

Prepaid Utility Service



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About JEA

The 7th Largest Municipal Utility in the United States

- Located in Jacksonville, Florida
- Not subject to the same state regulations as investor-owned utilities
- 900 Square Miles of Service Area
- Provides Electric, Water and Sewer Service to:
 - 420,000 Electric Customers
 - 305,000 Water Customers
 - 230,000 Sewer Customers
- **7,400 Prepay Customers**



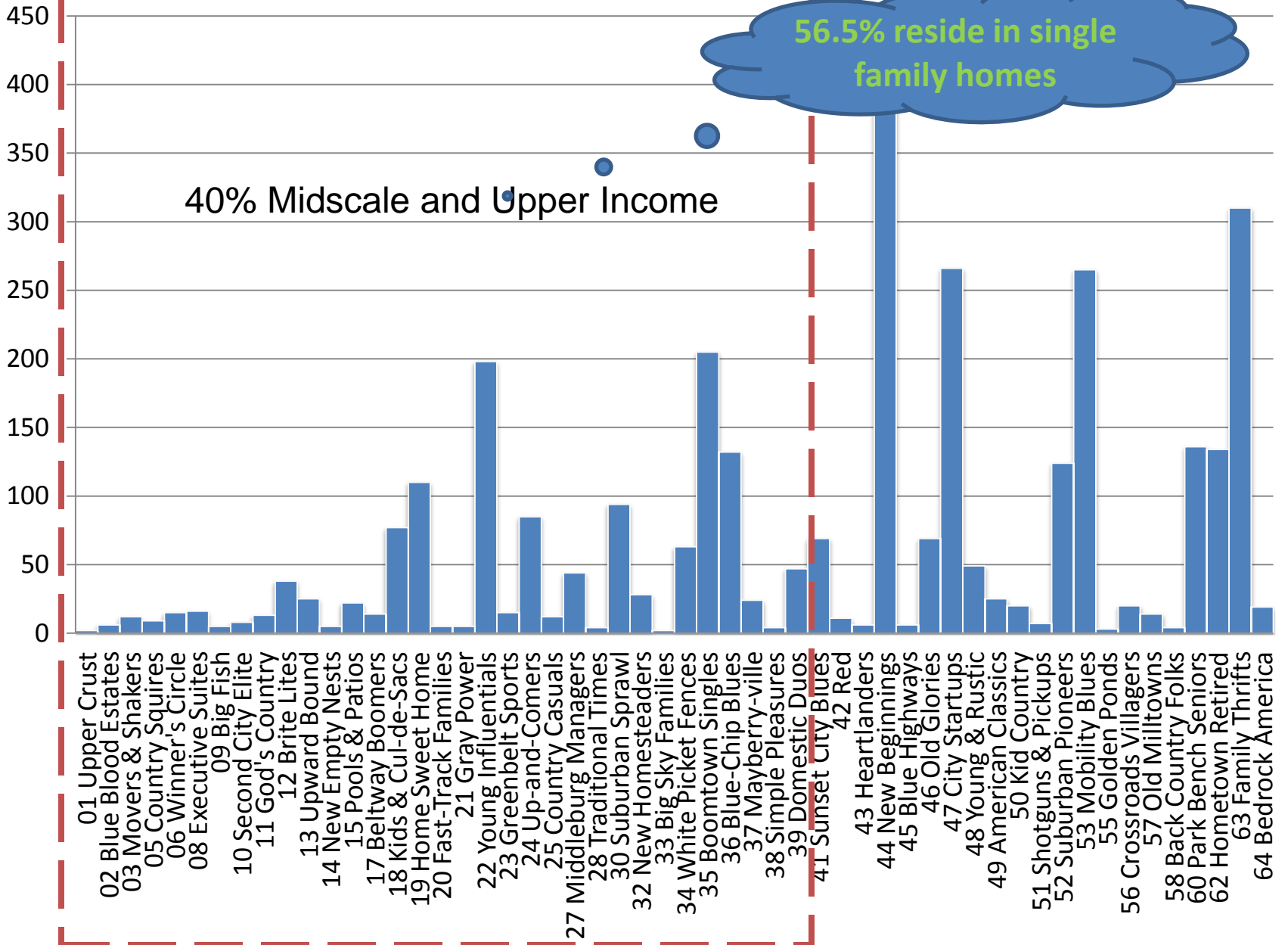
JEA Prepayment Service

- Rates are the same for prepay and traditional service
- No seasonal disconnection moratorium
- No disconnections on weekends
- Disconnect limitations based on temperature (high/low)
- Reconnections 24 x 7
- No electric reconnection fee
- Ability to defer a portion of the outstanding balance
- Crisis LIHEAP Funding Eligibility

MYTHS AND REALITIES

