AquaConnects Guidebook

2007



Table of Contents

- Chapter 1: Community Relations Goals & Approach
- Chapter 2: How to Use this Guidebook
- Chapter 3: Exhibit Stations
- Chapter 4: Roles & Responsibilities
- Chapter 5: Venue Selection & Setup
- Chapter 6: Event Promotion
- Chapter 7: Timeline
- Chapter 8: Appendix

1. Community Relations Goals & Approach

Introduction

Each day, our customers rely on Aqua America to deliver clean, quality water. And each day, we accomplish that task.

But in many ways how we interact with our customers is as important as the technical aspects of our job. At Aqua, we believe in the importance of genuine dialogue and are dedicated to open and honest communications with the customers, partners and communities we serve.

Principles of our Community Relations:

- ✓ Acknowledge the customer as a valuable "member of our family."
- ✓ Specifically address personal situations and validate concerns.
- ✓ Speak to them politely, clearly and concisely.
- ✓ Remember that customers are water *consumers*, not water experts.
- ✓ Avoid confusing terminology and industry-specific phrases.

Connecting with our Communities

Customers turn on a water faucet and expect water. They do not realize the complicated process of purifying and delivering the water to homes and businesses. When we educate our customers, we are equipping them with the tools necessary to understand our work.

That's why we have created the AquaConnects program. This book will give you a complete understanding to this new initiative.

Aqua America Overview

Aqua America, Inc. is the nation's largest U.S.-based, publicly-traded water utility company, providing water and wastewater services to approximately 3 million residents in 13 states. Throughout its 120-year history, Aqua America has remained committed to the preservation and improvement of the environment and to educating customers about the impact of water on their lives.

2. How to Use this Guidebook

So, What Is This?

Welcome to the AquaConnects Guidebook. Months of researching and planning have been simplified and boiled down into an easily-understood format. And it's all at your fingertips.

You are encouraged to treat this as a workbook for planning and executing an AquaConnects Open House.

- ✓ Scribble notes in the margins.
- ✓ Highlight important points.
- ✓ Dog ear useful pages.
- ✓ Do whatever helps.

But, before you jump in, read the chapter names and the brief descriptions to understand where you're headed.

When to Use AquaConnects

The AquaConnects program should be used in three different situations as a way to include key constituents in the "Aqua family:"

- ✓ To welcome new customers when Aqua purchases water systems;
- ✓ To nurture relationships with customers well ahead of rate cases
- ✓ In contentious rate cases, where these events can help to educate consumers

Customers, whether existing or new, can benefit from attending an AquaConnects event by learning about the complete scope of our work. The events will create good will in communities and additionally will explain the necessity of a rate increase when appropriate.

Understanding the Chapters

- Chapter 1: Community Relations Goals & Approach
  How Aqua builds face-to-face customer connections
- Chapter 2: How to Use this Guidebook
  A step-by-step layout of the AquaConnects handbook
- Chapter 3: Exhibit Stations
  Teaching about water use efficiency, water quality and the healthy benefits of water
- Chapter 4: Roles & Responsibilities
  Who should be there? What should they do?
- Chapter 5: Venue Selection & Setup
  Choosing a location and getting it ready
- Chapter 6: Event Promotion
  Inviting the community; educating the media; speaking with customers
- Chapter 7: Timeline
  Week-by-week and hour-by-hour easy instructions to follow
- Chapter 8: Appendix
  All the checklists, handouts and fact sheets you'll need

3. Exhibit Stations

Introduction:

The look and feel of an AquaConnects Meeting is part open house, part science fair. Five exhibit stations (see diagram) are intended to educate our customers about who we are, what we do and how we do it.

The idea is to create an active environment that educates all Aqua customers about the importance of water in our everyday lives and Aqua America's important role in the community.

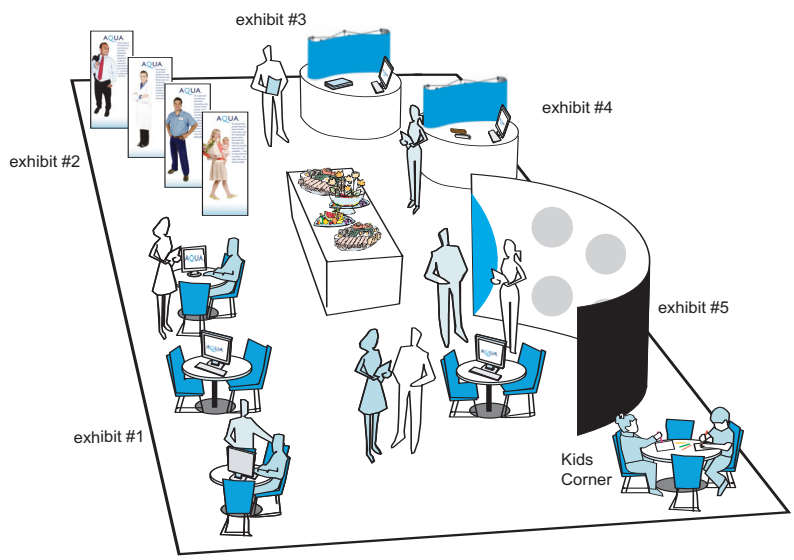
Before the AquaConnects event, Aqua America's corporate headquarters in Bryn Mawr, PA will deliver all exhibit materials needed. State- and region-specific materials will be sent out before the event. Please contact Donna Alston at 610.645.1095 or Joanna Oszeyczik at 610.645.4213 with any questions.

AquaConnects events will feature five stations:

* A Kids Corner – to entertain children

1. Customer Service Desk – to assist customers and answer their specific questions and issues
2. Water and Your Health – shows Aqua is committed to the health of the community
3. Using Water Wisely – A demonstration that Aqua is committed to efficient water use
4. The Science of Water – Facts and figures about water usage and the process of ensuring quality water
5. Meet Aqua America – The human voice and face of the company

These exhibits are detailed on the following pages.



Kids Corner

It is critical that all attendees—even children--attending AquaConnects Open House have a great experience. As a way to encourage families with small children to attend, a "Kids Corner" serves as a place to keep kids entertained while their parents learn about the importance of water in their everyday lives and Aqua America's important role in the community.

Station Checklist

- ❑ 1 Small Table
- ❑ 4 Small Chairs
- ❑ 100 Coloring Books
- ❑ 100 Crayon Packages

1. Customer Service Desk

The intention of the *Customer Service Desk* exhibit is to show customers we care. It provides a convenient and friendly place to answer or resolve any customer issues – big or small. Whenever possible, customer service reps will be encouraged to take immediate action at the event for instant customer gratification.

Key Messages

- How can I help you? (ask for name, address, etc).
- Aqua is committed to delivering affordable, quality water to your home… now and well into the future.
- Aqua is committed to the long-term viability of this community.
- As an integral part of this community we are committed to an ongoing dialogue with our customers.

About this Station

It is critical that all attendees at the AquaConnects Open House and Public Meeting have a great experience.

Attendees deserve to come away from the meeting feeling as if they have had their say and that their concerns and opinions have been heard and resolved if possible. All Aqua employees are required to be courteous, professional and enthusiastic.

If a customer has a specific issue, try to solve it during the meeting. If not, SHOW the customer the specific steps you will take to solve it and that you will call them the next day.

This exhibit is comprised of three customer service representatives stationed at computers that have access to live account information, where representatives can look up customers' account information at any given moment. Here, service representatives assist customers with their personal account information, online bill paying and more.

Station Checklist

- ❑ 3 Aqua employees
- ❑ 3 Tables (Dimensions: height, 29"; depth, 30"; width, 96")
- ❑ 3 Computers
- ❑ 6 Chairs
- ❑ Internet access
- ❑ Clip Boards for Sign in Sheets

Station Layout







2. Water and Your Health

The intention of the *Water and Your Health* station is to show the direct links between water and the health and well being of the community.

Key Messages

- Water is vital to our lives; not just for survival but for a healthy, active lifestyle.
- 75 percent of Americans are chronically dehydrated.
- Drinking 5 glasses of water daily decreases the risk of colon cancer by 45 percent, plus it can slash the risk of breast cancer by 79 percent, and one is 50 percent less likely to develop bladder cancer.
- One glass of water will shut down midnight hunger pangs for almost 100 percent of the dieters studied in a University of Washington study.
- Lack of water is the number 1 trigger of daytime fatigue.
- Aqua is committed to delivering affordable, quality water to your home… now and well into the future.
- Aqua is committed to the long-term viability of this community.
- As an integral part of this community we are committed to an ongoing dialogue with our customers.

