



CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY

SUBMITTER: Adam Steurer **MEETING DATE:** 04/24/2023

AGENDA SECTION: Presentations **DEPARTMENT:** Utilities

TITLE OF ITEM: Tap Water Branding – *Adam Steurer, Utilities Engineer*

SUGGESTED MOTION(S):

N/A – Presentation only.

SUMMARY:

The City of Hendersonville must instill the value of water and improve consumer confidence in its product: high-quality tap water. Recent high-profile water system failures across the nation (Ex. Jackson, Mississippi and Flint, Michigan) have negative impacts on confidence in tap water and local governments everywhere. Consumers who have lost confidence in their tap water through these system failures and/or have perceived health risks from drinking tap water are forced to seek an alternative – bottled water, which on a per unit basis is orders of magnitude more expensive compared to tap water and not environmentally friendly.

Hendersonville tap water is of the highest quality but does not have a “brand”. Building a “brand” for its tap water and providing additional educational outreach through the “brand” will allow the Utility to improve consumer confidence, build trust in local government, instill the value of water, reduce the use of wasteful plastic bottled water, and improve affordability.

A focus group comprised of multidisciplinary Utility staff have selected a brand name and associated imagery for City of Hendersonville tap water.

BUDGET IMPACT: N/A

Is this expenditure approved in the current fiscal year budget? N/A

If no, describe how it will be funded. N/A

ATTACHMENTS:

1. Tap Water Branding Presentation