



ASSOCIATION OF
METROPOLITAN
WATER AGENCIES



Kennedy Jenks

Engaging Customers & Building Trust Amid Changing Regulations

May 29, 2024

WELCOME REMARKS



TOM DOBBINS

Chief Executive Officer,
AMWA

WELCOME REMARKS

1

Registration for AMWA's 2024 Executive Management Conference is now open!

2

The association will be launching its communities in early 2025.



REMINDERS

- 1 All attendees will be muted. If you have any questions or comments, please put them in the chat.
- 2 The slides and recording will be available after the presentation on the AMWA website.

INTRODUCING SPEAKERS



**ADITYA
RAMAMURTHY**

Vice President and
Director of Utility
Management Services,
Kennedy Jenks



**KELLEY
DEARING-SMITH**

Vice President of
Communications and
Marketing,
Louisville Water



**MANDY
CAWBY**

Director of Customer
Relations,
WaterOne

LOUISVILLE WATER

Louisville Water Company



Who We Are



1860: Kentucky's first drinking water provider



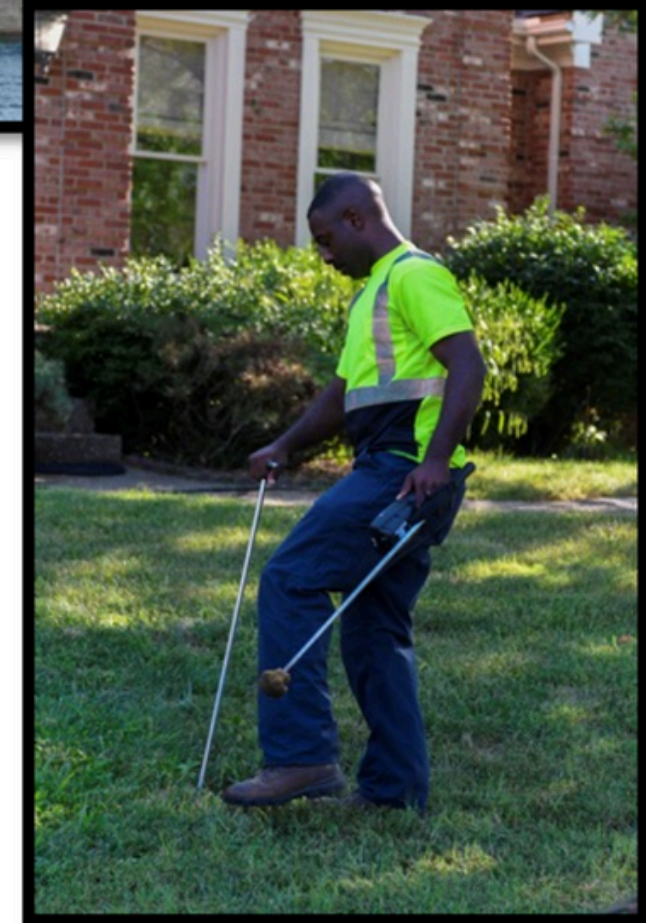
Delivery to nearly one million people in Louisville, Kentucky region



Customer base: 70% homes, then commercial and bourbon!



Average price for a glass of water? Fraction of a penny!



A water so good it has a trademarked name



First and only drinking water utility to trademark water



Communications has a seat at the table



Communications is part of the Executive Leadership Team with linkage throughout Louisville Water.

