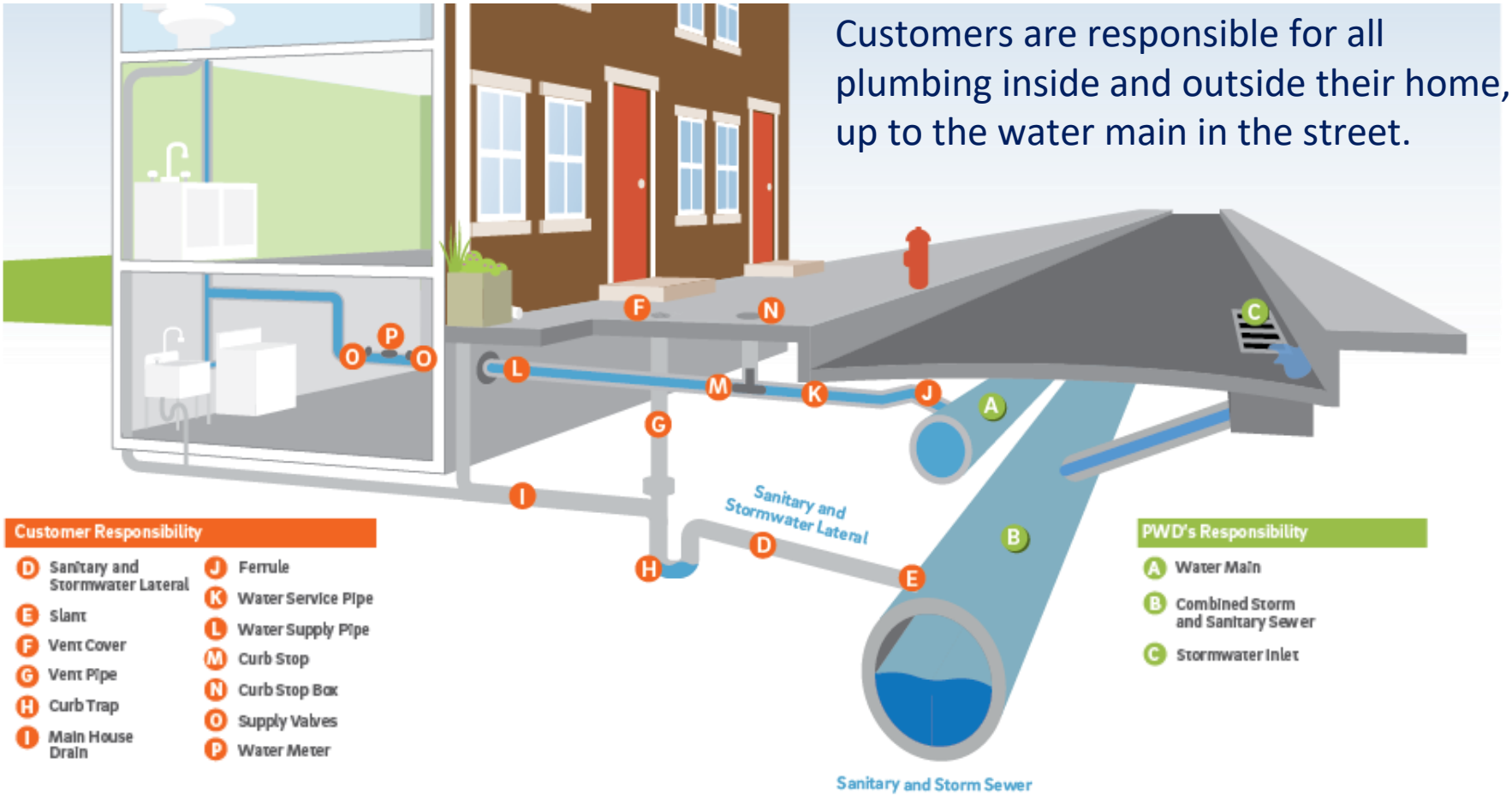
Philadelphia Water Department



Our plumbing and your plumbing;

Understanding your home’s plumbing

Customers are responsible for all plumbing inside and outside their home, up to the water main in the street.



Homeowner's Emergency Loan Program (HELP)



- **Zero interest loan for customers who receive a Notice of Defect (NOD)** OR **want to replace a lead service Line • Five-year monthly payment plan**
- **Covers:**
  a) Sewer laterals
  b) Water services

c) Lead service lines

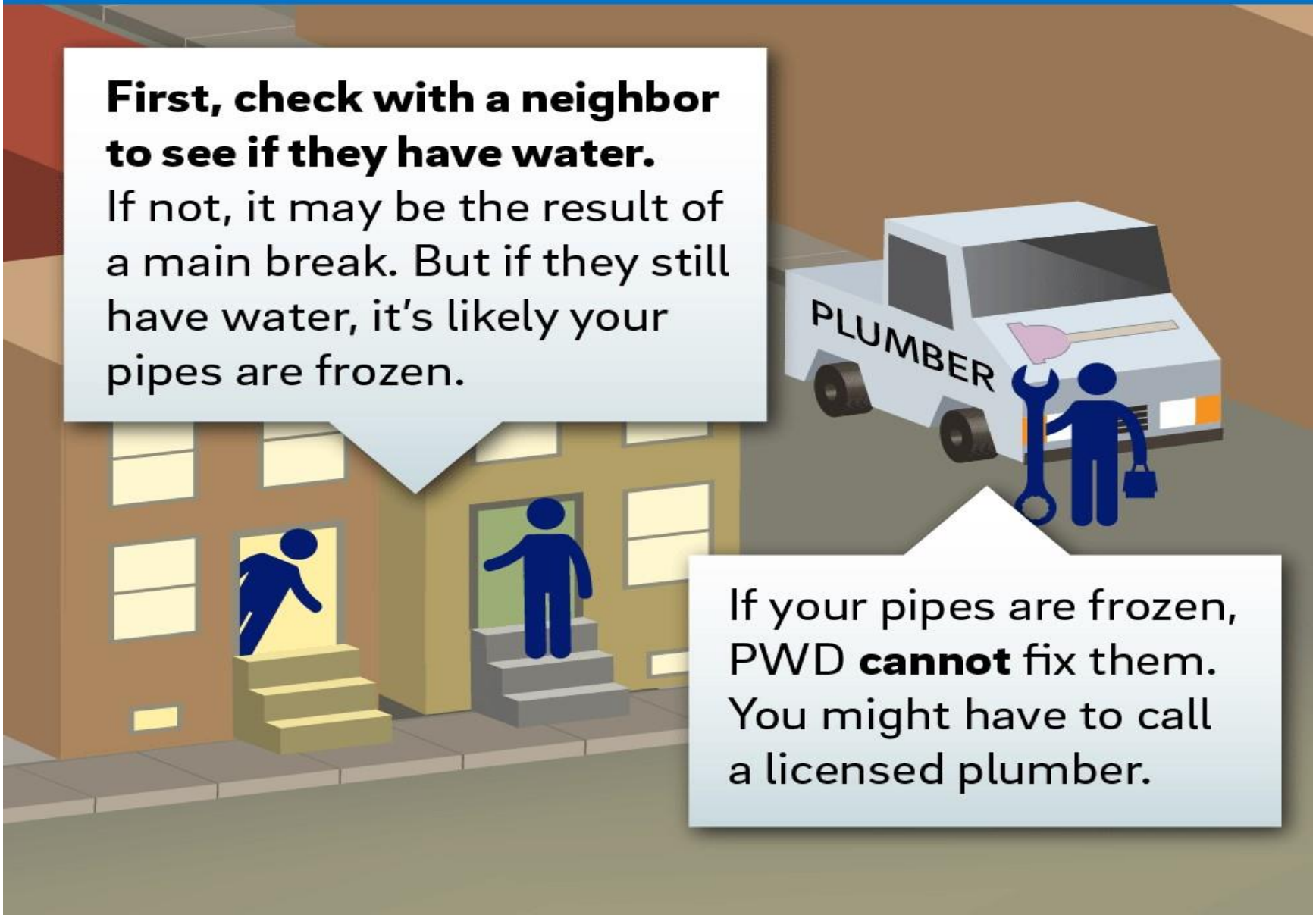
Cold Weather Tips

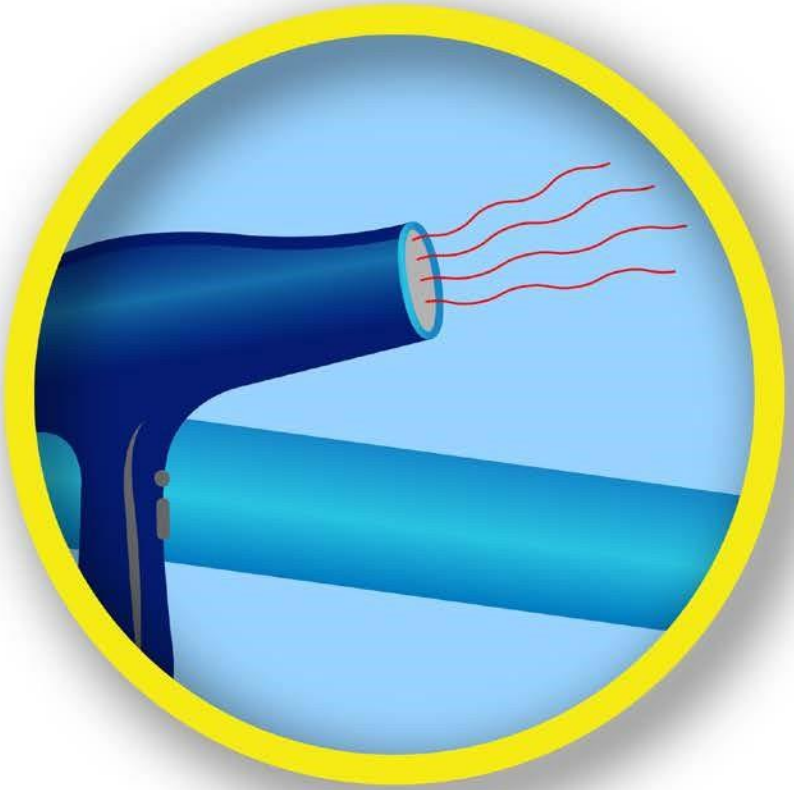
- Let faucet run at a trickle overnight during extremely cold weather. It costs only pennies, and the moving water will help prevent the pipes from freezing. • Wrap and insulate all water pipes in unheated areas, like your basement. Pay close attention to pipes near exterior walls, especially in kitchens and bathrooms.

- Keep water meter area above 40 degrees Fahrenheit.

- Repair or replace broken exterior windows. Cover windows with plastic and caulk windows near water meters and pipes. When cold air blows on a pipe, it increases the risk of freezing.

There's no water. Now what?





Do not apply direct heat to the pipes.

If your pipes freeze, use a **space heater** or **hair dryer** to heat the area around your meter and pipes.

CITY OF PHILADELPHIA

Customer Assistance

New ways to get help with water bills



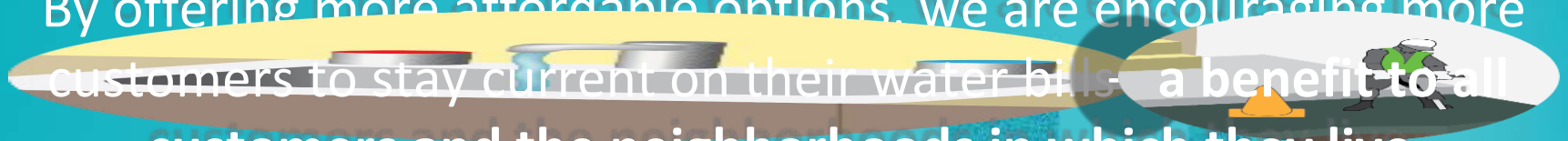
PHILADELPHIA WATER

CITY OF PHILADELPHIA
DEPARTMENT OF REVENUE
WATER REVENUE BUREAU

Why we're providing help

Our mission is to provide all Philadelphians with safe water.

By offering more affordable options, we are encouraging more customers to stay current on their water bills - **a benefit to all customers and the neighborhoods in which they live**





One application form, many people.

The same Customer Assistance form is now used to apply for all assistance. **People with lower incomes**, **senior citizens**, or those experiencing **special hardships** should all apply.



Key Points

- **If you're struggling to pay your water bill, don't wait until it's overdue to take action.** PWD/WRB offers a variety of billing assistance programs to help you maintain water, sewer and stormwater services for your home.

- **You do not need to be delinquent** as this program is designed to keep customers in good standing with continued access to water and sewer services.

- **Eligible customers will pay a percentage of their bill based on their income**. Customers in the lowest income bracket will pay a bill equivalent to 2% of their monthly income for a minimum of $12/month. Bill is capped as a percentage of income and is constant each month.

- **Outstanding balances accrued prior to TAP enrollment are put on hold.**

- **Earned forgiveness of prior penalties after 24 months of on-time payments.**

How much can you save?

Amanda

Amanda filled out an application for her household of 5 people. She could lower their monthly bill from **$89** to **$58**.

Sample amounts shown. Savings amounts will vary based on individual customers' information.



Hector

Hector and his wife are seniors with some unpaid bills.

With a **senior discount**, they lowered their bill from **$72** to **$33**.

Sample amounts shown. Savings amounts will vary based on individual customers' information.



- In Philadelphia, we estimate approximately **60,000 customers** are now eligible for assistance!

Application Checklist

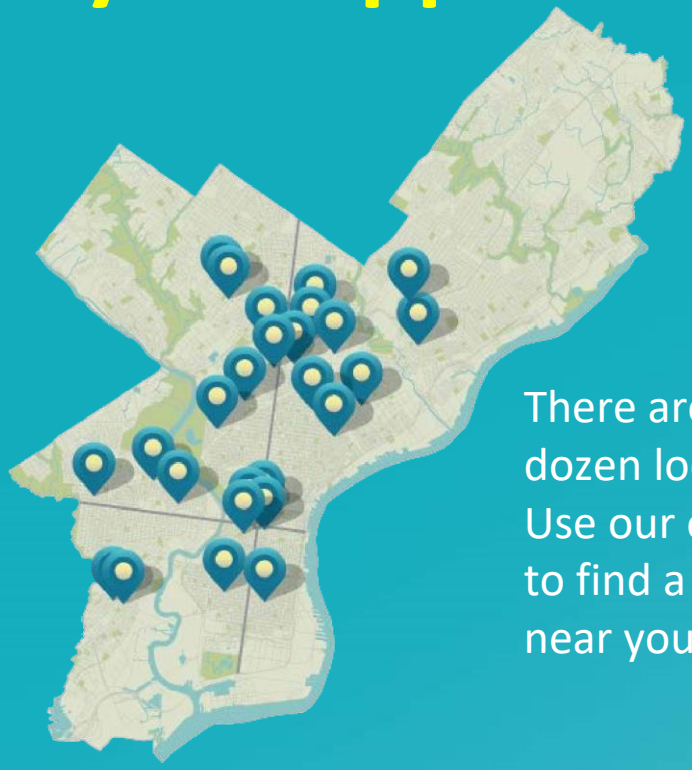
- ☐ **Basic info for the applicant, and for all members of the household.**
- ☐ **Proof of residency for the applicant only.**
- ☐ **Monthly income amounts, and proof of income**

TIP: For **proof of monthly income:** Be prepared to submit a month's worth of your household's most recent paystubs, or the previous year's tax returns. **Gather copies of that info ahead of time** so you're ready to fill out the form.

For Special Hardships **ONLY**:

- ☐ Official documentation demonstrating hardship claim

Get in-person help with your application.



You can get **in-person** help at Neighborhood Energy Centers (NECs) and other sites.

There are over two dozen locations. Use our online map to find a location near you.



Visit **phillyh2o.info/help-map**

What should customers expect?

BEFORE APPLYING

- Start to **gather & prep** all paperwork
- Note your **Water Access Code**
- **Plan** how you'll apply

DURING

- **Request Application**
- **Complete application *carefully***
- **Submit with *all* required paperwork**

AFTER APPLYING

- **Wait while application is processed**
- **Receive followup letter**
- **Wait for processing time before receiving lower bills**

START HERE:

- **phila.gov/water-bill-help**
  or call: **215.685.6300**



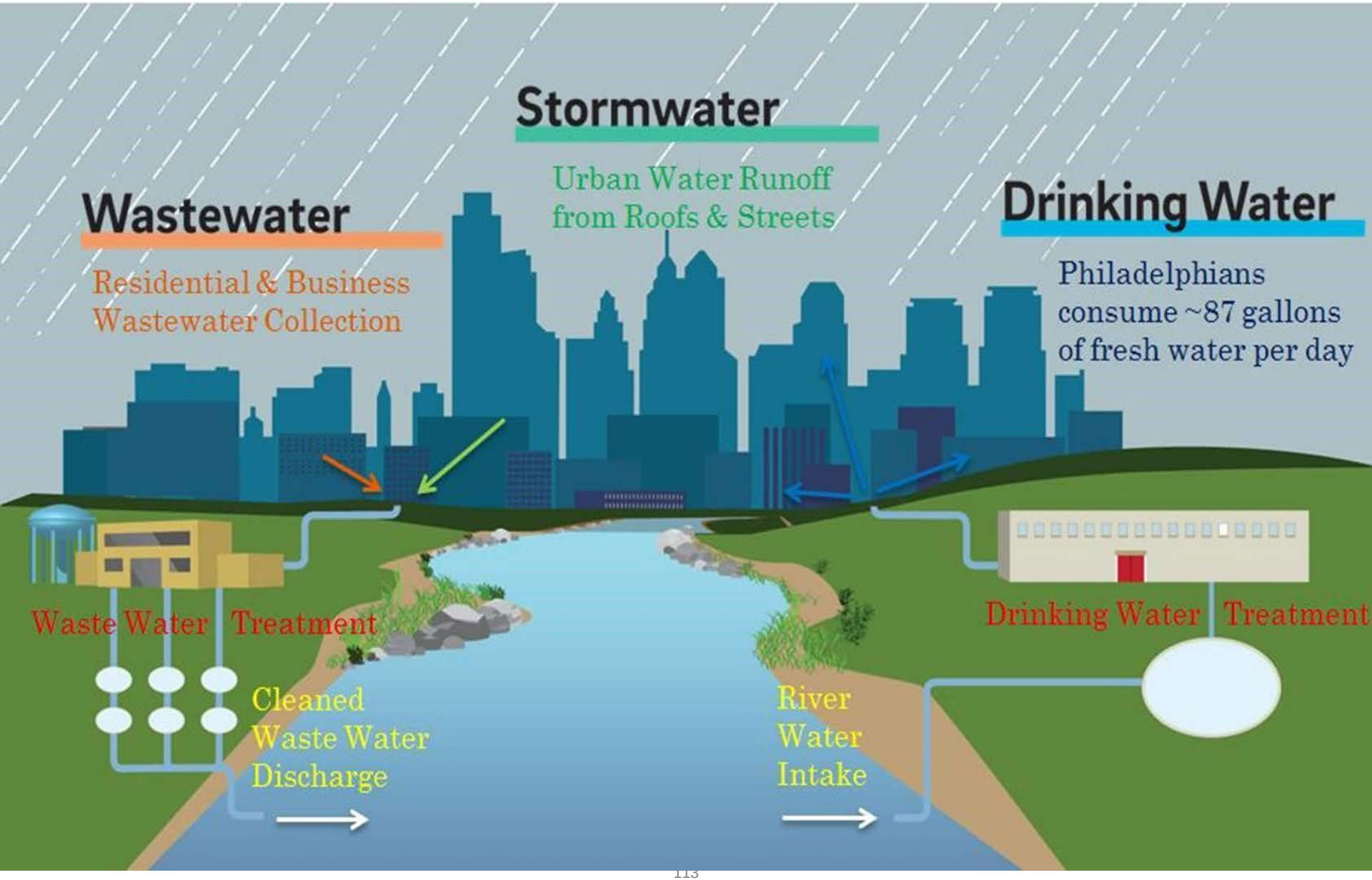
- **APPLICATION TIP:** We'll need to verify **household income**. Be prepared to submit a month's worth of your household's most recent paystubs, or last year's tax returns.

Esperanza Health Center

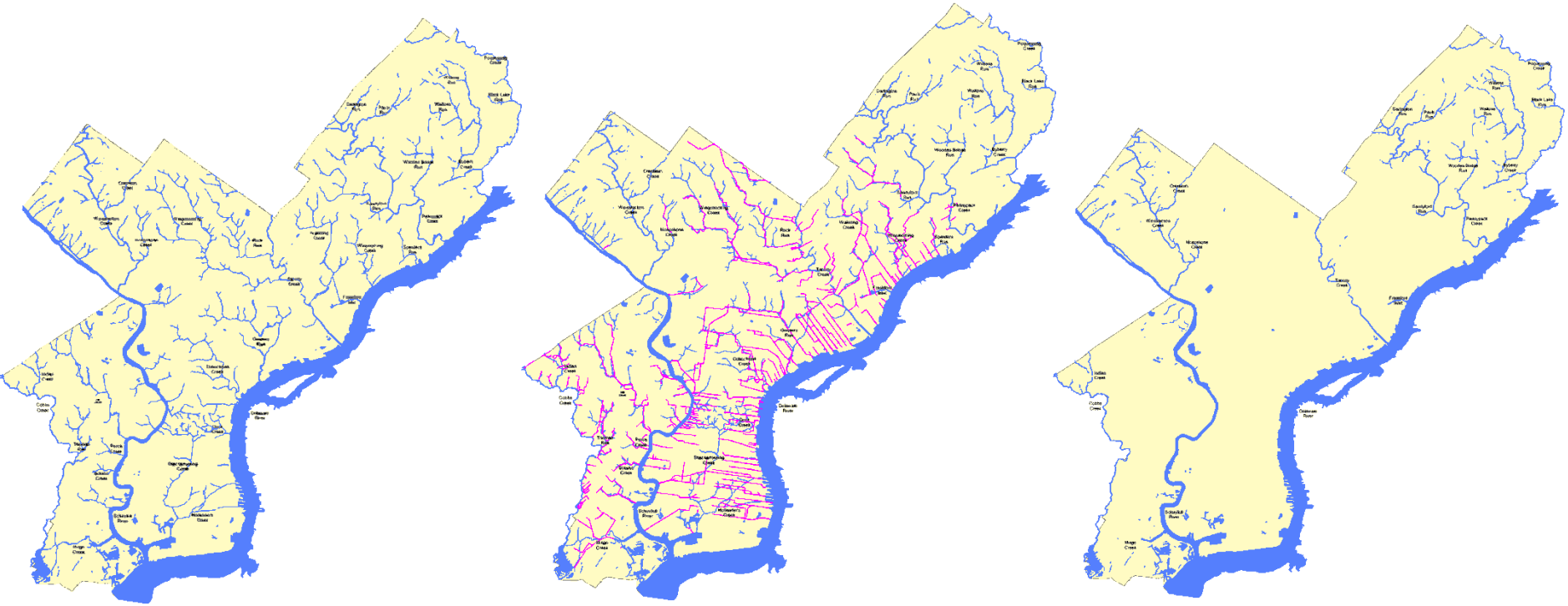
Monthly Meeting January 2019



PHILADELPHIA WATER DEPARTMENT


Stormwater
Urban Water Runoff
from Roofs & Streets
Wastewater
Residential & Business
Wastewater Collection
Drinking Water
Philadelphians
consume ~87 gallons
of fresh water per day
Waste Water Treatment
Drinking Water Treatment
Cleaned
Waste Water
Discharge
River
Water
Intake

From streams to a combined sewer system





Natural areas with trees and plants absorb rainfall and filter pollutants, protecting our streams.

Saylor Grove, Philadelphia



Hard, impervious surfaces don’t absorb rainfall, so it runs into our rivers, carrying pollutants.

Southeast Philadelphia (10th & Moyamensing), photo by Andrew Dobshinsky

Combined sewers when it’s not raining

The rain challenge

Negative impacts of stormwater runoff

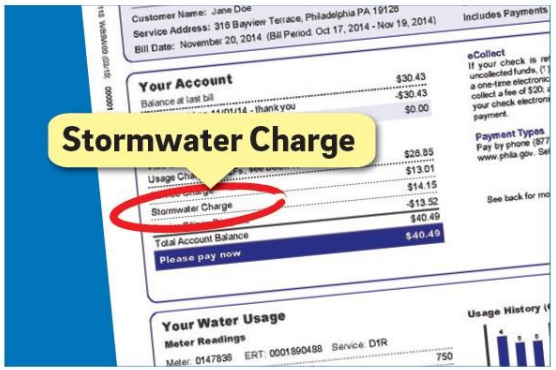






The Clean Water Act & National Combined Sewer Overflow Control Policy

Know Your Bill Better



The **stormwater charge** *provides essential services to manage rain runoff that flows into sewers and waterways, as required by law. This is achieved through the Green City, Clean Waters initiative.* ↓



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

pennsylvania
DEPARTMENT OF ENVIRONMENTAL PROTECTION

Every city with Combined Sewer Overflows ***must*** create a "Long Term Control Plan" to clean up the water.

An elegant solution!

Green City, Clean Waters is everywhere!



PARKS

Kemble Park

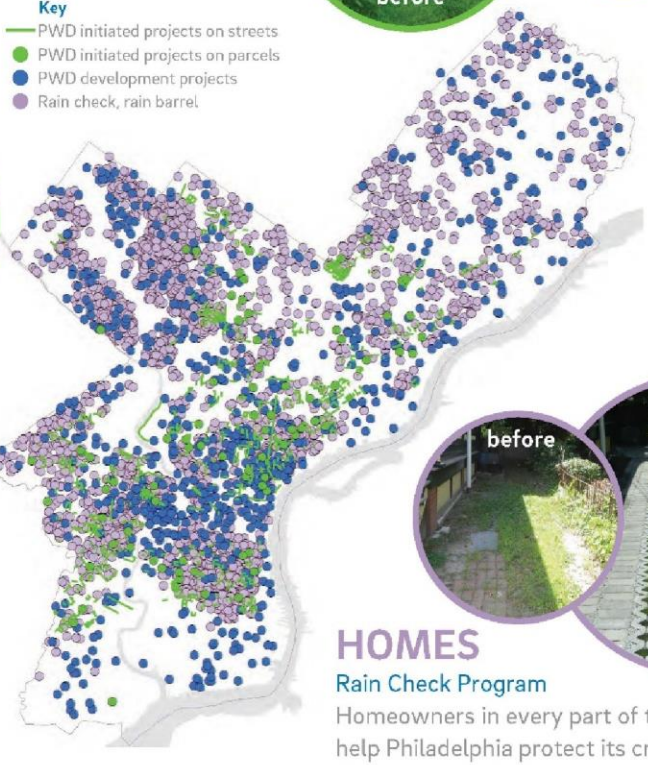
As one of the largest stormwater management projects in a Philadelphia park, Kemble offers beautiful examples of green tools.



VACANT LANDS

Heston Garden

City departments, government agencies, community partners, and city officials came together to reimagine this once vacant lot in West Philadelphia that now serves as a community green space.



PARKING LOTS

Eadom Street

Adding rain gardens to parking lots like this one help demonstrate how to utilize existing space and add aesthetic value.



PRIVATE DEVELOPMENT

Due to the large number of businesses in the City, private development plays a key role in keeping our watersheds clean.





STREETS

Queen Lane

Philadelphia Water Department's very own water treatment plant in North Philadelphia is the site of the City's first green street with stormwater bumpouts.



HOMES

Rain Check Program

Homeowners in every part of the city can help Philadelphia protect its creeks and rivers while beautifying their properties.



Feltonville

Planned Green Infrastructure & Water/Sewer Projects

PHILADELPHIA WATER DEPARTMENT



Key

- Underground Storage
- Stormwater Tree Trench
- Rain Garden
- Stormwater Bumpout

Note: *All GSI tools and locations are subject to modification during the design process. Last updated February 2018.*

Hunting Park

Planned Green Infrastructure

PHILADELPHIA WATER DEPARTMENT



These tools capture rainwater to protect our rivers. For more information on these green tools and more, visit: **phillywatersheds.org/tools.**

What is a stormwater bumpout?


Soak It Up, Philly!
What is a stormwater bumpout?
A stormwater bumpout is a landscaped extension of the curb. Stormwater runs down the street and into the bumpout, where it infiltrates the soil and waters the plants. Bumpouts are planted with grasses, perennials and shrubs.
Roots soak it up
These plants soak up water that collects in the bumpout. They are selected for their ability to thrive in extremely wet and dry weather.
Plants filter it
Plants, soil and stone filter and remove pollutants from the stormwater as it soaks into the ground.
What you can do
Help us keep our creeks and rivers clean! Regularly check your vehicle for drips and leaks, and always try to recycle and reuse motor oil.
Philadelphia PWD Water Department
Green City, Clean Waters
Setting the national standard for environmentally-friendly stormwater management in Philadelphia's communities.



What is a Stormwater Tree Trench?

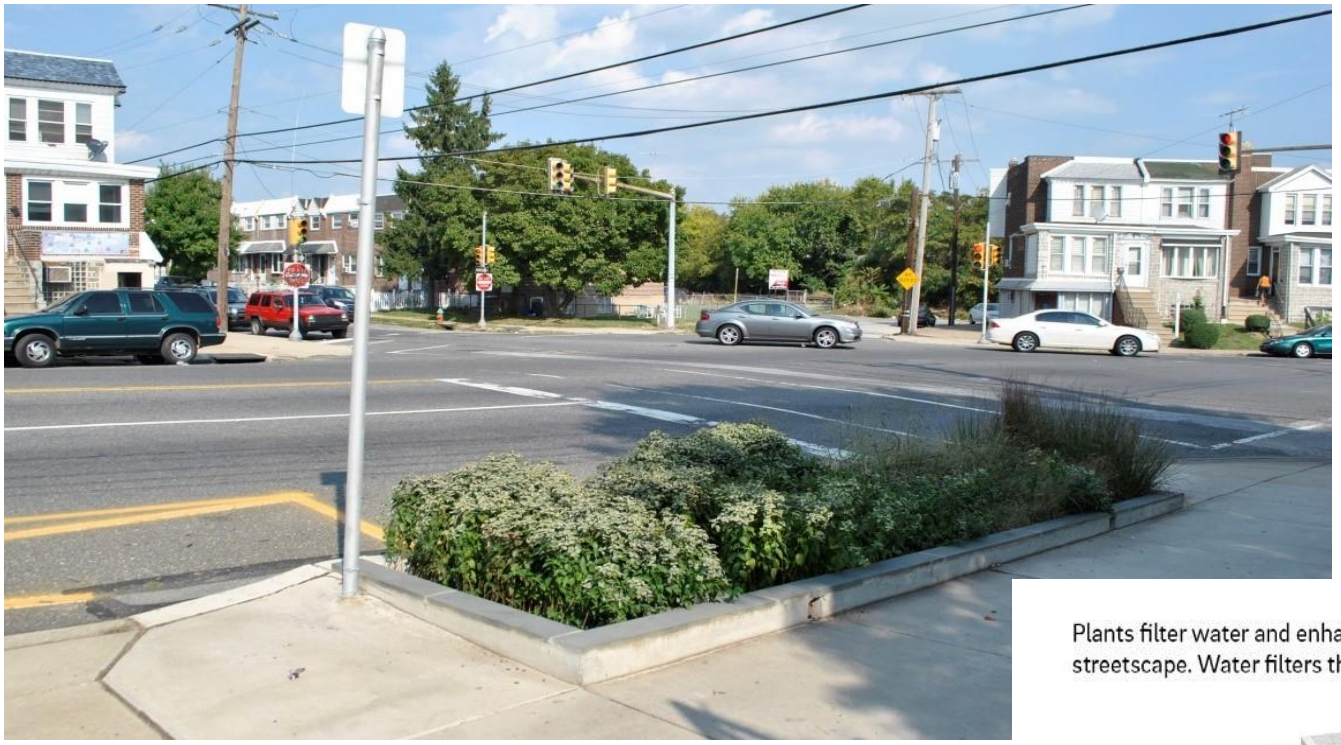

Soak It Up, Philly!
What is a stormwater tree trench?
These trees are connected by a trench beneath the sidewalk that stores stormwater and also waters the trees.
Inlet catches the rain
Water flows down the street and enters the trench through the stormwater inlet, where a perforated pipe distributes water throughout the trench.
Roots soak it up
The tree's root system uses the rainwater to help it grow.
Stone & soil spread it out
A storage trench beneath the ground holds the water. Water is absorbed into the earth or flows slowly into the sewer.
Philadelphia PWD Water Department
Green City, Clean Waters
Setting the national standard for environmentally-friendly stormwater management in Philadelphia's communities.


STOP





What is a Rain Garden?



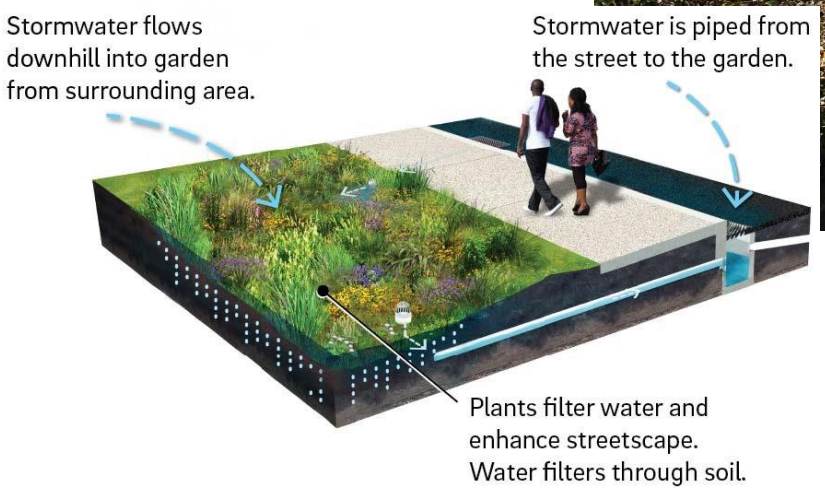
Stormwater Planter
PWD Bureau of Laboratory Services
1500 Hunting Park Ave.

Examples of Green



Examples of GSI Nearby





Rain Garden
Cayuga Triangle Depaving Project
Cayuga St., Wingohocking St., & Castor Ave.

Residential Incentive Program – Rain Check

FREE Rain Barrels!



~4,500 barrels distributed since 2006!

Cost Share



Downspout Planter



Rain Garden



Masonry (De-paving & Porous Paving)

More Info: www.phillywatersheds.org/raincheck

Soak It Up Adoption

PWD's grant funded community green tool beautification program available to civic groups and non profits



How does Soak it Up Adoption work?

The Philadelphia Water Department gives grants to civic groups to help keep green stormwater tools free of debris. Groups can use the grants for cleaning supplies, like gloves and trash bags, and on community engagement activities.

What's required to get a grant?

Eligible groups that meet application criteria need to perform basic maintenance and report weekly. Posting about your experience on social media to motivate others isn't required but it sure means a lot to us!

How will I know if my organization is eligible?

Please visit the webpage below and click on #1 or contact Dan Schupsky, lead program manager.

Learn more and apply online:

daniel.schupsky@phila.gov

215.683.3405

www.phillywatersheds.org/adoption

PHILADELPHIA WATER DEPARTMENT | Green City, Clean Waters

PHL Power Corp provides green job training

Green Jobs Program Took This Philadelphian From City Statistic to College

BY MALCOLM BURNLEY | OCTOBER 1, 2015



After participating in the PowerCorps PHL workforce development program, Paul Johnson is pursuing an environmental engineering degree. (Photo by Malcolm Burnley)



PowerCorpsPHL Projects by the Numbers



PowerCorpsPHL is a workforce development AmeriCorps program partnered with Philadelphia Parks & Recreation and Philadelphia Water. PowerCorpsPHL members serve in the field performing environmental stewardship through land revitalization, standards projects at recreation centers, and Green Stormwater Infrastructure maintenance throughout Philadelphia. To date in 2016, PowerCorpsPHL members achieved the following through their projects:

- Restored a whopping 898 acres of public land in the City of Philadelphia (an area larger than the size of Central Park)
- Planted 999 new trees and plants
- Restored 944 existing trees from vines and invasive species
- Engaged 183 volunteers from the community
- Collected a total of 272,309 pounds of waste, diverting 202,820 pounds of that waste from the landfill, meaning that 74% of the waste that was collected by PowerCorpsPHL members was recycled

These statistics prove the hard work of PowerCorpsPHL members and their dedication to their community.

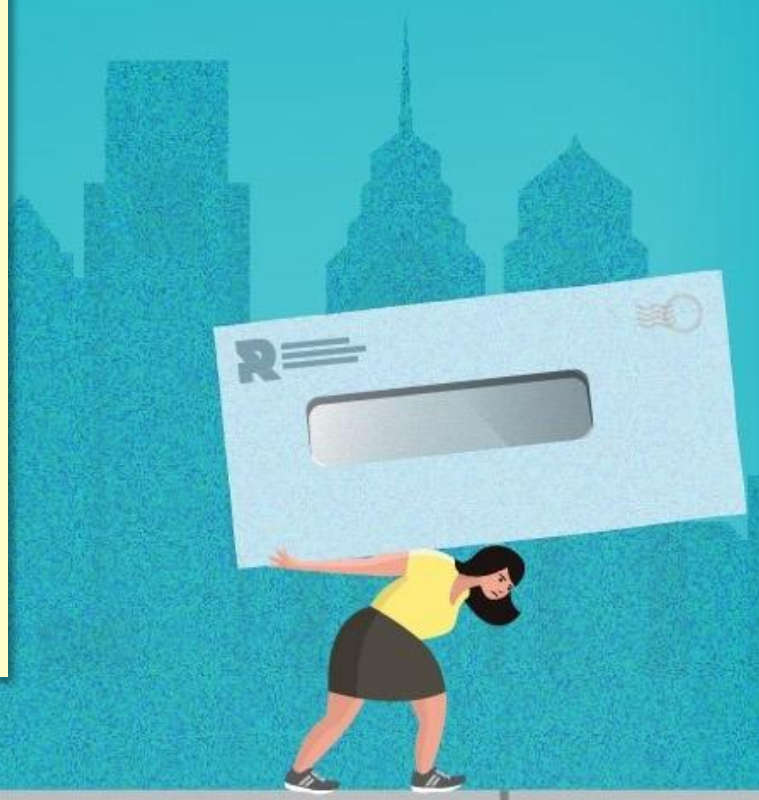
More Info: http://powercorpsphl.org/

Struggling with your water bill?

More Philadelphians than ever are eligible for help.

WHAT'S NEW?

- **Expanded eligibility** though the new Tiered Assistance Program (TAP).
- **You don't need to be behind on your bill** to apply for help.
- **One application** to find the best program for you.
- **More ways to apply:** online and by mail.



Who should apply?

Anyone having trouble paying their bill should fill out our one-stop application.

We have assistance for people with **lower incomes**, those experiencing **special hardships**, a **senior discount**, and other ways to help.

Amanda

Amanda filled out an application for her household of 5 people. She could lower their monthly bill from **$89** to **$58**.

Sample amounts shown. Savings amounts will vary based on individual customers' information.



Hector

Hector and his wife are seniors with some unpaid bills.

With a **senior discount**, they lowered their bill from **$72** to **$33**.

Sample amounts shown. Savings amounts will vary based on individual customers' information.



- In Philadelphia, we estimate approximately **60,000 customers** are now eligible for assistance!

GSI UPDATES

START HERE:

- **phila.gov/water-bill-help**
  or call: **215.685.6300**



- **APPLICATION TIP:** We'll need to verify **household income**. Be prepared to submit a month's worth of your household's most recent paystubs, or last year's tax returns.

Can I help you with anything else?



Basement flooding



Basement Protection Program (BPP) Assistance

Service line repairs



Homeowners Emergency Loan Program (HELP)

Low-income customer



Water Revenue Assistance Program (WRAP)

Hered Assistance Program (HAP)

Senior citizens



Senior Citizen Discount

Interest in Conservation



Conservation Assistance Program (CAP)

215.685.6300

phila.gov/water/educationoutreach/customerassistance

GSI UPDATES

PHILADELPHIA WATER DEPARTMENT | Green City, Clean Waters

Community Outreach Specialist, Lower North Philadelphia

Thank You!

Maura Jarvis
E: maura.jarvis@phila.gov
P: 215-683-3401

For more information, visit: **www.phila.gov/water**

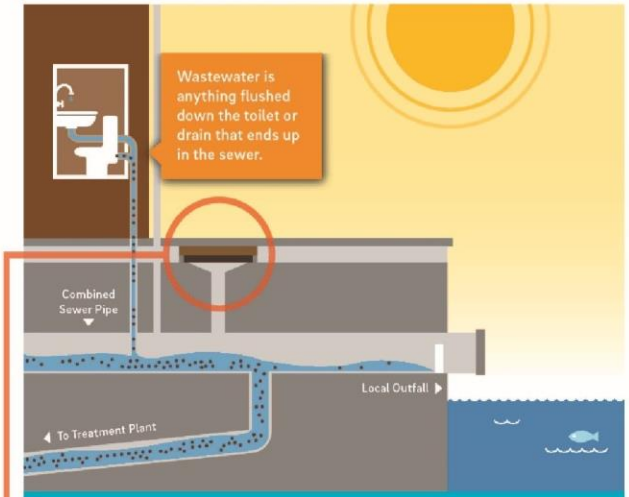
Facebook.com/phillyh2o  @phillyh2o  @phillyh2o

GSI UPDATES

How sewers & green tools work together

Green tools use materials such as plants, soil, stone and special pavement to capture, slow, filter and soak up water during storms

Combined sewers when it's not raining

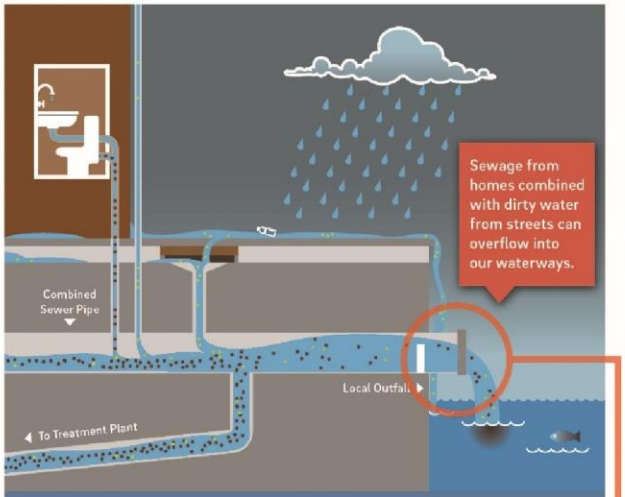


When it is not raining or snowing, combined sewer systems carry wastewater from our homes and businesses to a treatment plant.



Storm drains direct stormwater runoff into the sewer system. Once the water enters the sewer system, it flows to a treatment plant.

Combined sewers during storms

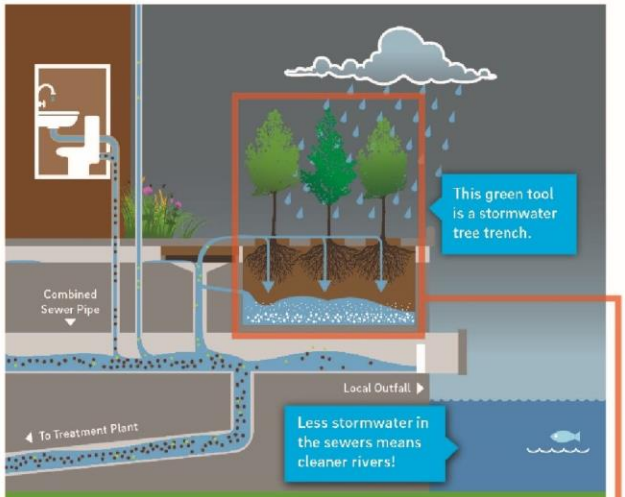


During heavy storms, stormwater runoff – rain or melting snow that collects dirt and pollutants as it runs off of hard surfaces – mixes with sewage in the pipes and overwhelms our sewer system, sending dirty water into our creeks and rivers.

The pipes are designed to release the dirty excess water into our rivers and creeks.



Combined sewers and green tools



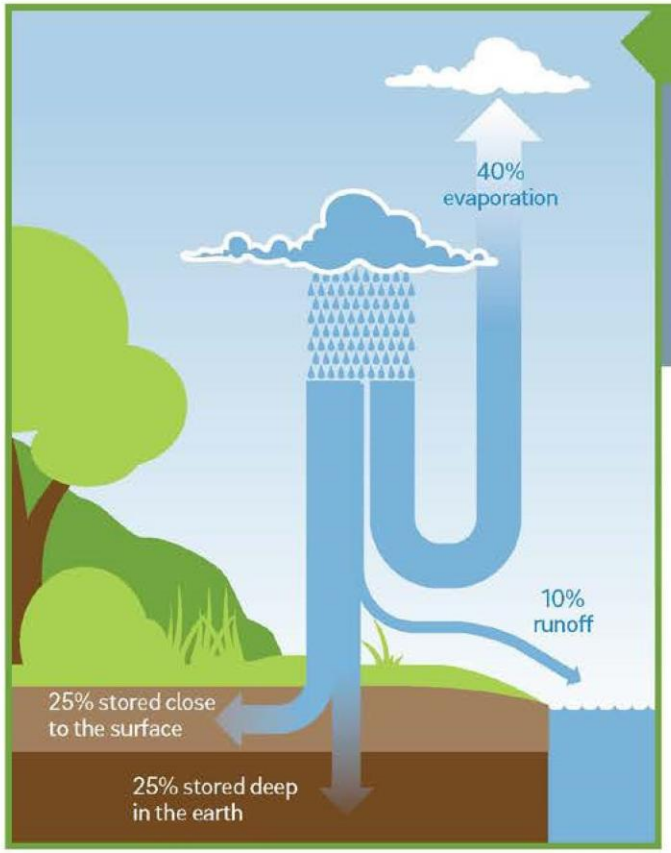
A green tool acts like a sponge by soaking up and storing water before it reaches the sewer systems, which reduces the amount of water entering the pipes and helps to prevent the mix of dirty water and pollutants from overflowing into our waterways.

Stormwater tree trenches look like typical street trees, but they have a unique design to help them manage stormwater underground.



Stormwater Runoff: What is it?

Stormwater runoff is rain or melting snow that cannot be absorbed by hard surfaces like sidewalks, streets and roofs. With no place to go, the water mixes with dirt and pollutants that are on those surfaces and flows into a nearby storm drain.

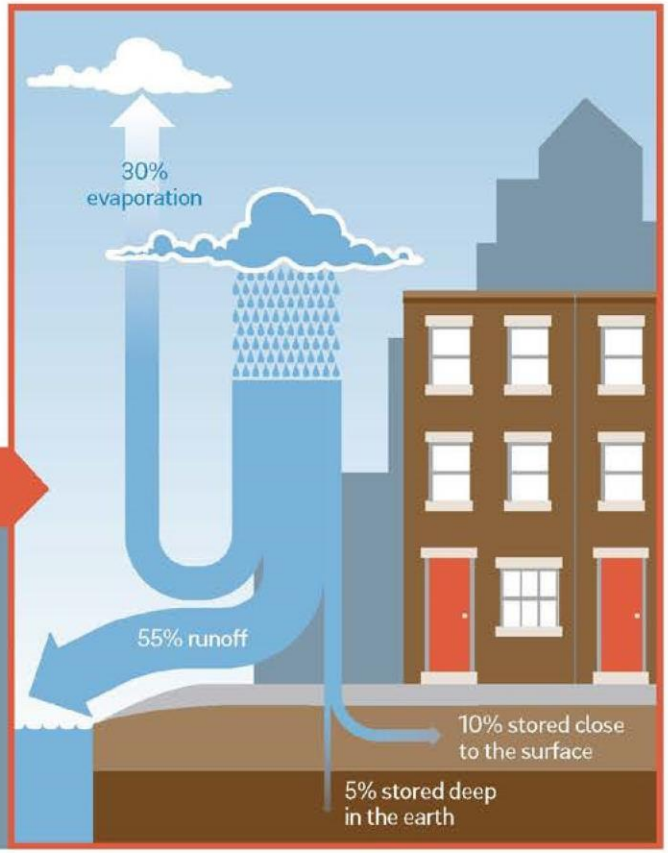


NATURAL ENVIRONMENT

When it rains in areas with vegetation and green space, most of the water that falls onto the ground is absorbed by plants or filtered through layers of soil. The remaining water returns back to the atmosphere (evaporation) while a small portion will become runoff and enter a nearby waterway.

