



# COVID-19 Debt Relief Program

## Customer Outreach Overview

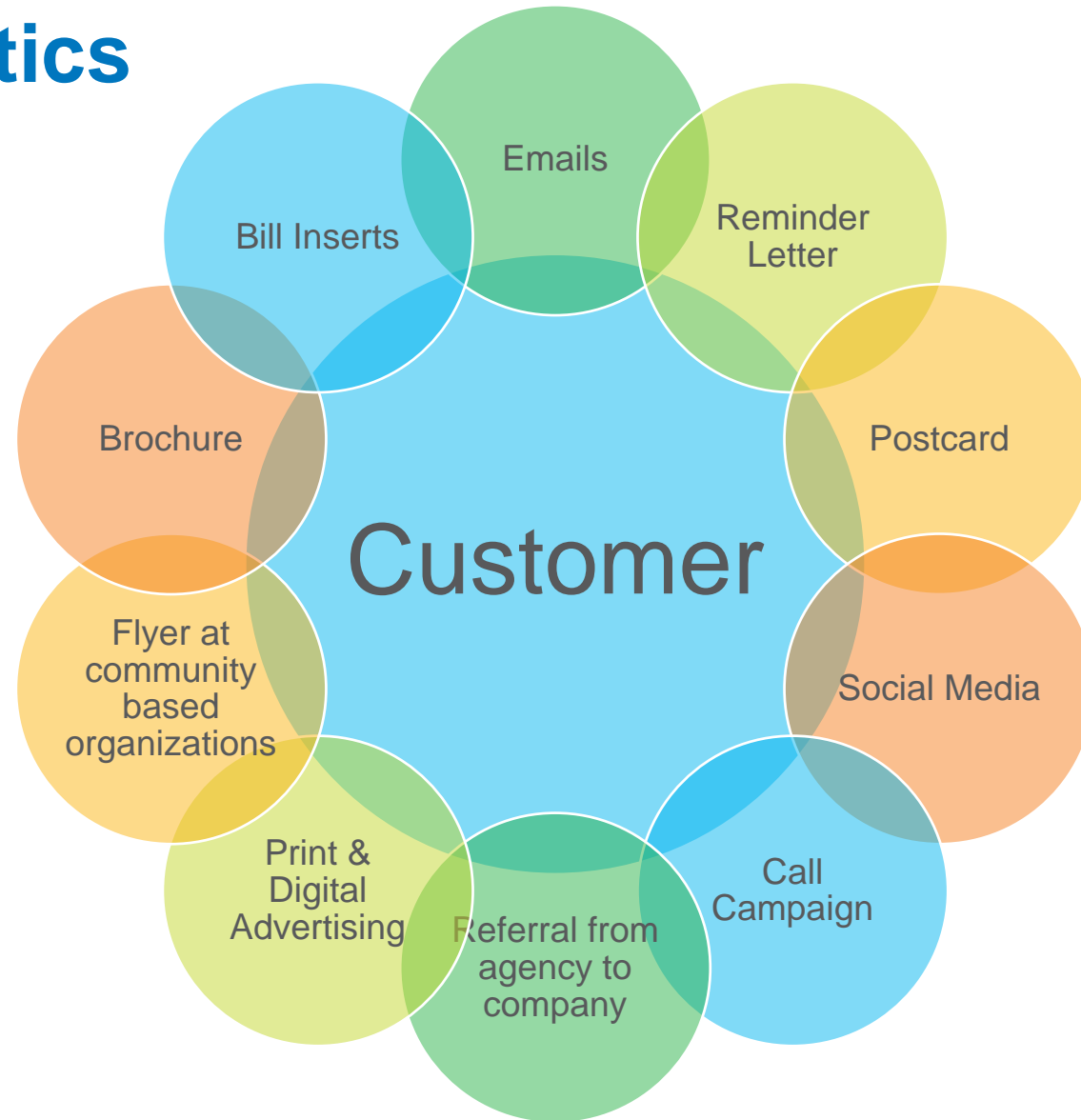
April 12, 2021

# Outreach Strategy

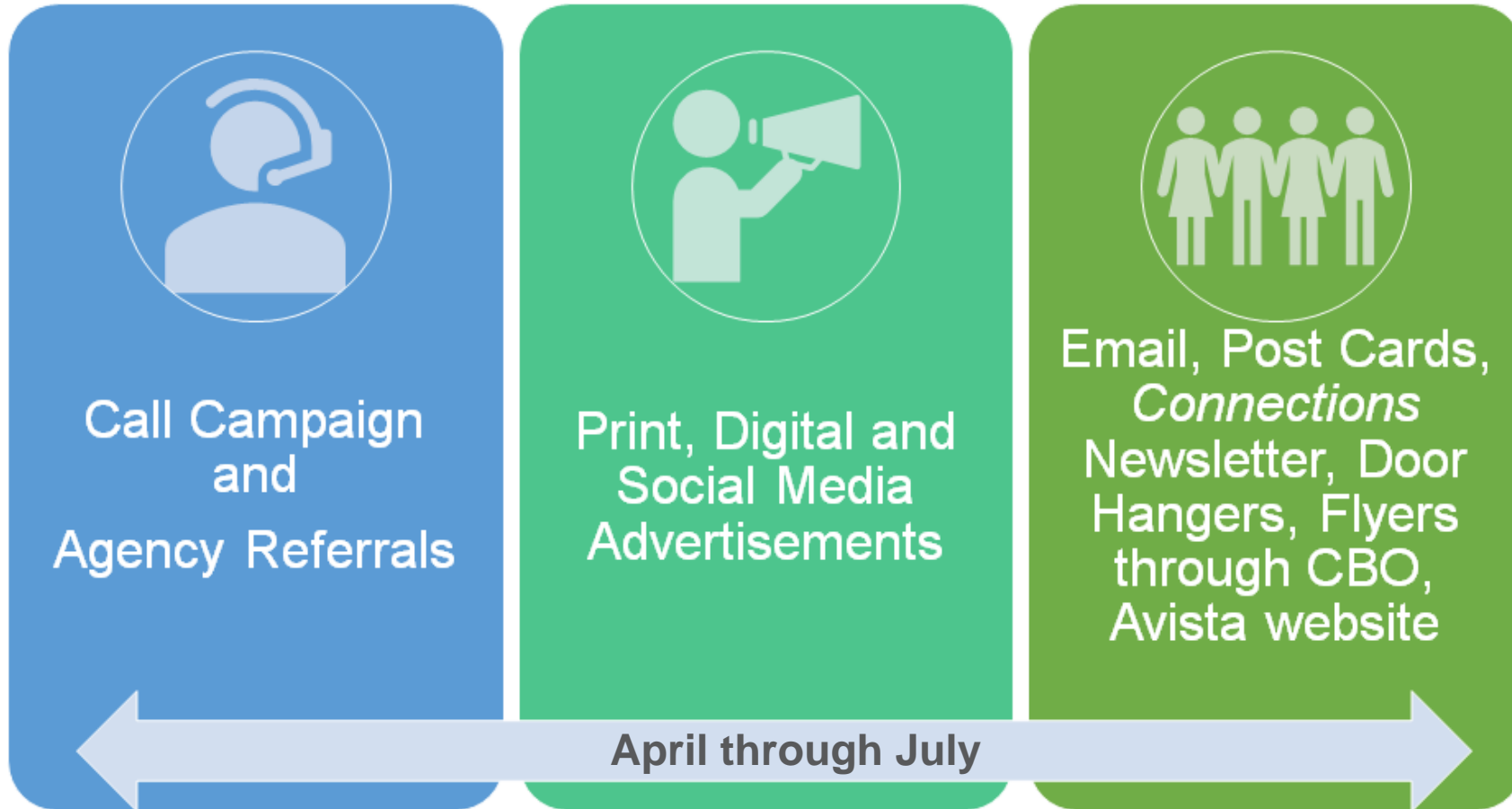
- Increase awareness of Avista's bill assistance options
- Highlight new COVID-19 Debt Relief Program
- Drive program engagement and participation



# Outreach Tactics



# Communications Timeline




Dynamic & Changing

Will adjust and ramp up/down based on customer response and funding availability

# Print Advertising Placement (3x)

*Seven Publications,  
256,500 Impressions*

Publication	Insertion Dates		
Ashland Daily Tidings	7-Apr	5-May	9-Jun
Lagrande Observer	10-Apr	8-May	13-Jun
Roseburg News Review	11-Apr	9-May	13-Jun
Grants Pass Daily Courier	11-Apr	9-May	13-Jun
Klamath Falls News & Herald	11-Apr	9-May	13-Jun
Medford Tribune	11-Apr	9-May	13-Jun
Caminos Magazine (Spanish)	1-Apr	1-May	1-Jun



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


**The Power of Compassion**

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

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

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

**(800) 227-9187**  
[myavista.com/assistance](https://myavista.com/assistance)




## Déjenos ayudarlo con su factura de electricidad vencida.

**El Poder de la Compasión**

La pandemia ha afectado económicamente a demasiadas personas. La compañía Avista está preocupada por esta pandemia y está haciendo algo al respecto —proporciona subsidios de alivio de deuda corona virus (COVID-19) para ayudar a los clientes residenciales que estén atrasados en el pago de sus facturas de electricidad.

