

Learn to Outpunch Your Weight:

How Utilities of All Sizes Can Flex

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What do we mean by flexing?

Getting on ratepayers' mental radar by building awareness of your work as a public utility and providing **VAC**



What is VAC?

What is VAC?

Value

What is VAC?

Value

Accountability

What is VAC?

Value

Accountability

Celebration

More about this later ...

Why should a public utility flex?

Most ratepayers don't usually understand the degree of product and service you're providing each month.

I should know. I was one of those people.



**This is good background, but
we're not a large utility?**

What do these mean for us?

Let's discuss **how to flex** – cheaply
(push vs pull)

“Push vs Pull” refers to how your utility gains attention/awareness -- and the cost/effort involved

Pull: trying to “pull” ratepayers to your site

Think: pulling teeth

Pull usually involves buying ads and sponsorships to get people to notice you. You’re trying to pull them in by purchasing attention.



Push: Sending information to ratepayers using the channels you own.

No sponsorships or ad buys.
Cost is usually minimal or free. You're pushing out information rather than buying attention.

Building dedicated to former utilities commissioner

January 11, 2022

BY TAYLA COURAGE Main Street Nashville



John L. Batey, Jr. reads to the surprise announcement that the county's Consolidated Utility District Administration Building will be dedicated in his name at a retirement luncheon held in his honor last Wednesday. Batey, the former CUD Board of Commissioners President, stepped down after over three decades last month. TAYLA COURAGE / MAIN STREET NASHVILLE. John L. Batey, Jr. reads to the surprise announcement that the county's Consolidated Utility District Administration Building will be dedicated in his name at a retirement luncheon held in his honor last Wednesday. Batey, the former CUD Board of Commissioners President, stepped down after over three decades last month.

Many county elected officials gathered at the Consolidated Utility District Administration Building on Wednesday to celebrate recently retired Board of Commissioners L. Batey, Jr. whose name will soon be attached to the administration building.

Batey started working at the CUD in the mid-1980s when he had the opportunity to serve as an advisor to former board president John L. Batey, Jr. At the time, it was a three-member board, according to Batey, who said it eventually grew to become the five-member board it is today due to state law changes.

"I just got the training from there and then continued on," said Batey, who stepped into the role he's now leaving in 1996.

His roots to the county go beyond his near 40-year tenure. He is a lifelong resident of the Blackman community, a Central High School graduate and a Middle Tennessee State University graduate with a degree in Agriculture.

He's also a sixth-generation farmer at Batey Farms, known for its strawberries and pork products, in Murfreesboro. The farm has been in his family's name since 1807.

In his time with the CUD, he's witnessed the population of the county skyrocket in

Annual Water Quality Report From Consolidated Utility District Released

By Morgan Mitchell - May 3, 2024



Listen to this article now
Powered by Trintity Audio
00:00

Consolidated Utility District (CUD) has released its annual water quality report, also referred to as a Consumer Confidence Report (CCR). This document informs consumers about the utility's compliance with state and federal drinking water standards and includes details about the location of the source water and how it is treated.



How do I add value to my relationship with ratepayers every 3-6 months?

Neighbor-4-Neighbor



Through this program, CUD is able to help support families in Rutherford County who are struggling to pay their utility bills. [Our downloadable and printable form](#) allows you to make a contribution through your regularly scheduled bill or a one-time financial gift.

CUD manages the program in partnership with [Community Helpers](#), a local nonprofit. If you or someone you know needs financial assistance in paying for utility bills, [please fill out this form](#) (also available in [Spanish](#)) and send it to Community Helpers. Their staff can determine the next steps in providing benefits to those in need.

The cover of the 2023 Annual Report for the Consolidated Utility District of Rutherford County, Tennessee. It features a blue wave logo at the top left. The title "2023 Annual Report" is in large blue font. Below the title is a grid of six colored boxes, each with a small image and text: "WATER TREATMENT PLANT" (light blue), "ENGINEERING" (red), "OPERATIONS" (yellow), "INFORMATION TECHNOLOGY" (grey), "CAPITAL IMPROVEMENT PLAN" (green), and "CUSTOMER SERVICE" (purple). At the bottom, contact information is listed: "www.cudrc.com • Facebook: CUDRC • cudrc.com/newsletter".

WATER TREATMENT PLANT	ENGINEERING
OPERATIONS	INFORMATION TECHNOLOGY
CAPITAL IMPROVEMENT PLAN	CUSTOMER SERVICE

www.cudrc.com • Facebook: CUDRC • cudrc.com/newsletter



All of your communications messages can fall into one or more of three categories (VAC)

Value

What are your ratepayers getting
for their money each month?



Accountability

Embrace transparency
and wear the bullseye



Celebration

When members of your
workforce grow in their
capabilities, honor that



Let's dive into action steps for each category (VAC)

1. Value

What is water worth?




Value

First impressions matter



Customer Service
615-893-7225



Facebook: @CUDRC

**To access your account online,
visit www.cudrc.com**

FOR FIRST-TIME USERS —

1. Find your customer number and account number on your bill.
2. Click on the "New User" icon or "Register Now" above the login area on the screen.
3. Fill out all fields on the new user registration page.
4. You will receive an email to verify your registration.
5. Click on the link in the email to complete your registration.

If you forget your username or password, click the "Forgot Username | Password" link below the login area.

TO MAKE A ONE-TIME PAYMENT WITHOUT REGISTERING ...

1. Click on "Pay My Bill."
2. Enter your customer number and account number, both of which are found on your bill. Note that your full account number includes the account number and occupant code, separated by a dash.
3. Enter your payment amount in the "Pay Now Amount" box — or leave the box blank to pay the full balance.
4. Select your payment method and press "Continue."
5. Review your payment summary and press "Continue" to see payment information.
6. Enter your payment information and a valid email address to receive your receipt. 7. Review your payment information and press "Process Payment" to submit.

