**Office of Public Counsel**

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**No. 2**

**Aqua Connects Adjustment**

**Additional Support**

AQUA SM

Welcome to Aqua Connects, a first-of-its-kind program that Aqua Utilities Florida, Inc. (Aqua) has developed to get to know its customers and give its customer a chance to know the company face-to-face.

**This informal event consists of display booths and PowerPoint presentations that customers can browse at their leisure. On site are several Aqua professionals including water quality experts and operations managers who have day-to-day responsibility for providing water and wastewater service to Aqua customers. Also on site are Aqua customer service representatives who will be able to access your account to address any billing issues you might have. Please feel free to address your questions to any of our staff who are dressed in Aqua attire. If they cannot answer your question directly, they will be able to direct you to the person who can.**

**Thank you for taking the time out of your night to attend Aqua Connects.**

## About Aqua Utilities Florida

### Service

Although Aqua Utilities Florida (Aqua) began doing business in Florida in 2003, the company has a 120-year history in the water industry as a subsidiary of Aqua America, Inc., the nation's largest U.S.-based, publicly-traded water utility.

Aqua provides drinking water and wastewater service to approximately 100,000 people throughout the state of Florida. Aqua's service territory spans 18 counties: Alachua, Brevard, Citrus, DeSoto, Hardee, Highlands, Lake, Lee, Orange, Palm Beach, Pasco, Polk, Putnam, Sarasota, Seminole, Sumter Volusia and Washington.

The source for all drinking water in Florida is the Floridan Aquifer, which Aqua accesses via 120 wells. Aqua produces and delivers 5.6 million gallons of drinking water to its customers each day, and more than two billion gallons annually.

### Water Quality

Because of the priority Aqua places on water quality, the company spends nearly $100,000 annually for water quality testing. Aqua tests for 90 different contaminants at each of its 92 treatment facilities throughout the state. In all, this represents 8,280 individual water quality tests. Some tests are performed daily. Others are performed monthly, quarterly, tri-annually or annually as determined by the U.S. Environmental Protection Agency (EPA) and the Florida Department of Environmental Protection (DEP).

Aqua owns and operates 29 wastewater treatment facilities. After it is thoroughly treated, most of the effluent (treated wastewater) is discharged to the ground via spray field irrigation, percolation pond or used for irrigation at golf courses or common areas throughout developments, office complexes, or industrial parks. Four of Aqua's wastewater facilities produce reclaimed water for public use irrigation

Aqua is regulated by the EPA, DEP, the Florida Public Service Commission and the Florida Department of Health.

### Capital Investment

Since July 2004, Aqua has have invested approximately $22 million in its Florida infrastructure to improve the quality and reliability of water and wastewater services. Specifically in Lake County, Aqua has spent nearly $3 million on capital improvements, including water treatment plant upgrades, tank rehabilitation, and the replacement of undersized and deteriorating pipe to address water quality, water pressure and service reliability issues. The company plans to spend another $6.5 million throughout the state on similar improvements in 2008.

# AquaConnects





**About AquaConnects**

AquaConnects is a first-of-it's-kind open house program designed to connect our customers with A Held in local venues, AquaConnects features five exhibits that give customers an inside look at no water industry as a whole.

At the customer service exhibit, customers are able to talk to a customer service representative fa receive real-time information about their account. Other exhibits include Water and Your Health, T The Value of Water and Meet Aqua.

**2008 Open House Dates**

| Begin | Title | Location |
|---|---|---|
| 1/16/2008 6:00 PM | High Point Area (NC) | Magnolia Manor, Colfax, NC |
| 1/23/2008 6:00 PM | Denver Area (NC) | The Charles Mack Citzen Center, Mooresville, NC |
| 1/29/2008 6:00 PM | Lake County | Lake Receptions, Mt. Dora, FL |
| 2/7/2008 6:00 PM | Raleigh Area | Hilton North Raleigh, Raleigh, NC |
| 2/28/2008 6:00 PM | Marion County | Hilton Ocala, Ocala, FL |
| 3/18/2008 4:30 PM | Putnam/Volusia Counties (FL) | Quality Inn & Suites Riverfront, Palatka, FL |
| 5/20/2008 6:00 PM | Pasco County (FL), Four Points by Sheraton, 150 Midway Drive, Sebring | TBD |
| 6/24/2008 6:00 PM | Seminole County (FL) | TBD |
| 9/17/2008 6:00 PM | Kankakee/Bradley? Bourbonnais (IL) | TBD |
| 9/18/2008 6:00 PM | Kankakee (IL) | TBD |

