

Internal Monitoring Report

Policy #: EL-2A Treatment of Consumers

Monitoring Frequency: Annually in April

Date: April 27, 2011

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).

GM'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 GM'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. A copy is attached. We will also include this as a future bill insert.

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:

Via telephone, either through our general number 266-4651 or to a specific department of individual

Via e-mail at water@cityofmadison.com

Via our website [Ask Us, Tell Us](#) form

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, which then works with us to resolve the issue.

In 2010, there were zero complaints filed with the PSC.

I report compliance.

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

In 2008 we instituted an Annual Open House to coincide with National Drinking Water Week. We take this opportunity to educate and inform the public on all aspects of the services provided by Madison Water Utility. An estimated 400 persons attended the 2010 event.

In addition to the Open House, the MWU website www.madisonwater.org contains a wealth of information, including a popular application to determine which well(s) serve a given property.

In addition to required water quality data, the annual consumer confidence report, or Annual Water quality report, consists 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 2010 the Arbor Hills Booster Station 118 became the first project to complete the entire process. The East Side Water Supply Planning project continues to be our largest public participation effort to date.

I report compliance.



CUSTOMER BILL OF RIGHTS

We are entrusted by the people of Madison to supply high quality water for consumption and fire protection, at a reasonable cost, while conserving and protecting our ground water resources for present and future generations.

In fulfillment of this mission, Madison Water Utility pledges to provide a service that its customers will find to be of great value, and that interactions with the utility staff will be helpful and positive.

As a customer of MWU, you have the right to:

- ◆ Clean, safe water free from objectionable taste, odor, and color.
- ◆ Water pressure that is neither too low nor too high.
- ◆ Be secure in the knowledge that sufficient water will always be available to fight any fire in your neighborhood.
- ◆ Ready access to information regarding water quality and testing, billing and metering, project news, water conservation and efficiency, and other items of interest in an easy-to-understand format.
- ◆ A fair and efficient process to resolve complaints and disputes.
- ◆ Courteous and respectful treatment at all times by MWU staff.

CONTACT US

www.madisonwater.org

Report an emergency (24-hour line):	266-4665
Bills and to set up service:	266-4641
Water main flushing (message):	261-9178
Water Quality Hotline:	266-4654
General Questions, Administration:	266-4651

You can also report a problem or contact us by using the [Ask Us, Tell Us form](#).

Please click [here](#) for information from the Public Service Commission regarding your rights as a residential water customer.