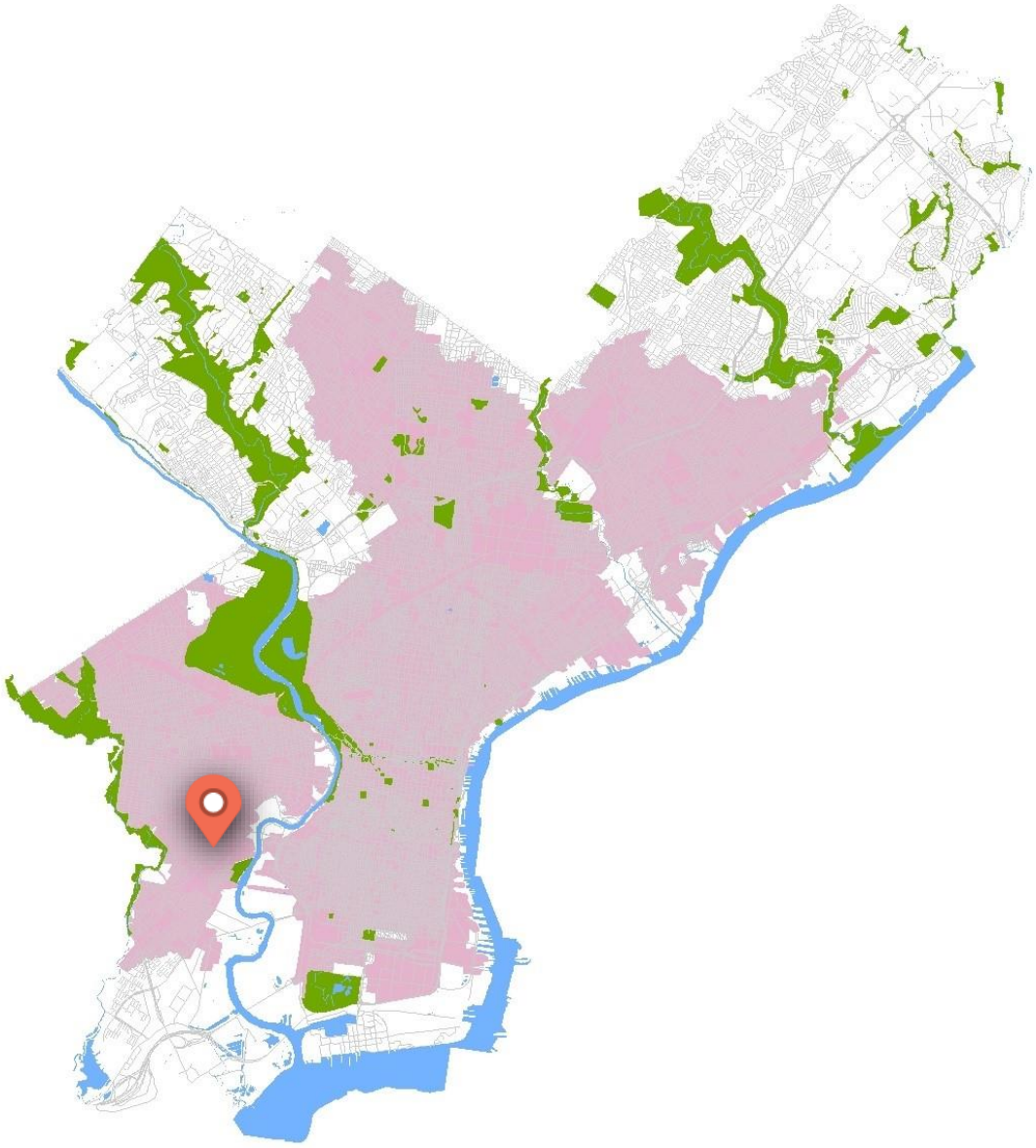
URBAN ENVIRONMENT

Because hard surfaces like streets, roofs, and sidewalks do not absorb water, more than half of the City's stormwater runoff flows directly into the nearest storm drain. In sections of the city where sewage and dirty water mix in a combined sewer, heavy storms can overwhelm the sewer system and cause the untreated water to spill into our creeks and rivers.



Philly's Combined Sewer System Service Area

Combined



Sewer Area

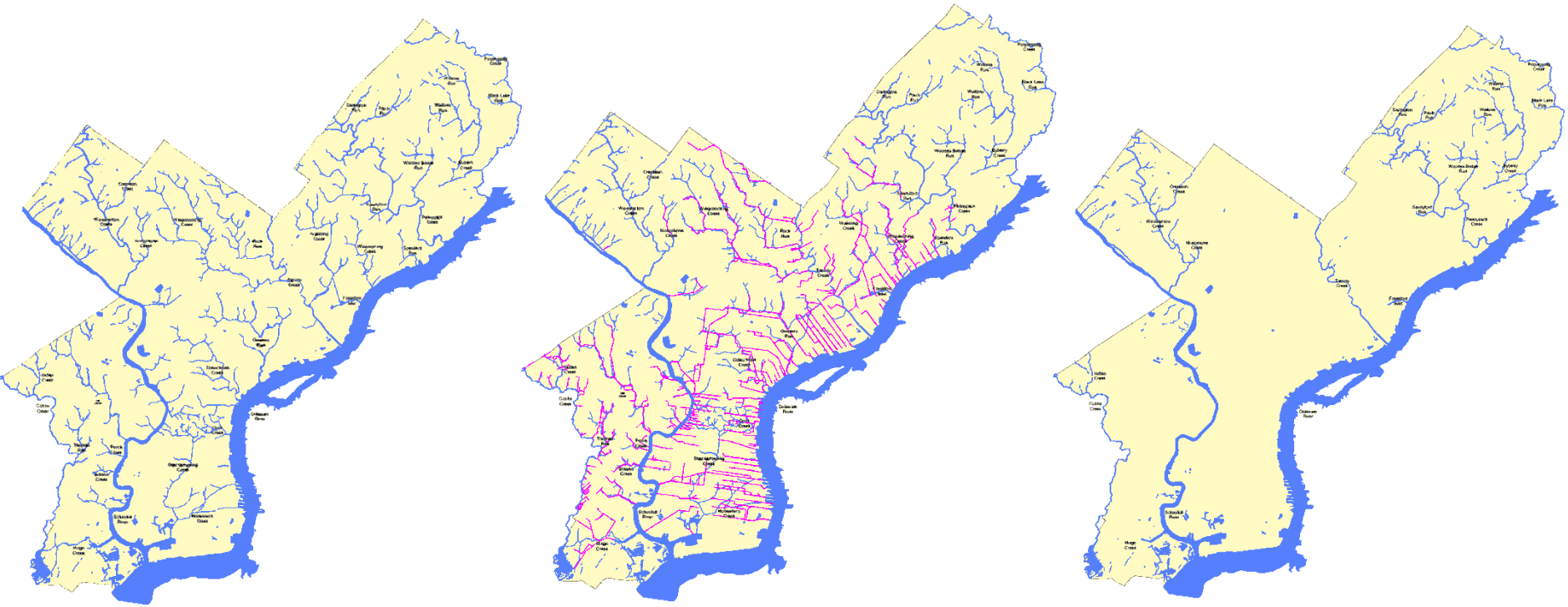
Separate
Sewer Area

Kingsessing:
Schuylkill River
Watershed

Philadelphia is built upon 7 watersheds


KEEP IT CLEAN!
215-685-6300
Report dumping or clogs
PHILADELPHIA WATER
Drains to Poquessing Creek
KEEP IT CLEAN!
215-685-6300
Report dumping or clogs
PHILADELPHIA WATER
Drains to Pennypack Creek
KEEP IT CLEAN!
215-685-6300
Report dumping or clogs
PHILADELPHIA WATER
Drains to Wissahickon Creek
KEEP IT CLEAN!
215-685-6300
Report dumping or clogs
PHILADELPHIA WATER
Drains to Tacony Creek
KEEP IT CLEAN!
215-685-6300
Report dumping or clogs
PHILADELPHIA WATER
Drains to Cobbs Creek
KEEP IT CLEAN!
215-685-6300
Report dumping or clogs
PHILADELPHIA WATER
Drains to Delaware River
KEEP IT CLEAN!
215-685-6300
Report dumping or clogs
PHILADELPHIA WATER
Drains to Schuylkill River

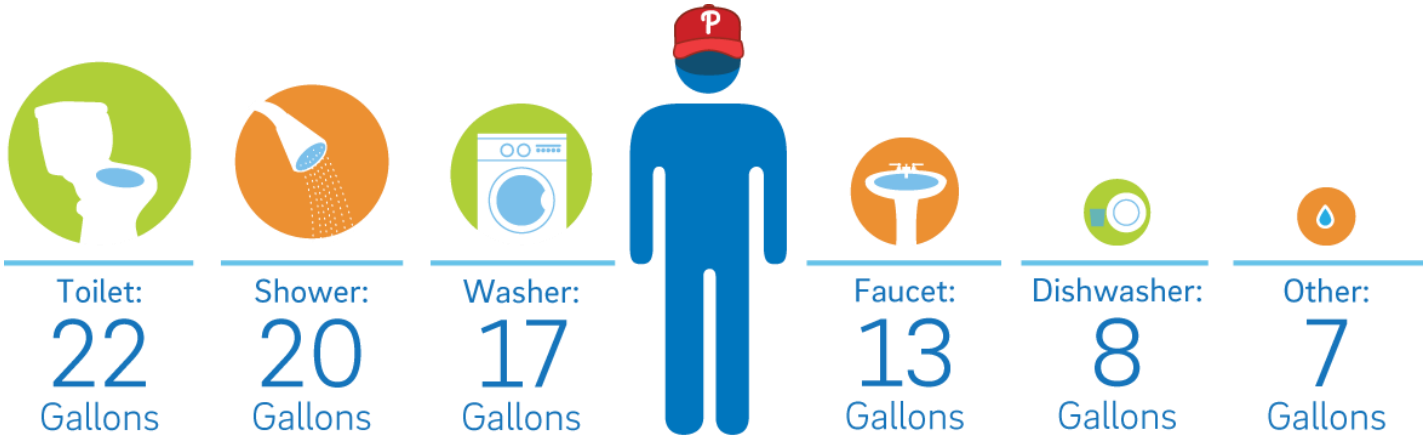
From streams to a combined sewer system



Where does my water come from?


OF COURSE I KNOW WHERE WATER COMES FROM. IT COMES FROM THE TAP.
WE HAVE SOME WORK TO DO.

How much water do you use per day?



DAILY WATER USAGE FOR AN AVERAGE PHILADELPHIAN

87

gallons per day

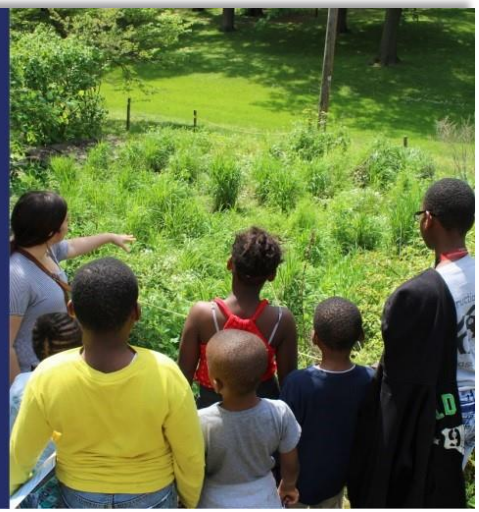
Philadelphia's drinking water treatment plants deliver **520 million gallons of fresh water daily**; 60% of that water comes from the Delaware River and 40% comes from the Schuylkill River.

Secondary benefits of green tools

Approximately

308,759 CITIZENS ENGAGED

We've hosted hundreds of meetings and events, **educating citizens about green infrastructure and allowing residents to help shape the GSI investments that are transforming our neighborhoods.**



430 NEW JOBS 14% GROWTH

In Greater Philadelphia Green Stormwater Infrastructure industry, including members of the PowerCorpsPHL program for at-risk youth + local GSI design and maintenance firms.



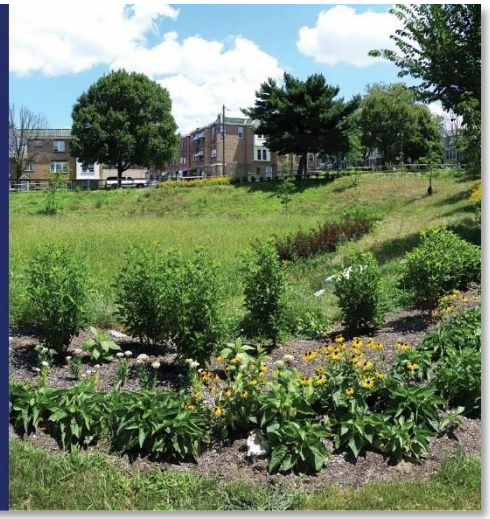
10.3% PROPERTY VALUE INCREASE

Estimated property value gain from proximity to GSI investment. Sustainable Business Network estimates an aggregate $1.3B increase in citywide property value, producing an annual increase of $18M in property taxes.



1,600+ STORMWATER TOOLS

Over 1,600 green stormwater tools featuring native plants that filter pollutants, replenish groundwater and provide habitat for animals + pollinators have been constructed or are in progress.



Eastern Redbud



Canadian Serviceberry



Basswood



Red Horse Chestnut



Yoshino Cherry



Tree Species:

Shenandoah Switch Grass



Northern Bush Honeysuckle



Common Rush



After Midnight Coneflower



Grass & Shrub Species:

Bee Balm



Black-eyed Susan



Rough Stemmed Goldenrod



Threadleaf Giant Hyssop



Herbaceous Species:

Keep It Clean! Philadelphia Water's Storm Drain Marking Program

- Help PWD protect our drinking water by volunteering to place markers in your community
- **FREE** supplies are available for any community event • There are 71,000+ storm drains in Philadelphia – 71,000+ ways to help!





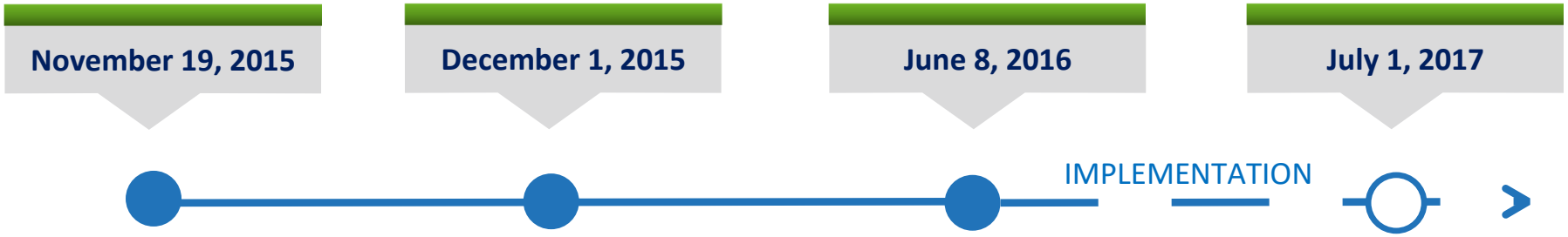




More Info: www.phillywatersheds.org/inletmarkers

Background on Tiered Assistance Program (TAP)

City Council Ordinance and Water, Sewer and Storm Water Rate Board Decision require the establishment of an assistance program that allows low-income customers to pay reduced rates based upon a percentage of their household income.



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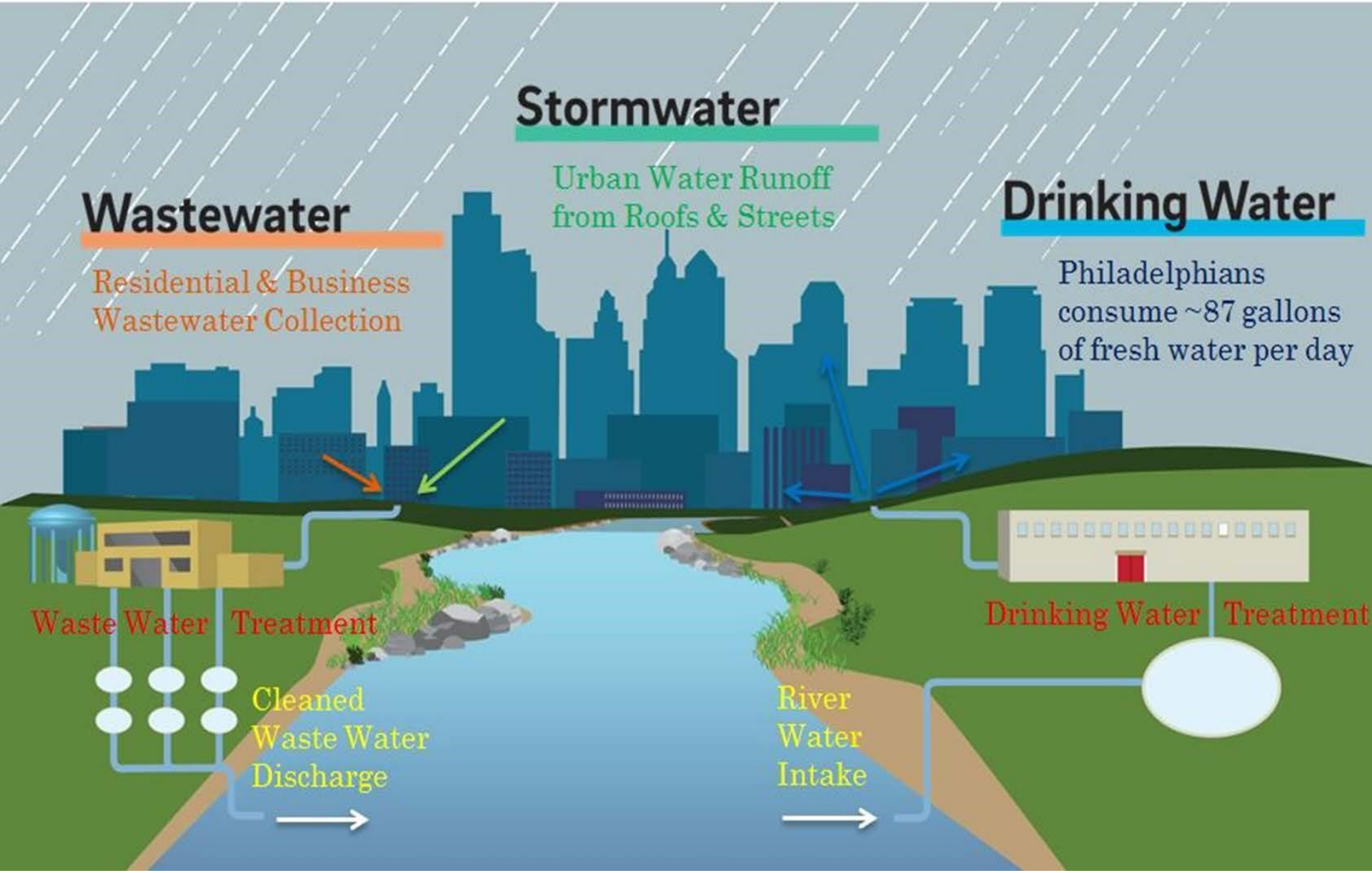
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First day a customer can submit an application for the TAP program.

Nueva Esperanza

Monthly Meeting January 2018




Stormwater
Urban Water Runoff
from Roofs & Streets
Wastewater
Residential & Business
Wastewater Collection
Drinking Water
Philadelphians
consume ~87 gallons
of fresh water per day
Waste Water Treatment
Drinking Water Treatment
Cleaned
Waste Water
Discharge
River
Water
Intake



Natural areas with trees and plants absorb rainfall and filter pollutants, protecting our streams.

Saylor Grove, Philadelphia



Hard, impervious surfaces don't absorb rainfall, so it runs into our rivers, carrying pollutants.

outheast Philadelphia (10th & Moyamensing), photo by Andrew Dobshinsky

Combined sewers when it’s not raining

The rain challenge

Negative impacts of stormwater runoff






Soak It Up, Philly!
What is a stormwater tree trench?
These trees are connected by a trench beneath the sidewalk that stores stormwater and also waters the trees.
Inlet catches the rain
Water flows down the street and enters the trench through the stormwater inlet, where a perforated pipe distributes water throughout the trench.
Roots soak it up
The tree's root system uses the rainwater to help it grow.
Stone & soil spread it out
A storage trench beneath the ground holds the water. Water is absorbed into the earth or flows slowly into the sewer.
Green City, Clean Waters
Setting the national standard for environmentally-friendly stormwater management in Philadelphia's communities.

The Clean Water Act &





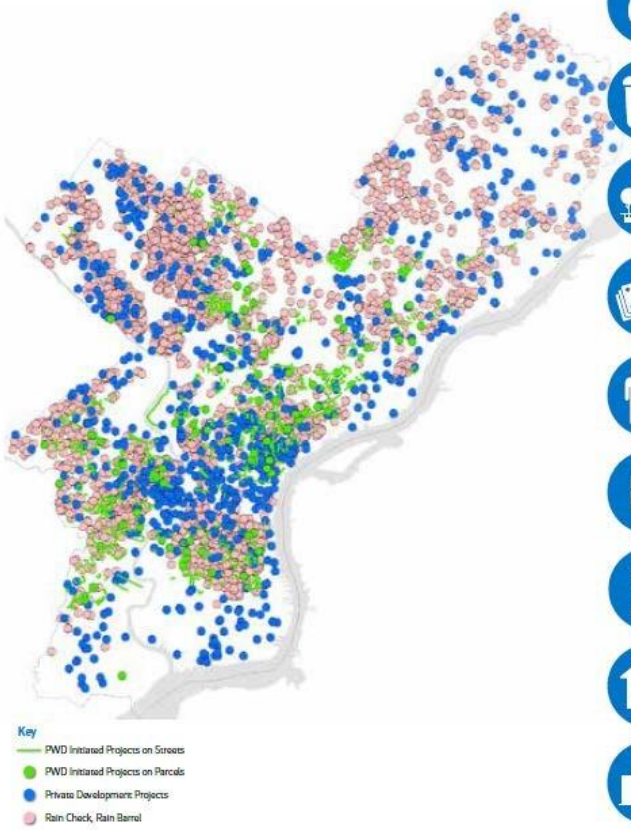
National Combined Sewer Overflow Control Policy

Every city with Combined Sewer Overflows ***must*** create a “Long Term Control Plan” to clean up the water.

An elegant solution!

Green City, Clean Waters

Active & Completed GSI Projects in Philadelphia



1.5 BILLION GALLONS
in Combined Sewer Overflow reduction volume

6,000 TONS TRASH & DEBRIS
removed from Philadelphia's waterways through our skimming vessel and on land

1,600+ STORMWATER TOOLS
constructed and in progress

$51 MILLION
Grant funds from public and private sources invested in Philadelphia parks, streets, schools and public housing as a result of leveraged GSI investments

Approximately
308,759 CITIZENS ENGAGED

2985 RAIN CHECK PROJECTS
installed at homes across Philadelphia

8 AWARDS
won in the fields of Government Systems, Water Quality, Planning, Green Building, and Communications

10.3%
Estimated Property Value Gain from Proximity to GSI Investment †

430 NEW JOBS & 14% GROWTH
In Greater Philadelphia Green Stormwater Infrastructure Industry †

† Source: *The Economic Impact of Green City, Clean Waters: The First Five Years*

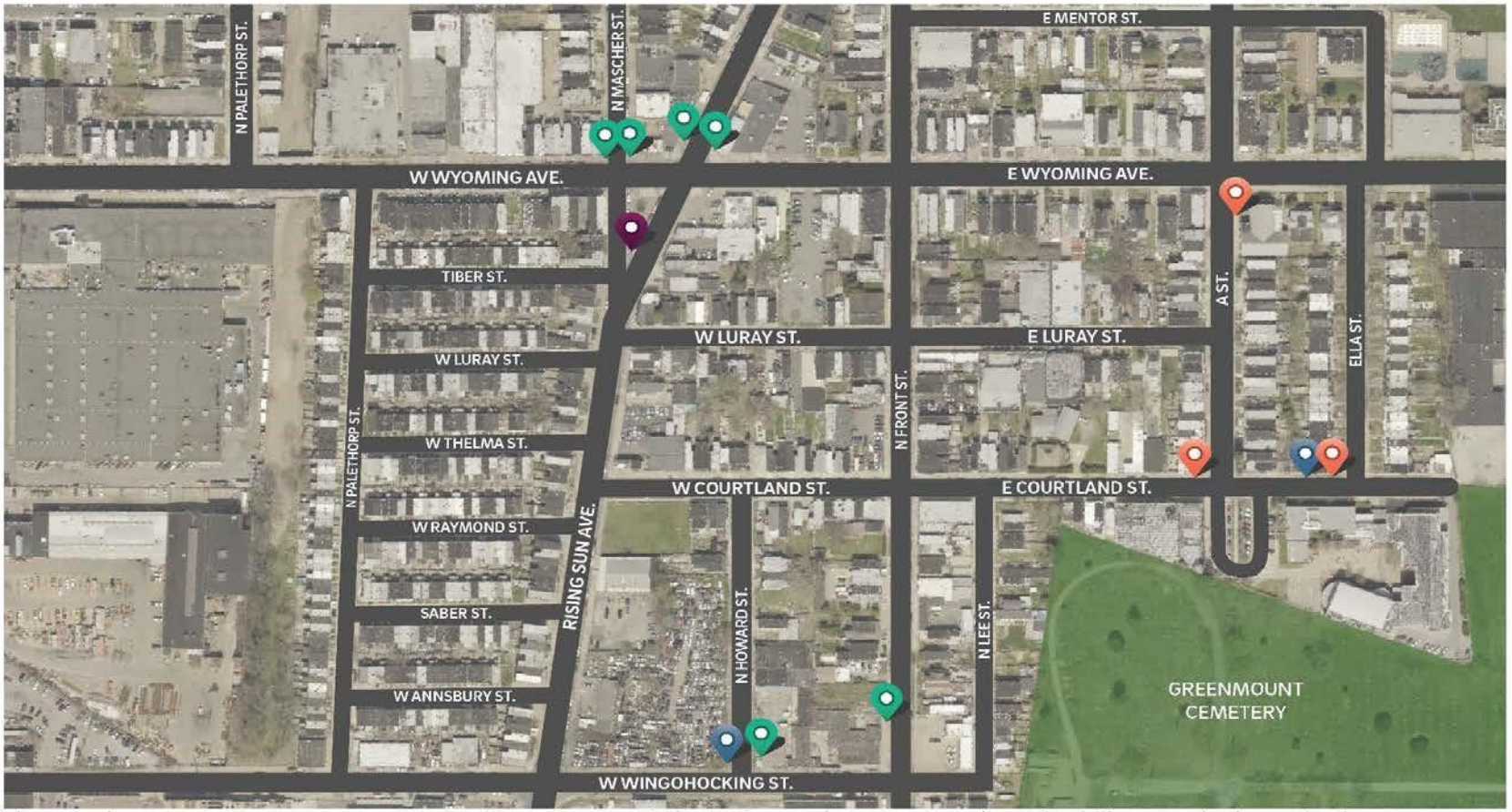


Feltonville Plaza

Planned Green Stormwater Infrastructure

PHILADELPHIA WATER DEPARTMENT

Last Updated: October 2017



These tools capture rainwater to protect our rivers. For more information on these green tools, visit: **phillywatersheds.org/tools**.



Stormwater Bumpout



Rain Garden



Infiltration Trench



Stormwater Tree Trench

Hunting Park

Planned Green Infrastructure

PHILADELPHIA WATER DEPARTMENT



These tools capture rainwater to protect our rivers. For more information on these green tools and more, visit: **phillywatersheds.org/tools.**

What is a stormwater bumpout?


Soak It Up, Philly!
What is a stormwater bumpout?
A stormwater bumpout is a landscaped extension of the curb. Stormwater runs down the street and into the bumpout, where it infiltrates the soil and waters the plants. Bumpouts are planted with grasses, perennials and shrubs.
Roots soak it up
These plants soak up water that collects in the bumpout. They are selected for their ability to thrive in extremely wet and dry weather.
Plants filter it
Plants, soil and stone filter and remove pollutants from the stormwater as it soaks into the ground.
What you can do
Help us keep our creeks and rivers clean! Regularly check your vehicle for drips and leaks, and always try to recycle and reuse motor oil.
Philadelphia PWD Water Department
Green City, Clean Waters
Setting the national standard for environmentally-friendly stormwater management in Philadelphia's communities.



14

What is a Stormwater Tree Trench?

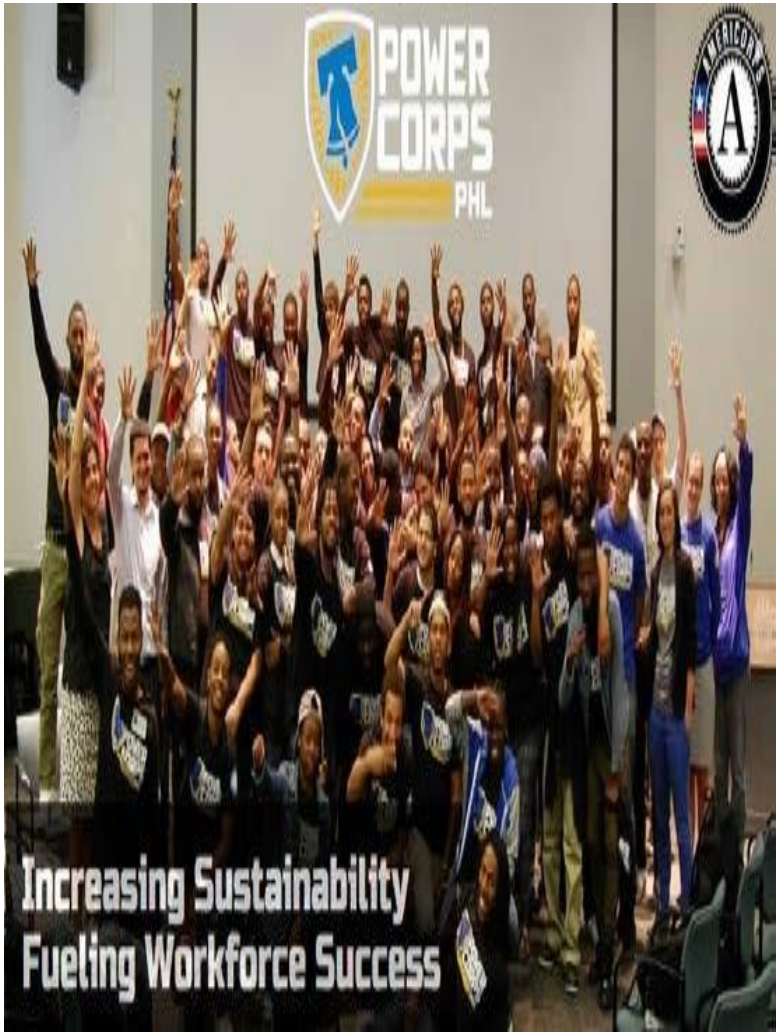
PowerCorpsPHL Projects by the Numbers

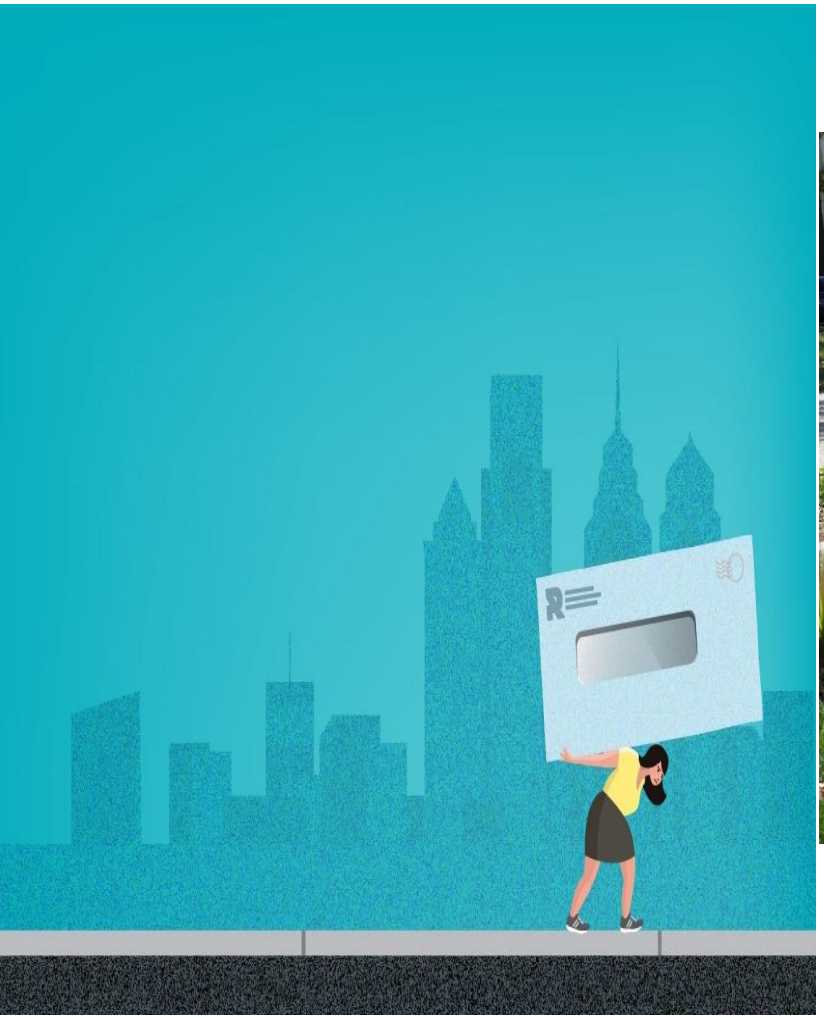


PowerCorpsPHL is a workforce development AmeriCorps program partnered with Philadelphia Parks & Recreation and Philadelphia Water. PowerCorpsPHL members serve in the field performing environmental stewardship through land revitalization, standards projects at recreation centers, and Green Stormwater Infrastructure maintenance throughout Philadelphia. To date in 2016, PowerCorpsPHL members achieved the following through their projects:

- Restored a whopping 898 acres of public land in the City of Philadelphia (an area larger than the size of Central Park)
- Planted 999 new trees and plants
- Restored 944 existing trees from vines and invasive species
- Engaged 183 volunteers from the community
- Collected a total of 272,309 pounds of waste, diverting 202,820 pounds of that waste from the landfill, meaning that 74% of the waste that was collected by PowerCorpsPHL members was recycled

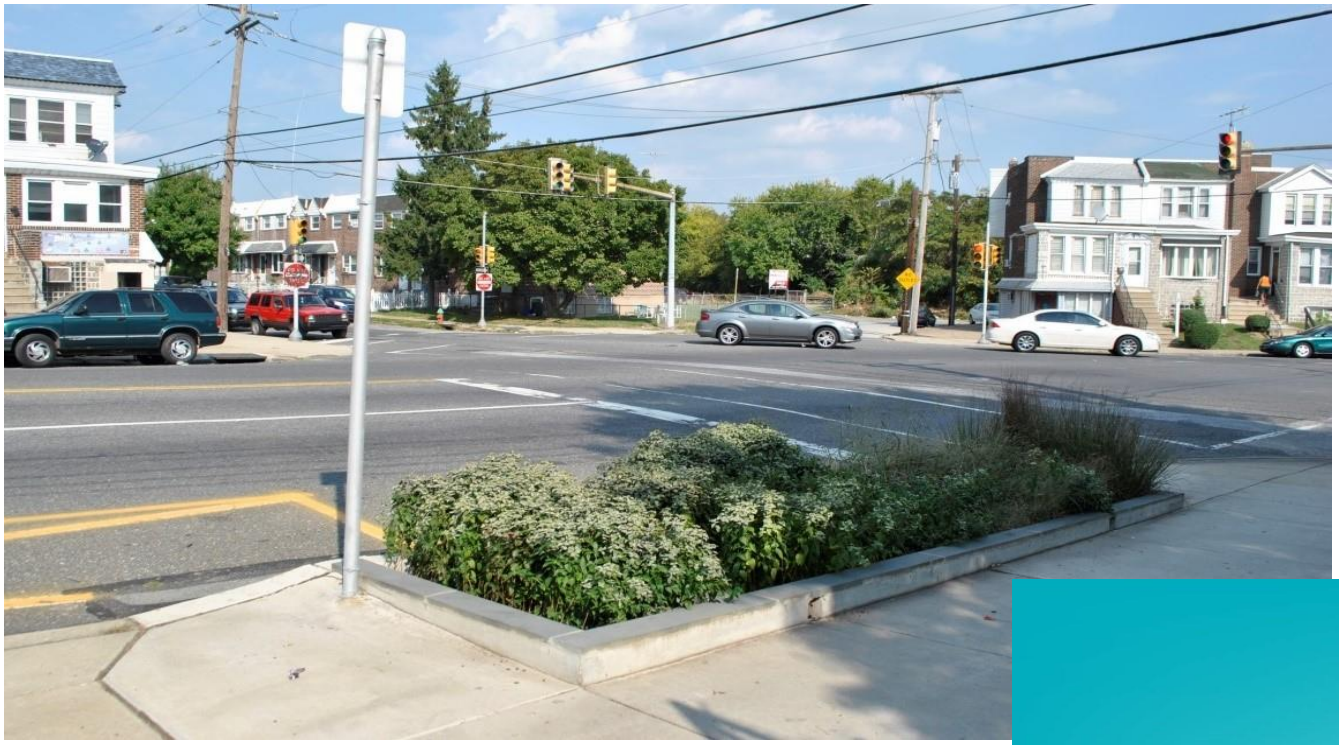
These statistics prove the hard work of PowerCorpsPHL members and their dedication to their community.



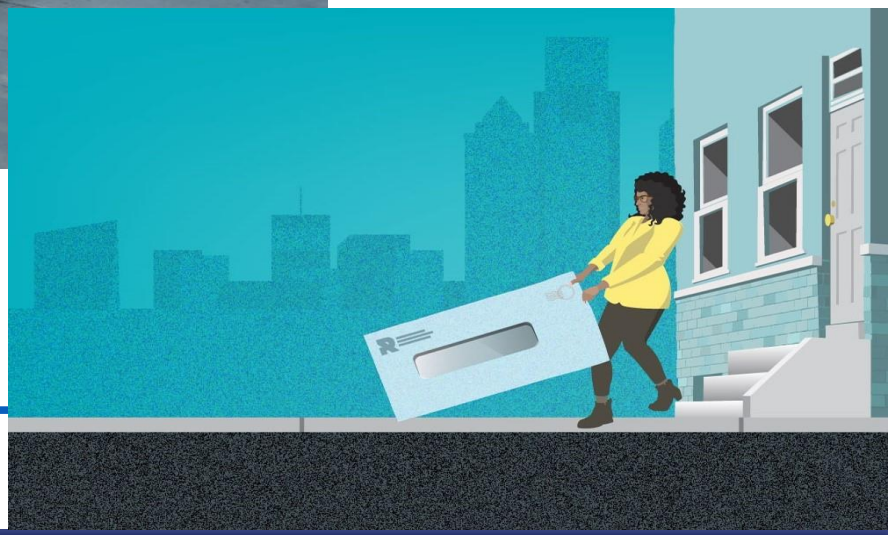




Garden?



Stormwater Planter
PWD Bureau of Laboratory Services
1500 Hunting Park Ave.



Examples of Green

Examples of GSI Nearby



DELPHIA
ATER
RTMENT—

Green City,
Clean Waters

Rain Garden
Cayuga Triangle Depaving Project
Cayuga St., Wingohocking St., & Castor Ave.

Residential Incentive Program – Rain Check

FREE Rain Barrels!



~4,500 barrels distributed since 2006!

More Info: www.phillywatersheds.org/raincheck

Cost Share



Downspout Planter



Rain Garden



Masonry (De-paving & Porous Paving)

Soak It Up Adoption

PWD's grant funded community green tool beautification program available to civic groups and non profits



How does Soak it Up Adoption work?

The Philadelphia Water Department gives grants to civic groups to help keep green stormwater tools free of debris. Groups can use the grants for cleaning supplies, like gloves and trash bags, and on community engagement activities.

What's required to get a grant?

Eligible groups that meet application criteria need to perform basic maintenance and report weekly. Posting about your experience on social media to motivate others isn't required but it sure means a lot to us!

How will I know if my organization is eligible?

Please visit the webpage below and click on #1 or contact Dan Schupsky, lead program manager.

Learn more and apply online:

daniel.schupsky@phila.gov

215.683.3405

www.phillywatersheds.org/adoption

PHILADELPHIA WATER DEPARTMENT | Green City, Clean Waters

PHL Power Corp provides green job training

Green Jobs Program Took This Philadelphian From City Statistic to College

BY MALCOLM BURNLEY | OCTOBER 1, 2015



After participating in the PowerCorps PHL workforce development program, Paul Johnson is pursuing an environmental engineering degree. (Photo by Malcolm Burnley)



PowerCorpsPHL Projects by the Numbers



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More Info: http://powercorpsphl.org/

Stormwater Grants: SMIP & GARP

PWD offers grants to non-residential customers for the design and construction of stormwater projects • Grantees can reduce their stormwater bill up to 80% • Helps reduce CSOs and achieve compliance targets

- PWD and customer can share the costs of constructing stormwater management

http://water.phila.gov/swexp/







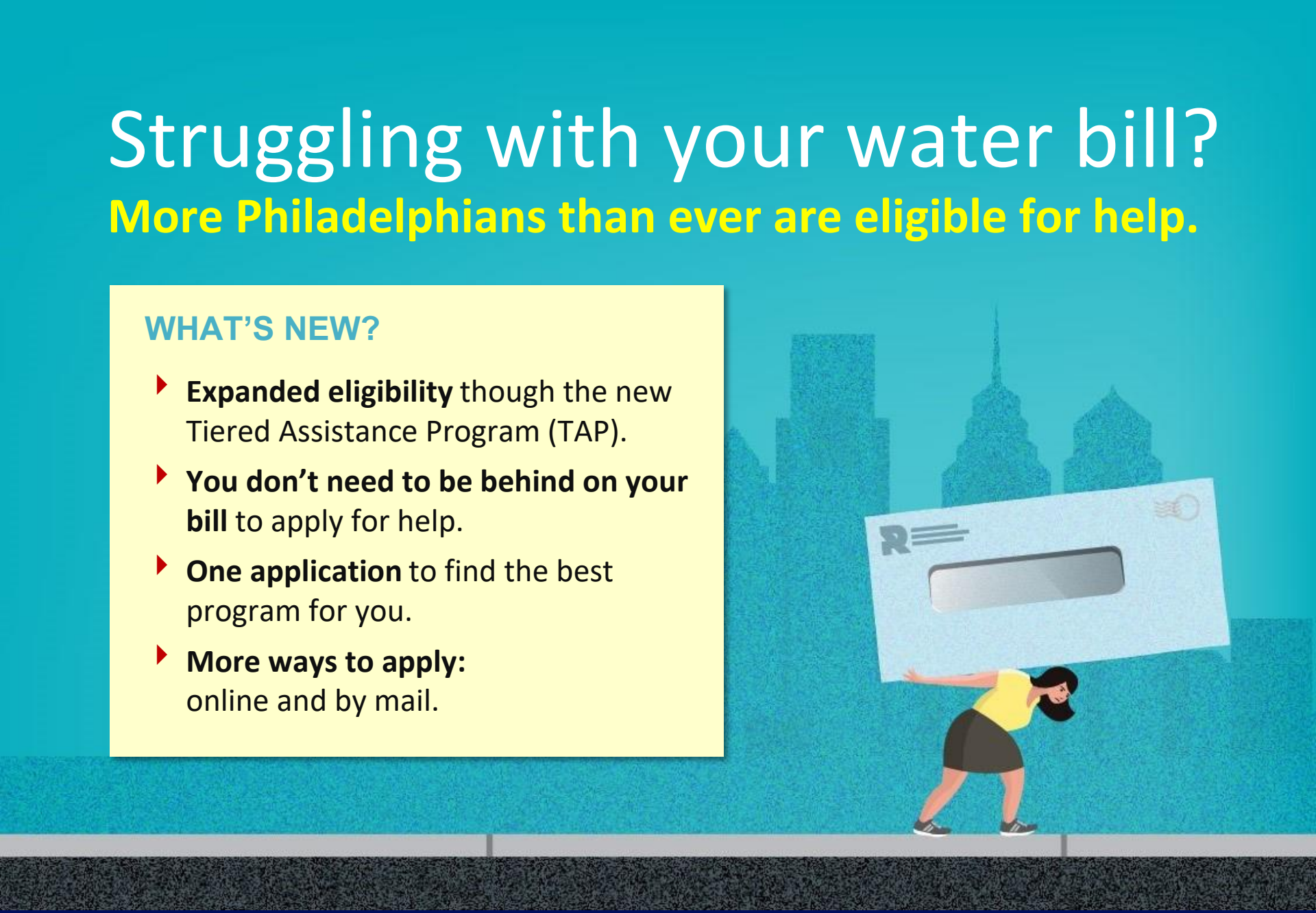


Struggling with your water bill?

More Philadelphians than ever are eligible for help.

WHAT'S NEW?

- **Expanded eligibility** though the new Tiered Assistance Program (TAP).
- **You don't need to be behind on your bill** to apply for help.
- **One application** to find the best program for you.
- **More ways to apply:** online and by mail.



Who should apply?

Anyone having trouble paying their bill should fill out our one-stop application.

We have assistance for people with **lower incomes**, those experiencing **special hardships**, a **senior discount**, and other ways to help.

Amanda

Amanda filled out an application for her household of 5 people. She could lower their monthly bill from **$89** to **$58**.

Sample amounts shown. Savings amounts will vary based on individual customers' information.



Hector

Hector and his wife are seniors with some unpaid bills.

With a **senior discount**, they lowered their bill from **$72** to **$33**.

Sample amounts shown. Savings amounts will vary based on individual customers' information.



- In Philadelphia, we estimate approximately **60,000 customers** are now eligible for assistance!

START HERE:

- **phila.gov/water-bill-help**
  or call: **215.685.6300**



- **APPLICATION TIP:** We'll need to verify **household income**. Be prepared to submit a month's worth of your household's most recent paystubs, or last year's tax returns.

Can I help you with anything else?



Basement flooding



Basement Protection Program (BPP) Assistance

Service line repairs



Homeowners Emergency Loan Program (HELP)

Low-income customer



Water Revenue Assistance Program (WRAP)

Hered Assistance Program (HAP)

Senior citizens



Senior Citizen Discount

Interest in Conservation



Conservation Assistance Program (CAP)

215.685.6300

phila.gov/water/educationoutreach/customerassistance

PHILADELPHIA WATER DEPARTMENT | Green City, Clean Waters

Community Outreach Specialist, Lower North Philadelphia

Thank You!

