Low-Income Household Water Assistance Program Outreach Toolkit for LIHWAP Providers

Florida Department of Economic Opportunity
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Program Summary

The Low-Income Household Water Assistance Program (LIHWAP) was established in December 2020, under the Consolidated Appropriations Act of 2021. LIHWAP is a federally funded program from the U.S. Department of Health and Human Services (HHS) to assist income-eligible families with water and wastewater costs. The Florida Department of Economic Opportunity (DEO or the Department) has been designated to manage and operate LIHWAP on behalf of the state of Florida. Florida received approximately $75 million in LIHWAP Funds to assist low-income households, particularly those with the lowest incomes, that pay a high proportion of their household income for drinking water and wastewater services. The purpose of LIHWAP is to restore household water services, reducing arrearages, and rates charged to households to ensure that low-income households are able to stay in their homes and communities, creating stability in the local workforce and economy. Florida remains focused on a resilient and vibrant workforce locally which is critical in economic development, gaining the confident of private sector industries and in establishing healthy homes and communities. LIHWAP is yet another program and resource offered in Florida to build healthy, stable, homes.

In accordance with the American Rescue Plan Act of 2021, EC. 2912., (funding for water assistance program), which was published on March 1, 2021, and defined in the LIHWAP State Plan, the income eligibility threshold used for the water benefit is a hybrid of Federal Poverty Level Guidelines (FPL) and State Median Income (SMI). Eligibility for households with nine or more individuals shall be based on 150 percent FPL, while eligibility for households of eight and below shall be based on the 60 percent threshold estimates of the SMI for a household size of four in Florida as developed by the U.S. Census Bureau. In addition, households may be determined categorically eligible for LIHWAP if they are actively receiving Supplemental Security Income (SSI), Supplemental Nutrition Assistance Program (SNAP), Temporary Assistance for Needy Families (TANF), or if they receive Low-Income Home Energy Assistance Program (LIHEAP) benefits during the October 2021 – September 2022 or October 2022 – September 2023 LIHEAP program years.

Eighty-five percent of LIHWAP funds will be disbursed to target populations through Community Action Agencies (CAAs), local government agencies, and non-profit organizations, which are all considered LIHWAP Providers. The target population includes households that are income-eligible with priority in eligibility being given to eligible households with one or more elderly individuals, one or more disabled individuals, one or more children 5 years or younger, as well as those with high water burdens, and clients requiring restoration, prevention of disconnection, or reduction of rate charges. In addition to the existing partnerships being leveraged for LIHEAP, additional partners will be engaged at the state and local levels to spread awareness of the assistance available to prioritized populations.

DEO’s approach to administering LIHWAP financial assistance will help socially disadvantaged households become current on their water utilities by focusing on reducing the burden required to receive assistance and distributing payments in an impactful manner. DEO plans to use data analytics from publicly available data sets, as well as those provided by private industry partners, predominately LIHWAP Providers, to prioritize targeting LIHWAP resources to income-eligible households.

This plan outlines DEO’s overarching outreach strategy to assist in maximizing LIHWAP utilization, identify potential water customers in need of water payment services, and includes an implementation plan, tools, and guidance to provide social support services to the target population.
Posters and Flyers

Poster and flyers help spread information to a broad range of people to promote and bring awareness to LIHWAP. The purpose of the posters and flyers is to encourage households to inquire about and apply for the water utility assistance for which they may be eligible.

Key Steps

- Determine locations to display posters and distribute flyers.
  - Use High Traffic Program Material Posting Guide, on page 5, to help you find the best locations in addition to the already established areas where Community Action Agencies post and display materials.
- Display posters and distribute flyers in identified locations.
- Frequently replenish these locations with materials.
Overview:

Through this High-Traffic Program Material Posting Guide, LIHWAP Providers can conduct outreach through flyers, posters, and program materials and templates to place in locations throughout LIHWAP Provider’s service area to promote the program and its benefits. The LIHWAP Provider’s outreach teams are encouraged to utilize the list of high-traffic areas and supplement the list of targeted locations based on their understanding of the area’s high-traffic options. This plan can apply to most regions across Florida.

Importance of High-Traffic Posting:

Leveraging high-traffic areas is an essential strategy to support outreach for LIHWAP and is an effective way to display program materials within the targeted communities. By strategically placing outreach materials in public spaces that are regularly and frequently visited, visibility of LIHWAP initiatives will be enhanced. For example, posters with Quick Response Codes (QR codes) will be used to share details on how to access LIHWAP applications and program information. These efforts will also create opportunities for LIHWAP Providers to engage with local organizations and businesses to inform residents in their service area about the program.

Requesting Permission to Post:

LIHWAP Provider outreach teams can utilize the list of high-traffic areas and can supplement the list of targeted locations, based on their understanding of the region’s high-traffic options. This plan can apply to most regions across Florida. DEO advises LIHWAP Providers to request permission from local establishments to post LIHWAP materials and an informational table outside of applicable sites. A few examples of sites to post LIHWAP materials are churches, community centers, grocery stores, hair salons, barbershops, parks, and libraries.

LIHWAP Provider outreach teams should attempt to build partnerships with the local high-traffic establishments within the LIHWAP Provider service area to:

1. Identify high-traffic locations for posting materials;
2. Request to meet with the establishment’s management regarding program promotion;
3. Inform the establishment about LIHWAP;
4. Provide program materials related to LIHWAP and the benefits it can provide to potential residents;
5. Request permission to post program materials in areas of high visibility; and
6. Request permission to setup a table in front of the location to engage with incoming patrons (if applicable).

Effective Strategies for High-traffic Areas:

Information Table Setup (Tabling)

DEO recommends that LIHWAP Provider outreach teams attend community events and setup a table to help promote the LIHWAP initiative. “Tabling” is the act of setting up a promotion station where residents can visibly see program materials and receive additional information. Strategically placing outreach representatives at these events will enhance the visibility of LIHWAP provider outreach teams by welcoming residents to ask questions and
learn more about the program. It is important for LIHWAP Provider outreach teams to be empathetic with the residents who need assistance.

**High-Traffic Locations:**

Below is a brief list of recommended high-traffic locations:

- Public Local Libraries
- Parks & Recreation Centers
- Apartment Complexes
- Public Transportation Hubs
- Local Barbershops
- Targeted Schools
- Retail, Grocery, and Variety Stores:
  - Walmart
  - Harveys
  - Save A Lot
  - Piggly Wiggly
  - Family Dollar
- Pay Day Loan Locations
- Check Cashing Locations

**QR Code Generator Guide**

**What is a “QR Code”?**

A QR Code, or a “Quick Response Code,” is a digital barcode that can be used to direct users to digital information by scanning it with a mobile device, such as a cell phone or tablet. QR codes enable users to access URLs, digital documents, social media sites, and other digital destinations quickly and easily.

**How to Create a QR Code**

QR Codes can be easily created by using QR Code generator applications and/or websites that can be identified online. While some QR Code services may charge a fee to create the code, there are several free applications that your organization can utilize to enhance the experience of accessing LIHWAP materials and/or other support services offered.

**QR Code Generator Walkthrough**

**Step 1:**

LIHWAP Providers may use a free QR code generator application/website. In the below example, [www.qrcode-monkey.com](http://www.qrcode-monkey.com) has been selected to demonstrate the creation of the code.
Step 2:

Utilizing the QR Code Monkey website, there are options to create a QR Code for URL, text, email, and various other formats. In the following example, we will use a URL destination to generate the code.

The user should enter the desired URL/website destination as shown in the example below. LIHWAP Providers can link to the LIHWAP application or DEO website landing page for more details. Users will also have the option to change colors, display a logo, or create a custom design.
Step 3:

Once the user has successfully entered the appropriate URL/website address, click on the “Create QR Code” button as seen in the below example. This will immediately generate the QR Code with the link to the above-mentioned webpages embedded in the QR Code.

