

# Communicating the Value of Water



New York Chapter  
NARUC, Chicago  
November 16, 2009

# Value of Water: Why?

- Goal: For customers to appreciate...
  - What it takes to deliver safe, reliable water service from source to tap
    - Expertise
    - Commitment to water quality
    - Investment in infrastructure
    - Customer service
- Demonstrate that those services are provided at an exceptional value

# Key Messages

- Water is essential to life.
- Water is an exceptional value.
- Water costs less than a penny a gallon.
- For that penny, customers are receiving:
  - water that meets or exceeds all drinking water standards
  - reliable water service around the clock.
  - highly-trained professionals and certified operators
  - sound infrastructure investments
  - a commitment to customer service

# Key Audiences

- Customers
- Elected officials
- Members
- Media
- Special interest groups
- Regulators

# Proposed Tactics: May Launch

- Customers and general public
  - Radio spots
  - Outdoor advertising
  - Bill insert
  - Newspaper advertising
  - Website
- Elected Officials – state and local
  - PowerPoint presentation
  - Informational brochure

# Proposed Tactics: May Launch



- Members
  - All campaign materials
  - Templates (Bill insert, ads, news release, presentation)
- Media
  - Advertising
  - News Release(s)
  - Op/Ed Article
- Regulators
  - Above materials

# Tag lines

- The best things in life are free.  
Water's just a penny more.
  - The clear choice.
  - Trust in every drop.
  - Invested in our communities.

# Communications Materials

**The best things in life are free.  
Water's just a penny more.**


**Invested in our communities.**  
It is estimated that it will cost \$38.7 billion over the next 20 years to repair, replace and update New York's aging water infrastructure and comply with increasingly more stringent water quality standards.

Fortunately, for less than a penny a gallon, customers of our family of regulated water utilities\* benefit from the millions of dollars of investments we make in the communities we serve.


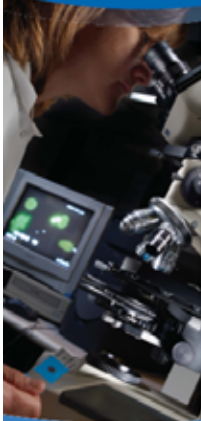
Even in these challenging economic times, we can't afford not to.

**So, who says a penny won't buy much these days?**

**NEW YORK CHAPTER**  
Providing Outstanding Long-Term Service to Our Customers, One Drop at a Time



**The best things in life are free.  
Water's just a penny more.**


**Trust in every drop.**  
Did you know that it costs less than a penny for a gallon of water from our family of regulated water utilities\*?

We take pride in delivering water that meets all state and federal drinking water standards.

To do this, we employ highly-trained professionals and certified operators. Our skilled experts know and understand drinking water regulations and what it takes to treat, monitor and test your water from the source, through our treatment process, and all the way to your tap.

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**The best things in life are free.  
Water's just a penny more.**




**The clear choice.**  
Did you know that it costs less than a penny for a gallon of water from our family of regulated water utilities\*?

We take pride in the fact that we provide reliable water service to our customers around the clock, each and every day.

We treat water to meet or exceed all drinking water standards. We deliver water 24 hours a day, 365 days a year. We make sound infrastructure investments in the communities we serve. And, we commit to providing exceptional customer service.

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# Communications Materials





# Questions