



City of Seattle
Edward B. Murray, Mayor

Human Services Department
Catherine Lester, Director

MEMORANDUM

To: Seattle Public Utilities and Neighborhoods Committee: Sally Bagshaw, Chair; Kshama Sawant, Vice-Chair; Bruce A. Harrell, Member; Tom Rasmussen, Alternate.
 From: Utility Discount Program Interdepartmental Team Steering Committee
 Date: May 20, 2015
 Subject: **Utility Discount Program**

Program Overview

As the cost of living continues to rise, the Utility Discount Program (“UDP”) is an increasingly important tool for keeping Seattle affordable for all residents. The mission of the UDP is to ensure that utility bills are affordable for lower income customers. The UDP offers income eligible customers a discount of 60% on their Seattle City Light bill and 50% discount on their Seattle Public Utilities bill. This program is available for residential City Light and Seattle Public Utilities customers and does not apply to residences that have federal utility subsidies or that are used for business purposes.

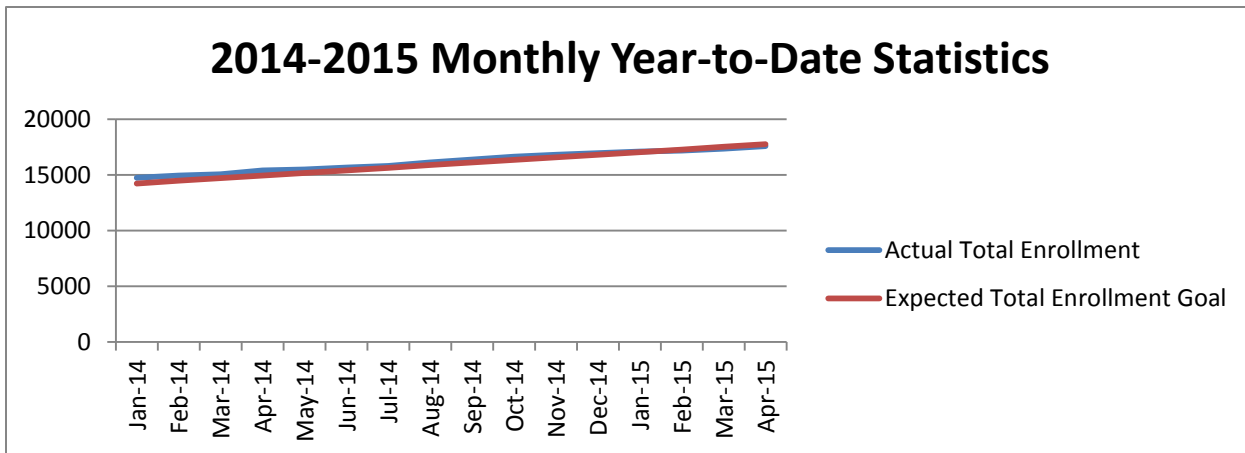
Although an estimated 72,000 potential customers are eligible (estimated determined by using American Community Survey, US Census Bureau data), as of the end of 2013, only 14,000 customers were enrolled. In an effort to make this benefit more accessible to qualifying customers, the Mayor tasked an Interdepartmental Team (“IDT”) to find ways to double program enrollment by the end of 2018. In August of last year, the IDT released a report – “Strengthening the Utility Discount Program” – that detailed recommendations to meet this target. The recommendations focused on three main areas:

- a) Recruitment and enrollment
- b) Customer retention
- c) Process improvement

Since the start of the IDT work to double enrollments, the program is experiencing historic high numbers of households enrolled in UDP. Implementation of the recommendations is underway. An implementation team has oversight of the project and is staffed by members representing all departments involved in operating UDP.

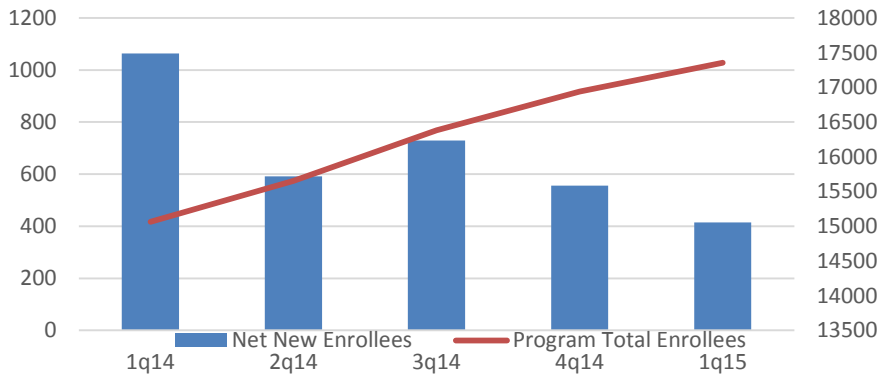
Current Status

Current enrollment, as of the end of April 2015, is 17,593 – a historic high. The chart below depicts the rate of enrollment from 2014 to present. Based on a straight line projection, in order to reach the goal of 28,000 enrollments in UDP, we will need to enroll 2,800 net new households each year.

