

Communicating Rate Changes to Our Customers

Extensive outreach to date

- ▶ 1,500 customers attended nearly 30 public meetings
- ▶ WSSC meeting notices sent to all customers
- ▶ Public meetings livestreamed to 2,500 viewers
- ▶ Radio ads, social media, news releases
- ▶ English and Spanish outreach
- ▶ Significant stakeholder outreach

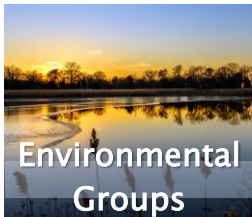
Getting ready for July

- ▶ Reviewed what we've communicated to improve customer understanding
- ▶ Checked in with other utilities to see how they communicated rate changes
- ▶ Focus groups helped us find the best way to explain our new rate structure
- ▶ Developed a communication plan to ensure we're connected to our customers

Our goals

- ▶ Clearly communicate the changes customers will see on their bill while connecting them to the value of the essential services WSSC provides
- ▶ Part of our comprehensive customer service improvements efforts
- ▶ Enhance customer understanding of what their rates pay for
- ▶ Proactive and transparent communication

Meeting our stakeholders' needs



Building customer understanding

We want clear and consistent messages about upcoming changes, including:

1. Impacts to water/sewer bills
2. How the rate structure works
3. Rate revenue is reinvested in the system
4. Rate structure's connection to conservation
5. Enhanced affordability offerings

Multiple communication channels



Website



Presentations



Social Media



Partner Agencies



Customer Feedback Community



Community Events



Open Houses



Email



Project Update Meetings



Information Kiosks



Direct Mail Postcard



Bill Inserts



Bill Messages



Payment Walk-Ins

Messaging – *Then*

- WSSC’s current rate structure was adopted 25 years ago and good management practice dictates periodic review of rate structure alternatives.
- The Maryland Public Service Commission (PSC) ordered WSSC to develop a new rate structure. The PSC found the existing rate structure to be preferential to low–usage customers.
- A new rate structure is intended:
 - To reflect customer and Commission rate–setting policy goals and objectives
 - To provide a more predictable revenue stream to pay for infrastructure improvements
 - To better align costs to produce and deliver safe, clean water with rates

Messaging – *Now*

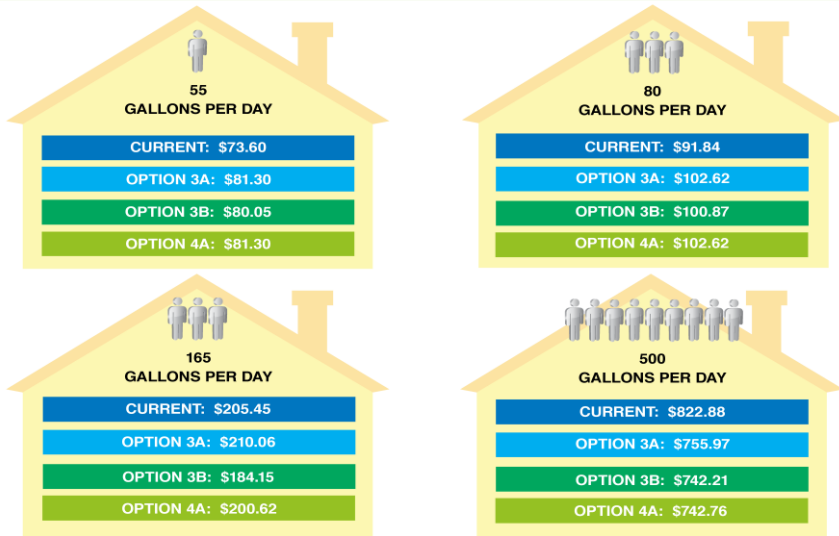
- WSSC is improving and modernizing the way we approach customer service. Expected July 1, customers will have:
 - Bills that are easier to understand
 - A new, modern and simplified rate structure
 - An online bill calculator so customers can estimate future bills
 - Easy and accessible options for customers to pay their bills
 - An enhanced customer affordability program that helps more customers afford their bills

