



DETROIT

**Water & Sewerage
Department**

Integrated Marketing Campaign Updates

April 4, 2018

MEET THE TEAM

- Terry Oprea, President & CEO, MCCI
- Jamaine Dickens, Managing Partner, DMC Strategies
- Billy Strawter, Founder, Digital Strategist, Milo Detroit
- Rich Donley, Senior Vice President, MCCI
- Jennette Smith-Kotila, Senior Vice President, MCCI
- Mark Lane, Senior Communications Executive, MCCI
- Patricia Radice, Senior Communications Executive, MCCI
- Phil Swantek, Senior Producer, Director, MCCI

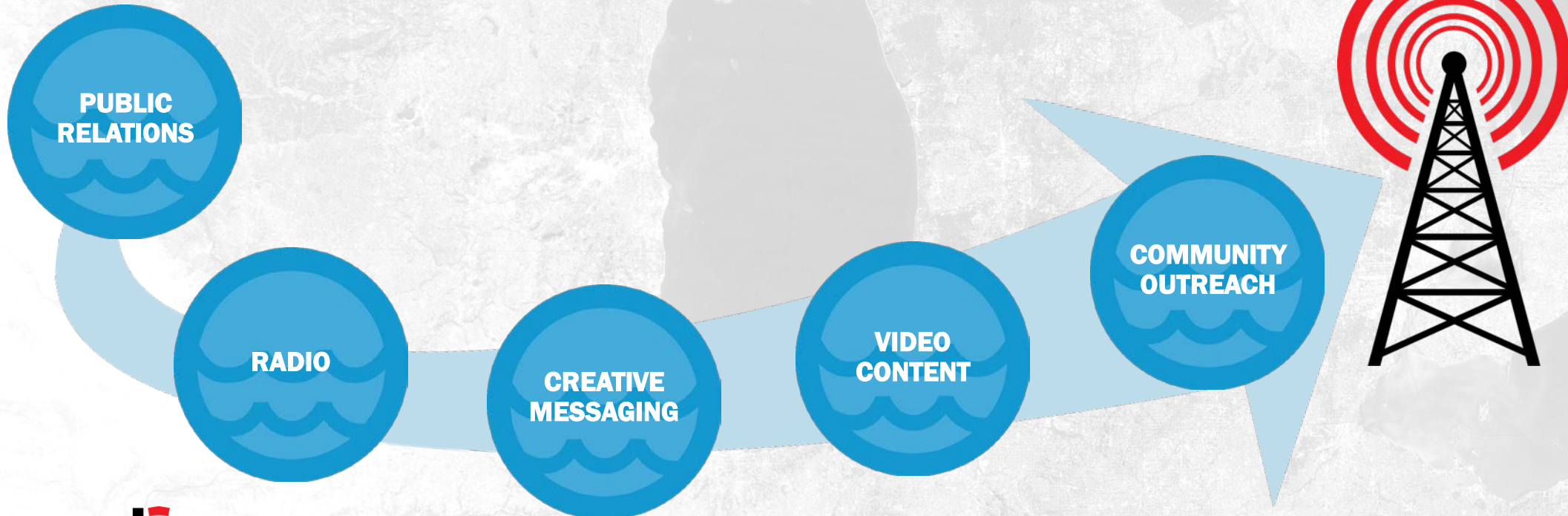
MCCI Overview

- Detroit-based award-winning integrated marketing agency
- 2018 – 25th year anniversary
- Focused on 5 channels
- MCCI value
 - Non-profit client expertise
 - B2B & B2C
 - Messaging/storytelling excellence rooted in journalism



POWERFUL BRAND MESSAGING ALLOWS US TO AMPLIFY

everything we do via cross-platform
promotion, leveraging resources, etc.



OUR MESSAGE PILLARS



**DETROIT
Water & Sewerage
Department**

An anchor institution in the Detroit community, DWSD supports the health and well-being of customers and residents. DWSD is here to help.

We provide compassionate financial assistance programs to keep water flowing and avoid service interruptions.

We invest in residential water conservation solutions and citywide water and sewerage infrastructure improvements.