Prepaid service is concentrated
among lower-income households

Number of Accounts



40% Midscale and Upper Income

56.5% reside in single family homes

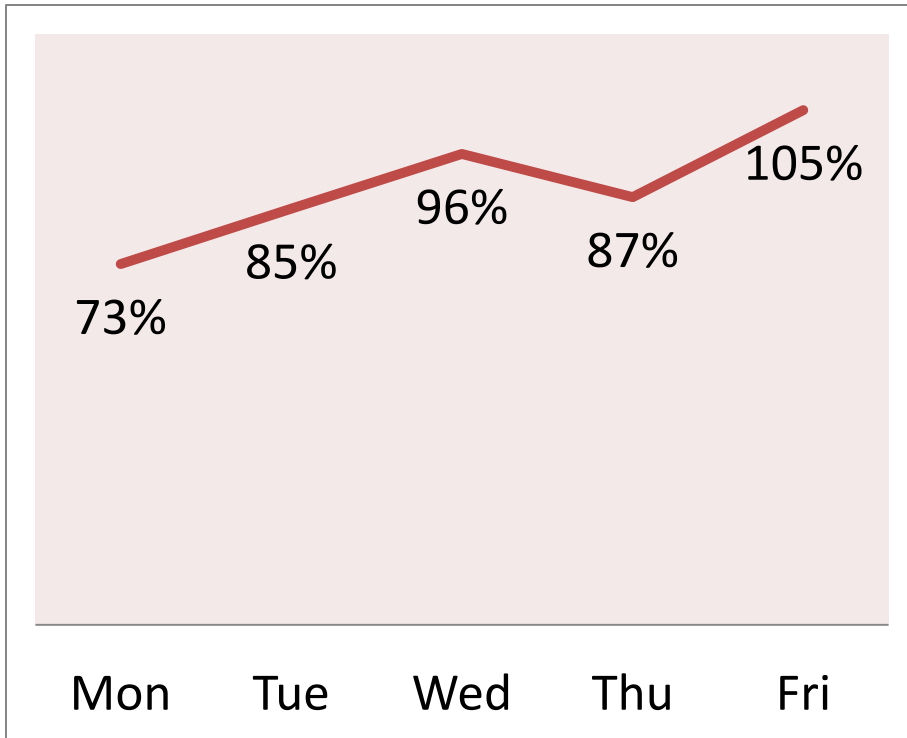
PRIZM Description

“They say people use less electricity. Well, why? Probably because they’re running out of money and they can’t afford more money on their account, and so they live without electricity for some period”

Weather Normalized Consumption Comparisons

- Three months of pre & post consumption data at the same premise.
- Decrease in consumption in both the actual kWh and the weather normalized kWh
- Excludes disconnection periods
- The actual effect on consumption is a 7.3% reduction. The weather-normalized effect is a 6.6% reduction in consumption.
- The weather-normalized effect was an 18% reduction in consumption for the JEA Employee Pilot group.

