New, Improved Bill Format Coming July 29, 2013!

AMERICAN WATER
Liberty Water Company

Simplified design. Easier to understand. Better line item descriptions. More information.

We're changing the look of our bills. The new bill format makes it **easy to find the information** you care about most, including a comprehensive bill summary with improved line item descriptions, a description of payment options, water use data and comparisons and more. We've also **simplified** the bill by removing redundant information.

Bill enhancement highlights

- Aside from moving the payment coupon to the bottom of the bill, the new bill format has been patterned after the look and feel of the current bill to help customers find familiar key elements, however, we have incorporated several bill enhancements that will improve the customer experience.

- The new bill will be a more standardized size (8 ½" x 11" page size and #10 envelope) which is currently being used by many utilities/companies. The former bill was a non-standard size of 7 x 14 inches. This will allow us to widen our prospects for billing vendors in the future.

- Improved and standardized front and back of the payment coupons for more efficient processing.

Improvements to bill payment coupon

1 While the look of the bill is changing, your account number and the mailing address for where you send payments will remain the same. So, if you pay your bill electronically through your bank's electronic payment program, there is no need to make any changes in your set up.

2 Space is provided to insert amount of payment enclosed. For residential customers who are enrolled in our EFT program, it will say, "Paid electronically. Thank You." in this space to make it clear that the bill is paid, and no further action is needed.

Billing period and meter readings

3 Removed repetitive information that is already provided on the payment coupon (i.e., service address)

4 Liberty Water Company customers are billed in units of 100 cubic feet. We're also displaying the coversion to gallons to make it easier to understand.

5 Incorporated a chart with key meter information.

6 Total water use amounts provided to complement graph.

NOTE: The usage graph will be suppressed in some cases:

- **Multi-metered accounts**
- **Meter changes:** When a customer's meter is changed out, information on the old and new meter will be provided in this space on the next bill only. We will then resume printing the water use graph on bills thereafter.

Billing summary

7 Used bolding and formatting to better highlight important bill details and clearly show the past, current and total amount due.

8 Removed repetitive information (i.e., billing date)

9 Improved line item descriptions. A wider bill allowed us to incorporate better descriptions and reduce the use of abbreviations and acronyms. We also standardized the line item descriptions across the business to improve efficiencies.

10 Logically grouped line items into categories to assist customers in understanding what services the charges are going toward.

11 Provides the calculation for the water and wastewater usage charges, which is the the number of cubic feet of water used (measured in hundreds of cubic feet) multiplied by cost per unit of measure (as indicated in the left column). NOTE: Your water bill can be one of your best conservation tools. Knowing how to read and interpret your water use can help you understand your consumption, identify water-saving opportunities, detect possible leaks, and even save money!

12 Created a category for taxes and other charges, many of which are paid to other organizations, not Liberty Water Company.

13 Listed convenient payment options (when space allows).

Improved billing capabilities for multi-meter accounts

We've also improved our billing capabilities for multi-meter accounts. Previously, we had to send a separate mailing if an account had more than five meters. Now, we can include the meter information with the bill on a second page. Plus, this process will be automated versus manual, improving our efficiency in managing these special accounts.