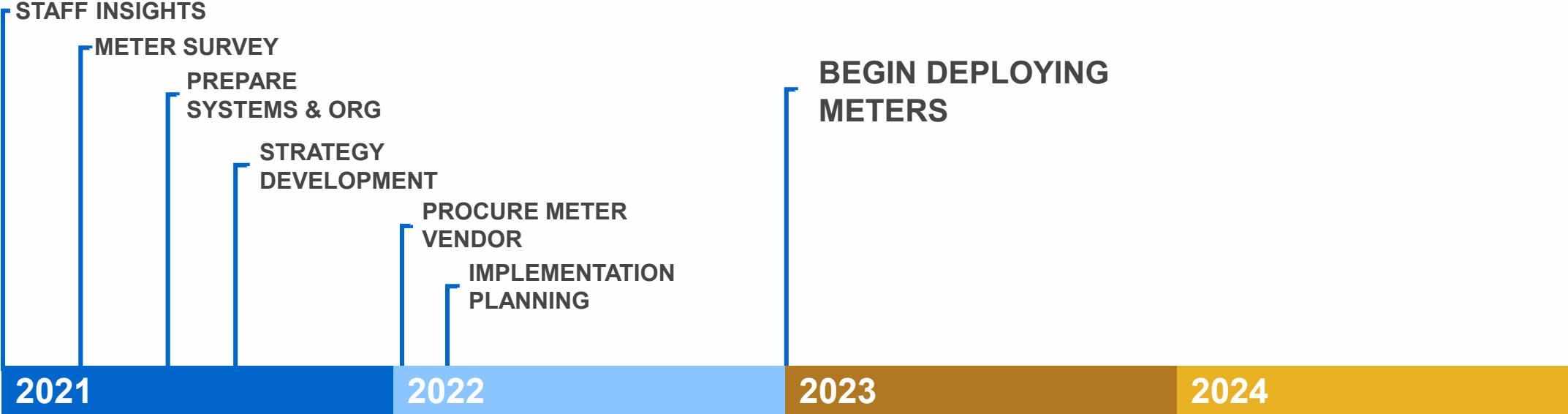




SWBNO
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PROGRAM

Communication & Outreach Strategy

We are approaching deployment



CUSTOMER OUTREACH



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Key messages will help us stay consistent throughout project planning and deployment

IT'S RELIABLE ▶ Smart meters are a **proven technology** that will bring SWBNO's metering and billing into the 21st century

IT'S ▶ SWBNO is making sure that smart meters will deliver what **customers have been asking for** and will be deployed in line with their preferences