Reconnections

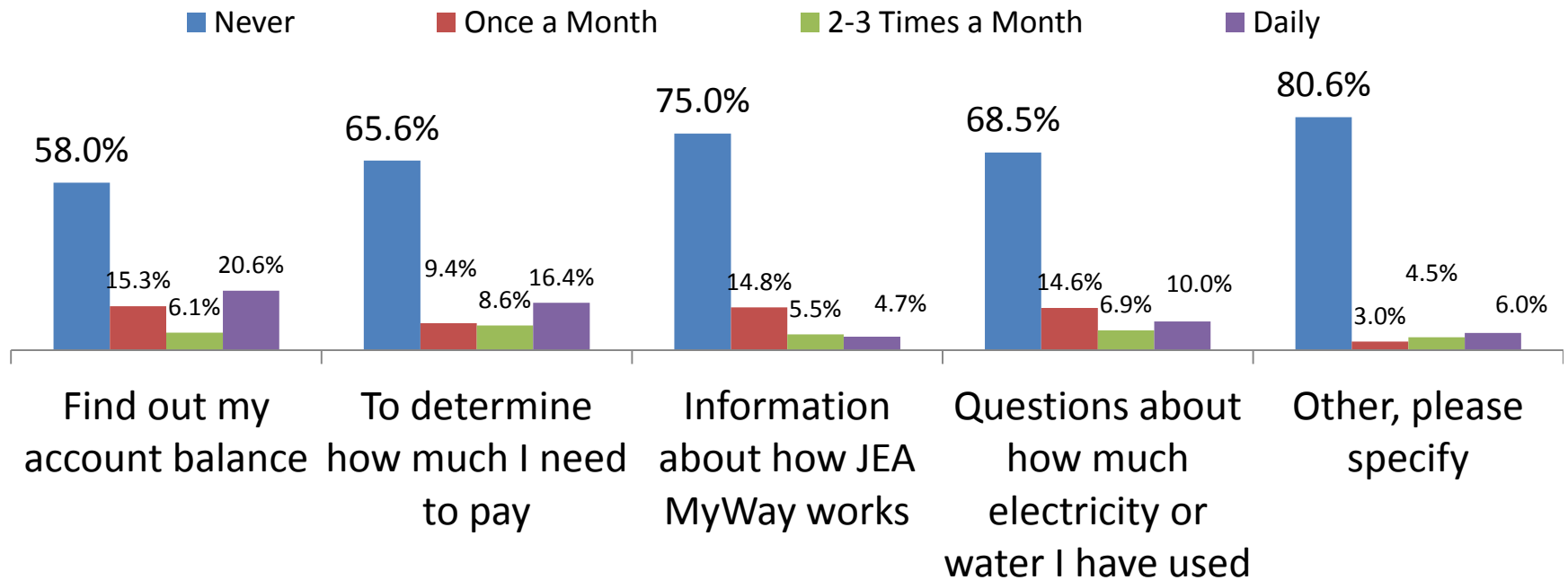


Disco Date	Recon Date	Disco Time	Reconn Time	
6/4/2014	6/4/2014	2:59	6:42	PM
6/2/2014	6/2/2014	1:01	7:29	PM
6/4/2014	6/4/2014	1:12	7:09	PM
6/2/2014	6/2/2014	1:38	4:14	PM
6/2/2014	6/2/2014	1:29	5:09	PM
6/2/2014	6/2/2014	1:46	2:44	PM
6/3/2014	6/3/2014	1:07	2:29	PM
6/2/2014	6/3/2014	2:07	9:06	AM
6/4/2014	6/4/2014	1:07	1:39	PM
6/3/2014	6/3/2014	1:15	7:14	PM
6/2/2014	6/2/2014	1:12	2:09	PM
6/2/2014	6/3/2014	1:15	1:40	PM
6/2/2014	6/2/2014	1:17	2:19	PM
6/5/2014	6/5/2014	1:36	4:29	PM
5/30/2014	6/2/2014	9:36	4:09	AM

