



Customer Pipeline

General Manager/CEO Carla A. Reid

April–June 2017

**FRIDAY
FAMILY
FUN DAY
on the
Watershed**

Making a BIG Difference in the Community

WSSC is doing good—in a BIG way. Through its newly launched Business Investment and Growth (BIG) program, WSSC is enhancing lending and economically empowering local businesses. The program also enhances our SLMBE Office's outreach efforts to increase the number of contracting opportunities for small, local, minority businesses within our community.

EagleBank, Congressional Bank, Capital Bank, Colombo Bank, Old Line Bank and Revere Bank are all participating in the program. To be eligible, banks must be headquartered in Montgomery or Prince George's counties and meet certain safety and soundness standards established by WSSC.

WSSC is placing deposits totaling \$12 million in the banks, which, in turn, will leverage those deposits on a 2:1 basis, creating \$24 million in available funds for loans to small, local businesses. This investment will generate jobs and provide WSSC with a competitive rate of return on its deposits.

To get the BIG picture, visit wsscwater.com/BIG.

Building Better Customer Relationships through New Programs

With a focus on improving communications and outreach to customers and stakeholders, WSSC recently introduced two new programs that keep you—and WSSC—in the know.

CustomerConnect enables WSSC to communicate with customers through convenient email service. Customers can opt in and receive digital information based on individual preferences. Topics include community events, budget hearings, regulatory updates and project/construction information.

**Customer
Connect**

CustomerConnect allows you, our customers, to tailor your information while staying abreast of WSSC happenings. To date, more than 7,500 customers have already registered. Sign up at wsscwater.com/customerconnect.



*"Our journey to world class starts with listening to what our customers have to say and putting their needs first. These two programs are a great way to meet those needs."
—GM/CEO Carla A. Reid.*

Customer Feedback Community is a diverse group of 130 residential and business customers from Prince George's and Montgomery counties who advise WSSC on a variety of issues, including future initiatives, rate structure and customer perceptions. The group is demographically representative of our customer base.

With online and in-person feedback options, the Customer Feedback Community ensures that WSSC receives real-time and qualitative insight from our customers. This allows WSSC to be more responsive, open and transparent.

You don't have to be part of the Customer Feedback Community to share your insights. We welcome your feedback at any time at: communications@wsscwater.com.

Proposed Rate Increase Focused on Improving Infrastructure

For FY18, WSSC is proposing a \$1.4 billion budget focused on the continued rehabilitation of our water and sewer pipelines.

This year's budget is 0.8 percent or 10.8 million more than the FY17 approved budget and reflects WSSC's continued commitment to its mission of providing safe and reliable water and returning clean water back to the environment in an ethical, sustainable and financially responsible manner.

Included in the budget is a 3.5 percent average increase in water and sewer rates, which will add \$1.46 per month to the average customer's bill. Even with the proposed increase, WSSC rates will continue to be favorable to comparable water and sewer utilities.

Improving our infrastructure continues to be one of WSSC's top priorities. A large sewer main break near the Piscataway Wastewater Treatment Plant earlier this year proved to be, "a complicated and massive repair job – far more difficult than the average pipe break," says GM Carla A. Reid. "That break demonstrated again the need to replace our aging pipes."

A formal budget document is available at wsscwater.com/fin.



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Prince George's and
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— EMERGENCIES —

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— BILLING —

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Construction Has Sprung This Spring

Aging infrastructure is one of WSSC's biggest challenges. And with construction season upon us, you'll see more and more crews working in neighborhoods all over Montgomery and Prince George's counties, replacing old water and sewer mains.

What that means for you:



Signs with contact information will be posted along the streets where WSSC crews or contractors will be doing work. Don't hesitate to call if you have any questions about the project.

Please be mindful when driving and be aware of our crews on the roadways. Look for reduced speed limits and signs indicating what to expect for getting around the construction.

Now That's Clean Water!



We don't mean to brag—well, actually, we do. For the 99th straight year, WSSC did not have a drinking water quality violation. That's 99 years of continuing to meet or exceed all drinking water quality standards.

The proof is in the statistics. Get all the facts about the safe, clean water we deliver to you in our 2016 Water Quality Report, now available at www.wsscwater.com/wqr.

The 2016 report is being delivered electronically, but you may request to have a copy mailed to your home. Call 301-206-8100 or email us at communications@wsscwater.com.

The Watershed Welcomes You



Spring brings the opening of our recreation areas on the Triadelphia and T. Howard Duckett (Rocky Gorge) reservoirs for picnicking, fishing, boating, bird watching, hiking and horseback riding. The daily open/close status of the trails is available by calling 301-206-4FUN.

From sunrise to sunset you may take advantage of all these activities at the following areas:

- Brighton Dam, famous for its stunning Azalea Garden, which flourishes from mid-April to early June
- Greenbridge Fishing Area
- Pigtail Branch, Big Branch and Brown's Bridge
- Scott's Cove
- Supplee Lane Recreation Area, which now features our Lucky Duckett geocaching trail
- Triadelphia Picnic and Fishing Area

Seasonal and daily permits are available for purchase online, at the Brighton Dam Visitors Center or at the WSSC headquarters building in Laurel. Boat mooring and other permits must be acquired at the Brighton Dam Visitors Center.

For a full list of permits, fees and other information about our recreation areas, visit wsscwater.com/watershed or call the Brighton Dam Visitors Center at 301-206-7485.

Building a Talent Pipeline

ENGINEERING SCHOLARSHIPS

WSSC aims to build a pipeline of engineering talent and innovation. Toward that goal, the WSSC commissioners are offering \$1,000 scholarships to two college students from the WSSC service district, along with the opportunity to receive additional cash awards for up to four years and paid summer internships at WSSC.

To be eligible, students must be enrolled full time in an engineering or computer science/engineering degree program at an accredited college or university, and have a permanent home address in Prince George's or Montgomery County. Applicants also must write a 1,500-word essay.

For complete details and to apply online, visit wsscwater.com/engscholar. Applications must be postmarked by June 2, 2017.

ATTRACTING LOCAL STUDENTS TO STEM CAREERS



In February, WSSC participated in National Engineers Week with hands-on programs focused on STEM (Science, Technology, Engineering, Mathematics) education and careers.

"Engineering is at the core of WSSC's mission," said WSSC GM/CEO Carla A. Reid. "My love for math and science drove me to become a civil engineer, and I'm optimistic that WSSC's extensive involvement in National Engineers Week will help guide local students into this amazing field."

The week began with Discovering Engineering Family Day at the National Building Museum in Washington, D.C., and included special editions of WSSC's Sewer Science and Engineering Academy education programs.

But the highlight of the week was Introduce a Girl to Engineering Day, where WSSC female engineers, including Reid, hosted 40 girls in grades 7–9 for a day of engineering engagement and career storytelling.

According to the Department of Education, **only eight percent of 9th-grade females** intend to pursue a STEM career, compared to 27 percent of their male counterparts. This program encouraged girls to pursue STEM education and, ultimately, a STEM career.



COMMISSIONERS:

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