



Low Income Household Water Assistance Program Outreach Toolkit

Introduction

The Low Income Household Water Assistance Program (LIHWAP) provides **one-time financial assistance** to help Californians struggling to pay their **residential water or wastewater bills**. LIHWAP is funded by the federal government and administered by the [California Department of Community Services and Development](#) (CSD). Through LIHWAP, CSD works with a [network of community-based local service providers](#) to help low-income households pay down their water and wastewater utility bills.

Eligible households with past due and current residential water and wastewater bills can **apply now for financial assistance** through LIHWAP!

CSD and its network of local LIHWAP service providers need your help to get the word out about LIHWAP to low-income households in need of water assistance.

How You Can Help

- Post and share LIHWAP social media on your organization's Facebook, Twitter, and Instagram channels. CSD has created five social media posts with companion graphics that you can use to post and share.
- Include an article about LIHWAP in your organization's internal and external publications. Please see the sample newsletter text in this toolkit.
- Share the flyer.

NOTE: This is sample copy. If you are interested in incorporating content into another form of communication or need additional information, please contact CSD for assistance at Web.Info@csd.ca.gov or 916-576-0950.

Get to Know LIHWAP

The following is general information about the LIHWAP program that can be used for website or collateral materials. A sample newsletter is located at the end of this Toolkit.

What is LIHWAP?

LIHWAP stands for the **Low Income Household Water Assistance Program**.

LIHWAP offers a **one-time payment** to help eligible customers pay their residential **water or wastewater bills**.

LIHWAP can provide assistance if you are **past due** on your water bill, or even if you're **current** on payments.

LIHWAP helps pay bills accrued **anytime**. There are no date restrictions.

How Do I Apply?

Households can apply for LIHWAP financial assistance through a local LIHWAP service provider. Eligibility for LIHWAP services can vary depending on income, availability of funding, water system participation, place of residence, and other factors. Households whose utility payments are included in their rent may also be eligible for LIHWAP. Contact your local LIHWAP service provider to learn more about how to apply by visiting <https://csd.ca.gov/waterbill>.

What Can I Qualify For?

LIHWAP provides one-time payments to eligible low-income households for assistance with water or wastewater bills. The size of a benefit can vary depending on a household's residential water and wastewater bills. In addition, program participation is limited to households receiving services from water and wastewater providers enrolled in LIHWAP to receive the payment of benefits. Recipients of CalFresh, CalWORKs, and LIHEAP are automatically income-qualified for LIHWAP assistance. Households that qualify for LIHWAP could reduce their water or wastewater charges by hundreds, or even thousands of dollars depending on their bill.

Contact your [local LIHWAP service provider](#) to learn more about eligibility and how to apply.

Social Media Outreach

Please consider posting and sharing #LIHWAP social media on your organization's Facebook, Twitter, and Instagram channels. CSD currently has five messages available, each with several unique graphics that may be shared via your organization's social media. Please access the LIHWAP Outreach Toolkit at <https://bit.ly/3PuMNxf>.

Post 1:

Need help to keep the water on? The State of California could help pay your water and wastewater bills. Visit [csd.ca.gov/waterbill](https://www.csd.ca.gov/waterbill) to see if you qualify & to apply. #LIHWAP



Alt text: A child and two adults wash dishes in a kitchen sink. Text overlay at the bottom of image: The Low Income Household Water Assistance Program, Learn more: <https://www.csd.ca.gov/waterbill>, Logo for the California Department of Community Services and Development in upper right corner.



Alt text: A child and one adult wash dishes in a kitchen sink smiling and looking at each other. Text overlay at the bottom of image: The Low Income Household Water Assistance Program, Learn more: <https://www.csd.ca.gov/waterbill>, Logo for the California Department of Community Services and Development in (upper left corner [Facebook] or upper right corner [Twitter]).



Alt text: A child and one adult dispense soap to wash hands in a kitchen sink. Text overlay at the bottom of image: The Low Income Household Water Assistance Program, Learn more: <https://www.csd.ca.gov/waterbill>, Logo for the California Department of Community Services and Development in (upper right corner [Facebook] or lower right corner [Twitter]).

Post 2:

Struggling to pay your water or wastewater bills? Tap into help from the State of California and the Low Income Household Water Assistance Program. Visit [csd.ca.gov/waterbill](https://www.csd.ca.gov/waterbill) to see if you qualify & to apply. #LIHWAP



Alt text: An adult smiling in profile washes a yellow dish in a kitchen sink. Text overlay at the bottom of image: The Low Income Household Water Assistance Program, Learn more: <https://www.csd.ca.gov/waterbill>, Logo for the California Department of Community Services and Development in upper right corner.



Alt text (Facebook): An adult assists a child to wash a dish with a blue rag in a kitchen sink. Text overlay at the bottom of image: The Low Income Household Water Assistance Program, Learn more: <https://www.csd.ca.gov/waterbill>, Logo for the California Department of Community Services and Development in upper right corner.

Alt text (Twitter): A child washes a dish with a blue rag in a kitchen sink. Text overlay at the bottom of image: The Low Income Household Water Assistance Program, Learn more: <https://www.csd.ca.gov/waterbill>, Logo for the Department of Community Services and Development in upper right corner.



Alt text: An adult standing and a child sitting on a kitchen counter dry dishes near a kitchen sink. Text overlay at the bottom of image: The Low Income Household Water Assistance Program, Learn more: <https://www.csd.ca.gov/waterbill>, Logo for the California Department of Community Services and Development in upper right corner.

