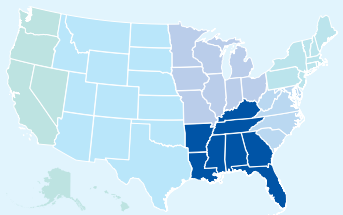


Program Provides Flexible Payment Plans for Customers, Emphasizes Outreach and Engagement, and Improves Performance in Payment Plans

South Region



Overview

Louisville Water and Louisville Metropolitan Sewer District (MSD) are partnering with PromisePay to provide outreach, engagement, and flexible payment plans for customers with outstanding balances through the Drops of Kindness Water Payment Program. PromisePay is a technology firm specializing in payment and affordability solutions for utilities and government agencies. The PromisePay plans allow individuals to enroll easily and manage their plans online while protecting accounts from late fees and possible shut off.

Notable Features

- **The program improves performance in payment plans.** Before the partnership, only 20 percent of payment plan customers successfully kept up with their traditional plans compared to 93 percent using PromisePay.
- **It removes barriers to access.** The payment plan design allows applicants to self-certify their income. The program accepts all applicants for grant relief as long as they had a past-due balance from bills between May and December 2020 and could answer three questions about how the pandemic financially affected them.
- **It implements a strategic communications plan to promote enrollment.** Communication strategies involve grassroots marketing with schools, churches, and healthcare facilities. It also includes text messaging, as well as social media posts, in both English and Spanish.

People Involved

- Phaedra Ellis Lamkins (CEO, Promise) led the strategy and organizational efforts of Promise to design solutions that matched the needs of Louisville Water and MSD.
- Alex Bores (Head of Business Development, Promise) oversaw the day to day implementation of the partnership, coordinating engineering, integration, and customer support between the two teams.
- Within the Louisville Water Company, Megan Hancock (Director of Customer Care and Business Operations) and Karambir Yadav (Manager of Business Systems) worked with Cherron Cheeks, Gillian Addison, Meghan Starnes, Tonya Taylor, Andrew Winslow, Tendra Burnett, and many others to orchestrate the data exchange between systems to ensure a seamless customer experience.
- Erika Brown (Marketing and Communications Strategist) and Vince Guenther (Senior Utilities Consultant) of the Louisville Water Company led the marketing effort and were instrumental in promoting the program and sending the word out to customers.
- Tony Parrot, Executive Director, Louisville/Jefferson County Metropolitan Sewer District.

Additional Resources

- [Louisville Water Drop of Kindness Program Overview.](#)
- [Modern, Effective, and Compassionate Billing \(Case Study\).](#)
- [An Equitable Water Future: Louisville Roadmap.](#)
- [Promise Pay FAQ.](#)

To learn more, visit us at:

www.uswateralliance.org
[@USWaterAlliance](#)