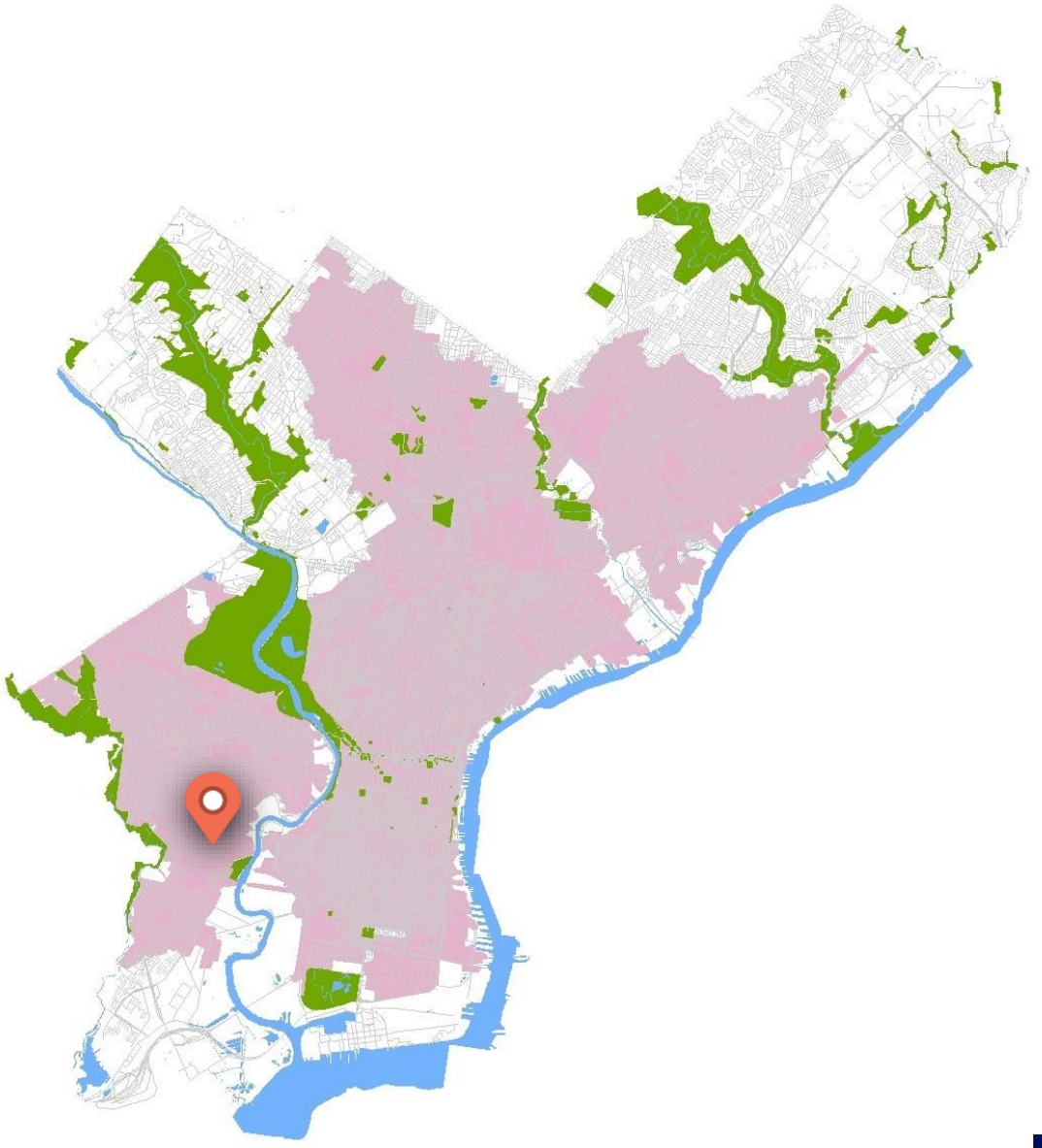
Tiffany Ledesma
E: tiffany.Ledesma@phila.gov
P: 215-683-3407

For more information, visit: **www.phillywatersheds.org**

Facebook.com/phillyh2o @phillyh2o  @phillyh2o

Philly's Combined Sewer System Service Area

Combined


KEEP IT CLEAN!
215-685-6300
Report dumping or clogs
PHILADELPHIA WATER
Drains to Schuylkill River

Sewer Area

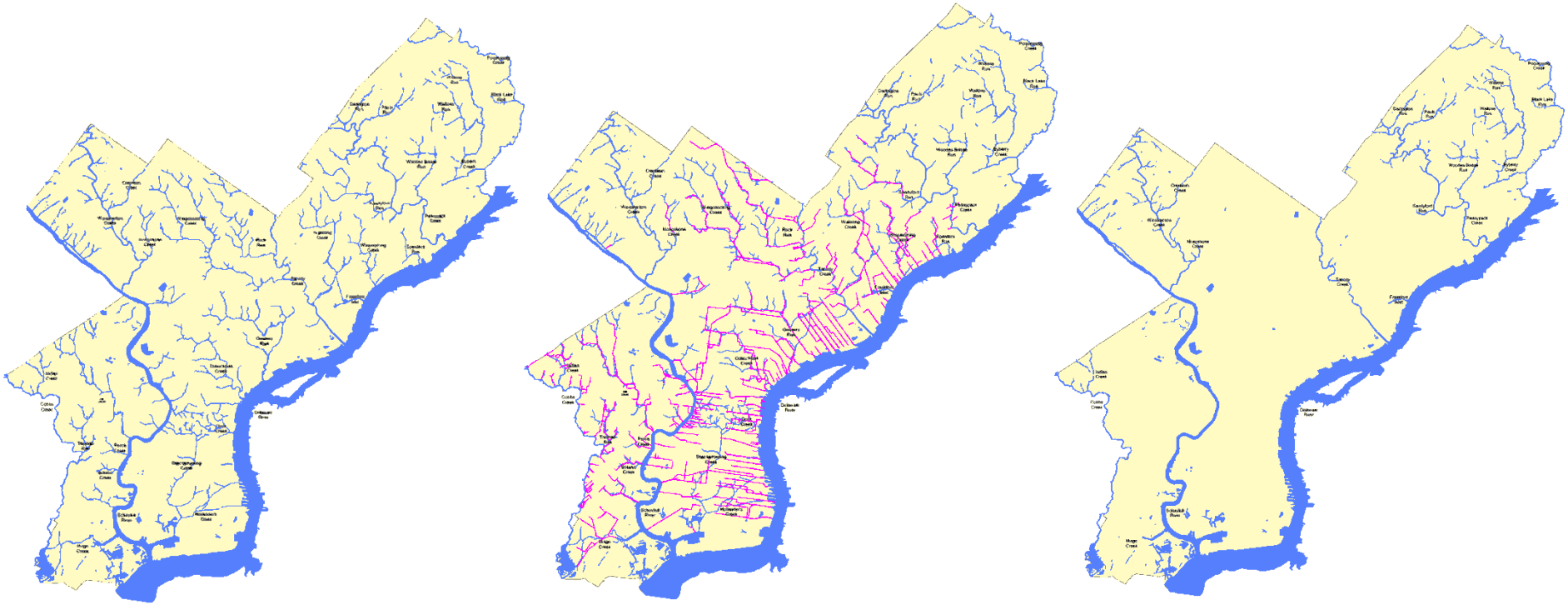
Separate
Sewer Area

Kingsessing:
Schuylkill River
Watershed

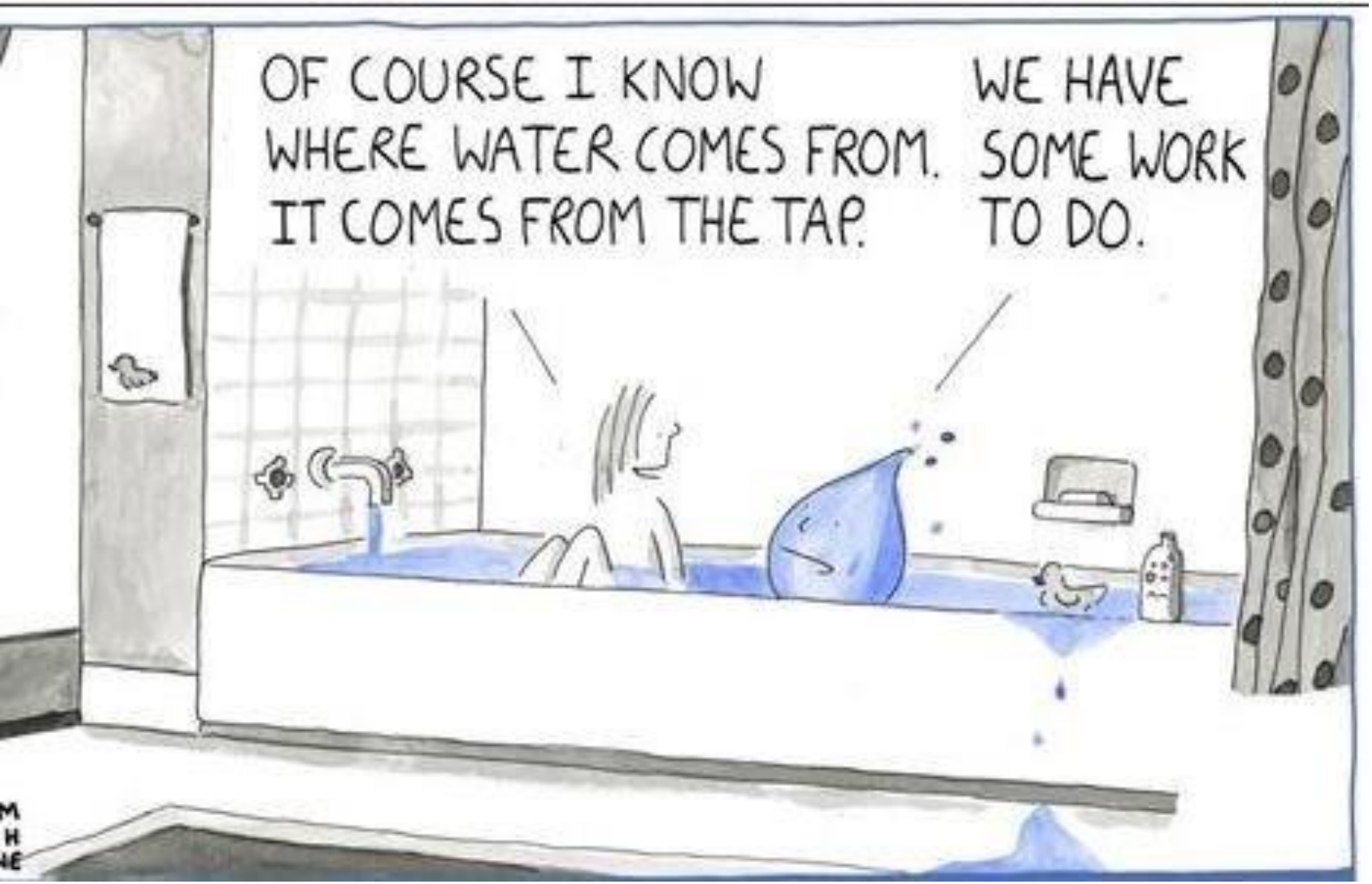
Philadelphia is built upon 7 watersheds


KEEP IT CLEAN!
Drains to Poquessing Creek
KEEP IT CLEAN!
Drains to Pennypack Creek
KEEP IT CLEAN!
Drains to Wissahickon Creek
KEEP IT CLEAN!
Drains to Tacony Creek
KEEP IT CLEAN!
Drains to Cobbs Creek
KEEP IT CLEAN!
Drains to Delaware River
KEEP IT CLEAN!
Drains to Schuylkill River

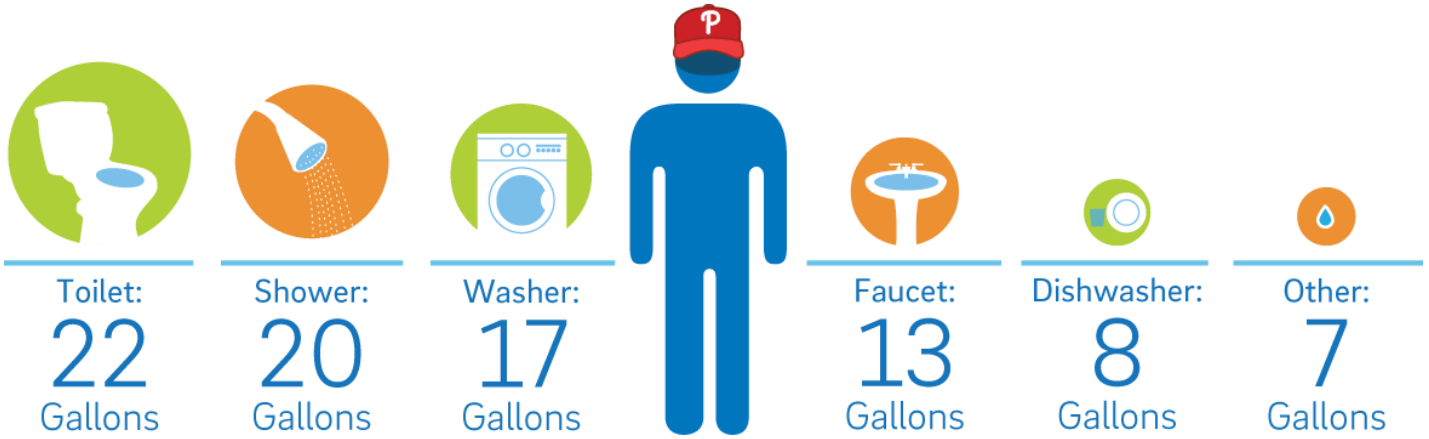
From streams to a combined sewer system



Where does my water come from?


OF COURSE I KNOW WHERE WATER COMES FROM. IT COMES FROM THE TAP.
WE HAVE SOME WORK TO DO.

How much water do you use per day?



DAILY WATER USAGE FOR AN AVERAGE PHILADELPHIAN

87

gallons per day

Philadelphia's drinking water treatment plants deliver **520 million gallons of fresh water daily**; 60% of that water comes from the Delaware River and 40% comes from the Schuylkill River.

Secondary benefits of green tools


KEEP IT CLEAN!
215-685-6300
Report dumping or clogs
PHILADELPHIA
WATER
Drains to Tacony Creek


KEEP IT CLEAN!
215-685-6300
Report dumping or clogs
PHILADELPHIA
WATER
Drains to Delaware River


10.3% PROPERTY VALUE INCREASE
Estimated property value gain from proximity to GSI investment. Sustainable Business Network estimates an aggregate $1.3B increase in citywide property value, producing an annual increase of $18M in property taxes.


1,600+ STORMWATER TOOLS
Over 1,600 green stormwater tools featuring native plants that filter pollutants, replenish groundwater and provide habitat for animals + pollinators have been constructed or are in progress.

Eastern Redbud



Canadian Serviceberry



Basswood



Red Horse Chestnut



Yoshino Cherry



Tree Species:

Shenandoah Switch Grass



Northern Bush Honeysuckle



Common Rush

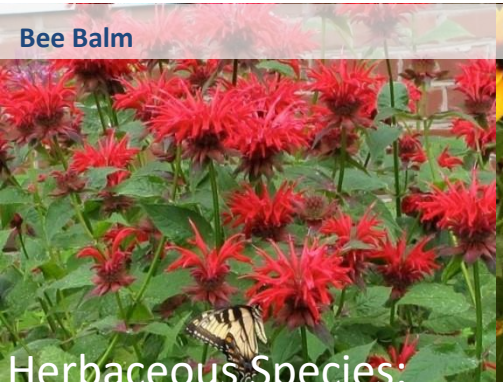


After Midnight Coneflower

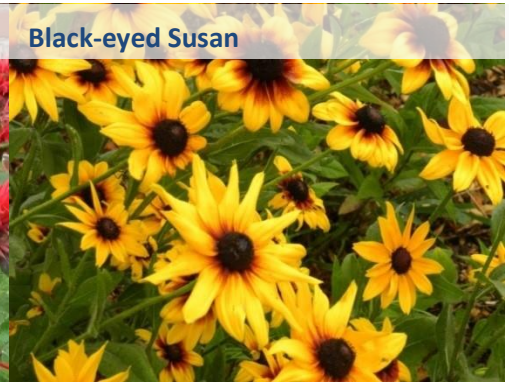


Grass & Shrub Species:

Bee Balm



Black-eyed Susan



Rough Stemmed Goldenrod

Threadleaf Giant Hyssop



Herbaceous Species:

Keep It Clean! Philadelphia Water's Storm Drain Marking Program

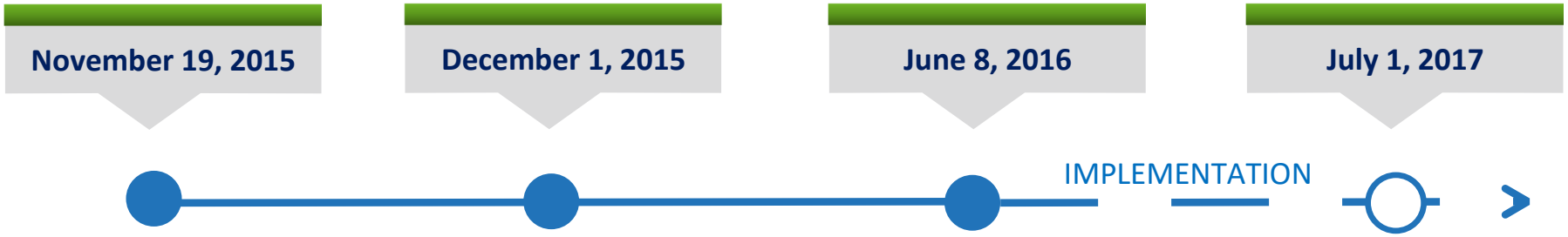
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First day a customer can submit an application for the TAP program.

LEADING UTILITIES OF THE WORLD

Randy E. Hayman
Commissioner



Innovation Area **Stakeholder Engagement**

Who We Are

Integrated, One Water Utility for 1.7M customers



Drinking Water

- Source: Delaware and Schuylkill Rivers
- Three Water Treatment Facilities
- Over 300 million gallons treated per day
- 3,000 miles of water mains, 25+ pumping stations



Wastewater

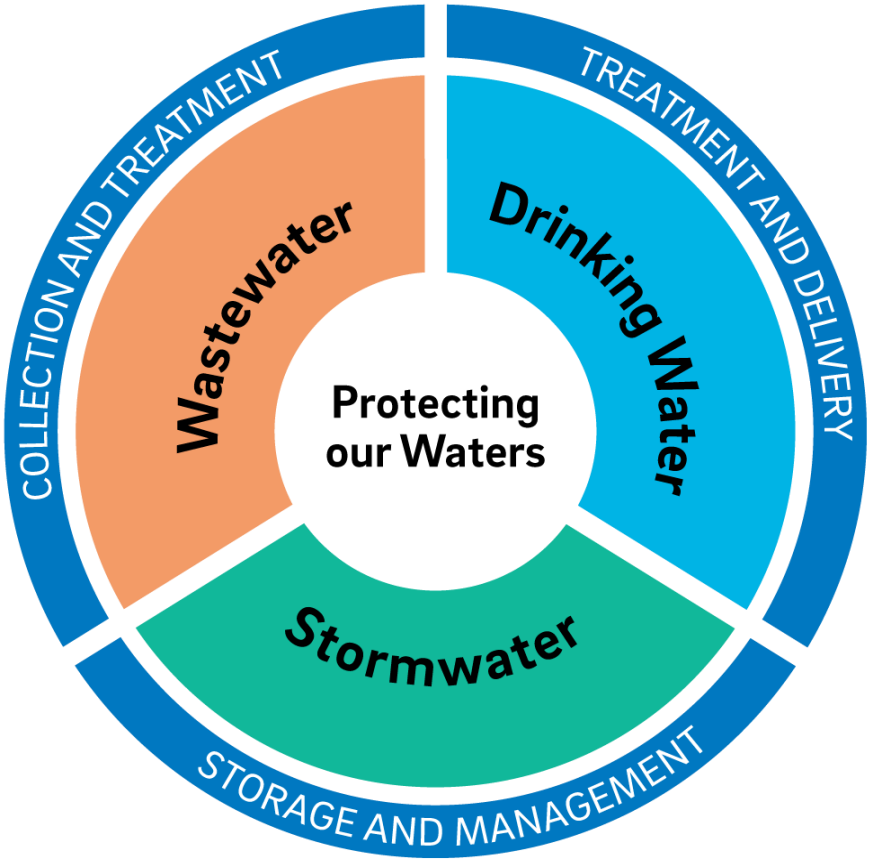
- 3 Water Pollution Control Plants
- Over 522 million gallons treated per day
- 3,716 miles of sewers, 19 pumping stations
- Biosolids handling facility



Stormwater

- Roughly 60% Combined Sewer, 40% Separate Sewer
- Green City, Clean Waters - Large-scale green stormwater infrastructure program
- To date, the program has reduced CSO volume by approximately 2.0 billion gallons annually utilizing over 650 GSI projects and traditional infrastructure projects

CHALLENGE: Less than 2% of the Schuylkill River Watershed within Philadelphia's jurisdiction

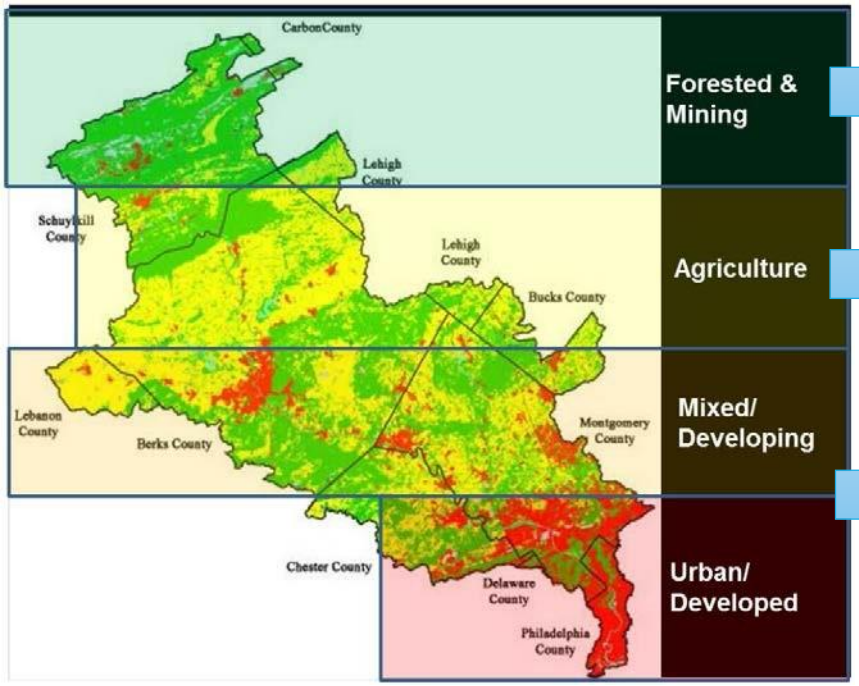


Innovation Area

Stakeholder Engagement

- In 2002, Philadelphia completed source water assessments that identified priority sources of impairment in Philadelphia's contributing watershed areas

- With less than 2% of the Schuylkill River Watershed within Philadelphia's jurisdiction, a regional coordination approach was needed to met source water protection objectives





Metals in Drainage from **Abandoned Mines**



Pathogens, nutrients from **Agricultural Runoff**



Pathogens, sediment, etc. from **Stormwater Runoff**

Innovation Area Stakeholder Engagement

INNOVATION: Establishing the Schuylkill Action Network, a nationally recognized regional stakeholder coordination model for watershed protection initiatives

- Established in 2003 → 16 years and counting
- EPA grant award to PWD of $1.15M
- $1.5M leveraged for on-the-ground watershed implementation projects.
- SAN encompasses water suppliers, agencies, conservation districts, nonprofit organizations, and other stakeholders
- Targeted workgroups to address specific watershed issues and initiatives:
  - Abandoned Mine Drainage
  - Agriculture
  - Education and Outreach
  - Pathogens and Point Sources
  - Recreation
  - Stormwater
  - Watershed Land Collaborative









Innovation Area IT and Smart Water Systems

RESULT: The Schuylkill Action Network is 15+ years and going strong!

Innovation Area Stakeholder Engagement

- Pollutant load reductions from AMD treatment system installation
- Implementation of conservation practices on farms
- Educating stakeholders and promoting stewardship



Silver Creek
BEFORE RESTORATION

Innovation Area IT and Smart Water Systems

CHALLENGE: Traditional water quality monitoring

Samplers drive around the City, collect samples, and return to the laboratory for tests to be completed

- To cover more than 3000 miles of water main, 13 pressure districts
- To cover 400 MG of stored drinking water in the system

- Discovery of events occurs after lab analysis or through customer complaints



Innovation Area Stakeholder Engagement

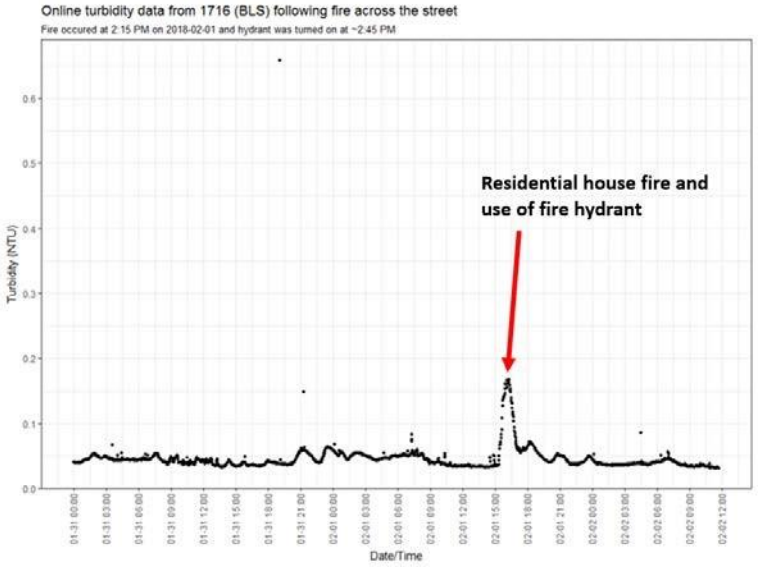
- Individual PWD operational units managed separate database systems
- Accessibility to these databases was limited or incompatible

Innovation Area IT and Smart Water Systems

INNOVATION: Develop an Online Water Quality Monitoring Network

- Contaminant Warning System Grant from USEPA
- 1 of only 5 US cities selected
- $9.5M awarded over 5 year period
- 38 fixed stations and 8 rapid deployment modules at critical points within the system
- WQ Parameters Customized to each site
- More than 200,000 test results generated daily at 2minute intervals at each site
- Real-time event detection, 24/7, accessible by Operations
- System Redundancy





Innovation Area



RESULT: A smarter safer distribution system

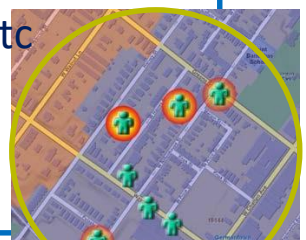


Surveillance and Response System via a Dashboard

- Integrated data from multiple sources
- OWQM data, customer complaints, work orders, GIS information
- Share trends and alarm information in real time

Dynamic understanding of the distribution system

- Water quality changes with season of year, demand, valve operations, etc



Innovation Area IT and Smart Water Systems

- Water quality changes with pumping and tank operations
- Water quality changes after main breaks and other disturbances
- Water quality conditions associated with customer complaints

- Open architecture allows flexibility in evaluating new technologies
- New technologies come to us, to test their ability to support such a system

Finance & Capital Procurement

CHALLENGES: Philadelphia's poverty rate and water shut offs

Goals:

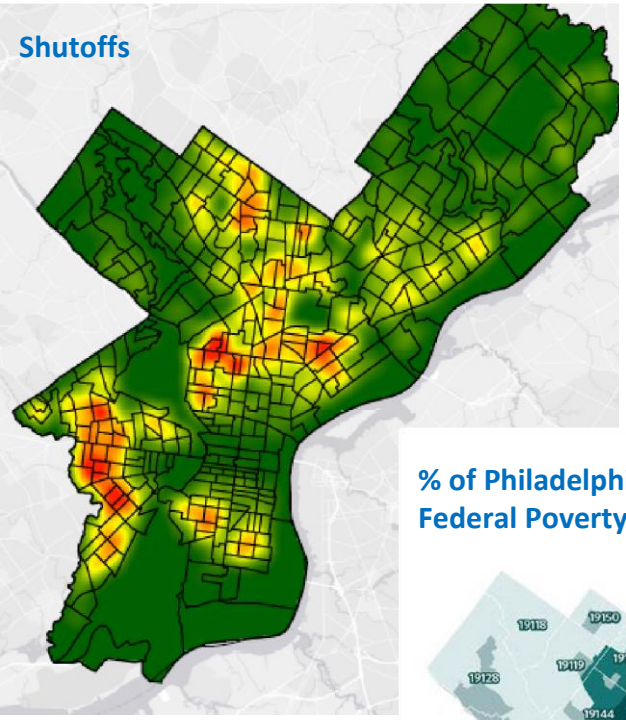
An affordable monthly bill

- Protection against shutoff

Innovation Area

- Encouragement of timely payments

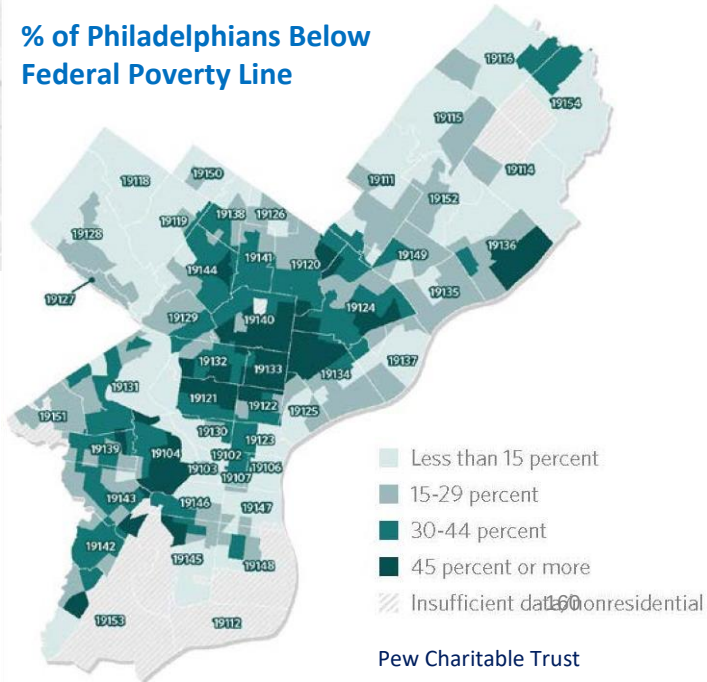
PHILADELPHIA WATER DEPARTMENT



Challenges:

- Philadelphia poverty rate: 26% of the population
- 40,000 residential properties in shut off, as of April 30, 2018

Our mission is to provide all Philadelphians with safe, reliable, affordable water



Pew Charitable Trust

Innovation Area

Finance & Capital Procurement

INNOVATION: Tiered Assistance Program (TAP)

By offering more affordable options, we are encouraging more customers to stay current on their water bills—**a benefit to all customers and the neighborhoods** in which they live

Innovation Area

- Nationally-recognized affordability program for low-income customers and customers with special hardships
- Reduces monthly water bills
- TAP helps customers address water bills **before** they become delinquent
- **Through October 2019 - over 50,000 TAP applications received!**

Finance & Capital Procurement

RESULT: Demonstrated support for our customers/rate payers



New ways to get help with your water bill

Having a hard time paying your water bill? Philadelphia is helping more people get lower bills.

What's new?

- **Expanded eligibility** through the new Tiered Assistance Program (TAP)
- **You don't need to be behind** on your bill to apply for help—so don't wait for a shutoff!
- **One application** to find the best program for you
- **Get a more predictable bill every month** making it easier to budget and plan
- **More ways to apply:** online, in-person and by mail
- **We get the process started for you** by filling in your customer information when you request the application

Who should apply?

If you are having trouble paying your water bill, fill out our one-stop application. We have assistance for people with lower incomes or those experiencing special hardships. We also have senior discounts and other ways to help. If we have a program that can help, we'll let you know and help you get signed up!

In Philadelphia, we estimate approximately **60,000 customers are now eligible for assistance**

Sample amounts shown. Savings amounts will vary based on individual customer's information.

Amanda's household of 5 people could lower their monthly bill from $89 to $58.

Based on $28,000 annual household income, with customer water usage history of 8 CCF/month.

Hector is a senior with some unpaid bills. He and his wife could lower their monthly bill from $72 to $33.

Based on primary account holder 65+ yrs and $16,000 annual household income, with customer water usage history of 6 CCF/month, and $200 arrears w/payment charges of $16.67/month.

NEXT STEP:

Sign up now to be notified when the new customer assistance application is available in July 2017:

Enter your contact information at www.phila.gov/water-bill-help

TIP: For the application, you'll need to show **proof of monthly income** for all members of your household. Be prepared to submit a month's worth of your household's most recent paystubs, or the previous year's tax returns. **Gather copies of that info ahead of time** so you're ready to fill out the form.

A full checklist of required documents will be posted at http://www.phila.gov/water-bill-help

PHILADELPHIA WATER DEPARTMENT

CITY OF PHILADELPHIA DEPARTMENT OF REVENUE WATER REVENUE BUREAU

Eligibility by Income, at a Glance:

Income 0-50% FPL	Income 51-100% FPL	Income 101-150% FPL	Income ≥151% FPL & Special Hardship	Income 151-250% FPL
Monthly bill capped at 2% of monthly income. No payments toward arrears required.	Monthly bill capped at 2.5% of monthly income. No payments toward arrears required.	Monthly bill capped at 3% of monthly income. No payments toward arrears required.	Monthly bill capped at 4% of monthly income. No payments toward arrears required.	Monthly payments toward arrears are set so that total monthly bill is about 4% of monthly income.

Our Message

- **IF YOU'RE STRUGGLING TO PAY YOUR WATER BILL, DON'T WAIT UNTIL IT'S OVERDUE; TAKE ACTION NOW**
- **ELIGIBILITY HAS EXPANDED**
- **YOU DON'T NEED TO BE BEHIND ON YOUR BILL TO APPLY**
- **GET A MORE PREDICTABLE BILL**
- **EARNED FORGIVENESS OF PRIOR PENALTIES**
- **THERE'S JUST ONE APPLICATION**
- **THERE ARE MORE WAYS TO APPLY**

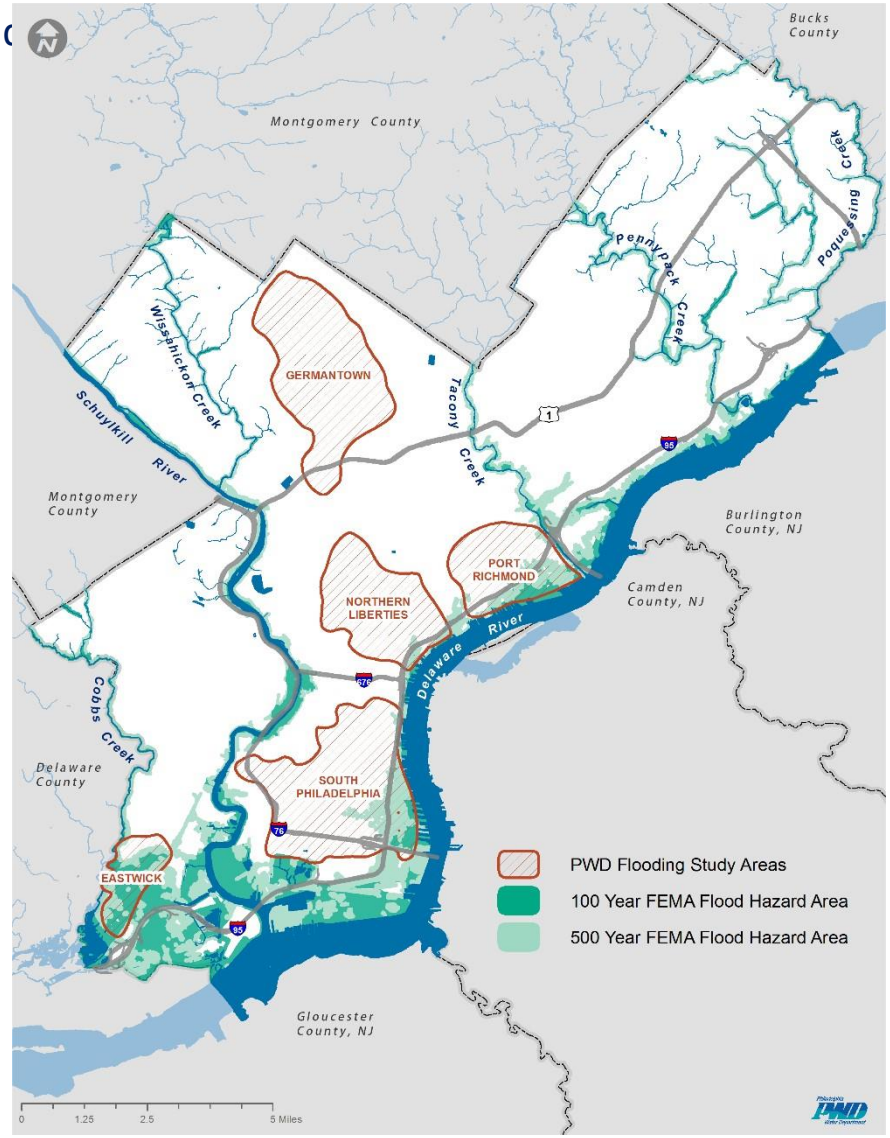
Future Objectives

Climate Change Adaptation & Mitigation

- in all PWD planning processes, design guidance, c
  Include a climate change &resiliency overlay

- frameworks
- PWD's Utility Wide Strategic Energy Plan includes strategies to recover its intrinsic resources, reduce greenhouse gas emissions by 50% by 2030 (vs 2006 levels), and pursue resilient and economically beneficial energy operations





Future Objectives

Continue integrated water resource management and partnerships within an integrated regulatory framework

- Build on PWD's structure and history of watershed based work to become a fully integrated, One Water utility and guide priorities and investments

- Align interests and leverages assets with other city departments, private entities and upstream communities in our watersheds to improve water quality

Clean Water Act Section 402 Amendments | January 2019

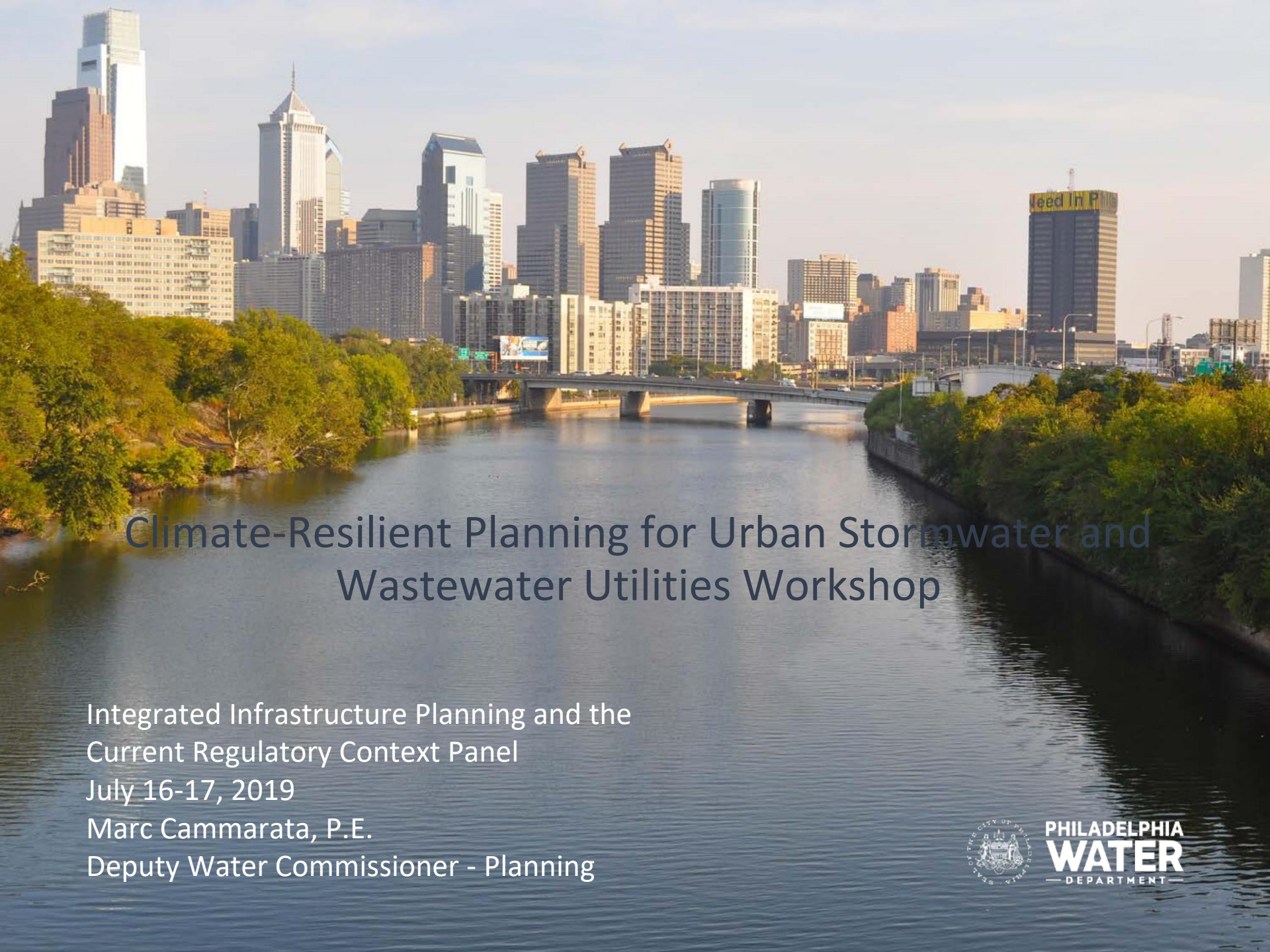
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New language added to Clean Water Act Section 402 (governing the NPDES program)[1] puts water utilities in a stronger position to negotiate long-term programs to balance compliance with regulations governing all types of point sources with consideration of the burden on local rate payers and tax payers.

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"(1) DEFINITION OF INTEGRATED PLAN.—In this subsection, the term 'integrated plan' means a plan developed in accordance with the Integrated Municipal Stormwater and Wastewater Planning Approach Framework, issued by the Environmental Protection Agency and dated June 5, 2012.



Climate-Resilient Planning for Urban Stormwater and Wastewater Utilities Workshop

Integrated Infrastructure Planning and the Current Regulatory Context Panel
July 16-17, 2019

Marc Cammarata, P.E.
Deputy Water Commissioner - Planning

PHILADELPHIA WATER DEPARTMENT

Philadelphia Water Department | A ‘One Water’ Utility







The primary mission of the Philadelphia Water Department is to plan for, operate, and maintain both the infrastructure and the organization necessary to **purvey high quality drinking water**, to provide an adequate and reliable water supply for all household, commercial, and community needs, and to sustain and enhance the region's watersheds and quality of life by **managing wastewater and stormwater** effectively.

In fulfilling its mission, the utility seeks to be **customer-focused**, delivering services in a fair, **equitable**, and **cost-effective** manner, with a commitment to **public involvement**. Having already served the City and region for nearly two centuries,
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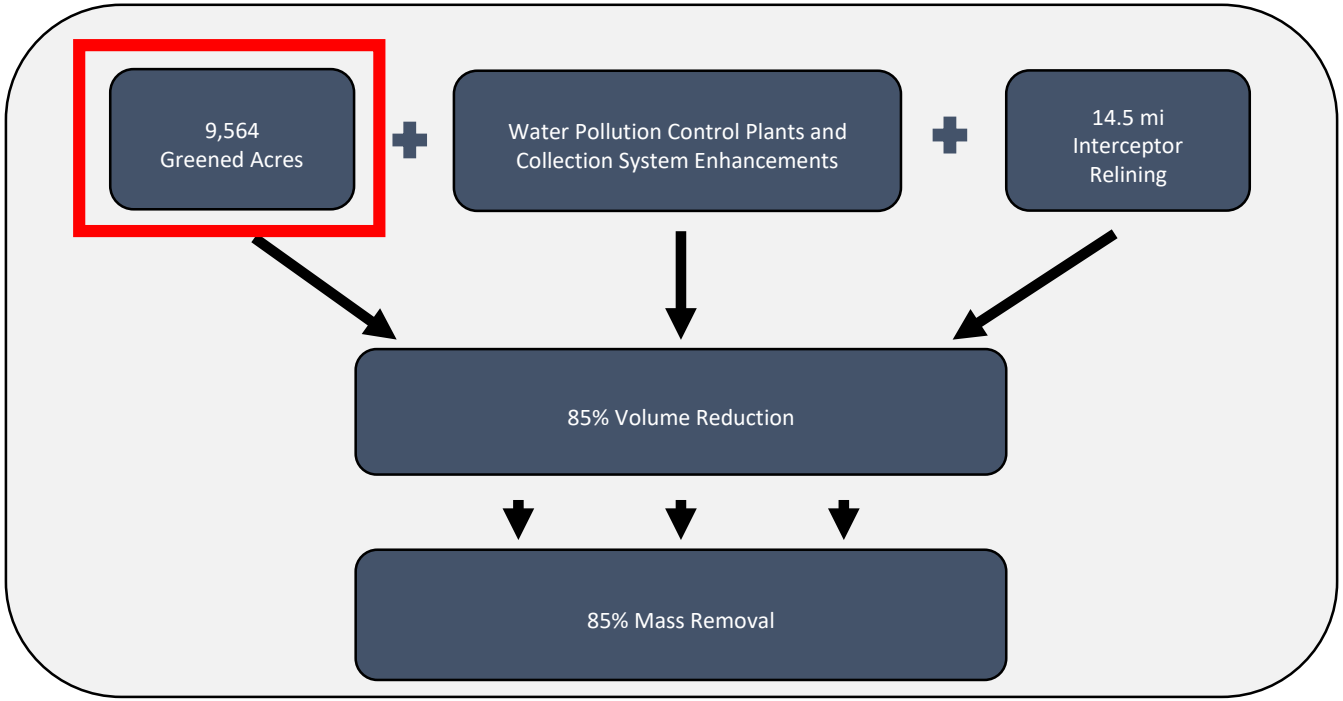
Long-Term, and Watershed-Wide

PHILADELPHIA WATER DEPARTMENT

Integrating regulatory requirements to achieve long-term health of our environment

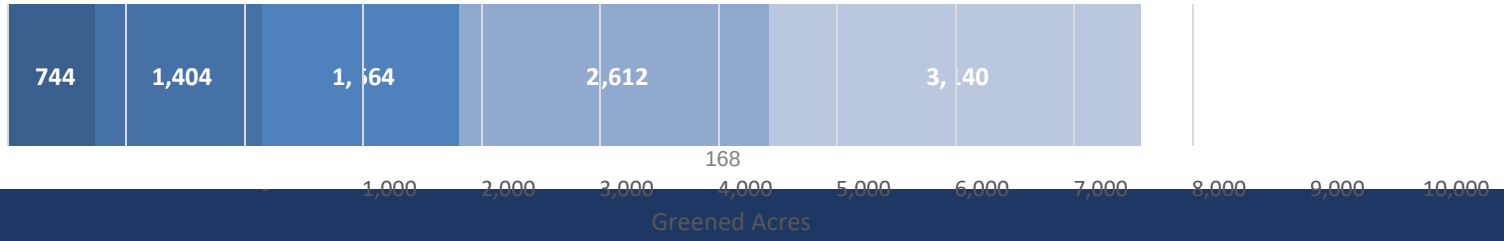


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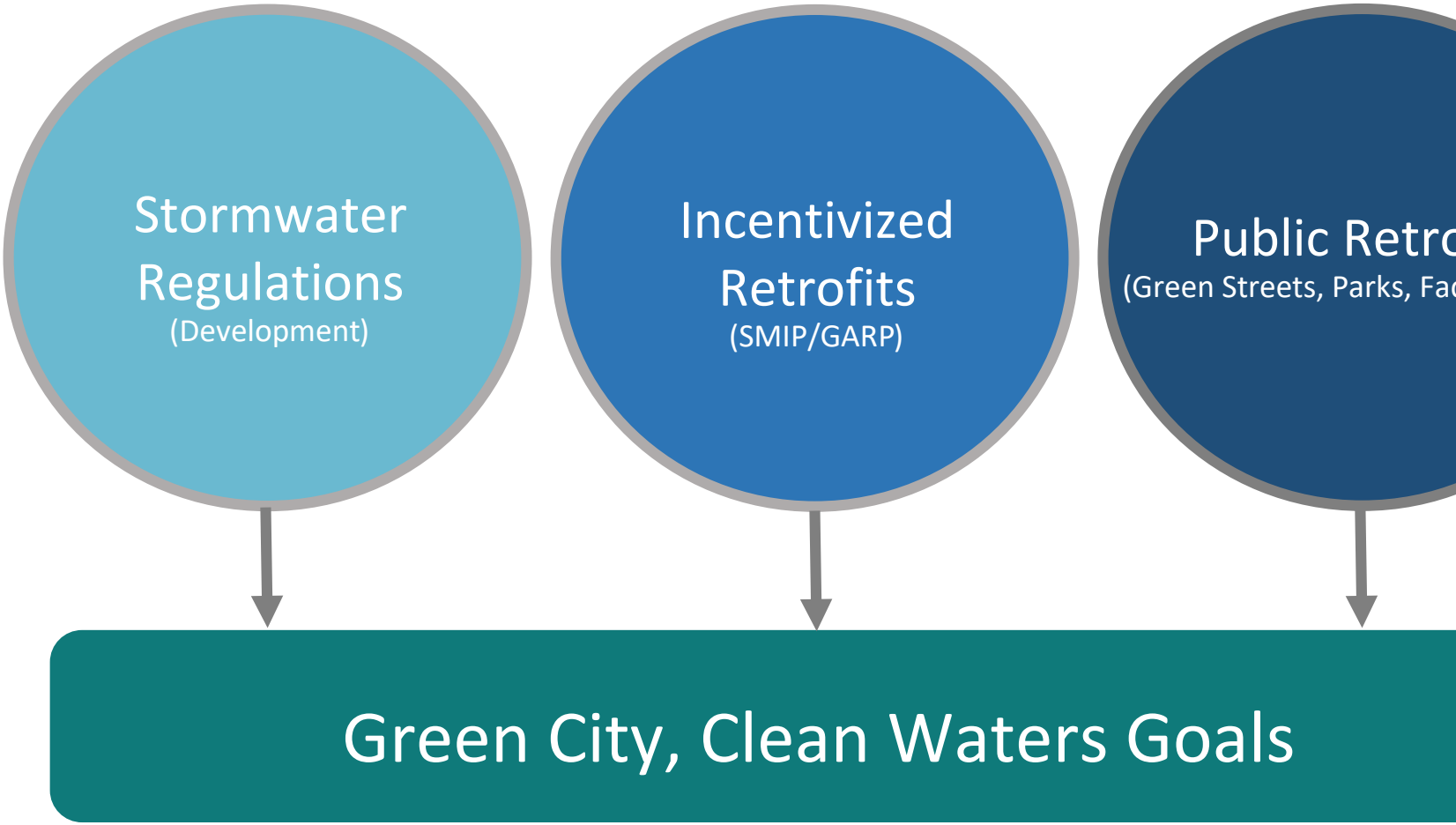
25 Year COA/NPDES Greened Acre Obligation

Year 5	Year 10	Year 15	Year 20	Year 25
744	2,148	3,812	6,424	9,564



Green Stormwater Infrastructure in the City of Philadelphia

PHILADELPHIA WATER DEPARTMENT


Stormwater Regulations
(Development)
Incentivized Retrofits
(SMIP/GARP)
Public Retro
(Green Streets, Parks, Fac
Green City, Clean Waters Goals

