

Public perception challenges & opportunities

October 24, 2016

WHPN Meeting @ Platte West Plant



METROPOLITAN

UTILITIES DISTRICT

www.mudomaha.com

About us

- Customer-owned natural gas & water public utility created by the Nebraska Legislature in July 1913
- Governed by board of seven elected directors
- Serve population of 600,000+ in the Omaha metro
 - Fifth largest U.S. public gas utility; 225,000 customers
 - 208,256 water customers
 - Maintain 27,000 hydrants for fire protection
 - Provide cost-saving service to municipalities by collecting sewer use & trash fees
- 840 full- and part-time employees

About us

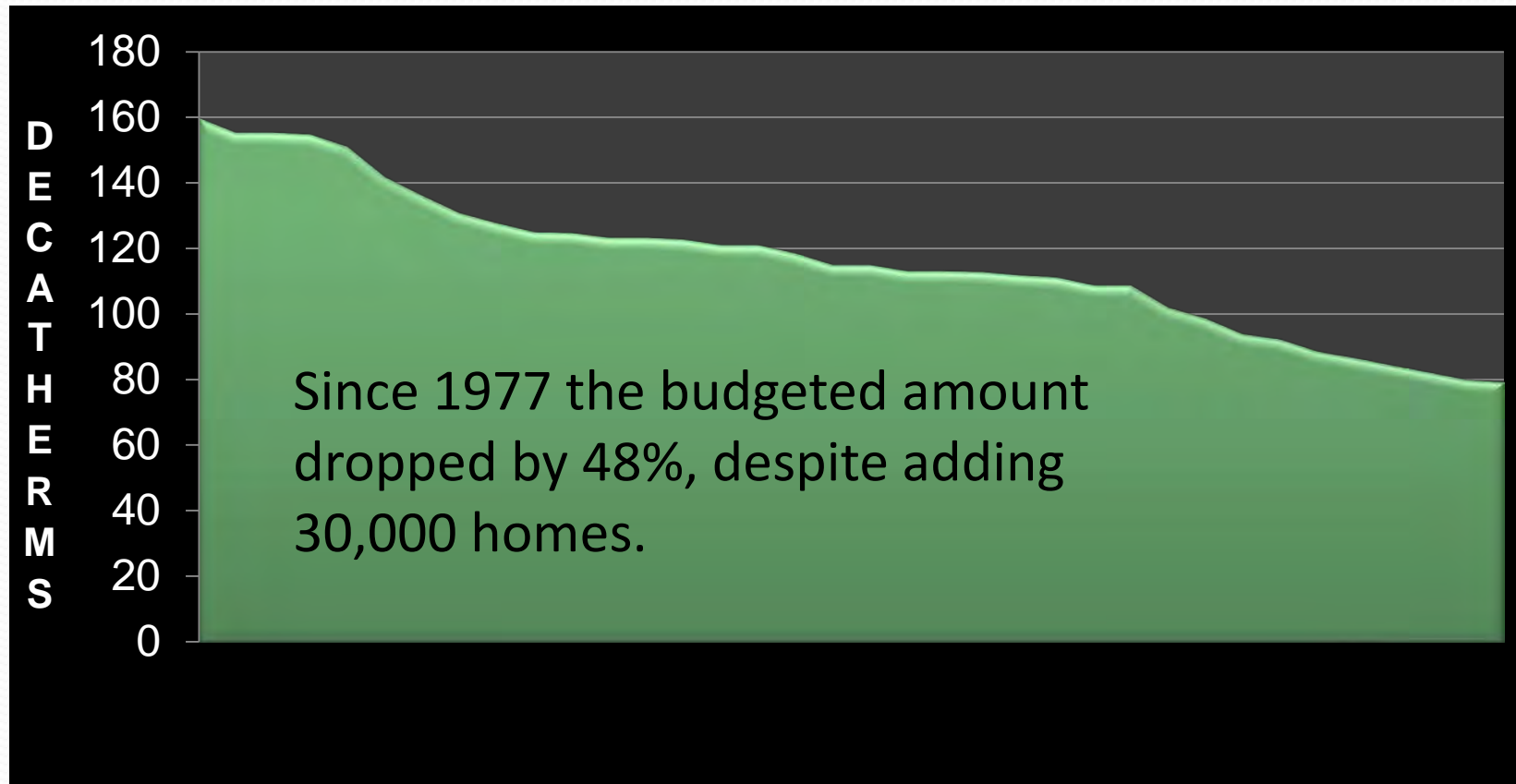
- Three water treatment facilities “Triangle of Reliability”
 - Florence Plant, 1889, Missouri River intakes
 - Platte South Plant, 1968, Platte River wells
 - Platte West Plant, 2008, Platte River wells
- Peaking-shaving facilities save at least \$7 million annually
 - Liquefied natural gas tank
 - Two propane-air plants
- Compressed natural gas fueling facilities
 - 64th & Center Streets (Northgate of Construction Center)
 - 53rd & L Streets (I-80 Fuels/Happy Cab)
 - 132nd & Cornhusker Dr. (Trillium CNG)
- 2,895 miles of water main
- 2,798 miles of natural gas main

