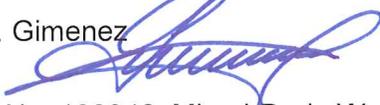


# Memorandum



**Date:** August 6, 2013

**To:** Honorable Chairwoman Rebeca Sosa and Members  
Board of County Commissioners

**From:** Carlos A. Gimenez  
Mayor 

**Subject:** Directive No. 130946: Miami-Dade Water and Sewer Department Outreach Activities

---

At the May 21, 2013 Board of County Commissioners meeting, Commissioner Heyman directed the Miami-Dade Water and Sewer Department (WASD) to develop a marketing campaign to disseminate information contained in WASD's Multi-Year Capital Plan to educate County residents about the importance of investing in WASD's infrastructure, suggesting that this information be placed on the County's web site, Miami-Dade TV, the local media and to the League of Cities.

WASD, working with the Community Information and Outreach (CIAO) department, prepared a marketing plan to educate county residents. Key messaging points include the continuous delivery of high quality drinking water, the need for infrastructure investments and how it ties to economic development, and the protection of our natural resources. These key messaging points will be disseminated via numerous online opportunities, at the speakers bureau, through radio commercials and print advertisements in English, Spanish and Creole, plus articles in newspapers and periodicals distributed county wide. These outreach activities will serve to heighten public awareness of the importance of investing in the County's water and sewer infrastructure. In addition, a focal point of the Department's ongoing campaign is to inform County residents that Miami-Dade County continues to be ranked, in the State of Florida and across the nation, as having one of the lowest combined water and sewer retail rates for the average residential customer, even with the eight (8%) percent increase. The following information shows the various aspects of the plan that is currently underway:

- Radio – WASD spots will run in various stations in English, Spanish and Creole a total of 1,336 times from June – August.
- Radio (online) – Various stations will stream WASD spots in English and Spanish a total of 230 times from June – August.
- Print – 49 WASD print ads will be published from June – August in English, Spanish and Creole publications.
- Online – Web ads will be placed for a total 2,540,000 impressions (impressions are how many times the ads are loaded on a page).

In addition, CIAO recently completed a community survey with WASD-specific questions regarding the Department's monetary and service value in comparison to other utilities. The survey results pertinent to WASD generated positive feedback. Based on other responses received from this research tool, the Department will focus its outreach opportunities to overcome gaps in public knowledge and tailor the messages accordingly.

Outreach and public education efforts will continue through Fiscal Year 2013-14. Future plans include outdoor, television, print, online and radio advertising as well as targeted messages sent out through the County's internal and external communications channels. Attached please find a sample of the print advertisement along with the fact sheet currently on WASD's website.

Honorable Chairwoman Rebeca Sosa and Members  
Board of County Commissioners  
Page Two

Should you have any questions or require further information please contact Miami-Dade Water and Sewer Director John W. Renfrow, P.E. at 786-552-8086 or me directly at 305-375-1880.

Attachments

c: Alina T. Hudak, Deputy Mayor  
Jennifer Moon, Director, Office of Management and Budget  
John W. Renfrow, P.E., Director, Water and Sewer Department  
Henry F. Sori, Director, Community Information and Outreach



# HERE'S A BLAST FROM THE PAST

**AND SO ARE SOME OF  
MIAMI-DADE COUNTY'S  
WATER & SEWER PIPES**

## **IT'S TIME FOR AN UPGRADE**

For a few pennies more a day, we are investing in a state-of-the-art water and wastewater system for Miami-Dade County. And your water bill will still be among the lowest in Florida.

**TO FIND OUT MORE VISIT: [WWW.MIAMIDADE.GOV/WATER](http://WWW.MIAMIDADE.GOV/WATER)**

**OUR WATER  
IS WORTH IT**



## Miami-Dade Water and Sewer Department Capital Improvement Program

The Miami-Dade Water and Sewer Department (**WASD**) is the largest water and sewer utility in the southeastern United States and serves nearly 2.3 million residents and thousands of visitors on a daily basis. Staff works 24/7 providing high quality water and wastewater services, protecting public health, and acting in the best interest of the environment.