Step 4:

Once the QR Code has been generated, the user should test the QR Code to ensure that the URL/website destination is accurate and redirects the user to the desired webpage link that was entered in Step 2. If the website does not redirect accurately, refresh the screen and reenter the URL/website to ensure accuracy.

If the destination URL/website is correct, the user should then select the “Download PNG” button, which allows the user to save the QR Code as a PNG photo file that can be inserted on outreach materials.

Step 5:

Save your generated QR Code where it can be easily accessed by relevant staff members. The QR Code provided with this toolkit will lead users to www.FloridaJobs.org/LIHWP.
Dear Community Partner (Can be replaced with individual/org/business name):

On behalf of (Insert LIHWAP PROVIDER Name), I am reaching out to request your support in bringing awareness to Florida’s Low-Income Household Water Assistance Program (LIHWAP). In partnership with the Florida Department of Economic Opportunity (DEO), our agency will be assisting eligible residents who have overdue or unpaid water utility bills by making direct payments to their water service provider.

Our goal is to bring awareness to these available resources and to educate residents on how to apply. We are requesting your support and permission to display and post information about the program at your establishment to be seen by members of the community, as well as to be distributed through any applicable communication channels you may have.

Our mission is to support equitable access to the LIHWAP resources in communities that can most benefit. We understand that water assistance is critical and believe this initiative will help households in need.

LIHWAP is a temporary assistance program created to help households and families in emergency situations maintain essential drinking water and wastewater utility services. Eligible households will receive financial assistance through a direct payment made to their water service provider.

Through our community outreach efforts, we aim to:

- Distribute materials about LIHWAP;
- Strategically partner with the minority business community, nonprofit organizations, faith-based groups, and community members to establish trust within targeted communities; and
- Address the burden of individuals and households who need water utility assistance through making direct payments to water utility service providers.
For more details on how you can assist with these efforts, please contact (Insert LIHWAP PROVIDER Representative’s Name) by emailing (Insert LIHWAP PROVIDER Rep Email) or by calling (Insert LIHWAP PROVIDER Rep Phone Number).

We look forward to the opportunity to work with your organization to bring awareness to this program and welcome your support and partnership.

Sincerely,

(Insert LIHWAP PROVIDER Rep Name/Signature)
Sample Posters

The images below are not to scale but for visual purposes of this Consolidated Toolkit, please double-click on the below customizable images for the full PDF.

The Low-Income Household Water Assistance Program (LIHWAP) is currently available to assist Floridians in paying water and wastewater services.

Assistance is also available for deposits to connect or restore water, reconnection charges, fees, and penalties and to pay landlords for past due water bills.

For more information:
Click QR code

www.FloridaJobs.org/LIHWAP
"CAA Insert Phone Number Here..."

DEO
Florida Department of Economic Opportunity

Don’t wait to apply – funding is limited.

Must meet program income requirements.
LIHWAP: Helps Florida families pay their water bills. Assistance is available for eligible households that qualify.

How Do I Apply? Visit your local Community Action Agency's (CAA) office or by scanning the QR code below to apply or for assistance applying.

Must meet program income requirements.

<table>
<thead>
<tr>
<th>Household size</th>
<th>Maximum annual income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$25,295.92</td>
</tr>
<tr>
<td>2</td>
<td>$33,079.28</td>
</tr>
<tr>
<td>3</td>
<td>$40,862.64</td>
</tr>
<tr>
<td>4</td>
<td>$48,646.00</td>
</tr>
<tr>
<td>5</td>
<td>$56,429.36</td>
</tr>
<tr>
<td>6</td>
<td>$64,212.72</td>
</tr>
</tbody>
</table>

For more information: Click QR code

www.FloridaJobs.org/LIHWAP
"CAA Insert Phone Number Here..."
Sample Flyers

The images below are not to scale but for visual purposes of this Toolkit, please double-click on the below customizable images for the full PDF.

LOW-INCOME HOUSEHOLD WATER ASSISTANCE PROGRAM

- Eligibility for program assistance includes household income and size, citizenship or qualified status, and past due amounts owed to water and/or wastewater providers.
- Must meet program income requirements.

<table>
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<tr>
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</tr>
</tbody>
</table>

Don’t wait to apply – funding is limited.

For more information: Click QR code

www.floridajobs.org/IHHWAP
LOW-INCOME HOUSEHOLD WATER ASSISTANCE PROGRAM

- Eligibility for program assistance includes household income and size, citizenship or qualified status, and past due amounts owed to water and/or wastewater providers.
- Must meet program income requirements.

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<td>$56,429.36</td>
</tr>
<tr>
<td>6</td>
<td>$64,212.72</td>
</tr>
</tbody>
</table>

Don’t wait to apply – funding is limited.

For more information: Click QR code

www.FloridaJobs.org/DEO/watertime
LOW-INCOME HOUSEHOLD WATER ASSISTANCE PROGRAM

• Eligibility for program assistance includes household income and size, citizenship or qualified status, and past due amounts owed to water and/or wastewater providers.

• Must meet program income requirements.

<table>
<thead>
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Don’t wait to apply – funding is limited.

For more information: Click QR code

www.FloridaJobs.org/UHWAP
Public Service Announcement

Public Service Announcements (PSA) help spread information to a broad range of people to promote and bring awareness to the Low-Income Household Assistance Program. The purpose of the PSA is to encourage households to inquire about and apply for the water utility assistance for which they may be eligible.

Key Steps

- Determine the target audience for the PSA messaging and select an appropriate media outlet for distribution. Examples include:
  - Popular radio and television stations that are more likely to broadcast a PSA to individuals who may be eligible.
  - CAAs may also consider soliciting Stations that are often played in public settings, such as grocery and retail stores.
  - Local news stations that produce public interest pieces.
- Review the sample PSA options on the following page and add the Community Action Agency’s contact information where directed.
- Use the sample email provided to initiate communication and encourage the identified media outlets to broadcast the PSA.
- Maintain communication with the radio and television stations to build and strengthen the partnership. Follow up with the media outlet three days after sending the initial email.
Sample PSA (30 Seconds)

Have your water utility services been turned off or are you at risk of having them turned off due to unpaid bills? The Florida Low Income Household Water Assistance Program (LIHWAP) may be able to help you. LIHWAP is a temporary assistance program that may help eligible households and families in emergency situations to maintain essential clean drinking water and wastewater utility services.

Eligibility and benefits are based on your

- Income
- Household size
- The amount owed to drinking water provider(s) and
- The amount owed to wastewater provider(s)

To learn how to apply or receive more information about LIHWAP, you may contact (insert local Community Action Agency name here) by calling (XXX-XXX-XXXX) or going to the website at (insert website homepage link here). We look forward to working together.

Sample PSA (15 Seconds)

“Have your water utility services been turned off or are you at risk of having them turned off due to unpaid bills? – The Florida Low Income Household Water Assistance Program (LIHWAP) may be able to help you! To learn how to apply or receive more information about LIHWAP, you may contact (insert local Community Action Agency name here) by calling (XXX-XXX-XXXX) or going to the website at (insert website homepage link).”

Sample Email to Media Outlet for PSA Submission

Subject Line: Florida Residents Living Without Running Water - Reaching out to editors

Hello (insert name of editor),

My name is (your name), and I am reaching out to you from the (insert name of the community action agency). Assistance is now available for households who are at risk of having their water services disconnected or have already lost access to water services. Access to clean water is pivotal to ensuring families can safely reside in their homes and communities; therefore, we are partnering with the Florida Department of Economic Opportunity (DEO) to bring awareness to the Low-Income Household Water Assistance Program (LIHWAP). This program will cover the cost of drinking water and wastewater utility services for eligible households in Florida.

The mission of LIHWAP is to retain continuity of water services for low-income households in Florida, with an emphasis on prevention of disconnection and restoration of water services to households whose water services were previously disconnected. We would appreciate your help in spreading awareness of this important initiative by broadcasting our public service announcement (PSA) to your audience. We believe your station is perfect for this broadcast opportunity as you have wide reach and support of human-interest stories.

