



### Branding Background

The Butler County Department of Environmental Services (BCDES) desired to improve the effectiveness of their communications and clarify their identity. One challenge that BCDES encountered was that its name and slogan did not clearly identify its roles, which included providing water, sanitation services, and recycling services. Butler County executives felt that defining the organization's brand was the starting point for addressing these issues. Given this, the management team collaborated to develop a series of branding statements intended to characterize what customers could count on from BCDES. These branding statements covered a range of ideas, including making it easier to deal with the department, commitments to water reliability and quality, and appropriate investment in water and the environment. The following bill inserts are one of the ways that BCDES is integrating branding statements into its communications.

### The Bill Insert Program

The bill insert format provides an opportunity to communicate several branding points in a brief and meaningful communication piece. Employing *a series* of bill inserts allows BCDES to send consistent messages over time. Using multiple, but simple, communication pieces is a proven brand development strategy.

- **Recycling Bill Insert**— The primary message in the bill insert below is that BCDES “makes it easy” for people to recycle. Making things easier for the customer is a simple, yet powerful practice that should be a part of any customer service effort. BCDES’ web-based recycling wizard makes it easy for people to find where they can recycle specific items. Different types of materials are recycled at different locations and people use the wizard to find the recycling location closest to where they live or work. The other important message relates to BCDES’ commitment to the environment. Just providing information on recycling begins to demonstrate this commitment, which can be reinforced in future inserts and other communication pieces. In addition, BCDES developed the slogan, “*Water, Public Health, and Environmental Leadership*,” to make sure the department’s roles are very clear in all of its communication materials.

**Recycling Has Never Been Easier**

Environment

Have you ever wondered if something is recyclable or asked where you can recycle? If you answered yes, then BCDES' new Recycling Wizard is just for you!

You can search by item or location to find what and where you can recycle. The recycling wizard is easy to use and available 24/7 on BCDES' Web site.

Protecting our environment is important and now it's easier to recycle in Butler County!

Log on to [www.butlercountydes.org](http://www.butlercountydes.org) and click on "recycling," then "what do I do with."

**BCDES**  
Water, Public Health, Environmental Leadership

BUTLER COUNTY COMMISSIONERS: GREGORY V. JOLIVETTE • CHARLES R. FURMON • DONALD L. DIXON

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

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BUTLER COUNTY  
Department of  
Environmental Services  
130 High Street  
Hamilton, OH 45011  
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- **Liberty Pump Station Bill Insert**— The first message in the bill insert below relates to the importance of planning. A critical responsibility of water and wastewater utilities is planning for the future and making sure that the community appropriately invests in water and the environment. Without sound planning and investment, the community is at risk for water shortages, water service reliability problems, or public health issues due to failed infrastructure. Another key message is that BCDES is “proactively” maintaining and improving the distribution system, which is critical to maintaining high-reliability and protecting public health. BCDES also highlights the reliability message in the watermark. Replacement of the aging pump station directly reminds customers that when we invest, we get value in return. Finally, making sure the pump station’s design fits in well with the local community demonstrates Butler County’s commitment to meeting local needs and encourages customers to become involved in future investment decisions.

Being proactive, collaborative, sensitive to the needs of the local environment, and being committed to planning, investment, and high reliability are all values defined in BCDES’ branding statements. The billing insert program helps BCDES build its brand by increasing the clarity, consistency, and effectiveness of its communications.

**Planning for Tomorrow**

As Butler County continues to grow, BCDES must proactively protect, maintain and improve the water distribution system so that you can count on reliable water service.

Originally built in the 1960s, the Liberty Fairfield Pump Station was nearing the end of its useful life. BCDES recently replaced the station with a new facility that can handle current capacity needs as well as future growth for Fairfield, Liberty and Lemon townships, and the city of Monroe.

BCDES collaborated with homeowner association representatives to choose a decorative stable style. As a result, the facility blends in well with the neighborhood, while also meeting the critical water needs of our community.

*Water, Public Health, Environmental Leadership*

*Reliability*

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