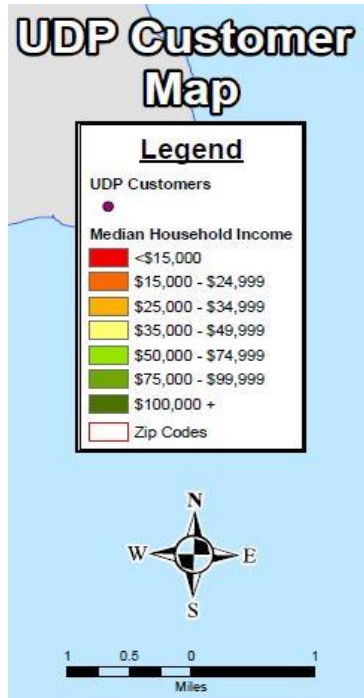
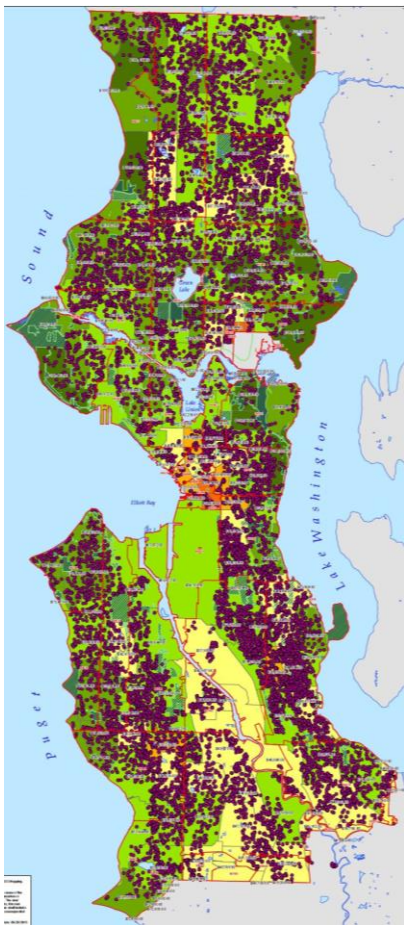


	2014 Q1	2014 Q2	2014 Q3	2014 Q4	2015 Q1	TOTAL
Targeted New Enrollment	700	700	700	700	700	3500
Net New Applications Processed	1063	591	729	556	415	3354
Program Total Enrollees	15063	15654	16383	16939	17354	17354

Progress Toward 2018 Enrollment Goal



This map shows enrollment in UDP within the city.



Creating an Integrated Program Management Team

The Interdepartmental Team functions as a program management team and is creating a process for continuous quality improvement of the service delivery process.¹ As a first step, the team is unifying metrics and reporting for the program so that there is consistency in communication regarding both improvement efforts and program outcomes.

A second key aspect of program integration is the oversight of marketing and outreach efforts. For the first time, a unified calendar of events and campaigns is coordinated across all departments for better use of resources and improved customer communication. A few examples of targeted marketing and outreach are:

- Personalized direct mail letters: 10,170 letters sent January through March
- Bill inserts will be pushed this year. (March through April)
- The SPU newsletter “At Your Service” spotlight of the UDP in January and May; SCL and SPU will have a total of six promotions through their respective newsletters.
- A calendar of outreach events created by the collaborative team of SCL, SPU, and HSD is included in the appendix

Recruitment and Enrollment

Analysis and client feedback indicated a lack of available access and information regarding UDP, and frustration with the length of time from application to confirmation of enrollment because of the paperwork required to validate eligibility. In October of last year, two new processes were implemented to address these concerns. First, affordable housing providers must determine income eligibility when qualifying a new tenant for a unit in their buildings. Because the income threshold is at or below requirements for enrollment in UDP, SCL entered into agreements with these providers to certify household income making enrollment in UDP virtually automatic. Initial results show 346 enrollments through this process.

Second, a similar opportunity existed with customers enrolled in SPU’s Emergency Assistance Program (EAP). The IDT is pursuing enrollment for EAP customers as an automatic process.

The work plan (Appendix II) shows additional work in progress to continue to improve the customer’s experience with program enrollment, and to continue to increase enrollment in the program.

The table below shows referral sources (self-reported by UDP customers) of new enrollments in 2015.