NOTE: A fee of \$2.15 will be applied to credit/debit card and e-check transactions. To avoid this fee, sign up for e-check bank draft at www.cudrc.com/bank-draft-authorization.


Credit/debit card transactions over \$400 will be declined. If you wish to pay more than \$400, you can make multiple payments.

To pay by phone, call 844-329-9452. Our voice prompt system will guide you through the process.

When your relationship with Consolidated Utility District (CUD) ends — whether by termination or if you do not transfer service — we will write off any credit balance you are owed if the amount is five dollars (\$5) or less.

Thank you for being our customer!

APPLICATION FOR UTILITY SERVICE



Account # _____ Customer # _____ Credit Report # _____

Date for service to begin: _____

Business Name (Commercial Property Only): _____
Federal Tax ID # (Commercial Business Only): _____
Applicant's Name: _____
Service Address: _____ Zip: _____
Mailing Address: _____ Zip: _____
Contact #: _____ Email: _____ E-Bill
Applicant's Social Security #: _____ Applicant's DL #: _____
Applicant's Date of Birth: _____ Employer: _____
Own Rent Property Owner/Property Manager: _____

NOTICE: Except as otherwise may be provided by law, or by policies, rules and regulations adopted by CUD, please be advised that by establishing an account for water services and/or sanitary sewer services, you are responsible and liable for any and all use of utility services (water and/or sanitary sewer) attributed to your account, regardless of whether you have ownership of, possession of, or access to, the premises to which the utility service is provided. If you establish an account with CUD for utility service to a premises which you either do not own or possess, do not have access to, or over which you have no control, you do so at your own risk, and you will be liable for any and all use of utility services attributed to your account.

All applicants listed, at the above address, hereby agree to pay all cost of collection incurred by Consolidated Utility District, including all reasonable attorney's fees, in collecting unpaid final accounts. The applicants further agree to be governed by the ordinance/regulations pertaining to water and/or sewer service. The applicants agree as follows:

1. A non-refundable service fee for technical and administrative service in providing the initial service to the customer will be added to the first bill.
2. Utility charges will be billed on a monthly basis in accordance with authorized rate schedules.
3. The applicants agree to give a minimum of one (1) business day notice in order to terminate service. A forwarding address should be provided for the purpose of submitting the final bill.
4. Consolidated Utility District shall have access at all reasonable hours to the premises for the purpose of reading or testing meters or inspecting and repairing utility services. It is the applicant's responsibility to keep the meter unobstructed and accessible at all times.
5. In the event utility service is disconnected by CUD, there will be a minimum reconnection charge (which may be increased by CUD) of \$5 (five dollars) if the utility service is reconnected.
6. Payment may be made by personal check, cashier's check, money order, credit cards (Visa or MasterCard). They may also be made by personal check or credit card (Visa or MasterCard) over the internet or by phone (a processing fee is applied for all credit card payments made over the phone or internet). Any bank returned item is subject to a fee per check and delinquent account enforcement processes.
7. Accounts are due and payable by the due date stated on the bill. Cutoff date is also listed on the bill. If the bill is not paid by the termination date, it will be turned off and an additional fee will be applied to the account.
8. FOR THOSE CUSTOMERS ON OUR STEP SYSTEM: Consolidated Utility District of Rutherford County, Tennessee (CUD) does not assume, and specifically denies any liability for, and shall not pay any sewer service customer claim as relates to any injury to persons, or damages to property, or otherwise, cost, direct or indirect, of whatever kind or nature whatsoever caused by, or alleged to have been caused by, or associated with in any manner, sewage backup, or blockage onto the property of the customer and/or applicant.
9. Consolidated Utility District will not rent a credit balance of less than \$5.00 for any account.

Applicant Signature _____ Date _____



**IRRIGATION/POOL ADJUSTMENT FORM
(STEP Sewer Only)**

Account Number: _____ Customer Number: _____
Name: _____ Cycle Number: _____
Service Address: _____
Date Filled: _____

Any customer, residential or commercial, is eligible for a one-time (1) pool adjustment per year. The customer's bill may be considered for a STEP sewer adjustment only on the consumption charge of \$3.00 per thousand gallons. The \$28.00 base rate will not be adjusted.

The consumption must be at least two times the average monthly bill. The average consumption will be based on the months November through April. The adjustment will be made after the bill reflecting the pool usage has been billed.

The adjustment will only be made on the sewer portion of your bill, not the water portion. The amount of adjustment will be applied to the customer's account and will not be reimbursed in cash.

DO NOT WRITE BELOW THIS LINE

Approved for adjustment _____
Consolidated Utility District Employee

Date: _____

www.cudrc.com • Facebook: CUDRC • Customer Service: (615) 893-7225
Business Hours: Monday - Friday, 8:00 a.m. - 4:30 p.m.




Value

Welcome package to new businesses

Providing Your Email Improves Your Account in 5 Ways

- 1. Service updates** - If infrastructure work is scheduled for your street address, you will receive advance notice.
- 2. Capital Improvement Plan** - You will get the latest about upgrades or expansions of our services.
- 3. Customer service survey** - We send the survey each January, and your voice makes a difference in how we communicate.
- 4. Privacy Policy** - First, we will never sell your email address to a third party. Second, we will not attempt to sell you outside services.

5. Our quarterly e-Newsletter - CUD provides news you can use and data about our work. Visit cudrc.com/newsletter and enter your email address.



On behalf of our workforce at Consolidated Utility District of Rutherford County (CUD for short), we're pleased that you're a new customer of our water utility.