Natural gas trivia challenge

- Over the last 20 years, natural gas consumption per customer has?
 - A. Decreased by about 50 percent
 - B. Stayed about the same
 - C. Increased by only 10 percent



Residential usage per customer

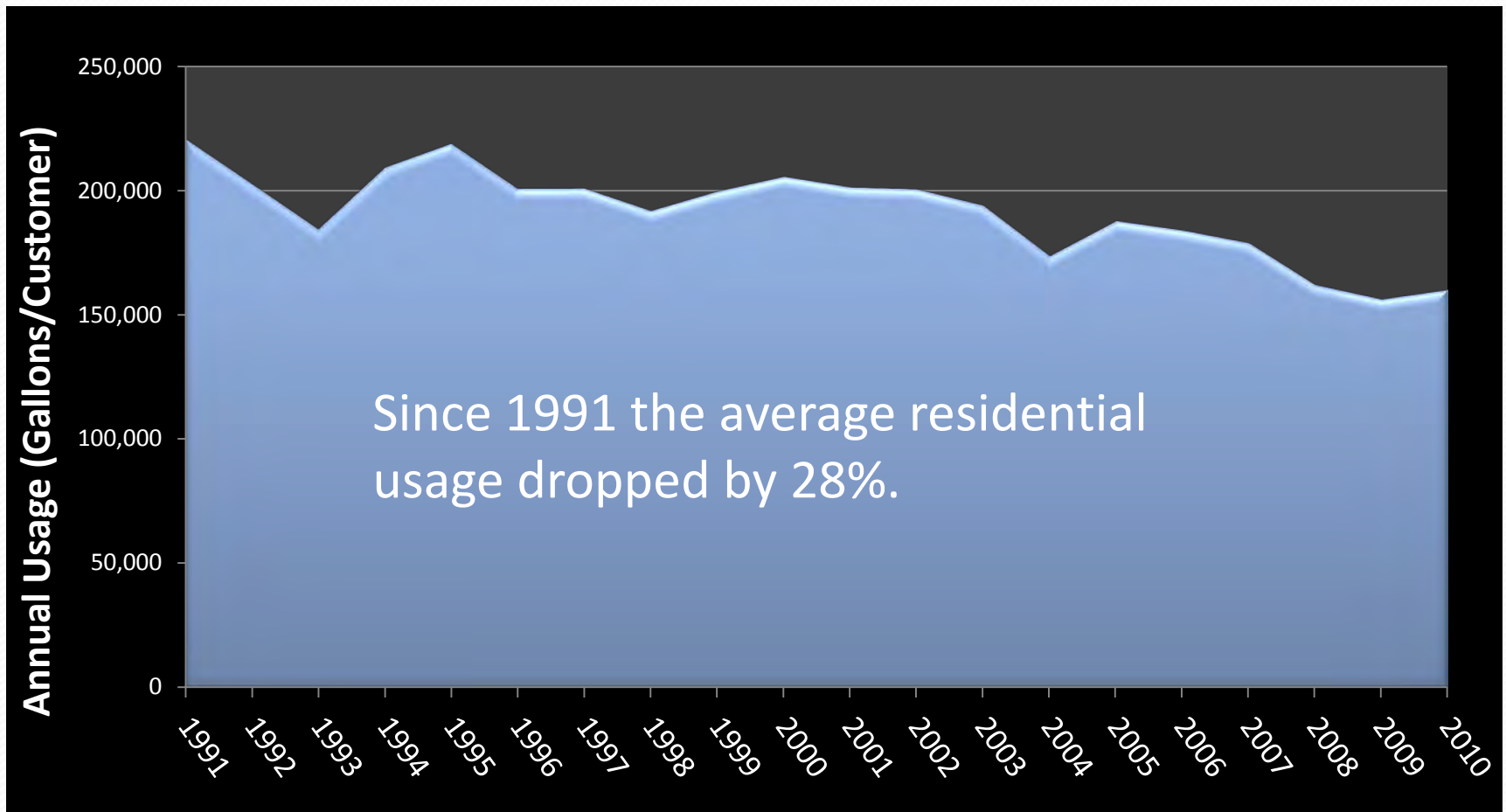


Water trivia challenge

- Over the last 20 years, indoor water consumption has?
 - A. Decreased by about 25 percent
 - B. Stayed about the same
 - C. Increased by only 10 percent



Annual water consumption



Other challenges

- Costly infrastructure replacement
 - Cast-iron gas & water
 - City of Omaha sewer
- Impact on rates/affordability
- Technology updates
- Aging workforce & attracting new talent
- Regulatory requirements
 - Federal mandates: EPA, PHMSA
- Special interest groups
 - Environmental (Water quality; emissions)
 - Pipeline safety
- Privatization threat
 - “You’re a monopoly”
 - Prove value/benefit

Opportunities

- Natural gas for transportation
 - Compressed natural gas (CNG)
 - 3 public stations in Omaha
 - Focused on fleets
 - Renewable - BioResources
- Water system, grow west & south
 - Recent boundary agreements with Papillion, Gretna
- Technology upgrades
 - Efficiency gains through mobility, GIS
 - Improve customer service, SAP
 - Partnerships with other utilities



Marketing & Communications

- Rebranding efforts began in 2008
- 100-year anniversary in 2013
- Updated website design in June 2013 and October 2016
- Launched Facebook & Twitter in 2013
- Traditional media (Print, Radio & TV) – on call 24/7
- Employee speakers bureau
 - Reach 200,000 customers annually
 - Introduced water mascot in 2012
- Local, state and national associations & partnerships

