

INNOVATIVE THINKING

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2013 Water/Wastewater Workshop
January 31, 2013

WHAT IS INNOVATION?

Wikipedia defines innovation as:

“The development of new customers value through solutions that meet new needs...accomplished through more effective products, processes, services, technologies, or ideas...”

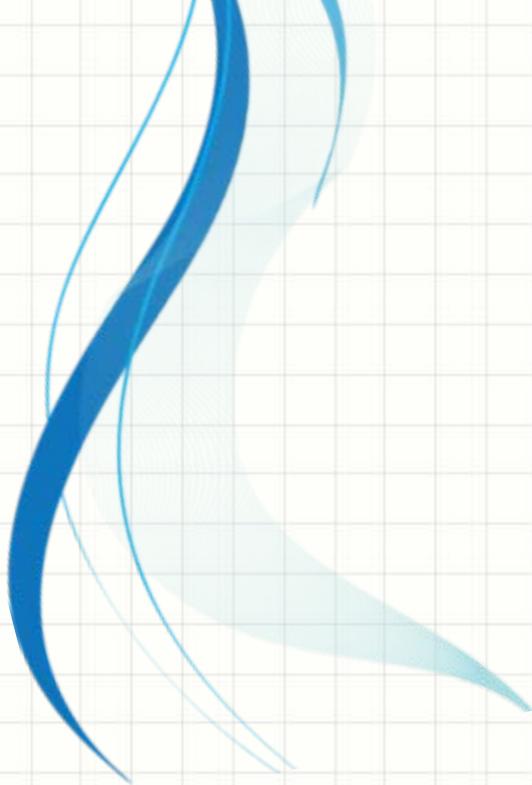
WHY BE INNOVATIVE?

#1 Trigger business growth

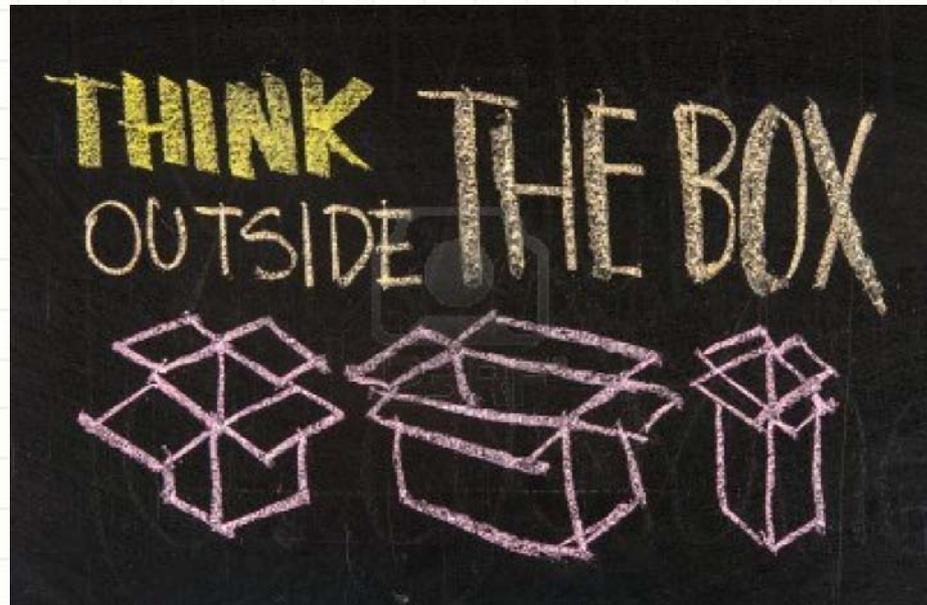
#2 Create more efficient processes

#3 Increase quality of service

#4 Retain customers



GREAT IDEA...
BUT HOW?



INNOVATION SUGGESTIONS

1

- Customer Billing & Payment

2

- Customer Communications

3

- Rates and Charges

CUSTOMER BILLING

- Use lines, colors and headers to differentiate major sections
- Historic consumption graph
- Customer message

THIS BILL IS NOW DUE AND PAYABLE

SCWD SANTA CLARITA WATER DIVISION
 CASTAIC LAKE WATER AGENCY
 22722 Soledad Canyon Road
 Santa Clarita, CA 91350
 Phone: (661) 259-2737
 www.clwa.org

WATER UTILITY BILL
 - Statement -

Balance box: Summary of current charges and amount due.