Visuals – Then

Recommended Rate Structures – Residential



ALL FIGURES BASED ON CURRENT REVENUE REQUIREMENTS

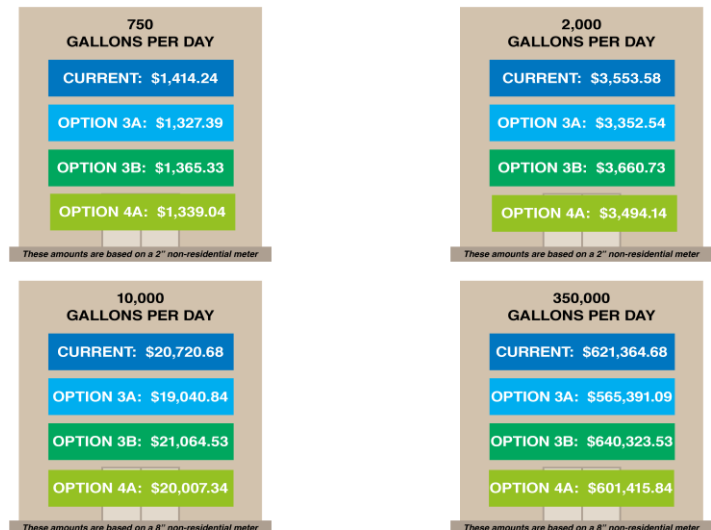


These amounts are based on a 3/4" meter.

Recommended Rate Structures – Non-Residential



ALL FIGURES BASED ON CURRENT REVENUE REQUIREMENTS



These amounts are based on a 2" non-residential meter

These amounts are based on a 2" non-residential meter

These amounts are based on a 8" non-residential meter

These amounts are based on a 8" non-residential meter

Visuals – Now

NEW LOOK, NEW RATE STRUCTURE COMING

EXPECTED JULY 1, CUSTOMERS WILL HAVE:



Bills that are easier to understand



A new, modern and simplified rate structure



An online bill calculator so you can estimate future bills www.water.com/calculator



Convenient options for customers to pay their bills that are easy and accessible



An enhanced customer affordability program that helps more customers afford their bills



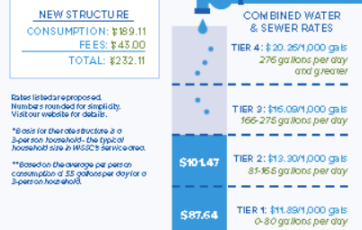
IMPROVING HOW WE BILL FOR WATER & SEWER

Expected July 1, a modern and simplified rate structure will change the way we charge for water and sewer.

HERE'S WHAT YOU NEED TO KNOW:

- A rate structure is **how** you are charged for water/sewer.
- A rate is the **amount** charged.
- Now there are just four tiers in our rate structure.
- We changed the amount of water in each tier and the price per tier to reflect how customers use water today.
- A proposed revenue increase will accompany the rate structure change to fund needed infrastructure and replacement.
- Residential customers that use the average amount of water (15,000 gallons) will see their quarterly bill go up by about \$4.

Typical Residential Customer*
15,000 gallons (91 days) / 164 gallons per day**



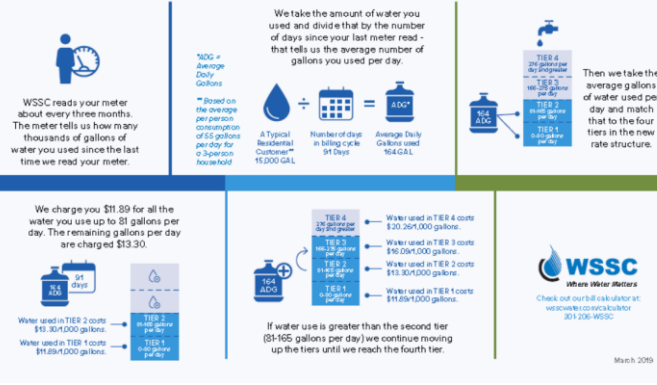
We're improving to deliver safe, clean and satisfying water services... all day, every day.