Combined Sewered Area – 650+ projects

GSI on Streets, Schools, Parks and other Public Property: **270 GA**

GSI on Private Development and Redevelopment Projects: **570 GA**

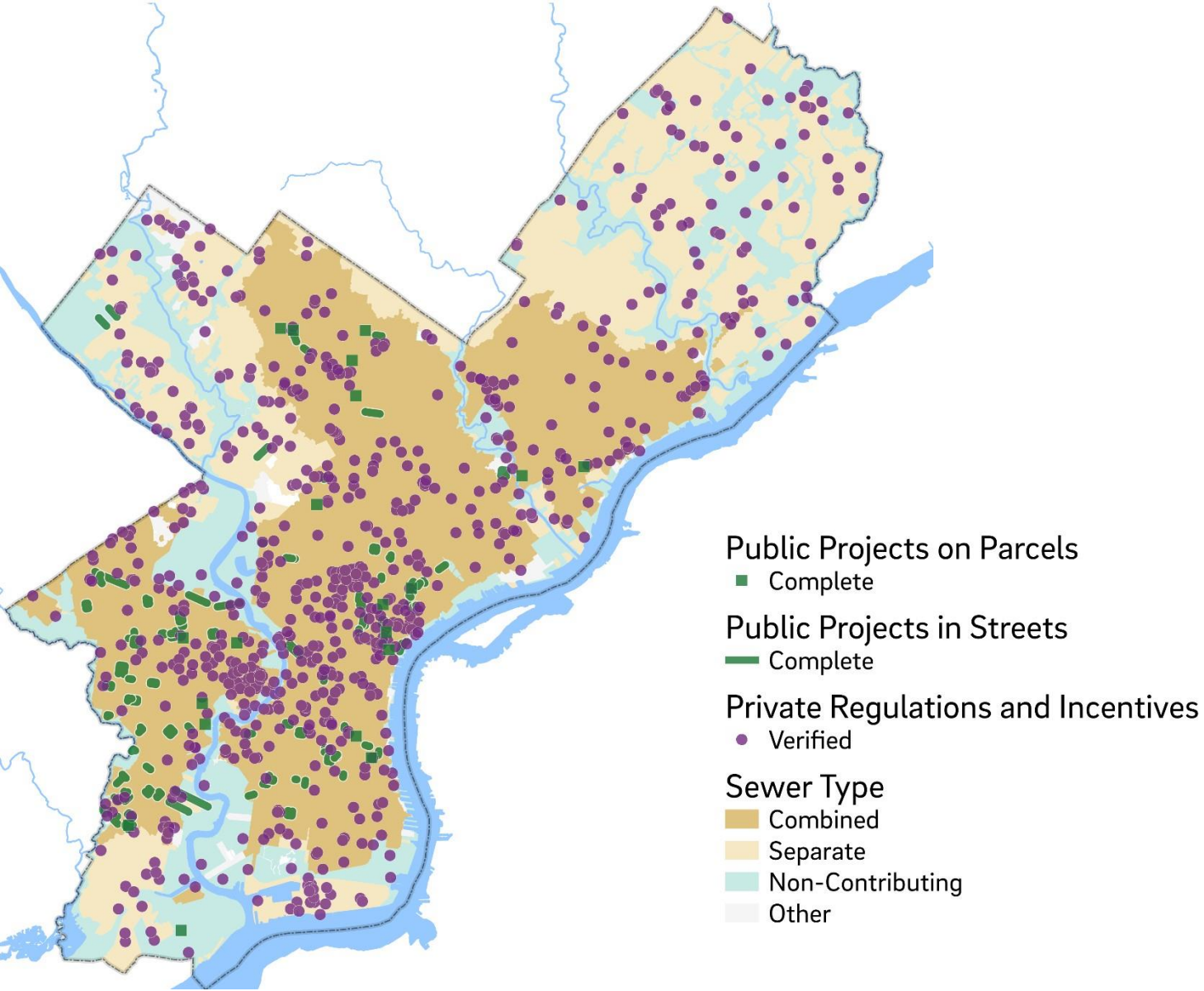
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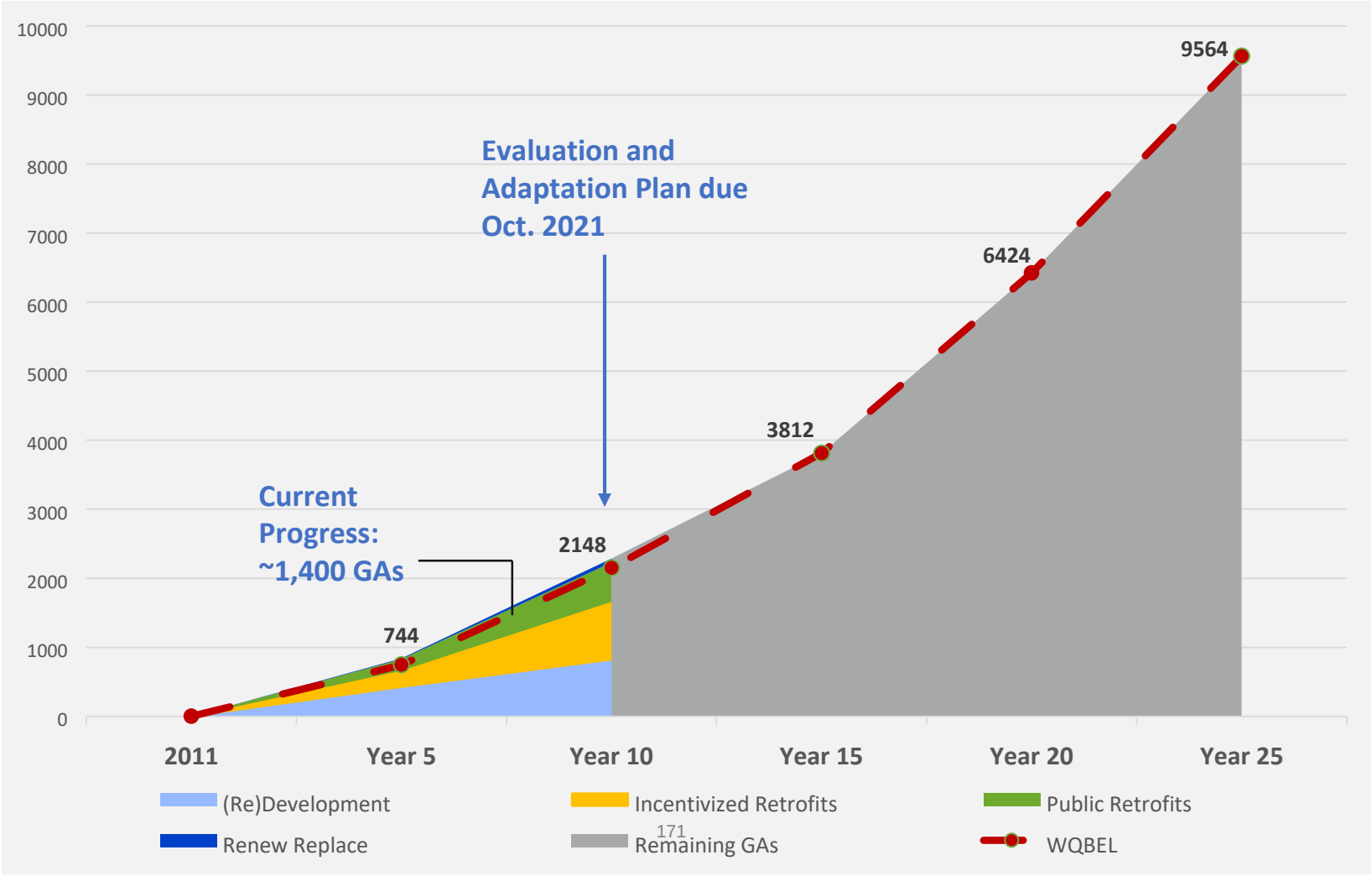

Public Projects on Parcels
Complete
Public Projects in Streets
Complete
Private Regulations and Incentives
Verified
Sewer Type
Combined
Separate
Non-Contributing
Other

1845+ Greened Acres Citywide

1355 GA – CSS

490 GA – MS4

Greened Acres | Milestones


10000
9000
8000
7000
6000
5000
4000
3000
2000
1000
0
Evaluation and Adaptation Plan due Oct. 2021
Current Progress: ~1,400 GAs
744
2148
3812
6424
9564
2011
Year 5
Year 10
Year 15
Year 20
Year 25
(Re)Development
Incentivized Retrofits
Public Retrofits
Renew Replace
Remaining GAs
WQBEL

Amendments | January 2019

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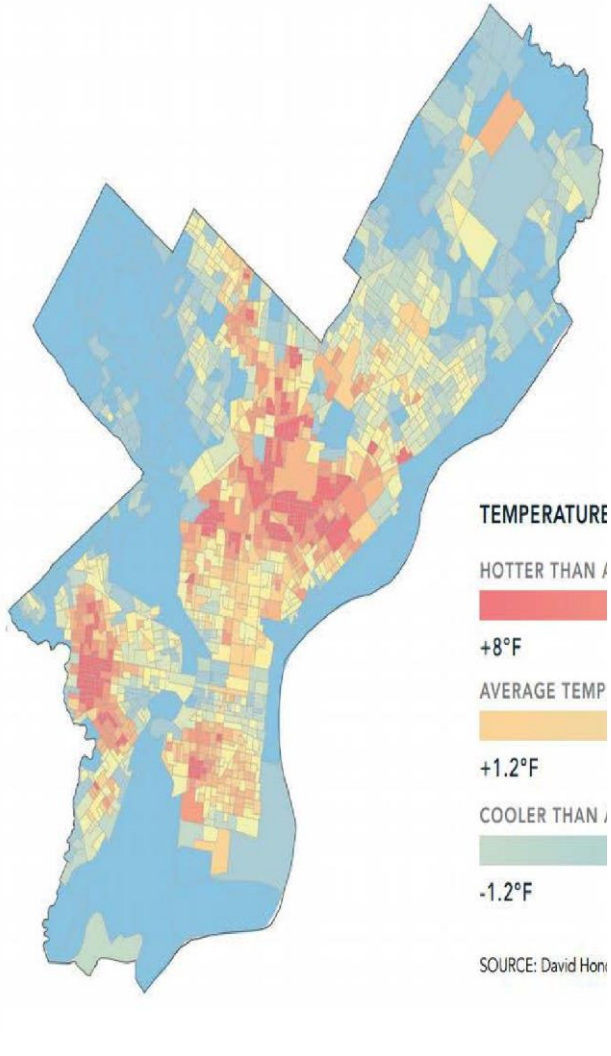
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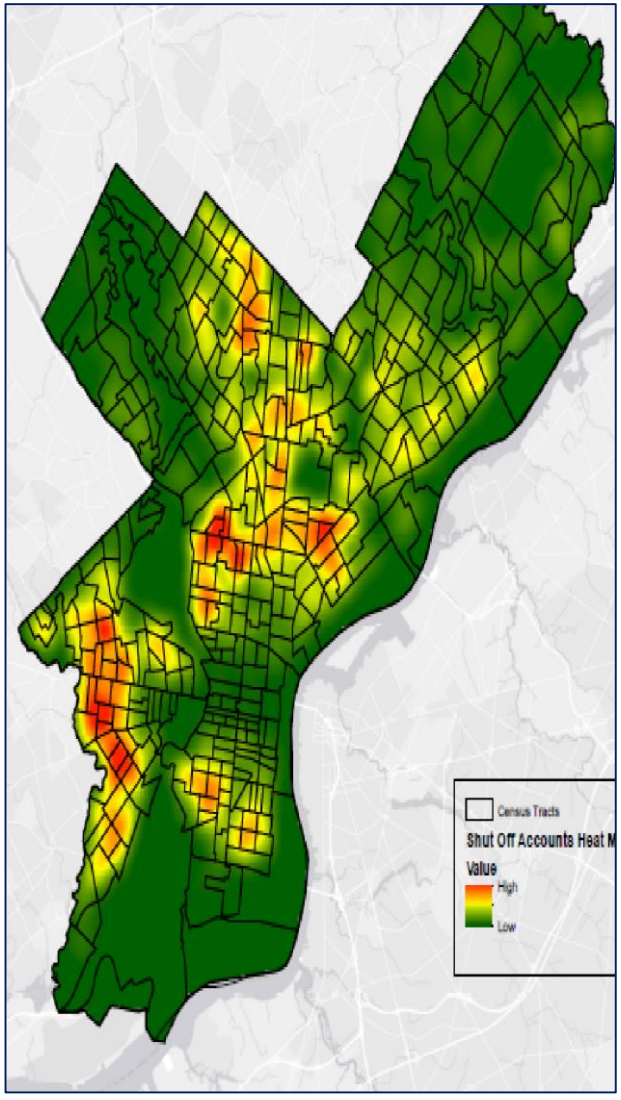
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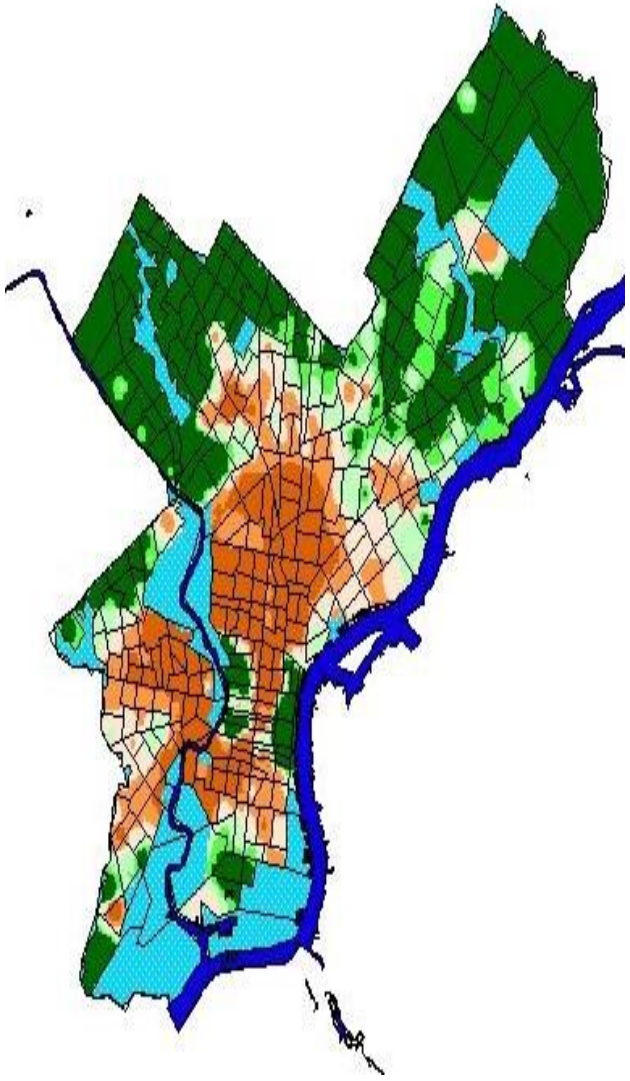
Adaptation → Integrated Planning and Integrated Affordability

Heat Stress| Service Shutoffs | Income

PHILADELPHIA WATER DEPARTMENT



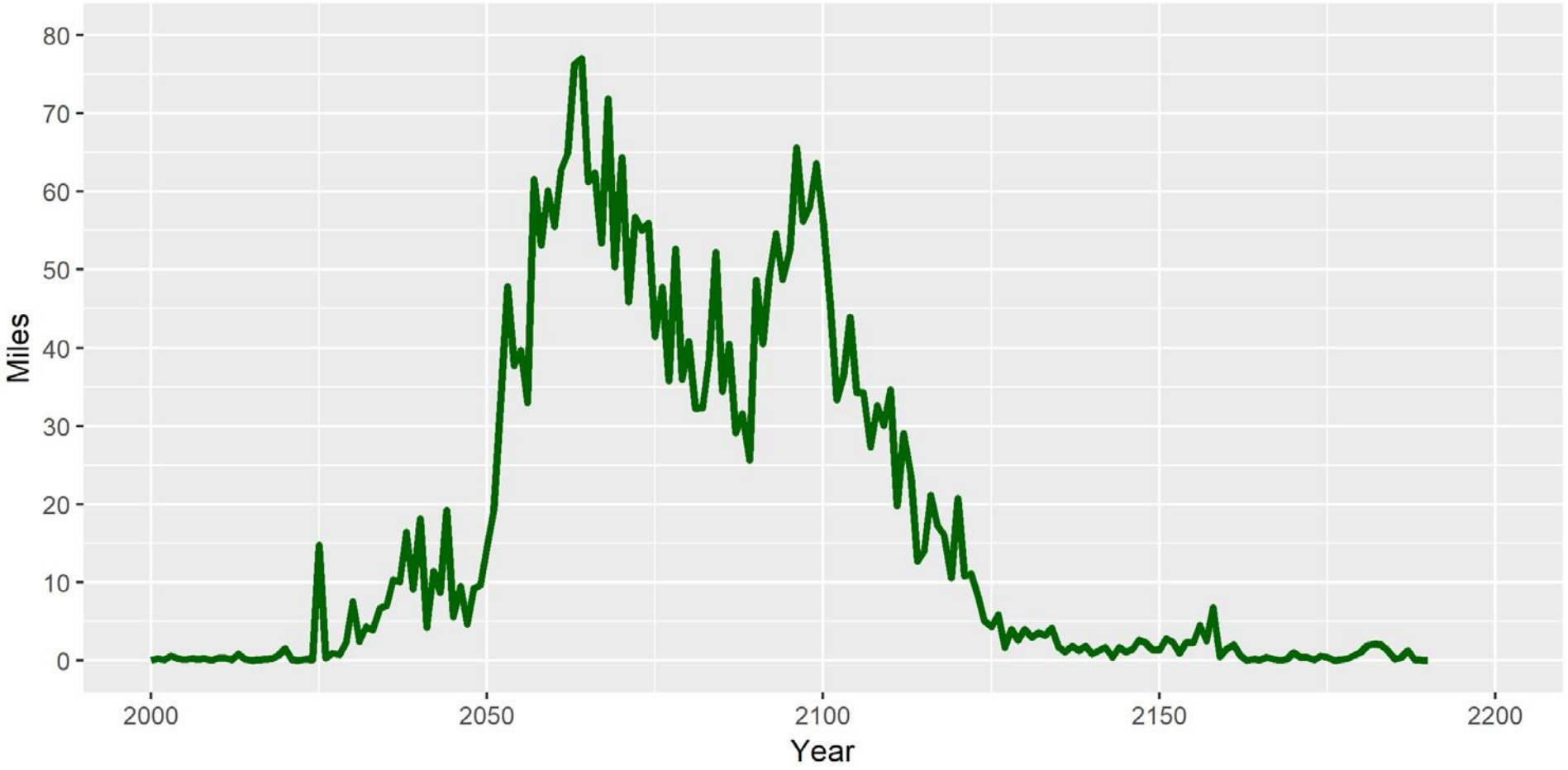




Tiered Assistance Program| IncomeBased Rates

Income 0-50% FPL	Income 51-100% FPL	Income 101-150% FPL	Income ≥151% FPL & Special Hardship	Income 151-250% FPL
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Aging Infrastructure | Linear Assets



Ex. – Gravity Mains - Model results suggest that PWD's Renew and Replace program will

need to increase from ~11 miles per year to ~34 miles per year in 2058

Drinking Water Master Plan

PHILADELPHIA WATER DEPARTMENT



400	Individual Projects
$2.5 B	Combined Estimate
10	Key Projects

Water quality
Achieve present and future regulatory requirements

Operability
Provide the appropriate system redundancy for a wide range of emergency conditions

Capital availability
Manage financial resources to make necessary investments in the water system while keeping rates affordable

Water quantity
Provide long-term water supply to the service area

Service pressure
Provide adequate water pressure for system operation

Public perception
Seek public engagement to meet service goals

Source Water Protection | Emerging Contaminants

Source Water Policy / Emerging Regulations

- Flexible Flow Management Plan 2017
- Lead and Copper Rule
- Total Coliform Rule
- Unregulated Contaminant Monitoring Rule
- LT2 Enhanced Surface Water Treatment Rule

Emerging Contaminants

- PFAS/PFOAs
- Microplastics,
- Unregulated DBPs
- Legionella and Mycobacterium
- NDMA

Municipal Separate Storm Sewer System (MS4)

PHILADELPHIA WATER DEPARTMENT

TMDL PLAN REQUIREMENTS FOR DISCHARGES TO WATERS IMPAIRED FOR NUTRIENTS AND/OR SEDIMENT

A reduction of 10% or 5% of the permittee's existing sediment or TP load, respectively, as calculated by the permittee in its TMDL Plan and approved by DEP

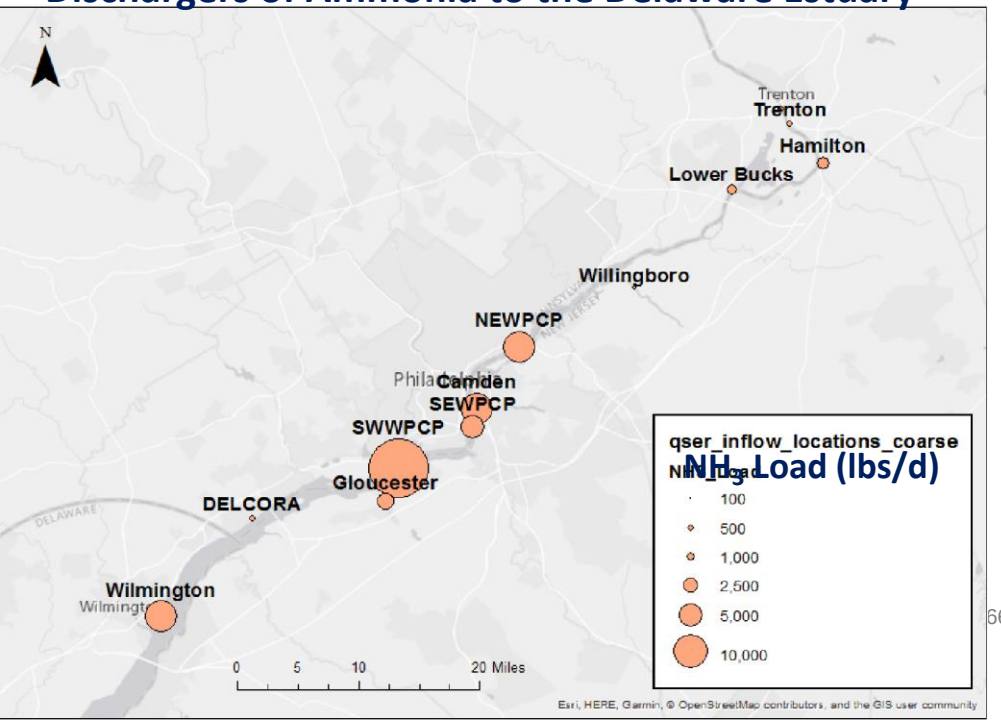




Nutrient Management | Salinity

PHILADELPHIA WATER DEPARTMENT

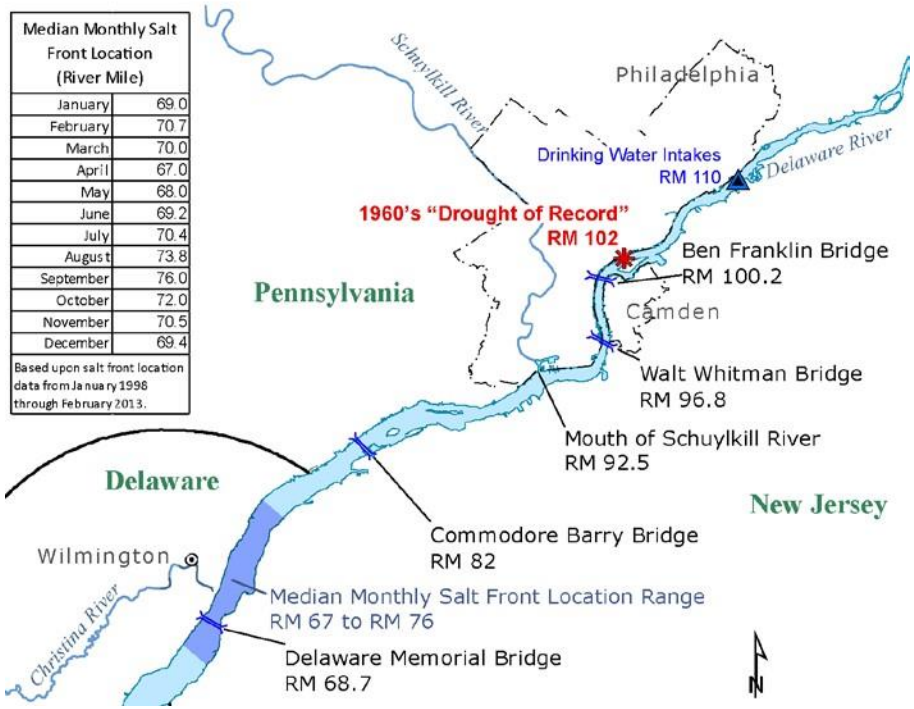
Dischargers of Ammonia to the Delaware Estuary



Farthest Recorded Upstream Salt Front Location in the Delaware River - November 1964

Median Monthly Salt Front Location (River Mile)	
January	69.0
February	70.7
March	70.0
April	67.0
May	68.0
June	69.2
July	70.4
August	73.8
September	76.0
October	72.0
November	70.5
December	69.4

Based upon salt front location data from January 1998 through February 2013.



Changing Climate | Flood Prone Areas

PHILADELPHIA WATER DEPARTMENT

Precipitation ↑

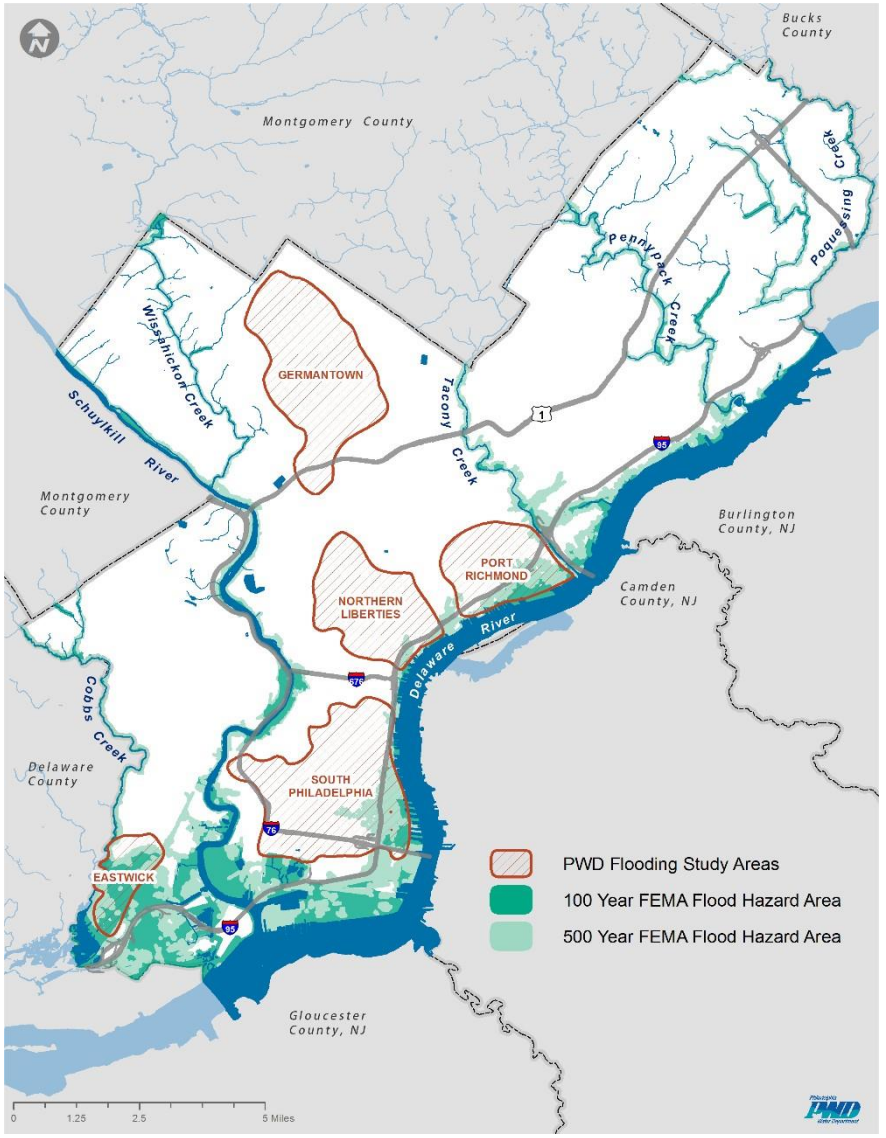
Extreme storm events* ↑

Sea levels ↑

Air temperature ↑

Drought? ↑ ↓ —





Data| Modeling | Tools

PHILADELPHIA WATER DEPARTMENT

Hydrologic & Hydraulic Models

- Watershed runoff (SWMM)
- Drainage system performance (SWMM)

Hydrodynamic and Water Quality Models

- Delaware River and tidal tributaries (EFDC)
- Non-tidal tributaries (EFDC)

Reservoir Optimization Model

- Source water supply (OASIS)

Water Pollution Control Plant (WPCP) Modeling

- Hydraulic models (MS Excel, Infoworks)
- Computational Fluid Dynamics (CFD)
- Treatment process (BioWin)

Warning System Tools

- Early Warning System (drinking water supply)
- Contaminant Warning System (distribution system)
- CSOcast (combined sewer collection system)

Chemical

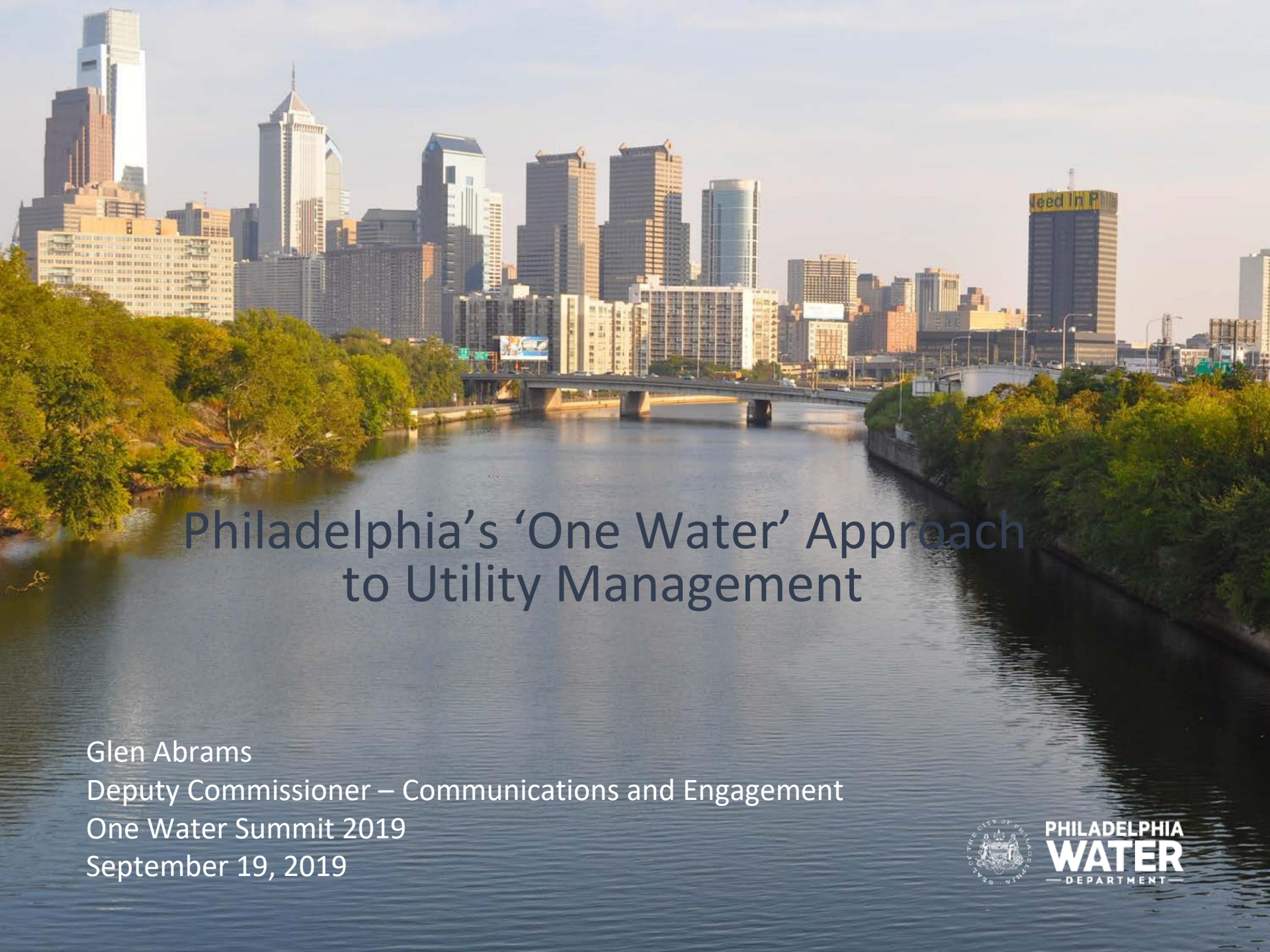
Physical
Biological
Meteorological
&
Actionable Climate Science

- High resolution precipitation projections
- Sea level rise and storm tide projections
- Temperature projections

PHILADELPHIA WATER DEPARTMENT

www.phila.gov/water
www.phillywatersheds.org
www.pwdplanreview.org
www.phila.gov/water/swmap/
@PhillyH2O
www.facebook.com/PhillyH2O





Philadelphia's 'One Water' Approach to Utility Management

Glen Abrams
Deputy Commissioner – Communications and Engagement
One Water Summit 2019
September 19, 2019

PHILADELPHIA WATER DEPARTMENT

Philadelphia Water Department | A ‘One Water’ Mission







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Planning Approach | Integrated, Long-Term, and Watershed-Wide

Integrating regulatory requirements to achieve long-term health of our environment



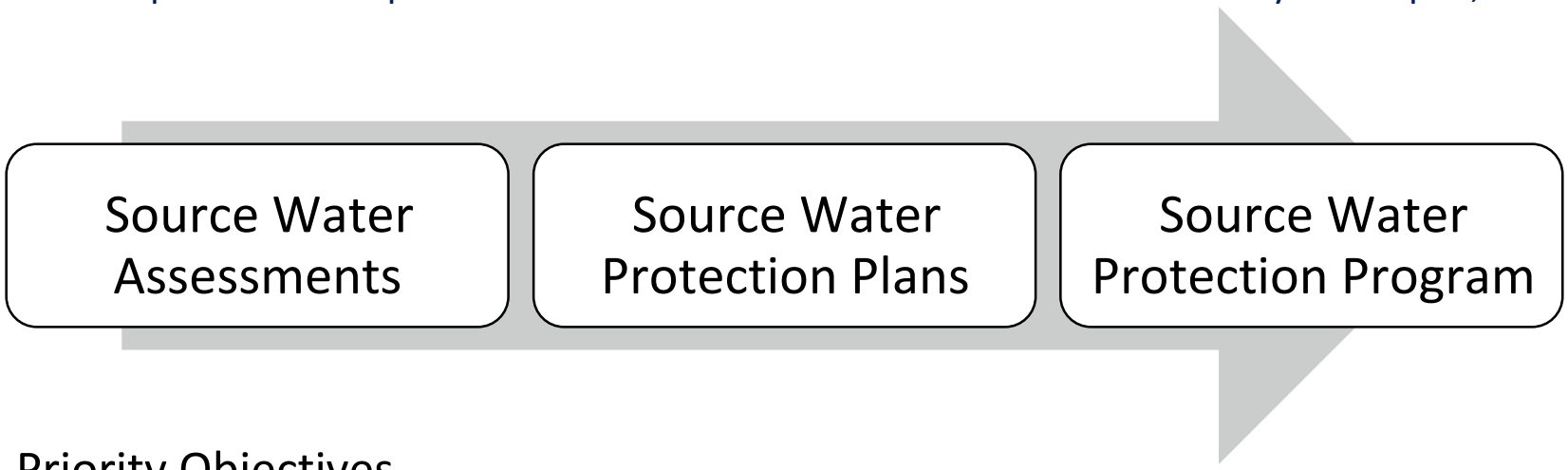
Regional Partnerships | Watershed Management Strategy

- PWD uses a **partnership-approach** to implement water quality improvements outside of our water system's boundaries
- More than 10,000 square miles of contributing watershed area
- Less than 2% in Philadelphia's jurisdiction
- <u>Regional thinking is paramount!</u>



Regional Partnerships | Source Water Protection

Philadelphia Water Department's Source Water Assessment led to a carefully developed,



Priority Objectives

multifaceted plan that extends into two keys watersheds

- Building watershed partnerships
- Increasing communication around emergency events
- Developing sustainable funding for restoration and education projects
- Increasing public awareness of the regional importance of watersheds

- Reducing the impact of point and nonpoint source pollution

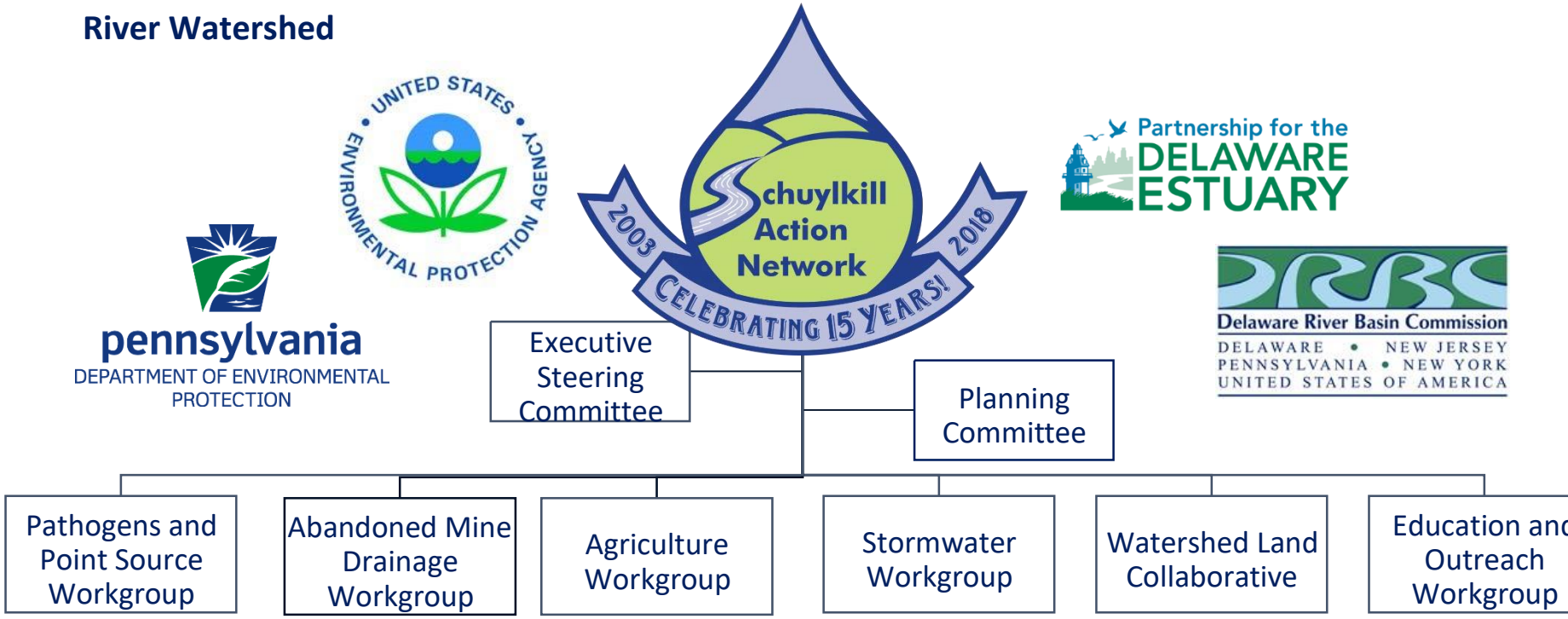
Regional Partnerships | Schuylkill Action Network

Schuylkill Action Network (SAN)

A watershed-wide organization with a mission to improve the water resources of the Schuylkill

Through the SAN, PWD is able to support projects upstream to meet

River Watershed



regulatory requirements and protect Philadelphia's drinking water source

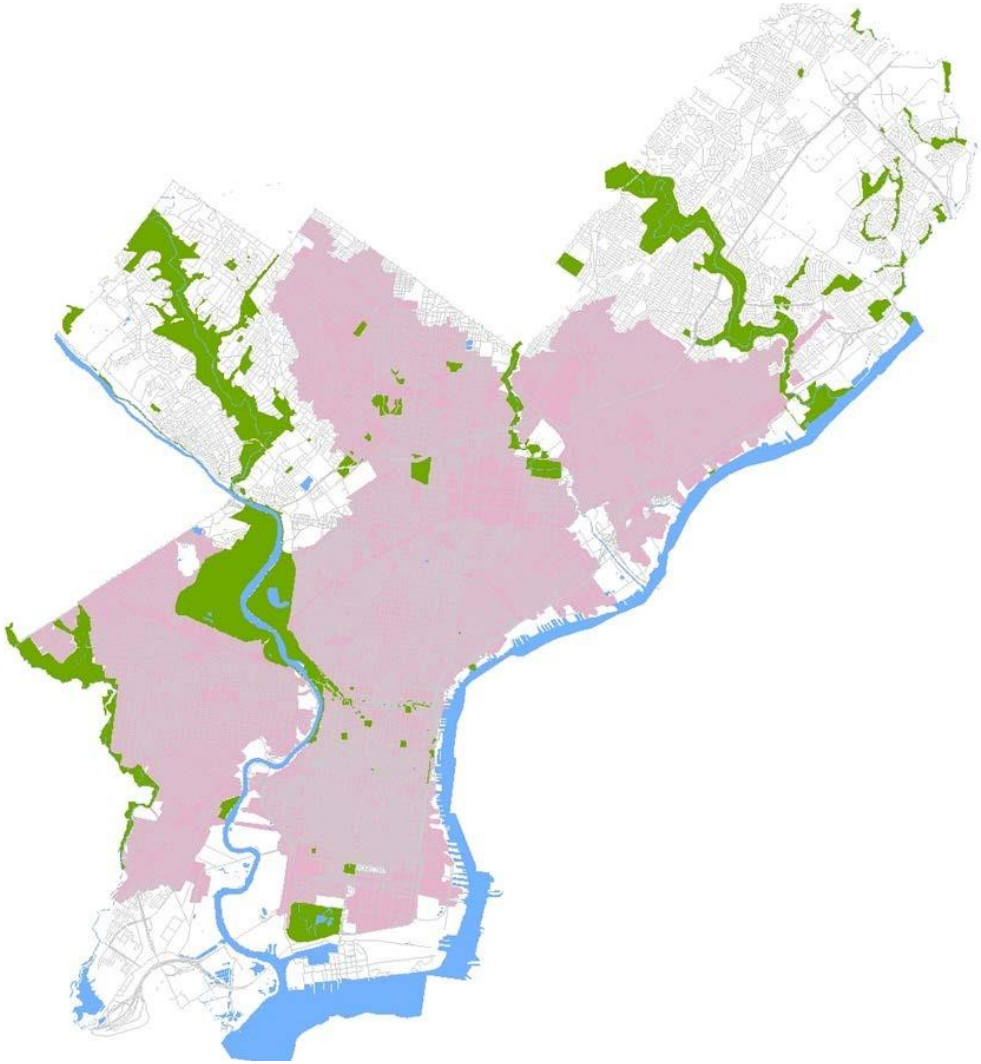
Stormwater Management | **MS4/CSO NPDES Permits**

Combined Sewer System

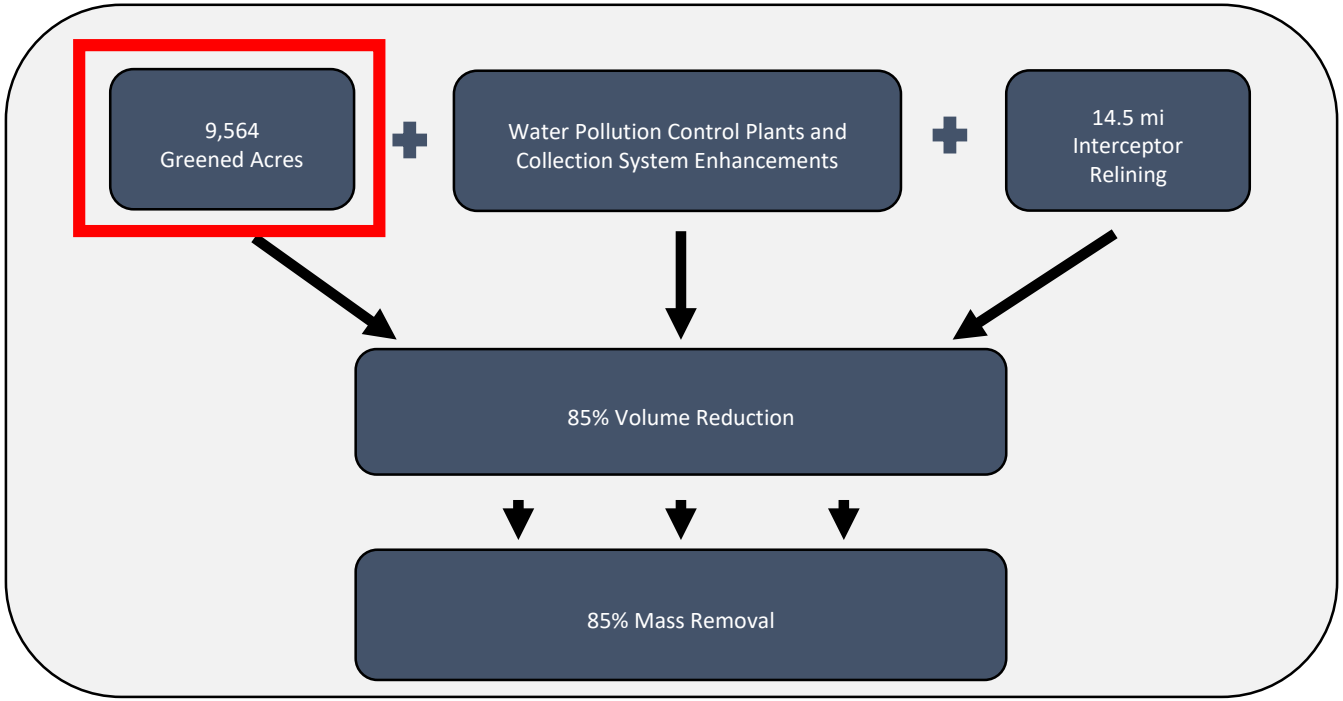
- Long Term Control Plan Update (2011)
  - Green City, Clean Waters

Municipal Separate Sewer System

- Current NPDES Permit Issued in 2005
- New draft permit under consideration by EPA/PA-DEP

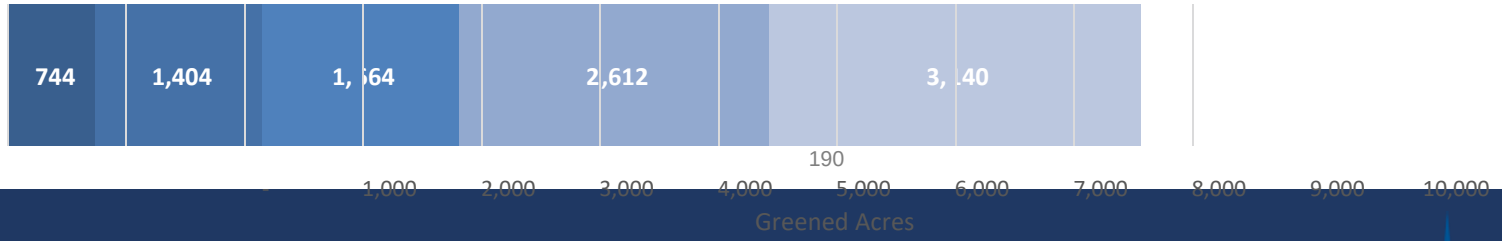


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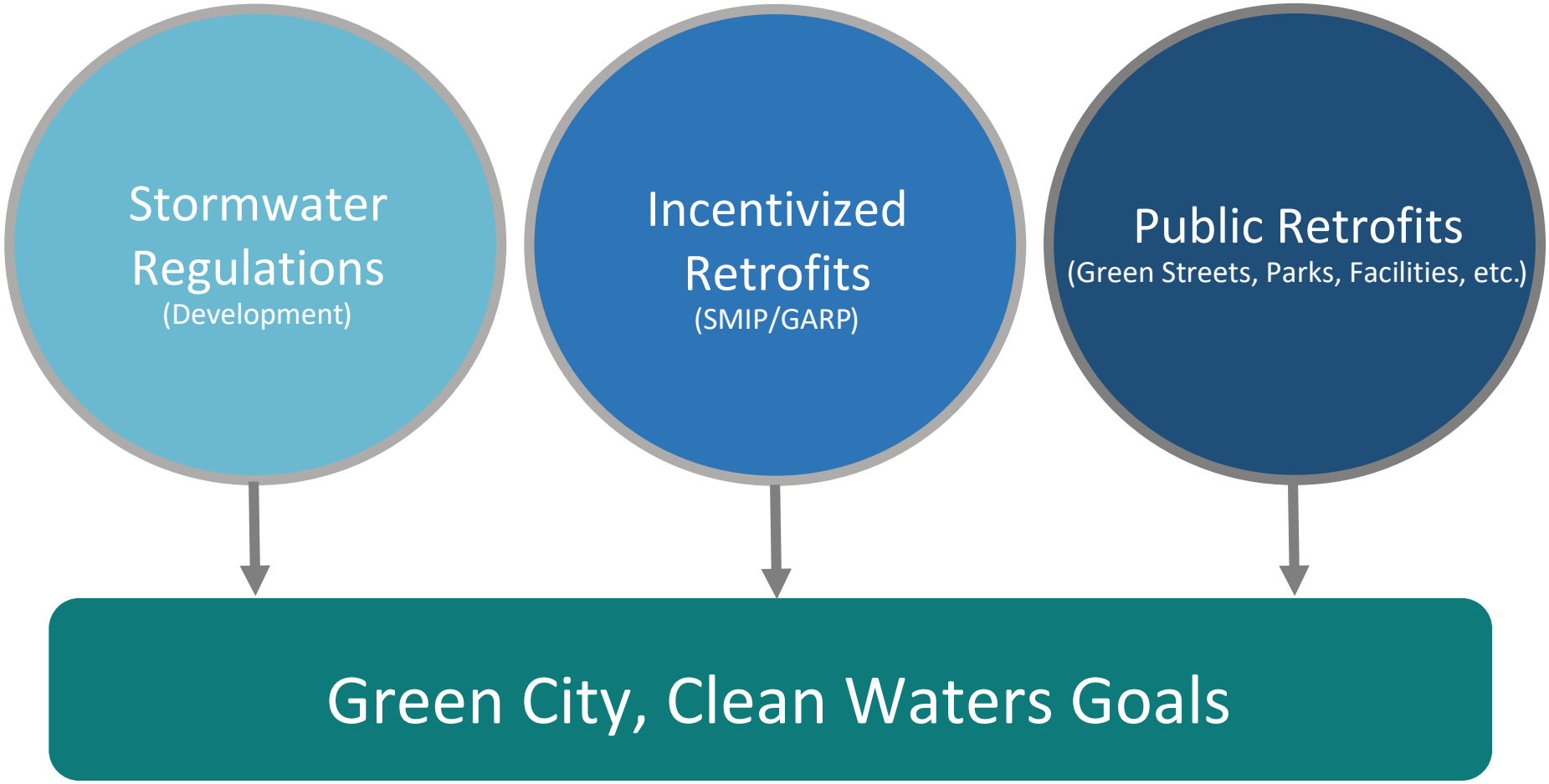
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Green Stormwater Infrastructure in the City of Philadelphia