**WASD** treats 300 million gallons of water per day and  
disposes of 300 million gallons of wastewater per day

### WATER DISTRIBUTION SYSTEM

**7,918** miles of pipelines

**126,000** valves

**3** regional water treatment plants  
+ 5 smaller plants

### WASTEWATER SYSTEM

**6,277** miles of pipelines

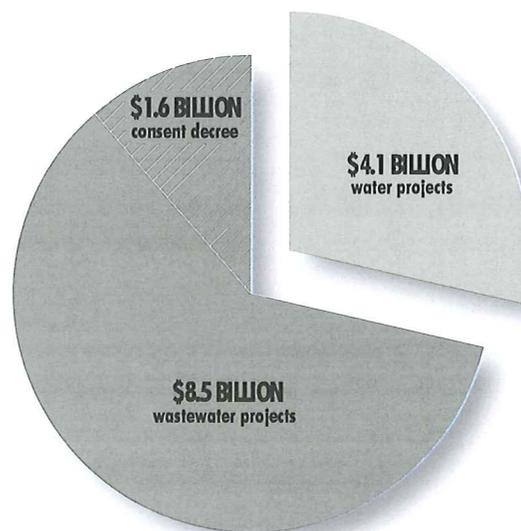
**1,048** pump

**3** regional wastewater treatment plants

### CAPITAL IMPROVEMENT PLAN

In order to continue to fulfill the department's vision of continuous delivery of high quality drinking water and wastewater services in compliance with all regulatory requirements, WASD has planned a systematic and responsible Multi-Year Capital Improvement Plan. This plan will provide necessary upgrades to the system.

The Department has entered into a federally mandated Consent Decree with the United States Environmental Protection Agency and the Florida Department of Environmental Protection and is committing to making improvements to the wastewater collection and treatment system totaling \$1.6 Billion over the next 15 years.



**\$12.6**  
BILLION  
OVER THE NEXT  
15-20 YEARS

# What does this plan mean to the average customer?



The Department's water rates have been among the lowest in the Nation for many years. A rate increase of 8% is approved beginning on October 1, 2013.

This will add \$3.36 per month to the average customer using 6,750 gallons per month bringing the bill from \$42.03 per month to \$45.39 per month.

## BENEFITS TO THE COMMUNITY

### QUALITY AND RELIABILITY.

- Efficiency improvements from advanced technology and delivery methods.
- Decreased chance of pipe failures, service loss, and need for boil water orders.
- Increased reliability of sewer plants and pump stations.



### REGULATORY COMPLIANCE.

- Avoidance of potentially hazardous conditions, adverse environmental and economic development impacts, and fines and penalties.
- Enhancement of the aging sewer system, which increasingly fails to consistently meet all regulatory requirements.

### ENVIRONMENTAL PROTECTION.

- Millions of gallons leaking out of the water distribution system could be saved annually, allowing us to continue to be good stewards of one of our most precious, natural resources.
- Decreased chance for pipe failures that could result in untreated sewage entering the community's waterways.
- Improved sustainability as additional levels of treatment and reclamation of wastewater for reuse reduces environmental impacts.

### ECONOMIC EXPANSION/INCREASED CAPACITY.

- Reduced constraints in the water distribution system and the wastewater collection system, supporting economic development and revitalization.
- Increased capacity for future population growth.

### ENHANCED FIRE PROTECTION.

- Improved fire protection, reduced leaks, and enhanced water pressure as 40 year old, undersized water mains are replaced.

### REPLACEMENT COSTS LESS EXPENSIVE THAN EMERGENCY REPAIRS.

- Immediate cost savings through proactive replacement. Emergency repairs can restrict procurement options and can cost as much as 10 times the cost of planned repairs.

EVEN WITH  
8% INCREASE  
WE'RE STILL AMONG THE  
LOWEST  
RATES  
IN FLORIDA

