

2026 TAP-R Public Hearing Promotion Overview

To promote the 2026 TAP-R Public Input Hearing, the Philadelphia Water Department (PWD) used social media, email, and physical flyers posted at MSB and at community events.

Social Media

- Facebook
- Instagram
- LinkedIn
- Nextdoor

Email: <https://content.govdelivery.com/accounts/PAPHILAWATER/bulletins/413f873>

Email 1: 04/23/2026

- Sent To: Subscribers of Kubra Ebilling Subscribers
- 261,552 Total Sent
- 257,895 (99%) Delivered


Email 2: 04/23/2026

- Sent To: Subscribers of Alerts and Notification, Customer Assistance Programs, Events, or PWD General News who were not sent "You're invited to a public water rate hearing"
- 52,508 Total Sent
- 48,646 (93%) Delivered

Physical flyers: posted at Municipal Service Building and distributed at tabling events from 4/22/26 – 5/6/26



- 4/22: Division of Re-entry Resource Fair
- 4/25: Criminal Record Clearing Clinic and Resource Fair
- 4/26: Mayor's Action Center 6 Community Meeting
- 4/28: 32nd Ward Town Hall Meeting
- 4/28: Police Captain's Town Hall Meeting
- 4/30: Ezperanza Health Fair (Contact Center staff attended)
- 5/1: CM Gilmore-Richardson Senior Resource Fair
- 5/5: Mayor Parker Budget Town Hall in CD7

Social Media Example:



Philadelphia Water Department ✓
Published by Michelle Bailey · April 30 at 4:27 PM · 🌐

Did you know that you can attend a public hearing to address how water assistance programs affect water rates?
Our Tiered Assistance Program (TAP) helps eligible low-income customers pay reduced bills based on their household income. Because these customers pay lower bills, we must account for the decrease in revenue. The Rate Board makes sure this process is transparent. Members of the public are invited to attend and participate.
The hearing will be conducted via Zoom on Thursday, May 7, 2026. Registration is not required. For more information and for Zoom instructions, visit: www.phila.gov/water-rate-meeting [See less](#)



Water Assistance Programs and Rates

You can participate and attend a hearing

[See insights and ads](#) Boost post

👍 5 💬 1 🔗 1 👍

WATER RATES: PUBLIC & TECHNICAL HEARINGS

Water Assistance Programs and Rates



Help ensure that the impacts of assistance programs on water rates are transparent, fair, and reflect the input of our communities.



What is TAP-R? The Tiered Assistance Program (TAP) allows eligible low-income customers to pay reduced bills. The Philadelphia Water Department (PWD) and the Water Rate Board review actual TAP costs and their impact on rates. The TAP Rate Rider, or "TAP-R," helps recover (or reimburse) these assistance program costs through rates.



You can submit comments, or attend a hearing. Learn more:

www.phila.gov/water-rate-meeting