NEW JERSEY AMERICAN WATER


Stormwater Regulations
(Development)
Incentivized Retrofits
(SMIP/GARP)
Public Retrofits
(Green Streets, Parks, Facilities, etc.)
Green City, Clean Waters Goals

Combined Sewered Area – 650+ projects
GSI on Streets, Schools, Parks and other Public Property: **270 GA**

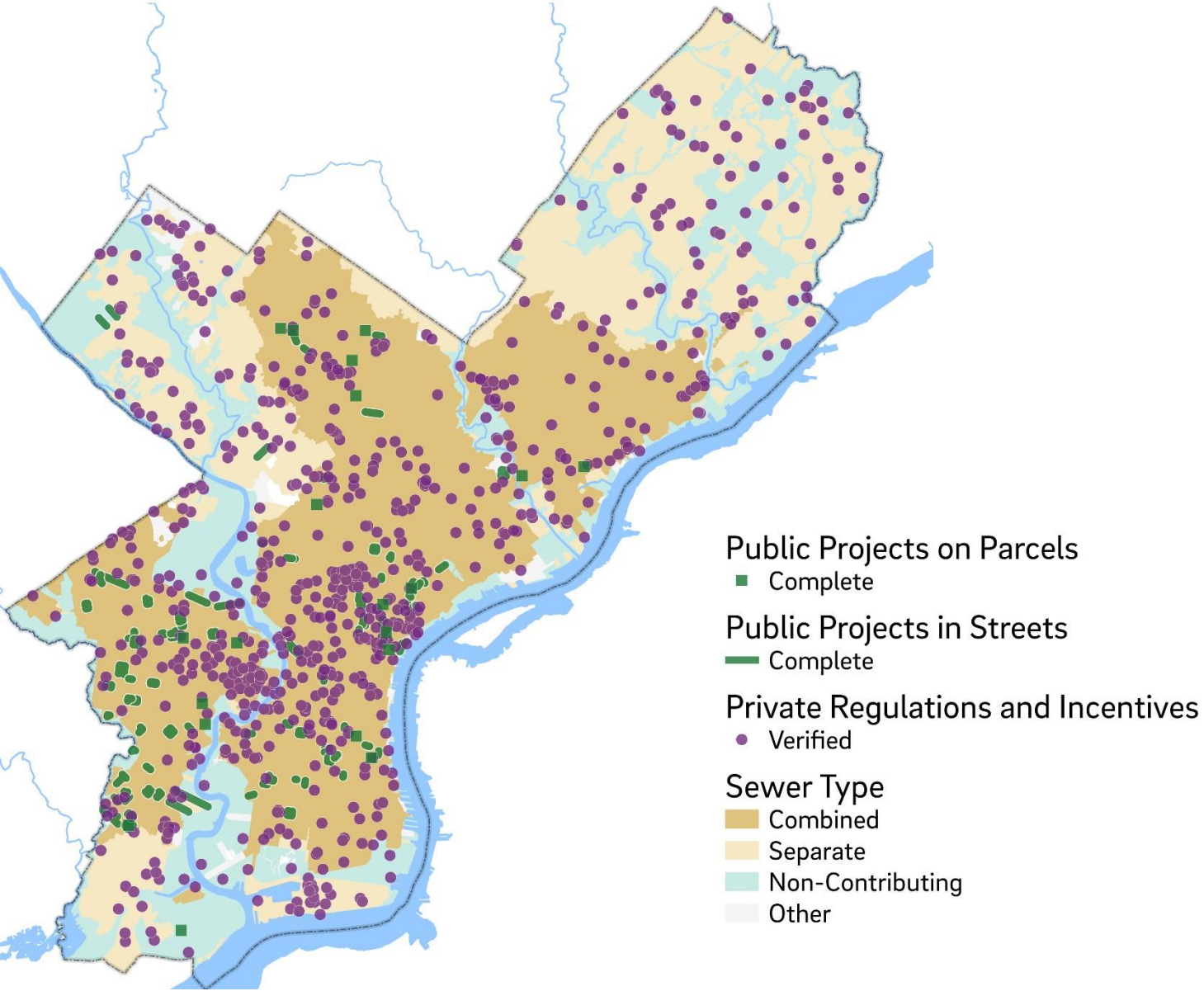
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RainCheck Installations – 3,600+ locations

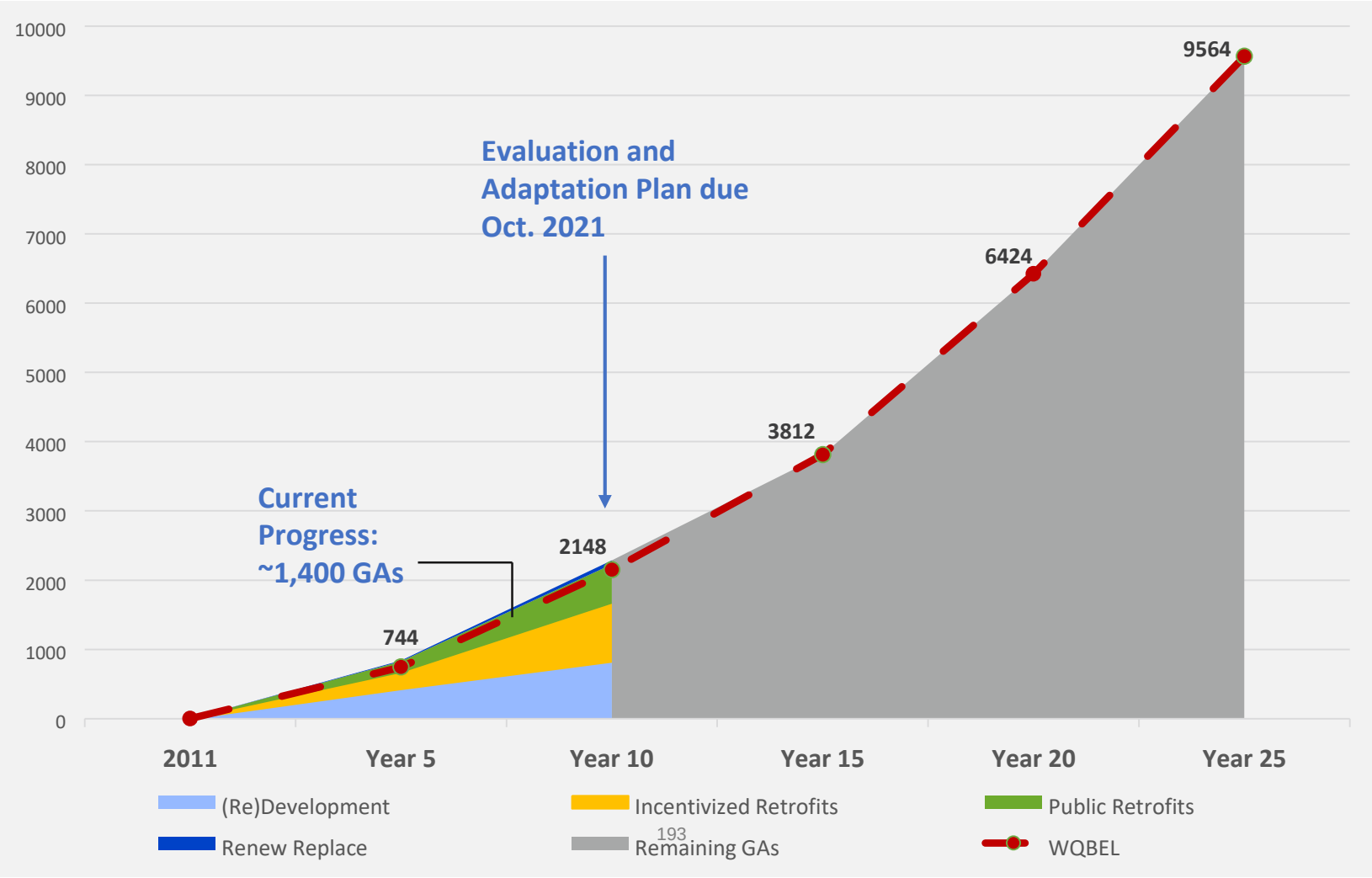

Public Projects on Parcels
Complete
Public Projects in Streets
Complete
Private Regulations and Incentives
Verified
Sewer Type
Combined
Separate
Non-Contributing
Other

1,845+ Greened Acres Citywide

1,355 GA – CSS

490 GA – MS4

Greened Acres | Milestones


10000
9000
8000
7000
6000
5000
4000
3000
2000
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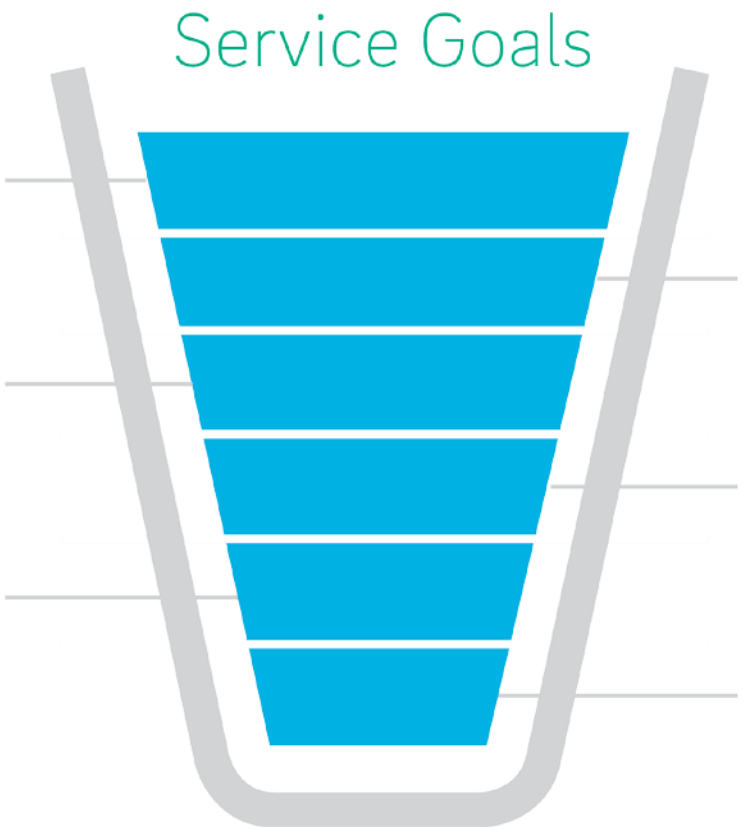
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Adaptation → Integrated Planning and Integrated Affordability

Water Master Planning | Level of Service Goals

Established service goals for six categories to guide planning process



Water quality
Achieve present and future regulatory requirements

Operability
Provide the appropriate system redundancy for a wide range of emergency conditions

Capital availability
Manage financial resources to make necessary investments in the water system while keeping rates affordable

Water quantity
Provide long-term water supply to the service area

Service pressure
Provide adequate water pressure for system operation

Public perception
Seek public engagement to meet service goals

Water Master Planning | Recommendations



400	Individual Projects
$2.5 B	Combined Estimate
10	Key Projects

Water quality
Achieve present and future regulatory requirements

Operability
Provide the appropriate system redundancy for a wide range of emergency conditions

Capital availability
Manage financial resources to make necessary investments in the water system while keeping rates affordable

Tiered Assistance Program | Income-Based Rates

Income 0-50% FPL	Income 51-100% FPL	Income 101-150% FPL	Income ≥151% FPL & Special Hardship	Income 151-250% FPL

Monthly bill capped at 2% of monthly income. No payments toward arrears required.	Monthly bill capped at 2.5% of monthly income. No payments toward arrears required.	Monthly bill capped at 3% of monthly income. No payments toward arrears required.	Monthly bill capped at 4% of monthly income. No payments toward arrears required.	Monthly payments toward arrears are set so that total monthly bill is about 4% of monthly income.

- Partnerships are critical in coordinating, efficiently using resources, and optimizing benefits

Concluding Remarks

Thoughtful planning yields measurable results

- Integrated long-term utility planning leads to more cost-effective solutions
- Climate science and innovation plays a crucial role in adaptive long-term utility management
- There's still plenty of work to be done!

Thank You!



PHILADELPHIA WATER DEPARTMENT

Glen Abrams

Deputy Commissioner – Communications and Engagement

Glen.Abrams@phila.gov

WE CARE

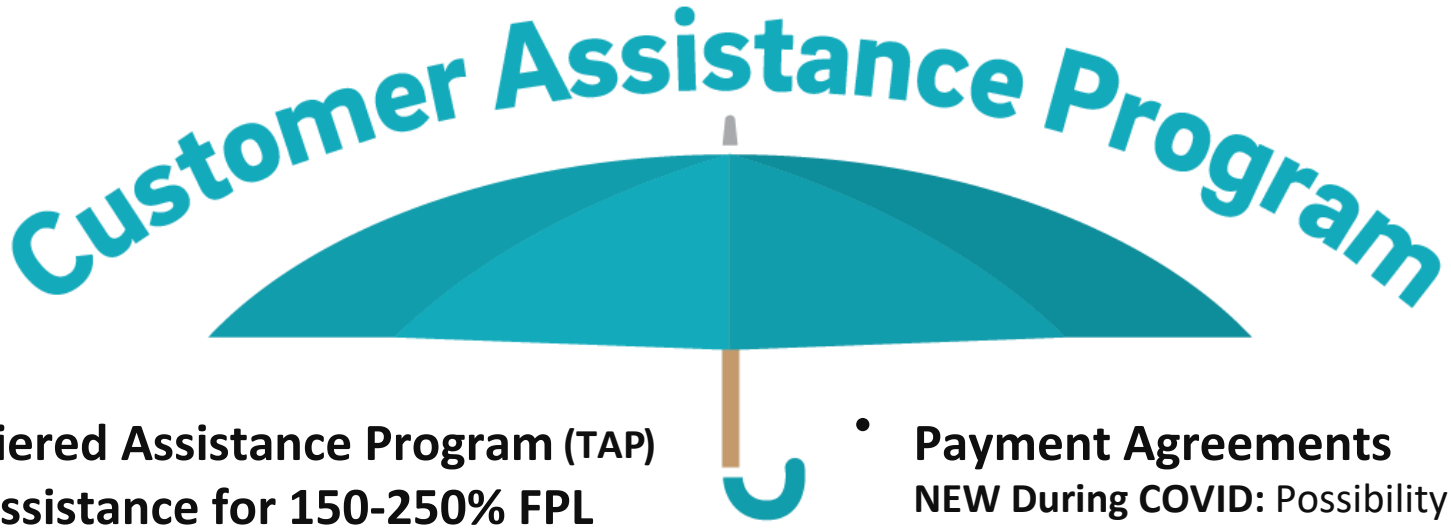
Water Customer Assistance Programs, *including* TAP

Highlights: Utility Responses to COVID-19
October 2020

PHILADELPHIA WATER DEPARTMENT

CITY OF PHILADELPHIA
DEPARTMENT OF REVENUE
WATER REVENUE BUREAU

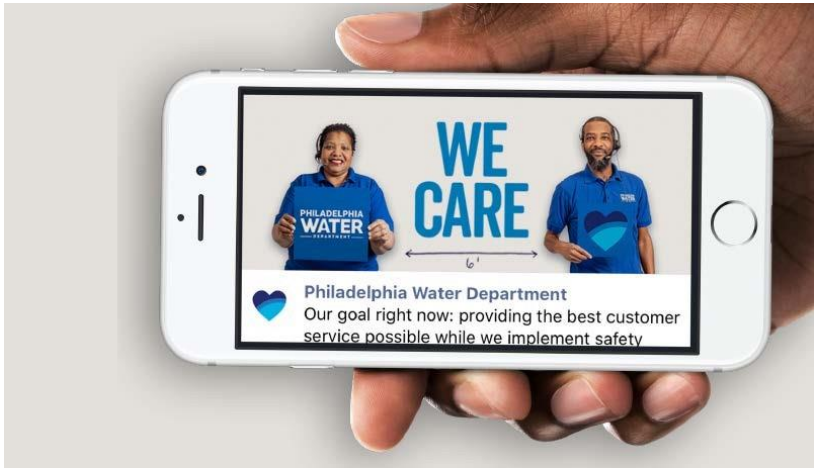




- **Tiered Assistance Program (TAP)**
- **Assistance for 150-250% FPL**
- **Senior Citizen Discount**

- **Payment Agreements**
  NEW During COVID: Possibility for lower down payment and longer terms

- **Special Hardships**
  Such as Loss of Job





201

PHILADELPHIA WATER DEPARTMENT | CUSTOMER ASSISTANCE

One application form, many people.

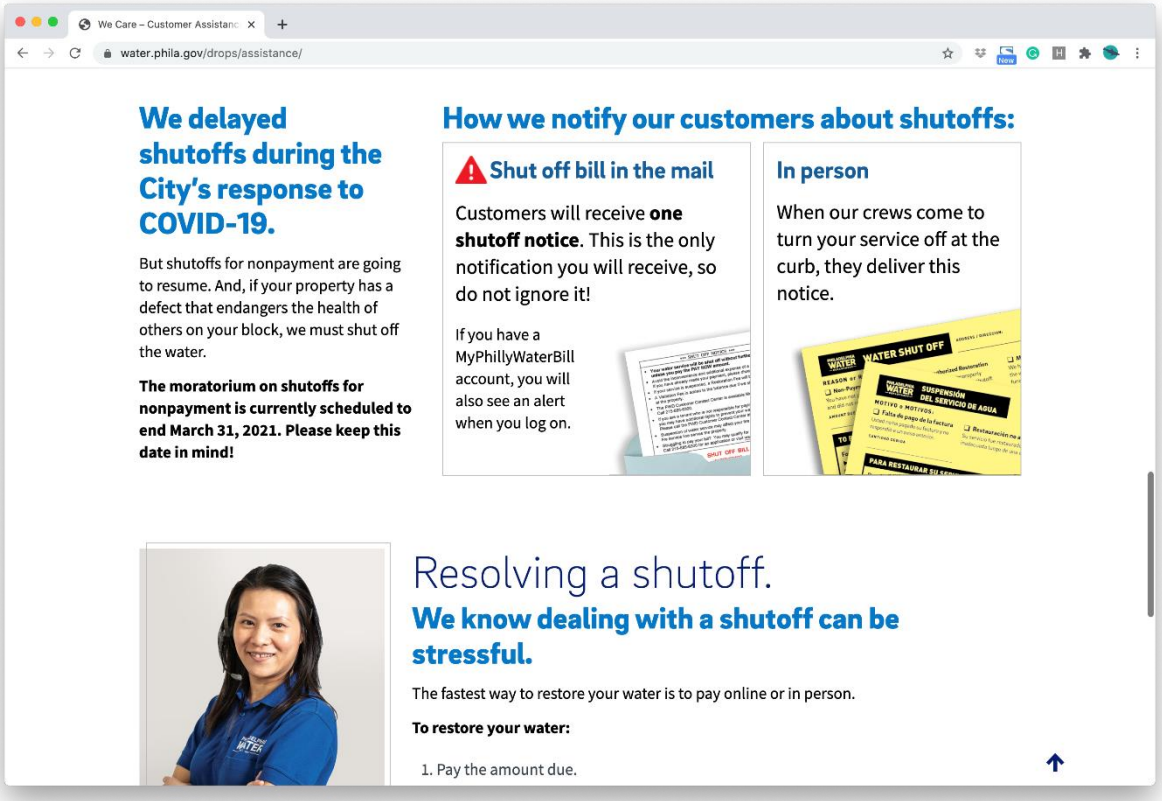
The same Customer Assistance form is now used to apply for all assistance. **People with lower incomes**, **senior citizens**, or those experiencing **special hardships** should all apply.



NEW CUSTOMER PROTECTIONS

Extension of Shutoff Protection

No shutoffs, extended through Spring 2021:



NEW In Response to COVID-19

Compassionate Outreach

During pandemic, making TAP customers aware of options to help get current on their water bill, with an emphasis on ways to help.

Planned letters, In-person phone calls:



- Trouble paying your TAP bill? – Call us to set up a special payment agreement. • Household circumstances changed? You may be eligible for a lower monthly bill.
- NEW! Now you can earn more **debt forgiveness** by staying current on your TAP bill

NEW

Principal Balance Forgiveness

Good incentive for delinquent TAP customers to make full payments!

As of September 2020, water customers enrolled in the Tiered Assistance Program can start to earn **debt forgiveness** after making **24 payments** in full.



NEW Principal Balance Forgiveness

- You can earn forgiveness on all the debt you had when you were first

approved for TAP. • There are two types of debt:

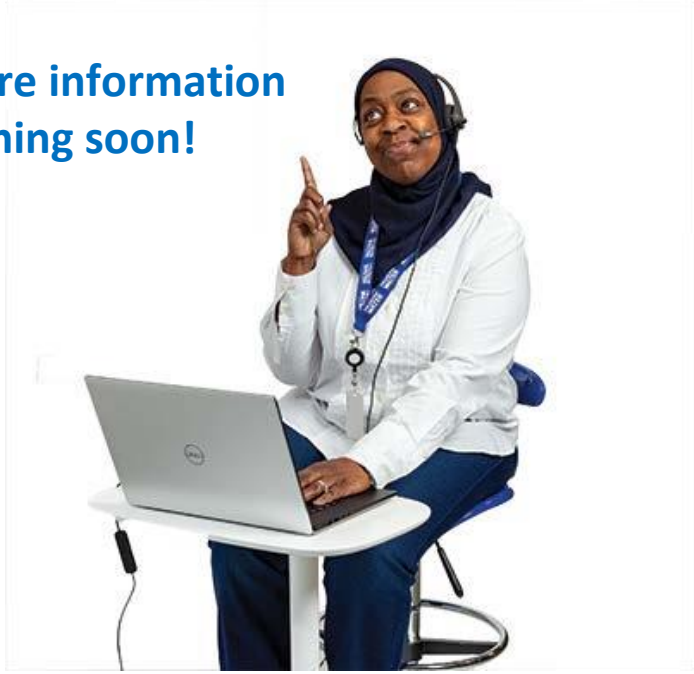
penalties and **principal**.

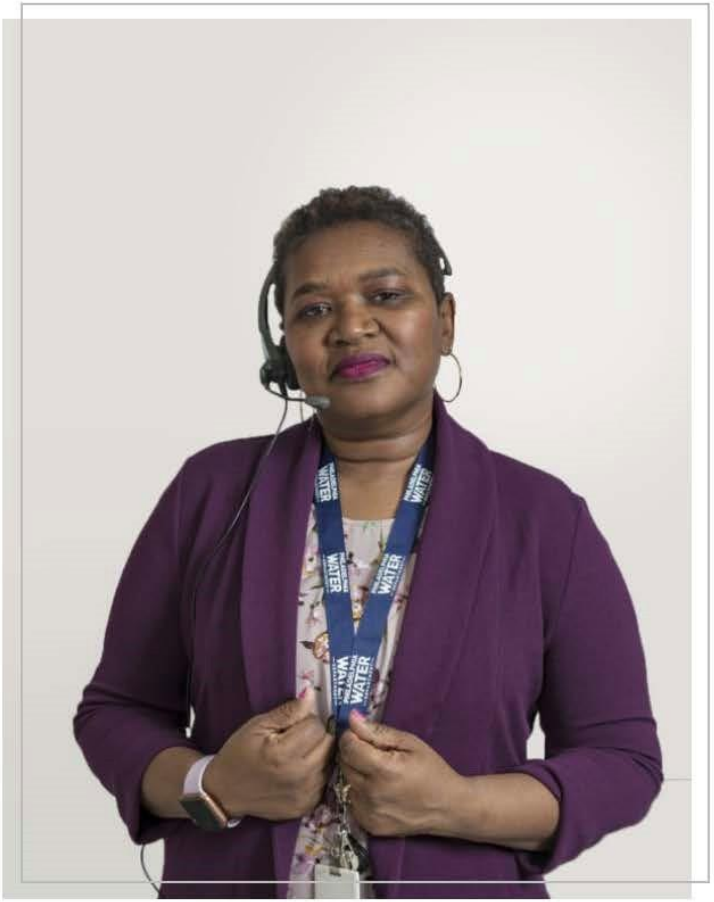
a) **Penalty forgiveness has not changed**; all full payments, even if before September 2020, count toward forgiveness.

b) **Principal forgiveness is new** and you can start your count of 24 full payments on TAP bills dated September 1, 2020 or after.

- For most TAP customers this will be an even bigger benefit.

More information coming soon!





Lost your job or other difficulties?

All about Special Hardships:

We offer this option for people whose income is too high to qualify for assistance, but can show that they are experiencing extraordinary circumstances, like:

- Household grew
- Lost your job
- Serious illness
- Loss of family member
- Domestic violence

How to Enroll

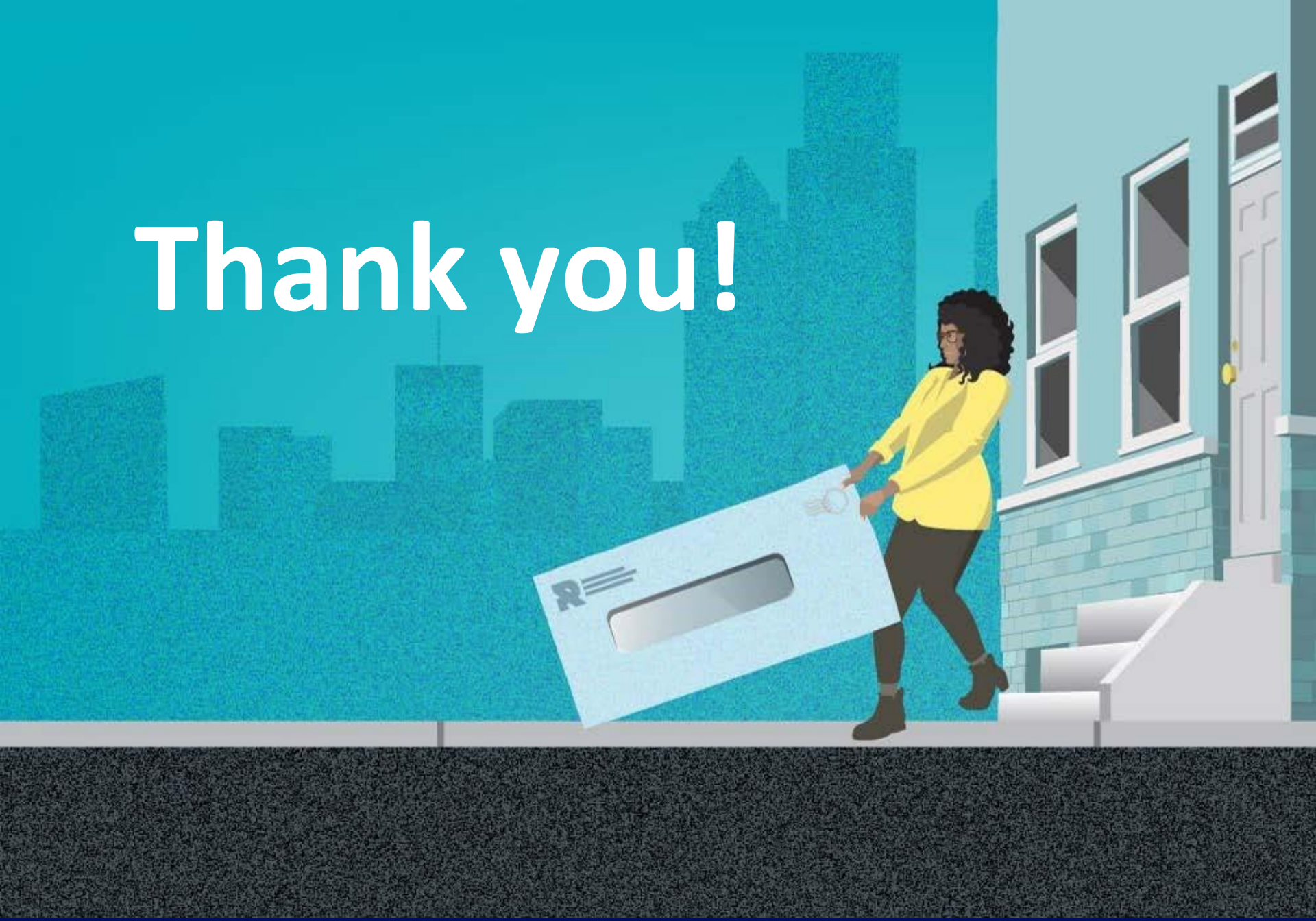
Apply Online: www.phila.gov/water-bill-help

Call PWD’s



Customer Contact Center: (215) 685-6300

Thank you!



CITY OF PHILADELPHIA

Tiered Assistance Program (TAP)



This is what you can expect today.

TAP

Tiered Assistance Program

- First-of-its-kind water utility customer assistance program, launched by The Philadelphia Water Department (PWD) in July 2017.*

- A new way for PWD to help customers with lower incomes, senior citizens and those experiencing special hardships, to get fixed, lower monthly water bills and help avoid shut off, making it easier to keep their homes and maintain their households.

**Based on PWD & consulting firm research.*

This is what we do.



The Philadelphia Water Department (PWD) provides the Philadelphia region with integrated water, wastewater and storm water services.

- We serve more than **1.7M customers** in Philadelphia and adjacent counties.

- We maintain nearly **7,000 miles** of water & sewer infrastructure.

- We offer meaningful **employment** to more than **2,100** city residents.

- We are fully **funded by our customers**, not by taxes.

This is how we've ALWAYS helped.

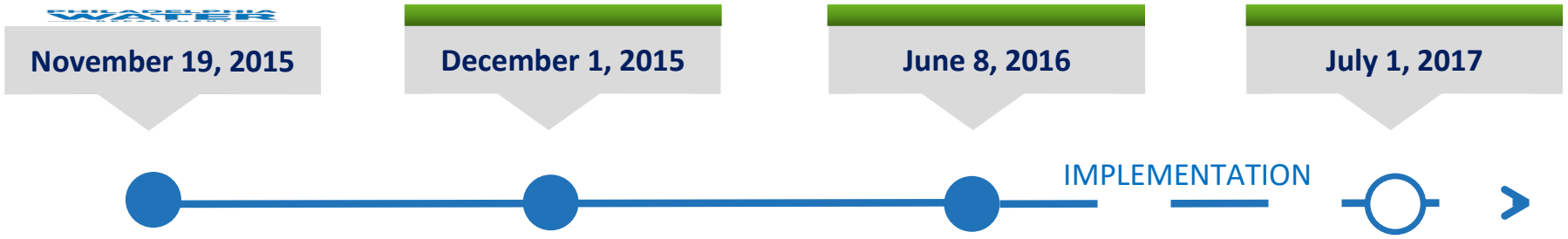
Pre-TAP Assistance Programs Summary:	
✓ **Senior Citizen Discount**	✓ **Homeowners Emergency Loan Program (HELP)**
✓ **Charitable Organization Discount**	✓ **Conservation Assistance Program (CAP)**
✓ **Water Revenue Assistance Program (WRAP)**	✓ **Cross Connection Abatement Program**
✓ **Utility Emergency Services Fund (UESF)**	✓ **Basement Protection Program (BPP)**



Approximate total of all assistance programs in fiscal year 2017: > $34 million

This was the road to TAP.

A City Council Ordinance and Water, Sewer and Storm Water Rate Board Decision required the establishment of an assistance program that allows low-income customers to pay reduced rates, based upon a percentage of their household incomes.



Bill No. 140606-AA: *An Ordinance providing for the establishment of low-income rates.*

Mayor Michael Nutter **signed the ordinance**, passed by City Council.

The Rate Board **issued a decision** that set the parameters for the FY2017-2018 Rates.

First day a customer can **submit an application** for the TAP program.

This is what's different about TAP.

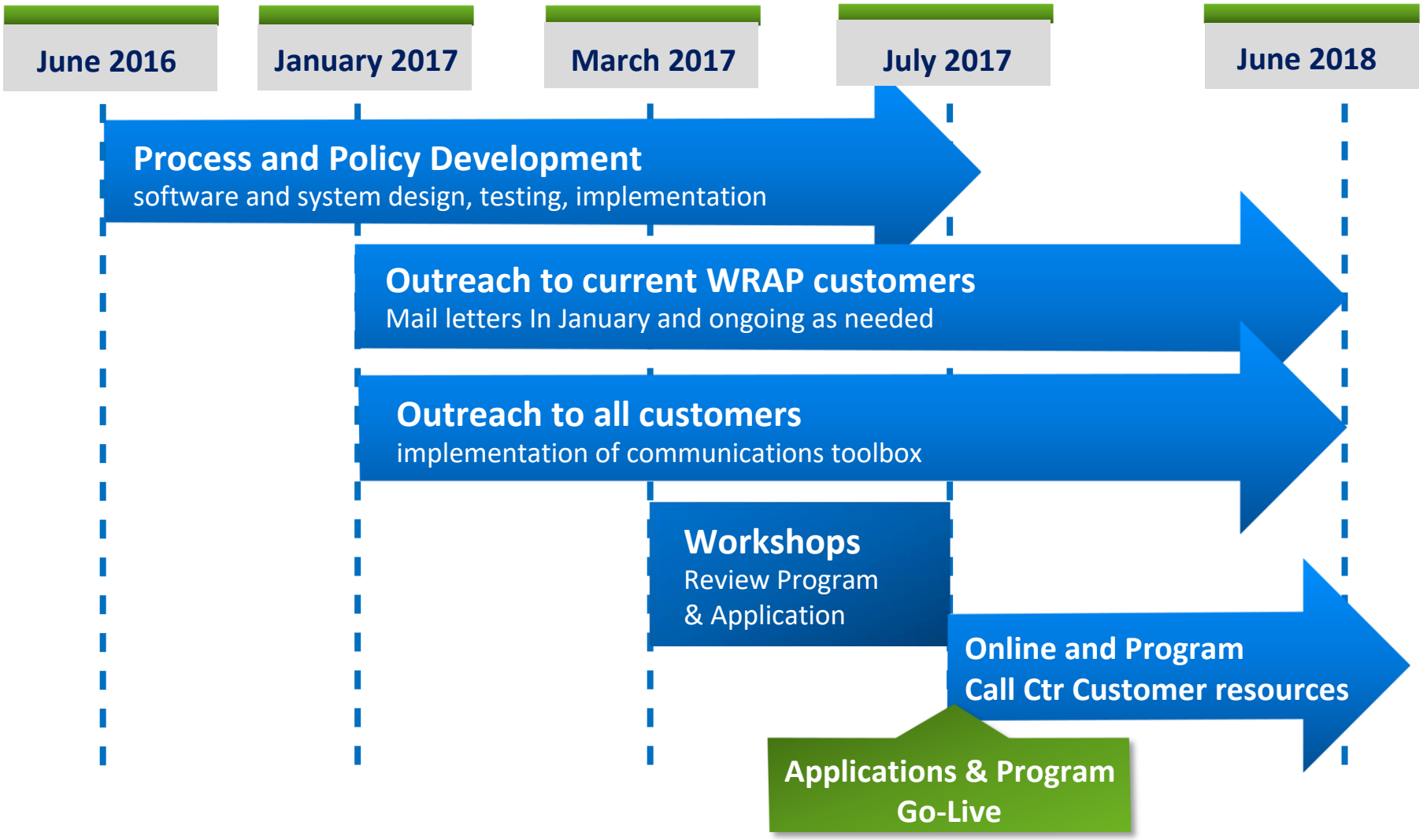
- Monthly bills that can range from 2-4% of eligible customers' total household incomes. The lowest income bracket may have **bills as low as $12 per month**.
- Customers **do not have to be delinquent** or behind on their bills to enter the program. This allows us to be **proactive with assistance**.
- Bills do not go up based on usage. Customers **pay a set amount**, making bills more predictable and affordable.

- Customers who may have a higher incomes, but have experienced a **hardship** - such as a loss of job, death of primary wage earner or serious illness -- may still be eligible.

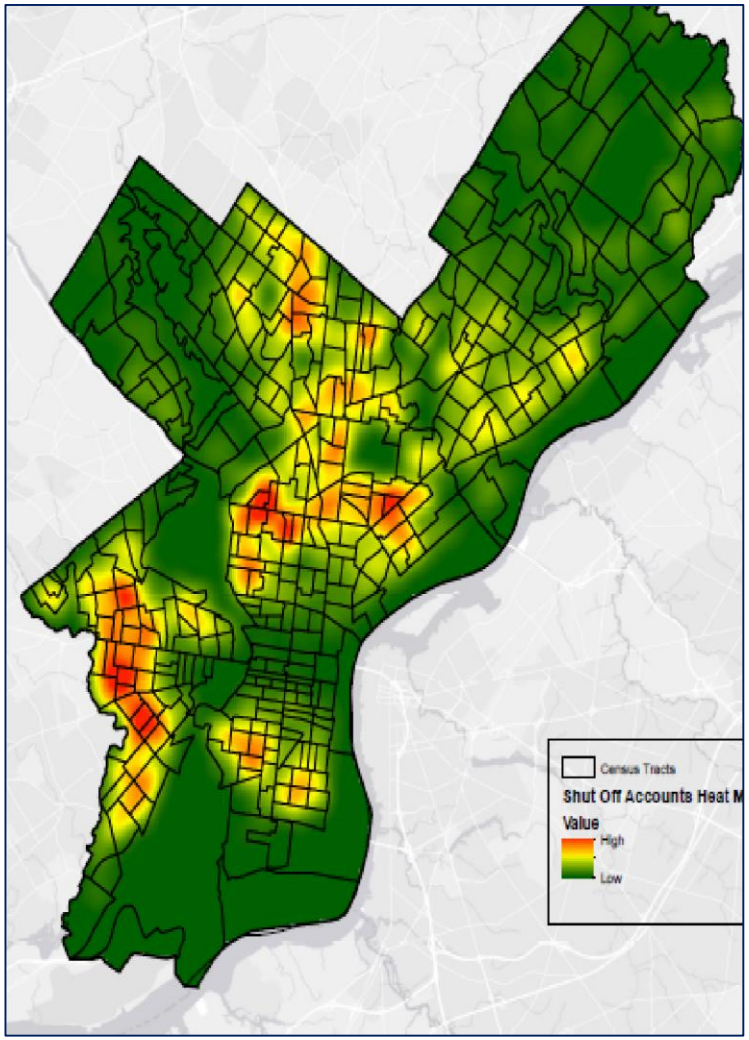
- **Past due amounts are suspended** and not enforced upon, while customers are successfully enrolled in the program, preventing their debts from increasing.

- **Forgiveness of prior penalties** is earned after 24 months of on-time payments.

This is how we got TAP up and running.


June 2016
January 2017
March 2017
July 2017
June 2018
Process and Policy Development
software and system design, testing, implementation
Outreach to current WRAP customers
Mail letters In January and ongoing as needed
Outreach to all customers
implementation of communications toolbox
Workshops
Review Program
& Application
Online and Program
Call Ctr Customer resources
Applications & Program
Go-Live

These were our goals and challenges.



Program Goals:

- An affordable monthly bill
- Protection against shutoff
- Encouragement of timely payments

Program Challenges:

- **40,000** residential properties in shut off, as of April 30, 2018.
- Philadelphia poverty rate: **26%** of the population.
- Estimated FY18 revenue impact:**$18MM**

Actual costs are much lower in this first year of the program.

- Coordination of efforts: **PWD & WRB**
- Implementation costs: **~ $2MM.**

This is what we came up with.

Eligibility by Income, at a Glance:

Income 0-50% FPL	Income 51-100% FPL	Income 101-150% FPL	Income ≥151% FPL & Special Hardship	Income 151-250% FPL
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This is what our customers need to know.

- **IF YOU'RE STRUGGLING TO PAY YOUR WATER BILL, DON'T WAIT UNTIL IT'S OVERDUE; TAKE ACTION NOW.** PWD/WRB offers a variety of billing assistance programs to help you maintain water, sewer and stormwater services for your home.

- **ELIGIBILITY HAS EXPANDED.** Up to 60,000 Philadelphians may qualify. Even if you were never eligible before, you may qualify now.

- **YOU DON'T NEED TO BE BEHIND ON YOUR BILL TO APPLY.** So don't wait for a shutoff!

- **GET A MORE PREDICTABLE BILL.** Eligible customers will pay a percentage of their bill based on their income; this may be as low as $12/month.

- **EARNED FORGIVENESS OF PRIOR PENALTIES.** Make 24 months of on-time payments.

- **THERE'S JUST ONE APPLICATION.** We'll find the best program for you.

- **THERE ARE MORE WAYS TO APPLY.** You can submit online, in-person and by mail.

This is how we're telling them.

Customer Stories: Promoting Eligibility & Benefits

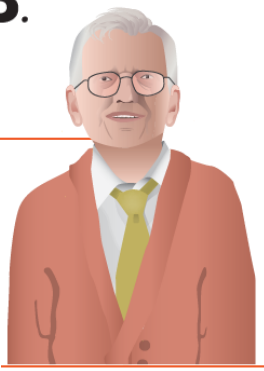
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Amanda's household of 5 people could lower their monthly bill from **$89** *to* **$58**.

Sample amounts shown.
Savings amounts will vary based on individual customers' information.

Based on $28,000 annual household income, with customer water usage history of 8 CCF/month.

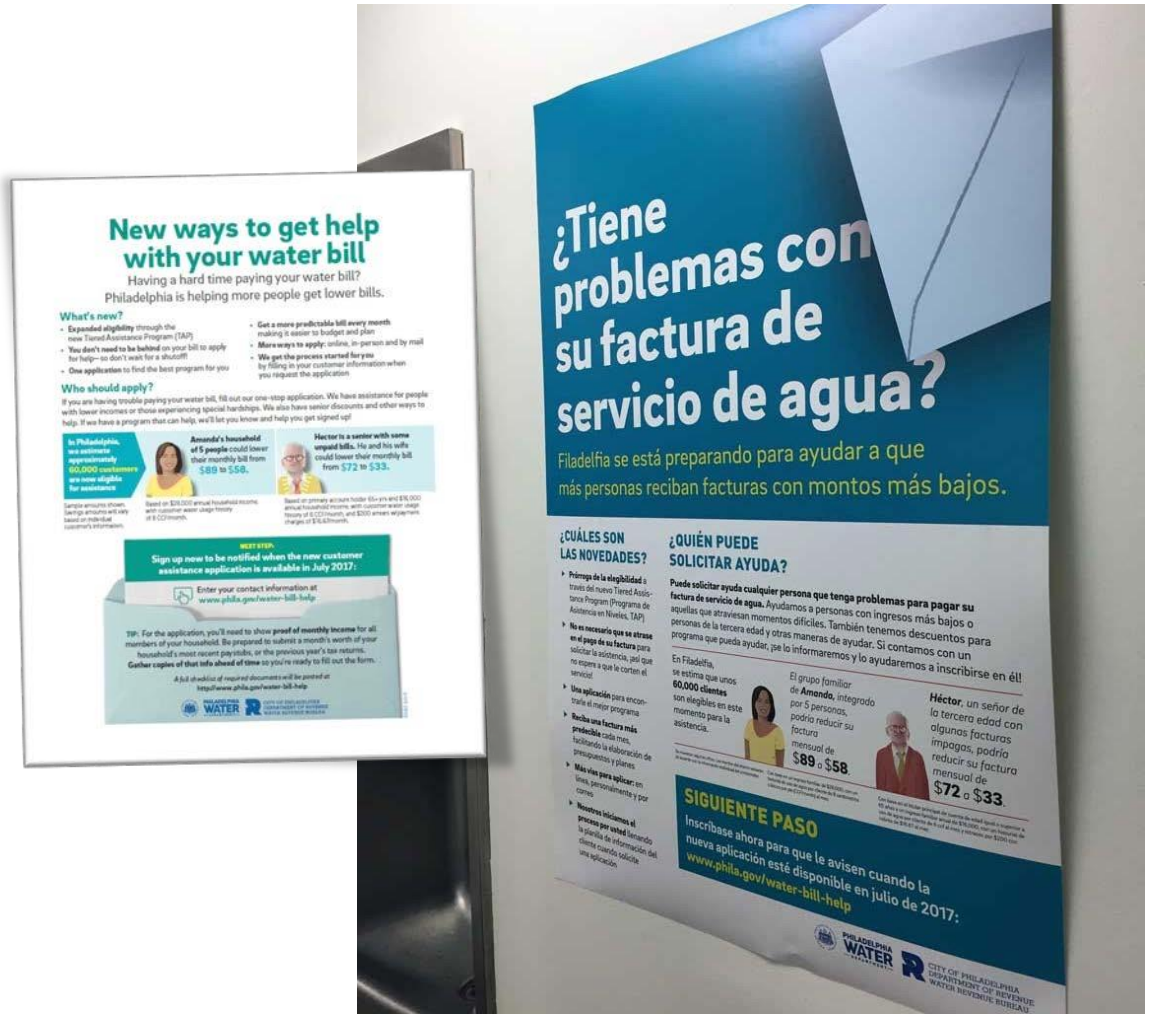


Hector, a senior with some unpaid bills, could lower his monthly bill from **$72** *to* **$33**.

Based on primary account holder 65+ yrs ,$16,000 annual household income, with customer water usage history of 6 CCF/month, and $200 arrears w/payment charges of $16.67/month.

Pre-Launch Outreach:

CALL TO ACTION:



Sign up for notification and more info.

- Flyers
- Poster
- Website
- Advisory Com. (UESF, CLS, ECA, Drexel Center for Hunger Free Communities)
- Town Hall and Public Meetings • City Council Constituent Staff (w/ UESF)
- Stakeholder Trainings

Post-Launch Media Campaign:

SEPTA Campaign



Timeframe: Mid-July to end of August; Post Labor Day till mid-October

Ads:

- Radio
- Interior subway ads
- Buses (interior/exterior)
- Subway platform ads

CALL TO ACTION:

Apply and we'll find the best program for you.

This is how we’re doing so far.

Estimated Media Impressions (Billboard, Radio, online):

18.9MM weekly x 14 weeks

= **264.6MM**

Applications Submitted:
21,522

= Close to **60%** of our customers requesting applications have submitted them to us.

Data as of May 31, 2018.

Applications Requested:
37,521

Miles to go before we sleep:



Thank You.


EXIT 344
EAST
676
30
Central Phila
EXIT 345
30TH St
1/4 MILE
SYSCO

CITY OF PHILADELPHIA

Tiered Assistance Program (TAP)



PWD is a Cost of Service Utility

"Cost-of-service" is a process by which total system revenue requirements are allocated to users of the system in proportion to services received. These principles include:

- Recognize differences in customer characteristics
- Establish *reasonable nexus* between fees charged and costs incurred in providing service
- Meet Regulatory Requirements
- Establish basis for reasonable and defensible rates
- Cost Based Rates Provide Sufficient Funding to all Utilities to Build, Operate, Maintain and Reinvest in their Systems. (AWWA M1 Manual)

Assistance has always been available for those who need it.

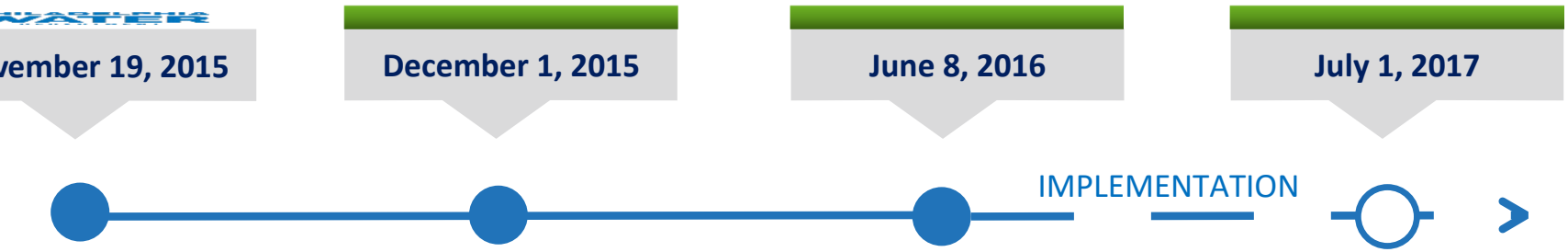
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Approximate total of all assistance programs in fiscal year 2017: Over $34 million

The Road to Tiered Assistance Program (TAP)

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The Rate Board issued a decision that set the parameters for the FY2017-2018 Rate

First day a customer can submit an application for the TAP program.