Internal Comms

Brand Journalism

Community
Relations

Content Marketing

Brand Management

WaterWorks
Museum

Public Affairs

Economic
Development

WATERONE

ABOUT WATERONE



272 Square Mile Service Area



450,000 + Customers



150,000 + Accounts



200 MGD System Capacity



2 Treatment Plants



Dual River Intake Sources



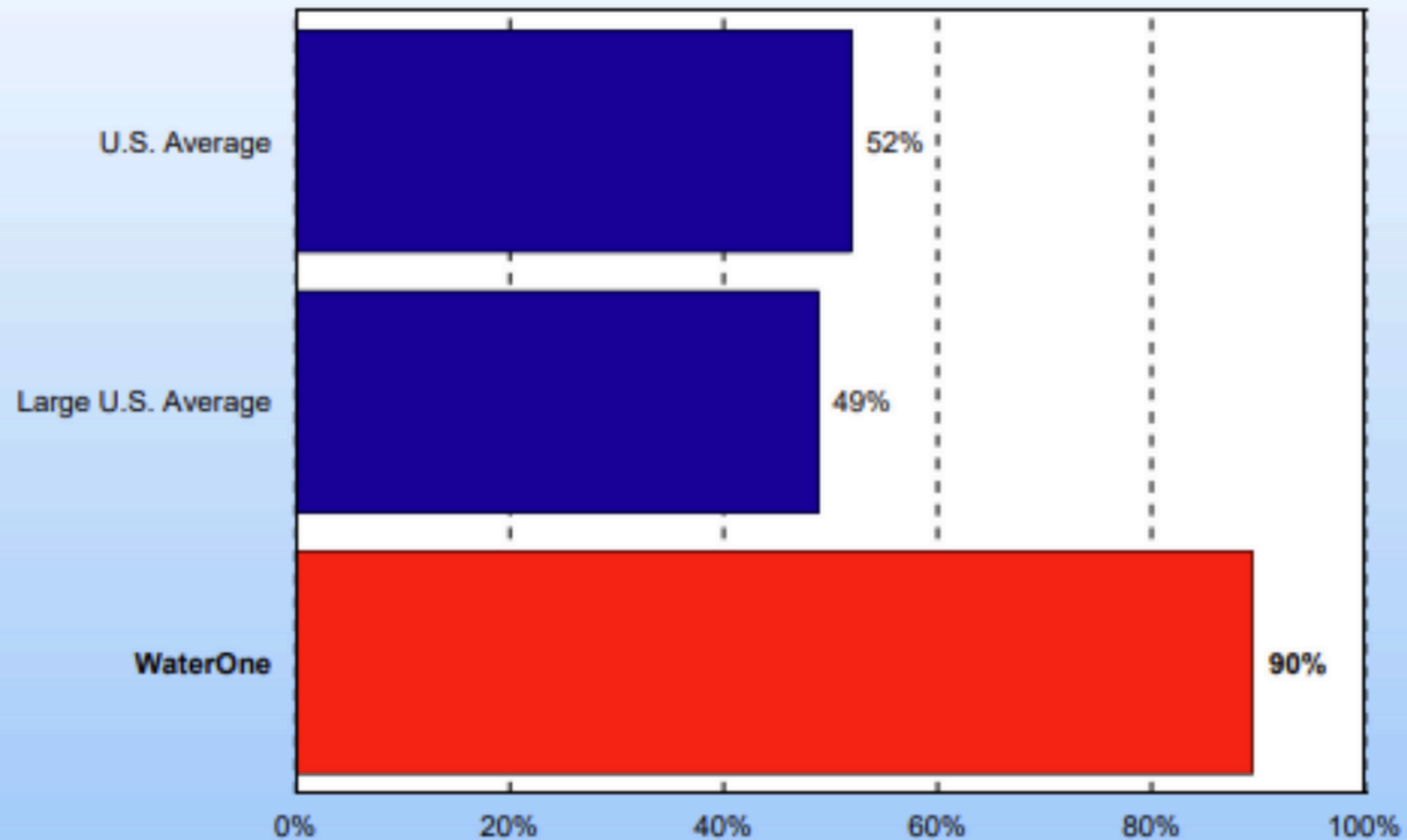
2,700 Miles of Infrastructure



- Founded in 1957
- Independent, non-profit public water utility
- Serves 17 cities throughout Johnson County
- The largest water utility in the state of Kansas

Satisfaction With the Overall Quality of Water Service *Comparisons to the U.S. Average and Large U.S. Average*