March 2019

UNDERSTANDING YOUR BILL

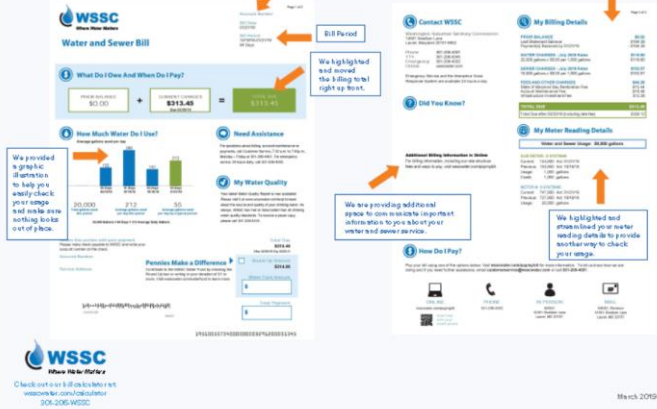
WHAT HAPPENS BETWEEN THE TIME WSSC READS YOUR METER AND YOU GET A BILL

We're making some changes and we want to explain that process to you.



BREAKING DOWN YOUR WATER & SEWER BILL

We created a user-friendly format that highlights and summarizes all the important bill elements.



It costs less than two pennies per gallon to have safe, clean water delivered 24/7/365 to your faucet.

Bottled water can't compete with the cost and convenience.

WSSC'S NEW RATE STRUCTURE

Designed with our customers in mind

Reflective of how we use water today

Modern and simplified

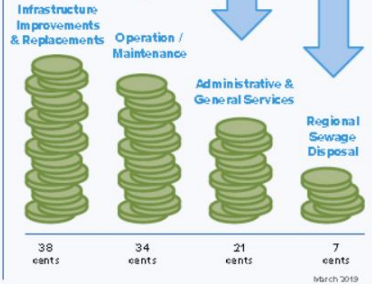
The men and women of WSSC go to work every day focused on delivering the essential: safe, clean water. We take great pride in serving our customers and we never take for granted the importance of what we do.



REINVESTING IN THE WATER & SEWER SYSTEM

When you pay your WSSC bill, the money provides the funding we need to continue to deliver safe, clean water to our customers.

To fund needed infrastructure repair and replacement, a proposed revenue increase will accompany the rate structure change expected July 1, 2019.



Communication Snapshot

Pipeline Newsletter	Series of articles about bill changes included in past two editions.	Jan. – June	Radio spots	English/Spanish advertising the open houses and new billing changes.	Late April
Fact sheets	Two versions: one for customers; one for key influencers such as elected officials	March 29	Affordability materials	New language is in development for the website. Additionally, one-pagers and a brochure are being developed for customer outreach and partner agencies.	April 15
Bill insert	Beginning in May	March 29	Social Media	Posts on social media channels, including NextDoor, will promote open houses and direct customers to the billchanges webpage.	April – June
Presentations	Version developed to insert into community meeting presentations	March 29	Media materials	We will disseminate a news release to promote open houses one week prior. Releases will be sent and stories pitched about the new changes and modernization at WSSC.	May – June
Bill Calculator	Posted at wsscwater.com/calculator	March 29	Open Houses	Three events are planned for May and June highlighting new changes at WSSC. Partner agencies will also be in attendance.	May 7, 21 and June 4
Webpage	Wsscwater.com/billchanges features infographics and updated content in English and Spanish (to come) as well as a homepage rotator.	April 1	Information Kiosk	Information will be added regarding the new bill.	June
Infographics	Posted to website and to disseminate at key outreach events.	April 3			
Postcard	Mailed to all customers promoting May/June open houses and new changes to billing.	April 12			

Questions



NEW LOOK, NEW RATE STRUCTURE COMING

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An online bill calculator so you can estimate future bills
wsscwater.com/calculator



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wsscwater.com/billchanges
301-206-WSSC