**Document Library**

| Type | Name |
|---|---|
| | Surface Water Cycle_08 |
| | Aqua_signs_open |
| | Aqua_sign_sgnIn |
| | Aqua_sign_kdCorn |
| | Water_Health_Third Party Handout_Mayo Clinic |
| | Hydrologic cycle CLR |
| | Wastewater Treatment Process |
| | Aqua Connects Details_1.15.08 |
| | AquaConnects_Using Wat Wisely |
| | AquaConnects_combo Infrastructure-How Wells Work |
| | Aqua GuideBook final |

Add new document

| | | |
|---|---|---|
| 9/25/2008 6:00 PM | Will County/University Park (IL) | TBD |
| 10/2/2008 6:00 PM | Crighton Woods/Ridge Springe (TX) | TBD |
| 10/7/2008 6:00 PM | Pine Trails/Spring (TX) | TBD |
| 10/9/2008 6:00 PM | Lake Conroe Forest/Spring (TX) | TBD |
| 10/16/2008 6:00 PM | Eagle Bluff/Ft. Worth (TX) | TBD |
| 10/14/2008 6:00 PM | Saddle Club/Ft. Worth (TX) | TBD |
| 10/13/2008 6:00 PM | The Resort/Ft. Worth | TBD |
| 10/20/2008 6:00 PM | Wimberely/Wood Creek/Austin (TX) | TBD |
| 10/23/2008 6:00 PM | Kerrville/Ingram/Ft. Worth (TX) | TBD |
| 4/17/2008 4:30 PM | Seminole-Brevard County | Holiday Inn Select, University of Central Florida, Orlando, FL |
| 4/16/2008 4:30 PM | Sarasota | 600 N. Beneva Road, Sarasota, FL |
| 5/6/2008 4:30 PM | Pasco County (North Tampa) | Tarpon Springs Yacht Club, 350 N. Spring Blvd. |
| 5/15/2008 4:30 PM | Washington County, Florida (Sunny Hills/Chipley) | Sunny Hills Firehouse, 3681 Gables Blvd. Chipley |
| 5/20/2008 4:30 PM | Highlands County, FL (Sebring) | |
| 5/20/2008 4:30 PM | Highlands County, FL (Sebring) | |
| 6/5/2008 4:30 PM | June 5, West Palm Beach County | Holiday Inn, 7859 Lake Worth Road, Lake Worth |
| 5/29/2008 4:30 PM | Polk County, May 29, Lakeland Convention Center | |

▣ Add new event

**Key Staff**

| Name | Title |
|---|---|
| Melissa Grimm | Director, Corporate and Public Affairs |
| Donna Alston | Manager, Communications |
| Joanna Oszeyczik | Communications Specialist |
| Robyn Thomas | Senior Executive Assistant (NC) |
| Lona McGee | Adminstrative Asstistant (FL) |
| Linda Leatherwood | Executive Assistant (TX) |

## Aqua Connects Details

### Mailings

Electronic mailing lists should be solicited from Alex Panich in IS who will need company numbers to put the lists together. Mailing lists should be sent to Jim McCarthy and Joanne Himes at Innovative Print Media Group (Innovative) for pre-sorting.[1] Once they have presorted the list, Innovative will forward an invoice for the estimated postage amount.

A completed check request (including company number, accounting unit, general ledger number and a summary type number if necessary) should be sent to Barbara Latini in the AP department in Bryn Mawr with the request for a manual check to be cut immediately—usually within a day of receipt. The check should be made payable to the US Postmaster. No mailings can be sent until the postal check is cut and received by Innovative.

Please remember that the ***postage is just one cost of this program.*** Eventually, you will get a bill for the printing as well.

### Invitations

A print order must be completed and e-mailed to Joanna Oszeyczik to get the invitations printed. A hyperlink to the print order can be found on the Corporate and Public Affairs department page of Info Stream. A marked-up hard copy of a previous invitation can be faxed (please refer to it in the "special instructions" section of the work order) to indicate the changes that need to be made (e.g. date, location, company name, new and region-specific language for paragraph 3). Print orders should be put in well in advance of week of mailing. It is suggested that the work order be issued at least three weeks ahead of the proposed mailing date. To date, the invitation printing and mailing have been done by Innovative.[1]

Invitations should be mailed approximately three weeks prior to the Open House so that they can arrive in the homes of customers approximately two weeks ahead of the event.

When the event takes place in an area where our employees might live, employees should be invited by the president or chief operating officer to attend. A draft template will be circulated for this purpose.

