

# Information Item: MCES Branding Initiative

Karen Neis, Director of Administration  
Ed Lube, Manager, Communication  
Cristen Capron, Clarity Coverdale Fury

Environment Committee: June 14, 2016



# A Utility of the Future

---

<b>Mission</b>	Provide wastewater services and integrated planning to ensure sustainable water quality and water supply for the region.
<b>Vision</b>	Be a valued leader and partner in water sustainability.
<b>Values</b>	Excellence Commitment Inclusiveness Integrity Respect

---

# Environmental Services 2020

## DEMONSTRATE HOW?

- \* Use Metro Update for messaging
- \* Publicize through city newsletters
- \* Good customer service
- \* Partners in regulating city business
- \* Teaming for emergency response

## VALUE WHAT?

- \* Information source
- \* Third party mediator
- \* Customer service
- \* Technical support
- \* Emergency response
- \* Long range growth planning
- \* Regional perspective
- \* Quick response
- \* Reliable service
- \* Competitive cost

City & County Administration

State Gov't, Met Council

## VALUE WHAT?

- \* Positive citizen/business relationship
- \* Financially responsible
- \* Clean environment
- \* Nationally competitive rates
- \* Long range planning for growth
- \* Quality service & regulatory compliance

## DEMONSTRATE HOW?

- \* Provide regular performance information (compliance and customer relations)
- \* Provide comparisons to other US WWT
- \* "Sound Byte"
- \* National recognition
- \* Use Metro Update

## DEMONSTRATE HOW?

- \* Fair pricing
- \* Provide consistent regulation
- \* Show common interests in protecting the public and the environment
- \* Public meetings: changes, issues, and outcomes
- \* Service relationship

## VALUE WHAT?

- \* Low prices
- \* Consistency (level playing field)
- \* Technical advice: timely & accurate
- \* Positive everyday interactions
- \* Customer service

Industry & Commercial

Citizens, Neighbor Counties, Future Gens

Being 'Recognized as a Best Value Public Agency'

by our Stakeholders Provides the Strong Foundational Support Required to Launch our 2020 Water Sustainability Initiatives.

## VALUE WHAT?

- \* Reliability at a fair price
- \* Water quality - rivers, streams, lakes
- \* Clarity of issues and responsibilities

## DEMONSTRATE HOW?

- \* Educate on what we provide, what we do
- \* Support environmental efforts
- \* Booth at State Fair
- \* Brand messaging on MCES fleet & transit
- \* Offer tours and presentations to students and citizen groups

## DEMONSTRATE HOW?

- \* Meet limits and deadlines
- \* Strengthen relationships
- \* Host a "Summit" (collective meeting)
- \* Involvement at meetings

## VALUE WHAT?

- \* Permit compliance
- \* Transparency and trust
- \* Accurate data
- \* Partnership with common goals and regional support

Regulatory Agencies

Professional Organizations, Academia

## VALUE WHAT?

- \* Partnerships
- \* Innovation
- \* Job opportunities
- \* Sharing of knowledge

## DEMONSTRATE HOW?

- \* Participate in organizations
- \* Submit articles
- \* Solicit more research opportunities (new ideas & technologies)
- \* Actively participate in research with foundations and academia
- \* Present at conferences
- \* Networking

## SUPPORTS

- Already a good value - just not much recognition
- Existing credibility with stakeholders
- Benchmarks are available
- Good compliance record
- Region places high value on environmental stewardship
- Good relationships with stakeholders
- "Ad Space" available on the fleet in the public eye
- MCES employee pride in work
- Experienced staff
- Support of Administration
- Low rates

1. Create a scorecard of focused, accurate and meaningful metrics to enhance the perception of MCES in the community.

2. Provide customer service skills training to key personnel and identified employees within MCES who engage stakeholders. Use a survey to measure success

3. Develop and launch a recognizable 'brand' for MCES. Include placement of logo and a tag line in circulated materials, on vehicles, in emails, etc. Provide frequent press releases celebrating successes and accomplishments. Be more proactive as a leader in the industry through increased participation in related organizations, stakeholder meetings, and public education

