

Outreach and Customer Communication Plan Regarding The New York American Water Company, Inc. Transaction



Key Messages

As part of its commitment to clear and effective customer communication, following the stock sale of New York Water Company, Inc. (“NYAW”) and its renaming to Liberty Utilities (New York Water) Corp. (“Liberty Water NY” or the “Company”), Liberty Water NY will focus on three themes in its outreach to customers and stakeholders over the next several months concerning the transaction:

Who We Are, Values & Purpose

- **Quality, Reliable Service**
- **Safety**
- **Environmental and Social Responsibility**

Benefits of Liberty Water NY

- **Bill Savings**
- **Local Customer Service**

What Customers Can Expect

- **Responsive, Caring Culture**
- **Accurate Billing**
- **Timely Customer Service**



Communication Tactics

To reach customers, the Company will leverage the following tactics:



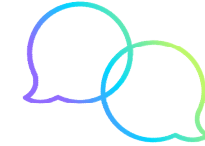
MEDIA



MAILER



SOCIAL MEDIA



TOWN HALLS



EMAIL



BILL MESSAGES



WEBSITE



**ELECTED OFFICIAL &
STAKEHOLDER OUTREACH**

Customer Letter

Liberty Water NY
mailed this
introduction letter
to its customers.



January 1, 2022

Greetings:

Following NYS Public Service Commission (PSC) approval, we are pleased to announce that New York American Water is now Liberty Utilities (New York Water) Corp. (Liberty). We are very excited to be your water/wastewater provider and are working with New York American Water's former parent company, American Water, to ensure this transition is as smooth as possible.

Liberty is committed to providing safe and reliable service and a great customer experience. We support the communities we serve and strive to create greener, cleaner, and more sustainable systems for the future.

Your Bill Will Decrease.

We are happy to report that Liberty is eliminating the "Make Whole" surcharge effective January 1, 2022. New York American Water was scheduled to implement a rate increase in April 2020, but the increase was delayed in response to the COVID pandemic. The PSC had granted the Make Whole surcharge, which was implemented May 1, 2021, to recover the lost revenue due to this delay. Following the elimination of this surcharge, a typical residential customer using 8,000 gallons/month will see approximately \$6-11 reduction in their bill per month, depending on location. To see specific bill impacts for all rate classes and areas please visit our website at www.libertyenergyandwater.com (select "New York Water" from the drop-down menu).

What's Changing?

You will soon see new Liberty communications, bills, signage, uniforms, and vehicles. American Water will continue to provide billing and payment services for Liberty for a period of time. During the transition period, you may encounter the American Water logo and name on occasion when doing business with us, including when using our phone system.

What's Staying the Same?

Our phone number, hours, and services are staying the same for a period of time, as well as your billing account information and payment options.

www.libertyenergyandwater.com

We will keep you informed of any changes that are upcoming. If you have any questions, please contact us at 1-877-426-6999 or visit us on our updated website at www.libertyenergyandwater.com (select "New York Water" from the drop-down menu).

To learn more about Liberty and its regulated water, wastewater, natural gas, and electric utility business across North America, please visit www.libertyenergyandwater.com.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Chris Alario'.