Referral Source (Jan – May 2015):	2015 Total
Department of Social Health Services	38
Energy Low Income Assistance	39
Family or friends	329
Library	8
Low Income Heating and Energy Assistance Program	15
Newsletter	57
Newspaper	19
Outreach Event	32
Payment Center	190

¹ IDT members are: Charles Kleeberg, SPU; Tracey Rowland, SPU; Kelly Enright, SCL; Sandra Perez, SCL; Mathew McCudden, SCL; Wendy Johnson, SCL; Gloria Hatcher-Mays, HSD; Chaney Kilpatrick-Goodwill, HSD; Aurora Mendoza, SPU, and Natalie Gonzalez, HSD. The IDT is directed by a Steering Committee: Susan Sanchez, SPU; Phil West, SCL; Jason Johnson, HSD; Carlo Caldirola-Davis; MO.

Referral Source (Jan – May 2015):	2015 Total
Project Share	27
Public Health	19
Seattle City Light Outreach	510
Utility bill insert	1,239
Washington Connection	15
Website	129

Customer Retention

HSD changed policy to permit an enrolled participant in UDP to take their eligibility with them to their new residence when moving. As long as the move is not into subsidized housing, out of the utility service area, or in with another customer that effects eligibility, the client will not have to submit new enrollment documentation to qualify for the UDP rate. As a result of this policy change, 22% remained on the program without having to reapply, and data show an improvement trend in overall program retention.

Process Improvement

The analysis of the Interdepartmental Team clearly showed an opportunity for improvement in the process of delivering service to those who were recruited for enrollment, or who were in the process of enrollment in UDP. Staff was well trained, and processing work items at capacity, but areas in need of improvement were the amount of time required to process new enrollment applications, and overall cumbersome administrative practices that bogged down the effort. Three recommendations from the IDT have been implemented and as a result there is *no backlog*² of applications for program enrollment. Processing time has been improved as demonstrated by the lack of a work backlog. The implementation of the new HSD database system – UAP3 --- has also automated functions that used to require manual intervention such as reminders for recertification. Notices for recertification have doubled the reminders to consumers and the UDP retention rate has improved in 2015.

Challenges

The team has run into challenges where changes to existing policy or process run up against legal constraints or need legal review. Due to capacity issues, the time to evaluate a change can cause delay in implementation. In some instances, the IDT is exploring the legal limits of what we are able to do to enroll low-income households. It is critical that the team partner with city legal staff to fully vet all changes prior to implementation.

The IDT also is developing more complete metrics to assess the performance of marketing and outreach. Better data will allow us to better evaluate the impact of individual efforts. For example, the team is working to create a means of adequately gauging the efficacy of marketing campaigns.

Although the team conducted focus groups and has assessed several recommendations utilizing the RSJI Toolkit, we don't have a full picture of the customers we haven't reached. Community outreach will be used to better understand how to reach qualifying customers who are not enrolled.

Next Steps

The path has been cleared to begin automatically enrolling subsidized housing units that do not receive federal utility assistance. Through agreements with Capitol Hill Housing, the first units will be enrolled in June of this year. The potential number of households available for enrollment through this process is as high as 6,000.

The team has two methods of establishing an online application for enrollment in UDP:

² "Backlog" is defined in the Memorandum of Agreement signed by HSD, SCL, and SPU as: "Any application pending a departmental review in excess of timelines established in the customer service metric for that type of application (e.g. – new application awaiting first review for 21 business days or more is in backlog as it exceeds the service metric of 20 business days for first review)."

- 1) The Vehicle License Fee Rebate (VLF) program will be integrated in the HSD database system this summer. As part of this integration, a web application for VLF will be created that may be extended to UDP. This is currently being evaluated and the team should know by the end of June whether the UDP online application may be included.
- 2) Seattle City Light is developing a new billing system that will provide online UDP applications. The program is scheduled to come on line in the fall of 2015. The expectation is that the UDP customers will benefit greatly by having this service available.

With the launch of the VLF and the city supported distribution of Orca LIFT cards, a new integration of a spectrum of affordability programs will begin. The enrollment form for the license fee rebate will be the same as the enrollment for the UDP program. The goal is to refer potential clients between these two programs so enrollment is nearly simultaneous for consumers. HSD expects to conduct outreach to existing program participants to qualify them for the Orca LIFT card, and this also provides a point of contact to co-enroll or qualify participants for UDP. As of May 15, 2015, the HSD Utility Assistance Program team became the Community Affordability and Resiliency team and all three programs, plus oversight for the Seattle Financial Empowerment Center will reside with this team.

The body of work completed by the IDT to date has resulted in an improved retention rate, and a net gain in enrollments well above historical levels. More detail on work in-progress and results to date are included in the appendices.

APPENDICES

In the following Appendices, the IDT response to a memorandum from the Seattle Public Utilities and Neighborhoods Committee is provided.