Opening a business in any industry requires determination, talent, and perseverance. To help you along your journey, it's helpful to have reliable partners who hold your best interests at heart. We pledge to do our part as your public water utility.


A few quick facts about us ...

- CUD was formed in 1968, and we are a nonprofit organization.
- We currently serve more than 200,000 residents of Rutherford County, and our customer base is growing each year.
- We operate more than 1,500 miles of pipe. If laid end to end, that would stretch from Murfreesboro to just beyond the state line of Arizona.
- We have over 5,000 fire hydrants in this county.

If you have any questions about your water service or the quality of your water, please contact us at (615) 893-7225. Our business hours are Monday-Friday, 8:00 a.m. – 4:30 p.m.

We're also available online at www.cudrc.com, on Facebook (CUDRC), on LinkedIn, and on Instagram (@consolidatedutilitydistrict).

In this packet, you'll find items to help you get the most from your relationship with us. It's our privilege to serve you.



Roger Goodson
General Manager
Consolidated Utility District of Rutherford County




Cybersecurity Tips for Your Business

Hackers sometimes try what's called a "brute force" attack that uses automated trial-and-error to crack passwords. We should know. Public utilities are constant targets of cybercriminals.

The longer and more varied your passphrase, the more resistant it is. Use the following tips to build a **very strong passphrase** for your business and personal online accounts:

- Change your passphrase periodically – every 90 days
- Use a unique passphrase – something only you would know
- Use a passphrase of 12 - 18 characters. This is nearly impossible to crack
- Your passphrase should include a variety of uppercase/lowercase letters, numbers, and symbols.
- Include symbols in your passphrases. For example, choose a zero for O and @ for A. Add the year and a letter at the end. To update your passphrase, advance the last letter to the next in the alphabet. Example: MyD0gH@sFl@2024a



K. Thomas Hutchinson Water Treatment Plant

- The K. Thomas Hutchinson Water Treatment Plant serves more than 200,000 people in Rutherford County with safe, reliable water and can produce up to 32 million gallons of water each day.
- In 2023, the plant earned the Award of Excellence from the Kentucky/Tennessee Section of the American Water Works Association.
- Our water is tested continuously and meets or exceeds all standards set by the EPA and the Tennessee Department of Environment and Conservation.
- Our annual water quality reports are available online at cudrc.com/water-quality.
- The plant operates at a zero discharge and sends no materials back to Stones River.
- Tours are available for school-age students (grades 5 and up) and civic groups.

**Your customer's email address is the key to
permission-based communication**

For us, this takes 2 forms ...



Value

Welcome email to new customers



We look forward to providing your home and/or business with safe, reliable water. After account signup, you can expect to receive your first bill 15-45 days later.

Manage your account using the myCUD app -- now available in the iPhone App Store and the Google Play Store.

Need to pay your bill or register your account online? [It's easy.](#)

If you're a new CUD ratepayer or if you're new to the area, [here's a visual guide](#) to help you read your bill.

We offer advice about how to [check for a water leak](#) and data about [water quality](#).

If your neighborhood uses a [STEP system for wastewater disposal](#), our online flyer describes the importance and maintenance of this infrastructure.

Need to reach us? Call (615) 893-7225 or visit [our contact page](#).

We produce a quarterly newsletter for our ratepayers. [You can subscribe here.](#)

For news you can use and updates about service, [like us on Facebook](#). You can also follow us on [LinkedIn](#).

Features ...

- Our logo (legitimacy)
- Links to our site
- How to contact us
- Social feeds
- We track delivery



Anatomy of advance notice email



Dear CUD Customer:

This email is to inform you that [Consolidated Utility District \(CUD\)](#) will be on or near your property today or within the next couple of days to carry out a repair on your water service line and/or infrastructure.

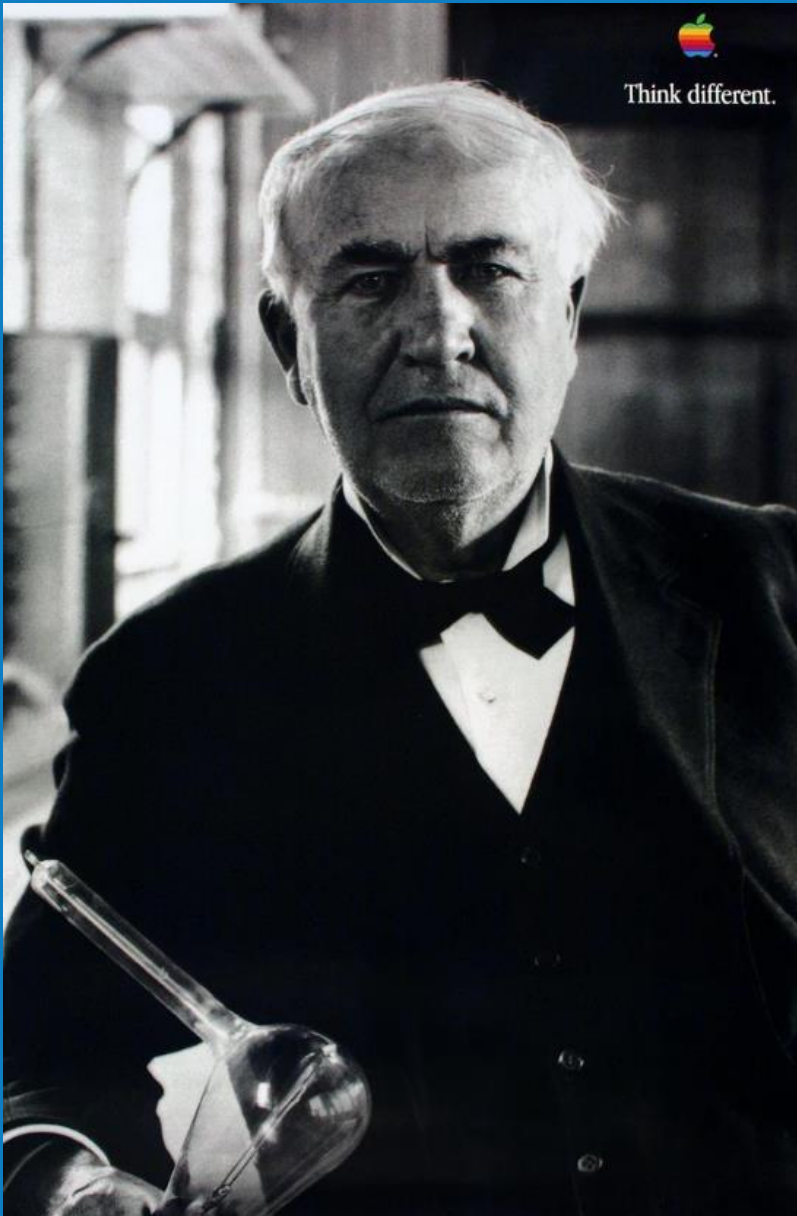
If you have any questions, please reach us via [Facebook \(search for CUDRC\)](#) or call our Customer Service department at 615-893-7225 or contact us at <https://www.cudrc.com/contact>

