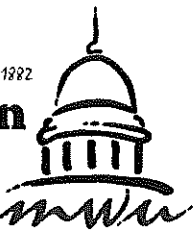


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January 22, 2009

Public Information Officer Report

Conservation

* On January 8, 2009, we announced the implementation of our toilet rebate program, as per the first recommendation of our Water Conservation and Sustainability Plan. Information and the application form are posted on our website. This program is funded through the rates approved by the PSC in mid-December. In the first two weeks, we have been inundated with phone call inquiries about the new program, and applications have been arriving steadily. We are fine-tuning our processing procedures, and coordinating with local plumbing companies and suppliers like Home Depot. Several plumbing companies highlighted the WaterSense toilets and our rebates at last weekend's NARI Expo at the Madison Marriott Hotel where they were distributing copies of our application form and WaterSense brochures. Radio spots about the program will begin airing soon.

Outreach

* Sarah Edgerton of the City's IT Department is coordinating with me to put together new website designs for both the external and internal webpages. The external design will be similar to other City agencies', and we are hoping that it will be easier for the public to navigate as well as easier for us to update.

* I have been cooperating with the City of Madison in posting information on their Winter Portal webpage with tips about preventing frozen pipes.

* I have issued press releases with more detailed information about preventing frozen pipes, the water main breaks in the Arbor Hills neighborhood, clearing snow from around fire hydrants (jointly with Fire Department), as well as the release about the toilet rebate program.

Drinking Water Week

* Plans are continuing for our open house on May 9 to highlight the value of tap water. We have been approached by representatives of First Supply and the Kohler Company who are interested in being a part of this celebration by setting up a tent with water-conserving fixtures on display.

Respectfully submitted,

Gail Gawenda
Public Information Officer