Water Quality Report

- Last 4 years – Digital/online report with print copies available upon request
- Use design best practices (EPA)
- Hot topics (ie. Lead Q&A)
- Incl. WHPP & Source Assessment
- Comprehensive promotion plan
 - Bill inserts, messages, envelope
 - Website
 - Paid ads (college/Spanish too)
 - News releases and blog
 - Social media posts





from page 1

The Food and Drug Administration (FDA) regulations establish limits for contaminants in bottled water, which must provide the same protection for public health.

Drinking water, including bottled water, may reasonably be expected

Source water assessment and wellhead protection

The Nebraska Department of Environmental Quality (NDEQ) completed the source water assessment which includes a wellhead protection area map, potential contaminant source inventory, vulnerability rating and source water protection information.

In 2013, to better protect the quality of the water in our well fields, we completed wellhead protection plans for our Platte South and Platte West well fields.

Wellhead protection is the management of the land surrounding a water supply well to prevent contamination of the water supply. The plans provide a detailed account of the potential threats to the facilities and a summary of existing and recommended management strategies.

To view the source water assessment report or the wellhead protection plans, visit our website at www.mudomaha.com, click the "Water" tab and locate the PDF files in the "Related Resources" box.

If you have additional questions, please contact Customer Service at 402.554.6666 or e-mail customer_service@mudnebr.com.



