



News Release

FOR IMMEDIATE RELEASE

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CONTACT: Justin Scott-Coe
PHONE: (909) 267-2116
EMAIL: jscottcoe@mvwd.org

Monte Vista Water District Launches “e-Waterline” Email Newsletter

MONTCLAIR, CA In response to increased customer demand for online services, Monte Vista Water District is launching a new customer email newsletter this week. The *e-Waterline* is the latest in a series of enhanced online and automated services provided by the District, including a new Online Bill Pay system and a redesigned and updated website.

The *e-Waterline* newsletter provides an opportunity for the District to communicate with its customers more effectively. The newsletter will be sent out every 1-2 months and provide subscribers with the latest District news, upcoming events, and conservation programs. The first edition includes information on the recent water rate adjustment, potential threats to northern California imported water supplies, the winner of a regional student poster contest, and a new high efficiency showerhead exchange program. The newsletter’s attractive design includes colorful images and banners, as well as up-to-date listings of upcoming events, job openings, and projects for bid, all with links to more information on the District’s website.

“The *e-Waterline* will help us to continue communicating effectively with our customers, especially with those who are paying their bills online,” said Sandra Rose, president of the board of directors. “I can’t wait for the first issue to come out!”

The District has a long history of successful communication with customers through its *Waterline* print newsletter. The *Waterline* is distributed through customer bills 2-3 times per year, and is read by nearly 60 percent of District customers, according to a recent customer satisfaction survey. However, since the District’s Online Bill Pay

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system became available in 2009, over one quarter of District customers have elected to pay their bills online. Many Online Bill Pay customers continue to receive paper bills, but a growing number elect to go “paperless” and no longer receive the printed newsletter.

The District launched a newly renovated website in 2010, including enhanced online interactive content. The website is visited by over 5,500 unique users every month, demonstrating a significant interest among District customers in online content and services. For example, over half of those who signed up for the District’s latest water-wise gardening class used the website’s online registration form.

Anyone wishing to receive the *e-Waterline* can sign up at the District’s website, www.mvwd.org.

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e-Waterline
Monte Vista Water District
January 4, 2012

Water Saving Tips:
Run only full loads in your clothes and dish washers. You'll save 300-800 gallons per month!

In This Issue:

- Special Message
- District News
- Watch the Water

Calendar:

Fri, Mar 16
[Water Conservation Campaign Ideas Contest Deadline](#)

Sat, Mar 10
[Water Saving, Printing, and Pest Management](#)

Tue, Feb 21
[Water & Earth Workshop - Commercial, Industrial, and Institutional Customers](#)

Sat, Jan 28
[Environmental Education Workshop - Project WET](#)

Thu, Jan 26
[Water Technology Conference 2012](#)

Wed, Jan 25
[Board of Directors Meeting](#)

Sat, Jan 21
[Environmental Education Workshop - Project Learning Tree](#)

Wed, Jan 11
[Board of Directors Meeting](#)

[View the entire](#)

The e-Waterline is a publication of Monte Vista Water District.

Special Message

Welcome to the e-Waterline!

Welcome to Monte Vista Water District's new email newsletter, the e-Waterline! This free email newsletter, sent out every 1-2 months, provides our customers with the latest District news, upcoming events, and conservation programs.

If you do not wish to receive the e-Waterline, simply scroll to the bottom of this email and follow the instructions to unsubscribe.

District News

2012 Water Rates Update

A scheduled rate adjustment, reflecting an average 10-12 percent increase over 2011 rates, will become effective January 1, 2012. [More...](#)

Poster Contest Winner Recognized in Regional Competition

Zachary Araneta from Our Lady of Lourdes School was recognized recently for his award-winning [art poster](#) depicting a water conservation message. Customers can pick up the 2012 "Water is Life" calendar at the [District Office](#). [More...](#)

Delta Disrupted

The science is clear. A significant portion of the state's water supply could be wiped out for a year or longer if a major earthquake strikes Northern California. Studies show such a disaster could contaminate and cut off a key drinking water supply for two out of three Californians, with impacts cascading throughout the state. [More...](#)

The first edition of the Monte Vista Water District e-Waterline email newsletter

Monte Vista Water District provides retail and wholesale water services to a population of over 130,000 in the communities of Montclair, Chino Hills, and portions of Chino.