

Building the RiverHealth Brand

Clackamas County
Water Environment Services

April 2010



Today's Presentation

- » What is RiverHealth?
- » The situation
- » The solutions
- » The plan
- » The results
- » The future



What is RiverHealth?

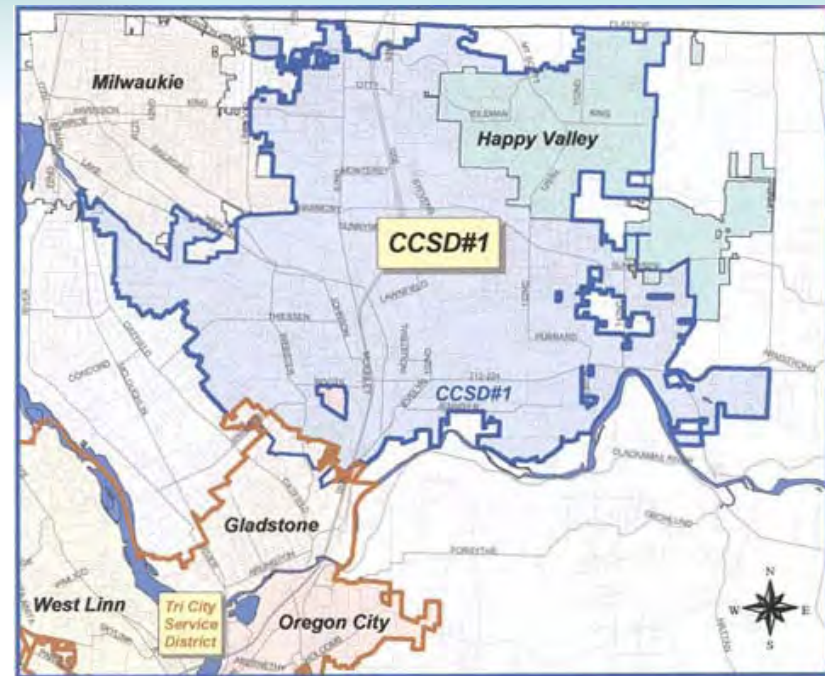
Started as public affairs platform to explain:

- State DEQ demanding new capacity
- Need to finance \$120M capital construction for capacity
- Impact of construction
Policy choices by elected officials



Our Geography

- » Clackamas County Service District #1:
 - Urban unincorporated North Clackamas County
 - Cities of Happy Valley and Damascus
 - Wholesale customer: City of Milwaukie
- » Tri-City Service District:
 - Cities of West Linn, Gladstone and Oregon City
- » Others: Oak Lodge, Lake Oswego, Wilsonville, etc.



Wastewater as Political Sport

- » Earlier effort to regional partnerships failed
- » Key advisory group at odds with CCSD Board
- » Time & treatment capacity running out for CCSD#1
- » Controversy surrounding Kellogg Creek Treatment and relationship with City of Milwaukie

Research and aggressive outreach

- » Created and implemented public affairs and communications plan with support from public affairs consulting firm
 - Fielded phone survey to assess community opinion, values and awareness
 - Involved County Commission to build confidence and a collective strategy
 - Targeted county opinion leaders for direct outreach
 - Repaired relationships with sewer advocates
 - Restarted regional partnership discussion
 - Built internal infrastructure for expanded direct electronic communications
 - Integrated with County communications

RiverHealth Key Messages

- » We're protecting the environment and public health
- » We're protecting ratepayer investments and pocketbooks with fiscal responsibility
- » We're creating a strong foundation for our region's economy



The Logic of RiverHealth

- » Created the RiverHealth Website as a voice and hub of new strategic initiative
 - New site not replacement for WES/County home page
 - Stand-alone site gave flexibility
 - Wanted to brand Capacity Management Program
 - Wanted easy Content Management System
 - Needed opportunity for innovation (rich visuals & video)

RiverHealth Content

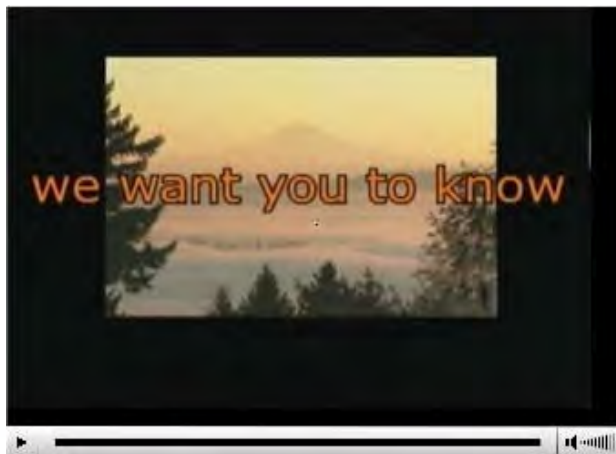
- » How the system works/who we serve
- » Why treatment capacity expansion is needed
- » Alternatives considered
- » Consequences of inaction
- » Decisions made by commissioners
- » Latest news/news archives
- » Opportunities to get involved

RiverHealth



RiverHealth Visuals

- » Main video: Situation overview
- » Short videos: Case studies and aspects of construction
- » Photo galleries: Images of project development



RiverHealth E-newsletter

- » Key strategy was to build direct electronic communications link with customers – separate from traditional media coverage
 - County's 1st electronic newsletter
 - Short stories connected to Web site
 - Videos always promoted
 - Create subscriber list from scratch
 - Issues emailed every 6 weeks or so



RiverHealth Tools

- » Frequent news releases linked to Web
- » Fact sheets posted on site
- » Occasional direct mail to ratepayers
- » E-promotion – Web site banners and experiments with Facebook placement
- » Virtual Open House
- » Wastewater 101 program
- » Created speakers bureau and tour programs

RiverHealth Timeline

- 10/2006 Planning started
- 10/2006 Attitude/awareness survey fielded
- 02/2007 1st Generation RiverHealth Web launched
- 04/2007 RiverHealth e-newsletter launched
- 08/2008 CMP construction started
- 07/2010 2nd Generation of RiverHealth launched

RiverHealth Data

- » 13 e-news issues emailed
- » Newsletter has 25.5% open rate
- » 15.4% click to Web from e-newsletter
- » Increased recognition of issues
- » Wider awareness of WES and CCSD#1

RiverHealth Goals Met

- » \$120M construction financed and completed by 2011
- » Community sewer advocates engaged and redefined through RiverHealth Advisory Council
- » Regional partnership pact adopted
- » Branding expanded to watershed protection



RiverHealth Awards

- 2009 National Association of Counties
- 2009 International Academy of the Visual Arts
- 2008 PRSA (Portland) Award of Excellence

The FUTURE of RiverHealth



Partnering with local educators to expand outreach

Continued close communications with key stakeholders

Launching RiverHealth customer panel research program to engage and involve customers

The decisions we are facing today will impact public health and the environment for many generations to come.