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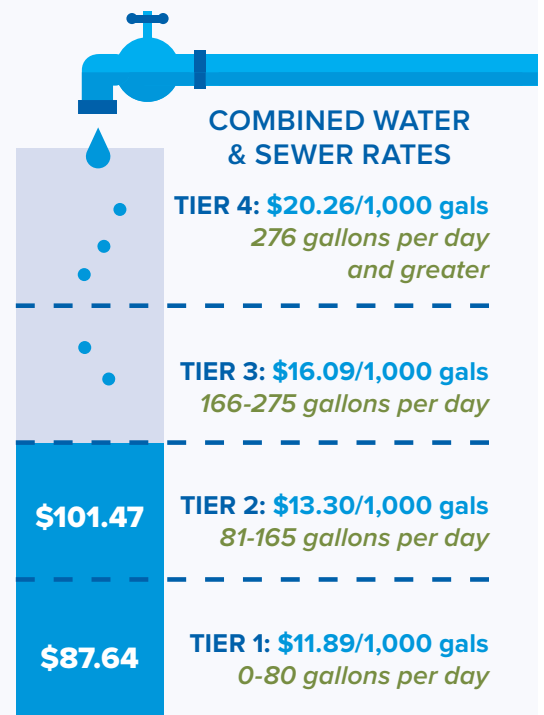
15,000 gallons (91 days) | 164 gallons per day**

NEW STRUCTURE
CONSUMPTION: \$189.11
FEES: \$43.00
TOTAL: \$232.11

Rates listed are proposed.
Numbers rounded for simplicity.
Visit our website for details.

* Basis for the rate structure is a 3-person household - the typical household size in WSSC's service area.

** Based on the average per person consumption of 55 gallons per day for a 3-person household.




We're improving to deliver safe, seamless and satisfying water services...all day, every day.

BREAKING DOWN YOUR WATER & SEWER BILL

We created a user-friendly format that highlights and summarizes all the important bill elements.

Customers will have a new 10-digit account number
*If you use automatic bill pay - you will need to update your account number with your bank.

We know that it is important to be transparent about fees.



Water and Sewer Bill

Page 1 of 2

Account Number
Bill Date 01/21/19
Bill Period 10/19/18-01/21/19
84 Days

What Do I Owe And When Do I Pay?

PRIOR BALANCE \$0.00	+	CURRENT CHARGES \$313.45 Due 02/20/19	=	TOTAL DUE \$313.45
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How Much Water Do I Use?

Average gallons used per day

Days	Average gallons used per day
85 Days (04/19/18)	152
91 Days (07/19/18)	296
92 Days (10/19/18)	141
94 Days (01/21/19)	212

20,000 Total gallons used this period
212 Average gallons used per day this period
55 Average gallons used per day by a typical person
20,000 Gallons ÷ 94 Days = 212 Average Daily Gallons

Need Assistance

For questions about billing, account maintenance or payments, call Customer Service, 7:30 a.m. to 7:00p.m., Monday – Friday at 301-206-4001. For emergency service 24 hours daily, call 301-206-4002.

My Water Quality

Your latest Water Quality Report is now available! Please visit it at www.wsscwater.com/wqr to learn about the source and quality of your drinking water. As always, WSSC has met or done better than all drinking water quality standards. To receive a paper copy, please call 301-206-8100.

Pennies Make a Difference

Contribute to the WSSC Water Fund by checking the Round Up box or writing in your donation of \$1 or more. Visit wsscwater.com/waterfund to learn more.

Total Due \$313.45
After 02/20/19 Pay \$329.12
Round Up Amount \$314.00
Water Fund Amount \$
Total Payment \$

Return this portion with your payment. Please make check payable to WSSC and write your account number on the check.

Account Number

Service Address

000474

19510055734000000003291200031345

Bill Period

We highlighted and moved the billing total right up front.

We provided a graphic illustration to help you easily check your usage and make sure nothing looks out of place.

We are providing additional space to communicate important information to you about your water and sewer service.

We highlighted and streamlined your meter reading details to provide another way to check your usage.

Page 2 of 2

Contact WSSC

Washington Suburban Sanitary Commission
14501 Sweitzer Lane
Laurel, Maryland 20707-5902

Phone 301-206-4001
TTY 301-206-8345
Emergency 301-206-4002
Online wsscwater.com

Emergency Service and the Interactive Voice Response System are available 24 hours a day.

Did You Know?

Additional Billing Information is Online
For billing information, including our rate structure fees and ways to pay, visit wsscwater.com/paymybill.

