

City of Augusta, Georgia Utilities Department



Product/Service:

Provides water that exceeds all federal, state and local regulation; and, provide wastewater service that inspires public confidence, all done in an environmentally friendly manner.

Marketing Objective:

Acensial was selected as the sub-contractor under the Alison Group for the City of Augusta, GA Utilities Department (AUD) Corporate Communications Plan in 2004. Our team assisted in the development and production a total corporate communications plan for AUD.

Strategies & Delivery:

Acensial provided copy writing services for the AUD quarterly newsletter. The following are a few newsletter articles that were edited or written:

- Augusta Water Conservation Plan
- Automated Meter Reading (AMR) Program
- Messlerly Plant a Top Performer
- Rae's Creek Sewer Interceptor Upgrade
- The Survivor Dogwood Tree
- The Watershed Quarterly Report Update
- Watershed Protection through Careful Spring Lawn Care
- Total Maximum Daily Load
- Water Conservation in the Landscape
- Winterizing Your Pipes



Accential also provided the ongoing Editorial Calendar along with nifty titles for articles and coverage of AUD's activities. The following is a copy of the AUD Newsletter Spring 2005 Editorial Calendar:

Features:

1. What Happened With the Water Legislation?
2. The Watershed Quarterly Report Update
3. Sid Mullis Article
4. Splish Splash: Conserving Water During Recreation Activities / Water Fun
5. Conservation Tips for the Spring – Don't Drain It: Conserve Water Now for Heavy Summer Usage
6. Leadership Session
7. TMDL – Total Maxim Daily Load
8. The N. Max Hicks Tobacco Road Water Treatment Plant, including ribbon cutting and photos of the event.
– include update + updated photo
9. Utility Improvements
10. High School Career Day (May)



Results:

Augusta Utilities Department distributes quarterly newsletters to its customers filled with useful information concerning the activities of the utilities department.