



Town of Lake Lure Memorandum

TO: Shannon Baldwin, Town Manager
Sam Karr, Finance Director

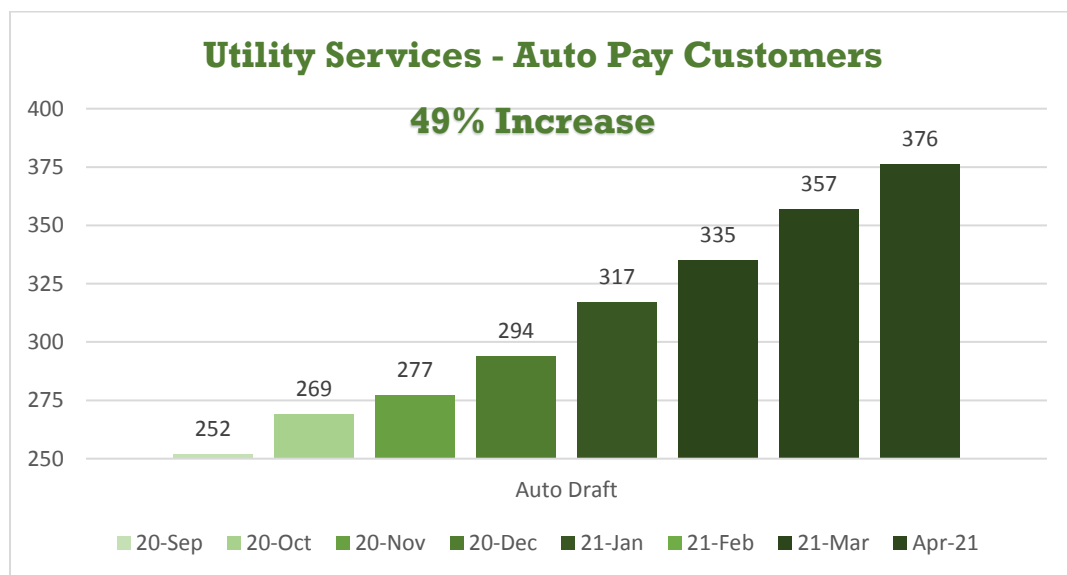
FROM: Linda Ward, Customer Service Specialist
Laura Krejci, Communications Specialist

DATE: 4/28/21

RE: Auto Pay for Utility Payments

1. The Customer Service Department has been working to increase the number of auto draft payments for utility customers for several months.

- The chart below illustrates the increase in customers utilizing the auto draft option over the last 8 months.
- There have been an additional 19 auto drafts customers added in the past month.
- There have been an additional 124 new auto draft customers since September 2020, a 42% increase with a total of 376 auto draft customers in total.
- We continue to post payment options on the website's Town News, on the Utility page, on Facebook.
- We present all payment options as we interact with existing customers. All new customers are also given the payment options.



2. Please let us know if you have any questions or suggestions.