



New Customer Welcome Program

- Launched in August 2019
- Welcome bag delivered when new water service is turned on
- Welcome postcard mailed from their respective Board Member
- Welcome phone call from Public Affairs staff
- ~ 1,300 bags delivered in FY22



Customer Anniversary Program

- 25+ years residential customers
- 4,400 residential customers
- Thank you card and mug
- Deliver via courier by June 30
- Project Cost is \$50k



3 | May 24, 2022

Customer Anniversary Program



4 | May 24, 2022