What is Different About TAP?

- **Monthly bills based on income which can range from 2-4% of a customer's total household income. Lowest income bracket may have a minimum bill of $12 per month.**

- **Customers do not have to be delinquent or behind on their bill to enter the program. This allows us to be proactive with assistance as opposed to reactive.**

- **Program is income-based and not a payment agreement, making bills more predictable and affordable.**
- **Bills do not go up based on usage. Customers pay a set amount.**
- **Customers who may have a higher income, but have experienced a hardship, such as a loss of job, death of primary wage earner or serious illness, may still be eligible.**
- **Past due amounts are suspended and not enforced upon while successfully enrolled in the program, preventing debt from increasing.**
- **Earned forgiveness of prior penalties after 24 months of on-time payments**

Top TAP Messages

- **If you're struggling to pay your water bill, don't wait until it's overdue to take action.** PWD/WRB offers a variety of billing assistance programs to help you maintain water, sewer and stormwater services for your home.

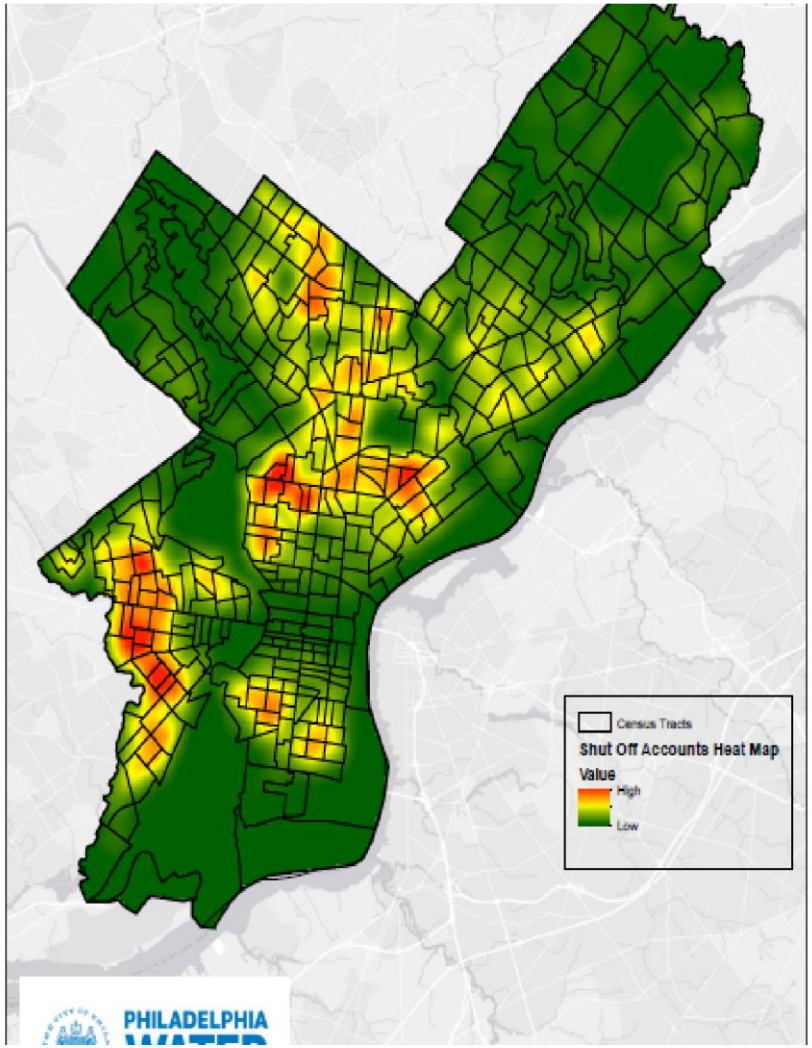
- **You do not need to be delinquent** as this program is designed to keep customers in good standing with continued access to water and sewer services.

- **Eligible customers will pay a percentage of their bill based on their income**. Customers in the lowest income bracket will pay a bill equivalent to 2% of their monthly income for a minimum of $12/month. Bill is capped as a percentage of income and is constant each month.

- **Outstanding balances accrued prior to TAP enrollment are put on hold.**

- **Earned forgiveness of prior penalties after 24 months of on-time payments.**

TAP Goals and Statistics at a Glance


Census Tracts
Shut Off Accounts Heat Map
Value
High
Low
PHILADELPHIA

- An affordable monthly bill
- Protection against shut off
- Encouragement for timely payments

- 40,000 residential properties in shut off status as of April 30, 2018
- Philadelphia poverty rate 26% of the population
- Estimated Revenue Impact of New Program was $18 million for FY18. Actual cost much lower in the first year of the program
- Implementation Costs approximately $2 million

Eligibility by Income at a Glance

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Using Customer Journey to Define Communications Scope



Awareness → **Info Gathering** → **Application** → **Application Review**

Sample Comm. Scope Items

Awareness	Info Gathering	Application	Application Review
Bill Stuffer	Web page	Online	Letter
Letter	Partner Agency fact Sheet	Paper Form	
Radio			

Framework to unify communications across channels and across partners at every stage.

Customer Stories:

Promoting eligibility and benefits

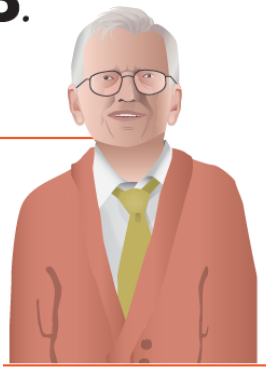
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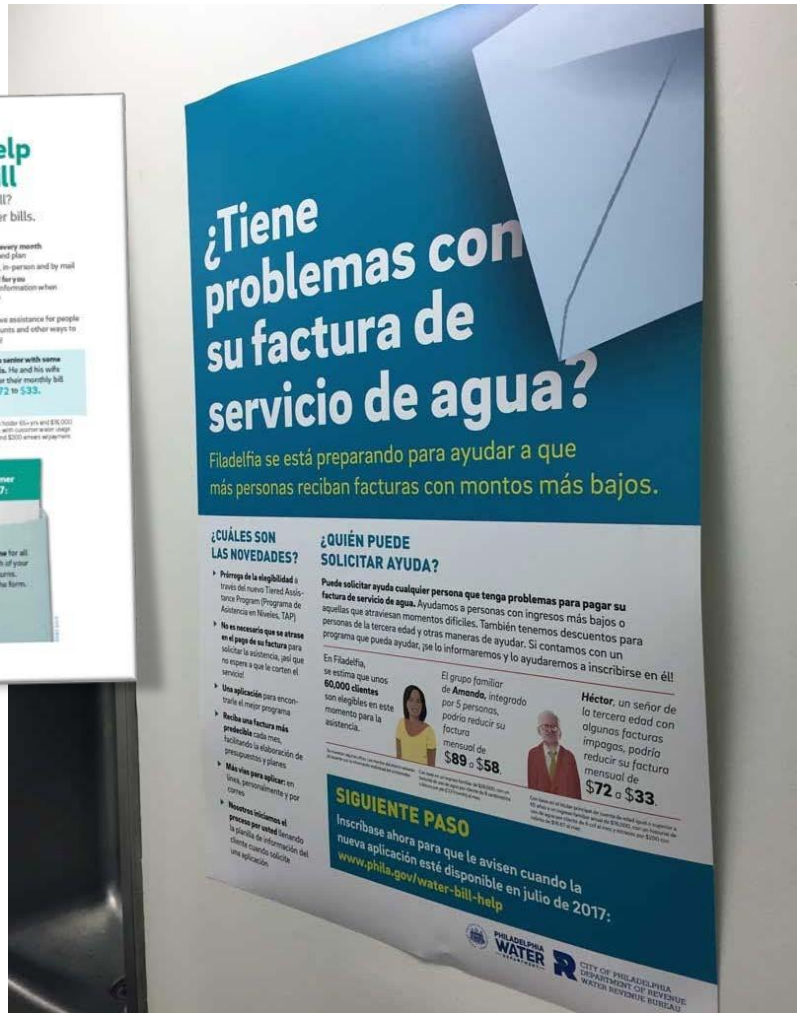
Pre-Launch Informational Campaign

CALL TO ACTION:

Sign up for notification and more info

- Flyers


New ways to get help with your water bill
Having a hard time paying your water bill?
Philadelphia is helping more people get lower bills.
What's new?
Who should apply?
Sign up now to be notified when the new customer assistance application is available in July 2017:
Enter your contact information at www.phila.gov/water-bill-help


¿Tiene problemas con su factura de servicio de agua?
Filadelfia se está preparando para ayudar a que más personas reciban facturas con montos más bajos.
¿CUÁLES SON LAS NOVEDADES?
¿QUIÉN PUEDE SOLICITAR AYUDA?
SIGUIENTE PASO
Inscríbase ahora para que le avisen cuando la nueva aplicación esté disponible en julio de 2017:
www.phila.gov/water-bill-help

- Poster
- Website
- Advisory Com. (UESF, CLS, ECA, Drexel Center for Hunger Free Communities)
- Town Hall and Public Meetings • City Council Constituent Staff with UESF
- Stakeholder Trainings

Post-Launch Promotional Campaign



SEPTA Campaign

Timeframe: Mid-July to end of August; Post Labor Day till mid-October

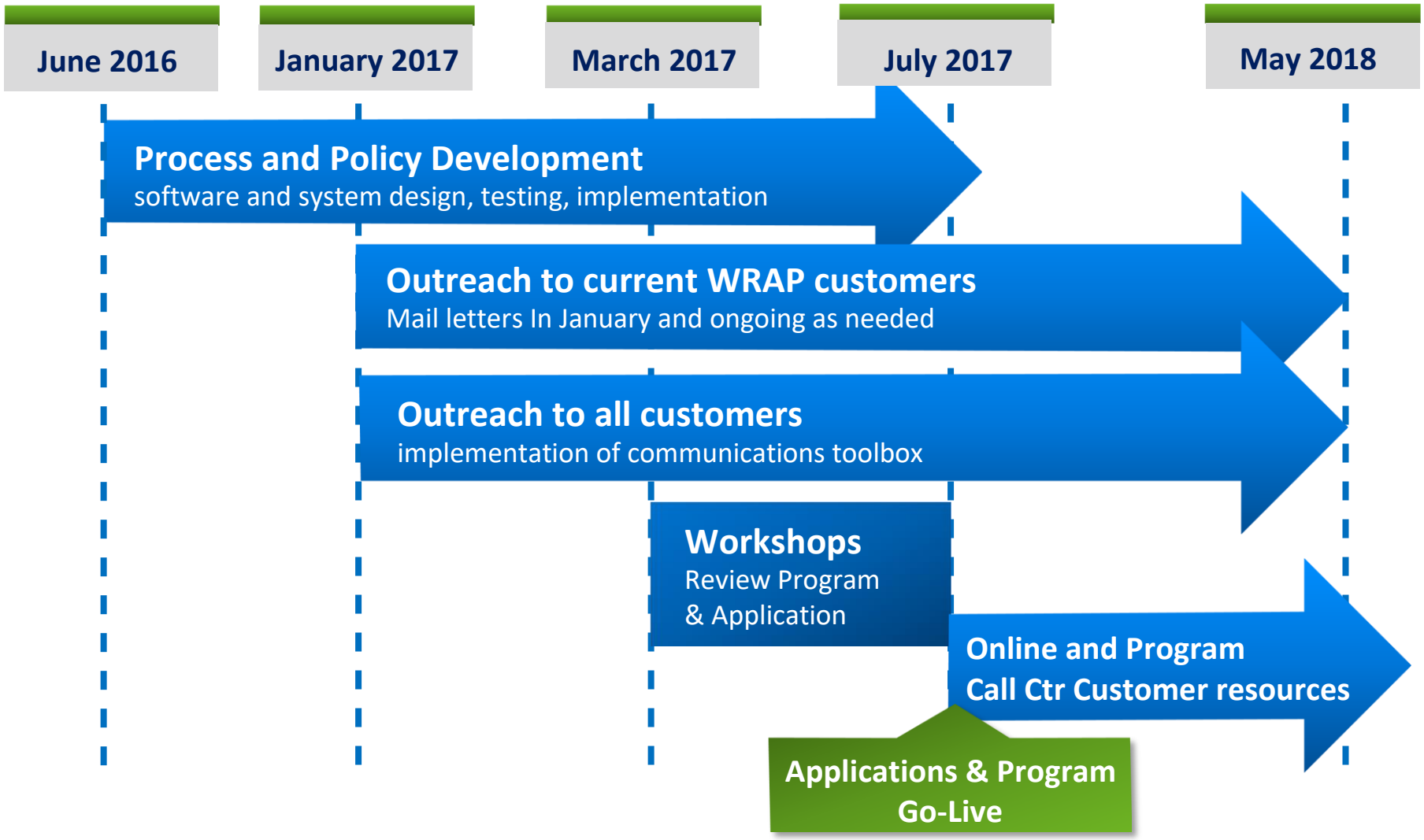
Ads:

- Radio
- Interior subway ads
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- Subway platform ads

CALL TO ACTION:

Apply and we'll find the best program for you

Implementation Timeline:


June 2016
January 2017
March 2017
July 2017
May 2018
Process and Policy Development
software and system design, testing, implementation
Outreach to current WRAP customers
Mail letters In January and ongoing as needed
Outreach to all customers
implementation of communications toolbox
Workshops
Review Program
& Application
Online and Program
Call Ctr Customer resources
Applications & Program
Go-Live

Questions?

Thank you!

CITY OF PHILADELPHIA

Tiered Assistance Program (TAP)



PHILADELPHIA WATER

CITY OF PHILADELPHIA
DEPARTMENT OF REVENUE
WATER REVENUE BUREAU



Presentation Overview

1. PWD – Who We Are and How We Are Funded
2. Tiered Assistance Program
3. Public Outreach and Communications

We provide the City with integrated water, wastewater, and stormwater services

Vision: Maintain and grow PWD's position as a leader in innovation and environmental protection



- We are one of the City's ten operating departments
- We serve under a dedicated Water Fund established pursuant to City Charter
- We operate, maintain, repair and improve the Water and Wastewater Systems

- We are fully funded by our customers; not taxes

What does this work look Like?

Wastewater



Drinking Water





Stormwater

Delivery and Collection







Assistance has always been available for those who need it.

Pre-TAP Assistance Programs Summary	
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Utility Emergency Services Fund (UESF)

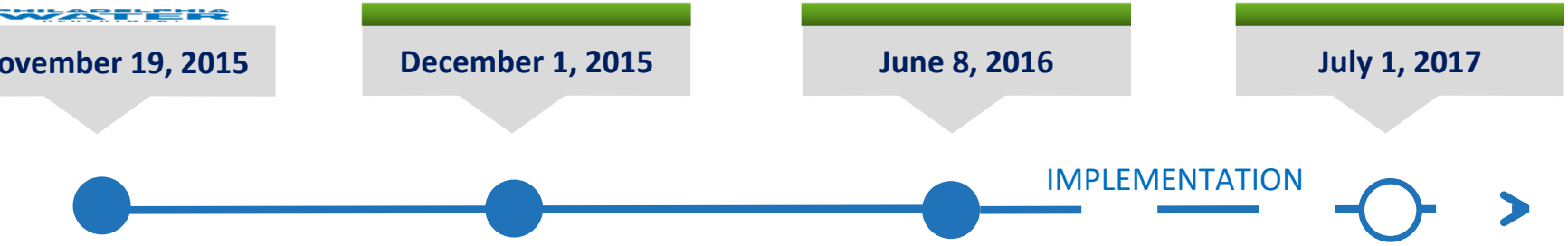
Basement Protection Program (BPP)

Approximate total of all assistance programs in fiscal year 2016:

Over $31 million

The Road to Tiered Assistance Program (TAP)

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First day a customer can submit an application for the TAP program.

Key Points

- **If you're struggling to pay your water bill, don't wait until it's overdue to take action.** PWD/WRB offers a variety of billing assistance programs to help you maintain water, sewer and stormwater services for your home.

- **You do not need to be delinquent** as this program is designed to keep customers in good standing with continued access to water and sewer services.

- **Eligible customers will pay a percentage of their bill based on their income**. Customers in the lowest income bracket will pay a bill equivalent to 2% of their

monthly income for a minimum of $12/month. Bill is capped as a percentage of income and is constant each month.

- **Outstanding balances accrued prior to TAP enrollment are put on hold.**
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Ways to Apply

OnlineBy



When applying online, Once your application you won't be able to save arrives, don't delay! your progress, so you'll Applications must be need to be ready to finish received within 14 days once you start!of requesting the form.

Mail



Have Questions?



Visit a WRB office or Neighborhood Energy Center for help getting an application, or questions about completing one.

Application Checklist

- ☐ **Basic info for the applicant, and for all members of the household.**
- ☐ **Proof of residency for the applicant only.**
- ☐ **Monthly income amounts, and proof of income**

TIP: For **proof of monthly income:** Be prepared to submit a month's worth of your household's most recent paystubs, or the previous year's tax returns. **Gather copies of that info ahead of time** so you're ready to fill out the form.

For Special Hardships **ONLY**:

- [ ] Official documentation demonstrating hardship claim

Getting the Word Out

Outreach and Communications "Toolbox"

- Advisory Committee (ECA, CLS, UESF, Hunger Free Communities)
- Messaging
- Publications (billstuffers, newsletters)
- Earned Media NECs, Drexel Center for
- Radio
- Advertising, e.g., SEPTA buses
- Targeted Social media
- Email to subscribers (opted-in) fact sheets, partner

- Website
- Community meetings
- City Council constituent services • Workshops with partners and advisory committee members
- Residential Customer Assistance
- and Services Committee (RCAS)
- Mailings



Customer Stories:
Promoting eligibility and benefits

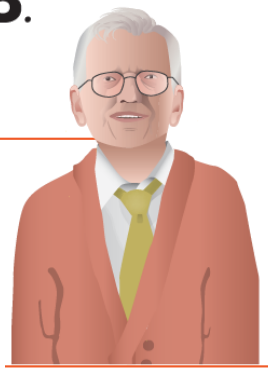
In Philadelphia, we estimate approximately **60,000 customers** are now eligible for assistance.



Amanda's household of 5 people could lower their monthly bill from **$89** *to* **$58**.

Sample amounts shown.
Savings amounts will vary based on individual customers' information.

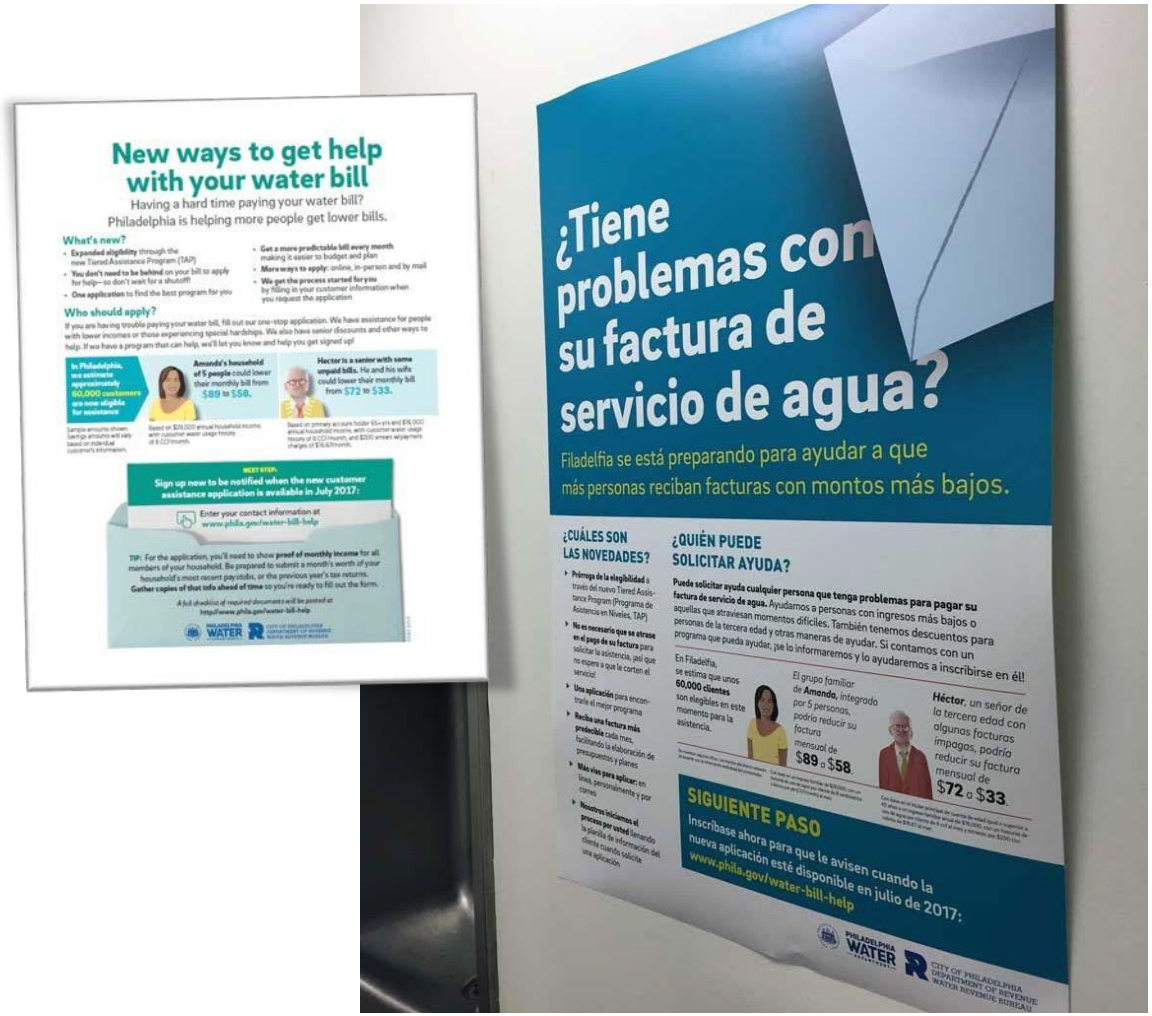
Based on $28,000 annual household income, with customer water usage history of 8 CCF/month.



Hector, a senior with some unpaid bills, could lower his monthly bill from **$72** *to* **$33**.

Based on primary account holder 65+ yrs ,$16,000 annual household income, with customer water usage history of 6 CCF/month, and $200 arrears w/payment charges of $16.67/month.

Pre-Launch Informational Campaign



- Flyers
- Poster
- Website
- Advisory Com. (UESF, CLS, ECA, Drexel Center for Hunger Free Communities)
- Town Hall and Public Meetings • City Council Constituent Staff with UESF
- Stakeholder Trainings

CALL TO ACTION:

Sign up for notification and more info

Post-Launch Promotional Campaign



SEPTA Campaign

Timeframe: Mid-July to end of August; Post Labor Day till mid-October

Ads:

- Radio
- Interior subway ads
- Buses (interior/exterior)
- Subway platform ads

CALL TO ACTION:

Apply and we'll find the best program for you

Questions?

Thank you!

CITY OF PHILADELPHIA
DEPARTMENT OF REVENUE

March 31, 2017

Honorable James Kenney
Mayor of Philadelphia
City Hall, Office 215
Philadelphia, PA, 19107

Dear Sir:

Enclosed is the Department of Revenue's first annual Report to Council on the Tiered Assistance Program (TAP). The report, required under Philadelphia Code Section 19-1605(7), covers calendar year 2016.

During 2016, the Revenue and the Water Departments worked together on the logistically and operationally immense effort of implementing the TAP program, making rapid and significant progress with information technology enhancements, procuring additional space, and the promulgation of regulations. These efforts also included the planning and development of an extensive, short and longer term public outreach campaign to support program awareness and enrollment. An example of information that we are making available to customers can be found on the City website at: http://www.phila.gov/water/billhelp. We will be updating this page as we draw closer to the program launch in July.

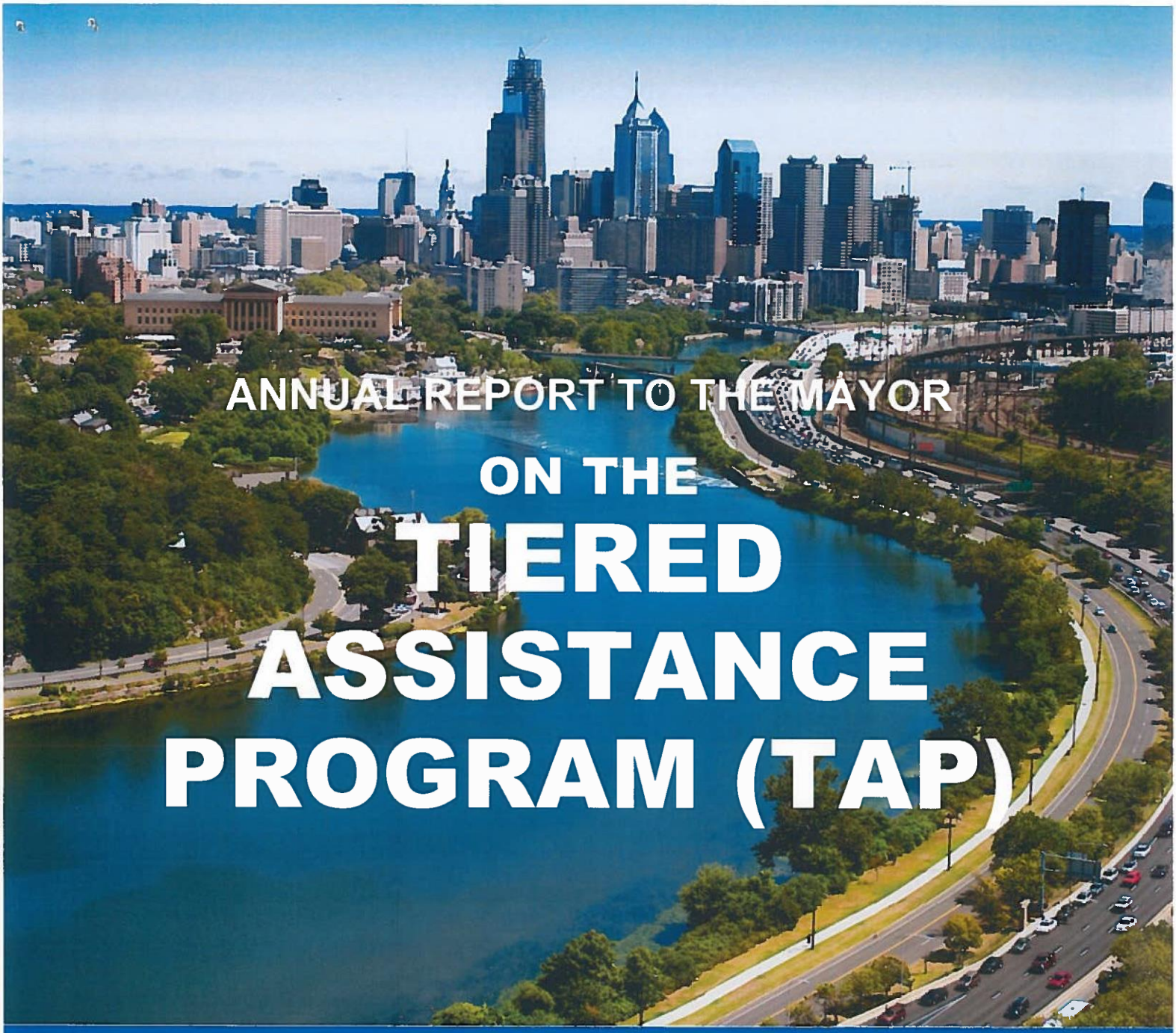
Yours truly,

Commissioner Frank Breslin, CPA
Chief Collections Officer

FB/mnm

Enclosure

cc: City Council President Darrell L. Clarke
Michael A. Decker



ANNUAL REPORT TO THE MAYOR ON THE TIERED ASSISTANCE PROGRAM (TAP)

Department of Revenue

Calendar Year 2016

March 31, 2017

City of Philadelphia

LIFE • LIBERTY • AND YOU™

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1. EXECUTIVE SUMMARY

The City of Philadelphia is launching a new assistance program for residential customers who meet low-income or special hardship criteria. The initiative is a result of the enactment of Council Bill 140607-AA, *an ordinance amending Title 19 of the Philadelphia Code (Finances, Taxes and Collections), Chapter 1600 (Water and Sewer Rents), by providing for installment payment agreements, all under certain terms and conditions* and the delivery of the Philadelphia Water, Sewer, and Stormwater Rate Board final decision on proposed changes in rates and charges (Rate Determination), in response to the Application of the Philadelphia Water Department for Increased Rates and Charges (FY 2017-2018).

The program, referred to in the two documents as Income-Based Water Rate Assistance Program, or IWRAP, uses the operational name, Tiered Assistance Program, or TAP.

The ordinance enacting the bill requires that the Revenue Department submit a written report by March 31st of each year of activities undertaken pursuant to the ordinance. This document is the first report and covers calendar year 2016. During 2016, the City took on the logistically and operationally immense effort of implementing the TAP program, making rapid and significant progress on developing the program and planning and deploying a long and short term public outreach campaign to drive public awareness and enrollment.

The Philadelphia Code section 19-1605(b)(.1-.4) specifies four types of metrics upon which the Department should report each year. Since the new program had not yet launched in 2016, the only applicable reporting metric is 19-1605(7)(b)(.3), *"the total number of non-TAP payment agreements and a breakdown of such payment agreements by type, term, and amount covered, which amount shall be further broken down into principal, interest, penalties, and other fees or costs."* As of December 31, 2016, there were 16,319 active residential payment agreements. Of these agreements, 14,936 agreements were created in 2016, while 1,383 agreements were created in previous years. Residential agreements are categorized as one of four types: first standard, second standard, Ten/five (or ten percent down/five percent per month) and Water Revenue Bureau Conference Committee (WRBCC) agreements. First standard and second standard agreements are available to residential customers irrespective of income. Under a first standard agreement, a 25% down payment is requested from the customer, while under a second standard agreement, a 50% down payment is requested from the customer. The other two types of agreements, ten/five agreements and WRBCC agreements are available to residential customers who meet income qualifications. The 14,936 active residential agreements created in 2016 were made up of 5,106 first standard agreements; 2,612 second standard agreements; 682 ten/five agreements; and 6,536 WRBCC agreements. Finally, active residential agreements created in 2016 cover just over $32.5M in principal debt, $5.1M in penalties and $324,000 in other fees (such as returned check fees).

The City has made significant progress towards implementing TAP. In July 2017, the City will begin accepting and processing applications for the program and customers will begin to receive bills reflecting their TAP water rates upon their acceptance into the program, as soon as early August.

To this end, the 2017 report will include information on all the metrics in section III, in accordance with the Ordinance's reporting requirements

2. INTRODUCTION

The City of Philadelphia is launching a new Tiered Assistance Program (TAP) for residential customers who meet low-income or Special Hardship criteria pursuant to Section 206.0 through 206.10 of PHILADELPHIA WATER DEPARTMENT REGULATIONS.

This initiative is a result of two essential drivers. The first is the enactment of Council Bill 140607-AA, *an ordinance amending Title 19 of the Philadelphia Code (Finances, Taxes and Collections), Chapter 1600 (Water and Sewer Rents), by providing for installment payment agreements, all under certain terms and conditions.* This ordinance structures the Philadelphia Code section 19-1605.

The second is delivery of the Philadelphia Water, Sewer, and Stormwater Rate Board final decision on proposed changes in rates and charges (Rate Determination), in response to the Application of the Philadelphia Water Department for Increased Rates and Charges (FY 2017-2018).

In both documents mentioned above, TAP is referred to as the Income-Based Water Rate Assistance Program, or IWRAP. This document and all reports going forward, will use the program's operational name, TAP.

Under the Ordinance, the Revenue Department is required to submit, by March 31st of each year, a written report to the Mayor -- with timely copies furnished to the Council President and Chief regarding activities undertaken pursuant to the ordinance that occurred during the previous calendar year. Section 19-1605(7) specifies that,

(b) Each report shall include the following information for the twelve month period covered:

1. *The number of applicants enrolled in TAP, and a breakdown of such enrollments by income level, along with the gross amount of arrears calculated for these enrollees;*
2. *The number of applicants that were not enrolled in TAP and a breakdown of the reasons for their TAP ineligibility (e.g., lack of residency, failure of customer to follow up, etc.);*
3. *The number of non-TAP payment agreements and a breakdown of such payment agreements by type, term, and amount covered. These amounts shall be further broken down into principal, interest, penalties, and other fees or costs.*
4. *The number of TAP customers who defaulted during the applicable period and the reason(s) (e.g., non-payment, failure to recertify eligibility) for the default.*

This report covers calendar year 2016. During this period, the City took on the logistically and operationally immense effort of implementing the TAP program, making rapid and significant progress on areas including (but not limited to) the following:

- Policy development
- Promulgation of regulations
- Information technology enhancements (including software development, billing system modifications and web-based customer application development)

- Planning and development of an extensive, short and longer term Public outreach campaign to support program awareness and enrollment
- Preparation for hiring and procurement of space for new hires
- Business process modifications
- Standard operating procedure modifications

3. REPORTING METRICS

For 2016, since the new program had not yet launched, the only applicable reporting metric is 19-1605(7)(b)(.3), *"the total number of non-TAP payment agreements and a breakdown of such payment agreements by type, term, and amount covered, which amount shall be further broken down into principal, interest, penalties, and other fees or costs."*

3.1 APPLICANTS ENROLLED IN TAP

(Not applicable in 2016)

3.2 APPLICANTS NOT ENROLLED IN TAP

(Not applicable in 2016)

3.3 NON-TAP PAYMENT AGREEMENTS

As of December 31, 2016, there were 16,319 active residential payment agreements. Of these agreements, 14,936 agreements were created in 2016, while 1,383 agreements were created in previous years. Residential agreements are categorized as one of four types: first standard, second standard, Ten/five (or ten percent down/five percent per month) and Water Revenue Bureau Conference Committee (WRBCC) agreements. First standard and second standard agreements are available to residential customers irrespective of income. Under a first standard agreement, a 25% down payment is requested from the customer, while under a second standard agreement, a 50% down payment is requested from the customer. The other two types of agreements, ten/five agreements and WRBCC agreements are available to residential customers who meet income qualifications. The 14,936 active residential agreements created in 2016 were made up of 5,106 first standard agreements; 2,612 second standard agreements; 682 ten/five agreements; and 6,536 WRBCC agreements. Finally, active residential agreements created in 2016 cover just over $32.5M in principal debt, $5.1M in penalties and $324,000 in other fees (such as returned check fees). Tables 1, 2 and 3 provide counts for active residential agreements as of December 31, 2016 by term range along with the principal, penalties, and other fees covered under the agreements. Table 1 shows information for agreements created in 2016; Table 2 shows agreements created before 2016; and Table 3 shows all agreements (the sums of agreements shown in Tables 2 and 3).

Table 1. Active Residential Agreements Created in Calendar Year 2016

Agreement type by term range	Count of agreements	Principal	Penalties	Other fees
First Standard (25% down)	5,106	$3,201,343.10	$344,212.45	$29,208.58
1-12	3,697	$1,319,962.61	$87,208.55	$6,977.95
13-24	1,114	$958,119.81	$107,412.35	$11,316.76
25-36	172	$401,600.17	$58,712.33	$5,438.87
37-48	83	$331,153.82	$55,016.78	$3,520.00
49-60	40	$190,506.69	$35,862.44	$1,955.00
Second Standard (50% down)	2,612	$2,385,439.88	$329,902.16	$30,700.41
1-12	1,753	$821,674.20	$69,849.47	$9,319.48
13-24	502	$527,965.89	$65,826.23	$7,699.40
25-36	154	$377,617.52	$52,897.14	$4,839.11
37-48	108	$303,784.96	$66,536.01	$4,640.32
49-60	94	$346,925.31	$72,369.19	$4,132.10
More than 60	1	$7,472.00	$2,424.12	$70.00
Ten/five (10% down, 5% per mo.)	682	$1,379,366.33	$206,245.72	$18,981.56
1-12	12	$2,405.31	$126.15	$10.00
13-24	40	$19,335.25	$1,355.80	$273.00
25-36	131	$89,044.31	$6,413.14	$1,397.57
37-48	90	$84,545.66	$7,256.77	$1,393.99
49-60	384	$1,089,586.25	$168,316.42	$14,571.10
More than 60	25	$94,449.55	$22,777.44	$1,335.90
WRBCC	6,536	$25,542,909.88	$4,313,041.83	$245,538.01
1-12	6,536	$25,542,909.88	$4,313,041.83	$245,538.01
Total of 2016 agreements	14,936	$32,509,059.19	$5,193,402.16	$324,428.56

Table 2. Active Residential Agreements Created Before 2016

Agreement type by term range	Count of agreements	Principal	Penalties	Other fees
First Standard (25% down)	252	$743,115.52	$85,372.14	$4,666.82
1-12	3	$1,578.33	$54.39	$0.00
13-24	60	$137,230.96	$18,533.18	$1,693.79
25-36	53	$163,767.22	$26,380.86	$1,360.85
37-48	65	$163,134.94	$9,988.04	$650.00
49-60	69	$269,497.29	$26,300.34	$882.18
More than 60	2	$7,906.78	$4,115.33	$80.00
Second Standard (50% down)	152	$379,400.21	$43,302.01	$3,374.32
1-12	1	$259.12	$11.73	$0.00
13-24	24	$35,261.01	$6,306.36	$543.49
25-36	46	$86,542.75	$9,754.72	$720.93
37-48	29	$81,435.48	$7,076.07	$529.90
49-60	51	$172,765.75	$20,131.14	$1,500.00
More than 60	1	$3,136.10	$21.99	$80.00
Ten/five (10% down, 5% per mo.)	300	$647,838.26	$98,371.46	$8,183.15
1-12	0	$0	$0	$0
13-24	9	$4,529.95	$318.50	$30.00
25-36	39	$26,942.56	$2,012.22	$328.22
37-48	27	$25,244.44	$2,066.46	$330.00
49-60	224	$589,171.67	$93,818.03	$7,484.93
More than 60	1	$1,949.64	$156.25	$10.00
WRBCC	679	$2,812,934.68	$451,506.12	$32,423.44
1-12	679	$2,812,934.68	$451,506.12	$32,423.44
Total of pre-2016 agreements	1,383	$8,423,461.82	$1,271,731.32	$92,628.64

Table 3. Summary of All Active Residential Agreements as of December 31, 2016

Agreement type by term range	Count of agreements	Principal	Penalties	Other fees
First Standard (25% down)	5,358	$3,944,458.62	$429,584.59	$33,875.40
1-12	3,700	$1,321,540.94	$87,262.94	$6,977.95
13-24	1,174	$1,095,350.77	$125,945.53	$13,010.55
25-36	225	$565,367.39	$85,093.19	$6,799.72
37-48	148	$494,288.76	$65,004.82	$4,170.00
49-60	109	$460,003.98	$62,162.78	$2,837.18
More than 60	2	$7,906.78	$4,115.33	$80.00
Second Standard (50% down)	2,764	$2,764,840.09	$373,204.17	$34,074.73
1-12	1,754	$821,933.32	$69,861.20	$9,319.48
13-24	526	$563,226.90	$72,132.59	$8,242.89
25-36	200	$464,160.27	$62,651.86	$5,560.04
37-48	137	$385,220.44	$73,612.08	$5,170.22
49-60	145	$519,691.06	$92,500.33	$5,632.10
More than 60	2	$10,608.10	$2,446.11	$150.00
Ten/five (10% down, 5% per mo.)	982	$2,027,204.59	$304,617.18	$27,164.71
1-12	12	$2,405.31	$126.15	$10.00
13-24	49	$23,865.20	$1,674.30	$303.00
25-36	170	$115,986.87	$8,425.36	$1,725.79
37-48	117	$109,790.10	$9,323.23	$1,723.99
49-60	608	$1,678,757.92	$262,134.45	$22,056.03
More than 60	26	$96,399.19	$22,933.69	$1,345.90
WRBCC	7,215	$28,355,844.56	$4,764,547.95	$277,961.45
1-12	7,215	$28,355,844.56	$4,764,547.95	$277,961.45
Total agreements	16,319	$37,092,347.86	$5,871,953.89	$373,076.29

3.4 CUSTOMERS DEFAULTING FROM TAP

(Not applicable in 2016)

4. CONCLUSION

The City has made significant progress towards implementing TAP. In July 2017, the City will begin accepting and processing applications for the program and customers will begin to receive bills reflecting their TAP water rates upon their acceptance into the program, as soon as early August.

To this end, the 2017 report will include information on all the metrics in section III, in accordance with the Ordinance's reporting requirements.

CITY OF PHILADELPHIA

DEPARTMENT OF REVENUE
Municipal Services Building
1401 John F. Kennedy Boulevard
Philadelphia, PA 19102
(215) 686-6400
FAX (215) 686-6537

FRANK BRESLIN, CPA
Revenue Commissioner
Chief Collections Officer

March 30, 2018

The Honorable James Kenney
Mayor, City of Philadelphia
City Hall, Room 215
Philadelphia, PA 19107

Dear Mayor Kenney:

Enclosed is the Department of Revenue's second annual Report to the Mayor on the Tiered Assistance Program (TAP). The report, required under Philadelphia Code Section 19-1605(7), provides metrics for calendar year 2017.

During 2017, the Revenue and Water Departments worked together on the logistically and operationally immense effort of launching the TAP program. Prior to the launch on July 1, 2017, the City completed a variety of preparatory activities including: developing policies, operating procedures and internal business processes, hiring and training staff, modifying the City's billing system to accommodate TAP, and developing additional information technology resources to support customer application submittals and reviews. In addition, the City focused on a comprehensive customer outreach campaign to support program awareness and enrollment. As a result of the significant planning, preparation, and training, TAP was successfully launched, on-time and in compliance with the City ordinance. Since its launch, TAP operations have been folded into all aspects of WRB and PWD's business processes. In the latter half of the year, while the program was in its infancy, operations continued to evolve in response to opportunities for greater efficiency and enhanced customer communication. We expect that as the program matures, we will gather additional feedback and data, to further inform its ongoing administration.

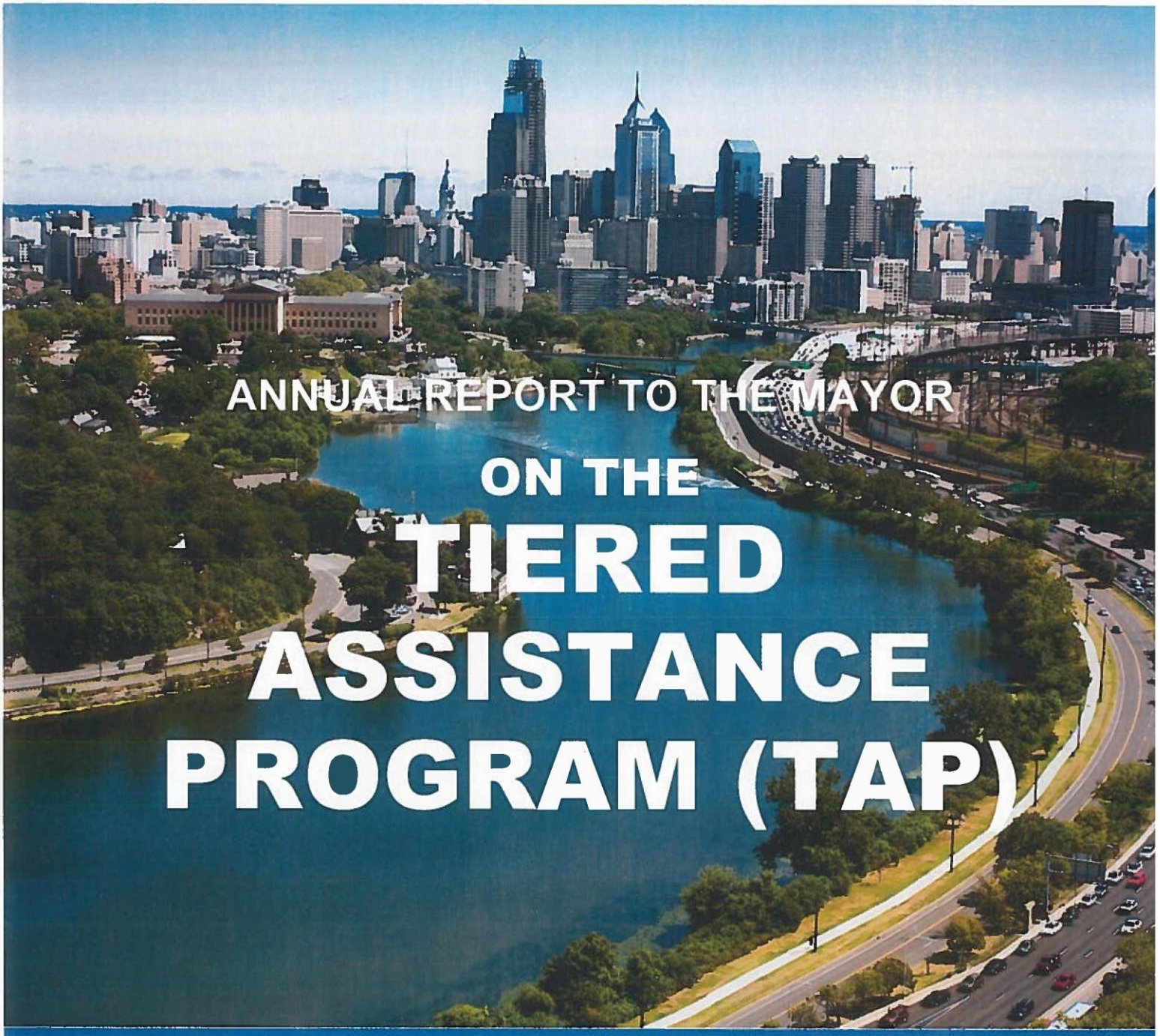
Very truly yours,

Commissioner Frank Breslin, CPA
Chief Collections Officer

FB/mb

Enclosure

cc: Darrell L. Clarke, City Council President
Michael A. Decker, Chief Clerk of the City Council



ANNUAL REPORT TO THE MAYOR ON THE TIERED ASSISTANCE PROGRAM (TAP)

Department of Revenue

Calendar Year 2017

March 31, 2018

City of Philadelphia

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1. EXECUTIVE SUMMARY

The City of Philadelphia has launched the Tiered Assistance Program (TAP), its new assistance program for residential customers who meet low-income or special hardship criteria. The initiative is a result of the enactment of Council Bill 140607-AA and rate determination by the Philadelphia Water, Sewer, and Stormwater Rate Board.

The ordinance requires that the Revenue Department submit a written report by March 31st of each year of activities undertaken pursuant to the ordinance. This document is the second such report and covers calendar year 2017. During the reporting period, the City launched the program and has since enrolled several thousand customers. Prior to the launch on July 1, 2017, the City completed a variety of preparatory activities including: developing policies, operating procedures, and internal business processes, hiring and training staff, modifying the City's billing system to accommodate TAP, and developing additional information technology resources to support customer application submittals and reviews. In addition, the City focused on a comprehensive customer outreach campaign to support program awareness and enrollment. As a result of the significant planning, preparation, and training, TAP was successfully launched, on-time and in compliance with the City ordinance. Since its launch, TAP operations have been folded into all aspects of WRB and PWD's business processes. In the latter half of the year, while the program was in its infancy, operations continued to evolve, in response to opportunities for greater efficiency and enhanced customer communication. We expect that as the program matures, we will gather additional feedback and data to further inform its ongoing administration.

Philadelphia Code section 19-1605(7)(b)(.1-.4) specifies four types of metrics upon which the Department should report each year: Applicants Enrolled in TAP, Applicants Not Enrolled in TAP, Non-TAP Payment Agreements, and Customers Defaulting from TAP. Beginning in July – the same month that the City began receiving customer assistance applications – the City enrolled customers in TAP, or in some cases, alternative programs that would be more beneficial to the customer. **By December 31, 2017, the City had fully processed over 7,500 applications and had enrolled 4,610 customers in TAP.** Together, TAP enrollees had just over $15.5M in water account arrears at the time of enrollment. In addition to those enrolled in TAP, there were 3,093 applicants not enrolled in TAP. This group includes 1) those who were placed in a program other than TAP because it was determined to be more affordable; and 2) those whose applications were denied. There were no customers who defaulted in TAP during 2017.

In addition to TAP, this document also reports on non-TAP payment agreements between water customers and WRB. **As of December 31, 2017, there were 12,907 active residential payment agreements.** Of these agreements, 10,324 agreements were created in 2017, while 2,583 agreements were created in previous years and were still ongoing.

The 10,324 active residential agreements created in 2017 were made up of 4,797 first standard agreements, 1,985 second standard agreements, 235 ten/five agreements, 3,048 WRBCC agreements, and 259 extended payment agreements. Active residential agreements created in 2017 cover just over $18.9M in principal debt, $2.7M in penalties and $167,000 in other fees (such as returned check fees).

2. INTRODUCTION

The City of Philadelphia has successfully launched a new Tiered Assistance Program (TAP) for residential customers who meet low-income or Special Hardship criteria pursuant to Section 206.0 through 206.10 of the Philadelphia Water Department Regulations.

This initiative is a result of two essential drivers. The first is Philadelphia Code section 19-1605, enacted in 2015. The second is the Philadelphia Water, Sewer, and Stormwater Rate Board's rate determination.

