



John Doe
PO Box 000
City, State 00000

ACCOUNT NUMBER 00-000000-00

ON OR BEFORE 07/15/2013
PAY THIS AMOUNT **\$139.18**

AFTER 07/15/2013
PAY THIS AMOUNT **\$153.10**

10% Late Penalty Fee

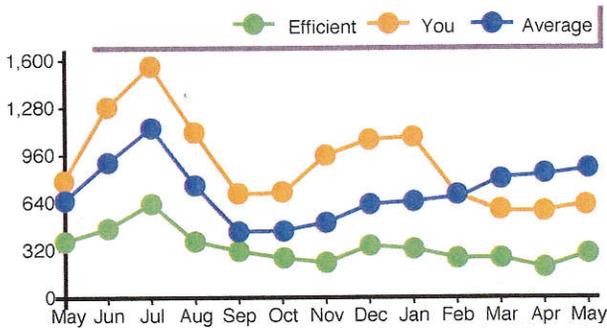
AMOUNT ENCLOSED

ANY PAYMENTS RECEIVED AFTER JUNE 20, 2013 WILL NOT BE REFLECTED ON THIS BILL

Please return this portion along with your payment.

Electric

You are spending **\$415** a year more than the efficient residents



Good! ★★★★★

Comparison group: 50 homes with approx 1600 square feet & built approx 1985

Save up to \$100/yr.

Say no to a 2nd fridge. A 2nd fridge in the basement or garage is a big energy drain.

Save up to \$90/yr.

Seal leaky ducts! Ducts can lose 20% of cooled and heated air before reaching vents.

Account # 00-00000-00

Due Date 07/15/2013

Service address: 000 WEST 000 SOUTH

Description	Meter ID	Meter Reading		Usage	Amount
		Previous	Present		
Previous Balance					180.81
Penalties/Adjustments					0.00
Receipts					-180.81
Balance Forward					0.00
Electric					78.07
Monthly Service Charge	10.20	65950	67350	1400	9.10
Water					20.19
Monthly Service Charge					8.29
Water test fee	7.82	858	874	1600	0.53
Sewer					12.50
Storm Sewer					5.00
Refuse					5.50
Total Tax					
Total Current Bill					
Actual Bill Amount					
Average Monthly Payment Due					
Budget Shortage					

TOTAL DUE

\$139.18

Offers shown do not necessarily represent endorsement

To advertise here call (801) 214-8484

\$1 OFF

ANY SIZE **SUPER BACON CHEESE BURGERS COMBO**

Carls Jr.

Offer valid thru 8/1/2013 at participating restaurants. This offer is available to customers per POS. See restaurant for details. Not valid with any other offer. Expires 8/1/2013. © 2013 Carl's Jr. Restaurants, Inc. All rights reserved.

\$7 off

jiffylube

Jiffy Lube Signature Service Oil Change

Valid at any Utah location. Present this coupon at time of service. Not valid with any other offer for same service. Jiffy Lube, the Jiffy Lube design mark and Jiffy Lube Signature Service are registered trademarks of Jiffy Lube International, Inc. © 2012 Jiffy Lube International, Inc.

CODE: WEB07
EXPIRES: 12/31/13

Tires LES SCHWAB FREE TIRE ROTATION

Passenger, light truck, SUV only. Not valid on previous purchases. NOT VALID ON SALE PRICES. Valid at Utah Locations Only. Coupons may not be combined with any other offer. Not valid with any other offer. With Vaipak® coupon only. Must present coupon at time of purchase. Coupon void if altered.

Expires 07/30/2013 Order ID 1405443 @Vaipak 7/2013

Ruby River steakhouse

2 Meals for \$15

Lunch special coupon.

MERCHANT USE ONLY

VBC Redemption Code
1RBS6SH2SU

Expires 07/30/2013

Jamba Juice

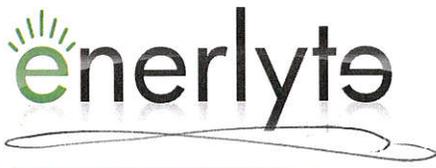
\$2.00

Any Sixteen Size Smoothie for

Little Caesars

CRAZY COMBO \$1.99

Crazy Bread & Crazy Sauce



BENEFITS AND OPINIONS

BENEFITS TO THE UTILITY

- Significantly lower printing and mailing costs
- Great looking bill statements
- Keep your current print provider
- No extra work for utility staff
- Final approval of all discount coupons
- SureCheck (a statement validator that looks for errors in the amounts field. We have found errors in billing systems that had been in place for years)
- Online bill statements
- Have money to hire an extra employee or ...
- Reduce high bill complaints (with weather-adjusted consumption history)
- Waived bill design fees for pilot customers
- Waived setup fees for pilot customers

BENEFITS TO CONSUMERS

- Bill statements that are very easy to read
- Saves consumer money
- Provides consumption pattern feedback
- Promotes local companies
- Boosts local economy
- Local companies have a cost effective way to promote themselves
- Online bill statements

SURVEY RESULTS

Q. Tell me what you think of this statement?

I hate the ads

Q. What if I told you it would save \$6 per year on your utility statement?

I love them put them on my statement

I really like this bill. I like the graph that shows me my usage for the year so I can see when I use the most energy.

I like color bills. It makes it easier to read

I like it, it's easy to find the amount due

I have never seen coupons on a bill. That's a great idea.

Q. What do you think of the discount coupons?

I like that they are doing what they can to lower my utility bill

I like them I would use some of those

I would keep this somewhere so I could use the coupons

I like that they are trying to lower my costs but I personally wouldn't use the coupons. I do think it is a good idea though because lots of people would use them

I assume this is for local businesses and would help support them

I like this, it feels like the utility is giving me something back

Q. Do you want your utility to use the new bill design?

Everyone said yes. On a 1-5 scale yes was a 4

Q. Do you want your utility to use the new bill design if it would save the utility thousands of dollars a year?

Everyone changed their response to Absolutely yes or a 5