- I. Current state of the Utility Discount Program
- II. Strategies to increase enrollment in the program (IDT Work Plan)
- III. Tactics to increase program enrollment
- IV. Committee Inquiries:
 - a. How are partnerships with community based organizations successful?
 - b. *What steps have been made to expand the network of the organizations and community groups that we partner with?*
 - c. *Who are you targeting to enroll for each of the community groups?*
 - d. *How are partnerships addressed with similar programs in city departments?*
 - e. *How much, if at all, do we pay each partnering organization per year for supporting enrollment in the program?*
 - f. *What are opportunities to grow the program?*
 - g. *Which department is responsible for the execution of the direct media and public relations portion of the program?*
- V. Copies of Targeted Direct Mail Pieces
- VI. HSD Administrative Costs

APPENDIX I

I. *Current state of the Utility Discount Program (UDP)*

Current enrollment, as of the end of April 2015, is 17,593.



City of Seattle
Edward B. Murray, Mayor

Human Services Department
Catherine Lester, Director

APPENDIX II

II. Strategies to increase the enrollment of the program:

RECRUITMENT/ENROLLMENT

Recommendation	Status	Next Steps	Timeline for Implementation	
Require only one month's income information for enrollment vs three months	Completed			2/15
Provide UDP information via the call center interactive voice response system (IVR) to promote program participation	Completed			3/14
Housing provider Partnership Express Rate Application (ERA)	Completed			6/14
Enhanced direct-mail marketing campaign (25% increase in mailings over 2013)	Completed			
Allowed customers participating in SPU's EAP to be auto-enrolled in UDP (10/14)	Completed			10/14
Used RSJI filter to evaluate all policies, procedures, and marketing/outreach plans to more effectively reach target population	Completed			
Marketing plan for 2014 that stimulates increase in enrollment	Completed		8/13	12/13
Inter-departmental outreach team/calendar	In process	<ul style="list-style-type: none"> ▪ Develop marketing plan annually ▪ Expand Pass it On Employee Program ▪ Create a UDP marketing brand 	---- 2/15 8/14	Ongoing 9/15 TBD

Recommendation	Status	Next Steps	Timeline for Implementation
Integrate financial coaching through the Seattle Financial Empowerment Center to stabilize client personal economy	In process	<ul style="list-style-type: none"> ▪ Update utility billing with code to track incentives ▪ Notify all process participants of launch date ▪ Launch and track 	<p>5/15</p> <p>5/15</p> <p>1/15</p>
Conduct outreach into immigrant and refugee populations through the FEC and UDP groups for program enrollment	In process	<ul style="list-style-type: none"> ▪ First wave funded by RSJI Change team ▪ Second wave funded by SDOT for VLF and Orca LIFT with UDP ▪ Third wave funded by utilities 	<p>9/15</p> <p>12/15</p> <p>12/18</p>
Create an online application process Phase I: Web Application via UAP3 Phase II: Entry through utility billing system (CCMB)customer portal modified to support (SCL Billing system)	In process	<ul style="list-style-type: none"> ▪ Establish requirements for UAP3 ▪ Schedule update ▪ Implement online application for UDP, VLF, and Orca LIFT ▪ Implement Phase II with billing system release 	<p>10/15</p> <p>6/16</p>
Auto-enroll subsidized housing units that do not receive federal utility assistance	Pending legal review	<ul style="list-style-type: none"> ▪ Revision of program guidelines to include pilot ▪ Sign MoA with Capitol Hill Housing ▪ Auto-enroll property registration and opt-in agreements ▪ Utilities to bunch code specific locations with UDP rate ▪ Post enrollment verification 	<p>5/15</p>
Establish audit procedures based on income verification change from 3 months to one month	In Process	Post implementation 6 months, conduct audit	Ongoing

PROCESS IMPROVEMENT

Recommendation	Status	Next Steps	Timeline for Implementation
Transfer administration of Project Share	Completed		1/15
Improved processing of customer enrollment and termination information with new HSD database system: UAP3	Completed	<ul style="list-style-type: none"> ▪ 	6/14
Create a single point of contact and a UDP brand	In process	<ul style="list-style-type: none"> ▪ One name across all departments for program ▪ Websites for all departments aligned with same information ▪ Program logo developed 	12/18

Recommendation	Status	Next Steps	Timeline for Implementation
Align eligibility thresholds of utility assistance programs	Pending legal review	<ul style="list-style-type: none"> ▪ Awaiting decision on modifications to eligibility 	
Increase staffing to meet the demands of increased enrollment	In process	<ul style="list-style-type: none"> ▪ Include addition of staffing requirements in budget issue paper for 2015 budget add 	2/15
Include UDP benefit on monthly bill statement	In process	<ul style="list-style-type: none"> ▪ New billing system 'go live' 	10/15
Streamline eligibility determination process by using qualification from other benefit programs to validate eligibility for UDP	In process	<ul style="list-style-type: none"> ▪ Explore with legal team ▪ Develop options for legal review ▪ Determine implementation strategy ▪ Launch new process for eligibility 	8/16
Make UDP discount rate uniform (SCL move to 50% versus 60%)	On hold		

