

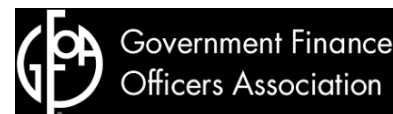


Smart Management for  
Small Water Systems

# How to Build Marketing Skills to Gain Support from Water Customers

August 9, 2018

*[www.efcnetwork.org](http://www.efcnetwork.org)*



This program is made possible under a cooperative agreement with the U.S. EPA.

Why?

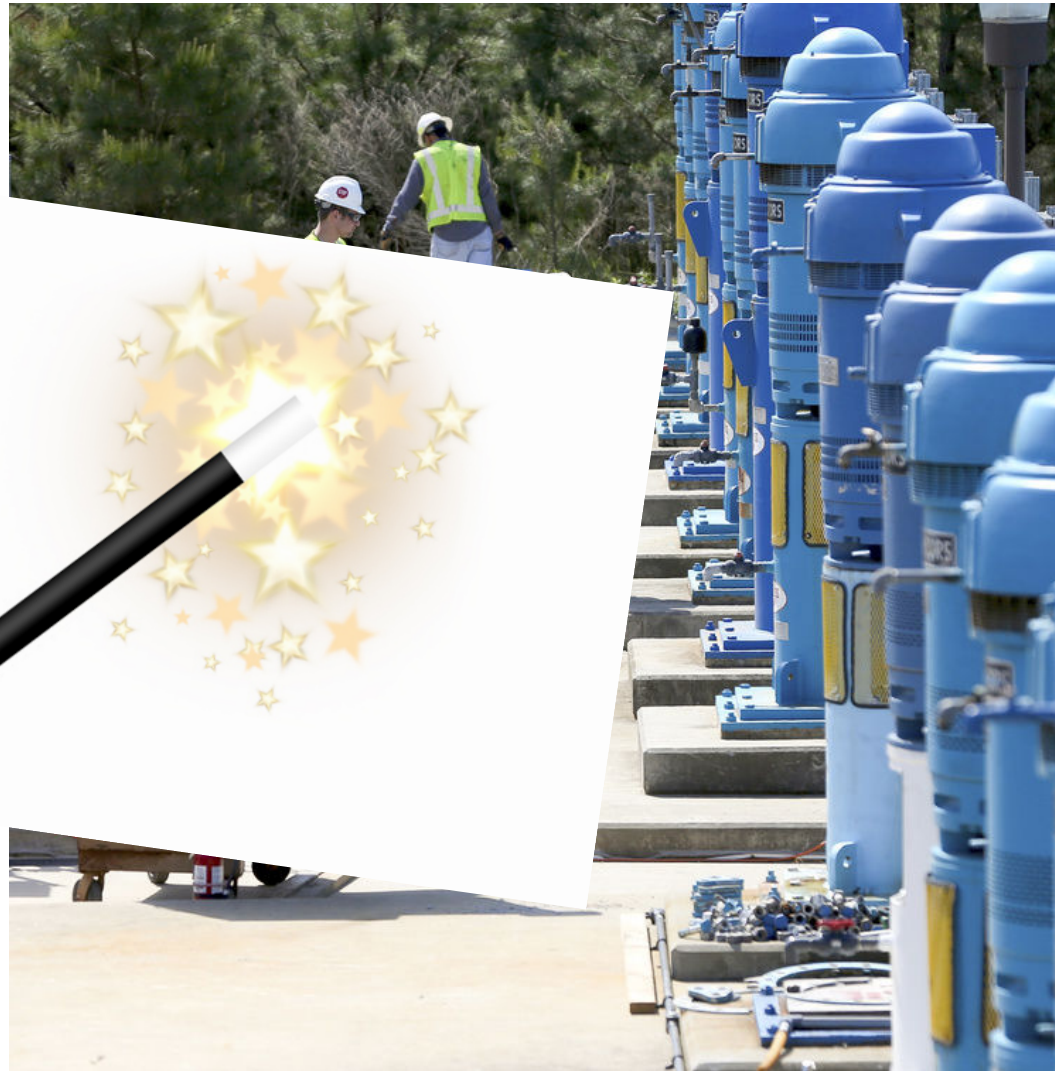




**SAFE**

**RELIABLE**

**GREAT VALUE**







*Marketing can change the way our customers think about their utility and public water service.*