- Logo
- Link to site
- Explanation - doesn't have to be complex; generic is sufficient
- Contact
- Social feeds
- Track delivery

Why is an email address so important?

- Not as interruptive as a phone call
- Carries links (example of “push”)
- Easier for receiver to digest data
- Your logo (legitimacy)
- You can tell your audience to expect a follow-up call
- You can explain things in better detail
- Knowing your customers act on emails they receive makes it more likely your communications will be noticed quickly.
- Perfect method for providing messages related to **value and accountability**

Value



Think different.



CONSOLIDATED UTILITY DISTRICT
Rutherford County, Tennessee

Value



CUDRC



consolidatedutilitydistrict



**Consolidated Utility District
of Rutherford County**



cudrc.com/newsletter

COLOR CODING SYSTEM OF FIRE HYDRANT TOPS IN RUTHERFORD COUNTY



BLUE TOP

1,501 gallons or more per minute



GREEN TOP

1,001 - 1,500 gallons per minute



ORANGE TOP

501 - 1,000 gallons per minute



RED TOP

500 gallons per minute or less

**NATIONAL
CYBER SECURITY
AWARENESS MONTH**



CONSOLIDATED UTILITY DISTRICT
Rutherford County, Tennessee

2. Accountability



CONSOLIDATED UTILITY DISTRICT
Rutherford County, Tennessee

Accountability

Put numbers to everything

Did you know CUD manages over 1,400 miles of underground water pipe?

That's greater than the distance from Murfreesboro to Albuquerque, New Mexico.

Or what it feels like to drive I-24 from Rutherford County to Nashville.



#FunFactFriday

The moon is 238,900 miles from Earth.

In Fiscal Year 2020-2021, CUD employees traveled 878,972 miles in service to our ratepayers.

That's equal to 3.6 trips to the moon.

Except we use trucks.



WATER TREATMENT PLANT

The K. Thomas Hutchinson Water Treatment Plant serves more than 160,000 people in Rutherford County with safe, reliable water every day and can produce up to 32 million gallons of water each day. The plant operates at a zero discharge and sends no materials back to Stones River. Our water is tested continuously and meets or exceeds all standards set by the EPA and the Tennessee Department of Environment and Conservation. *Our annual water quality reports are available online at cudrc.com/water-quality.*



4,824

finished water pumpage
(in millions of gallons)



\$882.73

average total production cost
(per million gallons) per month



1,361

bacteriological compliance
samples



SAFETY

- All employees completed required trainings for Hazardous Communications, Bloodborne Pathogens, Emergency Action Plans, 811- Call Before You Dig, Drug Free Workplace, Defensive Driving, Environmental Hazards, and Workplace Harassment.
- Groups of employees have completed the following trainings:
 - >> First Aid/CPR/AED
 - >> Excavations and trenching
 - >> Forklift training
 - >> OSHA 10/General Industry
 - >> Aerial lift training
 - >> OSHA 10/Construction
- Year over year improvements: CUD had two OSHA recordables (four occurred in 2019) and no Lost Time Work Incidents since November 2018.
- CUD enacted nine new workplace safety policies covering topics from heavy equipment to inclement weather to protocols for working near roadways.



CUD employees drove 878,972 miles for Fiscal Year 2020-2021. For comparison, there are just over 940 miles in the County Road Book.



Accountability

How's your CCR?



2022 Water Quality Report
Consumer Confidence Report



Consumer Confidence Report Chart 2

Key to Chart 3

Terms and Abbreviations 3

Where Is The Source of My Water? 4

Why Are There Contaminants in My Water? 4

Do I Need to Take Special Precautions? 4

Lead in Drinking Water 5


Cryptosporidium 5



Trihalomethanes 5

How Can I Get Involved? 6

The Essentials of 6

Consolidated Utility District 7


2023 Annual CONSUMER CONFIDENCE REPORT

#1 Through Excellence and Innovation

Winner of the 2023 Award for Excellence – Large Water Treatment Plant Category – KY/TN Section of AWWA