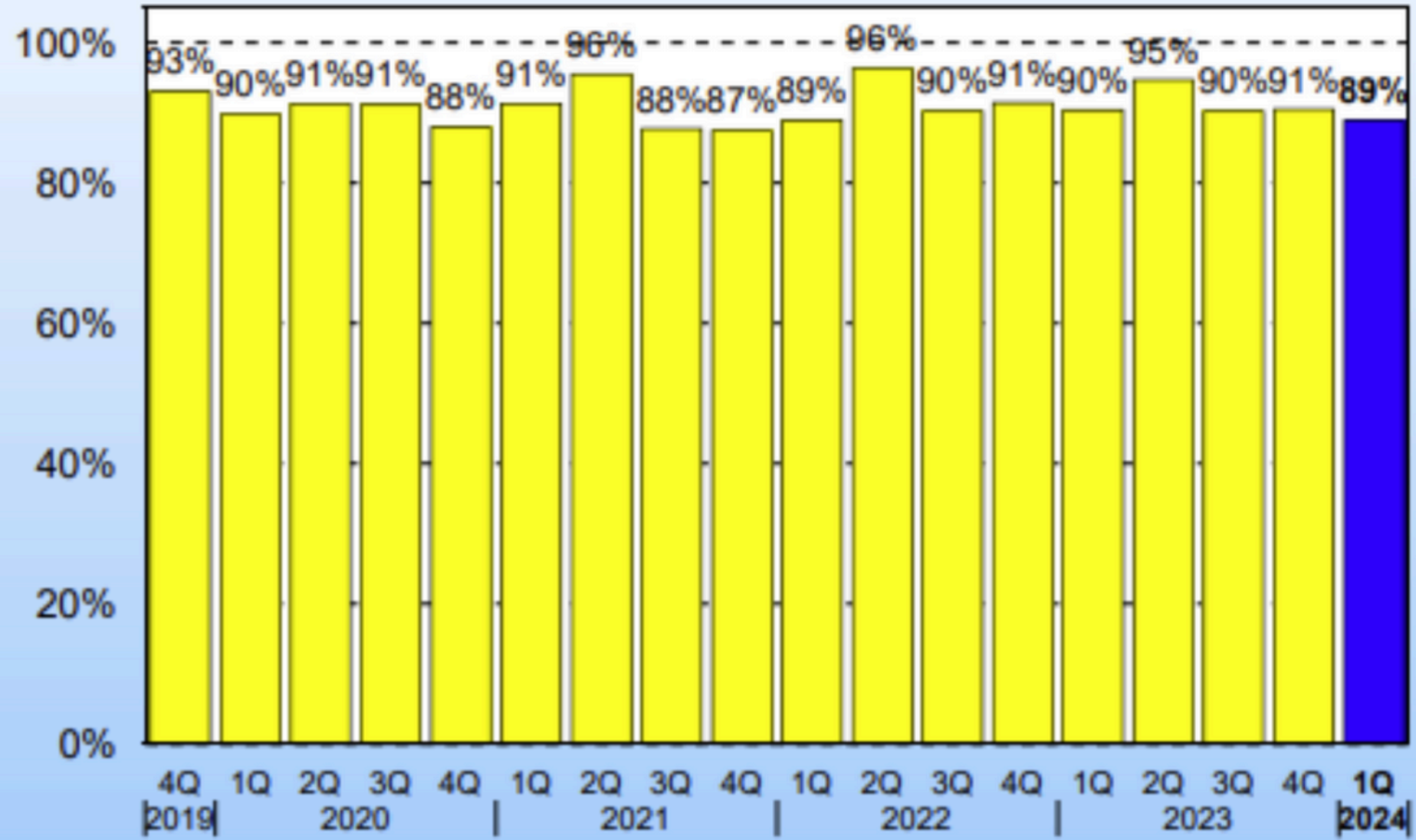
by percentage of respondents who were "very satisfied" or "satisfied" with the overall quality of their water service



Satisfied customers

Satisfaction with Safe Drinking Water

by percentage of respondents (excluding don't knows)



CONSISTENCY

WaterOne Communication Team

Not pictured:

Part-time Intern

Contractor School Outreach Ambassador

Jerry

Kelly

McKenzie

Water
One



WaterOne
Water District No. 1 of Johnson County



NEW PODCAST!
CHECK IT OUT ON APPLE

WATER YOU TALKING ABOUT

WaterOne
Water District No. 1 of Johnson County

PANEL DISCUSSION

In your opinion, how safe is your drinking water?