CUSTOMER RETENTION

Recommendation	Status	Next Steps	Timeline for Implementation
Extend recertification timeline from 18 months to two years for non-seniors	Completed		6/14
Allowed customers to keep UDP when they move	Completed		6/14

Additional retention intervention:

HSD has modified their database system – UAP3—to support retention efforts by creating an automated reminder system that utilizes robo-calls, email, and post cards to remind UDP participants that it is time to submit for recertification.

APPENDIX III*Tactics to increase the enrollment of the program*Community Partners

Table 2: New Enrollments in UDP from Community Partners

Organizational/Community Partners	'14 Q1	'14 Q2	'14 Q3	'14 Q4	'15 Q1	'15 Q2	TTL New from Community Partners
Chinese Information Service Center	31	30	18	19	31	14	143
Muslim Housing			7	11	15	7	40
Seattle and King County Public Health	NA	NA	7	4	11	8	30
Housing Partners: Artspace Bellwether Housing Capitol Hill Housing Catholic Housing Services Compass Housing Alliance King County Housing Authority Low Income Housing Institute Plymouth Housing Senior Housing Assistance Group (SHAG) Solid Ground Housing Southeast Effective Development YWCA	0	77	114	48	107		346
Schools							67

APPENDIX IV***How are partnerships with community based organizations successful?***

- Partnership success is measured by reaching those targeted in historically underserved communities.
- We establish a two-way dialogue: what works and what does not work in partnering to achieve program and organizational goals
- Partnership can inform how we conduct outreach in communities.
- Partnerships with organizations that share goals with UDP
- They are successful when they use the expertise of the community based organization to outreach to their constituents
- Relationships formed through partnership builds cultural competency of city staff.
- They are successful when on-site assistance and support for developing organizational capacity are provided in the context of the partnership
- They are successful when partnerships include two-way community engagement, which can be used by city departments to develop programs in a way that meet community needs and that help to build trust between government and community.

What steps have been made to expand the network of the organizations and community groups that we partner with?

HSD received a grant from the HSD RSJI Change team to offer incentives to community based organizations to conduct outreach and offer enrollment to the UDP program. The groups that contracted for this work are listed below:

- Filipino Community of Seattle (FCS)

- Horn Of Africa Service (HOA)
- Refugee Women's Alliance (ReWA)

Each of these organizations has the capacity to recruit and enroll potential participants in the UDP. For each completed enrollment, the agency receives a payment of \$40.00. Thirty applications have been submitted and 13 have been enrolled in UDP.

We have also designed an integration strategy for the UDP and the Seattle Financial Empowerment Center, offering incentives for customers to work with a financial coach to stabilize their finances, while offering enrollment on site at the FEC. This provides an opportunity to cross-refer between programs, and make accessibility to programs supported out of the HSD UDP team accessible in the community.

Who are you targeting to enroll for each of the community groups?

There will be impacts on all Seattle neighborhoods with a targeted focus on traditionally hard to reach areas.

How are partnerships addressed with similar programs in city departments?

- ELIA (City Light) refers eligible customers to HSD for UDP enrollment
- Project Share (City Light) refers all eligible program participants to HSD for UDP enrollment
- City Light conservation specialist refers customers to the Office of Housing for possible weatherization work and SPU for low flow toilet installation
- Fresh Bucks program; distributed UDP collateral at Seattle area Farmers Markets. SCL provided cross promotion of program with UDP applications and in UDP e-newsletters.
- King County Office of License Senior Tax Exemption program partners with SCL and HSD in cross promotional projects.
- Vehicle License Fee Rebate program, Orca LIFT are funded by SDOT and will share a common application for enrollment across all three programs. Eligibility requirements are also being aligned across all three programs which is a best practice started within this IDT.
- Promotions of programs which benefit our target population are a part of planning, staff meetings, and outreach efforts. Two examples are the SPU Auto Leaks Program, SPU Transfer Station Voucher Program.
- Leverage opportunities for communicating other city initiatives and programs.

How much, if at all, do we pay each partnering organization per year for supporting enrollment in the program?

The HSD RSJI Change Team grant provides a method of paying community based organizations which contract with HSD to receive a payment for each completed application for UDP.

We do not make annual payments for program enrollments to any community based organization at this time.

What are opportunities to grow the program?

- Expand eligibility options.
- Continue to improve tracking, data management and analysis tools and skills.

Outreach Efforts

Table 3 below provides a snapshot of UDP community field work where an effort has been made to reach eligible customers. An attachment(1) to the briefing memorandum is a full slate of outreach activities for 2014 to 2015 compiled by SCL.