**COMMUNICATION**



# marketing

**Who** are our customers and  
**who** do we want them to  
think we are?

# ?

# communication

**How** we are going to interact  
with customers to reach our  
marketing goal.









**COMMUNICATION**

# Communication = Understanding



# Communication = Transparency





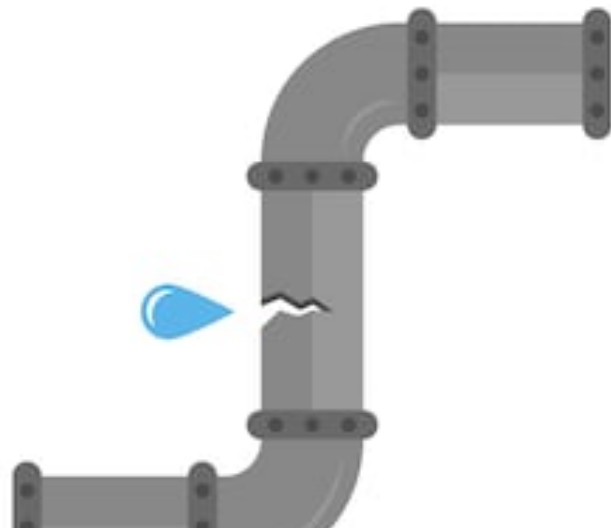
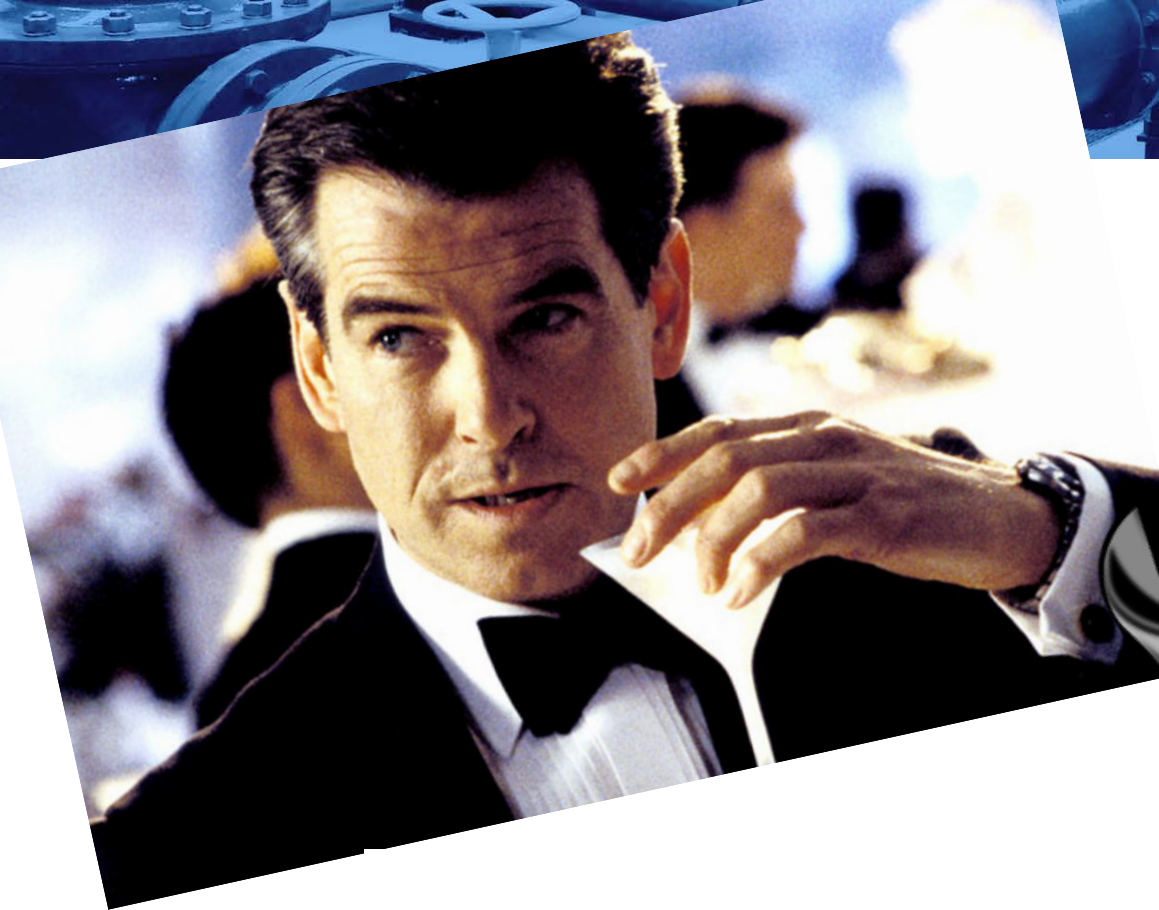
**I HAVE NO IDEA**



**WHAT I'M DOING**









Time to take  
off the  
invisibility  
cloak and start  
telling our  
water story.