About this Station

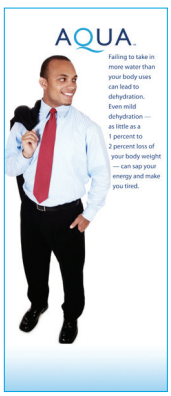
It is critical that all attendees at the AquaConnects Open House and Public Meeting have a great experience. They deserve to come away from the meeting feeling as if they have had their say and that their concerns and opinions have been heard. All Aqua employees are required to be courteous, professional and enthusiastic.

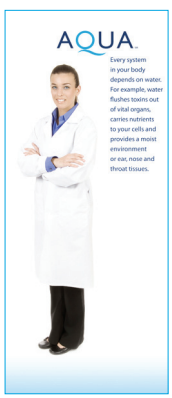
This exhibit communicates how important water is to our bodies in our everyday lives. It features four life-size retractable banners with photos of people and a health fact about water.

Station Checklist

- ❑ 4 life-size cardboard people cutouts
- ❑ 200 Handouts of Mayo Clinic *Water and Your Health*

Station Layout









3. The Value of Water

The intention of the Value of Water exhibit is to demonstrate the importance of water conservation and Aqua's commitment to helping the community do its part.

Key Messages

- The average person uses 90 gallons of water a day – drinking, washing, cooking, watering the lawn, etc.
- [key water factoids on water wasted during routine tasks]
- There is a lot of misconception about the "cost" of water – water from Aqua costs about a penny a gallon.
- Aqua is committed to delivering affordable, quality water to your home … now and well into the future.
- Aqua is committed to the long-term viability of this community.
- As an integral part of this community we are committed to an ongoing dialogue with our customers.

About this Station

It is critical that all attendees at the AquaConnects Open House and Public Meeting have a great experience. They deserve to come away from the meeting feeling as if they have had their say and that their concerns and opinions have been heard. All Aqua employees are required to be courteous, professional and enthusiastic.

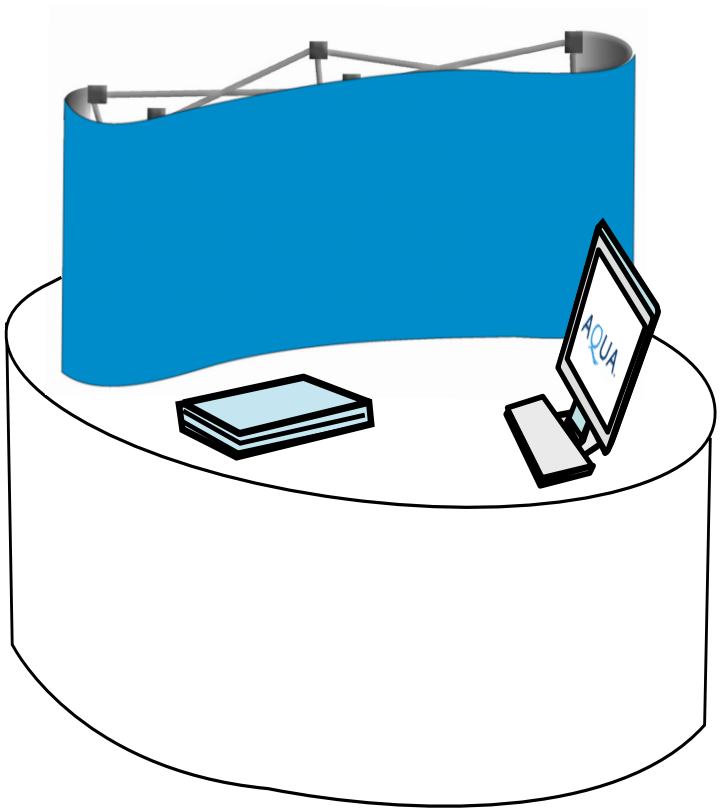
This station will feature "looped PowerPoint presentations" on laptops; these presentations deliver interesting water facts on topics such as water usage and the amount of water "wasted." Visitors will stand for a minute or two and learn some water efficiency facts.

Additionally, this station features a poster on *The Value of Water* – which demonstrates that Aqua's water costs the consumer about a penny a gallon.

Station Checklist

- ❑ Trade Show Exhibit Booth:
  - Value of Water (Cost Poster) (*Handout and Trade Show Booth Diagram)*
  - Value of Water Poster (Daily Routine Poster) *(Handout and Trade Show Booth Diagram)*
- ❑ One Laptop
- ❑ One Power Point on *Using Water Wisely*
- ❑ Cocktail-high table for laptop
- ❑ 200 handouts of the Value of Water (Daily Routine Poster)
- ❑ 200 handouts of Value of Water (Cost Poster)
- ❑ 200 packaged seed handouts that grow plants/grass that do not require using a lot of water
- ❑ 200 high consumption kit handouts
- ❑ One table (dimensions: height, 29"; depth, 30"; width, 96")
- ❑ One table skirt

Station Layout





The Value of Water

AQUA

Below is a price comparison of water versus other widely-used goods.

Cost of Living Facts

Everyday Items	Cost/Gallon
Gasoline	$3.04
Coca-Cola**	$2.64
Tide Liquid Detergent**	$8.39
Evian Bottled Water**	$21.19
Pepto Bismol**	$58.52
Vicks Formula 44 Cough Syrup	$96.67
American Whiskey*	$100.00
Visine Eye Drops**	$741.12
Revlon Nail Polish**	$983.04
Good French Wine*	$1,000.00
Chanel No. 5 Perfume	$44,056.00



Information adapted from the article *"Water is Cheap – Ridiculously Cheap"* by Steve Maxwell in the June 2005 issue of Journal AWWA.

*TechKnowledgey Strategic Group

**AWWA

***National average as of November 7, 2007

4. Science of Water

The intention of the *Science of Water* exhibit is to demonstrate Aqua's expertise and authority position in the scientific aspects of delivering quality water -- and to help customers better understand the scope and significance of Aqua's value in the community.

Key Messages

- Water does not come straight out of a stream to your faucet – that would be unsanitary and dangerous.
- Surface water goes through multiple steps over a period of about eight hours before it is ready to be consumed from your tap.
- Well water, which is naturally filtered through the ground, requires treatment of about 20 minutes before it is ready to be consumed from your tap.
- Aqua is committed to delivering affordable, quality water to your home … now and well into the future.
- Aqua is committed to the long-term viability of this community.
- As an integral part of this community we are committed to an ongoing dialogue with our customers.

About this Station

It is critical that all attendees at the AquaConnects Open House and Public Meeting have a great experience. They deserve to come away from the meeting feeling as if they have had their say and that their concerns and opinions have been heard. All Aqua employees are required to be courteous, professional and enthusiastic.

This is an educational station to help create greater understanding of our business among our customers. This exhibit demonstrates water's physical and chemical properties and what that means for our everyday use.

Specific aspects are:

- *Old Pipe vs. New Pipe* – demonstrates the wear and tear on water infrastructure.
- *A Day in the Life of a Drop of Water* – this invites customers to take a look at a day in the life of a drop of water. Demonstrating that surface water, from river to tap, a single drop of water goes through about 8 hours of treatment before it's ready for us to drink. Groundwater sources are naturally filtered through the earth's rock—sometimes over years – before being disinfected at a well station so it remains drinkable as it is piped to customers' homes and businesses.