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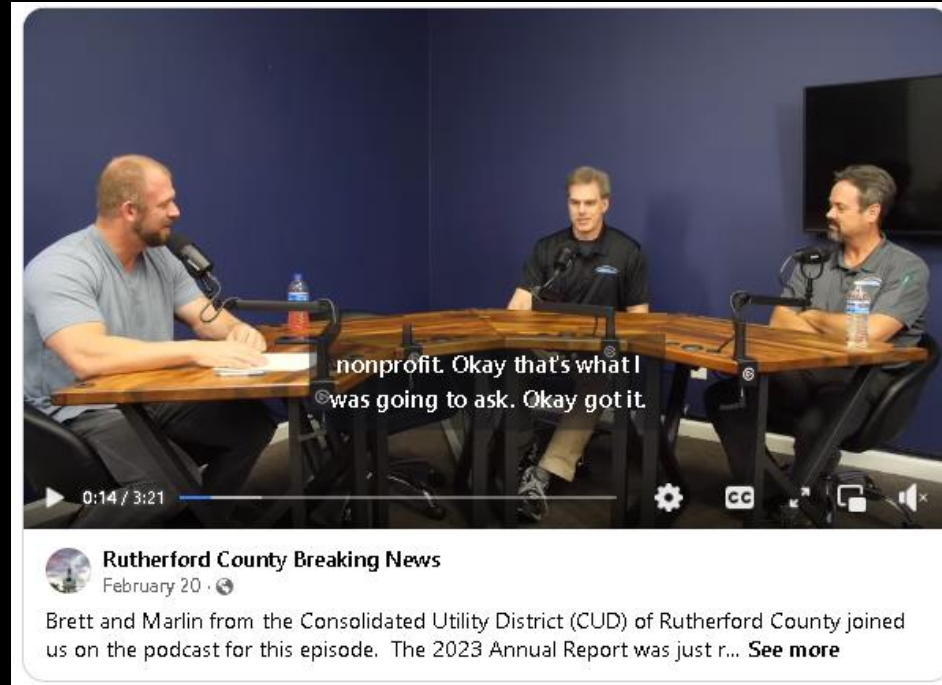
2022 Consumer Confidence Report for Consolidated Utility District								
Contaminant	Test Date	Unit	MCL	MCLG	Detection	Range	Sources	Violation
Lead (l)	6/9/20 - 7/28/20	ppm	AL-0.015	0	0.001 (90th percentile) All tests below Minimum Detection Limit of 0.002	N/A	Erosion of natural resources, household plumbing corrosion	NO
Copper (l)	6/9/20 - 7/28/20	ppm	AL=1.3	1.3	0.119 (90th percentile)	.015 to .3100	Household plumbing corrosion, erosion of natural deposits, leaching of wood preservatives	NO
Fluoride	Monthly	ppm	4	4	0.37 Average	0.17 to .67	Erosion of natural resources, additive to promote strong teeth, discharge from fertilizer and aluminum factories	NO
Nitrate	10/12/2022	ppm	10	N/A	0.164	N/A	Run off from fertilizer use, leaching from septic tanks, sewage; erosion of natural deposits	NO
Sodium	6/8/2022	ppm	N/A	N/A	9.65	N/A	Erosion of natural deposits	NO
Turbidity (l)	Continuous	NTU	At least 95% of monthly samples must be below .15 NTU	N/A	Lowest monthly percentage was 98.9% below .15 NTU highest level detected .27 NTU	.02 to 0.27	Natural river sediment. Turbidity is a measurement of water clarity which aids in determining the effectiveness of our treatment process*	NO
Total Trihalomethanes (TTHMs)	Quarterly	ppb	80 4 Quarter Locational Running Annual Average	N/A	54.2 Highest Locational Running Annual Average	7.0 to 71.0	By-products of water chlorination	NO
Haloacetic Acids (HAA)	Quarterly	ppb	60 4 Quarter Locational Running Annual Average	N/A	39.2 Highest Locational Running Annual Average	5.6 to 51.3	By-products of water chlorination	NO
Chlorine	Daily	ppm	MRDL=4	MRDLG=4	Highest Quarterly Running Annual Average 1.82	0.2 to 3.5	Disinfectant added to kill pathogens	NO
Total Organic Carbon (2)	Monthly	TT	N/A	N/A	18% - 74% removal (15% required)	500 to 480	Naturally present in the environment	NO
Chlorine Dioxide	Daily	ppm	0.8	MRDLG=0.8	0.077 Average	0 to 0.42 Daily Range at WTP	Water additive used to control microbes	NO
Chlorites	Daily & Quarterly	ppm	1	0.8	0.648 Distribution Sample Average	0.19 to 0.99 Daily Range at WTP	By-products of water disinfection	NO
Bromodichloromethane	2/7/2022	ppm	N/A	N/A	0.0016	N/A Detection Limit .000500	Naturally present in the environment	NO
Chloroform	2/7/2022	ppm	N/A	N/A	0.00941	N/A Detection Limit .000500	Naturally present in the environment	NO
2,4-D	6/30/2022 10/12/2022	ppb	70	70	24 & 0.0	N/A	Herbicide from agriculture, urban stormwater runoff, and residential uses.	NO
Coliform	Total Coliform: Tested Daily (MCL = 5% of total monthly samples)		0	0	Highest monthly # of positive total coliform samples, 3 of 120, August	0 to 2.5%	Naturally present	NO
	E. Coli: (MCL = 0% samples)		0	0	0	N/A	Animal or human fecal waste	NO

100% of samples tested negative for E. Coli. Highest percentage of monthly positive total coliform samples was 2.5%. CLD immediately resampled above, below and at the same sites where the positive coliform samples were collected. All repeat samples tested negative for Total Coliform and E. Coli bacteria.

Accountability

CUD pitched itself to Rutherford County podcasts and radio.

It's free, and we placed that on our social feed.