### RSVPs

Each invitation invites customers to register for the conference by phone or email so they have the chance to win an I-pod.* To win, they must register and be present. Each state coordinator is responsible for recording the names of the registrants by logging the voice and emails of registrants. Coordinators must use the log to create small name tags (similar to raffle tickets) that they can use to raffle off the I-pod. The coordinator will also be responsible for making sure that the raffle take place at the specified time of 7:15 p.m.. The log should be brought to the conference.

### Locations for Open House

All venues should be booked keeping in mind that a minimum of two hours will likely be required to set up the Open House (booths, materials, etc.) Although the Open House will likely take place between 6 p.m. and 8 p.m., the venue should be booked beginning no later than 4 p.m.

As soon as a location is booked, the information should be added to the master Open House schedule that can be found (where) on Info Stream. Additionally, the information should be

emailed to: Donna Alston, Joanna Oszeyczik, Melissa Grimm, Chris Franklin, Rick Fox, Vicki Carrillo, Jeff Walworth, Mark Kelley, Bill Kephart, Jane Mullins and Amy Ryan.

In addition to emailing the location, each of the above persons should receive information as to what airport and hotels are closest to the venue and driving directions from the airport to the hotel and the venue.

**Light Refreshments**
While this is in the master book, this is just a reminder to make sure that you work this out with your venue. Should they not provide food, you'll need to work with an outside provider.

**Set-up and Breakdown**
A crew of at least four Aqua employees is suggested to set up the booths and other material for the Open House. A step ladder—or at least a sturdy chair—will likely be needed to set up the large 8x8-foot booth.

Once the booths have been disassembled and packed, the materials should be prepared to ship for the next Open House. The state Open House coordinator (McGee, Thomas and Pacioni) are responsible for knowing when and where the next Open House will take place and are responsible for shipping the materials to the location of choice for that coordinator. Therefore, it is imperative that each coordinator be intimately familiar with the schedule.

*The iPod drawing will be revisited after the first three meetings to determine if it's cost-effective.

1. Innovative Print Media Group (Innovative) has been contracted by Aqua Pennsylvania for dozens of print projects and mass mailings and print projects over the last several years. No one is mandated to use Innovative for the printing and mailing. Should you choose another vendor, just be sure to coordinate their print capabilities with our current design. Any design, print, production questions may be directed to Joanna Oszeyczik at 610.645.4213 or jaoszeyczik@aquaamerica.com. Innovative can be reached at 610.489.4800. Our contacts are Jim McCarthy (x106) jim.mccarthy@innoprint.com and Joanne Himes (x107) joanne.himes@innoprint.com.

**Customer Service Desk**

**Materials and Supplies**
Below are the supply and handout packing lists. Hard copies are included in the boxes as well, so there is no need to print them out. Please make sure that the hard copies are put back into the boxes when you pack them for shipping so the next Aqua Connects coordinator has access to them as well.

**Aqua Connects Supply List**

- Please check off each supply and initial the list before sending to the next meeting or state.
    - If a supply is missing, please notify the next meeting coordinator immediately.
        - Texas: Claudine Pacioni
        - North Carolina: Robyn Thomas
        - Florida: Lona McGee

- Virginia: Jackie Cox

**Supplies:**

_____ Pens (two boxes)

_____ Clip Boards (15)

_____ Extension Cords (15)

_____ Power Strips (7)

_____ 8.5x11 Document Holders (4)

_____ Brochure Document Holder (1)

_____ Suggestion Box (1)

_____ 3 Extra Labels for each booth and supply boxes (place these on the outside of the boxes if the current labels are torn or otherwise unreadable)

**Music System:**

_____ Blue iPod Shuffle, in case with USB dock & earphones**

_____ Klipsch Room Grove, in box with switching adapter, cord & remote*

_____ Belkin Mini-stereo cable, in case*

* **Pack all items for the sound system in the Klipsch box.**

** **Be sure the iPod is charged for the next meeting. Dock the iPod and plug it into a USB port in a desktop computer or lap top to charge. Pack in its case and then in the Klipsch box.**

**Handouts:**

_____ Suggestion Cards (250 - 500)

_____ Sign In List (250 - 500)

_____ Customer Service Sign In List (250 - 500)

_____ How to Read Your Bill Handouts (250 – 500)

_____ Wise Water Use Brochure (250 – 500)

_____ Water & Your Health Handout (250 – 500)

_____ Wastewater Treatment Cycle (250-500)

_____ Activity Books (250-500)

_____ Crayons (250-500)

_____ Water Wheels (250-500)

_____ Dye Tablets (250-500)