

**Liberty Utilities (New York Water) Corp.
OUTREACH AND EDUCATION PLAN
2022**

Submitted by Lisa Figliozzi, Sr. Manager, Rates & Regulatory
on April 1, 2022
to Sonny Moze, DPS Office of Consumer Services

Liberty Utilities (New York Water) Corp.

OUTREACH AND EDUCATION PLAN 2022

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**Liberty Utilities (New York Water) Corp. (“Liberty Water NY” or
the “Company”)**

**OUTREACH AND EDUCATION PLAN
2022**

Utility Information

UTILITY OUTREACH & EDUCATION AND COMPANY OFFICIALS

Dates Covered by Plan: From: January 1, 2022 To: December 31, 2022

- Outreach and Education (O&E) Liaison to Office of Consumer Services (OCS) Staff:

Name: Caryn Stutz
Title: Supervisor, Customer Advocacy
Mailing Address: 60 Brooklyn Avenue, Merrick, NY 11566
Email: Caryn.Stutz@amwater.com
Telephone No. (516) 632-2211 Fax No. (516) 632-2255

- Senior Manager/Officer in charge of Outreach and Education:

Name: John Shore
Title: Sr. Manager, Marketing and Communications
Mailing Address: 60 Brooklyn Avenue, Merrick, NY 11566
Email: john.shore@libertyutilities.com
Telephone No. (603) 327-9081 Fax No. (NA) -

- Director of Outreach and Education: N/A

Name:
Title:
Mailing Address:
Email:
Telephone No. () - Fax No. () -

- President or Chief Executive Officer:

Name: Chris Alario
Title: President

SERVICE PROFILES

Service Territory:

- Municipalities (counties, towns, villages) served in whole or in part: The Company serves over 50 communities in Nassau, Westchester, Orange, Putnam, Rensselaer, Sullivan, Washington, and Ulster counties. The table below provides further details on the municipalities served by the Company.

Service Area	County
Atlantic Beach	Nassau
Baldwin	Nassau
Baldwin Harbor	Nassau
Barnum Island	Nassau
Bay Park	Nassau
Bellmore	Nassau
Cedarhurst	Nassau
East Atlantic Beach	Nassau
East Massapequa	Nassau
East Rockaway	Nassau
Glen Cove	Nassau
Glen Head	Nassau
Glenwood Landing	Nassau
Harbor Isle	Nassau
Hewlett	Nassau
Hewlett Bay Park	Nassau
Hewlett Harbor	Nassau
Hewlett Neck	Nassau
Inwood	Nassau
Island Park	Nassau
Lakeview	Nassau
Lawrence	Nassau
Levittown	Nassau
Lynbrook	Nassau
Malverne	Nassau
Malverne Park Oaks	Nassau
Massapequa	Nassau
Meadowmere	Nassau
Merrick	Nassau
Mill Neck	Nassau
North Bellmore	Nassau
North Lawrence	Nassau
North Merrick	Nassau

North Seaford	Nassau
North Wantagh	Nassau
North Woodmere	Nassau
Oceanside	Nassau
Old Brookville	Nassau
Roosevelt	Nassau
Roslyn Harbor	Nassau
Sea Cliff	Nassau
Seaford	Nassau
South Hempstead	Nassau
Valley Stream North	Nassau
Valley Stream South	Nassau
Wantagh	Nassau
West Hempstead	Nassau
Woodmere	Nassau
Woodsburgh	Nassau
Bloomingburg	Orange
Otisville	Orange
New Windsor	Orange
Port Jervis	Orange
Carmel	Putnam
Brewster	Putnam
Castleton on the Hudson	Rensselaer
Forestburgh	Sullivan
Wurtsboro	Sullivan
Kingston	Ulster
Accord	Ulster
Cambridge	Washington
Katonah	Westchester
Goldens Bridge	Westchester
Somers	Westchester
Goldens Bridge	Westchester

- Estimated or known total population in the service territory: 370,000

Please identify the source of this statistic: The Company 2020 Water Quality Reports

(<https://new-york-water.libertyutilities.com/all/commercial/safety/water-quality-reports-commercial.html#navbar-safety-sub--comm>)

- Total number of residential accounts: 117,444
- Total number of commercial and industrial accounts: 6,903
- Total number of Other Public Authority accounts: 364
- Total number of Fire Service contract: 1,811

Electronic Access:

- Total number of customers who participate in online billing: 29,136
- Total number of customers using e-mail for utility information and alerts: 95,533
- Total number of customers using mobile applications to manage their account: 50%
- Total number of customers using mobile applications to obtain educational information, alerts, etc.: (specify whether web-based or text alert): Approximately 50% of customers use a web-based application.

Low Income Customers

- Estimated number of low-income customers: Unknown
- Total number of customers receiving deferred payment agreements: 1,042

Special Needs Customers

- Total number of accounts coded 62 or over: 939
- Total number of accounts coded Elderly/Blind/Disabled: 1,183
- Total number of customers coded as medical emergency: 1,263
- Total number of customers receiving bills and brochures in Braille: 175
- Total number of customers receiving large-print bills: Included in the number above

Customers with Limited English Proficiency (LEP)

- Languages other than English spoken in the service territory: See excerpts from the dtatusa.io link below representing 98% of the Company’s customer base.

Please identify the source of this information: <https://datausa.io/profile/geo/new-york-ny>

Nassau County

Non-English Speakers

MOST COMMON LANGUAGES

Spanish

168,220 speakers (13.1%)

Chinese (Incl. Mandarin, Cantonese)

33,232 speakers (2.59%)

Haitian

20,776 speakers (1.62%)

30.2% of Nassau County, NY citizens are speakers of a non-English language, which is higher than the national average of 22%.

In 2019, the most common non-English language spoken in Nassau County, NY was Spanish. 13.1% of the overall population of Nassau County, NY are native Spanish speakers. 2.59% speak Chinese (Incl. Mandarin, Cantonese) and 1.62% speak Haitian, the next two most common languages.

Data from [the Census Bureau ACS 1-year Estimate](#).

Westchester County

Non-English Speakers

MOST COMMON LANGUAGES

Spanish

183,130 speakers (20%)

Italian

15,881 speakers (1.74%)

Portuguese

13,433 speakers (1.47%)

34.1% of Westchester County, NY citizens are speakers of a non-English language, which is higher than the national average of 22%.

In 2019, the most common non-English language spoken in Westchester County, NY was Spanish. 20% of the overall population of Westchester County, NY are native Spanish speakers. 1.74% speak Italian and 1.47% speak Portuguese, the next two most common languages.

Data from [the Census Bureau ACS 1-year Estimate](#).

Orange County

Non-English Speakers

MOST COMMON LANGUAGES

Spanish

765,060 speakers (25.6%)

Vietnamese

178,764 speakers (5.98%)

Chinese (Incl. Mandarin, Cantonese)

105,297 speakers (3.52%)

46.6% of Orange County, CA citizens are speakers of a non-English language, which is higher than the national average of 22%.

