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News Release

FOR IMMEDIATE RELEASE

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'Reminder Notice' for past due accounts eliminated *Money-saving move cuts paper, mailing costs*

LITTLE ELM (January 5, 2015) As more commerce, purchasing, and bill-paying transactions go online, customers are relying more and more on their digital devices to communicate with service providers, and service providers are doing the same, says Alan Dickerson, Little Elm Finance Director.

"Not only are electronic transactions safe and secure, they save money for everyone," he said. "Going online eliminates the costs of paper, postage, personnel time and increases efficiency throughout the process."

Starting this month, the Town will no longer send a paper "reminder notice" for late utility payments that are past due. Instead, an electronic message will be sent to the e-mail address associated with the account.

"We have no real evidence that paper notices are any more effective than e-mail messages in encouraging customers to make their payments," he said. "We do know, however, that they cost the Town money and diminish our efficiency."

Little Elm offers full service billing and bill-paying via electronic transactions for all utility services. "Our preference would be for every one of our customers to convert to paperless billing and bill-paying," he added. "All of these are strictly password protected and secure. The customer has total control of the account. In this scenario, everyone wins."

Switching to paperless bill notification and payment is easy and cost-free. Customers may enroll online by visiting www.littleelm.org and clicking on the "Pay Online" tab on the home page. From there, entering information on the utility account and some personal information will set up the online billing program. Conversely, setting up bill-paying is just as simple following a similar process.

Payments may be made 24 hours a day on a monthly date convenient to the customer, as long as it's prior to the due date. While online bill-paying is free, paying by phone with a credit card incurs a small charge.

A notice to all customers regarding the elimination of the mailed past due "reminder notice" will be included in the month's billings.

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ABOUT LITTLE ELM – Little Elm is one of the state's fastest growing communities. Nestled on the shores of Lake Lewisville, the Town was incorporated in 1966, adopting the Council/Manager form of government. The population increased dramatically over the last several years, growing from under 4,000 in 2000 to over 30,000 today. Little Elm's population exceeds the state average in education and income, and is increasingly trending younger and technologically proficient. The Town's footprint is just over 14 square miles and boasts some 66 linear miles of shoreline within its boundaries.