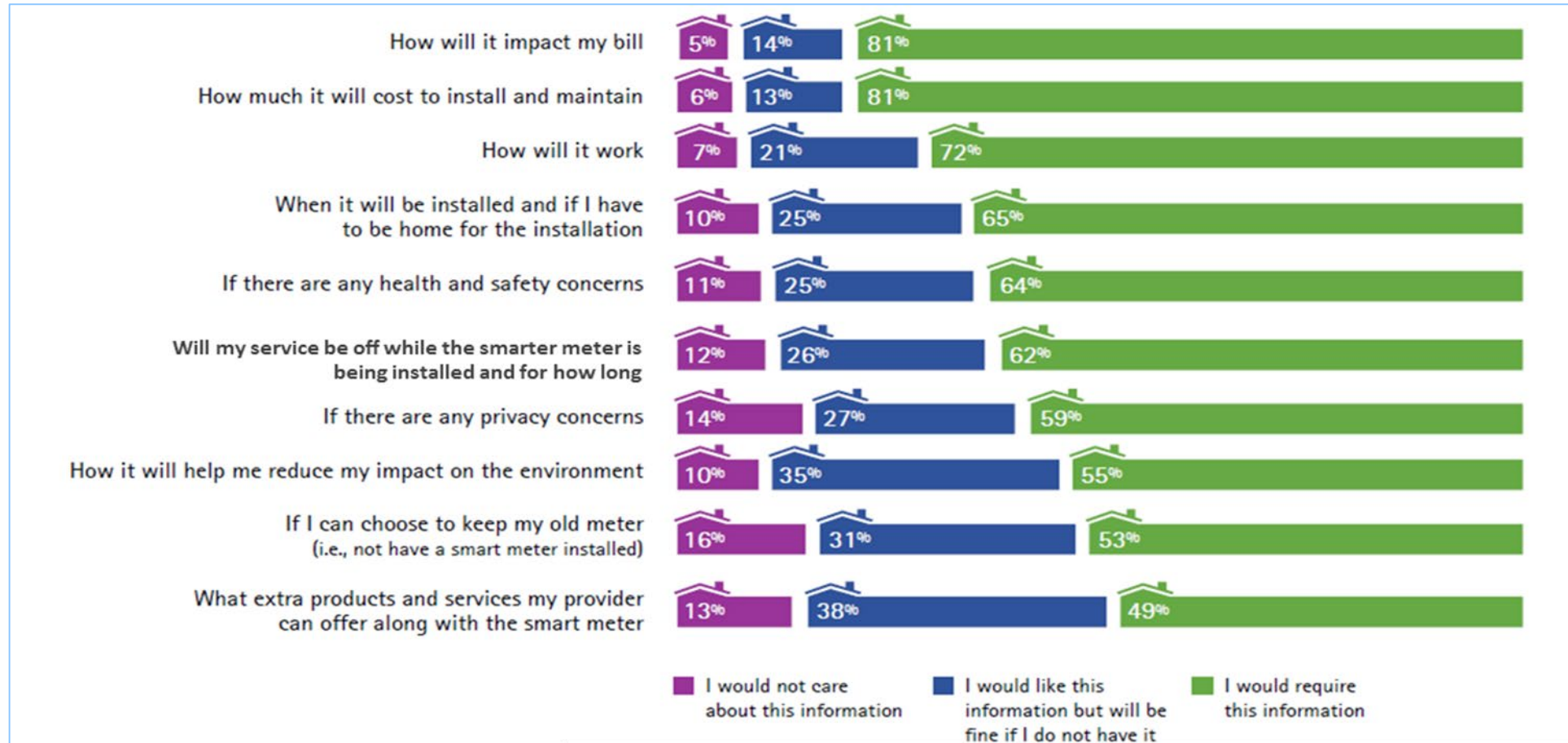
IT'S USEFUL ▶ Smart meters will provide customers with many meaningful **benefits**

IT'S OURS ▶ Smart meters are an important element to our infrastructure **modernization vision** for New Orleans.



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What customers typically want to know about Smart Meters



Discussion: What about smart meters most interests the people of New Orleans?

Most Recognized Benefits

- Transparent Consumption
- Accurate billing
- Leak identification
- Better, more efficient service
- More personal control
- Environmental Protection
- Budgeting
- Ease of online billing
- Utility benefits