The script of our PSA is attached for your review. Please don’t hesitate to reach out to me directly if you have questions. I will follow-up with your team in three days to see if there is anything we can do on our end to help drive this forward.

Thank you for your consideration.
(Your Full Name)
(Professional Title)
(Your Phone Number)
(Your Email Address)
Faith-Based Engagement
Faith-Based Organizations (FBO) are historically the bedrock for many people’s lives; therefore, it is important that we partner with and engage faith-based organizations to promote the Low-Income Household Water Assistance Program. Individuals and families often look to these organizations for information and resources for assistance in times of need.

Key Steps

- Identify point(s) of contact at the Faith-Based Organizations.
- Form relationships and create partnerships with leadership at the Faith-Based Organizations.
- Ask the Faith-Based Organizations to share LIHWAP information during the announcement portion during a service.
- Request that the Faith-Based Organizations post the flyer(s) on bulletin boards and their social media platforms.
- Request that the Faith-Based Organizations send the LIHWAP information through their communication platforms such as mail, email, or text message services.
- Request that the Faith-Based Organizations allow the Community Action Agency to set up a booth at an event or discuss other innovative ways to spread information about the program and how to apply.
- Refer to the official toolkit for additional information on identifying organizations, tailoring messages, and how to initiate and maintain communication with these partners.
**Sample Communications**

**Email Communication**

Good morning/afternoon,

My name is ________ and I work with (Community Action Agency Name). I am reaching out to connect with your organization and share information about Florida’s Low-Income Household Water Assistance Program, which is available to help Floridians who have experienced hardships with paying their water utility services. This program may be able to assist some of your members or the residents that your organization serves to restore these essential services.

If you know anyone who has been struggling to pay for their water utility services, we may be able to help. You can call this toll-free number: xxx-xxx-xxxx or visit _____________to learn more about this program and to apply.

Lastly, if you have any questions about the program, please feel free to contact me by phone at xxx-xxx-xxxx or by email at ________________.

I look forward to hearing from you.

Regards,

Name

Community Action Agency

**Phone Communication**

Good morning/afternoon,

My name is ________ and I am with the (Community Action Agency Name). First, we are not selling anything. We want to inform you about Florida’s Low-Income Household Water Assistance Program (LIHWAP). If you or someone you know has experienced difficulties paying for their water service utilities, we may be able to help. LIHWAP is a program designed to support households with past-due, or disconnected water utility services. For more information, please call us at ______, email us at _________________or visit our website at _________________.

Thank you for your time.

Regards,

Name

Community Action Agency
Hi, this is _______ your local State of Florida Community Action Agency. Are you struggling to pay your water utility services? The Low-Income Household Water Assistance Program (LIHWAP) may be able to help. Text “Yes” for more info on the program or visit __________. Let us help you today!

Please respond with “STOP” to not be contacted.”
If STOP, automatic response will be:
“You will not receive any further texts from us. Please visit our website for more information.”
Social Media

Social media platforms (i.e., Facebook, Twitter, Instagram) are used by more than 80 percent of the United States population and maintain a high-volume of user activity. They are used as a source of news and helpful information and can be used as a tool to maintain connectivity with family, friends, and colleagues. Below, there are step-by-step guides to implement social media campaigns and sample captions for future posts.

Key Steps

- Determine social media objective, budget, advertisement type, and targeted audience for Instagram advertisements.
- Create Instagram advertisements and determine placement.
- Use provided sample Instagram captions, images, and hashtags.
- Create an Ads Account for Twitter.
- Determine Twitter objective, budget, and targeted demographics.
- Use provided sample Twitter captions, images, and hashtags.
- Determine objective and goals for Facebook.
- Determine target audience, budget, and ad placement for Facebook.
- Use provided sample Facebook captions, images, and hashtags.
- Understand how to monitor social media analytics.
Sample Social Media Posts

Instagram Captions:

• Are at risk of losing your water services or if your water services have already been disconnected, the Low-Income Household Water Assistance Program (LIHWAP) is here to help. We want your family to have access to drinking water and wastewater services. Learn more about LIHWAP at (insert website).

• Apply today for the Low-Income Household Water Assistance (LIHWAP) program. LIHWAP provides assistance to help households at risk of losing water services to maintain essential water access. We can help you complete the application, or you can apply here: (INSERT WEBSITE)

• LIHWAP keeps your water flowing! The Low-Income Household Water Assistance Program (LIHWAP) helps low-income households pay past-due water bills. Funding is sent directly to the utility company to be credited to your bill. Please note: This is a grant and does not have to be repaid. Learn more and apply here: (INSERT WEBSITE)

• Do you have past-due water bills? Are you at risk of losing water service or has your water service been shut off? The Low-Income Household Water Assistance Program may be able to help. Visit (INSERT WEBSITE) to learn more.

Twitter:

• Need help keeping your water flowing? Visit (Insert website) to learn more about the Low-Income Household Water Assistance Program (LIHWAP).

• We want to help prevent a disruption in your water services! Visit (INSERT WEBSITE) to learn more about LIHWAP, the Low-Income Household Water Assistance Program.

• Are you overwhelmed with overdue water bills? The Low-Income Household Water Assistance Program (LIHWAP) may be able to help. Visit (INSERT WEBSITE) to learn more!

• If you are at risk of losing your water services or if your water services have already been shut off, the Low-Income Household Water Assistance Program (LIHWAP) can help you with overdue water bills and keep your water flowing. Visit (INSERT WEBSITE)

Facebook (Short):

• Are you overwhelmed with overdue water bills? The Low-Income Household Water Assistance Program (LIHWAP) was created to help low-income families keep their water flowing. LIHWAP provides funding to help pay overdue water bills. For more information, visit: (INSERT WEBSITE)

• Are you at risk of having your water service turned off? Assistance is now available for households at risk of having their water services disconnected or have already lost access to water services. Please visit (INSERT WEBSITE) to learn more about the Low-Income Household Water Assistance Program (LIHWAP).
• If you are at risk of having your water services disconnected due to past-due water bills, please visit (INSERT WEBSITE) to learn more about the Low-Income Household Water Assistance Program (LIHWAP).

• We want to help prevent a disruption in your water services! Eligible Floridians can now apply for assistance with their water and wastewater services bills. The Low-Income Household Water Assistance Program (LIHWAP) is active and accepting applications for a temporary emergency grant program to help keep your water flowing! Please visit (INSERT WEBSITE) to find out if you are eligible for this opportunity.

Facebook (Extended):

• Are you overwhelmed with past-due water bills? The Florida Department of Economic Opportunity (DEO), in collaboration with public and private partners, is administering the Low-Income Household Water Assistance Program (LIHWAP) to help low-income families keep their water services. LIHWAP provides funding to help pay past-due water and wastewater bills. For more information, visit: (INSERT WEBSITE)

• You could be eligible for benefits from the Low-Income Household Water Assistance Program (LIHWAP). Eligible applicants must:
  A. Have either an obligation to pay a utility bill directly to a utility company or non-subsidized rent landlord that includes utilities.
  B. Be a U.S. Citizen or have Legal Permanent Resident status.
  C. Be income eligible based on HHS established guidelines.
  D. Be, or was previously, residing in the Low-Income Household Water Assistance service area at the time that the home water costs were incurred.

• Are you at risk of having your water service turned off? Assistance is now available for households who are at risk of having their water services disconnected or have already lost access to water services. Please visit (INSERT WEBSITE) to learn more about the Florida Department of Economic Opportunity’s Low-Income Household Water Assistance Program (LIHWAP), which helps low-income households pay past-due water and wastewater bills.

• If you are at risk of having your water services terminated due to past-due water bills, please visit (INSERT WEBSITE) to learn more about the Low-Income Household Water Assistance Program (LIHWAP). LIHWAP helps low-income families pay past-due water and wastewater bills.