The Outreach and Marketing Plan is provided as an attachment (2) to this briefing memorandum.

Targeted Direct Mail

What efforts have been made to use direct mail and mass media to increase enrollment; what are mass media/direct mail plans going forward?

Targeted Direct Mail and Marketing Activities:

- Personalized direct mail letters; 10,170 letters sent January through March
- Bill inserts (March through April)
- SPU “At Your Service” UDP included in January and May
- Outbound calls (apx.600)
 - Follow up on direct mail letters and LIHEAP participants
- Seattle City Light Facebook campaign launched in April 2015
 - 66, 294 people reached since April 1, 2015
 - 1660 clicks through to the website – 115 clicks on the ‘get started’ button on the page
 - 149 post likes
 - 54 post shares
 - 11 SCL Facebook page likes
 - SPU and HSD also have UDP Facebook content
- Developed general low-income program rack card

Targeted Outreach Activities/Events

- Housing Partnership Program
 - Signed up new housing provider partnership (Senior Housing Assistance Group SHAG)
 - Goal is 6 new housing partners in 2015
 - Developed new auto-enroll pilot
- Enrollment events; 29 events including but not limited to:
 - Sign-up events at affordable housing provider partner buildings
 - Lunar parade
 - Neighborhood Service Payment Centers
 - SHA Section 8 sign-up at Central Library
 - El Centro de la Raza Cinco de Mayo celebration
- SPU Call Center launched referral contest – 423 referrals to UDP to date (May, 2015)
- School campaign: Distributed sandwich boxes to kindergarten enrollees and head start programs (1,200 boxes)
- Bi-monthly e-news updates to stakeholders

Plan for remainder of the year:

Targeted Direct Mail and Marketing

- Direct mail letters; continue personalized letters 15,000 from May through December
- Fall Bill inserts (September through October)
- Design/print rack card for UDP with eligibility requirements
- Implement reciprocal marketing efforts with other low-income programs
- Goodwill to include bill inserts with all retail receipts

Targeted Outreach Activities/ Events

- Launch Pass it on campaign in September 2015 to all city employees
- RSJI Outreach initiative
- UDP Summit
- Implement auto-enroll housing pilot
- FEC Partnership
- Faith community outreach
- Include UDP collateral in affordable housing leasing packets

Which department is responsible for the execution of the direct media and public relations portion of the program?

While each organization in the collaborative plays a role in the execution of the direct media and public relations portion of the program, the largest budget for implementation resides with SCL.

What is the budget for the direct mail and communications campaign?

Projected SCL marketing and outreach budget is: \$261,499.

Please provide examples of direct mail pieces.

Bill Insert
 Mailed to all City Light customers two times per year.
 Estimated 350,000 households.

Cut your utility bills in half with two great discounts!

Save 60% off your Seattle City Light bill
 Save 50% off your Seattle Public Utilities costs

You could save hundreds of dollars per year with the City of Seattle Utility Discount Program. The average participant saves between \$500-\$800 on their annual utilities costs.

seattle.gov/light/UDP

City of Seattle
 UTILITY DISCOUNT PROGRAM

Call (206) 684-5788 today to cut your bills in half.

2015 INCOME ELIGIBILITY REQUIREMENTS:

Household Size	Gross Monthly Income	Gross Yearly Income
1	\$2,570	\$30,840
2	\$3,360	\$40,320
3	\$4,151	\$49,812
4	\$4,941	\$59,292
5	\$5,732	\$68,784
6	\$6,523	\$78,276

Income-qualified customers receive a rate discount on their bills through the Utility Discount Program. Call for a confidential review to see if you qualify.

If you don't qualify, you can help us reach those who do. Please share with someone who may benefit from this program.

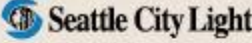
Interpretation services are available.
 Servicios de interpretación son disponibles.
 Giải thích dịch vụ có sẵn.

Доступны услуги по устному переводу
 可提供口譯服務

Customers who receive direct federal housing subsidy with utility allowance including Section 8 and Shelter Plus Care do not qualify.

Rack Card

Seattle City Light rack card features all energy assistance programs available with special focus on UDP.



Assistance Programs

You may be eligible for help paying your electric bill. Seattle City Light has several ways to help customers.

Utility Discount Program:
(206) 684-5788
seattle.gov/light/UDPdiscount

Income-qualified customers receive two great discounts:

- 80% off your Seattle City Light bill
- 50% off your Seattle Public Utilities costs

Low-Income Home Energy Assistance Program (LIHEAP): (800) 348-7144
Assistance with heating bills between November and June.

Emergency Low-Income Assistance (ELIA): (206) 684-3688
One time per year assistance with electric bills.