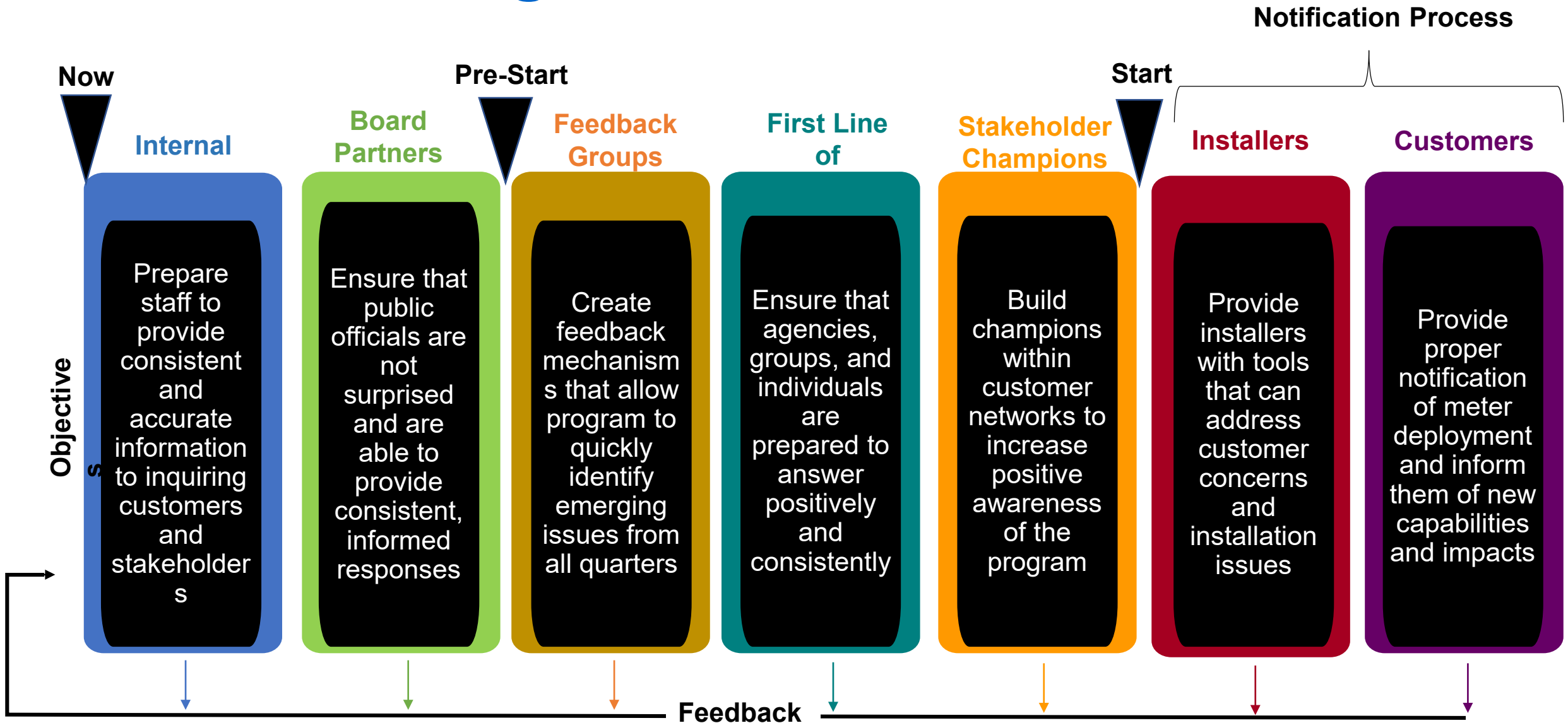
Most Common Concerns

- Radio Frequency Emissions
- Privacy & Security
- Meter reading accuracy
- Higher bills
- Cost of new meter/installation
- Program cost drives up water fees
- Deployment inconveniences
- Loss of Jobs (meter readers)
- Language and Cultural Barriers

- Are these all relevant?
- Which are most important?
- Is there anything missing?