• We want to help you prevent disruption in water services! Eligible Floridians can now apply for assistance with their water and wastewater services bills. The Florida Department of Economic Opportunity’s Low-Income Household Water Assistance Program (LIHWAP), in collaboration with
public and private partners, is accepting applications for the program to help keep your water flowing! Please visit (INSERT WEBSITE) to find out if you are eligible for this opportunity.
Graphics to Attach to Social Media Posts:

DO YOU NEED HELP PAYING FOR PAST-DUE WATER AND WASTEWATER BILLS?

Eligible households may receive up to $1,000 paid directly to your water service provider.

NEED ASSISTANCE WITH YOUR WATER BILLS?

The Low-Income Household Water Assistance Program (LIHWAP) is available through September 30, 2023 to help families and individuals pay their water utility service bills.

Eligible households may receive up to $1,000 paid directly to your water service providers.

NEED ASSISTANCE WITH YOUR WATER BILLS?

Eligible households may receive up to $1,000 in water service payments.

CONCERNED ABOUT WATER SERVICE CUT OFF?

Eligible households may receive up to $1,000 paid directly to your water service provider.

LET US HELP YOU PAY YOUR PAST-DUE WATER UTILITY BILL

Eligible households may receive up to $1,000 in water service payments.

The Low-Income Household Water Assistance Program (LIHWAP)
Hashtags to Include with Each Post:

Hashtags being used by LIHWAP:

#LIHWAP #assistance #utilitybills #community #waterassistance #DEO #Florida #communityaction #communityactionagencies #watervendors #Floridawater

Hashtags for low-income programs:

#FloridaTANF #FloridaSNAP #FloridaLIHEAP #FloridaSSI

Social Media Advertisement Guide

Social Media Advertisements are a powerful tool in gaining virtual engagement. Each platform is utilized not only for social networking but also as a powerful tool for digitally promoting business and products. This tool allows you to reach many people within seconds of publishing an ad, lowering your costs, and ensuring that your advertisements reach your target demographic.

The below guides for each platform will teach you how to create and optimize successful ads on Instagram, Facebook, and Twitter.

Instagram Ad Guide

Instagram ads are posts that businesses and organizations can implement to target specific Instagram users. Like Facebook, Instagram ads appear throughout the application, including in users’ feeds, Stories, Explore, and more. They look like normal posts but always contain a “sponsored” label to indicate that they are an ad. They also often have more features than a normal post, such as links, Call-to-Action (CTA) buttons, and product catalogs.

1st: Determine Budget for Advertisement placement

- The cost of Instagram ads is highly dependent on a variety of factors—your targeting, competitiveness of your industry, the time of year (costs often go up during holiday shopping periods in the fourth quarter, such as Black Friday), etc.
- Users should set daily budgets or lifetime spending limits that you can scale up or down based on ad success.
- You can use up to 15 percent of your allocated LIHWAP outreach funds to pay for this.

2nd: Determine the Type of Ad

There are many different types of advertising formats on Instagram, including: Image ads, Stories ads, Video ads, Carousel ads, Collection ads, Explore ads, IGTV ads, Shopping ads, Reels ads. The wide range means that you can choose the best ad type that matches your specific goal.

- **Image ads**: Uses single images to advertise services.
  - Image ads are best suited for campaigns with compelling visual content that can be conveyed in a single image.
- **Stories ads**: Engagement is often higher with Stories ads, as the format covers the whole mobile screen and feels much more immersive than in-feed ads.
The best Instagram Stories ads are ones that look and feel like normal Stories and don’t stand out as ads.

- **Explore ads**: Appear within the Explore tab, an area of the platform where users discover new content and accounts that are tailored based on their Instagram usage habits.
  - More than 50 percent of Instagram users access Explore every month, so it’s a great place to gain exposure.
  - No need to design brand new assets for Explore ads. You can simply re-use existing assets.
  - Explore ads can be both images and videos.

3rd: Creating an Instagram Advertisement

- There are two routes for creating Instagram ads campaigns: promoting a post and using Ads Manager.
- **Promoting a post in-app**: requires a few taps and can be done right from the Instagram app.
- **Creating Instagram ads using Facebook Ads Manager**: allows more ad customization options, extensive ad targeting, creative flexibility, and reporting abilities.

  - **Step 1**: Choose one of the below objectives:
    - **Brand awareness**: Increase awareness of services among users who haven’t heard of you yet.
    - **Reach**: Show your ad to as many people as possible in your target audience.
    - **Traffic**: Drive clicks to your website, app, or any other URL.
    - **Engagement**: Increase comments, likes, shares, event responses, and offer claims on your ad.
    - **Lead generation**: Gather personal info from interested users (i.e., email signups).

  - **Step 2**: Choose your budget and schedule
    - **Daily budget**: Set a maximum daily spend, useful for always-on ads.
    - **Lifetime budget**: Set a maximum spend for your whole campaign, useful for ads with a clear end date.
    - **Ad Scheduling**: You can choose to run ads continuously (most common), or only at certain times of day.

  - **Step 3**: Identify your audience
    - **Create a New Audience**: Based on demographics, interests, and behavioral targeting.
    - **Saved Audience**: Are useful if you have your own custom audience data (i.e. past website visitors) or past audiences from previous campaigns that performed well.

  - **Step 4**: Select below ad placement
    - **Automatic Placements**: Ads will be shown to your audience wherever they’re likely to perform best.

  - **Step 5**: Create your ads
    - Start by choosing your Facebook Page and corresponding Instagram Account.
    - Select your preferred ad format.
    - Follow **Ad Creative** prompts:
      - Choose your pictures or videos (unless you’re using an existing post).
      - Input your ad copy.
      - Select a payment option.
      - Review your ad.
      - Click Confirm.
Twitter Ad Guide

Twitter ads are an opportunity to promote services and reach new users who might be interested in what you have to offer. There are several Twitter ad formats available to explore to help fit your social media marketing strategy.

1st: Set up Twitter Ads Account

- You’ll need to set up an account by logging into your Twitter account, then navigate to ads.Twitter.com. There, you will enter your country and time zone.
  - This allows you access to Twitter Ads Manager and its various functions, such as tracking and analyzing stats for your advertising campaigns.

2nd Determine your Budget

- Because there is no minimum budget for advertising on Twitter, you can spend as much or as little as you like. The entire amount you're willing to pay is the budget you specified on your campaign setup. You can use up to 15 percent of your allocated LIHWAP outreach funds to pay for advertisements.

3rd- Target Demographics

- The 'Audience features' section on Twitter allows you to target users based on specific identifiers such as events, interests, behaviors, as well as the use of specific keywords.
  - To help guide you, the interface provides an overview of anticipated audience size that changes as you add more targeting options to your campaign to assist you. Also opt to target people who are similar to your followers by uploading your own list of people (such as your email list).
  - Our target audience are users from households that are eligible for LIHWAP benefits based on their income.
  - The target population includes households that are income-eligible with priority in eligibility being given to eligible households with one or more elderly individuals, one or more disabled individuals, one or more children 5 years or younger, as well as those with high water burdens, and clients requiring restoration, prevention of disconnection, or reduction of rate charges.

4th Choose Ad Placement

- Twitter allows you to choose where your ad will be displayed.
  - Ad placement options:
    - Users’ timelines;
    - Profiles and Tweet detail page; and/or
    - Search results

5th Launch Your Campaign

- Finally, go over all the options you've chosen. To begin running your ad, click “Launch Campaign” and you are all set.

Facebook Ad Guide
Facebook ads provide the opportunity to create and track campaigns and reach your target audience from a pool of more than two billion Facebook users.

1st - **Choose your Objective**

- Facebook ads are most effective when they have a determined goal and objective. Selecting an objective through Facebook ads is the first step to create an ad. Your objective should be “Awareness.”
  - **Awareness**
    - **Reach**: Show your ad to as many people as possible in your target audience.
    - **Brand awareness**: Increase awareness of your services among users who haven’t heard of you yet.