In 2019, the most common non-English language spoken in Orange County, CA was Spanish. 25.6% of the overall population of Orange County, CA are native Spanish speakers. 5.98% speak Vietnamese and 3.52% speak Chinese (Incl. Mandarin, Cantonese), the next two most common languages.

Data from [the Census Bureau ACS 1-year Estimate](#).

Non-English Speakers

MOST COMMON LANGUAGES

Spanish

9,217 speakers (9.47%)

Italian

2,066 speakers (2.12%)

Other Indo-European Languages

916 speakers (0.941%)

18.4% of Putnam County PUMA, NY citizens are speakers of a non-English language, which is lower than the national average of 22%.

In 2019, the most common non-English language spoken in Putnam County PUMA, NY was Spanish. 9.47% of the overall population of Putnam County PUMA, NY are native Spanish speakers. 2.12% speak Italian and 0.941% speak Other Indo-European Languages, the next two most common languages.

Data from [the Census Bureau ACS 5-year Estimate](#).

How does the utility identify special needs and LEP customers?

The customer is invited to self-identify their specific special needs through customer service. This is highlighted in the yearly brochure that is sent to all customers as well as new customers every year (Know Your Rights, Rights and Responsibilities of a Residential Customer and the Obligations of the Company). Once identified, they are noted in our Customer Information System.

Does the utility code the customer account once a special needs and/or LEP customer has been identified?

Yes

How does the utility encourage these customers to identify themselves?

Via messaging on the back of customer bills, Know Your Rights (Rights and Responsibilities of a Residential Customer and the Obligations of the Company) brochure.

Do customer service representatives discuss Special Needs Programs with customers who call to apply for service?

Yes, upon request

Note: Specific outreach programs targeted to these customers should be discussed in Section 2: Outreach and Education Topics, under the Special Needs page.

BUDGET INFORMATION

Estimated Outreach & Education Budget for January – December 2022:

Provide a budget breakdown of the FY'21 Estimated Budget for Outreach and Education Expenditures. Spending details should be included in the topic specific pages found in Section 4.

Total.....\$769,452

Breakdown by Categories: note – breakdown can be modified to reflect the Utility's unique budget tracking categories

CATEGORIES	2022 BUDGET
Regulatory Communication	\$ 84,000
Printed Material	\$ 19,000
Includes customer letters and postcards on infrastructure investments, water quality and seasonal outreach.	
Press Releases	\$ 2,400
Includes press release distribution services.	
Community Relations and Advertising	\$ 280,000
Includes customer outreach and education activities such as outreach events, social media campaigns, email campaigns, website for seasonal outreach, water quality, infrastructure investment, etc.	
Water Conservation	\$ 220,052
Includes customer communication, outreach, research, surveys and vendor services associated with H2O Control Conservation Program	
Community Charitable Donations	\$ 9,000
Includes community programs, such as Emergency Responder Grants, Environmental Grant Program, Art Contest, etc.	
Bill Inserts	\$ 35,000
AMI Customer Engagement	\$ 52,000
Postage	\$ 68,000
For customer communication mailings	
Total	\$ 769,452

Actual Outreach & Education Expenditures for January – December 2021:

Provide Outreach and Education expenditures for the previous year. Indicate the total proposed budget for 2021 and the total actual expenditures. Each category table should include actual (not proposed) spending by outreach method/tool for the year.

	Planned	Spent
Total	\$560,351	\$578,484

Breakdown by Categories: note – breakdown can be modified to reflect the Utility’s unique budget tracking categories

CATEGORIES	2021 Spend
Printed Material	\$ 6,112
Includes customer letters and postcards on infrastructure investments, water quality and seasonal outreach.	
Community Relations and Advertising	\$ 190,334
Includes customer outreach and education activities such as outreach events, social media campaigns, email campaigns, website for seasonal outreach, water quality, infrastructure investment, etc.	
Water Conservation	\$ 210,523
Includes customer communication, outreach, research, surveys and vendor services associated with H2O Control Conservation Program	
Community Charitable Donations	\$ 9,000
Includes community programs, such as Emergency Responder Grants, Environmental Grant Program, Art Contest, etc.	
Bill Inserts	\$ 50,741
AMI Customer Engagement	\$ 41,000
Postage	\$ 70,774
For customer communication mailings	
Total	\$ 578,484

INFRASTRUCTURE INVESTMENTS AND DEVELOPMENTS

Please describe infrastructure investments and any structural or physical developments planned for the year. Indicate whether the Company is conducting public awareness regarding these activities. If outreach is planned, use the Infrastructure/ Security in Section 4 to provide more in-depth information about your public awareness activities regarding this topic.

Activity #1:

New or On-going Activity: The Company is committed to investing approximately \$47 million in 2022 in needed system improvements.

Description and Schedule for Planned Activity: These projects are varied and include main replacements, service line replacements, fire hydrant and meter replacements, as well as improvements to wells, storage tanks and treatment facilities. Planned activity is scheduled throughout the year, with specific focus on spring, summer and fall months when the majority of infrastructure investment work is done.

Public Awareness Planned: Y/N Yes. The Company routinely distributes news releases, posts on social media and sends postcards to customers' homes to promote awareness of the infrastructure improvements being made in their area. In addition, the Company has emphasized the importance of infrastructure investment in all customer communication and media coverage regarding water quality.

Activity #2:

New or On-going Activity: The Company is investing in water treatment infrastructure to meet the regulation of emerging compounds by the New York State Department of Health, specifically 1,4-Dioxane and PFOA/PFOS.

Description and Schedule for Planned Activity: Description and Schedule for Planned Activity: The Company is designing and constructing the appropriate treatment, where needed, and working with the various local authorities to receive the required approvals for construction. The Company makes semi-annual filings with the Commission, pursuant to Ordering Clause 8 of the Order issued in Case 20-W-0102, on the status of the water treatment systems for the Glen Head Well, the Dycker System, the Seamans Neck Plant, and Plant 16.

Public Awareness Planned: Y/N Yes, public notification of the schedule to complete treatment is required by the NYSDOH and will include website updates, customer mailing and inclusion in the Annual

Water Quality Report. The Company provides updates/information on its action plan to meet New York State's new drinking water standards on its website, which can be accessed using the link the following link: <https://new-york-water.libertyutilities.com/all/residential/safety/emerging-compounds-new-york-water.html#navbar-safety-water-quality-res>

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Mandated Outreach and Education

OUTREACH & EDUCATION REQUIRED BY COMMISSION ORDER – (PART I)

Various Commission Orders have included specific Outreach & Education requirements. Please complete the form in Part II of this section for each case that included requirements for O&E, and for which the reporting time is still active.

PLEASE FILL OUT:

We have 2 number of Cases at this time and have completed a form for each active case.