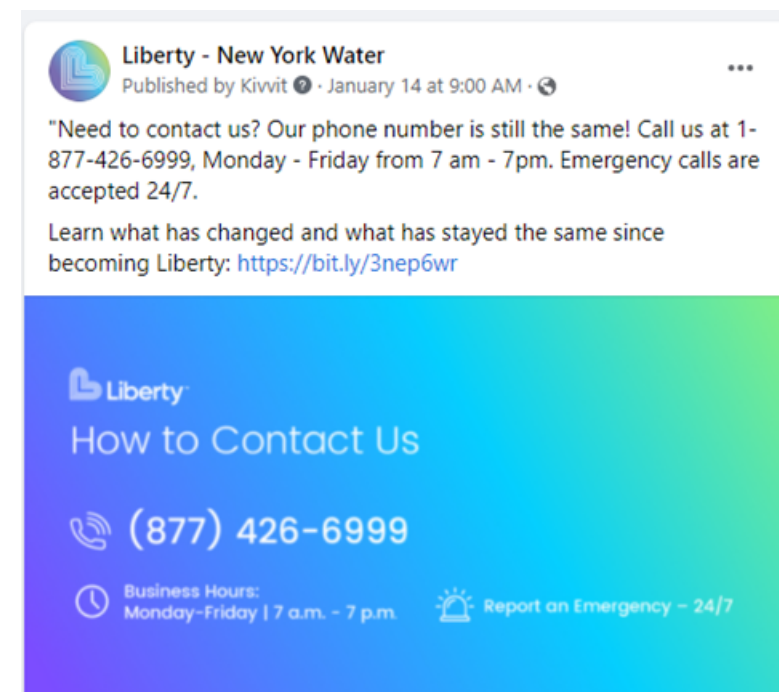
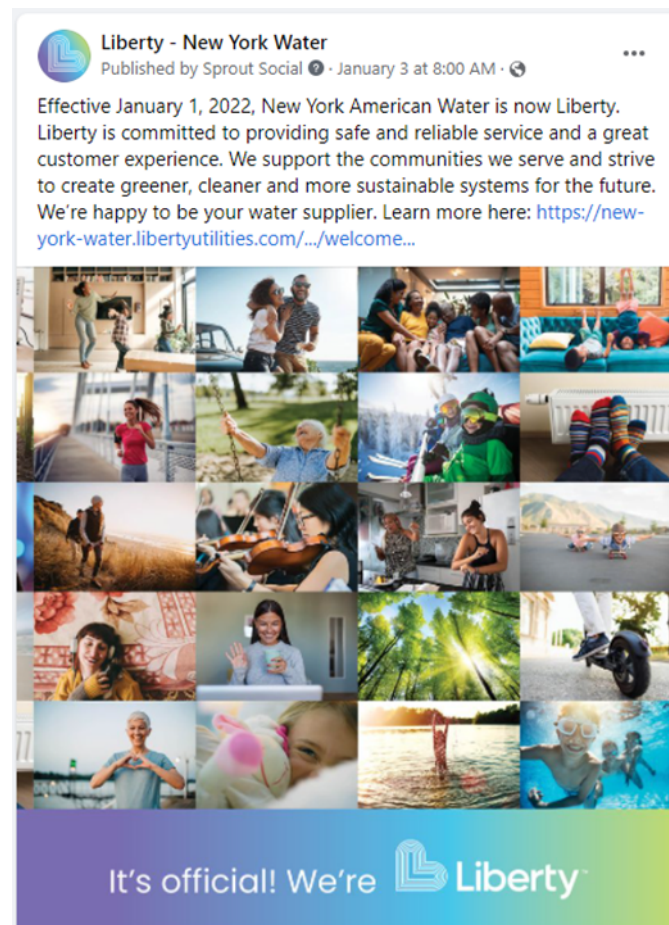
Chris Alario
President, Liberty - New York Water

