



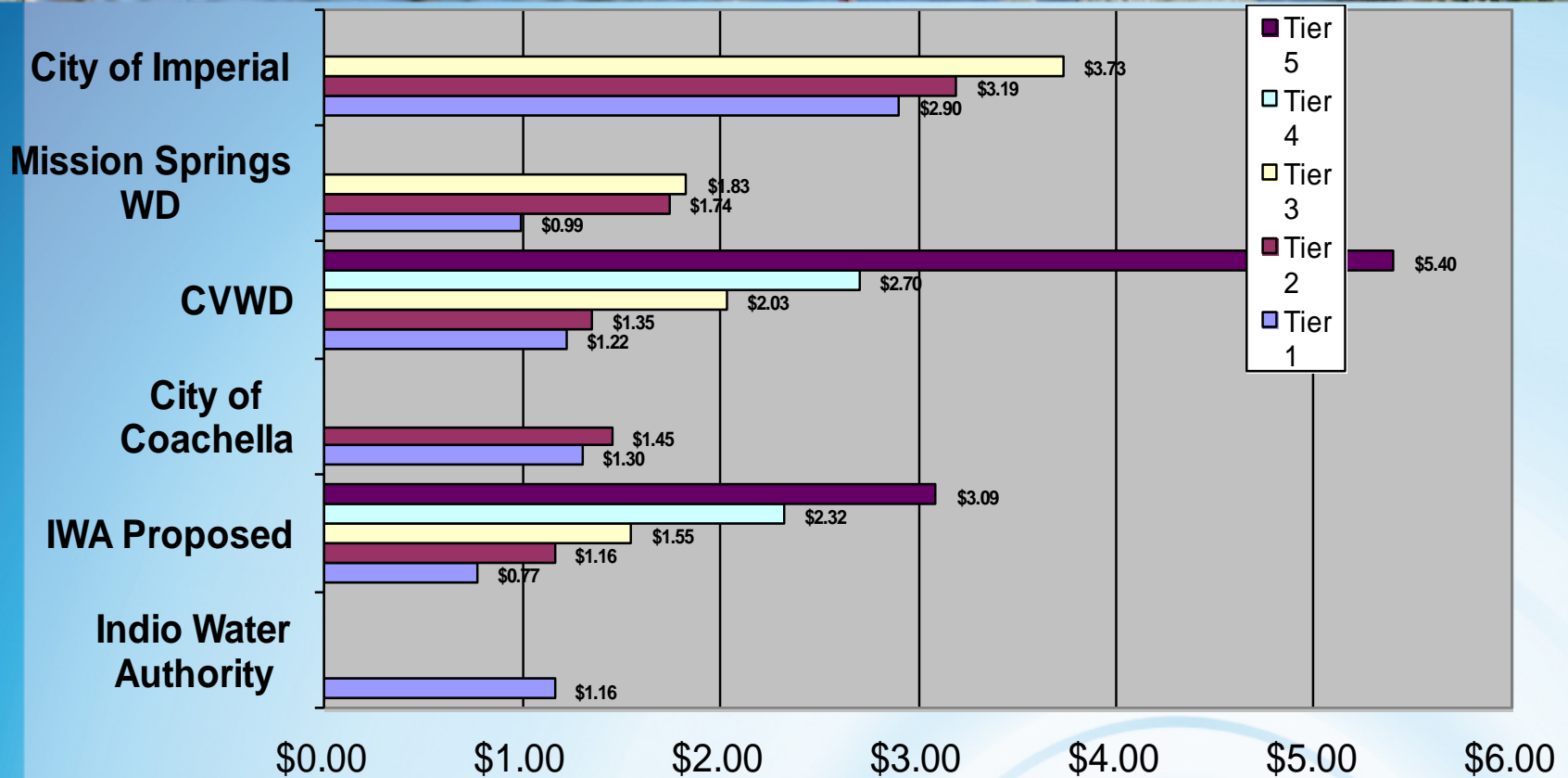
Water Rate Structure Advisory Committee

Committee Meeting 4
June 24

Today's Agenda

- Rate comparison
- Variances
- Tentative timeline
- Messaging
- Public meetings
- Collateral (giveaways, flyers, etc..)
- Questions
- Adjourn

