Prepaid Utility Service

Sheila Pressley
Director, Customer Revenue Services
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
“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

## Graph

- **73%**
- **85%**
- **96%**
- **87%**
- **105%**

<table>
<thead>
<tr>
<th>Disco Date</th>
<th>Recon Date</th>
<th>Disco Time</th>
<th>Recon Time</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/2/2014</td>
<td>6/2/2014</td>
<td>1:01</td>
<td>7:29</td>
<td>PM</td>
</tr>
<tr>
<td>6/2/2014</td>
<td>6/2/2014</td>
<td>1:38</td>
<td>4:14</td>
<td>PM</td>
</tr>
<tr>
<td>6/2/2014</td>
<td>6/2/2014</td>
<td>1:29</td>
<td>5:09</td>
<td>PM</td>
</tr>
<tr>
<td>6/2/2014</td>
<td>6/2/2014</td>
<td>1:46</td>
<td>2:44</td>
<td>PM</td>
</tr>
<tr>
<td>6/2/2014</td>
<td>6/2/2014</td>
<td>1:12</td>
<td>2:09</td>
<td>PM</td>
</tr>
<tr>
<td>6/2/2014</td>
<td>6/2/2014</td>
<td>1:17</td>
<td>2:19</td>
<td>PM</td>
</tr>
<tr>
<td>5/30/2014</td>
<td>6/2/2014</td>
<td>9:36</td>
<td>4:09</td>
<td>AM</td>
</tr>
</tbody>
</table>
Customer
Find out my account balance
To determine how much I need to pay
Information about how JEA MyWay works
Questions about how much electricity or water I have used
Other, please specify

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
Increased awareness of utility usage?

Yes: 46%
No: 23%
Not sure: 30%

Lowered your overall utility bill?

Yes: 82%
No: 17%
Other, please specify: 2%
Exit Reasons

- Moved to traditional service: 31%
- Customer Stopped Service: 30%
- Disconnected: 22%
- Different person activated service: 17%