



City of Arts & Innovation

OFFICE MEMORANDUM

General Manager's report on the SHARE program for the months of July and August 2018.

July (Fiscal Year 18/19)

Number of Customers Assisted by the SHARE Program:

Total Accounts with Monthly Credit: **401**

Total Accounts with Emergency/Deposit Assistance: **150**

July Fiscal Year 2017/2018 Applicants Served: 351

Percentage Increase: 14%

August (Fiscal Year 18/19)

Number of Customers Assisted by the SHARE Program:

Total Accounts with Monthly Credit: **635**

Total Accounts with Emergency/Deposit Assistance: **317**

August Fiscal Year 2017/2018 Applicants Served: 590

Percentage Increase: 7%

Summary of Activities

- Increased marketing efforts and program awareness
 - August back of bill dedicated to SHARE
 - New billboard going up at Magnolia Avenue/Central Avenue
 - New collateral piece created
 - New postcard campaign created for ESAP program
 - Ad in Fair Housing Council event booklet
- Streamlining reconciliation process with Billing and Credit and Collections Departments
- Scheduled Low-Income Stakeholders meeting for Thursday, October 25th at 2:00 -2:30 PM
- Revised SHARE application making it easy to allow communication about ESAP assistance.
- Enhanced website information and ability to download SHARE application.
- Added information to the website about SHARE donations