Rate Comparison



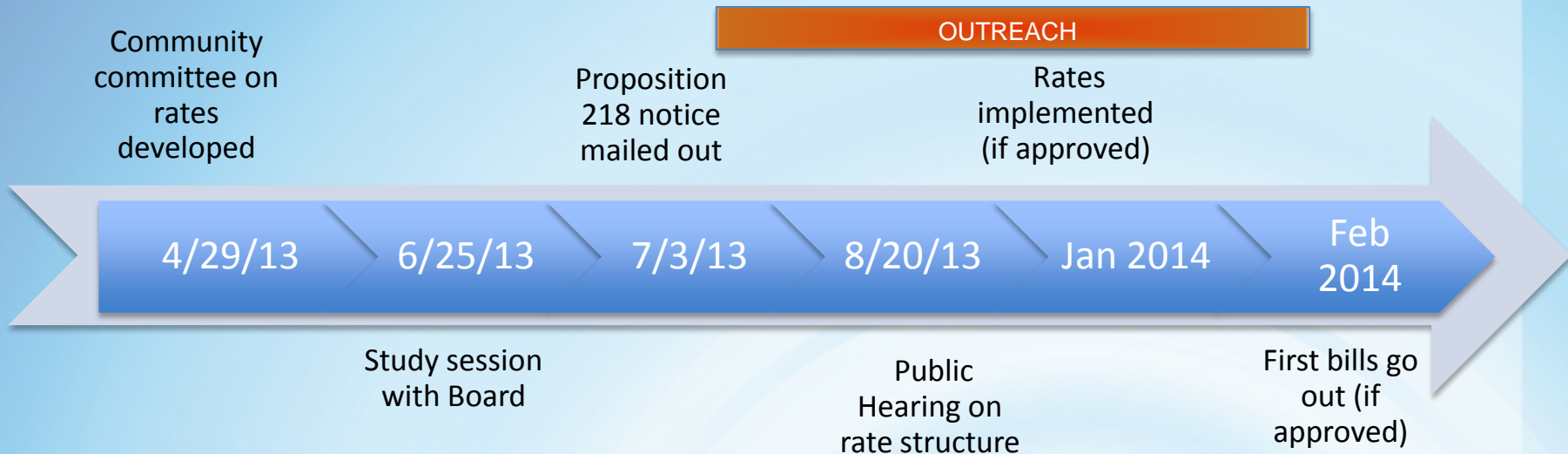
Variance Homework

- What portions of the policies did you find valuable?
- Were there other examples that you found in your research?

IWA Variance Policy

- Which variances do you think IWA should consider implementing?
- When should the IWA board consider passing a variance policy?

Tentative Timeline



Messaging on Need to Change

- What are the most important messages?
 - Agency is not for profit
 - Need to remain financially stable
 - Rising operation costs
 - Costs of water are higher elsewhere
 - Protecting local water supplies
 - State requirement to conserve
 - Industry best practice

Messaging on Water Budgets

- What will help people understand?
 - Water will not be turned off if you go over water budget/allocation
 - All water needed is within budget
 - Budget can be adjusted if assumptions are off for a given home/business
 - Variances will be available
 - Documentation may be required
 - Structure encourages conservation

Messaging on Resources

- What do people need to know?
 - Conservation tips
 - Water-saving rebates/incentives
 - Budgets are flexible to your needs
 - Bill estimator lets you forecast
 - Landscape audits are free to customers
 - Timeline for changes

Pre-Hearing Stakeholder Outreach

- Large Users (incl. hotels/motels)
- HOAs (Indian Springs, Terra Lago)
- Chamber of Commerce
- Rotary Clubs
- Elks Club

Challenge:

Some groups are dark for summer

Pre-Hearing Public Meetings

- Four meetings open to all
- Different times of day
- Different locations around service area

Challenges:

Choosing locations, encouraging attendance

Getting the Word Out

- Proposition 218 notice
- City of Indio newsletter
- IWA website, Twitter, Facebook
- E-blast to customers with email on record
- Media
 - Print
 - TV
 - Radio
- Internal: prepare/train customer service staff


Post-hearing Outreach

If the rate changes are approved by the City Council, we will continue outreach.

- Groups that were dark over summer
- Direct contact with potential Tier 4 & 5 users
- Shadow billing
- Website posted with updates
- Bill estimator available until Spring 2014
- Customer service training

Outreach Materials

- Conservation kits
- Conservation magnets
- Informational sheets
- Materials in English & Spanish
- Conservation Messaging during Caller Hold Times
- Monthly conservation tips on website/bills



**Thank you for serving on
the WRSAC!**



QUESTIONS?