Water is a pretty  
easy sell!







Let's start engaging!



Get started as  
soon as possible.

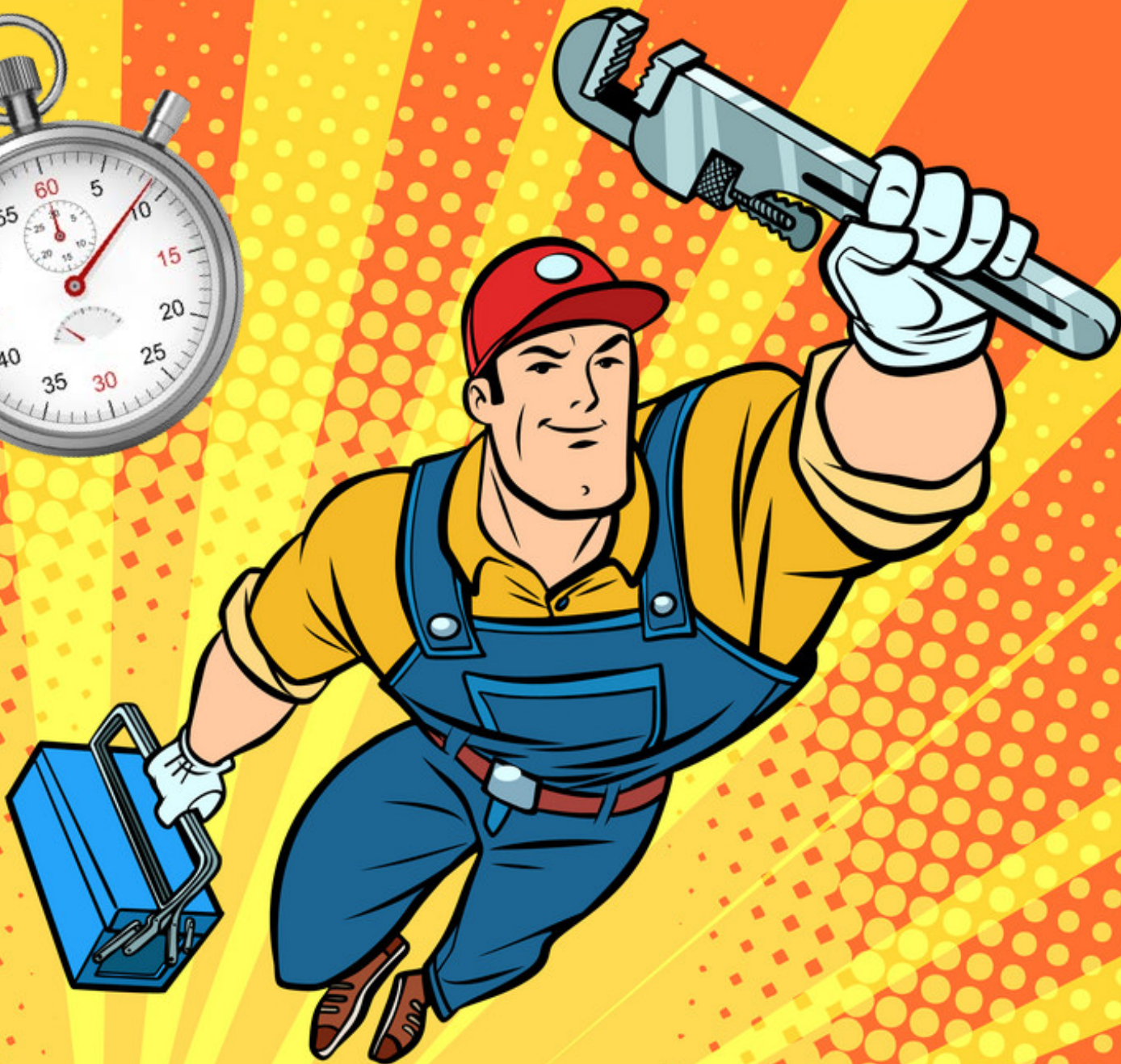


# Communication has to become routine.

*It will take time and dedication*











# 3 Steps of Customer Engagement

1. Awareness
2. Connection
3. Engagement





# 1. Awareness

Getting the word out about who we are and why our services are valuable – a friendly introduction.