My Billing Details

PRIOR BALANCE	\$0.00
Last Statement Balance	\$184.39
Payment(s) Received by 01/21/19	-\$184.39
WATER CHARGES - July 2018 Rates	\$116.60
20,000 gallons x \$5.83 per 1,000 gallons	\$116.60
SEWER CHARGES - July 2018 Rates	\$152.57
19,000 gallons x \$8.03 per 1,000 gallons	\$152.57
FEES AND OTHER CHARGES	\$44.28
State of Maryland Bay Restoration Fee	\$15.44
Account Maintenance Fee	\$16.48
Infrastructure Investment Fee	\$12.36
TOTAL DUE	\$313.45
Total Due after 02/20/19 (including late fee)	\$329.12

My Meter Reading Details

Water and Sewer Usage: 20,000 gallons

SUB METER: S 67675846



Current: 154,000 Act. 01/21/19
Previous: 153,000 Act. 10/19/18
Usage: 1,000 gallons
Credit: 1,000 gallons


METER #: S 67675848


Current: 747,000 Act. 01/21/19
Previous: 727,000 Act. 10/19/18
Usage: 20,000 gallons


How Do I Pay?

Pay your bill using one of the options below. Visit wsscwater.com/paymybill for more information. To let us know how we are doing and if you need further assistance, email customerservice@wsscwater.com or call 301-206-4001.


ONLINE
wsscwater.com/paymybill

Scan now with your smart phone


PHONE
 301-206-8302


IN PERSON
 WSSC
 14501 Sweitzer Lane
 Laurel, MD 20707


MAIL
 WSSC, Revenue
 14501 Sweitzer Lane
 Laurel, MD 20707



Check out our bill calculator at:
wsscwater.com/calculator
301-206-WSSC

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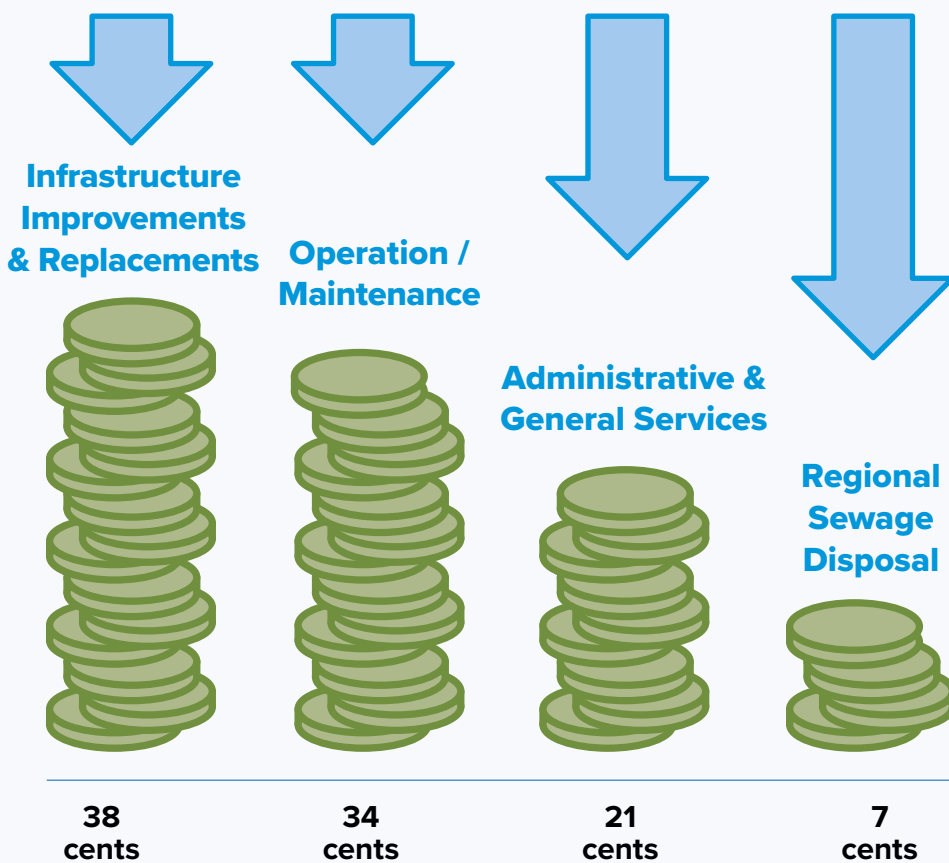
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When you pay your WSSC bill, the money provides the funding we need to continue to deliver safe, clean water to our customers.

