Marketing with a Mission

City of Dayton Water
City of Dayton Department of Water
Annual Operating Budget of $99.3 million
- $55.0 million (Water)
- $37.1 million (Sanitary)
- $ 7.2 million (Storm)

Annual Capital Improvement Plan of $25.4 million
- $12.4 million (Water)
- $12.0 million (Sanitary)
- $ 1.0 million (Storm)

Total Personnel count of 398 employees
SOURCE WATER PROTECTION

- Source Water Protection – Great Miami Buried Valley Aquifer (approximately $1.5$ trillion gallons of groundwater).

- Provides up to **200 million gallons** a day for residents of nine counties, including Greene, Miami and Montgomery.

- Principal drinking water source for an estimated **1.7 million** people.

- **Award-winning** source water protection programs designated by the US EPA.
Why Market Dayton Water?

- **Rate Increase**
- **Misconceptions about your water utility/bad reputation**
- **Private water company take over (Veolia)**
- **Quality of life the utility provides**
- **Residents and industry leave based on the performance/non performance of their water utility**
- **Workforce development**
- **Negative perception about their water quality**
- **Community affinity**
- **Source Water Protection**
The How?

Telling our Story

Marketing Campaign birthed with two initiatives:

To reconnect the community to their water utility and to highlight the affordable, high quality, great tasting water and water services

To expand the Department of Water’s customer base through economic growth and development opportunities

Goal: **Household Name**

- Positive view on rate increase
- Safe Affordable Water
- Value Proposition
- Community Affinity
- Expert Staff
TBTT Campaign

- Invested marketing $$ in brand recognition
- Top of the Mind Awareness (TOMA)
- Education, Outreach, Value
B2B Marketing
Next Steps
Economic Development and Department of Water Marketing Initiatives

Making Business Affordable

• Solely water focused
• No information on the City amenities
• Engaged thousands of people

Lessons Learned

• Water is **not** the sole driver for large water volume businesses for relocation and expansion
Revamp
Economic Development and Department of Water Marketing Initiatives

Making Business Affordable 2
- Revised the concept to showcase the City and to make water a featured asset

Lesson Learned
We needed to market to site selectors
Site Selectors Marketing Initiatives
Economic Development and Department of Water

C-Suite Level Executive
The Water and ED Outcome

Growth in Dayton

- Dayton is experiencing growth businesses

Water as catalyst

- Disclaimer - there are no hard evidence linking water to economic growth
- Having good quality of water is vital to everybody
- Not having quality of water can lose business
Dayton Water is Making the Investment

Marketing budgets:
$50k in 2005
$75K in 2008
$185K in 2010
$209K in 2018

- Source Water Protection
- Outreach and Education
- Workforce Development
- Top of the Mind Awareness (TOMA)
- Product, Services and Value
- Brand Recognition
Marketing City of Dayton Water

Focus:

- Education
- Outreach
- Awareness - Top of the Mind (TOMA)
- Product-Services-Value
- Workforce Development

Avenues:

- Community Events
- Synergies and Community Partners
- Sponsorships
- Workforce Development & Employee Engagement
- Economic Development
- Partnering with other utilities and water industry organizations
- Social Media
- Radio
Source Water Protection

Dayton’s Hidden Treasure: The Great Miami Buried Valley Aquifer

The Great Miami Buried Valley Aquifer is a 1.5 trillion-gallon aquifer that stretches across 13 Miami Valley counties and provides clean, potable water to the entire region.

It’s up to all of us to protect this resource:
- Fix any vehicle oil and fluid leaks
- Recycle your trash, paint, and motor oil
- Limit your lawn care applications
- Properly dispose of any chemicals – no dumping on the ground
- Spread the word about keeping our water clean
- Report any spills or illegal dumping (937) 333-4900

To learn more, visit www.Daytonwater.org.
Protecting our Water Resources
Out Reach and Education

Community and Sponsorships

• Source Water Protection (Hydro Heroes)
• Dayton Dragons (community event & workforce development)
• Dayton Flyers (Future Flyers Club & workforce development/ engagement/community event)
• Dayton Boys and Girls Club (sponsorship)

Workforce Development

• High School Water Career Conferences (schools/universities/water industry professionals)
• SOCHE Program (exposure/TOMA)
• Water Internships (workforce development)

Economic Development

• Dayton Magazine (education/TOMA/outreach)
• Discover the Dayton Region Magazine (education/TOMA/outreach)
• Site Selectors Magazine (site selectors)
Awareness

Community Events
Sponsorship
Boys and Girls Club of Dayton
Workforce Development
Water High School Career Conference
Outreach

Children’s Water Festival Pictures
Products-Value-Services

- Lime Services
- Lab Services
- Grease Reduction Program
- Risk Management Services
Value of City of Dayton’s Water Utility

Proud Stewards of your water and water Services
Regional Marketing Efforts

Hydro Heroes

Scarcity of Water
Conservation of Water
Responsible Use of Water
Source Water Protection
Hydro Hero
“I am Dayton Water”

- Award Winning Utility
- Lowest rates in the Midwest
- Expert staff/industry trainers
- Water meet and exceeds EPA
- High quality-great tasting water
- Abundant water (1.5 trillion)
- Excess capacity
- Robust systems
- Technology driver
- Lime plant 1 of 2 in the nation
- Invest millions in our infrastructure
Questions?

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