Si tiene un saldo vencido, es posible que cumpla con los requisitos para recibir fondos para pagar una parte o la totalidad de lo que debe de su deuda.

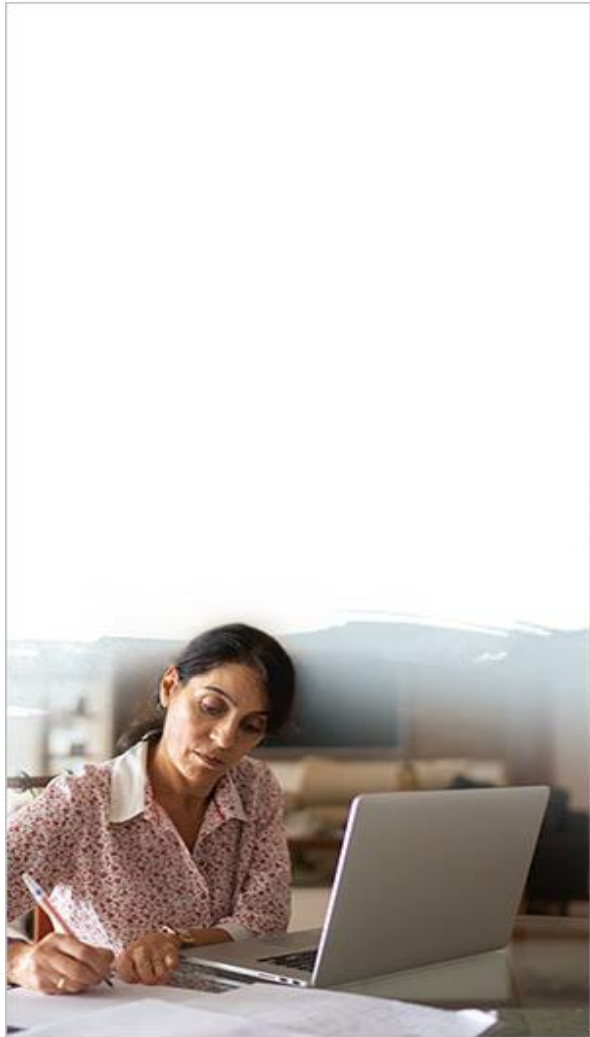
Los fondos están disponibles hasta el 30 de Septiembre de 2022 o hasta que se agoten los fondos, lo que ocurra primero. Así que, por favor, llámenos hoy mismo.

**(800) 227-9187**  
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# Digital Advertising

*Targeting: Demographic, Geographic, Behavioral — 2,250,000 Impressions*



# Social Media

avistautilities

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

**The Power of Compassion**

52 likes

**Looking for energy bill assistance? We want to help.** Avista partners with community agencies to provide financial assistance, plus we offer services to help you manage your bill. So please, call us today to discuss your options... [more](#)

# Website

## myavista.com/assistance

- Page dedicated to assistance programs and ease in locating local community action agency.
- Customers can set up payment arrangement online
- Additional assistance programs featured (e.g. Oregon Telephone Assistance)

**AVISTA** Sign In

Your Account Save Energy Safety Outages About Us Contact Us

### The Power of Compassion

Looking for energy bill assistance? We want to help.

Avista partners with [community action agencies](#) to provide financial assistance, plus we offer other services to help you manage your bill. So please call us today to discuss your options.

Washington Idaho Oregon

#### Ways to Connect with Us

- Call (800) 227-9187
- Email us at [askavista@myavista.com](mailto:askavista@myavista.com)
- Direct message on [Facebook.com/AvistaUtilities](https://www.facebook.com/AvistaUtilities)

#### Payment options

- + Self-service and payment information
- + Comfort Level Billing
- + Payment arrangements
- + COVID-19 related resources by state
- + Beware of scams

Energy assistance

Payment arrangements

## Oregon assistance

### Residential customers

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

If you have a past-due balance, you may qualify to receive funds to pay some or all of what you owe. The grants are available through September 30, 2022 or until funding runs out—which ever occurs first. So please, call us today.

#### Oregon residential resources

- [Oregon Telephone Assistance](#)
- Oregon customers with past due balances are eligible for levelized payment plans or equal pay arrearage plans. Please see [Comfort Level Billing](#) or call us at (800) 227-9187 for more information.