2nd - **Select your Audience**

- Facebook ads allows you to customize your target audience by location, age, gender, and language.

3rd - **Decide Where to Run Your Ad**

- You may select the “Automatic Placements” option, which will run the ads to Facebook, Instagram, Messenger, Audience Network, or a combination of all. You can also choose specific placements, which may run the risk of reducing your outreach level.
- The Automatic Placements option places your ad in:
  - **Feeds**
    - Facebook News Feed
    - Instagram Feed
    - Facebook Right Column (only available on desktop app)
    - Instagram Explore
    - Instagram Shop
    - Messenger Inbox
  - **Stories**
    - Facebook Stories
    - Instagram Stories
    - Messenger Stories
  - **Search**
    - Facebook Search Results
  - **Messages**
    - Messenger Sponsored Messages
  - **In-Articles**
    - Facebook Instant Articles

4th - **Set your budget**

Create an ad through the ad management tool, Ads Manager. The benefit is that you set the budget for your ad and bid on the ad auction. They never spend more on your ad than the maximum amount you set.

- **Daily budget**: Set a maximum daily spend, useful for always-on ads.
- **Ad Scheduling**: You can choose to run ads continuously (most common), or only at certain times of day.
- You can use up to 15 percent of your allocated LIHWAP outreach funds to pay for this.
5th - Choose a format

Facebook provides six ad formats designed to be effective on every device and connection speed.

- Photo – Provides a format to feature clean, simple imagery.
- Stories – These ads are designed to be viewed vertically and in full-screen, which creates a more immersive experience for the viewer.
- Messenger – Messenger users automatically receive ads in the chats tab of their app based on their qualification.
- Carousel – Showcase multiple photos (up to 10) or videos in one ad. Each photo/video has its own link.

6th - Place your order

An ad auction is used to determine the best ad to show to a person at a given point in time based on your selection of your target audience and the audience’s interest. The winner of the ad auction is the ad with the highest total value.

- Bid: What the advertiser is willing to pay to achieve their desired outcome.
- Estimated Action Rates: Probability that showing an ad to the person would lead to the desired outcome of the advertiser.
- Ad Quality: Based on the feedback from people who view the ad and their interactions.

7th - Measure and manage your ad

Once your ad is launched, use the Ads Manager to both track and edit your campaign. You will have access to the breakdowns and metrics of each post to view the measure of success based on your desired outcome.
Social Media Analytics

Background:
The following information provides best practices for the ways to ensure activity and engagement, as well as how to monitor analytics for Facebook, Instagram, and Twitter Social Media platforms.

Facebook and Instagram Analytics

Insights provides a central location to track the results of both paid advertisements and organic posts made within your agency’s Facebook Page and Instagram business profiles. With Insights, you will be able to:

- Track the performance of your Facebook Page and Instagram business profile.
- Access demographic and geographic summaries of people who like your Facebook Page and follow your Instagram business profile.
- Understand which strategies are successful regarding trends in reach and content engagement.
- Manage budget related to cost of advertising and monitor effectiveness of each advertisement.

Additional Resources

1. About Insights in Facebook Business Suite | Facebook Business Help Center
2. How to Use Facebook for Business Marketing | Meta for Business
3. Main Guide 2021 (fbcdn.net)
4. Instagram for Business: Marketing on Instagram | Instagram for Business

Twitter Analytics

Analytics for Twitter can be found at (analytics.twitter.com).

Twitter analytics is a data dashboard that tracks the performance of your account. You can view these dashboards on the Twitter website or through the Twitter app. It reveals insights that help guide your social media strategy as you interact with persons of interests and create a posting schedule to reach the maximum amount of interested parties. Twitter analytics provides an option to export and extensive summary of relevant data into an Excel or Google Sheet. This spreadsheet shows the data for up to 3,200 tweets, including a breakdown of all impressions on Twitter and other engagement data.

Additional Resources

1. Twitter for Business | Twitter tips, tools, and best practices
2. Analytics (twitter.com)
4. Account home (twitter.com)
5. Conversion tracking for websites (twitter.com)
Telecommunications

Implementing a telecommunication campaign will provide Community Action Agencies (CAAs) with various communication techniques that can be implemented to maximize engagement with a targeted group of households and individuals who are eligible for LIHWAP benefits. CAAs should work in collaboration with water service vendors and social service agencies to acquire client contacts who have been identified as having a need for assistance with bill payments. This outreach strategy utilizes direct engagement to spread awareness of LIHWAP and allow residents to inquire as to how they apply for payment assistance. This guide outlines steps to develop telecommunication campaigns, including mass text messaging and automated phone calls.

Key Steps

- Collaborate with local water service providers and social service agencies to acquire contact information for eligible clients and households.
- Identify and subscribe to an auto-message service platform that supports mass text messaging.
- Use the sample text message provided to send to the database of clients that have been provided.
- Register with an automated phone call platform that facilitates pre-recorded audio messaging campaign services.
- Use the Sample Voice Script for automated calls.
Telecommunication Campaign Guide
The easiest way to set up an automated phone campaign is to register with a platform that has the systems in place and offers the auto-dialing / auto-messaging software (service usually costs around $50-300 a month depending on demographic).

Step 1: Who do you want to contact?
 o CAAs are encouraged to work with water service vendors and social service agencies in their area to acquire a contact list of clients who are behind on water payments or have had their water service shut off.
 o Prepare a profile of the customers that will be targeted and prepare a list of the phone numbers within a spreadsheet, database, or another contact management system.
 o Identify if any of the numbers are listed under a “do-not-call”/ “do-not-text” register, and filter those out to comply with legal requirements.

Step 2: What do you want to say?
 o Choose from the list of sample text messages provided.

Step 3: What parameters need to be in place for success?
 o Automated phone calls/ texts can be scheduled at a predetermined date and time. Reoccurring calls/ texts can be set up through the telecommunication platform. For this program, weekly calls/ texts are recommended.
 o It is important to ensure that each person receiving a text message has opted into the system to receive texts prior to sending them.

Step 4: Provide this information to the platform partner.
 o Provide the text or voice message, contact list, and conditions to the platform partner.
 o Review the outbound message prior to launch to confirm accuracy.

Sample Text Message
“Hello (insert client name if applicable), this message is from (insert organization name - no more than 46 characters), which serves as your local Community Action Agency. We would like to inform you of an opportunity to receive financial support for your water/sewer bills. Please respond with “YES” if you would like to be contacted for more details. Please respond with “STOP” to not be contacted.”

If STOP, automatic response will be:

“You will not receive any further texts from us. If you would like more information, please visit [insert website link].”

If yes, automatic response will be:

“A representative will be in contact with you to share more details on how to apply for assistance. Please visit [insert website homepage link] to learn more or call [phone number] to speak to a representative.”
Sample Voice Script

Hello,

This message is from (insert organization name), your local Community Action Agency. We are pleased to inform you of a new opportunity to receive financial assistance for your water or sewer bill through the Florida Department of Economic Opportunity’s Low-Income Household Water Assistance Program.

We are aware that many households are faced with past-due accounts, resulting in the disconnection of drinking water and wastewater utilities. Florida is prioritizing efforts to restore access to water and wastewater utility services to these households by making direct payments to service providers.

Please call our office today at XXX-XXX-XXXX or visit (insert website) to receive more information.
Mass Mailing for Customer Distribution

Mass mailing is a traditional method of community outreach that can help improve program awareness and can be targeted to specific audiences. This method provides an opportunity to directly engage with target households who may benefit from LIHWAP.

Key Steps

- Determine the target audience that will receive the Mass Mailers based on the following:
  - CAA’s existing clients (i.e., CAA newsletter recipients, CAA email list); or
  - Discuss with DEO, in partnership with its vendor, how to expand target demographic based on data found.
- Review attached Mass Mailers and revise as needed.
- Print out and mail Mass Mailers to the identified target audience.
Sample Mailing for Customer Distribution

The images below are not to scale, but for visual purposes of this Consolidated Toolkit. Please double-click on the below customizable images for the full PDF versions.