Capitalize on milestones

- District's 100-year anniversary in 2013
 - Reinforce benefits of customer-owned utility
 - Governor's proclamation
 - Special logo for year
 - Weaved messaging into all marketing
 - Employee appreciation activities
- Florence Plant's 125th anniversary in 2014
 - Plant open house and tours
 - Employee appreciation lunch
 - Highlight Capital Improvement Plan projects with media



1995-2013



To report a natural gas leak or water emergency, call 402.554.7777.
Customer Service: 402.554.6666

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Providing Natural Gas and Safe Drinking Water to Omaha and Surrounding Areas

WATER

- Providing Safe Drinking Water for almost 100 Years
- Serving More Than 200,000 Water Customers
- Maintains Over 27,000 Hydrants for Fire Protection

NATURAL GAS

- 5th Largest Public Gas Utility
- Serving More Than 216,000 Gas Customers
- Providing Clean, Efficient Natural Gas
- Local CNG (Compressed Natural Gas) Filling Stations

Alert: The District updated its billing system over the weekend of June 1st. During this transition period, you may experience longer wait times to reach a customer service agent. We appreciate your patience.

To make a payment or access your account anytime, use our automated phone menu or sign in to [MyAccount](#).

Click [here](#) to see the postcard with important information.

my account

Click on "my account" to [pay your bill on-line](#), view your bill, learn about other account items.

projects in your area



• M.U.D. water meets all federal and state standards for safe drinking water. Click [here](#) to open a PDF of the 2012 Water Quality Report.

• Cross Bores/Sewer Lateral

2013

JOIN US ONLINE and sign up for our newsletter

EMERGENCY (EMERGENCIA) 402.554.7777
CUSTOMER SERVICE: 402.554.6666

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METROPOLITAN UTILITIES DISTRICT

LIVE GREEN, THINK BLUE | NATURAL GAS | WATER | BLOG | ALERTS

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WATER
NATURAL GAS
MY ACCOUNT / BILL PAY
ONE TIME BILL PAY

Have a question? Browse some FAQs. [Read more...](#)

ABOUT MY BILL
Learn about energy conservation ideas and how M.U.D. reads your meter. [Click here for more details](#) [Click here to report a meter](#)

KEEPING YOU UP TO DATE
[Click here to see all news stories](#)

LIVE GREEN, THINK BLUE
We're working towards a more energy-efficient transportation solution. [Click here to learn more](#)

ALERT: 4/1/2013 Do not light any matches, candles, cigarette lighters, lightbulbs, stoves or appliances. [Learn more](#)

Oct. 2016

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METROPOLITAN UTILITIES DISTRICT

I want to: - select - [GO]

EMERGENCY (EMERGENCIA)

MY BILL | MY HOME | MY BUSINESS | OUR PARTNERS | OUR COMPANY

Sign In to Your Account

Email [input]
[LOG IN]

View Account/Bill Pay
One Time Bill Pay
Start/Transfer/Stop Service

Only tap water delivers safe and clean
[FIND OUT MORE]

NOTICE:
Scam alert
Some M.U.D. customers have received calls from people attempting to collect payment. Please do...
[VIEW ALL]

Gas or Water Emergencies: [MORE]

Go Paperless [MORE]

mudomaha.com

Social media

- Twitter

- Launched 2013; 1,097 followers
- Planned content - similar to Facebook
- Emergency alerts (water main breaks, gas leaks, etc.)
- Media/reporters follow
- Timeliness; 24/7 expectation - Citizen posts (ie. Mean Streets)
- Respond to customer service issues/complaints
- Retweets with partner agencies & industry associations



- Facebook

- Launched 2013; 598 likes
- Planned content – average 3 posts a week
- Respond to customer service issues/complaints
 - Engage, then handle off-line
- Address misleading/inaccurate information (ie. water quality stories)



What else?

- Tracking & measuring performance
 - District issued Strategic Plan in 2015
 - KPIs and Core Values
 - Measure against other utilities
 - Marketing focus groups
- Website payment options update Dec 2016
- Redesigned customer invoice 2017
- Transparency: Livestream board meetings; post docs on website; State of the District; Strategic Plan shared



Questions & thank you!

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