The 3 Steps of Customer Engagement



## 2. Connection

When the customer realizes that the utility shares the same values that they do – like safety, reliability and affordability.



The 3 Steps of Customer Engagement



# 3. Engagement



The 3 Steps of Customer Engagement





Let's start engaging!



5

Ways to start  
gaining customer  
support *today.*



# 1. Get creative with bills and reports.



## WORK ZONE ALERT

Metcalfe Ave  
159th Street - 167th Street

**June 2018 - Fall 2019**

Construction is occurring alongside the City of Overland Park work to lessen the long-term impact on residents.

- Watch for marked lane closures and shifting traffic patterns
- Brief water outages of 4 hours or less will be necessary
- Get updates on outages through [NotifyJoCo.org](http://NotifyJoCo.org)

How can I find out if my home has water leaking anywhere?

Read your water meter and then recheck it after a two hour period of no water use. The readings should be the same!

Get your questions answered at [casteelair.com/answers-ask-expert](http://casteelair.com/answers-ask-expert)

**Casteel** Inc.  
HEATING COOLING PLUMBING







## Great example of a revamped Consumer Confidence Report – [www.waterone.org](http://www.waterone.org)

### WHAT IS THIS REPORT?

This report is to let you - our customers - know that water produced by WaterOne meets or exceeds all standards for safe, high-quality water.

WaterOne is required by drinking water regulations to make this water quality report available to customers. It's like a nutritional label for the substance you probably consume the most - water!

This data and information can be complex, so we've tried to make it readable while also including the required language. Congress, the Environmental Protection Agency (EPA), and WaterOne want to be sure that consumers know what's in their drinking water.

### WHAT DO WE TEST FOR?

WaterOne tests for over 100 regulated and unregulated contaminants in drinking water. Our state-of-the-art water quality lab utilizes multiple monitoring systems, and our water is continuously checked every single day of the year to ensure the finest water reaches our customers' taps.

All data in this report is from 2017. **If a known health-related contaminant is not listed in this report, WaterOne did not detect it in the water.**

### HOW MUCH WATER DOES WATERONE PRODUCE?

In 2017, WaterOne treated a total of 21.9 billion

### SETTING THE STANDARD FOR UTILITY EXCELLENCE

WaterOne is certified as a Platinum Level utility for excellence in utility management by the Association of Metropolitan Water Agencies. WaterOne continues to hold the Phase III Directors Award from the Partnership for Safe Drinking Water, which recognizes water system operations and encourages performance above and beyond even proposed regulatory levels. WaterOne has also been recognized with the "Best Tasting Water In Kansas" award by the Kansas Rural Water Association. We are proud to deliver great-tasting, high-quality water to your tap.



### WATER AT A GLANCE

### ENSURING SAFE, RELIABLE WATER

Some people may be more vulnerable to contaminants in drinking water. Immuno-compromised persons such as persons with cancer who have undergone organ transplants, persons with HIV/AIDS or other immune system disorders, some elderly, and infants can be particularly at risk from infections.

These people should seek advice about drinking water from their health care provider. The EPA and Centers for Disease Control and Prevention (CDC) have information on drinking water and health. For more information, call the National Lead and Copper Hotline at 800/426-4791.

### MORE ABOUT WATERONE

#### WHERE DOES YOUR WATER COME FROM?

WaterOne's drinking water comes from the Kansas and Missouri Rivers. With multiple water sources, we have less vulnerability during drought and an ample supply of fresh water year-round.





## 2. Get a website and keep it updated.

- Our webpage is our home base
- Where we send people for more info after we have sparked their interest.
- Could also use a blog or Facebook page to house information.