Project Share: (206) 684-3000
One-time emergency assistance for customers with a pending shut-off notice.

Budget Billing Plan: (206) 684-3345
Average your utility bill over 12 months, to spread out your utility bill payments.

Home Weatherization Program: (206) 684-0244
Free home weatherization for income-eligible homeowners and renters who use electric heat.

seattle.gov/light



Conservation Resources

Energy Advisors: (206) 684-3800
Call for energy efficiency and renewable energy information.


Seattle City Light Rebates: (206) 684-3800
Save money on efficient appliances, ductless heat pumps and more.

Refrigerator Recycling: (206) 233-2653
Get money to recycle your older, inefficient second refrigerator that is in running condition.

Tips for lowering your utility bill and saving energy

- Replace incandescent light bulbs with energy-saving LED lights.
- Set your thermostat for 65 - 70 degrees during the day and 50 - 60 degrees at night.
- Caulk and weather-strip doors and windows.
- Insulate your home.
- Set water heater at 120 degrees.
- Wash clothes in cold water whenever possible.
- Only run your dishwasher with a full load of dishes.
- Open draperies and shades in sunny windows. Close them at night.
- Use portable heaters only in small areas for short periods of time.

seattle.gov/light



May X, 2015

XXXXXX XXXXX
XXXXXXXXXXXXXXXX
XXXXXXXX, XX XXXX-XXXX

Account Number: X-XXXXXXXXXX

Dear XXXXXXX:

Are you aware that you could be saving an average of \$800 dollars per year on your utility bills?*

The Utility Discount Program is one of the most generous programs in the nation and cuts your utility costs by more than half. You save 60% on Seattle City Light bills and 50% on your Seattle Public Utilities water/sewer/garbage costs.

We've simplified the application process! Now, just a single month of income verification is required. Representatives are available to provide a confidential review of your eligibility and to help you enroll.

Call (206) 684-3417 today to find out if you qualify.
Your call may be worth \$800!*

Sincerely,

City of Seattle Utility Discount Program

Note: Customers who receive federal housing subsidy with utility allowance including Section 8 and Shelter Plus Care do not qualify.

*Average annual savings for Seattle City Light and Seattle Public Utilities customers on the Utility Discount Program is over \$800 per year.

Targeted direct mail letter

- Affordable housing residents
- Senior property tax credit recipients
- Buildings with 25% or more units enrolled in UDP



**Call us today for
great savings!**

(206) 684-5788

seattle.gov/light/discount



SAVE ON BOTH YOUR ELECTRIC AND WATER UTILITY BILLS

Call (206) 684-5788 to see if you qualify.

Interpretation services are available.

Servicios de interpretación son disponibles.

Giải thích dịch vụ có sẵn

Доступны услуги по устному переводу

可提供口譯服務

 Printed on recycled paper

Seattle Public Utilities Newsletter 'At Your Service' includes reminder of the UDP availability for eligible consumers.

Though Snowpack Low, Water Supply Good

Seattle Public Utilities (SPU) is doing a number of things to ensure we have enough water in low snowpack years like this year and for the future, including:

- Holding more water: storage in mountain reservoirs is being held above normal.
- System monitoring and operational changes: Snowpack, rainfall and other water resource factors are monitored daily. SPU has adjusted how we capture and release water, as well as how we move it through the water supply system, based on snowpack and predicted rainfall. Adjustments are continuously made to balance water supply, flood management, hydropower and fish habitat.
- Advanced analytic tools: We are continually analyzing how we manage our water supply, fine-tuning our operations that give us confidence in the adequacy of the water supply – even in years with low snowpack.
- Planning for Climate Change: This year's low snowpack represents how climate change may look in the future. We know we may be getting less snowpack and have developed management methods and tools to become less reliant on it. As the snowpack decreases, we will rely more on rainfall for supply.

What can the public do? Although our water supply outlook is good, SPU always encourages the public to use water wisely. Discover how to conserve water in and around your home at www.savingwater.org.

Using Water Wisely Helps Salmon

Feel proud when you use water wisely – you're saving money on your water bill and keeping water in the rivers and streams for salmon. It's especially important to use water wisely in the summer and fall months, when stream flows are lowest. Your actions help protect precious freshwater habitat for salmon and other species that live in and around our streams. Witness your work when salmon make their annual migration home to our local streams this summer and fall. For the latest on when and where the fish will be go to www.kingcounty.gov/salmon and click on "Salmon Season."

Let Us Know What You Think!
Go to www.savingwater.org and take our survey and enter to win a free home energy- and water-saving kit!

Take a Tour This Summer to See the Source!

Seattle has some of the best drinking water in the world. The secret is the source: the Cedar River Watershed.