ARE YOU OR SOMEONE YOU KNOW AT RISK OF LOSING WATER SERVICES?

Help is available for eligible households that qualify.

The Low-Income Household Water Assistance Program (LIHWAP) is available through September 30, 2023, to help eligible families and individuals pay their water utility service bills.

Eligible households may receive up to $1,000 paid directly to their water service provider.

(Insert CAA Logo)
LET US HELP YOU PAY YOUR PAST-DUE WATER UTILITY BILL

ELIGIBLE HOUSEHOLDS MAY RECEIVE UP TO $1,000 IN WATER SERVICE PAYMENTS

The Low-Income Household Water Assistance Program (LIHWAP) is available through September 30, 2023, to help eligible families and individuals pay their water utility service bills.

FOR MORE INFORMATION
Contact (Insert CAA Name) by calling (Insert CAA Phone #) or visit our website at (Insert CAA Website).

NEED ASSISTANCE WITH YOUR WATER BILLS?

The Low-Income Household Water Assistance Program (LIHWAP) is available through September 30, 2023, to help eligible families and individuals pay their water utility service bills.

Eligible households may receive up to $1,000 paid directly to their water service provider.

FOR MORE INFORMATION
Contact (Insert CAA Name) by calling (Insert CAA Phone #) or visit our website at (Insert CAA Website).
DO YOU HAVE PAST-DUE WATER BILLS?
CONCERNED ABOUT WATER SERVICE CUT OFF?
NEED YOUR WATER UTILITY SERVICES RESTORED?

The Low-Income Household Water Assistance Program (LIHWAP) is available through September 30, 2023, to help eligible families and individuals pay their water utility service bills.

Eligible households may receive up to $1,000 paid directly to their water service provider.

FOR MORE INFORMATION
Contact (Insert CAA Name) by calling (Insert CAA Phone #) or visit our website at (Insert CAA Website).

DO YOU NEED HELP PAYING FOR OVERDUE WATER AND WASTEWATER BILLS?

The Low-Income Household Water Assistance Program (LIHWAP) is available through September 30, 2023, to help eligible families and individuals pay their water utility service bills.

Eligible households may receive up to $1,000 paid directly to their water service provider.

Contact your local Community Action Agency today for more details on LIHWAP (Insert CAA Contact Details).
**Target Demographics Guide**

The below demographics have been closely researched by data professionals. These heat maps display which areas in Florida are a high priority for LIHWAP assistance based on specific demographics. Each CAA will have the opportunity to discuss how each of the below Demographics can be broken down in the area that each CAA serves.

**Number of People under the 60% SMI**
Low-Income Applicants

Floridians who are eligible for various programs and services such as Temporary Assistance for Needy Families (TANF), Low-Income Household Energy Assistance Program (LIHEAP), Supplemental Security Income (SSI), etc., may also be eligible to participate in LIHWAP. By leveraging advertisement sources where such program offices exist, the following resources can create an avenue to promote LIHWAP on how potential applicants can apply.

Key Steps

- Provide flyers (templates provided) to recommended local business offices and health and human service agencies, such as the Department of Health (DOH), Adult Protective Services, the Department of Elder Affairs, the Agency for Health Care Administration (AHCA), the Department of Veterans Affairs, and the Department of Children and Families (DCF), that specifically service low-income or target population households for placement in their local offices.
- Prepare automated email scripts to be provided as responses for applications submitted to the various program offices.
- Prepare and implement automated text messages through a mass text platform that could respond to applicants for LIHWAP assistance.
Recommended Offices
Households participating in other existing social service programs may also be eligible for LIHWAP. Performing outreach activities with these Social Service Agencies could provide additional awareness of LIHWAP to those who may need it.

The below document is a list of offices that offer income-qualified programs. If you would like to receive a copy of this file, please email: LIHWAP@DEO.MyFlorida.com.

Social Service Agencies

In-Person Communication
Floridians who are potentially eligible for LIHWAP can be presented with information in-person that explains the benefits of LIHWAP and how individuals can apply. Some low-income households may not have the same level of access to virtual communication (i.e., email, internet, computer, smartphone, etc.); therefore, both “In-Person” and electronic communications are necessary to promote the program effectively.

Organizations listed in the above imbedded PDF can display the flyers in their offices where low-income applicants would enter. Each flyer will provide a phone number, email address, and website address where interested individuals may contact their local CAA for more information about LIHWAP and to apply.

The following are suggestions for the types of offices to display LIHWAP flyers in:

<table>
<thead>
<tr>
<th>Relief Program</th>
<th>Potential Organizations/Offices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Childcare Assistance</td>
<td>- Florida Head Start Program</td>
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<tr>
<td></td>
<td>- Florida KidCare (SCHIP)</td>
</tr>
<tr>
<td>Debt Relief</td>
<td>- Florida Temporary Assistance for Needy Families (TANF)</td>
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<tr>
<td></td>
<td>- Temporary Cash Assistance (TCA)</td>
</tr>
<tr>
<td>Disability</td>
<td>- Social Security Administration</td>
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<tr>
<td></td>
<td>- Center for Independent Living</td>
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<tr>
<td>Employment</td>
<td>- Florida Reemployment Assistance (Insurance) Program</td>
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<tr>
<td>Food and Housing Assistance</td>
<td>- Florida Food Assistance Program</td>
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<tr>
<td></td>
<td>- Florida Special Milk Program</td>
</tr>
<tr>
<td></td>
<td>- Florida Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)</td>
</tr>
<tr>
<td></td>
<td>- Florida Summer Food Service</td>
</tr>
</tbody>
</table>
| Health                  | - Federally Qualified Health Centers  
|                        | - Free and Charitable Clinics  
|                        | - Florida Medicaid  
| Housing                | - Department of Housing and Urban Development (HUD) - Section 8 Housing  
|                        | - Florida Housing Finance Corporation  
| Nonprofits:            | - Clothes to Kids  
|                        | - Feeding Florida  
|                        | - Habitat for Humanity  
|                        | - Salvation Army  
|                        | - United Way  
|                        | - YMCA  
| Seniors                | - Aging and Disability Resource Centers  
| Utilities              | - Florida Low-Income Home Energy Assistance Program (LIHEAP)  
| Veteran Programs       | - Florida Department of Veteran Affairs  
|                        | - Florida VA Medical/Health Centers  

**Electronic Communication**

When contacting the above list of organizations, electronic and automatic response communications regarding LIHWAP can be provided to those who submit applications virtually. If the applicant provides an email address to one of the above organizations, the applicant should receive an email about the benefits of LIHWAP. If the applicant provides a phone number, the applicant should receive a text message with a link to the LIHWAP website. Below are sample email and text message scripts that can be revised to share with the above-mentioned offices.

**Sample Script for Email**

To ___ (Insert name of applicant) ___

Good afternoon, we are excited to share information about Florida’s Low-Income Household Water Assistance Program (LIHWAP), which is administered by the Florida Department of Economic Opportunity (DEO).

LIHWAP supports households in need of assistance with water and/or wastewater payments. Florida is prioritizing these efforts to restore and maintain access to these services by paying arrearage amounts.

You can contact our office at ___ (insert phone number) ___ or email us at ___ (insert email address) ___ to receive more information. Please visit our website at ___ (insert website link) ___ to learn more about LIHWAP.

We look forward to working with you.
Thank you.

___(Insert salutation of choice)___

___(Insert name and contact information of CAA representative)___

Sample Script for Text Message
Text messages can be a valuable tool for sharing information about LIHWAP. Messages should include a prompt to agree to being contacted, as well as a link to the website and a phone number to contact the CAA directly.