To fund needed infrastructure repair and replacement, a proposed revenue increase will accompany the rate structure change expected July 1, 2019.



WSSC's water system is aging, about 40 percent of our water and sewer pipes are more than 50 years old. We reinvest the money we get from your water bill to upgrade and replace parts of our water system.



Expected July 1,
a modern and
simplified rate
structure will
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water and sewer.

RESIDENTIAL WATER USE

AND RATE STRUCTURE TIERS

HERE'S WHAT YOU NEED TO KNOW:

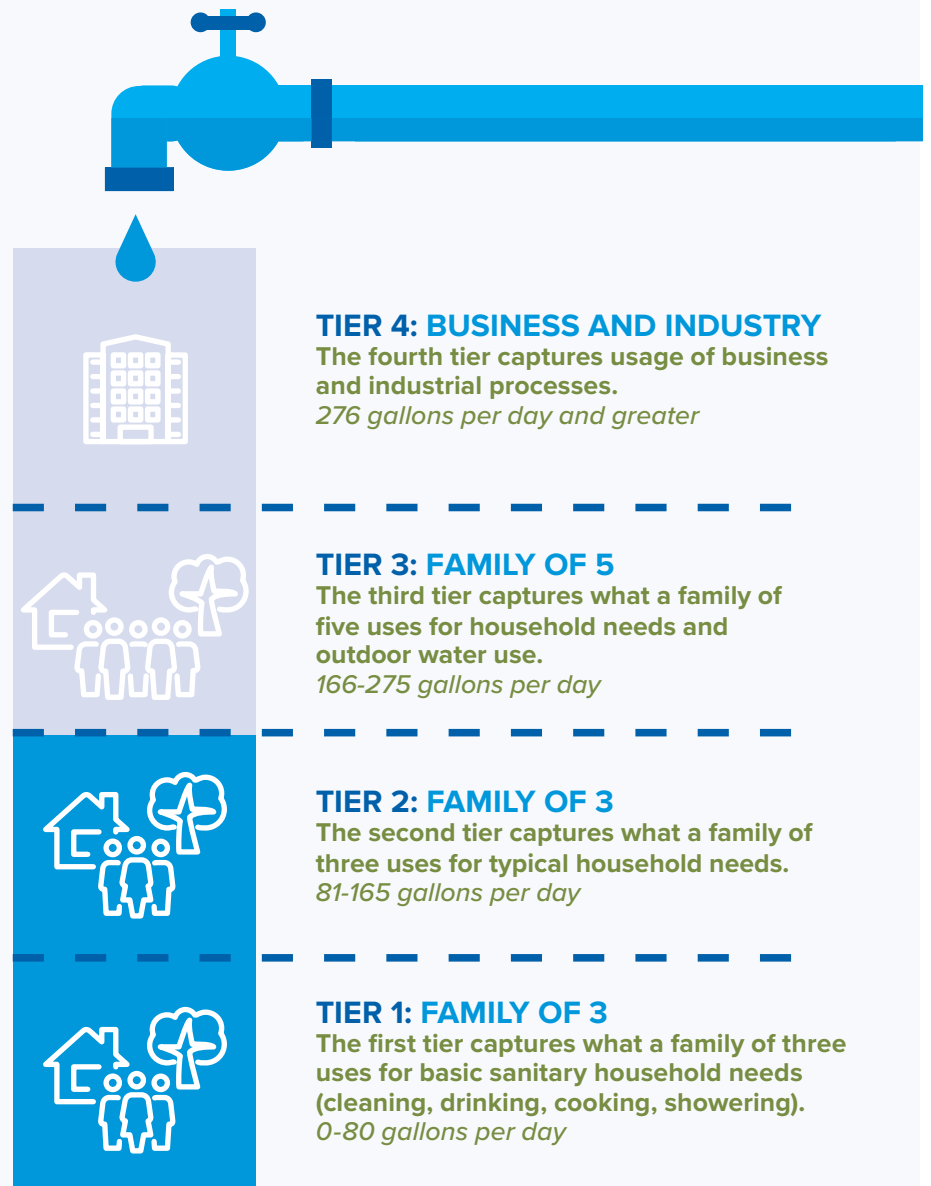
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- The amount of water in each tier and the price per tier have changed to reflect how customers use water today.
- Residential customers that use the average amount of water (15,000 gallons) will see their quarterly bill go up by about \$4.