Signature Tours are offered twice daily every weekend this summer from July 11 through September 6. The Watershed Tour: (Ages 10+), 10 a.m. - 12:30 p.m., \$10 adults, \$5 Seniors (55+) / Youth (10-18) Family Watershed Tour: (No age restrictions), 2 p.m. - 3 p.m., \$5

Learn more and register at www.seattle.gov/util/trwtw.

Peak Water Rates in Effect

Peak residential water rates are in effect from May 16 through September 15 each year. Peak rates incorporate a three-tiered rate structure with progressively higher rates as water consumption increases. During warmer months, we depend on water stored in our mountain reservoirs to meet customer demand while leaving enough water in the rivers for fish. Peak water rates encourage wise use of water.

2014 Residential Water Rates

Water Usage	Inside City Limits	Outside City Limits	Shoreline and Lake Forest Park
Off-Peak Usage (Sept. 16 – May 15)	\$4.99/cuf	\$5.69/cuf	\$6.05/cuf
Peak Usage (May 16 – Sept. 15)			
• First-Tier: 1p to 10 cuf in 60 days	\$5.19/cuf	\$5.85/cuf	\$6.22/cuf
• Second-Tier: Next 26 cuf in 60 days	\$6.34/cuf	\$7.25/cuf	\$7.69/cuf
• Third-Tier: Over 36 cuf in 60 days	\$11.80/cuf	\$13.45/cuf	\$14.31/cuf

Note: One cuf equals 100 cubic feet or 7.48 gallons of water.

Compost Food It's Not Garbage Anymore!

Seattle no longer allows food and compostable paper, including paper napkins and paper towels, in the garbage.

Already more than 300,000 single-family, multi-family and commercial establishments participate in Seattle's food and yard waste program – diverting nearly 400,000 tons of food from the landfill through curbside food collection since 2005.

We can do better! Seattle still throws away 100,000 tons of food – that's equal to 11,000 garbage trucks – every year. Instead of sending that wasted resource 300 miles away to a landfill in Oregon, put that food and paper in your yard cart where it will become compost for reuse in yards and gardens.

After July 1, 2015 fines will be issued to businesses and residents whose garbage containers contain too much food or recyclables. Visit www.seattle.gov/util/foodwaste or call 206-684-3000 to learn more and get started composting today.

Don't Flush That Wipe!

Sure, they may get past your toilet, but that is far from the end of the line. Wipes – along with many other items flushed down the toilet – clog our city's pumps and pipes causing sewage overflows into homes, Lake Washington and other waterways.

No matter what product labels claim, don't flush anything but human waste and toilet paper. This includes tissues, paper towels, floss, hair, wet wipes and feminine hygiene products.

\$75 Toilet Rebates

For a limited time, customers replacing pre-2004 water-guzzling toilets with the latest 1.6g gallons per flush models will receive a \$75 rebate per toilet replaced (limit 2 per household). Visit www.savingwater.org/rebates for a complete list of retailers, qualifying models and more details, or call 206-684-SAVE (7283).

Garden Ready?

Get Mulch: Late spring is your last chance to lay a nice, thick blanket of mulch on your garden beds to help retain moisture during our dry season.

Time to Water: The surface of your beds may look dry, but probe down several inches near where the roots grow to make sure it is time to water.

Water Wise: Water deeply and less often for best results – healthier plants and lower water bills.

For free answers to all your gardening questions, contact the Garden Hotline at 206-633-0234 or www.GardenHotline.org. Visit www.savingwater.org for more information about wise water use inside and outside your home and business.

Like us on Facebook at www.facebook.com/SavvyGardenerNews.

• Your Service is published every two months by Seattle Public Utilities, 500 1st Avenue, Suite 4000, Seattle, WA 98104. It is available online and in other languages at www.seattle.gov/util/yourservice.

• Your Service is accessible to people with disabilities at www.seattle.gov/util/yourservice.

• Your Service is also available in Spanish at www.seattle.gov/util/yourservice.

• If you have any questions, please call 206-684-3000.

Summer Paint Out!

Paint out graffiti this July and August. Join Summer Paint Out. Whether you are a group or an individual, you can tackle graffiti in your neighborhood.

The City of Seattle supports volunteers with FREE paint (white-brown-gray), rollers, brushes, scrapers, and gloves.

Get signed up online at www.seattle.gov/util/SummerPaintOut or call 206-684-7187.

Things to REMEMBER
What makes our water so good?
Drinking Water Quality Report
Find it in mailboxes in May.

Appendix VI: HSD Administrative Costs

2015 Budget (estimated)			
	SPU	SCL	Total
Utility Discount Program			
UDP Program 2015 Projected Total	\$651,279	\$839,061	\$1,490,340
VLF Rebate and Orca Lift HSD Administration Costs			\$278,000
Total HSD Administration			\$1,768,340