**Liberty Utilities (New York Water) Corp.
OUTREACH AND EDUCATION PLAN
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Global Outreach and Education Tools

2022 Outreach & Education Plan with 2021 Results

CUSTOMER ASSISTANCE LINES/CALL CENTER

Include any plans relating to the use of call centers/customer assistance communication channels (e.g. telephone, chat). List and describe the purpose of all the channels available for consumers to seek assistance. Does the Company produce outreach materials specifically regarding the call centers or is call center information included in publications on specific topics?

New/Continuing Program:

- We currently have a Customer Advocacy team to handle general customer inquiries, complaints, inquiries from public officials as well as the New York Public Service Commission (the “Commission”) complaints at the local office.
- For the acquisition transition period starting on January 1, 2022, customers can call the Company’s Customer Service Center at 1-877-426-6999 Mon-Fri 7am-7pm. For any emergencies, the customer call center is available 24/7.
- Interactive Voice Response System (IVR)
- Language translation phone #: 1-877-711-5910
- Continued focus on communication through our social media, email, direct mail pieces and bill inserts.
- In May 2022, the Company will be filing its Customer Service Improvement Plan with the Commission. This Plan will describe the Company’s new Customer Service Department.

Summary of 2021 Results and Lessons Learned: Provide detailed evaluation in Appendix C.

The Company migrated Liberty Water NY content to the Company’s website January 1, 2022. Some features of the site include:

- Alert notifications to stay informed on planned or unplanned outages.
- Easy log-in access for MyAccount to manage account details or set up a new profile.
- Newsfeeds delivering stories about the Company’s efforts in the community, investments, and sustainability projects.
- Access to water quality reports.
- Quick links to navigate to the most frequently used pages with one-click.

One of the most desired updates is improved mobility access. Now customers can quickly and conveniently navigate from mobile phones, tablets, and other web-based devices.

Appendix C provides the evaluation of the 2021 efforts.

Goals for 2022:

Consistent improvement in customer service is a top priority for the Company, with the goal to empower our customers with more data on their water usage and access to account details. The goal for 2022 is continuing the upward trend in customers using the self-service EyeOnWater tool which will provide customer satisfaction metrics tracked by the Company.

How Priority Was Set:

Customer service and customer access to information, water usage history and notifications is an important component of our overall communication plan and high priority was placed on these items by the Company.

Description of 2022 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

The 2022 program will continue to build on efforts in 2021 to improve customer access to information and encourage customers to sign up for MyAccount to have the best customer service experience possible. In May 2022, the Company will be filing its Customer Service Improvement Plan with the Commission. This Plan will describe the Company's new Customer Service Department. As part of this Plan, the Company is developing its in-house call center which is expected to be operational in December 2022.

2022 Outreach & Education Plan with 2021 Results

MASS/BLAST NOTIFICATIONS

Please describe how and when the utility uses e-mail, text alerts and robo-calls for mass notifications as part of its overall O&E plan. Note: use of these tools for specific topics (e.g. conservation) should also be described in more detail on the page for that program.

New/Continuing Program:

The Company uses CodeRed to provide customers with emergency alerts and important service information. CodeRed issues an alert based on the method chosen by the customer – phone, email or text. We continue to promote CodeRed and encourage customers to sign up to increase enrollment. We also encourage customers to sign up for MyAccount, our customer portal, which also allows a customer to provide the Company with their preferred communication type.

Summary of 2021 Results and Lessons Learned: Provide detailed evaluation in Appendix C.

The Company increased its customer enrollment in the Company's customer portal (MyAccount and under NYAW MyWater). The customer enrollment in MyWater account for the years 2019 to 2021 has been 56,450, 63,548 and 69,228 respectively.

Goals for 2022:

The increased use of Code Red and MyAccount ties into the Company's overall communication goal of informing and educating our customers and providing a higher level of customer service.

How Priority Was Set:

The increased use of Code Red and MyAccount ties into the Company's overall communication goal of informing and educating our customers and providing a higher level of customer service.

Description of 2022 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

The Company will promote CodeRed and MyAccount to our residential and commercial customers through bill inserts, customer emails and social media content. Messaging will highlight how both programs can increase customer knowledge on water service interruptions, billing and customer service. Promotion of the program will take place throughout the year.

2022 Outreach & Education Plan with 2021 Results

OUTREACH MATERIALS

Identify the types of materials (e.g. print, visual aids, exhibits) developed for consumer outreach and education programs. Note: use of these tools for specific topics (e.g. conservation) should also be described in more detail on the page for that program.

New/Continuing Program:

The Company executes a customer outreach and education program throughout the course of the year with the goal to educate its customers on their water rates, their personal water usage and tools to conserve water and save money on their bill.

Summary of 2021 Results: Provide detailed evaluation in Appendix C

See Appendix C.

Goals for 2022:

The Company seeks to inform customers regarding their water service through a variety of communication channels, including email, social media, bill inserts, direct mail and customer service touch points.

How Priority Was Set:

Providing superior customer service and educating customers on their water service is a top priority of the Company.

Description of 2022 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

The 2022 program will execute communication tactics to reach our residential and commercial customers. Messaging will vary by season and include information on conservation, rates, MyAccount customer portal, CodeRed, the Low Income Household Water Assistance Program (“LIHWAP”) offered through the NYS Office of Temporary and Disability Assistance, and customer rights and responsibilities. Communication will take place throughout the year.

2022 Outreach & Education Plan with 2021 Results

UTILITY OUTREACH EVENTS

Describe how the utility identifies and participates in public events such presentations, community fairs, consumer advocate workshops, etc. Distinguish between utility-sponsored and community sponsored events. Use the tracking sheet in Appendix A to list events conducted in 2021 and those planned for 2022.

New/Continuing Program:

The Company continues to participate in public events to ensure that it takes an active role in the communities it serves and supports environmental, educational and workforce development initiatives related to water.

COVID-19 continues to impact the Company's ability to execute its public event outreach and the Company has transitioned these events to a digital platform, where possible. See list of events in Appendix A.

Our efforts include the following:

- Civic Association and Village Board presentations: The Company offers presentations on conservation, water quality, infrastructure investments and water rates.
- Scholarship Program: The Company offers scholarships in partnership with the New York Chapter of the National Association of Water Companies.
- Environmental Grant: The Company offers funding for qualifying innovative, community based environmental projects that improve, restore or protect groundwater supplies within its service area.
- BE WATER WISE! Art Contest: Each year, we hold an art contest for fifth grade students. This contest provides an opportunity for fifth-grade students to creatively express the importance of protecting and conserving our drinking water supply. Three winners are chosen who receive gift cards, and all participants receive a reusable water bottle and a recognition certificate. Learn more at www.libertyenergyandwater.com, select News, Commitment to Community.
- Emergency Responder Grants: Each year, the Company awards several \$1,000 grants to fire departments and other emergency responders in our service area.

Summary of 2021 Results and Lessons Learned: Provide detailed evaluation in Appendix C.

The Company awarded eight (8) grants to the fire departments, distributed five scholarships to high school seniors pursuing careers related to the water industry, and held the annual art contest to highlight the importance of conservation and awarded certificates and gift cards to art contest winners.

