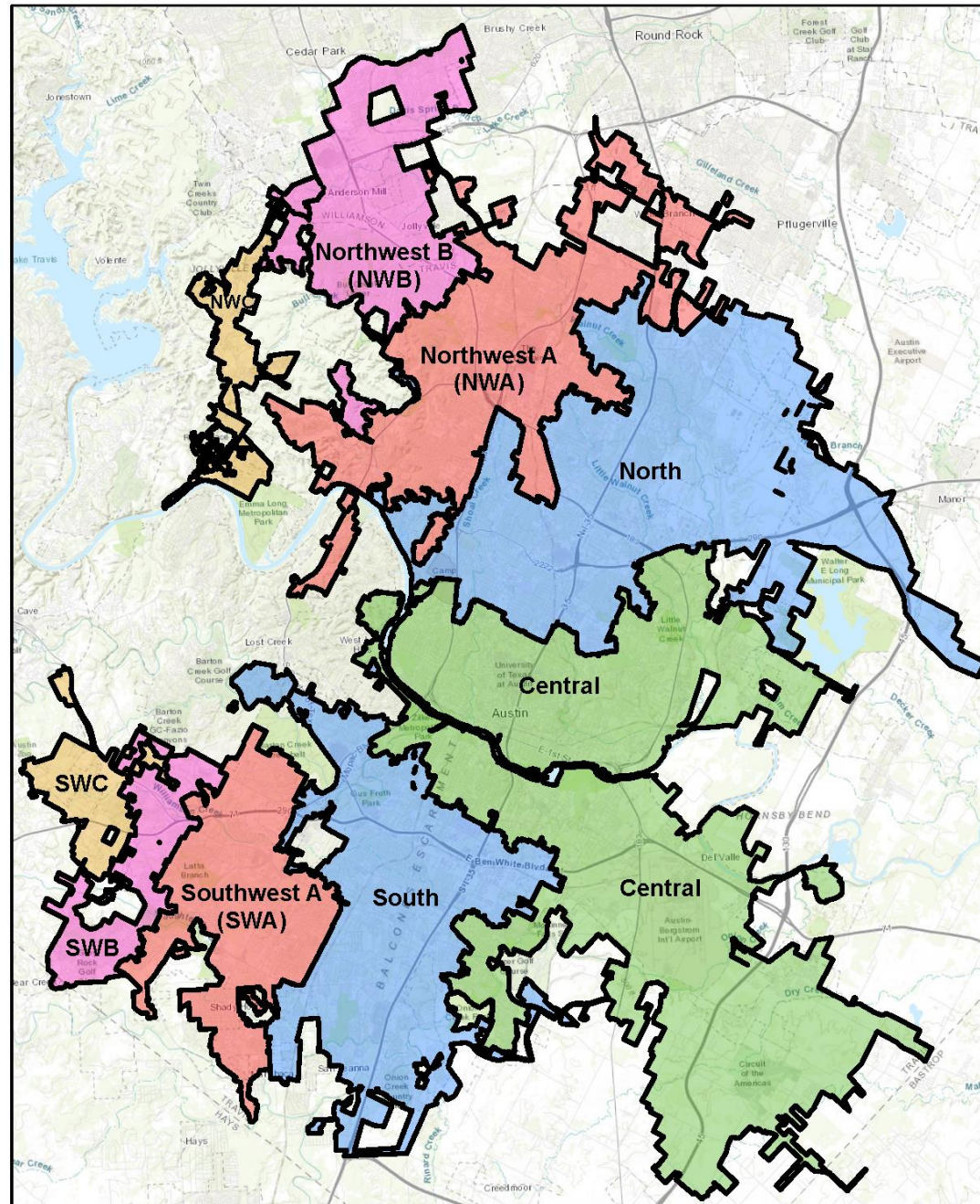


Winter Strom Uri Communications Overview

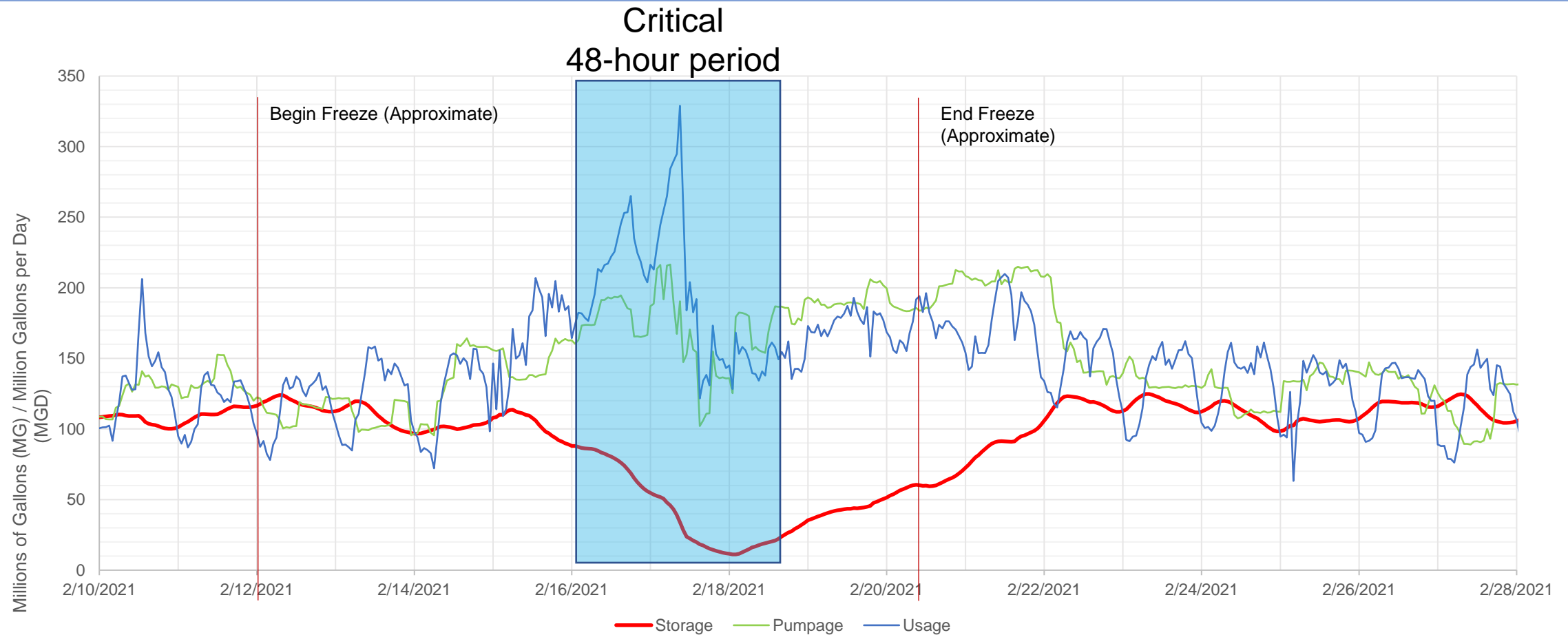
Randi Jenkins, Assistant Director



System Map



Event Overview



Communication Overview

Winter Preparedness Messaging

Emergency Notifications

Customer Communications

Community Recovery

Next Steps

Winter Preparedness Messaging

- 💧 **Feb 9: Winter weather prep messaging begins**
- 💧 **Feb 10: Media release, Website and Social Media**
 - Tips for freezing and subfreezing temperatures
 - Conservation reminders
- 💧 **After-Action Review to include:**
 - Revisit winter preparedness messaging
 - Collaboration with other utilities for best practices



Emergency Notifications

Warn Central Texas

- 💧 **“Reverse 9-1-1” System through CAPCOG**
 - Landlines automatically enrolled
 - Residents must subscribe to receive text, cellphone calls, or emails
- 💧 **1.1 million contacts**
- 💧 **Sent two messages:**
 - Announce Boil Water Notice (Feb. 17)
 - Rescind Boil Water Notice (Feb. 23)