In both documents mentioned above, TAP is referred to as the Income-Based Water Rate Assistance Program, or IWRAP. This document and all reports going forward, will use the program's operational name, TAP.

The ordinance requires the Revenue Department to submit, by March 31st of each year, a written report to the Mayor – with timely copies furnished to the Council President and Chief Clerk of City Council – regarding activities undertaken pursuant to the ordinance that occurred during the previous calendar year. Section 19-1605(7) specifies metrics to be included as a part of this annual report, which are included in Section 4, below.

This report covers calendar year 2017. During this period, the City developed the policies, operating procedures, and internal business processes around program administration. The City continued efforts that it began in 2016 in the areas of:

- Information technology enhancements (including software development and billing system modifications)
- Operational and management reporting
- Significant ongoing training for WRB and PWD staff, as well as for external stakeholders

In addition, the City focused on a comprehensive customer outreach campaign to support program awareness and enrollment. More information on customer outreach and support can be found in Section 3, below.

As a result of these large-scale efforts in planning, preparation, and training, TAP was successfully launched, on-time on July 1, 2017 and in compliance with the City ordinance. Since then, TAP operations have been folded into all aspects of WRB and PWD's business processes – from call centers and intake to collections, accounting, public affairs, and metering. In the latter half of the year, while the program was in its infancy, operations continued to evolve, in response to opportunities for greater efficiency and enhanced customer communication.

Beginning in July, the same month that the City began receiving customer assistance applications, the City enrolled customers in TAP, or in some cases, alternative programs that would be more beneficial to the customer. **By December 31, 2017, the City had fully processed over 7,500 applications and had enrolled 4,610 customers in TAP.**

3. CUSTOMER OUTREACH AND SUPPORT

The City has taken numerous steps to inform customers about the program, provide applications to likely applicants, and to support customers throughout the application process. Program advertising occurred both before and after the July 1 launch in the following forms:

- Bill stuffers
- Email(s) with info on how to apply (sent to customers who provided an email)
- Flyer: Program Overview
- Fact Sheet: FAQ (including eligibility criteria)
- Fact Sheet: Get Ready to Apply (includes how to enroll)
- Fact Sheet: New Ways to Get Help
- Fact Sheet: Special Hardships (includes who is qualified)
- Posters (English & Spanish)
- Newspaper ads
- Bus & Bus Shelter ads
- Subway ads

Additionally, a press conference was held in late June to raise the visibility of the program to the public.

The program is designed to be customer friendly, so that anyone can easily obtain an application by accessing it online, calling PWD, visiting WRB, or reaching out to any of several partner organizations. Customers can have an application mailed to them, print an application on the spot, or fill one out online. Application access is primarily customer-driven. The City has supplemented this access for customers likely to apply, by pre-emptively sending applications through the mail to those who had been enrolled in WRAP.

To assist customers with the application process, the City has published several forms of guidance, including a Customer Assistance Application Checklist. The City also provided training to partner organizations, including Utility Emergency Services Fund (UESF), Community Legal Services (CLS) and Neighborhood Energy Centers (NECs), whose participation is critical to the mission of providing assistance where it is needed, due to their action as an important conduit to customers. In addition, representatives of City Council offices and other social service initiatives learned how to help customers access applications and complete them. For several months after the launch, the City also supplemented staffing at WRB's Municipal Services Building Intake area with customer assistance application specialists.

The City maintains a website with all information relevant to the customer service application process. It can be viewed at www.phila.gov/water/billinghelp.

4. REPORTING METRICS

City Code Section 19-1605(7)(b) requires several metrics to be provided in this annual report, including:

1. *The number of applicants enrolled in TAP, and a breakdown of such enrollments by income level, along with the gross amount of arrears calculated for these enrollees.*
2. *The number of applicants that were not enrolled in TAP and a breakdown of the reasons for their TAP ineligibility.*
3. *The number of non-TAP payment agreements and a breakdown of such payment agreements by type, term, and amount covered.*
4. *The number of TAP customers who defaulted during the applicable period and the reason(s) for the default.*

Each metric is addressed in this section.

4.1 APPLICANTS ENROLLED IN TAP

Between July 1st and December 31st, 2017, the City enrolled **4,610 customers in TAP**. Together, these enrollees had just **over $15.5M in water account arrears** at the time of enrollment. For consistency between reports, water account arrears are labeled "Pre-TAP Debt." Table 1 shows the breakdown of these TAP enrollees in income ranges with respect to the Federal Poverty Guideline.

Table 1. Applicants Enrolled in TAP in 2017

Income Level as Compared to Federal Poverty Guideline	Total Enrollees	Total Pre-TAP Debt
Up to 50%	1,027	$3,243,020.46
Above 50% and up to 100%	2,401	$8,589,123.96
Above 100% and up to 150%	1,130	$3,480,156.92
Above 150% and up to 250%	48	$181,990.37
Above 250%	4	$16,543.94
Total	*4,610*	*$15,510,835.65*

Table 2. Total Debt of Applicants Enrolled in TAP in 2017

Debt Range	Total Enrollees	Total Pre-TAP Debt[1]
< $0	35	$(4,860.63)
$0–$200	689	$51,658.49
$200–$500	522	$174,105.61
$500–$1,000	581	$423,826.91
$1,000–$2,000	698	$1,007,379.76
$2,000–$5,000	1,077	$3,529,346.51
$5,000–$10,000	654	$4,642,286.56
$10,000–$20,000	290	$3,845,927.10
$20,000–$50,000	59	$1,518,060.86
$50,000+	5	$318,243.85
Total[2]	***4,610***	***$15,510,835.65***

[1] Under the ordinance's requirement to promptly review applications for changed circumstances, there are rare cases where the same customer was enrolled in TAP more than once in the calendar year. In those cases, only that customer's most recent enrollment and associated debt are reported in Table 1 and Table 2Table 1. Applicants Enrolled in TAP in 2017. Since TAP is a program in which customers can recertify for continuous participation, Pre-TAP Debt as shown in the tables above may represent debt that was already protected from enforcement while the customer was previously enrolled in TAP. Thus, the debt is associated with the most recent enrollment, but it may not all be debt newly protected through TAP participation.

[2] The total in Table 2 excludes any customers with account credits at the time of enrollment (which are shown in the first line of the table).

4.2 APPLICANTS NOT ENROLLED IN TAP

In addition to the 4,610 applicants enrolled in TAP (see Table 1, above), 3,093 applicants applied but were not enrolled in TAP. This group includes of 1) applicants who were denied for ineligibility or incompleteness following a request for further information, and thus could not be processed; 2) those who were placed in a different program that represented a more affordable alternative; and 3) those whose applications had some other outcome causing it to stop being processed. These reasons are described in further detail in Table 3, below.

Table 3. Applicants Not Enrolled in TAP

Outcome	Count
Denied	
Failed to meet Income and Residency Guidelines	104
Failed to meet Income Guidelines (no Special Hardship)	307
Failed to meet Residency Guidelines	235
Installation Type Not Eligible for TAP	10
Missing or Invalid Income or Residency Documentation	1,555[3]
Missing information on application form	95
Failed to prove Special Hardship	38
Total Denials	***2,344***
Enrolled in More Affordable Alternative	
Senior Citizen Discounted Bill + Extended Payment Agreement	35
Senior Citizen Discounted Bill[4]	92
Regular Bill + Extended Payment Agreement	273
Regular Bill[5]	121
WRBCC Agreement	152
Total More Affordable Alternative Placements	***673***
Other Outcomes	
Customer Withdrew Application	3
Data Transfer[6]	73
Total Other Outcomes	***76***

[3] 54 applications that were denied as of 12/31/17 were denied in error, and have subsequently been approved without any additional information from the customer.

[4] Senior Citizen Discounted Bill may also include a standard payment agreement. Standard agreements are reported in Section 3.3, below.

[5] Regular Bill may also include a standard payment agreement. Standard agreements are reported in Section 3.3, below.

[6] When customers had more than one application in progress at the same time, information was transferred to the newest application for processing, older applications were categorized as "Data Transfer," and were no longer processed.

4.3 NON-TAP PAYMENT AGREEMENTS

As of December 31, 2017, there were 12,907 active payment agreements between residential water customers and WRB. Of these agreements, **10,324 (80%) were created in 2017**, while **2,583 (20%) were created in previous years** and were still ongoing. Residential agreements are categorized as one of four types: first standard, second standard, ten/five (or 10% down, 5% per month) and Water Revenue Bureau Conference Committee (WRBCC) agreements. First standard and second standard agreements are available to residential customers irrespective of income. Under a first standard agreement, a 25% down payment is requested from the customer, while under a second standard agreement, a 50% down payment is requested from the customer. The other two types of agreements, ten/five agreements and WRBCC agreements were available to residential customers who meet income qualifications. The prevalence of new agreements in these two categories has greatly reduced since TAP was launched. The figures reported here represent normal enrollment through July 2017, and then greatly reduced enrollment. A new Extended Payment Agreement was introduced during 2017 to assist customers who were income-ineligible for TAP.

The 10,324 active residential agreements created in 2017 were made up of 4,797 first standard agreements, 1,985 second standard agreements, 235 ten/five agreements, 3,048 WRBCC agreements, and 259 extended payment agreements. Active residential agreements created in 2017 cover just over $18.9M in principal debt, $2.7M in penalties and $167,000 in other fees (such as returned check fees).

Table 4, Table 5, and Table 6 provide counts for active residential agreements as of December 31, 2017 by term range along with the principal, penalties, and other fees covered under the agreements. Table 4 shows information for agreements created in 2017; Table 5 shows agreements created before 2017; and Table 6 shows all agreements (the sum of agreements shown in Table 4 and Table 5).

Table 4. Active (as of 12/31/17) Residential Agreements Created in Calendar Year 2017

Agreement Type By Term Range	Count	Principal	Penalties	Other Fees
Standard 1				
0–12	3,377	$1,252,595.72	$73,800.41	$7,088.61
13–24	1,104	$1,051,929.59	$68,550.21	$9,413.76
25–36	178	$446,401.81	$49,931.89	$4,725.73
37–48	85	$424,943.08	$58,578.11	$3,082.93
48–60	53	$378,801.88	$67,427.82	$2,965.51
Total Standard 1	***4,797***	***$3,554,672.08***	***$318,288.44***	***$27,276.54***
Standard 2				
0–12	1,238	$588,181.56	$33,884.09	$4,868.95
13–24	454	$475,299.74	$52,985.42	$6,091.49
25–36	149	$300,750.57	$44,463.57	$3,999.38
37–48	76	$283,353.40	$48,892.79	$2,707.75
48–60	68	$366,036.02	$75,828.67	$4,128.82
Total Standard 2	***1,985***	***$2,013,621.29***	***$256,054.54***	***$21,796.39***
10% down, 5% per month				
0–12	1	$144.17	$3.09	$-
13–24	12	$6,096.99	$284.12	$10.00
25–36	42	$28,064.65	$1,930.08	$330.00
37–48	34	$31,975.73	$2,670.04	$379.75
48–60	143	$429,381.89	$69,663.87	$4,676.48
60+	3	$10,195.85	$1,722.96	$40.00
Total 10% down, 5% per month	***235***	***$505,859.28***	***$76,274.16***	***$5,436.23***
WRBCC				
0–12	2,997	$11,816,085.41	$1,948,773.10	$102,051.98
13–24	51	$207,671.15	$48,357.82	$2,265.02
Total WRBCC	***3,048***	***$12,023,756.56***	***$1,997,130.92***	***$104,317.00***
Extended Payment Agreements				
13–24	59	$56,714.56	$4,054.14	$730.00
25–36	46	$62,231.75	$5,919.89	$981.00
37–48	29	$53,820.22	$4,940.10	$650.00
48–60	13	$29,873.88	$4,546.44	$352.30
60+	112	$661,792.79	$95,096.52	$5,767.95
Total Extended Payment Agreements	***259***	***$864,433.20***	***$114,557.09***	***$8,481.25***
Total of all agreements	***10,324***	***$18,962,342.41***	***$2,762,305.15***	***$167,307.41***

Table 5. Active (as of 12/31/17) Residential Agreements Created Before 2017

Agreement Type By Term Range	Count	Principal	Penalties	Other Fees
Standard 1				
0–12	-	$-	$-	$-
13–24	32	$49,709.25	$10,679.19	$970.00
25–36	71	$174,632.29	$35,282.37	$2,549.72
37–48	54	$180,589.38	$36,724.16	$1,890.00
48–60	61	$249,419.94	$35,121.00	$1,340.00
60+	2	$7,906.78	$4,115.33	$80.00
Total Standard 1	***220***	***$662,257.64***	***$121,922.05***	***$6,829.72***
Standard 2				
0–12	-	$-	$-	$-
13–24	32	$45,576.84	$3,821.20	$390.00
25–36	51	$180,120.39	$20,098.65	$1,648.73
37–48	50	$134,451.42	$26,232.76	$1,953.65
48–60	49	$190,506.55	$42,566.41	$1,870.00
60+	2	$10,608.10	$2,446.11	$150.00
Total Standard 2	***184***	***$561,263.30***	***$95,165.13***	***$6,012.38***
10% down, 5% per month				
0–12	-	$-	$-	$-
13–24	4	$2,130.92	$146.54	$10.00
25–36	23	$16,272.84	$1,232.66	$280.00
37–48	21	$19,878.39	$1,842.94	$270.00
48–60	158	$456,976.60	$60,898.39	$4,491.86
60+	2	$5,621.79	$2,663.96	$113.67
Total 10% down, 5% per month	***208***	***$500,880.54***	***$66,784.49***	***$5,165.53***
WRBCC				
0–12	19	$76,283.98	$12,530.42	$700.00
13–24	1,952	$7,708,128.21	$1,369,441.74	$79,922.54
Total WRBCC	***1,971***	***$7,784,412.19***	***$1,381,972.16***	***$80,622.54***
Total of all agreements	***2,583***	***$9,508,813.67***	***$1,665,843.83***	***$98,630.17***

Table 6. Summary of All Active (as of 12/31/17) Residential Agreements as of December 31, 2017

Agreement Type By Term Range	Count	Principal	Penalties	Other Fees
Standard 1				
0–12	3,377	$1,252,595.72	$73,800.41	$7,088.61
13–24	1,136	$1,101,638.84	$79,229.40	$10,383.76
25–36	249	$621,034.10	$85,214.26	$7,275.45
37–48	139	$605,532.46	$95,302.27	$4,972.93
48–60	114	$628,221.82	$102,548.82	$4,305.51
60+	2	$7,906.78	$4,115.33	$80.00
Total Standard 1	***5,017***	***$4,216,929.72***	***$440,210.49***	***$34,106.26***
Standard 2				
0–12	1,238	$588,181.56	$33,884.09	$4,868.95
13–24	486	$520,876.58	$56,806.62	$6,481.49
25–36	200	$480,870.96	$64,562.22	$5,648.11
37–48	126	$417,804.82	$75,125.55	$4,661.40
48–60	117	$556,542.57	$118,395.08	$5,998.82
60+	2	$10,608.10	$2,446.11	$150.00
Total Standard 2	***2,169***	***$2,574,884.59***	***$351,219.67***	***$27,808.77***
10% down, 5% per month				
0–12	1	$144.17	$3.09	$-
13–24	16	$8,227.91	$430.66	$20.00
25–36	65	$44,337.49	$3,162.74	$610.00
37–48	55	$51,854.12	$4,512.98	$649.75
48–60	301	$886,358.49	$130,562.26	$9,168.34
60+	5	$15,817.64	$4,386.92	$153.67
Total 10% down, 5% per month	***443***	***$1,006,739.82***	***$143,058.65***	***$10,601.76***
WRBCC				
0–12	3,016	$11,892,369.39	$1,961,303.52	$102,751.98
13–24	2,003	$7,915,799.36	$1,417,799.56	$82,187.56
Total WRBCC	***5,019***	***$19,808,168.75***	***$3,379,103.08***	***$184,939.54***
Extended Payment Agreements				
13–24	59	$56,714.56	$4,054.14	$730.00
25–36	46	$62,231.75	$5,919.89	$981.00
37–48	29	$53,820.22	$4,940.10	$650.00
48–60	13	$29,873.88	$4,546.44	$352.30
60+	112	$661,792.79	$95,096.52	$5,767.95
Total Extended Payment Agreements	***259***	***$864,433.20***	***$114,557.09***	***$8,481.25***
Total of all agreements	***12,907***	***$28,471,156.08***	***$4,428,148.98***	***$265,937.58***

4.4 CUSTOMERS DEFAULTING FROM TAP

PWD Regulations Section 206.6(c), below, describes the reasons for which a customer may be removed from TAP.

> *In addition to removal from TAP pursuant to Section 206.6(a) and (b) of these regulations, a TAP Customer may be removed from TAP for submitting intentionally false enrollment or recertification information/documentation, unauthorized use of service (providing water for use at a location other than the Customer's primary residence), failure to recertify upon request by WRB, or failure to accept and reasonably maintain free conservation services offered by the Water Department.*

During 2017, there were **zero cases of TAP participants defaulting** for reasons of submitting intentionally false information/documentation, unauthorized use of service, or failure to accept and reasonably maintain free conservation services. WRB did not require any TAP participants to recertify for TAP as no customers have yet been active for a full 12-month period. As such, no participants defaulted for due to failure to recertify either. **No customers defaulted from TAP during 2017**.

5. CONCLUSION

During 2017, the City successfully launched a complex customer assistance program that had been in development for less than two years. Customer participation, though still growing, demonstrates an interest by the public in achieving affordable water bills, which are now a reality for thousands of customers.

In a short six-month period, with the assistance of our partners including Utility Emergency Services Fund (UESF), Community Legal Services (CLS) and Neighborhood Energy Centers (NECs), WRB has successfully **enrolled 4,610 customers in TAP, and none of them have defaulted**.

The City has made significant attempts to provide applications proactively to customers who may be eligible for TAP or one of the other programs. In the coming year, we plan to continue this outreach in the form of mailings (including applications) to existing senior citizen discount customers and water customers on Owner-Occupied Real Estate Tax Payment Agreements (OOPA). More information on these mailings can be found in Appendix A.

Ongoing efforts to foster public awareness of TAP's launch -- through marketing, outreach and government and community partnerships --have yielded solid results to date. As we approach the close of the program's inaugural year, application submissions and outcomes point to a positive story, with TAP ranking among **2017's top 10 most utilized public assistance programs in Philadelphia**[7]**.** This ranking is both in the number of residents applying to TAP, and the number of confirmed enrollments in the program. This detail is particularly compelling when it's noted that the list includes some very well-known, long-standing state and local assistance programs, such as CRP, LIHEAP, TANF and Medicaid.

[7] Source: Benefits Data Trust

6. APPENDIX A – PLANNED OUTREACH

The City plans to send customer assistance applications to two targeted groups in the near term. First, we will send a mailing to all senior citizen customers who have not already submitted an application. The City anticipates that this group will receive a mailing in April 2018. Second, we will send a mailing to all water customers with Owner-Occupied Real Estate Tax Payment Agreements (OOPA) who have not already submitted an application. The City anticipates that this group will receive a mailing in May 2018.

WRB will continue to send recertification applications to customers whose WRAP or TAP participation is ending.

CITY OF PHILADELPHIA

DEPARTMENT OF REVENUE
Municipal Services Building
1401 John F. Kennedy Boulevard
Philadelphia, PA 19102
(215) 686-6400
FAX (215) 686-6537

FRANK BRESLIN, CPA
Revenue Commissioner
Chief Collections Officer

March 8, 2019

The Honorable James Kenney
Mayor, City of Philadelphia
City Hall, Room 215
Philadelphia, PA 19107

Dear Mayor Kenney:

Enclosed is the Department of Revenue's third annual Report to the Mayor on the Tiered Assistance Program (TAP). The report, required under Philadelphia Code Section 19-1605(7), provides metrics for calendar year 2018.

During 2018, the Revenue and Water Departments worked together to enhance outreach and communication to customers, improve the customer application experience, and boost participation in TAP and other customer assistance programs. The City continued a variety of activities in support of program enhancement, including: enhancing policies, operating procedures, and internal business processes, further modifying the City's billing system to accommodate TAP, refining the customer assistance application, and working toward expanded language access. As it moved past its first anniversary, TAP has been improved based on feedback from customers, outreach activities, recommendations from the Rate Board, and ongoing involvement of partner organizations and stakeholders.

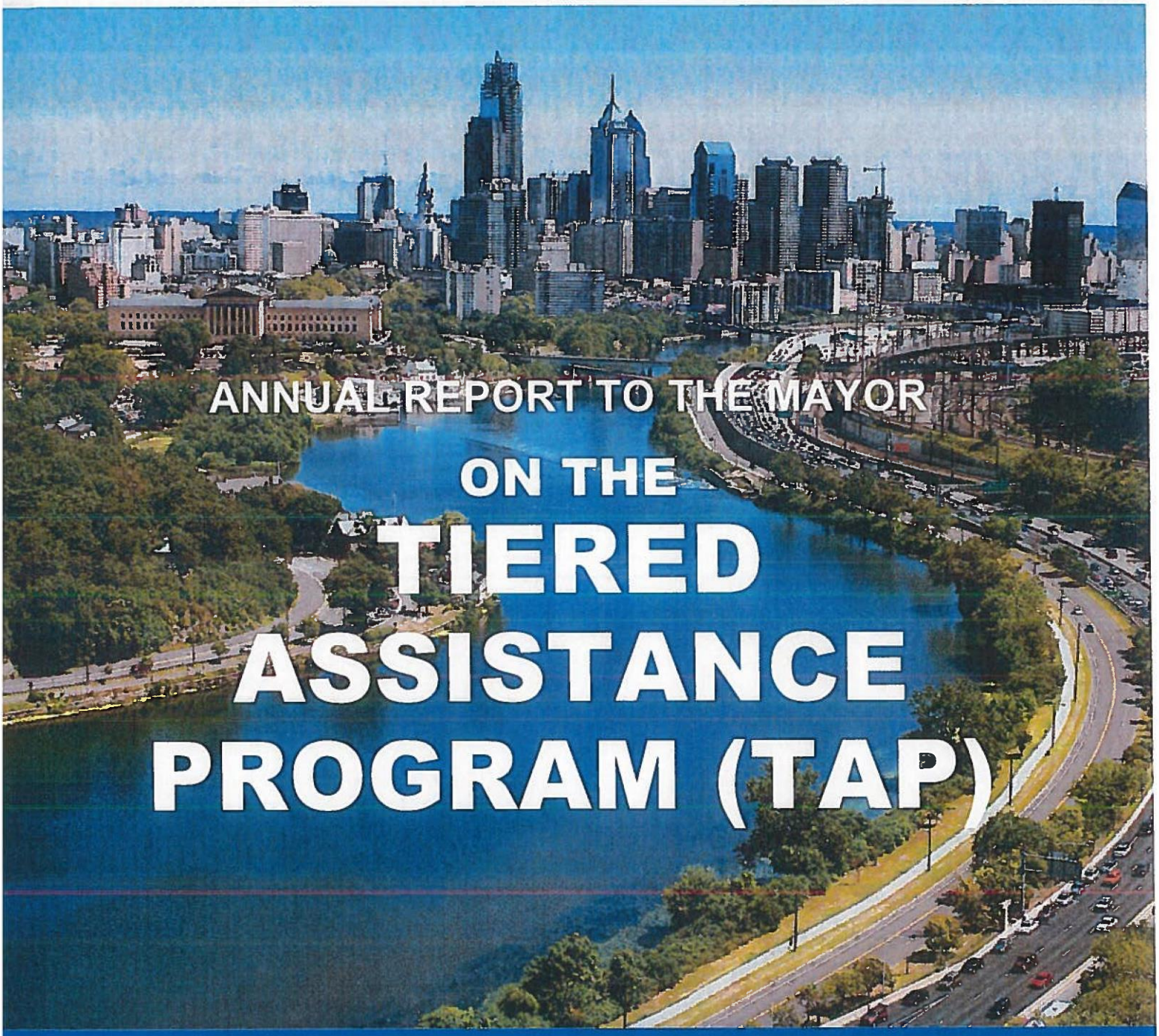
Very truly yours,

Commissioner Frank Breslin, CPA
Chief Collections Officer

FB/mb

Enclosure

cc: Darrell L. Clarke, City Council President
Michael A. Decker, Chief Clerk



ANNUAL REPORT TO THE MAYOR ON THE TIERED ASSISTANCE PROGRAM (TAP)

Department of Revenue

Calendar Year 2018

March 4, 2019

City of Philadelphia

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1. EXECUTIVE SUMMARY

The City of Philadelphia has completed the first full year of the Tiered Assistance Program (TAP), its assistance program for residential customers who meet low-income or special hardship criteria. The initiative is a result of the enactment of Council Bill 140607-AA and rate determination by the Philadelphia Water, Sewer, and Stormwater Rate Board. TAP provides for participating customers' bills to be capped as a percentage of their income. Bills are capped at between 2% and 4% of their household income based on where their household income stands with respect to the current Federal Poverty Guideline. See Section 2.1 for a more detailed description of TAP.

The ordinance requires that the Department of Revenue submit a written report by March 31st of each year of activities undertaken pursuant to the ordinance. This document is the third such report and covers calendar year 2018. During the reporting period, the City completed a variety of activities to enhance customer access including: developing policies, operating procedures, and internal business processes, hiring and training staff, modifying the City's billing system to better accommodate TAP, and developing additional information technology resources to support customer application submittals and reviews. In addition, the City focused on key enhancements to improve customer access and the application experience. In its first full year, operations continued to evolve, in response to opportunities for greater efficiency and enhanced customer communication. We expect that as the program matures, we will gather additional feedback and data to further inform its ongoing administration.

BY THE NUMBERS

Philadelphia Code section 19-1605(7)(b)(.1-.4) specifies four types of metrics upon which the Department should report each year: Applicants Enrolled in TAP, Applicants Not Enrolled in TAP, Non-TAP Payment Agreements, and Customers Defaulting from TAP. **Between January 1 and December 31, 2018, the City had fully processed over 23,000 applications and had enrolled 13,413 customers in TAP. As of December 2018, there were 15,868 active TAP participants.** Together, TAP enrollees during 2018 had slightly over $43.7M in water account arrears at the time of enrollment. In addition to those enrolled in TAP, there were 9,592 applicants not enrolled in TAP. This group includes 1) those who were placed in a program other than TAP because it was determined to be more affordable; and 2) those whose applications were denied (see Figure 1). During 2018, 292 customers defaulted from TAP for failing to successfully recertify.

Figure 1. 2018 Customer Assistance Application Outcomes (n = 23,005)

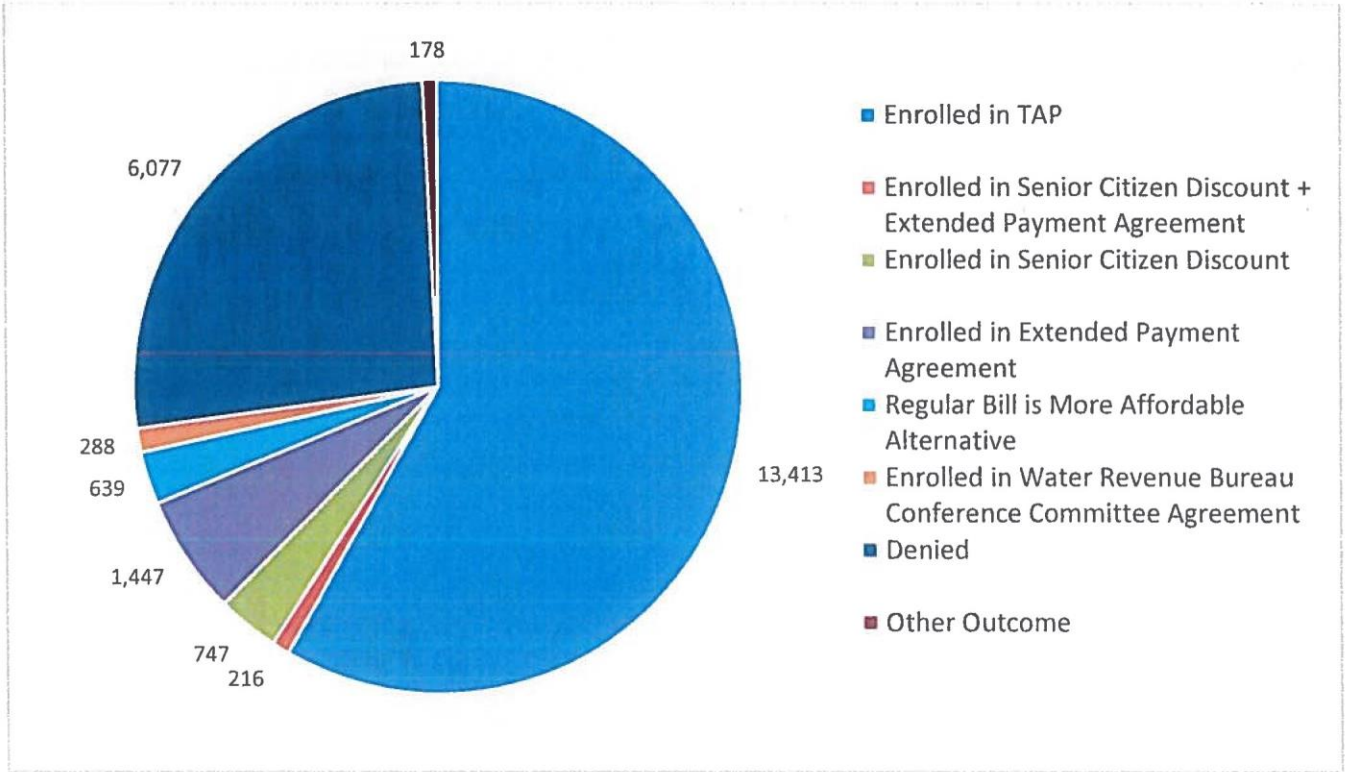
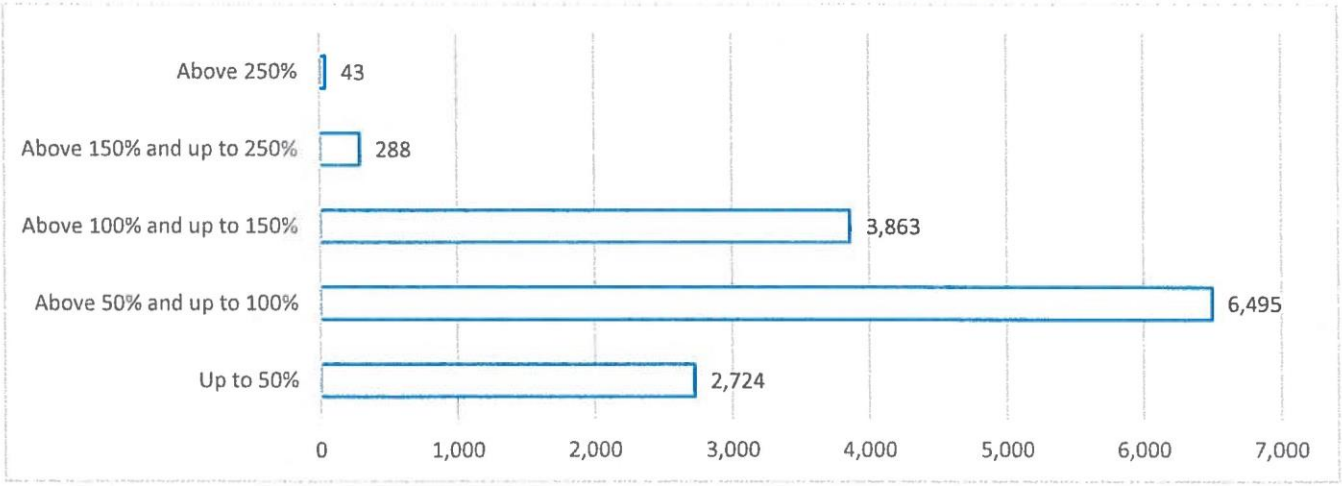
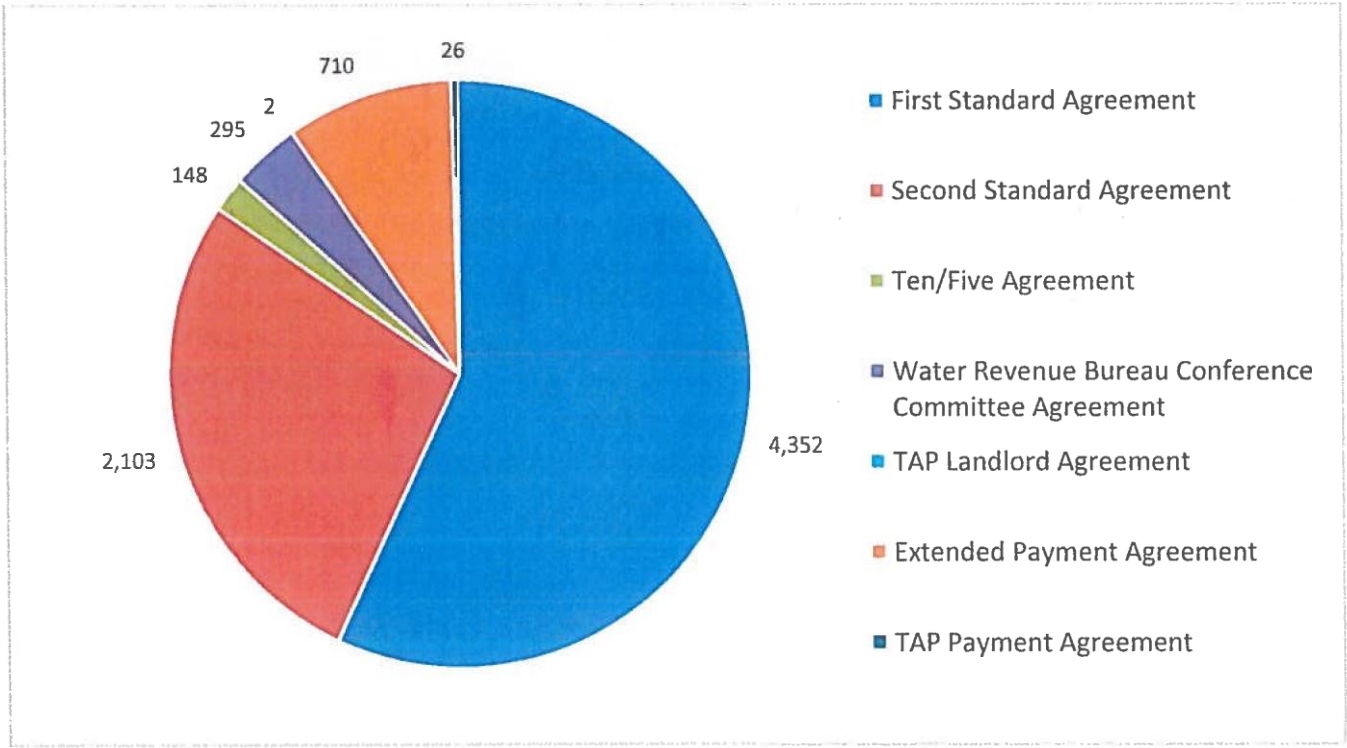


Figure 2. 2018 TAP Enrollees by Federal Poverty Guideline (n = 13,413)



In addition to TAP, this document also reports on non-TAP Payment Agreements between water customers and Revenue's Water Revenue Bureau (WRB). **As of December 31, 2018, there were 7,636 active residential payment agreements.** Of these agreements, 7,038 agreements were created in 2018, while 598 agreements were created in previous years and were still ongoing. Active residential agreements created in 2018 cover just over $9M in principal debt, $1.2M in penalties and $103,000 in other fees (such as returned check fees). See Figure 3 below for a breakdown of all agreements by type. **As of December 31, 2018, there were 27,210 customers enrolled in the Senior Citizen Discount (SCD) program**, some of whom were enrolled prior to the new customer assistance application process.

Figure 3. Non-TAP Residential Payment Agreements Active as of December 31, 2018 (n = 7,636)



2. INTRODUCTION

In 2017, the City of Philadelphia successfully launched a new Tiered Assistance Program (TAP) for residential customers who meet low-income or special hardship criteria pursuant to Section 206.0 through 206.10 of the Philadelphia Water Department Regulations. At the same time, application and enrollment in other Customer Assistance Programs offered by the Water Revenue Bureau were streamlined into the very same process. During 2018, this comprehensive program has continued to grow as the City emphasized outreach, efficient administration, and enhancing the customer experience.

The TAP initiative is a result of two essential drivers. The first is Philadelphia Code section 19-1605, enacted in 2015. The second are the Philadelphia Water, Sewer, and Stormwater Rate Board's rate determinations in 2016 and 2018. In both documents mentioned above, TAP is referred to as the Income-Based Water Rate Assistance Program, or IWRAP. This document will use the program's operational name, TAP.

The ordinance requires the Department of Revenue to submit, by March 31st of each year, a written report to the Mayor – with timely copies furnished to the Council President and Chief Clerk of City Council – regarding activities undertaken pursuant to the ordinance that occurred during the previous calendar year. Section 19-1605(7) specifies metrics to be included as a part of this annual report, which are included in Section 4, below.

2.1 TIERED ASSISTANCE PROGRAM

TAP provides for participating customers' bills to be capped as a percentage of their income. Bills are capped at between 2% and 4% of their household income based on where their household income stands with respect to the current Federal Poverty Guideline. For monthly gross income limits based on household size for the calendar year 2018, see Table 1 below.

- If a customer's household gross monthly income is at or below 50% of the federal poverty guideline, then monthly bills for water, sewer, and stormwater usage and service charges are fixed at 2% of the household income. The minimum TAP bill is $12.00 per month. Any actual charges above the fixed amount are forgiven.
- If a customer's household gross monthly income is above 50% and at or below 100% of the federal poverty guideline, then monthly bills for water, sewer, and stormwater usage and service charges are fixed at 2.5% of the household income. Any actual charges above the fixed amount are forgiven.
- If a customer's household gross monthly income is above 100% and at or below 150% of the federal poverty guideline then monthly bills for water, sewer, and stormwater usage and service charges are fixed at 3% of the household income. Any actual charges above the fixed amount are forgiven.
- If the customer has a gross household income higher than 150% of the Federal Poverty Guideline and provides documentation showing existence of a special hardship within the last 12 months, then the customer may still qualify to participate in TAP.

Table 1. Federal Poverty Guidelines for 2018

Household Size	Maximum Gross Income (150% of FPL)	Maximum Gross Income (250% of FPL)
1 person	$1,518 / month	$2,529 / month
2 people	$2,058 / month	$3,429 / month
3 people	$2,598 / month	$4,329 / month
4 people	$3,138 / month	$5,229 / month
5 people	$3,678 / month	$6,129 / month
6 people	$4,218 / month	$7,029 / month
7 people	$4,758 / month	$7,929 / month
8 people	$5,298 / month	$8,829 / month
For each additional person:	**Add $540 to the amount above**	**Add $900 to the amount above**

If a customer qualifies for TAP based on a special hardship, monthly bills for water, sewer, and stormwater usage and service charges are fixed at 4% of the household income. Any actual charges above the fixed amount are forgiven. A special hardship can be:

- Increase in household size
- Loss of a job, lasting more than 4 months
- Serious illness, lasting more than 9 months
- Death of primary wage earner
- Domestic violence
- Other circumstances that threaten household's access to necessities of life

Customers are not required to have any back debt or any balance on their accounts to qualify for TAP. If customers do have back debt on their water accounts, that debt will be protected, meaning no enforcement action or collection activity will be taken on that debt while the customer is participating in TAP.

Additionally, when a customer requests an assistance application WRB provides a 14-calendar day stay of enforcement on their account up to three times within a 12-month time frame. (After the third request for an assistance application, the stay is no longer available.) A customer's back debt related to HELP loans or meter and repair charges are not covered under TAP. After 24 full TAP payments, a customer's pre-TAP penalties are forgiven.

2.2 2018 HIGHLIGHTS

In the early part of 2018, the City made critical enhancements to promote program access. WRB worked to efficiently leverage Real Estate Tax Owner Occupied Payment Agreement (OOPA) data in a more automated fashion for consideration in customer assistance applications. The software used by representatives to review customer assistance applications (Customer Application Management Program, or CAMP) is linked to the OOPA database and updated with new information daily, ensuring that reviewers are notified of the existence of an OOPA agreement and providing the relevant data in CAMP interfaces.

PWD, WRB, and several stakeholders participated in the effort to update the application form to further streamline and enhance customer understanding of the application process. The new application will be used beginning in mid-2019.

The City also focused on establishing an effective recertification process, since TAP enrollees can be required to recertify after they have been enrolled in TAP for at least 12 months. The recertification process includes automatic mailing of a new application, at least two pieces of communication with the customer, and sophisticated data sharing between CAMP and the billing system.

As a result of these efforts, large numbers of customers have applied for customer assistance and TAP enrollment has grown dramatically during the year. **Between January 1 and December 31, 2018, the City had fully processed over 23,000 applications and had enrolled 13,413 customers in TAP. As of December 2018, there were 15,868 active TAP participants.**

3. CUSTOMER OUTREACH AND SUPPORT

The City has continued to build upon the communications campaign established in 2017 to support the launch and implementation of TAP. In 2018, the focus was on customer awareness and the identification of application challenges through working closely with the City's TAP Advisory Committee.

Program advertising during 2018 took place in the following forms:

- Bill stuffers
- Social Media
- Distribution of Flyers and Fact Sheets to partner organizations and at public meetings
- Posters (English & Spanish) distributed to partner organizations and WRB payment centers
- Bus Shelter ads along Roosevelt Boulevard

PWD's Public Affairs Division also focused on in-person community engagement to promote awareness and encourage customer applications. In 2018, assistance programs were featured, and materials were distributed at over 100 meetings with civic partners, reaching over 6,000 residents. Additionally, the Department of Revenue's Outreach Team, which participates in more than 200 community events annually, promoted TAP in neighborhoods, enrolled customers at pop-up events co-hosted with City Councilmembers, and featured the program in its online and social media content.

Another focus of customer outreach during 2018 has been the City's senior citizen population. The Customer Assistance Division at WRB, which is the administrative unit responsible for processing customer assistance program applications, has taken the initiative to engage more directly with PWD's customers to increase enrollment. Partnering with the City's Department of Parks and Recreation, WRB held enrollment drives at seven Senior Centers, reaching over 140 seniors.

PWD and WRB have been preparing for a mailing campaign in early 2019 to reach customers currently enrolled in the Senior Citizen Discount (SCD) program, but who have not applied through the new streamlined customer assistance application. The campaign will encourage customers to apply for assistance through the uniform customer assistance program application process since TAP may provide a lower water bill.

PWD and WRB are also teaming up with the TAP Advisory Committee in addition to PECO, PGW and the PUC, to pilot Utility Assistance Fairs to help Philadelphia residents who live in areas of need to access benefits in a streamlined environment. Two fairs are scheduled for March 2019. In addition to PECO, PGW and the PUC, our partners include TAP Advisory members: Councilwoman Quinones Sanchez, UESF, CLS, BenePhilly and ECA.

The City strengthened its relationship with the Utility Emergency Services Fund (UESF), which now operates a hotline to help customers find in-person assistance with the TAP application process. The City maintains a website with all information relevant to the customer service application process. It can be viewed at www.phila.gov/waterbillhelp.

4. REPORTING METRICS

City Code Section 19-1605(7)(b) requires several metrics to be provided in this annual report, including:

1. The number of applicants enrolled in TAP, and a breakdown of such enrollments by income level, along with the gross amount of arrears calculated for these enrollees.
2. The number of applicants that were not enrolled in TAP and a breakdown of the reasons for their TAP ineligibility.
3. The number of non-TAP Payment Agreements and a breakdown of such payment agreements by type, term, and amount covered.
4. The number of TAP customers who defaulted during the applicable period and the reason(s) for the default.

Each metric is addressed in this section.

The first customers were enrolled in TAP beginning in July 2017. Since TAP customers must recertify after 12 months (at a minimum), recertification is already underway for a number of customers. The metrics in this section include customers who have applied as part of the recertification process.

4.1 APPLICANTS ENROLLED IN TAP

Between January 1st and December 31st, 2018, the City enrolled **13,413 customers in TAP.** Together, these enrollees had **slightly over $43.7M in water account arrears** at the time of enrollment. For consistency between reports, water account arrears are labeled "Pre-TAP Debt." Table 2 shows the breakdown of these TAP enrollees in income ranges with respect to the Federal Poverty Guideline.

Table 2. New Applicants Enrolled in TAP in 2018

Income Level as Compared to Federal Poverty Guideline	Total Enrollees	Total Pre-TAP Debt[1,2]
Up to 50%	2,724	$8,632,355.08
Above 50% and up to 100%	6,495	$22,048,986.77
Above 100% and up to 150%	3,863	$11,860,039.88
Above 150% and up to 250%	288	$954,544.91
Above 250%	43	$230,842.26
Total	***13,413***	***$43,726,768.90***

Table 3. Total Debt of Applicants Enrolled in TAP in 2017

Debt Range	Total Enrollees	Total Pre-TAP Debt[1,2]
< $0	132	$(12,924.16)
$0–$200	2,168	$162,604.27
$200–$500	1,617	$555,390.01
$500–$1,000	1,762	$1,276,884.45
$1,000–$2,000	2,064	$2,994,799.81
$2,000–$5,000	2,865	$9,441,017.57
$5,000–$10,000	1,788	$12,654,161.50
$10,000–$20,000	817	$11,003,854.44
$20,000–$50,000	192	$5,117,072.80
$50,000+	8	$520,984.05
Total[3]	***13,413***	***$43,726,769.90***

[1] Under the ordinance's requirement to promptly review applications for changed circumstances, there are rare cases where the same customer was enrolled in TAP more than once in the calendar year. In those cases, only that customer's most recent enrollment and associated debt are reported in Table 2 and Table 3. Since TAP is a program in which customers can recertify for continuous participation, Pre-TAP Debt as shown in the tables above may represent debt that was already protected from enforcement while the customer was previously enrolled in TAP. Thus, the debt is associated with the most recent enrollment, but it may not all be debt newly protected through TAP participation.

[2] The Total Pre-TAP Debt total excludes any customers with account credits at the time of enrollment (which are shown in the first line of Table 2).

4.2 APPLICANTS NOT ENROLLED IN TAP

In addition to the 13,413 applicants enrolled in TAP (see Table 2, above), 9,592 applicants were not enrolled in TAP. This group includes 1) applicants who were denied for ineligibility or incompleteness following a request for further information, and thus could not be processed; 2) those who were placed in a different program that represented a more affordable alternative than TAP; and 3) those whose applications had some other outcome causing it to stop being processed. These reasons are described in further detail in Table 4, below.

Table 4. Applicants Not Enrolled in TAP

Outcome	Count
Denied	
Failed to meet Income and Residency Guidelines	29
Failed to meet Income Guidelines (no Special Hardship)	685
Failed to meet Residency Guidelines	991
Installation Type Not Eligible for TAP	33
Missing or Invalid Income or Residency Documentation	3,743
Missing information on application form	516
Failed to prove Special Hardship	80
Total Denials	***6,077***
Enrolled in More Affordable Alternative	
Senior Citizen Discounted Bill[4]	747
Senior Citizen Discounted Bill + Extended Payment Agreement	216
Regular Bill[5]	639
Regular Bill + Extended Payment Agreement	1,447
WRBCC Agreement	288
Total More Affordable Alternative Placements	***3,337***
Other Outcomes	
Customer Withdrew Application	11
Data Transfer[6]	167
Total Other Outcomes	***178***

[4] Senior Citizen Discounted Bill may also include a standard payment agreement. Standard agreements are reported in Section 3.3, below.

[5] Regular Bill may also include a standard payment agreement. Standard agreements are reported in Section 3.3, below.

[6] When customers had more than one application in progress at the same time, information was transferred to the newest application for processing, older applications were categorized as "Data Transfer," and were no longer processed. Similarly, previously denied applications were transferred for re-evaluation when WRB identified available OOPA information or the customer submitted additional required documentation after denial. The subsequent approvals or denials are also captured in these figures.

4.3 NON-TAP PAYMENT AGREEMENTS

As of December 31, 2018, there were 7,636 active payment agreements between residential water customers and WRB. Of these agreements, **7,038 (92%) were created in 2018**, while **598 (8%) were created in previous years** and were still ongoing as of the end of 2018. Residential agreements are categorized as one of seven types, some of which relate to TAP.

1) First Standard Agreements: First standard agreements are available to residential customers irrespective of income. Under a first standard agreement, a 25% down payment is requested from the customer.
2) Second Standard Agreements: Second standard agreements are available to residential customers irrespective of income. Under a second standard agreement, a 50% down payment is requested from the customer.
3) Ten/Five (or 10% down, 5% per month) Agreements: These agreements were available to residential customers who met income qualifications. There were no new ten/five agreements created during 2018.
4) Water Revenue Bureau Conference Committee (WRBCC) Agreements: WRBCC agreements were available to residential customers who meet income qualifications, were previously enrolled in the WRBCC program, and had WRBCC be the most affordable alternative or opted to remain in the WRBCC program.
5) Extended Payment Agreements: A new Extended Payment Agreement was introduced during 2017 to assist customers who were income-ineligible for TAP.
6) TAP Payment Agreements: These new agreements were created for customers to catch up on missed TAP payments.
7) TAP Landlord Agreements: TAP Landlord Agreements are agreements automatically created for TAP customers who switch from customer (owner) to landlord (with tenant customer) status. TAP Landlord Agreements are meant to be short-term solutions until a different agreement can be created for these customers, since landlords who are not occupying the property are not eligible for TAP.