Goals for 2022:

The Company has set a goal to increase its participation in community events to better connect with our customers, with a focus on civic associations and neighborhood community groups, understanding that COVID-19 restrictions may require social distancing and virtual events.

How Priority Was Set:

Community outreach and public events are a cornerstone of the Company's commitment to better serve our communities.

Description of 2022 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

The Company's outreach events will focus on connecting with our residential customers and educating them on the service we provide, their water rates and opportunities to conserve to save water and money. Outreach events will promote the various assistance programs we offer customers, including the Rachio 3 Smart Sprinkler Controller Discount program. Messaging at events will vary by season, but our main focus will be rates, conservation and water quality. Outreach events will take place throughout the year and will include employee engagement through the Company's Liberty Days program.

2022 Outreach & Education Plan with 2021 Results

WEBSITE, SOCIAL MEDIA & MOBILE APPLICATIONS

Please describe how the utility uses its Website, Social Media, and Mobile Applications as part of its overall O&E plan. Note: use of these tools for specific topics (e.g. conservation) should be described in more detail on the page for that program.

New/Continuing Program:

New York American Water content was added to the Liberty website platform on January 1, 2022 and we continue to promote this resource to customers (www.libertyenergyandwater.com). We also leverage social media (Facebook, Twitter) for customer communication and outreach. The website serves as a resource for information and all social media content points customers back to the website.

The Company continues to expand the use of email to connect with our customers, especially during the high water use months of summer. Email focuses on targeted, personalized communication with our customers about water consumption and tools to conserve. Email is also used to communicate important rate information and financial assistance programs available to customers.

The Company also encourages customers to use MyAccount, a mobile device friendly, self-service customer portal, which features billing information, historical water usage data and conservation tips. We continue to promote functions within MyAccount such as paperless billing and AutoPay.

The Company continues to deploy AMI meters and promote the accompanying app EyeOnWater. EyeOnWater is hosted by Badger Meter and allows customers to access near real-time data on their water usage and set alerts for leaks. EyeOnWater can be accessed through an app or desktop application.

The Company continues the Report an Emergency tool, which allows customers to notify the Company of main breaks and other water-related emergencies in their neighborhood. The tool is hosted on the Company website, as well as on the MyAccount customer portal.

Summary of 2021 Results and Lessons Learned: Provide detailed evaluation in Appendix C.

The Company successfully leveraged social media and digital ads to engage with and provide information to our customers. The campaign goal was to increase awareness and education, and NYAW succeeded in delivering 3,500,000 impressions.

NYAW launched a Search Engine Marketing (SEM) campaign during the same time period, which served 31,031 impressions and produced a 37.53% click through rate. This campaign performed well above the benchmark SEM click through rate (3.55%) and all SEM content pointed customers back to NYAW's website.

Goals for 2022:

The purpose of the program is to better connect our customers with tools to educate them on their water use and to help them conserve water and save money on their bill. A goal for 2022 is to increase the customer participation in EyeOnWater, the online portal where customers with an AMI meter can access their personal water usage data. The Company also wants to increase the number of customers signed up for MyAccount. The Company's intention is to promote financial assistance programs, like LIHWAP, keep customers informed about flushing and infrastructure improvement projects.

How Priority Was Set:

Customer communication through digital platforms is a top priority set by the Company, so it can reach our customers directly, without influence from a third party.

Description of 2022 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

The 2022 program will continue to build on how the Company leverages social media, website, email and apps to connect with residential and commercial customers. Messaging will focus on educating our customers on the importance of conservation, equipping them with tools to save money through conservation, promoting of financial assistance programs (e.g., LIHWAP), and notifying them of flushing schedules and infrastructure improvement projects. Use of these platforms continues throughout the year.

**Liberty Utilities (New York Water) Corp.
OUTREACH AND EDUCATION PLAN
2022**

Section 4

Outreach and Education Topics

2022 Outreach & Education Plan with 2021 Results

BILLING SERVICES AND PAYMENT ALTERNATIVES

This section should include outreach and education programs regarding how consumers are informed of bill payment services and options. Indicate how this information is shared with new customers and special needs populations such as those with Limited English Proficiency.

New/Continuing Program:

- Customers are informed of bill payment services and options through the following:
 - Bill inserts
 - Brochures
 - Liberty's website
 - Social media such as Facebook and Twitter
 - Direct contact with the customer via phone or in person
 - Email campaigns
- The following services are available:
 - Paperless billing
 - Online bill payment or AutoPay
 - eCheck – free check payments offered online
 - Phone in a payment at 855-748-6066 24/7
 - In-person bill payment at authorized payment locations listed on our website.
- Monthly payment plans based on individual circumstances are also available.

Summary of 2021 Results and Lessons Learned: Provide detailed evaluation in Appendix C

In 2021, the Company achieved an increase of 13.6% in paperless billing enrollments, mainly achieved through customer outreach efforts including bill inserts, social media content and emails to customers with a “one click” option to enroll.

Goals for 2022:

In 2022, we will continue to promote paperless billing, as well as AutoPay and the use of our customer website portal, MyAccount. To date, we have 29,136 customers enrolled in paperless billing. In addition, we are developing a budget billing program with the goal to roll out this year. In May 2022, the Company will be filing its Customer Service Improvement Plan with the Commission which will outline the enhancements to billing services and payment alternatives.

How Priority Was Set:

The Company is continuously looking to provide different ways for customers to track their accounts and/or make payments through a method they prefer.

Description of 2022 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, evaluation plan, etc.)

In 2022 the Company will continue to promote paperless billing, as well AutoPay, and the use of our customer portal, MyAccount.

2022 Outreach & Education Plan with 2021 Results

CUSTOMER RIGHTS AND RESPONSIBILITIES

This section should include outreach and education programs regarding how consumers are informed of their rights as a utility customer. Indicate how this information is shared with new customers and special needs populations such as those with Limited English Proficiency.

New/Continuing Program:

The Company distributes a customer Rights and Responsibilities brochure annually, consistent with regulatory requirements

Summary of 2021 Results and Lessons Learned: Provide detailed evaluation in Appendix C

The Rights and Responsibilities brochure is mailed to all customers as a bill insert and posted on the Company's website (<https://new-york-water.libertyutilities.com/all/residential/customer-service/rights-and-responsibilities.html>). This was successfully mailed to customers in 2021 in order to keep them informed of their rights and responsibilities as a customer as well as our obligations. This is a continual program that we successfully provide each year.

Goals for 2022:

Continue to provide customers with information regarding their rights and responsibilities as Liberty customers as well as the Company's responsibilities to them.

How Priority Was Set:

Per the regulatory requirement of 16 NYCRR 14.16(a).

Description of 2022 Program: (see guidance document regarding program elements to include such as audience, messaging, delivery vehicles, schedule, evaluation plan, etc.)

The Rights and Responsibilities brochure will continue to be mailed to all customers as a bill insert, and posted on the company's website: <https://new-york-water.libertyutilities.com/all/residential/customer-service/rights-and-responsibilities.html>. Our 2022 brochure will be sent to customers this October.