### 3. Start using media outlets.







WaterOne   
@MyWaterOne

Home

About

Photos

Videos

Twitter

Events

YouTube

Notes

Instagram


Posts

Community

Create a Page

 Liked ▾

 Following ▾

 Share

...

recognize as well. 😊

Like · Reply · 3w

 2



WaterOne

May 22 at 10:00am · 🌐

Have you started your sprinkler sysstem yet? We don't want you get get any surprises on your water bill this summer, so check out our sprinkler tips at [waterone.org/SmartWatering](https://waterone.org/SmartWatering).



It's Sprinkler Season!

Learn More

8.3K Views

 Like

 Comment

 Share

 ▾

   62

Most Relevant ▾



*Social media is a news outlet for customers*



## 4. Get involved in your community.

- Community Events/Fairs/Festivals
- Open Houses
- Elementary School Presentations
- Pop Up Events/Tables



### CITY OF LAKEPORT SURFACE WATER TREATMENT PLANT **OPEN HOUSE**

Wednesday  
May 30, 2018  
4 PM – 7 PM!



Location: 590 Konocti Ave. (Across from  
Lakeport Senior Center) Lakeport, CA

Please join us at the first-ever Open House of our surface water treatment plant!

This state-of-the-art facility, along with our trained and certified Water Division staff, does an amazing job producing safe, clean drinking water for the Lakeport community!

Join us for a facility tour and to learn more about where your water comes from! Free refreshments too!

- 2,260 Water Service Connections
- 234 Million Gallons of water produced last year!
- 2.5 Million Gallon Storage Capacity



City of Lakeport  
Utilities Division  
225 Park Street  
Lakeport, CA 95453

Phone: 707.263.3578  
Email: [compliance@cityoflakeport.com](mailto:compliance@cityoflakeport.com)







CHARLOTTE  
WATER

I ♥  
H<sub>2</sub>O

CHARLOTTE  
WATER



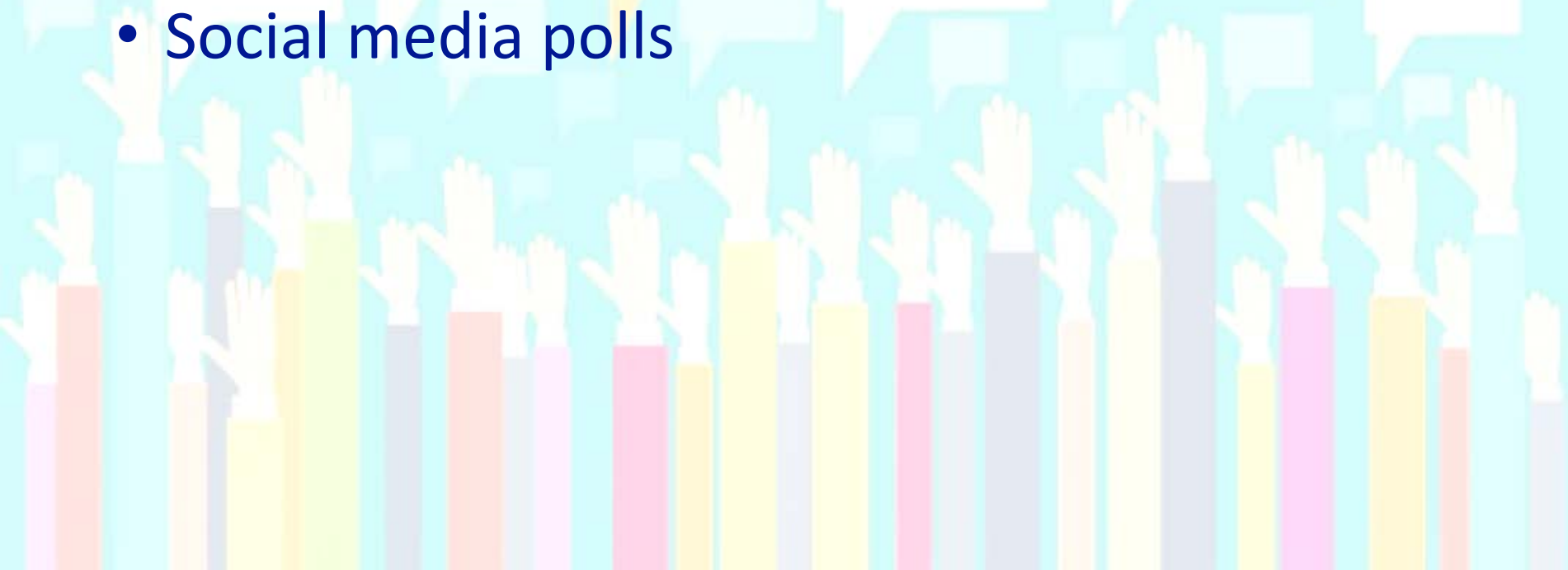


Face to face time  
with customers  
helps build trust  
and support *fast*.