Station Checklist

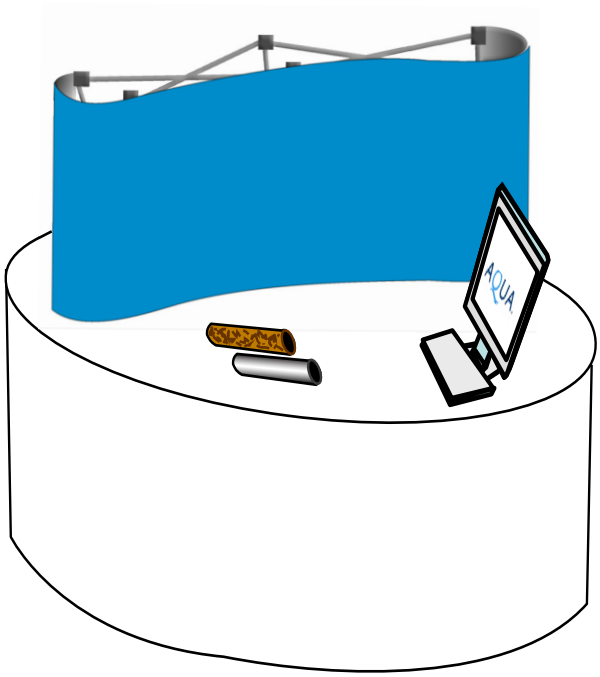
- ❑ Trade Show Exhibit Booth Showing:
  – Hydrologic cycle CLR
- ❑ One table (dimensions: height, 29"; depth, 30"; width, 96")
- ❑ One table skirt

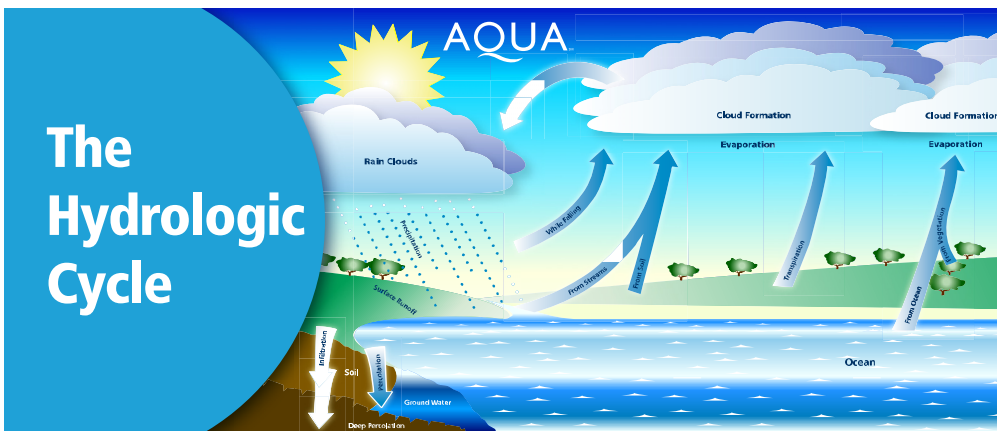
4. Science of Water (cont.)

- ❑ One piece of old pipe*
- ❑ One piece of new pipe*
- ❑ 100 handouts of "*Wastewater Treatment Process*"
- ❑ Two laptops
- ❑ 2 cocktail-high tables for laptops
- ❑ One Power Point on *Infrastructure*
- ❑ One Power Point on *How Wells Work*

*Old pipe / new pipe for Mid-Atlantic and Northern states where cast-iron pipe is common. Not relevant for the South.

Station Layout





5. Meet Aqua America

The intention of the *Meet Aqua America* exhibit is to introduce Aqua to the community in a way that is friendly and informative. The goal is to put a human face on an unfamiliar institution, helping customers better understand the work that Aqua does.

Key Messages

- The water Aqua delivers to your home costs you pennies to a gallon.
- Aqua is committed to delivering affordable, quality water to your home … now and well into the future.
- Aqua is committed to an ongoing dialogue with our customers.
- Aqua is a regional and national presence with operations in 13 states and serving almost 3 million customers

About this Station

It is critical that all attendees at the AquaConnects Open House and Public Meeting have a great experience. They deserve to come away from the meeting feeling as if they have had their say and that their concerns and opinions have been heard. All Aqua employees are required to be courteous, professional and enthusiastic

This exhibit is similar to a trade show booth. Visitors to this station have the opportunity to put suggestions into a "Suggestions Box." Additionally, they will receive:

- Explanations of how RF meters work (brochure, video).
- How to read your water bill (brochure/handout).

Station Checklist

❑ Trade Show Exhibit Booth Showing:
  – Visual of a spinning penny showing how water is about a penny a gallon
  – Aqua Employees Photo 1
  – Aqua Employees Photo 2
  – Aqua Employees Photo 3
❑ One suggestion box
❑ One laptop
❑ One cocktail-high table for laptop
❑ One DVD of RF meter reader video
❑ One Aqua Service representative to explain how to read your water bill and explain the RF meter reader video.
❑ 200 handouts of "*How to Read your Water Bill*"

5. Meet Aqua America (cont.)

Station Layout



4. Roles & Responsibilities

Introduction

To help bring the AquaConnects Open House to life, the event will be staffed by internal Aqua experts and external members of the community; this will allow them to participate and interact with customers at the event.

Every Aqua representative must be courteous, knowledgeable and helpful, even when presented with hostile situations. This includes selecting the right "outside experts," such as health department officials or landscaping professionals (see below). The person(s) responsible for staffing needs to recognize the "instant gratification" aspect of the event.

The following personnel will be required for each event.

1. Three Customer Service Representatives – one representative at each of three different computer stations to answer questions and assist customers with their account information.

2. (Optional) One Doctor/Healthcare Professional – stationed at the *Water and Your Health* exhibit to answer questions for customers.

3. Aqua, Head of Operations or a Landscaper – stationed at the *Using Water Wisely* exhibit and talking to customers about water conservation, daily water usage patterns, etc.

4. One Aqua Greeter – stationed at the entrance to the event.

5. (If applicable) One Aqua America RF Meter Reader – stationed at the *Meet Aqua America* station to explain to customers how the RF meter reader works.

6. (Two to three) Company Representatives – to interact with attendees, answer questions and address concerns.

7. Two Scribes to Follow Company Representatives – the purpose of having two scribes follow Aqua representatives around the room is to capture each customer's concern/issue. Scribes should also collect each customer's contact information. Scribes can be/should be Aqua employees.

8. Government Relations – to provide support and liaison as appropriate with local elected and government officials who have been invited to the event.

9. Photographer – to catalogue and record the event, hire a photographer to attend the event.

4. Roles & Responsibilities (cont.)

10. Media Contact – depending on which state the event is taking place, either Donna Alston 610.645.1095, DPAlston@aquaamerica.com or Joanna Oszeyczik 610.645.4213, JAOszeyczik@aquaamerica.com at Aqua America headquarters in Bryn Mawr, PA will handle all media relations and press material development for the event.

11. IT Technician (from Aqua or at the hotel venue) – to set up all computers and Power Point presentations at the event and alleviate any last minute IT issues. IT support is critical. If Banner or other tech problems arise, they must be fixed immediately.

12. IT Technician from Bryn Mawr on call.

5. Venue Selection & Setup

Introduction

This section provides guidance for selecting the right location, date and time, as well as what refreshments to serve and how to set up the room.

Important: This guideline is based on an event with 100 attendees. If you believe your community will attract a larger crowd, be sure to increase the quantities of items as needed.

Tone & Image

It's important that you think of attendees as guests at your home. Just as you prepare your home for visitors, you want to be certain the space of the event is clean, attractive and organized.

It's important that you think of attendees as guests at your home. Just as you prepare your home for visitors, you want to be certain the space of the event is clean, attractive and organized.

Selecting a Location

Before you visit a venue to rent a space, try to find three to five specific dates and times that work best for you. Then, book an appointment to visit the site on the day of the week and time of day that the event will be held.

The ideal location is/has:

- is approximately 2,000-3,000 square feet
- easily accessible by public transportation
- well-known in the community
- easy to find and centrally located in community
- clean, bright and well-ventilated room
- handicap accessible
- in a public building
- equipped with clean, handicap accessible bathrooms
- event insurance
- on-site or nearby parking
- cancellation policy
- internet accessibility
- air-conditioning
- electric outlets

Important note: The following aspects are non-negotiable when selecting a venue.

- Handicap accessible event room and bathrooms
- Clean bathrooms
- Electric outlets
- Internet access

5. Venue Selection & Setup (cont.)

Room Rental

The cost of renting a room will vary in cost depending on the time of day, day of the week, location and other factors. Additionally, the room rental will cost more if chairs, tables and other items are included. Here are a few things to consider when choosing a site:

- How much will the room cost?
- How many hours are included? Before and after the event?
- What services and items are included? Setup? Cleanup?
- Does the facility offer event insurance? A cancellation policy?

Rental Items

Ideally, these items would be available at the location for use. If not, a party rental supply company will rent you chairs and tables to these specifications.