Accountability

Rights and Responsibilities guide



RIGHTS, RESPONSIBILITIES, AND QUICK REFERENCE

709 New Salem Highway • PO Box 249
 Murfreesboro, TN 37133-0249

Open Monday - Friday, 8:00 a.m. - 4:30 p.m.
 Phone: (615) 893-7225 • Fax: (615) 225-3341

www.cudrc.com • Facebook: CUDRC
 myCUD: Available on Apple App Store and Google Play



Revised October 2023

PAYMENT INFORMATION
 HOW TO READ YOUR BILL

Consolidated Utility District of Rutherford County
 Phone: (615) 893-7225
 Fax: (615) 225-3341

1. **Customer # (ID#)** and **Account # (ID#)**

2. **Compare Your Meter Usage** (Bar chart showing usage for Current, Previous, and Year to Date)

3. **Usage History** (Table showing meter readings and usage for previous months)

4. **Message Center** (Icon for service alerts)

5. **Scan at CUD Kiosk** (QR code for payment)

6. **Changes to Your Contact Information** (Check for updates)

7. **Check for New Charges** (Review for late fees or other charges)

8. **Water Usage** (Table showing meter readings and usage for previous months)

9. **Water Information** (Details on meter type and usage)

10. **Water Rates** (Table showing rates for different meter sizes)

11. **Water Service** (Details on service status and outages)

12. **Water Conservation** (Tips for saving water)

13. **Water Quality** (Information on water quality and testing)

14. **Water Safety** (Information on water safety and leaks)

15. **Water Billing** (Information on billing cycles and payment options)

16. **Water Connections** (Information on new connections and reconnections)

17. **Water Emergencies** (Information on how to report leaks and outages)

18. **Water Conservation Programs** (Information on rebates and incentives)

19. **Water Quality Programs** (Information on testing and treatment)

20. **Water Safety Programs** (Information on leaks and pipe repairs)

21. **Water Billing Programs** (Information on payment plans and discounts)

22. **Water Connections Programs** (Information on rebates and incentives)

23. **Water Emergencies Programs** (Information on emergency response)

24. **Water Conservation Programs** (Information on rebates and incentives)

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73. **Water Quality Programs** (Information on testing and treatment)

74. **Water Safety Programs** (Information on leaks and pipe repairs)

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PLACE THIS TAG ON YOUR MAIN WATER SHUT-OFF VALVE

Consolidated Utility District
 Rutherford County, Tennessee

cusdrc.com
 Facebook: CUDRC
 (615-893-7225)

HOW RATES ARE CALCULATED
 Water usage per thousand gallons for meters up to one (1) inch:

Minimum bill charge	Rate
0 - 5,000	\$5.60 (per thousand gallons)
5,001 - 10,000	\$6.10 (per thousand gallons)
10,001 - 20,000	\$7.29 (per thousand gallons)
20,001 - 100,000	\$7.79 (per thousand gallons)
Over 100,000	\$6.79 (per thousand gallons)



Accountability

Service Maintenance in Real Time



The following was written by our Maintenance Manager and earned nearly 7,000 page views.

3:35 PM: We received a call about a leak on One Mile Lane

3:50 PM: Leak was located

4:00-5:15 PM: Roughly 9 valves were shut down to isolate the leak

6:30 PM: TN One call was complete

6:45 PM: Digging started at site of One Mile Lane leak

7:45 – 10:15 PM: A 23-foot section of 12" PVC pipe was replaced with 12" ductile iron pipe

10:30 PM: Valves were slowly turned back on to begin flushing

10:40 PM: During the backfilling of the hole, a rock fell on the existing PVC line, which caused a separate break

10:45 PM: Valves were shut down

11:00 PM: Started excavating ditch to repair other broken pipe

12:00 AM: A 5.5-foot section of 12" PVC pipe was replaced with 12" ductile iron pipe

12:35 AM: Valves were slowly turned back on to start flushing

1:45 AM: Flushing completed and sample taken

1:50 AM: Remaining valves turned back on

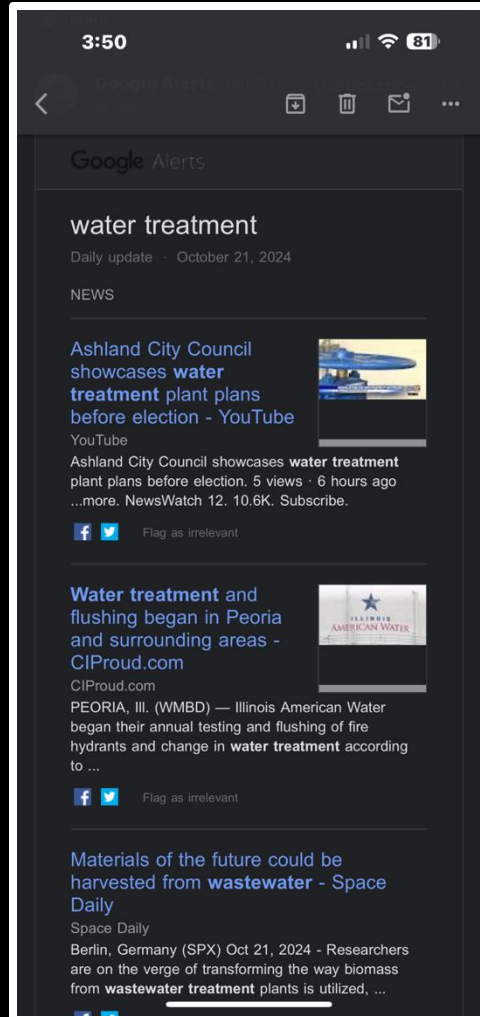
2:15 AM: Service restored to complete area

- **From January 2020**
- **Post went viral (thousands of views)**
- **Play-by-play**
- **Demonstrates the value of social media, earns more fans, and shows actions taken by your workforce**



Accountability

Learn to Avoid Problems in Advance

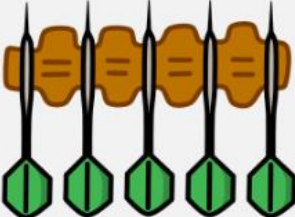


- Set up Google Alerts on your email
- Use keyphrases like “water utility”, “water treatment”, “infrastructure”, etc.
- You’ll see issues other utilities are facing – which helps you think ahead



Accountability

THIS IS NOT
FAILURE ...