www.libertyenergyandwater.com



Social Media

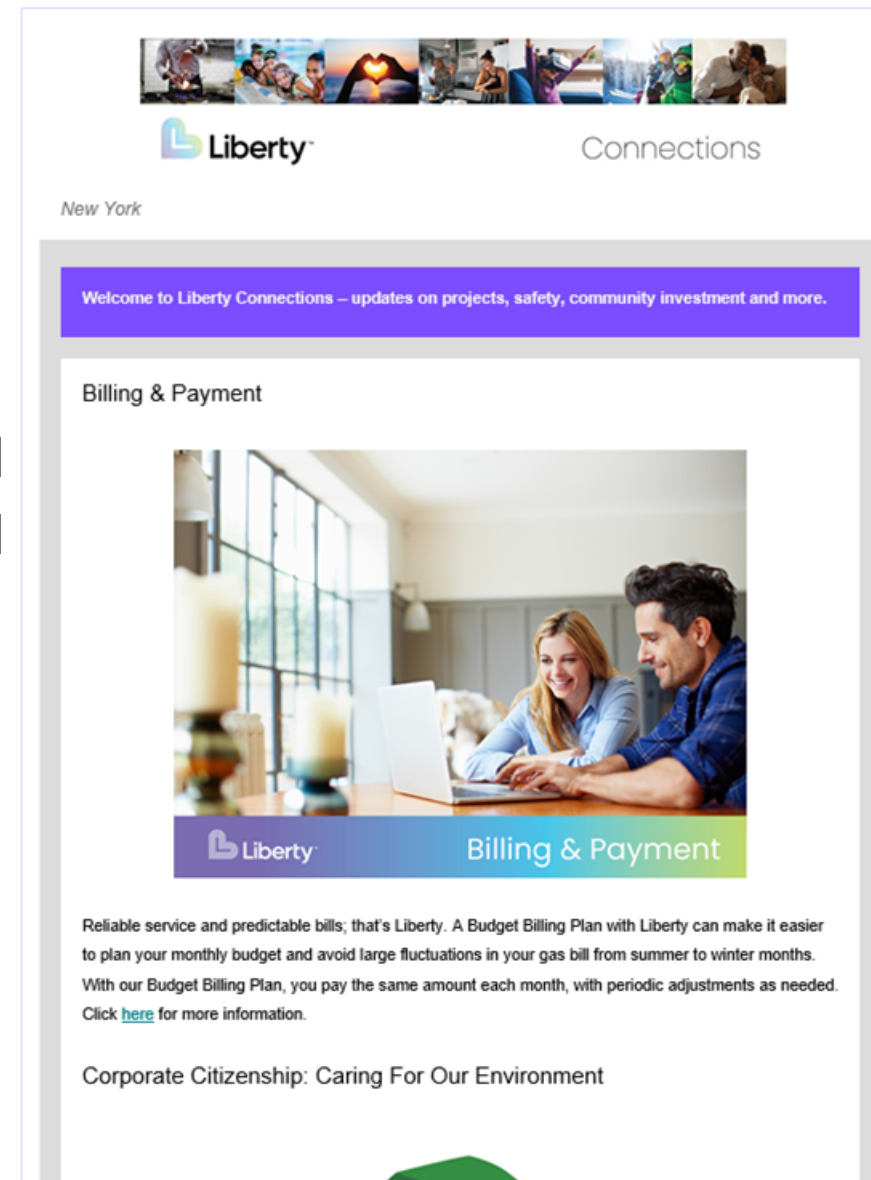
The Company's social media outreach campaign is live and ongoing. For example:



Email

Liberty Connections

- The Company will launch a monthly email newsletter, called “Liberty Connections,” to all customers in February 2022.



Bill Message

The Company included welcome (see fig. 7.1) and other educational messaging (see fig. 7.2) in its January bills.

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Liberty

Service Address:
[REDACTED]
WEST HEMPSTEAD, NY 11552-3304

THANK YOU FOR BEING OUR CUSTOMER

Important Account Messages

- Want more convenience and less clutter? Try paperless billing. We send an email when your bill is available for viewing and include an option to pay. It's simple to sign up, just register or log into My Account at amwater.com/myaccount and make the selection for paperless billing.
- Your charges contain a change in pricing that was effective on 01/01/22. Please review the Account Detail section of your bill for more information.