- 12 standard banquet tables
  - Dimensions: Height, 29"; Depth, 30"; Width, 96"
- 12 white standard table skirts from www.displays2go.com
  - SKU #: SD8STWH
- 30 standard folding chairs

Selecting a Date & Time

A weekday evening is the best time for the AquaConnects Open House. The ideal time for the event is early evening. Specifically, 6 p.m. to 8 p.m. is recommended. However, if we target communities with a high elderly population (FL), consider holding both daytime and evening sessions. Many seniors cannot drive at night and have plenty of free time during the day.

Other factors to consider include various holidays; they could diminish attendance. For a full list of dates to avoid in 2008, see:

- Holidays (see Appendix A)
  - National
  - State
  - Religious
- Local Holidays (Check calendar of municipality)
- Day school is closed
- Local fairs, festivals or other community-wide events

If possible, avoid the following days:

- School plays or concerts
- Sporting events attended by a majority of the community
- Weekly school committee or town government meetings

Refreshments

Food & Beverage

Provide refreshments, not a full meal, for attendees. The guideline below will provide you a suggested amount of food to purchase and approximate costs based on 100 people. However, if you believe your attendance numbers will be greater, simply add as needed.

If allowed by the hotel or other facility, the food and beverages for the event can be purchased at a regular supermarket or grocery store. If no such store is available, many of the items are available at a bakery or convenience store.

Cookies

- Total Quantity – 17 dozen (204)
  - Purchase a variety
- Approximate Cost
  - Between $3 and $5 per dozen cookies ($51 - $85 total)

If you serve cookies with nuts, please indicate as such with a sign.

Where to purchase:

- In North Carolina, try a nearby Food Lion, Save-A-Lot or Kroger
- In Florida, look for a Winn-Dixie
- Most supermarkets sell cookie platters. Order these rather than individual cookies. For cookie platters, be sure you've purchased enough for each person to have two cookies.

Beverages

- Order online one dozen 60-ounce pitchers
  - Instawares – Restaurant Supply Store
    - www.instawares.com
    - product ID: 5540-07
    - Cost: $4 per pitcher
  - Instructions:
    - Place order at least three weeks before event
    - Six pitchers will be used for water
    - Six pitchers will be used for lemonade

Cutlery, Cups, Napkins & Plates

- 150 plastic 12 oz. cups
- 150 white paper napkins
- 150 plastic or paper plates (dessert size)
- 36 plastic or paper plates (dinner size) for serving cookies

Refreshments (cont.)

Estimated Refreshment Budget

- Cookies . . . . . $51 – $85
- Pitchers $96
- Cups, Napkins & Plates $40
- *Expected Total* . . . . . *$186 - $221*

Planning and Coordination Checklist

- 150 plastic bags for handouts, take-aways
- 200 Chris Franklin information cards
- 150 “Hello my name is” nametags
- 50 nametags for Aqua employees
- 50 markers, 50 pencils, 50 pens
- 50 small notepads
- Aqua banner outside venue
- Aqua banner inside venue

Exhibit Station Materials:

- Posters
- Signs
- Old water pipe and new water pipe*
- Television
- DVD player

Optional Items:

- Pens with Aqua logo
- Dress shirts for Aqua employees

6. Event Promotion

Ultimately, much of the success of the AquaConnects program will be determined by our ability to attract a significant number of Aqua customers to the events. Therefore, our goal is to generate maximum attendance.

Donna Alston and Joanna Oszeyczik in the Communications Department at Aqua America will employ a combination of tactics to promote the event both before and after the proposed date.

1. Pre-Event Promotion:

Invitations (Visual of mock invitation to be inserted)

2. Event Promotion Responsibilities for Donna Alston and Joanna Oszeyczik:

Aqua will avoid any media coverage, especially in the early stages and in places where we have serious customer relations issues. Pre-event "promotion" should be handled directly through customer invitations. If and when media outreach is appropriate, the following measures will be taken:

- Advertise event in local papers (visual of what the ad will look like)
- Mass email distribution of media alert
- Media relations
- Press material development
- Press kit development:
  - FAQ sheet
  - Fact sheet
  - Press release template
  - Visuals/diagrams
  - Local articles with positive news coverage (if it exists)

3. Event Promotion Responsibilities for Local Aqua Office:

- Post invitation in public forums (work with Donna Alston and Joanna Oszeyczik to discuss specifics).
- Identify and partner with community organizations. For governmental relations issues/questions, please contact Melissa Grimm, Director of Corporate and Public Affairs: 610.520.6308, MAGrimm@aquaamerica.com.

6. Event Promotion (cont.)

Post Event Follow-up for Local Aqua Office:

Communications with both attendees and non-attendees presents the opportunity to reinforce key messages. An Aqua representative should be designated to make sure we promptly respond to any outstanding questions/issues raised by attendees. In addition to thank you notes to attendees, customers who did not attended should also receive communications. For instance, if 90 to 95 percent of our customers never attend one of these events, we have to make sure they are aware of Aqua's efforts and the information available, how to learn more about water quality, billing, etc. All customer follow-up should be done on Aqua-branded letterhead.

ATTENDEE SAMPLE LETTER (could also be a postcard)

November xx, 2007

Re: **AQUAConnects** Community Meeting Follow up

Dear Customer:

Thank you for attending our recent **AquaConnects** community meeting. Our goal is to have an ongoing, open dialogue with you. As we hope you learned, **AquaConnects** is our program to allow customers to speak with employees face-to-face. The goal is that these community events let you learn about the importance of water in your daily life.

AquaConnects is a first-of-its-kind program. We encourage all of our customers to join and speak directly with Aqua professionals – to learn, ask questions and make suggestions.

As I'm sure you learned at the **AquaConnects** event you attended, we are passionate about delivering high-quality water to your community. We look forward to a long relationship and continued opportunities to speak with you.

For additional information, please call our _____ *Department* at xxx.xxx.xxxx between 8:00 a.m. and 4:30 p.m., Monday through Friday, or write to us at _____.

Sincerely,

xxxx xxxxxx

6. Event Promotion (cont.)

NON-ATTENDEE SAMPLE LETTER (could also be a postcard)

In addition to reaching out to all attendees, if possible, it would also be beneficial to reach out to all non-attendees.

November xx, 2007

Re: AquaConnects Community Meeting Follow up

Dear Customer:

Sorry we missed you at our recent **AquaConnects** community meeting. Since our goal is to have an ongoing, open dialogue with you, we started the **AquaConnects** program to allow customers to speak with employees face-to-face. The goal is that these community events let you learn about the importance of water in your daily life.

AquaConnects is a first-of-its-kind program. We encourage all of our customers to join and speak directly with Aqua professionals – to learn, ask questions and make suggestions.

We are passionate about delivering high-quality water to your community. We look forward to a long relationship and continued opportunities to speak with you.

For additional information, please call our _____ *Department* at xxx.xxx.xxxx between 8:00 a.m. and 4:30 p.m., Monday through Friday, or write to us at _____.

Hope to see you next time.

Sincerely,

xxxx xxxxxx

7. Communicating with the Media

Please keep in mind that we should to try to avoid any media coverage, especially in the early stages and in places where we have serious customer relations issues. Based on the large number of media inquiries that Aqua receives, it is our company policy to have the appropriate person(s) review each request. We understand the tight time constraints under which the media operates, and it is our goal to answer each request as expeditiously and accurately as possible.

Guideline

Please use the following procedures when dealing with the media:

- Buy time.
- Be friendly and show your intention to cooperate.
- Inform reporter that it is company policy to direct all media inquiries to **Donna Alston** or **Joanna Oszeyczik** at Aqua's Communications Department. Depending on which state the event is taking place, either Donna Alston 610.645.1095, DPAlston@aquaamerica.com or Joanna Oszeyczik 610.645.4213, jaoszeyczik@aquaamerica.com at Aqua America headquarters in Bryn Mawr, PA will handle all media relations and press material development for the event. After business hours you can contact the emergency dispatcher in Bryn Mawr at 877.987.2782 and have them contact Donna or Joanna (a communications person is always on-call to handle media inquiries) to give them the reporter's name, number and questions. Please review the following:
- Ask the reporter for their:
  - name
  - email
  - phone number
  - the name of the news organization they represent
  - their deadline if they are writing a news story

- Immediately call Donna Alston or Joanna Oszeyczik and provide the name, email and telephone number of the reporter(s) seeking information, and their deadline. For all governmental relations questions, please contact Melissa Grimm, Director of Corporate and Public Affairs: 610.520.6308, MAGrimm@aquaamerica.com.