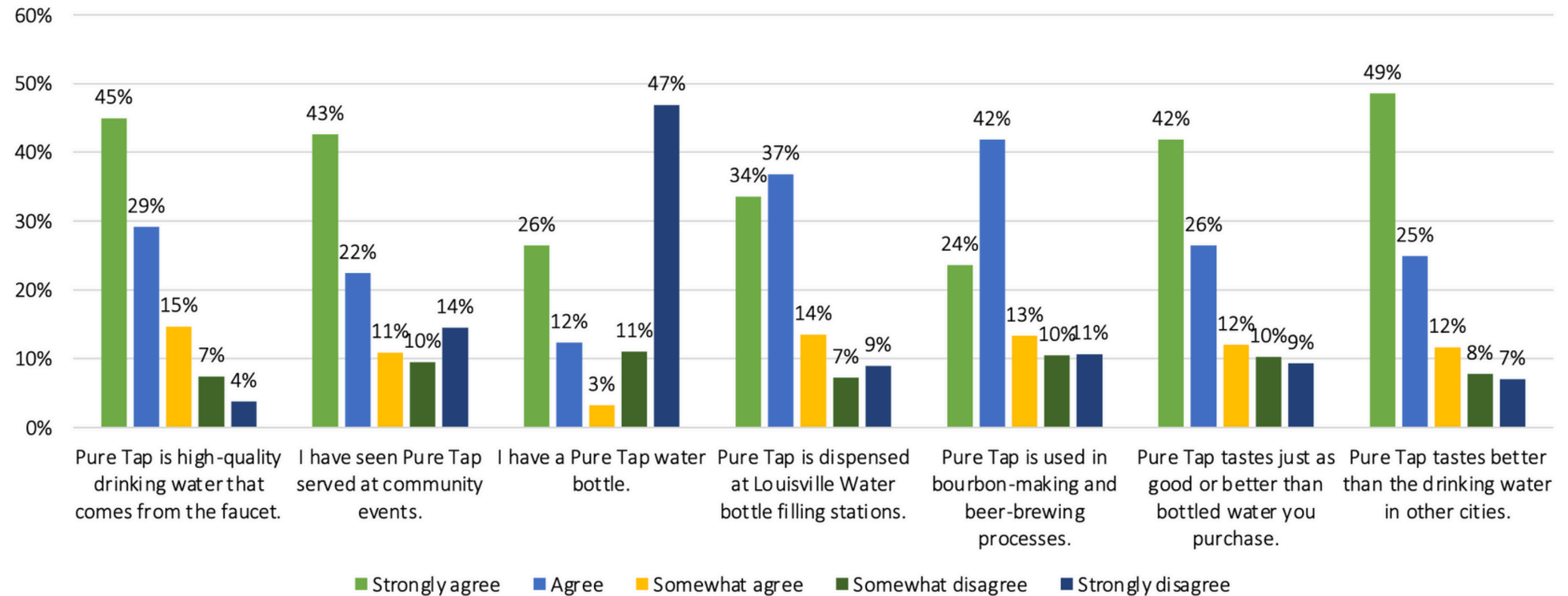


March 2024

~575 Louisville Water customers



To what extent do you agree or disagree with the following statements about Louisville Pure Tap®?