... THIS IS
FAILURE

ROBERTOFERRARO.ART

Celebration



When you decide to build a branding table ...

- Overall budget
- Usable multiple times
- What kind of events?
- What messaging do you want?
- Ease of setup and takedown
- Giveaways for adults, kids

Celebration

Let's talk costs ...



Tablecloth \$190



Bags 250/\$320



Journals 200/\$690



Stickers 1,000/\$350



Pens/highlighters 1,000/\$650

Celebration

All good news has more than one life

Consolidated Utility District of Rutherford County, TN
 Published by Brett McArdle
 July 12

A big THANK YOU to [Tennessee Association of Utility Districts](#) for coverage in their latest issue of TN Utility News!

This gave CUD an opportunity to promote the augmented reality exhibit developed by our GIS Team, as well as the successful completion of the TAUD Apprenticeship Program by three CUD specialists.



CONSOLIDATED UTILITY DISTRICT
 Rutherford County, Tennessee

FOR IMMEDIATE RELEASE
 Contact: Brett McArdle, Consolidated Utility District
 Email: bmcardle@cutdrc.com Phone: (615) 867-7303

CONSOLIDATED UTILITY DISTRICT (CUD) UNVEILS AUGMENTED REALITY EDUCATION EXHIBIT

Imagine playing in a sandbox with an augmented reality twist. As your hands rearrange the sand, you see a virtual display where the sand itself becomes land, rivers, lakes, and even the habitats of animals. That's the new educational tool developed by Consolidated Utility District (CUD).

This new, three-dimensional exhibit teaches earth-science concepts by combining a real sandbox, virtual topography, a Microsoft Kinect 3D camera, simulation software, and a data projector. The result is an augmented reality (AR) sandbox that allows users to control topography by moving sand, which is transformed into a digital, real-time visual map.

The exhibit was built by Brandon Witek, Geographic Information Systems (GIS) Manager at Consolidated Utility District. "I decided to build this after I learned about one of these tables during my education at Mississippi State University. When I was hired as GIS Manager at Consolidated Utility District, it was one of the first projects I brought to my supervisor. He gave me the greenlight and the support I needed to make it happen."

Members of the GIS Team – Technicians Charles Boston, Chelsea Tabor, and Nicole Rahn – help users understand how the digital sandbox works. The exhibit provides a hands-on experience in reading a topographic map, the meaning of contour lines, watersheds, and more.

Surprisingly, the AR sandbox does not require an internet connection to operate. In fact, after the software has been installed, the AR sandbox does not need an internet connection. The exhibit consists of four main components:

- Software – including a virtual reality toolkit, Kinect 3D video package, a Linux operating system, and the AR sandbox software
- Computing hardware that includes a 3D camera, a PC with a high-performance graphics card, and a digital projector
- A physical sandbox
- Structures to mount the camera and projector above the sandbox

Inspiration for CUD's virtual terrain from an AR sandbox that was designed and built at the University of California at Davis Department of Geology. In 2016, the AR sandbox was shown at the White House Water Summit and the USA Science and Engineering Festival.

CONSOLIDATED UTILITY DISTRICT
 Rutherford County, Tennessee

2022 Water Quality Report
 Consumer Confidence Report

Consumer Confidence Report Chart	2	Lead in Drinking Water	5
Rate Chart	3	Cryptosporidium	5
Terms and Abbreviations	3	Tribromomethanes	5
Where is the Source of My Water?	4	How Can I Get Involved?	6
What Are These Contaminants in My Water?	4	The Evolution of	6
Do I Need to Take Special Precautions?	4	Consolidated Utility District	7

CONSOLIDATED UTILITY DISTRICT
 Rutherford County, Tennessee

FOR IMMEDIATE RELEASE

Contact: Brett McArdle, Consolidated Utility District
 Email: bmcardle@cutdrc.com Phone: (615) 867-7303

Annual Water Quality Report
 From Consolidated Utility District Now Available Online

[Consolidated Utility District \(CUD\)](#) has released its annual water quality report, also referred to as a [Consumer Confidence Report \(CCR\)](#). This document informs consumers about the utility's compliance with state and federal drinking water standards and includes details about the location of

Annual Water Quality Report From Consolidated Utility District Released

By Morgan Mitchell - May 3, 2024



...rities have given the water produced by CUD a clean bill of health for 2023. Our workforce and the efforts of our award-winning water treatment plant. The page rotator and links [directly to the document](#).

...our mission statement as a public utility speak directly to water quality," said Roger Goodson. "Every day, we set a high bar for ourselves in terms of the results from both the state and federal government once again."

...system is an ongoing, 24/7 task, and we have standards for water quality and Director of Water Resources Chris Forte. "Our treatment plant won an award from the Tennessee Association last year, and we're going to continue competing for awards around the state."

...information about per- and polyfluoroalkyl substances (known as PFAS), which are a group of over 10,000 manufactured chemicals used in many household products and consumer goods. In 2021, the Environmental Protection Agency announced regulation that establishes maximum contaminant levels for six kinds of PFAS in drinking water.