8. Message Delivery

Since state specific message change quickly, your states PR representatives should be contacted **6 weeks** in advance to develop a timely Question & Answer series.

- Donna Alston 610.645.1095, DPAlston@aquaamerica.com or Joanna Oszeyczik 610.645.4213, JAOszeyczik@aquaamerica.com at Aqua America headquarters in Bryn Mawr, PA will handle all message delivery for the event.

Introduction:

Q. Why is Aqua increasing my water rate? What are the primary reasons for the $xx million rate request?

Q. What is the percentage increase that the company is asking for?

Q. How do our rates compare to others?

Q. What are some of the specific capital improvements you've made in our community?

Q. Aside from numerous infrastructure projects involving water mains and plant upgrades, are there any other significant capital projects?

Q. Why do you raise rates every other year?

Q. Why are you asking to increase rates in ____ when we just had our rates increased on _____ (insert date) of this year/last year?

Q. Can my meter be checked for accuracy?

Q. Can you provide me with information about water quality?

Q. Can you explain Aqua America's bill?

Q. Why does my usage vary?

Q. Why has my account number recently changed?

Timeline and Schedule

This is the ideal timeline – in certain situations due to timing realities, this timeline may need to be compressed.

Three Months Prior to Event:

- ❑ Select event date and time
- ❑ Conduct site visits for AquaConnects event
- ❑ Evaluate options
- ❑ Select event location
- ❑ Sign contract
- ❑ Determine if rental equipment (chairs and tables) will be provided

One Month Prior to Event:

- ❑ Launch Event Promotion campaign
  - ❑ Send invitations
  - ❑ Advertise in local publications
  - ❑ Email distribution
  - ❑ Partner with community organizations
- ❑ Assign roles and responsibilities for Aqua professionals and topical experts
  - ❑ Three customer service representatives
  - ❑ Physician or public health official
  - ❑ Aqua – Head of Operations
  - ❑ Aqua greeter
  - ❑ Aqua America RF meter reader
  - ❑ Two scribes to support company representatives
  - ❑ Government relations
  - ❑ Event photographer
  - ❑ Media contact
  - ❑ IT Technician
- ❑ Place online order for 24 pitchers

Two Weeks Prior to Event:

- ❑ Order items from Aqua America headquarters
  - ❑ 150 plastic bags for handouts
  - ❑ 200 Chris Franklin information cards
  - ❑ Two Aqua banners
  - ❑ All materials related to exhibit stations
    - – Posters
    - – Signs
    - – Old water pipe, new water pipe
    - – Additional materials
- ❑ Event Promotion
  - ❑ Press material development
  - ❑ Press kit development with local content
  - ❑ Post media alert in public forums
- ❑ Arrange for necessary technology and equipment to be present at the event
  - ❑ Laptops for customer service representatives
  - ❑ Laptops for exhibit stations

Timeline and Schedule (cont.)

One Week Prior to Event:

- ❑ Purchase cutlery, cups, napkins and plates
  - ❑ 150 cups
  - ❑ 150 napkins
  - ❑ 150 dessert plates
  - ❑ 36 dinner plates
- ❑ Purchase 150 "Hello my name is" nametags
- ❑ Purchase 50 nametags for Aqua employees
- ❑ Purchase additional supplies
  - ❑ 50 markers
  - ❑ 50 pencils
  - ❑ 50 pens
  - ❑ 50 small notepads
- ❑ Review guidebook and event details with all Aqua employees who will be attending the event

One Day Prior to Event:

- ❑ Purchase refreshments
  - ❑ Drinks/Lemonade mix
  - ❑ Cookies

Day of Event:

Be certain stores where you will purchase materials are open on the day of and the day before the event.

- ❑ Morning of event:
  - ❑ Set up exhibit stations
  - ❑ Set up food stations (w/o food)
  - ❑ Hang Aqua America banners
    - ❑ Inside venue
    - ❑ Outside venue

- ❑ 4 hours prior:
  - ❑ Prepare beverages
    - ❑ Lemonade in pitchers and place in refrigerator
    - ❑ Water in pitchers and place in refrigerator
  - ❑ Set up welcome and handout tables
    - ❑ Handouts
    - ❑ Nametags
    - ❑ Pens, markers, pencils, notepads

- ❑ 30 minutes prior:
  - ❑ Put cookies on tables
  - ❑ Put drinks/cold lemonade on table

Timeline and Schedule (cont.)

- ❑ During event:
  - ❑ Oversee food and beverage consumption, replenish as necessary
  - ❑ Communicate with Aqua professionals and meet any needs they have
  - ❑ Be certain any members of the media are introduced to Aqua media contact

- ❑ At conclusion of event:
  - ❑ Manage clean up of room
  - ❑ Carefully disassemble exhibit stations

- ❑ Post Event:
  - ❑ Send thank you note to attendees on Aqua letterhead
  - ❑ Address all issues recorded by the scribes in a timely fashion
  - ❑ Send letter or postcard to non-attendees

10. Appendix

Appendix A: Holidays
Appendix B: Handouts

Appendix A

NATIONAL HOLIDAYS		
DATE	**DAY OF WEEK**	**HOLIDAY**
January 21 Avoid Saturday, Jan. 19 - Monday, Jan. 21	Monday	Birthday of Martin Luther King, Jr.
February 18 Avoid Saturday, Feb. 16 - Monday, Feb. 18	Monday	Washington's Birthday
May 26 Avoid Saturday, May 24 - Monday, May 26	Monday	Memorial Day
July 4 Avoid Wednesday, July 2 - Sunday, July 6	Friday	Independence Day
Sept 1 Avoid Saturday, Aug. 30 - Monday, Sept. 1	Monday	Labor Day
October 13 Avoid Sunday, Oct. 11 - Monday, Oct. 13	Monday	Columbus Day
November 11 Avoid Saturday, Nov. 8 - Tuesday, Nov. 11	Tuesday	Veterans Day
November 27 Avoid Tuesday, Nov. 25 - Sunday, Nov. 30	Thursday	Thanksgiving Day
December 25 Avoid Saturday, Dec. 20 - Sunday, Dec. 28	Thursday	Christmas Day
STATE HOLIDAYS		
January 18	Friday	Lee-Jackson Day (Virginia)
January 19	Saturday	Confederate Heroes' Day (Texas)
February 12	Tuesday	Lincoln's Birthday (Illinois, Missouri, New Jersey, New York)
March 2	Sunday	Texas Independence Day (Texas)
April 21	Monday	Patriots Day (Maine)
April 21	Monday	San Jacinto Day (Texas)
May 10	Saturday	Confederate Memorial Day (South Carolina)
June 19	Thursday	Emancipation Day (Texas)
RELIGIOUS HOLIDAYS		
February 6	Wednesday	Ash Wednesday (Lent Begins) (Christian)
February 7	Thursday	Chinese New Year (Confucian, Daoist, Buddhist)
February 14	Thursday	St. Valentine's Day (Christian)
March 16	Sunday	Palm Sunday (Christian)
March 17	Monday	St. Patrick's Day (Christian)
March 21	Friday	Good Friday (Christian)
March 21	Friday	Purim (Jewish)
March 23	Sunday	Easter (Christian)
April 6	Sunday	New Year (Hindu)
April 20 - 21	Sunday, Monday	Passover (Jewish)
May 11	Sunday	Pentecost (Christian)
June 4	Wednesday	Pentecost (Christian)
July 11	Sunday	St. Benedict Day (Catholic Christian)
September 2	Tuesday	Ramadan (Islam)
October 9	Thursday	Yom Kippur (Jewish)

Appendix B

MayoClinic.com
Tools for healthier lives

Water: How much should you drink every day?

How much water should you drink each day? — a simple question with no easy answers. Studies have produced varying recommendations over the years, but in truth, your water needs depend on many factors, including your health, how active you are and where you live.

Though no single formula fits everyone, knowing more about your body's need for fluids will help you estimate how much water to drink each day.

Health benefits of water
Water is your body's principal chemical component, comprising, on average, 60 percent of your weight. Every system in your body depends on water. For example, water flushes toxins out of vital organs, carries nutrients to your cells and provides a moist environment for ear, nose and throat tissues.

