

Diamond ring: Symbol of integrity and commitment

Environment Committee Information Item

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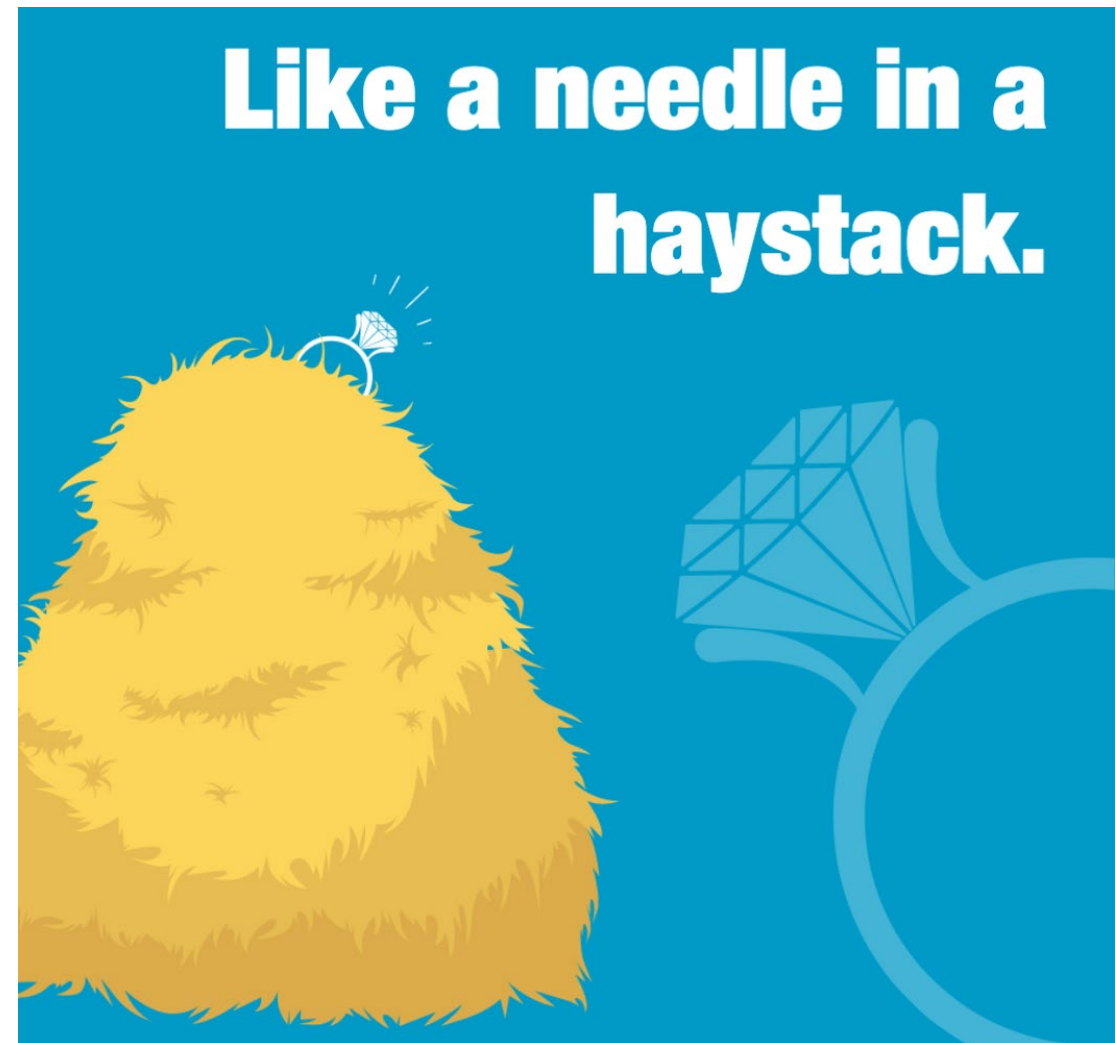
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Diamond ring story

Integrity and commitment

- 13 years lost
- 1,000-foot journey
- 1 month to find owner
- 2 months of media
- 650+ dedicated Environmental Services (ES) employees and Regional Administration partners



Ring found at Rogers Wastewater Treatment Plant



March

- Ring found by Todd Bennett, Bruce Jensen, and John Tierney while performing maintenance.
- They ask, “What can we do to find the ring’s owner?”
- Posted to social media.
- Media relations staff arranged Minnesota Public Radio interview.
- 50+ calls into ES General Inquiries telephone line

Search for the rightful owner

April

- Media event at Metropolitan Plant
- Massive public response
 - 350+ email inquiries
 - 400+ calls
- ES Communications Team responded to each call and email.
 - As far away as eastern Canada
 - As long ago as 30 years
 - As unlikely as Target store floors, open fields, and airplane connections at Minneapolis-Saint Paul International Airport

“There are only three things you should flush, and a diamond ring isn't one of them.”



Confirming the rightful owner



April

- A Rogers resident reached out. Information indicated a potential match.
 - Right sewershed, right ring materials and design
- Two separate jewelers affirmed probable match.
 - Compared ring to photos from the resident



Ring is returned

May

- Rogers resident reunited with her ring after 13 years.
- Own a sewer cleaning company.

