

# DWSD

# LIFELINE PLAN

*Detroit's First Water Affordability Plan*

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Water & Sewerage  
Department



## Introduction to the DWSD Lifeline Plan

- For the first time ever in Detroit, DWSD is introducing an income-based water affordability plan.
- Developed in partnership with community advocates and water affordability experts.
- Advocates have long said water should be 1.8% of the average household income.
- Offers qualifying customers a fixed monthly rate that meets the standard recommended by water affordability experts and erases past debt – for good!



# Here's How It Works

- The average Detroit household uses between 2,300 and 3,000 gallons of water per month (three people).
- The **DWSD Lifeline Plan** provides income-eligible enrolled Detroiters up to 4,500 gallons of water every month at a **fixed rate** based on their household income.
- Three Tiers:
  - If you receive SNAP/FAP benefits – You pay **\$18 a month** for water, sewer and drainage services; that's about 60 cents a day!
  - If you are a low-income household (non-SNAP/FAP) – You pay **\$43 a month**
  - If you are a moderate-income household (non-SNAP/FAP) – You pay **\$56 a month**
- The program is funded by regional, state and federal dollars.
- **The total bill will be 1.8% of average monthly household income for each tier.** This is a standard set by community advocates and water affordability experts.
- The **DWSD Lifeline Plan** starts July 1 – call Wayne Metro to enroll!

# Expanded Outreach Directly Targeting Eligible Residents

- We are building an inclusive **coalition of community leaders and activists** who will directly engage with income-eligible Detroiters to educate them on the **DWSD Lifeline Plan** and get them enrolled.
- Our coalition includes nonprofits and other organizations:
  - ✓ Detroit Action
  - ✓ Hydrate Detroit
  - ✓ We the People (Detroit Chapter)
  - ✓ Wayne Metro
  - ✓ Detroit's faith-based community
- Coalition members will:
  - Receive funding from DWSD to conduct door-to-door outreach (directly or water bill credit).
  - Community organizations and partners will receive a stipend for every person they refer who enrolls in the DWSD Lifeline Plan and stays in the program for at least 90 days.
  - DWSD will partner with organizations to host quarterly **DWSD Lifeline Fairs**.
- Continue to use **Human Fliers to canvass neighborhoods** based on a map with DWSD billing data and Census tracts to ensure we reach all eligible households (started in May).



# Encouraging Conservation and Repairing Water Leaks

- If residential customer's water usage goes **above 4,500 gallons per month**, then water bill will reflect a charge in addition to the capped Lifeline rate.
  - Often due to issues like faulty plumbing and leaky/running toilets.
  - DWSD, in coordination with Wayne Metro, will invest **\$10 Million per year for the next five years** to help low-income residential customers **repair leaks in their homes and keep their water usage under 4,500 gallons per month** to maintain the DWSD Lifeline rate.
- Customers can **monitor their real-time water usage** through:
  - An existing mobile-friendly DWSD Customer Service Portal.
  - Access to mobile device and/or Wi-Fi service via a collaboration with Wayne Metro and other partners.
  - Automated calls from the DWSD billing system when their usage nears 3,000 gallons.

# Increased Water Shutoff Prevention

- No Detroit resident will face a water shutoff if enrolled in the **DWSD Lifeline Plan** or the 10/30/50 Plan.
- DWSD will continue to work with Wayne Metro and our partners to ensure we're offering eligible Detroiters the help they need.
  - The 2,500 households currently enrolled in WRAP will be auto-enrolled in the new plan.
  - The 19,000-plus households who were previously in WRAP can immediately qualify.
  - Focus on low-income neighborhoods based on Census tracts.
- For households at-risk of a water shutoff:
  - Clear notice on DWSD bill
  - Door hanger notice
  - Personal outreach with sign-up at your doorstep!
  - 90-120 days of outreach effort per customer
- **DWSD Lifeline Plan** will help thousands of Detroit residents and has the potential to be a national model.





# Tap Into the Lifeline Plan



**313-386-9727**



**[waynometro.org/wrap](http://waynometro.org/wrap)**



**[detroitmi.gov/DWSD](http://detroitmi.gov/DWSD)**



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