Lack of water can lead to dehydration, a condition that occurs when you don't have enough water in your body to carry out normal functions.

How much water do you need?
Every day you lose water through your breath, perspiration, urine and bowel movements. For your body to function properly, you must replenish its water supply by consuming beverages and foods that contain water. A couple of approaches attempt to approximate water needs for the average, healthy adult living in a temperate climate.

- Replacement approach. The average urine output for adults is 1.5 liters a day. You lose close to an additional liter of water a day through breathing, sweating and bowel movements. Food usually accounts for 20 percent of your total fluid intake, so if you consume 2 liters of water or other beverages a day (a little more than 8 cups) along with your normal diet, you will typically replace the lost fluids.
- Dietary recommendations. The Institute of Medicine advises that men consume roughly 3.0 liters (about 13 cups) of total beverages a day and women consume 2.2 liters (about 9 cups) of total beverages a day.

Even apart from the above approaches, it is generally the case that if you drink enough fluid so that you rarely feel thirsty and produce between one and two liters of colorless or slightly yellow urine a day, your fluid intake is probably adequate.

Factors that influence water needs
You may need to modify your total fluid intake depending on how active you are, the climate you live in, your health status, and if you're pregnant or breast-feeding.

- **Exercise**. The more you exercise, the more fluid you'll need to keep your body hydrated. An extra 1 or 2 cups of water should suffice for short bouts of exercise, but intense exercise lasting more than an hour (for example, running a marathon) requires additional fluid. How much additional fluid is needed depends on how much you sweat during the exercise, but 13 to26 ounces (or about 2 to 3 cups) an hour will generally be adequate, unless the weather is exceptionally warm.

During long bouts of intense exercise, it's best to use a sports drink that contains sodium, as this will help replace sodium lost in sweat and reduce the chances of developing hyponatremia, which can be life-threatening. Fluid also should be replaced after exercise. Drinking 16 ounces of fluid per pound of body weight lost during exercise is recommended.

- Environment. Hot or humid weather can make you sweat and requires additional intake of fluid. Heated indoor air also can cause your skin to lose moisture during wintertime. Further, altitudes greater than 2,500 meters (8,200 feet) may trigger increased urination and more rapid breathing, which use up more of your fluid reserves.
- Illnesses or health conditions. Signs of illnesses, such as fever, vomiting and diarrhea, cause your body to lose additional fluids. In these cases you should drink more water and may even need oral rehydration solutions, such as Gatorade, Powerade or Ceralyte.

Certain conditions, including bladder infections or urinary tract stones, also require increased water intake. On the other hand, certain conditions such as heart failure and some types of kidney, liver and adrenal diseases may impair excretion of water and even require that you limit your fluid intake.

- Pregnancy or breast-feeding. Women who are expecting or breast-feeding need additional fluids to stay hydrated. Large amounts of fluid are lost especially when nursing. The Institute of Medicine recommends that pregnant women drink 2.4 liters (about 10 cups) of fluids daily and women who breast-feed consume 3.0 liters (about 12.5 cups) of fluids a day.

Beyond the tap: Other sources of water
Although it's a great idea to keep water within reach at all times, you don't need to rely only on what you drink to satisfy your fluid needs. What you eat also provides a significant portion of your fluid needs. On average, food provides about 20 percent of total water intake, while the remaining 80 percent comes from water and beverages of all kinds.

For example, many fruits and vegetables — such as watermelon and cucumbers — are nearly 100 percent water by weight. Beverages such as milk and juice are also comprised mostly of water. Even beer, wine and caffeinated beverages such as coffee, tea or soda can contribute, but these should not be a major portion of your daily total fluid intake.

Water is one of your best bets because it's calorie-free, inexpensive and readily available.

Dehydration and complications
Failing to take in more water than your body uses can lead to dehydration. Even mild dehydration — as little as a 1 percent to 2 percent loss of your body weight — can sap your energy and make you tired. Common causes of dehydration include strenuous activity, excessive sweating, vomiting and diarrhea.

Appendix B

Signs and symptoms of dehydration include:

- Mild to excessive thirst
- Fatigue
- Headache
- Dry mouth
- Little or no urination
- Muscle weakness
- Dizziness
- Lightheadedness

Mild dehydration rarely results in complications — as long as the fluid is replaced quickly — but more-severe cases can be life-threatening, especially in the very young and the elderly. In extreme situations, fluids or electrolytes may need to be delivered intravenously.

Staying safely hydrated

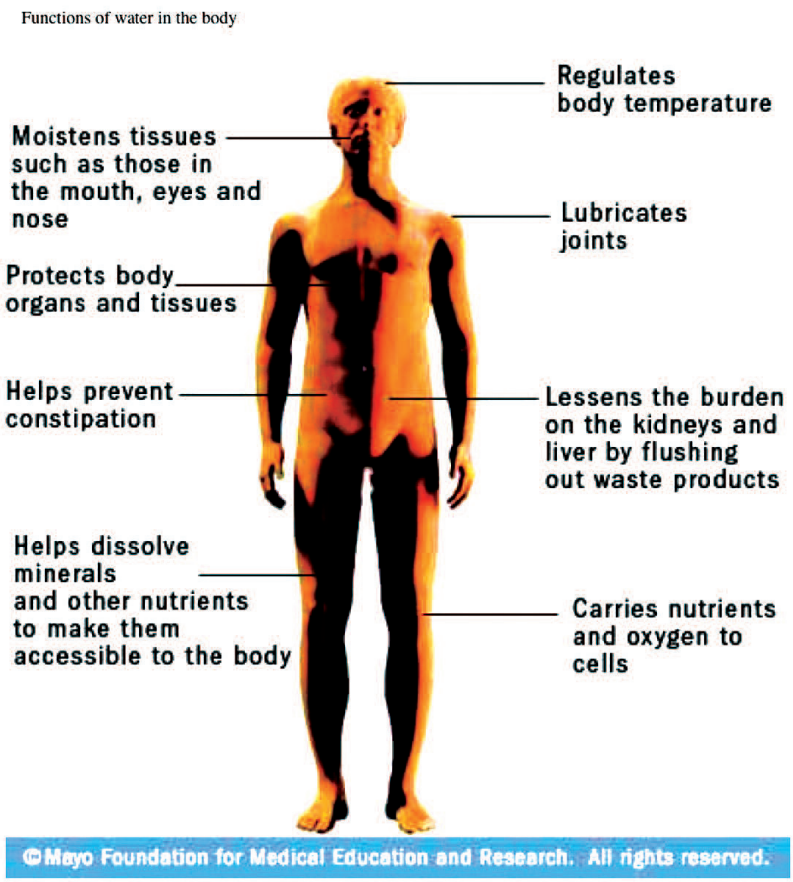
It's generally not a good idea to use thirst alone as a guide for when to drink. By the time one becomes thirsty, it is possible to already be slightly dehydrated. Further, be aware that as you get older your body is less able to sense dehydration and send your brain signals of thirst.

Excessive thirst and increased urination can be signs of a more serious medical condition. Talk to your doctor if you experience either. To ward off dehydration and make sure your body has the fluids it needs, make water your beverage of choice. Nearly every healthy adult can consider the following:

- Drink a glass of water with each meal and between each meal.
- Hydrate before, during and after exercise.
- Substitute sparkling water for alcoholic drinks at social gatherings.

If you drink water from a bottle, thoroughly clean or replace the bottle often. Refill only bottles that are designed for reuse. Though uncommon, it is possible to drink too much water. When your kidneys are unable to excrete the excess water, the electrolyte (mineral) content of the blood is diluted, resulting in a condition called hyponatremia (low sodium levels in the blood). Endurance athletes —such as marathon runners — who drink large amounts of water are at higher risk of hyponatremia. In general, though, drinking too much water is rare in healthy adults who consume an average American diet.

If you're concerned about your fluid intake, check with your doctor or a registered dietitian. He or she can help you determine the amount of water that's best for you.



By Mayo Clinic Staff
May 23, 2006

© 1998-2007 Mayo Foundation for Medical Education and Research (MFMER). All rights reserved. A single copy of these materials may be reprinted for noncommercial personal use only. "Mayo," "Mayo Clinic," "MayoClinic.com," "EmbodyHealth," "Reliable tools for healthier lives," "Enhance your life," and the triple-shield Mayo Clinic logo are trademarks of Mayo Foundation for Medical Education and Research.