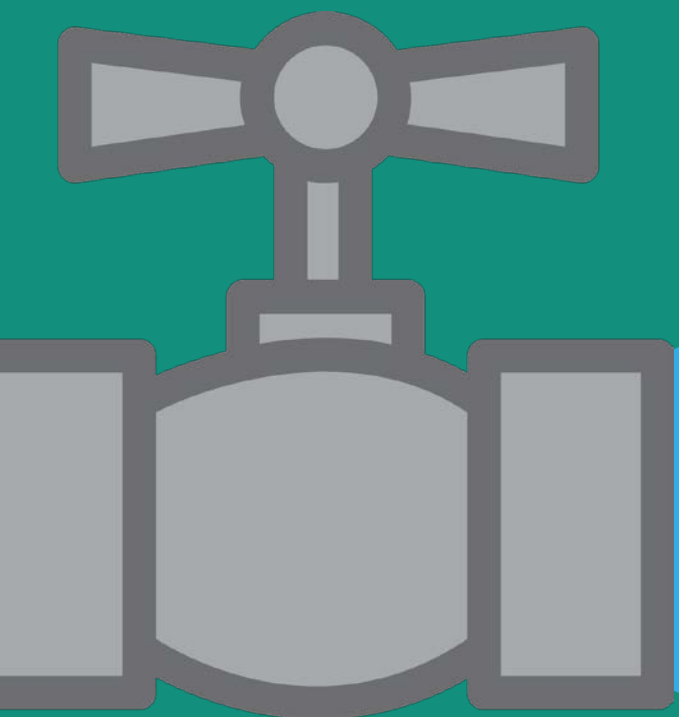
Our green infrastructure programs for stormwater management offer sustainable solutions and workforce development opportunities for Detroiters.

DWSD is more than a utility:
We are a community partner.

90-DAY CONTENT PRIORITIES



- Brand Awareness: Re-introduce DWSD to the community as an Anchor Institution; A Community Partner
- Financial assistance/service interruption prevention
- Drainage charge & credits / Stormwater explained



ONGOING CONTENT THEMES

1. Financial assistance/Preventing service interruptions
2. Drainage charges/Stormwater management (explaining the why and how to read your bill)
4. Drainage charges for nonresidential customers.
5. Infrastructure repair and upgrades (Green City)
6. Workforce outreach

VIDEO & CONTENT MARKETING

Examples:

Stories about workers in the field, the strong women leaders of DWSD, the process improvement plans in the works, animated graphics video explaining stormwater/drainage and also WRAP program.


Also: Videos talking to customers who have benefited from affordability programs.




MARKETING INTEGRATION

WITH COMMUNITY OUTREACH

- Neighborhood group and other outreach
- Getting ahead of geographic areas where we know there will be a lot of opposition/frustration.
- Working cooperatively with other contractors and team members.
- Informative mailers and handouts



735 Randolph St.
Detroit, MI 48226



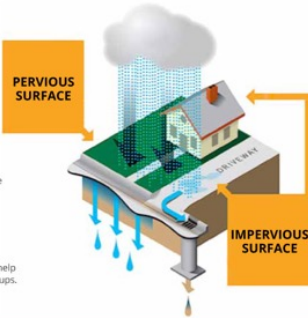
Jane Detrouer
1234 Some St.
Detroit, MI 48XXX

UNDERSTANDING DRAINAGE

IMPERVIOUS SURFACES
Hard surfaces like driveways and roofs are called "impervious surfaces." Stormwater flows from impervious surfaces, picks up dirt and debris, enters our sewer system and must be treated. The drainage charge covers the cost for this service, which is required by law.

KEEPING THE RIVERS CLEAN
It costs DWSD approximately \$150 million each year to treat stormwater runoff before it re-enters our rivers. The drainage fee is what pays for that required treatment.

MANAGING STORMWATER AND REDUCING FLOODING
The drainage fee also helps the city invest millions of dollars into its infrastructure to help prevent street flooding and basement backups.



DWSD: WE'RE HERE TO HELP

WRAP, THE WATER RESIDENTIAL ASSISTANCE PROGRAM
Financial assistance with bill payments and past due balances for low-income households.

10/30/50 PLAN
Get into a payment plan with as little as 10% down on your past due balance. The remaining balance is spread out anywhere from 6-24 months. If you miss a payment, you can re-enroll by putting down 30%. If you miss again, a 50% deposit is required.

CUSTOMER CARE CENTER LOCATIONS
Hours of Operation (for all Centers): Monday-Friday, 8 a.m. - 5 p.m.
Downtown Customer Care Center (Water Board Building)
735 Randolph Street, Detroit, MI 48226
Eastside Customer Care Center
13303 E. McNichols Road, Detroit, MI 48205
Westside Customer Care Center
15600 Grand River Ave., Detroit, MI 48227

EASY WAYS TO PAY

1. More than 40 payment kiosks, some available seven days-a-week, where residents can pay with cash, personal check and credit/debit card.
2. Mobile-friendly Customer Care Web Portal where residents can schedule a payment or enroll into a payment arrangement.
3. Customers can schedule an appointment in advance of going to a Customer Care Center and receive text or phone updates of their wait time.

WANT TO LEARN MORE?
For more information about these programs or to get answers to questions about your water bill, please call a customer service representative at (313) 267-4000 or visit detroitmi.gov/DWSD.