2022 Outreach & Education Plan with 2021 Results

INFRASTRUCTURE & SECURITY

This section should include outreach and education programs regarding structural or physical developments, e.g. main replacements, etc. Also include public awareness campaign/materials that focus on recognizing threats to utility systems and how you direct customers on how to report any wrong-doing.

New/Continuing Program:

Throughout the year, we promote utility imposter awareness to customers through bill inserts, social media posts, news releases, etc. We also notify customers of any scam alerts occurring in our service area. This is a continuing program and the Company is part of the Liberty's physical and cybersecurity programs.

Summary of 2021 Results and Lessons Learned: Provide detailed evaluation in Appendix C.

There is no formal evaluation of this program

Goals for 2022:

Equip customers with tools to prevent scams, etc. related to their water service.

How Priority Was Set:

This is part of our commitment to educating customers about the value of water and the work we do to ensure safe and reliable service.

Description of 2022 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

The Company will deliver security messaging to all customers through the Company website, newsletters, bill inserts, social media and email. The Company will also encourage customers to contact it, through social media direct message and customer service, to alert it of any suspicious activity with or near the Company's infrastructure.

2022 Outreach & Education Plan with 2021 Results

METERING

This section should include outreach and education programs regarding metering and AMI programs.

New/Continuing Program:

The Company continues to install Advanced Metering Infrastructure (AMI) for its customers. This program is offered to all customers and will be executed over the course of six years (beginning in June 2020). The program includes an extensive customer engagement plan to encourage customers to make use of all that AMI offers. In addition, AMI is a natural fit with our H2O Control conservation program.

Summary of 2021 Results and Lessons Learned: Provide detailed evaluation in Appendix C.

Due to ongoing COVID-19 and restrictions on in-home service appointments, for the safety of employees and customers, the installation of AMI meters in outside meter pits continued. Appointments are not required for installation of meters in outside pits. In-home service appointments based on routine service work and only as requested by customers resumed and upgraded meters to AMI was accessible to the Company. A total of 9,615 meters were deployed in 2020 and 4.9% of customers who have received an AMI meter signed up for the EyeOnWater customer app. In 2021, 8,552 AMI meters were deployed and EyeOnWater engagement increased to 10.25 %. Following the completion of all AMI installations, the Company provides customers with information on their meter upgrade which includes the EyeOnWater link. The Company proactively reached out to AMI customers promoting EyeOnWater and water conservation and customer savings.

Goals for 2022:

To successfully continue deployment of AMI meters and to connect customers with water usage data through the EyeOnWater app. The Company would like to achieve 10% of customers with an AMI meter signed up for EyeOnWater. We are using an ongoing and proactive customer engagement following the completion of the AMI meter change to continue and further increase the EyeOnWater engagement beyond the current 10.25% rate.

How Priority Was Set:

AMI is the gold standard in customer data and customer service, as well as using data to inform operational efficiencies, and these advantages tie directly into the Company's goals and priorities for advancing the company for the benefit of our customers.

Description of 2022 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

The Company continues to execute on the AMI Customer Engagement Plan established in 2020. Due to COVID- 19, the Company continues to restructure deployment of AMI meters and focused on customers with meters in outside pits to avoid entering homes for the safety of employees and customers. Messaging to customers focuses on the benefits of AMI to help customers conserve and identify leaks and promotes registration for EyeOnWater. Communication is rolled out as customers are scheduled for meter replacement. Pending a decrease in Covid occurrences and regaining access to customers properties, the Company intends to continue the AMI deployment and ramp up to maximize AMI deployment in 2022 realigning the program to meet the 2025 targeted completion.

2022 Outreach & Education Plan with 2021 Results

SEASONAL OUTREACH

New/Continuing Program:

This is a continuing program. The Company focuses on conservation-related outreach during the summer since our Long Island customers' water use increases significantly during the months of May-September. This increase is attributed to outdoor irrigation and we have developed a conservation program, H2O Control, to educate our customers on this usage. See Conservation section.

Winter outreach focuses on main breaks and preventing frozen pipes and provides customers with tips on what they can do to protect their pipes from freezing and potential damage.

Outreach is conducted through bill inserts, social media posts, press releases and earned media, website content, public meetings and customer letters/emails.

Summary of 2021 Results and Lessons Learned: Provide detailed evaluation in Appendix C.

See Appendix B for analysis of the 2021 conservation program.

Goals for 2022:

Goals for 2022 is to increase customer awareness of how seasons impact their water consumption and the tools the Company offers for both indoor and outdoor conservation to help them conserve year-round.

How Priority Was Set:

Seasonal communication related to conservation is a key focus of the company.

Description of 2022 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

The summer 2022 program will continue to build on the success of the H2O Control campaign. The audience for this effort is all customers, with specific focus on customers that use over 15,000 gallons of water in a summer month. See Water Conservation section herein for details.

Winter and indoor conservation messaging will be delivered to all customers through social media and bill inserts.

2022 Outreach & Education Plan with 2021 Results

SERVICE INTERRUPTIONS

This section should describe the Company's outreach efforts to customers and stakeholders, including use of web, social media, etc., prior to, during and after an outage event. Indicate how this information is shared with special needs populations such as those with Limited English Proficiency.

New/Continuing Program:

This is a continuing program. The Company utilizes its CodeRed program to notify customers of service interruptions. The Company website is used to post alerts related to service interruptions. Door hangers are hand delivered when unexpected service interruptions are experienced. Postcards are mailed to customers in advance of scheduled water main replacements.

Summary of 2021 Results and Lessons Learned: Provide detailed evaluation in Appendix C.

The above listed tactics were successfully executed in 2021.

Goals for 2022:

Continue to successfully execute emergency notifications and service disruption information to our customers.

How Priority Was Set:

Per regulatory requirement.

Description of 2022 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

The program focuses on connecting impacted customers with relevant emergency and/or service disruption information. CodeRed will continue to be used as a means for notification. In addition, the Company will continue to inform elected officials of service interruptions to leverage their platforms to communicate with customers.

2022 Outreach & Education Plan with 2021 Results

SPECIAL NEEDS CUSTOMERS

This section includes messaging and communication efforts for a variety of special needs customers including Elderly, Blind and Disabled and consumers with Limited English Proficiency.

New/Continuing Program:

Continue to improve and expand service to all customers, including those with special needs. Our website is ADA compliant, and our customer advocacy program continues to show flexibility and accommodation to those with special needs in order to meet the needs of our customers. Our TDD # is 1-800-300-6202

Summary of 2021 Results and Lessons Learned: Provide detailed evaluation in Appendix C.

There are no formal measures in place to evaluate this effort.

Goals for 2022:

The Company strives to continuously improve its service and access to all customers.

How Priority Was Set:

Corporate and industry practice.

Description of 2022 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

Continue to improve and expand service to all customers, including those with special needs.