Are leaks wasting your money?



Many people don't think about how much water they use until their bills arrive in the mail.

By then, it's too late to consider what steps could have reduced water usage and water bills.

A quick check for a leaks can save you unnecessarily high water and sewer bills.

Water Usage

Ever wonder how much water is used when taking a shower or washing dishes by hand? The chart below details water usage during daily activities Average consumption per-day per-person equals 80 gallons.

Activity	Gallons Used (conventional)	Gallons used (conservation*)
Toilet flushing	**5-7 gallons-per-flush**	**1.5-3.5 gallons-per-flush**
Shower	**7-10 gallons-per-minute**	**2-4 gallons-per-minute**
Bath	**36-50 gallons**	**30-40 gallons** (conventional tub)
Laundry	**60 gallons**	**42 gallons**
Dishwasher	**15 gallons** (normal load)	**7.5-10 gallons** (normal load)
Dishwashing by hand	**30 gallons** (tap running)	**10-20 gallons** (tap running)
Shaving	**20 gallons** (tap running)	**2-5 gallons** (tap running)
Brushing teeth	**10 gallons** (tap running)	**2-3 gallons** (tap running)
Washing hands	**2 gallons** (tap running)	**1-2 gallons** (tap running)

*Please check packaging on water saving fixtures to determine exact efficiency.

AQUA℠

877.WTR.AQUA

AQUA℠

simple tips to avoid costly leaks



Are you wasting money because of a leaky faucet or toilet?

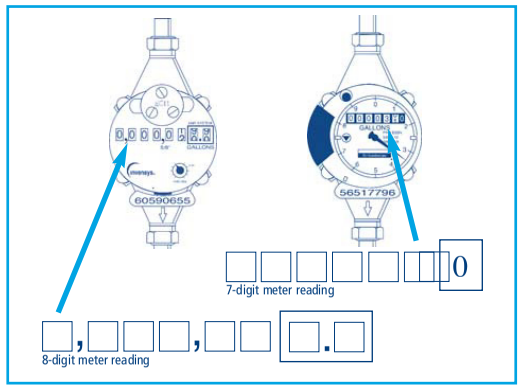
Use this high consumption test kit to find out.

Your Water Meter: A Leak Detection Tool

You can check for leaks in your home by following this simple procedure:

- Turn off all water inside and outside
- Locate your water meter (see diagrams below), jot down the reading and note the position of the ten gallon red indicator, if present.
- Wait 20 to 30 minutes and read the meter again.

If the indicator or numbers on the dial position have changed, there's a good chance you have a leak somewhere in your plumbing system.



This brochure provides simple tips to check for leaks in the two common sources: your toilet and your hot water faucet. You'll also learn ways to conserve water with Aqua's water wheel. Aqua has also included dye tablets to help you identify the source of a leak.

Water Wasters

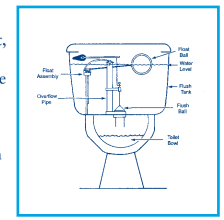
Toilets

A leaky toilet could be the single most common leak souce in your home. This can result in the loss of hundreds of gallons of water per day. At present rates, that leakage could cost you an extra $30 per month!

However, it's very easy to determine if your toilet is leaking by asking yourself the following questions:

- Do you find yourself jiggling the handle to stop noise?
- Do you hear strange, intermittent noises from the toilet?

If you answered yes to either of these questions, your toilet is probably leaking. Toilets generally leak for two reasons. First, if the float assembly is not shutting off the water, it allows the water to escape into the overflow pipe.



This problem can often be remedied by adjusting the float ball. Second, if the flush ball is worn or not seating properly, water will leak into the toilet bowl.

You can check for possible flush ball leakage by using food color, or by using the dye tablets included in this brochure.

Here's how:

1. Drop food color (or dye tablets) into the toilet tank. DO NOT FLUSH.
2. Wait 15 to 20 minutes.
3. If color appears in the toilet bowl, the toilet is leaking and necessary repairs should be made.

If you're unfamilar with the parts of a toilet, use the diagram on the right for guidance. Be sure to contact a plumber if your toilet needs repair.

Hot Water Faucets

It's important to remember that leaks don't disappear. While some occur only intermittently, like when the toilet is flushed, leaks very often become worse very rapidly.

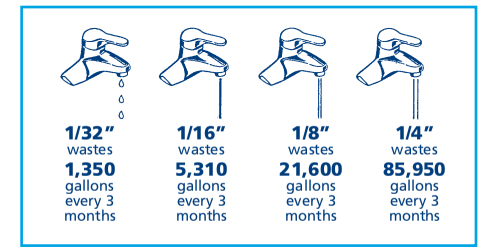
Most leaks run 24 hours a day. That's 2,208 hours in a three-month billing period and more than 8,000 hours a year!

If your toilet isn't the culprit, you might have a leak in your hot water faucet. This leak can be doubly expensive because your wasting the water and the energy used to heat it.

Here's how to fix a leaking hot water faucet. If your faucet drip after being turned off firmly, turn off the supply line. Take the faucet appart and replace the washer.

With faucets of simple design these repairs are not difficult. However, if you're unsure, or if the washer doesn't stop the leak, call a plumber.

The chart below details the severity of leaks and how many gallons of water is wasted over a three month period.



Appendix B

- Mulch around plants, bushes and trees to help the soil retain moisture, discourage the growth of weeds, and provide essential nutrients.
- Plant in the spring or fall, when watering requirements are lower.
- When choosing plants, keep in mind that smaller ones require less water to becomeestablished.

Did you know?

St. Augustine grass, which is commonly used in warmer states, is especially water-needy. This grass needs frequent watering to stay lush and green.

Even though water restrictions are commonplace in the South, many residents overwater, which not only wastes water, but kills your plants and makes them prone to insects.

Most restrictions limit irrigation to certain days and times. However, this doesn't mean that you must irrigate. Scheduled watering wastes time and water. Look to your plants to for signs of water needs. For example, water your lawn when 50 percent of the lawn shows signs of wilt. One of the easiest ways to determine this is to walk on your lawn and see if you leave footprints.

Knowing the amount of water your sprinkler system uses is an important step in efficient water use. Most people irrigate for a set time without knowing how much water they are really using. To get an accurate idea, jot down your meter reading before and after you irrigate.

For more information on conservation, visit the American Water Works Association's Web site at www.awwa.org. Click "Consumer Information." Once there, you can also learn more about a new landscaping trend called Xeriscape™ that combines water conservation practices with creative landscape design.

- Information in this brochure has been adapted from the American Water Works Association.

AQUA℠

Appendix B

AQUA SM

Water is one of our most precious resources and one that we rely on every day. From drinking to gardening to cooking, water sustains life. That's why it's so important to use water wisely

wise water use

to guarantee that there's enough water now, and in the future. Read these tips to learn ways you can conserve water inside and outside your home. You'll also learn how much water typical household tasks use.



Appendix B

Conserving Water Inside

Ever wonder how much water is used when taking a shower or washing dishes by hand? The chart below details water usage during these daily activities (based on daily indoor per person water use in the typical single family home of 69.3 gallons).

Use	Gallons per Person
Showers	11.6
Clothes Washers	15.0
Dishwashers	1.0
Toilets	18.5
Baths	1.2
Leaks	9.5
Faucets	10.9
Other Domestic Uses	1.6

By installing water efficient fixtures and regularly checking for leaks, households can reduce daily per person water use by about 35 percent to about 45.2 gallons per day. Here's the breakdown for households using conservation measures:

Use	Gallons per Person
Showers	8.8
Clothes Washers	10.0
Toilets	8.2
Dishwashers	0.7
Baths	1.2
Leaks	4.0
Faucets	10.8
Other Domestic Uses	1.6

Detecting Leaks

Finding and fixing leaks is one of the best ways to use water wisely. The best way to determine if you have a leak is to

first turn all the water off inside and outside your home.

Next, find your water meter and jot down the reading. Wait 20 to 30 minutes and read the meter again.

If your reading has changed, chances are you have a leak. The most common areas for leaks are toilets and your hot water faucet.

