

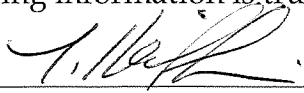
# Internal Monitoring Report

Policy #: EL-2A Treatment of Consumers

Monitoring Frequency: Annually in April

Date: April 28, 2015

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 (MWU) 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 [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*

MWU 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](mailto:water@cityofmadison.com)
- o Via our online [Drinking Water Concerns/Questions Contact 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) of Wisconsin, which then works with us to resolve the issue.

In 2014, there were 11 inquiries and/or complaints filed with the PSC. All of them have been resolved and closed. In all but one case, the PSC determined that MWU had not violated any codes or statutes. The one instance of code violation pertained to Admin Code PSC 185.39; the customer was not contacted by the utility within 48 hours after the PSC complaint.

### I report compliance.

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

A new MWU website ([madisonwater.org](http://madisonwater.org)) was launched in 2014 and contains a wealth of consumer information, including a popular application to determine which well(s) serve a given property.

MWU also utilizes other communications tools to provide customers with other ways to obtain information and interact with their water utility. [Inside MWU](#) features articles on a variety of topics. Customers also can follow MWU on [Facebook](#) and [Twitter](#), watch videos on [Youtube](#), and sign up for email updates on general water utility news and

updates on specific projects. Our [Citizen Advisory Process](#) for facility projects also provides opportunities for community involvement and collaboration.

In 2014, the Water Wagon made 36 appearances at events across Madison. Water Utility staff also led 13 facility tours for school and other groups and presented at 5 neighborhood and community events.

I report compliance.