* PAST DUE BALANCE DELINQUENT AFTER	CURRENT AMOUNT DUE BY	TOTAL ACCOUNT BALANCE
09/15/2009	09/27/2009	
0.00	611.82	611.82

*Past Due amounts are subject to additional fees and penalties up to and including interruption of service.

YOUR MONTHLY USAGE HISTORY

Usage	Month	Year to Date
This Year	447	4457
Last Year	552	4728

UNITS = 100 Cu Ft PRIOR YEAR CURRENT YEAR

MESSAGE
 WATER CONSERVATION TIPS-INDOORS: Clothes washers and dishwashers should be run using full loads to maximize water efficiency. OUTDOORS: All leaks in plumbing and irrigation systems should be repaired promptly. For more water conservation tips please visit:
www.water.ca.gov/drought/docs/WaterSavingTips.pdf or www.clwa.org

Message: Messages and important information regarding your service will be printed here, along with helpful water saving tips.

ACCOUNT INFORMATION
 Account Number: 21900008-08
 ANY APARTMENT
 19436 HUNGRY DRIVE
 Billing Date: 09/08/2009
 Meter Number: 528695 Meter Size: 2
 Service Covered: From: 08/04/2009 To: 09/08/2009
 Readings: Prior:13444 Current:13891 Usage:447 Ccf's
 447 Ccf's = 334,356 Gallons

PRIOR BALANCE
 Prior Balance: 0.00

CURRENT CHARGES

2" Service Charge	48.42
2" Water Charge	315.27
2" Power Charge	64.37
2" Purchased Water	163.76
Total CURRENT Charges	611.82

Current Charges: Provides a detailed breakdown of your current charges and lists your prior balance, if applicable.

PAYMENT COUPON
 Please do not fold, staple, or paper clip check to payment coupon. Please return this portion with your payment. Make check payable to **SCWD**

SANTA CLARITA WATER DIVISION
 22722 Soledad Canyon Road
 Santa Clarita, CA 91350

Account Number: 21900008-08
 Service Location: 19436 HUNGRY DRIVE
 Billing Date: 09/08/2009
 Service Covered: From: 08/04/2009 To: 09/08/2009

RETURN SERVICE REQUESTED Check box for changes

on reverse side

AMOUNT ENCLOSED
 \$ _____

Amount Enclosed: Enter the actual amount of payment to ensure accurate payment processing.

AMOUNT ENCLOSED
 \$ _____

Santa Clarita Water Division
 P.O. Box 51115
 Los Angeles, CA 90051-5415
 /900515415154/

CUSTOMER BILLING

- Payment instructions
- Website information
- Address Changes
- Description of charges
- Important phone numbers



Visit Our Website to Learn More about the City of Petaluma's Water Conservation Programs

www.cityofpetaluma.net

Payment Instructions

G 1. Make checks payable to "City of Petaluma". Please write your account number on your check.

2. **Payment by Mail:** Please use the enclosed envelope and include the return stub with your payment. Please allow sufficient time for your payment to reach the city by the DUE DATE.

3. **Payment in Person:** You may pay your bill in person at the PETALUMA FINANCE DEPARTMENT, Petaluma City Hall, 11 English Street, Monday through Thursday between 8:00 AM and 5:00 PM.

4. **Payment by Credit/ Debit:** Complete credit card information on statement and send to City using enclosed envelope. A 2.5% convenience fee will be assessed to all credit and debit card payments.

Description of Charges

H 1. **Base Charges:** The purpose of Water and Wastewater Base Charges is to assist in recovering the cost of system maintenance, reading meters, and servicing and billing customer accounts. The Base charge is set according to the size of the water meter.

2. **Water Usage Charges:** Water Usage charges are based on the amount of water used during the billing period. Water use is measured in units of 100 cubic feet (hcf). Each hcf equals 748 gallons. Please visit us online for more information.

3. **Wastewater Usage Charges:** Wastewater rates for commercial and industrial customers are based on a fixed bimonthly service charge and a commodity charge based on water use. Wastewater rates for residential customers are based on a fixed bimonthly service charge plus a commodity charge. The residential commodity charge is based on average water usage during the winter months or actual water usage, whichever is lower.

Delinquent Payment

I Your account becomes delinquent if your payment has not been received by the DUE DATE. A \$10.00 late fee will be applied and service may be subject to discontinuance. A cash deposit and reconnection fee may be required to re-establish service.

Moving/Vacating

J All water and wastewater charges will be your responsibility until you request the City to close your account in your name.