2022 Outreach & Education Plan with 2021 Results

UTILITY SERVICE AFFORDABILITY

Describe efforts to educate consumers about financial assistance opportunities. If the Company files a separate outreach plan as part of a Commission proceeding, the plan should be briefly described here. Reference the case number and date of most recent filing.

New/Continuing Program:

Upon request, customers are informed about our financial assistance programs that include a deferred payment plan agreement and special protections program. Also, upon request, the Company provides a list of local help agencies.

If a customer is having difficulties paying their bills, we will work with them to arrange a convenient and flexible payment plan. The terms, down payment (if required), and monthly installment amounts can be tailored to their situation and financial needs. We will not demand more than they can afford to pay once we have assessed their financial situation. Adjustments may be made to the plan if their financial status changes significantly.

In Q1 2022, the Company began participating in the Low Income Household Water Assistance Program (“LIHWAP”) offered through the NYS Office of Temporary and Disability Assistance. LIHWAP is a federally funded program that assists New York households with past due drinking water and wastewater bills. The Company communicated the LIHWAP program to customers through its March 2022 newsletter that was emailed to customers and social media posts.

Financial assistance information can also be found on our website. Customers are also encouraged to call our Call Center for additional assistance: <https://new-york-water.libertyutilities.com/all/residential/customer-service/low-income-program--residential--new-york-water--liberty.html>

Since the start of the pandemic and into the first part of 2022, the Company continued the following programs to help customers with financial hardship resulting for the COVID-19 emergency: waiver of all late payment fees for all customers; expansion of installment plans; and extending the moratorium on the terminating of water service due to non-payment of past due amounts for a period of 180 days after the end of the state of emergency (ending December 21, 2021) for those customer who self-certified. The Company will be phasing out these programs and replacing them with the ones described in the Goals for 2022 section below.

Summary of 2021 Results and Lessons Learned: Provide detailed evaluation in Appendix C.

There are no formal measures in place to evaluate this effort.

Goals for 2022:

Continue to assist customers who are going through financial hardship. In 2022, the Company will be developing an arrearage management program for customers who experienced financial hardship as a result of the COVID-19 pandemic (“COVID AMP”), which is anticipated to be rolled-out by the end of 2022; continue participation in LIHWAP (as described above); providing a one-time interim credit to customers who self-certified that they have experienced a change in financial circumstance due to the COVID-19 pandemic; and communicating the Company’s budget billing program.

How Priority Was Set:

Priority is set on a case-by-case basis. The Company’s new COVID AMP program will establish enrollment guidelines.

Description of 2022 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

Continue to assist customers who are going through financial hardship. As described in the Goals for 2022 section above: the Company’s programs include participation in the LIHWAP, developing and implementing the COVID AMP program, and providing a one-time credit to customers who have experienced financial hardship due to the COVID-19 pandemic.

2022 Outreach & Education Plan with 2021 Results

WATER CONSERVATION

Describe efforts to educate consumers about water conservation measure and programs. If the Company files a separate outreach plan as part of a Commission proceeding, the plan should be briefly described here. Reference the case number and date of most recent filing.

New/Continuing Program:

The Company continues its robust water conservation program, H2O Control. The Company has focused on communicating the importance of conservation and promoting tools, tips and technology available to customers in our H2O Control Toolbox to help them conserve, which are hosted on the Company's website: <https://new-york-water.libertyutilities.com/all/residential/smart-water-use/conservation-tips.html>.

The Company is providing customers with several tools to help them conserve, including Advanced Metering Infrastructure and the Rachio 3 Smart Sprinkler Controller Discount Program. Long Island customers use a significant amount of water in spring and summer outdoor irrigation and our conservation program is designed to help our customers irrigate more efficiently.

Summary of 2021 Results and Lessons Learned: Provide detailed evaluation in Appendix C.

Regarding the Company's 2021 Rachio Sprinkler Controller Discount program, customers who were eligible for the offer (i.e., reach a tier 4 usage level by using 15K+ gallons in a single month) and opted to redeem saw a significantly lower percentage of its population move into the higher water usage tier 4 rate structure during the peak usage season of May to August as compared to those who were eligible for the program but chose not to redeem. In addition, during the 2021 peak season, both groups did see a decline in the proportion of their populations in tier 4 (as compared to 2020) as more and more residents returned to their place of employment or went back to school; however, the group that redeemed saw a steeper decline.

See Appendix C for analysis of the 2021 conservation program.

Goals for 2022:

The Company is committed to educating customers about the importance of conservation for the long-term sustainability of the Long Island aquifer and the NYS DEC's goal for all Long Island water suppliers to reduce their peak pumpage by 15 percent. The Company also wants to empower customers to understand their water consumption and how that translates into their water bill, and conserve as needed to save money.

How Priority Was Set:

Customer communication regarding conservation is a top priority for the Company to assist our customers in managing their water bill, and it is linked the conservation rate structure established in the 2017 rate case.

Description of 2022 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

The 2022 conservation program is an extension on of the 2019 and 2020 program, with additional efforts put toward connecting new AMI customers with the EyeOnWater customer portal and providing tailored customer communication based on their monthly water consumption. The audience for the program is our residential customers, specifically customers that use over 15,000 gallons of water a month. Messaging focuses on empowering customers to understand their water usage and uses the tools offered to conserve as needed. The program runs from March to September.

2022 Outreach & Education Plan with 2021 Results

WATER QUALITY

New/Continuing Program:

Customer education and outreach regarding water quality is a continuing program for the Company. Demonstrating our commitment to delivering a high-quality product to our customers is a priority of our outreach efforts. A key focus is educating customers about the cause of discolored water, why we have iron in our source water and what we are doing to address it. Customer education will continue to be provided through bill inserts and our website (<https://www.libertyenergyandwater.com>).

The Company also continues to execute outreach and education related to emerging compounds and the New York State Department of Health's establishment of regulations for 1,4-Dioxane and PFOA/PFOS. The focus is the three locations where the Company must construct new treatment and providing customers with updates as construction continues (i.e., the Glen Head Well, the Dykeer System, the Seamans Neck Plant). The Company provides updates/information on its action plan to meet New York State's (NYS) new drinking water standards on its website, at the following link:

<https://new-york-water.libertyutilities.com/all/residential/safety/emerging-compounds-new-york-water.html#navbar-safety-water-quality-res>

Our annual Consumer Confidence Reports (CCR) are posted to the website (line below) and promoted via bill inserts, social media and local newspaper ads. We conduct Hydrant Flushing annually and the schedule is posted to the website (link below) and included in a bill insert, as well as promoted through a newspaper ad, news release and social media. The website links are: <https://new-york-water.libertyutilities.com/all/residential/safety/water-quality-reports-new-york-water.html> and <https://new-york-water.libertyutilities.com/uploads/2022%20NY%20Spring%20Flushing%20Schedule.pdf>

Summary of 2021 Results and Lessons Learned: Provide detailed evaluation in Appendix C.

The Company successfully communicated the impact of NYS' new regulations on emerging contaminants to customers via email, mail and website, and met all DOH requirements for public notification. The Company also successfully shared the annual CCR with customers.

