

Request for community outreach partners to participate in a video campaign for the COVID-19 utility assistance campaign.

For what: COVID-19 utility moratorium ends Sept. 30; state leaders urge customers who are behind on energy and water bills to contact utilities and make a plan to keep services on. *More than half a million Washingtonians are at risk of having electricity, natural gas or water services shut off.*

Public-Facing Video Messaging: We want to produce a series of videos (6 to 8 videos) that offer customers an encouraging message to contact their utilities as soon as possible and make a plan to keep their services on. More than half a million Washingtonians are at risk of having their energy or water services turned off once the moratorium ends.

We are looking for community voices such as trusted community messengers (i.e. local faith leaders, community-based organizations and community leaders) who can urge their respective communities to contact their utility company for assistance.

Video public messaging will focus on these key messages:

1. The governor's ban on disconnection of electricity, natural gas and water services will end on September 30.
2. If you are behind on your utility payments, **call your utility** and **make a plan to keep your service** on. Utility providers can discuss options such as payment plans or assistance programs.
3. Give yourself one less thing to worry about and don't wait for your service to shut off to call.

How do I participate?

Send zac.murphy@commerce.wa.gov an email and we can schedule a time to film or record via zoom remotely.

When:

We are producing these public messages throughout September. We encourage you to reach out as soon as you are available to schedule a recording date.

Do you have a videographer on-staff and can send us a video?

Reach out to zac.murphy@commerce.wa.gov to arrange delivery of clips.

How does filming work?

A videographer, Zac, will arrive at your location and film a short message, or you can work with Zac to record remotely. We will have some guiding questions and help you through the process. The recorded message will be edited to a 60-second clip and released on social media. We do

not want to script your answers. We will ask some questions, and we want to capture sincere responses encouraging community members to begin contacting their utility provider immediately. Questions will be sent ahead of time. If we are filming in person, our preference is to film outdoors while adhering to social distancing guidelines. The videographer will wear a mask at all times.

Who is producing this video project: This is a joint effort of the state Utilities & Transportation Commission, Department of Commerce and Department of Health.

For more information, customers can visit <http://www.commerce.wa.gov/utility-assistance>. Information is available in 36 languages.