



# Weekly Management Report

## November 15, 2019

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- 1. Memo**            Water and Power Newsletter Currents  
**Water and Power Department**
  
- 2. Notice**            Cancellation notice of regular meeting of  
November 18, 2019  
**Burbank-Glendale-Pasadena Airport Authority**





*Always There for You!*

## Burbank Water and Power

### MEMORANDUM

DATE: November 15, 2019

TO: Justin Hess, City Manager

FROM: Jorge Somoano, General Manager, Burbank Water and Power

SUBJECT: **BWP Newsletter *Currents***

A handwritten signature in cursive script, appearing to read "Jorge Somoano".

BWP strives to be a trusted partner to our customers and provider of credible information so customers are more informed as they navigate life decisions for end uses of electricity and water that are right for them. It is important to invest in communication methods that effectively reach customers. Effectively reaching customers with credible education and information is what drives meaningful engagement. It is through meaningful engagement that BWP can deliver education, provide the opportunity for customers to participate in BWP programs, and have their voices heard in BWP sponsored public forums.

A proven effective communication method for BWP to reach customers is the printed *Currents* newsletter. The *Currents* newsletter is a quarterly twelve-page publication that is conveniently delivered through the Postal service to the more than 52,000 mailboxes in the City of Burbank. *Currents* newsletter achieves a very high readership in Burbank, especially with the residential community. Through a third party independent research firm, as part of a larger customer satisfaction survey, we know that seven out of ten residential customers are reporting that they read *Currents*. The satisfaction survey results further demonstrates that 83% of customers who read *Currents* rate their satisfaction level with BWP as “very satisfied.”

Staff does anticipate the readership of the *Currents* newsletter to one day diminish as the demographics in Burbank evolve. BWP is building the platform that will enable a richer digital communication experience over such period of time that the digital communication is able to sustain a high level of effectiveness that the printed *Currents* experiences today. BWP is measuring customer’s willingness to digitally engage with BWP through our informational email communications. The effectiveness to date is nowhere near the effectiveness of *Currents*. Less than half of our customers share their email, and of those that share their email, only about half open it. Resulting in only a 25% reach.

Furthermore, over the past two years, more than 1,500 customers opted out of receiving informational emails.

Being able to consistently and effectively communicate with customers is what leads to meaningful engagement that drives customers to participate in BWP programs and outreach efforts. It is through individual customer participation that adds up to all customers playing a key role in Burbank having electric and water services that are the most affordable in the region, one of the most reliable in the nation, and to aspire to deliver greenhouse gas free electric generation by the year 2040.

The printed *Currents* newsletter is delivered to over 52,000 mailboxes in Burbank and is a proven effective communication tool that seven out of ten households in Burbank read. The cost of a First Class Postage Stamp is \$0.55 cents. The total cost of producing and delivering a single issue of *Currents* to a household is \$0.46 cents.

The printed version *Currents* is a prudent ratepayer asset.





November 14, 2019

**CANCELLATION NOTICE OF THE REGULAR MEETING  
OF THE  
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY**

NOTICE is hereby given that the regular meeting of the Burbank-Glendale-Pasadena Airport Authority scheduled for Monday, November 18, 2019, at 9:00 a.m., in the Airport Skyroom of Hollywood Burbank Airport, 2627 N. Hollywood Way, Burbank, CA, 91505, has been cancelled.

**Terri Williams, Board Secretary  
Burbank-Glendale-Pasadena Airport Authority**