### Ways to Connect with Us

- Call (800) 227-9187
- Email us at [askavista@myavista.com](mailto:askavista@myavista.com)
- Direct message on [Facebook.com/AvistaUtilities](https://www.facebook.com/AvistaUtilities)

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### Business customers

Effective December 1, 2020, the Oregon Public Utilities Commission (OPUC) approved the restart of collections including the disconnection of service for non-payment and late fees for business customers. We can help business owners who are impacted by COVID-19 and we have options, including:

- Flexible, six-month payment arrangements with a 10% down payment
- Short term pay plans

Please reach out to us at (800) 936-6629 to discuss and make arrangements.

### Business resources

For our business customers, we have prepared savings tips and building shutdown checklists.

- [Preparations checklist for workforce re-entry](#) (PDF)
- [Energy saving tips for closing buildings](#) (PDF)
- [Building shutdown checklist](#) (PDF)
- [HVAC system changes](#) (PDF)
- [House to Home energy saving tips for business owners](#)
- [Oregon small business resources](#) (PDF)

# Connections Newsletter



## Do you need help paying your bill?

### We have options.

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

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




## Comfort Level Billing

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

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

# Community Partner Brochure & Referrals





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

**The Power of Compassion**

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

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The grants are available through September 30, 2022 or until funding runs out—whichever occurs first. So please, call us today at **(800) 227-9187**.



### Other ways we can help

Recognizing the uncertainty that the pandemic has created, we want to assure you that help is available for your current and future bills, as well. Let us assist you with:

#### Payment Arrangements

Short-term and long-term payment arrangements can be made on an individual basis.

#### Comfort Level Billing

We divide your yearly energy costs into 12 equal and predictable monthly payments.


#### Preferred Due Date

Aligns your bill's due date with your payday to help your budgeting during the month.

If you need additional assistance to pay your bill, contact your local community action agency to see if you may qualify for our other assistance programs.

**To find the agency nearest you, please visit our website at [myavista.com/assistance](http://myavista.com/assistance) or call us at (800) 227-9187.**

Our Customer Service Representatives are available Monday through Friday from 7:00 a.m. to 7:00 p.m. and Saturday from 9:00 a.m. to 5:00 p.m.





# Flyers



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

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Aligns your bill's due date with your payday to help your budgeting during the month.

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## Permítanos ayudarle con su factura de electricidad vencida.

### El Poder de la Compasión

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

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

#### Otras maneras en que podemos ayudar

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

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

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

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

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

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

Nuestros Representantes de Atención al Cliente están disponibles de lunes a viernes de 7:00 a.m. a 7:00 p.m. y los sábados de 9:00 a.m. a 5:00 p.m.



# Compassion in Action: Call Campaign

- Specially selected Call Center Representatives
- Proactive Call-Outs
- Campaign Goal: connect with 100% of customers who are 90+ days past due
- Objectives:
  - Offer bill assistance information
  - Discuss payment arrangement options
  - Update account information
  - Provide additional resources

# Direct Mail - Postcard and Targeted Emails

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

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

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1411 E Mission  
MSC 15  
Spokane, WA 99252



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

The Power of Compassion



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

The Power of Compassion

Dear Jane,

We understand the coronavirus pandemic has caused financial difficulties for many people and want to help. That's why we're providing COVID-19 debt relief grants to customers who are behind on their energy bills—if you have a past-due balance, you may qualify to receive funds to pay some or all of what you owe.

Recognizing the uncertainty that the pandemic has created, we want to assure you help is available for your current and future bills. We offer short-term and long-term payment arrangements, and you may also be eligible for our other bill assistance programs available through local community action agencies.

For information about your local agency, please call us at (800) 227-9187 or visit our [website](#).

Customer Service Representatives are available Monday through Friday, 7:00 a.m. to 7:00 p.m., and Saturday 9:00 a.m. to 5:00 p.m., so please contact us to discuss your options.

# Culture of Trust & Respect

Avista fosters a culture where staff are committed to being respectful and achieving solutions in all customer interactions.

- Call Center Staff Development
  - *Be Remarkable*: Show Respect & Empathy, Positive Phrasing, and Active Listening
  - *Feel Free to Fix It*
  - Training to understand how customers experiencing limited/constrained resources receive information
- Company's Initiative for Diversity, Equity and Inclusion

# Debt Relief Program Support Activity to Date



STAFF TRAINED



PARTNER AGENCIES  
NOTIFIED



REPORTING  
ESTABLISHED

# Debt Relief Program Experience to Date

	<b>Automatic Grants</b>	<b>Forgiveness Grants</b>
Timeframe	April 1	April 1 through April 9
Number of Grants	656	129
Average Grant Amount	\$328	\$806
Total	\$215,208	\$103,971