

# Customer Communications

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Communications and Public Affairs Supervisor



## Typical Customer Touchpoints

- Water Words newsletter (bill insert)
- Bill message
- Postcards
- Water Quality Report
- Doorhangers

Printed material  
provided to customers

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- TVWD.org website
- Outreach events
- Media releases/news
- Televised Board meetings

Printed material provided to customers

Other communications that customers must seek out themselves

Delivering the Best Water Service Value

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- Outreach events
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- Televised Board meetings
- Kid's calendar
- Classroom presentations

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Other communications that customers must seek out themselves

Youth education program

Delivering the Best Water Service Value

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The screenshot shows the Tualatin Valley Water District website. At the top, there is a navigation bar with links for HOME, MAKE A PAYMENT, CUSTOMER SERVICES, ABOUT US, YOUR WATER, CONSERVATION & REBATES, BUILDERS & DEVELOPERS, NEWS & EVENTS, and RESOURCES & PROJECTS. Below the navigation bar, there is a section titled "Committed to Quality Water & Customer Service" with a video player showing a child on a slide. To the right of the video, there are several news articles: "Fall Color in Drinking Water", "Willamette Water Supply Pipeline Construction Begins", "TYWD Board of Commissioners Adopts New Water Rates and Fees", and "UPCOMING EVENTS". Below the news articles, there are sections for "AUTOMATED PAYMENT OPTIONS", "OTHER PAYMENT OPTIONS", "ONLINE ACCOUNT MANAGEMENT", and "QUICK LINKS". The footer of the page includes the slogan "Delivering the Best Water Service Value" and the page number "5".

## Planned for 2017 - 2019

- Social media – just started Twitter and Facebook. Next up is Nextdoor
- New website
- Videos
- Re-brand
- STEM
- Enhanced face-to-face outreach:
  - Key customers
  - CPOs and community groups
  - Willamette Supply Program

# RAC Charter Review

Paul Matthews  
Chief Financial Officer



## RAC Charter - Purpose

The RAC shall:

- Discuss affordability of water rates in the face of future rate increases.
- Assist the District in defining criteria for affordability.
- Serve as a sounding board for the project team working on the study.
- Explore and seek positive outcomes, drawing on the experience of all committee members
- Report in an advisory capacity to District Board of Commissioners

## RAC – Committee Charge

Committee members will review the consultant's findings, conclusions and recommendations on the following topics:

1. Affordability and Rate Design – Using information provided by the District's consultant, the RAC will consider the following questions regarding water rate design and affordability
  - a. Should the District address affordability within its rate structure?
  - b. If the District addresses affordability, what are the options for doing so?
  - c. What are the other policy considerations (e.g. who will qualify individuals for affordability programs, how will lost revenue be recovered)?



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## Three Areas of RAC Policy Direction

- a. Should the District address affordability within its rate structure?
  - RAC has previously identified affordability as an issue
  - Options have been provided to address within rates
- b. If the District addresses affordability, what are the options for doing so?
  - RAC has been discussing eight different options
  - Polls have been conducted to focus tonight's RAC discussion
- c. What are the other policy considerations (e.g. who will qualify individuals for affordability programs, how will lost revenue be recovered)?
  - Low-income rate policy considerations were reviewed at last meeting and a poll conducted
  - Specificity is not required, but general policy direction for the Board's consideration is needed



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