Outreach Text Script:

“Thank you for submitting your application to ___(organization)__. We would like to provide you with more information about an opportunity to receive assistance with your water and sewer bills. Please respond with “YES” if you want to be contacted. Please respond with “STOP” if you do not want to be contacted.”

If STOP, automatic response will be:

“You will not receive any further texts from us. Please visit our website if you would like more information about available resources: ___ (insert website link)____.”

If Yes, automatic response will be:

“Representatives will reach out to you at this phone number. Please also visit ___(insert website link)___ to learn more or call us at ___(phone number)___ to speak to a representative.”
Multi-Lingual Toolkit

Overview

- The purpose of this toolkit is to reach a wide audience by creating content that is available in Spanish and Haitian-Creole.
- Providing these translated materials is a traditional method of community outreach that can improve program awareness and can be used to target specific audiences. This method provides an opportunity to directly engage with Spanish and Haitian-Creole speaking households who can benefit from LIHWAP.

Key Steps

- Review the data for insight on the best areas to reach Spanish and Haitian-Creole speaking households who are at or below 60% SMI.
- Review the Multi-lingual outreach materials.
- Post translated posters and distribute translated flyers in the identified Spanish and Haitian Creole speaking areas to improve program awareness.
- Send English, Spanish, and Haitian-Creole mass-mailers to residents in the areas that have been identified to house Spanish and Haitian-Creole speaking residents at or below 60% SMI.
Sample Posters and Flyers in Spanish

The images below are not to scale but for visual purposes of this Toolkit, please double-click on the below customizable images for the full PDF in Spanish.

El Programa de Asistencia de Agua para Hogares de Bajos Ingresos (LIHWAP) está disponible para ayudar a los floridanos a pagar sus servicios de agua y aguas residuales.

También hay Asistencia disponible para depósitos para conectar or restaurar el agua, cargos de reconexión, tarifas y multas y para pagar a los propietarios las facturas de agua vencidas.

No espere a aplicar - financiación es limitada.

Debe cumplir los requisitos de ingresos del programa.

www.FloridaJobs.org/LIHWAP
“CAA Insert Phone Number Here...”
LIHWAP: Ayuda a las familias de la Florida a pagar sus facturas de agua. La asistencia está disponible para los hogares elegibles que cumplen los requisitos.

Como puedo aplicar?Visite la oficina de su agencia de acción comunitaria local (CAA) escaneando el código QR a continuación para aplicar o solicitar asistencia.

Debe cumplir los requisitos de ingresos del programa.

<table>
<thead>
<tr>
<th>Tamaño del hogar</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>$25,295.92</td>
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<tr>
<td>2</td>
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<td>6</td>
<td>$64,212.72</td>
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www.FloridaJobs.org/LIHWAP
“CAA Insert Phone Number Here...”
Programa de Asistencia de Agua para Hogares de Bajos Ingresos

- La elegibilidad para la asistencia del programa incluye los ingresos y el tamaño del hogar, la ciudadanía o el estatus calificado, y las cantidades vencidas adeudadas a los proveedores de agua y/o aguas residuales.
- Debe cumplir los requisitos de ingresos del programa.

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No espere a aplicar - financiación es limitada.

www.FloridaJobs.org/LIHWAPO
Programa de Asistencia de Agua para Hogares de Bajos Ingresos

- La elegibilidad para la asistencia del programa incluye los ingresos y el tamaño del hogar, la ciudadanía o el estatus calificado, y las cantidades vencidas adeudadas a los proveedores de agua y/o aguas residuales.
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No espere a aplicar - financiación es limitada.

ESCANEAR PARA OBTENER INFORMACIÓN

www.FloridaJobs.org/LHWP
Programa de Asistencia de Agua para Hogares de Bajos Ingresos

- La elegibilidad para la asistencia del programa incluye los ingresos y el tamaño del hogar, la ciudadanía o el estatus calificado, y las cantidades vencidas adeudadas a los proveedores de agua y/o aguas residuales.
- Debe cumplir los requisitos de ingresos del programa.

<table>
<thead>
<tr>
<th>Tamaño del hogar</th>
<th>Ingreso anual máximo</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$25,295.92</td>
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No espere a aplicar - financiación es limitada.

ESCANEAR PARA OBTENER INFORMACIÓN

www.FloridaJobs.org/LHMWAP
Sample Mass Mailers in Spanish
The images below are not to scale but for visual purposes of this Toolkit, please double-click on the below customizable images for the full PDF in Spanish.

¿USTED O ALGUIEN QUE CONOCE CORRE EL RIESGO DE QUEDARSE SIN SERVICIOS DE AGUA?
Ayuda está disponible para los hogares que cumplan los requisitos.
El Programa de Asistencia de Agua para Hogares de Bajos Ingresos (LIHWAP) está disponible hasta el 30 de septiembre del 2023 para ayudar a las familias e individuos a pagar sus facturas de servicios de agua.
Los hogares que cumplan los requisitos pueden recibir hasta $1,000 dólares pagados directamente a su proveedor de servicios de agua.

PERMÍTANOS AYUDARLE A PAGAR SU FRACTURA DE AGUA ATRASADA
Los hogares que cumplan los requisitos pueden recibir hasta $1,000 dólares pagados directamente a su proveedor de servicios de agua.
El Programa de Asistencia de Agua para Hogares de Bajos Ingresos (LIHWAP) está disponible hasta el 30 de septiembre del 2023 para ayudar a las familias e individuos a pagar sus facturas de servicios de agua.

PARA MÁS INFORMACIÓN
Para obtener más información sobre el LIHWAP, póngase en contacto con (Insert CAA Name) llamando (Insert CAA Phone #) o visitando nuestro sitio web en (Insert CAA Website).
¿NECESITA AYUDA PARA PAGAR SU FACTURA DE AGUA?

El Programa de Asistencia de Agua para Hogares de Bajos Ingresos (LIHWAP) está disponible hasta el 30 de septiembre del 2023 para ayudar a las familias e individuos a pagar sus facturas de servicios de agua.

Los hogares que cumplan los requisitos pueden recibir hasta $1,000 dólares pagados directamente a su proveedor de servicios de agua.

PARA MÁS INFORMACIÓN

Para obtener más información sobre el LIHWAP, póngase en contacto con (Insert CAA Name) llamando (Insert CAA Phone #) o visitando nuestro sitio web en (Insert CAA Website).

¿Tienes facturas de agua pasadas?
¿Preocupado por el corte del servicio de agua?
¿Necesita que le restablezcan los servicios de agua?

El Programa de Asistencia de Agua para Hogares de Bajos Ingresos (LIHWAP) está disponible hasta el 30 de septiembre del 2023 para ayudar a las familias e individuos a pagar sus facturas de servicios de agua.

Los hogares que cumplan los requisitos pueden recibir hasta $1,000 dólares pagados directamente a su proveedor de servicios de agua.

PARA MÁS INFORMACIÓN

Para obtener más información sobre el LIHWAP, póngase en contacto con (Insert CAA Name) llamando (Insert CAA Phone #) o visitando nuestro sitio web en (Insert CAA Website).
¿NECESITA AYUDA PARA PAGAR SU FACTURA DE AGUA?

El Programa de Asistencia de Agua para Hogares de Bajos Ingresos (LIHWAP) está disponible hasta el 30 de septiembre del 2023 para ayudar a las familias e individuos a pagar sus facturas de servicios de agua.

Los hogares que cumplan los requisitos pueden recibir hasta $1,000 colones pagados directamente a su proveedor de servicios de agua.

Póngase en contacto con su Agencia de Acción Comunitaria local hoy mismo para obtener más detalles sobre el LIHWAP.

(Insert CAA Contact Details)
Sample Posters and Flyers in Haitian-Creole

The images below are not to scale but for visual purposes of this Toolkit, please double-click on the below customizable images for the full PDF in Haitian-Creole.

**Pwo gram Asistans Dlo Kay (LIHWAP)**

Disponib kounye a pou ede sitwayen Florid yo peye sèvis dlo ak dlo ize.

