Pennsylvania American Water Launches Customer Communications Campaigns to Promote Assistance Program Offerings

Company to launch texting and canvassing campaigns in the City of York to share information about low-income assistance available to customers

YORK, Pa. (May 2, 2025) – Pennsylvania American Water announced today plans to initiate two pilot customer communications campaigns in the City of York to increase awareness of and enrollment in its H2O Help to Others Program, which offers income-based financial assistance to customers. A texting campaign will launch next week, and door-to-door canvassing is slated to begin the week of May 12.

“At Pennsylvania American Water, we strive to Keep Life Flowing for our customers, and for those facing financial difficulty, that means making sure that they are aware – and taking advantage – of the assistance available to them,” said David Misner, the company’s senior manager of external communications. “With these pilot campaigns, we are harnessing new tactics to share details about our H2O Help to Others Program offerings with a customer segment that we believe will truly benefit. We anticipate the efforts will help boost enrollment of eligible customers in our York wastewater system.”

The company selected the City of York as the location for the communications pilots due to currently low assistance program enrollment numbers. Of approximately 5,600 households that are likely eligible to receive financial assistance through H2O Help to Others according to Federal Poverty Income Guidelines, under 450 – or 8% – have enrolled. An upcoming rate adjustment for the city’s residents also motivates the initiative to enroll income-eligible customers.

The texting campaign will be directed at customers who have opted into the company’s communications via text message. The messages sent to customers will identify Pennsylvania American Water as the sender and include clear opt-out instructions. Customers receiving the messages will be directed only to the secure website or customer service line of Pennsylvania American Water or Dollar Energy Fund, the program administrator, for additional information or to apply. No sensitive personal and/or financial information will be requested of customers via text.

Door-to-door canvassing will occur throughout neighborhoods in the City of York in collaboration with Pennsylvania American Water’s partner, CDM Smith. Starting the week of May 5 and continuing for approximately four-to-six weeks, canvassers will attempt to contact potentially eligible customers by visiting their homes. They will offer customers information on the H2O Help to Others Program and its eligibility criteria. They will also provide paper applications with pre-paid return envelopes and/or digital application resources to those interested in applying. For those customers not available during the canvassing visit, bilingual (English/Spanish) informational materials will be left behind. Canvassers will wear co-branded Pennsylvania American Water and CDM Smith high-visibility vests and carry Pennsylvania American Water-issued identification badges with their name and photo.

Subject to the success of the texting and canvassing campaigns, Pennsylvania American Water plans to extend both initiatives to additional water and wastewater systems throughout the state, where a significant need has been recognized.

Customers interested in learning more about Pennsylvania American Water’s H2O Help to Others Program can visit pennsylvaniaamwater.com/H2O.

About American Water
American Water (NYSE: AWK) is the largest regulated water and wastewater utility company in the United States. With a history dating back to 1886, We Keep Life Flowing® by providing safe, clean, reliable and affordable drinking water and wastewater services to more than 14 million people with regulated operations in 14 states and on 18 military installations. American Water’s 6,700 talented professionals leverage their significant expertise and

the company’s national size and scale to achieve excellent outcomes for the benefit of customers, employees, investors and other stakeholders.

For more information, visit amwater.com and join American Water on LinkedIn, Facebook, X and Instagram.

About Pennsylvania American Water
Pennsylvania American Water, a subsidiary of American Water, is the largest regulated water utility in the state, providing safe, clean, reliable and affordable water and wastewater services to approximately 2.4 million people.

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