## 5. Start listening to customers.

- Surveys
- Meetings
- Focus groups
- Live events/Community Involvement
- Social media polls







# Pictures and Visuals



Use props! 3D visuals  
are even better than  
2D images!



All You Need is Your  
Smartphone!

Vater Images

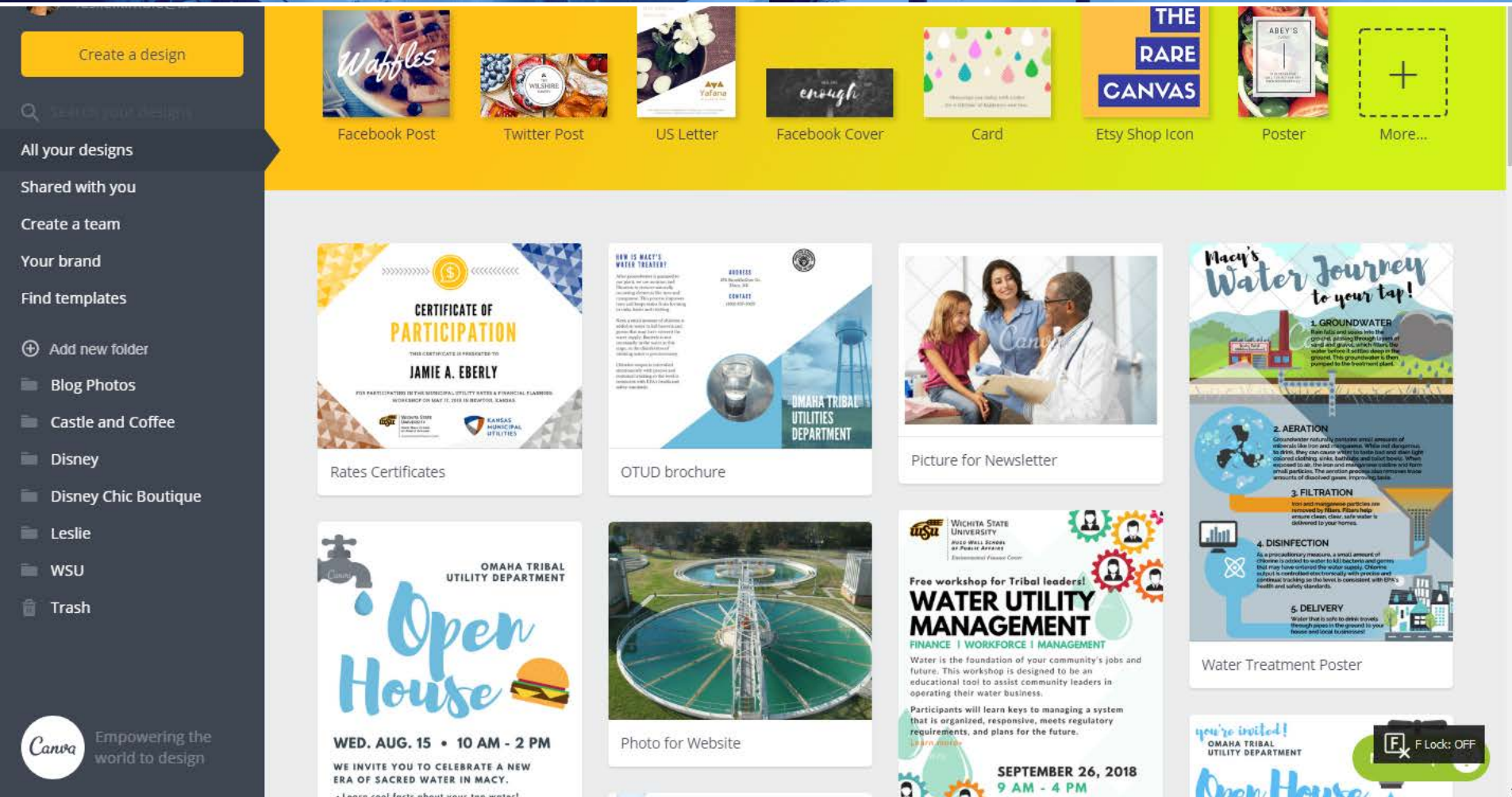
Related searches: nature ocean river sea beach  
1st great water images and water pictures here. Pictures of drinking water, sea, ocean, rain, lakes, ponds and rivers. As long as it's pic  
ter you can find it here. All water pictures are free to download, royalty free and can be used commercially for all your business pur



[www.pexels.com](http://www.pexels.com)

Great place for  
professional photos  
that are free and  
legal to use.