For more information, visit www.libertyenergyandwater.com

Statement

Account No. [REDACTED]
Total Amount Due: \$19.39
Payment Due By: February 1, 2022

Billing Date: January 10, 2022
 Service Period: Dec 10 to Jan 06 (28 Days)
 Total Gallons: 900

Account Summary – See page 3 for Account Detail

Prior Billing:	\$20.24
Payments - Thank You!	= \$20.24
Balance Forward:	= \$0.00
Service Related Charges:	+ \$19.39
Total Amount Due:	= \$19.39

View your account information or pay your bill anytime at: www.libertyenergyandwater.com

Pay by Phone*: Pay anytime at 1-866-777-8246
 *A convenience fee may apply

Customer Service: 1-866-777-8246
 M-F 7:00am to 7:00pm – Emergencies 24/7

▶ Please return bottom portion with your payment. DO NOT send cash. Retain upper portion for your records. ▶

Liberty

P.O. BOX 91523
 RANTOUL, IL 61855-8523

Service to: [REDACTED]
 WEST HEMPSTEAD, NY 11552-3304

Amount Enclosed \$ [REDACTED]

LIBERTY
 PO BOX 371332
 PITTSBURGH PA 15250-7332

0001036210029303705000000000001939016

Fig. 7.1



Fig. 7.2

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Messages from Liberty

- Welcome to Liberty! The New York State Public Service Commission approved the sale of New York American Water's water and wastewater systems, which took effect on 01/01/2022. We look forward to providing you with safe, clean and reliable water service. To learn more about Liberty and what's changing, visit www.libertyenergyandwater.com

Prevent Frozen Pipes

- Wrap pipes with foam insulation.
- Seal cracks/gaps in basement walls, especially near pipes.
- Be sure outdoor hoses are disconnected.
- Turn off water supply to outside faucets.

CUSTOMER SERVICE: 1-877-426-6999
 HOURS: M-F 7am-7pm • Emergencies 24/7
 TTY/TDD FOR THE HEARING IMPAIRED: 711
 (and then reference Customer Service number listed above)

SERVICES

- **Go Paperless:** Save time. Save money. Sign up for Paperless Billing and Auto Pay on MyWater at www.libertyenergyandwater.com. Not registered? Log in and be sure to have your account number handy.
- **Water Quality:** We take water quality seriously. For a copy of the annual water quality report for your area, visit www.libertyenergyandwater.com.

EXPLANATION OF OTHER TERMS

- **Payment by Check:** Paying by check authorizes Liberty to send the information from your check electronically to your bank for payment. The transaction will appear on your bank statement. The physical check will not be presented to your financial institution or returned to you. **Returned Check Fee:** You will be charged a fee for any checks returned by the bank. The check will not be returned to you and will not be redeposited.
- **Overdue Bills/Late Fees:** Payment is due when you receive a bill. A 1.5 percent late fee will be charged on any past-due amounts 21 days after the bill date, which is then applied to the next bill.
- **Estimated Bill:** This occurs when we are unable to read the water meter. Your usage from the same billing period the prior year is used to calculate the estimated bill. The next actual meter reading corrects any over or under estimates.

Access to the meter: If you are home, please let the meter reader in to read your meter. Employees carry a photo I.D. card and usually are in a blue uniform. Look for the logo in I.D. cards, uniforms and vehicles. In doubt? Call Customer Service to verify. If your meter has not been read for six months, you are subject to a \$25 fee. To avoid this fee, call Customer Service with the reading, or make an appointment for a company reading.

Disputes: If you have questions or complaints about your bill, please call us at 1-877-426-6999 before the due date. If your bill is unusually high, it may indicate that there is a leak in your plumbing. For tips on how to detect leaks and use water wisely, visit us online. You'll find helpful tools under the Water Information menu. Every drop counts!

Rates: Your rates and charges are approved by the New York State Public Service Commission. For a copy of the approved tariff for your area, visit www.libertyenergyandwater.com.

Correspondence: Please send written correspondence to PO Box 2798, Camden, NJ 08101. Be sure to include your name, account number, service address, mailing address and phone number including area code. Please do not send correspondence with your payment, as it may delay processing your payment and correspondence.

Moving? Notify Customer Service before you move. If you do not contact us and the owner/tenant does not apply for service, you will be billed even though you have moved.

Seniors/Medical Conditions: Special protections are available. Contact a Customer Service Associate for information.