The 7,038 active residential agreements created in 2018 were made up of 4,125 First Standard Agreements, 1,922 Second Standard Agreements, 287 Water Revenue Bureau Conference Committee (WRBCC) Agreements, 676 Extended Payment Agreements, 26 TAP Payment Agreements, and 2 TAP Landlord Agreements (See Figure 3 above). Active residential agreements created in 2018 cover just over $9M in principal debt, $1.2M in penalties and $103,000 in other fees (such as returned check fees).

Table 5, Table 6, and Table 7 provide counts for active residential agreements as of December 31, 2018 by term range along with the principal, penalties, and other fees covered under the agreements. Table 5 shows information for agreements created in 2018; Table 6 shows agreements created before 2018; and Table 7 shows all agreements (the sum of agreements shown in Table 5 and Table 6).

As of December 31, 2018, there were 27,210 customers enrolled in the Senior Citizen Discount (SCD) program, some of which were enrolled prior to the new customer assistance application process.

Table 5. Active (as of 12/31/18) Residential Agreements Created in Calendar Year 2018

Agreement Type by Term Range	Count	Principal	Penalties	Other Fees
First Standard Agreements				
0–12	2,644	$897,787.03	$40,580.95	$2,638.12
13–24	1,163	$1,107,951.46	$100,204.52	$10,881.76
25–36	172	$418,467.89	$62,081.98	$6,154.98
37–48	63	$288,878.64	$32,634.06	$3,430.21
48–60	83	$484,155.29	$125,186.55	$7,220.16
Total First Standard Agreements	***4,125***	***$3,197,240.31***	***$360,688.06***	***$30,325.23***
Second Standard Agreements				
0–12	1,033	$526,332.01	$33,903.46	$2,963.14
13–24	528	$515,232.98	$53,200.56	$6,579.16
25–36	157	$335,787.86	$62,467.86	$5,987.25
37–48	104	$299,817.90	$69,169.71	$6,001.63
48–60	100	$444,630.15	$105,312.61	$7,823.00
Total Second Standard Agreements	***1,922***	***$2,121,800.90***	***$324,054.20***	***$29,354.18***
WRBCC Agreements				
0–12	287	$1,163,166.99	$155,272.83	$9,089.68
Total WRBCC Agreements	***287***	***$1,163,166.99***	***$155,272.83***	***$9,089.68***
Extended Payment Agreements				
13–24	131	$125,504.94	$9,314.31	$1,556.38
25–36	90	$140,297.94	$13,389.90	$2,144.50
37–48	59	$119,708.79	$14,994.66	$2,673.44
48–60	53	$131,530.77	$15,413.39	$2,183.95
60+	131	$125,504.94	$9,314.31	$1,556.38
Total Extended Payment Agreements	***676***	***$2,532,774.92***	***$369,529.26***	***$34,333.48***
TAP *Payment Agreements*				
0–12	26	$5,697.34	$0.00	$83.48
Total TAP Payment Agreements	***26***	***$5,697.34***	***$0.00***	***$83.48***
TAP Landlord				
60+	2	$5,196.10	$0.00	$40.00
Total TAP Landlord	***2***	***$5,196.10***	***$0.00***	***$40.00***
Total of all Agreements	***7,038***	***$9,025,876.56***	***$1,209,544.35***	***$103,226.05***

Table 6. Active (as of 12/31/18) Residential Agreements Created Before 2018

Agreement Type by Term Range	Count	Principal	Penalties	Other Fees
First Standard Agreements				
0–12	1[7]	$0.00	$0.00	$0.00
13–24	43	$107,257.38	$6,794.63	$907.25
25–36	76	$200,274.11	$25,798.45	$2,284.98
37–48	52	$229,384.28	$34,034.99	$1,850.00
48–60	54	$282,203.58	$25,038.90	$1,400.00
60+	1	$5,020.91	$4,115.33	$80.00
Total First Standard Agreements	***227***	***$824,140.26***	***$95,782.30***	***$6,522.23***
Second Standard Agreements				
0–12	-	$-	$-	$-
13–24	21	$30,992.54	$3,614.20	$400.00
25–36	52	$117,100.25	$21,880.57	$1,472.74
37–48	60	$214,426.05	$32,117.19	$1,666.78
48–60	48	$223,763.06	$39,716.60	$2,358.82
Total Second Standard Agreements	***181***	***$586,281.90***	***$97,328.56***	***$5,898.34***
Ten/Five Agreements				
0–12	-	$-	$-	$-
13–24	2	$1,051.34	$28.66	$10.00
25–36	8	$5,182.61	$454.17	$50.00
37–48	14	$12,940.87	$1,308.43	$160.00
48–60	121	$351,598.27	$39,440.78	$2,685.69
60+	3	$10,620.49	$2,090.95	$33.67
Total Ten/Five Agreements	***148***	***$381,393.58***	***$43,322.99***	***$2,939.36***
WRBCC Agreements				
0–12	8	$23,000.36	$2,714.78	$200.00
Total WRBCC Agreements	***8***	***$23,000.36***	***$2,714.78***	***$200.00***
Extended Payment Agreements				
0–12	-	$-	$-	$-
13–24	6	$4,978.77	$427.26	$50.00
25–36	2	$2,473.05	$203.09	$40.00
37–48	2	$2,804.15	$282.57	$40.00
48–60	3	$5,162.84	$346.14	$30.00
60+	21	$93,145.05	$16,728.36	$1,125.95
Total Extended Payment Agreements	***34***	***$108,563.86***	***$17,987.42***	***$1,285.95***
Total of all Agreements	598	$1,923,379.96	$257,136.05	$16,845.88

[7] This agreement had been fully paid off, but was still listed with an "Active" status as of December 31, 2018.

Table 7. Summary of All Active (as of 12/31/18) Residential Agreements as of December 31, 2018

Agreement Type by Term Range	Count	Principal	Penalties	Other Fees
First Standard Agreements				
0–12	2,645	$897,787.03	$40,580.95	$2,638.12
13–24	1,206	$1,215,208.84	$106,999.15	$11,789.01
25–36	248	$618,742.00	$87,880.43	$8,439.96
37–48	115	$518,262.92	$66,669.05	$5,280.21
48–60	137	$766,358.87	$150,225.45	$8,620.16
60+	1	$5,020.91	$4,115.33	$80.00
Total First Standard Agreements	***4,352***	***$4,021,380.57***	***$456,470.36***	***$36,847.46***
Second Standard Agreements				
0–12	1,033	$526,332.01	$33,903.46	$2,963.14
13–24	549	$546,225.52	$56,814.76	$6,979.16
25–36	209	$452,888.11	$84,348.43	$7,459.99
37–48	164	$514,243.95	$101,286.90	$7,668.41
48–60	148	$668,393.21	$145,029.21	$10,181.82
Total Second Standard Agreements	***2,103***	***$2,708,082.80***	***$421,382.76***	***$35,252.52***
Ten/Five Agreements				
0–12	-	$-	$-	$-
13–24	2	$1,051.34	$28.66	$10.00
25–36	8	$5,182.61	$454.17	$50.00
37–48	14	$12,940.87	$1,308.43	$160.00
48–60	121	$351,598.27	$39,440.78	$2,685.69
60+	3	$10,620.49	$2,090.95	$33.67
Total Ten/Five Agreements	***148***	***$381,393.58***	***$43,322.99***	***$2,939.36***
WRBCC Agreements				
0–12	295	$1,186,167.35	$157,987.61	$9,289.68
Total WRBCC Agreements	***295***	***$1,186,167.35***	***$157,987.61***	***$9,289.68***
Extended Payment Agreements				
13–24	137	$130,483.71	$9,741.57	$1,606.38
25–36	92	$142,770.99	$13,592.99	$2,184.50
37–48	61	$122,512.94	$15,277.23	$2,713.44
48–60	56	$136,693.61	$15,759.53	$2,213.95
60+	364	$2,108,877.53	$333,145.36	$26,901.16
Total Extended Payment Agreements	***710***	***$2,641,338.78***	***$387,516.68***	***$35,619.43***
TAP *Payment Agreements*				
0–12	26	$5,697.34	$0.00	$83.48
Total TAP Payment Agreements	***26***	***$5,697.34***	***$0.00***	***$83.48***
TAP Landlord				
60+	2	$5,196.10	$0.00	$40.00
Total TAP Landlord	***2***	***$5,196.10***	***$0.00***	***$40.00***
Total of all Agreements	***7,636***	***$10,949,256.52***	***$1,466,680.40***	***$120,071.93***

4.4 CUSTOMERS DEFAULTING FROM TAP

PWD Regulations Section 206.6(c), below, describes the reasons for which a customer may be removed from TAP.

> *In addition to removal from TAP pursuant to Section 206.6(a) and (b) of these regulations, a TAP Customer may be removed from TAP for submitting intentionally false enrollment or recertification information/documentation, unauthorized use of service (providing water for use at a location other than the Customer's primary residence), failure to recertify upon request by WRB, or failure to accept and reasonably maintain free conservation services offered by the Water Department.*

During 2018, there were 292 cases of TAP participants defaulting from TAP, all for failure to successfully recertify. The vast majority of applicants (244) did not respond to the recertification request, 26 were denied for cause, and 22 were enrolled in a more affordable alternative. Table 8 below describes the outcome of these unsuccessful recertification applications. There were no defaults for reasons of submitting intentionally false information/documentation, unauthorized use of service, or failure to accept and reasonably maintain free conservation services. Customers who opted out of TAP or closed their water accounts are not included in these figures.

Table 8. Customers Defaulting from TAP

Outcome	Count
Did Not Respond	**244**
Denied	
Failed to meet Income Guidelines (no Special Hardship)	1
Failed to meet Residency Guidelines	3
Missing or Invalid Income or Residency Documentation	19
Missing information on application form	3
Total Denials	***26***
Enrolled in More Affordable Alternative	
Senior Citizen Discounted Bill	3
Senior Citizen Discounted Bill + Extended Payment Agreement	2
Regular Bill	3
Regular Bill + Extended Payment Agreement	14
Total More Affordable Alternative Placements	***22***

5. CONCLUSION

During 2018, the City successfully continued administering a complex customer assistance program. Customer participation grew dramatically, in part as a result of ongoing outreach efforts. Participation levels are still demonstrating the public's interest in achieving affordable water bills, which are now a reality for thousands of customers.

During 2018, with the assistance of our partners, WRB has successfully **enrolled 13,413 customers in TAP.** Some of these customers are beginning their second year of TAP participation through the automatic recertification process. **As of December 2018, there were 15,868 active TAP participants.**

Ongoing efforts to foster public awareness of TAP's launch -- through marketing, outreach and government and community partnerships --have yielded solid results to date. As we celebrated the program's first anniversary, application submissions and outcomes continue to point to a positive story, with growing enrollment numbers and significant savings for the City's eligible customers.

City of
Philadelphia

May 7, 2020

The Honorable James Kenney
Mayor, City of Philadelphia
City Hall, Room 215
Philadelphia, PA 19107

Dear Mayor Kenney:

Enclosed is the Department of Revenue's third annual Report to the Mayor on the Tiered Assistance Program (TAP). The report, required under Philadelphia Code Section 19-1605(7), provides metrics for calendar year 2019. During 2019, the Water Revenue Bureau and Water Department have worked to enhance internal communications as well as external communications to our customers. These efforts have resulted in new and more detailed letters which are designed to be more targeted and provide more detailed information about the program to customers, including associated customer responsibilities for the program. Additional efforts have also been made to improve the customer application experience by providing an enhanced range of options for requesting and completing the application.

The City made a variety of changes to the program to make the application process more efficient for the customer and the program as a whole more robust. This included creating additional letter communication outreach points. Another key enhancement included further refining language to support enrollee compliance for success. Over the past year, TAP has continued to improve both how it is administered and how it is viewed. This is reflected in the results of the TAP Survey which is distributed to customers of the Water Department who participate in the program.

Very truly yours,

Commissioner Frank Breslin, CPA
Chief Collections Officer

FB/mb

Enclosure
CC: Darrell L. Clarke, City Council President
Michael A. Decker, Chief Clerk of the City Council

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1. EXECUTIVE SUMMARY

The City of Philadelphia has completed the second full year of the Tiered Assistance Program (TAP), its assistance program for residential customers who meet low-income or special hardship criteria. The initiative is a result of the enactment of Council Bill 140607-AA and rate determination by the Philadelphia Water, Sewer, and Stormwater Rate Board. TAP provides for participating customers' bills to be capped as a percentage of their income. Bills are capped at between 2% and 4% of their household income based on where their household income stands with respect to the current Federal Poverty Guideline. See Section 2.1 for a more detailed description of TAP.

The ordinance requires that the Revenue Department submit a written report by March 31st of each year of activities undertaken pursuant to the ordinance. This document is the third such report and covers calendar year 2019. During this reporting period, the City improved program access by including 8 additional language options for validation messages and responses to customers when applying for the program using the website. Also, the website provides a feature that allows users to retrieve and complete a saved partial online application.

The City also made great efforts to provide continuous training and production support to staff speaking with customers about the program and those managing the application process. As a part of ongoing training efforts, the customer disputes process was also improved to allow communication between various groups to operate smoothly. The City also improved communication regarding water conservation requirements by enhancing the letters sent out to customers with additional detail on process and specific requirements.

BY THE NUMBERS

Philadelphia Code section 19-1605(7)(b)(.1-.4) specifies four types of metrics upon which the Department should report each year: Applicants Enrolled in TAP, Applicants Not Enrolled in TAP, Non-TAP Payment Agreements, and Customers Defaulting from TAP. **Between January 1 and December 31, 2019, the City had fully processed over 23,000 applications and had enrolled 13,701 customers in TAP.** See Figure 1 for 2019 TAP Enrollees by Federal Poverty Guideline. **As of December 2019, there were 15,258 active TAP participants.** Together, TAP enrollees during 2019 had approximately $39.7M in water account arrears at the time of enrollment. In addition to those enrolled in TAP, there were 9,650 applicants that were either placed in a program other than TAP because it was determined to be more affordable; or their applications were denied (see Figure 2).

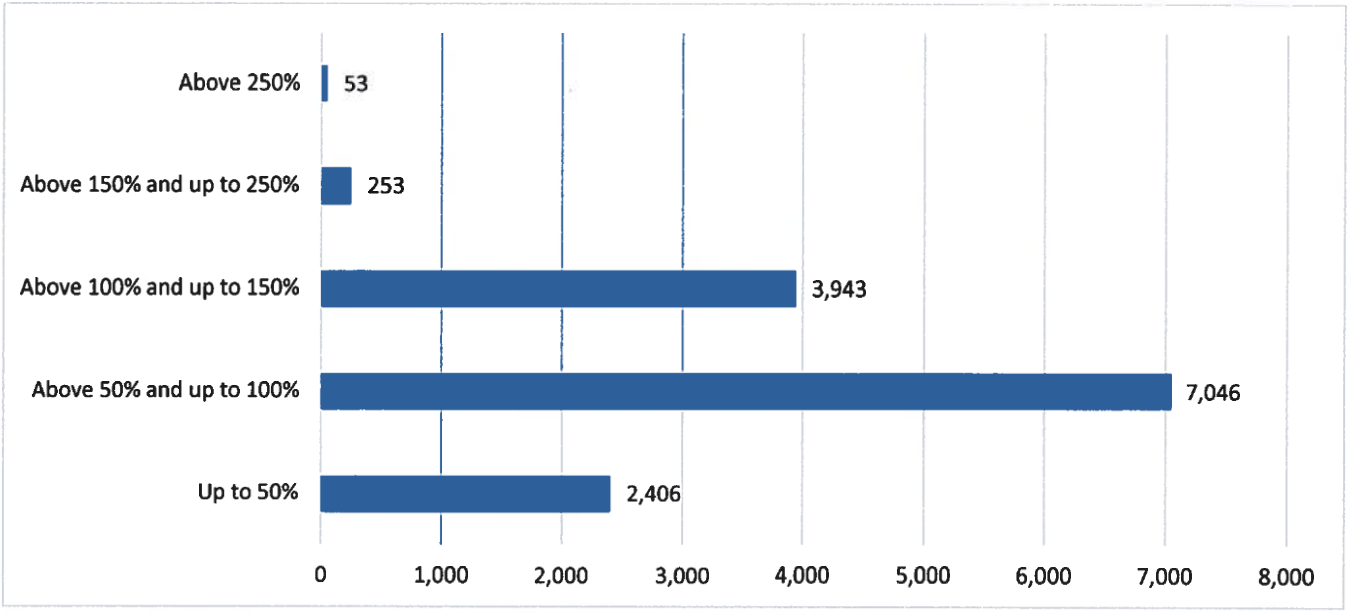


Figure 1. 2019 TAP Enrollees by Federal Poverty Guideline

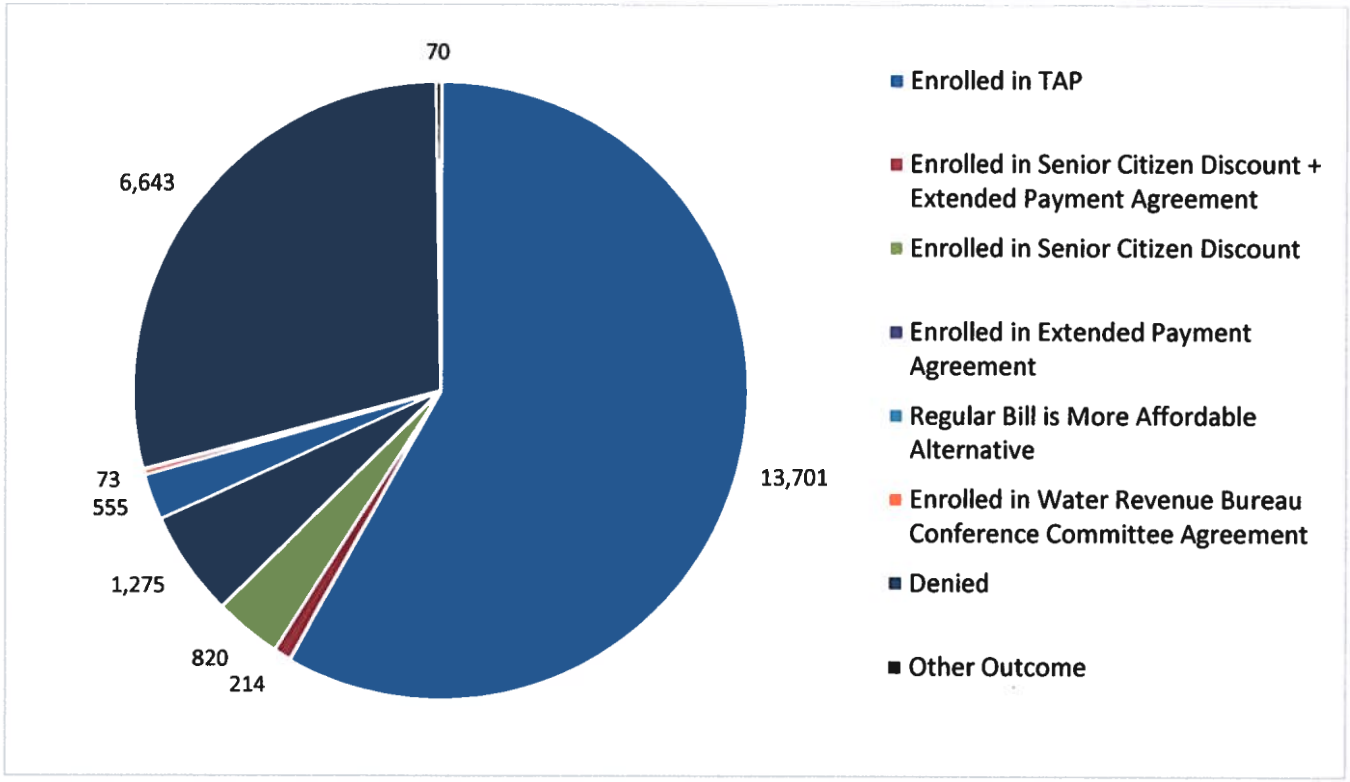


Figure 2. 2019 Customer Assistance Application Outcomes

In addition to TAP, this document also reports on non-TAP Payment Agreements. **As of December 31, 2019, there were 7,854 active residential payment agreements.** Of these agreements, 7,145 agreements were created in 2019, while 709 agreements were created in previous years and were still ongoing. Active residential agreements created in 2019 cover just over $9.6M in principal debt, $1.2M in penalties and $175,000 in other fees (such as returned check fees). See Figure 3 below for a breakdown of all agreements by type. **As of December 31, 2019, there were 26,459 customers enrolled in the Senior Citizen Discount (SCD) program**, some of whom were enrolled prior to the new customer assistance application process.

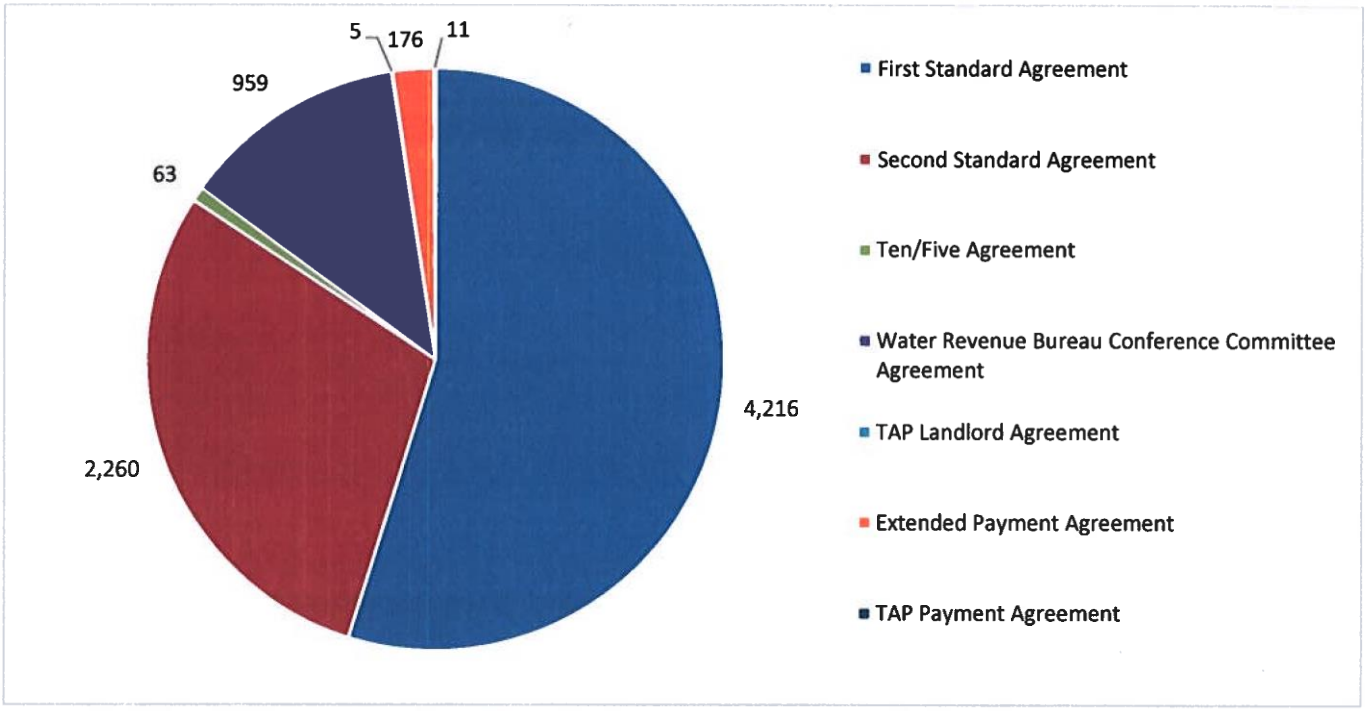


Figure 3. Non-TAP Residential Payment Agreements Active as of 12/31/19

2. INTRODUCTION

In 2017, the City of Philadelphia successfully launched a new Tiered Assistance Program (TAP) for residential customers who meet low-income or Special Hardship criteria pursuant to Section 206.0 through 206.10 of the Philadelphia Water Department Regulations. At the same time, application and enrollment in other Customer Assistance Programs offered by the Water Revenue Bureau were streamlined into the very same process. During 2019, this comprehensive program has continued to grow as the City emphasized outreach, efficient administration, and enhancing the customer experience.

The TAP initiative is a result of two essential drivers. The first is Philadelphia Code section 19-1605, enacted in 2015. The second are the Philadelphia Water, Sewer, and Stormwater Rate Board's rate determinations in 2016 and 2018. In both documents mentioned above, TAP is referred to as the Income-Based Water Rate Assistance Program, or IWRAP. This document will use the program's operational name, TAP.

The ordinance requires the Revenue Department to submit, by March 31st of each year, a written report to the Mayor – with timely copies furnished to the Council President and Chief Clerk of City Council – regarding activities undertaken pursuant to the ordinance that occurred during the previous calendar year. Section 19-1605(7) specifies metrics to be included as a part of this annual report, which are included in Section 4, below.

2.1 TIERED ASSISTANCE PROGRAM

TAP provides for participating customers' bills to be capped as a percentage of their income. Bills are capped at between 2% and 4% of their household income based on where their household income stands with respect to the current Federal Poverty Guideline. For monthly gross income limits based on household size for the calendar year 2019, see Table 1 below.

- If a customer's household gross monthly income is at or below 50% of the federal poverty guideline, then monthly bills for water, sewer, and stormwater usage and service charges are fixed at 2% of the household income. The minimum TAP bill is $12.00 per month. Any charges above the fixed amount are forgiven.
- If a customer's household gross monthly income is above 50% and at or below 100% of the federal poverty guideline, then monthly bills for water, sewer, and stormwater usage and service charges are fixed at 2.5% of the household income. Any actual charges above the fixed amount are forgiven.
- If a customer's household gross monthly income is above 100% and at or below 150% of the federal poverty guideline then monthly bills for water, sewer, and stormwater usage and service charges are fixed at 3% of the household income. Any actual charges above the fixed amount are forgiven.
- If the customer has a gross household income higher than 150% of the Federal Poverty Guideline and provides documentation showing existence of a special hardship within the last 12 months, then the customer may still qualify to participate in TAP.

Table 1. Federal Poverty Guidelines for 2019

Monthly Gross (pre-tax) Household Income and Potential Assistance Benefits		
Household Size	Maximum Gross Income (150% of FPL)	Maximum Gross Income (250% of FPL)
1 person	**$1,561** / month	**$2,602** / month
2 people	**$2,114** / month	**$3,523** / month
3 people	**$2,666** / month	**$4444** / month
4 people	**$3,219** / month	**$5,365** / month
5 people	**$3,771** / month	**$6,285** / month
6 people	**$4,324** / month	**$7,206** / month
7 people	**$4,876** / month	**$8127** / month
8 people	**$5,429** / month	**$9,048** / month
For each additional person:	**Add $553 to the amount above**	**Add $921 to the amount above**

If a customer qualifies for TAP based on a special hardship, monthly bills for water, sewer, and stormwater usage and service charges are fixed at 4% of the household income. Any actual charges above the fixed amount are forgiven. A special hardship can be:

- Increase in household size
- Loss of a job, lasting more than 4 months
- Serious illness, lasting more than 9 months
- Death of primary wage earner
- Domestic violence
- Other circumstances that threaten household's access to necessities of life

Customers are not required to have any back debt or any balance on their accounts to qualify for TAP. If customers do have back debt on their water accounts, that debt will be protected, meaning no enforcement action or collection activity will be taken on that debt while the customer is participating in TAP.

Additionally, when a customer requests an assistance application, WRB provides a 14-calendar day stay of enforcement on their account up to three times within a 12-month time frame. After the third request for an assistance application, the stay is no longer available. A customer's back debt related to HELP loans or meter and repair charges are not covered under TAP. Once enrolled, after 24 full TAP payments, a customer's pre-TAP penalties are forgiven.

2.2 2019 HIGHLIGHTS

In the early part of 2019, the City made significant enhancements to program access through collaborative planning, developing key processes and, implementing new policies to the program components including customer information security. In 2018, PWD, WRB, and several stakeholders initiated an effort to update the application form to further streamline and enhance the customer's ability to understand the application process. These improvements were continued into 2019 and a revised application went live in mid-2019. The updated version included changes to the cover letter, clarifications to refine the text in some of the customer responsibilities and, simplifying questions within the application.

In 2019, eight languages were added to messages on the application website to clearly instruct users in the process of requesting or completing an application in a different language. Spanish-language copies of incomplete application notification letters were also included as an additional method of improved accessibility and communication for customers to provide documentation.

Later in the year, the ability to save partially completed applications was added to the online application process. This feature allows customers the ability to save completed work in the middle of the application process and return to the same application at a later time. Significant measures were taken to ensure that this process worked as smoothly and securely as possible. As a result, customers are only able to access previously saved applications, which contain personally identifiable information, by using the following three points of data: Water Access Code, Customer Zip Code, and Application ID. This information is communicated to the customer through separate channels as a security measure.

During 2019, a significant amount of planning and design work was performed to enhance the recertification process. Based on improvements identified in consultation with key stakeholders, the recertification process

will be enhanced with the addition of an online recertification process that is planned to become available in 2020. Currently, customers were only able to recertify for the program by using a paper application. When the ability to recertify online becomes available, customers will have both options. The recertification process has been in operation since 2018 and will continue to be further improved and refined throughout 2020.

Ongoing training and "Town Hall" meetings were held throughout the year to maintain communication and exchange knowledge among all involved groups, including the PWD Contact Center and the WRB Customer Assistance Division. These meetings provided a consistent opportunity to discuss updates in both the program software as well as program policy.

Additionally, changes were made to the disputes process to make it easier for customers to follow up regarding TAP decisions. PWD and WRB also prioritized the water conservation efforts as outlined in the Customer Responsibilities of the program. This included developing reports to identify customers who exhibit high usage or who have experienced a spike in water usage and are therefore candidates ripe for water conservation measures. This effort is a part of the conservation assessment process, which works to preserve the integrity of TAP.

As a result of these efforts, the number of customers who have applied for customer assistance and TAP enrollment has continued to grow during the year. **Between January 1 and December 31, 2019, the City had fully processed over 23,000 applications and had enrolled 13,701 customers in TAP. As of December 2019, there were 15,258 active TAP participants.**

3. CUSTOMER OUTREACH AND SUPPORT

The City has continued to identify and implement effective ways to improve communication with the customer base. In 2019, the focus was on improving the clarity and effectiveness of current communication efforts. Several customer communication letters were created or updated to accommodate new program features. Additionally, some existing letters were modified to provide clearer communications to our customers.

PWD and WRB began a mailing campaign in 2019 to reach out to over 16,000 customers currently enrolled in the Senior Citizen Discount (SCD) program, who have not applied through the new streamlined customer assistance application. The campaign encouraged customers to apply for assistance through the uniform customer assistance program application process since TAP may provide a lower water bill. Responses to this campaign are still being processed and analyzed in 2020. Additional details on the results will be provided in the next council report. All efforts are being tracked, and the full effectiveness of the campaign will be assessed upon the campaign's completion.

There were four Utility Fairs held in 2019 to provide utility bill assistance to customers. The events were held at the Mann Older Adult Center, the Rivera Recreation Center, Bible Way Baptist Church, and the Christy Recreation Center. These Utility Fairs were hosted by organizations such as Philadelphia Water Department, Philadelphia Gas Works, PECO Energy, Utility Emergency Services Fund, Department of Revenue, BenePhilly

Catholic Social Services, Community Legal Services, Pennsylvania Public Utility Commission, Casa del Carmen Family Service Center, PA Career Link and United Way of Greater Philadelphia and Southern New Jersey, as well as Councilmembers Maria Quiñones-Sanchez and Jannie Blackwell. Customer participation ranged from 60 to 150 attendees.

4. REPORTING METRICS

City Code Section 19-1605(7)(b) requires several metrics to be provided in this annual report, including:

1. The number of applicants enrolled in TAP, and a breakdown of such enrollments by income level, along with the gross amount of arrears calculated for these enrollees.
2. The number of applicants that were not enrolled in TAP and a breakdown of the reasons for their TAP ineligibility.
3. The number of non-TAP Payment Agreements and a breakdown of such payment agreements by type, term, and amount covered.
4. The number of TAP customers who defaulted during the applicable period and the reason(s) for the default.

Each metric is addressed in this section. The first customers were enrolled in TAP beginning in July 2017. The metrics in this section include customers who have applied as part of the recertification process.

4.1 APPLICANTS ENROLLED IN TAP

Between January 1st and December 31st, 2019, the City enrolled **13,701 customers in TAP**. Together, these enrollees had **approximately $39.7M in water account arrears** at the time of enrollment. For consistency between reports, water account arrears are labeled "Pre-TAP Debt." Table 2 shows the breakdown of these TAP enrollees in income ranges with respect to the Federal Poverty Guideline.

Table 2. New Applicants Enrolled in TAP in 2019

Income Level as Compared to Federal Poverty Guideline	Total Enrollees	Total Pre-TAP Debt[1,2]
Up to 50%	2,406	$7,125,594.85
Above 50% and up to 100%	7,046	$20,062,344.57
Above 100% and up to 150%	3,943	$11,212,161.17
Above 150% and up to 250%	253	$1,036,375.63
Above 250%	53	$244,934.45
Total	***13,701***	***$39,681,410.67***

Table 3. Total Debt of Applicants Enrolled in TAP in 2019

Debt Range	Total Enrollees	Total Pre-TAP Debt[1,2]
< $0	220	$(32,017.42)
$0–$200	3,072	$191,853.17
$200–$500	1,653	$568,817.95
$500–$1,000	1,719	$1,247,068.10
$1,000–$2,000	1,782	$2,594,170.93
$2,000–$5,000	2,554	$8,437,709.38
$5,000–$10,000	1,798	$12,653,566.43
$10,000–$20,000	760	$10,118,419.87
$20,000–$50,000	138	$3,562,529.11
$50,000+	5	$307,275.73
Total[3]	***13,701***	***$39,681,410.67***

[1] Under the ordinance's requirement to promptly review applications for changed circumstances, there are rare cases where the same customer was enrolled in TAP more than once in the calendar year. In those cases, only that customer's most recent enrollment and associated debt are reported in Table 2 and Table 3. Since TAP is a program in which customers can recertify for continuous participation, Pre-TAP Debt as shown in the tables above may represent debt that was already protected from enforcement while the customer was previously enrolled in TAP. Thus, the debt is associated with the most recent enrollment, but it may not all be debt newly protected through TAP participation.

[2] The Total Pre-TAP Debt total excludes any customers with account credits at the time of enrollment (which are shown in the first line of Table 2).

4.2 APPLICANTS NOT ENROLLED IN TAP

In addition to the 13,701 applicants enrolled in TAP (see Table 2, above) during 2019, 9,650 applicants were not enrolled in TAP. This group includes 1) applicants who were denied for ineligibility or application incompleteness following a request for further information; 2) those who were placed in a different program that represented a more affordable alternative than TAP; and 3) those whose applications had some other outcome causing it to stop being processed. These reasons are described in further detail in Table 4, below.

Table 4. Applicants Not Enrolled in TAP

Outcome	Count
Denied	
Failed to meet Income and Residency Guidelines	14
Failed to meet Income Guidelines (no Special Hardship)	525
Failed to meet Residency Guidelines	940
Installation Type Not Eligible for TAP	20
Missing or Invalid Income or Residency Documentation	4,603
Missing information on application form	469
Failed to prove Special Hardship	72
Total Denials	***6,643***
Enrolled in More Affordable Alternative	
Senior Citizen Discounted Bill[4]	820
Senior Citizen Discounted Bill + Extended Payment Agreement	214
Regular Bill[5]	555
Regular Bill + Extended Payment Agreement	1,275
WRBCC Agreement	73
Total More Affordable Alternative Placements	***2,937***
Other Outcomes	
Customer Withdrew Application	0
Data Transfer[6]	70
Total Other Outcomes	***70***
Total Applicants Not Enrolled in TAP	***9,650***

[4] Senior Citizen Discounted Bill may also include a standard payment agreement. Standard agreements are reported in Section 3.3, below.

[5] Regular Bill may also include a standard payment agreement. Standard agreements are reported in Section 3.3, below.

[6] When customers had more than one application in progress at the same time, information was transferred to the newest application for processing, older applications were categorized as "Data Transfer," and were no longer processed. Similarly, previously denied applications were transferred for re-evaluation when WRB identified available OOPA information or the customer submitted additional required documentation after denial. The subsequent approvals or denials are also captured in these figures.

4.3 NON-TAP PAYMENT AGREEMENTS

As of December 31, 2019, there were 7,854 active payment agreements between residential water customers and WRB. Of these agreements, **7,145 (91%) were created in 2019**, while **709 (9%) were created in previous years** and were still ongoing as of the end of 2019. Residential agreements are categorized as one of six types, some of which relate to TAP:

1) First Standard Agreements: First standard agreements are available to residential customers irrespective of income. Under a first standard agreement, a 25% down payment is requested from the customer.
2) Second Standard Agreements: Second standard agreements are available to residential customers irrespective of income. Under a second standard agreement, a 50% down payment is requested from the customer.
3) Water Revenue Bureau Conference Committee (WRBCC) Agreements: WRBCC agreements were available to residential customers who meet income qualifications, were previously enrolled in the WRBCC program, and had WRBCC be the most affordable alternative or opted to remain in the WRBCC program.
4) Extended Payment Agreements: Extended Payment Agreements were introduced during 2017 to assist customers who were income-ineligible for TAP.
5) TAP Payment Agreements: These new agreements were introduced during 2017 to allow customers to catch up on missed TAP payments.
6) TAP Landlord Agreements: TAP Landlord Agreements are agreements automatically created for TAP customers who switch from customer (owner) to landlord (with tenant customer) status. TAP Landlord Agreements are meant to be short-term solutions until a different agreement can be created for these customers, since landlords who are not occupying the property are not eligible for TAP.

The 7,145 active residential agreements created in 2019 were made up of 3,963 First Standard Agreements, 2,063 Second Standard Agreements, 73 Water Revenue Bureau Conference Committee (WRBCC) Agreements, 764 Extended Payment Agreements, 277 TAP Payment Agreements, and 5 TAP Landlord Agreements (See Figure 3 above). Active residential agreements created in 2019 cover just over $9.65M in principal debt, $1.25M in penalties and $175,000 in other fees (such as returned check fees).

Table 5, Table 6, and Table 7 provide counts for active residential agreements as of December 31, 2019 by term range along with the principal, penalties, and other fees covered under the agreements. Table 5 shows information for agreements created in 2019; Table 6 shows agreements created before 2019; and Table 7 shows all agreements (the sum of agreements shown in Table 5 and Table 6).

As of December 31, 2019, there were 26,459 customers enrolled in the Senior Citizen Discount (SCD) program, some of which were enrolled prior to the new customer assistance application process.

Table 5. Active (as of 12/31/19) Residential Agreements Created in Calendar Year 2019

Agreement Type by Term Range	Count	Principal	Penalties	Other Fees
First Standard Agreements				
0–12 Months	2,080	$1,200,653.78	$107,947.71	$14,630.72
13–24 Months	1,471	$1,309,214.61	$97,132.52	$19,703.52
25–36 Months	227	$463,808.23	$48,817.74	$12,488.50
37–48 Months	85	$328,012.38	$39,373.77	$7,735.70
49–60 Months	100	$692,332.89	$145,079.68	$15,876.51
Total First Standard Agreements	***3,963***	***$3,994,021.89***	***$438,351.42***	***$70,434.95***
Second Standard Agreements				
0–12 Months	1,023	$724,840.06	$77,076.42	$11,292.74
13–24 Months	600	$601,547.00	$67,922.84	$13,036.72
25–36 Months	226	$432,685.37	$62,538.45	$12,239.83
37–48 Months	84	$236,106.82	$53,140.13	$5,820.90
49–60 Months	130	$597,142.94	$125,837.32	$13,339.60
Total Second Standard Agreements	***2,063***	***$2,592,322.19***	***$386,515.16***	***$55,729.79***
WRBCC Agreements				
0–12 Months	73	$250,938.14	$29,115.13	$1,318.25
Total WRBCC Agreements	***73***	***$250,938.14***	***$29,115.13***	***$1,318.25***
Extended Payment Agreements				
13–24 Months	162	$157,900.04	$13,450.37	$2,826.25
25–36 Months	96	$146,821.27	$15,503.08	$4,915.80
37–48 Months	71	$164,144.02	$18,603.66	$3,567.52
49–60 Months	47	$108,165.22	$13,193.97	$2,894.53
>60 Months	388	$2,092,168.81	$341,499.42	$32,789.93
Total Extended Payment Agreements	***764***	***$2,669,199.36***	***$402,250.50***	***$46,994.03***
TAP Payment Agreements				
0–12 Months	264	$117,647.40	$0	$685.75
13–24 Months	11	$6,016.65	$0	$91.45
25–36 Months	2	$1,619.88	$0	$0
Total TAP Payment Agreements	***277***	***$125,283.93***	***$0***	***$777.20***
TAP Landlord				
13–24 Months	1	$2,113.78	$0	$0
37–48 Months	1	$1,900.42	$0	$20.00
>60 Months	3	$19,147.56	$0	$242.90
Total TAP Landlord	***5***	***$23,161.76***	***$0***	***$262.90***
Total of all Agreements	***7,145***	***$9,654,927.27***	***$1,256,232.21***	***$175,517.12***

Table 6. Active (as of 12/31/19) Residential Agreements Created Before 2019

Agreement Type by Term Range	Count	Principal	Penalties	Other Fees
First Standard Agreements				
0–12 Months	5	$1,964.99	$49.49	$0
13–24 Months	61	$83,893.22	$7,124.64	$987.25
25–36 Months	63	$135,324.79	$22,462.95	$1,951.45
37–48 Months	46	$221,730.60	$22,003.44	$1,797.25
49–60 Months	77	$482,632.54	$84,566.11	$4,730.01
>60 Months	1	$5,020.91	$4,115.33	$80.00
Total First Standard Agreements	***253***	***$930,567.05***	***$140,321.96***	***$9,545.96***
Second Standard Agreements				
0–12 Months	2	$491.73	$19.08	$0
13–24 Months	36	$51,063.06	$5,661.72	$787.25
25–36 Months	54	$119,610.03	$26,055.07	$1,938.54
37–48 Months	47	$140,230.23	$37,140.58	$2,055.80
49–60 Months	58	$258,926.09	$49,133.45	$3,343.05
Total Second Standard Agreements	***197***	***$570,321.14***	***$118,009.90***	***$8,124.64***
Ten/Five Agreements				
37–48 Months	3	$2,583.20	$448.84	$50.00
49–60 Months	58	$188,814.69	$25,243.29	$1,399.42
>60 Months	2	$8,857.71	$1,606.23	$10.00
Total Ten/Five Agreements	***63***	***$200,255.60***	***$27,298.36***	***$1,459.42***
WRBCC Agreements				
0–12 Months	1	$1,696.38	$150.86	$10.00
Total WRBCC Agreements	***1***	***$1,696.38***	***$150.86***	***$10.00***
Extended Payment Agreements				
0–12 Months	0	$0	$0	$0
13–24 Months	14	$13,142.72	$1,292.90	$302.90
25–36 Months	17	$26,351.27	$2,650.12	$362.90
37–48 Months	18	$28,335.17	$2,724.02	$594.59
49–60 Months	13	$30,132.42	$2,914.95	$341.45
>60 Months	133	$751,265.68	$119,582.79	$9,292.45
Total Extended Payment Agreements	***195***	***$849,227.26***	***$129,164.78***	***$10,894.29***
Total of all Agreements	***709***	***$2,552,067.43***	***$414,945.86***	***$30,034.31***

Table 7. Summary of All Active (as of 12/31/19) Residential Agreements

Agreement Type by Term Range	Count	Principal	Penalties	Other Fees
First Standard Agreements				
0–12 Months	2,085	$1,202,618.77	$107,997.20	$14,630.72
13–24 Months	1,532	$1,393,107.83	$104,257.16	$20,690.77
25–36 Months	290	$599,133.02	$71,280.69	$14,439.95
37–48 Months	131	$549,742.98	$61,377.21	$9,532.95
49–60 Months	177	$1,174,965.43	$229,645.79	$20,606.52
>60 Months	1	$5,020.91	$4,115.33	$80.00
Total First Standard Agreements	***4,216***	***$4,924,588.94***	***$578,673.38***	***$79,980.91***
Second Standard Agreements				
0–12 Months	1,025	$725,331.79	$77,095.50	$11,292.74
13–24 Months	636	$652,610.06	$73,584.56	$13,823.97
25–36 Months	280	$552,295.40	$88,593.52	$14,178.37
37–48 Months	131	$376,337.05	$90,280.71	$7,876.70
49–60 Months	188	$856,069.03	$174,970.77	$16,682.65
Total Second Standard Agreements	***2,260***	***$3,162,643.33***	***$504,525.06***	***$63,854.43***
Ten/Five Agreements				
37–48 Months	3	$2,583.20	$448.84	$50.00
49–60 Months	58	$188,814.69	$25,243.29	$1,399.42
>60 Months	2	$8,857.71	$1,606.23	$10.00
Total Ten/Five Agreements	***63***	***$200,255.60***	***$27,298.36***	***$1,459.42***
WRBCC Agreements				
0–12 Months	74	$252,634.52	$29,265.99	$1,328.25
Total WRBCC Agreements	***74***	***$252,634.52***	***$29,265.99***	***$1,328.25***
Extended Payment Agreements				
13–24 Months	176	$171,042.76	$14,743.27	$3,129.15
25–36 Months	113	$173,172.54	$18,153.20	$5,278.70
37–48 Months	89	$192,479.19	$21,327.68	$4,162.11
49–60 Months	60	$138,297.64	$16,108.92	$3,235.98
>60 Months	521	$2,843,434.49	$461,082.21	$42,082.38
Total Extended Payment Agreements	***959***	***$3,518,426.62***	***$531,415.28***	***$57,888.32***
TAP Payment Agreements				
0–12 Months	264	$117,647.40	$0	$685.75
13–24 Months	11	$6,016.65	$0	$91.45
25–36 Months	2	$1,619.88	$0	$0
Total TAP Payment Agreements	***277***	***$125,283.93***	***$0***	***$777.20***
TAP Landlord				
13–24 Months	1	$2,113.78	$0	$0
37–48 Months	1	$1,900.42	$0	$20.00
>60 Months	3	$19,147.56	$0	$242.90
Total TAP Landlord	***5***	***$23,161.76***	***$0***	***$262.90***
Total of all Agreements	***7,854***	***$12,206,994.70***	***$1,671,178.07***	***$205,551.43***

4.4 CUSTOMERS DEFAULTING FROM TAP

PWD Regulations Section 206.6(c), below, describes the reasons a customer may be removed from TAP.

> *In addition to removal from TAP pursuant to Section 206.6(a) and (b) of these regulations, a TAP Customer may be removed from TAP for submitting intentionally false enrollment or recertification information/documentation, unauthorized use of service (providing water for use at a location other than the Customer's primary residence), failure to recertify upon request by WRB, or failure to accept and reasonably maintain free conservation services offered by the Water Department.*

During 2019, there were 8,094 cases of TAP participants defaulting from TAP, all for failure to successfully recertify. Of those, the vast majority of applicants (5,934) did not respond to the recertification request in a timely manner, 1,693 were denied for cause, and 467 were enrolled in a more affordable alternative. Table 8 below describes the outcome of these recertification applications. There were no defaults for reasons of submitting intentionally false information/documentation, unauthorized use of service, or failure to accept and reasonably maintain free conservation services. Customers who opted out of TAP or closed their water accounts are not considered to have defaulted from TAP.

Table 8. Customers Defaulting from TAP

Outcome	Count
Did Not Respond	**5,934**
Denied	
Failed to meet Income Guidelines (no Special Hardship)	67
Failed to meet Residency Guidelines	131
Missing or Invalid Income or Residency Documentation	1,331
Missing information on application form	149
Denied with Data Transfer or Denied in Error	15
Total Denials	***1,693***
Enrolled in More Affordable Alternative	
Senior Citizen Discounted Bill	120
Senior Citizen Discounted Bill + Extended Payment Agreement	36
Regular Bill	114
Regular Bill + Extended Payment Agreement	197
Total More Affordable Alternative Placements	***467***
Total Customers Defaulting from TAP	***8,094***

The number of customers defaulting from TAP in 2019 is significantly higher than those defaulting from TAP in 2018. This is due to 2019 being the first full year during which TAP participants were requested to recertify, as compared to only a few months of active recertification during 2018. Of the 5,934 customers that did not respond in a timely manner, 3,537 unique customers submitted subsequent applications after the initial default from TAP, and 2,595 of those customers were subsequently enrolled in TAP, as of January 24, 2020. 351 of those applicants were enrolled in a more affordable alternative program.

5. CONCLUSION

During 2019, the City successfully continued administering a complex customer assistance program. Customer participation continued to grow consistently, in part as a result of ongoing outreach efforts. Participation levels continue to demonstrate the public's interest in achieving affordable water bills, which are now a reality for thousands of customers.

During 2019, with the assistance of our partners, WRB successfully **enrolled 13,701 customers in TAP.** Some of these customers are beginning their second year of TAP participation through the automatic recertification process. **As of December 2019, there were 15,258 active TAP participants.**

Ongoing efforts to improve on established processes and communications have greatly strengthened the program and position it to achieve more success in the future. As we celebrated the program's second anniversary, consistent growth and continued public interest indicate a strong future for TAP.