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ELECTRIC DEPARTMENT



1400 West Maryland Ave., North Little Rock, AR 72120  
P.O. Box 159, No Little Rock, AR 72115-0159  
501-372-0100

To: Mayor Smith, Diane Whitbey, and North Little Rock City Council  
From: C. Jason Carter, Interim General Manager  
Subject: New Service and Night Drop Payments at 1400 W. Maryland Ave.  
Date: January 21, 2015

On November 5, 2012, North Little Rock Electric began accepting applications for new electric service and night drop payments at 1400 W. Maryland Avenue as an added convenience to our customers. After studying the utilization of these additional services, we have found that they are not beneficial to North Little Rock Electric or our customers. It is likely that the additional service location has caused customers inconvenience and confusion due to minimal level of service allowed. As of February 2, 2015 new electric service and night drop payments will be discontinued at the 1400 W. Maryland Avenue location.

We intend to continue our efforts toward pre-paid service, kiosks, and online applications for electric services to better serve our customers.

**Results of Application for New Electric Service and Night Drop Payments Study:**

New Electric Services:

	New Services Installed	Customers Turned Away*
July 2014	12	0
August 2014	14	9
September 2014	17	5
October 2014	4	5
November 2014	8	2
December 2014	5	4

\*Turned away due to credit issues, form of payment accepted, or for services not provided at this location.

Night Drop Payments:

	NLRED Payments	Center Point Payments	CAW Payments
July 2014	42	6	8
August 2014	43	3	9
September 2014	41	7	11
October 2014	50	2	11
November 2014	24	4	6
December 2014	44	4	8

FILED 8:15 A.M. P.M.

BY via email

DATE 1/20/15  
Diane Whitbey, City Clerk and Collector  
North Little Rock, Arkansas

RECEIVED by [Signature]