**“What did you guys do to my ring?
That’s my ring.”**



Final press event

May

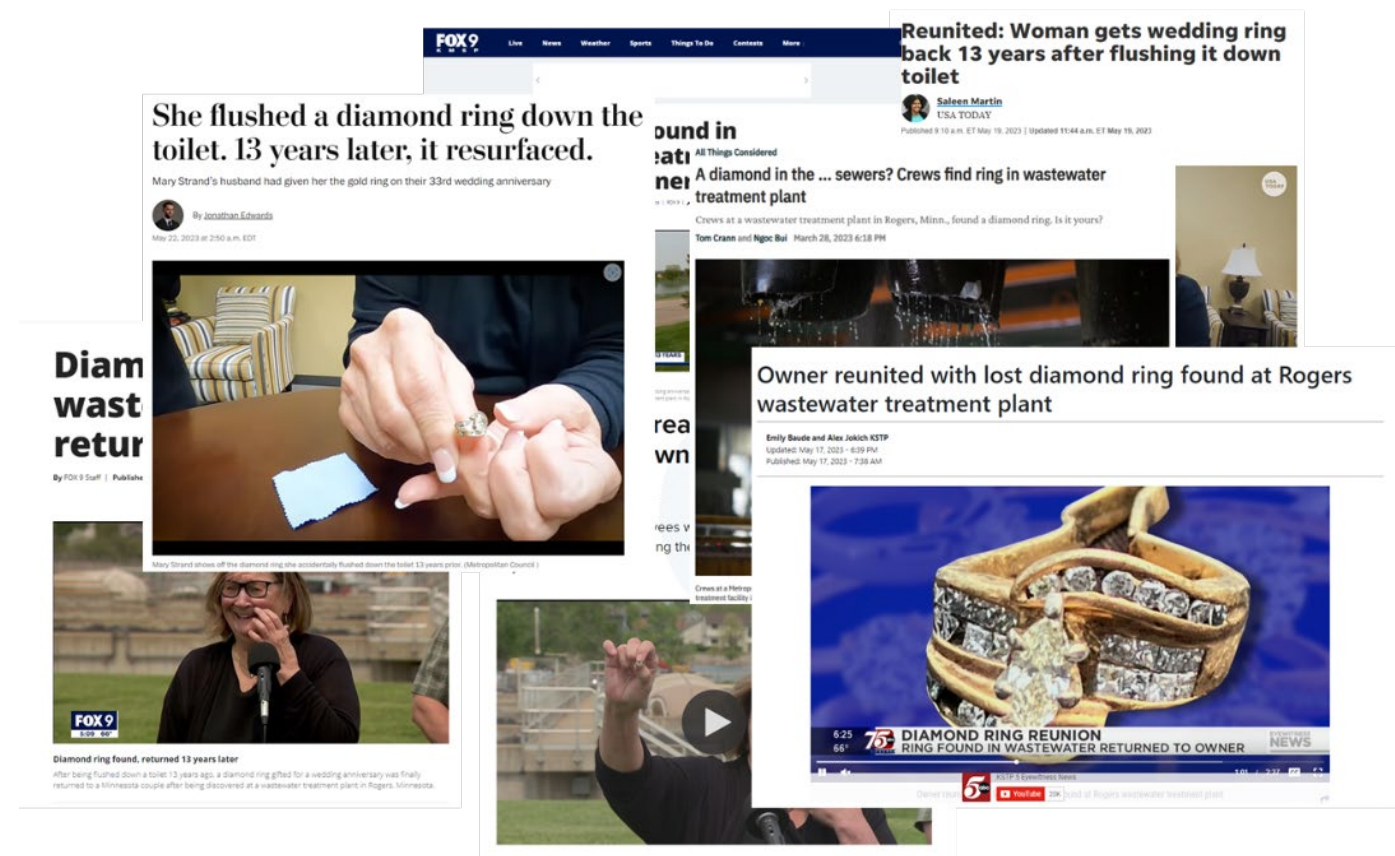
- Media event at Rogers Plant announced reunion of the ring and its owner.
- 10 media outlets attended.
- Local, national, and international media coverage.



Positive visibility

Print, radio, tv, and online coverage

- 523 news clips
- Audience reach: 1,555,708,793
- Value of media coverage: \$24,336,272
- 3 trade publications
 - Minnesota Municipal Utilities Association newsletter: 2,000
 - National Association of Clean Water Agencies blog
 - Water Environment Federation magazine: 42,000



Happily ever after

Clean water

- Ongoing excellence in wastewater treatment and resource recovery is a hard news pitch
- Unique, fairy tale story got attention
- Real story: Employee integrity and commitment
 - Maintenance workers
 - ES Communications
 - Media relations and General Counsel
 - Operations staff who prepped for and accommodated media
 - 24/7 work to support clean water for future generations

[Diamond ring found in Rogers wastewater treatment plant returned to owner after nearly 13 years | kare11.com](https://www.kare11.com/story/news/local/diamond-ring-found-in-rogers-wastewater-treatment-plant-returned-to-owner-after-nearly-13-years/7041117002)

Diamond ring found in Rogers wastewater treatment plant returned to owner after nearly 13 years



Back in March, the employees went to social media in hopes of finding the rightful owner describing the dirty discovery, "like a needle in a haystack."

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