Goals for 2022:

Increase customer awareness of the Company's strong commitment to water quality and infrastructure investments to improve water quality, specifically related to discolored water and emerging compounds.

How Priority Was Set:

Delivering safe, reliable water service to our customers is the foundation of our business and communicating to customers on our efforts is a top priority.

Description of 2022 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

The target audience for the 2022 program is all customers, with specific attention on customers served by water sources that do have detections of emerging compounds. This includes two sites on Long Island and one site in the Hudson Valley. The key messages of the program are the Company's commitment to water quality and making the infrastructure investments needed to deliver a quality product that meets all drinking water standards to our customers. The program will leverage multiple delivery vehicles including website (<https://new-york-water.libertyutilities.com/all/residential/safety/emerging-compounds-new-york-water.html#navbar-safety-water-quality-res>) social media, direct mail, emails, bill inserts and presentations to community organizations.

2022 Outreach & Education Plan with 2021 Results

CORONAVIRUS (COVID-19)

This section should be included if the utility is continuing outreach specifically discussing COVID related messaging such as efforts to make residential customers aware of available assistance for arrears/payment. Please describe measures to ensure the safety of employees and customers when conducting outreach activities such as participating in events.

New/Continuing Program:

The Company adapts how it conducts its outreach activities to address COVID-19 public health emergency considerations. In 2022 the Company will be implemented an arrearage management program to help customers who have experienced financial hardship due to the COVID-19 pandemic (see the Utility Service Affordability section above).

Summary of 2021 Results and Lessons Learned: Provide detailed evaluation in Appendix C.

The COVID-19 public health emergency changed the way we conducted outreach activities with our customers to ensure the safety of our employees and customers. The Company increased digital communication with customers via livestream events and email correspondence, as well as social media. Instead of hosting in-person events and presentations, the Company leveraged our Microsoft Teams platform to host livestreams with chat and Q&A functions. We also moved from in-person meetings with elected officials to digital meetings over Microsoft Teams.

The Company incorporated COVID-19 safety precautions into messages delivered to customers, with a focus on changes to our in-home service policy and social distancing precautions.

The Company notified all customers via mail of the COVID-19 shut-off moratorium and other practices to provide customers with financial assistance, if needed.

Goals for 2022:

The Company will continue to communicate our policies and procedures related to COVID-19 with our employees, customers, elected officials and the Commission. In 2022 the Company will be implemented an arrearage management program to help customers who have experienced financial hardship due to the COVID-19 pandemic (see the Utility Service Affordability section above).

How Priority Was Set:

The Company prioritized communication with employees, customers, elected officials and the Commission regarding our emergency action plans and policies and procedures to safely continue operations throughout the COVID-19 public health emergency. The Company established guidelines on how to conduct outreach and engagement to ensure the safety of our employees and customers

Description of 2022 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

The Company will maintain COVID-19 safety procedures and customer communication as needed following the recommendation of the Center for Disease Control and Prevention. In 2022 the Company will be implemented an arrearage management program to help customers who have experienced financial hardship due to the COVID-19 pandemic (see the Utility Service Affordability section above).

2022 Outreach & Education Plan

OTHER

Include any outreach program not identified elsewhere in the manual.

New/Continuing Program:

Summary of 2021 Results and Lessons Learned: Provide detailed evaluation in Appendix C.

Goals for 2022:

How Priority Was Set:

Description of 2022 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

Liberty Utilities (New York Water) Corp.
OUTREACH AND EDUCATION PLAN
2022

Section 5

Employee Outreach and Education

2022 Outreach & Education Plan with 2021 Results

CUSTOMER SERVICE EMPLOYEE TRAINING

New/Continuing Program:

- New Hire Training: The current new hire training program is a four-week program that consists of classroom instruction time, structured group activities, and live customer phone calls.
- Reinforcement or Supplemental training is the plan for 2022: Reinforcement or supplemental training to be provided throughout the year for existing processes or for new processes.
- Bi-Annual Training Day Events: Training day events are held in February (Presidents' Day) and October (Columbus Day). These events provide 16 hours of learning for job specific topics and professional development topics. In addition, this year customer service employees received an extra training day in January (Martin Luther King, Jr. Day).
- Process and Current Event Publications: Publications are generated as needed to the customer service staff. These publications include information on new processes, issues or events taking place in our service territories, and reminders about existing processes.

Summary of 2021 Results and Lessons Learned: Provide detailed evaluation in Appendix C.

- Assessments are given to the employee and the trainer for evaluation and feedback that is used to enhance future training programs.
- All new hires completed SAP CRM training
- New hire class began on July 5th
- Departmental MS Teams meetings are held monthly to review processes, customer complaints and share knowledge. Feedback is then shared with team members.

Goals for 2022:

- The transition from NYAW's call center services to the Company's in-house call center (expected to be operational in December 2022). The Company will implement Liberty's customer service training program for its in-house CSRs.
- In May 2022, the Company will be filing its Customer Service Improvement Plan with the Commission. Deployment of this Plan will take place in 2022.

How Priority Was Set:

- As part of the acquisition of NYAW, the Company is under a transition services agreement for call center services.
- Based off employee and supervisory/management feedback and requests.

Description of 2022 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

- Reference New/Continuing Program and Goals for 2022 above

Liberty Utilities (New York Water) Corp.

**OUTREACH AND EDUCATION PLAN
2022**

Section 6

**Outreach and Education Specific to the Acquisition of
American Water Company, Inc. by Liberty Utilities (Eastern
Water Holdings) Corp.**

2022 Outreach & Education Plan

Description of 2022 Programs

New/Continuing Program:

On December 16, 2021, the Commission issued an order approving the terms of a stock purchase agreement transferring all of NYAW's issued and outstanding common stock to Liberty Utilities (Eastern Water Holdings) Corp. in Case 20-W-0102 and authorizing the new owner to issue certain long-term indebtedness following the closing. On January 1, 2022, the acquisition transition closed. As a result, NYAW is now known as Liberty Utilities (New York Water) Corp. (the "Company" or "Liberty Water NY"). The Order and Joint Proposal outline a number of directives the Company is to undertake in the area of customer outreach and education ("Programs"), which are listed below.

The Company is committed in developing and implementing these Programs in 2022 and subsequent years for the benefit of its customers and to strengthen relationships with its community stakeholders.

Programs from the acquisition Order/Joint Proposal:

1. Conduct an outreach and education plan to inform customers of the transaction and its impact on customers;
2. Design a low-income program to be filed in the Company's next rate case;
3. Develop a Financial Assistance and Arrearage Management Program that will help reduce customer arrears;
4. Develop a Customer Service Improvement Plan to implement a local management approach and enhance customer service.
5. Provide customers annually with a simple-to-understand flyer or abbreviated report designed to educate customers about water quality, contaminants, and the Company's ongoing efforts to ensure its customers continue to receive safe, clean water; and
6. Implement a one-year benchmarking customer satisfaction survey to measure customer satisfaction and submit the results of the initial survey to Staff.