Wed, Feb 17, 9:06 PM

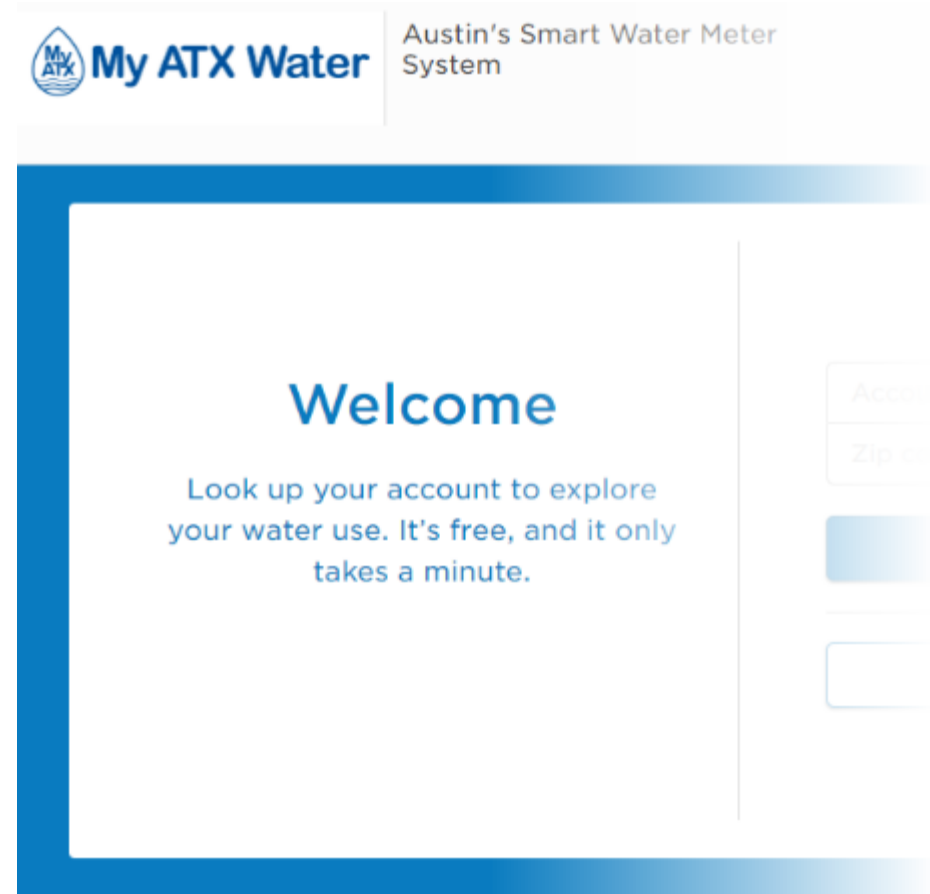
BOIL WATER NOTICE: All Austin Water Customers MUST boil water for 2 full minutes before using it for eating or drinking. Water mu... <https://evb.gg/n#14ooooos2om>

AVISO PARA HERVIR AGUA: Todos los clientes del Departamento de Agua de Austin DEBEN hervir el agua por 2 minutos completos antes ... <https://evb.gg/n#nqeeeebzes>

Emergency Notifications

My ATX Water Customer Portal

- **Nearly 950,000 email and text messages sent**
 - Text Messages averaged **1,800/minute**
 - Emails averaged **675/minute**
- **Continuous Usage - Leak Alerts**
 - Currently available to customers in the pilot where new meter is installed
 - **4,190 Alerts** based on hourly water usage change
 - Email alert provided to 2,030 accountholders; 62% open rate
 - **4,504 Alerts** based on monthly water usage change
 - 92% customer satisfaction rate for alerts based on customer feedback through comments



Customer Communications

- 💧 **Daily Operational Updates**
- 💧 **Website and Social Media** updates and engagement
 - Received **15,000** comments and direct message questions through social channels
- 💧 Updates to **Frequently Asked Questions**
- 💧 Documents and customer intake form provided in **Spanish, Vietnamese, Chinese and Arabic**
- 💧 **Interactive Online Maps:** Pressure Zone and Boil Water Notice Impacts
- 💧 **Critical Customers**



Customer Communications

Inbound and Outbound Calls

- ◆ **AW's Customer Service Center**
takes customer calls 24-hours a day, every day
- ◆ **Inbound Call Volume**
 - Typical: 50 per day
 - Winter Weather Event: **At peak received more than 10,000 per day**
- ◆ **Technology challenges**
resulted in extreme wait times and merging customer calls
- ◆ **Initiated online customer intake form in multiple languages**
 - Received nearly **30,000 requests over four days**
- ◆ **Outbound Calls**
 - Established Virtual Call Center (**60+ AW staff and 24 COA staff**)
 - Contacted customers for service requests, community recovery and apartment complex checks



Community Recovery



- 💧 Plumbing Repair Coordination
- 💧 Public Water Stations
- 💧 Bulk Water Hauling Distribution
- 💧 Fixed Location Tank
- 💧 Water Totes (275-gallon) Distribution



Next Steps

- 💧 Continued **outbound call efforts**
- 💧 Continued **online customer intake form**
- 💧 Online **interactive map**
- 💧 Revisit winter **preparedness communications, collaborating with other utilities** and the **Texas AWWA**
- 💧 **Phone system enhancements**
- 💧 **After Action Review**

Questions and Discussion

Water Forward Task Force | July 13, 2021

