



New Utilities Customer Assistance Program (CAP)

Why Create a Customer Assistance Program?

A robust and well-executed Customer Assistance Program (CAP) has the ability to yield three primary positive results: enhance community relations, increase access to utility resources, and decrease the volume of delinquent customers.



New Utilities Customer Assistance Program (CAP)

Why Create a Customer Assistance Program?

- Increase access to utility resources: Customer Assistance Programs help to enhance access for citizens within a community facing financial hardship.
- Decrease amount of delinquent customers: Greater assistance can prevent customers from entering delinquency and decrease the utility's time, processes, and efforts in processing delinquent accounts, including service termination and collections handling.
- Enhance community relations: Efficient and effective Customer Assistance Programs build a sense of community by bringing together various stakeholders (e.g. social agencies, municipalities, residents) working towards a common goal and thus increasing the public's perception of a utility.



New Utilities Customer Assistance Program (CAP)

Staff Recommendation:

- ☐ Partner with local agency to create an updated Customer Assistance Program (CAP)
- ☐ Fund the 2019 CAP with a blend of existing General Fund and "round-up" amounts available
- ☐ FY 2020 and beyond funds subject to annual budget process



New Utilities Customer Assistance Program (CAP)

Recommended Partner: Almost Home

- ☐ **Mission**: To promote self-sufficiency and provide assistance to those experiencing housing instability
- ☐ Goals: To prevent homelessness and provide temporary and permanently affordable housing for those who are in need of assistance
- ☐ Existing, established relationship with City through programs like Cold Weather Care, Brighton Housing Authority, staff volunteers and more

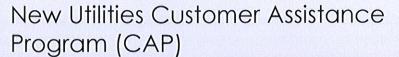


New Utilities Customer Assistance Program (CAP)

New Customer Assistance Program Will Focus On:

- ☐ Financial sustainability and education for residents: Monthly budgeting and money management education
- □ Strong local partnerships: Current City partner Almost Home has been a member of the Brighton community since 1993
- ☐ Education on water conservation: Provide tools for residents to reduce water usage which reduces bills





New CAP Framework:

- ☐ Contact Almost Home to conduct a brief case evaluation
- Upon completion of case evaluation, Almost Home will distribute a voucher to resident, up to \$300 annually
- Vouchers returned to Utilities Customer Service where the account will be credited for the specified amount
- "Round-up" option still available for residents that would like to participate
- Additional contributions, outside of "round-up" will be accepted by the City in a dedicated fund for CAP



New Utilities Customer Assistance Program (CAP)

Requirements to Participate in CAP:

- Must be a City Brighton resident and show proof of residency at the address associated with the utility bill
- ☐ Must be a residential customer of the City of Brighton
- ☐ Assistance is available to both families and individuals
- Verifiable and ongoing income will not be required

