

#### We Are WSSC Water Delivering the Essential

Commission Meeting April 17, 2019

# We Are Ready

- Build off Centennial milestone
  - New century, new challenges, new strategies
- Leverage major improvements
  - New modern, simplified rate structure
  - New customer-friendly bills
  - Enhanced affordability
  - Improved notification process
- Continue to build trust
  - Zero drinking water quality violations
  - We deliver the essential
  - Put the Water in WSSC



# **Our Brand Story**

#### Water makes the essential possible.

You have a family to raise. A business to grow. A weekend to plan. You have laundry to load. And a thousand emails to answer by 10 am. These are your essentials – the small things you have to think about, and the big things at the heart of your life. But there is one essential that makes all the others possible. Clean water. Turn on the tap, pour, drink, wash, flush. It's so fundamental, you don't often think about it. Water, it makes your life work.

Your team at WSSC Water proudly goes to work every day with one aim: to make water work, so you can focus on your essentials. We are relentless about safety, with zero water quality violations in 100 years. We're investing in service across the board, so you can pay a bill, solve a problem, and find what you need with a click, a scroll, or a quick call. And we strive to create a satisfying experience with WSSC Water for everyone, every time. Because life is better with one less thing to worry about.

Delivering safe, seamless, and satisfying water services is a team effort. Your team at WSSC Water shares a vision of what a world-class water utility looks like, and we never stop pursuing it. We push each other to deliver our best because we know it's what our Montgomery and Prince George's County neighbors expect and deserve. Delivering our best gives you the freedom to focus on your essentials. Go for it. We're here to make the essentials possible.



## We Are Proud

For our busy neighbors, we are the proud provider of essential water services, making life easier by improving



# **WSSC Water Logos**

- New logos based on:
  - Commissioner feedback
  - SLT members
  - Brand story
- Created by in-house Graphic Designers
- Three options
  - Leaf, W and Out-of-the-box



#### We Are Stewards

## WSSC Water Delivering the Essential





#### **Treatments**



S Log In | Register

Do you have G Stay safe and have them insp

Custo

#### **Events**

January 21, 2019 Martin Luther King, Jr. Day - CLOSED 12:00 AM January 24, 2019 Watershed Defenders\*\* 09:00 AM January 25, 2019 Watershed Defenders\*\* 09:00 AM

> View all events

a share i	
Newsroom Everts	
tomer rice Gas App	
spected Learn	

January 17, 2019   Alert	Report a Problem/Contact Us
Emergency Water Main Repair - Greenbelt	Sign up in Supplier Portal
January 15, 2019   News Release	Customer Notification System (
First Commission Meeting of 2019 Scheduled for Wednesday, January 16	Submit a Claim
January 14, 2019   News Release	e-Permitting System
Emergency Water Main Repair - Accokeek	Maryland Public Information Ac

January 17, 2019 | Alert

➔ View All News Releases

Current Job Openings

Finding and Verifying a Plumber/Gasfitter

(CNS)

Sewer Service Alerts



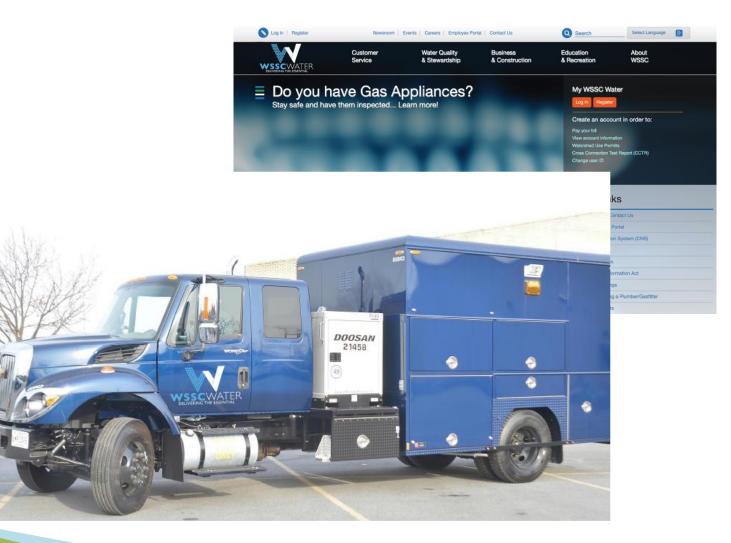
#### We Are Bold







#### Treatments





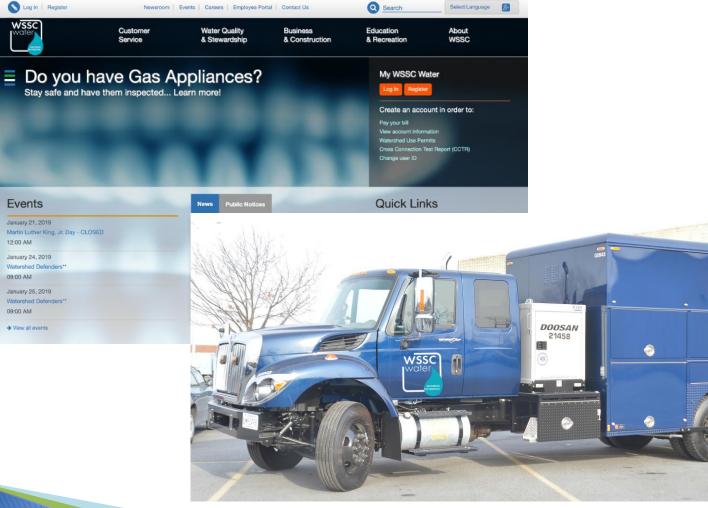
### We Are Innovative







#### Treatments





0

-

### We Are the Heart & Soul



# We Are WSSC Water!