Summary of Results and Lessons Learned:

1. The Company undertook the initiatives below to communicate its acquisition of NYAW to customers, explain how the acquisition impacted and benefitted them, and provide its contact information should customers have any questions. The communication materials included.
 - a. A Welcome Letter signed by Chris Alario, the Company President
 - b. Launching a social media outreach campaign, and a monthly email newsletter, called "Liberty Connections"
 - c. On-bill message in January
 - d. The Company included an introductory message on its homepage about the acquisition

- e. Press releases were used to disseminate details of its purchase of NYAW through media outlets
 - f. The Company signage, uniforms and utility vehicles have been rebranded
 - g. Meeting with community leaders as outlined in Appendix A
2. After the close of the acquisition on January 1, 2022, Mr. Alario met with a number of community leaders. The meetings provided an opportunity to meet with the new President of the Company, discuss the Company's 2022 plans (e.g., local customer service center and infrastructure development), discuss issues such as brown water, franchise tax, programs addressing affordability, the municipalization process, and open invitations for the Company to participate in local townhall meetings. Appendix A provides these meeting dates (approximately 40 have taken place or are scheduled to take place in the near term).
 3. On May 16, 2022, the Company will be filing both its Financial Assistance and Arrearage Management Program and a Customer Service Improvement Plan with the Commission. Aspects of these programs will be deployed in 2022. As description of the COVID Arrearage Management program is described in the "Utility Service Affordability/Financial Assistance" section above.

Goals for 2022:

Through the implementation of the Programs described above, the Company's overarching goal is to build and maintain good, long-term relationships with customers and key community members in each of the Company's service areas, improve customer satisfaction, and address the needs of customers experiencing financial hardship.

How Priority Was Set:

- Directives are outlined in the Commission's Order in the acquisition, Case 20-W-0102.
- The Company recognizes the value of providing customer service that meets the on-going needs of its customers, effectively communicating with customers, and developing lasting relationships with its customers and the community it serves. To that end, we will begin several new customer service initiatives that will enhance and improve customer service.

Description of 2022 Program: (see guidance document regarding program elements to include such as audience, messaging, schedule, evaluation plan, etc.)

To achieve its 2022 goals the Company will:

1. Meet with and reach out to community leaders and key stakeholder on a regular basis to outline its commitment to customers, discuss issues specific to each official district, and offer its participation or input.
2. Host and participate in town hall-style events to engage with customers, inform them of upcoming Company programs and regulatory filings, answer questions, and stress our commitment to serve them.
3. Assist local points of contact in managing water service-related constituent issues.
4. Offer customers tools and tips to use water more efficiently

5. Implement a local in-house customer service center to address customer needs and improve customer satisfaction.
6. Implement a one-year benchmarking customer satisfaction survey to measure customer satisfaction.
7. Educate customers, through a bill insert flyer on water quality, contaminants, and the Company's ongoing efforts to ensure its customers continue to receive safe, clean water.

**Liberty Utilities (New York Water) Corp.
OUTREACH AND EDUCATION PLAN
2022**

Appendix A

Outreach and Education Events

2021 Outreach & Education Plan with 2021 Results

UTILITY OUTREACH EVENT SCHEDULE

In an effort to evaluate the previous plan year, please provide a schedule of events attended during 2021. Indicate if the event was in-person or virtual. If events are already schedule for 2022, please include those on a separate sheet.

Please refer to the document named “Appendix A.pdf”.

**Liberty Utilities (New York Water) Corp.
OUTREACH AND EDUCATION PLAN
2022**

Appendix B

Outreach and Education Materials

Include a table detailing materials/tools used as part of your outreach and education program. Provide copies of the materials, including screenshots of web, social media and electronic communications.

Topic Area	Outreach Materials/Tools	Method of Distribution
Billing Services & Payment Alternatives	Bill Insert, Website, Social Media, Call Center contact,	Mail, Digital, Website, Phone
Customer Rights & Responsibilities	Bill Insert, Website	Mail, Website
Infrastructure & Security	Postcards, Bill Insert, Social Media, News Release	Mail, Social Media
Metering	Postcards, Website, Email, Social Media	Mail, Digital, Website
Seasonal Outreach	Bill Insert, Email, Website	Mail, Email
Service Interruptions	Bill Insert, Website	Mail, Website
Special Needs Customers	Bill Insert, Website	Mail, Website
Utility Affordability/Financial Assistance	Website, Social Media, Call Center Contact	Website, Phone, Social Media
Water Conservation Programs	Bill Insert, Email, Website	Mail, Email, Website
Water Quality	Bill Insert, Newspaper Ads, Email, Website	Mail, Email, Website, Newspaper
COVID-19	Email, Call Center contact	Email, Phone
Other	N/A	N/A

**Liberty Utilities (New York Water) Corp.
OUTREACH AND EDUCATION PLAN
2022**

Appendix C

2021 Outreach and Education Program

Evaluation

2021 Results, Evaluation and Feedback: Details are provided in the table below, the applicable sections of the Plan and in file name “Appendix C.pdf”.

Describe the measures used to evaluate the success of the outreach and education program, and where applicable provide copies of the results. Provide industry expert feedback, (i.e. reports, survey results etc.) Identify who the industry experts are and what they evaluated. Include copies of analytics and any other form of feedback demonstrating the results of your program.

Mass/Blast Notifications (E-Mail, Text, Robo-calls)

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Refer to this section of the Plan			

Utility Outreach Events

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Outlined in Utility Outreach Events section of the Plan			

Website, Social Media & Mobile Applications

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Social Media Engagement	Facebook, Instagram	Delivered over 3.5M impressions for 2021	Platform analytics

Billing Services and Payment Alternatives

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Participation	MyWater Customer Portal	69,228 registered customers as of 12/31/2021	Platform analytics
Participation	Paperless Billing	29,136 registered customers as of 12/31/2021. In 2021, the Company achieved an increase of 13.6% in paperless billing enrollment.	Platform analytics

Customer Rights & Responsibilities

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Refer to this section of the Plan			

Infrastructure & Security

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
There is no formal evaluation for this program.			

Metering

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Refer to this section of the Plan			

Seasonal Outreach

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Refer to the presentation in Appendix C for results of the program.			

Service Interruptions

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Refer to this section of the Plan			

Special Needs Customer

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
There are no formal measures in place to evaluate this effort.			

Utility Service Affordability/Financial Assistance

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
There are no formal measures in place to evaluate this effort.			

Water Conservation

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Customer Placement in Tiers	SAP Billing	of customers hit Tier 4 of conservation rate in summer 2021	SAP analysis
Rachios Purchased	Rachio	2,062 controllers purchased	Rachio

Water Quality

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Refer to this section of the Plan			

COVID-19 (Coronavirus)

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
Refer to this section of the Plan			

Other

EVALUATION TYPE	PLATFORM EVALUATED	RESULTS/FEEDBACK	SOURCE OF FEEDBACK
N/A			