

**PENNSYLVANIA-AMERICAN WATER COMPANY
CONSUMER EDUCATION AND OUTREACH
ATTACHMENT 1**

**Pennsylvania-American Water Company Consumer Education and Outreach
Related to the COVID-19 Pandemic**

At the onset of the pandemic in the region, Pennsylvania-American Water Company quickly implemented a robust customer communications program to keep customers informed of the company's coronavirus preparedness plans and any changes to the company's practices and activities in response to the pandemic. Most importantly, the company focused on the health and safety of customers, communities and employees and assured customers that water treatment processes are effective in removing and/or inactivating viruses, and drinking water is not affected by COVID-19.

Website

Pennsylvania-American Water Company maintains its COVID-19 response information to customers on a [dedicated COVID-19 Response page](#) on its website, which is easily identifiable on and accessible from the company's website homepage. Please refer to **Attachment_1.1_Website_PAW_COVID-19** for a printout of the current information provided on this page.

News Releases and Media Outreach

On March 12, the company issued a press release statewide announcing that, in an effort to keep customers safe during the pandemic, it was suspending non-payment service shutoffs and restoring service to all customers, regardless of ability to pay. On March 19, the company issued a second statewide press release reiterating this announcement and providing additional details about the company's response, including changes to certain business activities in accordance with CDC guidelines on COVID-19 mitigation. The company has also issued news releases and generated media stories urging customers to not flush wipes and other materials that can clog sewer lines, providing guidance for building owners and operators to flushing their plumbing after long periods of no water use, and announcing a number of COVID-19 relief donations from the company and the American Water Charitable Foundation to charities across Pennsylvania. These press releases are provided in **Attachment_1.2_Media_PAW_COVID-19**.

Customer Email Campaigns

Pennsylvania-American Water Company has developed and disseminated a series of four statewide customer email campaigns to date, which are outlined below with their respective subject lines, dates and open and click through rates. In each of these emails, the company provides information on its H2O Help to Others customer assistance program to encourage customer to seek bill assistance if they need it. Please see **Attachment_1.3_Emails_PAW_COVID-19** for copies of these customer emails.

- Email #1: "Pennsylvania American Water response to COVID-19" – 3/20/20
 - 379,318 deliveries; 172,996 opened (45.61%); 3,152 clicks (1.82%)

- Email #2: “Pennsylvania American Water update to our response to COVID-19” – 4/2/20
 - 379,771 deliveries; 182,950 opened (48.17%); 4,936 clicks (2.7%)
- Email #3: “COVID-19 Response Update: How we’re helping our communities” – 4/17/20
 - 380,204 deliveries; 139,845 opened (36.7%); 3,572 clicks (2.55%)
- Email #4: “Keeping service and life flowing (in a socially distant way)” – 5/8/20
 - 379,542 deliveries; 122,447 opened (32.26%); 1,978 clicks (1.62%)

Bill Images and Bill Inserts

To reach customers that do not have or regularly check email, the company included a series of COVID-19 updates, H2O Help to Others program information, and household conservation tips in customers’ in April and May bills. The company ran a special COVID-19 response bill insert from mid-April to mid-May to provide an update to customers on the company’s response plan, details of how we’re assisting customers during this time, and a reminder to not flush wipes even if they’re labeled “flushable.” Through the month of April, the company placed an image on customers’ bills highlighting where to find the company’s latest COVID-19 updates. Through the month of May, the company featured an image on customers’ bills about financial assistance available through the H2O Help to Others program and enclosed a flyer with household water conservation tips. Throughout the month of June, the company is enclosing a “Helping customers in need” bill insert to again remind customers of financial assistance available through its H2O Help to Others program. These bill images and inserts can be found in **Attachment_1.4_Bills_PAW_COVID-19**.

Video Campaigns

Soon after the pandemic began, Pennsylvania-American Water Company worked quickly to develop a series of 15-second and 30-second videos to inform customers that even during this public health emergency, we continue to work around the clock to provide essential water and wastewater service, we’re providing assistance to customers in need, and we’re proud of and thankful for our employees who have stepped up to meet new challenges during this unprecedented time. These videos can be viewed at the following links:

- Helping Customers in Need During this Public Health Emergency - https://youtu.be/RSussz_1zl4
- We’re Hard at Work During this Public Health Emergency - <https://youtu.be/uEd9DgU8ls0>
- Thanking our Employees Who Keep Life Flowing - <https://youtu.be/K8depAFhqi8>
- Recognizing our Employees During this Public Health Emergency - <https://youtu.be/hRkzD1vUYPo>

These four videos, along with a fifth video on [Things that should Never go Down your Drain](#), are part of a Pennsylvania-American Water Company paid customer education video campaign running for six weeks (May 11 – June 29) on broadcast and cable TV markets in the company’s service territory. The company is simultaneously promoting these videos on the digital platforms YouTube, Hulu and Facebook, targeting zip codes served by Pennsylvania-American Water

Company, and plans to run these videos digitally for as long as the messages remain timely and relevant to customers.

Social Media

Throughout the pandemic, Pennsylvania-American Water Company has enhanced its already robust social media program to continue engaging and informing customers on important issues on its [Facebook](#), [Twitter](#) and [Instagram](#) social media platforms. Since March 12, the company has created and shared 175 Facebook posts, 94 tweets and 88 Instagram posts. These posts have generated more than 120,000 page content clicks and 34,000 engagements (reactions, shares and comments) on Facebook alone. These posts have included company COVID-19 response updates, discontinuing service shutoffs and late fees, customer assistance available, warning against utility scams, employee recognition and appreciation, water saving tips, and more. The company's external affairs team also developed a #WondersofWater social media series consisting of daily water-themed educational activities, crafts, experiments, videos and lessons geared toward school-aged students stuck at home. Pennsylvania-American Water Company will continue to utilize these platforms on a daily basis to engage and inform customers. A social media overview report and examples of posts can be found in **Attachment_1.5_SocialMedia_PAW_COVID-19**.

Presentations and Webinars

On March 21, a Pennsylvania-American Water Company representative presented information on the various ways the company is assisting customers through this pandemic during a virtual town hall meeting on "PA Public Utilities During and After COVID-19" hosted by the Pittsburgh Black Elected Officials Coalition. Because American Water is currently prohibiting company participation in external events, and likely will continue this prohibition for months after Pennsylvania counties move to the "green phase" of the Governor's Process to Reopen Pennsylvania, Pennsylvania-American Water Company will continue to look for creative ways to engage, educate and inform customers virtually on the topics of assistance programs, payment arrangement options, water conservation and more.