Buffalo Water Equity Taskforce

Roadmap to Achieving Equity
Buffalo Water Equity Taskforce

*An Equitable Water Future: Buffalo*
Buffalo Water Equity Taskforce
Waterfronts
Buffalo Water Equity Taskforce

Affordability

Percent population below poverty level by census tract, Buffalo, 2017.

< 17%  17%-27%  27%-36%  36%-45%  45% >
Buffalo Water Equity Taskforce
Residential Affordable Water Program

Existing

10,000 CF @ $22.83/1,000 CF
Above 10,000 CF @ $21.36/1,000 CF
Above 36,000 CF @ $16.31/1,000 CF

Proposed

60,000 CF @ $22.83/1,000 CF
Above 60,000 CF @ $20.55/1,000 CF
## Buffalo Water Equity Taskforce
### Residential Affordable Water Program

<table>
<thead>
<tr>
<th>Meter Size</th>
<th>Current $/Quarter</th>
<th>Proposed $/Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/8 inch</td>
<td>$34.90</td>
<td>$41.20</td>
</tr>
<tr>
<td>3/4 inch</td>
<td>$49.22</td>
<td>$72.60</td>
</tr>
<tr>
<td>1 inch</td>
<td>$87.30</td>
<td>$125.45</td>
</tr>
<tr>
<td>1 1/2 inch</td>
<td>$174.52</td>
<td>$243.90</td>
</tr>
<tr>
<td>2 inch</td>
<td>$279.19</td>
<td>$393.75</td>
</tr>
<tr>
<td>3 inch</td>
<td>$523.47</td>
<td>$790.20</td>
</tr>
<tr>
<td>4 inch</td>
<td>$876.40</td>
<td>$1212.00</td>
</tr>
</tbody>
</table>
## Buffalo Water Equity Taskforce
### Residential Affordable Water Program

Typical residential water bills in the Residential Affordable Water Program, 2019.

<table>
<thead>
<tr>
<th>Category</th>
<th>Bill Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 Residential Customer</td>
<td>$88</td>
</tr>
<tr>
<td>Current Residential Customer</td>
<td>$103</td>
</tr>
<tr>
<td>Low Income RAWP Customer</td>
<td>$88</td>
</tr>
<tr>
<td>Very Low Income RAWP Customer</td>
<td>$80</td>
</tr>
<tr>
<td>Senior Citizen Low Income RAWP Customer</td>
<td>$47</td>
</tr>
<tr>
<td>Senior Citizen Very Low Income RAWP Customer</td>
<td>$39</td>
</tr>
</tbody>
</table>

Note: Numbers based on average approximate residential water usage of 17,500 gallons/quarter (2,312 CF/quarter).
Wall Street ups Buffalo water board’s bond rating following fee hikes

Standard & Poor's increased the water board's rating a notch from A to A+.

Because higher ratings reduce borrowing costs, the water board anticipates saving $4 million over the next 20 years on planned future borrowing, water board officials said.
Buffalo Water Equity Taskforce
Residential Affordable Water Program
PATHWAYS TO AFFORDABLE WATER

Residential Affordable Water Program
*Income restrictions and eligibility requirements apply

PROGRAM BENEFITS:
• Assistance of at least $60 per year

RESIDENTIAL AFFORDABLE WATER
PROGRAM PARTICIPANTS QUALIFICATIONS:
• You must be a City of Buffalo resident
• You must reside at the property on the account
• Provide proof of income and residency

IN ADDITION TO THIS NEW PROGRAM
ALL CAN PARTICIPATE IN:
• Low Income Senior Citizen Discount (must be 65 years of age)
• Monthly Payment Plans
• Extended Repayment Periods
• Interest Charge Suspension
• Monthly Billing Option
• Leak Abatement Program
Primary Target Audience

- Households (HHs) in the City of Buffalo that fall within these groups:
  - Low-income/on public assistance
  - Senior citizens
  - Already have a HH member receiving SNAP, SSI, and/or HEAP
- Refugees
- Working class individuals
- Renters and their landlords (who may not realize they qualify)
- Demographically, these HHs have the following typical characteristics:
  - Income < $44,500/year
  - 57% female
  - 60% unemployed (retired, disabled, or laid off)
  - 43% have high school/GED as highest education attained
  - 70% are 50+ years of age without children living at home
  - Heavy consumers of newspaper and TV
  - Heavy users of mobile
  - 74% carry their cell phone everywhere
Campaign Objectives

- **INTRODUCE** the Pathways to Affordable Water Program and position it in a positive manner to begin to build trust between target audience and the Alliance.

- **EDUCATE** the target audience about the program’s benefits and their eligibility for it: households who receive SSI, SNAP or HEAP are automatically eligible.

- **ACTIVATE** eligible City of Buffalo residents to register for the program, with a goal of 20% enrolled by 2020.

- **OPTIMIZE** the effectiveness of the marketing tactics by using campaign analytics and measurement and recalibrating where and when necessary.
Buffalo Water Equity Taskforce
Residential Affordable Water Program

EVERYONE IN OUR COMMUNITY DESERVES AFFORDABLE WATER.

GET WATER WISE.

AUGUST WILSON CENTER
PITTSBURGH, PA
NOV. 4-5, 2019
Thank you!

For more information:

Oluwole “OJ” McFoy, P.E., General Manager
Buffalo Sewer Authority

1038 City Hall
65 Niagara Square
Buffalo, NY 14202

omcfoy@buffalosewer.org