

Utility
Branding
Network

WORKSHOP



Branding Tactics

DECEMBER 7, 2015
ORANGE COUNTY, CA

TODAY'S AGENDA



- **Introduction and Objectives**
- **Utility Progress & Standards for Water Reliability**
- **Panel Discussion - Social Media Benefits and Challenges**
- **Branding Tool – Compelling Arguments for Investment**
- **The New Transparency**
- **Reaching the Influential Public**
- **Return on Investment Case Study**



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UBN OVERVIEW



- **Goals:**
 - Systematically address the politics of utility investment and rate -setting
 - Ensure that utilities are trusted and that policy makers fully fund operating costs and capital investments
- **Subscribers:**
 - Water and wastewater utilities

BI-ANNUAL WORKSHOPS



- **Purpose:**

- Collaborate with water and wastewater agencies in better understanding branding principles, building a strong brand, and making compelling cases for investment.

- **Participants:**

- UBN subscribers and invited guests.

BRANDING UPDATE



Utility Progress Standards for Water Reliability

➤ John Ruetten, Resource Trends, Inc.

UTILITY EXPERIENCES



Panel Discussion

Benefits and Challenge of Social Media

- **Jennifer Cabral** – Orange County Sanitation District
- **Pamela Perez** – LA Bureau of Sanitation
- **Sue Stephenson** – Dublin San Ramon Services District
- **Tiffany Wright** – Las Virgenes Municipal Water District

- Moderator – **Jeff Mosher**, NWRI

TRAINING



Branding Network Tool

Making a Compelling Argument for Investment

➤ John Ruetten – Resource Trends, Inc.

UTILITY EXPERIENCES



The New Transparency GM Reports & Investment Proposals

- Jim Herberg, Orange County Sanitation District

UTILITY EXPERIENCES



“Finger on the Pulse” Communications Reaching the Influential Public

- Sue Stephenson – Dublin San Ramon Services District

UTILITY EXPERIENCES



ROI Case Study

Clearwater Recharge Project

➤ Jeff Biggs – Tucson Water

MOVING FORWARD



Future of the Branding Network

- More Workshops and More Subscribers
- Continued Learning...A Better Understanding
- Enhanced Best Practices
- More Products and Training
- More Sharing of Case Studies and Tactics
- Increased Engagement from General Managers

MOVING FORWARD



Wrap-Up / Next Steps

Topics for Next Workshop

ADJOURN



Thank you for coming!