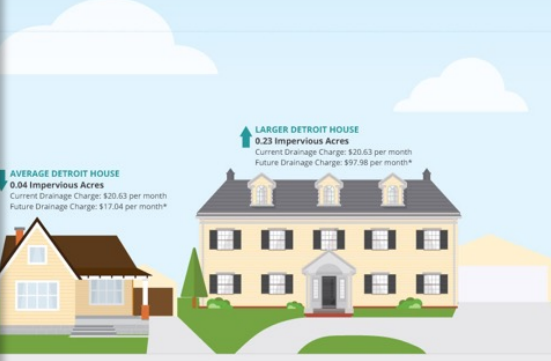
Text (short code) to [number] and receive community meeting dates and other important updates. Or visit detroitmi.gov/DWSD.

DEAR DWSD CUSTOMER:

Starting July 1, to create fairness and equity, most residential customers will switch from a flat drainage fee of \$20.63 per month to a system of paying based on the amount of impervious (hard) surface on your property, such as rooftops and driveways, that sends untreated stormwater into our sewer system.

With this change, the majority of Detroit residents (those with an average sized home) likely will see a decrease on their bill, or no change at all. Residents with larger than average homes (with larger rooftops and longer driveways) likely will see an increase to reflect the larger amount of runoff they create.

To ease the transition, all households that are subject to the fee, will receive a 25% green credit, based on the assumption that their downspouts are directed onto their lawn.



AVERAGE DETROIT HOUSE
0.04 Impervious Acres
Current Drainage Charge: \$20.63 per month
Future Drainage Charge: \$17.04 per month*

LARGER DETROIT HOUSE
0.23 Impervious Acres
Current Drainage Charge: \$20.63 per month
Future Drainage Charge: \$97.98 per month*

*Projected rates are subject to Board of Water Commissioners approval. Rate includes the green credit discount.

HOW IS MY BILL CHANGING?

Impervious acres will be listed, starting on your August bill. Check your impervious area on the DWSD's Parcel Viewer website: detroitmi.gov/DWSDparcelviewer. If your data is incorrect, you can apply for an adjustment.

Account Information		November Bill Details	
Account Name	RESIDENT	Previous Balance	\$112.50
Account	000-00001000	Payments Received - Thank you!	-\$112.50
Service Address	1111 ACME ST	Forward	\$0.00
Customer Class	CITY RESIDENTIAL	FWD	\$0.00
Service Dates	10/1/19 to 11/15/19	Water Charges	\$0.00
Bill Date	11/15/19	Water Subtotal	\$0.00
Stormwater Information		Current Sewer Charges	
Customer's lot area (sq ft)	21,000 sq ft	Drainage Charge	\$12.10 @ 1 month
Parcel Number	22096118.002L	Green Credit	-\$51.75
Total Acres	0.05	Sewer Subtotal	\$18.75
Impervious Acres	0.00		
		Total Water & Sewer Charges	
		\$18.75	

If you pay after the due date, a 5% penalty will be added to your next bill.

NEW PROJECT TAGLINE: Detroit Water WORKS



- The tagline convey a **"new" DWSD**, one that is customer-oriented and is investing in its future and the city's future.
- Supporting messaging behind tagline: **An anchor institution in the community, DWSD supports the health and well-being of Detroit residents. It is compassionate, helpful and invested in its customers.**
- DWSD **provides financial assistance programs to keep water flowing, is a national leader in green infrastructure** investments, and is creating new JOBS for Detroiters every month.
- Tagline is part of a fully integrated marketing campaign to improve the department's image, brand sentiment and enhance internal morale. In tandem with that, **we have a duty to residents and customers of all types to make sure they are properly informed about topics such as drainage fees and changing rates.**

MEDIA BUYS: Targeted Roll-out Date April 23

- **Urban Radio** – WMXD-FM THE MIX 92.3 , WJLB- FM 98, WMGC-FM 105 The Bounce, WDMK-FM KISS, WGPR-FM HOT 107.5, WPRZ-FM PRAISE, WFDF-AM 910 AM
- **Total Traffic and Weather Radio Network** - WMXD-FM THE MIX 92.3 , WJLB- FM 98, WMGC-FM 105 The Bounce, WDMK-FM KISS, WGPR-FM HOT 107.5, WPRZ-FM PRAISE, WFDF-AM 910 AM
- **Billboards**
- **Bus Posters**
- **Static Posters**
- **Cable TV** – Detroit Zone airing on networks: A&E, BET, Lifetime, Lifetime Movie, MTV, Nickelodeon, OWN, TRU, TV1, USA, VH1, WE
- **Comcast-Premium Digital Video** – Detroit Zone



THANK YOU!