Post 3:

Access to running water is essential to keep California's families safe and healthy. The Low Income Household Water Assistance Program may pay down your water bills to help you find a fresh start. Visit [csd.ca.gov/waterbill](https://www.csd.ca.gov/waterbill) to see if you qualify & to apply. #LIHWAP



Alt text: An adult chops fresh vegetables while a child sits on the kitchen counter holding broccoli and eating a carrot. Text overlay at the bottom of image: The Low Income Household Water Assistance Program, Learn more: <https://www.csd.ca.gov/waterbill>, Logo for the California Department of Community Services and Development in upper right corner.



Alt text: Two adults and a child smile while preparing a fresh salad at a kitchen counter. Text overlay at the bottom of image: The Low Income Household Water Assistance Program, Learn more: <https://www.csd.ca.gov/waterbill>, Logo for the

California Department of Community Services and Development in upper left corner.



The Low Income Household Water Assistance Program

Learn more: <https://www.csd.ca.gov/waterbill>



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Alt text: Four adults smile while preparing a meal. One adult stirs a pot of boiling water. Text overlay at the bottom of image: The Low Income Household Water Assistance Program, Learn more: <https://www.csd.ca.gov/waterbill>, Logo for the California Department of Community Services and Development in lower left corner.

Post 4:

Stop worrying about paying your water bills and keep the water on. The State of California may be able to help thru the Low Income Household Water Assistance Program. Visit [csd.ca.gov/waterbill](https://www.csd.ca.gov/waterbill) to see if you qualify & to apply. #LIHWAP



Alt text: An adult reviews bills at a laptop computer on the kitchen table, while two children eat fresh food beside them. Another adult preps a meal in the kitchen behind them. Text overlay at the bottom of image: The Low Income Household Water Assistance Program, Learn more: <https://www.csd.ca.gov/waterbill>, Logo for the California Department of Community Services and Development in upper left corner.



Alt text: Two people, one with glasses, review bills at a computer on the kitchen table. Kitchen sink behind them to the right. Text overlay at the bottom of

image: The Low Income Household Water Assistance Program, Learn more: <https://www.csd.ca.gov/waterbill>, Logo for the Department of Community Services and development in upper left corner.



Alt text: A young adult reviews a bill while sitting at a laptop on the floor. Text overlay at the bottom of image: The Low Income Household Water Assistance Program, Learn more: <https://www.csd.ca.gov/waterbill>, Logo for the California Department of Community Services and Development in upper right corner.

Post 5:

Keep up with your water costs with help from the State of California and the Low Income Household Water Assistance Program. Even if you're current on your water bill. Visit [csd.ca.gov/waterbill](https://www.csd.ca.gov/waterbill) to see if you qualify & to apply. #LIHWAP



The Low Income Household Water Assistance Program

Learn more: <https://www.csd.ca.gov/waterbill>



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Alt text: A child wearing a red shirt holds up a glass of water while smiling. Text overlay at the bottom of image: The Low Income Household Water Assistance Program, Learn more: <https://www.csd.ca.gov/waterbill>, Logo for the California Department of Community Services and Development in (upper left corner [Facebook] or lower left corner [Twitter]).



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Alt text: A young child wearing a yellow sweater drinks from a glass of water while looking out the window. Text overlay at the bottom of image: The Low Income Household Water Assistance Program, Learn more:

<https://www.csd.ca.gov/waterbill>, Logo for the California Department of Community Services and Development in upper right corner.



Alt text: An older person wearing a gray sweater smiles while looking at a glass of water. Text overlay at the bottom of image: The Low Income Household Water Assistance Program, Learn more: <https://www.csd.ca.gov/waterbill>, Logo for the California Department of Community Services and Development in upper left corner.



Alt text: A young adult wearing a striped blue and white shirt smiles while holding a reusable water bottle. Text overlay at the bottom of image: The Low Income Household Water Assistance Program, Learn more: <https://www.csd.ca.gov/waterbill>, Logo for the California Department of Community Services and Development in upper left corner.



Alt text: A young adult wearing a white t-shirt drinks from a glass of water. Text overlay at the bottom of image: The Low Income Household Water Assistance Program, Learn more: <https://www.csd.ca.gov/waterbill>, Logo for the California Department of Community Services and Development in upper left corner.

LIHWAP Sample Newsletter Text

Headline:

Behind on your water or wastewater bills? What is LIHWAP and how can it help?

Body:

All Californians deserve access to safe and clean water, and many households need assistance now.

LIHWAP stands for the Low Income Household Water Assistance Program and it may be able to help you pay your water or wastewater utility bill.

LIHWAP is a federally funded program that offers low-income households a one-time payment to help pay residential water or wastewater costs. If you're like many Californians struggling with higher costs on everything from food to gas, LIHWAP could help your family stop worrying about how to pay your water bill and keep the water flowing.

The amount of help that you could get will depend on your residential water and wastewater bills. Households whose utility payments are included in their rent may also be eligible for LIHWAP. In addition, program participation is limited to households receiving services from water and wastewater systems enrolled in LIHWAP to receive the payment of assistance benefits. Recipients of CalFresh, CalWORKs, and LIHEAP are automatically income-qualified for LIHWAP assistance.

LIHWAP can offer a one-time payment to help you:

1. Pay your residential water and wastewater utility bills.
2. Manage an emergency or water crisis, such as a service disconnection.
3. Prevent other adverse effects such as debt collection or placement of liens.

If you are struggling to afford your residential water or wastewater bills, please visit csd.ca.gov/waterbill to see if you qualify for payment assistance through LIHWAP and to find a local service provider near you to apply.



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What Can I Qualify For?

LIHWAP provides one-time payments to low-income households that are eligible for assistance. The size of a benefit will vary depending on the household's residential water and wastewater bills. In addition, program participation is limited to households receiving services from water and wastewater providers enrolled in **LIHWAP** to receive the payment of assistance benefits. **Households that qualify for LIHWAP could reduce their water or wastewater charges by hundreds, or even thousands of dollars depending on their bill.**

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