Address Change(s)

Name _____
 Address _____
 City _____
 State _____ Zip Code _____
 () _____
 Phone Number _____
 E-mail Address _____

Other ways to pay your bill

☒ **Auto Pay** ☐ **Online** ☐ **In Person**

Save time and money. Enroll in Auto Pay, and your bill will be paid on time, every time, directly from your bank account on the due date. No stamps required!

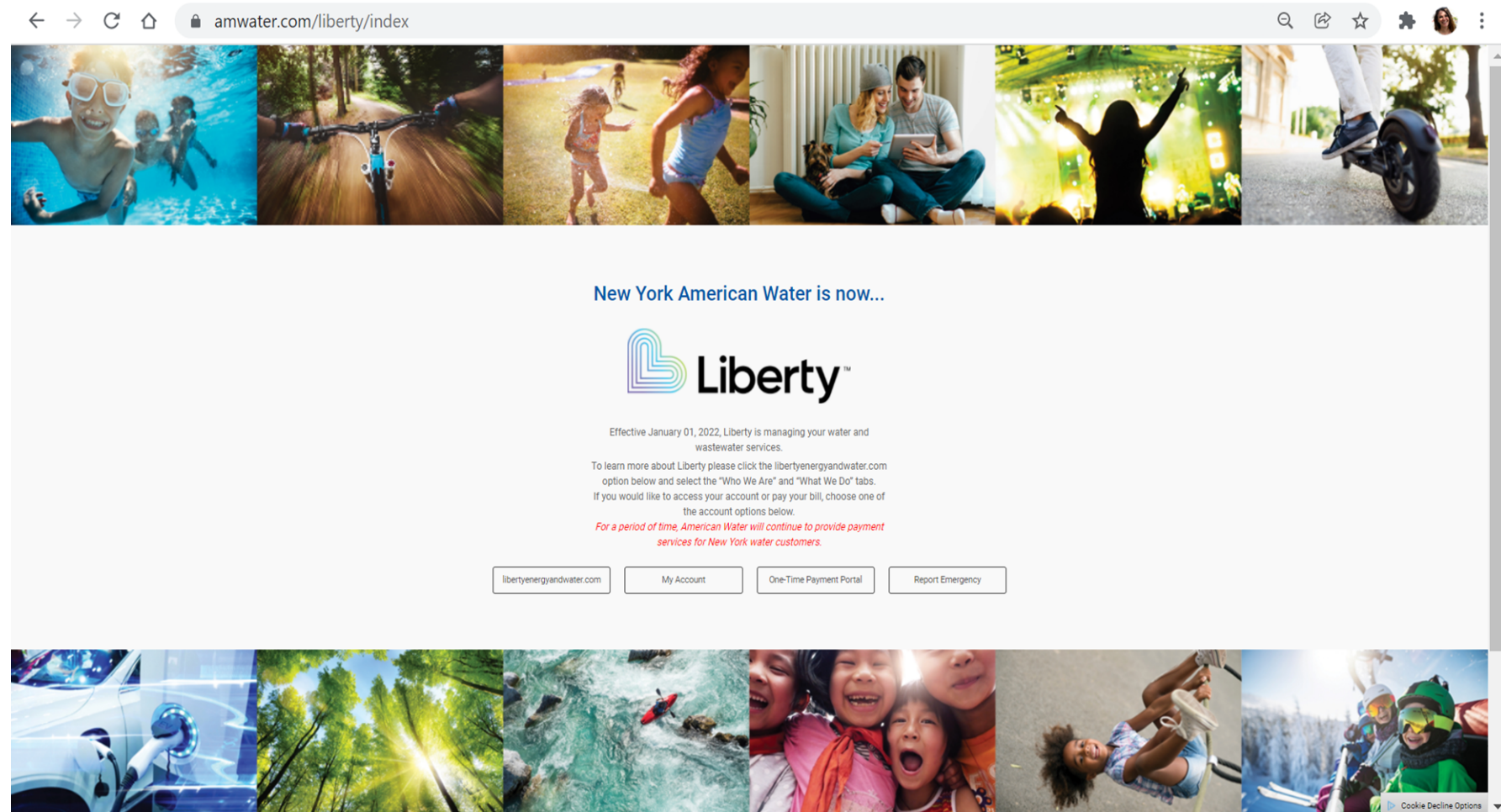
With My Account, you can pay your bill free anytime, anywhere. Registration is fast and easy. Visit www.libertyenergyandwater.com.

