

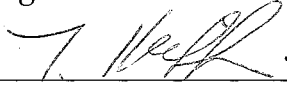
Internal Monitoring Report

Policy #: EL-2A Treatment of Consumers

Monitoring Frequency: Annually in April

Date: April 23, 2013

I certify that the following information is true.

Signed  _____, General Manager

Policy Language:

With respect to customers and consumers, the General Manager shall not cause or allow conditions, procedures, or decisions that are unsafe, untimely, or undignified, or that fail to provide appropriate confidentiality or privacy.

Accordingly, the General Manager shall not cause or allow conditions, procedures, or decisions that:

1. Fail to establish with consumers a clear understanding of their rights and what may be expected from the services offered by the Madison Water Utility.
2. Fail to maintain a process for accessible, fair, efficient and unbiased handling of complaints and issues, including a grievance process for those who believe they have not been accorded a reasonable interpretation of their rights under this policy.
3. Fail to inform and educate consumers and customers about water and water utility services, events, research, or developments (like construction).

General Manager's interpretation and its justification:

This Executive Limitations policy requires that beneficial and respectful treatment of consumers never be sacrificed, diminished, or neglected in order to achieve the Board-specified outcomes for the residents of Madison. This policy implicitly recognizes that Madison Water Utility has a natural monopoly on the provision of water services within the service area. Because customers cannot choose to purchase water from another provider, the normal market-based economic incentive to retain customers through the provision of superior customer service does not apply. Treating consumers well, therefore, transcends economics and becomes a moral obligation for MWU. The Board has enumerated in this policy three specific areas: consumer rights, complaint handling, and public understanding.

Data directly addressing the General Manager's interpretation:

1. *Establishment with consumers a clear understanding of their rights and what may be expected from the services offered by the Madison Water Utility*

A Madison Water Utility [customer bill of rights](#) has been established and is featured prominently on our website.

I report compliance.

2. *Maintenance of a process for accessible, fair, efficient and unbiased handling of complaints and issues, including a grievance process for those who believe they have not been accorded a reasonable interpretation of their rights under this policy*

Madison Water Utility maintains a number of options for consumers to contact us, including:

- o Via telephone, either through our general number 266-4651 or to a specific department or individual
- o Via e-mail at water@cityofmadison.com
- o Via our website [Ask Us, Tell Us](#) form
- o In person at our Administrative Offices at 119 East Olin Avenue

The complaint or issue is either handled by the recipient or routed to the appropriate staff person. If not satisfied, the customer may speak to a supervisor up to and including the General Manager. The customer may also file a complaint with the Public Service Commission (PSC), which then works with us to resolve the issue.

In 2012, there were 28 complaints filed with the PSC. Of these complaints, 21 were "meter change disputes" related to Project H₂O.

I report compliance.

3. *Informing and educating consumers and customers about water and water utility services, events, research, or developments (like construction)*

Project H₂O Open Houses were held on September 6, September 12, and September 27 at Olbrich Gardens, the Water Utility, and Alicia Ashman Public Library. In addition to information about Project H₂O, there were displays and staff on hand to educate customers on water rates and billing, conservation, and water quality.

The MWU website www.madisonwater.org contains a wealth of consumer information, including a popular application to determine which well(s) serve a given property.

The Annual Water Quality Report was mailed to all residents in April of 2012. In addition to required water quality data, the annual consumer confidence report, it consisted of 8 pages of utility news and information.

Our Public Participation Process for facility projects engages the community and provides opportunities for involvement and collaboration. In 2012, 15 CAP meetings and 7 public meetings were held for active water utility projects.

I report compliance.