Important Phone Numbers

Billing Questions: Start/ Stop Service	778-4350
Water Conservation	778-4507
Water/ Wastewater System	778-4545
After Hours Emergency	778-4546

Please indicate new name and/ or mailing address below: (If your service address has changed, please call 707-778-4350)

New Name: _____

New Mailing Address: _____

City: _____

State/ Zip Code: _____

E-BILLING & E-STATEMENTS

- Decrease cost
- Increase revenue
- Customer satisfaction
- Streamline processes
- Integrate information
- Gradual conversion
- Opportunity to communicate with customer frequently

The logo features a blue, three-dimensional 'e' at the top. Below it is a small black dash, followed by a large, bold, black 'B'. Underneath the 'B' is a black dot, and then three horizontal black bars of varying lengths, creating a stylized 'i'.

E-PAYMENT

- Cash management
- Increase customer satisfaction
- Delinquent account management
- Pay-by-phone and auto-draft options
- Streamline late fee processing



AND YOU SHOULD WANT TO HEAR FROM THEM....

- Tool to help plan and manage challenges
- Identify customer needs
- Promote the value of water & wastewater service
- Build support
- Obtain financial resources for improvements
- Improve customer perception



CUSTOMER COMMUNICATION 101

- Be proactive!
- Be frequent!
- Be honest/transparent!
- Tell your story.
- Ask for feedback!
- Take every opportunity to educate.
- Engage community groups/HOAs/civic leaders/politicians.
- Go to the customer!



INNOVATIVE METHODS

- Social Media/Website
- Text Message
- News article
- Community meeting or advisory group
- Take every opportunity to educate – keep it simple!
- Corporate citizenship
- Timing is everything!
- Outage communication is key.



INNOVATIVE RATES AND CHARGES

- Non-recurring charges
- Who caused the charge?
- Benefits ratepayers
- Example:
 - New customer account charge
 - Reconnect charge (water)
 - Convenience fees/charges
 - After hours reconnect charge
- Streamlined approval process



SC EXPERIENCES...



- Palmetto Utilities, Inc.

<http://www.palmettoutilities.com/>

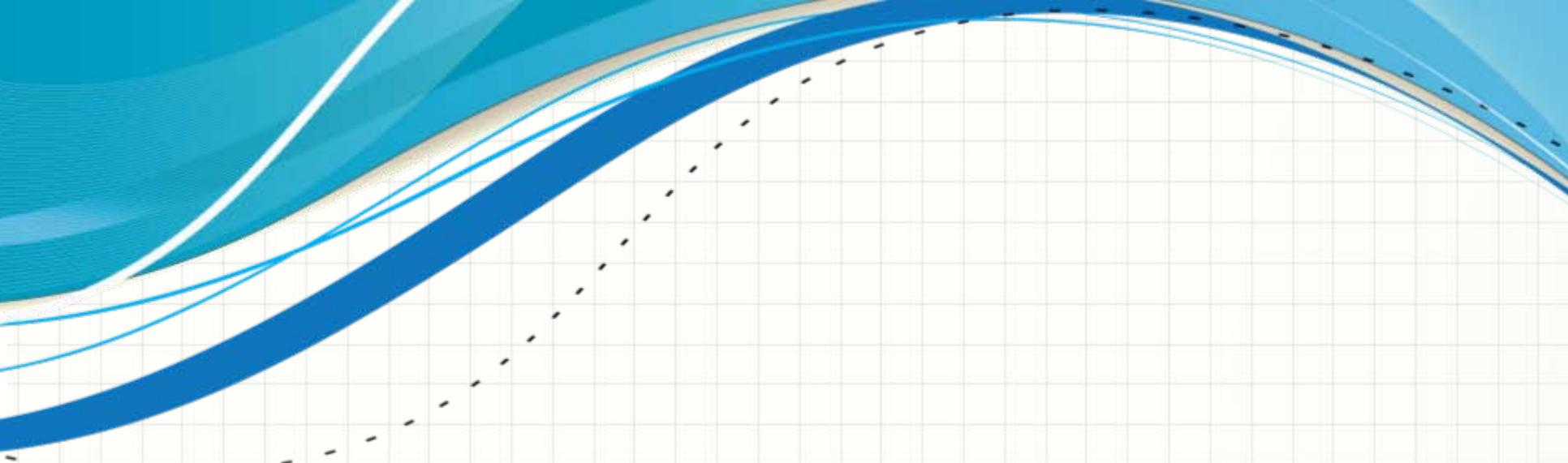
- Kiawah Island Utility, Inc.

<http://www.kiawahislandutility.com/>

- Utilities, Inc.

<http://www.uiwater.com/>





QUESTIONS?