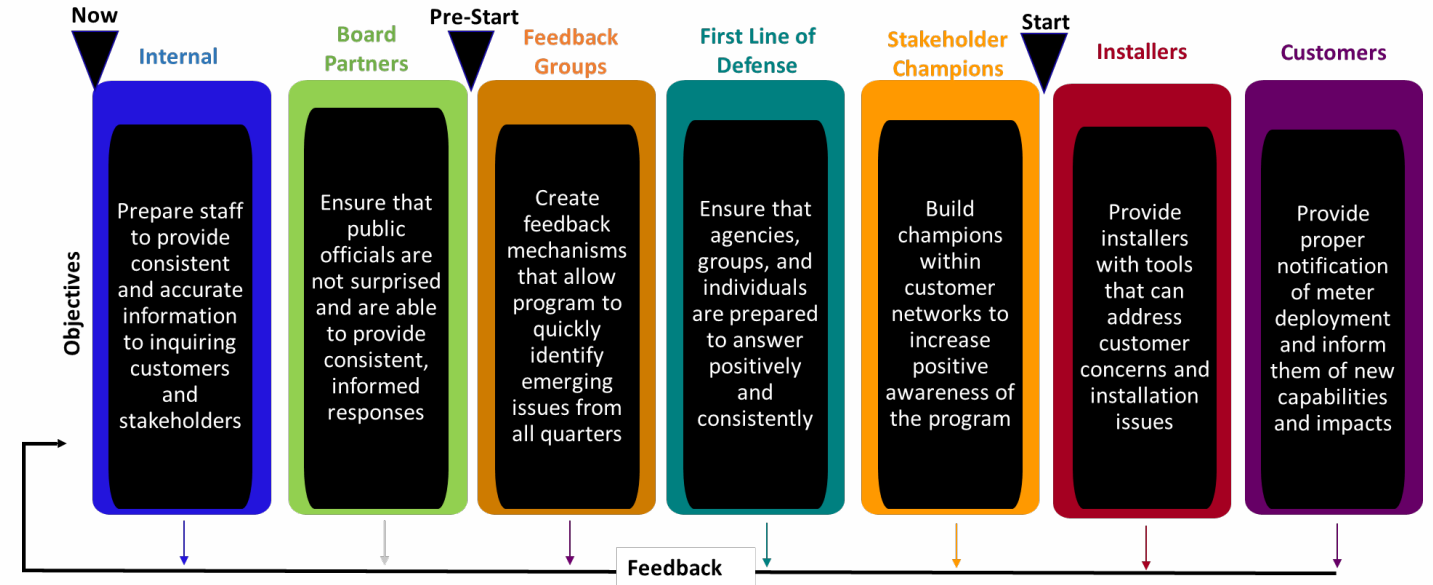


Smart Metering Outreach Plan



Discussion: what channels will work best?

- Where do customers go with their chronic SWBNO issues/complaints?
- What groups do you think need to be informed/involved?



- Who are likely external champions? How can we engage them?
- Other venues/ways we should communicate smart meters? Effective feedback mechanisms?



Customer Notification Communication Process



One Month Prior

- ✓ Customer Letter
- ✓ Key Messages
- ✓ Program Rationale & Benefits
- ✓ Timing and Requirements
- ✓ Installer Information

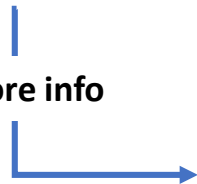
Two Weeks Prior

- ✓ Customer Postcard
- ✓ Timing and Requirements
- ✓ Installer Information

At Installation

- ✓ Door Hanger, ID, Fact Card
- ✓ Authorization
- ✓ Installation Details
- ✓ Further Actions Needed

For more info



For more info



For more info

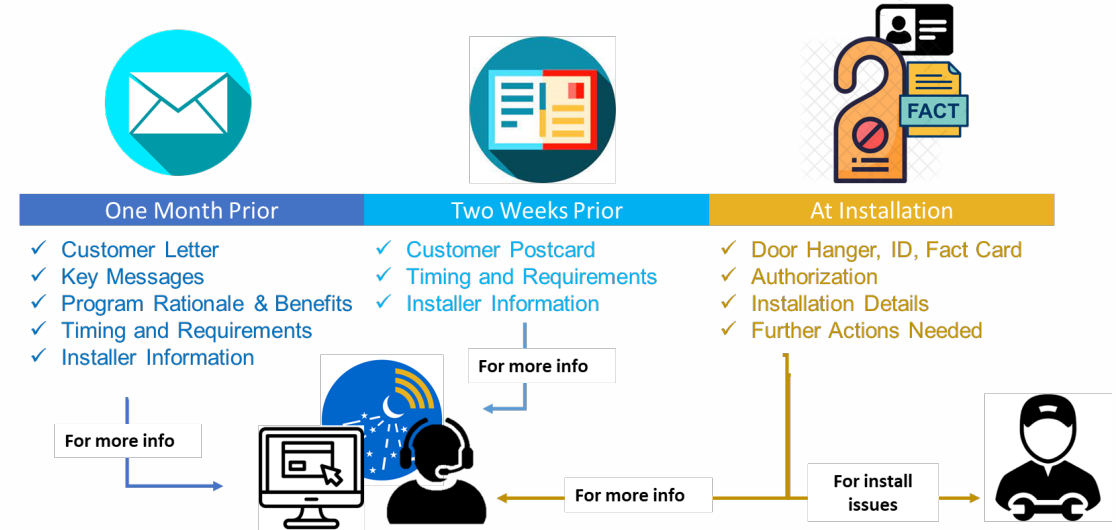


For install issues



Discussion: How can we best prepare customers for installation?

- Is the timing of the notifications adequate?
- What facts/guidance should be included in the notifications?
- Who may resist installation and why?



QUESTIONS?

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