Customer

Contact Reasons

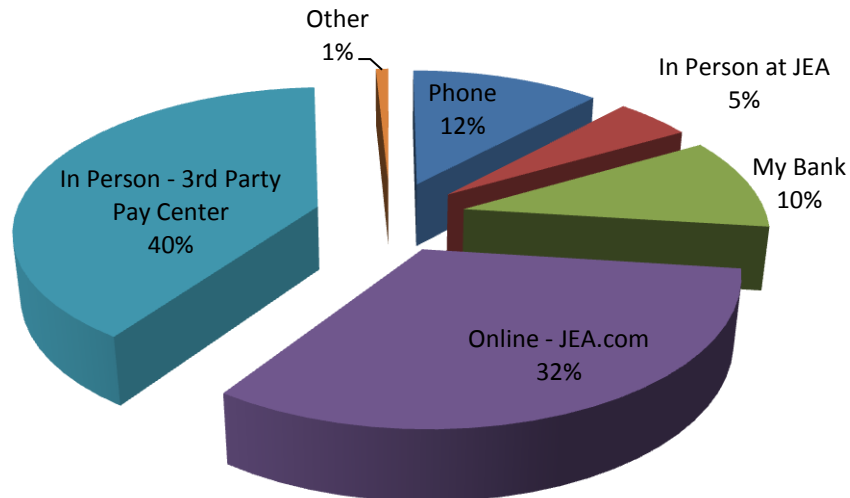
Well over 50% of JEA MyWay participants say they never call JEA.



Customer Behavior

- Average payment \$33
- Payment frequency 2.5 times per month
- SMS Alert is the preferred balance messaging tool

Preferred Payment Method



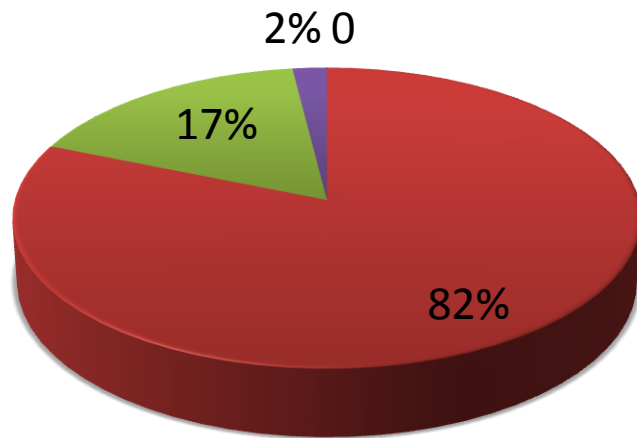
Customer Perceptions

I receive daily alerts that inform me of everything.

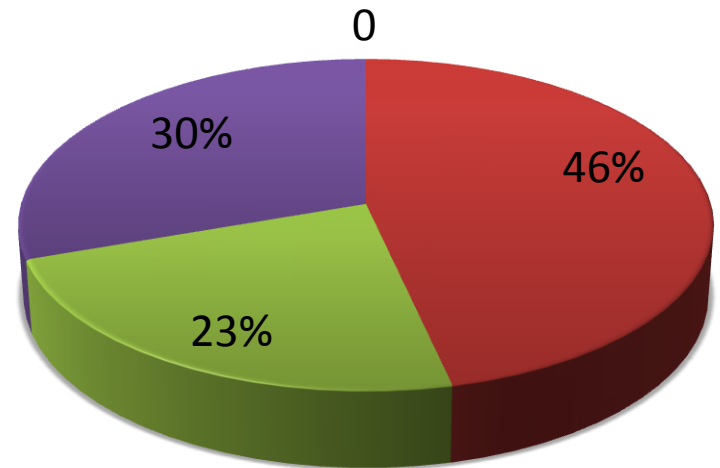
Yes because I have to pay every other day.

■ Yes ■ No ■ Other, please specify

■ Yes ■ No ■ Not sure



Increased awareness of utility usage?



Lowered your overall utility bill?

Exit Reasons