**Asistans** disponib pou depo pou konekte oswa retabl dlo, frè rekonexyon, frè, ak penalite epi peye pwopriyetè kay pou bòdwo dlo ki rive yo.

**Pou Plis Enfòmasyon:**

Klike sou kod QR

**Pa tann pou aplike– finansman limite.**

**Sitwayen dwe satisfè kondisyon revni pwogram yo.**

www.FloridaJobs.org/LIHWAP

"CAA Insert Phone Number Here..."
LIHWAP: Ede fanmi Florid yo peye bòdwo dlow yo. Asistans disponib pou fanmi ki kalifye yo.

Kouman pou mwen aplike? Vizite ajans aksyon kominotè (CAA) biwo oswa nan eskane Kòd QR pi ba a pou aplike oswa pou asistans pou aplike.

Pou plis enfòmasyon:
Klike sou kòd QR

Dwe satisfè kondisyon revni pwogram yo.

<table>
<thead>
<tr>
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</table>

www.FloridaJobs.org/LIHWAP
"CAA Insert Phone Number Here..."
PWOGRAM
ASISTANS DLO KAY
(LIHWAP)

- Eljiblite pou asistans pwogram lan gen ladan revni ak kantite moun ki nan kay la, sitwayen oswa kondisyon kalife, ak kantite lajan anretan yo dwe bay founise dlo ak/oswa dlo ize.

- Dwe satisfe kondisyon pwogram yo.

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</tbody>
</table>

Pa tann pou aplike—finansman limite.

Pou plis enfòmasyon:
Klike sou kod QR
PWOGRAM ASISTANS DLO KAY (LIHWAP)

- Eligible for assistance program with a certain income level and a certain number of persons in the household, as well as certain conditions met, as well as those who qualify for dlo/osa dlo.

- The mandatory conditions for this program are.

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Pa tann pou apline - finansman limite.

Pou Plis Enfomasyon: Klik sou kod QR

DEO Florida Department of Economic Opportunity

www.FloridaJobs.org/LIHWAP
PROGRAM ASISTANS DLO KAY
(LIHWAP)

- Elijiblite pou asistan pwogram lan gen ladan revni ak kantite moun ki nan kay la, sitwayènte oswa kondisyon kalifye, ak kantite lajan anretan yo dwe bay founisè dlo ak/oswa dlo ize.
- Dwe satisfè kondisyon revni pwogram yo.

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Pa tann pou aplike - finansman limite.

Pou Plis Enfòmasyon: Klike sou kòd QR

www.FloridaJobs.org/LIHWAP
Sample Mass Mailers in Haitian-Creole

The images below are not to scale but for visual purposes of this Toolkit, please double-click on the below customizable images for the full PDF in Haitian-Creole.
KITE NOU EDE W PEYE BÒDWO SÈVIS DLO OU TE DWE A

Kay ki elib la res eva jiska $1,000 nan peman sèvis dlo.

Program Asistans Dlo Kay (LIHWAP) disponib jiska 30 Septanm 2023 pou ede fammi ak moun peye bòdwo sèvis piblik dlo yo.

POU PLIS ENFÒMASYON
Pou aprann plis sou LIHWAP, kontakte (Insert CAA Name) lé w rele (Insert CAA Phone #) oswa vizite sit entènèt nou an nan (Insert CAA Website)

Èske ou bezwen asistans avèk bòdwo dlo ou?

Program Asistans Dlo Kay (LIHWAP) disponib jiska 30 Septanm 2023 pou ede fammi ak moun peye bòdwo sèvis piblik dlo yo.

Kay ki elib la res eva jiska $1,000 peye dirèkten bay fournir sèvis dlo ou.

POU PLIS ENFÒMASYON
Pou aprann plis sou LIHWAP, kontakte (Insert CAA Name) lé w rele (Insert CAA Phone #) oswa vizite sit entènèt nou an nan (Insert CAA Website).
ÈSKE OU GEN BÒDWÒ DLO KI TE PASE?

KONSÈNE SOU SEVIS DLO KOUPÈ?

BEZWEN SÈVIS PUBLIK DLO OU RETABLò?

Pwogram Asistans Dlo Kay (LIHWAP) disponib jiska 30 Septam 2023 pou ede fann mi ak moun peye bòdwo sèvis publik dlo yo.

Kay ki elib ka resewa jiska $1,000 peye direktenman bay founise sèvis dlo ou.

POU PJIS ENFÔMASYON

Pou aprann plis sou LIHWAP, kontakte (Inser CAA Name) lè w rele (Inser CAA Phone #) oswa vizite sit entenèt nou an nan (Inser CAA Website).

ÈSKE OU BEZWEN ÈD POU PEYE POU DLO SIPLEMANTÈ AK BÒDWÒ DLO DECHÈ?

Pwogram Asistans Dlo Kay (LIHWAP) disponib jiska 30 Septam 2023 pou ede fann mi ak moun peye bòdwo sèvis publik dlo yo.

Kay ki elib ka resewa jiska $1,000 peye direktenman bay founise sèvis dlo ou.

Kontakte Ajans Aksyon Kominotè lokal ou a pou plis datay sou LIHWAP (Inser CAA Contact Details)
Multi-Lingual Target Demographics
The below Excel document that will show the census tract data pertaining to the counties for English speakers, Spanish speakers, Haitian-Creole (French) speakers, and both Spanish and French that are at or below 60% SMI.

If you would like to receive a copy of this file, please email: LIHWAP@DEO.MyFlorida.com.

Multi- Lingual
Census Tracts.xlsx
Target Demographics Guide

Through the below heat map, we can see which areas in Florida are high priority based on specific demographics.

Number of People who Speak Spanish and are not fluent in English
Water Vendor Relationship

Overview

- The purpose of this toolkit is to provide CAAs with what they need to initiate a relationship with Water Vendors. Data has been provided to help CAAs contact and prioritize Water Vendors.

Key Steps

- Review the State of Florida Water Vendors Data Excel document that has been provided and select the Water Vendors that you will be contacting:
  - Filter for the name of your CAA so you can see your respective Water Vendors.
  - Review the Primary Water Vendors Contact tab to see Water Vendors that are of priority. This tab has the contact information for Water Vendors in the counties identified with the largest number of individuals/percentages at or below 60% SMI through census tracts.
  - Review the Remaining Vendors Contacts tab. This tab has the remaining counties with the largest Water Vendor or serves at least 5000 people.
- Review contact information for the Water Vendors that you will be contacting.
- Using the contact information provided, connect with the Water Vendors that you have selected.
- Review the Water Vendor ID Form and send to the Water Vendors to complete.
State of Florida Water Vendors Data
The below document contains extensive Water Vendor Data. If you would like to receive a copy of this file, please email: LIHWAP@DEO.MyFlorida.com.

The second tab of the document, “Primary Water Vendors Contact,” show Water Vendors and their contact information in the counties identified with census tracts with the largest number of individuals/percentages at or below 60% State Medium Income (SMI) and can be filtered accordingly. There are 476 vendors that serve the largest number of individuals at or below 60% SMI.

The third tab, “Remaining Vendors Contact,” show the contact information of Water Vendors for the remaining counties with the largest Water Vendor or all vendors that serve at least 5,000 people and can be filtered accordingly. There are 128 vendors that serve the remaining counties within the above parameters.

In both tabs, Column AB shows which CAA is aligned to the corresponding Water Vendor seen in Column E. CAAs can be filtered by their names in Column AB to see their corresponding vendors.

CAA and Water Vendor Agreement – Water Vendor ID Form
CAAs are responsible for establishing their own agreements with their respective Water Vendors. A sample of a Water Vendor ID Form is provided below.

The Water Vendor ID Form will be used to obtain information about Water Vendors and their business. If you would like to receive a copy of this file, please email: LIHWAP@DEO.MyFlorida.com.