## KEY INITIATIVES

## CHALLENGES

- Staff skepticism
- Limited focus on customer service
- Limited staffing/experience in marketing
- Staff time
- Shrinking workforce
- Access to cities' newsletters
- No customer feedback tool
- Maintaining high standards thru change
- Increased visibility increases risk
- Stakeholder differing viewpoints
- Gov't change over cycles
- \$ for education, outreach, conferences
- Collecting/producing accurate data
- Justifying spending \$ on marketing
- Special interests groups pressures
- Ways to provide info to Council
- Layers of approval required for external messaging
- Metrics consensus
- WWT not glamorous
- Staff buy-in: training

*Being  
Recognized as a  
Best Value Public Agency*  
by our Stakeholders Provides the Strong  
Foundational Support Required to  
Launch our 2020 Water  
Sustainability Initiatives

1. Create a scorecard of focused, accurate and meaningful metrics to enhance the perception of MCES in the community.

2. Provide customer service skills training to key personnel and identified employees within MCES who engage stakeholders. Use a survey to measure success

3. Develop and launch a recognizable 'brand' for MCES. Include placement of logo and a tag line in circulated materials, on vehicles, in emails, etc. Provide frequent press releases celebrating successes and accomplishments. Be more proactive as a leader in the industry through increased participation in related organizations, stakeholder meetings, and public education

Trademark

● **KEY INITIATIVES**

# Building the MCES Story & Identity

3. Develop and launch a recognizable 'brand' for MCES. Include placement of logo and a tag line in circulated materials, on vehicles, in emails, etc. Provide frequent press releases celebrating successes and accomplishments. Be more proactive as a leader in the industry through increased participation in related organizations, stakeholder meetings, and public education

Trademark

● **KEY INITIATIVES**

**Clarity Coverdale Fury**

# Building the MCES Story

# Discover phase

- Learning, listening and understanding
- 49 stakeholders from a wide variety of organizations
- Goal: understand the perceptions of MCES and to gauge awareness



# Findings

***MCES has a strong foundation and is seen as a leader amongst those who know them—and for the most part people believe in who they are and what they are doing in the industry.***

***They are not, however, doing a great job of telling their story or linking it to a higher cause and are not a recognizable division within the larger Metropolitan Council picture.***

# Where do you see MCEs leading?

partnerships sustainability forward-thinking vision  
service **collaboration** education  
resource protection integration **innovation**  
water treatment strategic partner  
regulations **regional leader** water supply  
planning research  
permitting public engagement  
community outreach

# Findings

***Additionally, there was a perception that ES only handles Wastewater Treatment services, while their mission encompasses so many more aspects of Water—including Water Resources, Water Supply Planning and Renewable Energy.***

***The idea of looking at Water as a whole is what will ultimately set MCES apart and is a foundation on which they can begin to tell their story.***

# Key Takeaways

**Become a more visible leader. Continue to collaborate. Promote the idea of One Water.  
Grow awareness. Focus on partnerships & innovation.**

- 1) *MCES is seen as a valuable partner and leader, delivering a long-term vision for water in Minnesota that ensures the future of water supply.***
- 2) *Collaboration is key as you work towards the model of “One Water.”***
- 3) *MCES is admired in the industry, but there is an opportunity to shine with the broader set.***
- 4) *MCES needs to proactively tell their story vs. staying “behind the scenes.”***
- 5) *MCES can lead the innovation ecosystem towards the desired model of “One Water.”***

# Naming Exercise

***A great name can serve as an anchor,  
but it's your job to tell the story.***

# It's More Than a Name

- Long-term effort that will require internal champions
- About elevating all of the things that make ES great
- Where can you tell your story?
  - Community events, newsletters, online, partner meetings, etc.

# Evaluation

- Large group exercise vetting ten possible names:
  - CleanWater/CleanH2O
  - ForeverWater
  - AllWATER
  - WaterWise
  - WaterForce
  - Ripple
  - WaterWays
  - WaterFRWD
  - WaveMN
  - WaterProof



# Evaluation

- From there, the groups voted on moving forward with the following names for a preliminary trademark search:
  - CleanWater
  - WaterWise
  - WaterWays
  - MetroWaterPartners
  - WaterConnections/WaterConnect

# Testing

- Based on those results, we moved forward with testing the following three names:



*\*Please note that the light design is NOT final, for proof-of-concept only.*

# Results

- Survey closed June 9, 2016
- In process of compiling results to share with the ES team

**Thank You!**