New Rate Structure

WSSC's new rate structure charges for water you use **within each tier** instead of being charged for all your water use at the highest tier — **this makes how we charge for water more fair.**

We based the rate tiers on a 3-person household — the typical household size in WSSC's service area — with an average per person consumption of 55 gallons per day.

That means a 3-person household uses about 165 gallons of water each day. And over the quarterly billing cycle that works out to approximately 15,000 gallons of water use for an average household.



wsscwater.com/billchanges
301-206-WSSC

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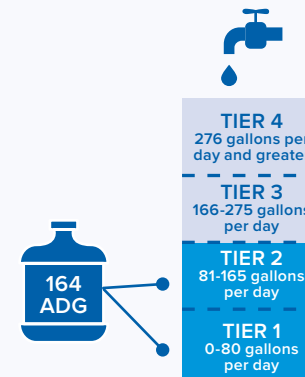
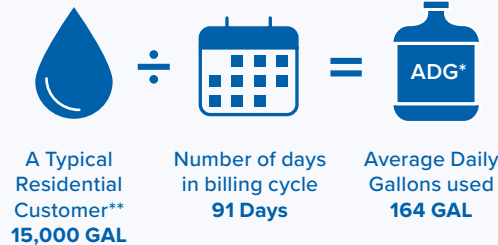


WSSC reads your meter about every three months. The meter tells us how many thousands of gallons of water you used since the last time we read your meter.

**ADG = Average Daily Gallons*

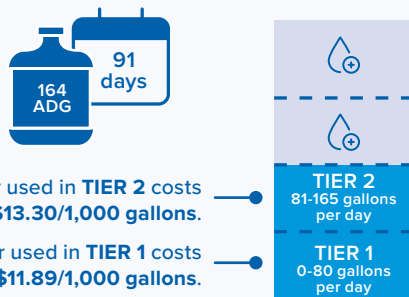
*** Based on the average per person consumption of 55 gallons per day for a 3-person household*

We take the amount of water you used and divide that by the number of days since your last meter read - that tells us the average number of gallons you used per day.



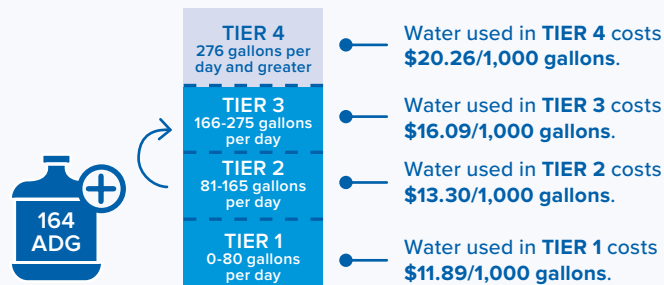
Then we take the average gallons of water used per day and match that to the four tiers in the new rate structure.

We charge you \$11.89 for all the water you use up to 81 gallons per day. The remaining gallons per day are charged \$13.30.



Water used in **TIER 2** costs **\$13.30/1,000 gallons.**

Water used in **TIER 1** costs **\$11.89/1,000 gallons.**



Water used in **TIER 4** costs **\$20.26/1,000 gallons.**

Water used in **TIER 3** costs **\$16.09/1,000 gallons.**

Water used in **TIER 2** costs **\$13.30/1,000 gallons.**

Water used in **TIER 1** costs **\$11.89/1,000 gallons.**

If water use is greater than the second tier (81-165 gallons per day) we continue moving up the tiers until we reach the fourth tier.



Check out our bill calculator at:
wsscwater.com/calculator
 301-206-WSSC