We have agreements with several authorized payment locations in our service areas. Visit our website to find one near you.

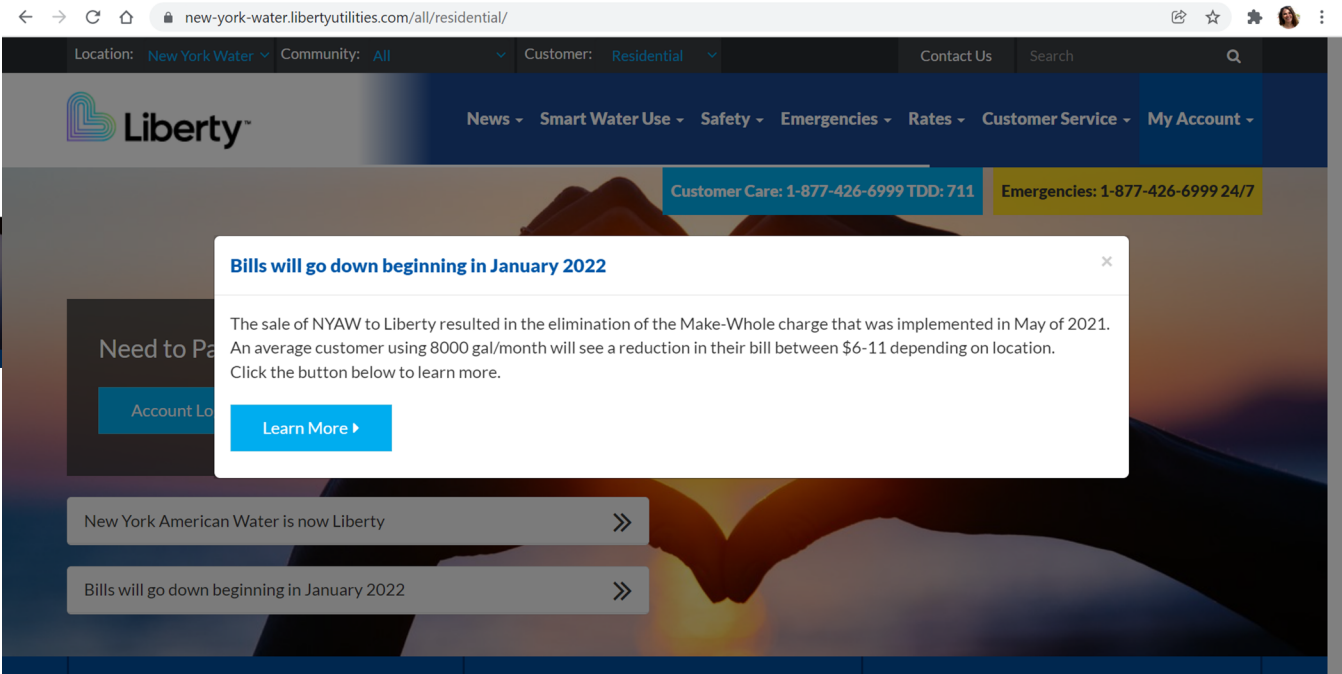
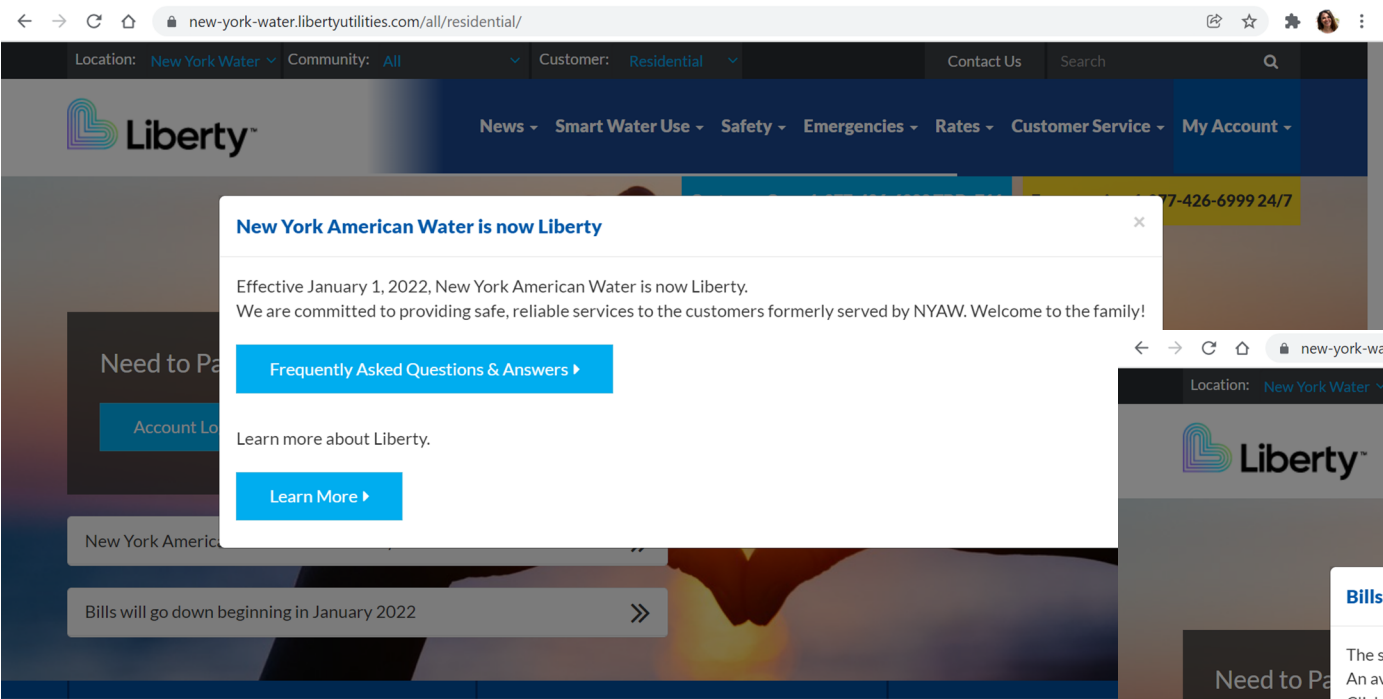