# Flyers and Brochures



[www.canva.com](https://www.canva.com)

User-friendly website that lets you easily design brochures, flyers and images for social media. Also great source for clip art and photos!



# Let the EFCN help you!

## *We can help your utility:*

- Come up with activity ideas for an Open House
- Create a brochure or logo for your utility
- Create a bill stuffer for your utility
- Create a poster about your water treatment process
- Help writing content for your website or social media page
- Create a marketing campaign

**HOW IS MACY'S WATER TREATED?**

After groundwater is pumped to our plant, we use aeration and filtration to remove naturally occurring elements like iron and manganese. This process improves taste and keeps stains from forming in sinks, baths and clothing.

Next, a small amount of chlorine is added to water to kill bacteria and germs that may have entered the water supply. Bacteria is not necessarily in the water at this stage, so the disinfection of drinking water is precautionary.

Chlorine output is controlled electronically with precise and continual tracking so the level is consistent with EPA's health and safety standards.

**ADDRESS**  
476 Skunkhollow Dr.  
Macy, NE

**CONTACT**  
(402) 837-5029



**OMAHA TRIBAL UTILITIES DEPARTMENT**

OMAHA TRIBAL UTILITY DEPARTMENT | WHY WE'RE WISE ABOUT WATER

**Ni Waxúbe Sacred Water**

Water does more than quench our thirst – it is a sacred resource that we should protect and respect. Water touches everything we care about: family, health, safety, and community.

Wisdom comes from experience and knowledge. Over the past decade, the community of Macy has become wise about water.




Omaha Tribal Utility Department is proud to celebrate clean, safe and reliable water for the citizens of Macy. Every day, nearly 1800 customers rely on us to provide fresh, clean water on demand. Our customers are our highest priority.

We invite you to learn more and celebrate a new era of sacred water in Macy. Please join us for our Open House on Wednesday, Aug. 15.

**Omaha Tribal Utility OPEN HOUSE**  
Wed, August 15 | 1050 31st Rd | 10 AM – 2 PM

- Learn cool facts about your tap water!
- Fun activities for the whole family!
- Free BBQ cookout at noon!
- Meet the water staff and ask questions.
- Unveil the new water tower design with us!

**Why is it wise to use tap water?**

 <p><b>SAFE</b></p> <p>We are daily to ensure our water is safe to drink. Currently, treated water is not as closely regulated or tested as tap water.</p>	 <p><b>SOURCE</b></p> <p>Our water comes from underground wells, where it is naturally filtered through many layers of rock and sand before we pump it in our treatment facility. Groundwater is generally fresher, cleaner and better.</p>	 <p><b>SAVES MONEY</b></p> <p>On average, one penny buys you two gallons of tap water. Two gallons of bottled water is about \$2.40.</p>
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**Macy's Water Journey to your tap!**

**1. GROUNDWATER**

Rain falls and soaks into the ground, passing through layers of sand and gravel, which filters the water before it settles deep in the ground. This groundwater is then pumped to the treatment plant.

**2. AERATION**

Groundwater naturally contains small amounts of minerals like iron and manganese. While not dangerous to drink, they can cause water to taste bad and stain light colored clothing, sinks, bathtubs and toilet bowls. When exposed to air, the iron and manganese oxidize and form small particles. The aeration process also removes trace amounts of dissolved gases, improving taste.



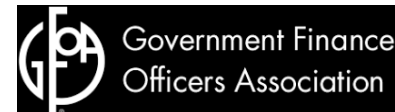


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# Questions?

**Leslie Kimble**

Marketing Coordinator  
Wichita State University  
Environmental Finance Center  
Leslie.Kimble@Wichita.edu



[www.efcnetwork.org](http://www.efcnetwork.org)