Conserving Water Outside

Conserving water outside doesn't mean you have to sacrifice a beautiful lawn. However, there are ways to maximize your landscaping while saving water. On average, 50 to 70 percent of home water is used outdoors for watering lawns and gardens. One way to cut down on this usage is to plant according to your climate. Low maintenance plants require little, if any, supplemental watering.

Did you know?

If all U.S. households installed water-saving features, water use would decrease by 30 percent, saving an estimated 5.4 billion gallons per day. This would result in dollar-volume savings of $11.3 million per day or more than $4 billion per year. You can help by installing ENERGY STAR qualified clothes washers and dishwashers and low-flow toilets and showerheads.

Here are other some ways to conserve water in your landscaping:

- Maintain a lawn height of 2 1/2 to 3 inches to help protect the roots from heat stress and reduce the loss of moisture to evaporation.
- Avoid planting turf in areas that are difficult to irrigate properly such as steep inclines and isolated strips along sidewalks and driveways.
- Aerate clay soils at least once a year to help the soil retain moisture.
- Promote deep root growth through a combination of proper watering, aerating, appropriate fertilization, thatch (grass clippings) control, and attention to lawn height. A lawn with deep roots requires less water and is more resistant to drought and disease.
- Use porous materials for walkways and patios to keep water in your yard and prevent wasteful runoff.

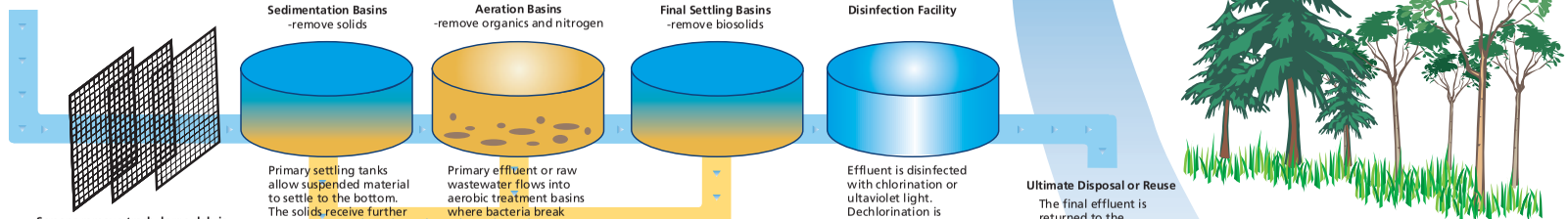
Wastewater Treatment Process

Every community produces wastewater.
A collection system of pipes (and sometimes pumps)
delivers wastewater from homes and businesses to a treatment facility
where contaminants are removed before the water is returned to the environment.

This diagram takes you through a typical Aqua wastewater treatment process:



Wastewater from Customer



Screens remove trash, large debris grit and sand

At the headworks, wastewater passes through screens to remove solid debris and floating material, such as rags, paper, plastics and metals that could cause problems later in the treatment process. Most of the removed materials are sent to a landfill.

Grit removal facilities eliminate sand, gravel and other solid materials that are heavier than the organic biodegradable solids in the wastewater.

Sedimentation Basins
-remove solids

Primary settling tanks allow suspended material to settle to the bottom. The solids receive further treatment as biosolids. Many smaller facilities do not include this step.

Aeration Basins
-remove organics and nitrogen

Primary effluent or raw wastewater flows into aerobic treatment basins where bacteria break down contaminants even further.

Final Settling Basins
-remove biosolids

Disinfection Facility

Effluent is disinfected with chlorination or ultaviolet light. Dechlorination is sometimes required before treated wastewater is returned to the environment.

Ultimate Disposal or Reuse

The final effluent is returned to the environment. It might be discharged to a stream or body of water, infiltrated into the ground or used for irrigation.



Digester

Digesters process the biosolids. Within the tanks, microscopic bacteria digest the biosolids and break it down into stable organic matter, which can be reused in agricultural applications or sent to landfills.

Dewatering

In some cases, centrifuges or belt filter presses further concentrate the digested biosolids to reduce the volume handled fro disposal or composting

Transport biosolids to disposal or composting

AQUA

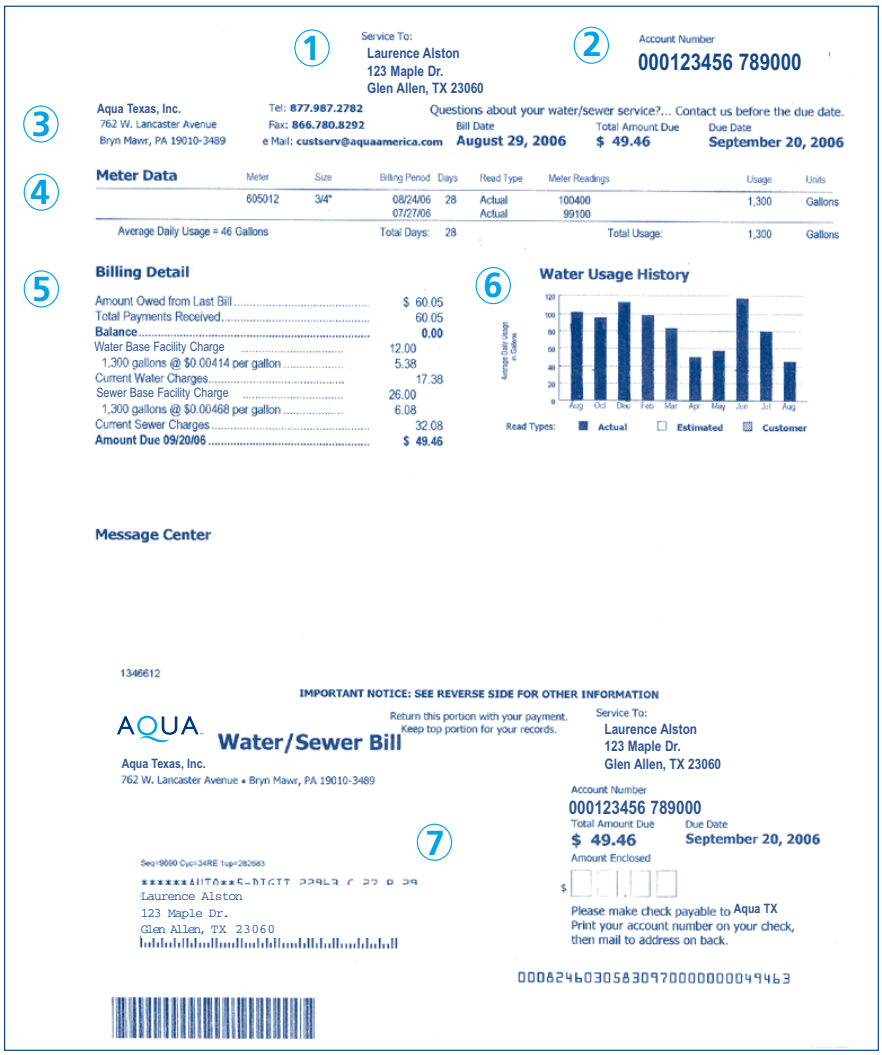
Aqua serves nearly 100,000 wastewater customers

- Aqua North: appoximately 32,300 customers (OH, IL, IN, MO, ME)
- Aqua Mid-Atlantic: appoximately 17,900 customers (PA, NJ, NY)
- Aqua South: appoximately 47,300 customers (TX, FL, VA, NC, SC)

Appendix B

How to Read Your Bill

Beginning in November, we introduced a redesigned, easy-to-read bill. Below you'll find a legend detailing the new features of your bill.



Understanding Your Water Bill

1. **Service address** - The property for which the water service has been provided.
2. **Account number** - This is a new account number that identifies your billing and your service account with the water company. Additionally, your new account number will allow you to access automated account information when calling customer service. If you are currently making payments through an online banking service it is important that you update your account information to ensure no delay in processing your payment information.
3. **How to reach us** - Customer service mailing address, phone and fax numbers and e-mail address.
4. **Usage data** - Includes your water meter's identification number and size, the dates of your billing period and the amount of water that was metered during the billing period.
5. **Bill calculation** - Shows base facility charge, usage calculation, any applicable surcharges and total charges for the current billing period.
6. **Water use history chart** - Provides a 13-month usage history for customers who are billed monthly or a 15-month chart for customers who are billed quarterly.
7. **Payment coupon** - return this portion with your bill payment.