Website

The Company has included an introductory message on its homepage and, as the next slide demonstrates, included educational messages on popups throughout its website about the acquisition.



Website



Media

Liberty Water NY has also used press releases to disseminate details of its purchase of NYAW through traditional media outlets (see e.g., Newsday article from 1/3/22).



[Newsday Article Jan 3, 2022](#)



Town Halls

A town hall meeting will be held in-person or virtually in Q1 2022.

- During the first quarter of 2022, the Company will host a town hall-style event to engage with customers, answer questions, and stress our commitment to serving them. Existing COVID-related restrictions will determine whether this event is conducted in person or virtually.



Elected Official and Stakeholder Engagement

The Company intends to reach out to elected officials in its service territory during the first quarter of 2022 to outline its commitment to customers.

1. Elected Official Welcome Email

- Will be distributed to State, county, town and village elected officials

2. Elected Official Meetings

- Liberty leadership will contact elected officials and offer in-person or virtual meetings to discuss issues specific to each official/district

3. Stakeholder Outreach

- Liberty contact key stakeholders and community groups to offer the Company's participation or input



Relationship Building

Liberty Water NY will focus on building relationships at the local level by creating touchpoints at regular intervals; assisting local point of contact in managing water service-related constituent issues; and offering customers tools and tips to use water more efficiently.