March 2024

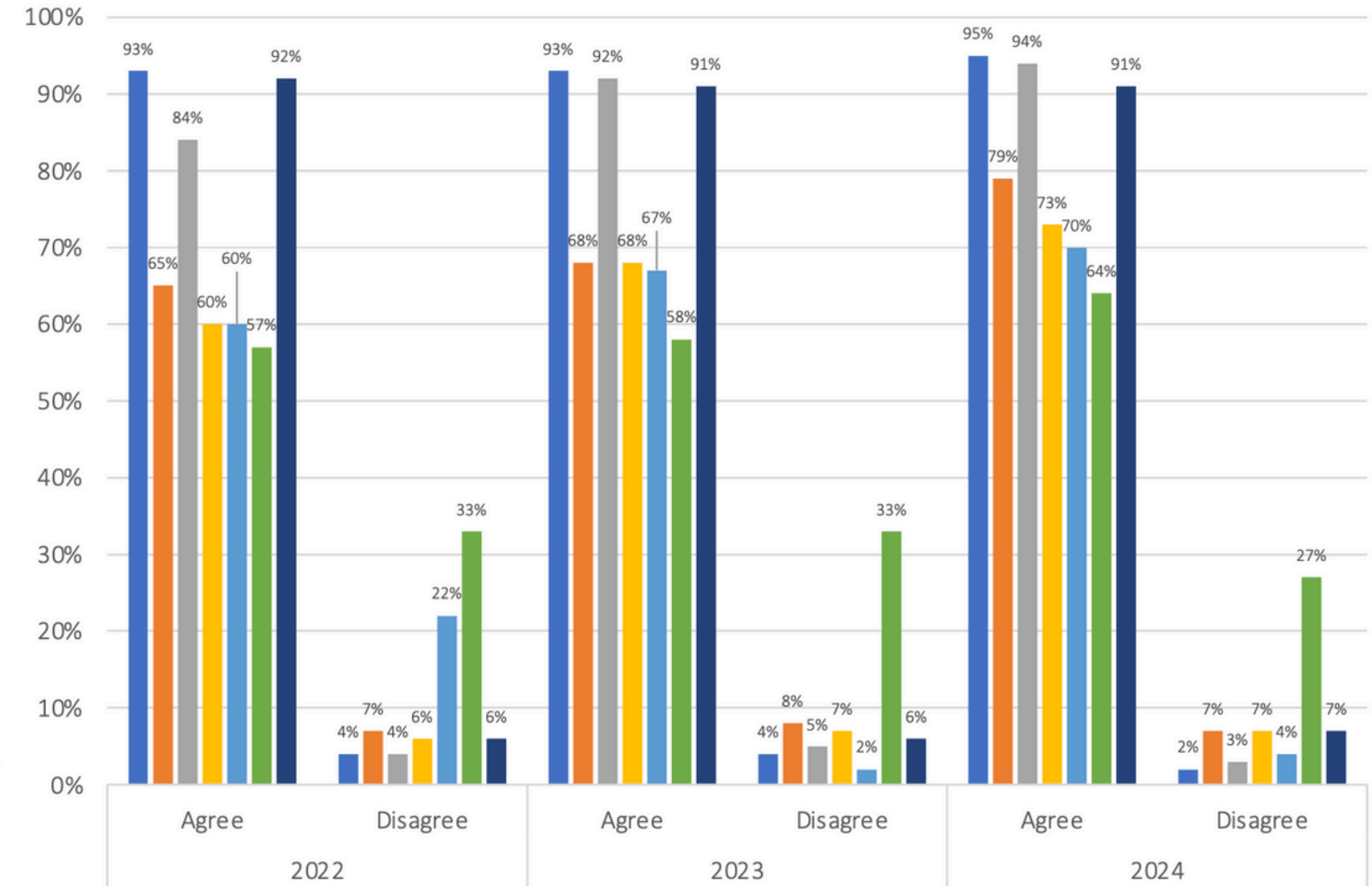
~575 Louisville Water customers

89% of customers equate Pure Tap to Louisville's drinking water

To what extent do you agree or disagree with the following statements?



- My drinking water supply is reliable.
- Louisville Water does a good job maintaining the infrastructure.
- Tap water is an environmentally friendly choice.
- Tap water contains natural minerals that are good for me.
- Louisville Water uses innovative technology for water purification.
- The value of my water is greater than the price I pay for it.
- I trust Louisville Water to provide high quality drinking water.



March 2024

~575 Louisville Water customers

- ✓ 91% of customers trust Louisville Water
- ✓ Trust, reliability and environmentally-friendly score highest
- ✓ Perception of value typically has the most disagreement

Q&A

THANK YOU! CONTACT US AT:



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TOM DOBBINS

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KELLEY DEARING-SMITH

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ANTOINETTE BARBER

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UPCOMING EVENTS

Register for AMWA's upcoming webinar: How to Effectively Build a Cybersecurity Program.



 ASSOCIATION OF METROPOLITAN WATER AGENCIES



How to Effectively Build a Cybersecurity Program

via Zoom | Tuesday, June 18 at 3:00 p.m. ET

REGISTER NOW!