

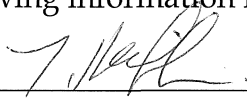
# Internal Monitoring Report

**Policy #:** EL-2A Treatment of Consumers

**Monitoring Frequency:** Annually in April

**Date:** April 30, 2014

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:

- Via telephone, either through our general number 266-4651 or to a specific department or individual
- Via e-mail at [water@cityofmadison.com](mailto: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 (PSC), which then works with us to resolve the issue.

In 2013, there were 11 complaints filed with the PSC. 4 of the complaints were resolved and closed by PSC staff, and 7 of the complaints were responded to by Water Utility staff before resolution. In all 11 cases, the PSC determined that MWU had not violated any codes or statutes.

### I report compliance.

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

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

In 2013, MWU implemented several new communications tools to provide customers with new ways to obtain information and interact with their water utility. Customers can now follow MWU on [Facebook](#) and [Twitter](#). In addition, a new webpage, [Inside MWU](#) has been launched and includes articles on a variety of topics.

Water Wagon- In 2013, it made more than 50 appearances at 26 separate events across Madison.

The [Annual Water Quality Report](#) for 2012 was issued May 13, 2013. For the first time, MWU distributed this report largely online rather than mailing the full report to every water customer. Postcards were sent to customers letting them know where to find the report online or how to request a paper copy. Since the report was issued, over 1300 people have accessed the webpage and 90 hard copies were requested and sent to customers.

Our [Public Participation Process](#) for facility projects engages the community and provides opportunities for involvement and collaboration. In 2013, 12 public meetings were held for active water utility projects. An updated Public Participation Process was approved by the Common Council on April 8, 2014.

I report compliance.