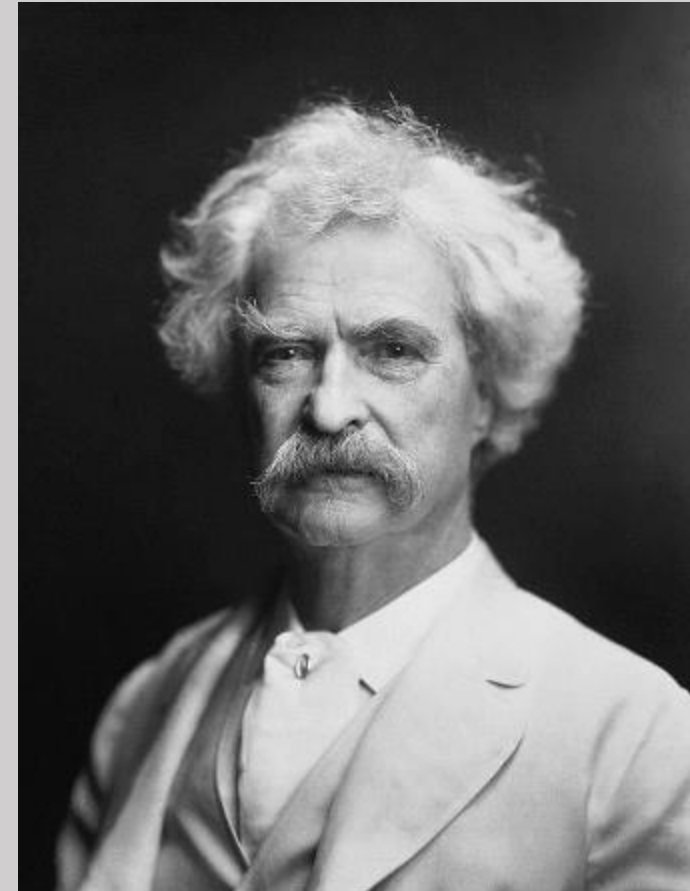
Avoid this mistake!

- **No one's going to your site for entertainment.**
 - Chances are, your website is transactional.
- Social media is for human interest and your wins.
- Don't want comments on your social posts? Turn them off.

Celebration

Internal newsletter ... critical to culture

- Doesn't have to be long or elaborate
- Could be as simple as email to the workforce
- Catch people doing good
- When possible, attach data
- Spell the names right



Celebration



You know how you get your best ideas in the shower or on a walk?

It's because you're off your screens and giving your brain space to wander – and imagine.

Celebration

Steal this concept more than the execution

Think of a yearly way to remind people of the role water plays in their lives.

Could be as simple as an end-of-year email to ratepayers with stats.



Celebration



**... As you flex, who are you
talking to – and why?**

**Let's consider three different groups ...
Their needs and yours as you interact with them.**



Children/Students



Topics: Fun facts, conservation, water science

Interests: knowledge and the future of tech

Ratepayers



Topics: Infrastructure, policy, cost, customer service, jobs

Elected officials



Topics: Infrastructure, policy, legislation

Invite a reporter

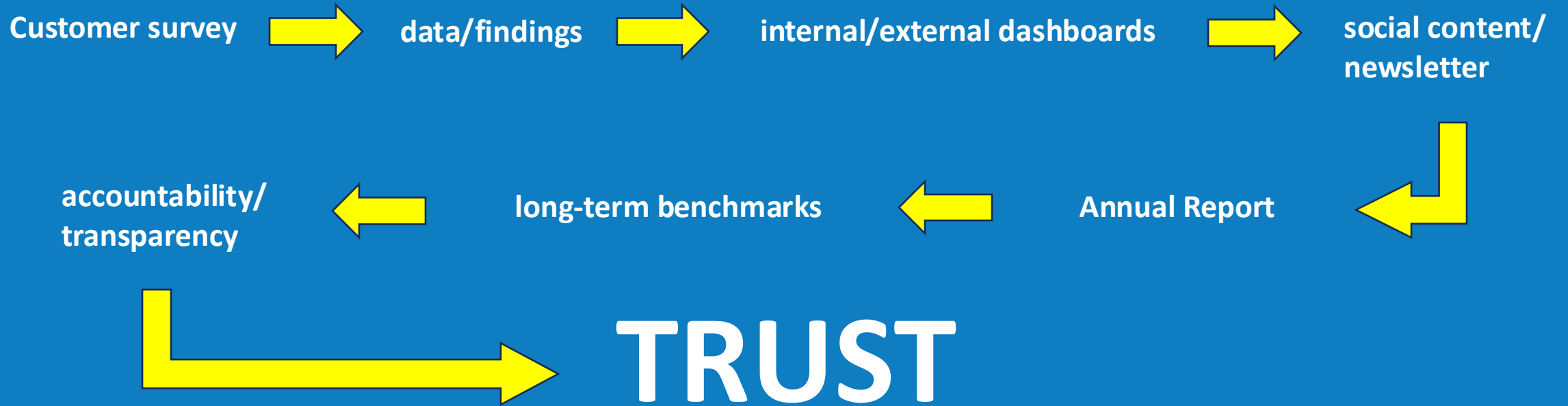


"Advertising is saying you're good. PR is getting someone else to say you're good."

What's the point of it all?

Some key ideas ...

Chain reaction of data



- **Trusted stewards of water and money**

- **Put a face to your water utility**

- **Build goodwill (you'll draw from that account)**

- **Help ratepayers see infrastructure differently**

Learn to Outpunch Your Weight:

How Utilities of All Sizes Can Flex

Brett McArdle – Communications Manager
[bmcardle@cudrc.com](mailto:bmcardle@ cudrc.com)

